

2014 Water Issues Public Opinion Poll

Prepared for
San Diego County Water Authority
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TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
1.0 INTRODUCTION & METHODOLOGY	2
1.1 INTERVIEW DISPOSITION REPORT	3
2.0 PROFILE OF RESPONDENTS & SURVEY SUB-GROUPS.....	4
2.1 SURVEY SUB-POPULATIONS	5
3.0 RESEARCH RESULTS	7
3.1 TOP-OF-MIND ISSUES IN SAN DIEGO COUNTY	7
3.1.1 <i>San Diego County Issues Agenda</i>	7
3.2 PUBLIC VIEWS ON THE DROUGHT	8
3.2.1 <i>Potential Response to Worsening Drought</i>	8
3.2.2 <i>Awareness of Current Drought Situation</i>	9
3.2.3 <i>Household Drought-Related Actions</i>	10
3.2.4 <i>Public Trust Regarding Mandatory Restrictions</i>	13
3.2.5 <i>Public Concern Regarding Drought Impact on Water Supplies</i>	14
3.3 PUBLIC PARTICIPATION IN SELECTED HOUSEHOLD CONSERVATION ACTIVITIES	15
3.3.1 <i>Household Water Conservation Practices</i>	15
3.3.2 <i>Attitudes Toward Personal Efforts to Conserve Water</i>	18
3.3.3 <i>Conserving Water as a Civic Duty</i>	20
3.4 PUBLIC VIEWS ON WATER RELIABILITY & DIVERSIFICATION	21
3.4.1 <i>Overall Views on Reliability of Water Supply</i>	21
3.4.2 <i>Importance of Reliable Water Supply to Economy</i>	22
3.4.3 <i>Water Reliability & Quality of Life</i>	23
3.4.4 <i>Trust in Long-Term Water Supplies</i>	24
3.4.5 <i>Perceptions of Efforts to Enhance Reliability of Water Supply</i>	25
3.4.6 <i>Support for Diversification Strategy</i>	26
3.5 VIEWS ON THE BAY-DELTA	27
3.5.1 <i>Perceived Importance of the Bay-Delta</i>	27
3.5.2 <i>Views Regarding Bay-Delta Supply Reliability</i>	28
3.5.3 <i>Bay-Delta vs. Local Water Investments</i>	29
3.6 PUBLIC INTEREST IN SELECTED WATER EFFICIENCY PROGRAMS.....	30
3.6.1 <i>Preferred Programs</i>	30

3.7	PUBLIC ATTITUDES ON WATER COSTS.....	32
3.7.1	<i>Perceived Relative Value of Household Utilities.....</i>	32
3.7.2	<i>Perceptions of Water Costs</i>	34
3.7.3	<i>Support for Rate Increases & Environmental Projects.....</i>	35
3.8	COMMUNICATION ISSUES.....	37
3.8.1	<i>General Media Preferences</i>	37
3.8.2	<i>Awareness of Water Conservation Information Sources</i>	38
3.8.3	<i>Public Interest in Additional Water Information.....</i>	39
3.8.4	<i>Preferred Media for Receiving Water Information.....</i>	40
3.8.5	<i>Additional Information Sources</i>	41
3.9	OTHER RESEARCH FINDINGS	42
3.9.1	<i>Agriculture’s Contribution to the Economy.....</i>	42
3.9.2	<i>Public Understanding of Water Bill.....</i>	43
3.9.3	<i>Awareness of MWD Case</i>	44

APPENDICES

- Appendix A: Survey Instrument
- Appendix B: Detailed Tabular Results
- Appendix C: Summary Notes on Telephone and Online Comparative Results

EXECUTIVE SUMMARY

Water issues are a high priority in San Diego County; they rank second to local economic conditions as the most pressing concern in this March 2014 survey of 1,000 adults in the region. No other topics generated nearly as much response when residents were asked to describe important regional issues on an unaided or “top-of-mind” basis.

The survey also found that water is widely valued for its contribution to the local economy and the region’s overall quality of life.

Interest in water issues is high as the state and county experience a third straight dry year. Drought-related questions show that residents largely accept the need for voluntary and even mandatory conservation measures, and most residents trust local water agencies to impose mandatory restrictions when conditions warrant.

Despite drought headlines, most San Diego County residents view regional water supplies as reliable, though they do show less certainty that this resource will be readily available in the future. Current, and to a lesser extent future, expectations for a reliable water supply are strengthened by broad support for the region’s supply diversification strategy.

An overwhelming majority of San Diego County residents consider efficient use of water as a civic duty, and this attitude is clearly driving disciplined water use by many residents. More than seven-in-10 residents, for example, report the drought has inspired them to cut back on household water consumption, and a majority of respondents agree that they could probably tighten the taps even more, if necessary. Among the small number of those who have *not* reduced their water use in response to the drought, many say they have already done all they can to conserve. It’s also significant to note that San Diego County residents consistently – and sometimes dramatically – outperform national averages when it comes to adopting various household water conservation practices.

In terms of water costs, a majority of respondents feel they are receiving excellent or good value for their money. However, higher majorities of consumers tend to see good economic value in other household utilities, and a majority says water costs more than it should.

On Northern California’s Bay-Delta, most acknowledge this source is important for San Diego County and a similar majority agrees the watershed now faces significant ecological challenges. Nonetheless, a majority of respondents would prefer to invest in local water projects rather than in the Bay-Delta.

These findings and many others related to water issues in San Diego County are presented in the attached report.

Funding for this survey was provided in part by a grant from the State of California’s Department of Water Resources.

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1.0 INTRODUCTION & METHODOLOGY

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

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

- ✓ Public views and behaviors on water scarcity and drought conditions
- ✓ Public views on water reliability and diversification strategy
- ✓ Public participation in selected water conservation activities
- ✓ Outlook on California's Bay-Delta
- ✓ Attitudes on water costs
- ✓ Interest in selected water efficiency programs
- ✓ Public usage of and preferences regarding communications channels

By using online polling for the first time, the Water Authority also was able to gain timely feedback about potential drought-related campaign themes under development in March prior to the completion of the telephone data collection phase.

A representative sampling of 1,000 adults who have lived in San Diego County for at least one year completed the survey online (N=500) or via telephone (N=500), including 80 respondents who only used mobile phones. The two samples of completed surveys were then consolidated into a single data set which was then statistically weighted to reflect known age, gender and regional distribution of San Diego County based on 2010 U.S. Census Data. All data analysis was performed using SPSS statistical analysis software.

The telephone portion of the survey was conducted by Flagship Research of San Diego. Flagship Research is a professional field research center that has conducted similar data collection services on a sub-contract basis for Water Authority on multiple occasions. Flagship utilizes a state-of-the-art Computer Assisted Telephone Interviewing (CATI) system for its telephone interviews. Random Digit Dialing (RDD) telephone sample was provided to Flagship by Scientific Telephone Sampling (STS) of Foothill Ranch, Calif. The telephone survey was thoroughly pre-tested by Probe Research and Flagship Research. Five hundred live telephone interviews were conducted between March 11 and 25, 2014, among a stratified sampling of residents (based on region, age and gender).

Five hundred online surveys were collected between March 7 and 13, 2014, via Survey Sampling International's (SSI) proprietary panel. SSI is one of North America's most established and reputable online panel providers. A stratified sampling frame based on region, age and gender was also used in the online version, to ensure respondent representation across the county.

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

1.1 Interview Disposition Report

The following table reveals the disposition of the calls for the telephone survey, as well as the disposition of online surveys accessed:

TELEPHONE SURVEY:	# OF CALLS
No Answer	2,770
Busy	506
Answering Machine	4,054
Initial Refusal	762
Mid-survey refusal	49
Callback	284
Not in Service/Disconnected #	2,838
Language Barrier	116
Business and fax machines	534
Disqualified due to age, resident less than 1 year or region	54
Completed survey	500
Total telephone calls placed:	12,467

ONLINE SURVEY:	# OF SURVEYS
Incomplete	107
Terminated/Quota Full	78
Completed survey	500
Total number of surveys accessed:	685

Note: No respondent requested to conduct the survey in Spanish.

2.0 PROFILE OF RESPONDENTS & SURVEY SUB-GROUPS

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

	TOTAL (n=1,000) (%)	AGE		
		18-34 (n=350) (%)	35-54 (n=350) (%)	55+ (n=272) (%)
RESIDENT OF SAN DIEGO:				
1-5 years	12	20	10	6
6-10 years	10	13	10	6
10+ years	77	68	80	87
GENDER:				
Men	50	53	50	46
Women	50	47	50	54
EDUCATION:				
Grade/some high school	3	2	4	3
Completed high school	13	11	16	11
Some apprenticeship/trades	2	1	3	3
Journey-person certification	1	1	1	1
Some community college	20	30	14	17
Completed community college	9	5	13	10
Some university	10	14	5	10
Completed university	42	35	44	46
HOUSEHOLD INCOME:				
less than \$25,000	20	19	20	20
\$25,000-\$49,999	22	24	19	25
\$50,000-\$74,999	20	24	20	16
\$75,000-\$99,999	16	16	14	19
\$100,000-\$149,999	14	12	17	12
\$150,000-\$249,999	5	4	7	4
\$250,000+	3	1	4	3
HOME OWNERSHIP:				
Own	54	37	54	72
Rent	44	57	45	28
Other	3	6	1	-
PAY WATER BILL:				
Self / household member	67	64	64	72
Landlord / other	33	36	36	28
REGION:				
East County	15	15	15	15
Metro	14	14	14	14
South Metro	23	23	23	23
North Coastal	16	16	16	16
North Island	18	18	18	18
South County	14	20	10	6
ETHNICITY:				
White (not Hispanic)	59	43	58	82
Hispanic / Latino	21	33	21	7
Asian-American / Pacific Islander	11	15	10	5
African-American / Black	6	6	8	4
Mixed race	2	3	2	0
Native American	1	1	1	1

2.1 Survey Sub-Populations

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

- ✓ **Years living in San Diego: (Based on Q.F: How long have you been a resident of San Diego County?):** This refers to respondents who have lived in the county from one to 10 years versus 10 years or more.
- ✓ **Pay Own Water Bill: (Based on Q.DS3: Does your household pay its own water bill, or does someone else, like your landlord or homeowner's association, pay the water bill?):** This represents the respondent or other member of the household who is responsible for paying the household water bill, versus a bill paid by landlord, homeowner's association or other entity.
- ✓ **System Reliability (Based on Q.5: A reliable water supply is one that can be depended upon to consistently provide enough water to meet the region's needs. Currently, how reliable do you think San Diego County's water supply is? Would you say it is):** Respondents are represented by those who feel their water is "very or somewhat reliable" versus those who feel this is "very or somewhat unreliable."
- ✓ **Heard About Water Situation (Based on Q.9: The governor and local water agencies are calling for increased voluntary water conservation because of a statewide drought. How much, if anything, have you heard about the water supply situation?):** This represents residents who say they have heard "a great deal" versus those who have heard "some" or those who have heard "less" (not very much/hardly anything/unsure) about the local water situation.
- ✓ **Taken Action Due to Drought (Based on Q.10a: Have you taken any actions in response to the current drought at your home?):** This refers to those who have or have not implemented drought-related actions.
- ✓ **Region:** "City" (Metro and South Metro) and "County" (East County, North Coastal, Inland, East and South County)
- ✓ **County (applicable zip codes):**
 - **"East County":** 91901, 91903, 91905, 91906, 91916, 91917, 91931, 91934, 91935, 91941, 91942, 91943, 91944, 91945, 91946, 91947, 91948, 91962, 91963, 91976, 91977, 91978, 91979, 91980, 91987, 91990, 92019, 92020, 92021, 92022, 92036, 92040, 92071, 92072, 92090
 - **"Metro":** 92037, 92038, 92039, 92092, 92093, 92111, 92117, 92119, 92121, 92122, 92123, 92124, 92126, 92131, 92132, 92142, 92145, 92160, 92161, 92168, 92169, 92171, 92177, 92190, 92191, 92192, 92193, 92194, 92196, 92197
 - **"South Metro":** 92101, 92102, 92103, 92104, 92105, 92106, 92107, 92108, 92109, 92110, 92112, 92113, 92114, 92115, 92116, 92118, 92120, 92133, 92134, 92135, 92137, 92138, 92139, 92140, 92147, 92149, 92150, 92152, 92158, 92159, 92162, 92163, 92164, 92165, 92166, 92167, 92170, 92174, 92175, 92176, 92178, 92182, 92184, 92186, 92187, 92195
 - **"North Coastal":** 92007, 92008, 92009, 92013, 92014, 92018, 92023, 92024, 92049, 92051, 92052, 92054, 92055, 92056, 92057, 92058, 92067, 92068, 92075, 92083, 92084, 92085, 92091, 92130

- **“North Inland”**: 92003, 92004, 92025, 92026, 92027, 92028, 92029, 92030, 92033, 92046, 92059, 92060, 92061, 92064, 92065, 92066, 92069, 92070, 92074, 92078, 92079, 92082, 92086, 92088, 92096, 92127, 92128, 92129, 92172, 92198, 92199
- **“South County”**: 91911, 91902, 91908, 91909, 91910, 91912, 91913, 91914, 91915, 91921, 91932, 91933, 91950, 92951, 92136, 92143, 92153, 92154, 92155, 92173, 92179

3.0 RESEARCH RESULTS

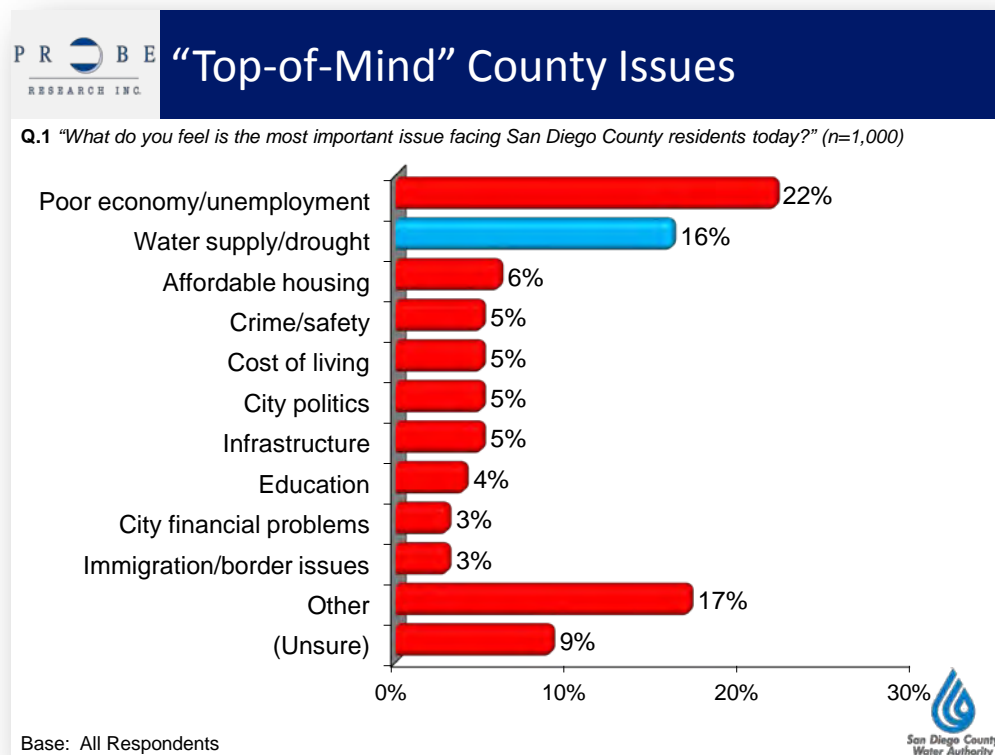
3.1 Top-of-Mind Issues in San Diego County

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

3.1.1 San Diego County Issues Agenda

Survey respondents were asked to indicate, in their own words, what they regard as the county's most important issue at this time. Although the *state of the economy/unemployment* is the most important issue on the minds of San Diego County residents (22% volunteered this), challenges to the region's water supply ranks very high on the county's issues agenda, with 16 percent of respondents indicating this is the No. 1 issue facing the region today.

Issues mentioned by fewer than one-in-ten respondents included *affordable housing* (6%), *crime/safety*, the *cost of living* and *city politics* (5% each). Other mentions included *education* (4%), *civic financial problems* and *immigration/border issues* (3% each). Nine percent of those surveyed were unable or unwilling to identify a top-of-mind issue facing the county.



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

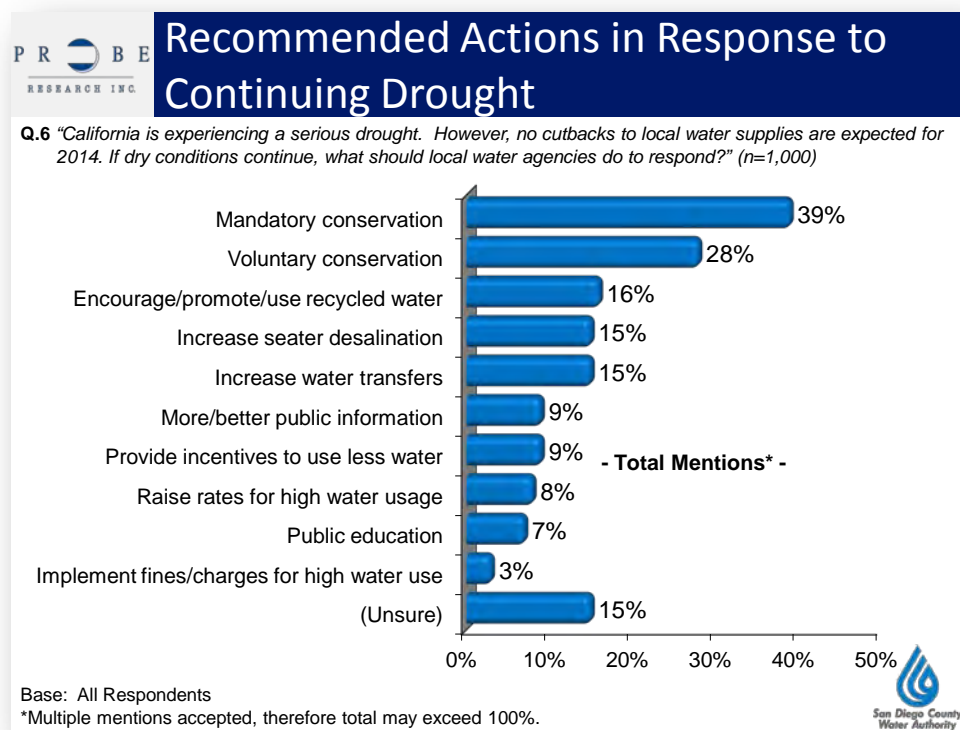
- Those living in the Coastal and Inland areas of the county (22% each versus only 9% among those living in South San Diego County).
- Residents 55 years and older (24% versus 14% among those aged 35-54 years and dropping to 11% among those aged 18-34 years).
- Those from higher-income households (23% among those earning more than \$100,000/year, versus 10% among those earning less than \$25,000 annually).
- Those who report having a deeper familiarity with the county's water shortage situation (25% versus 11% among those who know relatively little about this issue).

3.2 Public Views on the Drought

The following section examines San Diego County residents' views regarding the current drought, including drought management actions local water agencies should take and an itemization of the steps residents have taken to conserve water. This chapter also explores residents' concerns about the impact of drought on future regional water supplies as well as the level of trust they assign to local water agencies to enact mandatory conservation measures at the appropriate time.

3.2.1 Potential Response to Worsening Drought

San Diego County residents were asked to suggest actions local water agencies could take if dry conditions persist for the foreseeable future. Four-in-ten respondents (39%) urged water agencies to impose *mandatory conservation* measures, while an additional three-in-ten (28%) advocated for *voluntary conservation* measures. Further measures advanced by fewer than one in five respondents included developing *additional measures to recycle water* (16%), *desalinate seawater*, *transfer water from other areas* and *develop more reservoirs/storage* (15% each). About one-in-ten citizens mentioned providing *more/better public information* and *developing incentives* for people to use less water (9% each). Smaller numbers suggested actions such as *raising water rates* (8%), undertaking a *public education campaign* (7%) and *imposing fines/charges* for those who use too much water (3%).

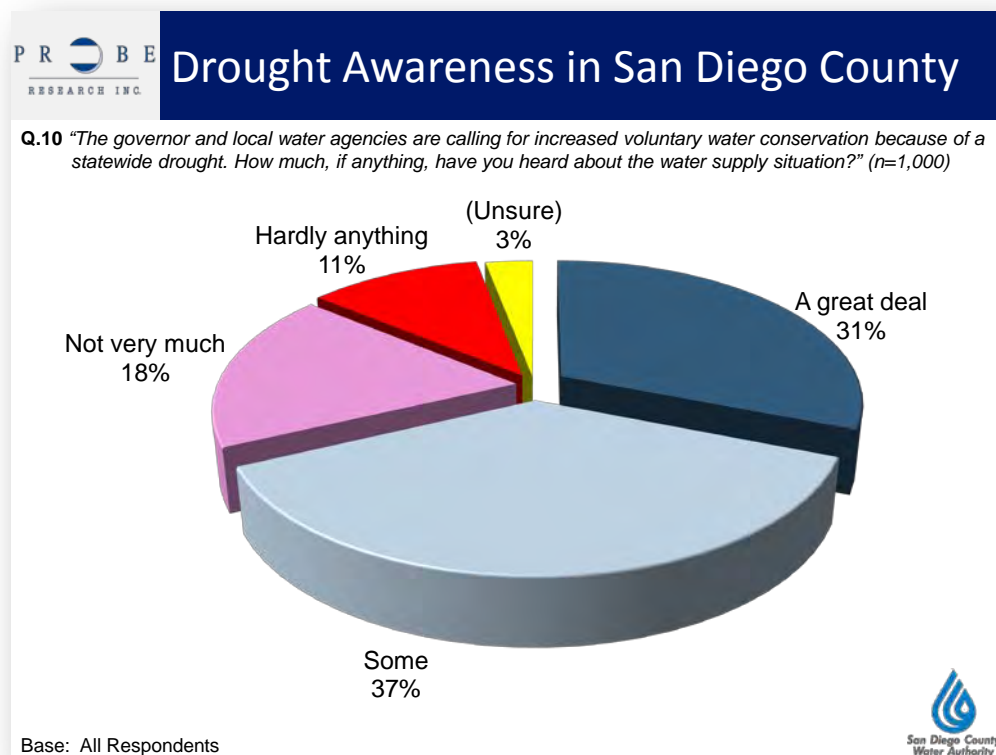


- Older and middle-aged adults were more inclined to favor *mandatory conservation measures* (45% among those aged 55 years and over and 42% among those aged 35-54 years versus just 31% among those aged 18-34 years).
- Men were twice as likely as women to favor additional efforts to *desalinate seawater* (19% versus 10% among women).
- Younger adults aged 18-34 years were more likely to favor *transferring more water from other parts of the state* (20% versus 12% among those aged 35-54 years and 10% among those aged 55 years and over).

- Homeowners were more likely than renters to be in favor of *adopting incentives* for people to use less water (11% versus 5% of non-homeowners).

3.2.2 Awareness of Current Drought Situation

San Diego County residents were asked to indicate how much they have heard about current water supply challenges locally and statewide. As the graph below illustrates, about three-in-ten respondents (31%) claim to know *a great deal* about the current situation with an additional 37 percent indicating that they have *some* knowledge about what is happening with respect to the drought. Slightly fewer than three-in-ten respondents, on the other hand, said that they know relatively little about the current water supply situation (29% including 18% who *do not know very much* about it and an additional 11% who *know hardly anything* about the situation).

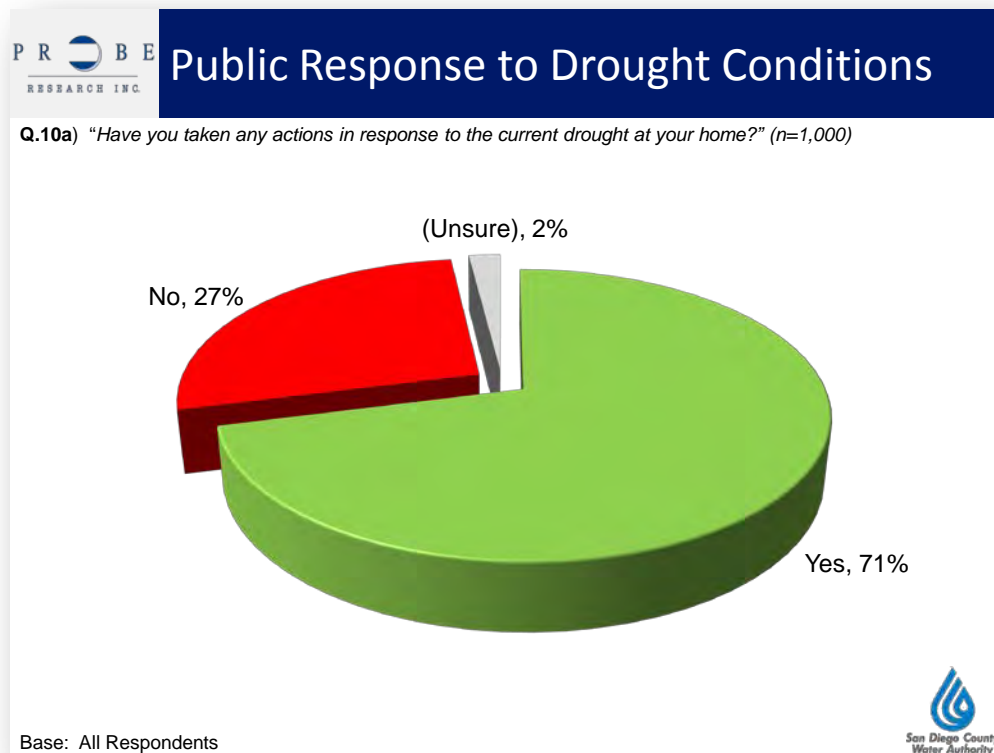


Those who were likely to report they know *a great deal* about the current water situation included:

- Residents of Inland and Metro zones (39% and 38% respectively, versus only 24% among those living in the South Metro area).
- Homeowners (38% versus 24% among non-homeowners).
- Adults aged 55 years and over (39% versus 22% among those aged 18-34 years).
- University and community college graduates (38% versus 24% each among those with a high school diploma or less, or incomplete post-secondary education).
- Those who have taken action in their household as a result of the drought (36% versus only 19% among those who have not taken steps to conserve water in their households).

3.2.3 Household Drought-Related Actions

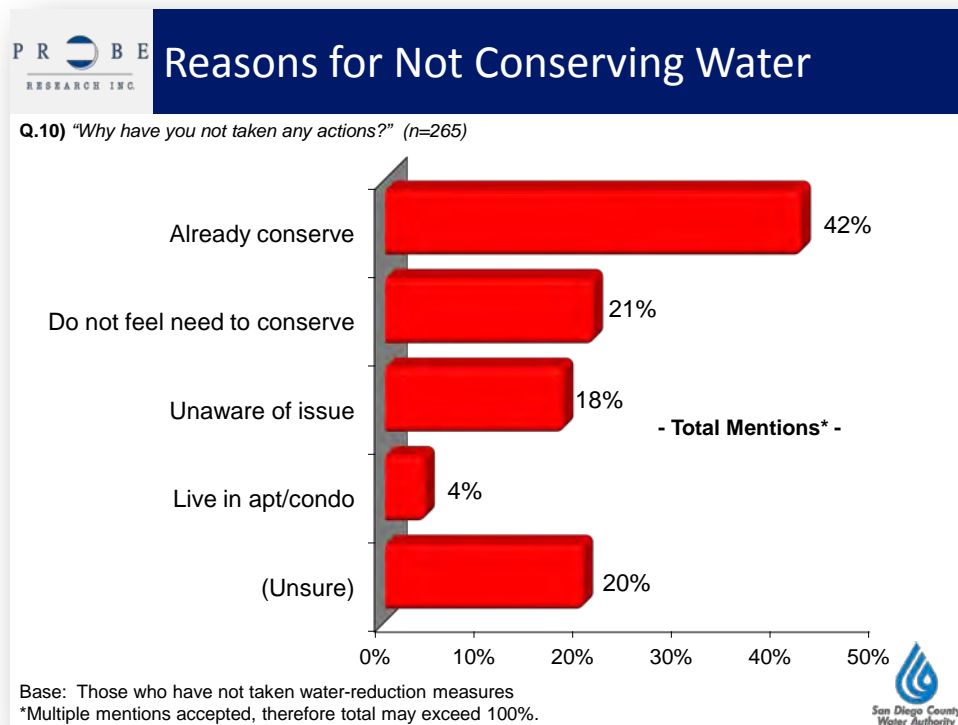
When asked if they have personally taken any steps to limit their water consumption as a result of the drought, seven-in-ten San Diego County adults (71%) indicated that they have done so. One-quarter of those surveyed (27%) indicated that they have not taken action as a result of the drought, while two percent were unsure or did not respond.



Members of the following demographic groups were more likely to report that they have not taken any actions as a result of the drought:

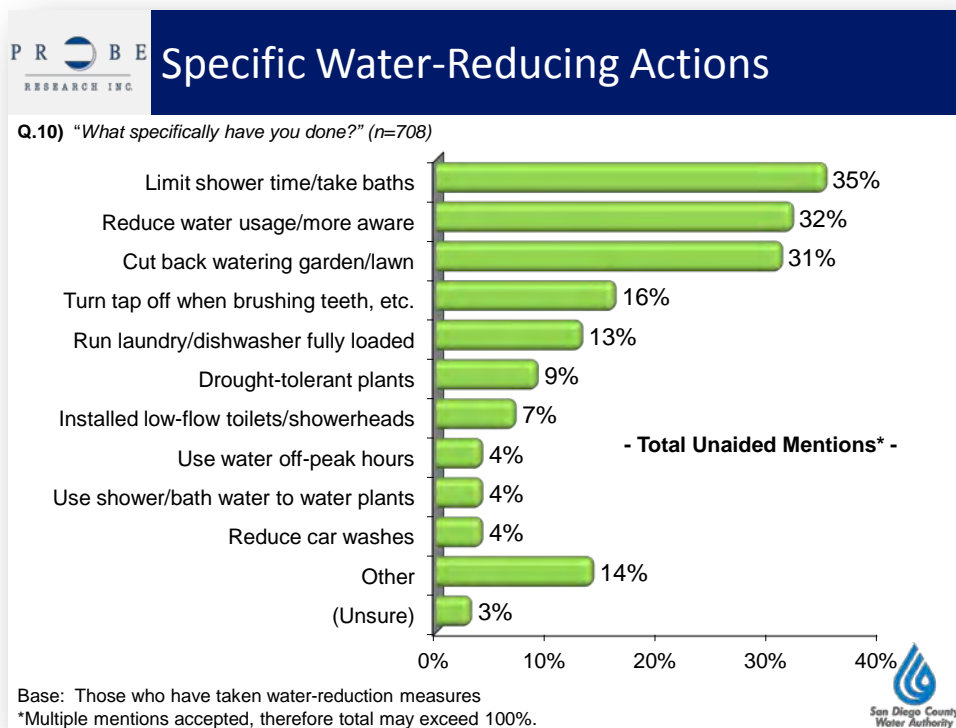
- Men (31% versus 22% among women).
- Younger adults aged 18-34 years (35% versus 23% among those aged 35-54 years and 21% among those aged 55 years and over).
- Individuals who do not own their home (32% versus 22% among homeowners).
- Those who have heard very little about the drought situation (37% versus 17% among those who indicated that they have heard a *great deal* about the drought).

When asked why they have not taken action in response to the drought, four-in-ten (42%) indicated that they *already practice water conservation* in their households. One-in-five respondents (21%) simply *do not feel the need to conserve water*, with a slightly smaller group of respondents (18%) reporting that they were *unaware* that there is a drought occurring. Four percent, meanwhile, said that they do not practice water conservation measures because they live in an apartment or condominium and therefore do not pay directly for water. One-in-five respondents (20%) were *unsure* or did not respond to this question.



- Older adults who have not taken steps due to the drought were more likely to indicate that they *already practice conservation measures* (62% among those aged 55 years and over, versus 30% among those aged 18-34 years).
 - A similar trend was also observed among those with higher levels of education (53% of those with a university/college degree already practice conservation measures, versus 34% among those with a high school diploma or less).
- Adults aged 18-34 years were much more likely than older respondents to say they have not taken any steps in response to the current drought, because they were *unaware* that a drought is taking place (29% versus 13% among those aged 35-54 years and 1% among those aged 55 years and over).
- Respondents who do not own their home were also more likely than homeowners to indicate they were not taking action to reduce the amount of water they consume in their homes, because they were unaware of the drought issue (23% versus 10%).

Those who have taken action in response to the drought were asked to specifically describe these actions. The most common steps taken include *limiting shower times* (35%), *reducing water usage in general* (32%) and *watering lawns and gardens less frequently* (31%). Other measures taken by smaller numbers of households include *turning off the tap* when doing household activities such as brushing teeth or shaving (16%) and only *running appliances when they have a full load* (13%). Solutions mentioned by fewer than one-in-ten respondents included *planting drought-resistant plants* (9%), *installing low-flow fixtures* (7%), *only using water during off-peak hours*, *recycling shower/bath water for plants* and *not washing their vehicles* (4% each). Other mentions include *collecting rainwater*, *installing a drip irrigation system*, *fixing leaky faucets* (3% each) as well as *recycling “grey” water* and *replacing grass with artificial turf* (2% each). Three percent of those surveyed were *unsure* or unwilling to describe the specific things they have done to conserve water since the onset of the drought.

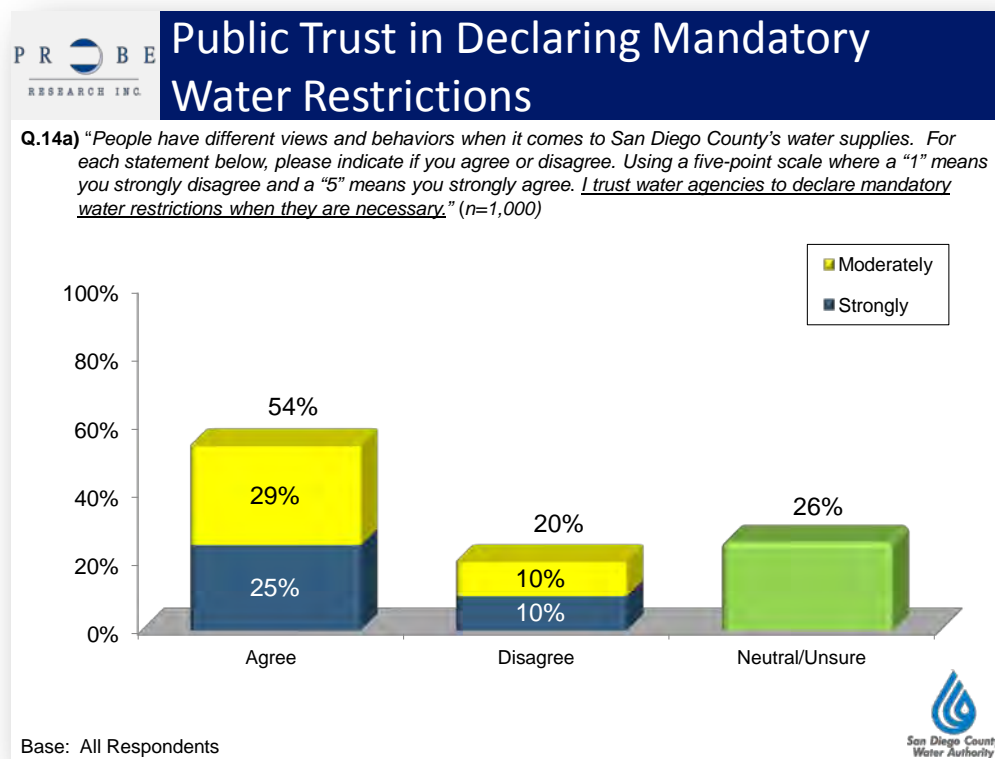


- Non-homeowners were more likely than homeowners to have *limited their shower times* (46% versus 27%) and to turn off the tap while shaving or brushing their teeth (28% versus 8%).
- Homeowners, on the other hand, were more likely to report that they have taken actions in their yards to conserve water, such as *watering their lawns or gardens less frequently* (39%, versus 20% of non-homeowners) and *planting drought-resistant plants* (13% versus 3% respectively).
- Women were more likely than men to report that they only *run appliances when they have a full load* of dishes or laundry (18% versus 7% respectively).
- Younger adults were less likely than older adults to *reduce the amount of water they apply to their lawns and gardens* (23% among those aged 18-34 years, versus 37% among those aged 55 years and over).

- Nearly half of those who are not responsible for paying their own water bill report they limit their shower time (46% versus 30% among those who pay their water bill) and three-in-ten say they turn off the tap when brushing their teeth or shaving (30% versus 10% among those paying their own water bill).
- For their part, those who pay their own water bill were more likely than those who do not to have planted drought-tolerant plants in their yard (12% versus 2%).

3.2.4 Public Trust Regarding Mandatory Restrictions

Respondents were asked if they trust water agencies to declare mandatory restrictions when necessary. As the following graph illustrates, slightly more than half of San Diego County residents trust these agencies to proclaim when and where these restrictions should be imposed (54%, including 25% who *strongly agree* that they can trust the agencies and an additional 29% who *somewhat agree*). One-in-five county residents say they do not trust the agencies to impose mandatory restrictions (20%, including 10% each who either *strongly* or *somewhat disagree*). One-in-five (22%) offered a *neutral* opinion, while four percent were *unsure* or did not respond.

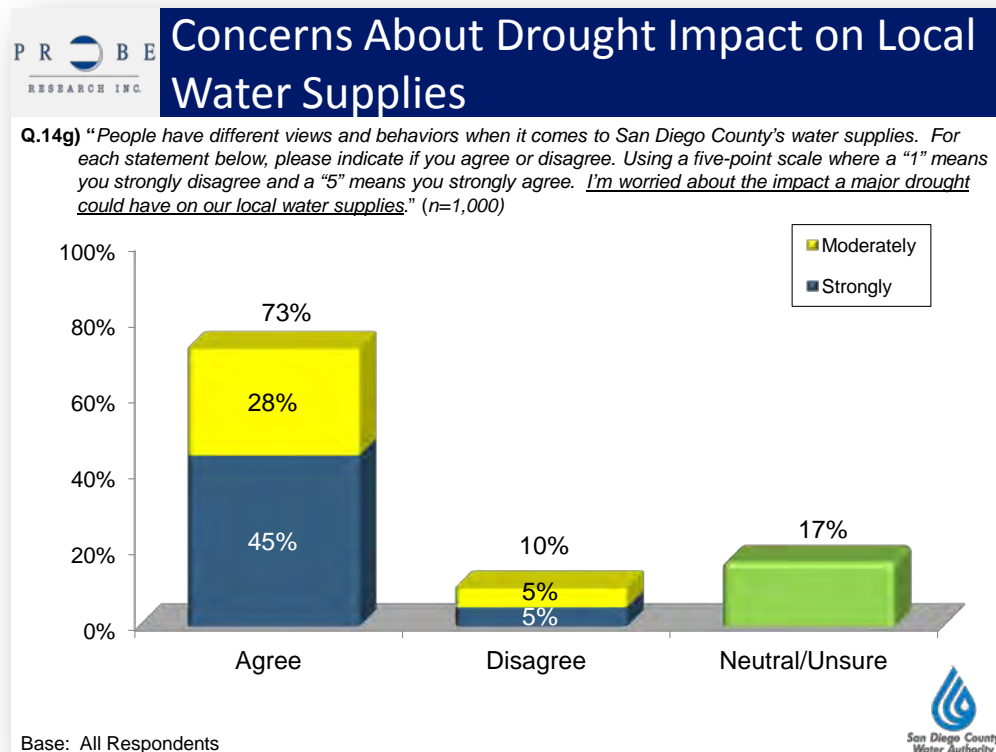


Those who were more likely to agree that they could trust water agencies to impose mandatory water restrictions when necessary included:

- Newer county residents (64% among those living in San Diego County for less than 10 years, versus 50% among longer-term residents).
- Women (57% versus 49% among men).
- Residents who are confident the county's water system is reliable (58% versus 44%).

3.2.5 Public Concern Regarding Drought Impact on Water Supplies

Residents were asked if they agree or disagree that a drought may have a severe impact on local water supplies. Overall, nearly three-quarters of county residents are anxious about the potential impact of a drought on the regional water supply (73%, including 45% who *strongly agree* and an additional 28% who *somewhat agree*). One-in-ten respondents *strongly or moderately disagree* that a drought will have a major impact on their water supplies (10%), while 14 percent of those surveyed offered a *neutral or unsure* (3%) view.



- Adults aged 55 years and older were slightly more likely to express anxiety about the impact of a drought on future water supplies (78% *agree* versus 68% among those aged 18-34 years).
- Those who have taken action due to the current drought were more likely to agree with this statement (80% versus 58% among those who have not taken steps to deal with the current water situation).
- Respondents most familiar with the current water situation were more inclined to agree with this statement than those who have heard less about the ongoing drought (79% among those who know *a great deal* about the current water situation versus 62% among those who know *less* about this situation).

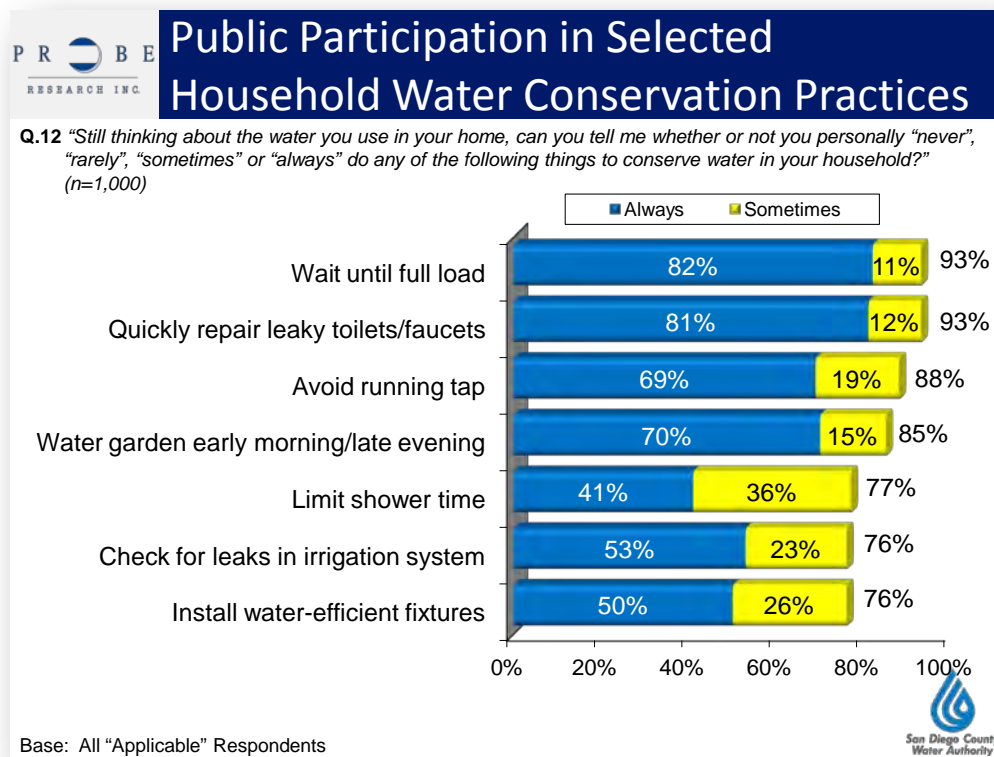
3.3 Public Participation in Selected Household Conservation Activities

This section of the report explores regional residential water conservation practices and attitudes toward water conservation.

3.3.1 Household Water Conservation Practices

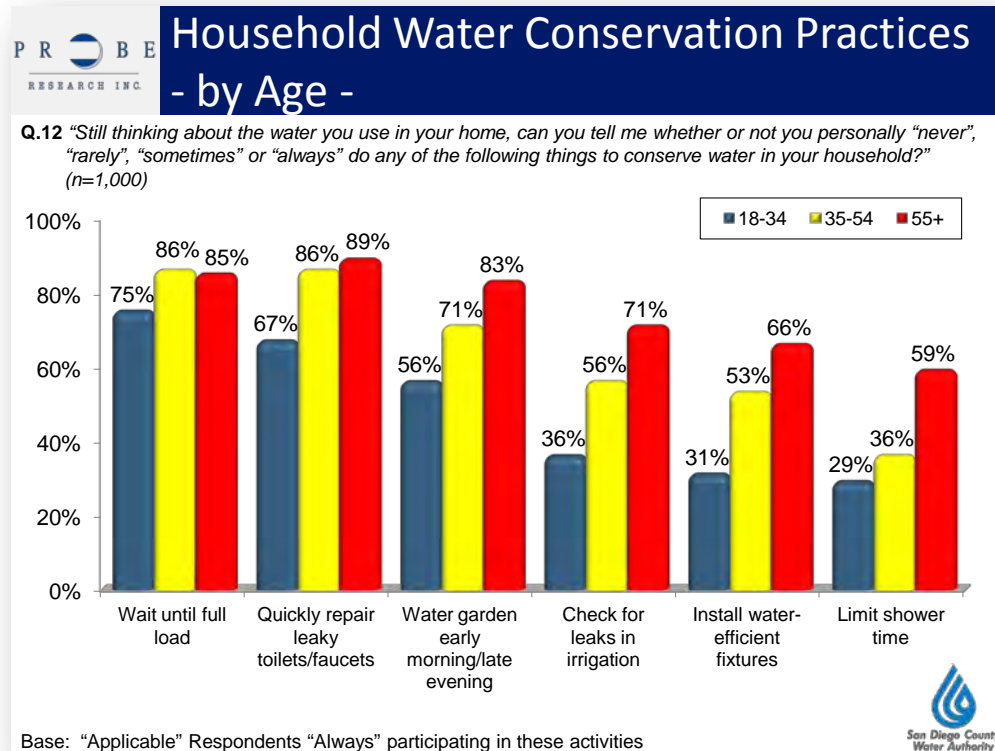
Virtually all residents of San Diego County report participation in some form of regular (or at least occasional) water conservation effort in their households. Only four percent reported taking no actions to conserve water in and around their homes.

When examining selected conservation practices among “applicable¹” respondents, nearly all say they “always” or at least “sometimes” *wait until they have a full load before switching on the dishwasher or washing machine*, and a similar proportion *quickly repair leaky toilets or faucets* (93% each). Large proportions of the population also *avoid running the tap while brushing their teeth, washing hands or shaving* in an effort to conserve water (88%), followed closely by those who only *water garden in the late evenings or early mornings* (85%). Around three-quarters of residents regularly *limit their shower time to five minutes or less* (77%), *check for/repair leaks in irrigation system* (76%) and/or *install the latest water-efficient fixtures in their home like a water-saving toilet or showerhead* (76%).



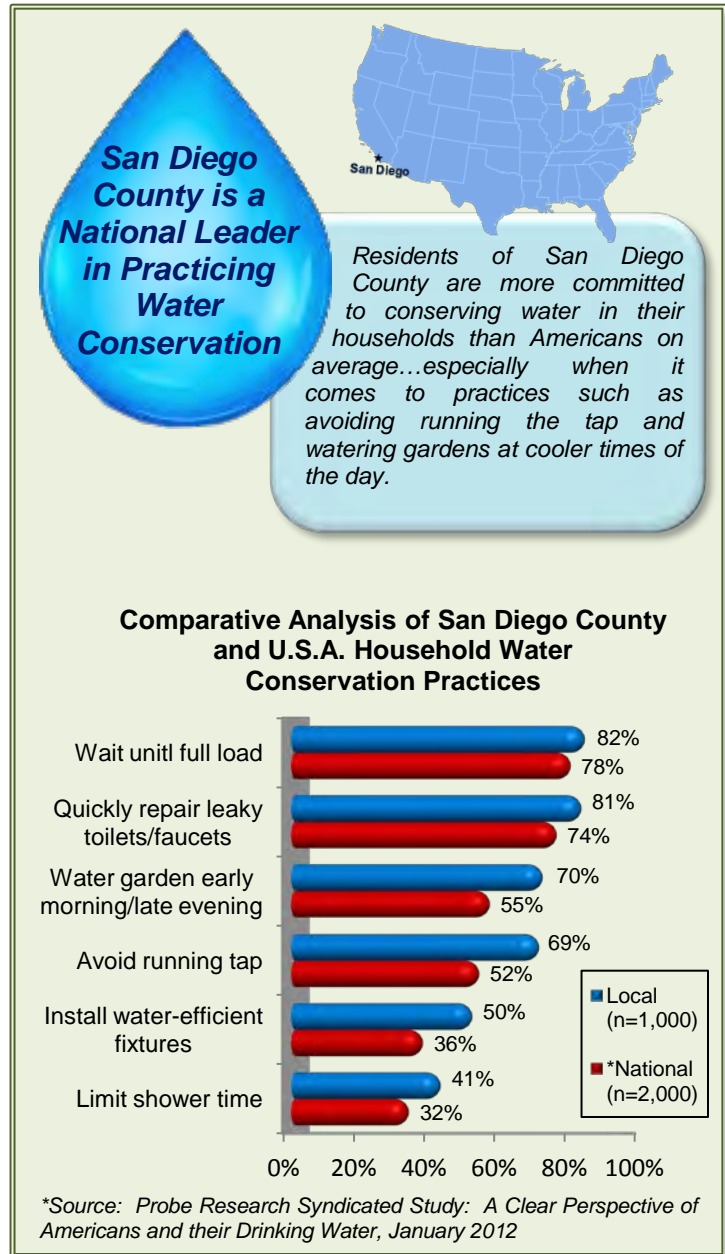
¹ Respondents who report these activities were “not applicable” to their circumstances have been removed from the calculations, leaving only “Applicable” respondents. (i.e., Apartment dwellers generally excluded themselves from issues regarding yard maintenance.)

A correlation between age and household water conservation practices was apparent, as revealed below. Indeed, the only activity where there is no significant difference in the age cohort is for *avoiding running the tap*, which has been excluded from the chart below:



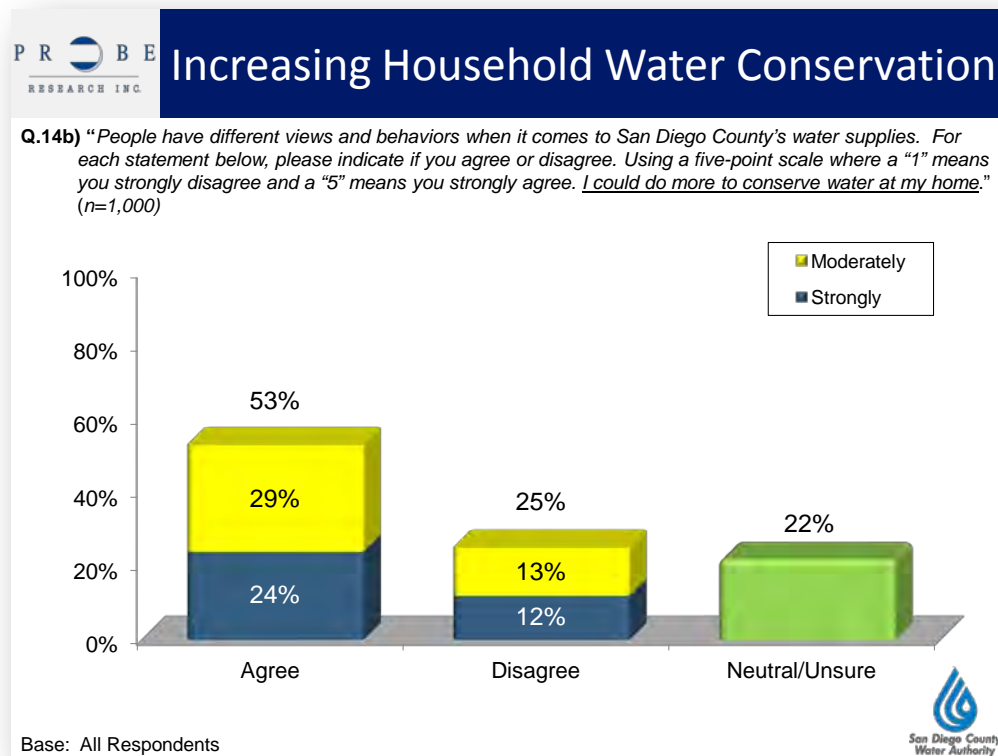
- *Waiting until having a full load before switching on the dishwasher or washing machine* was most frequently practiced by those residing in the Metro area (91%), and those with higher levels of education (87%).
- Respondents who exclusively *water their gardens in the late evenings or early mornings* included those with higher levels of education (77% among those with who have a degree versus 51% among those with high school or less education).
- Those most likely to report *avoiding running the tap while brushing their teeth, washing your hands or shaving* included respondents from the Metro area (80% compared to 66% among their Inland counterparts) and long-term residents of San Diego County (72% among those living here for more than 10 years versus 61% among those living here for less than 10 years).
- Those from higher-income households reported they *wait until having a full load before switching on the dishwasher or washing machine* (93% versus 77%), *always water their garden in the late evenings or early mornings* (80% versus 46%) and *regularly check for and repair leaks in their irrigation system* (56% versus 40%), compared to lower-income households.
- Homeowners were consistently more likely than renters to *wait until they have a full load* (86% versus 77%), *water their garden late in the evening or early morning* (82% versus 51%), *check for and repair irrigation leaks* (63% versus 40%) and *install water-efficient fixtures* (56% versus 42%) in an effort to reduce the amount of water they use in their homes.

- Likewise, those who pay their own water bills were more involved in water-use reduction efforts such as *watering their gardens at cooler times of the day* (74% versus 59%) and *checking for and repairing irrigation leaks* (58% versus 41%) compared to those who are not responsible for paying a water bill.
- For their part, women were more likely than men to report they have *installed water-efficient fixtures* in their homes to conserve water (57% versus 42%) or *wait until they have a full load before turning on their washing machine or dishwasher* (86% versus 78%).



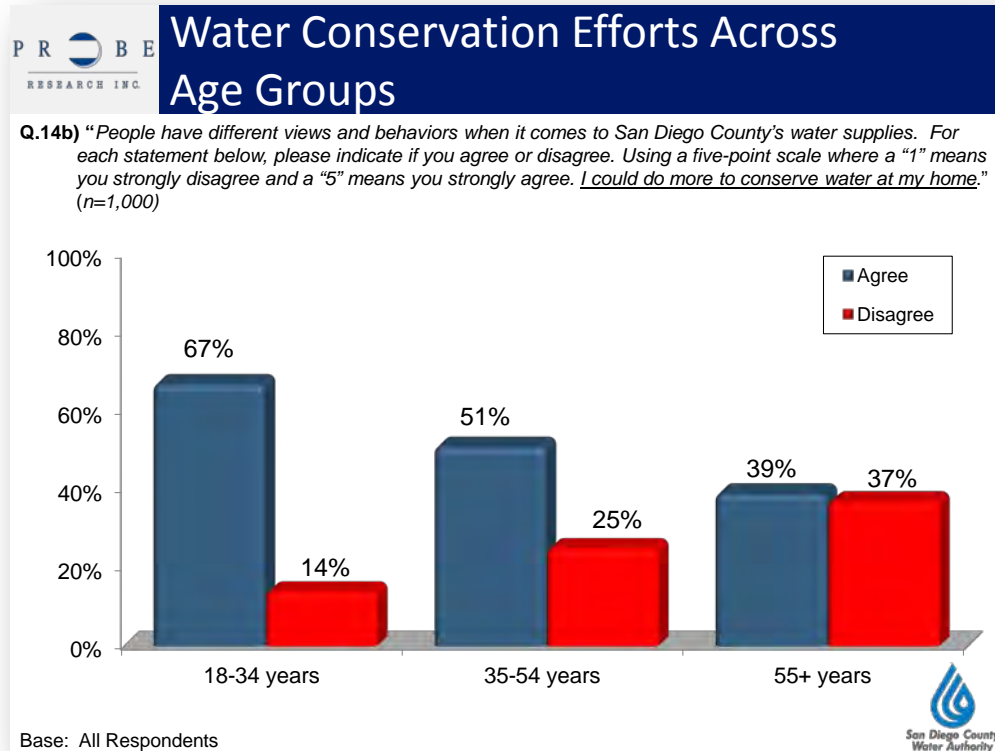
3.3.2 Attitudes Toward Personal Efforts to Conserve Water

While one-half of residents countywide say they could do more to conserve water in their homes, one-quarter felt they were already doing all they could in this regard (53% versus 25%).



- While half of residents who have lived in the region for more than 10 years felt they could be doing more to conserve water in their home (49%), this figure jumps to two-thirds among those who are more recent residents of the county (66% among those living in San Diego County for 10 years or less).
- Respondents with lower levels of education also were more likely than others to report they could be doing more to reduce their water consumption (62% among those with high school or less versus 58% among those with some post-secondary education and 49% of those who have graduated with a post-secondary education).
- Regionally, nearly four-in-ten residents of communities in the southern area of the county strongly agreed they could be doing more to conserve water at home, a far greater response than those residing in the Coastal region (37% versus 18%).

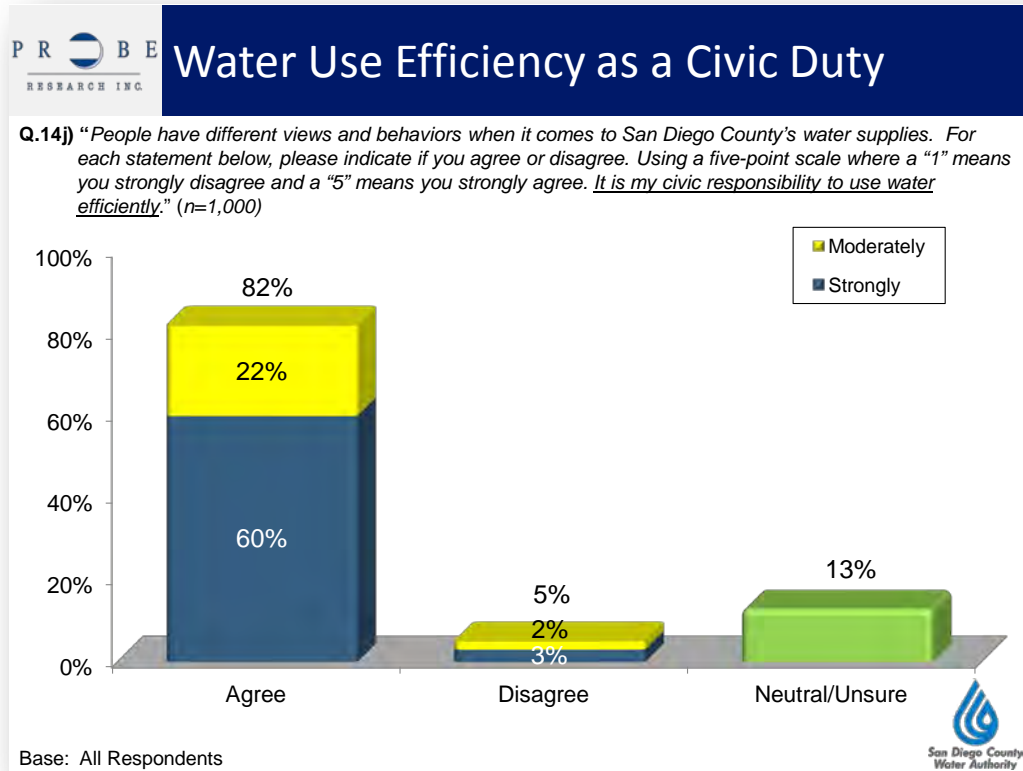
Once again, there was a significant age correlation when it came to a self-assessment of water conservation efforts as shown below. Younger residents consistently acknowledged there was room for improvement on their part more frequently than older residents.



- Two-thirds of younger residents felt they could be doing more to conserve water in their home (67%), compared to around half of adults 35-54 (51%). Older residents, on the other hand, were just as likely to *disagree* as *agree* that they could step up their residential water conservation efforts (37% disagree versus 39% agree).

3.3.3 Conserving Water as a Civic Duty

San Diego County adults expressed a clear sense of civic obligation when it comes to conserving water. Indeed, four-in-five residents agreed that it is their *civic responsibility to use water efficiently* (82%, including 60% who “strongly” agree), compared to only five percent who disagreed.



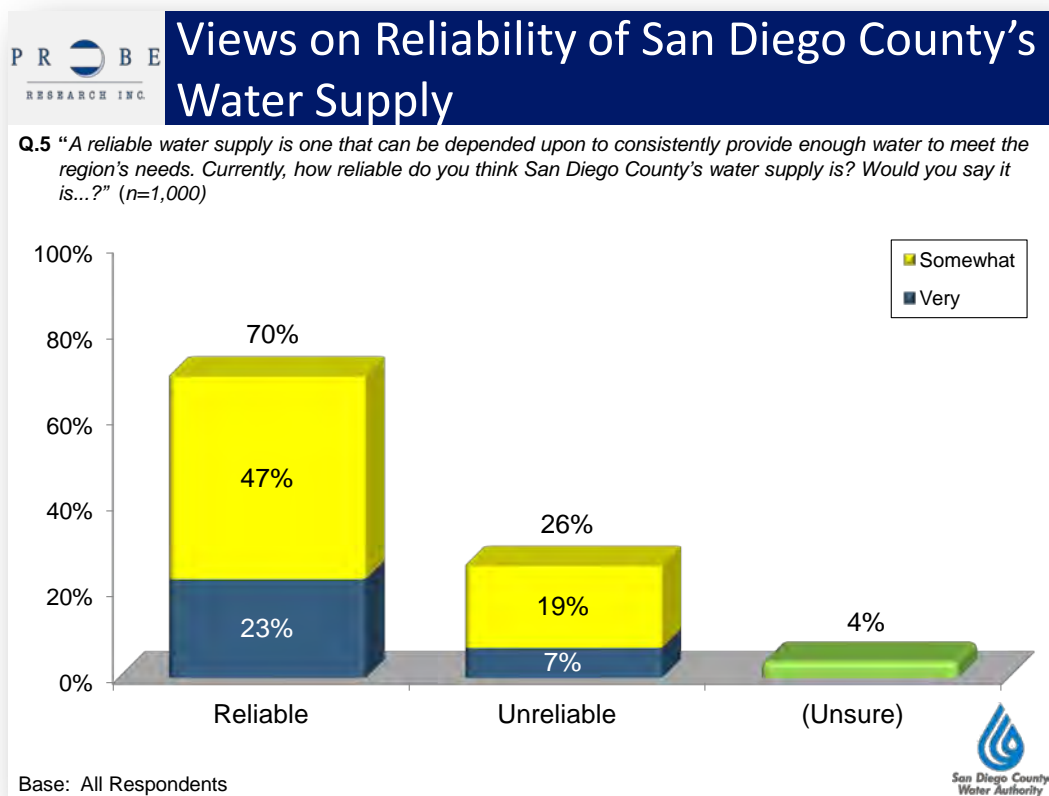
- Nearly nine-in-ten older residents agreed that conserving water is the right thing to do, compared to younger respondents (88% among those aged 55+ years versus 77% among those less than 35 years).
- Those who have taken action to reduce their water consumption because of the drought were significantly more likely to agree that water conservation is a clear civic duty (88% versus 68%).

3.4 Public Views on Water Reliability & Diversification

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

3.4.1 Overall Views on Reliability of Water Supply

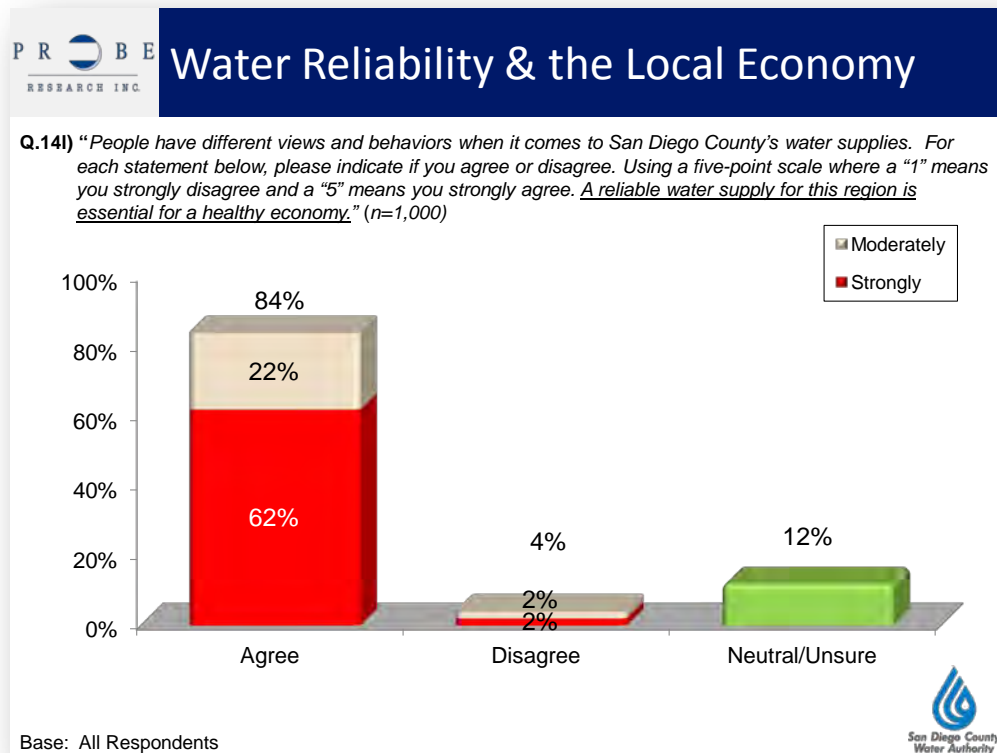
When residents were asked to indicate how reliable they felt San Diego County's water supply is, seven-in-ten were confident the water supply is *reliable* (70% including 23% "very" and 47% "somewhat" reliable). This compares to about one-quarter (26%) who do not feel the water supply is reliable (including 7% "very unreliable" and 19% "somewhat unreliable").



- Confidence in the reliability of San Diego County's water supply was highest among those living in the county's coastal neighborhoods (82% reliable versus only 62% in the Metro area).
- Residents taking personal measures to conserve water because of the drought are slightly more likely to feel the water supply is reliable than those not cutting back on water (72% versus 66%).

3.4.2 Importance of Reliable Water Supply to Economy

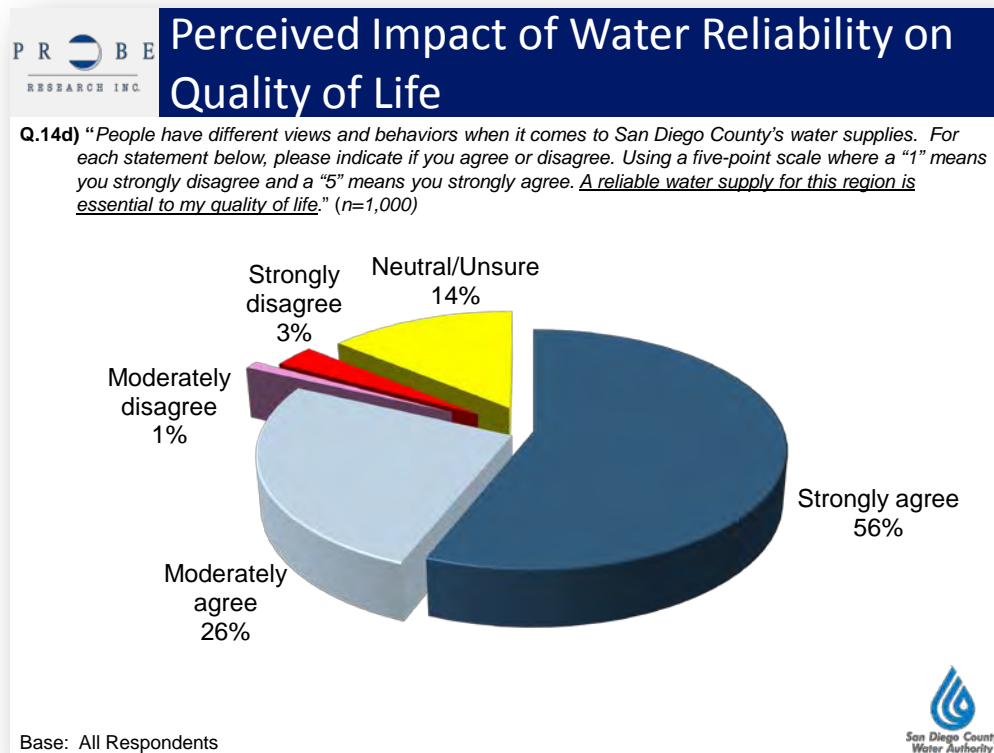
An overwhelming majority of county residents make a strong connection between a healthy economy and a reliable water supply. Indeed, more than eight-in-ten respondents agreed that a *reliable water supply is essential for a healthy economy* (84%, including 62% “strongly” agree), compared to only four percent who disagreed.



- Nearly three-quarters of those in South County “strongly agreed” with the notion that a reliable water supply is essential for a healthy economy (72% compared to 57% among those residing in South Metro who felt this strongly).
- Similarly, three-quarters of older residents made this connection (74% “strongly agree” versus 54% among those aged 18-34 and 59% among those aged 35-54 years).
- Respondents who have taken action to conserve water were also more likely to strongly associate a healthy economy with a stable water supply (67% versus 51% among those who have not taken any action due to the drought).

3.4.3 Water Reliability and Quality of Life

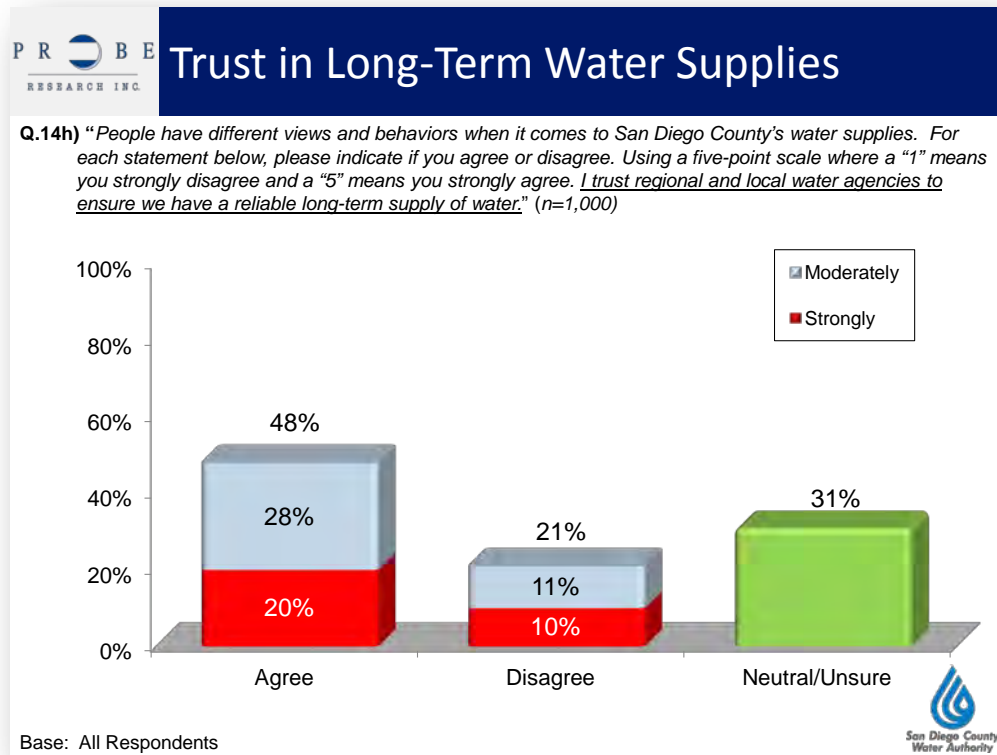
Survey participants were asked to express their views on the extent to which a reliable water supply impacts their personal quality of life. Overall, 82 percent of respondents agreed a *reliable water supply for this region is essential to my quality of life*, including 56 percent who “strongly agree”. A mere four percent disagreed and 14 percent were unable to offer an opinion.



- More than two-thirds of those in South County “strongly agreed” with the notion that a reliable water supply is essential to their quality of life (68% compared to 49% among those in South Metro).
- Older residents were far more likely than their younger counterparts to strongly agree that having a stable water supply affects their quality of life (67% among those aged 55+ years versus 55% among those aged 35-54 years and dropping to 46% among those under 35 years of age).
- Those from higher income households also linked their quality of life with a reliable water supply (62% among those from households earning more than \$100,000 versus 50% among those earning \$25,000-\$49,000 annually).
- Respondents who have taken action to conserve water were also more likely to strongly agree that their quality of life depends on a stable water supply (61% versus 44% among those who have not taken any action due to the drought).

3.4.4 Trust in Long-Term Water Supplies

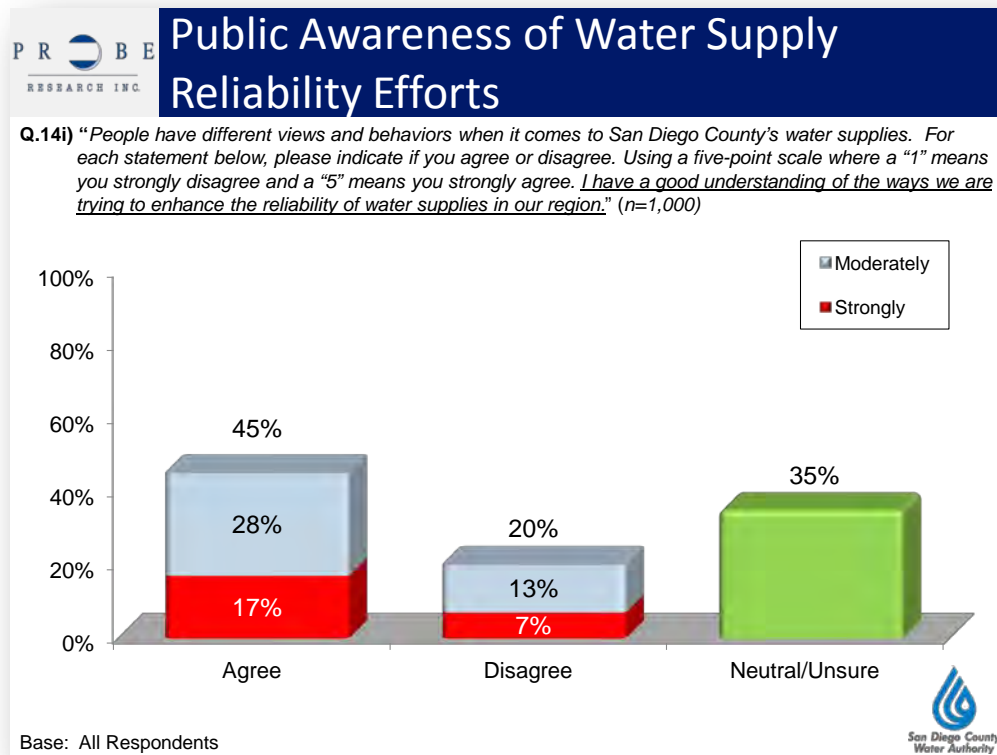
Respondents were less certain when asked to assign a level of trust to their local and regional water agencies to ensure there is a reliable long-term supply of water in the region. Less than half of respondents (48%) trust these agencies (including 20% “strongly”), while one-in-five lacked confidence in this regard (21%). Three-in-ten were unable or unwilling to offer an opinion (31%).



- Those who feel their current water supply is reliable were significantly more likely to trust the long-term efforts of water agencies than those who feel the current supply is unreliable (57% versus 29%).

3.4.5 Perceptions of Efforts to Enhance Reliability of Water Supply

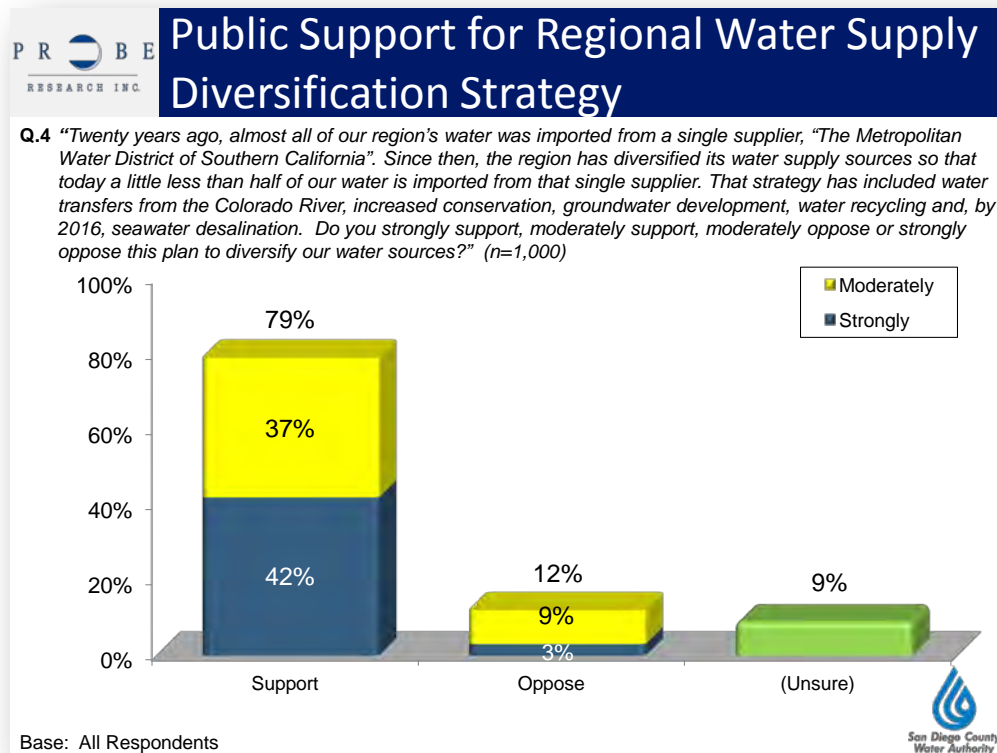
Fewer than half of respondents report awareness of efforts to ensure a reliable water supply for the region (45%, including 17% who “strongly” agree). Twenty percent said they had little or no familiarity with efforts to strengthen water reliability in the region. One-third of respondents were unable or unwilling to offer an opinion (35%).



There was little difference in responses across the survey sub-populations.

3.4.6 Support for Diversification Strategy

Residents exhibited strong support for a diversified water supply strategy. When asked to indicate their level of support for a multi-source water supply plan, nearly eight-in-ten backed this approach (79%, including 42% who “strongly support”). This compares to only around one-in-ten (12%) who oppose this strategy, and a similar number who were unable to offer an opinion (9%).



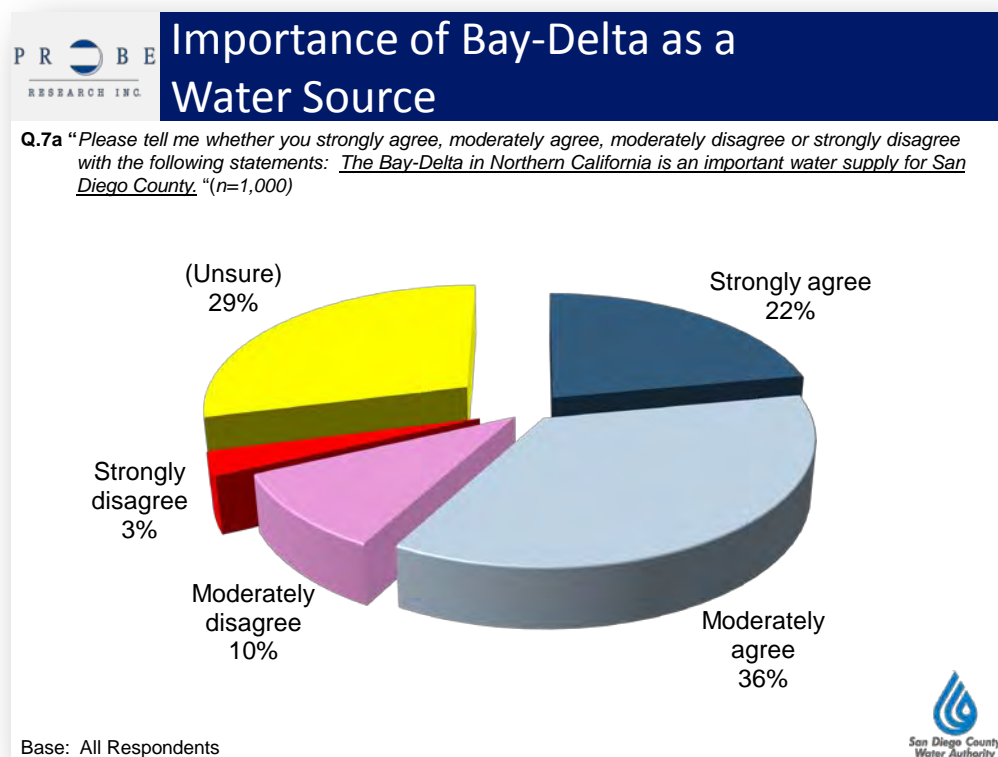
- Half of those in the Coastal area “strongly support” these efforts (50% versus 35% among residents in the South County).
- Older residents were more likely to strongly support diversifying water sources (52% among those 55 and older versus 44% among those aged 35-54 and 33% among 18-34 year olds).
- Those who have graduated from a post-secondary educational institution were also more likely than those with lower levels of education to strongly support these efforts (53% versus 31% among those with some post-secondary education and 35% among those with high school or less).
- Household income also correlates to support for diversification; those from households earning more than \$100,000 annually were nearly twice as likely to strongly support a diversification strategy, than those from households earning less than \$25,000 annually (52% versus 28%).
- Those who have heard a great deal about the water situation in San Diego County were far more likely than those who say they are less familiar with current conditions to offer solid support for this initiative (56% versus 34%).
- Nearly one-half of those who have taken action to conserve water in response to drought also were in strong support of the diversification plan (46% versus 36% among those who have not taken any water-conservation action).

3.5 Views on the Bay-Delta

Public views regarding the importance of the Sacramento-San Joaquin Bay-Delta as a source of water are explored in this section. This chapter also examines the public's preferred approach for investing in water supply reliability.

3.5.1 Perceived Importance of the Bay-Delta

Residents were asked if they agree or disagree that the Bay-Delta in Northern California is an important water supply for San Diego County. As the following graph illustrates, more than half of those surveyed regard the Bay-Delta as an important source of drinking water for county residents (58%, including 22% who “strongly” agree and 36% who “moderately” agree). Slightly more than one-in-ten do not see the Bay-Delta as a key water source (13%, including 3% who “strongly” disagree and an additional 10% who “moderately” disagree). More than one-quarter of those surveyed (29%) were unable or unwilling to provide a response to this question.

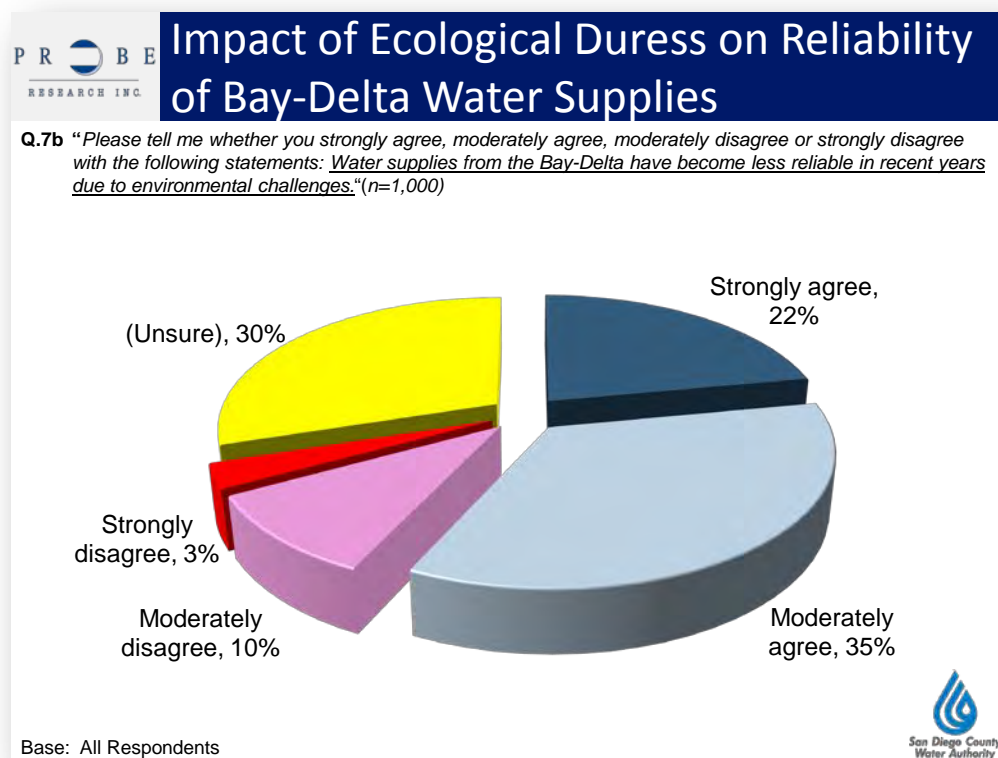


Those who were more inclined to believe that Bay-Delta is an important regional water supply included:

- Men (65% “strongly or moderately” agree versus 52% among women).
- Those who have heard a great deal about the current water situation (68% versus 49% among those who have heard relatively little about the drought).

3.5.2 Views Regarding Bay-Delta Supply Reliability

Respondents were asked to agree or disagree with the following statement: “Water supplies from the Bay-Delta have become less reliable in recent years due to environmental challenges.” Overall, slightly more than half of those surveyed agree (57%, including 22% who “strongly” agree and 35% who “moderately” agree). Thirteen percent of those surveyed disagree (including 3% who “strongly” disagree and 10% who “moderately” disagree), while three-in-ten were unsure (30%).

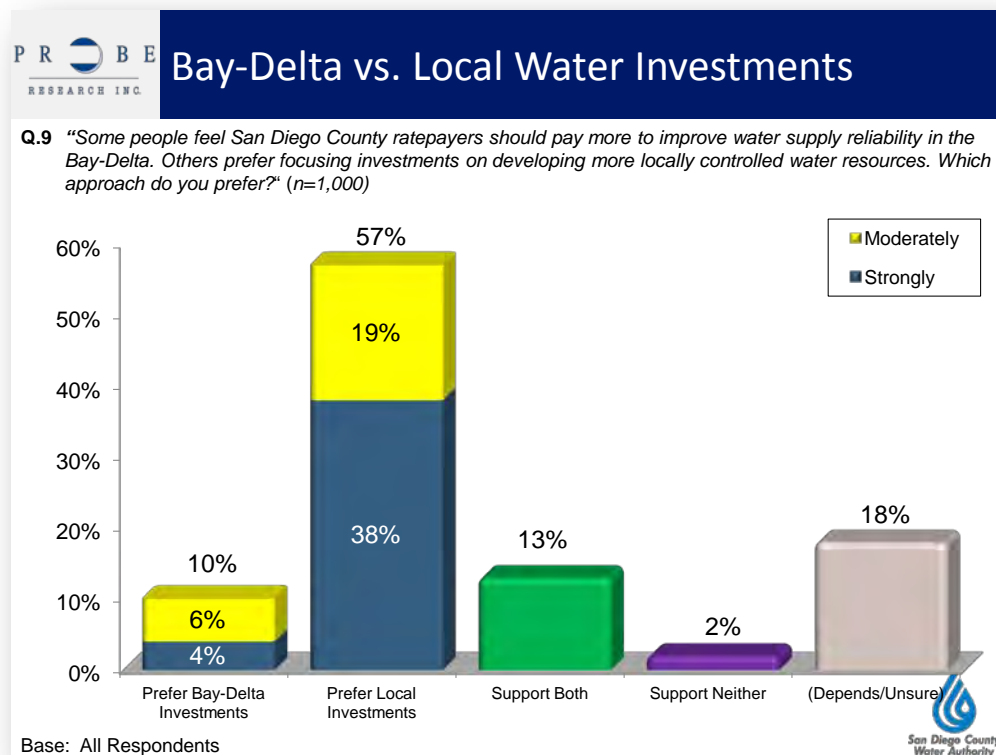


- Older adults were slightly more likely to agree that the Bay-Delta has become less reliable (63% among those aged 55 years and over agree, compared to 52% among those aged 35-54 years).
- Homeowners are also more inclined to believe that the Bay-Delta has become less reliable in recent years (62% versus 53% among non-homeowners).
- Those familiar with the current drought conditions are also more likely to believe that the Bay-Delta is not as reliable as it has been in the past (67% versus 45% among those who know relatively little about the current water situation).

3.5.3 Bay-Delta vs. Local Water Investments

San Diego County residents were asked to consider whether they would prefer to pay more to ensure the future availability of water from the Bay-Delta, or if they prefer to invest in local water resources.

Across the county, residents are much more inclined to *support locally controlled water resources* that would enhance water supply reliability (57%, including 38% who would “strongly” prefer local investments and 18% who are “moderately” inclined to back local efforts). Only around one-in-ten would *prefer to invest in improvements to the Bay-Delta* (10%, including 4% who “strongly” prefer this option and 6% who “moderately” prefer this). Thirteen percent of those surveyed urge San Diego County to pursue *both options*, while two percent *do not support either solution* and 18 percent were unable to offer an opinion.



Those who prefer *local investments* included:

- Residents aged 55 years and older (65% versus 57% among those aged 35-54 years and dropping to 48% among those aged 18-34 years).
- Residents from households earning \$50,000-\$99,000/year (65% versus 25% among those earning less than \$25,000/year).
- Homeowners (61% versus 52% among non-homeowners).

Those who prefer *improvements to the Bay-Delta* included:

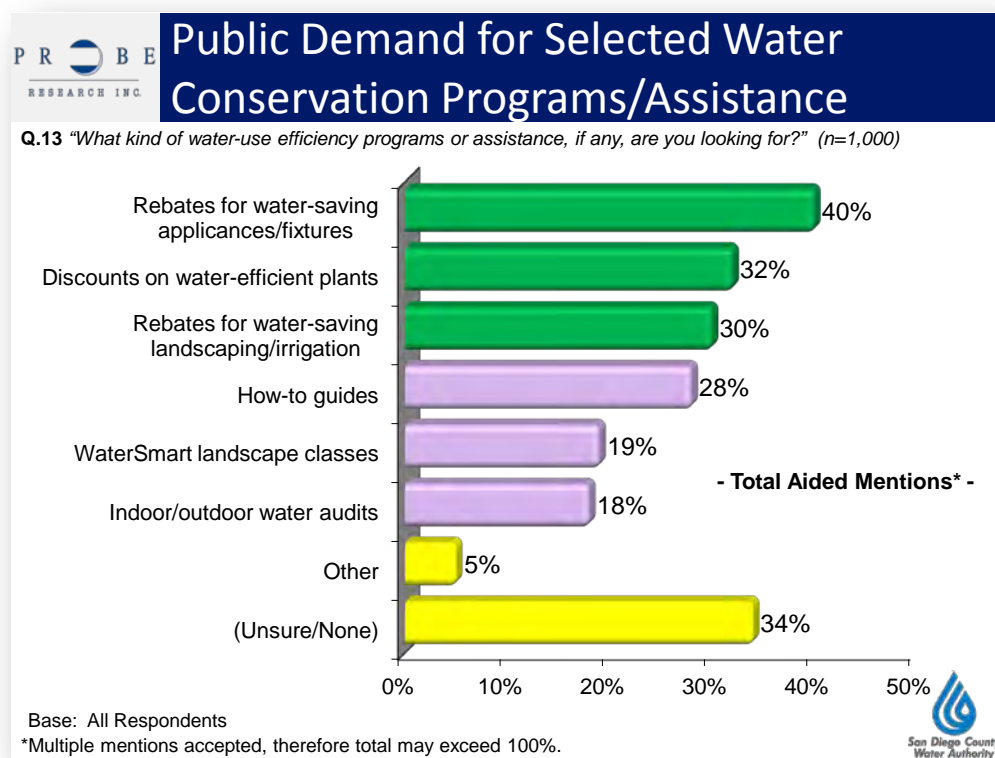
- Those who know relatively little about the current water situation (39% versus 21% among those who know a *great deal* about the current situation).
- Those with lower household incomes (40% among those earning less than \$25,000/year versus 25% among those earning \$50,000-\$99,000/year).

3.6 Public Interest in Selected Water Efficiency Programs

An examination of public interest in selected water-use efficiency measures is provided below.

3.6.1 Preferred Programs

Residents of San Diego County showed interest in a variety of conservation programs. They indicated they are most interested in programs that offer financial benefits such as rebates and discounts. Four-in-ten consumers would be interested in *rebates for water-saving appliances/fixtures* (40%) while around three-in-ten would look for *discounts on water-efficient plants* (32%) or *rebates for water-saving landscaping/irrigation* (30%). In addition, nearly three-in-ten expressed interest in instructional resources such as *How-to guides* (28%). About two-in-ten residents indicated they were looking for *water-smart landscape classes* (19%) and *indoor/outdoor water audits* (18%). One-third of surveyed county adults were either unsure or did not desire any program or assistance regarding water conservation (34%).



- Metro residents were least likely to express interest in *rebates for appliances or fixtures* (28% versus 40% on average countywide).
- Those from high-income households (more than \$100,000) were significantly more likely than those from households earning less than \$25,000 annually to look for *landscaping/irrigation rebates* (41% versus 32%), or *how-to guides* (38% versus 29%).
- The same programs were of more interest to those with levels of education beyond high school: *rebates for appliances* (43% versus 30% among those with high school or less education) and *landscaping/irrigation* (33% versus 18%), as well as *how-to guides* (31% versus 16%).
- Homeowners were more interested than renters in *rebates for landscaping and irrigation* (35% versus 25%).

- Those who pay their own water bills were more likely to seek *discounts on water-efficient plants* (36%) and *rebates for landscaping/irrigation* (34%) than those who do not.
- Women were more interested than men in attending *WaterSmart landscape classes* (23% versus 15%).
- Water-conscious residents who have already taken some kind of action to reduce the amount of water they use at home were much more interested in all programs than those who have not taken water-use reduction measures.
- Those most likely to be disinterested in any of the programs offered included those with only a high school education (46%), those who do not pay their own water bill (44%), those from the Inland region (42%) and renters (39%).

3.7 Public Attitudes on Water Costs

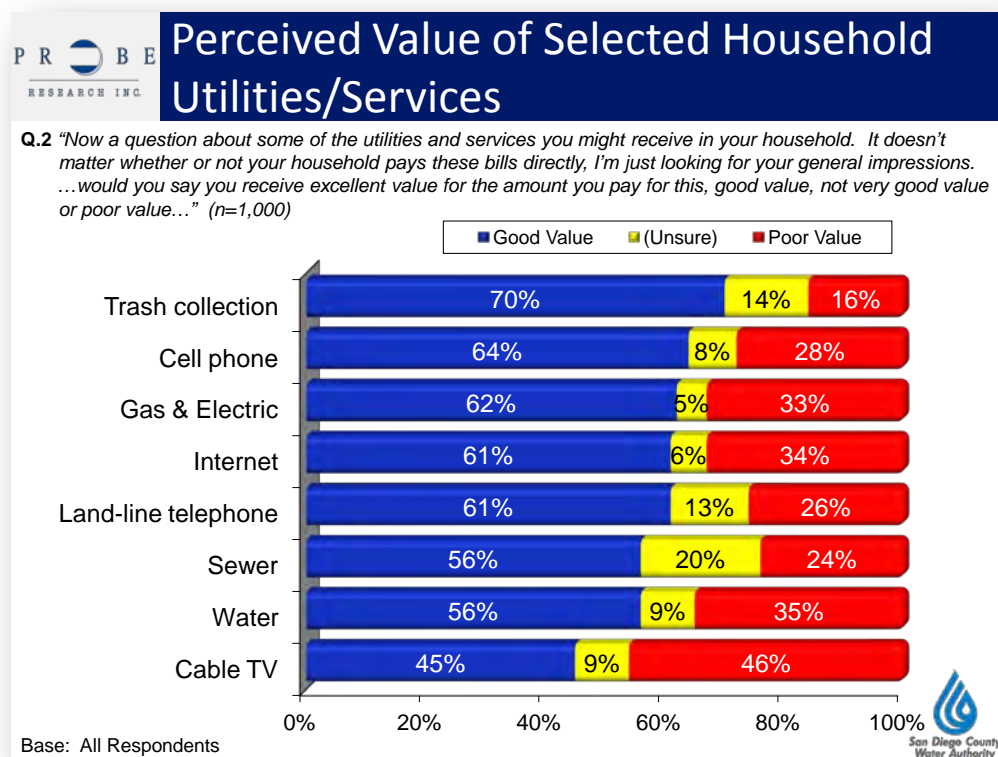
Residents of San Diego County weigh in on the financial aspects of their water supply in this chapter, including offering a comparative assessment of the value of their water and other household utilities. Support for water rate increases is also examined in the context of statewide water supply challenges.

3.7.1 Perceived Relative Value of Household Utilities

Respondents were presented with eight common household utilities and services and were asked to indicate the level of value they feel they receive for each service.

Overall, residents felt they received “excellent/good” value for *trash collection* (70%) while around three-in-five were satisfied with the value they received from their *cell phone provider* (64%) their *gas and electric utility* (62%), their *Internet provider* (61%) and their *land-line telephone provider* (61%).

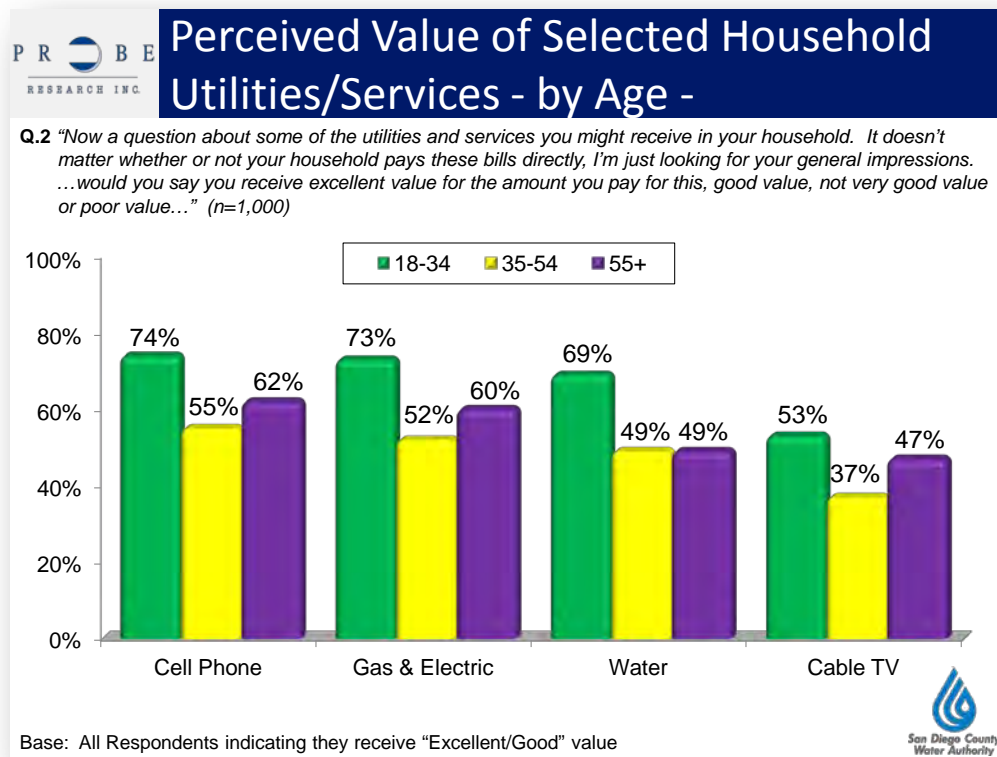
A majority of residents felt they were receiving good value for their *water* (56%); one-third felt the opposite (35% “poor value”). This was comparable to the value residents feel they receive for their *sewer utility* (56% “good value” and 24% “poor value”). Only *cable TV* received lower ratings than sewer and water for its perceived value (45% “good value” and 46% “poor value”).



- Residents responsible for paying their own water bills were far less likely than those who do not pay these bills to feel they receive “good value” for their *gas and electric* utility (57% versus 72%) and their *water* (53% versus 64%). This sentiment was similar among homeowners: 54 percent felt they received value for their money for their *gas and electric* (versus 71% among renters) and their *water* (51% versus 62% among renters).

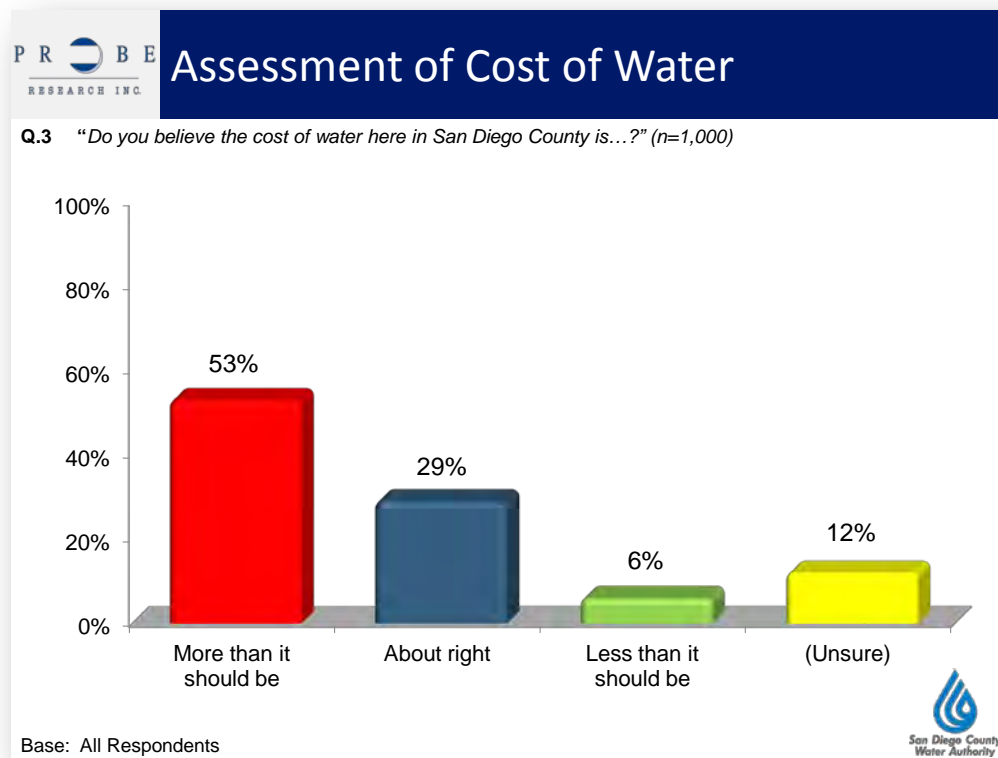
- Those from high-income households (more than \$100,000) also were less likely than those from low-income households (less than \$25,000) to feel they receive good value for their *gas and electric utility* (48% versus 74%), their *internet service* (54% versus 65%), their *water* (52% versus 63%) and their *cable TV* (38% versus 51%).

As revealed in the chart below, younger residents were significantly more likely than older residents to feel they received good value for several utilities, including their *cell phone*, *gas and electric utility*, *water* and *cable TV*:



3.7.2 Perceptions of Water Costs

When respondents were asked whether they felt the cost of water in San Diego County was more or less than it should be, around half felt it was *more than it should be* (53%), compared to 35 percent who felt these costs were about right (29% or who felt these costs were *about right* and six percent felt the cost of their water was *less than it should be*). One-in-ten (12%) were unable or unwilling to offer a response.

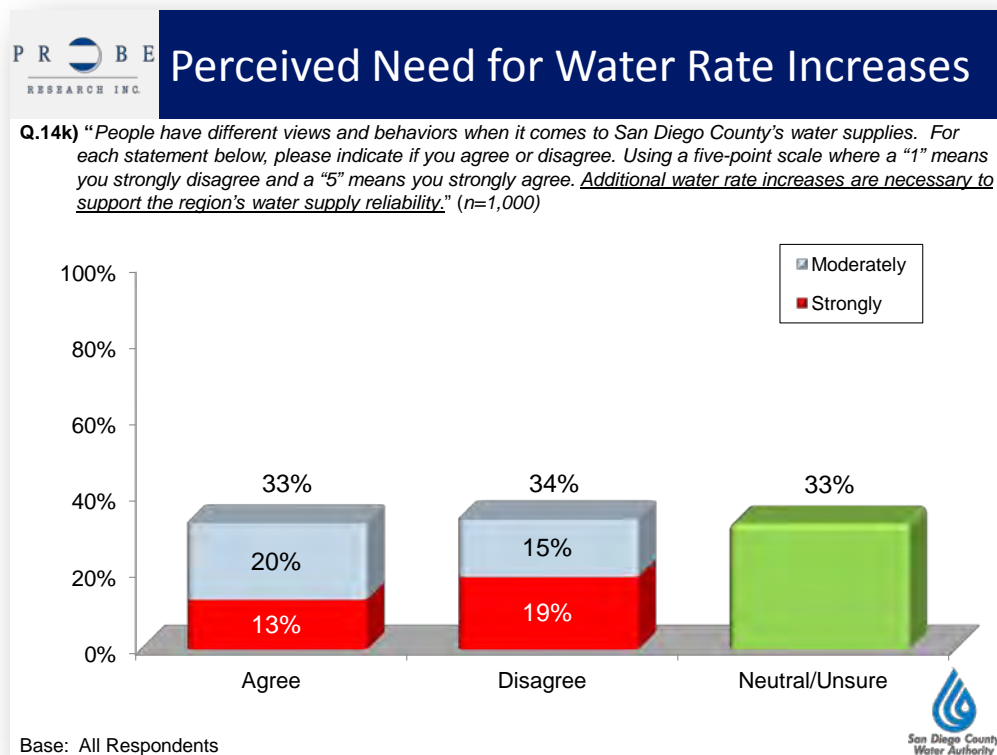


- Homeowners and those who are responsible for paying their water bills tend to feel the cost of water is *more than it should be* (61% and 60% respectively).
- Longer term residents of the county were more likely than those who have lived in the region for ten years or less to feel they are paying more than necessary for their water (55% versus 45%).
- Nearly two-thirds of older residents felt they were paying more than necessary for their water; far more than younger respondents (62% versus 44%).
- Those who have heard a great deal about the local water situation were significantly more likely to feel water costs more than it should, compared to those who have not heard about these conditions (63% versus 45%).

3.7.3 Support for Rate Increases and Environmental Projects

The survey also explored public support for additional rate increases to support supply reliability, and for water agency investments in projects designed to lessen the agencies' environmental impact.

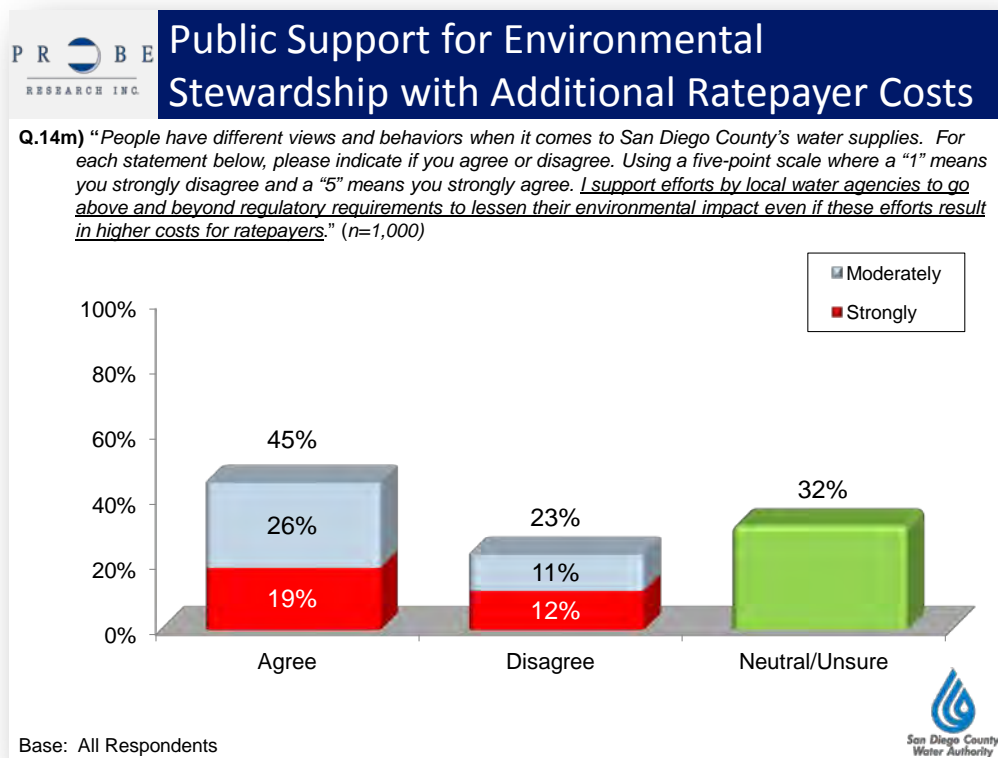
Overall, residents are nearly evenly divided in their support for additional rate increases that would help ensure the region's water supply reliability. One-third agreed that water rate increases are necessary (33%), compared to one-third who feel additional increases are not required (34%) and one-third who are undecided (33%). There is a slight difference in the strength of conviction on each side as 13 percent "strongly agree" there is a need to increase water rates while 19 percent "strongly disagree".



- Homeowners were less likely than renters to feel additional increases in water rates were warranted to ensure reliability (27% versus 40%).
- Those who have been living in San Diego County for ten years or fewer were more supportive of an increase in water rates than long-term residents (42% versus 31%).
- Younger residents (18-34 years) were also more amenable to rate increases than older residents (46% versus 29% among those 35-54 years old and 24% among those 55 and older).
- Respondents with lower levels of education were among those who felt a water rate increase would be necessary to ensure water supply reliability for the region (41% among those with a high school diploma or less versus 29% among those who have graduated from post-secondary education).

Another question asked respondents if they agreed with the statement: *I support efforts by local water agencies to go above and beyond regulatory requirements to lessen their environmental impact even if these efforts result in higher costs for ratepayers.*

While less than half of respondents agreed with this statement, residents were somewhat more likely to support these efforts (45%, including 19% who “strongly” agree) than oppose them (23%, including 12% who “strongly” disagree). One-third were unable to offer an opinion (32% “neutral/unsure”).



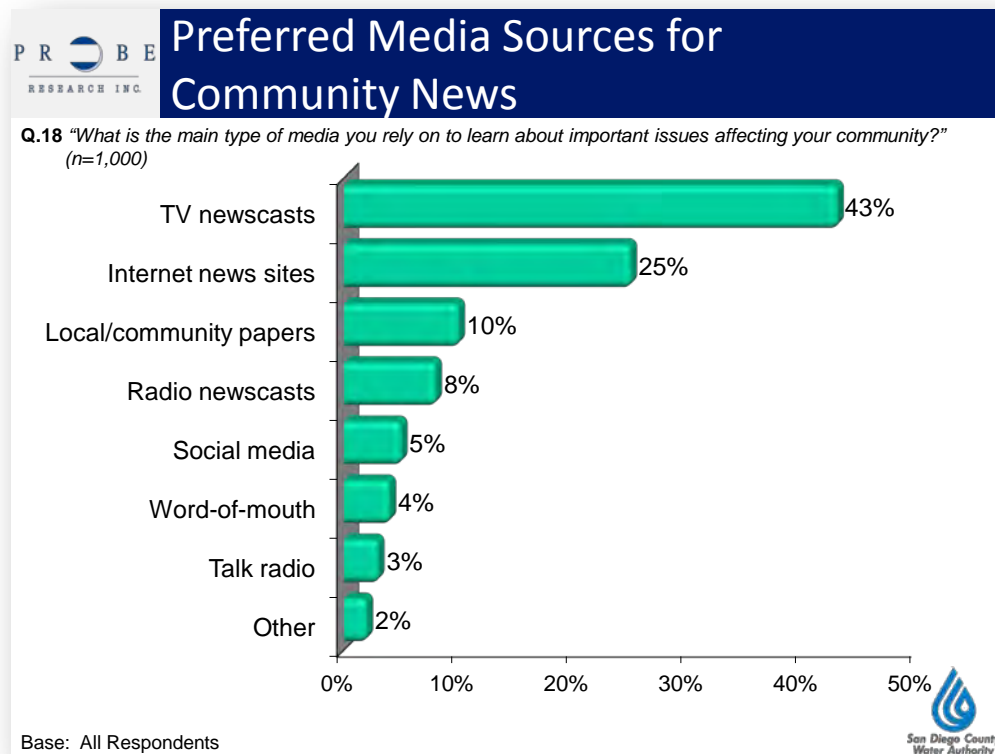
- Once again, homeowners were less likely than renters to support increasing costs for this kind of investment (36% versus 54%), as were those responsible for paying their water bill (40% versus 54% among those who do not pay their own water bill).
- Those who have been living in San Diego County for ten years or fewer were more supportive of increased costs to support environmentally related investments compared to long-term residents (55% versus 41%).
- Younger residents (18-34 years) were also more amenable to higher costs under these circumstances than older residents (53% versus 43% among those 35-54 years old and 37% among those 55 and older).

3.8 Communication Issues

This section examines the means by which San Diego County residents obtain information about water and other issues. It covers the extent to which residents know where to find information on how to conserve water, as well as their preferences for how they would like to be informed about related issues. Also examined here are San Diego County residents' media preferences and non-media information-gathering habits.

3.8.1 General Media Preferences

County residents were asked to identify sources of information they rely on to keep them informed about important issues in their community. More than two-in-five (43%) rely on *television newscasts*, with one-quarter (25%) indicating they visit *news websites* and one-in-ten (10%) turning to *local/community newspapers*. Other sources included *radio newscasts* (8%), *social media* (5%), *word-of-mouth* (4%) and *talk radio* (3%).

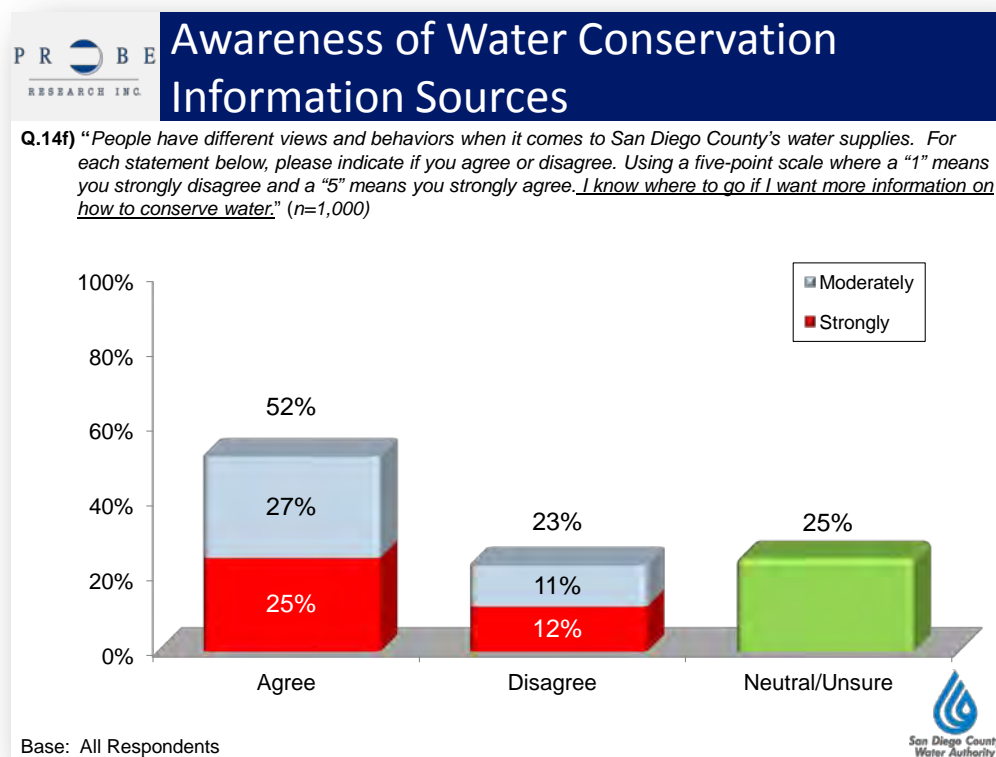


- Respondents 55 years and older are more likely to obtain their local news and information from *television newscasts* (53% compared to 41% among those aged 35-54 years and 38% among those aged 18-34 years) and *newspapers* (19% versus 3% among those aged 18-34 years).
- Younger adults, on the other hand, are more likely to keep informed by visiting *internet news sites* (32% among those aged 18-34 years and 28% among those aged 35-54 years versus just 13% among those aged 55 years and over) and *social media* (8% versus 1% among those aged 55 years and over).
- Those with lower levels of education are more likely than residents with higher levels of education to rely on *TV newscasts* to keep up-to-date about what is happening in their area (61% among those with a high school diploma or less versus 36% among university/community college graduates).

- Residents with higher levels of education are more likely to acquire information about local issues on *news websites* (28% among university/college graduates versus 17% among those with a high school diploma or less).
- Homeowners are more likely to turn to *newspapers* for information about community issues than non-homeowners (15% versus 5%).

3.8.2 Awareness of Water Conservation Information Sources

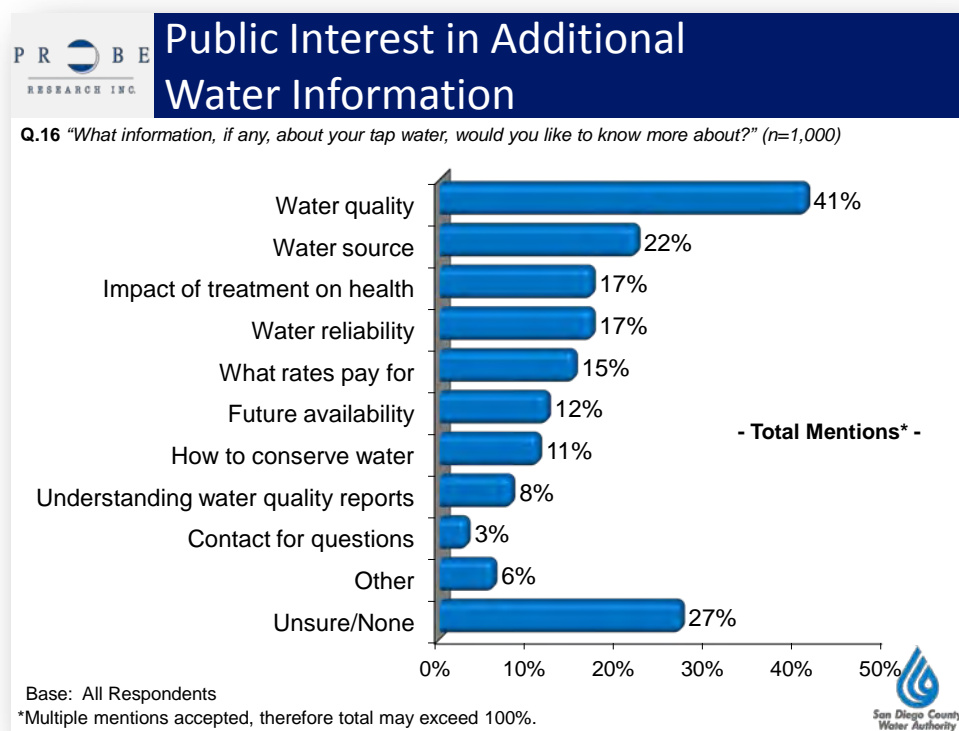
San Diego County residents were asked if they would know where to go if they were seeking additional information about water conservation. As the following graph illustrates, about one-half of those surveyed would know where to find this information (52%, including 25% who were very confident that they would know where to learn more about water conservation and 27% who are moderately confident in this respect). Nearly one-quarter of those surveyed, on the other hand, disagree that they would know where to find out more about water conservation (23%, including 11% who “strongly” disagree and 12% who “moderately” disagree). One-in-five (19%) were neutral, while six percent were unsure or did not respond.



- Those who are relatively well-informed about current drought conditions were more likely to agree that they would know where to access facts on how to conserve water (59% among those who know a great deal about the drought and 56% among those who say they have some information about the current drought versus 39% among those who report that they are less informed).
- There were few variations in responses among survey sub-groups who said they would not know where to find information on conserving water.

3.8.3 Public Interest in Additional Water Information

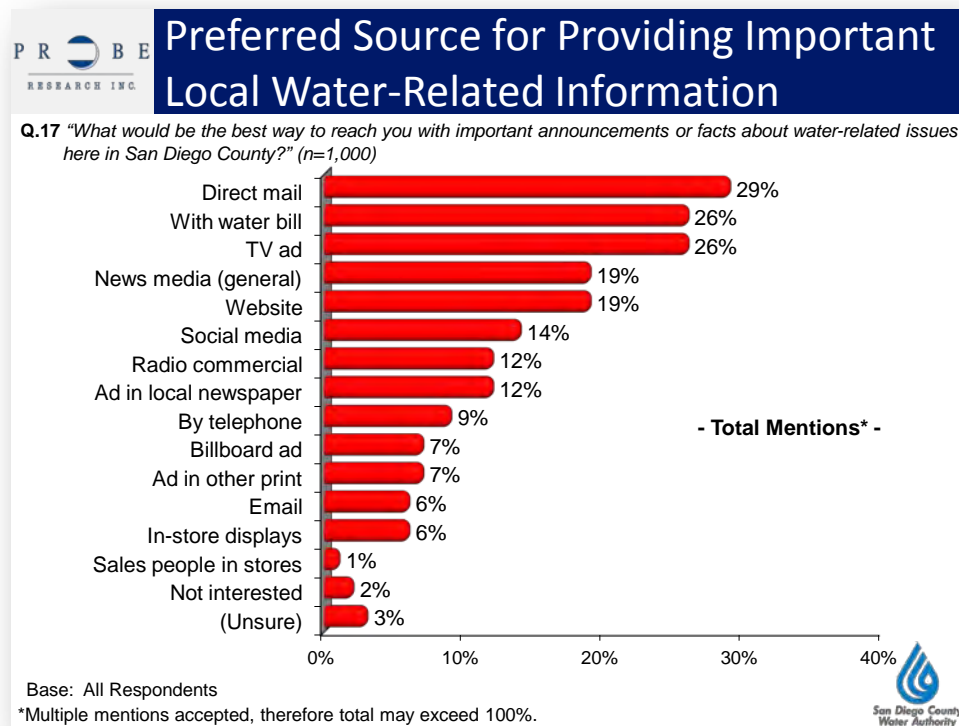
When asked what additional information they would like to have regarding their household drinking water, San Diego County residents were most likely to express a desire to learn more about the *quality* of their water (41%), with an additional two-in-five (22%) interested in more information about their drinking water *source*. Smaller proportions of those surveyed would like to learn more about the *impact of water treatment on their health* and what steps are taken to maintain the *reliability* of their water supply (17% each). Fifteen percent want to know more about *how money from their water bills is invested*, while 12 percent would like additional information about the *availability* and 11 percent mentioned *water conservation*. Fewer than one-in-ten respondents wanted to learn more about how to *understand water quality reports* (8%) or who to contact if they have water-related questions (3%). Fully one-quarter (27%) indicated that they were *not seeking* additional information about their tap water or were unsure.



- Respondents aged 55 years and older were more likely to want to know what is being done to make the system more *reliable* (22% versus 13% among those aged 18-34 years).
- Non-homeowners were more likely to be seeking information about the *source* of their tap water (26% versus 17% among homeowners).

3.8.4 Preferred Media for Receiving Water Information

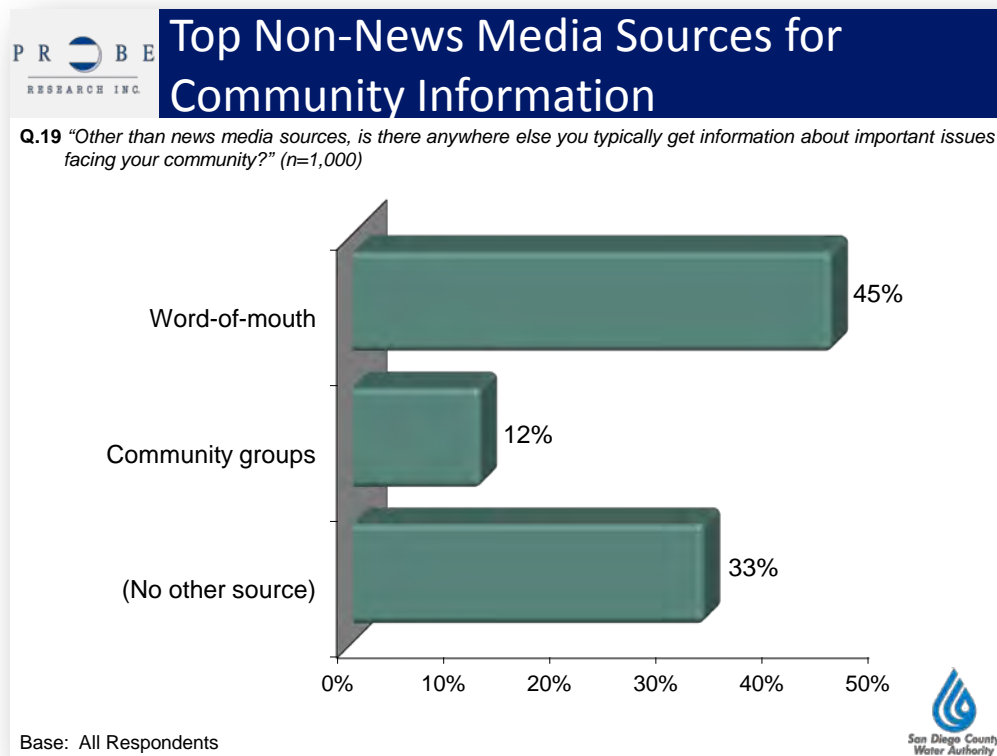
Survey participants were asked to identify the best method to inform them about issues related to their household drinking water. Three-in-ten respondents prefer to be notified via *direct mail* (29%), with one-quarter of those surveyed each expressing a preference for *receiving an insert with their water bill* or via a *television ad* (26% each). One-in-five respondents would like to be informed via the *news media* or via *website* (19% each), with smaller numbers preferring updates via *social media* (14%), *radio commercials* and *newspaper ads* (12% each). Other communications preferences mentioned by fewer than one-in-ten county residents included *telephone* (9%), *billboard ads*, *ads in other print media* (7% each), *email* and *in-store displays* (6% each). Two percent of those surveyed indicated that they are *not interested* in receiving updates via any type of media.



- Women were more likely than men to prefer receiving announcements about water via *social media* (18% versus 10% among men).
- Younger adults aged 18-34 years were more likely than older residents to prefer updates via *social media* (21% versus 13% among those aged 35-54 years and 7% among those aged 55 years and over).
- Those with lower household incomes were more likely to express a preference for being informed via *television ads* (33% among those earning less than \$25,000/year versus 20% among those earning more than \$100,000 annually).
- Those from households earning more than \$100,000/year requested information to come *with their water bill* (35% versus 19% among those earning less than \$25,000/year).
- Homeowners were also more likely to request information with their *water bills* (31% versus 20% among non-homeowners).

3.8.5 Additional Information Sources

Respondents were also asked to identify which sources other than news media they turn to when seeking information about important issues in their community. The chart below reveals the top two non-news media sources. For nearly half of those surveyed (45%), *word-of-mouth* information is an important source of news about local issues while a smaller proportion of respondents pointed to *community groups* (12%). One-third of those surveyed said they *do not turn to any other sources of information* (33%), beyond news media.



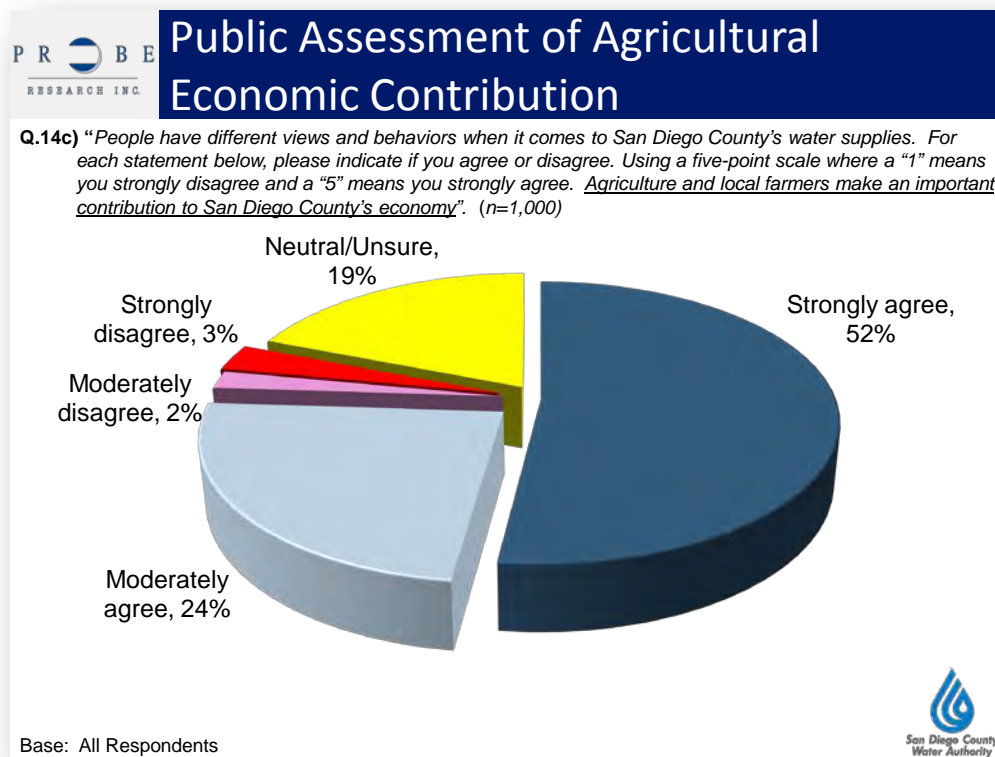
- Women were more likely than men to rely on *word-of-mouth* information to keep up-to-date about important community issues (50% versus 41% among men).
- Non-homeowners were slightly more likely than homeowners to obtain information from *word-of-mouth* sources (50% versus 41% among homeowners).

3.9 Other Research Findings

This final chapter of the report reveals residents’ opinions on several additional non-related topics such as the impact of agriculture on the economy, how well residents understand their water bill and awareness of the Water Authority’s legal case against the Metropolitan Water District of Southern California.

3.9.1 Agriculture’s Contribution to the Economy

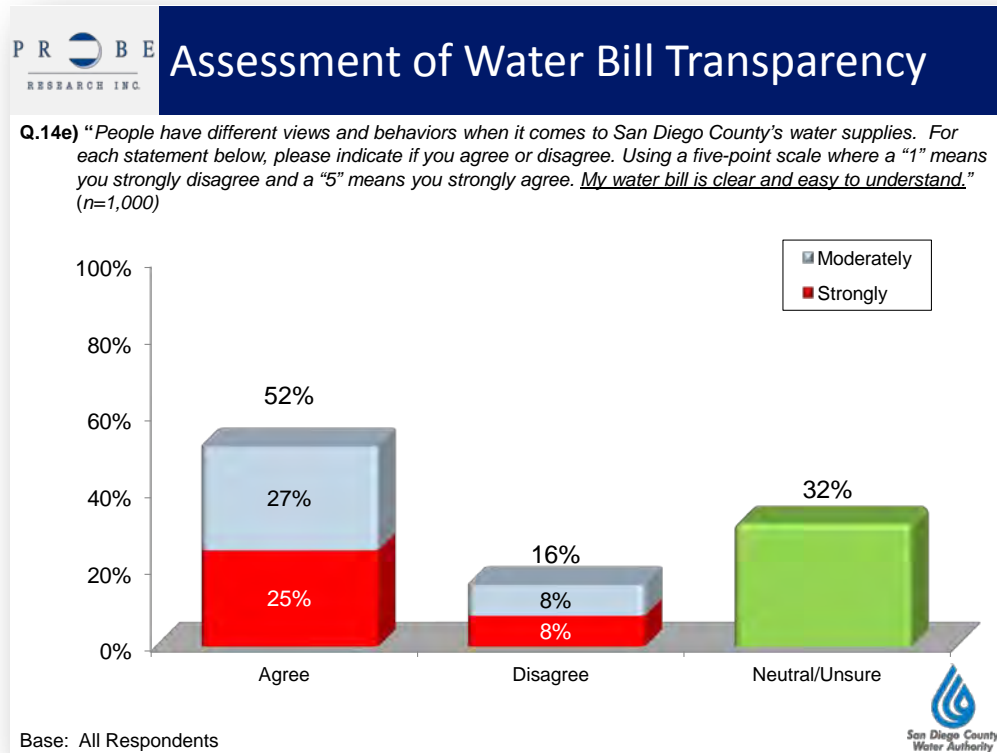
Respondents overwhelmingly acknowledge the important contribution that agriculture makes to the county’s economy. Indeed, three-quarters of residents agree that local farmers offer a key input to the county economy (52% “strongly” agree and 24% “moderately” agree). Very few disagreed (5%), while one-in-five were uncertain (19%).



Overall, there were very few differences in opinion across the survey sub-populations.

3.9.2 Public Understanding of Water Bill

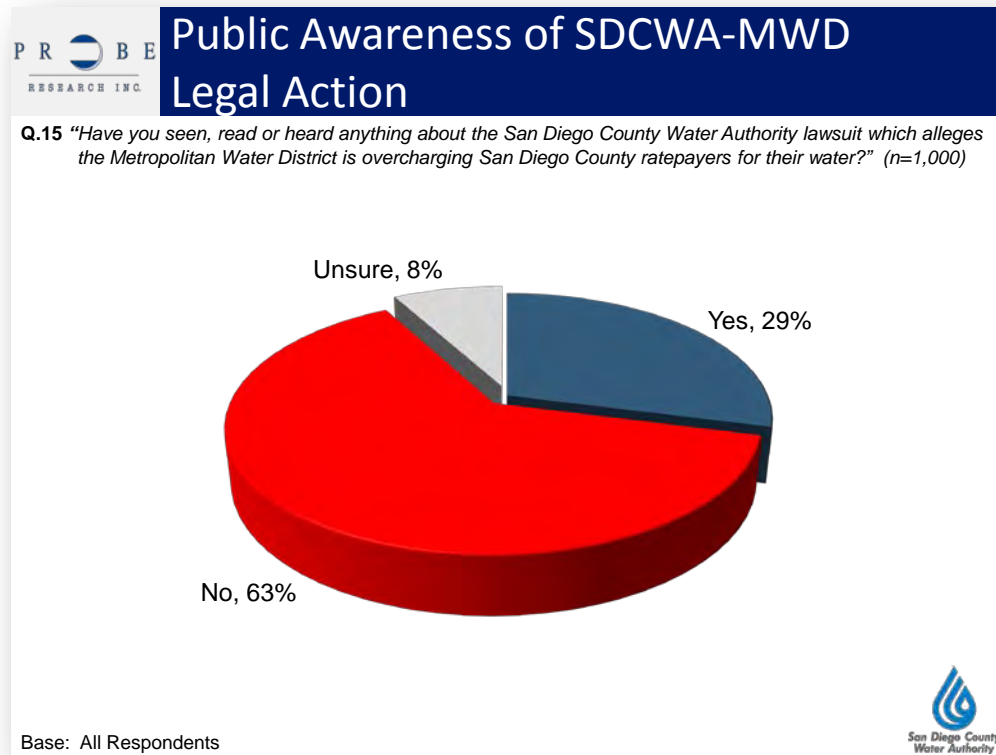
Overall, half of San Diego County residents feel their water bill is clear and easy to understand (52%), compared to 16 percent who disagree and one-third who are unsure (32%).



- Homeowners (56%), those who have heard a great deal about the drought situation (59%) and those from households earning \$50,000 to \$99,000 per year (59%) were among those most likely to agree that their water bill is clear and easy to understand.

3.9.3 Awareness of MWD Case

Fewer than three-in-ten residents were aware of the San Diego County Water Authority's lawsuits alleging overcharges by the Metropolitan Water District of Southern California.



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

- Older citizens (44% versus 15% among those under age 35).
- Those from high-income households (40% versus 21% among those from low-income households).
- Homeowners (39% versus 17% among non-homeowners).
- Those that are responsible for paying their household's water bill (34% versus 19% among those that are not).

APPENDIX A:

SURVEY INSTRUMENT

Probe Research, Inc. Final Telephone Version

INTRO, SCREENER & PREAMBLE

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

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

IF RESPONDENT ENQUIRES AS TO SURVEY TOPIC PLEASE RESPOND:

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

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

A. First, are you 18 years of age or older?

- Yes – CONTINUE..... 01
- No -- May I speak with someone who is?..... 02
- No -- No one qualified or available 03

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

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

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

IF YES: PROCEED WITH INTERVIEW OR SCHEDULE CALLBACK

IF NO, REQUEST INTERVIEW WITH PERSON ON PHONE

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

- English 1
- Spanish..... 2

TRANSFER RESPONDENT TO SPANISH INTERVIEWER IF REQUESTED

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

Male 1
Female..... 2

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

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

San Diego County:

- East County: 91901 91903 91905 91906 91916 91917 91931 91934 91935 91941 91942 91943 91944 91945 91946 91947 91948 91962 91963 91976 91977 91978 91979 91980 91987 91990 92019 92020 92021 92022 92036 92040 92071 92072 92090
- Metro: 92037 92038 92039 92092 92093 92111 92117 92119 92121 92122 92123 92124 92126 92131 92132 92142 92145 92160 92161 92168 92169 92171 92177 92190 92191 92192 92193 92194 92196 92197
- South Metro: 92101 92102 92103 92104 92105 92106 92107 92108 92109 92110 92112 92113 92114 92115 92116 92118 92120 92133 92134 92135 92137 92138 92139 92140 92147 92149 92150 92152 92158 92159 92162 92163 92164 92165 92166 92167 92170 92174 92175 92176 92178 92182 92184 92186 92187 92195
- North Coastal: 92007 92008 92009 92013 92014 92018 92023 92024 92049 92051 92052 92054 92055 92056 92057 92058 92067 92068 92075 92083 92084 92085 92091 92130
- North Inland: 92003 92004 92025 92026 92027 92028 92029 92030 92033 92046 92059 92060 92061 92064 92065 92066 92069 92070 92074 92078 92079 92082 92086 92088 92096 92127 92128 92129 92172 92198 92199
- South County: 91911 91902 91908 91909 91910 91912 91913 91914 91915 91921 91932 91933 91950 92951 92136 92143 92153 92154 92155 92173 92179

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

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

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

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

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

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

DK/REF/NONE

UTILITIES & RATES

2. Now a question about some of the utilities and services you might receive in your household. It doesn't matter whether or not your household pays these bills directly, I'm just looking for your general impressions.

OK, thinking first about... (READ ITEMS a-d in RANDOM ORDER) would you say you receive excellent value for the amount you pay for this, good value, not very good value or poor value for (REPEAT ITEM)? Now what about... (READ NEXT ITEM – REPEAT RESPONSE SCALE AS NECESSARY)

	EXCELLENT VALUE	GOOD VALUE	NOT VERY GOOD VALUE	POOR VALUE	DK/NS
a) Gas & Electric	1	2	3	4	9
b) Water	1	2	3	4	9
c) Trash Collection	1	2	3	4	9
d) Sewer	1	2	3	4	9
e) Cable TV	1	2	3	4	9
f) Internet	1	2	3	4	9
g) Land-line telephone	1	2	3	4	9
h) Cell Phone	1	2	3	4	9

3. Do you believe the cost of water here in San Diego County is...?

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

4. Twenty years ago, almost all of our region's water was imported from a single supplier, "The Metropolitan Water District of Southern California". Since then, the region has diversified its water supply sources so that today a little less than half of our water is imported from that single supplier. That strategy has included water transfers from the Colorado River, increased conservation, groundwater development, water recycling and, by 2016, seawater desalination.

Do you strongly support, moderately support, moderately oppose or strongly oppose this plan to diversify our water sources?

Strongly Support..... 1
 Moderately Support 2
 Moderately Oppose 3
 Strongly Oppose 4
 (Depends on \$ amount etc.) 5
 (DK/NS) 9

WATER RELIABILITY

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

- 5. A reliable water supply is one that can be depended upon to consistently provide enough water to meet the region's needs. Currently, how reliable do you think San Diego County's water supply is? Would you say it is...?

- Very reliable.....1
- Somewhat reliable2
- Somewhat unreliable3
- Very unreliable.....4
- (DK/NS)9

- 6. California is experiencing a serious drought. However, no cutbacks to local water supplies are expected for 2014. If dry conditions continue, what should local water agencies do to respond? (DO NOT READ) (ACCEPT UP TO 3 RESPONSES)

MORE/BETTER PUBLIC INFORMATION
 MANDATORY CONSERVATION
 VOLUNTARY CONSERVATION
 PUBLIC EDUCATION
 MORE SEAWATER DESALINATION
 MORE RESEVOIRS/STORAGE
 MORE WATER TRANSFERS

ENCOURAGE/PROMOTE/DEVELOP
 RECYCLED WATER
 OTHER, SPECIFY:

 (DK/NS)

THE BAY-DELTA

Now, we are going to change topics slightly for a minute and talk about imported water supplies ...

7. Please tell me whether you strongly agree, moderately agree, moderately disagree or strongly disagree with the following statements:

		Strongly agree	Moderately agree	Moderately disagree	Strongly disagree	(DK/NS)
a	The Bay-Delta in Northern California is an important water supply for San Diego County.	1	2	3	4	9
b	Water supplies from the Bay-Delta have become less reliable in recent years due to environmental challenges.	1	2	3	4	9

8. Some people feel San Diego County ratepayers should pay more to improve water supply reliability in the Bay-Delta. Others prefer focusing investments on developing more locally controlled water resources. Which approach do you prefer? (AND IS THAT "STRONGLY" OR "MODERATELY"?)

- Strongly Prefer Bay-Delta Investments 1
- Moderately Prefer Bay-Delta Investments 2
- Strongly Prefer Local Investments 3
- Moderately Prefer Local Investments 4
- Support Both Investments 5
- Support Neither Investment 6
- (Depends on money etc.) 7
- (DK/NS) 9

WATER USE & CONSERVATION

9. The governor and local water agencies are calling for increased voluntary water conservation because of a statewide drought. How much, if anything, have you heard about the water supply situation? (response bank)

- A great deal01
- Some02
- Not very much03
- Hardly anything.....04
- DK/NS.....99

10. a) Have you taken any actions in response to the current drought at your home?

- a. YES (Ask Q.10c.)
- b. NO (ASK Q.10b)
- c. DK/NS.....99

10.b) Why haven't you taken any actions?

NOW SKIP ALL TO Q.11

10.c What specifically have you done? (Probe thoroughly)

11. (ASKED IN ONLINE SURVEY ONLY:) Local water agencies are considering a public awareness campaign to inform everyone of the seriousness of the drought; recognize water users for their existing support of water conservation; and motivate and empower water users to increase voluntary conservation at this time for the well-being of the region. Of the options below, please select the one that you feel motivates you most to save water. (RANDOMIZE) (SINGLE CHOICE)

- Get Drought Tough:* Let's save all we can.
- 3 Million Ways to Save:* Let's handle the drought together.
- Operation H₂Low:* Let's save today for tomorrow.
- Value H₂O:* Every drop. every day.
- H₂Low:* Save every way, every day.
- When in Drought:* Save every way, every day
- Unsure*

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

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

13. What kind of water-use efficiency programs or assistance, if any, are you looking for? (ACCEPT ALL MENTIONS)

		Yes	No	(DK/NS)
a)	Rebates for installing water-saving landscaping and irrigation devices	1	2	9
b)	Rebates for water-saving appliances and fixtures inside the home	1	2	9
c)	Water-Smart Landscaping Classes	1	2	9
d)	How-to guides	1	2	9
e)	Discounts on water-efficient plants	1	2	9
f)	Indoor/outdoor water audits	1	2	9
g)	Other (Please specify)?	1	2	9

GENERAL ATTITUDES

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

STATEMENT	1	2	3	4	5	9
a) I trust water agencies to declare mandatory water restrictions when they are necessary.						
b) I could do more to conserve water at my home.						
c) Agriculture and local farmers make an important contribution to San Diego County's economy.						
d) A reliable water supply for this region is essential to my quality of life.						
e) My water bill is clear and easy to understand						
f) I know where to go if I want more information on how to conserve water.						
g) I'm worried about the impact a major drought could have on our local water supplies.						
h) I trust regional and local water agencies to ensure we have a reliable long-term supply of water.						
i) I have a good understanding of the ways we are trying to enhance the reliability of water supplies in our region.						
j) It is my civic responsibility to use water efficiently.						
k) Additional water rate increases are necessary to support the region's water supply reliability.						
l) A reliable water supply for this region is essential for a healthy economy.						
m) I support efforts by local water agencies to go above and beyond regulatory requirements to lessen their environmental impact even if these efforts result in higher costs for ratepayers.						

15. Have you seen, read or heard anything about the San Diego County Water Authority lawsuit which alleges the Metropolitan Water District is overcharging San Diego County ratepayers for their water?

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

COMMUNICATIONS

16. What information, if any, about your tap water would you like to know more about?
(DO NOT READ - ACCEPT ALL RESPONSES)

- The source of my tap water01
- Reading or understanding water quality reports.....02
- The quality of my tap water03
- Availability of future water supplies04
- How to conserve water05
- What my water rates pay for06
- The impact of the water treatment process on my health07
- What's being done to make water supplies more reliable08
- Who do I call if I have questions about my tap water?09
- Other (Specify) _____ 98
- (DK/NS)99

17. What would be the best way to reach you with important announcements or facts about water-related issues here in San Diego County?
(DO NOT READ - ACCEPT ALL RESPONSES)

- TV ad01
- Ad in local newspaper02
- Ad in other print (flyers / magazine)03
- With my water bill04
- Billboard ad.....05
- Radio commercial.....06
- Direct mail.....07
- News media general.....08
- Website.....09
- Sales people in stores10
- In-store displays11
- Not interested in receiving anything13
- Social media (Facebook, Twitter, linked in)
- Other (specify) _____ 98
- (DK/NS)99

18. What is the main type of media you rely on to learn about important issues affecting your community? (ACCEPT ALL RESPONSES)

- | | |
|------------------------------|--------------------------------------|
| Radio News Casts | Community Centre bulletin boards |
| Television Newscasts | Social Media (ie. Facebook, Twitter) |
| Internet News Sites | Other (specify) _____ 98 |
| Talk Radio | (DK/NS)99 |
| Local / Community Newspapers | |

19. Other than news media sources, is there anywhere else you typically get information about important issues facing your community? (ACCEPT ALL RESPONSES)

- Word of mouth/ friends & family
- Community groups
- Service organizations (ie. Rotarians)
- Business groups (ie. Chamber of Commerce, Unions)
- City or town information hotline (ie. 311 telephone)
- Churches
- Other (specify) _____
- No / None 98
- DK/NS 99

DEMOGRAPHICS

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

- Grade school/some high school 1
- Completed high school 2
- Some Apprenticeship or Trades Training 3
- Journey-Person certification 4
- Some Community College 5
- Completed Community College Education 6
- Some University 7
- Completed University degree 8
- (Refused/NS) 9

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

- Own 1
- Rent 2
- Other (Such as public housing) 3
- (DK/NS) 9

DS3. Does your household pay its own water bill, or does someone else, like your landlord of homeowner's association, pay the water bill?

- Respondent/other member of household pays 1
- Landlord/Homeowner's Association/Other pays 2
- (DK/REF) 9

We have almost finished the survey....

DS4. Which of the following categories best describes your age? Is it....

- 18-24
- 25-34
- 35-54
- 55-64
- 65+

DS5. Which of the following best describes your ethnic or racial background...

- White, not of Hispanic origin.....1
- Black, not of Hispanic origin2
- Hispanic or Latino3
- Asian or Pacific Islander4
- Native American5
- another ethnic group? [SPECIFY:] _____
- (DK/REF)9999

DS6. What is your household income?

- under \$25,0001
- \$25,000 - \$49,9992
- \$50,000 - \$74,9993
- \$75,000 - \$99,9994
- \$100,000 - \$149,9995
- \$150,000 - \$249,9996
- \$250,000 and above.....7
- (DK/NS/REF)9999

DS7. Would you be willing to be contacted in the future concerning further research conducted by Probe Research?

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

DS8. Do you have an e-mail address we may contact you at to participate in further research?

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

DS9. May I please have your e-mail address? (READ BACK TO CONFIRM ACCURACY)

E-mail address: _____@_____.

APPENDIX B:

DETAILED TABULAR RESULTS

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

		TOTAL (1000)	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
			City (369)	County (631)	Metro (142)	S. Metro (228)	Coastal (163)	Inland (180)	East (148)	South (139)	10/less (228)	Over 10 (772)	Yes (653)	No (324)
BASE	Count	219	80	139	26	55	27	27	32	53	55	163	140	73
		22%	22%	22%	18%	24%	16%	15%	22%	38%	24%	21%	21%	22%
MOST IMPORTANT ISSUE	Poor economy/ Unemployment/ Jobs	Count	219	139	26	55	27	27	32	53	55	163	140	73
		22%	22%	22%	18%	24%	16%	15%	22%	38%	24%	21%	21%	22%
	Water supply/ Drought	Count	161	108	28	25	37	39	20	12	37	124	115	44
		16%	14%	17%	20%	11%	22%	22%	14%	9%	16%	16%	18%	13%
	Housing affordability	Count	59	35	13	11	9	8	11	7	9	51	35	18
		6%	6%	5%	9%	5%	6%	4%	7%	5%	4%	7%	5%	6%
	Crime/ Safety	Count	54	31	8	16	5	11	5	10	16	38	32	23
		5%	6%	5%	5%	7%	3%	6%	3%	7%	7%	5%	5%	7%
	Cost of living (General)	Count	51	29	10	12	6	8	10	6	8	43	29	20
		5%	6%	5%	7%	5%	3%	4%	7%	4%	3%	6%	5%	6%
	City politics/ Government morality issues	Count	47	25	8	14	3	11	5	5	7	41	35	12
		5%	6%	4%	6%	2%	6%	4%	4%	4%	3%	5%	5%	4%
	Infrastructure/ Road quality	Count	47	18	12	18	3	4	6	5	11	35	29	17
		5%	8%	3%	8%	8%	2%	2%	4%	3%	5%	5%	5%	5%
	Education quality/ funding	Count	39	26	3	10	11	4	6	5	8	30	25	12
		4%	3%	4%	2%	4%	7%	2%	4%	3%	4%	4%	4%	4%
	City financial problems/ Budgeting and spending	Count	33	18	4	11	9	3	6	1	8	25	18	14
		3%	4%	3%	3%	5%	5%	1%	4%	1%	4%	3%	3%	4%
	Immigration/ Border issues	Count	31	23	4	4	9	6	5	4	4	26	21	9
		3%	2%	4%	3%	2%	6%	3%	3%	3%	2%	3%	3%	3%
	Taxes/ High taxes	Count	25	22	2	2	7	4	7	4	7	18	19	4
		2%	1%	3%	1%	1%	4%	2%	4%	3%	3%	2%	3%	1%
	Homelessness	Count	24	15		10	3	6	3	2	9	15	13	10
		2%	3%	2%		4%	2%	3%	2%	2%	4%	2%	2%	3%
	Traffic/ Too many cars	Count	22	14		8	6	5	2	1	2	20	15	7
		2%	2%	2%		4%	4%	3%	1%	1%	1%	3%	2%	2%
	Environment/ Pollution	Count	19	12	1	7	1	3	5	2	4	16	13	6
		2%	2%	2%	0%	3%	1%	2%	4%	2%	2%	2%	2%	2%
	Growth/ Development/ Overpopulation	Count	16	14	1	1	4	6	4		1	16	14	3
		2%	1%	2%	1%	1%	2%	4%	3%		0%	2%	2%	1%
	Charger stadium	Count	16	12	3	1		7	2	3	2	14	10	6
		2%	1%	2%	2%	0%		4%	1%	2%	1%	2%	1%	2%
	Cost of fuels/ utilities	Count	15	6	4	5		2	4		1	14	10	5
		2%	2%	1%	2%	2%		1%	3%		0%	2%	2%	2%
	Health care	Count	15	10	3	2	1	2	3	4	2	13	9	6
		1%	1%	2%	2%	1%	1%	1%	2%	3%	1%	2%	1%	2%
	Other mentions	Count	23	11	5	6	2	5	3	3	2	21	19	4
		2%	3%	2%	4%	2%	1%	3%	2%	2%	1%	3%	3%	1%
	(DK/Nothing in particular)	Count	83	64	9	10	22	20	10	13	35	49	52	30
		8%	5%	10%	6%	5%	13%	11%	7%	9%	15%	6%	8%	9%

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

BASE		TOTAL (1000)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			Male (500)	Female (500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)	\$100K + (184)	
MOST IMPORTANT ISSUE	Poor economy/ Unemployment/ Jobs	Count	219	129	90	85	78	54	34	78	105	37	55	65	37
			22%	26%	18%	24%	22%	20%	22%	24%	20%	22%	29%	21%	20%
	Water supply/ Drought	Count	161	68	93	37	48	66	23	42	97	17	28	50	43
			16%	14%	19%	11%	14%	24%	15%	13%	19%	10%	14%	16%	23%
	Housing affordability	Count	59	22	38	27	20	13	11	19	24	9	8	19	13
			6%	4%	8%	8%	6%	5%	7%	6%	5%	6%	4%	6%	7%
	Crime/ Safety	Count	54	28	27	30	18	6	9	25	21	8	9	22	3
			5%	6%	5%	9%	5%	2%	6%	8%	4%	5%	5%	7%	2%
	Cost of living (General)	Count	51	26	25	24	14	11	10	12	29	12	16	18	2
			5%	5%	5%	7%	4%	4%	6%	4%	6%	7%	8%	6%	1%
	City politics/ Government morality issues	Count	47	24	23	12	19	16	5	18	25	6	6	17	10
			5%	5%	5%	3%	6%	6%	3%	6%	5%	4%	3%	6%	5%
	Infrastructure/ Road quality	Count	47	24	22	6	20	18	4	12	30	7	10	12	6
			5%	5%	4%	2%	6%	7%	3%	4%	6%	4%	5%	4%	3%
	Education quality/ funding	Count	39	16	23	24	11	4	2	16	21	3	5	16	12
			4%	3%	5%	7%	3%	1%	1%	5%	4%	2%	2%	5%	7%
	City financial problems/ Budgeting and spending	Count	33	17	16	10	13	8	0	5	26	2	6	11	8
			3%	3%	3%	3%	4%	3%	0%	2%	5%	1%	3%	3%	4%
	Immigration/ Border issues	Count	31	17	14	3	12	13	8	8	15	8	6	7	3
			3%	3%	3%	1%	3%	5%	5%	2%	3%	5%	3%	2%	2%
	Taxes/ High taxes	Count	25	13	11	7	11	6	5	2	17	3	6	5	8
			2%	3%	2%	2%	3%	2%	3%	1%	3%	2%	3%	2%	4%
	Homelessness	Count	24	9	16	9	8	7	5	10	10	11	4	6	1
			2%	2%	3%	2%	2%	3%	3%	3%	2%	6%	2%	2%	0%
	Traffic/ Too many cars	Count	22	8	14	6	11	5	4	7	11	4	5	5	3
			2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%
	Environment/ Pollution	Count	19	9	10	9	6	4	2	9	8	6	4	4	2
			2%	2%	2%	3%	2%	2%	1%	3%	2%	3%	2%	1%	1%
	Growth/ Development/ Overpopulation	Count	16	7	9	6	3	7		3	13	3	5	5	2
			2%	1%	2%	2%	1%	3%		1%	3%	2%	3%	1%	1%
	Charger stadium	Count	16	14	2	9	4	1	2	4	9		1	6	7
			2%	3%	0%	2%	1%	1%	1%	2%	2%		0%	2%	4%
	Cost of fuels/ utilities	Count	15	6	9	4	8	2	1	6	8	2	3	7	2
			2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%
	Health care	Count	15	5	10	4	8	4	4	8	3	8	1	4	3
			1%	1%	2%	1%	2%	1%	3%	2%	1%	4%	0%	1%	2%
	Other mentions	Count	23	11	12	9	6	8	2	11	9	6	4	12	1
			2%	2%	2%	3%	2%	3%	1%	4%	2%	3%	2%	4%	0%
	(DK/Nothing in particular)	Count	83	47	37	32	33	19	25	24	31	17	13	22	19
			8%	9%	7%	9%	9%	7%	16%	8%	6%	10%	7%	7%	10%

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

		TOTAL (1000)	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT		
			Owner (526)	Other (451)	Non-Hispanic White (565)	Other (392)	Reliable (699)	Not reliable (257)	Great deal (310)	Some (373)	Less (317)	Yes (708)	No (265)	
BASE		219	111	103	107	106	158	54	64	80	74	158	54	
		22%	21%	23%	19%	27%	23%	21%	21%	22%	23%	22%	20%	
MOST IMPORTANT ISSUE	Poor economy/ Unemployment/ Jobs	Count	161	94	65	112	45	106	50	76	51	34	137	22
			16%	18%	14%	20%	12%	15%	20%	25%	14%	11%	19%	8%
	Water supply/ Drought	Count	59	19	36	30	23	41	18	15	27	18	40	18
			6%	4%	8%	5%	6%	6%	7%	5%	7%	6%	6%	7%
	Housing affordability	Count	54	23	31	20	31	45	9	13	27	14	40	15
			5%	4%	7%	4%	8%	6%	3%	4%	7%	5%	6%	6%
	Crime/ Safety	Count	51	20	31	30	21	33	13	8	21	22	25	21
			5%	4%	7%	5%	5%	5%	5%	3%	6%	7%	4%	8%
	Cost of living (General)	Count	47	34	12	35	11	25	21	14	21	13	28	17
			5%	7%	3%	6%	3%	4%	8%	5%	6%	4%	4%	6%
	City politics/ Government morality issues	Count	47	26	19	29	14	28	19	16	18	12	33	14
			5%	5%	4%	5%	4%	4%	7%	5%	5%	4%	5%	5%
	Infrastructure/ Road quality	Count	39	18	21	16	22	32	7	16	12	10	30	7
			4%	3%	5%	3%	6%	5%	3%	5%	3%	3%	4%	3%
	City financial problems/ Budgeting and spending	Count	33	24	8	22	9	21	10	10	7	15	25	6
			3%	5%	2%	4%	2%	3%	4%	3%	2%	5%	4%	2%
	Immigration/ Border issues	Count	31	14	16	24	5	19	9	12	10	9	21	9
			3%	3%	4%	4%	1%	3%	4%	4%	3%	3%	3%	4%
	Taxes/ High taxes	Count	25	17	7	19	4	15	9	3	14	8	16	9
			2%	3%	2%	3%	1%	2%	4%	1%	4%	3%	2%	3%
	Homelessness	Count	24	8	16	16	7	18	6	8	11	5	16	8
			2%	2%	4%	3%	2%	3%	2%	2%	3%	2%	2%	3%
	Traffic/ Too many cars	Count	22	13	9	11	9	19	2	6	6	10	16	6
			2%	2%	2%	2%	2%	3%	1%	2%	2%	3%	2%	2%
	Environment/ Pollution	Count	19	9	6	12	7	14	4	7	6	7	12	6
			2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%
	Growth/ Development/ Overpopulation	Count	16	12	4	10	5	12	3	5	7	5	11	5
			2%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%	2%
	Charger stadium	Count	16	8	8	10	3	10	5	4	10	1	10	6
			2%	1%	2%	2%	1%	1%	2%	1%	3%	0%	1%	2%
	Cost of fuels/ utilities	Count	15	7	8	7	7	10	3	3	7	5	12	3
			2%	1%	2%	1%	2%	1%	1%	1%	2%	2%	2%	1%
	Health care	Count	15	5	10	7	8	11	3	2	6	7	12	3
			1%	1%	2%	1%	2%	2%	1%	0%	2%	2%	2%	1%
	Other mentions	Count	23	15	7	13	10	15	5	8	5	10	18	5
			2%	3%	2%	2%	2%	2%	2%	3%	1%	3%	3%	2%
	(DK/Nothing in particular)	Count	83	48	33	35	45	66	6	20	26	37	49	29
			8%	9%	7%	6%	11%	9%	2%	6%	7%	12%	7%	11%

2. How much value do you feel you receive for the amount you pay for each of the following?

		TOTAL (1000)	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			City (369)	County (631)	Metro (142)	S. Metro (228)	Coastal (163)	Inland (180)	East (148)	South (139)	10/less (228)	Over 10 (772)	Yes (653)	No (324)	
BASE GAS & ELECTRIC	Excellent value	Count	124	48	75	18	31	14	18	21	23	20	103	76	44
			12%	13%	12%	12%	14%	8%	10%	14%	17%	9%	13%	12%	14%
	Good value	Count	492	186	306	72	114	77	88	76	65	123	369	296	189
			49%	50%	49%	51%	50%	47%	49%	51%	46%	54%	48%	45%	58%
	Not very good value	Count	220	85	136	33	52	43	43	26	24	53	167	168	50
			22%	23%	22%	23%	23%	26%	24%	18%	17%	23%	22%	26%	16%
Poor value	Count	110	38	72	16	22	13	24	21	14	20	90	82	20	
		11%	10%	11%	12%	9%	8%	14%	14%	10%	9%	12%	13%	6%	
(DK/NS)	Count	53	12	41	3	9	17	7	4	14	11	42	30	20	
		5%	3%	7%	2%	4%	10%	4%	3%	10%	5%	5%	5%	6%	
WATER	Excellent value	Count	101	37	64	15	22	11	18	16	19	21	80	55	40
			10%	10%	10%	11%	10%	7%	10%	11%	13%	9%	10%	8%	12%
	Good value	Count	459	167	292	64	102	72	77	77	67	111	347	289	166
			46%	45%	46%	46%	45%	44%	43%	52%	48%	49%	45%	44%	51%
	Not very good value	Count	221	89	132	36	52	40	41	35	16	57	164	172	42
			22%	24%	21%	26%	23%	25%	23%	24%	12%	25%	21%	26%	13%
Poor value	Count	132	47	85	18	29	21	31	15	17	22	110	110	18	
		13%	13%	13%	13%	13%	13%	17%	10%	12%	10%	14%	17%	5%	
(DK/NS)	Count	88	30	58	7	22	19	13	6	21	17	70	27	58	
		9%	8%	9%	5%	10%	11%	7%	4%	15%	8%	9%	4%	18%	
TRASH COLLECTION	Excellent value	Count	174	70	105	31	39	29	27	20	28	37	137	127	43
			17%	19%	17%	22%	17%	18%	15%	14%	20%	16%	18%	20%	13%
	Good value	Count	529	184	345	75	109	90	103	92	60	130	399	343	176
			53%	50%	55%	53%	48%	55%	57%	62%	43%	57%	52%	53%	54%
	Not very good value	Count	118	43	75	11	32	13	22	18	22	20	98	89	26
			12%	12%	12%	8%	14%	8%	12%	12%	16%	9%	13%	14%	8%
Poor value	Count	42	15	27	5	10	7	7	6	8	7	35	33	7	
		4%	4%	4%	4%	4%	4%	4%	4%	5%	3%	5%	5%	2%	
(DK/NS)	Count	137	58	79	19	39	25	20	13	21	34	103	60	71	
		14%	16%	12%	13%	17%	15%	11%	9%	15%	15%	13%	9%	22%	
SEWER	Excellent value	Count	86	29	57	13	16	13	18	13	13	17	69	50	31
			9%	8%	9%	9%	7%	8%	10%	9%	9%	7%	9%	8%	10%
	Good value	Count	478	175	303	62	113	86	79	79	59	119	359	315	159
			48%	47%	48%	44%	50%	52%	44%	53%	42%	52%	47%	48%	49%
	Not very good value	Count	164	70	94	30	40	18	32	18	25	35	129	123	33
			16%	19%	15%	21%	18%	11%	18%	12%	18%	15%	17%	19%	10%
Poor value	Count	78	32	47	14	18	12	10	14	11	16	62	62	13	
		8%	9%	7%	10%	8%	7%	5%	10%	8%	7%	8%	10%	4%	
(DK/NS)	Count	194	64	131	23	40	35	40	24	32	42	152	102	88	
		19%	17%	21%	16%	18%	21%	23%	16%	23%	18%	20%	16%	27%	
CABLE TV	Excellent value	Count	86	29	58	6	22	17	18	10	11	21	66	51	30
			9%	8%	9%	5%	10%	11%	10%	9%	7%	8%	9%	8%	9%
	Good value	Count	363	134	229	61	73	53	70	61	44	81	283	241	119
		36%	36%	36%	43%	32%	33%	39%	42%	32%	35%	37%	37%	37%	

(cont.)

2. How much value do you feel you receive for the amount you pay for each of the following?

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
CABLE TV	Not very good value	Count	246	93	153	27	66	37	36	40	41	69	177	165	77
			25%	25%	24%	19%	29%	23%	20%	27%	29%	30%	23%	25%	24%
	Poor value	Count	210	77	133	33	44	41	39	28	25	41	169	135	69
			21%	21%	21%	23%	19%	25%	22%	19%	18%	18%	22%	21%	21%
	(DK/NS)	Count	95	37	58	14	23	15	17	9	18	17	78	61	29
			9%	10%	9%	10%	10%	9%	9%	6%	13%	7%	10%	9%	9%
INTERNET	Excellent value	Count	120	45	75	17	28	17	21	20	18	24	97	69	46
			12%	12%	12%	12%	12%	10%	12%	13%	13%	10%	13%	11%	14%
	Good value	Count	488	178	310	72	107	84	88	71	67	109	379	323	159
			49%	48%	49%	51%	47%	52%	49%	48%	48%	48%	49%	50%	49%
	Not very good value	Count	227	86	141	30	56	35	40	39	27	68	158	157	63
			23%	23%	22%	21%	25%	21%	23%	26%	19%	30%	21%	24%	19%
	Poor value	Count	109	39	70	19	20	18	19	15	18	19	90	75	31
			11%	11%	11%	14%	9%	11%	11%	10%	13%	8%	12%	11%	10%
	(DK/NS)	Count	55	21	35	4	17	9	12	4	10	8	47	28	25
			6%	6%	6%	3%	7%	6%	7%	2%	7%	4%	6%	4%	8%
LAND-LINE PHONE	Excellent value	Count	119	43	76	18	25	21	31	13	11	27	92	78	39
			12%	12%	12%	13%	11%	13%	17%	9%	8%	12%	12%	12%	12%
	Good value	Count	487	180	308	73	107	76	73	82	76	105	382	323	158
			49%	49%	49%	52%	47%	47%	41%	56%	54%	46%	50%	49%	49%
	Not very good value	Count	168	63	105	25	38	28	30	21	26	39	129	117	49
			17%	17%	17%	18%	17%	17%	17%	14%	19%	17%	17%	18%	15%
	Poor value	Count	90	27	63	10	16	20	16	15	11	14	75	62	24
			9%	7%	10%	7%	7%	12%	9%	10%	8%	6%	10%	9%	7%
	(DK/NS)	Count	136	57	80	15	42	18	29	17	15	42	94	74	54
			14%	15%	13%	11%	18%	11%	16%	12%	11%	19%	12%	11%	17%
CELL PHONE	Excellent value	Count	124	52	73	20	32	17	23	13	19	28	96	85	33
			12%	14%	12%	14%	14%	10%	13%	9%	14%	12%	12%	13%	10%
	Good value	Count	511	179	331	71	108	82	95	87	67	127	384	320	184
			51%	49%	53%	50%	48%	50%	53%	59%	48%	56%	50%	49%	57%
	Not very good value	Count	203	77	126	30	47	37	30	27	32	45	157	144	55
			20%	21%	20%	21%	21%	22%	17%	18%	23%	20%	20%	22%	17%
	Poor value	Count	80	32	48	14	18	14	18	9	6	17	63	51	26
			8%	9%	8%	10%	8%	9%	10%	6%	4%	7%	8%	8%	8%
	(DK/NS)	Count	83	30	53	8	22	14	12	11	15	11	72	53	26
			8%	8%	8%	5%	10%	9%	7%	8%	11%	5%	9%	8%	8%

2. How much value do you feel you receive for the amount you pay for each of the following?

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			(1000)	Male (500)	Female (500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)	\$100K + (184)
BASE															
GAS & ELECTRIC	Excellent value	Count	124	65	59	59	29	34	20	60	43	35	22	40	15
			12%	13%	12%	17%	8%	13%	13%	19%	8%	21%	12%	13%	8%
	Good value	Count	492	241	252	199	153	130	83	139	268	89	110	153	74
			49%	48%	50%	57%	44%	48%	53%	44%	52%	53%	57%	49%	40%
	Not very good value	Count	220	119	102	52	96	62	30	66	123	24	39	72	54
			22%	24%	20%	15%	27%	23%	19%	21%	24%	14%	20%	23%	29%
Poor value	Count	110	50	60	15	55	36	14	32	60	11	18	36	26	
		11%	10%	12%	4%	16%	13%	9%	10%	12%	6%	9%	12%	14%	
(DK/NS)	Count	53	26	27	26	18	9	9	20	20	10	3	11	16	
		5%	5%	5%	7%	5%	3%	6%	6%	4%	6%	2%	4%	9%	
WATER	Excellent value	Count	101	54	46	50	23	24	16	47	37	28	16	39	10
			10%	11%	9%	14%	7%	9%	10%	15%	7%	17%	8%	13%	5%
	Good value	Count	459	231	228	190	150	110	81	145	232	78	107	132	86
			46%	46%	46%	54%	43%	40%	51%	46%	45%	46%	56%	42%	47%
	Not very good value	Count	221	111	110	61	85	65	28	64	123	26	33	83	46
			22%	22%	22%	17%	24%	24%	18%	20%	24%	16%	17%	27%	25%
Poor value	Count	132	62	70	20	58	49	13	35	81	16	25	40	24	
		13%	12%	14%	6%	16%	18%	8%	11%	16%	9%	13%	13%	13%	
(DK/NS)	Count	88	43	45	29	35	24	19	25	40	20	11	18	19	
		9%	9%	9%	8%	10%	9%	12%	8%	8%	12%	6%	6%	10%	
TRASH COLLECTION	Excellent value	Count	174	78	96	56	57	57	27	47	99	28	31	60	40
			17%	16%	19%	16%	16%	21%	17%	15%	19%	16%	16%	19%	22%
	Good value	Count	529	268	261	184	188	145	89	167	270	84	108	169	88
			53%	54%	52%	53%	54%	53%	57%	53%	53%	50%	56%	54%	48%
	Not very good value	Count	118	68	50	50	31	33	18	47	52	20	28	40	13
			12%	14%	10%	14%	9%	12%	11%	15%	10%	12%	14%	13%	7%
Poor value	Count	42	25	17	7	21	11	1	10	29	4	5	13	13	
		4%	5%	3%	2%	6%	4%	1%	3%	6%	2%	2%	4%	7%	
(DK/NS)	Count	137	61	75	54	55	27	22	46	62	33	21	30	29	
		14%	12%	15%	15%	16%	10%	14%	14%	12%	19%	11%	10%	16%	
SEWER	Excellent value	Count	86	43	43	30	26	27	16	28	41	19	11	27	21
			9%	9%	9%	9%	7%	10%	10%	9%	8%	12%	6%	9%	11%
	Good value	Count	478	237	241	189	161	117	82	142	252	80	114	138	84
			48%	47%	48%	54%	46%	43%	52%	45%	49%	47%	59%	44%	45%
	Not very good value	Count	164	87	76	49	56	53	27	50	84	20	24	67	27
			16%	17%	15%	14%	16%	19%	17%	16%	16%	12%	12%	21%	15%
Poor value	Count	78	43	35	13	35	30	7	26	43	13	14	28	10	
		8%	9%	7%	4%	10%	11%	4%	8%	8%	7%	7%	9%	6%	
(DK/NS)	Count	194	90	105	70	73	45	26	71	92	37	30	52	43	
		19%	18%	21%	20%	21%	17%	17%	22%	18%	22%	16%	17%	23%	
CABLE TV	Excellent value	Count	86	45	42	42	20	24	13	42	32	25	19	28	8
			9%	9%	8%	12%	6%	9%	8%	13%	6%	15%	10%	9%	4%
	Good value	Count	363	188	175	145	109	103	74	109	177	61	57	124	62
		36%	38%	35%	41%	31%	38%	47%	34%	35%	36%	30%	40%	34%	

(cont.)

2. How much value do you feel you receive for the amount you pay for each of the following?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
CABLE TV	Not very good value	Count	246	117	129	76	97	66	32	65	146	38	43	91	45
			25%	23%	26%	22%	28%	24%	20%	20%	29%	23%	22%	29%	25%
	Poor value	Count	210	113	97	56	92	54	20	70	116	24	53	54	52
			21%	23%	19%	16%	26%	20%	13%	22%	23%	14%	27%	17%	28%
	(DK/NS)	Count	95	37	58	31	33	26	18	32	40	20	20	15	17
			9%	7%	12%	9%	10%	10%	12%	10%	8%	12%	10%	5%	9%
INTERNET	Excellent value	Count	120	68	53	50	39	29	23	48	49	32	17	47	11
			12%	14%	11%	14%	11%	11%	15%	15%	10%	19%	9%	15%	6%
	Good value	Count	488	254	234	183	158	134	80	144	259	78	101	152	88
			49%	51%	47%	52%	45%	49%	51%	45%	51%	46%	52%	49%	48%
	Not very good value	Count	227	102	125	83	82	57	20	73	130	21	46	84	49
			23%	20%	25%	24%	23%	21%	12%	23%	25%	12%	24%	27%	27%
	Poor value	Count	109	60	49	24	50	29	13	39	54	20	20	22	29
			11%	12%	10%	7%	14%	11%	8%	12%	11%	12%	11%	7%	16%
	(DK/NS)	Count	55	16	39	9	21	24	22	13	19	17	8	6	6
			6%	3%	8%	3%	6%	9%	14%	4%	4%	10%	4%	2%	3%
LAND-LINE PHONE	Excellent value	Count	119	58	61	37	41	34	23	46	49	30	20	34	22
			12%	12%	12%	11%	12%	12%	15%	15%	10%	18%	10%	11%	12%
	Good value	Count	487	245	242	176	156	144	89	145	250	74	103	166	80
			49%	49%	48%	50%	44%	53%	57%	46%	49%	44%	54%	53%	43%
	Not very good value	Count	168	87	81	51	67	45	20	54	93	30	21	61	29
			17%	17%	16%	14%	19%	16%	13%	17%	18%	18%	11%	20%	16%
	Poor value	Count	90	43	47	17	41	29	9	28	51	12	27	20	18
			9%	9%	9%	5%	12%	10%	6%	9%	10%	7%	14%	6%	10%
	(DK/NS)	Count	136	67	69	69	45	21	16	44	71	22	21	31	36
			14%	13%	14%	20%	13%	8%	10%	14%	14%	13%	11%	10%	19%
CELL PHONE	Excellent value	Count	124	55	70	48	33	39	11	45	68	23	22	41	23
			12%	11%	14%	14%	9%	14%	7%	14%	13%	14%	11%	13%	12%
	Good value	Count	511	276	235	212	161	129	88	165	255	85	108	160	91
			51%	55%	47%	61%	46%	47%	56%	52%	50%	50%	56%	51%	49%
	Not very good value	Count	203	88	115	58	85	52	26	56	115	24	29	70	51
			20%	18%	23%	17%	24%	19%	17%	18%	23%	14%	15%	22%	28%
	Poor value	Count	80	40	40	20	38	15	14	23	41	19	15	21	13
			8%	8%	8%	6%	11%	5%	9%	7%	8%	11%	8%	7%	7%
	(DK/NS)	Count	83	42	41	12	32	38	18	28	34	18	18	19	7
			8%	8%	8%	3%	9%	14%	12%	9%	7%	11%	10%	6%	4%

2. How much value do you feel you receive for the amount you pay for each of the following?

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT		
			(1000)	Owner (526)	Other (451)	Non-Hispanic White (565)	Other (392)	Reliable (699)	Not reliable (257)	Great deal (310)	Some (373)	Less (317)	Yes (708)	No (265)
BASE	Excellent value	Count	124	45	71	70	50	95	25	43	34	46	94	28
			12%	9%	16%	12%	13%	14%	10%	14%	9%	15%	13%	11%
	Good value	Count	492	239	250	263	215	374	104	148	187	157	339	140
			49%	45%	55%	46%	55%	53%	40%	48%	50%	50%	48%	53%
	Not very good value	Count	220	143	76	139	69	129	84	74	85	62	161	55
			22%	27%	17%	25%	18%	18%	33%	24%	23%	20%	23%	21%
Poor value	Count	110	74	30	73	29	67	38	39	43	28	84	23	
		11%	14%	7%	13%	7%	10%	15%	13%	12%	9%	12%	9%	
(DK/NS)	Count	53	24	25	21	30	34	6	7	24	23	30	19	
		5%	5%	6%	4%	8%	5%	2%	2%	6%	7%	4%	7%	
WATER	Excellent value	Count	101	34	60	62	37	83	14	31	24	46	69	31
			10%	6%	13%	11%	10%	12%	5%	10%	6%	15%	10%	12%
	Good value	Count	459	237	219	231	215	349	102	140	176	142	318	131
			46%	45%	49%	41%	55%	50%	40%	45%	47%	45%	45%	50%
	Not very good value	Count	221	129	86	141	66	144	69	69	89	62	162	54
			22%	24%	19%	25%	17%	21%	27%	22%	24%	20%	23%	20%
Poor value	Count	132	99	31	91	32	72	57	54	51	27	109	20	
		13%	19%	7%	16%	8%	10%	22%	17%	14%	9%	15%	8%	
(DK/NS)	Count	88	28	56	41	42	51	15	15	33	39	51	29	
		9%	5%	12%	7%	11%	7%	6%	5%	9%	12%	7%	11%	
TRASH COLLECTION	Excellent value	Count	174	111	61	113	59	129	41	75	47	52	136	35
			17%	21%	14%	20%	15%	18%	16%	24%	13%	17%	19%	13%
	Good value	Count	529	277	243	291	216	393	124	166	213	150	372	144
			53%	53%	54%	52%	55%	56%	48%	54%	57%	47%	53%	54%
	Not very good value	Count	118	63	53	60	52	80	36	27	47	45	86	29
			12%	12%	12%	11%	13%	11%	14%	9%	13%	14%	12%	11%
Poor value	Count	42	33	6	31	8	21	18	17	12	14	33	9	
		4%	6%	1%	5%	2%	3%	7%	5%	3%	4%	5%	3%	
(DK/NS)	Count	137	43	88	71	57	76	39	25	55	56	80	49	
		14%	8%	19%	13%	14%	11%	15%	8%	15%	18%	11%	18%	
SEWER	Excellent value	Count	86	43	40	54	30	68	16	32	18	36	68	16
			9%	8%	9%	10%	8%	10%	6%	10%	5%	11%	10%	6%
	Good value	Count	478	249	222	261	202	367	102	145	195	137	330	140
			48%	47%	49%	46%	51%	53%	40%	47%	52%	43%	47%	53%
	Not very good value	Count	164	98	60	104	48	100	59	56	62	46	118	38
			16%	19%	13%	18%	12%	14%	23%	18%	17%	14%	17%	14%
Poor value	Count	78	52	24	50	23	39	36	25	26	27	58	20	
		8%	10%	5%	9%	6%	6%	14%	8%	7%	9%	8%	8%	
(DK/NS)	Count	194	85	106	95	89	125	45	52	71	71	135	51	
		19%	16%	23%	17%	23%	18%	17%	17%	19%	22%	19%	19%	

(cont.)

2. How much value do you feel you receive for the amount you pay for each of the following?

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
			Owner	Other	Non-Hispanic White	Other	Reliable	Not reliable	Great deal	Some	Less	Yes	No
			Count	Count	Count	Count	Count	Count	Count	Count	Count	Count	Count
CABLE TV	Excellent value	86	40	43	50	35	65	19	35	22	29	59	26
		9%	8%	9%	9%	9%	9%	7%	11%	6%	9%	8%	10%
	Good value	363	177	181	191	163	284	67	114	122	127	264	91
		36%	34%	40%	34%	42%	41%	26%	37%	33%	40%	37%	34%
	Not very good value	246	136	106	152	83	156	79	60	123	63	176	63
		25%	26%	24%	27%	21%	22%	31%	19%	33%	20%	25%	24%
Poor value	Count	210	120	86	126	71	131	72	73	74	63	147	57
		21%	23%	19%	22%	18%	19%	28%	24%	20%	20%	21%	21%
(DK/NS)	Count	95	53	36	47	39	63	20	27	33	35	62	29
		9%	10%	8%	8%	10%	9%	8%	9%	9%	11%	9%	11%
INTERNET	Excellent value	120	53	64	70	48	97	18	48	27	45	81	35
		12%	10%	14%	12%	12%	14%	7%	15%	7%	14%	11%	13%
	Good value	488	258	223	270	201	362	113	137	197	154	363	115
		49%	49%	49%	48%	51%	52%	44%	44%	53%	49%	51%	43%
	Not very good value	227	121	101	138	81	138	81	72	87	68	152	68
		23%	23%	22%	24%	21%	20%	32%	23%	23%	21%	21%	26%
Poor value	Count	109	66	40	63	34	68	34	42	42	26	79	27
		11%	12%	9%	11%	9%	10%	13%	13%	11%	8%	11%	10%
(DK/NS)	Count	55	29	24	24	28	34	12	12	20	24	32	19
		6%	5%	5%	4%	7%	5%	4%	4%	5%	7%	4%	7%
LAND-LINE PHONE	Excellent value	119	63	53	71	47	81	34	57	26	36	95	22
		12%	12%	12%	13%	12%	12%	13%	18%	7%	11%	13%	8%
	Good value	487	265	217	267	209	373	98	144	194	150	348	130
		49%	50%	48%	47%	53%	53%	38%	46%	52%	47%	49%	49%
	Not very good value	168	94	70	96	63	109	55	58	62	48	123	43
		17%	18%	15%	17%	16%	16%	21%	19%	17%	15%	17%	16%
Poor value	Count	90	57	29	59	20	54	32	26	33	31	70	18
		9%	11%	6%	10%	5%	8%	13%	8%	9%	10%	10%	7%
(DK/NS)	Count	136	48	83	71	54	81	38	25	58	53	73	53
		14%	9%	18%	13%	14%	12%	15%	8%	16%	17%	10%	20%
CELL PHONE	Excellent value	124	71	49	78	41	97	25	49	33	42	95	29
		12%	13%	11%	14%	10%	14%	10%	16%	9%	13%	13%	11%
	Good value	511	257	246	275	220	370	119	152	197	162	360	134
		51%	49%	55%	49%	56%	53%	46%	49%	53%	51%	51%	51%
	Not very good value	203	115	83	121	69	135	63	62	80	60	147	52
		20%	22%	18%	21%	18%	19%	25%	20%	22%	19%	21%	20%
Poor value	Count	80	40	38	43	32	42	32	23	31	26	52	26
		8%	8%	8%	8%	8%	6%	12%	7%	8%	8%	7%	10%
(DK/NS)	Count	83	44	35	48	31	55	17	24	32	27	53	23
		8%	8%	8%	8%	8%	8%	7%	8%	9%	8%	8%	9%

**2. How much value do you feel you receive for the amount you pay for each of the following?
** SUMMARY TABLE ****

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
BASE		(1000)	(369)	(631)	(142)	(228)	(163)	(180)	(148)	(139)	(228)	(772)	(653)	(324)
TRASH COLLECTION	Good value	70%	69%	71%	75%	65%	73%	73%	76%	63%	73%	69%	72%	68%
	Poor value	16%	16%	16%	12%	18%	12%	16%	16%	21%	12%	17%	19%	10%
	(DK/NS)	14%	16%	12%	13%	17%	15%	11%	9%	15%	15%	13%	9%	22%
CELL PHONE	Good value	64%	63%	64%	64%	62%	60%	66%	68%	62%	68%	62%	62%	67%
	Poor value	28%	29%	28%	31%	29%	31%	27%	24%	27%	27%	29%	30%	25%
	(DK/NS)	8%	8%	8%	5%	10%	9%	7%	8%	11%	5%	9%	8%	8%
GAS & ELECTRIC	Good value	62%	64%	60%	64%	64%	55%	59%	65%	63%	63%	61%	57%	72%
	Poor value	33%	33%	33%	35%	32%	35%	37%	32%	27%	32%	33%	38%	22%
	(DK/NS)	5%	3%	7%	2%	4%	10%	4%	3%	10%	5%	5%	5%	6%
LAND-LINE PHONE	Good value	61%	60%	61%	64%	58%	59%	58%	64%	62%	58%	61%	61%	61%
	Poor value	26%	24%	27%	25%	24%	29%	26%	24%	27%	23%	26%	27%	23%
	(DK/NS)	14%	15%	13%	11%	18%	11%	16%	12%	11%	19%	12%	11%	17%
INTERNET	Good value	61%	60%	61%	62%	59%	62%	60%	61%	61%	58%	62%	60%	64%
	Poor value	34%	34%	33%	35%	33%	32%	33%	36%	32%	38%	32%	36%	29%
	(DK/NS)	6%	6%	6%	3%	7%	6%	7%	2%	7%	4%	6%	4%	8%
SEWER	Good value	56%	55%	57%	53%	57%	60%	54%	62%	52%	59%	55%	56%	59%
	Poor value	24%	27%	22%	31%	25%	18%	24%	22%	26%	22%	25%	28%	14%
	(DK/NS)	19%	17%	21%	16%	18%	21%	23%	16%	23%	18%	20%	16%	27%
WATER	Good value	56%	55%	56%	56%	55%	51%	53%	63%	61%	58%	55%	53%	64%
	Poor value	35%	37%	34%	39%	36%	38%	40%	33%	24%	34%	36%	43%	18%
	(DK/NS)	9%	8%	9%	5%	10%	11%	7%	4%	15%	8%	9%	4%	18%
CABLE TV	Good value	45%	44%	45%	48%	42%	43%	49%	49%	40%	44%	45%	45%	46%
	Poor value	46%	46%	45%	42%	48%	48%	42%	46%	47%	48%	45%	46%	45%
	(DK/NS)	9%	10%	9%	10%	10%	9%	9%	6%	13%	7%	10%	9%	9%

**2. How much value do you feel you receive for the amount you pay for each of the following?
 ** SUMMARY TABLE ****

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			(1000)	Male (500)	Female (500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)
BASE	Good value	70%	69%	71%	68%	70%	74%	74%	67%	72%	66%	72%	73%	70%
	Poor value	16%	19%	13%	16%	15%	16%	12%	18%	16%	14%	17%	17%	15%
	(DK/NS)	14%	12%	15%	15%	16%	10%	14%	14%	12%	19%	11%	10%	16%
TRASH COLLECTION	Good value	64%	66%	61%	74%	55%	62%	63%	66%	63%	64%	68%	65%	61%
	Poor value	28%	26%	31%	22%	35%	24%	26%	25%	30%	25%	23%	29%	35%
	(DK/NS)	8%	8%	8%	3%	9%	14%	12%	9%	7%	11%	10%	6%	4%
CELL PHONE	Good value	62%	61%	62%	73%	52%	60%	66%	63%	61%	74%	69%	62%	48%
	Poor value	33%	34%	32%	19%	43%	36%	28%	31%	36%	20%	30%	35%	43%
	(DK/NS)	5%	5%	5%	7%	5%	3%	6%	6%	4%	6%	2%	4%	9%
GAS & ELECTRIC	Good value	61%	61%	61%	61%	56%	65%	71%	60%	58%	62%	64%	64%	55%
	Poor value	26%	26%	26%	19%	31%	27%	19%	26%	28%	25%	25%	26%	25%
	(DK/NS)	14%	13%	14%	20%	13%	8%	10%	14%	14%	13%	11%	10%	19%
LAND-LINE PHONE	Good value	61%	64%	57%	67%	56%	60%	66%	61%	60%	65%	61%	64%	54%
	Poor value	34%	32%	35%	31%	38%	32%	21%	35%	36%	24%	35%	34%	42%
	(DK/NS)	6%	3%	8%	3%	6%	9%	14%	4%	4%	10%	4%	2%	3%
INTERNET	Good value	56%	56%	57%	62%	53%	53%	62%	54%	57%	59%	65%	53%	57%
	Poor value	24%	26%	22%	17%	26%	31%	21%	24%	25%	19%	20%	31%	20%
	(DK/NS)	19%	18%	21%	20%	21%	17%	17%	22%	18%	22%	16%	17%	23%
SEWER	Good value	56%	57%	55%	69%	49%	49%	62%	61%	52%	63%	64%	55%	52%
	Poor value	35%	35%	36%	23%	41%	42%	26%	31%	40%	25%	30%	39%	38%
	(DK/NS)	9%	9%	9%	8%	10%	9%	12%	8%	8%	12%	6%	6%	10%
WATER	Good value	45%	46%	43%	53%	37%	47%	55%	47%	41%	51%	40%	49%	38%
	Poor value	46%	46%	45%	38%	54%	44%	33%	43%	51%	37%	50%	46%	53%
	(DK/NS)	9%	7%	12%	9%	10%	10%	12%	10%	8%	12%	10%	5%	9%
CABLE TV	Good value	45%	46%	43%	53%	37%	47%	55%	47%	41%	51%	40%	49%	38%
	Poor value	46%	46%	45%	38%	54%	44%	33%	43%	51%	37%	50%	46%	53%
	(DK/NS)	9%	7%	12%	9%	10%	10%	12%	10%	8%	12%	10%	5%	9%

**2. How much value do you feel you receive for the amount you pay for each of the following?
** SUMMARY TABLE ****

		TOTAL (1000)	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
			Owner (526)	Other (451)	Non-Hispanic White (565)	Other (392)	Reliable (699)	Not reliable (257)	Great deal (310)	Some (373)	Less (317)	Yes (708)	No (265)
BASE													
TRASH COLLECTION	Good value	70%	74%	67%	71%	70%	75%	64%	78%	70%	64%	72%	68%
	Poor value	16%	18%	13%	16%	15%	14%	21%	14%	16%	19%	17%	14%
	(DK/NS)	14%	8%	19%	13%	14%	11%	15%	8%	15%	18%	11%	18%
CELL PHONE	Good value	64%	62%	65%	63%	67%	67%	56%	65%	62%	64%	64%	61%
	Poor value	28%	29%	27%	29%	26%	25%	37%	27%	30%	27%	28%	30%
	(DK/NS)	8%	8%	8%	8%	8%	8%	7%	8%	9%	8%	8%	9%
GAS & ELECTRIC	Good value	62%	54%	71%	59%	67%	67%	50%	62%	59%	64%	61%	63%
	Poor value	33%	41%	23%	37%	25%	28%	48%	36%	34%	29%	35%	29%
	(DK/NS)	5%	5%	6%	4%	8%	5%	2%	2%	6%	7%	4%	7%
LAND-LINE PHONE	Good value	61%	62%	60%	60%	65%	65%	51%	65%	59%	59%	63%	57%
	Poor value	26%	29%	22%	27%	21%	23%	34%	27%	26%	25%	27%	23%
	(DK/NS)	14%	9%	18%	13%	14%	12%	15%	8%	16%	17%	10%	20%
INTERNET	Good value	61%	59%	64%	60%	64%	66%	51%	60%	60%	63%	63%	57%
	Poor value	34%	35%	31%	36%	29%	29%	45%	37%	35%	30%	33%	36%
	(DK/NS)	6%	5%	5%	4%	7%	5%	4%	4%	5%	7%	4%	7%
SEWER	Good value	56%	55%	58%	56%	59%	62%	46%	57%	57%	55%	56%	59%
	Poor value	24%	28%	19%	27%	18%	20%	37%	26%	24%	23%	25%	22%
	(DK/NS)	19%	16%	23%	17%	23%	18%	17%	17%	19%	22%	19%	19%
WATER	Good value	56%	51%	62%	52%	64%	62%	45%	55%	54%	59%	55%	61%
	Poor value	35%	43%	26%	41%	25%	31%	49%	40%	37%	28%	38%	28%
	(DK/NS)	9%	5%	12%	7%	11%	7%	6%	5%	9%	12%	7%	11%
CABLE TV	Good value	45%	41%	49%	43%	51%	50%	33%	48%	39%	49%	46%	44%
	Poor value	46%	49%	42%	49%	39%	41%	59%	43%	53%	40%	46%	45%
	(DK/NS)	9%	10%	8%	8%	10%	9%	8%	9%	9%	11%	9%	11%

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

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				(1000)	City (369)	County (631)	Metro (142)	S. Metro (228)	Coastal (163)	Inland (180)	East (148)	South (139)	10/less (228)	Over 10 (772)	Yes (653)
COST OF WATER	More than should be	Count	531	192	339	77	115	88	92	82	77	104	428	390	134
			53%	52%	54%	55%	50%	54%	51%	55%	55%	45%	55%	60%	41%
	About right	Count	288	101	187	34	67	49	52	49	37	84	204	174	106
			29%	27%	30%	24%	29%	30%	29%	33%	27%	37%	26%	27%	33%
	Less than should be	Count	62	27	35	13	14	14	14	7		15	47	44	14
			6%	7%	6%	9%	6%	9%	8%	5%		6%	6%	7%	4%
	(DK/NS)	Count	119	49	70	17	32	12	22	10	26	26	93	45	70
			12%	13%	11%	12%	14%	7%	12%	7%	18%	11%	12%	7%	21%

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

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			(1000)	Male (500)	Female (500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)	\$100K + (184)
COST OF WATER	More than should be	Count	531	264	267	155	191	168	82	162	281	84	102	177	89
			53%	53%	53%	44%	54%	62%	52%	51%	55%	50%	53%	57%	48%
	About right	Count	288	150	138	135	85	64	50	92	145	50	55	88	59
			29%	30%	28%	38%	24%	23%	32%	29%	28%	30%	29%	28%	32%
	Less than should be	Count	62	41	21	26	25	8	6	19	35	10	13	16	16
			6%	8%	4%	7%	7%	3%	4%	6%	7%	6%	7%	5%	8%
	(DK/NS)	Count	119	45	74	35	50	33	19	45	51	24	21	32	21
			12%	9%	15%	10%	14%	12%	12%	14%	10%	14%	11%	10%	11%

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

			TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
				(1000)	Owner (526)	Other (451)	Non-Hispanic White (565)	Other (392)	Reliable (699)	Not reliable (257)	Great deal (310)	Some (373)	Less (317)	Yes (708)
BASE		Count	531	323	201	314	190	361	158	195	192	144	398	124
			53%	61%	45%	56%	48%	52%	62%	63%	51%	45%	56%	47%
COST OF WATER	More than should be	Count	288	143	136	150	131	224	56	77	107	104	193	86
			29%	27%	30%	27%	33%	32%	22%	25%	29%	33%	27%	32%
	Less than should be	Count	62	25	35	38	21	40	19	13	32	17	39	23
			6%	5%	8%	7%	5%	6%	7%	4%	8%	5%	5%	9%
	(DK/NS)	Count	119	36	80	63	51	75	24	25	42	52	79	32
			12%	7%	18%	11%	13%	11%	9%	8%	11%	16%	11%	12%

4. How much do you support or oppose the plan to diversify water sources, including water transfers from the Colorado River, increased conservation, groundwater development, water recycling and, by 2016, seawater desalination?

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
				(1000)	City (369)	County (631)	Metro (142)	S. Metro (228)	Coastal (163)	Inland (180)	East (148)	South (139)	10/less (228)	Over 10 (772)	Yes (653)	No (324)
BASE			(1000)	(369)	(631)	(142)	(228)	(163)	(180)	(148)	(139)	(228)	(772)	(653)	(324)	
DIVERSITY PLAN	Strongly support	Count	424	163	261	66	97	81	72	58	49	107	316	285	135	
			42%	44%	41%	46%	43%	50%	40%	39%	35%	47%	41%	44%	42%	
	Moderately support	Count	371	128	244	47	81	56	71	59	59	81	290	248	117	
			37%	35%	39%	33%	35%	34%	39%	40%	42%	36%	38%	38%	36%	
	Moderately oppose	Count	86	30	55	12	18	10	15	15	15	16	13	72	47	31
			9%	8%	9%	9%	8%	6%	8%	10%	11%	6%	9%	7%	10%	
Strongly oppose	Count	33	12	21	1	11	6	6	4	4	4	5	27	22	9	
		3%	3%	3%	1%	5%	4%	3%	3%	3%	3%	2%	4%	3%	3%	
(DK/NS)	Count	87	37	50	16	21	10	16	13	11	11	21	66	50	32	
		9%	10%	8%	11%	9%	6%	9%	9%	8%	9%	9%	9%	8%	10%	
Summary	Support		79%	79%	80%	79%	78%	84%	80%	79%	77%	83%	79%	82%	78%	
	Oppose		12%	11%	12%	10%	13%	10%	12%	13%	14%	8%	13%	11%	12%	
	(DK)		9%	10%	8%	11%	9%	6%	9%	9%	8%	9%	9%	8%	10%	

4. How much do you support or oppose the plan to diversify water sources, including water transfers from the Colorado River, increased conservation, groundwater development, water recycling and, by 2016, seawater desalination?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
				(1000)	Male (500)	Female (500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)	\$100K + (184)
BASE																
DIVERSITY PLAN	Strongly support	Count	424	226	198	114	152	142	55	97	269	47	69	156	96	
			42%	45%	40%	33%	44%	52%	35%	31%	53%	28%	36%	50%	52%	
	Moderately support	Count	371	194	177	173	112	82	59	144	168	65	81	112	68	
			37%	39%	35%	49%	32%	30%	37%	46%	33%	38%	42%	36%	37%	
	Moderately oppose	Count	86	44	42	37	31	17	20	35	25	22	25	14	4	
			9%	9%	8%	10%	9%	6%	13%	11%	5%	13%	13%	4%	2%	
Strongly oppose	Count	33	10	23	7	14	10	7	15	10	7	11	10	2		
		3%	2%	5%	2%	4%	4%	4%	5%	2%	4%	6%	3%	1%		
(DK/NS)	Count	87	26	61	20	41	21	16	27	40	26	7	20	14		
		9%	5%	12%	6%	12%	8%	10%	8%	8%	16%	4%	6%	7%		
Summary	Support		79%	84%	75%	82%	75%	82%	72%	76%	85%	67%	78%	86%	89%	
	Oppose		12%	11%	13%	12%	13%	10%	17%	16%	7%	18%	18%	8%	3%	
	(DK)		9%	5%	12%	6%	12%	8%	10%	8%	8%	16%	4%	6%	7%	

4. How much do you support or oppose the plan to diversify water sources, including water transfers from the Colorado River, increased conservation, groundwater development, water recycling and, by 2016, seawater desalination?

			TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
				Owner	Other	Non-Hispanic White	Other	Reliable	Not reliable	Great deal	Some	Less	Yes	No
BASE			(1000)	(526)	(451)	(565)	(392)	(699)	(257)	(310)	(373)	(317)	(708)	(265)
DIVERSITY PLAN	Strongly support	Count	424	247	175	271	143	327	91	174	142	107	324	97
			42%	47%	39%	48%	36%	47%	35%	56%	38%	34%	46%	36%
	Moderately support	Count	371	188	176	199	158	262	99	86	167	118	260	103
			37%	36%	39%	35%	40%	37%	39%	28%	45%	37%	37%	39%
	Moderately oppose	Count	86	29	50	34	40	50	30	25	27	34	52	32
			9%	6%	11%	6%	10%	7%	12%	8%	7%	11%	7%	12%
Strongly oppose	Count	33	17	14	18	14	16	17	9	8	15	24	9	
		3%	3%	3%	3%	4%	2%	6%	3%	2%	5%	3%	3%	
(DK/NS)	Count	87	45	37	45	36	45	20	15	29	42	48	25	
		9%	9%	8%	8%	9%	6%	8%	5%	8%	13%	7%	9%	
Summary	Support		79%	83%	78%	83%	77%	84%	74%	84%	83%	71%	82%	75%
	Oppose		12%	9%	14%	9%	14%	9%	18%	11%	9%	16%	11%	15%
	(DK)		9%	9%	8%	8%	9%	6%	8%	5%	8%	13%	7%	9%

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

			TOTAL (1000)	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				City (369)	County (631)	Metro (142)	S. Metro (228)	Coastal (163)	Inland (180)	East (148)	South (139)	10/less (228)	Over 10 (772)	Yes (653)	No (324)
BASE															
WATER SUPPLY	Very reliable	Count	226	76	150	26	50	38	39	35	38	54	172	156	65
			23%	21%	24%	18%	22%	23%	22%	24%	27%	24%	22%	24%	20%
	Somewhat reliable	Count	473	159	314	62	97	96	78	75	64	111	362	298	162
			47%	43%	50%	44%	43%	59%	44%	50%	46%	49%	47%	46%	50%
	Somewhat unreliable	Count	192	87	104	36	51	14	43	29	18	44	148	129	61
			19%	24%	17%	26%	22%	9%	24%	20%	13%	19%	19%	20%	19%
Very unreliable	Count	65	24	41	10	14	11	12	4	13	9	56	48	17	
		7%	7%	6%	7%	6%	7%	7%	3%	10%	4%	7%	7%	5%	
(DK/NS)	Count	44	22	22	7	15	4	8	5	5	11	34	21	19	
		4%	6%	3%	5%	7%	3%	4%	3%	4%	5%	4%	3%	6%	
Summary	Reliable		70%	64%	74%	62%	65%	82%	65%	74%	74%	72%	69%	69%	70%
	Unreliable		26%	30%	23%	33%	29%	15%	30%	23%	23%	23%	26%	27%	24%
	(DK)		4%	6%	3%	5%	7%	3%	4%	3%	4%	5%	4%	3%	6%

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

			TOTAL (1000)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (500)	Female (500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)	\$100K + (184)
BASE															
WATER SUPPLY	Very reliable	Count	226	127	99	74	76	68	40	82	102	37	37	77	46
			23%	25%	20%	21%	22%	25%	25%	26%	20%	22%	19%	25%	25%
	Somewhat reliable	Count	473	236	237	176	165	122	79	129	258	80	88	142	87
			47%	47%	47%	50%	47%	45%	51%	41%	50%	48%	46%	45%	47%
	Somewhat unreliable	Count	192	99	93	71	63	53	20	69	101	33	47	59	37
			19%	20%	19%	20%	18%	19%	13%	22%	20%	19%	24%	19%	20%
Very unreliable	Count	65	25	40	18	27	19	10	23	32	12	11	24	9	
		7%	5%	8%	5%	8%	7%	7%	7%	6%	7%	6%	8%	5%	
(DK/NS)	Count	44	13	31	11	20	12	7	15	19	7	9	10	5	
		4%	3%	6%	3%	6%	4%	4%	5%	4%	4%	5%	3%	3%	
Summary	Reliable		70%	73%	67%	71%	69%	69%	76%	66%	70%	69%	65%	70%	72%
	Unreliable		26%	25%	27%	25%	26%	26%	20%	29%	26%	27%	30%	27%	25%
	(DK)		4%	3%	6%	3%	6%	4%	4%	5%	4%	4%	5%	3%	3%

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

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT		
			Owner	Other	Non-Hispanic White	Other	Reliable	Not reliable	Great deal	Some	Less	Yes	No	
BASE		(1000)	(526)	(451)	(565)	(392)	(699)	(257)	(310)	(373)	(317)	(708)	(265)	
WATER SUPPLY	Very reliable	Count	226	107	116	130	87	226		96	53	77	161	63
			23%	20%	26%	23%	22%	32%		31%	14%	24%	23%	24%
	Somewhat reliable	Count	473	259	200	259	194	473		129	203	141	347	112
			47%	49%	44%	46%	49%	68%		42%	54%	44%	49%	42%
	Somewhat unreliable	Count	192	109	79	113	71		192	51	91	49	124	67
			19%	21%	18%	20%	18%		75%	17%	24%	16%	17%	25%
Very unreliable	Count	65	34	31	40	24		65	28	18	20	57	7	
		7%	6%	7%	7%	6%		25%	9%	5%	6%	8%	3%	
(DK/NS)	Count	44	16	26	23	17			6	8	30	19	15	
		4%	3%	6%	4%	4%			2%	2%	9%	3%	6%	
Summary	Reliable	70%	70%	70%	69%	71%	100%		73%	69%	69%	72%	66%	
	Unreliable	26%	27%	24%	27%	24%		100%	25%	29%	22%	26%	28%	
	(DK)	4%	3%	6%	4%	4%			2%	2%	9%	3%	6%	

6. If dry conditions continue, what should local water agencies do to respond?

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				(1000)	City (369)	County (631)	Metro (142)	S. Metro (228)	Coastal (163)	Inland (180)	East (148)	South (139)	10/less (228)	Over 10 (772)	Yes (653)
BASE															
AGENCIES SHOULD DO TO RESPOND TO DRY CONDITIONS	Mandatory conservation	Cases	388	145	243	52	93	71	78	43	51	85	304	248	129
			39%	39%	39%	37%	41%	44%	43%	29%	37%	37%	39%	38%	40%
	Voluntary conservation	Cases	280	98	182	32	66	41	58	47	36	62	218	199	77
			28%	26%	29%	22%	29%	25%	32%	32%	26%	27%	28%	30%	24%
	Encourage/ Promote/ Develop recycled water	Cases	155	58	98	16	41	27	22	22	27	37	118	103	49
			16%	16%	15%	12%	18%	16%	12%	15%	19%	16%	15%	16%	15%
	More seawater desalination	Cases	149	40	109	17	24	42	26	16	24	35	114	101	48
			15%	11%	17%	12%	10%	26%	15%	11%	18%	15%	15%	15%	15%
	More water transfers	Cases	146	58	89	22	36	26	27	17	18	38	109	104	42
			15%	16%	14%	15%	16%	16%	15%	12%	13%	16%	14%	16%	13%
	More reservoirs/ storage	Cases	145	61	84	25	36	19	36	19	9	36	109	97	44
			15%	17%	13%	18%	16%	12%	20%	13%	7%	16%	14%	15%	14%
	More/ Better public information	Cases	94	39	55	15	23	9	13	18	16	28	66	62	30
			9%	10%	9%	11%	10%	5%	7%	12%	11%	12%	9%	9%	9%
	Incentives to use less water	Cases	87	29	58	12	17	16	17	15	10	16	71	63	21
			9%	8%	9%	8%	8%	10%	9%	10%	8%	7%	9%	10%	7%
	Raise rates for high water usage	Cases	80	26	53	5	21	19	12	12	10	19	61	52	24
			8%	7%	8%	4%	9%	12%	7%	8%	7%	8%	8%	8%	8%
Public education	Cases	67	25	42	9	16	6	9	18	9	18	49	45	22	
		7%	7%	7%	6%	7%	3%	5%	12%	7%	8%	6%	7%	7%	
Implement fines/ charges for high water usage	Cases	26	8	17	2	7	6	2	7	2	9	17	15	10	
		3%	2%	3%	1%	3%	3%	1%	5%	1%	4%	2%	2%	3%	
Other mentions	Cases	1	1			1						1		1	
		0%	0%			0%						0%		0%	
(DK/NS)	Cases	146	63	83	30	33	17	22	24	20	35	111	93	46	
		15%	17%	13%	21%	15%	10%	12%	16%	14%	16%	14%	14%	14%	

6. If dry conditions continue, what should local water agencies do to respond?

			TOTAL (1000)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (500)	Female (500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)	\$100K + (184)
BASE AGENCIES SHOULD DO TO RESPOND TO DRY CONDITIONS	Mandatory conservation	Cases	388	188	200	108	148	122	65	107	210	53	86	129	73
			39%	38%	40%	31%	42%	45%	42%	34%	41%	31%	45%	41%	39%
	Voluntary conservation	Cases	280	126	154	102	88	86	40	85	151	50	57	83	54
			28%	25%	31%	29%	25%	32%	25%	27%	29%	30%	30%	26%	29%
	Encourage/ Promote/ Develop recycled water	Cases	155	87	68	51	58	44	21	48	86	27	24	41	39
			16%	17%	14%	15%	16%	16%	13%	15%	17%	16%	13%	13%	21%
	More seawater desalination	Cases	149	97	52	45	44	49	19	42	89	21	15	53	39
			15%	19%	10%	13%	13%	18%	12%	13%	17%	12%	8%	17%	21%
	More water transfers	Cases	146	84	62	70	42	27	15	58	73	26	30	41	34
			15%	17%	12%	20%	12%	10%	10%	18%	14%	16%	16%	13%	18%
	More reservoirs/ storage	Cases	145	96	49	57	44	38	11	56	78	9	33	55	33
			15%	19%	10%	16%	12%	14%	7%	18%	15%	6%	17%	18%	18%
	More/ Better public information	Cases	94	41	53	37	30	24	10	34	50	17	11	33	16
			9%	8%	11%	11%	9%	9%	7%	11%	10%	10%	6%	11%	9%
	Incentives to use less water	Cases	87	34	53	20	42	26	7	16	61	9	16	36	16
			9%	7%	11%	6%	12%	9%	5%	5%	12%	5%	8%	11%	9%
	Raise rates for high water usage	Cases	80	44	36	35	24	21	9	30	41	26	10	20	16
			8%	9%	7%	10%	7%	8%	5%	10%	8%	15%	5%	6%	8%
	Public education	Cases	67	34	33	29	23	14	10	23	34	10	19	19	12
			7%	7%	7%	8%	7%	5%	7%	7%	7%	6%	10%	6%	6%
Implement fines/ charges for high water usage	Cases	26	16	10	6	11	8	2	11	13	6	5	9	4	
		3%	3%	2%	2%	3%	3%	1%	3%	3%	3%	3%	3%	2%	
Other mentions	Cases	1		1		1		1			1				
		0%		0%		0%		1%			1%				
(DK/NS)	Cases	146	64	82	54	51	38	24	55	61	31	35	36	17	
		15%	13%	16%	15%	15%	14%	15%	17%	12%	19%	18%	12%	9%	

6. If dry conditions continue, what should local water agencies do to respond?

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT		
			Owner	Other	Non-Hispanic White	Other	Reliable	Not reliable	Great deal	Some	Less	Yes	No	
BASE		(1000)	(526)	(451)	(565)	(392)	(699)	(257)	(310)	(373)	(317)	(708)	(265)	
AGENCIES SHOULD DO TO RESPOND TO DRY CONDITIONS	Mandatory conservation	Cases	388	201	181	240	131	256	116	120	144	123	278	103
			39%	38%	40%	42%	33%	37%	45%	39%	39%	39%	39%	39%
	Voluntary conservation	Cases	280	153	116	171	102	205	66	93	119	68	207	65
			28%	29%	26%	30%	26%	29%	26%	30%	32%	22%	29%	24%
	Encourage/ Promote/ Develop recycled water	Cases	155	91	60	96	56	109	44	49	61	46	117	35
			16%	17%	13%	17%	14%	16%	17%	16%	16%	14%	17%	13%
	More seawater desalination	Cases	149	78	69	90	53	108	38	59	59	31	117	30
			15%	15%	15%	16%	14%	15%	15%	19%	16%	10%	17%	11%
	More water transfers	Cases	146	68	77	78	62	100	44	43	64	39	99	46
			15%	13%	17%	14%	16%	14%	17%	14%	17%	12%	14%	17%
	More reservoirs/ storage	Cases	145	76	67	91	52	84	57	64	44	37	114	27
			15%	14%	15%	16%	13%	12%	22%	21%	12%	12%	16%	10%
	More/ Better public information	Cases	94	55	38	57	32	68	24	29	32	33	77	15
			9%	10%	8%	10%	8%	10%	9%	9%	9%	10%	11%	6%
	Incentives to use less water	Cases	87	60	24	61	21	58	25	29	39	18	63	22
			9%	11%	5%	11%	5%	8%	10%	9%	11%	6%	9%	8%
	Raise rates for high water usage	Cases	80	44	36	49	27	54	22	24	23	33	54	22
			8%	8%	8%	9%	7%	8%	8%	8%	6%	10%	8%	8%
	Public education	Cases	67	38	29	37	28	51	16	23	22	22	56	10
			7%	7%	6%	7%	7%	7%	6%	7%	6%	7%	8%	4%
Implement fines/ charges for high water usage	Cases	26	13	12	11	12	13	12	8	8	9	17	6	
		3%	2%	3%	2%	3%	2%	5%	3%	2%	3%	2%	2%	
Other mentions	Cases	1		1		1		1			1	1		
		0%		0%		0%		0%			0%	0%		
(DK/NS)	Cases	146	71	68	69	68	100	30	35	47	64	85	53	
		15%	13%	15%	12%	17%	14%	12%	11%	13%	20%	12%	20%	

7. How much do you agree with the following statements regarding imported water supplies?

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				(1000)	City (369)	County (631)	Metro (142)	S. Metro (228)	Coastal (163)	Inland (180)	East (148)	South (139)	10/less (228)	Over 10 (772)	Yes (653)
Bay-Delta important water supply	Strongly agree	Count	223	77	146	31	47	36	39	36	34	45	178	144	76
			22%	21%	23%	22%	20%	22%	22%	24%	25%	20%	23%	22%	24%
	Moderately agree	Count	363	134	229	52	82	48	67	60	54	99	264	237	118
			36%	36%	36%	37%	36%	29%	37%	41%	39%	43%	34%	36%	37%
	Moderately disagree	Count	104	41	63	11	30	19	19	14	11	13	92	66	36
			10%	11%	10%	8%	13%	12%	11%	9%	8%	6%	12%	10%	11%
	Strongly disagree	Count	30	8	21	4	5	15	2	5		10	20	22	8
			3%	2%	3%	3%	2%	9%	1%	4%		4%	3%	3%	2%
(DK/NS)	Count	280	108	171	44	65	46	53	33	40	62	218	184	85	
		28%	29%	27%	31%	28%	28%	29%	22%	29%	27%	28%	28%	26%	
Bay-Delta has become less reliable	Strongly agree	Count	221	80	141	30	49	41	32	40	28	48	173	163	55
			22%	22%	22%	22%	22%	25%	18%	27%	20%	21%	22%	25%	17%
	Moderately agree	Count	351	123	228	44	79	50	81	47	50	96	255	214	131
			35%	33%	36%	31%	35%	30%	45%	32%	36%	42%	33%	33%	40%
	Moderately disagree	Count	104	43	61	15	28	10	16	20	15	17	86	70	29
			10%	12%	10%	11%	12%	6%	9%	13%	11%	8%	11%	11%	9%
	Strongly disagree	Count	31	12	19	6	6	12	6	1	1	5	26	16	15
			3%	3%	3%	4%	3%	7%	3%	1%	1%	2%	3%	2%	5%
(DK/NS)	Count	293	112	181	47	66	51	44	40	46	63	231	190	94	
		29%	30%	29%	33%	29%	31%	25%	27%	33%	27%	30%	29%	29%	

7. How much do you agree with the following statements regarding imported water supplies?

			TOTAL (1000)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (500)	Female (500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)	\$100K + (184)
BASE	Strongly agree	Count	223	129	94	80	70	65	41	66	115	43	50	59	46
			22%	26%	19%	23%	20%	24%	26%	21%	22%	25%	26%	19%	25%
	Moderately agree	Count	363	196	167	141	125	88	53	121	187	70	67	128	58
			36%	39%	33%	40%	36%	32%	34%	38%	37%	41%	35%	41%	32%
	Moderately disagree	Count	104	55	50	26	40	37	19	22	59	13	21	30	26
			10%	11%	10%	7%	11%	13%	12%	7%	12%	8%	11%	10%	14%
	Strongly disagree	Count	30	22	8	10	11	8	1	13	16	2	5	17	4
			3%	4%	2%	3%	3%	3%	1%	4%	3%	1%	3%	6%	2%
	(DK/NS)	Count	280	98	182	94	104	74	43	96	134	41	49	78	50
			28%	20%	36%	27%	30%	27%	27%	30%	26%	24%	25%	25%	27%
Bay-Delta has become less reliable	Strongly agree	Count	221	112	109	58	86	68	25	59	136	37	32	65	59
			22%	22%	22%	16%	25%	25%	16%	19%	27%	22%	16%	21%	32%
	Moderately agree	Count	351	191	160	144	99	100	59	109	179	61	71	125	51
			35%	38%	32%	41%	28%	37%	38%	34%	35%	37%	37%	40%	28%
	Moderately disagree	Count	104	58	46	47	31	23	14	48	40	17	19	37	20
			10%	12%	9%	14%	9%	9%	9%	15%	8%	10%	10%	12%	11%
	Strongly disagree	Count	31	19	12	6	14	10	12	7	13	8	9	6	3
			3%	4%	2%	2%	4%	4%	7%	2%	3%	5%	5%	2%	2%
	(DK/NS)	Count	293	120	174	96	121	71	47	95	144	45	60	79	52
			29%	24%	35%	27%	34%	26%	30%	30%	28%	27%	32%	25%	28%

7. How much do you agree with the following statements regarding imported water supplies?

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT		
			(1000)	Owner (526)	Other (451)	Non-Hispanic White (565)	Other (392)	Reliable (699)	Not reliable (257)	Great deal (310)	Some (373)	Less (317)	Yes (708)	No (265)
BASE	Strongly agree	Count	223	121	101	128	92	168	52	104	63	56	162	59
			22%	23%	22%	23%	24%	24%	20%	34%	17%	18%	23%	22%
	Moderately agree	Count	363	180	173	201	150	261	98	108	157	98	271	86
			36%	34%	38%	35%	38%	37%	38%	35%	42%	31%	38%	32%
	Moderately disagree	Count	104	63	38	66	32	72	27	32	45	27	68	34
			10%	12%	8%	12%	8%	10%	10%	10%	12%	9%	10%	13%
	Strongly disagree	Count	30	18	12	22	8	19	10	10	5	15	18	11
		3%	3%	3%	4%	2%	3%	4%	3%	1%	5%	3%	4%	
(DK/NS)	Count	280	145	128	149	110	178	71	56	103	120	189	75	
		28%	28%	28%	26%	28%	26%	28%	18%	28%	38%	27%	28%	
Bay-Delta has become less reliable	Strongly agree	Count	221	147	74	137	78	159	56	110	72	39	175	44
			22%	28%	16%	24%	20%	23%	22%	35%	19%	12%	25%	17%
	Moderately agree	Count	351	182	163	205	137	257	88	99	150	102	239	104
			35%	35%	36%	36%	35%	37%	34%	32%	40%	32%	34%	39%
	Moderately disagree	Count	104	43	52	47	53	78	24	28	42	35	71	31
			10%	8%	12%	8%	13%	11%	9%	9%	11%	11%	10%	12%
	Strongly disagree	Count	31	10	21	16	13	21	10	11	6	14	24	8
		3%	2%	5%	3%	3%	3%	4%	4%	2%	4%	3%	3%	
(DK/NS)	Count	293	144	141	161	111	184	79	62	104	127	198	78	
		29%	27%	31%	28%	28%	26%	31%	20%	28%	40%	28%	30%	

**7. How much do you agree with the following statements regarding imported water supplies?
 ** SUMMARY TABLE ****

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
BASE		(1000)	(369)	(631)	(142)	(228)	(163)	(180)	(148)	(139)	(228)	(772)	(653)	(324)
Bay-Delta important water supply	Agree	59%	57%	59%	58%	56%	51%	59%	65%	63%	63%	57%	58%	60%
	Disagree	13%	13%	13%	11%	15%	21%	11%	13%	8%	10%	14%	13%	14%
	(DK/NS)	28%	29%	27%	31%	28%	28%	29%	22%	29%	27%	28%	28%	26%
Bay-Delta has become less reliable	Agree	57%	55%	58%	52%	56%	55%	63%	59%	56%	63%	55%	58%	57%
	Disagree	14%	15%	13%	15%	15%	13%	12%	14%	11%	10%	15%	13%	14%
	(DK/NS)	29%	30%	29%	33%	29%	31%	25%	27%	33%	27%	30%	29%	29%

**7. How much do you agree with the following statements regarding imported water supplies?
 ** SUMMARY TABLE ****

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			(1000)	Male (500)	Female (500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)
Bay-Delta important water supply	Agree	59%	65%	52%	63%	56%	56%	60%	59%	59%	67%	61%	60%	57%
	Disagree	13%	15%	12%	10%	15%	16%	13%	11%	15%	9%	13%	15%	16%
	(DK/NS)	28%	20%	36%	27%	30%	27%	27%	30%	26%	24%	25%	25%	27%
Bay-Delta has become less reliable	Agree	57%	61%	54%	57%	53%	62%	54%	53%	62%	58%	54%	61%	59%
	Disagree	14%	15%	12%	15%	13%	12%	16%	17%	10%	15%	15%	14%	13%
	(DK/NS)	29%	24%	35%	27%	34%	26%	30%	30%	28%	27%	32%	25%	28%

**7. How much do you agree with the following statements regarding imported water supplies?
** SUMMARY TABLE ****

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
			Owner	Other	Non-Hispanic White	Other	Reliable	Not reliable	Great deal	Some	Less	Yes	No
BASE		(1000)	(526)	(451)	(565)	(392)	(699)	(257)	(310)	(373)	(317)	(708)	(265)
Bay-Delta important water supply	Agree	59%	57%	61%	58%	62%	61%	58%	68%	59%	49%	61%	55%
	Disagree	13%	15%	11%	16%	10%	13%	14%	13%	13%	13%	12%	17%
	(DK/NS)	28%	28%	28%	26%	28%	26%	28%	18%	28%	38%	27%	28%
Bay-Delta has become less reliable	Agree	57%	62%	53%	60%	55%	59%	56%	67%	59%	45%	59%	56%
	Disagree	14%	10%	16%	11%	17%	14%	13%	13%	13%	15%	13%	15%
	(DK/NS)	29%	27%	31%	28%	28%	26%	31%	20%	28%	40%	28%	30%

8. Some people feel San Diego County ratepayers should pay more to improve water supply reliability in the Bay-Delta. Others prefer focusing investments on developing more locally controlled water resources. Which approach do you prefer?

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No	
BASE			(1000)	(369)	(631)	(142)	(228)	(163)	(180)	(148)	(139)	(228)	(772)	(653)	(324)	
PREFER	Strongly prefer Bay-Delta	Count	41	11	30	2	10	13	10	3	4	18	24	28	14	
			4%	3%	5%	1%	4%	8%	6%	2%	3%	8%	3%	4%	4%	
	Moderately prefer Bay-Delta	Count	64	27	37	7	19	15	11	4	7	18	46	39	23	
			6%	7%	6%	5%	9%	9%	6%	3%	5%	8%	6%	6%	7%	
	Moderately prefer local	Count	188	70	118	32	39	32	32	32	25	29	37	151	128	57
			19%	19%	19%	22%	17%	20%	18%	17%	21%	16%	20%	20%	18%	
	Strongly prefer local	Count	375	127	248	52	75	63	71	66	48	75	300	255	116	
			38%	34%	39%	36%	33%	38%	39%	45%	35%	33%	39%	39%	36%	
	(Support both)	Count	131	55	77	14	41	12	19	29	18	25	107	86	44	
			13%	15%	12%	10%	18%	7%	10%	19%	13%	11%	14%	13%	14%	
(Support neither)	Count	15	4	11	2	2	5	3	1	3	5	10	8	4		
		2%	1%	2%	2%	1%	3%	2%	1%	2%	2%	1%	1%	1%		
(Depends)	Count	45	23	22	13	10	5	10	3	3	16	30	33	12		
		5%	6%	4%	9%	5%	3%	6%	2%	3%	7%	4%	5%	4%		
(DK/NS)	Count	140	52	88	20	32	19	24	17	28	35	105	77	55		
		14%	14%	14%	14%	14%	12%	13%	11%	20%	15%	14%	12%	17%		
Summary	Prefer local		56%	53%	58%	59%	50%	58%	57%	62%	55%	49%	58%	59%	53%	
	(Both/ Neither/ DK/ Depends)		33%	36%	31%	35%	37%	25%	31%	33%	37%	35%	33%	31%	35%	
	Prefer Bay-Delta		11%	10%	11%	6%	13%	17%	12%	5%	8%	15%	9%	10%	11%	

8. Some people feel San Diego County ratepayers should pay more to improve water supply reliability in the Bay-Delta. Others prefer focusing investments on developing more locally controlled water resources. Which approach do you prefer?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			(1000)	Male (500)	Female (500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)	\$100K + (184)
PREFER	Strongly prefer Bay-Delta	Count	41	26	15	21	15	4	10	15	16	17	7	8	6
			4%	5%	3%	6%	4%	2%	7%	5%	3%	10%	4%	2%	3%
	Moderately prefer Bay-Delta	Count	64	37	27	38	19	7	7	23	34	8	17	23	12
			6%	7%	5%	11%	6%	2%	4%	7%	7%	5%	9%	7%	6%
	Moderately prefer local	Count	188	89	99	59	65	58	36	50	102	27	40	59	28
			19%	18%	20%	17%	19%	21%	23%	16%	20%	16%	21%	19%	15%
	Strongly prefer local	Count	375	196	180	109	135	119	50	121	200	49	69	144	71
			38%	39%	36%	31%	38%	44%	32%	38%	39%	29%	36%	46%	39%
	(Support both)	Count	131	62	69	48	42	38	18	49	63	20	27	32	35
			13%	12%	14%	14%	12%	14%	12%	16%	12%	12%	14%	10%	19%
(Support neither)	Count	15	9	7	3	8	4	6	1	8	1	0	4	5	
		2%	2%	1%	1%	2%	1%	4%	0%	2%	1%	0%	1%	3%	
(Depends)	Count	45	20	25	20	15	11	7	14	24	10	12	13	4	
		5%	4%	5%	6%	4%	4%	5%	4%	5%	6%	6%	4%	2%	
(DK/NS)	Count	140	61	79	53	50	33	22	44	65	36	19	31	23	
		14%	12%	16%	15%	14%	12%	14%	14%	13%	21%	10%	10%	13%	
Summary	Prefer local		56%	57%	56%	48%	57%	65%	55%	54%	59%	45%	57%	65%	54%
	(Both/ Neither/ DK/ Depends)		33%	30%	36%	35%	33%	31%	35%	34%	31%	40%	30%	25%	36%
	Prefer Bay-Delta		11%	13%	8%	17%	10%	4%	11%	12%	10%	15%	13%	10%	10%

8. Some people feel San Diego County ratepayers should pay more to improve water supply reliability in the Bay-Delta. Others prefer focusing investments on developing more locally controlled water resources. Which approach do you prefer?

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT		
			Owner	Other	Non-Hispanic White	Other	Reliable	Not reliable	Great deal	Some	Less	Yes	No	
BASE		(1000)	(526)	(451)	(565)	(392)	(699)	(257)	(310)	(373)	(317)	(708)	(265)	
PREFER	Strongly prefer Bay-Delta	Count	41	19	22	26	15	38	3	21	7	13	27	14
			4%	4%	5%	5%	4%	5%	1%	7%	2%	4%	4%	5%
	Moderately prefer Bay-Delta	Count	64	36	28	27	37	48	15	32	18	14	50	13
			6%	7%	6%	5%	9%	7%	6%	10%	5%	4%	7%	5%
	Moderately prefer local	Count	188	102	78	111	66	138	45	45	76	66	112	72
			19%	19%	17%	20%	17%	20%	18%	15%	20%	21%	16%	27%
	Strongly prefer local	Count	375	216	156	217	145	268	104	145	129	101	298	76
			38%	41%	34%	38%	37%	38%	41%	47%	35%	32%	42%	29%
	(Support both)	Count	131	66	61	80	49	88	36	31	63	38	100	30
			13%	13%	13%	14%	13%	13%	14%	10%	17%	12%	14%	11%
(Support neither)	Count	15	8	7	10	5	11	2	6	7	2	7	4	
		2%	2%	1%	2%	1%	2%	1%	2%	2%	1%	1%	1%	
(Depends)	Count	45	19	26	31	12	22	22	12	24	9	26	20	
		5%	4%	6%	5%	3%	3%	9%	4%	6%	3%	4%	8%	
(DK/NS)	Count	140	59	74	64	63	86	29	17	49	74	87	36	
		14%	11%	16%	11%	16%	12%	11%	6%	13%	23%	12%	14%	
Summary	Prefer local	56%	61%	52%	58%	54%	58%	58%	61%	55%	53%	58%	56%	
	(Both/ Neither/ DK/ Depends)	33%	29%	37%	33%	33%	30%	35%	21%	38%	39%	31%	34%	
	Prefer Bay-Delta	11%	10%	11%	9%	13%	12%	7%	17%	7%	8%	11%	10%	

**9. The governor and local water agencies are calling for increased voluntary water conservation because of statewide drought.
How much, if anything, have you heard about the water supply situation?**

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No	
BASE		(1000)	(369)	(631)	(142)	(228)	(163)	(180)	(148)	(139)	(228)	(772)	(653)	(324)	
AWARE OF WATER SUPPLY SITUATION	A great deal	Count	310	108	202	54	54	55	70	41	35	73	237	217	90
			31%	29%	32%	38%	24%	34%	39%	28%	25%	32%	31%	33%	28%
	Some	Count	373	144	229	50	94	57	55	59	57	83	290	251	117
			37%	39%	36%	35%	41%	35%	31%	40%	41%	36%	38%	38%	36%
	Not very much	Count	175	68	107	20	48	34	24	23	27	35	140	104	63
			18%	18%	17%	14%	21%	21%	13%	16%	19%	16%	18%	16%	19%
	Hardly anything	Count	110	40	70	17	24	14	25	17	14	25	85	63	46
		11%	11%	11%	12%	10%	9%	14%	11%	10%	11%	11%	10%	14%	
(DK/NS)	Count	32	9	22	1	8	3	6	8	6	12	19	18	8	
		3%	3%	4%	1%	3%	2%	3%	5%	4%	5%	3%	3%	2%	
Summary	Heard	68%	68%	68%	73%	65%	69%	70%	68%	66%	68%	68%	72%	64%	
	Not heard	29%	29%	28%	26%	32%	29%	27%	27%	29%	27%	29%	26%	34%	
	(DK)	3%	3%	4%	1%	3%	2%	3%	5%	4%	5%	3%	3%	2%	

**9. The governor and local water agencies are calling for increased voluntary water conservation because of statewide drought.
How much, if anything, have you heard about the water supply situation?**

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
				Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +	
BASE			(1000)	(500)	(500)	(350)	(350)	(272)	(157)	(317)	(513)	(168)	(192)	(312)	(184)	
AWARE OF WATER SUPPLY SITUATION	A great deal	Count	310	166	144	76	108	107	37	76	195	43	43	109	69	
			31%	33%	29%	22%	31%	39%	24%	24%	38%	25%	23%	35%	37%	
	Some	Count	373	186	187	138	131	99	52	120	197	57	77	116	80	
			37%	37%	37%	40%	37%	36%	33%	38%	39%	34%	40%	37%	43%	
	Not very much	Count	175	83	92	76	62	36	26	67	79	36	38	53	19	
			18%	17%	18%	22%	18%	13%	17%	21%	15%	21%	20%	17%	10%	
	Hardly anything	Count	110	55	56	48	34	26	34	43	33	25	30	31	14	
			11%	11%	11%	14%	10%	10%	21%	13%	7%	15%	16%	10%	7%	
	(DK/NS)	Count	32	11	21	12	15	4	8	12	7	8	3	4	3	
			3%	2%	4%	3%	4%	2%	5%	4%	1%	5%	2%	1%	2%	
	Summary	Heard		68%	70%	66%	61%	68%	76%	57%	62%	77%	59%	63%	72%	80%
		Not heard		29%	27%	30%	35%	27%	23%	38%	34%	22%	36%	36%	27%	18%
(DK)		3%	2%	4%	3%	4%	2%	5%	4%	1%	5%	2%	1%	2%		

**9. The governor and local water agencies are calling for increased voluntary water conservation because of statewide drought.
How much, if anything, have you heard about the water supply situation?**

			TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
				(1000)	Owner (526)	Other (451)	Non-Hispanic White (565)	Other (392)	Reliable (699)	Not reliable (257)	Great deal (310)	Some (373)	Less (317)	Yes (708)
BASE AWARE OF WATER SUPPLY SITUATION	A great deal	Count	310	200	109	199	97	225	79	310			256	52
			31%	38%	24%	35%	25%	32%	31%	100%			36%	19%
	Some	Count	373	200	166	218	142	256	109		373		270	98
			37%	38%	37%	39%	36%	37%	42%		100%		38%	37%
	Not very much	Count	175	76	92	92	75	129	40			175	103	66
			18%	14%	20%	16%	19%	18%	16%			55%	15%	25%
	Hardly anything	Count	110	38	69	49	58	76	22			110	64	45
			11%	7%	15%	9%	15%	11%	9%			35%	9%	17%
(DK/NS)	Count	32	12	16	7	19	13	7			32	16	5	
		3%	2%	4%	1%	5%	2%	3%			10%	2%	2%	
Summary	Heard		68%	76%	61%	74%	61%	69%	73%	100%	100%		74%	56%
	Not heard		29%	22%	36%	25%	34%	29%	24%			90%	24%	42%
	(DK)		3%	2%	4%	1%	5%	2%	3%			10%	2%	2%

10a. Have you taken any actions in response to the current drought at your home?

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				(1000)	City (369)	County (631)	Metro (142)	S. Metro (228)	Coastal (163)	Inland (180)	East (148)	South (139)	10/less (228)	Over 10 (772)	Yes (653)
BASE TAKEN ANY ACTIONS	Yes	Count	708	248	460	91	157	123	128	101	108	148	560	479	220
			71%	67%	73%	64%	69%	75%	71%	68%	77%	65%	73%	73%	68%
	No	Count	265	110	155	44	66	39	49	40	27	71	194	159	99
			27%	30%	25%	31%	29%	24%	28%	27%	20%	31%	25%	24%	30%
	(DK/NS)	Count	27	11	16	6	5	2	2	7	5	9	17	15	5
			3%	3%	2%	4%	2%	1%	1%	5%	3%	4%	2%	2%	2%

10a. Have you taken any actions in response to the current drought at your home?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
					Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K
BASE			(1000)	(500)	(500)	(350)	(350)	(272)	(157)	(317)	(513)	(168)	(192)	(312)	(184)
TAKEN ANY ACTIONS	Yes	Count	708	336	372	216	262	206	112	219	370	110	138	226	134
			71%	67%	74%	62%	75%	76%	71%	69%	72%	65%	72%	73%	73%
	No	Count	265	157	108	123	80	58	42	86	133	52	53	80	49
			27%	31%	22%	35%	23%	21%	27%	27%	26%	31%	28%	26%	26%
	(DK/NS)	Count	27	7	20	11	8	8	3	12	9	6	1	6	2
			3%	1%	4%	3%	2%	3%	2%	4%	2%	4%	0%	2%	1%

10a. Have you taken any actions in response to the current drought at your home?

			TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
				(1000)	Owner (526)	Other (451)	Non-Hispanic White (565)	Other (392)	Reliable (699)	Not reliable (257)	Great deal (310)	Some (373)	Less (317)	Yes (708)
BASE			708	402	292	409	274	508	181	256	270	183	708	
	Yes	Count	708	402	292	409	274	508	181	256	270	183	708	
			71%	76%	65%	72%	70%	73%	70%	82%	72%	58%	100%	
	No	Count	265	114	145	148	103	175	75	52	98	116		265
			27%	22%	32%	26%	26%	25%	29%	17%	26%	37%		100%
	(DK/NS)	Count	27	10	14	8	14	16	1	3	5	18		
			3%	2%	3%	1%	4%	2%	1%	1%	1%	6%		

10b. Why have you not taken any actions?

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD		PAY OWN WATER BILL		
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
BASE: NOT TAKEN ACTION			(265)	(110)	(155)	(44)	(66)	(39)	(49)	(40)	(27)	(71)	(194)	(159)	(99)
REASONS FOR NOT TAKING ACTION	Already conserve water/ use minimal water	Cases	111	49	62	24	25	15	20	16	12	29	82	62	49
			42%	44%	40%	54%	37%	38%	40%	41%	42%	40%	42%	39%	50%
	Do not feel need to conserve	Cases	55	22	33	8	14	4	17	10	3	17	39	40	14
			21%	20%	22%	19%	21%	10%	34%	26%	10%	23%	20%	25%	14%
	Unaware of issue	Cases	46	17	29	7	10	13	6	4	6	12	34	29	15
			18%	15%	19%	15%	16%	34%	13%	10%	22%	17%	18%	18%	15%
	Live in apt/ condo - do not pay for water	Cases	9	6	3	2	4	1		1	1	2	8	2	7
			4%	6%	2%	5%	6%	3%		3%	3%	2%	4%	1%	8%
	(DK/NS)	Cases	52	19	33	4	15	6	10	9	7	13	39	32	18
			20%	17%	21%	9%	23%	17%	21%	24%	26%	18%	20%	20%	18%

10b. Why have you not taken any actions?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
BASE: NOT TAKEN ACTION			(265)	Male (157)	Female (108)	< 35 (123)	35-54 (80)	55 + (58)	HS/less (42)	Some PS (86)	Grad (133)	< \$25K (52)	\$25-49K (53)	\$50-99K (80)	\$100K + (49)
REASONS FOR NOT TAKING ACTION	Already conserve water/ use minimal water	Cases	111	69	42	37	36	36	14	26	71	15	20	41	22
			42%	44%	38%	30%	45%	62%	34%	30%	53%	28%	37%	52%	44%
	Do not feel need to conserve	Cases	55	34	22	23	20	11	10	19	25	14	8	20	7
			21%	22%	20%	19%	25%	18%	24%	22%	19%	27%	16%	25%	15%
	Unaware of issue	Cases	46	24	22	36	11	0	10	21	13	5	10	19	11
			18%	15%	20%	29%	13%	1%	23%	24%	10%	9%	19%	23%	22%
	Live in apt/ condo - do not pay for water	Cases	9	6	3	3	3	4	1	4	5	2	3	2	2
			4%	4%	3%	2%	4%	6%	2%	5%	4%	4%	6%	2%	3%
	(DK/NS)	Cases	52	29	23	27	16	9	10	19	23	17	14	4	8
			20%	19%	21%	22%	20%	16%	24%	22%	17%	32%	26%	5%	16%

10b. Why have you not taken any actions?

			TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT
				Owner	Other	Non-Hispanic White	Other	Reliable	Not reliable	Great deal	Some	Less	No
BASE: NOT TAKEN ACTION			(265)	(114)	(145)	(148)	(103)	(175)	(75)	(52)	(98)	(116)	(265)
REASONS FOR NOT TAKING ACTION	Already conserve water/ use minimal water	Cases	111	54	57	70	34	66	42	23	58	30	111
			42%	48%	39%	47%	33%	38%	56%	45%	59%	26%	42%
	Do not feel need to conserve	Cases	55	26	27	32	21	35	17	13	15	27	55
			21%	23%	18%	22%	21%	20%	23%	26%	15%	24%	21%
	Unaware of issue	Cases	46	11	33	23	21	40	4	1	7	39	46
			18%	10%	23%	16%	20%	23%	5%	2%	7%	34%	18%
Live in apt/ condo - do not pay for water	Cases	9	2	7	5	4	4	5	3	5	2	9	
		4%	2%	5%	3%	4%	2%	7%	5%	5%	2%	4%	
(DK/NS)	Cases	52	24	28	20	30	35	11	13	17	23	52	
		20%	21%	19%	14%	29%	20%	15%	24%	17%	20%	20%	

10c. What specifically have you done?

			TOTAL (708)	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				City (248)	County (460)	Metro (91)	S. Metro (157)	Coastal (123)	Inland (128)	East (101)	South (108)	10/less (148)	Over 10 (560)	Yes (479)	No (220)
BASE: TAKEN ACTION			248	91	156	31	60	31	53	31	41	56	192	142	101
BASE: TAKEN ACTION			35%	37%	34%	34%	38%	25%	41%	31%	38%	38%	34%	30%	46%
BASE: TAKEN ACTION	Limit shower time/ Take baths	Cases	225	73	151	26	48	55	26	30	40	49	176	165	58
BASE: TAKEN ACTION	Reduced water usage/ Being more aware	Cases	32%	30%	33%	28%	30%	45%	20%	29%	37%	33%	31%	34%	26%
BASE: TAKEN ACTION	Watering garden/ lawn cut back/ on timers	Cases	219	72	147	32	40	42	41	33	31	35	184	186	31
BASE: TAKEN ACTION	Turn off tap when brushing teeth/ shaving/ washing dishes	Cases	115	49	66	13	36	22	18	14	13	32	84	49	65
BASE: TAKEN ACTION	Run laundry/ dishwasher fully loaded only	Cases	16%	20%	14%	14%	23%	18%	14%	13%	12%	22%	15%	10%	30%
BASE: TAKEN ACTION	Drought-tolerant plants/ Plants requiring less water	Cases	93	34	59	14	20	15	19	13	12	17	76	65	28
BASE: TAKEN ACTION	Installed low-flow toilets/ shower heads	Cases	13%	14%	13%	16%	13%	12%	15%	13%	11%	11%	14%	14%	13%
BASE: TAKEN ACTION	Use water only during off-peak hours	Cases	65	15	50	7	8	20	14	11	5	9	56	57	5
BASE: TAKEN ACTION	Use shower/ bath water for plants	Cases	9%	6%	11%	7%	5%	16%	11%	11%	5%	6%	10%	12%	2%
BASE: TAKEN ACTION	No car washes	Cases	50	21	29	8	13	8	11	7	3	8	42	31	18
BASE: TAKEN ACTION	Collect rainwater	Cases	7%	8%	6%	9%	8%	7%	9%	7%	3%	5%	8%	7%	8%
BASE: TAKEN ACTION	Installed drip irrigation system	Cases	31	8	23	4	4	0	4	11	8	6	25	25	6
BASE: TAKEN ACTION	Fixed leaky faucet/ valves	Cases	4%	3%	5%	5%	3%	0%	3%	10%	7%	4%	5%	5%	3%
BASE: TAKEN ACTION	Use recycled/ "gray" water	Cases	27	12	14	5	8	4	2	2	6	3	24	20	6
BASE: TAKEN ACTION	Replaced grass with artificial turf	Cases	4%	5%	3%	5%	5%	3%	1%	2%	6%	2%	4%	4%	3%
BASE: TAKEN ACTION	Use bottled water instead of tap water	Cases	26	12	14	3	9	4	5	3	2	4	21	19	7
BASE: TAKEN ACTION	(DK/NS)	Cases	4%	5%	3%	3%	6%	3%	4%	3%	2%	3%	4%	4%	3%
BASE: TAKEN ACTION		Cases	23	9	13	4	5	4	4	3	3	2	21	18	5
BASE: TAKEN ACTION		Cases	3%	4%	3%	5%	3%	3%	3%	3%	2%	2%	4%	4%	2%
BASE: TAKEN ACTION		Cases	21	4	17	2	2	6	5	3	3	2	19	19	1
BASE: TAKEN ACTION		Cases	3%	2%	4%	3%	1%	5%	4%	3%	3%	1%	3%	4%	1%
BASE: TAKEN ACTION		Cases	19	5	14	3	2	5	7	2	1	9	11	9	10
BASE: TAKEN ACTION		Cases	3%	2%	3%	4%	1%	4%	5%	2%	1%	6%	2%	2%	5%
BASE: TAKEN ACTION		Cases	15	7	8	1	6	1	1	3	2	2	13	13	2
BASE: TAKEN ACTION		Cases	2%	3%	2%	2%	4%	1%	1%	3%	2%	1%	2%	3%	1%
BASE: TAKEN ACTION		Cases	14	4	10	2	3	5	3	1	1	4	10	13	1
BASE: TAKEN ACTION		Cases	2%	2%	2%	2%	2%	4%	3%	1%	1%	3%	2%	3%	0%
BASE: TAKEN ACTION		Cases	11	8	2	2	6	0	1	0	1	3	8	3	7
BASE: TAKEN ACTION		Cases	1%	3%	0%	3%	4%	0%	0%	0%	1%	2%	1%	1%	3%
BASE: TAKEN ACTION		Cases	21	7	13	3	4	1	9	3	1	5	15	14	7
BASE: TAKEN ACTION		Cases	3%	3%	3%	3%	3%	1%	7%	3%	1%	4%	3%	3%	3%

10c. What specifically have you done?

			TOTAL (708)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
				Male (336)	Female (372)	< 35 (216)	35-54 (262)	55 + (206)	HS/less (112)	Some PS (219)	Grad (370)	< \$25K (110)	\$25-49K (138)	\$50-99K (226)	\$100K + (134)	
BASE: TAKEN ACTION																
ACTIONS TAKEN	Limit shower time/ Take baths	Cases	248	107	141	88	94	59	41	85	120	36	53	91	32	
			35%	32%	38%	41%	36%	29%	37%	39%	33%	33%	38%	40%	24%	
	Reduced water usage/ Being more aware	Cases	225	121	104	73	79	66	28	64	128	37	43	76	44	
			32%	36%	28%	34%	30%	32%	25%	29%	35%	34%	31%	34%	33%	
	Watering garden/ lawn cut back/ on timers	Cases	219	105	114	49	86	76	26	61	129	19	44	70	58	
			31%	31%	31%	23%	33%	37%	23%	28%	35%	17%	32%	31%	43%	
	Turn off tap when brushing teeth/ shaving/ washing dishes	Cases	115	40	75	41	41	29	26	38	50	29	17	35	12	
			16%	12%	20%	19%	16%	14%	23%	17%	14%	26%	13%	16%	9%	
	Run laundry/ dishwasher fully loaded only	Cases	93	24	69	22	43	25	16	30	48	7	26	27	25	
			13%	7%	18%	10%	16%	12%	14%	14%	13%	6%	19%	12%	19%	
	Drought-tolerant plants/ Plants requiring less water	Cases	65	23	42	10	28	24	5	13	46	7	7	22	10	
			9%	7%	11%	5%	11%	12%	5%	6%	12%	7%	5%	10%	8%	
	Installed low-flow toilets/ shower heads	Cases	50	27	23	4	20	21	9	11	29	10	7	12	11	
			7%	8%	6%	2%	8%	10%	8%	5%	8%	9%	5%	5%	8%	
	Use water only during off-peak hours	Cases	31	12	19	11	16	4	2	11	18	2	7	12	7	
			4%	4%	5%	5%	6%	2%	2%	5%	5%	2%	5%	6%	5%	
	Use shower/ bath water for plants	Cases	27	7	20	6	10	11	3	11	13	9	3	6	2	
			4%	2%	5%	3%	4%	5%	2%	5%	4%	9%	2%	3%	2%	
	No car washes	Cases	26	13	13	5	10	9	2	8	16		12	7	5	
			4%	4%	4%	2%	4%	4%	1%	4%	4%		9%	3%	4%	
	Collect rainwater	Cases	23	10	13	7	8	9	1	8	14	3	1	10	6	
			3%	3%	4%	3%	3%	4%	1%	3%	4%	3%	1%	4%	4%	
	Installed drip irrigation system	Cases	21	9	12	1	8	11	0	5	16	1	2	8	6	
			3%	3%	3%	1%	3%	6%	0%	2%	4%	1%	2%	3%	5%	
	Fixed leaky faucet/ valves	Cases	19	9	10	12	1	6	2	11	6	5	7	6		
			3%	3%	3%	6%	1%	3%	2%	5%	2%	5%	5%	3%		
	Use recycled/ "gray" water	Cases	15	8	7	2	5	8	4	3	9	2	4	3	3	
		2%	2%	2%	1%	2%	4%	3%	1%	2%	2%	3%	2%	2%		
Replaced grass with artificial turf	Cases	14	3	11	1	6	6	1	4	9		2	4	6		
		2%	1%	3%	1%	2%	3%	1%	2%	3%		1%	2%	4%		
Use bottled water instead of tap water	Cases	11	7	3	1	7	3	4	1	6	4		6			
		1%	2%	1%	0%	3%	1%	3%	0%	2%	4%		2%			
(DK/NS)	Cases	21	6	14	11	5	4	3	7	10	5	3	7	5		
		3%	2%	4%	5%	2%	2%	3%	3%	3%	5%	2%	3%	3%		

10c. What specifically have you done?

		TOTAL (708)	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
			Owner (402)	Other (292)	Non-Hispanic White (409)	Other (274)	Reliable (508)	Not reliable (181)	Great deal (256)	Some (270)	Less (183)	Yes (708)	
BASE: TAKEN ACTION													
ACTIONS TAKEN	Limit shower time/ Take baths	Cases	248	110	134	115	122	173	68	89	90	69	248
			35%	27%	46%	28%	44%	34%	38%	35%	33%	38%	35%
	Reduced water usage/ Being more aware	Cases	225	130	88	152	68	158	61	77	104	43	225
			32%	32%	30%	37%	25%	31%	34%	30%	39%	24%	32%
	Watering garden/ lawn cut back/ on timers	Cases	219	158	57	137	75	145	70	78	85	56	219
			31%	39%	20%	34%	27%	29%	39%	30%	32%	31%	31%
	Turn off tap when brushing teeth/ shaving/ washing dishes	Cases	115	34	80	52	61	83	28	40	32	43	115
			16%	8%	28%	13%	22%	16%	16%	16%	12%	24%	16%
	Run laundry/ dishwasher fully loaded only	Cases	93	51	41	69	23	53	36	34	40	19	93
			13%	13%	14%	17%	8%	10%	20%	13%	15%	11%	13%
	Drought-tolerant plants/ Plants requiring less water	Cases	65	54	9	43	15	50	14	32	21	13	65
			9%	13%	3%	10%	5%	10%	8%	12%	8%	7%	9%
	Installed low-flow toilets/ shower heads	Cases	50	28	21	35	10	31	16	25	15	10	50
			7%	7%	7%	9%	4%	6%	9%	10%	6%	5%	7%
	Use water only during off-peak hours	Cases	31	21	10	19	12	25	5	11	10	11	31
			4%	5%	4%	5%	4%	5%	3%	4%	4%	6%	4%
	Use shower/ bath water for plants	Cases	27	18	8	14	13	18	8	7	14	5	27
			4%	5%	3%	3%	5%	4%	4%	3%	5%	3%	4%
	No car washes	Cases	26	19	7	13	10	15	10	11	7	7	26
			4%	5%	2%	3%	4%	3%	5%	4%	3%	4%	4%
	Collect rainwater	Cases	23	15	8	18	5	17	6	14	9		23
			3%	4%	3%	4%	2%	3%	3%	6%	3%		3%
	Installed drip irrigation system	Cases	21	19	1	19	2	15	5	9	7	5	21
			3%	5%	1%	5%	1%	3%	3%	4%	2%	3%	3%
	Fixed leaky faucet/ valves	Cases	19	10	10	13	7	11	9	6	9	4	19
			3%	2%	3%	3%	2%	2%	5%	3%	3%	2%	3%
	Use recycled/ "gray" water	Cases	15	13	2	8	7	12	2	5	9	1	15
			2%	3%	1%	2%	3%	2%	1%	2%	3%	1%	2%
	Replaced grass with artificial turf	Cases	14	12	1	9	4	11	1	8	2	4	14
			2%	3%	0%	2%	2%	2%	0%	3%	1%	2%	2%
	Use bottled water instead of tap water	Cases	11	4	7	5	6	7	2	3	3	4	11
			1%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%
	(DK/NS)	Cases	21	16	4	12	8	17	3	10	5	6	21
			3%	4%	2%	3%	3%	3%	2%	4%	2%	3%	3%

**11. Local water agencies are considering a public awareness campaign to inform everyone of the seriousness of the drought.
Which of the following motivates you most to save water?**

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			(500)	City (185)	County (315)	Metro (70)	S. Metro (115)	Coastal (80)	Inland (90)	East (75)	South (70)	10/less (107)	Over 10 (393)	Yes (338)	No (144)
BASE															
MOTIVATES MOST TO SAVE WATER	When in Drought: Save every way, every day	Count	102	38	64	15	23	25	12	11	15	32	70	64	34
			20%	20%	20%	22%	20%	32%	14%	15%	22%	30%	18%	19%	24%
	Value H2O: Every drop. Every day	Count	94	34	60	15	19	11	18	19	13	16	78	64	23
			19%	18%	19%	21%	17%	14%	20%	25%	18%	15%	20%	19%	16%
	3 Million Ways to Save: Let's handle the drought together	Count	84	24	60	8	15	19	16	12	14	19	65	50	32
			17%	13%	19%	12%	13%	24%	18%	16%	19%	18%	16%	15%	22%
	H2Low: Save every way, every day	Count	59	27	32	11	16	7	8	6	10	11	49	40	17
			12%	15%	10%	16%	14%	9%	9%	8%	15%	10%	12%	12%	12%
Operation H2Low: Let's save today for tomorrow	Count	55	26	29	7	19	12	5	6	6	9	46	40	14	
		11%	14%	9%	10%	17%	15%	5%	8%	9%	8%	12%	12%	10%	
Get Drought Tough: Let's save all we can	Count	50	19	30	4	15	3	17	6	4	8	42	39	10	
		10%	10%	10%	6%	13%	4%	19%	7%	6%	7%	11%	12%	7%	
(DK/NS)	Count	57	18	39	9	8	2	14	16	8	13	44	41	12	
		11%	9%	13%	13%	7%	3%	15%	21%	11%	12%	11%	12%	8%	

**11. Local water agencies are considering a public awareness campaign to inform everyone of the seriousness of the drought.
Which of the following motivates you most to save water?**

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			(500)	Male (250)	Female (250)	< 35 (180)	35-54 (180)	55 + (140)	HS/less (65)	Some PS (163)	Grad (262)	< \$25K (89)	\$25-49K (93)	\$50-99K (163)	\$100K + (93)
BASE															
MOTIVATES MOST TO SAVE WATER	When in Drought: Save every way, every day	Count	102	42	60	41	30	30	19	22	58	18	23	28	22
			20%	17%	24%	23%	17%	22%	29%	13%	22%	21%	25%	17%	24%
	Value H2O: Every drop. Every day	Count	94	56	38	37	36	21	13	41	38	12	18	26	26
			19%	22%	15%	21%	20%	15%	20%	25%	14%	14%	19%	16%	28%
	3 Million Ways to Save: Let's handle the drought together	Count	84	40	44	31	30	23	11	25	48	24	9	22	12
			17%	16%	18%	17%	17%	16%	16%	15%	18%	27%	10%	14%	13%
	H2Low: Save every way, every day	Count	59	20	39	21	24	14	7	19	34	12	10	26	6
			12%	8%	16%	12%	13%	10%	10%	12%	13%	14%	11%	16%	7%
Operation H2Low: Let's save today for tomorrow	Count	55	29	26	27	17	12	5	25	24	5	9	23	12	
		11%	12%	11%	15%	9%	8%	7%	15%	9%	5%	9%	14%	13%	
Get Drought Tough: Let's save all we can	Count	50	27	23	14	16	20	5	19	25	8	15	18	6	
		10%	11%	9%	8%	9%	14%	8%	12%	10%	9%	16%	11%	6%	
(DK/NS)	Count	57	37	20	9	28	20	5	13	35	9	10	19	8	
		11%	15%	8%	5%	15%	15%	8%	8%	14%	10%	10%	12%	9%	

**11. Local water agencies are considering a public awareness campaign to inform everyone of the seriousness of the drought.
Which of the following motivates you most to save water?**

			TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
				Owner	Other	Non-Hispanic White	Other	Reliable	Not reliable	Great deal	Some	Less	Yes	No
BASE			(500)	(267)	(216)	(326)	(152)	(326)	(143)	(125)	(220)	(155)	(338)	(138)
MOTIVATES MOST TO SAVE WATER	When in Drought: Save every way, every day	Count	102	58	41	74	22	75	19	28	44	30	76	24
			20%	22%	19%	23%	14%	23%	13%	22%	20%	19%	23%	18%
	Value H2O: Every drop. Every day	Count	94	44	43	58	33	69	22	19	54	21	67	23
			19%	16%	20%	18%	22%	21%	16%	15%	25%	14%	20%	17%
	3 Million Ways to Save: Let's handle the drought together	Count	84	40	43	46	34	54	26	21	38	25	59	23
			17%	15%	20%	14%	23%	17%	18%	17%	17%	16%	17%	17%
	H2Low: Save every way, every day	Count	59	37	20	45	13	34	21	12	27	20	39	17
			12%	14%	9%	14%	9%	10%	15%	10%	12%	13%	12%	12%
Operation H2Low: Let's save today for tomorrow	Count	55	29	23	34	19	38	14	15	13	27	39	14	
		11%	11%	11%	10%	13%	12%	10%	12%	6%	17%	11%	10%	
Get Drought Tough: Let's save all we can	Count	50	27	22	35	15	26	22	20	23	6	34	14	
		10%	10%	10%	11%	10%	8%	15%	16%	10%	4%	10%	10%	
(DK/NS)	Count	57	32	23	34	16	30	19	9	21	26	25	22	
		11%	12%	11%	10%	10%	9%	13%	7%	10%	17%	7%	16%	

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

		TOTAL (1000)	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			City (369)	County (631)	Metro (142)	S. Metro (228)	Coastal (163)	Inland (180)	East (148)	South (139)	10/less (228)	Over 10 (772)	Yes (653)	No (324)	
BASE AVOID RUNNING TAP	Always	Count	690	258	432	111	147	121	118	96	97	138	552	462	214
			69%	70%	68%	78%	65%	74%	66%	65%	69%	60%	72%	71%	66%
	Sometimes	Count	192	65	126	17	49	29	35	26	36	46	145	124	63
			19%	18%	20%	12%	21%	18%	19%	18%	25%	20%	19%	19%	20%
	Rarely	Count	47	18	29	3	15	6	10	11	2	18	29	23	23
			5%	5%	5%	2%	6%	4%	6%	8%	1%	8%	4%	3%	7%
	Never	Count	54	22	32	8	14	7	12	9	4	19	36	36	18
		5%	6%	5%	6%	6%	4%	7%	6%	3%	8%	5%	5%	6%	
	(Not applicable)	Count	6	2	3	2			2	1	1	2	3	3	1
			1%	1%	1%	2%			1%	1%	1%	1%	0%	0%	0%
	(DK/NS)	Count	12	4	8	0	3	1	3	4	1	6	6	5	5
			1%	1%	1%	0%	1%	1%	1%	3%	0%	3%	1%	1%	2%
WAIT FOR FULL LOAD	Always	Count	769	278	490	120	158	129	149	114	99	171	598	528	228
			77%	75%	78%	85%	69%	79%	83%	77%	71%	75%	77%	81%	70%
	Sometimes	Count	99	26	73	8	18	22	12	13	25	17	81	61	35
			10%	7%	12%	6%	8%	14%	7%	9%	18%	8%	11%	9%	11%
	Rarely	Count	24	11	13	1	10	5	2	5	1	9	15	13	11
			2%	3%	2%	1%	4%	3%	1%	3%	1%	4%	2%	2%	3%
	Never	Count	31	16	15	3	14	2	4	2	7	6	25	17	13
		3%	4%	2%	2%	6%	1%	2%	1%	5%	3%	3%	3%	4%	
	(Not applicable)	Count	61	33	28	9	24	4	9	9	6	15	45	26	32
			6%	9%	4%	6%	11%	2%	5%	6%	4%	7%	6%	4%	10%
	(DK/NS)	Count	17	4	12	0	4	1	4	5	2	9	7	9	6
			2%	1%	2%	0%	2%	1%	2%	3%	1%	4%	1%	1%	2%
LIMIT SHOWER TIME	Always	Count	404	159	246	72	86	64	72	54	55	92	312	267	126
			40%	43%	39%	51%	38%	39%	40%	37%	39%	40%	40%	41%	39%
	Sometimes	Count	358	131	227	42	89	66	59	58	44	85	273	236	118
			36%	36%	36%	30%	39%	41%	33%	39%	31%	37%	35%	36%	36%
	Rarely	Count	111	32	79	12	20	12	27	14	25	23	88	78	29
			11%	9%	13%	8%	9%	7%	15%	10%	18%	10%	11%	12%	9%
	Never	Count	99	41	58	13	28	17	13	16	12	17	82	55	42
		10%	11%	9%	9%	12%	10%	7%	11%	9%	8%	11%	8%	13%	
	(Not applicable)	Count	7	2	5	2			1	1	3		7	5	2
			1%	1%	1%	1%			0%	1%	2%		1%	1%	1%
	(DK/NS)	Count	21	4	17	0	4	4	8	4	1	10	11	12	7
			2%	1%	3%	0%	2%	2%	4%	3%	1%	4%	1%	2%	2%
INSTALL H2O-EFFICIENT FIXTURES	Always	Count	458	160	297	60	101	75	86	69	68	83	374	328	121
			46%	43%	47%	42%	44%	46%	48%	46%	48%	36%	49%	50%	37%
	Sometimes	Count	239	89	150	35	53	35	42	38	35	45	193	181	51
			24%	24%	24%	25%	23%	22%	23%	26%	25%	20%	25%	28%	16%
	Rarely	Count	78	24	54	11	12	22	10	11	11	19	59	50	27
			8%	6%	9%	8%	5%	13%	5%	8%	8%	8%	8%	8%	8%
	Never	Count	101	42	59	16	26	16	18	10	15	32	68	46	54
		10%	11%	9%	11%	12%	10%	10%	7%	11%	14%	9%	7%	17%	
	(Not applicable)	Count	80	35	44	10	25	10	11	14	9	30	50	25	50
			8%	10%	7%	7%	11%	6%	6%	10%	6%	13%	6%	4%	15%

(cont.)

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

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No	
INSTALL H2O-EFFICIENT	(DK/NS)	Count	45	19	26	9	10	5	14	5	3	19	26	21	21
			5%	5%	4%	6%	4%	3%	8%	4%	2%	8%	3%	3%	6%
WATER GARDEN LATE EVENING/EARLY MORNING	Always	Count	517	165	351	70	95	103	109	77	63	96	421	393	113
			52%	45%	56%	50%	42%	63%	60%	52%	45%	42%	54%	60%	35%
	Sometimes	Count	113	48	65	22	26	11	22	22	10	24	89	83	27
			11%	13%	10%	16%	12%	6%	12%	15%	7%	10%	12%	13%	8%
	Rarely	Count	17	6	11	2	4	1	5	3	1	7	10	12	5
			2%	2%	2%	1%	2%	1%	3%	2%	1%	3%	1%	2%	2%
	Never	Count	67	25	42	5	20	7	9	13	13	20	48	30	36
			7%	7%	7%	4%	9%	4%	5%	8%	10%	9%	6%	5%	11%
	(Not applicable)	Count	261	115	146	38	77	35	31	30	50	70	191	121	133
			26%	31%	23%	27%	34%	21%	17%	20%	36%	31%	25%	19%	41%
(DK/NS)	Count	25	9	16	4	5	6	4	4	2	11	14	13	10	
		3%	2%	3%	3%	2%	4%	2%	3%	1%	5%	2%	2%	3%	
QUICKLY REPAIR LEAKS	Always	Count	769	277	491	107	170	127	133	117	115	163	605	517	242
			77%	75%	78%	76%	75%	77%	74%	79%	82%	72%	78%	79%	75%
	Sometimes	Count	116	45	71	17	28	16	27	13	15	26	90	75	37
			12%	12%	11%	12%	12%	10%	15%	9%	11%	12%	12%	11%	12%
	Rarely	Count	29	9	20	1	8	6	6	5	3	7	22	16	11
			3%	3%	3%	1%	3%	4%	3%	3%	2%	3%	3%	2%	3%
	Never	Count	19	9	11	4	4	1	3	4	2	5	14	11	7
			2%	2%	2%	3%	2%	1%	2%	3%	1%	2%	2%	2%	2%
	(Not applicable)	Count	45	23	23	11	11	13	3	3	4	14	32	19	21
			5%	6%	4%	8%	5%	8%	2%	2%	3%	6%	4%	3%	7%
(DK/NS)	Count	21	6	15	0	6	1	7	6	2	12	9	14	5	
		2%	2%	2%	0%	2%	1%	4%	4%	1%	5%	1%	2%	1%	
CHECK FOR/REPAIR IRRIGATION LEAKS	Always	Count	407	128	279	56	72	72	88	63	56	85	322	316	85
			41%	35%	44%	39%	32%	44%	49%	43%	40%	37%	42%	48%	26%
	Sometimes	Count	175	68	108	28	40	26	34	21	26	36	139	120	48
			18%	18%	17%	20%	18%	16%	19%	14%	19%	16%	18%	18%	15%
	Rarely	Count	59	21	38	9	13	14	10	10	4	14	45	43	16
			6%	6%	6%	6%	6%	8%	5%	7%	3%	6%	6%	7%	5%
	Never	Count	81	28	53	5	23	16	14	11	12	24	57	36	43
			8%	8%	8%	3%	10%	10%	8%	8%	9%	11%	7%	6%	13%
	(Not applicable)	Count	234	111	123	39	73	26	29	35	32	56	179	111	117
			23%	30%	19%	27%	32%	16%	16%	23%	23%	24%	23%	17%	36%
(DK/NS)	Count	43	13	30	6	8	9	5	7	9	13	30	26	15	
		4%	4%	5%	4%	3%	5%	3%	5%	7%	6%	4%	4%	5%	

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

		TOTAL (1000)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			Male (500)	Female (500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)	\$100K + (184)	
BASE AVOID RUNNING TAP	Always	Count	690	328	362	231	245	194	101	209	370	106	130	230	118
			69%	66%	72%	66%	70%	71%	64%	66%	72%	63%	68%	74%	64%
	Sometimes	Count	192	109	83	74	66	50	38	65	89	36	32	54	51
			19%	22%	17%	21%	19%	18%	24%	21%	17%	21%	17%	17%	28%
	Rarely	Count	47	28	19	24	9	13	6	20	20	13	12	15	2
			5%	6%	4%	7%	3%	5%	4%	6%	4%	8%	6%	5%	1%
	Never	Count	54	29	26	17	21	11	10	16	28	10	17	12	11
			5%	6%	5%	5%	6%	4%	6%	5%	6%	6%	9%	4%	6%
	(Not applicable)	Count	6	0	5	3	2	1	1	2	1	1			1
			1%	0%	1%	1%	0%	0%	0%	1%	0%	0%			1%
(DK/NS)	Count	12	6	5	1	7	3	1	5	4	4	2	1	2	
		1%	1%	1%	0%	2%	1%	1%	1%	1%	2%	1%	0%	1%	
WAIT FOR FULL LOAD	Always	Count	769	371	398	251	284	213	107	238	414	108	131	255	167
			77%	74%	80%	72%	81%	78%	68%	75%	81%	64%	68%	82%	91%
	Sometimes	Count	99	65	34	49	22	23	29	29	40	25	22	28	8
			10%	13%	7%	14%	6%	9%	18%	9%	8%	15%	11%	9%	4%
	Rarely	Count	24	15	9	16	6	2	1	15	8	7	9	5	0
			2%	3%	2%	5%	2%	1%	0%	5%	2%	4%	5%	2%	0%
	Never	Count	31	14	17	16	7	8	6	13	12	11	7	8	2
			3%	3%	3%	5%	2%	3%	4%	4%	2%	7%	4%	3%	1%
	(Not applicable)	Count	61	26	35	14	21	23	10	17	34	13	21	15	4
			6%	5%	7%	4%	6%	8%	6%	5%	7%	8%	11%	5%	2%
(DK/NS)	Count	17	9	7	4	9	4	4	6	5	5	2		2	
		2%	2%	1%	1%	3%	1%	3%	2%	1%	3%	1%		1%	
LIMIT SHOWER TIME	Always	Count	404	215	189	103	124	158	64	102	231	63	70	141	64
			40%	43%	38%	29%	35%	58%	41%	32%	45%	37%	37%	45%	35%
	Sometimes	Count	358	169	188	144	144	64	60	132	164	58	71	117	73
			36%	34%	38%	41%	41%	23%	38%	42%	32%	34%	37%	37%	40%
	Rarely	Count	111	52	59	56	31	23	13	34	62	14	24	29	26
			11%	10%	12%	16%	9%	9%	8%	11%	12%	9%	12%	9%	14%
	Never	Count	99	49	50	38	38	21	17	34	48	22	25	20	18
			10%	10%	10%	11%	11%	8%	11%	11%	9%	13%	13%	7%	10%
	(Not applicable)	Count	7	1	6		3	3	1	1	5	4	0	1	1
			1%	0%	1%		1%	1%	1%	0%	1%	3%	0%	0%	0%
(DK/NS)	Count	21	14	7	9	9	3	2	14	3	7	2	4	2	
		2%	3%	1%	3%	3%	1%	1%	4%	1%	4%	1%	1%	1%	
INSTALL H2O-EFFECIENT FIXTURES	Always	Count	458	193	265	102	168	166	76	118	258	71	77	145	81
			46%	39%	53%	29%	48%	61%	49%	37%	50%	42%	40%	47%	44%
	Sometimes	Count	239	144	95	109	75	53	29	97	112	31	46	96	47
			24%	29%	19%	31%	21%	19%	18%	30%	22%	18%	24%	31%	25%
	Rarely	Count	78	46	32	50	19	9	7	27	44	16	14	18	22
			8%	9%	6%	14%	5%	3%	4%	8%	9%	10%	7%	6%	12%
	Never	Count	101	60	41	42	42	16	25	30	45	23	21	29	21
			10%	12%	8%	12%	12%	6%	16%	9%	9%	13%	11%	9%	11%
	(Not applicable)	Count	80	43	36	26	33	20	12	26	38	11	29	18	7
			8%	9%	7%	7%	9%	7%	8%	8%	7%	7%	15%	6%	4%

(cont.)

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

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +	
INSTALL H2O-EFFICIENT	(DK/NS)	Count	45	14	31	22	13	9	8	21	15	16	6	7	6
			5%	3%	6%	6%	4%	3%	5%	7%	3%	10%	3%	2%	3%
WATER GARDEN LATE EVENING/ EARLY MORNING	Always	Count	517	247	270	139	186	172	58	159	293	58	83	180	122
			52%	49%	54%	40%	53%	63%	37%	50%	57%	34%	43%	58%	66%
	Sometimes	Count	113	64	49	52	41	20	27	39	48	28	27	35	15
			11%	13%	10%	15%	12%	7%	17%	12%	9%	17%	14%	11%	8%
	Rarely	Count	17	7	10	7	6	3	7	5	5	6	5	4	
			2%	1%	2%	2%	2%	1%	4%	2%	1%	4%	2%	1%	
	Never	Count	67	42	25	39	18	9	14	28	26	29	16	10	7
			7%	8%	5%	11%	5%	3%	9%	9%	5%	17%	9%	3%	4%
	(Not applicable)	Count	261	129	132	100	89	65	44	78	133	43	56	83	33
			26%	26%	26%	29%	25%	24%	28%	25%	26%	26%	29%	27%	18%
	(DK/NS)	Count	25	11	14	12	10	3	7	8	7	5	5	1	8
			3%	2%	3%	3%	3%	1%	5%	3%	1%	3%	2%	0%	4%
QUICKLY REPAIR LEAKS	Always	Count	769	385	383	218	293	233	127	222	412	119	145	249	150
			77%	77%	77%	62%	84%	85%	81%	70%	80%	70%	76%	80%	81%
	Sometimes	Count	116	59	57	65	30	19	19	40	57	23	24	39	22
			12%	12%	11%	19%	9%	7%	12%	13%	11%	13%	13%	13%	12%
	Rarely	Count	29	16	14	20	7	2		18	11	7	8	7	2
			3%	3%	3%	6%	2%	1%		6%	2%	4%	4%	2%	1%
	Never	Count	19	10	9	14		5	3	12	4	9	3	2	1
			2%	2%	2%	4%		2%	2%	4%	1%	5%	1%	1%	1%
	(Not applicable)	Count	45	18	28	24	11	10	4	16	22	5	10	13	5
			5%	4%	6%	7%	3%	4%	3%	5%	4%	3%	5%	4%	3%
	(DK/NS)	Count	21	12	9	9	9	4	3	9	7	7	2	2	4
			2%	2%	2%	3%	3%	1%	2%	3%	1%	4%	1%	1%	2%
CHECK FOR/ REPAIR IRRIGATION LEAKS	Always	Count	407	200	207	105	149	138	69	113	219	49	64	145	91
			41%	40%	41%	30%	42%	51%	44%	36%	43%	29%	33%	47%	49%
	Sometimes	Count	175	93	82	81	59	31	27	71	77	34	39	45	35
			18%	19%	16%	23%	17%	12%	17%	22%	15%	20%	20%	14%	19%
	Rarely	Count	59	36	23	35	19	5	4	18	37	9	8	29	8
			6%	7%	5%	10%	5%	2%	3%	6%	7%	5%	4%	9%	4%
	Never	Count	81	42	39	48	22	10	14	38	29	23	12	29	13
			8%	8%	8%	14%	6%	4%	9%	12%	6%	14%	6%	9%	7%
	(Not applicable)	Count	234	110	124	63	87	78	35	61	133	44	63	58	22
			23%	22%	25%	18%	25%	29%	22%	19%	26%	26%	33%	18%	12%
	(DK/NS)	Count	43	18	25	18	15	10	8	16	17	8	6	6	16
			4%	4%	5%	5%	4%	4%	5%	5%	3%	5%	3%	2%	9%

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

			TOTAL (1000)	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT		
				Owner (526)	Other (451)	Non-Hispanic White (565)	Other (392)	Reliable (699)	Not reliable (257)	Great deal (310)	Some (373)	Less (317)	Yes (708)	No (265)	
BASE	AVOID RUNNING TAP	Always	Count	690	370	303	378	282	485	177	232	258	200	519	156
				69%	70%	67%	67%	72%	69%	69%	75%	69%	63%	73%	59%
		Sometimes	Count	192	109	81	118	70	134	50	38	79	74	132	53
				19%	21%	18%	21%	18%	19%	20%	12%	21%	23%	19%	20%
		Rarely	Count	47	18	28	30	16	34	12	17	20	10	27	20
				5%	3%	6%	5%	4%	5%	5%	5%	5%	3%	4%	8%
		Never	Count	54	23	31	34	20	35	17	21	15	18	28	26
				5%	4%	7%	6%	5%	5%	7%	7%	4%	6%	4%	10%
	(Not applicable)	Count	6	3	1	2		5		1	1	4	1	4	
			1%	1%	0%	0%		1%		0%	0%	1%	0%	2%	
	(DK/NS)	Count	12	3	8	4	5	6	1	1	1	10	2	6	
			1%	1%	2%	1%	1%	1%	0%	0%	0%	3%	0%	2%	
WAIT FOR FULL LOAD	Always	Count	769	435	315	465	275	538	207	257	290	222	570	181	
			77%	83%	70%	82%	70%	77%	80%	83%	78%	70%	81%	68%	
	Sometimes	Count	99	48	50	40	53	74	22	24	41	34	67	31	
			10%	9%	11%	7%	13%	11%	8%	8%	11%	11%	9%	12%	
	Rarely	Count	24	10	14	13	11	13	9	3	10	12	9	14	
			2%	2%	3%	2%	3%	2%	3%	1%	3%	4%	1%	5%	
	Never	Count	31	8	23	14	16	20	8	11	6	14	17	13	
			3%	2%	5%	3%	4%	3%	3%	4%	2%	4%	2%	5%	
(Not applicable)	Count	61	21	40	28	31	44	10	15	26	20	40	18		
		6%	4%	9%	5%	8%	6%	4%	5%	7%	6%	6%	7%		
(DK/NS)	Count	17	5	9	5	6	9	2	1		16	4	8		
		2%	1%	2%	1%	2%	1%	1%	0%		5%	1%	3%		
LIMIT SHOWER TIME	Always	Count	404	232	167	238	152	288	102	168	136	100	316	79	
			40%	44%	37%	42%	39%	41%	40%	54%	36%	31%	45%	30%	
	Sometimes	Count	358	189	159	203	141	255	92	83	156	119	280	74	
			36%	36%	35%	36%	36%	36%	36%	27%	42%	38%	40%	28%	
	Rarely	Count	111	57	50	57	50	78	28	26	46	39	58	48	
			11%	11%	11%	10%	13%	11%	11%	9%	12%	12%	8%	18%	
	Never	Count	99	41	58	51	43	65	29	27	30	42	49	47	
			10%	8%	13%	9%	11%	9%	11%	9%	8%	13%	7%	18%	
(Not applicable)	Count	7	4	3	5	2	4	3	4	1	2	3	4		
		1%	1%	1%	1%	0%	1%	1%	1%	0%	0%	0%	1%		
(DK/NS)	Count	21	3	16	12	5	10	4	1	4	16	3	14		
		2%	1%	3%	2%	1%	1%	2%	0%	1%	5%	0%	5%		
INSTALL H2O-EFFECIENT FIXTURES	Always	Count	458	288	162	274	161	330	117	188	160	109	362	88	
			46%	55%	36%	48%	41%	47%	45%	61%	43%	35%	51%	33%	
	Sometimes	Count	239	134	97	141	90	159	70	56	117	66	166	66	
			24%	26%	21%	25%	23%	23%	27%	18%	31%	21%	23%	25%	
	Rarely	Count	78	33	44	44	32	60	16	17	30	30	47	29	
			8%	6%	10%	8%	8%	9%	6%	6%	8%	10%	7%	11%	
	Never	Count	101	41	60	38	62	72	25	31	26	44	66	33	
			10%	8%	13%	7%	16%	10%	10%	10%	7%	14%	9%	13%	

(cont.)

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

			TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
				Owner	Other	Non-Hispanic White	Other	Reliable	Not reliable	Great deal	Some	Less	Yes	No
				Count										
INSTALL H2O-EFFECIENT FIXTURES	(Not applicable)	Count	80	14	62	43	30	55	16	15	25	40	46	31
			8%	3%	14%	8%	8%	8%	6%	5%	7%	13%	6%	12%
	(DK/NS)	Count	45	16	26	25	17	23	13	3	15	27	21	18
			5%	3%	6%	4%	4%	3%	5%	1%	4%	9%	3%	7%
WATER GARDEN LATE EVENING/ EARLY MORNING	Always	Count	517	371	138	343	157	360	144	198	188	131	406	98
			52%	70%	31%	61%	40%	52%	56%	64%	50%	41%	57%	37%
	Sometimes	Count	113	57	52	53	57	81	27	30	45	38	79	33
			11%	11%	11%	9%	14%	12%	10%	10%	12%	12%	11%	12%
	Rarely	Count	17	6	11	9	8	12	5	8	4	5	16	1
			2%	1%	2%	2%	2%	2%	2%	3%	1%	2%	2%	0%
	Never	Count	67	17	50	24	42	46	18	15	23	30	36	31
			7%	3%	11%	4%	11%	7%	7%	5%	6%	9%	5%	12%
(Not applicable)	Count	261	72	182	127	117	183	60	60	108	94	163	88	
		26%	14%	40%	22%	30%	26%	23%	19%	29%	30%	23%	33%	
(DK/NS)	Count	25	4	19	9	12	17	3		6	20	7	14	
		3%	1%	4%	2%	3%	2%	1%		1%	6%	1%	5%	
QUICKLY REPAIR LEAKS	Always	Count	769	431	325	441	297	538	210	259	294	216	589	167
			77%	82%	72%	78%	76%	77%	82%	83%	79%	68%	83%	63%
	Sometimes	Count	116	64	51	63	51	87	24	28	49	40	74	41
			12%	12%	11%	11%	13%	12%	9%	9%	13%	13%	10%	15%
	Rarely	Count	29	10	17	17	12	23	4	9	2	19	11	16
			3%	2%	4%	3%	3%	3%	2%	3%	0%	6%	2%	6%
	Never	Count	19	4	15	11	9	12	7	5	6	8	8	11
			2%	1%	3%	2%	2%	2%	3%	2%	2%	3%	1%	4%
(Not applicable)	Count	45	12	31	24	16	30	6	10	17	18	24	16	
		5%	2%	7%	4%	4%	4%	2%	3%	5%	6%	3%	6%	
(DK/NS)	Count	21	6	12	10	7	9	5	1	5	16	1	14	
		2%	1%	3%	2%	2%	1%	2%	0%	1%	5%	0%	5%	
CHECK FOR/ REPAIR IRRIGATION LEAKS	Always	Count	407	279	124	236	153	294	101	158	144	104	321	81
			41%	53%	27%	42%	39%	42%	39%	51%	39%	33%	45%	31%
	Sometimes	Count	175	104	64	85	87	120	49	50	68	58	142	28
			18%	20%	14%	15%	22%	17%	19%	16%	18%	18%	20%	11%
	Rarely	Count	59	22	36	37	19	39	18	15	28	17	25	30
			6%	4%	8%	7%	5%	6%	7%	5%	7%	5%	3%	11%
	Never	Count	81	21	59	33	47	59	19	22	25	34	44	36
			8%	4%	13%	6%	12%	8%	7%	7%	7%	11%	6%	14%
(Not applicable)	Count	234	87	141	148	72	157	64	57	95	81	153	74	
		23%	16%	31%	26%	18%	23%	25%	19%	26%	26%	22%	28%	
(DK/NS)	Count	43	14	28	26	13	30	6	7	13	23	22	15	
		4%	3%	6%	5%	3%	4%	2%	2%	3%	7%	3%	6%	

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

	TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
		City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
BASE	(939)	(336)	(603)	(133)	(204)	(160)	(171)	(139)	(133)	(213)	(726)	(627)	(292)
WAIT FOR FULL LOAD													
Always	82%	83%	81%	91%	78%	81%	87%	82%	74%	80%	82%	84%	78%
Sometimes	11%	8%	12%	6%	9%	14%	7%	9%	19%	8%	11%	10%	12%
Rarely/ Never	6%	8%	5%	3%	12%	5%	3%	5%	6%	7%	6%	5%	8%
(DK/NS)	2%	1%	2%	0%	2%	1%	3%	4%	1%	4%	1%	1%	2%
BASE	(955)	(347)	(608)	(130)	(216)	(151)	(177)	(145)	(136)	(215)	(740)	(634)	(302)
QUICKLY REPAIR LEAKS													
Always	81%	80%	81%	82%	79%	84%	75%	81%	84%	76%	82%	82%	80%
Sometimes	12%	13%	12%	13%	13%	11%	15%	9%	11%	12%	12%	12%	12%
Rarely/ Never	5%	5%	5%	4%	6%	5%	5%	6%	4%	6%	5%	4%	6%
(DK/NS)	2%	2%	3%	0%	3%	1%	4%	4%	1%	6%	1%	2%	2%
BASE	(739)	(254)	(485)	(103)	(151)	(129)	(148)	(118)	(90)	(158)	(581)	(531)	(191)
WATER GARDEN LATE EVENING/ EARLY MORNING													
Always	70%	65%	72%	68%	63%	80%	73%	65%	70%	61%	72%	74%	59%
Sometimes	15%	19%	13%	21%	17%	8%	15%	19%	11%	15%	15%	16%	14%
Rarely/ Never	11%	12%	11%	7%	16%	7%	10%	13%	16%	17%	10%	8%	21%
(DK/NS)	3%	4%	3%	4%	4%	5%	3%	3%	2%	7%	2%	2%	5%
BASE	(994)	(367)	(627)	(139)	(228)	(163)	(178)	(147)	(139)	(226)	(768)	(650)	(323)
AVOID RUNNING TAP													
Always	69%	70%	69%	80%	65%	74%	66%	66%	70%	61%	72%	71%	66%
Sometimes	19%	18%	20%	12%	21%	18%	20%	18%	26%	20%	19%	19%	20%
Rarely/ Never	10%	11%	10%	8%	13%	8%	13%	14%	4%	16%	8%	9%	13%
(DK/NS)	1%	1%	1%	0%	1%	1%	1%	3%	0%	3%	1%	1%	2%
BASE	(766)	(258)	(508)	(103)	(155)	(137)	(151)	(113)	(107)	(173)	(593)	(541)	(207)
CHECK FOR/ REPAIR IRRIGATION LEAKS													
Always	53%	50%	55%	54%	46%	53%	59%	56%	52%	49%	54%	58%	41%
Sometimes	23%	26%	21%	27%	26%	19%	23%	18%	24%	21%	23%	22%	23%
Rarely/ Never	18%	19%	18%	13%	23%	22%	15%	19%	15%	22%	17%	15%	28%
(DK/NS)	6%	5%	6%	6%	5%	6%	3%	7%	9%	8%	5%	5%	7%
BASE	(920)	(334)	(587)	(131)	(203)	(153)	(169)	(134)	(131)	(199)	(722)	(628)	(274)
INSTALL H2O-EFFECIENT FIXTURES													
Always	50%	48%	51%	45%	50%	49%	51%	51%	52%	42%	52%	52%	44%
Sometimes	26%	27%	26%	27%	26%	23%	25%	29%	26%	23%	27%	29%	19%
Rarely/ Never	19%	20%	19%	21%	19%	25%	16%	16%	20%	26%	18%	15%	30%
(DK/NS)	5%	6%	4%	7%	5%	3%	8%	4%	2%	9%	4%	3%	8%
BASE	(993)	(367)	(626)	(140)	(228)	(163)	(179)	(147)	(137)	(228)	(765)	(648)	(322)
LIMIT SHOWER TIME													
Always	41%	43%	39%	52%	38%	39%	40%	37%	40%	40%	41%	41%	39%
Sometimes	36%	36%	36%	30%	39%	41%	33%	39%	32%	37%	36%	36%	37%
Rarely/ Never	21%	20%	22%	18%	21%	18%	23%	21%	27%	18%	22%	21%	22%
(DK/NS)	2%	1%	3%	0%	2%	2%	4%	3%	1%	4%	1%	2%	2%

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

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
BASE		(939)	(474)	(465)	(336)	(329)	(249)	(147)	(300)	(479)	(156)	(171)	(297)	(180)
WAIT FOR FULL LOAD	Always	82%	78%	86%	75%	86%	85%	73%	79%	87%	69%	77%	86%	93%
	Sometimes	11%	14%	7%	15%	7%	9%	19%	10%	8%	16%	13%	9%	5%
	Rarely/ Never	6%	6%	5%	10%	4%	4%	5%	9%	4%	11%	9%	5%	1%
	(DK/NS)	2%	2%	2%	1%	3%	1%	3%	2%	1%	3%	1%		1%
BASE		(955)	(482)	(472)	(326)	(339)	(263)	(153)	(301)	(490)	(164)	(182)	(299)	(179)
QUICKLY REPAIR LEAKS	Always	81%	80%	81%	67%	86%	89%	83%	74%	84%	72%	80%	83%	84%
	Sometimes	12%	12%	12%	20%	9%	7%	13%	13%	12%	14%	13%	13%	12%
	Rarely/ Never	5%	5%	5%	10%	2%	3%	2%	10%	3%	10%	6%	3%	2%
	(DK/NS)	2%	3%	2%	3%	3%	1%	2%	3%	1%	4%	1%	1%	2%
BASE		(739)	(371)	(368)	(250)	(261)	(207)	(113)	(239)	(379)	(125)	(135)	(229)	(152)
WATER GARDEN LATE EVENING/ EARLY MORNING	Always	70%	67%	73%	56%	71%	83%	51%	67%	77%	46%	61%	79%	80%
	Sometimes	15%	17%	13%	21%	16%	9%	24%	16%	13%	23%	20%	15%	10%
	Rarely/ Never	11%	13%	10%	19%	9%	6%	19%	14%	8%	28%	16%	6%	4%
	(DK/NS)	3%	3%	4%	5%	4%	1%	6%	4%	2%	4%	3%	0%	5%
BASE		(994)	(500)	(495)	(347)	(349)	(271)	(156)	(316)	(512)	(168)	(192)	(312)	(183)
AVOID RUNNING TAP	Always	69%	66%	73%	67%	70%	72%	65%	66%	72%	63%	68%	74%	64%
	Sometimes	19%	22%	17%	21%	19%	18%	24%	21%	17%	21%	17%	17%	28%
	Rarely/ Never	10%	11%	9%	12%	9%	9%	10%	12%	9%	13%	15%	9%	7%
	(DK/NS)	1%	1%	1%	0%	2%	1%	1%	1%	1%	2%	1%	0%	1%
BASE		(766)	(390)	(376)	(287)	(264)	(194)	(122)	(256)	(379)	(124)	(129)	(254)	(163)
CHECK FOR/ REPAIR IRRIGATION LEAKS	Always	53%	51%	55%	36%	56%	71%	56%	44%	58%	40%	49%	57%	56%
	Sometimes	23%	24%	22%	28%	22%	16%	22%	28%	20%	28%	30%	18%	21%
	Rarely/ Never	18%	20%	16%	29%	15%	8%	15%	22%	17%	26%	16%	23%	13%
	(DK/NS)	6%	5%	7%	6%	6%	5%	6%	6%	5%	6%	5%	2%	10%
BASE		(920)	(457)	(464)	(324)	(317)	(253)	(145)	(292)	(475)	(157)	(163)	(294)	(178)
INSTALL H2O-EFFECIENT FIXTURES	Always	50%	42%	57%	31%	53%	66%	53%	40%	54%	45%	47%	49%	46%
	Sometimes	26%	32%	20%	34%	23%	21%	20%	33%	24%	20%	28%	32%	26%
	Rarely/ Never	19%	23%	16%	28%	19%	10%	22%	19%	19%	25%	21%	16%	24%
	(DK/NS)	5%	3%	7%	7%	4%	4%	5%	7%	3%	10%	4%	2%	4%
BASE		(993)	(499)	(494)	(350)	(347)	(269)	(156)	(317)	(508)	(164)	(191)	(311)	(184)
LIMIT SHOWER TIME	Always	41%	43%	38%	29%	36%	59%	41%	32%	46%	38%	37%	45%	35%
	Sometimes	36%	34%	38%	41%	42%	24%	39%	42%	32%	35%	37%	38%	40%
	Rarely/ Never	21%	20%	22%	27%	20%	17%	19%	22%	22%	22%	26%	16%	24%
	(DK/NS)	2%	3%	1%	3%	3%	1%	1%	4%	1%	4%	1%	1%	1%

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

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
			Owner	Other	Non-Hispanic White	Other	Reliable	Not reliable	Great deal	Some	Less	Yes	No
BASE		(939)	(506)	(412)	(537)	(361)	(655)	(247)	(296)	(347)	(297)	(667)	(248)
WAIT FOR FULL LOAD	Always	82%	86%	77%	87%	76%	82%	84%	87%	84%	75%	85%	73%
	Sometimes	11%	9%	12%	7%	15%	11%	9%	8%	12%	11%	10%	13%
	Rarely/ Never	6%	4%	9%	5%	8%	5%	7%	5%	5%	9%	4%	11%
	(DK/NS)	2%	1%	2%	1%	2%	1%	1%	0%		5%	1%	3%
BASE		(955)	(515)	(421)	(541)	(376)	(669)	(251)	(300)	(356)	(299)	(684)	(250)
QUICKLY REPAIR LEAKS	Always	81%	84%	77%	82%	79%	80%	84%	86%	83%	72%	86%	67%
	Sometimes	12%	12%	12%	12%	14%	13%	10%	9%	14%	13%	11%	16%
	Rarely/ Never	5%	3%	8%	5%	5%	5%	4%	4%	2%	9%	3%	11%
	(DK/NS)	2%	1%	3%	2%	2%	1%	2%	0%	1%	5%	0%	5%
BASE		(739)	(455)	(269)	(438)	(275)	(516)	(197)	(250)	(265)	(223)	(545)	(178)
WATER GARDEN LATE EVENING/ EARLY MORNING	Always	70%	82%	51%	78%	57%	70%	73%	79%	71%	59%	75%	55%
	Sometimes	15%	13%	19%	12%	21%	16%	14%	12%	17%	17%	15%	18%
	Rarely/ Never	11%	5%	23%	7%	18%	11%	12%	9%	10%	16%	10%	18%
	(DK/NS)	3%	1%	7%	2%	4%	3%	1%		2%	9%	1%	8%
BASE		(994)	(524)	(451)	(563)	(392)	(694)	(257)	(309)	(372)	(313)	(707)	(261)
AVOID RUNNING TAP	Always	69%	71%	67%	67%	72%	70%	69%	75%	69%	64%	73%	60%
	Sometimes	19%	21%	18%	21%	18%	19%	20%	12%	21%	24%	19%	20%
	Rarely/ Never	10%	8%	13%	11%	9%	10%	11%	12%	9%	9%	8%	18%
	(DK/NS)	1%	1%	2%	1%	1%	1%	0%	0%	0%	3%	0%	2%
BASE		(766)	(440)	(311)	(417)	(320)	(541)	(193)	(253)	(278)	(236)	(555)	(192)
CHECK FOR/ REPAIR IRRIGATION LEAKS	Always	53%	63%	40%	56%	48%	54%	52%	63%	52%	44%	58%	42%
	Sometimes	23%	24%	21%	20%	27%	22%	26%	20%	24%	25%	26%	15%
	Rarely/ Never	18%	10%	31%	17%	21%	18%	19%	15%	19%	21%	12%	35%
	(DK/NS)	6%	3%	9%	6%	4%	6%	3%	3%	5%	10%	4%	8%
BASE		(920)	(512)	(390)	(522)	(362)	(644)	(241)	(295)	(348)	(277)	(662)	(234)
INSTALL H2O-EFFECIENT FIXTURES	Always	50%	56%	42%	52%	45%	51%	48%	64%	46%	40%	55%	37%
	Sometimes	26%	26%	25%	27%	25%	25%	29%	19%	34%	24%	25%	28%
	Rarely/ Never	19%	14%	27%	16%	26%	20%	17%	16%	16%	27%	17%	27%
	(DK/NS)	5%	3%	7%	5%	5%	4%	5%	1%	4%	10%	3%	8%
BASE		(993)	(523)	(449)	(560)	(390)	(695)	(254)	(306)	(372)	(315)	(705)	(262)
LIMIT SHOWER TIME	Always	41%	44%	37%	43%	39%	41%	40%	55%	37%	32%	45%	30%
	Sometimes	36%	36%	35%	36%	36%	37%	36%	27%	42%	38%	40%	28%
	Rarely/ Never	21%	19%	24%	19%	24%	20%	22%	18%	20%	26%	15%	36%
	(DK/NS)	2%	1%	3%	2%	1%	1%	2%	0%	1%	5%	0%	5%

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

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD		PAY OWN WATER BILL		
				(1000)	City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes
BASE			(1000)	(369)	(631)	(142)	(228)	(163)	(180)	(148)	(139)	(228)	(772)	(653)	(324)
DO ALWAYS	None	Count	45	13	32	3	11	6	10	12	3	17	28	26	13
			4%	4%	5%	2%	5%	4%	6%	8%	2%	7%	4%	4%	4%
	1% to 25%	Count	44	18	26	2	16	7	8	5	7	8	36	21	21
			4%	5%	4%	1%	7%	4%	4%	3%	5%	3%	5%	3%	6%
	26% to 50%	Count	227	97	130	35	62	37	32	21	41	59	168	134	87
			23%	26%	21%	25%	27%	22%	18%	14%	29%	26%	22%	21%	27%
	51% to 75%	Count	332	110	222	47	64	56	62	65	40	78	255	220	108
			33%	30%	35%	33%	28%	34%	34%	44%	28%	34%	33%	34%	33%
	76% to 99%	Count	195	75	120	34	41	28	40	26	25	44	151	139	53
			19%	20%	19%	24%	18%	17%	22%	18%	18%	19%	20%	21%	16%
All of them	Count	157	55	101	20	35	30	28	19	24	24	133	112	41	
		16%	15%	16%	14%	15%	18%	15%	13%	17%	10%	17%	17%	13%	
MEAN (%)			63.6	62.7	64.0	67.1	60.1	64.8	64.6	62.8	63.6	59.3	64.8	65.9	59.7

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

			GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			TOTAL	Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
			(1000)	(500)	(500)	(350)	(350)	(272)	(157)	(317)	(513)	(168)	(192)	(312)	(184)
BASE															
DO ALWAYS	None	Count	45	28	17	24	14	6	5	22	16	19	7	7	4
			4%	6%	3%	7%	4%	2%	3%	7%	3%	11%	4%	2%	2%
	1% to 25%	Count	44	27	17	22	14	9	11	17	15	18	11	9	5
			4%	5%	3%	6%	4%	3%	7%	5%	3%	11%	5%	3%	2%
	26% to 50%	Count	227	123	105	129	69	27	43	95	87	36	54	64	44
			23%	25%	21%	37%	20%	10%	27%	30%	17%	21%	28%	20%	24%
	51% to 75%	Count	332	167	166	124	114	88	48	104	177	46	63	117	71
			33%	33%	33%	35%	33%	32%	31%	33%	35%	27%	33%	38%	38%
76% to 99%	Count	195	78	116	26	88	71	27	43	123	28	33	60	40	
		19%	16%	23%	8%	25%	26%	18%	14%	24%	16%	17%	19%	22%	
All of them	Count	157	78	79	24	52	71	23	36	93	22	24	55	22	
		16%	16%	16%	7%	15%	26%	15%	11%	18%	13%	12%	18%	12%	
MEAN (%)			63.6	61.0	66.1	51.9	65.7	73.9	61.4	57.5	67.8	54.8	60.4	67.2	64.9

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

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT		
			(1000)	Owner (526)	Other (451)	Non-Hispanic White (565)	Other (392)	Reliable (699)	Not reliable (257)	Great deal (310)	Some (373)	Less (317)	Yes (708)	No (265)
DO ALWAYS	None	Count	45	12	31	28	13	27	8	14	6	25	15	23
			4%	2%	7%	5%	3%	4%	3%	5%	2%	8%	2%	9%
	1% to 25%	Count	44	17	26	15	27	26	13	3	20	21	18	25
				4%	3%	6%	3%	7%	4%	5%	1%	5%	7%	2%
	26% to 50%	Count	227	91	129	103	115	175	45	44	90	93	150	74
				23%	17%	29%	18%	29%	25%	18%	14%	24%	29%	21%
	51% to 75%	Count	332	182	142	201	123	222	100	87	148	98	232	91
				33%	35%	32%	36%	31%	32%	39%	28%	40%	31%	33%
76% to 99%	Count	195	126	68	118	66	136	53	86	63	47	163	28	
			19%	24%	15%	21%	17%	19%	20%	28%	17%	15%	23%	11%
All of them	Count	157	99	55	100	48	113	38	77	47	33	131	24	
			16%	19%	12%	18%	12%	16%	15%	25%	12%	11%	18%	9%
MEAN (%)			63.6	69.0	57.6	66.3	59.6	64.1	64.7	72.7	62.7	55.6	68.3	52.5

13. What kind of water-use efficiency programs or assistance, if any, are you looking for?

			TOTAL (1000)	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				City (369)	County (631)	Metro (142)	S. Metro (228)	Coastal (163)	Inland (180)	East (148)	South (139)	10/less (228)	Over 10 (772)	Yes (653)	No (324)
BASE															
LOOKING FOR	Rebates for appliances/ fixtures	Cases	399	145	254	39	105	67	67	60	60	84	315	283	114
			40%	39%	40%	28%	46%	41%	37%	41%	43%	37%	41%	43%	35%
	Discounts on water-efficient plants	Cases	316	110	205	32	78	57	47	54	47	69	246	235	79
			32%	30%	33%	23%	34%	35%	26%	37%	34%	30%	32%	36%	24%
	Rebates for landscaping/ irrigation	Cases	296	98	198	38	60	59	56	43	41	66	230	220	71
			30%	26%	31%	27%	26%	36%	31%	29%	29%	29%	30%	34%	22%
	How-to guides	Cases	278	100	178	35	64	40	46	41	51	57	221	191	79
			28%	27%	28%	25%	28%	24%	26%	28%	37%	25%	29%	29%	24%
	Water-Smart landscape classes	Cases	192	75	117	29	45	32	34	24	27	48	144	129	57
			19%	20%	19%	21%	20%	20%	19%	16%	19%	21%	19%	20%	18%
Indoor/ Outdoor water audits	Cases	180	64	116	20	44	29	31	29	26	49	131	130	47	
		18%	17%	18%	14%	20%	18%	17%	20%	19%	21%	17%	20%	14%	
Other mentions	Cases	52	22	30	13	9	9	11	6	3	11	40	37	12	
		5%	6%	5%	9%	4%	6%	6%	4%	2%	5%	5%	6%	4%	
(DK/None)	Cases	343	124	219	53	71	44	75	56	44	85	258	191	141	
		34%	34%	35%	38%	31%	27%	42%	38%	31%	37%	33%	29%	44%	

13. What kind of water-use efficiency programs or assistance, if any, are you looking for?

			TOTAL (1000)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (500)	Female (500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)	\$100K + (184)
LOOKING FOR	Rebates for appliances/ fixtures	Cases	399	182	217	142	137	111	47	131	219	50	83	138	84
			40%	36%	43%	41%	39%	41%	30%	41%	43%	30%	44%	44%	45%
	Discounts on water-efficient plants	Cases	316	138	177	102	115	92	32	117	164	44	69	101	70
			32%	28%	35%	29%	33%	34%	21%	37%	32%	26%	36%	32%	38%
	Rebates for landscaping/ irrigation	Cases	296	145	151	100	106	84	28	95	169	31	61	102	75
			30%	29%	30%	29%	30%	31%	18%	30%	33%	18%	32%	33%	41%
	How-to guides	Cases	278	130	148	99	95	78	25	94	157	41	56	84	69
			28%	26%	30%	28%	27%	29%	16%	30%	31%	24%	29%	27%	38%
	Water-Smart landscape classes	Cases	192	77	114	63	74	52	28	56	104	26	31	59	47
			19%	15%	23%	18%	21%	19%	18%	18%	20%	15%	16%	19%	26%
	Indoor/ Outdoor water audits	Cases	180	88	92	67	58	48	24	61	95	25	46	53	38
			18%	18%	18%	19%	17%	18%	15%	19%	19%	15%	24%	17%	20%
	Other mentions	Cases	52	27	25	16	20	16	6	12	30	6	6	26	6
			5%	5%	5%	5%	6%	6%	4%	4%	6%	3%	3%	8%	3%
	(DK/None)	Cases	343	175	167	109	122	97	73	98	167	68	64	88	47
			34%	35%	33%	31%	35%	36%	46%	31%	33%	41%	34%	28%	26%

13. What kind of water-use efficiency programs or assistance, if any, are you looking for?

			TOTAL (1000)	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
				Owner (526)	Other (451)	Non-Hispanic White (565)	Other (392)	Reliable (699)	Not reliable (257)	Great deal (310)	Some (373)	Less (317)	Yes (708)	No (265)
BASE														
LOOKING FOR	Rebates for appliances/ fixtures	Cases	399	230	166	243	146	278	113	117	164	118	309	84
			40%	44%	37%	43%	37%	40%	44%	38%	44%	37%	44%	32%
	Discounts on water-efficient plants	Cases	316	187	127	203	103	215	96	101	133	81	249	64
			32%	35%	28%	36%	26%	31%	37%	33%	36%	26%	35%	24%
	Rebates for landscaping/ irrigation	Cases	296	182	111	185	103	209	80	94	127	74	237	55
			30%	35%	25%	33%	26%	30%	31%	30%	34%	23%	34%	21%
	How-to guides	Cases	278	162	111	152	117	193	79	87	108	83	216	57
			28%	31%	25%	27%	30%	28%	31%	28%	29%	26%	31%	21%
	Water-Smart landscape classes	Cases	192	115	73	108	75	139	50	65	67	59	166	24
			19%	22%	16%	19%	19%	20%	20%	21%	18%	19%	23%	9%
Indoor/ Outdoor water audits	Cases	180	103	76	106	70	126	50	74	51	54	149	28	
		18%	20%	17%	19%	18%	18%	20%	24%	14%	17%	21%	11%	
Other mentions	Cases	52	24	25	36	12	32	19	26	15	11	39	12	
		5%	5%	6%	6%	3%	5%	7%	8%	4%	3%	5%	5%	
(DK/None)	Cases	343	155	178	172	149	231	81	104	113	127	219	107	
		34%	29%	39%	30%	38%	33%	32%	33%	30%	40%	31%	40%	

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

			TOTAL (1000)	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				City (369)	County (631)	Metro (142)	S. Metro (228)	Coastal (163)	Inland (180)	East (148)	South (139)	10/less (228)	Over 10 (772)	Yes (653)	No (324)
Trust agencies to declare mandatory restrictions when necessary	Strongly agree	Count	248	90	158	33	56	51	27	43	36	79	169	144	102
			25%	24%	25%	24%	25%	31%	15%	29%	26%	34%	22%	22%	31%
	Somewhat agree	Count	286	102	184	45	56	50	56	30	48	66	220	191	86
			29%	28%	29%	32%	25%	30%	31%	20%	34%	29%	28%	29%	26%
	Neither/Neutral	Count	222	86	136	30	56	30	46	34	26	43	179	148	66
			22%	23%	22%	21%	25%	18%	26%	23%	19%	19%	23%	23%	20%
	Somewhat disagree	Count	103	47	56	17	31	13	13	17	13	19	84	75	26
			10%	13%	9%	12%	13%	8%	7%	11%	9%	8%	11%	11%	8%
Strongly disagree	Count	103	29	74	12	17	14	26	20	14	10	93	70	32	
		10%	8%	12%	8%	8%	9%	15%	13%	10%	4%	12%	11%	10%	
(DK/NS)	Count	38	15	23	4	11	5	11	5	3	11	27	24	13	
		4%	4%	4%	3%	5%	3%	6%	3%	2%	5%	4%	4%	4%	
Could do more to conserve water at home	Strongly agree	Count	238	85	154	32	53	30	44	29	51	68	170	136	97
			24%	23%	24%	23%	23%	18%	24%	20%	37%	30%	22%	21%	30%
	Somewhat agree	Count	288	104	183	42	62	48	44	55	37	83	205	189	91
			29%	28%	29%	30%	27%	29%	24%	37%	27%	36%	27%	29%	28%
	Neither/Neutral	Count	195	79	116	24	56	29	39	25	22	38	157	134	55
			20%	22%	18%	17%	24%	18%	22%	17%	16%	17%	20%	20%	17%
	Somewhat disagree	Count	129	58	72	27	31	20	22	17	13	14	115	92	36
			13%	16%	11%	19%	13%	12%	12%	11%	9%	6%	15%	14%	11%
Strongly disagree	Count	118	33	84	14	20	30	22	19	13	16	102	83	34	
		12%	9%	13%	10%	9%	18%	12%	13%	9%	7%	13%	13%	10%	
(DK/NS)	Count	32	10	22	3	7	7	9	3	3	10	22	19	11	
		3%	3%	4%	2%	3%	4%	5%	2%	2%	4%	3%	3%	3%	
Ag/ local farmers make important contribution to local economy	Strongly agree	Count	523	179	344	62	116	91	89	80	84	111	411	346	173
			52%	48%	54%	44%	51%	56%	50%	54%	60%	49%	53%	53%	53%
	Somewhat agree	Count	236	98	137	37	61	42	37	36	22	62	174	159	67
			24%	27%	22%	26%	27%	26%	20%	25%	16%	27%	23%	24%	21%
	Neither/Neutral	Count	147	63	84	33	30	17	29	19	19	39	108	95	47
			15%	17%	13%	23%	13%	10%	16%	13%	14%	17%	14%	15%	15%
	Somewhat disagree	Count	19	5	13	1	5	1	5	1	5	2	17	7	9
			2%	1%	2%	0%	2%	1%	3%	1%	4%	1%	2%	1%	3%
Strongly disagree	Count	26	8	18	4	4	5	7	3	3	0	26	15	10	
		3%	2%	3%	3%	2%	3%	4%	2%	2%	0%	3%	2%	3%	
(DK/NS)	Count	50	16	34	5	11	7	13	7	7	13	36	30	18	
		5%	4%	5%	3%	5%	4%	7%	5%	5%	6%	5%	5%	5%	
Reliable water supply essential to quality of life	Strongly agree	Count	556	191	365	78	113	91	101	79	95	123	433	377	171
			56%	52%	58%	55%	49%	55%	56%	54%	68%	54%	56%	58%	53%
	Somewhat agree	Count	257	108	149	38	69	39	40	44	26	60	197	164	85
			26%	29%	24%	27%	30%	24%	22%	30%	19%	26%	26%	25%	26%
	Neither/Neutral	Count	121	50	71	20	31	22	21	16	13	30	91	77	40
		12%	14%	11%	14%	13%	13%	11%	10%	9%	13%	12%	12%	12%	
Somewhat disagree	Count	12	5	8	1	4	4	1	1	1	2	11	6	5	
		1%	1%	1%	0%	2%	3%	1%	0%	1%	1%	1%	1%	2%	

(cont.)

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

		Count	TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
Reliable water supply essential to quality of life	Strongly disagree	Count	25	6	19	2	4	4	9	5	1	2	23	13	12
			3%	2%	3%	2%	2%	3%	5%	3%	1%	1%	3%	2%	4%
	(DK/NS)	Count	28	10	18	2	7	3	9	3	3	11	17	16	11
			3%	3%	3%	2%	3%	2%	5%	2%	2%	5%	2%	2%	3%
Water bill is clear & easy to understand	Strongly agree	Count	251	92	159	37	55	41	42	47	29	60	191	180	69
			25%	25%	25%	26%	24%	25%	23%	31%	21%	26%	25%	28%	21%
	Somewhat agree	Count	267	90	177	33	57	51	64	31	32	55	212	197	61
			27%	24%	28%	23%	25%	31%	35%	21%	23%	24%	28%	30%	19%
	Neither/Neutral	Count	184	73	110	27	46	24	29	26	32	41	142	122	52
			18%	20%	17%	19%	20%	15%	16%	17%	23%	18%	18%	19%	16%
	Somewhat disagree	Count	78	31	47	15	16	19	8	15	5	15	63	61	16
		8%	8%	7%	11%	7%	11%	5%	10%	4%	6%	8%	9%	5%	
Strongly disagree	Count	78	23	54	9	14	16	15	7	16	18	59	53	24	
			8%	6%	9%	7%	6%	10%	8%	5%	11%	8%	8%	8%	
(DK/NS)	Count	143	60	83	20	40	13	22	23	26	40	104	39	101	
			14%	16%	13%	14%	18%	8%	12%	16%	19%	17%	13%	6%	31%
Know where to go if want more info on conserving water	Strongly agree	Count	248	91	157	32	59	53	41	32	31	48	200	177	67
			25%	25%	25%	23%	26%	32%	23%	22%	22%	21%	26%	27%	21%
	Somewhat agree	Count	267	92	175	42	50	40	40	51	44	58	209	172	88
			27%	25%	28%	29%	22%	24%	22%	34%	32%	25%	27%	26%	27%
	Neither/Neutral	Count	190	73	118	24	49	26	35	30	26	51	139	125	59
			19%	20%	19%	17%	22%	16%	20%	21%	18%	23%	18%	19%	18%
	Somewhat disagree	Count	113	43	70	12	31	26	19	15	11	29	85	71	38
		11%	12%	11%	8%	14%	16%	10%	10%	8%	13%	11%	11%	12%	
Strongly disagree	Count	115	46	69	23	23	13	26	14	17	26	89	67	47	
			12%	12%	11%	17%	10%	8%	14%	9%	12%	11%	12%	10%	15%
(DK/NS)	Count	67	25	42	9	16	5	19	7	10	17	50	40	24	
			7%	7%	7%	6%	7%	3%	11%	5%	7%	7%	6%	6%	7%
Worried about impact of major drought on local water supplies	Strongly agree	Count	451	167	284	68	99	73	81	63	68	112	339	296	149
			45%	45%	45%	48%	44%	44%	45%	43%	48%	49%	44%	45%	46%
	Somewhat agree	Count	276	111	165	44	68	44	42	41	38	64	212	182	90
			28%	30%	26%	31%	30%	27%	23%	28%	27%	28%	27%	28%	28%
	Neither/Neutral	Count	139	56	84	21	35	22	26	18	17	31	108	93	40
			14%	15%	13%	15%	15%	13%	14%	12%	13%	14%	14%	14%	12%
	Somewhat disagree	Count	55	15	39	3	12	6	11	16	6	5	49	37	15
		5%	4%	6%	2%	5%	4%	6%	11%	5%	2%	6%	6%	5%	
Strongly disagree	Count	49	9	40	5	5	14	13	6	7	4	45	30	19	
			5%	2%	6%	3%	2%	9%	7%	4%	5%	2%	6%	5%	6%
(DK/NS)	Count	29	11	18	1	9	4	7	4	3	11	18	15	12	
			3%	3%	3%	1%	4%	3%	4%	3%	2%	5%	2%	2%	4%
Trust regional/local agencies to ensure reliable long-term supply of water	Strongly agree	Count	203	79	125	34	44	29	25	38	32	52	151	130	70
			20%	21%	20%	24%	20%	18%	14%	26%	23%	23%	20%	20%	22%
	Somewhat agree	Count	280	88	192	38	50	54	51	34	52	72	207	194	78
			28%	24%	30%	27%	22%	33%	29%	23%	37%	32%	27%	30%	24%
Neither/Neutral	Count	263	103	159	36	68	38	55	34	31	52	210	159	97	
			26%	28%	25%	25%	30%	23%	31%	23%	22%	23%	27%	24%	30%

(cont.)

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

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No	
Trust regional/local agencies to ensure reliable long-term supply of water	Somewhat disagree	Count	112	51	61	16	35	17	17	20	8	24	88	77	31
			11%	14%	10%	11%	15%	10%	9%	14%	6%	10%	11%	12%	9%
	Strongly disagree	Count	97	32	65	16	16	17	21	15	12	13	84	67	30
			10%	9%	10%	11%	7%	11%	12%	10%	9%	6%	11%	10%	9%
(DK/NS)	Count	45	17	29	2	14	8	10	6	5	15	31	25	19	
		5%	5%	5%	2%	6%	5%	5%	4%	4%	6%	4%	4%	6%	
Have good understanding of ways trying to enhance reliability of supplies	Strongly agree	Count	174	60	114	19	41	40	24	27	23	41	132	119	52
			17%	16%	18%	13%	18%	24%	14%	18%	16%	18%	17%	18%	16%
	Somewhat agree	Count	276	96	180	41	56	34	61	44	40	69	207	184	84
			28%	26%	29%	29%	25%	21%	34%	30%	29%	30%	27%	28%	26%
	Neither/Neutral	Count	293	126	167	47	78	45	42	36	43	55	238	187	101
			29%	34%	27%	33%	34%	28%	24%	25%	31%	24%	31%	29%	31%
	Somewhat disagree	Count	129	47	82	25	23	27	27	17	11	36	93	83	41
			13%	13%	13%	17%	10%	16%	15%	12%	8%	16%	12%	13%	13%
Strongly disagree	Count	72	19	53	5	14	9	12	15	16	9	63	47	24	
		7%	5%	8%	3%	6%	5%	7%	10%	12%	4%	8%	7%	7%	
(DK/NS)	Count	56	21	36	5	16	9	13	8	5	18	38	32	23	
		6%	6%	6%	3%	7%	5%	7%	6%	4%	8%	5%	5%	7%	
It is my civic responsibility to use water efficiently	Strongly agree	Count	599	221	378	88	134	112	101	79	86	136	463	377	214
			60%	60%	60%	62%	59%	69%	56%	53%	61%	60%	60%	58%	66%
	Somewhat agree	Count	222	90	132	28	62	22	30	44	35	46	176	160	56
			22%	24%	21%	20%	27%	13%	17%	30%	25%	20%	23%	25%	17%
	Neither/Neutral	Count	107	31	76	16	15	24	27	13	12	27	80	76	24
			11%	8%	12%	12%	6%	15%	15%	9%	9%	12%	10%	12%	7%
	Somewhat disagree	Count	21	9	12	4	5	2	3	4	2	4	17	12	7
			2%	2%	2%	3%	2%	1%	2%	3%	2%	2%	2%	2%	2%
Strongly disagree	Count	27	10	17	4	6		9	5	3	5	21	16	11	
		3%	3%	3%	3%	3%		5%	3%	2%	2%	3%	2%	3%	
(DK/NS)	Count	24	8	17	1	6	3	8	3	2	10	15	12	11	
		2%	2%	3%	1%	3%	2%	4%	2%	1%	4%	2%	2%	3%	
Additional water rate increases necessary to support reliability	Strongly agree	Count	132	53	79	13	40	23	16	12	28	40	92	72	60
			13%	14%	13%	9%	18%	14%	9%	8%	20%	17%	12%	11%	18%
	Somewhat agree	Count	200	72	128	29	43	25	33	39	31	56	145	131	62
			20%	20%	20%	20%	19%	15%	19%	26%	22%	24%	19%	20%	19%
	Neither/Neutral	Count	250	109	141	46	63	32	46	38	26	54	197	168	76
			25%	30%	22%	33%	27%	19%	26%	25%	19%	24%	25%	26%	23%
	Somewhat disagree	Count	155	59	96	19	39	24	30	23	20	29	126	98	53
			15%	16%	15%	14%	17%	14%	17%	16%	14%	13%	16%	15%	17%
Strongly disagree	Count	191	52	139	25	27	47	37	30	25	35	157	142	45	
		19%	14%	22%	18%	12%	29%	21%	20%	18%	15%	20%	22%	14%	
(DK/NS)	Count	71	24	47	9	15	13	17	6	11	16	56	42	28	
		7%	6%	7%	6%	7%	8%	10%	4%	8%	7%	7%	6%	9%	
Reliable water supply is essential for healthy	Strongly agree	Count	617	218	399	88	130	102	107	90	101	138	479	409	200
			62%	59%	63%	62%	57%	62%	59%	61%	72%	60%	62%	63%	62%
	Somewhat agree	Count	217	96	120	32	65	32	40	29	19	51	165	137	72
			22%	26%	19%	22%	28%	20%	22%	20%	14%	23%	21%	21%	22%

(cont.)

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

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
Reliable water supply is essential for healthy economy	Neither/Neutral	Count	95	35	61	16	19	17	13	16	14	21	74	68	23
			10%	9%	10%	11%	8%	11%	7%	11%	10%	9%	10%	10%	7%
	Somewhat disagree	Count	21	5	16	3	3	7	2	5	1	5	16	12	8
			2%	1%	3%	2%	1%	4%	1%	3%	1%	2%	2%	2%	2%
	Strongly disagree	Count	18	5	13		5	2	8	2	1	2	16	9	8
			2%	1%	2%		2%	1%	4%	2%	1%	1%	2%	1%	3%
	(DK/NS)	Count	31	10	22	3	7	3	11	6	3	11	20	18	13
			3%	3%	3%	2%	3%	2%	6%	4%	2%	5%	3%	3%	4%
Support efforts to go above & beyond, even if higher costs	Strongly agree	Count	188	75	113	28	47	35	31	19	27	60	127	97	89
			19%	20%	18%	20%	21%	21%	17%	13%	19%	26%	17%	15%	28%
	Somewhat agree	Count	256	98	158	37	61	37	40	43	38	66	190	164	84
			26%	26%	25%	26%	27%	23%	22%	29%	27%	29%	25%	25%	26%
	Neither/Neutral	Count	269	106	163	38	68	43	44	41	36	47	223	193	73
			27%	29%	26%	27%	30%	26%	24%	28%	26%	20%	29%	30%	22%
	Somewhat disagree	Count	112	41	71	20	21	19	19	19	13	19	92	77	28
			11%	11%	11%	14%	9%	12%	11%	13%	9%	9%	12%	12%	9%
	Strongly disagree	Count	121	30	91	15	15	22	30	20	20	22	99	90	28
			12%	8%	14%	10%	7%	13%	16%	13%	15%	10%	13%	14%	9%
	(DK/NS)	Count	55	20	35	5	15	7	16	6	6	14	41	32	21
			5%	5%	5%	3%	7%	4%	9%	4%	4%	6%	5%	5%	6%

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

			TOTAL (1000)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				(500)	(500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)	\$100K + (184)
Trust agencies to declare mandatory restrictions when necessary	Strongly agree	Count	248	103	145	86	82	72	56	67	123	43	48	79	33
			25%	21%	29%	25%	24%	26%	35%	21%	24%	25%	25%	25%	18%
	Somewhat agree	Count	286	144	142	114	96	71	34	94	155	53	64	81	58
			29%	29%	28%	33%	27%	26%	22%	30%	30%	31%	33%	26%	32%
	Neither/Neutral	Count	222	118	104	83	76	59	29	74	114	30	35	83	43
			22%	24%	21%	24%	22%	21%	19%	23%	22%	18%	18%	27%	23%
	Somewhat disagree	Count	103	64	39	38	23	38	12	33	56	10	26	32	21
		10%	13%	8%	11%	7%	14%	8%	11%	11%	6%	13%	10%	11%	
Strongly disagree	Count	103	58	44	20	50	26	20	35	48	19	19	28	21	
		10%	12%	9%	6%	14%	10%	13%	11%	9%	11%	10%	9%	11%	
(DK/NS)	Count	38	13	25	8	23	6	6	14	16	14	1	8	8	
		4%	3%	5%	2%	7%	2%	4%	5%	3%	8%	0%	3%	4%	
Could do more to conserve water at home	Strongly agree	Count	238	103	135	108	75	51	68	67	98	51	49	65	36
			24%	21%	27%	31%	21%	19%	43%	21%	19%	30%	26%	21%	20%
	Somewhat agree	Count	288	150	137	125	103	55	30	102	153	43	51	103	63
			29%	30%	27%	36%	29%	20%	19%	32%	30%	26%	27%	33%	34%
	Neither/Neutral	Count	195	107	88	60	69	57	27	53	112	28	36	53	46
			20%	21%	18%	17%	20%	21%	17%	17%	22%	17%	19%	17%	25%
	Somewhat disagree	Count	129	68	62	22	49	54	11	37	81	14	25	53	20
		13%	14%	12%	6%	14%	20%	7%	12%	16%	8%	13%	17%	11%	
Strongly disagree	Count	118	56	62	27	39	47	17	44	57	23	29	31	14	
		12%	11%	12%	8%	11%	17%	11%	14%	11%	14%	15%	10%	7%	
(DK/NS)	Count	32	16	15	8	16	8	5	15	11	10	2	9	6	
		3%	3%	3%	2%	5%	3%	3%	5%	2%	6%	1%	3%	3%	
Ag/ local farmers make important contribution to local economy	Strongly agree	Count	523	248	275	166	174	167	89	167	265	93	89	180	91
			52%	50%	55%	47%	50%	61%	57%	53%	52%	55%	46%	58%	49%
	Somewhat agree	Count	236	123	113	79	99	51	28	67	137	27	45	72	54
			24%	25%	23%	22%	28%	19%	18%	21%	27%	16%	23%	23%	29%
	Neither/Neutral	Count	147	86	61	73	41	31	20	55	70	17	45	42	27
			15%	17%	12%	21%	12%	12%	13%	17%	14%	10%	23%	13%	15%
	Somewhat disagree	Count	19	12	6	6	4	7	6	5	6	5	7	1	4
		2%	2%	1%	2%	1%	3%	4%	2%	1%	3%	4%	0%	2%	
Strongly disagree	Count	26	14	13	11	8	7	4	10	12	8	4	8	4	
		3%	3%	3%	3%	2%	3%	3%	3%	2%	5%	2%	3%	2%	
(DK/NS)	Count	50	17	32	15	24	8	9	14	23	19	3	10	6	
		5%	3%	6%	4%	7%	3%	6%	4%	4%	11%	2%	3%	3%	
Reliable water supply essential to quality of life	Strongly agree	Count	556	267	289	160	194	183	89	175	290	96	95	171	114
			56%	53%	58%	46%	55%	67%	57%	55%	57%	57%	50%	55%	62%
	Somewhat agree	Count	257	128	129	109	91	52	44	72	135	39	55	84	42
			26%	26%	26%	31%	26%	19%	28%	23%	26%	23%	29%	27%	23%
	Neither/Neutral	Count	121	71	50	62	35	23	12	46	61	16	29	44	19
		12%	14%	10%	18%	10%	9%	7%	15%	12%	9%	15%	14%	10%	
Somewhat disagree	Count	12	6	7	1	5	6	5	2	5	1	6	2	2	
		1%	1%	1%	0%	1%	2%	3%	1%	1%	1%	3%	1%	1%	

(cont.)

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

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
Reliable water supply essential to quality of life	Strongly disagree	Count	25	15	10	12	9	5	2	13	10	8	7	7	3
			3%	3%	2%	3%	2%	2%	1%	4%	2%	5%	3%	2%	2%
	(DK/NS)	Count	28	13	15	7	16	3	6	8	12	9	1	4	4
			3%	3%	3%	2%	5%	1%	4%	3%	2%	5%	0%	1%	2%
Water bill is clear & easy to understand	Strongly agree	Count	251	122	129	83	73	85	47	74	128	43	44	97	40
			25%	24%	26%	24%	21%	31%	30%	23%	25%	25%	23%	31%	22%
	Somewhat agree	Count	267	149	118	104	101	54	39	79	144	30	59	88	55
			27%	30%	24%	30%	29%	20%	25%	25%	28%	18%	31%	28%	30%
	Neither/Neutral	Count	184	89	95	59	73	48	29	58	93	27	37	44	43
			18%	18%	19%	17%	21%	18%	19%	18%	18%	16%	19%	14%	23%
	Somewhat disagree	Count	78	39	38	28	25	25	11	27	38	9	16	27	14
			8%	8%	8%	8%	7%	9%	7%	9%	8%	5%	8%	9%	8%
	Strongly disagree	Count	78	47	31	33	26	15	9	29	39	20	10	22	15
		8%	9%	6%	9%	7%	5%	6%	9%	8%	12%	5%	7%	8%	
(DK/NS)	Count	143	54	89	43	53	46	21	50	70	40	26	35	16	
		14%	11%	18%	12%	15%	17%	13%	16%	14%	23%	13%	11%	9%	
Know where to go if want more info on conserving water	Strongly agree	Count	248	111	137	63	85	89	41	77	130	44	45	79	52
			25%	22%	27%	18%	24%	32%	26%	24%	25%	26%	24%	25%	28%
	Somewhat agree	Count	267	164	103	111	97	52	27	100	135	39	46	98	48
			27%	33%	21%	32%	28%	19%	17%	31%	26%	23%	24%	31%	26%
	Neither/Neutral	Count	190	93	97	72	55	60	25	49	115	26	45	59	36
			19%	19%	19%	21%	16%	22%	16%	15%	22%	15%	24%	19%	20%
	Somewhat disagree	Count	113	53	60	46	46	21	20	31	59	14	22	28	24
			11%	11%	12%	13%	13%	8%	13%	10%	12%	8%	12%	9%	13%
	Strongly disagree	Count	115	51	64	49	32	32	27	40	48	28	26	32	15
		12%	10%	13%	14%	9%	12%	17%	13%	9%	17%	13%	10%	8%	
(DK/NS)	Count	67	28	39	10	35	19	17	21	26	17	8	16	9	
		7%	6%	8%	3%	10%	7%	11%	7%	5%	10%	4%	5%	5%	
Worried about impact of major drought on local water supplies	Strongly agree	Count	451	208	244	141	156	142	80	131	236	67	91	149	79
			45%	42%	49%	40%	45%	52%	51%	41%	46%	40%	48%	48%	43%
	Somewhat agree	Count	276	150	127	99	99	71	26	84	163	45	48	90	63
			28%	30%	25%	28%	28%	26%	17%	26%	32%	27%	25%	29%	34%
	Neither/Neutral	Count	139	68	72	66	42	31	27	43	68	22	31	37	25
			14%	14%	14%	19%	12%	11%	17%	14%	13%	13%	16%	12%	14%
	Somewhat disagree	Count	55	34	20	22	14	17	7	28	19	10	9	24	5
			5%	7%	4%	6%	4%	6%	5%	9%	4%	6%	5%	8%	3%
	Strongly disagree	Count	49	27	22	15	23	9	12	21	16	12	12	8	9
		5%	5%	4%	4%	7%	3%	8%	6%	3%	7%	6%	3%	5%	
(DK/NS)	Count	29	13	16	8	16	3	5	11	10	11	1	3	3	
		3%	3%	3%	2%	5%	1%	3%	4%	2%	7%	1%	1%	2%	
Trust regional/local agencies to ensure reliable long-term supply of water	Strongly agree	Count	203	79	125	74	69	56	51	57	92	34	41	63	30
			20%	16%	25%	21%	20%	21%	33%	18%	18%	20%	21%	20%	16%
	Somewhat agree	Count	280	151	129	114	98	61	34	77	163	46	55	81	66
			28%	30%	26%	33%	28%	22%	22%	24%	32%	27%	29%	26%	36%
	Neither/Neutral	Count	263	128	135	87	89	78	42	93	125	42	59	89	35
	26%	26%	27%	25%	25%	29%	27%	29%	24%	24%	25%	31%	29%	19%	

(cont.)

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

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
Trust regional/local agencies to ensure reliable long-term supply of water	Somewhat disagree	Count	112	61	51	40	30	40	9	42	59	13	19	41	22
			11%	12%	10%	11%	8%	15%	6%	13%	11%	8%	10%	13%	12%
	Strongly disagree	Count	97	66	31	22	43	26	13	31	53	18	15	28	23
			10%	13%	6%	6%	12%	9%	8%	10%	10%	11%	8%	9%	13%
(DK/NS)	Count	45	16	29	13	22	11	7	17	20	16	3	9	8	
		5%	3%	6%	4%	6%	4%	4%	5%	4%	9%	2%	3%	4%	
Have good understanding of ways trying to enhance reliability of supplies	Strongly agree	Count	174	82	92	64	52	54	36	59	79	29	40	54	30
			17%	16%	18%	18%	15%	20%	23%	19%	15%	17%	21%	17%	16%
	Somewhat agree	Count	276	159	118	98	109	64	44	88	141	45	59	98	49
			28%	32%	24%	28%	31%	23%	28%	28%	28%	26%	31%	31%	26%
	Neither/Neutral	Count	293	145	147	83	103	96	33	78	180	53	48	95	52
			29%	29%	29%	24%	29%	35%	21%	24%	35%	32%	25%	31%	28%
	Somewhat disagree	Count	129	53	77	60	34	31	14	47	64	12	27	38	26
			13%	11%	15%	17%	10%	11%	9%	15%	13%	7%	14%	12%	14%
Strongly disagree	Count	72	37	35	31	24	15	18	30	24	19	13	12	17	
		7%	7%	7%	9%	7%	5%	11%	9%	5%	11%	7%	4%	9%	
(DK/NS)	Count	56	24	32	13	28	13	13	17	25	11	5	15	11	
		6%	5%	6%	4%	8%	5%	8%	5%	5%	7%	2%	5%	6%	
It is my civic responsibility to use water efficiently	Strongly agree	Count	599	260	340	188	211	185	101	179	317	102	122	190	100
			60%	52%	68%	54%	60%	68%	64%	56%	62%	61%	63%	61%	54%
	Somewhat agree	Count	222	141	81	80	81	55	29	81	110	35	44	68	44
			22%	28%	16%	23%	23%	20%	18%	26%	22%	21%	23%	22%	24%
	Neither/Neutral	Count	107	61	46	55	34	16	16	30	56	10	15	35	28
			11%	12%	9%	16%	10%	6%	10%	9%	11%	6%	8%	11%	15%
	Somewhat disagree	Count	21	15	6	10	4	7	2	9	9	2	3	9	5
			2%	3%	1%	3%	1%	3%	1%	3%	2%	1%	2%	3%	3%
Strongly disagree	Count	27	11	15	10	7	8	5	12	10	10	6	6	3	
		3%	2%	3%	3%	2%	3%	3%	4%	2%	6%	3%	2%	2%	
(DK/NS)	Count	24	12	13	6	14	2	5	7	10	8	2	4	4	
		2%	2%	3%	2%	4%	1%	3%	2%	2%	5%	1%	1%	2%	
Additional water rate increases necessary to support reliability	Strongly agree	Count	132	66	66	56	39	32	38	34	60	35	25	36	21
			13%	13%	13%	16%	11%	12%	24%	11%	12%	21%	13%	11%	12%
	Somewhat agree	Count	200	115	85	104	63	32	26	81	90	33	38	59	42
			20%	23%	17%	30%	18%	12%	17%	26%	18%	20%	20%	19%	23%
	Neither/Neutral	Count	250	109	141	94	83	66	23	69	153	32	56	75	55
			25%	22%	28%	27%	24%	24%	15%	22%	30%	19%	29%	24%	30%
	Somewhat disagree	Count	155	76	79	39	54	58	29	40	83	19	29	64	21
			15%	15%	16%	11%	16%	21%	19%	13%	16%	12%	15%	20%	12%
Strongly disagree	Count	191	109	82	36	80	64	28	71	92	27	37	64	32	
		19%	22%	16%	10%	23%	23%	18%	22%	18%	16%	19%	20%	17%	
(DK/NS)	Count	71	25	46	21	30	20	12	22	35	21	7	15	12	
		7%	5%	9%	6%	9%	7%	8%	7%	7%	12%	4%	5%	7%	
Reliable water supply is essential for healthy economy	Strongly agree	Count	617	300	317	190	208	201	94	198	320	104	116	197	117
			62%	60%	63%	54%	59%	74%	60%	62%	62%	61%	60%	63%	63%
	Somewhat agree	Count	217	115	102	86	84	41	40	58	116	30	43	74	38
	22%	23%	20%	25%	24%	15%	26%	18%	23%	18%	22%	24%	20%		

(cont.)

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

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
				Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +	
Reliable water supply is essential for healthy economy	Neither/Neutral	Count	95	44	51	53	26	17	12	30	51	18	18	27	19	
			10%	9%	10%	15%	7%	6%	8%	10%	10%	11%	9%	9%	10%	
	Somewhat disagree	Count	21	15	6	4	10	6	4	4	9	6	3	11	2	3
			2%	3%	1%	1%	3%	2%	3%	3%	3%	1%	2%	6%	1%	2%
	Strongly disagree	Count	18	11	7	8	5	5	1	12	6	6	2	6	4	
			2%	2%	1%	2%	2%	2%	0%	4%	1%	4%	1%	2%	2%	
	(DK/NS)	Count	31	15	17	9	17	3	6	10	14	8	3	6	5	
			3%	3%	3%	2%	5%	1%	4%	3%	3%	5%	1%	2%	3%	
Support efforts to go above & beyond, even if higher costs	Strongly agree	Count	188	92	96	73	73	41	44	52	92	32	37	56	35	
			19%	18%	19%	21%	21%	15%	28%	16%	18%	19%	19%	18%	19%	
	Somewhat agree	Count	256	130	126	113	79	61	29	29	99	125	51	57	79	45
			26%	26%	25%	32%	22%	22%	18%	31%	24%	30%	30%	25%	25%	
	Neither/Neutral	Count	269	132	137	100	82	80	34	81	152	34	55	94	55	
			27%	26%	27%	29%	23%	29%	22%	26%	30%	20%	29%	30%	30%	
	Somewhat disagree	Count	112	60	52	24	45	39	19	30	57	15	25	40	16	
			11%	12%	10%	7%	13%	14%	12%	10%	11%	9%	13%	13%	9%	
	Strongly disagree	Count	121	66	55	27	47	39	21	37	62	18	14	33	29	
			12%	13%	11%	8%	13%	14%	14%	12%	12%	11%	7%	11%	16%	
	(DK/NS)	Count	55	20	34	13	25	13	9	18	24	18	4	10	3	
			5%	4%	7%	4%	7%	5%	6%	6%	5%	11%	2%	3%	2%	

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

			TOTAL (1000)	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
				Owner (526)	Other (451)	Non-Hispanic White (565)	Other (392)	Reliable (699)	Not reliable (257)	Great deal (310)	Some (373)	Less (317)	Yes (708)	No (265)
Trust agencies to declare mandatory restrictions when necessary	Strongly agree	Count	248	130	116	129	114	188	53	87	86	75	194	51
			25%	25%	26%	23%	29%	27%	21%	28%	23%	24%	27%	19%
	Somewhat agree	Count	286	152	122	150	131	218	60	88	114	84	208	68
			29%	29%	27%	26%	33%	31%	23%	28%	31%	26%	29%	26%
	Neither/Neutral	Count	222	115	101	131	79	145	62	65	92	66	151	65
			22%	22%	22%	23%	20%	21%	24%	21%	25%	21%	21%	25%
	Somewhat disagree	Count	103	61	40	68	28	73	30	30	40	34	70	30
			10%	12%	9%	12%	7%	10%	12%	10%	11%	11%	10%	11%
Strongly disagree	Count	103	50	52	67	26	59	41	37	34	32	67	36	
		10%	10%	11%	12%	7%	8%	16%	12%	9%	10%	9%	14%	
(DK/NS)	Count	38	18	20	21	13	16	11	3	8	27	17	15	
		4%	3%	4%	4%	3%	2%	4%	1%	2%	9%	2%	6%	
Could do more to conserve water at home	Strongly agree	Count	238	99	131	94	138	182	48	74	71	93	180	56
			24%	19%	29%	17%	35%	26%	19%	24%	19%	29%	25%	21%
	Somewhat agree	Count	288	157	121	153	128	204	76	70	135	83	194	85
			29%	30%	27%	27%	33%	29%	30%	23%	36%	26%	27%	32%
	Neither/Neutral	Count	195	111	82	133	54	130	54	67	83	45	137	51
			20%	21%	18%	24%	14%	19%	21%	22%	22%	14%	19%	19%
	Somewhat disagree	Count	129	81	48	91	31	90	34	38	52	40	104	20
			13%	15%	11%	16%	8%	13%	13%	12%	14%	13%	15%	8%
Strongly disagree	Count	118	67	51	74	34	77	36	59	25	34	80	37	
		12%	13%	11%	13%	9%	11%	14%	19%	7%	11%	11%	14%	
(DK/NS)	Count	32	12	19	21	7	16	9	2	8	22	13	15	
		3%	2%	4%	4%	2%	2%	3%	1%	2%	7%	2%	6%	
Ag/ local farmers make important contribution to local economy	Strongly agree	Count	523	275	242	317	186	378	134	188	191	143	407	111
			52%	52%	54%	56%	47%	54%	52%	61%	51%	45%	57%	42%
	Somewhat agree	Count	236	133	92	129	100	171	56	64	88	83	161	67
			24%	25%	20%	23%	26%	24%	22%	21%	24%	26%	23%	25%
	Neither/Neutral	Count	147	72	72	69	72	91	47	36	70	42	94	46
			15%	14%	16%	12%	18%	13%	18%	11%	19%	13%	13%	17%
	Somewhat disagree	Count	19	9	8	9	8	13	3	3	3	12	7	10
			2%	2%	2%	2%	2%	2%	1%	1%	1%	4%	1%	4%
Strongly disagree	Count	26	11	15	16	9	22	3	13	8	5	17	8	
		3%	2%	3%	3%	2%	3%	1%	4%	2%	2%	2%	3%	
(DK/NS)	Count	50	25	21	26	16	24	14	6	13	31	22	23	
		5%	5%	5%	5%	4%	4%	6%	2%	3%	10%	3%	9%	
Reliable water supply essential to quality of life	Strongly agree	Count	556	302	246	315	223	393	148	213	181	162	432	116
			56%	57%	55%	56%	57%	56%	57%	69%	49%	51%	61%	44%
	Somewhat agree	Count	257	137	111	149	97	186	64	52	119	86	167	85
			26%	26%	25%	26%	25%	27%	25%	17%	32%	27%	24%	32%
	Neither/Neutral	Count	121	63	56	65	49	81	28	30	55	36	76	37
			12%	12%	12%	11%	13%	12%	11%	10%	15%	11%	11%	14%

(cont.)

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

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT		
	Count		Owner	Other	Non-Hispanic White	Other	Reliable	Not reliable	Great deal	Some	Less	Yes	No	
Reliable water supply essential to quality of life	Somewhat disagree	Count	12	3	8	9	2	6	6	1	5	6	7	4
			1%	1%	2%	2%	0%	1%	2%	0%	1%	2%	1%	2%
	Strongly disagree	Count	25	11	15	16	9	20	3	11	4	10	15	11
			3%	2%	3%	3%	2%	3%	1%	4%	1%	3%	2%	4%
(DK/NS)	Count	28	11	15	11	11	13	8	2	8	17	11	12	
			3%	2%	3%	2%	3%	2%	3%	1%	2%	5%	2%	5%
	Water bill is clear & easy to understand	Count	251	136	111	129	114	194	48	104	78	68	187	61
			25%	26%	25%	23%	29%	28%	19%	34%	21%	22%	26%	23%
Somewhat agree	Count	267	160	97	147	114	202	56	79	109	79	201	61	
			27%	30%	22%	26%	29%	29%	22%	25%	29%	25%	28%	23%
	Neither/Neutral	Count	184	103	74	111	62	118	61	42	78	64	125	51
			18%	20%	16%	20%	16%	17%	24%	13%	21%	20%	18%	19%
Somewhat disagree	Count	78	51	26	52	19	48	28	26	32	19	56	20	
			8%	10%	6%	9%	5%	7%	11%	9%	9%	6%	8%	7%
	Strongly disagree	Count	78	38	40	46	28	50	26	27	21	29	54	23
			8%	7%	9%	8%	7%	7%	10%	9%	6%	9%	8%	9%
(DK/NS)	Count	143	39	104	80	55	86	38	32	54	57	84	49	
			14%	7%	23%	14%	14%	12%	15%	10%	15%	18%	12%	18%
	Know where to go if want more info on conserving water	Count	248	143	101	143	93	164	75	110	73	65	194	52
			25%	27%	22%	25%	24%	24%	29%	36%	19%	21%	27%	20%
Somewhat agree	Count	267	140	118	152	106	203	57	73	136	57	191	70	
			27%	27%	26%	27%	27%	29%	22%	23%	37%	18%	27%	26%
	Neither/Neutral	Count	190	109	80	124	62	132	47	51	87	53	132	52
			19%	21%	18%	22%	16%	19%	18%	16%	23%	17%	19%	20%
Somewhat disagree	Count	113	57	50	58	47	85	26	30	34	49	84	24	
			11%	11%	11%	10%	12%	12%	10%	9%	16%	12%	9%	
	Strongly disagree	Count	115	46	69	59	53	75	37	38	26	51	75	40
			12%	9%	15%	11%	14%	11%	14%	12%	7%	16%	11%	15%
(DK/NS)	Count	67	31	34	29	31	39	15	8	17	41	32	28	
			7%	6%	8%	5%	8%	6%	6%	3%	5%	13%	4%	10%
	Worried about impact of major drought on local water supplies	Count	451	241	204	253	186	316	122	173	159	119	369	79
			45%	46%	45%	45%	48%	45%	48%	56%	43%	38%	52%	30%
Somewhat agree	Count	276	159	107	165	101	197	73	71	129	76	195	75	
			28%	30%	24%	29%	26%	28%	29%	23%	35%	24%	28%	28%
	Neither/Neutral	Count	139	72	65	69	64	104	23	26	54	60	75	55
			14%	14%	14%	12%	16%	15%	9%	8%	14%	19%	11%	21%
Somewhat disagree	Count	55	26	27	39	13	38	17	18	15	21	30	23	
			5%	5%	6%	7%	3%	5%	6%	4%	7%	4%	9%	
	Strongly disagree	Count	49	18	31	25	18	33	14	20	8	22	29	19
			5%	3%	7%	4%	4%	5%	6%	6%	2%	7%	4%	7%
(DK/NS)	Count	29	11	17	13	9	11	8	2	7	20	10	14	
			3%	2%	4%	2%	2%	2%	3%	1%	2%	6%	1%	5%
	Trust regional/local agencies	Count	203	100	97	106	93	166	30	74	57	72	150	51
			20%	19%	22%	19%	24%	24%	12%	24%	15%	23%	21%	19%

(cont.)

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

			TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
				Owner	Other	Non-Hispanic White	Other	Reliable	Not reliable	Great deal	Some	Less	Yes	No
				Count										
Trust regional/local agencies to ensure reliable long-term supply of water	Somewhat agree	Count	280	160	110	138	135	229	45	85	112	83	197	78
			28%	30%	24%	24%	35%	33%	17%	27%	30%	26%	28%	29%
	Neither/Neutral	Count	263	133	126	159	92	173	76	77	114	72	191	63
			26%	25%	28%	28%	24%	25%	30%	25%	30%	23%	27%	24%
	Somewhat disagree	Count	112	63	47	81	24	60	48	32	44	36	84	25
			11%	12%	10%	14%	6%	9%	19%	10%	12%	11%	12%	9%
Strongly disagree	Count	97	53	43	58	30	48	47	40	34	23	65	31	
		10%	10%	10%	10%	8%	7%	18%	13%	9%	7%	9%	12%	
(DK/NS)	Count	45	17	28	24	17	23	11	3	13	30	20	18	
		5%	3%	6%	4%	4%	3%	4%	1%	3%	10%	3%	7%	
Have good understanding of ways trying to enhance reliability of supplies	Strongly agree	Count	174	96	75	88	81	135	34	86	41	46	133	41
			17%	18%	17%	16%	21%	19%	13%	28%	11%	15%	19%	15%
	Somewhat agree	Count	276	152	115	146	123	204	66	98	115	63	216	55
			28%	29%	25%	26%	31%	29%	26%	32%	31%	20%	30%	21%
	Neither/Neutral	Count	293	163	127	183	95	201	81	81	131	81	219	67
			29%	31%	28%	32%	24%	29%	32%	26%	35%	26%	31%	25%
Somewhat disagree	Count	129	66	58	82	38	80	42	24	51	55	74	49	
		13%	13%	13%	14%	10%	11%	16%	8%	14%	17%	11%	19%	
Strongly disagree	Count	72	25	46	38	32	51	18	11	22	39	39	30	
		7%	5%	10%	7%	8%	7%	7%	4%	6%	12%	5%	11%	
(DK/NS)	Count	56	24	31	29	21	28	16	10	13	33	27	23	
		6%	5%	7%	5%	5%	4%	6%	3%	4%	10%	4%	9%	
It is my civic responsibility to use water efficiently	Strongly agree	Count	599	324	269	324	257	424	158	213	204	183	477	113
			60%	61%	60%	57%	66%	61%	62%	69%	55%	58%	67%	42%
	Somewhat agree	Count	222	123	91	139	79	164	49	49	111	62	143	69
			22%	23%	20%	25%	20%	24%	19%	16%	30%	20%	20%	26%
	Neither/Neutral	Count	107	54	48	58	35	69	28	31	37	38	54	48
			11%	10%	11%	10%	9%	10%	11%	10%	10%	12%	8%	18%
Somewhat disagree	Count	21	6	14	14	5	15	6	5	7	9	8	12	
		2%	1%	3%	3%	1%	2%	2%	2%	2%	3%	1%	5%	
Strongly disagree	Count	27	11	16	19	8	16	8	10	8	8	15	11	
		3%	2%	4%	3%	2%	2%	3%	3%	2%	3%	2%	4%	
(DK/NS)	Count	24	9	15	11	8	11	8	2	6	17	10	12	
		2%	2%	3%	2%	2%	2%	3%	1%	2%	5%	1%	4%	
Additional water rate increases necessary to support reliability	Strongly agree	Count	132	63	68	60	70	103	25	47	39	45	101	30
			13%	12%	15%	11%	18%	15%	10%	15%	11%	14%	14%	11%
	Somewhat agree	Count	200	78	112	93	102	153	41	53	85	63	147	46
			20%	15%	25%	17%	26%	22%	16%	17%	23%	20%	21%	17%
	Neither/Neutral	Count	250	148	98	148	94	171	69	85	91	74	176	70
			25%	28%	22%	26%	24%	24%	27%	27%	24%	23%	25%	26%
Somewhat disagree	Count	155	85	66	105	42	105	44	46	66	43	110	43	
		15%	16%	15%	19%	11%	15%	17%	15%	18%	14%	15%	16%	
Strongly disagree	Count	191	117	74	122	56	130	56	72	66	53	132	56	
		19%	22%	16%	22%	14%	19%	22%	23%	18%	17%	19%	21%	

(cont.)

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

			TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
				Owner	Other	Non-Hispanic White	Other	Reliable	Not reliable	Great deal	Some	Less	Yes	No
Additional water rate	(DK/NS)	Count	71	36	34	37	29	38	21	7	26	38	43	21
			7%	7%	8%	7%	7%	5%	8%	2%	7%	12%	6%	8%
Reliable water supply is essential for healthy economy	Strongly agree	Count	617	331	276	369	228	438	162	218	216	183	476	135
			62%	63%	61%	65%	58%	63%	63%	70%	58%	58%	67%	51%
	Somewhat agree	Count	217	120	91	107	102	166	49	57	102	58	146	64
			22%	23%	20%	19%	26%	24%	19%	19%	27%	18%	21%	24%
	Neither/Neutral	Count	95	50	42	49	39	58	26	17	41	37	52	37
			10%	9%	9%	9%	10%	8%	10%	5%	11%	12%	7%	14%
	Somewhat disagree	Count	21	5	14	13	7	12	8	5	4	11	12	7
			2%	1%	3%	2%	2%	2%	3%	2%	1%	4%	2%	3%
Strongly disagree	Count	18	7	11	14	4	13	3	8	3	7	11	7	
		2%	1%	3%	2%	1%	2%	1%	3%	1%	2%	2%	3%	
(DK/NS)	Count	31	13	17	15	11	12	8	4	7	21	11	14	
		3%	3%	4%	3%	3%	2%	3%	1%	2%	7%	2%	5%	
Support efforts to go above & beyond, even if higher costs	Strongly agree	Count	188	77	111	100	86	147	34	62	57	68	150	36
			19%	15%	24%	18%	22%	21%	13%	20%	15%	22%	21%	14%
	Somewhat agree	Count	256	113	131	130	118	192	55	62	115	79	181	66
			26%	21%	29%	23%	30%	27%	22%	20%	31%	25%	26%	25%
	Neither/Neutral	Count	269	165	102	163	102	181	76	94	108	67	191	73
			27%	31%	22%	29%	26%	26%	30%	30%	29%	21%	27%	27%
	Somewhat disagree	Count	112	63	43	73	29	74	32	33	42	37	74	35
			11%	12%	10%	13%	7%	11%	13%	11%	11%	12%	10%	13%
Strongly disagree	Count	121	81	40	72	38	75	43	54	32	35	83	35	
		12%	15%	9%	13%	10%	11%	17%	17%	9%	11%	12%	13%	
(DK/NS)	Count	55	27	25	27	19	30	16	5	19	31	28	20	
		5%	5%	6%	5%	5%	4%	6%	2%	5%	10%	4%	7%	

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

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
BASE		(1000)	(369)	(631)	(142)	(228)	(163)	(180)	(148)	(139)	(228)	(772)	(653)	(324)
Reliable water supply is essential for healthy economy	Agree	83%	85%	82%	85%	86%	82%	81%	81%	86%	83%	84%	84%	84%
	Neutral/DK	13%	12%	13%	13%	11%	12%	13%	14%	12%	14%	12%	13%	11%
	Disagree	4%	3%	5%	2%	3%	6%	5%	5%	2%	3%	4%	3%	5%
It is my civic responsibility to use water efficiently	Agree	82%	84%	81%	82%	86%	82%	73%	83%	87%	80%	83%	82%	84%
	Neutral/DK	13%	11%	15%	13%	9%	17%	19%	11%	10%	16%	12%	13%	11%
	Disagree	5%	5%	5%	6%	5%	1%	7%	6%	4%	4%	5%	4%	6%
Reliable water supply essential to quality of life	Agree	81%	81%	82%	82%	80%	79%	78%	83%	87%	80%	82%	83%	79%
	Neutral/DK	15%	16%	14%	15%	17%	15%	17%	13%	11%	18%	14%	14%	16%
	Disagree	4%	3%	4%	2%	4%	5%	5%	4%	2%	2%	4%	3%	5%
Ag/ local farmers make important contribution to local economy	Agree	76%	75%	76%	70%	78%	81%	70%	79%	76%	76%	76%	77%	74%
	Neutral/DK	20%	21%	19%	27%	18%	15%	23%	18%	18%	23%	19%	19%	20%
	Disagree	4%	4%	5%	3%	4%	4%	7%	3%	6%	1%	5%	3%	6%
Worried about impact of major drought on local water supplies	Agree	73%	75%	71%	79%	73%	71%	68%	73%	76%	77%	71%	73%	74%
	Neutral/DK	17%	18%	16%	16%	19%	16%	19%	15%	14%	18%	16%	17%	16%
	Disagree	10%	7%	13%	6%	7%	13%	13%	15%	10%	4%	12%	10%	10%
Trust agencies to declare mandatory restrictions when necessary	Agree	53%	52%	54%	56%	50%	62%	46%	49%	61%	64%	50%	51%	58%
	Neutral/DK	26%	27%	25%	24%	30%	21%	32%	26%	21%	24%	27%	26%	24%
	Disagree	21%	21%	21%	20%	21%	17%	22%	25%	19%	13%	23%	22%	18%
Could do more to conserve water at home	Agree	53%	51%	53%	52%	50%	47%	48%	57%	63%	66%	49%	50%	58%
	Neutral/DK	23%	24%	22%	19%	27%	22%	27%	19%	18%	21%	23%	23%	21%
	Disagree	25%	25%	25%	29%	22%	31%	25%	24%	18%	13%	28%	27%	22%
Water bill is clear & easy to understand	Agree	52%	49%	53%	49%	49%	56%	59%	52%	44%	50%	52%	58%	40%
	Neutral/DK	33%	36%	31%	33%	38%	23%	28%	33%	41%	35%	32%	25%	47%
	Disagree	16%	15%	16%	17%	13%	21%	13%	15%	15%	14%	16%	17%	13%
Know where to go if want more info on conserving water	Agree	51%	50%	53%	52%	48%	57%	45%	56%	54%	46%	53%	54%	48%
	Neutral/DK	26%	26%	25%	23%	29%	19%	30%	25%	26%	30%	24%	25%	26%
	Disagree	23%	24%	22%	25%	23%	24%	25%	19%	20%	24%	23%	21%	26%
Trust regional/ local agencies to ensure reliable long-term supply of water	Agree	48%	45%	50%	51%	41%	51%	42%	49%	60%	55%	46%	50%	46%
	Neutral/DK	31%	32%	30%	27%	36%	28%	36%	27%	26%	29%	31%	28%	36%
	Disagree	21%	22%	20%	22%	23%	21%	21%	23%	14%	16%	22%	22%	19%
Have good understanding of ways trying to enhance reliability of supplies	Agree	45%	42%	47%	42%	43%	45%	47%	48%	45%	48%	44%	46%	42%
	Neutral/DK	35%	40%	32%	37%	41%	33%	31%	30%	35%	32%	36%	34%	38%
	Disagree	20%	18%	21%	21%	16%	22%	22%	22%	20%	20%	20%	20%	20%
Support efforts to go above & beyond, even if higher costs	Agree	44%	47%	43%	46%	47%	44%	40%	42%	46%	55%	41%	40%	54%
	Neutral/DK	32%	34%	31%	30%	37%	31%	33%	31%	30%	26%	34%	34%	29%
	Disagree	23%	19%	26%	24%	16%	25%	27%	26%	24%	18%	25%	26%	18%
Additional water rate increases necessary to support reliability	Agree	33%	34%	33%	29%	37%	29%	28%	34%	42%	42%	31%	31%	38%
	Neutral/DK	32%	36%	30%	39%	34%	27%	35%	30%	26%	30%	33%	32%	32%
	Disagree	35%	30%	37%	32%	29%	43%	37%	36%	32%	28%	37%	37%	30%

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

		GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
		TOTAL (1000)	Male (500)	Female (500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)	\$100K + (184)
Reliable water supply is essential for healthy economy	Agree	83%	83%	84%	79%	83%	89%	86%	81%	85%	79%	83%	87%	84%
	Neutral/DK	13%	12%	14%	18%	12%	7%	11%	13%	13%	15%	11%	10%	13%
	Disagree	4%	5%	3%	4%	4%	4%	3%	7%	2%	5%	7%	3%	4%
It is my civic responsibility to use water efficiently	Agree	82%	80%	84%	77%	83%	88%	83%	82%	83%	82%	86%	83%	78%
	Neutral/DK	13%	15%	12%	18%	14%	7%	13%	12%	13%	11%	9%	13%	17%
	Disagree	5%	5%	4%	6%	3%	5%	4%	6%	4%	8%	5%	5%	5%
Reliable water supply essential to quality of life	Agree	81%	79%	84%	77%	82%	86%	85%	78%	83%	80%	78%	82%	85%
	Neutral/DK	15%	17%	13%	20%	15%	10%	11%	17%	14%	15%	15%	15%	13%
	Disagree	4%	4%	3%	4%	4%	4%	4%	5%	3%	5%	6%	3%	3%
Ag/ local farmers make important contribution to local economy	Agree	76%	74%	78%	70%	78%	80%	75%	74%	78%	71%	70%	81%	78%
	Neutral/DK	20%	21%	19%	25%	19%	14%	19%	22%	18%	21%	25%	16%	18%
	Disagree	4%	5%	4%	5%	3%	5%	7%	5%	4%	8%	6%	3%	4%
Worried about impact of major drought on local water supplies	Agree	73%	72%	74%	68%	73%	78%	67%	68%	78%	67%	73%	77%	77%
	Neutral/DK	17%	16%	18%	21%	17%	13%	20%	17%	15%	20%	17%	13%	15%
	Disagree	10%	12%	8%	11%	11%	9%	12%	15%	7%	13%	11%	10%	8%
Trust agencies to declare mandatory restrictions when necessary	Agree	53%	49%	57%	57%	51%	52%	57%	51%	54%	57%	58%	51%	50%
	Neutral/DK	26%	26%	26%	26%	28%	24%	22%	28%	25%	26%	18%	29%	28%
	Disagree	21%	24%	17%	17%	21%	24%	20%	21%	20%	18%	23%	19%	23%
Could do more to conserve water at home	Agree	53%	51%	54%	67%	51%	39%	62%	53%	49%	56%	52%	54%	49%
	Neutral/DK	23%	25%	21%	19%	24%	24%	20%	21%	24%	22%	20%	20%	28%
	Disagree	25%	25%	25%	14%	25%	37%	17%	25%	27%	22%	28%	27%	18%
Water bill is clear & easy to understand	Agree	52%	54%	49%	54%	50%	51%	55%	48%	53%	43%	54%	59%	52%
	Neutral/DK	33%	29%	37%	29%	36%	34%	32%	34%	32%	39%	33%	25%	32%
	Disagree	16%	17%	14%	17%	14%	15%	13%	18%	15%	17%	14%	16%	16%
Know where to go if want more info on conserving water	Agree	51%	55%	48%	49%	52%	52%	43%	56%	52%	49%	47%	57%	54%
	Neutral/DK	26%	24%	27%	23%	26%	29%	27%	22%	28%	25%	28%	24%	24%
	Disagree	23%	21%	25%	27%	22%	19%	30%	22%	21%	25%	25%	19%	22%
Trust regional/ local agencies to ensure reliable long-term supply	Agree	48%	46%	51%	54%	48%	43%	54%	42%	50%	48%	50%	46%	52%
	Neutral/DK	31%	29%	33%	28%	32%	33%	31%	35%	28%	34%	33%	31%	23%
	Disagree	21%	25%	17%	18%	21%	24%	14%	23%	22%	18%	17%	22%	25%
Have good understanding of ways trying to enhance reliability of supplies	Agree	45%	48%	42%	46%	46%	43%	51%	46%	43%	44%	51%	49%	43%
	Neutral/DK	35%	34%	36%	28%	37%	40%	29%	30%	40%	38%	27%	36%	34%
	Disagree	20%	18%	22%	26%	17%	17%	20%	24%	17%	18%	21%	16%	24%
Support efforts to go above & beyond, even if higher costs	Agree	44%	44%	44%	53%	43%	37%	47%	47%	42%	49%	49%	43%	44%
	Neutral/DK	32%	31%	34%	32%	30%	34%	27%	31%	34%	31%	31%	33%	31%
	Disagree	23%	25%	21%	15%	26%	29%	26%	21%	23%	19%	20%	23%	25%
Additional water rate increases necessary to support reliability	Agree	33%	36%	30%	46%	29%	24%	41%	36%	29%	41%	33%	30%	34%
	Neutral/DK	32%	27%	37%	33%	32%	32%	23%	29%	37%	32%	33%	29%	37%
	Disagree	35%	37%	32%	22%	38%	45%	37%	35%	34%	28%	34%	41%	29%

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

		HOME OWNERSHIP			ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
		TOTAL (1000)	Owner (526)	Other (451)	Non-Hispanic White (565)	Other (392)	Reliable (699)	Not reliable (257)	Great deal (310)	Some (373)	Less (317)	Yes (708)	No (265)
Reliable water supply is essential for healthy economy	Agree	83%	86%	81%	84%	84%	86%	82%	89%	85%	76%	88%	75%
	Neutral/DK	13%	12%	13%	11%	13%	10%	14%	7%	13%	18%	9%	19%
	Disagree	4%	2%	6%	5%	3%	4%	5%	4%	2%	6%	3%	6%
It is my civic responsibility to use water efficiently	Agree	82%	85%	80%	82%	86%	84%	81%	84%	84%	77%	88%	68%
	Neutral/DK	13%	12%	14%	12%	11%	11%	14%	11%	12%	17%	9%	23%
	Disagree	5%	3%	7%	6%	3%	4%	5%	5%	4%	5%	3%	9%
Reliable water supply essential to quality of life	Agree	81%	83%	79%	82%	82%	83%	82%	86%	81%	78%	85%	76%
	Neutral/DK	15%	14%	16%	13%	15%	13%	14%	10%	17%	17%	12%	19%
	Disagree	4%	3%	5%	5%	3%	4%	3%	4%	2%	5%	3%	6%
Ag/ local farmers make important contribution to local economy	Agree	76%	78%	74%	79%	73%	79%	74%	81%	75%	71%	80%	67%
	Neutral/DK	20%	19%	21%	17%	23%	16%	24%	13%	22%	23%	16%	26%
	Disagree	4%	4%	5%	4%	5%	5%	2%	5%	3%	6%	3%	7%
Worried about impact of major drought on local water supplies	Agree	73%	76%	69%	74%	73%	73%	76%	79%	77%	62%	80%	58%
	Neutral/DK	17%	16%	18%	15%	19%	16%	12%	9%	16%	25%	12%	26%
	Disagree	10%	8%	13%	11%	8%	10%	12%	12%	6%	13%	8%	16%
Trust agencies to declare mandatory restrictions when necessary	Agree	53%	54%	53%	49%	63%	58%	44%	57%	53%	50%	57%	45%
	Neutral/DK	26%	25%	27%	27%	24%	23%	28%	22%	27%	29%	24%	30%
	Disagree	21%	21%	20%	24%	14%	19%	28%	22%	20%	21%	19%	25%
Could do more to conserve water at home	Agree	53%	49%	56%	44%	68%	55%	48%	47%	55%	56%	53%	53%
	Neutral/DK	23%	23%	22%	27%	16%	21%	25%	22%	24%	21%	21%	25%
	Disagree	25%	28%	22%	29%	17%	24%	27%	31%	20%	23%	26%	22%
Water bill is clear & easy to understand	Agree	52%	56%	46%	49%	58%	57%	41%	59%	50%	47%	55%	46%
	Neutral/DK	33%	27%	39%	34%	30%	29%	38%	24%	35%	38%	30%	38%
	Disagree	16%	17%	15%	17%	12%	14%	21%	17%	14%	15%	15%	16%
Know where to go if want more info on conserving water	Agree	51%	54%	49%	52%	51%	53%	52%	59%	56%	39%	54%	46%
	Neutral/DK	26%	27%	25%	27%	24%	24%	24%	19%	28%	30%	23%	30%
	Disagree	23%	20%	26%	21%	26%	23%	25%	22%	16%	32%	22%	24%
Trust regional/ local agencies to ensure reliable long-term supply of water	Agree	48%	49%	46%	43%	58%	57%	29%	51%	45%	49%	49%	49%
	Neutral/DK	31%	29%	34%	32%	28%	28%	34%	25%	34%	32%	30%	30%
	Disagree	21%	22%	20%	25%	14%	15%	37%	23%	21%	19%	21%	21%
Have good understanding of ways trying to enhance reliability of supplies	Agree	45%	47%	42%	41%	52%	48%	39%	59%	42%	34%	49%	36%
	Neutral/DK	35%	36%	35%	38%	30%	33%	38%	29%	39%	36%	35%	34%
	Disagree	20%	17%	23%	21%	18%	19%	23%	11%	19%	30%	16%	30%
Support efforts to go above & beyond, even if higher costs	Agree	44%	36%	54%	41%	52%	48%	35%	40%	46%	46%	47%	38%
	Neutral/DK	32%	37%	28%	34%	31%	30%	36%	32%	34%	31%	31%	35%
	Disagree	23%	27%	18%	26%	17%	21%	29%	28%	20%	23%	22%	27%
Additional water rate increases necessary to support reliability	Agree	33%	27%	40%	27%	44%	37%	26%	32%	33%	34%	35%	29%
	Neutral/DK	32%	35%	29%	33%	31%	30%	35%	30%	31%	36%	31%	34%
	Disagree	35%	38%	31%	40%	25%	34%	39%	38%	35%	30%	34%	37%

15. Have you seen, read or heard anything about the San Diego County Water Authority lawsuit which alleges the Metropolitan Water District is overcharging San Diego ratepayers for their water?

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD		PAY OWN WATER BILL		
				(1000)	City (369)	County (631)	Metro (142)	S. Metro (228)	Coastal (163)	Inland (180)	East (148)	South (139)	10/less (228)	Over 10 (772)	Yes (653)
BASE															
AWARE OF MWD OVERCHARGING	Yes	Count	286	107	179	46	61	50	53	39	37	47	239	219	63
			29%	29%	28%	33%	27%	30%	29%	26%	27%	21%	31%	34%	19%
	No	Count	632	223	409	77	146	101	118	98	93	164	468	387	233
			63%	60%	65%	54%	64%	62%	65%	66%	67%	72%	61%	59%	72%
	(DK/NS)	Count	82	39	42	19	21	13	10	11	9	17	64	47	28
			8%	11%	7%	13%	9%	8%	5%	8%	6%	8%	8%	7%	9%

15. Have you seen, read or heard anything about the San Diego County Water Authority lawsuit which alleges the Metropolitan Water District is overcharging San Diego ratepayers for their water?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				(1000)	Male (500)	Female (500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)
BASE AWARE OF MWD OVERCHARGING	Yes	Count	286	141	145	53	97	120	33	70	181	36	38	101	74
			29%	28%	29%	15%	28%	44%	21%	22%	35%	21%	20%	32%	40%
	No	Count	632	328	304	270	224	129	96	230	297	118	145	187	101
			63%	66%	61%	77%	64%	47%	61%	72%	58%	70%	76%	60%	55%
	(DK/NS)	Count	82	30	52	27	30	24	27	17	35	15	8	24	10
			8%	6%	10%	8%	9%	9%	17%	5%	7%	9%	4%	8%	5%

15. Have you seen, read or heard anything about the San Diego County Water Authority lawsuit which alleges the Metropolitan Water District is overcharging San Diego ratepayers for their water?

			TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
					Owner	Other	Non-Hispanic White	Other	Reliable	Not reliable	Great deal	Some	Less	Yes
BASE			(1000)	(526)	(451)	(565)	(392)	(699)	(257)	(310)	(373)	(317)	(708)	(265)
AWARE OF MWD OVERCHARGING	Yes	Count	286	206	77	193	82	198	84	148	105	34	236	48
			29%	39%	17%	34%	21%	28%	33%	48%	28%	11%	33%	18%
	No	Count	632	275	342	328	277	449	154	147	228	256	423	197
			63%	52%	76%	58%	71%	64%	60%	47%	61%	81%	60%	74%
	(DK/NS)	Count	82	45	32	44	33	51	19	15	40	27	50	20
			8%	9%	7%	8%	8%	7%	7%	5%	11%	8%	7%	8%

16. What information, if any, about your tap water would you like to know more about?

			TOTAL (1000)	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
				City (369)	County (631)	Metro (142)	S. Metro (228)	Coastal (163)	Inland (180)	East (148)	South (139)	10/less (228)	Over 10 (772)	Yes (653)	No (324)	
BASE																
LIKE TO KNOW MORE ABOUT	Quality of my tap water	Cases	412	159	254	63	96	64	82	46	62	94	319	260	146	
			41%	43%	40%	44%	42%	39%	46%	31%	44%	41%	41%	40%	45%	
	Source of my tap water	Cases	216	76	140	23	52	37	44	34	25	49	167	127	86	
			22%	20%	22%	16%	23%	23%	24%	23%	18%	21%	22%	19%	27%	
	Impact of treatment process on my health	Cases	168	58	110	17	40	32	36	19	24	37	130	110	57	
			17%	16%	17%	12%	18%	19%	20%	13%	17%	16%	17%	17%	18%	
	What's being done to make supplies more reliable	Cases	168	56	112	20	36	35	31	22	24	34	134	119	46	
			17%	15%	18%	14%	16%	21%	17%	15%	17%	15%	17%	18%	14%	
	What water rates pay for	Cases	147	65	82	26	40	20	27	18	17	37	110	105	35	
			15%	18%	13%	18%	17%	12%	15%	12%	12%	16%	14%	16%	11%	
	Availability of future water supplies	Cases	125	46	79	18	28	20	21	18	19	28	97	91	32	
			12%	13%	12%	13%	12%	13%	12%	12%	13%	12%	13%	14%	10%	
	How to conserve water	Cases	108	40	68	18	21	16	16	20	16	24	84	82	24	
			11%	11%	11%	13%	9%	10%	9%	13%	12%	10%	11%	13%	7%	
	Reading/ understanding water quality reports	Cases	82	37	45	12	25	11	8	10	16	14	67	55	24	
			8%	10%	7%	9%	11%	7%	5%	7%	11%	6%	9%	8%	7%	
Who to call if have questions about tap water	Cases	32	15	17	5	10	4	5	1	7	9	23	20	12		
		3%	4%	3%	4%	4%	2%	3%	1%	5%	4%	3%	3%	4%		
Other mentions	Cases	57	16	41	6	10	14	12	9	6	14	43	40	17		
		6%	4%	6%	4%	4%	9%	7%	6%	4%	6%	6%	6%	5%		
(DK/None)	Cases	270	105	164	43	63	40	39	49	35	61	209	171	88		
		27%	29%	26%	30%	28%	25%	22%	33%	25%	27%	27%	26%	27%		

16. What information, if any, about your tap water would you like to know more about?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				(1000)	Male (500)	Female (500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)
BASE LIKE TO KNOW MORE ABOUT	Quality of my tap water	Cases	412	190	222	126	160	117	59	130	218	68	78	117	87
			41%	38%	44%	36%	46%	43%	38%	41%	43%	40%	41%	38%	47%
	Source of my tap water	Cases	216	108	107	98	71	42	28	80	103	41	49	62	43
			22%	22%	21%	28%	20%	15%	18%	25%	20%	24%	26%	20%	23%
	Impact of treatment process on my health	Cases	168	77	91	66	60	41	17	62	88	32	23	57	33
			17%	15%	18%	19%	17%	15%	11%	19%	17%	19%	12%	18%	18%
	What's being done to make supplies more reliable	Cases	168	84	84	46	63	59	22	50	97	23	34	62	34
			17%	17%	17%	13%	18%	22%	14%	16%	19%	14%	18%	20%	18%
	What water rates pay for	Cases	147	71	76	65	41	41	19	44	81	18	32	56	25
			15%	14%	15%	18%	12%	15%	12%	14%	16%	11%	17%	18%	13%
	Availability of future water supplies	Cases	125	69	56	43	39	43	13	44	65	13	29	41	30
			12%	14%	11%	12%	11%	16%	8%	14%	13%	8%	15%	13%	17%
	How to conserve water	Cases	108	55	52	40	40	28	14	31	63	11	19	42	25
			11%	11%	10%	11%	11%	10%	9%	10%	12%	7%	10%	13%	14%
	Reading/ understanding water quality reports	Cases	82	38	44	43	26	13	6	32	43	9	22	18	25
			8%	8%	9%	12%	7%	5%	4%	10%	8%	6%	12%	6%	13%
	Who to call if have questions about tap water	Cases	32	9	23	9	12	11	8	7	17	3	7	14	1
			3%	2%	5%	3%	4%	4%	5%	2%	3%	2%	4%	5%	1%
(DK/None)	Cases	270	144	125	79	90	84	49	79	136	43	44	80	48	
		27%	29%	25%	23%	26%	31%	31%	25%	26%	26%	23%	26%	26%	
Other mentions	Cases	57	27	30	24	16	16	8	14	35	11	12	18	10	
		6%	5%	6%	7%	5%	6%	5%	4%	7%	6%	6%	6%	5%	

16. What information, if any, about your tap water would you like to know more about?

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT		
			(1000)	Owner (526)	Other (451)	Non-Hispanic White (565)	Other (392)	Reliable (699)	Not reliable (257)	Great deal (310)	Some (373)	Less (317)	Yes (708)	No (265)
LIKE TO KNOW MORE ABOUT	Quality of my tap water	Cases	412	214	196	226	174	290	111	113	160	139	305	101
			41%	41%	43%	40%	44%	41%	43%	37%	43%	44%	43%	38%
	Source of my tap water	Cases	216	88	119	123	82	154	53	55	94	66	171	42
			22%	17%	26%	22%	21%	22%	21%	18%	25%	21%	24%	16%
	Impact of treatment process on my health	Cases	168	78	88	99	60	114	46	51	58	58	131	34
			17%	15%	19%	17%	15%	16%	18%	17%	16%	18%	18%	13%
	What's being done to make supplies more reliable	Cases	168	106	62	126	37	109	51	64	63	41	119	41
			17%	20%	14%	22%	9%	16%	20%	21%	17%	13%	17%	15%
	What water rates pay for	Cases	147	91	52	92	47	96	46	49	62	35	101	41
			15%	17%	11%	16%	12%	14%	18%	16%	17%	11%	14%	15%
	Availability of future water supplies	Cases	125	68	52	82	40	76	42	29	66	30	100	20
			12%	13%	12%	14%	10%	11%	16%	9%	18%	10%	14%	7%
	How to conserve water	Cases	108	66	37	63	44	69	32	29	46	33	79	23
			11%	12%	8%	11%	11%	10%	12%	9%	12%	10%	11%	9%
	Reading/ understanding water quality reports	Cases	82	32	47	41	39	65	15	24	35	22	59	19
			8%	6%	10%	7%	10%	9%	6%	8%	9%	7%	8%	7%
Who to call if have questions about tap water	Cases	32	18	14	22	10	23	3	5	18	9	21	8	
		3%	3%	3%	4%	3%	3%	1%	2%	5%	3%	3%	3%	
Other mentions	Cases	57	32	25	24	30	44	12	16	20	21	48	9	
		6%	6%	5%	4%	8%	6%	5%	5%	5%	7%	7%	3%	
(DK/None)	Cases	270	149	113	158	93	195	58	89	88	93	163	96	
		27%	28%	25%	28%	24%	28%	22%	29%	24%	29%	23%	36%	

17. What would be the best way to reach you with important announcements or facts about water-related issues here in San Diego County?

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			(1000)	City (369)	County (631)	Metro (142)	S. Metro (228)	Coastal (163)	Inland (180)	East (148)	South (139)	10/less (228)	Over 10 (772)	Yes (653)	No (324)
BASE															
BEST WAY	Direct mail	Cases	291	120	171	46	74	47	47	39	38	55	236	184	102
			29%	33%	27%	33%	33%	29%	26%	27%	27%	24%	31%	28%	32%
	With water bill	Cases	260	82	178	31	51	50	56	28	44	42	218	203	53
			26%	22%	28%	22%	22%	30%	31%	19%	31%	19%	28%	31%	16%
	TV ad	Cases	258	90	168	25	65	41	52	34	42	55	203	157	94
			26%	24%	27%	18%	29%	25%	29%	23%	30%	24%	26%	24%	29%
	News media (general)	Cases	189	61	128	14	47	38	36	24	31	48	141	129	60
			19%	17%	20%	10%	21%	23%	20%	16%	22%	21%	18%	20%	18%
	Website	Cases	186	58	128	19	39	34	42	28	24	42	144	132	51
			19%	16%	20%	13%	17%	21%	23%	19%	17%	18%	19%	20%	16%
	Social media	Cases	139	46	93	14	33	31	21	25	16	47	92	91	47
			14%	13%	15%	10%	14%	19%	12%	17%	12%	21%	12%	14%	14%
	Radio commercial	Cases	118	43	75	13	29	17	24	21	13	29	89	73	41
			12%	12%	12%	9%	13%	11%	13%	14%	9%	13%	11%	11%	13%
	Ad in local newspaper	Cases	117	33	84	14	19	17	29	15	23	23	95	84	33
			12%	9%	13%	10%	8%	11%	16%	10%	16%	10%	12%	13%	10%
	By telephone	Cases	88	34	54	7	27	20	9	14	11	21	67	52	36
			9%	9%	9%	5%	12%	12%	5%	10%	8%	9%	9%	8%	11%
	Billboard ad	Cases	75	26	49	6	20	7	14	11	17	19	56	33	42
			7%	7%	8%	4%	9%	4%	8%	7%	12%	8%	7%	5%	13%
	Ad in other print	Cases	69	23	46	11	13	15	11	6	14	19	50	41	26
			7%	6%	7%	7%	6%	9%	6%	4%	10%	8%	7%	6%	8%
	Email	Cases	58	19	40	7	12	12	5	16	7	11	47	34	21
			6%	5%	6%	5%	5%	7%	3%	11%	5%	5%	6%	5%	7%
	In-store displays	Cases	58	19	39	6	14	7	11	5	15	14	44	33	21
			6%	5%	6%	4%	6%	4%	6%	3%	11%	6%	6%	5%	7%
	Sales people in stores	Cases	14	3	11		3	0	3	4	3	7	7	9	4
			1%	1%	2%		1%	0%	2%	3%	2%	3%	1%	1%	1%
	(Not interested in receiving anything)	Cases	25	14	10	7	7	1	5		4	4	21	13	12
			2%	4%	2%	5%	3%	1%	3%		3%	2%	3%	2%	4%
	(DK/NS)	Cases	31	10	21	4	6	5	5	6	5	9	22	19	4
			3%	3%	3%	3%	3%	3%	3%	4%	4%	4%	3%	3%	1%

17. What would be the best way to reach you with important announcements or facts about water-related issues here in San Diego County?

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			(1000)	Male (500)	Female (500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)	\$100K + (184)
BASE	BEST WAY	Cases	291	144	148	95	94	94	41	96	150	47	70	90	42
			29%	29%	30%	27%	27%	35%	26%	30%	29%	28%	37%	29%	23%
	With water bill	Cases	260	134	126	90	94	76	27	79	153	32	52	83	65
			26%	27%	25%	26%	27%	28%	17%	25%	30%	19%	27%	27%	35%
	TV ad	Cases	258	141	118	110	73	71	41	98	117	56	53	77	38
			26%	28%	24%	31%	21%	26%	26%	31%	23%	33%	28%	25%	20%
	News media (general)	Cases	189	84	105	69	58	62	22	70	97	37	31	58	42
			19%	17%	21%	20%	16%	23%	14%	22%	19%	22%	16%	19%	23%
	Website	Cases	186	92	95	56	82	47	26	65	95	32	32	63	35
			19%	18%	19%	16%	23%	17%	17%	20%	18%	19%	17%	20%	19%
	Social media	Cases	139	51	88	73	45	18	13	58	68	22	31	54	16
			14%	10%	18%	21%	13%	7%	8%	18%	13%	13%	16%	17%	9%
	Radio commercial	Cases	118	54	64	54	35	28	12	38	68	25	25	33	19
			12%	11%	13%	15%	10%	10%	8%	12%	13%	15%	13%	11%	10%
	Ad in local newspaper	Cases	117	69	48	47	31	35	13	54	48	23	17	46	21
			12%	14%	10%	13%	9%	13%	9%	17%	9%	14%	9%	15%	11%
	By telephone	Cases	88	39	49	34	30	21	23	27	38	21	25	18	13
			9%	8%	10%	10%	8%	8%	14%	8%	7%	12%	13%	6%	7%
	Billboard ad	Cases	75	43	31	38	21	15	5	35	35	25	17	20	8
			7%	9%	6%	11%	6%	6%	3%	11%	7%	15%	9%	6%	5%
	Ad in other print	Cases	69	33	37	38	18	14	12	24	33	19	9	27	8
			7%	7%	7%	11%	5%	5%	7%	8%	7%	11%	5%	9%	4%
	Email	Cases	58	31	28	27	18	11	9	16	34	11	11	20	13
			6%	6%	6%	8%	5%	4%	6%	5%	7%	7%	6%	7%	7%
	In-store displays	Cases	58	37	21	29	21	9	11	20	25	22	10	13	5
			6%	7%	4%	8%	6%	3%	7%	6%	5%	13%	5%	4%	3%
	Sales people in stores	Cases	14	10	4	9	3	1	1	7	6	6	4	3	1
			1%	2%	1%	3%	1%	0%	0%	2%	1%	3%	2%	1%	1%
	(Not interested in receiving anything)	Cases	25	10	14	3	16	5	5	9	11	6	4	7	
			2%	2%	3%	1%	5%	2%	3%	3%	2%	4%	2%	2%	
	(DK/NS)	Cases	31	13	17	11	8	11	6	7	13	5	2	8	6
			3%	3%	3%	3%	2%	4%	4%	2%	3%	3%	1%	2%	3%

17. What would be the best way to reach you with important announcements or facts about water-related issues here in San Diego County?

		TOTAL (1000)	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT		
			Owner (526)	Other (451)	Non-Hispanic White (565)	Other (392)	Reliable (699)	Not reliable (257)	Great deal (310)	Some (373)	Less (317)	Yes (708)	No (265)	
BASE														
BEST WAY	Direct mail	Cases	291	152	134	183	100	207	69	78	111	102	206	80
			29%	29%	30%	32%	26%	30%	27%	25%	30%	32%	29%	30%
	With water bill	Cases	260	166	92	172	82	177	73	70	112	79	191	59
			26%	31%	20%	30%	21%	25%	28%	23%	30%	25%	27%	22%
	TV ad	Cases	258	111	139	143	105	171	77	72	109	77	183	68
			26%	21%	31%	25%	27%	25%	30%	23%	29%	24%	26%	26%
	News media (general)	Cases	189	105	82	126	59	142	41	60	78	51	138	43
			19%	20%	18%	22%	15%	20%	16%	19%	21%	16%	19%	16%
	Website	Cases	186	106	74	115	63	132	49	52	87	47	133	45
			19%	20%	16%	20%	16%	19%	19%	17%	23%	15%	19%	17%
	Social media	Cases	139	66	67	89	48	94	41	40	60	38	101	35
			14%	12%	15%	16%	12%	14%	16%	13%	16%	12%	14%	13%
	Radio commercial	Cases	118	58	55	78	33	76	37	36	46	36	87	24
			12%	11%	12%	14%	9%	11%	14%	12%	12%	11%	12%	9%
	Ad in local newspaper	Cases	117	61	52	68	44	82	32	42	46	29	88	27
			12%	12%	11%	12%	11%	12%	13%	14%	12%	9%	12%	10%
	By telephone	Cases	88	42	45	35	47	60	25	23	21	45	63	24
			9%	8%	10%	6%	12%	9%	10%	7%	5%	14%	9%	9%
	Billboard ad	Cases	75	25	49	41	33	46	25	21	26	27	52	21
			7%	5%	11%	7%	9%	7%	10%	7%	7%	9%	7%	8%
	Ad in other print	Cases	69	30	38	42	26	52	15	21	24	24	49	18
			7%	6%	8%	7%	7%	7%	6%	7%	7%	8%	7%	7%
	Email	Cases	58	27	30	28	30	52	6	21	21	17	44	14
			6%	5%	7%	5%	8%	7%	2%	7%	6%	5%	6%	5%
	In-store displays	Cases	58	24	32	23	32	44	12	13	27	19	33	19
			6%	5%	7%	4%	8%	6%	5%	4%	7%	6%	5%	7%
	Sales people in stores	Cases	14	5	9	9	4	9	5	4	9	1	5	9
			1%	1%	2%	2%	1%	1%	2%	1%	2%	0%	1%	3%
	(Not interested in receiving anything)	Cases	25	11	13	12	8	13	7	8	6	10	14	9
			2%	2%	3%	2%	2%	2%	3%	3%	2%	3%	2%	3%
	(DK/NS)	Cases	31	16	10	14	11	13	8	3	9	19	13	11
			3%	3%	2%	3%	3%	2%	3%	1%	2%	6%	2%	4%

18. What is the main type of media you rely on to learn about important issues affecting your community?

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL		
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No	
BASE		(1000)	(369)	(631)	(142)	(228)	(163)	(180)	(148)	(139)	(228)	(772)	(653)	(324)	
RELY ON FOR IMPORTANT ISSUES	Television newscasts	Count	430	168	263	66	102	63	69	63	67	100	330	266	160
			43%	45%	42%	46%	45%	39%	39%	43%	48%	44%	43%	41%	49%
	Internet news sites	Count	248	85	163	33	52	42	52	30	39	60	188	162	75
			25%	23%	26%	23%	23%	26%	29%	21%	28%	26%	24%	25%	23%
	Local/ Community newspapers	Count	101	27	73	9	18	30	21	12	11	9	91	81	20
			10%	7%	12%	7%	8%	19%	11%	8%	8%	4%	12%	12%	6%
	Radio newscasts	Count	77	36	40	18	18	14	10	10	6	22	55	49	27
			8%	10%	6%	13%	8%	9%	6%	7%	4%	10%	7%	8%	8%
	Social Media	Count	49	19	31	5	14	6	11	10	4	11	38	33	17
			5%	5%	5%	4%	6%	3%	6%	7%	3%	5%	5%	5%	5%
Word of mouth	Count	43	13	29	6	7	4	7	11	7	11	32	26	9	
		4%	4%	5%	4%	3%	2%	4%	7%	5%	5%	4%	4%	3%	
Talk radio	Count	26	13	14	4	9	1	4	6	2	5	21	18	9	
		3%	3%	2%	3%	4%	0%	2%	4%	2%	2%	3%	3%	3%	
Other mentions	Count	26	8	18	1	7	3	6	5	4	10	15	18	8	
		3%	2%	3%	0%	3%	2%	3%	3%	3%	4%	2%	3%	2%	

18. What is the main type of media you rely on to learn about important issues affecting your community?

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			(1000)	Male (500)	Female (500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)	\$100K + (184)
RELY ON FOR IMPORTANT ISSUES	Television newscasts	Count	430	199	231	132	143	146	96	146	187	83	86	128	71
			43%	40%	46%	38%	41%	53%	61%	46%	36%	49%	45%	41%	38%
	Internet news sites	Count	248	138	110	111	97	35	27	71	145	31	44	82	52
			25%	28%	22%	32%	28%	13%	17%	22%	28%	18%	23%	26%	28%
	Local/ Community newspapers	Count	101	61	40	11	32	51	11	24	67	12	19	31	25
			10%	12%	8%	3%	9%	19%	7%	7%	13%	7%	10%	10%	13%
	Radio newscasts	Count	77	29	47	31	28	17	15	18	44	14	14	26	16
			8%	6%	9%	9%	8%	6%	10%	6%	9%	8%	7%	8%	8%
	Social Media	Count	49	27	23	29	14	2	2	25	23	3	11	22	8
			5%	5%	5%	8%	4%	1%	1%	8%	4%	2%	6%	7%	5%
Word of mouth	Count	43	17	26	16	20	7	3	15	20	17	5	6	4	
		4%	3%	5%	4%	6%	2%	2%	5%	4%	10%	3%	2%	2%	
Talk radio	Count	26	14	12	11	10	5	1	9	16	5	6	9	3	
		3%	3%	2%	3%	3%	2%	1%	3%	3%	3%	3%	3%	2%	
Other mentions	Count	26	15	11	9	7	9	3	11	11	3	7	8	6	
		3%	3%	2%	3%	2%	3%	2%	3%	2%	2%	4%	3%	3%	

18. What is the main type of media you rely on to learn about important issues affecting your community?

			TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
				(1000)	Owner	Other	Non-Hispanic White	Other	Reliable	Not reliable	Great deal	Some	Less	Yes
BASE			(1000)	(526)	(451)	(565)	(392)	(699)	(257)	(310)	(373)	(317)	(708)	(265)
RELY ON FOR IMPORTANT ISSUES	Television newscasts	Count	430	231	196	235	186	304	107	136	154	140	319	105
			43%	44%	43%	42%	47%	44%	42%	44%	41%	44%	45%	40%
	Internet news sites	Count	248	126	115	129	102	177	67	72	106	70	178	66
			25%	24%	25%	23%	26%	25%	26%	23%	29%	22%	25%	25%
	Local/ Community newspapers	Count	101	78	23	77	20	75	22	39	42	20	73	27
			10%	15%	5%	14%	5%	11%	8%	12%	11%	6%	10%	10%
	Radio newscasts	Count	77	36	40	49	27	56	18	27	23	27	60	16
			8%	7%	9%	9%	7%	8%	7%	9%	6%	8%	8%	6%
	Social Media	Count	49	17	31	23	24	30	17	16	17	16	30	19
			5%	3%	7%	4%	6%	4%	6%	5%	5%	5%	4%	7%
	Word of mouth	Count	43	14	20	19	17	21	10	4	12	27	18	12
			4%	3%	4%	3%	4%	3%	4%	1%	3%	8%	3%	5%
	Talk radio	Count	26	12	13	18	7	17	10	10	8	8	14	11
			3%	2%	3%	3%	2%	2%	4%	3%	2%	3%	2%	4%
Other mentions	Count	26	12	14	15	10	18	7	7	11	8	17	9	
		3%	2%	3%	3%	2%	3%	3%	2%	3%	3%	2%	3%	

19. Other than news media sources, is there anywhere else you typically get information about important issues facing your community?

			TOTAL (1000)	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
				City (369)	County (631)	Metro (142)	S. Metro (228)	Coastal (163)	Inland (180)	East (148)	South (139)	10/less (228)	Over 10 (772)	Yes (653)	No (324)
BASE															
TYPICALLY GET INFO FROM	Word of mouth	Cases	455	168	287	73	96	70	85	68	63	99	356	308	130
			45%	46%	45%	51%	42%	43%	47%	46%	45%	43%	46%	47%	40%
	Community groups	Cases	120	50	70	23	27	19	20	18	13	38	82	74	40
			12%	13%	11%	16%	12%	12%	11%	12%	9%	16%	11%	11%	12%
	Online/ The internet	Cases	55	21	35	4	17	15	7	8	5	17	38	40	13
			6%	6%	5%	3%	7%	9%	4%	5%	3%	8%	5%	6%	4%
	Service organizations	Cases	53	23	29	8	15	9	8	6	6	18	35	39	12
			5%	6%	5%	6%	7%	5%	5%	4%	4%	8%	4%	6%	4%
	Churches	Cases	50	11	39	5	6	5	13	10	10	8	41	23	24
			5%	3%	6%	4%	3%	3%	7%	7%	7%	4%	5%	4%	7%
	Business groups	Cases	48	24	25	4	20	6	12	3	4	11	38	31	15
			5%	6%	4%	3%	9%	3%	7%	2%	3%	5%	5%	5%	5%
	City/ town hotline	Cases	41	14	27	6	8	8	5	9	5	12	30	30	10
			4%	4%	4%	4%	4%	5%	3%	6%	4%	5%	4%	5%	3%
(None)	Cases	327	119	209	38	81	53	50	57	48	67	261	214	111	
		33%	32%	33%	27%	36%	33%	28%	39%	34%	29%	34%	33%	34%	
(DK/NS)	Cases	56	22	34	11	11	9	13	4	8	16	41	32	19	
		6%	6%	5%	8%	5%	5%	7%	3%	6%	7%	5%	5%	6%	

19. Other than news media sources, is there anywhere else you typically get information about important issues facing your community?

			TOTAL (1000)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (500)	Female (500)	< 35 (350)	35-54 (350)	55 + (272)	HS/less (157)	Some PS (317)	Grad (513)	< \$25K (168)	\$25-49K (192)	\$50-99K (312)	\$100K + (184)
BASE TYPICALLY GET INFO FROM	Word of mouth	Cases	455	205	250	196	150	101	66	154	225	84	80	144	82
			45%	41%	50%	56%	43%	37%	42%	49%	44%	50%	42%	46%	44%
	Community groups	Cases	120	57	62	56	37	23	14	35	69	15	17	49	24
			12%	11%	12%	16%	11%	8%	9%	11%	13%	9%	9%	16%	13%
	Online/ The internet	Cases	55	25	30	12	29	10	3	19	33	4	6	18	19
			6%	5%	6%	3%	8%	4%	2%	6%	6%	2%	3%	6%	10%
	Service organizations	Cases	53	26	27	29	13	10	10	13	29	2	14	20	11
			5%	5%	5%	8%	4%	4%	6%	4%	6%	1%	8%	6%	6%
	Churches	Cases	50	23	26	22	14	14	6	17	24	8	16	11	7
			5%	5%	5%	6%	4%	5%	4%	5%	5%	5%	8%	4%	4%
	Business groups	Cases	48	20	29	20	14	15	4	13	32	5	12	22	7
			5%	4%	6%	6%	4%	5%	2%	4%	6%	3%	6%	7%	4%
	City/ town hotline	Cases	41	22	19	18	12	11	7	15	19	2	18	13	5
			4%	4%	4%	5%	3%	4%	4%	5%	4%	1%	9%	4%	3%
	(None)	Cases	327	176	151	77	122	119	62	95	168	64	66	95	64
			33%	35%	30%	22%	35%	44%	40%	30%	33%	38%	34%	30%	35%
	(DK/NS)	Cases	56	27	29	19	20	15	10	16	27	9	11	16	3
			6%	5%	6%	6%	6%	5%	6%	5%	5%	5%	6%	5%	2%

19. Other than news media sources, is there anywhere else you typically get information about important issues facing your community?

			TOTAL (1000)	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
				Owner (526)	Other (451)	Non-Hispanic White (565)	Other (392)	Reliable (699)	Not reliable (257)	Great deal (310)	Some (373)	Less (317)	Yes (708)	No (265)
BASE														
TYPICALLY GET INFO FROM	Word of mouth	Cases	455	214	225	271	163	310	115	119	187	149	310	125
			45%	41%	50%	48%	42%	44%	45%	38%	50%	47%	44%	47%
	Community groups	Cases	120	64	48	66	52	91	28	45	49	25	85	29
			12%	12%	11%	12%	13%	13%	11%	14%	13%	8%	12%	11%
	Online/ The internet	Cases	55	33	20	28	24	36	18	22	17	16	43	12
			6%	6%	4%	5%	6%	5%	7%	7%	5%	5%	6%	5%
	Service organizations	Cases	53	36	17	26	26	43	9	16	27	9	46	7
			5%	7%	4%	5%	7%	6%	4%	5%	7%	3%	6%	2%
	Churches	Cases	50	24	22	25	21	37	12	5	16	29	31	14
			5%	4%	5%	4%	5%	5%	5%	1%	4%	9%	4%	5%
	Business groups	Cases	48	32	17	26	23	39	9	23	11	14	35	12
			5%	6%	4%	5%	6%	6%	4%	8%	3%	4%	5%	5%
	City/ town hotline	Cases	41	22	19	18	23	36	5	17	13	12	36	4
			4%	4%	4%	3%	6%	5%	2%	5%	3%	4%	5%	2%
(None)	Cases	327	185	139	190	124	232	84	118	106	104	230	95	
		33%	35%	31%	34%	32%	33%	33%	38%	28%	33%	32%	36%	
(DK/NS)	Cases	56	29	22	24	25	29	19	16	21	19	38	11	
		6%	6%	5%	4%	6%	4%	7%	5%	6%	6%	5%	4%	

RESPONDENT DEMOGRAPHICS

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
BASE		(1000)	(369)	(631)	(142)	(228)	(163)	(180)	(148)	(139)	(228)	(772)	(653)	(324)
COUNTY	East County	15%		23%					100%		14%	15%	16%	12%
	Metro	14%	38%		100%						19%	13%	15%	12%
	South Metro	23%	62%			100%					22%	23%	18%	34%
	North Coastal	16%		26%			100%				16%	16%	18%	13%
	North Inland	18%		29%				100%			18%	18%	19%	16%
	South County	14%		22%						100%	11%	15%	15%	13%
RESIDENT	1-5 years	12%	14%	11%	21%	10%	12%	14%	11%	8%	54%		11%	14%
	6-10 years	10%	11%	10%	9%	12%	11%	8%	11%	11%	46%		10%	11%
	More than 10 years	77%	75%	78%	70%	78%	78%	77%	78%	81%		100%	79%	75%
GENDER	Male	50%	50%	50%	49%	50%	51%	50%	49%	50%	49%	50%	49%	52%
	Female	50%	50%	50%	51%	50%	49%	50%	51%	50%	51%	50%	51%	48%

RESPONDENT DEMOGRAPHICS

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
BASE		(1000)	(500)	(500)	(350)	(350)	(272)	(157)	(317)	(513)	(168)	(192)	(312)	(184)
COUNTY	East County	15%	15%	15%	15%	15%	15%	14%	19%	12%	23%	16%	14%	10%
	Metro	14%	14%	14%	14%	14%	14%	7%	10%	19%	6%	9%	19%	17%
	South Metro	23%	23%	23%	23%	23%	23%	24%	22%	22%	26%	26%	24%	15%
	North Coastal	16%	17%	16%	16%	16%	16%	17%	12%	18%	11%	16%	13%	23%
	North Inland	18%	18%	18%	18%	18%	18%	17%	20%	17%	14%	18%	18%	22%
	South County	14%	14%	14%	14%	14%	14%	14%	20%	16%	11%	19%	16%	12%
RESIDENT	1-5 years	12%	10%	14%	20%	10%	6%	11%	12%	12%	11%	11%	13%	15%
	6-10 years	10%	12%	9%	13%	10%	6%	10%	9%	12%	13%	7%	10%	13%
	More than 10 years	77%	78%	77%	68%	80%	87%	79%	79%	76%	77%	82%	77%	73%
GENDER	Male	50%	100%		53%	50%	46%	51%	51%	49%	51%	49%	52%	58%
	Female	50%		100%	47%	50%	54%	49%	49%	51%	49%	51%	48%	42%

RESPONDENT DEMOGRAPHICS

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
			Owner	Other	Non-Hispanic White	Other	Reliable	Not reliable	Great deal	Some	Less	Yes	No
BASE		(1000)	(526)	(451)	(565)	(392)	(699)	(257)	(310)	(373)	(317)	(708)	(265)
COUNTY	East County	15%	14%	15%	17%	11%	16%	13%	13%	16%	15%	14%	15%
	Metro	14%	14%	14%	14%	13%	13%	18%	17%	13%	12%	13%	17%
	South Metro	23%	19%	28%	23%	23%	21%	25%	17%	25%	25%	22%	25%
	North Coastal	16%	19%	13%	19%	12%	19%	10%	18%	15%	16%	17%	15%
	North Inland	18%	20%	16%	19%	17%	17%	21%	23%	15%	17%	18%	19%
	South County	14%	14%	14%	8%	23%	15%	12%	11%	15%	15%	15%	10%
RESIDENT	1-5 years	12%	10%	15%	11%	14%	13%	11%	13%	11%	14%	10%	16%
	6-10 years	10%	9%	13%	9%	13%	11%	10%	11%	11%	9%	11%	11%
	More than 10 years	77%	82%	72%	80%	74%	76%	79%	77%	78%	77%	79%	73%
GENDER	Male	50%	46%	55%	48%	52%	52%	48%	54%	50%	47%	47%	59%
	Female	50%	54%	45%	52%	48%	48%	52%	46%	50%	53%	53%	41%

RESPONDENT DEMOGRAPHICS

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		PAY OWN WATER BILL	
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	Over 10	Yes	No
BASE		(973)	(360)	(613)	(136)	(224)	(156)	(175)	(146)	(136)	(218)	(755)	(629)	(321)
AGE	18-34	36%	36%	36%	36%	36%	36%	36%	36%	36%	52%	31%	34%	38%
	35-54	36%	36%	36%	36%	36%	36%	36%	36%	36%	33%	37%	35%	39%
	55 +	28%	28%	28%	28%	28%	28%	28%	28%	28%	16%	32%	30%	24%
BASE		(987)	(362)	(625)	(138)	(224)	(161)	(179)	(147)	(138)	(223)	(764)	(650)	(322)
EDUCATION	Grade school/ Some high school	3%	3%	3%	3%	3%	1%	4%	1%	6%	5%	2%	2%	5%
	Completed high school	13%	10%	14%	5%	14%	16%	11%	13%	17%	10%	14%	10%	19%
	Some apprenticeship/ trades	2%	1%	3%	1%	1%	3%	2%	4%	5%	4%	2%	2%	2%
	Journey-Person certification	1%	1%	0%	2%	1%		0%		2%	2%	0%	1%	0%
	Some college	20%	16%	23%	11%	19%	15%	25%	26%	24%	14%	22%	20%	20%
	Completed college	9%	8%	10%	11%	6%	8%	8%	10%	13%	6%	10%	10%	6%
	Some university	10%	11%	9%	11%	11%	7%	8%	12%	8%	12%	9%	10%	9%
Completed university	42%	49%	38%	57%	44%	50%	41%	34%	25%	47%	41%	45%	37%	
BASE		(857)	(313)	(543)	(116)	(197)	(133)	(155)	(131)	(125)	(194)	(662)	(564)	(283)
HOUSEHOLD INCOME	Under \$25,000	20%	17%	21%	9%	22%	14%	15%	30%	26%	20%	20%	13%	32%
	\$25,000 - \$49,999	22%	21%	23%	14%	25%	23%	22%	23%	25%	17%	24%	19%	29%
	\$50,000 - \$74,999	20%	24%	18%	27%	22%	18%	23%	16%	17%	15%	22%	22%	18%
	\$75,000 - \$99,999	16%	19%	14%	23%	17%	13%	13%	17%	13%	22%	14%	18%	12%
	\$100,000 - \$149,999	14%	12%	14%	20%	8%	15%	17%	10%	14%	17%	13%	17%	8%
	\$150,000 - \$249,999	5%	4%	6%	6%	3%	11%	7%	2%	4%	6%	5%	8%	1%
\$250,000 and above	3%	2%	3%	2%	2%	6%	3%	2%	1%	3%	2%	4%	0%	
BASE		(978)	(361)	(617)	(137)	(224)	(161)	(177)	(141)	(138)	(222)	(756)	(644)	(322)
RESIDENCE	Own	54%	48%	57%	54%	44%	63%	59%	53%	53%	43%	57%	71%	21%
	Rent	44%	51%	39%	44%	56%	35%	38%	45%	40%	57%	40%	26%	78%
	Other	3%	1%	3%	2%	0%	2%	3%	1%	7%		3%	3%	1%
BASE		(977)	(358)	(618)	(135)	(224)	(159)	(176)	(145)	(137)	(220)	(757)	(653)	(324)
WATER BILL PAYER	Self/ Household member	67%	58%	72%	71%	51%	73%	71%	73%	70%	63%	68%	100%	
	Landlord/ Other	33%	42%	28%	29%	49%	27%	29%	27%	30%	37%	32%		100%
BASE		(957)	(351)	(606)	(134)	(217)	(156)	(174)	(141)	(135)	(217)	(740)	(632)	(311)
ETHNIC/ RACIAL BACKGROUND	White, not of Hispanic origin	59%	60%	59%	61%	59%	69%	61%	69%	34%	52%	61%	64%	49%
	Hispanic or Latino	21%	17%	24%	11%	20%	17%	18%	14%	49%	26%	19%	16%	30%
	Asian or Pacific Islander	11%	12%	10%	20%	6%	6%	16%	6%	11%	12%	10%	12%	8%
	Black, not of Hispanic origin	6%	8%	5%	2%	12%	5%	1%	9%	4%	5%	6%	5%	8%
	Mixed race	2%	3%	2%	5%	2%	3%	2%	1%	2%	3%	2%	2%	4%
Native American	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	

RESPONDENT DEMOGRAPHICS

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
BASE		(973)	(487)	(487)	(350)	(350)	(272)	(154)	(317)	(489)	(168)	(191)	(311)	(178)
AGE	18-34	36%	38%	34%	100%			30%	50%	28%	37%	40%	41%	30%
	35-54	36%	36%	36%		100%		45%	25%	41%	36%	30%	33%	45%
	55 +	28%	26%	30%			100%	24%	25%	31%	27%	29%	26%	25%
BASE		(987)	(493)	(493)	(344)	(347)	(269)	(157)	(317)	(513)	(166)	(191)	(311)	(184)
EDUCATION	Grade school/ Some high school	3%	3%	3%	2%	4%	3%	19%			7%	2%	1%	2%
	Completed high school	13%	13%	13%	11%	16%	11%	81%			23%	18%	6%	3%
	Some apprenticeship/ trades	2%	2%	2%	1%	3%	3%		8%		6%	4%	2%	
	Journey-Person certification	1%	1%	0%	1%	1%	1%			1%	1%		1%	0%
	Some college	20%	21%	19%	30%	14%	17%		62%		24%	25%	22%	10%
	Completed college	9%	8%	10%	5%	13%	10%			17%	7%	11%	8%	11%
	Some university	10%	9%	10%	14%	5%	10%		30%		12%	13%	9%	8%
Completed university	42%	42%	42%	35%	44%	46%			81%	19%	27%	50%	65%	
BASE		(857)	(449)	(407)	(320)	(302)	(225)	(123)	(287)	(444)	(168)	(192)	(312)	(184)
HOUSEHOLD INCOME	Under \$25,000	20%	19%	20%	19%	20%	20%	42%	24%	10%	100%			
	\$25,000 - \$49,999	22%	21%	24%	24%	19%	25%	31%	28%	17%		100%		
	\$50,000 - \$74,999	20%	19%	22%	24%	20%	16%	15%	22%	21%			56%	
	\$75,000 - \$99,999	16%	17%	15%	16%	14%	19%	5%	14%	20%			44%	
	\$100,000 - \$149,999	14%	14%	14%	12%	17%	12%	7%	11%	17%				63%
	\$150,000 - \$249,999	5%	7%	3%	4%	7%	4%	2%	0%	10%				25%
\$250,000 and above	3%	3%	2%	1%	4%	3%		1%	5%				12%	
BASE		(978)	(488)	(490)	(337)	(344)	(269)	(154)	(308)	(510)	(162)	(191)	(312)	(183)
RESIDENCE	Own	54%	49%	58%	37%	54%	72%	40%	43%	65%	26%	42%	57%	79%
	Rent	44%	47%	40%	57%	45%	28%	60%	51%	35%	73%	57%	40%	16%
	Other	3%	4%	1%	6%	1%		1%	7%	1%	1%	0%	4%	5%
BASE		(977)	(490)	(486)	(336)	(347)	(267)	(154)	(309)	(508)	(164)	(191)	(309)	(183)
WATER BILL PAYER	Self/ Household member	67%	65%	68%	64%	64%	72%	49%	67%	72%	45%	57%	72%	86%
	Landlord/ Other	33%	35%	32%	36%	36%	28%	51%	33%	28%	55%	43%	28%	14%
BASE		(957)	(479)	(478)	(343)	(333)	(261)	(153)	(311)	(490)	(166)	(190)	(310)	(181)
ETHNIC/ RACIAL BACKGROUND	White, not of Hispanic origin	59%	57%	61%	43%	58%	82%	43%	58%	65%	53%	55%	61%	66%
	Hispanic or Latino	21%	25%	17%	33%	21%	7%	41%	22%	14%	30%	25%	18%	14%
	Asian or Pacific Islander	11%	10%	12%	15%	10%	5%	7%	9%	12%	7%	10%	11%	15%
	Black, not of Hispanic origin	6%	5%	7%	6%	8%	4%	7%	8%	4%	7%	8%	7%	4%
	Mixed race	2%	2%	3%	3%	2%	0%	2%	1%	3%	1%	2%	2%	2%
Native American	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	

RESPONDENT DEMOGRAPHICS

		TOTAL	HOME OWNERSHIP		ETHNIC BACKGROUND		SYSTEM RELIABILITY		HEARD ABOUT H2O SITUATION			TAKEN ACTION DUE TO DROUGHT	
			Owner	Other	Non-Hispanic White	Other	Reliable	Not reliable	Great deal	Some	Less	Yes	No
BASE		(973)	(505)	(446)	(553)	(385)	(680)	(250)	(291)	(368)	(313)	(685)	(261)
AGE	18-34	36%	24%	48%	26%	51%	37%	36%	26%	38%	43%	32%	47%
	35-54	36%	37%	35%	35%	37%	35%	36%	37%	36%	35%	38%	31%
	55 +	28%	39%	17%	39%	12%	28%	28%	37%	27%	21%	30%	22%
BASE		(987)	(524)	(449)	(564)	(390)	(690)	(256)	(309)	(370)	(308)	(701)	(261)
EDUCATION	Grade school/ Some high school	3%	2%	4%	1%	6%	3%	2%	3%	3%	3%	3%	3%
	Completed high school	13%	9%	17%	11%	16%	14%	10%	9%	11%	18%	13%	13%
	Some apprenticeship/ trades	2%	3%	2%	2%	3%	2%	5%	1%	3%	3%	2%	2%
	Journey-Person certification	1%	0%	1%	1%		0%	1%	1%	0%	1%	1%	1%
	Some college	20%	14%	27%	19%	22%	19%	22%	16%	21%	24%	20%	21%
	Completed college	9%	10%	8%	9%	8%	10%	6%	10%	9%	8%	10%	7%
	Some university	10%	9%	10%	11%	9%	10%	9%	8%	8%	12%	9%	10%
Completed university	42%	53%	31%	46%	36%	42%	45%	52%	44%	30%	42%	43%	
BASE		(857)	(445)	(403)	(499)	(348)	(593)	(232)	(264)	(330)	(263)	(609)	(233)
HOUSEHOLD INCOME	Under \$25,000	20%	9%	30%	18%	23%	20%	19%	16%	17%	26%	18%	22%
	\$25,000 - \$49,999	22%	18%	27%	21%	25%	21%	25%	16%	23%	27%	23%	23%
	\$50,000 - \$74,999	20%	19%	22%	19%	22%	22%	18%	23%	20%	18%	22%	17%
	\$75,000 - \$99,999	16%	20%	12%	18%	13%	15%	18%	18%	15%	15%	16%	17%
	\$100,000 - \$149,999	14%	19%	8%	14%	13%	14%	11%	15%	17%	8%	15%	10%
	\$150,000 - \$249,999	5%	9%	1%	7%	3%	5%	6%	7%	5%	4%	4%	8%
\$250,000 and above	3%	5%		3%	2%	3%	3%	4%	2%	2%	2%	4%	
BASE		(978)	(526)	(451)	(557)	(388)	(682)	(254)	(309)	(366)	(303)	(694)	(260)
RESIDENCE	Own	54%	100%		62%	42%	54%	57%	65%	55%	42%	58%	44%
	Rent	44%		94%	36%	55%	43%	42%	33%	44%	55%	40%	53%
	Other	3%		6%	2%	3%	3%	2%	2%	2%	4%	2%	3%
BASE		(977)	(521)	(444)	(556)	(386)	(681)	(256)	(307)	(368)	(301)	(698)	(258)
WATER BILL PAYER	Self/ Household member	67%	87%	43%	73%	59%	67%	70%	71%	68%	61%	69%	62%
	Landlord/ Other	33%	13%	57%	27%	41%	33%	30%	29%	32%	39%	31%	38%
BASE		(957)	(507)	(438)	(565)	(392)	(669)	(248)	(296)	(360)	(301)	(683)	(251)
ETHNIC/ RACIAL BACKGROUND	White, not of Hispanic origin	59%	68%	48%	100%		58%	62%	67%	60%	49%	60%	59%
	Hispanic or Latino	21%	14%	29%		51%	23%	17%	18%	20%	25%	23%	16%
	Asian or Pacific Islander	11%	11%	10%		26%	10%	10%	6%	13%	12%	9%	11%
	Black, not of Hispanic origin	6%	4%	9%		15%	6%	6%	5%	5%	8%	4%	11%
	Mixed race	2%	2%	3%		6%	2%	3%	2%	2%	3%	2%	2%
Native American	1%	1%	1%		3%	1%	2%	1%	0%	2%	1%	1%	

APPENDIX C:

*TELEPHONE AND ONLINE COMPARATIVE RESULTS: NOTES ON A
BLENDED SAMPLE FOR THE 2014 WATER AUTHORITY
PUBLIC OPINION SURVEY*

Telephone and Online Comparative Results: Notes on a Blended Sample for the 2014 Water Authority Public Opinion Survey

The results of the 2014 Water Authority Public Opinion Survey (n=1,000 San Diego County adults) is comprised of independent telephone and online samples using a largely identical survey questionnaire. These types of blended samples are commonplace in the social research industry and two samples reveal highly consistent findings throughout the survey.

Where differences in results are apparent between the two samples, these are most often an artifact of *question structure*. Structure-related variance between telephone and online samples is apparent in some instances where response lists are provided *only to online* respondents and not to telephone respondents. Telephone interviewers are trained to elicit a response in live interviews and the use of unobtrusive conversational probing is the time-tested approach used to gather this data. Online respondents, on the other hand, are sometimes presented with *lists* of potential responses that may also include some kind of “unsure” option (telephone respondents can also register uncertainty but are not explicitly presented with this option). So where variance occurs between the two samples, this is almost always a result of these structural realities.

In the interest of “apples to apples” comparative accuracy, the results below are presented with the “unsures” removed in both samples where this was appropriate. Because of the presentation of “net” results for these comparisons, figures presented in this comparative analysis may not directly correspond with the figures appearing in the final report. This is because final numbers include “unsure” results.

Below is a selected summary of comparative results starting with areas with strong inter-sample consistency. Later we will review some questions where there is less consistency and discuss the potential implications of these variances.

Respondent Demographics:

A good place to begin this analysis of results across the two samples is gleaned from the demographic questions that appear near the end of the survey. Comparing the demographics of respondents across the two samples provides reassurances that the distribution of known demographic variables within the larger County population has been accurately reflected. For example, the table below shows some of the key demographic variables across the two samples.

TABLE 1: TELEPHONE AND ONLINE DEMOGRAPHIC DISTRIBUTION			
	Total SD County (n=1,000)	Telephone (n=500)	Online (n=500)
Resident Tenure			
1 - 5 years	12%	13%	12%
6 - 10 years	10%	11%	9%
10+ years	77%	76%	79%
Home Ownership			
Own	54%	52%	55%
Rent	44%	46%	41%
Income			
less than \$25K	20%	19%	20%
\$25K - \$49K	22%	24%	21%
\$50K - \$74K	20%	22%	19%
\$75K - \$99K	16%	13%	19%
\$100K +	22%	22%	21%

Gender or age is not shown as these variables were utilized for statistical weighting.

General Issues:

San Diegans point to a struggling economy and current water supply (drought issues) as their two most pressing community concerns when asked on a “top-of-mind” basis. The results across the two samples appear directly below:

	Telephone (n=500)	Online (n=500)
Poor economy	23%	24%
Drought	20%	15%

- On the levels of public support for Water Authority’s diversity strategy, those strongly and moderately supporting this plan align perfectly at 87%.
- Public estimations of the reliability of the county’s water supplies also align across the two samples with 77% of telephone respondents agreeing this is very or somewhat reliable compared with 70% for the online population.
- Around one-third of San Diego County adults have heard about the lawsuit against the MWD (33% telephone, versus 29% online).
- Highly comparable numbers agree the Bay-Delta has become a less reliable water source for San Diego (83% telephone, versus 78% online) and that the delta remains important for San Diego’s future (85% telephone, versus 77% online).

Drought and Conservation Issues:

- Public awareness of the drought is also similar across the two populations with 69 percent of telephone respondents reporting hearing information about the drought compared with 73 percent among online respondents.

More than seven-in-ten telephone and online respondents (74%, versus 71%) report having taken measures in response to the drought. Actions taken include:

	Telephone (n=500)	Online (n=500)
Shorter showers	33%	39%
Reduce water use (general)	33%	32%
Reduce outdoor watering	31%	33%

On an aided basis, close alignment across the two samples is apparent on most conservation fronts.

	Telephone (n=500)	Online (n=500)
Wait for full load	84%	82%
Water garden at night	73%	71%
Avoid running taps	69%	71%
Limit shower time	43%	40%

Large Item Bank:

There is excellent alignment across the two samples on the large and wide-ranging item bank on the Water Authority survey.

VIEWS & BEHAVIORS TOWARD SD COUNTY WATER SUPPLIES		
	Telephone (n=500)	Online (n=500)
Water supply good for healthy economy	88%	85%
Civic responsibility	88%	80%
Reliable water supply essential to quality of life	85%	83%
Local farmers important contributors to local economy	78%	81%
Concern for local water supply due to drought	76%	74%
Trust agencies to declare mandatory restrictions	57%	54%
Water bill is understandable	63%	57%
Know where to find water conserving info	58%	52%
Could conserve more at home	55%	54%
Trust regional/local agencies re: long-term water supply	50%	51%
Understand ways to enhance reliability of supplies	50%	46%
Support all efforts to go above and beyond	45%	49%
Necessary additional water rate increases	37%	34%

Areas of Variation Between Samples:

As mentioned above, most differences that exist between the two samples are the product of question structure and, specifically, whether or not items are presented as “open-ends” or whether or not “unsure” is provided to one sample (online) and not the other (telephone).

A good example of incompatible question structure can be found in the items related to information categories and channels used and preferred (Questions 16 to 19 on the online survey). Here the online respondents were provided *lists* of potential responses while the telephone folks were asked to *volunteer* responses (an aided list would have been excessively long on the telephone). And while the structure variation renders comparisons across the two samples impossible, the differences observed could suggest that each of these populations could best be engaged via a customized communications strategy. For example, although both samples seem to rely on two principal sources for important community news – TV newscasts (44% telephone, versus 42% online) and internet news sites (27% telephone, versus 23% online), online respondents express far greater interest receiving water-related facts or announcements via their water bill (50%, versus only 5% among telephone respondents) or TV ads (42% online, versus 11% telephone).

Similarly, on the questions regarding demand for specific tap water information, the telephone people were more likely to ask for facts about water quality (62%, versus 53% online) and much less likely to be seeking information about water quality improvement efforts (37%, versus 3% telephone) or facts related to the availability for future water supplies (27%, versus 3% telephone). Again, this variance can be attributed to the aided versus unaided question structure.

There are additional instances where responses across the two samples vary but, even in these cases, the overall sentiment registered remains consistent. For example, online respondents are slightly more likely than their telephone counterparts to suggest their water costs more than it should (65%, versus 56% telephone).