

# 2017 Water Issues Public Opinion Poll

Prepared for  
**San Diego County Water Authority**  
May 2017



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## EXECUTIVE SUMMARY

Coming out of multi-year drought conditions, water supply reliability is no longer the most pressing issue facing San Diego County, as it was in the 2015 survey. Only 6 percent of respondents now cite water supply/drought/quality as a top-of-mind issue. Instead, “affordable housing” was registered as the most conspicuous concern, with 13 percent of county adults pointing to this issue.

San Diego County’s water supply is seen as reliable by strong and growing numbers - with 83 percent of respondents now characterizing it as somewhat or very reliable. This is a significant increase from the 2015 (65 percent) and 2014 (70 percent) surveys. Additionally, 80 percent of respondents share a positive outlook on the evolving state of the county’s water supply, deeming it as improving (41 percent) or at least holding steady (39 percent).

There continues to be overwhelming community approval for the Water Authority’s regional water supply diversification strategy, with nearly eight in 10 respondents (79 percent) supporting this important strategy. Relatedly, public confidence in water agencies to safeguard long-term water supplies is similarly intensifying as 58 percent of respondents now trust water agencies to ensure the region has a reliable long-term supply of water. This number has increased since the 2014 (48 percent) and 2015 (51 percent) surveys.

On an unaided basis, water is considered a good or excellent value by 67 percent of respondents – unchanged since 2015. This year, a follow-up question asked respondents to estimate how much, on average, they estimate municipal tap water costs per gallon in the San Diego region. A majority (53 percent) were unsure as to these costs while 34 percent widely overestimate this cost at an average of 26 cents per gallon. Importantly, after being informed that the retail cost of municipal tap water in the San Diego region is about one cent per gallon, the number of respondents who perceive this to be excellent or good value climbs to 76 percent.

More than four in 10 respondents (41 percent) moderately or strongly agree that additional rate increases are necessary to support regional water supply reliability – on-par with the 2015 figure (44 percent) – but well above 2014 levels (33 percent). Along these lines, four in 10 (40 percent) expect to pay more for a reliable water supply even while they are reducing their water use.

There continues to be overwhelming community support for using water efficiently, with 81 percent of respondents strongly or moderately agreeing that conscientious water stewardship is their “civic duty.” Moreover, evidence that recent conservation activities on the home-front will not fade with the receding drought can be supported by the observation that more than nine in 10 respondents (92 percent) predict they will use less (33 percent) or about the same (59 percent) volume of water in 2017 as they did in 2016. About half (51 percent) of respondents agree they could do more to conserve water in their homes.

When it comes to assessing strategies or approaches for addressing future droughts, 66 percent of respondents agree the best strategy is to both save water and make investments in local supplies. Only 29 percent feel the best strategy is to focus principally on saving water.

## 1.0 INTRODUCTION AND METHODOLOGY

Probe Research Inc. was retained by the San Diego County Water Authority (Water Authority) to conduct a survey of a representative sampling of 1,001 San Diego County adults on a range of issues related to regional water supplies. This countywide 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 on water reliability and supply diversification strategy
- ✓ Public views and attitudes related to water use efficiency and conservation
- ✓ Attitudes on water costs and value

A representative sampling of 1,001 adults who have lived in San Diego County for at least one year completed the survey online (N=501) or via telephone (N=500), including 150 respondents who only used mobile phones. The two samples of completed surveys were then consolidated into a single data set which was then statistically weighted to reflect known age, gender and regional distribution attributes of San Diego County based on 2010 U.S. Census Data. All data analysis was performed using SPSS statistical analysis software.

Harmon Research utilizes a state-of-the-art Computer Assisted Telephone Interviewing (CATI) system for its telephone interviews. Random Digit Dialing (RDD) telephone sample was provided by Scientific Telephone Sampling (STS), a recognized leader in RDD, listed, and business sampling, providing the highest quality samples to the marketing research and academic communities. The telephone survey was thoroughly pre-tested by Probe Research and Harmon Research. Five hundred live telephone interviews were conducted between May 3 and May 25, 2017, among a stratified sampling of residents (based on region, age and gender).

Five hundred and one online surveys were collected between May 3 and May 18, 2017, via Research Now's proprietary panel. Research Now 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 results. 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 1,001 adults would have a margin of error of  $\pm 3.1$  percentage points, 19 times out of 20.

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## 2.0 PROFILE OF RESPONDENTS

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

	TOTAL COUNTY (n=1,001) (%)	AGE		
		18-34 years (n=358) (%)	35-54 years (n=358) (%)	55+ years (n=279) (%)
<b>LENGTH OF RESIDENCE IN SAN DIEGO COUNTY:</b>				
1-5 years	11	15	9	8
6-10 years	10	11	13	4
10+ years	79	74	78	88
<b>GENDER:</b>				
Men	50	53	50	46
Women	50	47	50	54
<b>EDUCATION:</b>				
Grade/some high school	6	4	8	7
Completed high school	15	15	17	12
Some apprenticeship/trades	4	4	5	3
Journey-person certification	2	2	4	1
Some community college	18	20	16	18
Completed community college	13	13	14	13
Some university	16	22	9	15
Completed university	25	20	27	30
<b>HOUSEHOLD INCOME:</b>				
Less than \$25,000	16	16	16	16
\$25,000-\$49,999	24	30	21	20
\$50,000-\$74,999	21	25	22	17
\$75,000-\$99,999	18	17	20	17
\$100,000-\$149,999	11	8	12	14
\$150,000-\$249,999	8	4	8	11
\$250,000+	2	1	1	4
<b>HOME OWNERSHIP:</b>				
Own	50	30	53	72
Rent	48	68	46	27
Other	2	2	1	2
<b>PAY WATER BILL:</b>				
Self / household member	69	70	67	72
Landlord / other	31	30	33	28
<b>ETHNICITY:</b>				
White (not Hispanic)	58	54	49	72
Hispanic / Latino	28	32	32	18
Asian-American / Pacific Islander	7	7	11	4
African-American / Black	4	5	2	3
Native American	1	0	2	1
Other	2	2	3	1

\* Results may not equal 100% due to statistical rounding

## 2.1 Survey Sub-Populations

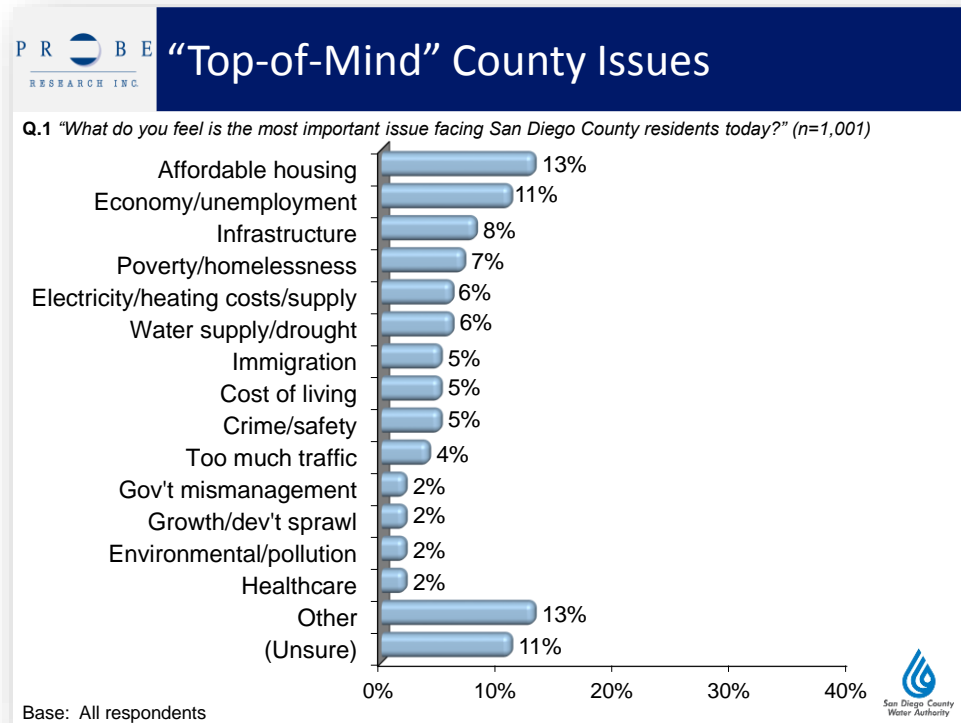
Survey cross-tabulations have been produced based on specific questions identified below. These categories appear as sub-populations, both in the data tables and throughout the report.

- ✓ **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.DS4: *Does your household pay its own water bill, or does someone else, like your landlord or homeowner's association, pay the water bill?*): This represents the respondent or other member of the household who is responsible for paying the household water bill, versus a bill paid by a landlord, homeowner's association or other entity.
- ✓ **System Reliability** (Based on Q.8: *A reliable water supply is one that can be depended upon to consistently provide enough water to meet the region's needs. Currently, how reliable do you think San Diego County's water supply is? Would you say it is*): Respondents are represented by those who feel their water is "very" or "somewhat reliable" versus those who feel it is "very" or "somewhat unreliable."
- ✓ **Could do more to conserve** (Based on Q.23a: *I could do more to conserve water at my home.*): This refers to those who "strongly" or "somewhat" agreed versus those who "strongly" or "somewhat" disagreed or were unsure that they could be doing more to conserve water.
- ✓ **Region:** "City" (Metro and South Metro) and "County" (East County, North Coastal, Inland, East County 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 San Diego County's Public Issues Agenda

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



- The availability of affordable housing for residents was the single largest issue (13%) when residents were asked to offer, in their own words, the most important issue facing San Diego County. A faltering economy and a persistent unemployment problem was mentioned by nearly as many respondents (11%) while concerns about the state of the County’s infrastructure - including roads and bridges and other public works - was mentioned by nearly one in 10 survey respondents (8%).
- The increasing visibility of poverty and homelessness in the region also appeared on the public issue agenda this year, with fully 7 percent citing this as the region’s most pressing concern.
- Importantly, issues related to the region’s water supply and drought had receded significantly this year to only 6 percent. This is in stark contrast to the results of the 2015 survey when these types of concerns topped the list with around one-third of citizens pointing to these water-related issues.

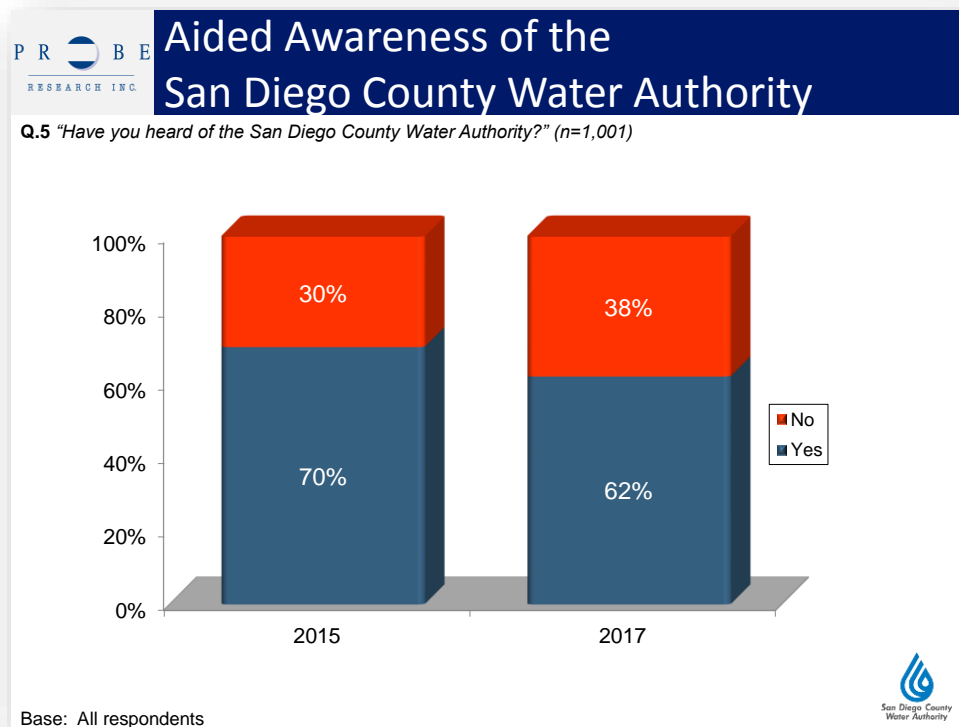


## 3.2 Public Awareness of and Satisfaction with San Diego County Water Authority

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

### 3.2.1 Aided Awareness of the Water Authority

More than six in 10 residents of San Diego County are aware of the Water Authority (62%), compared to almost four in 10 who could not recall hearing about the agency (38%). This figure is down slightly from 70 percent in the 2015 survey.

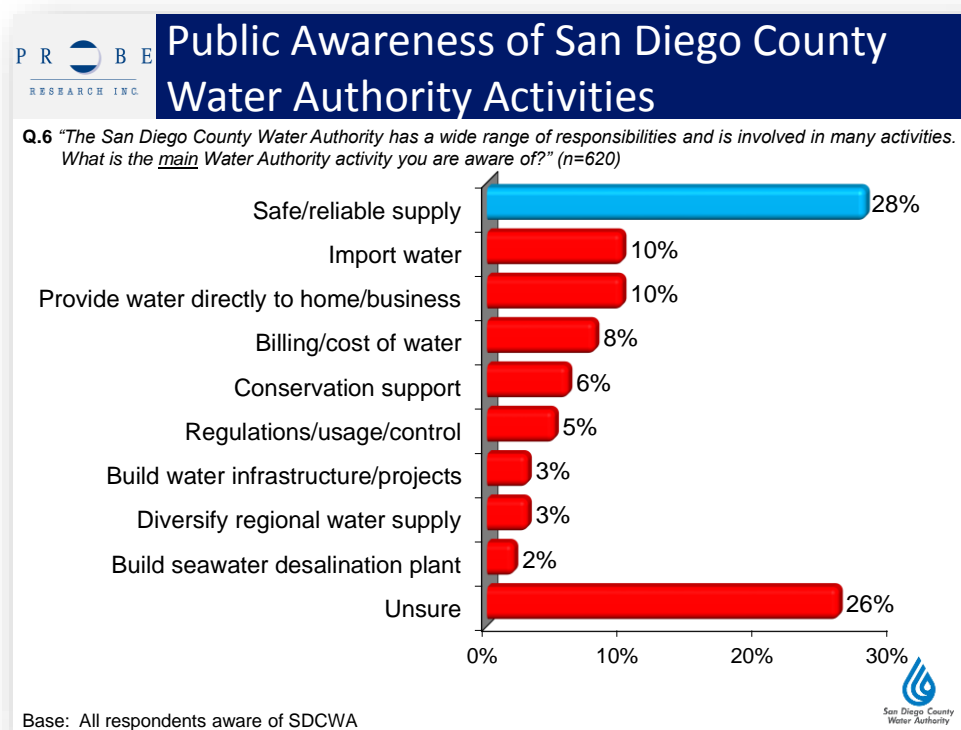


- Gender, age, education and household income are all correlated to awareness of the Water Authority:
  - Older citizens were far more aware of the Water Authority than their younger counterparts (79% among those aged 55+ years versus 65% among those aged 35-54 years and down to only 46% among those younger than 35 years).
  - Those with higher levels of education were also most aware of the Water Authority (71% among those with a degree versus 59% among those with some post-secondary education and dropping to only 51% among those with only high school education or less).
  - More than three-quarters of respondents from high-income households were aware of the Water Authority (77% versus 67% among those from households earning between \$50,000 and \$99,999 per year; 56% among those earning \$25,000 to \$49,000 per year; 55% among those earning less than \$25,000 per year).
- Home ownership also impacted the level of awareness. While 72 percent of those who own their homes had heard of the Water Authority, this falls to only 53 percent among renters.
- Nearly seven in 10 White respondents were aware of the Water Authority, compared to less than one-half of Hispanic residents (68% versus 46%).

- Those who feel they could not be doing more to conserve water in their home were more likely to have heard of the Water Authority, than those who feel they could be doing more (72% versus 53%).

### 3.2.2 Public Awareness of Water Authority Activities

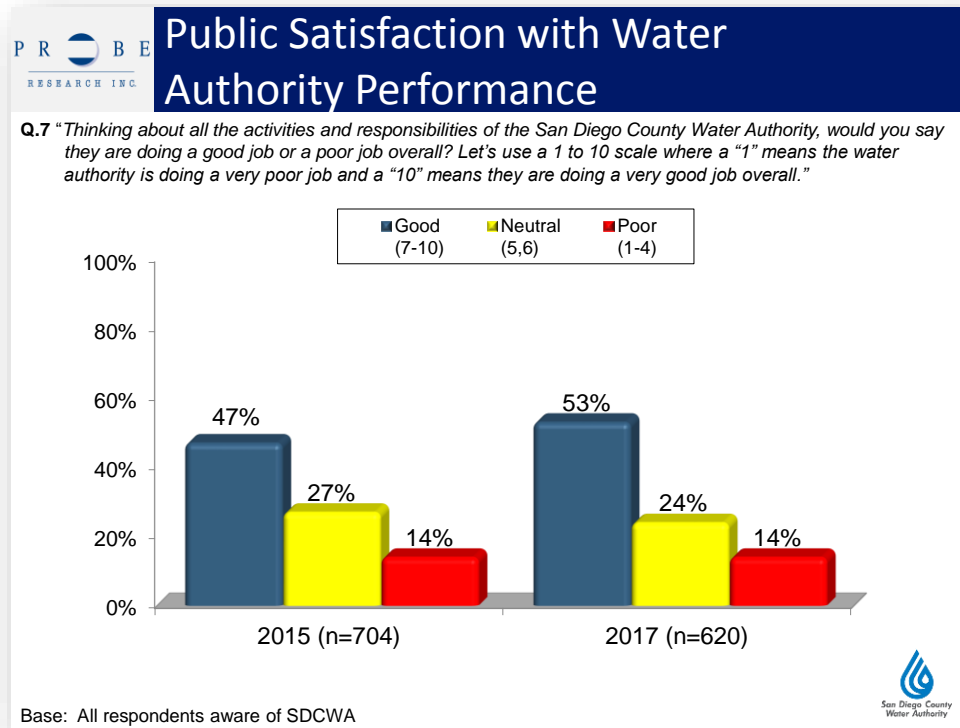
When asked, on an unaided basis, to describe the main responsibility or activity of the Water Authority, survey respondents were most likely to indicate that the organization is principally concerned with providing a safe and reliable water supply. More than one in four respondents (28%) said this was a central responsibility for the Water Authority. One in 10 respondents erroneously offered that the Water Authority was responsible for directly providing potable water to residents while the same proportion of residents said the Water Authority imports water for the region (10%). Nearly as many thought the organization charged residents directly for their water (8%).



- White survey respondents were nearly twice as likely as their Hispanic counterparts to identify providing a safe and reliable supply of water as a central role for the Water Authority (32% versus 19% among Hispanics).

### 3.2.3 Satisfaction with the Water Authority

Those who had heard of the Water Authority were asked how well they felt this organization was performing. Slightly better than one-half (53%) agreed the Water Authority was doing a *very good* job (19%, “9” and “10” on a 10-point scale) or a *good* job (34%, “7” and “8” on a 10-point scale). This compares to only 14% who said the Water Authority was doing a *poor* job (7%, “1” and “2”) or *somewhat poor* job (7%, “3” and “4”). Twenty-four percent offered a more *neutral* assessment of the Water Authority. These satisfaction figures have ticked up up slightly since the 2015 survey.



- Those who felt their water supply was reliable were more than twice as likely to say the Water Authority was doing a good job, compared to those who do not feel confident in the reliability of their water supply (59% versus 27%).

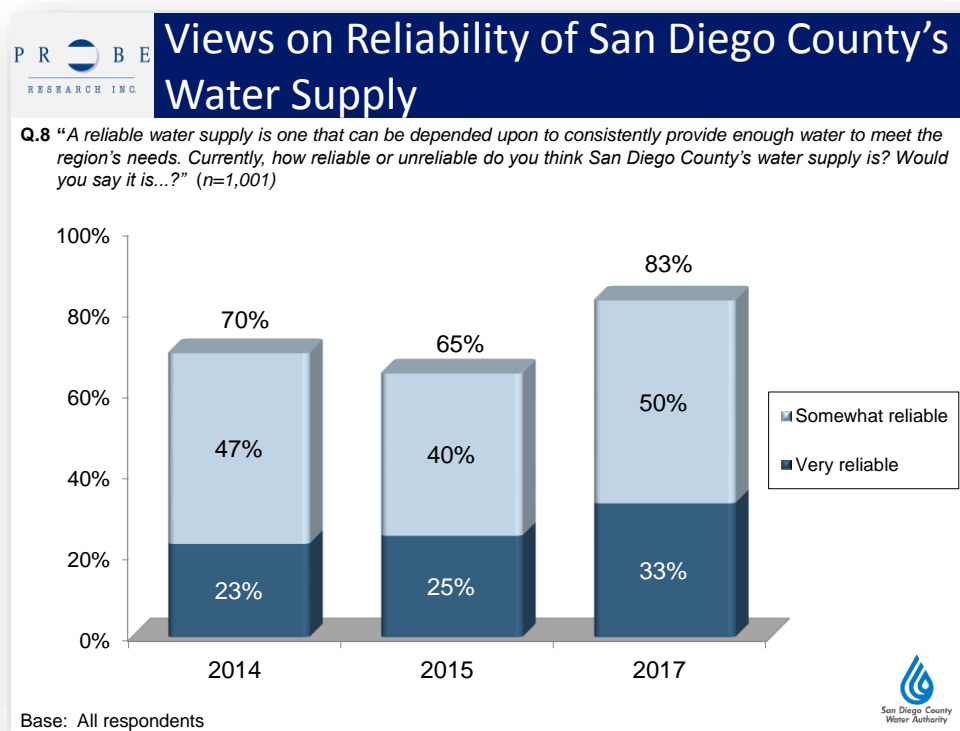
### 3.3 Public Views on Water Reliability

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

#### 3.3.1 Overall Views on Water Supply Reliability

When residents were asked to indicate how reliable they felt San Diego County’s water supply is, 83 percent were confident that it is reliable (including 33% *very* and 50% *somewhat* reliable). This compares to only 14 percent who do not feel the water supply is reliable (including 3% *very unreliable* and 11% *somewhat unreliable*).

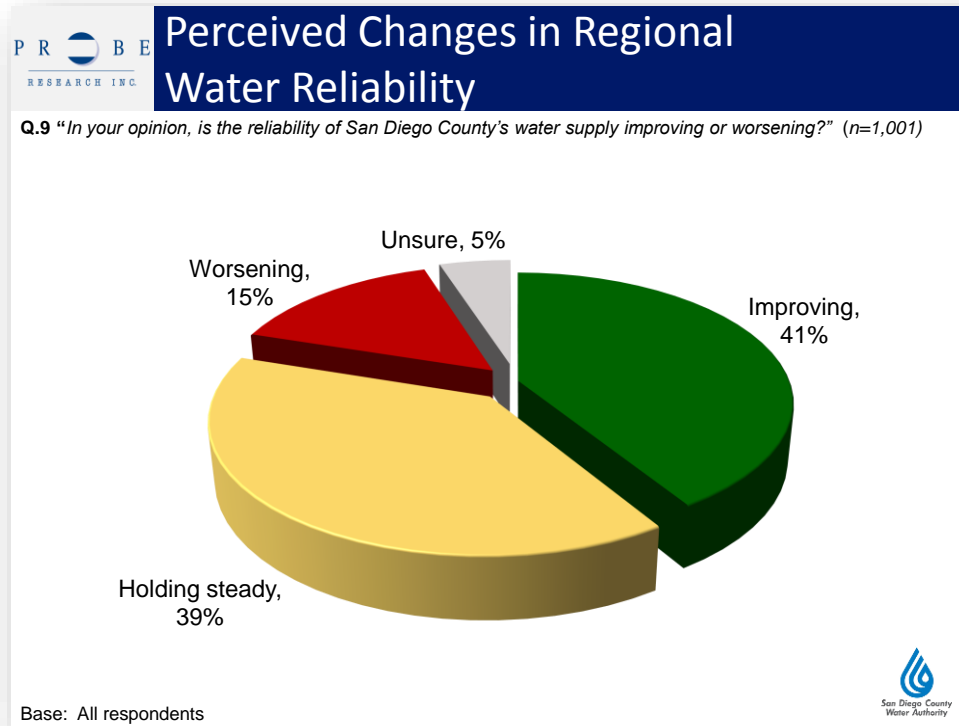
The perceived dependability of the county’s water supply has increased dramatically since this question was last posed in 2015 (up 18% from the 65% level recorded in 2015).



There are no statistically valid differences in these reliability perceptions across major survey sub-groups.

### 3.3.2 Perceived Changes in Regional Water Reliability

Residents are nearly three times as likely to see water reliability in the region as *improving* rather than *worsening* (41% *improving* versus 15% *worsening*). Nearly four in 10 respondents, on the other hand, tended to report they perceived water supply reliability to be holding steady (39%).

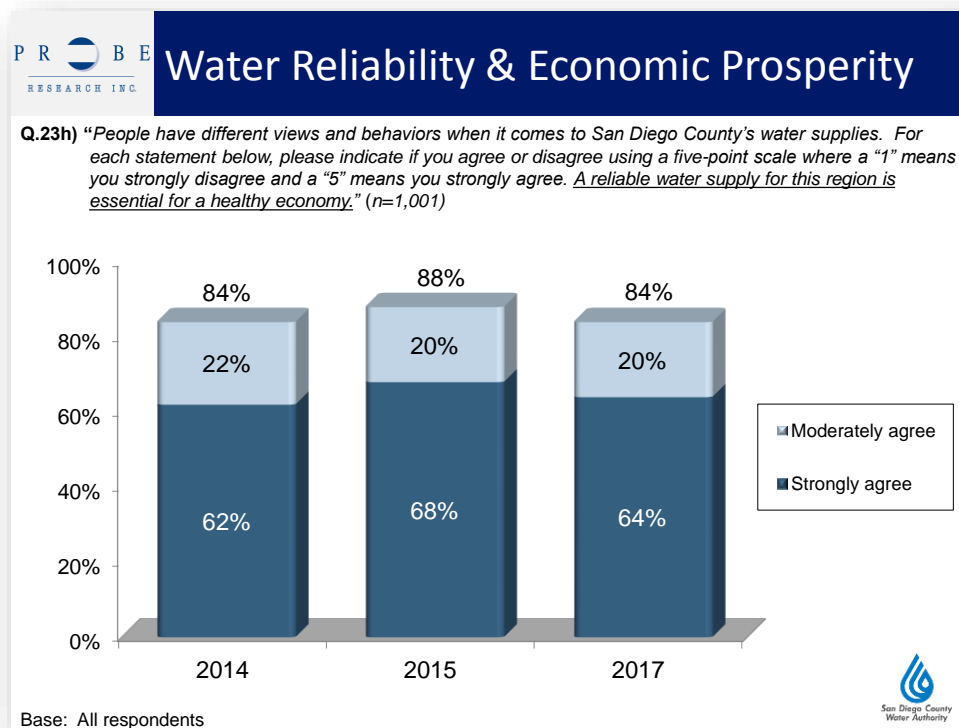


- Hispanic residents (54%) were joined by younger and less-educated respondents (53% and 52%) in sharing a larger conviction that water reliability is improving.

### 3.3.3 Economic Importance of Water Supply Reliability

An overwhelming majority of residents continue to make a strong connection between a robust economy and a reliable water supply. More than eight in 10 respondents agreed that a “*reliable water supply is essential for a healthy economy*” (84%, including 64% *strongly agree*).

This acknowledgment of the clear importance of the water supply on economic prosperity has remained virtually unchanged since tracking on this issue was initiated in 2014.

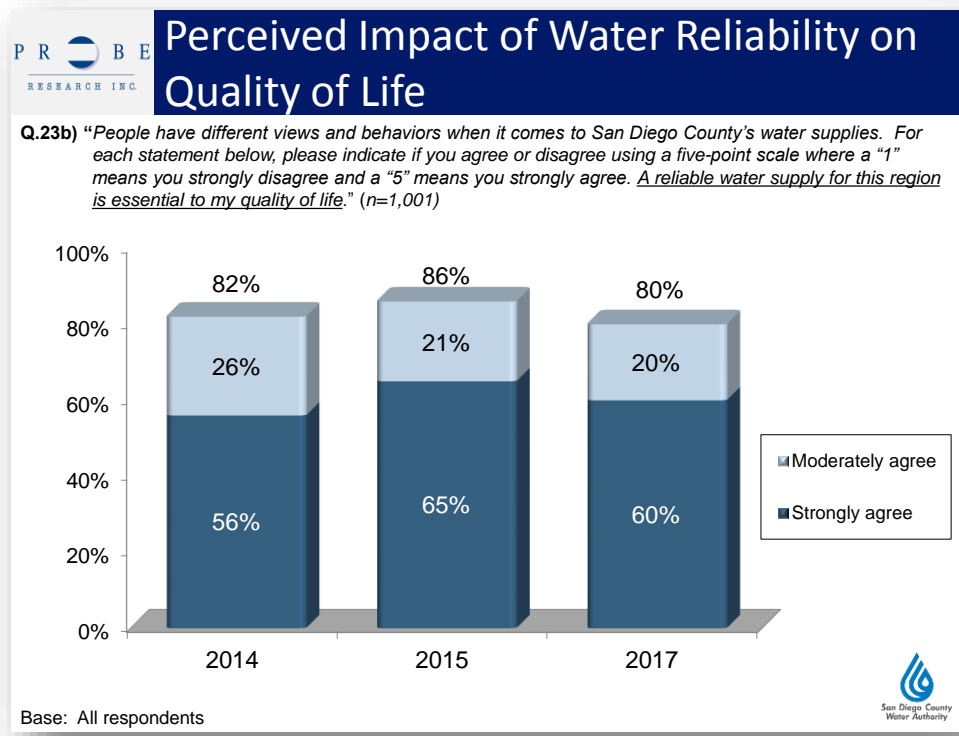


- The association between water supply reliability and economic health positively correlated with respondents’ education level and annual household income. This means that the more educated and more affluent respondents are, the more likely they are to recognize this linkage. For example, 90 percent of those earning \$100,000 or more annually acknowledged the linkage between water reliability and economic prosperity while this number was 82 percent among those with annual household incomes between \$25,000 and \$50,000.

### 3.3.4 Water Supply Reliability and Quality of Life

Survey participants were asked to express their views on the extent to which a reliable water supply impacts their personal quality of life. Overall, 80 percent of respondents agreed “a reliable water supply for this region is essential to my quality of life,” including 60 percent who *strongly agreed*. A mere 5 percent disagreed and 3 percent were unable to offer an opinion.

The number of respondents who now *strongly agree* that a steady supply of water is a requisite feature of their quality of life has decreased by a modest 5 percent since 2015 (down to 60% from 65% in the previous round).

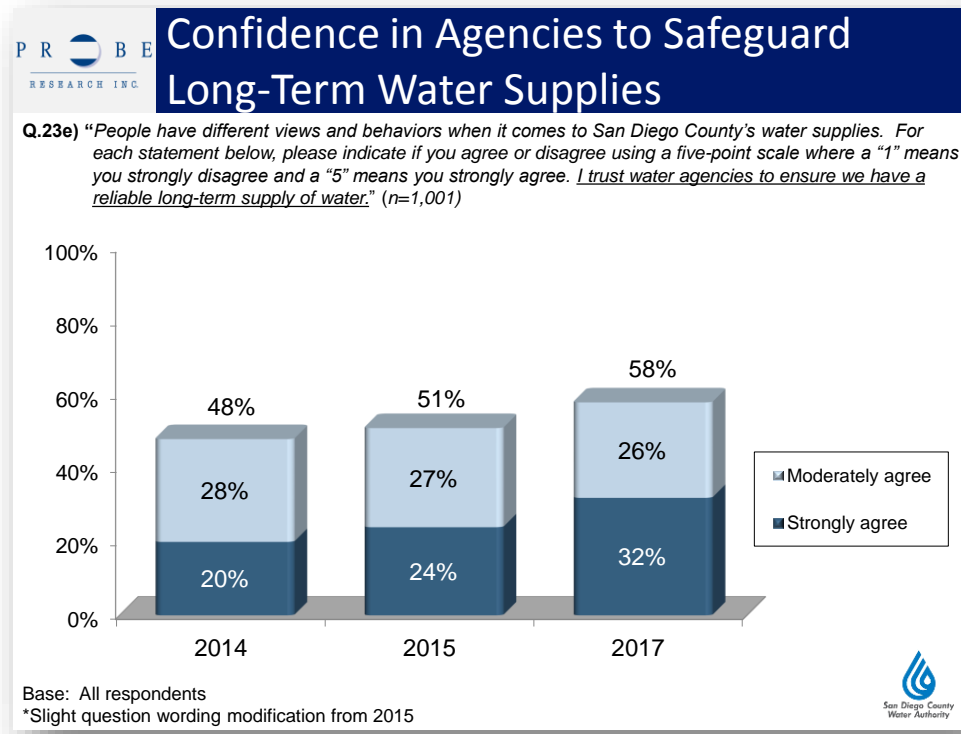


- Although there was a near-unanimous consensus regarding the linkage between water availability and quality of life across most survey sub-groups, those who concede they could be doing more to conserve water and those who regard the region’s water supply as generally reliable (86% and 83% respectively) were slightly more likely than others to see a strong nexus between dependable sources of water and quality of life.

### 3.3.5 Trust in Long-Term Water Supplies

Respondents remain far more likely to trust rather than distrust their local and regional water agencies to ensure a reliable long-term supply of water in the region. Importantly, however, many remain neutral or undecided on this question. Nearly six in 10 respondents (58%) trust these agencies (including 32% *strongly*), while only 14 percent lacked confidence in this regard. Nearly three in 10 (28%) were unable or unwilling to offer an opinion.

The proportion of respondents who now trust agencies with future water reliability has increased since the 2015 survey (up by 7%) and is up even more from 2014 (up by 10%).

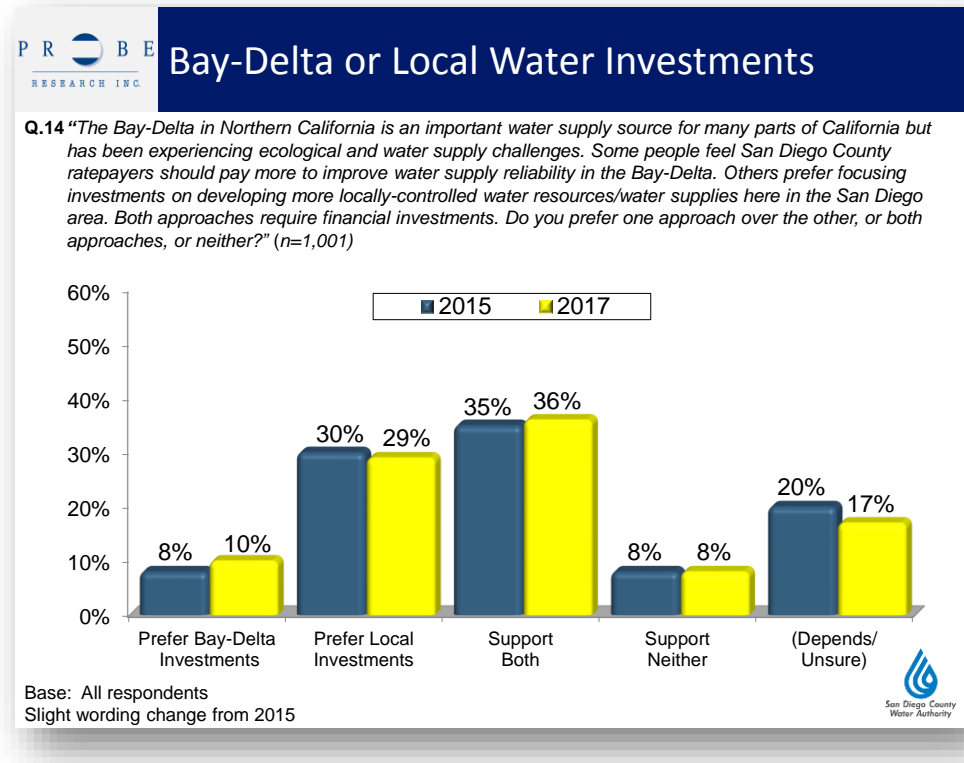


- Those who feel their current water supply is reliable were, perhaps not surprisingly, significantly more likely to trust water agencies to ensure reliable water supplies in the years ahead than those who feel water supplies are unreliable (62% versus 42%).
- Younger respondents were also slightly more likely to trust water agencies than their older counterparts (66% among those aged 18-34 versus 51% among those between 35 and 54 years of age).



### 3.3.6 Views on the Bay-Delta

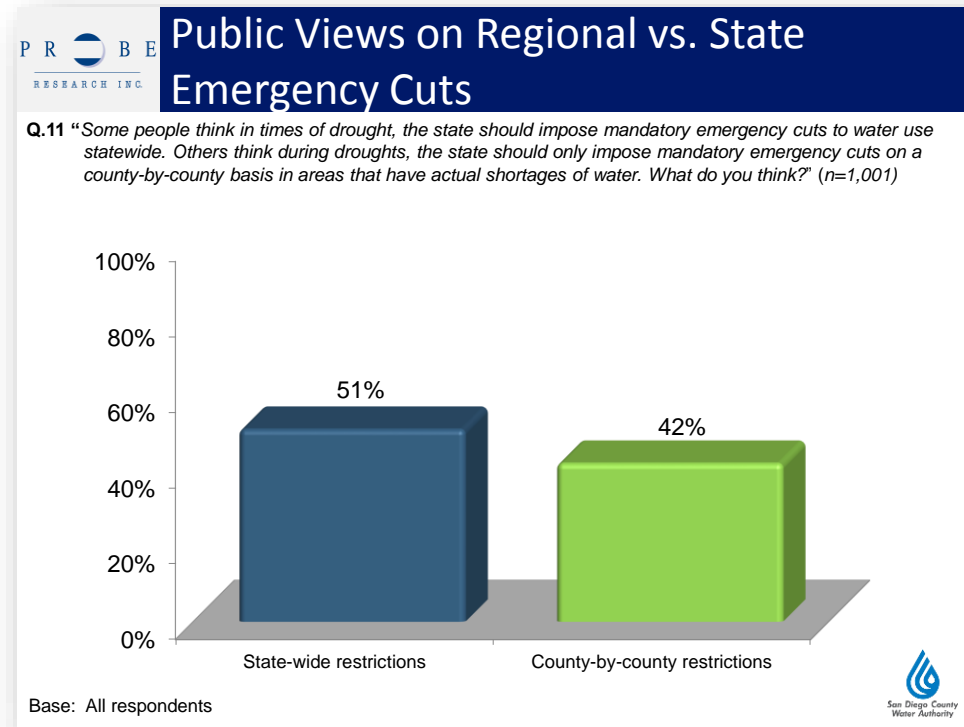
There has been virtually no change in the proportion of respondents who prefer to focus water investments locally (rather than on the Bay-Delta area) or the proportion that would opt to devote investments to *both* local resources and the Bay-Delta (29% and 36%, respectively). The number of residents who encourage investments exclusively on improving water quality and reliability in California’s Bay-Delta area remains small (10% this round compared with a similar 8% in 2015).



There are virtually no differences across major survey sub-groups on this question.

### 3.3.7 Mandatory Emergency Cuts: Statewide vs. County-by-County

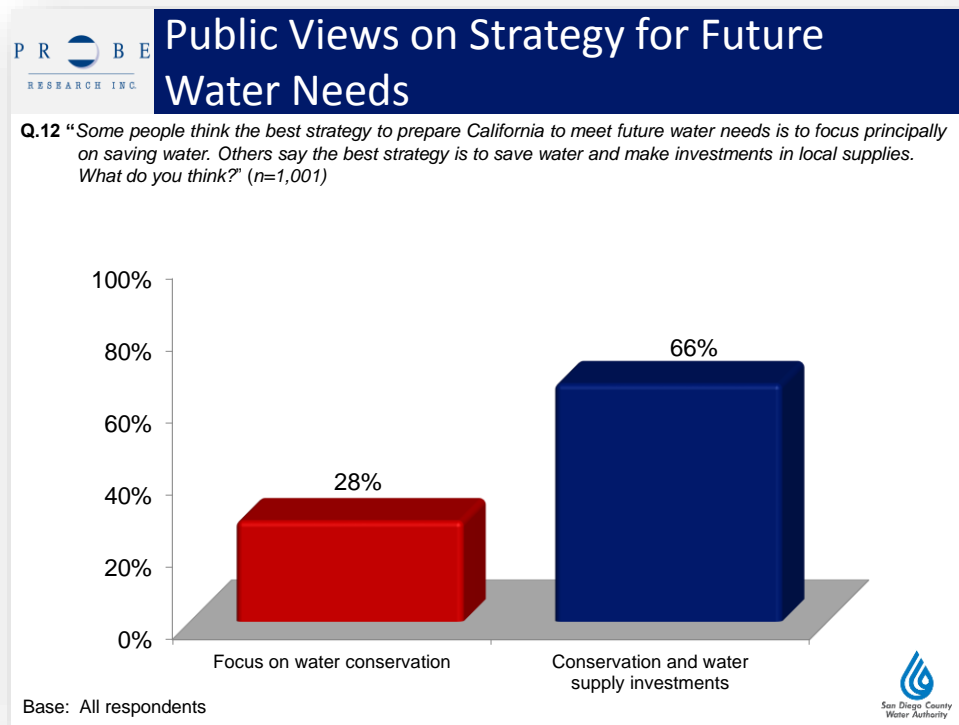
County residents are clearly divided on the question of the strategic desirability of managing potential future droughts on a statewide or county-by-county basis. A bare majority (51%) agreed that, in times of future drought, mandatory emergency water reductions should be imposed statewide. This compares with a significant minority (42%) who felt a county-by-county approach that limited mandatory cutbacks only to areas with actual shortages during future droughts would be the more desirable approach.



- Those under 35 years of age were significantly more likely than their older counterparts to feel a statewide approach is the most effective way to manage mandatory emergency cuts in any future drought scenario (63% under 35 agreed with this approach compared to only 43% in the 55+ age group).

### 3.3.8 Views on Strategy for Future Water Needs

Two-thirds of survey respondents from San Diego County (66%) agree that the best way to ensure future water supplies is to conserve water and make investments in the development of additional water supplies at the same time. This compares to only around three in 10 (28%) who feel that a single focus on water conservation is the soundest strategy for California to meet its future water needs.



- The view that a dual approach to preparing California for its future water needs correlates with respondents' age and household income with those most enthusiastically embracing this approach possessing higher levels of income and education (70% of university graduates favor this approach compared to only 51 percent among those with a high school education or less. Similarly, only 52 percent of those with household incomes under \$25,000 favored the dual approach while 75 percent of those from households earning more than \$100,000 embraced this dual strategy).

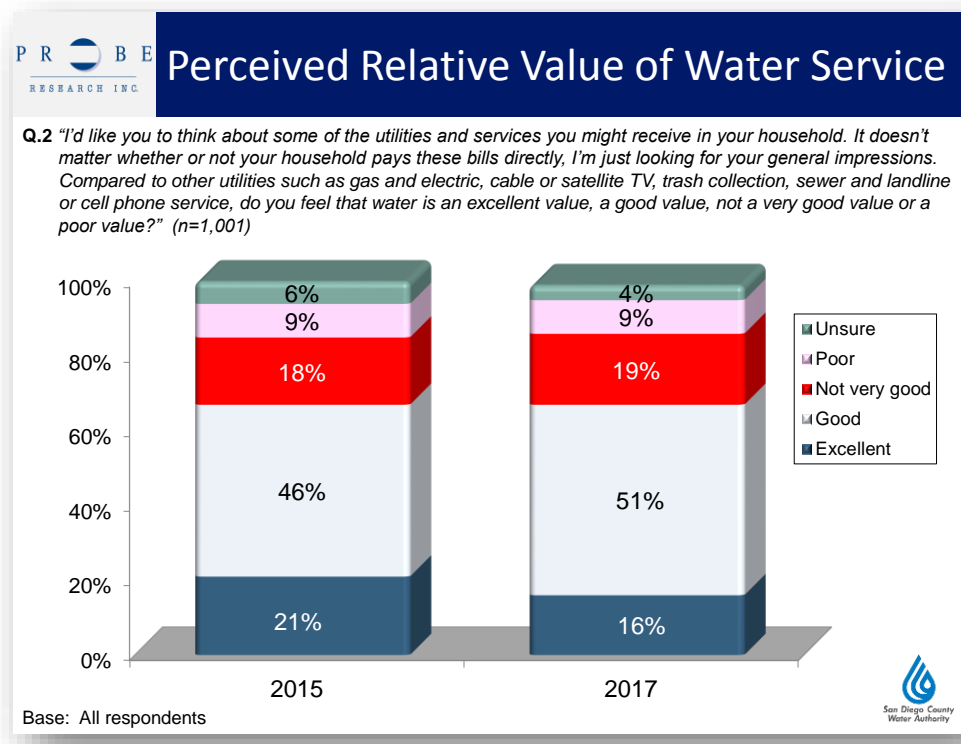
### 3.4 Public Attitudes on Water Costs

In this section, residents of San Diego County weigh in on the financial aspects of their water supply and offer a comparative assessment of the value of their water.

#### 3.4.1 Perceived Relative Value of Water

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

Overall, two-thirds of residents feel they receive *excellent/good* value for their water (67%), including 16 percent who consider their water to be an *excellent* value. This compares to 28 percent who feel they receive *poor* value for their water, compared to other utilities (including 9% *poor* and 19% *not very good value*).

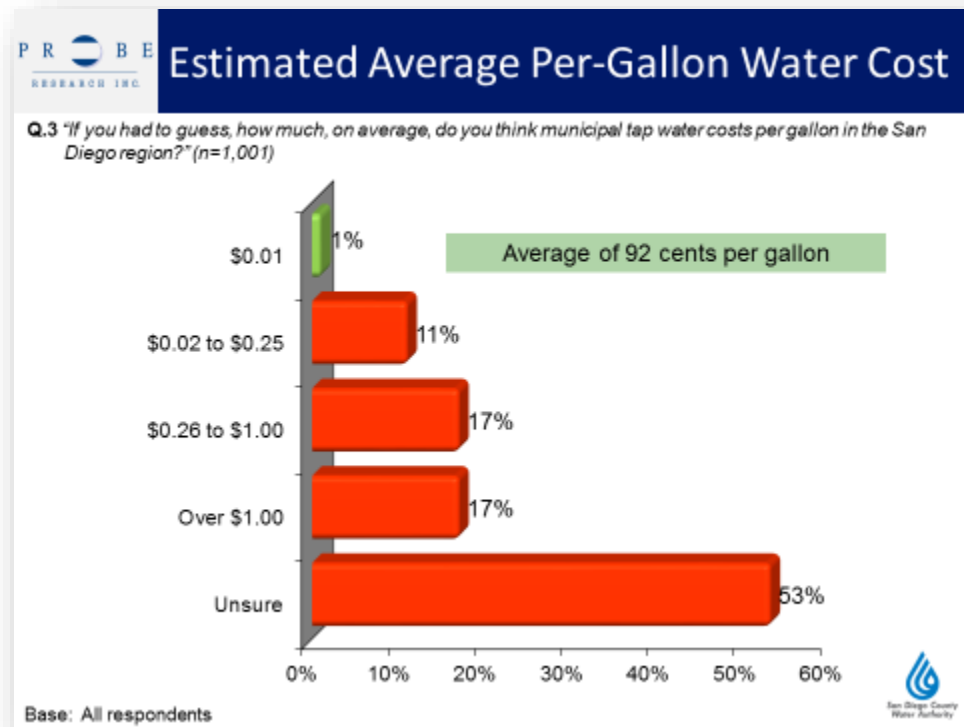


Those who feel they are receiving *excellent* or *good* value for their water include:

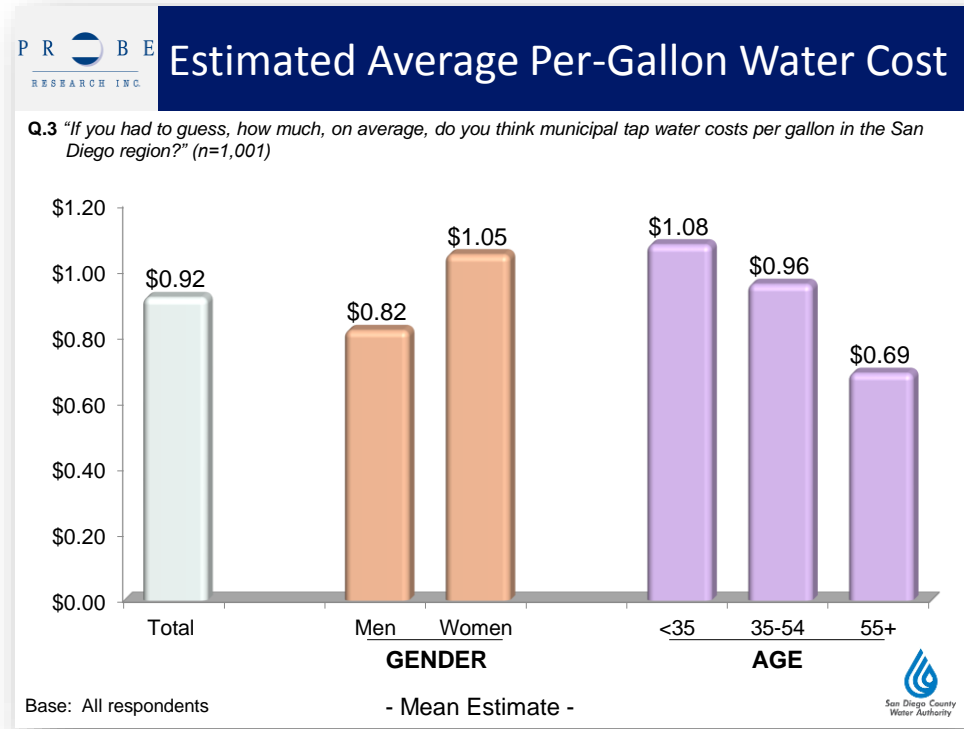
- Younger respondents (80% among those aged 18-34 years versus 61% among those aged 35-54 and 59% among those aged 55+).
- Those with lower levels of education (77% among those with a high school education or less versus 62% among university and college graduates).
- Those who feel the water system is reliable (73% versus 39% among those who feel it is unreliable).
- Hispanic respondents (80% versus 65% among White respondents).
- Those who feel they could be doing more to conserve water around their home (75% versus 59% who do not feel they could be conserving more water).

### 3.4.2 Estimated Per-Gallon Water Cost

More than one-half of surveyed San Diego County adults (53%) were unable to offer an estimate as to the cost of a gallon of residential tap water. Only a tiny 1 percent of survey respondents were able to correctly peg the per-gallon cost of water at approximately 1 cent. As the chart below reveals, there was a wide range in terms of estimated water costs with the average being calculated at \$0.92 per gallon.



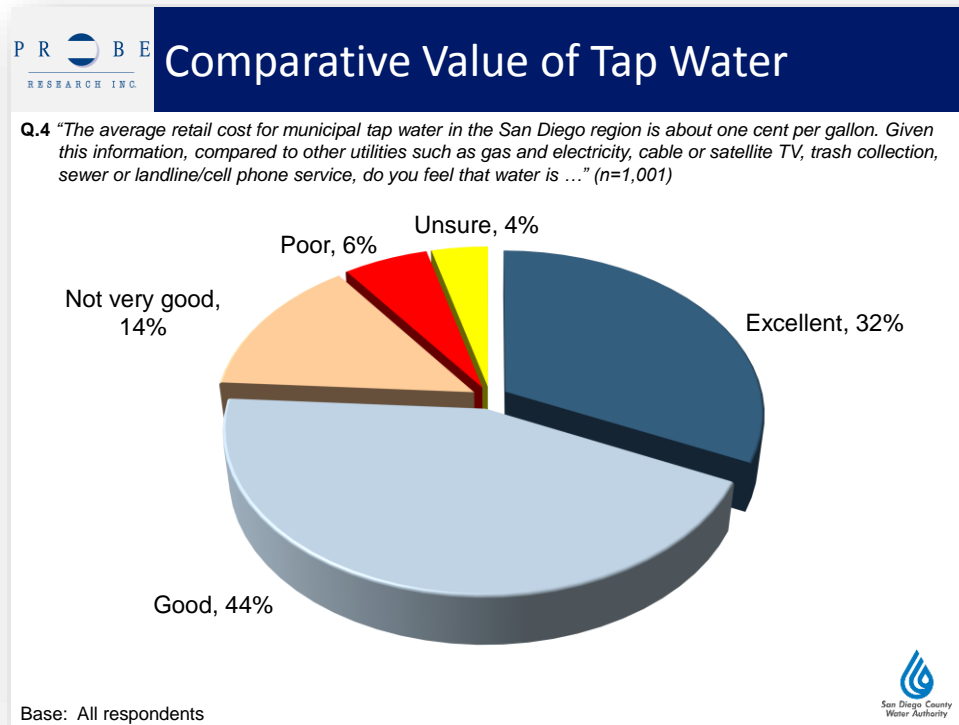
- Differences in estimates of the value of household water vary, to some extent by gender and respondent age. These results are shown on the chart on the following page. It is important to note, however, that women were somewhat more likely than men to be unable or unwilling to offer an estimate (57% were unsure compared to 49% among men). Those from lower-income households were also more likely to be unaware of the price of household water when compared to their high-income counterparts (56% of those earning less than \$25,000 annually were unaware compared to 43% among those earning between \$50,000 and \$100,000 annually).



- Although there is a fairly large difference between the mean per-gallon estimate of \$0.82 offered by men and the \$1.05 valuation provided by women, both of these estimates are drastically higher than the approximate one-cent-per-gallon true cost.
- Similarly, adult residents over 55 years of age offered estimates which were closer to the actual price of a gallon of water with their \$.69 mean estimate, although even here the estimated amount is well above the actual cost. Younger respondents tend to offer extremely high estimates of the per-gallon price of household water with the mean estimate level of \$1.08.

### 3.4.3 Perceived Comparative Value of Water Under Cost-Informed Scenario

As noted previously, San Diego County adults dramatically *overestimate* the per-gallon cost of household tap water. Once survey respondents are informed that the actual cost of water per gallon is about one cent, the perceived value of the water – compared to other common household utilities – rises noticeably. More than three-quarters surveyed (76%) under this *informed cost* scenario agree that tap water is an *excellent* (32%) or at least *good* (44%) value.

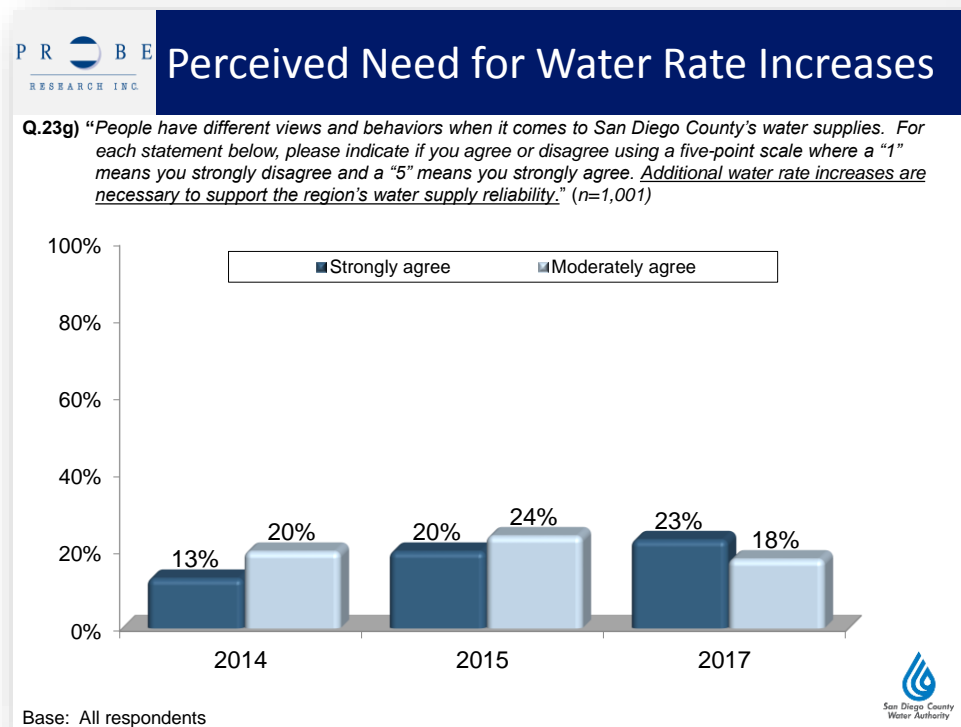


- Younger, less-educated, and less-affluent residents were more likely than others to regard the value of water as *good* or *excellent* after having been informed of the true cost.
- Hispanic residents were slightly more likely than White residents to feel that water is *good* or *excellent* value under this informed scenario (82% versus 76%, respectively).
- Those who feel their water supply is reliable and those who suggest they could be doing more to conserve water in their own lives (82% and 83%, respectively) were also more likely than those from other survey sub-groups to agree that water is a *good* or *excellent* value, once informed of the approximate one-cent-per-gallon reality.

### 3.4.4 Support for Water Rate Increases

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

Overall, residents remain far more likely to support additional rate increases that would help ensure the region's water supply reliability as they are to oppose such an increase (41% versus 29%). These figures have remained virtually unchanged since Probe Research last explored this issue in 2015.

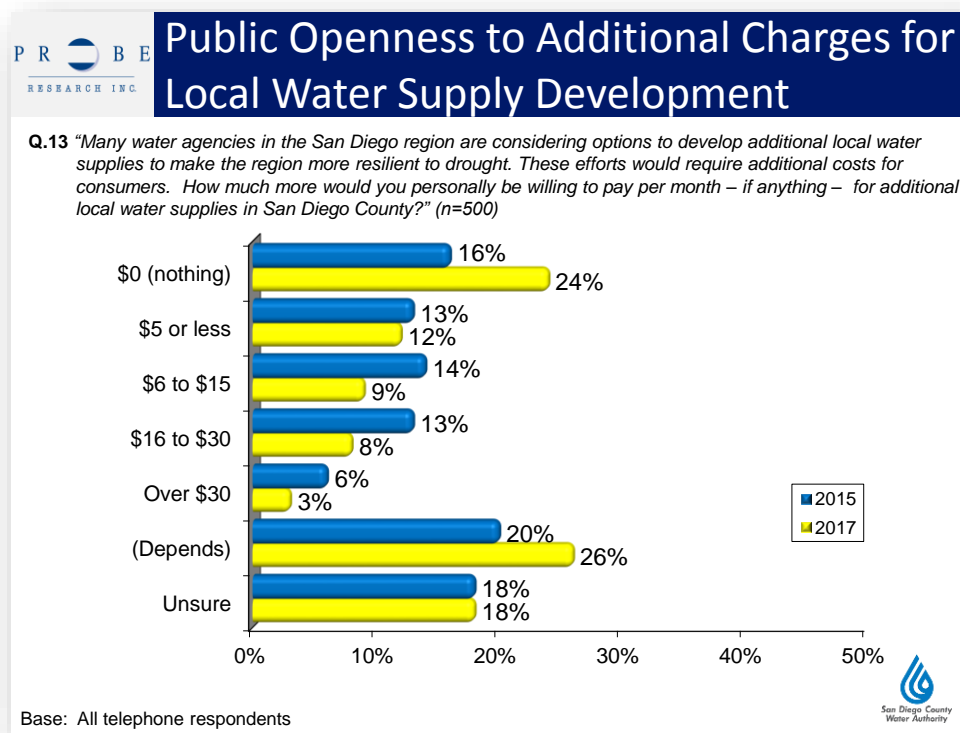


- Respondents aged 18-34 years were more amenable to rate increases than older residents (50% versus 37% among 35-54 year olds and 32% among those 55 and older).
- Renters were more accepting of an increase in water rates than homeowners (45% versus 36%, respectively).
- Around one-half of Hispanic respondents felt additional water rates were necessary to support water reliability (54% versus 37% among White respondents).



### 3.4.5 Support for Additional Fees to Finance Drought Resiliency

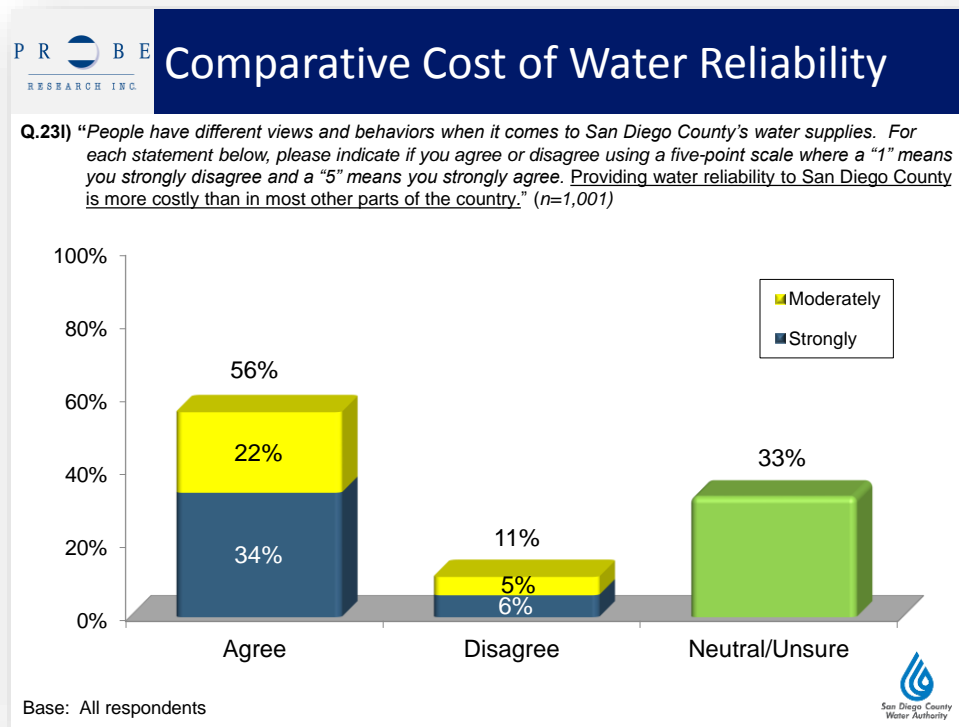
Although one-quarter of respondents are firmly resistant to the notion of paying more for water in order to develop additional drought-resilient water supplies (24%), there is a significant reservoir of support for such a surcharge. Indeed, a mean of \$7.78 per month was generated among those open to such a water development charge. Importantly, one in four residents (26%) would require additional details concerning such a proposal and 18 percent were unable to offer a response. The number of those unwilling to entertain any kind of water rate increase has grown by 8 percentage points since the 2015 survey.



- Men (\$8.64) and younger respondents (\$10.43) were more likely than women (\$6.90) and those 55+ (\$5.86) to pay extra for local water supply development.
- Residents of the city of San Diego proper were willing to pay more on their monthly water bills for water development than was the case for residents in the rest of the county (\$8.83 versus \$7.24).
- Residents of San Diego County's Southern region are willing to pay more for this water development and drought-proofing than would those in other regions, particularly Coastal residents (\$10.44 versus \$5.06).
- Those of Hispanic origin were more likely than their White counterparts to offer a willingness to pay for future drought-proofing and local water supply development (\$9.31 monthly versus \$6.91).
- Those who feel they could be doing more to conserve water around their home are willing to pay a higher monthly fee for local water supply development than those who feel they have maxed-out their household water conservation efforts (\$8.21 versus \$7.36).

### 3.4.6 Views on Regional Water Cost Challenges

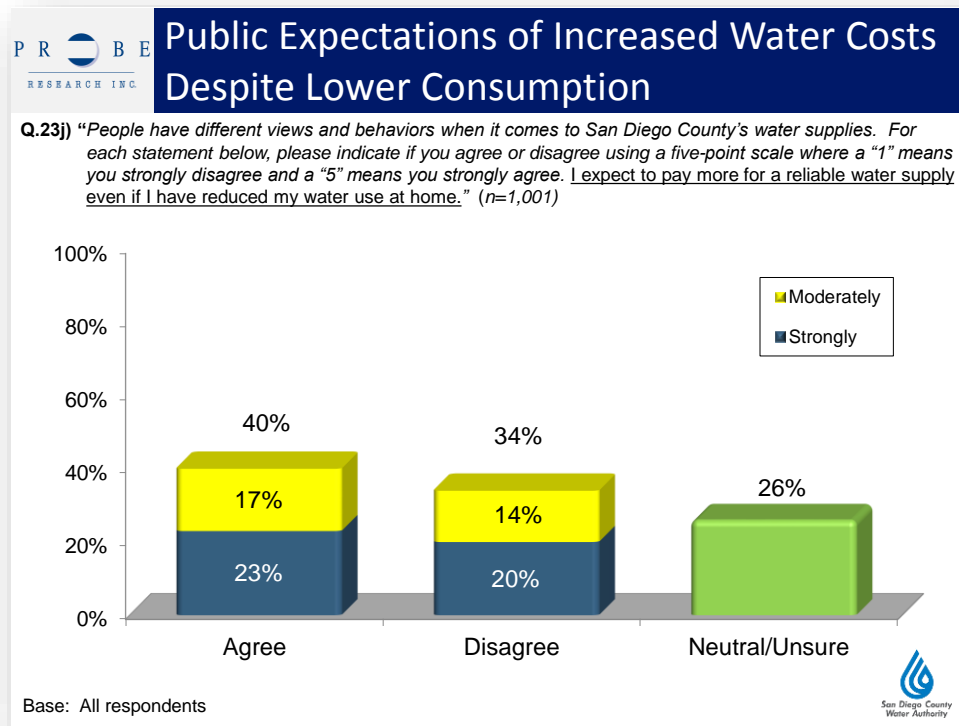
A majority of residents agree (56%) that providing reliable water in San Diego County is more costly than in most other parts of the country. Only around one in 10 survey respondents (11%) *disagreed* that San Diego County is uniquely challenged when it comes to providing a reliable water supply for its residents. Importantly, one-third of residents (33%) offered only neutral views or uncertainty as to whether or not the region faces exceptional cost challenges related to water production and distribution.



- Survey respondents under 35 years of age were somewhat more likely than those aged 55 and over to agree that it costs more water supply reliability in San Diego County than would be typical in other parts of the country (61% under 35 years versus 52% over 55 years).
- Those who suggest they could be doing more to save water in their home were more likely than those who feel they are already doing enough on the conservation front to agree that San Diego County faces unique challenges when it comes to providing reliable and cost-effective water supplies (65% versus 47%).

### 3.4.7 Acceptance of Increased Water Costs with Reduced Household Water Consumption

Although four in 10 San Diego County adults (40%) anticipate they will pay more for water in the future even as their water consumption declines, nearly as many (34%) do not voice this expectation. Importantly, one-quarter of adults (26%) were unsure or neutral when it comes to their expectations regarding increased water costs even if they reduced water use at home.

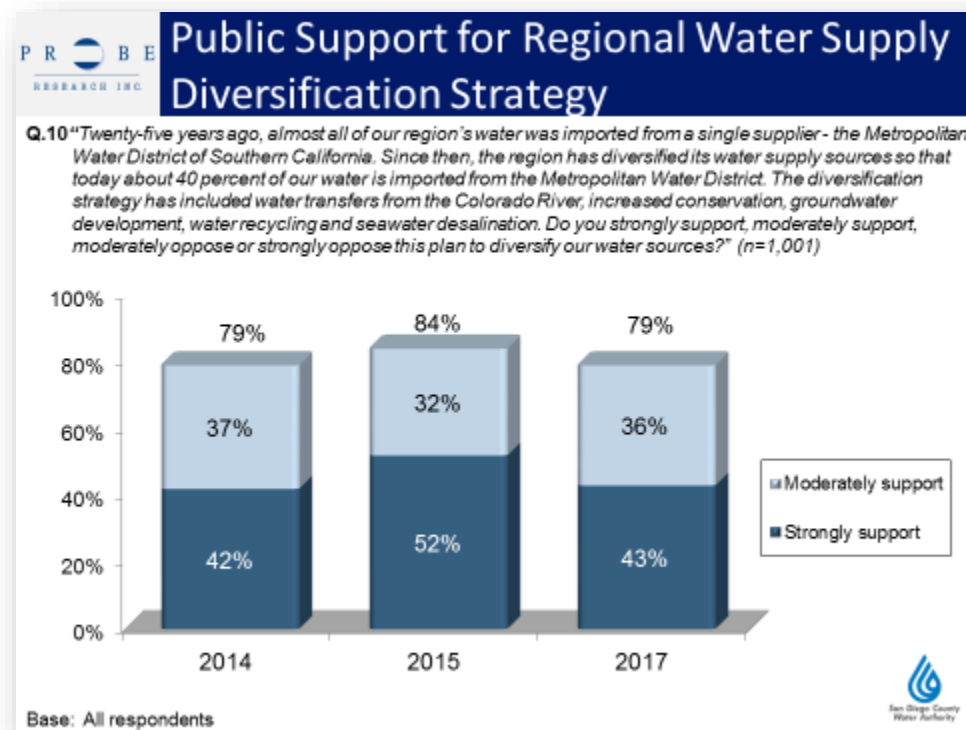


- Respondents under 35 years of age (46%) and those who agree they could be doing more to save water around their homes (53%) were among those most likely to expect to be paying more for water in the future even if they are using less water.

### 3.5 Public Views on Diversification and Recycled Water

#### 3.5.1 Support for Diversification Strategy

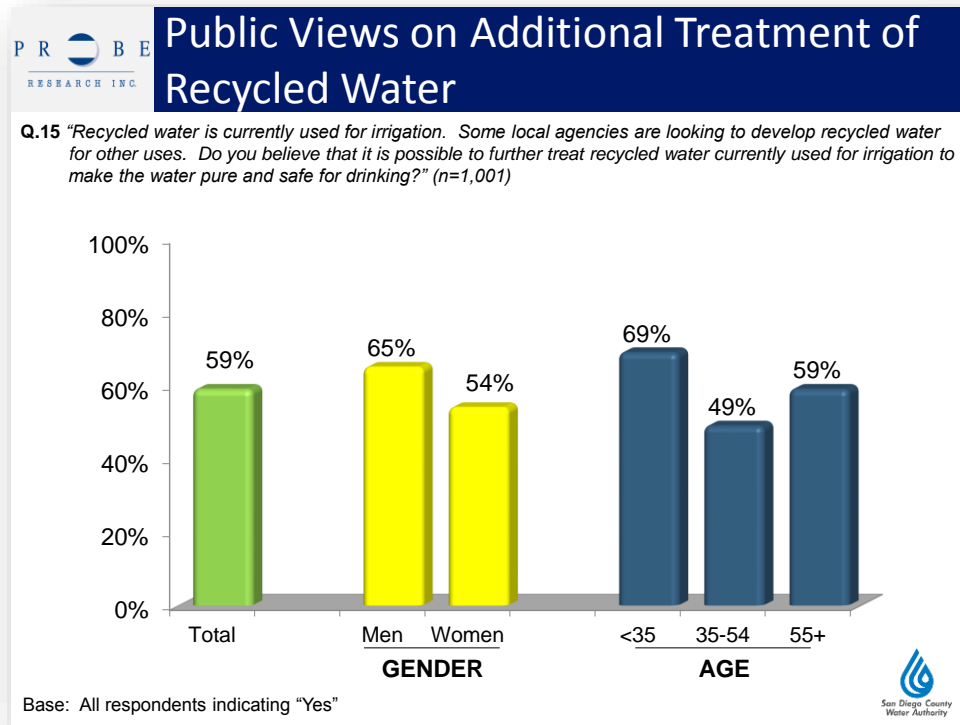
Residents continue to exhibit strong support for a diversified water supply strategy. When asked to indicate their level of support for a multi-source water supply plan, eight in 10 backed this approach (79%, including 43% who *strongly support* this approach). This compares to 9 percent who oppose this strategy, and 6 percent who were unable to offer an opinion. Overall support is down marginally from 84 percent in 2015, at the height of drought conditions, but on par with the 2014 survey.



- 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 36% among 18-34 year olds).
- Those with a post-secondary degree were also more likely than those with lower levels of education to strongly support water supply diversification efforts (50% versus 38% among those with some post-secondary education and 41% among those with high school or less).
- Strong support for this diversification strategy climbs from 41 percent among those earning less than \$50,000 annually to 50 percent among those earning \$100,000 or more.

### 3.5.2 Attitudes on Advanced Treated Recycled Water

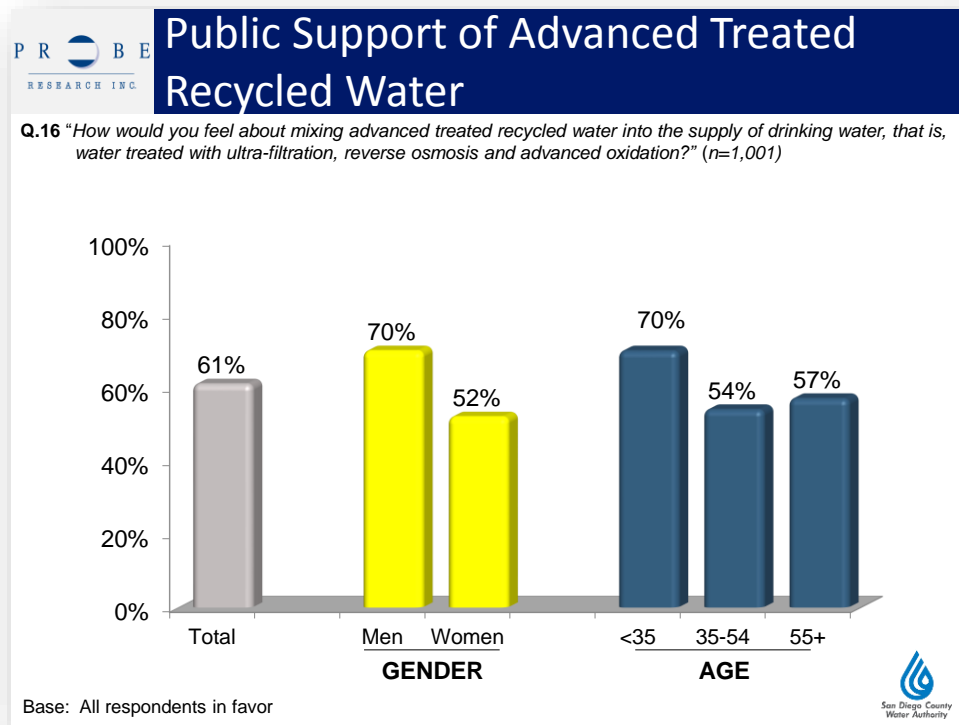
Respondents were asked if they believe it is possible to further treat recycled water to make it pure and safe for drinking. Six in 10 believe this purification process is possible (59%), compared to 29 percent who think this is not possible. One in 10 (12%) were uncertain as to the viability of this type of purification and recycling approach.



- Men were more likely than women to accept the feasibility of converting water currently used only for irrigation into pure and safe drinking water (64% of men versus 54% of women).
- Those who are most inclined to accept the feasibility of additional treatment of recycled water include respondents under 35 years of age (69%), those who currently regard their water supply as reliable (61%) and residents who agree they could be doing more to conserve water around their home (65%).

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

When respondents were asked if they are in favor of mixing advanced treated recycled water into the existing supply of drinking water, six in 10 supported this idea (61%, including 19% *strongly favor* and 42% *somewhat favor*). Around three in 10 are opposed to the concept of mixing advanced treated recycled water into the regional water supply (31%, including 15% *strongly oppose*).



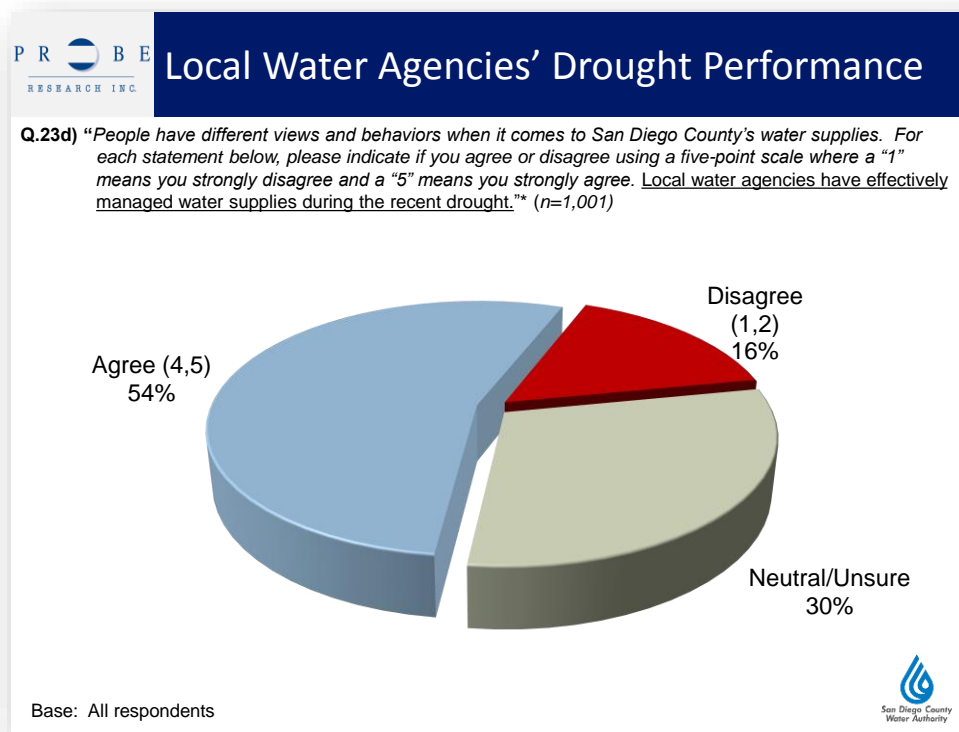
- Younger adults were more likely than middle-aged respondents to favor the addition of advanced treated recycled water to the drinking water supply (70% among those 18-34 years versus only 54% among those aged 35-54).
- Men were significantly more amenable to this proposal than were women (69% versus 52%, respectively).
- Those who feel they could be doing more to save water in their homes were also more likely than those who say they are at their peak water conservation point to be open to this idea (67% versus 54%, respectively).

### 3.6 The Drought and Household Conservation Activities

This section of the report explores perceptions regarding how local water agencies performed during recent drought conditions, regional residential water conservation practices and attitudes toward water conservation, including the appeal of replacing grass lawns with a low-water-use landscape.

#### 3.6.1 Perceived Performance of Local Water Agencies During Recent Drought

A majority of residents (54%) agree that “local water agencies have effectively managed water supplies during the recent drought.” This compares with only 16 percent who were critical of the drought performance of these organizations. Three in 10 respondents (30%) offered a more *neutral* or *uncertain* view on this question.



- Those under 35 years of age were joined by residents of South County neighborhoods and those who had lived in the County between 11 and 30 years in expressing comparatively high levels of praise for the performance of local water agencies during the recent drought (61% expressed agreement with the statement in each of these survey sub-groups).

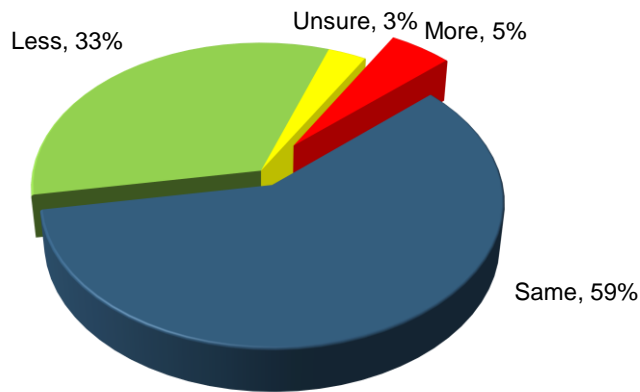
### 3.6.2 Anticipated Changes in Residential Water Use for 2017

Fully one in three residents countywide (33%) anticipate they will use less water around their households this year than they did in 2016. Meanwhile, the largest proportion of respondents (59%) feel their water consumption level will remain about the same as it was last year. Only 5 percent of those surveyed suggest they will be consuming more water this year.



## Anticipated Changes in Residential Water Consumption in 2017

**Q.19** "Thinking about your home water use, both indoors and outdoors, do you think that you will use more water, less water or about the same amount of water in 2017 as you did in 2016?" (n=1,001)



Base: All respondents

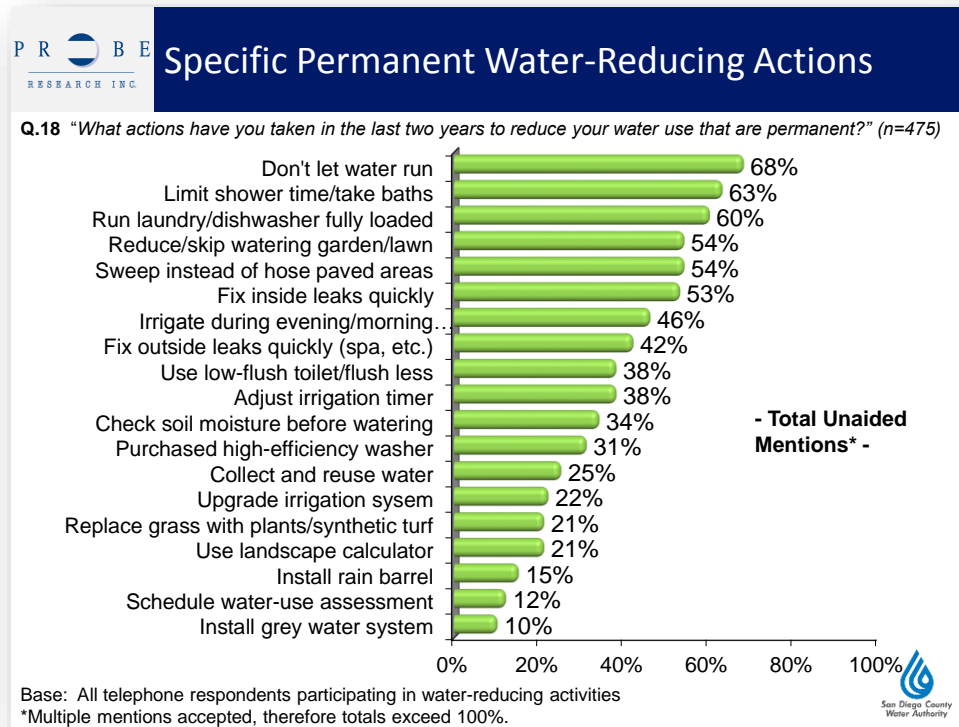


- Residents under 35 years of age (42%), those of Hispanic ethnicity (45%) and those currently residing in South County neighborhoods (40%) were more likely than those from other groups to indicate they will be reducing their household water consumption in 2017.



### 3.6.3 Specific Water-Reducing Actions

Telephone respondents who had taken specific water-reducing actions in the past two years identified many of those actions as being permanent changes to their water use. Respondents frequently mentioned permanent changes included “*not letting the water run*” (68%), “*limiting shower time*” (63%) or “*only turning on the washing machine or dishwasher if there was a full load*” (60%). A series of additional “permanent” conservation measures are documented in the chart below.



- Renters were more likely than those who own their homes to have implemented permanent water-reducing practices including: “*not letting the water run*” (76% among renters versus 59% among homeowners), “*taking shorter/fewer showers*” (72% versus 54%), “*using a broom instead of a hose on paved areas*” (63% versus 45%), “*fixing indoor leaks*” (60% versus 46%) and “*checking soil moisture before watering*” (44% versus 26%).
- Hispanic residents were more likely than White respondents to *collect and reuse water* in their households (34% versus 19%).
- Those who do not pay their own water bill were significantly more likely than those who pay their water bill to “*take shorter/fewer showers*” in order to conserve water (73% versus 59%).

The table below reveals significant differences among age groups regarding permanent changes made to reduce water consumption:

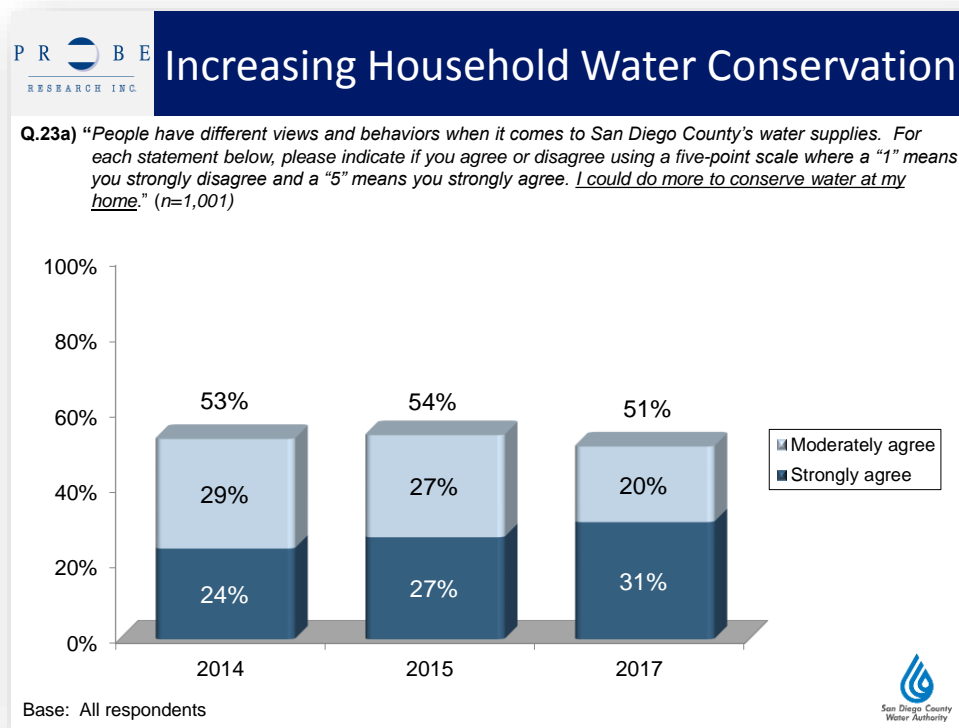
	Total County (n=475*) (%)	<35 years (n=173*) (%)	35-54 years (n=169*) (%)	55+ years (n=132*) (%)
Do not let water run	68	79	65	56
Irrigate during evenings/mornings	46	61	34	42
Fix outdoor leaks	42	54	33	40
Use low flush toilet/flush less	38	29	40	46
Check moisture level before water	34	51	23	28
Purchase high efficiency clothes washer	31	19	38	39
Collect and reuse water	25	15	28	34

*\*Among those responding by telephone who have taken actions to reduce water consumption*

### 3.6.4 Available Conservation Capacity

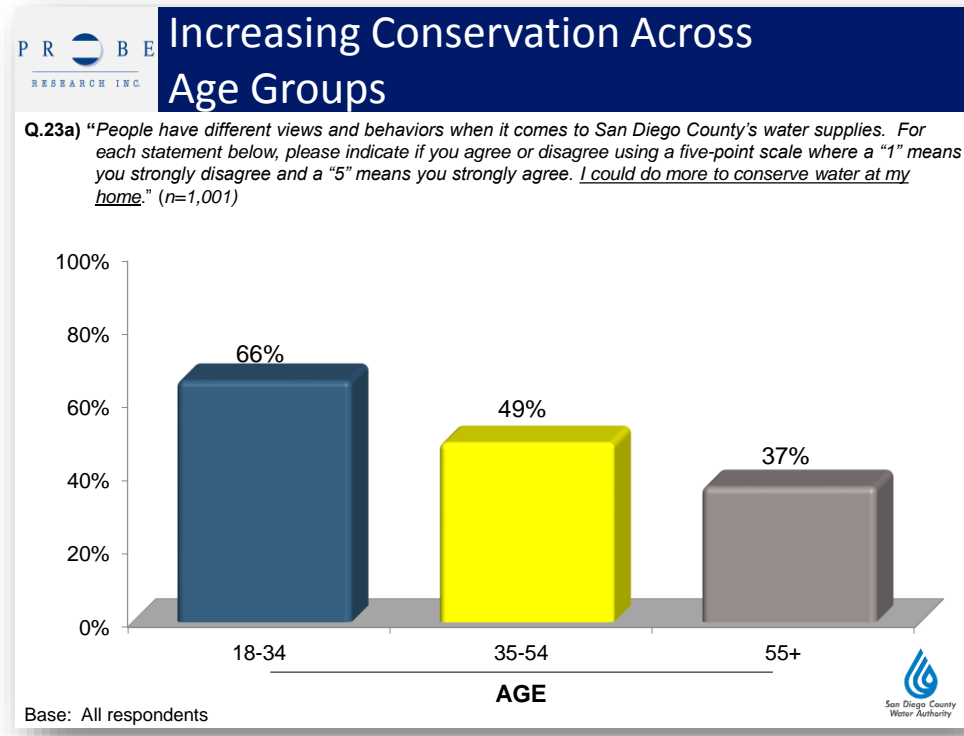
Survey respondents were asked whether or not they felt they were doing all they could to conserve water in their households.

As in 2014 and 2015, about one-half of San Diego County residents agreed (51%) that they could be doing more to conserve water at home. Indeed, only about two in 10 (22%) felt that they could do little else to step up their water-use reduction efforts.



- Regionally, nearly two-thirds of those in South County agreed they could be doing more to conserve water at home (63%) a far greater response than those residing in the Coastal region (47%).
- Respondents with lower levels of education were more likely than others to report they could be doing more to reduce their water consumption (63% among those with a high school education or less versus 50% among those with some post-secondary education and bottoming out at 47% among post-secondary graduates).
- Sixty-seven percent of Hispanic respondents agreed their efforts of conserving water at home could be improved (versus 44% among White respondents).

There was also a significant age correlation when it came to a self-assessment of water conservation efforts. Younger residents consistently acknowledged there was room for improvement on their part at levels that were notably higher than older residents. These results by age are shown below.

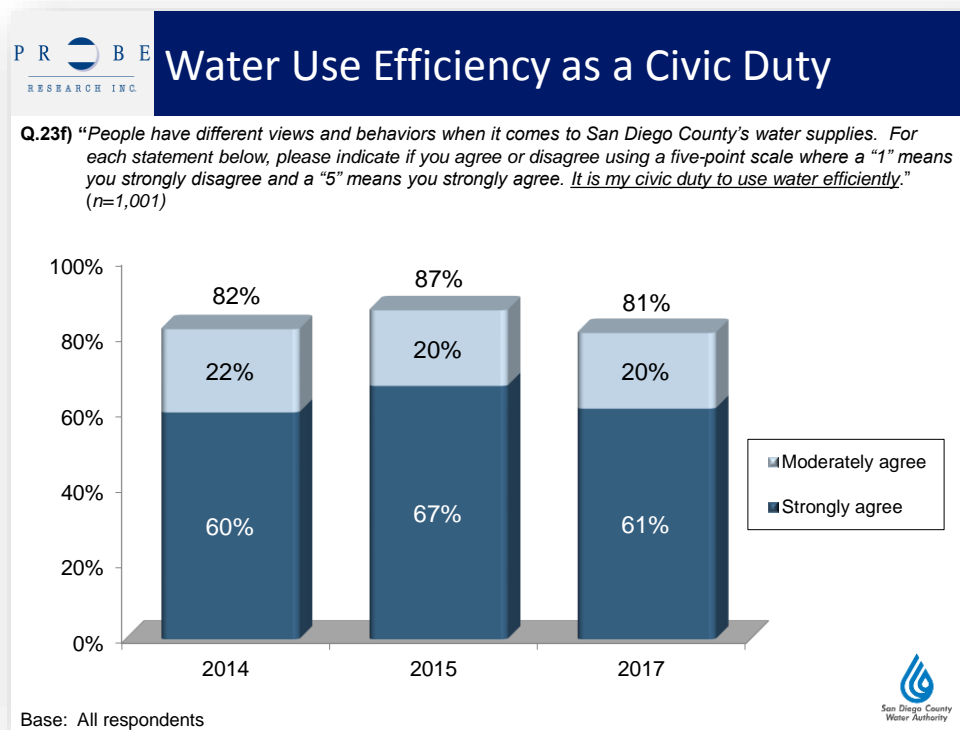


- Two-thirds of younger residents felt they could be doing more to conserve water in their homes (66%), compared to around one-half of residents between 35 and 54 years of age (49%). This acknowledgement that more could be done on the water-saving front declines even further when looking just at more mature county residents (only 37% of those aged 55+ felt they could be saving more water).

### 3.6.5 Water Conservation as a Civic Duty

San Diego County adults continue to express a clear civic obligation when it comes to conserving water. Indeed, more than eight in 10 residents agreed that it is their “civic responsibility to use water efficiently” (81%, including 61% who *strongly* agreed), compared to only 5 percent who disagreed.

The proportion of county adults who now strongly agree that saving water is a civic duty has declined slightly to 61 percent (from 67 percent in 2015), more closely resembling the 2014 “pre-drought” results.

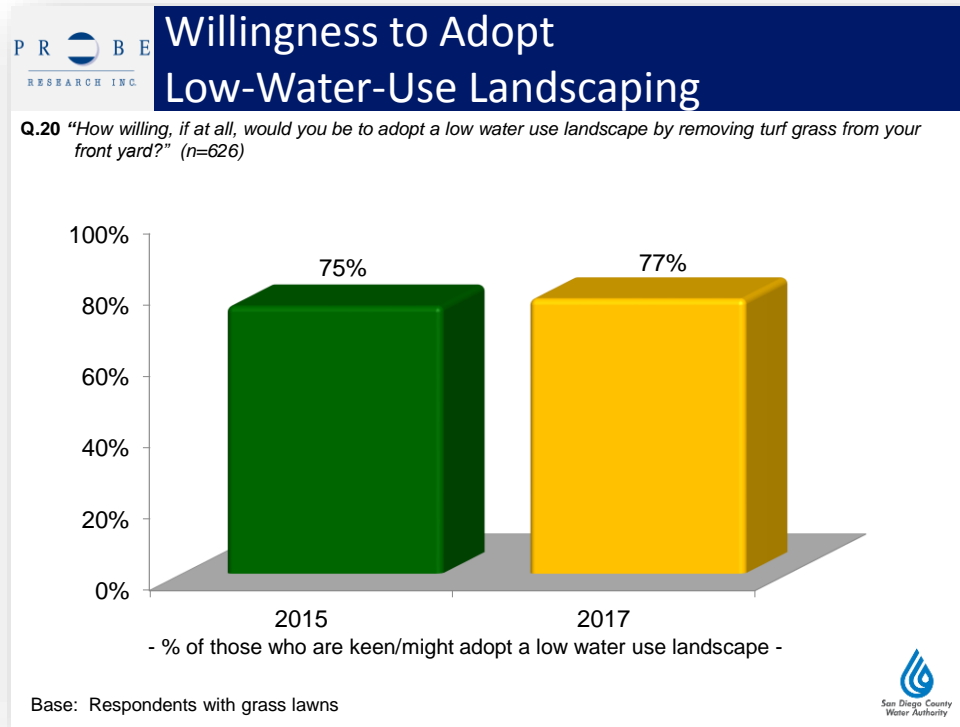


- Those who generally regard the county’s water supply as reliable and those who admit they could be doing more to save water in their homes tended to express comparatively stronger conviction that personal water stewardship is a civic obligation (83% and 87% respectively).

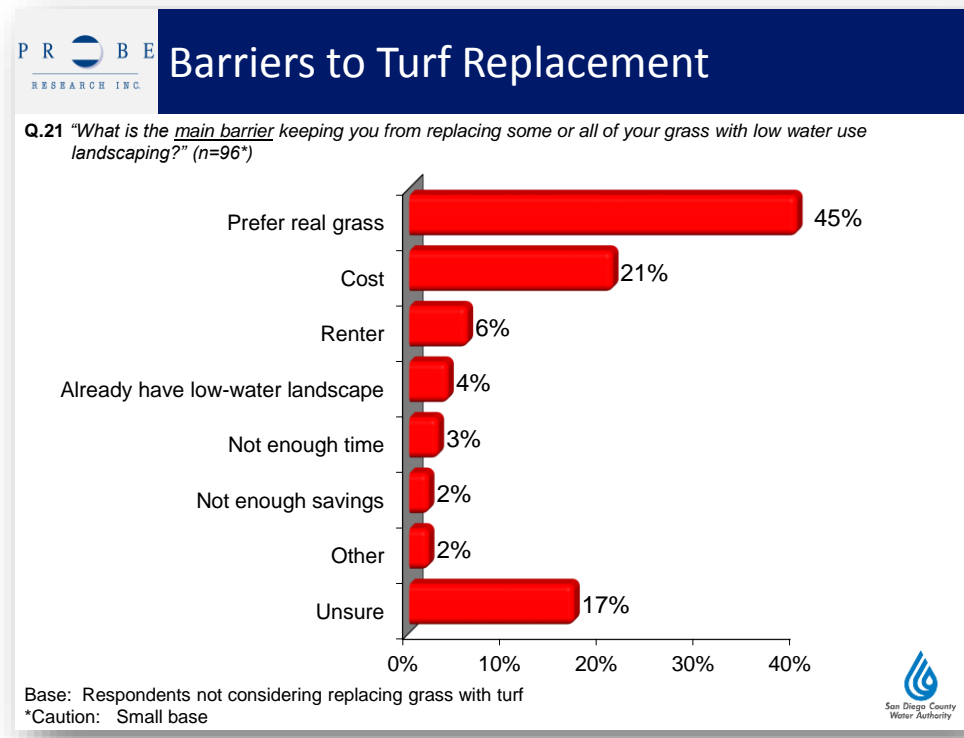
### 3.6.6 Attitudes on Low-Water-Use Landscaping

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

Overall, there is a high and sustained level of interest in this type of turf replacement program with 77 percent saying they would be keen or at least interested in making this type of change. Fully three in 10 residents with grass lawns (29%) indicated they would be *very willing* to undertake this alteration to their household's landscape while an additional 48 percent indicated they would at least be willing to consider such a change. Fifteen percent ruled out this type of landscape option.



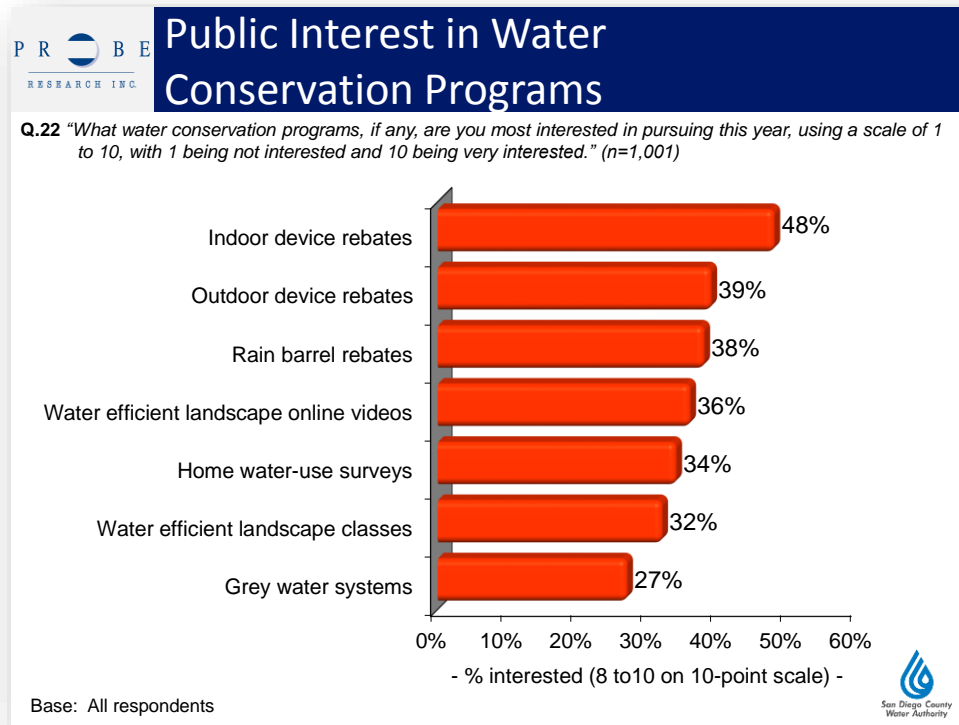
When those who rejected the concept of replacing their lawns with a low-water-use landscape were asked to explain their reasons, a variety of explanations were offered. These included a general preference for grass lawns (45% total) and concern about the costs of turf replacement (21%).



- Those under 35 years of age were twice as likely as those 55+ (50% versus 25%) to point to the appealing aesthetic of natural grass as the main reason for not considering the inclusion of a low-water-use landscape.

### 3.6.7 Public Interest in Selected Water Conservation Programs

Rebates for indoor devices such as toilets or water-saving clothes or dish-washing machines were of greatest interest to San Diego County adults with nearly one-half of survey respondents (48%) indicating an interest in perhaps pursuing this type of program this year. A range of other rebate or educational programs received roughly equal levels of public interest, although grey water systems were of least interest.



- Indoor device rebates were of interest to comparatively higher numbers of younger residents (54% *interested*), university graduates (53% *interested*) and those of Hispanic ethnic backgrounds (55% *interested*).
- Each of these rebate or educational programs were of greater interest to those who concede they could be saving more water than was the case among those who feel they have reached the peak of their water-saving interest or abilities.



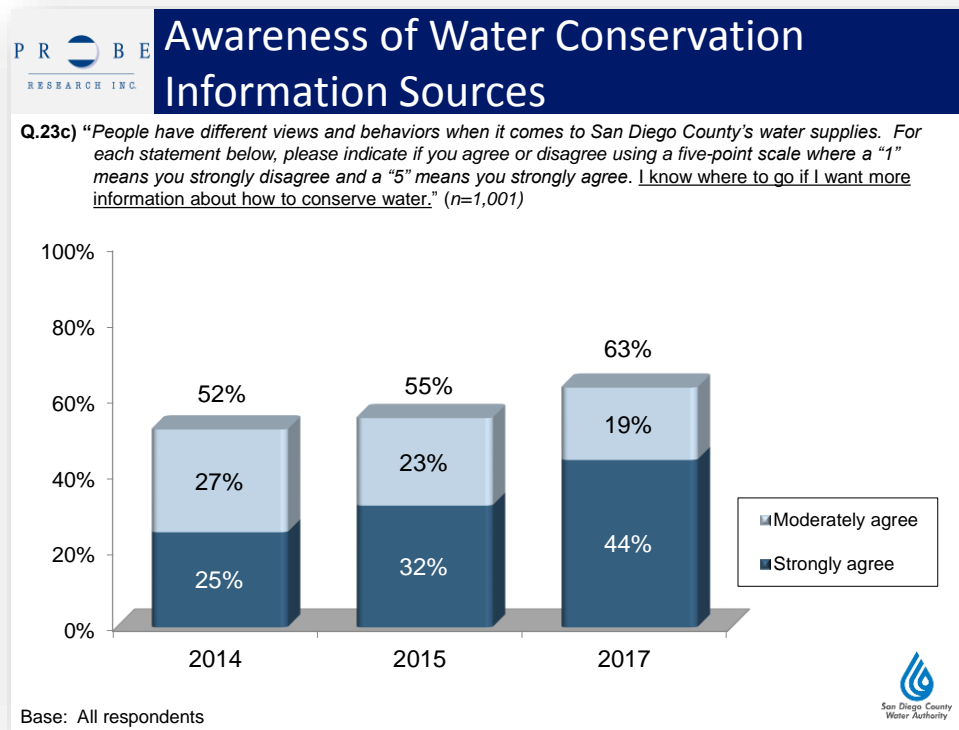
### 3.7 Communication Issues

This section examines San Diego County residents' satisfaction with their ability to obtain information about water and water conservation.

#### 3.7.1 Awareness of Water Conservation Information Sources

San Diego County residents were asked if they know where to go to find additional information about water conservation. As the following graph illustrates, nearly two-thirds of those surveyed in 2017 know where to find this type of information (63%, including 44% who are *very confident* that they would know where to turn to learn more about water conservation and 19% who are *moderately confident* in this respect). Slightly more than one in ten respondents, on the other hand, are not confident that they would know where to go for more facts about water conservation (12%, including 6% who are *very unfamiliar* and 6% who are *somewhat unfamiliar* in this regard). One in four (25%) were neutral, unsure or did not respond.

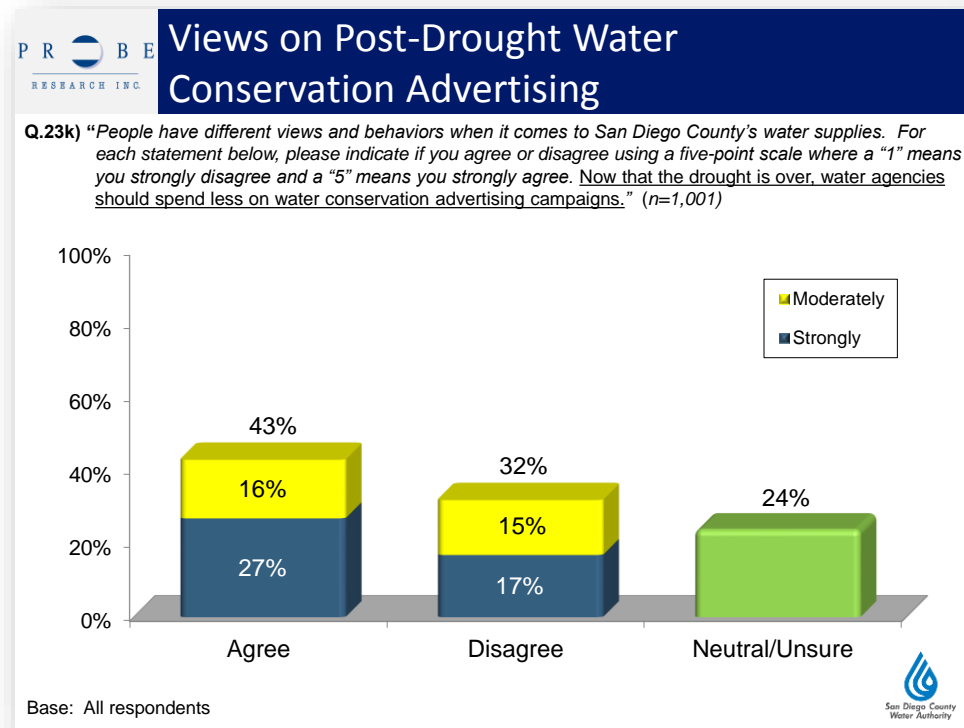
These figures are up significantly from the 2015 poll when only 32 percent of residents were highly confident they know where to find information on water conservation.



- Those residing in higher-income households were more likely than less-affluent residents to state an awareness of where they would turn if seeking water conservation information (69% among those earning more than \$100,000 annually versus 57% among those in the under \$25,000-per-year bracket).
- Those who feel they could be doing more to conserve water around their home were also more likely than those who feel they do enough in this regard to know where to look for conservation information (70% versus 56%, respectively).

### 3.7.2 Advertising in a Post-Drought Period

There is no public consensus when it comes to the use of water conservation advertising in a post-drought era. Fewer than one-half of those surveyed (43%) agreed that it is now appropriate to cut back on water conservation advertising campaigns, although a large plurality (32%) would urge water agencies to continue current levels of disseminating water conservation messages, even if the multi-year drought has officially ended. Virtually one-quarter of those surveyed (24%) offered neutral views on this question or were unable to offer a view one way or the other.



There were very few variations in patterns of responses to this question across survey sub-populations.

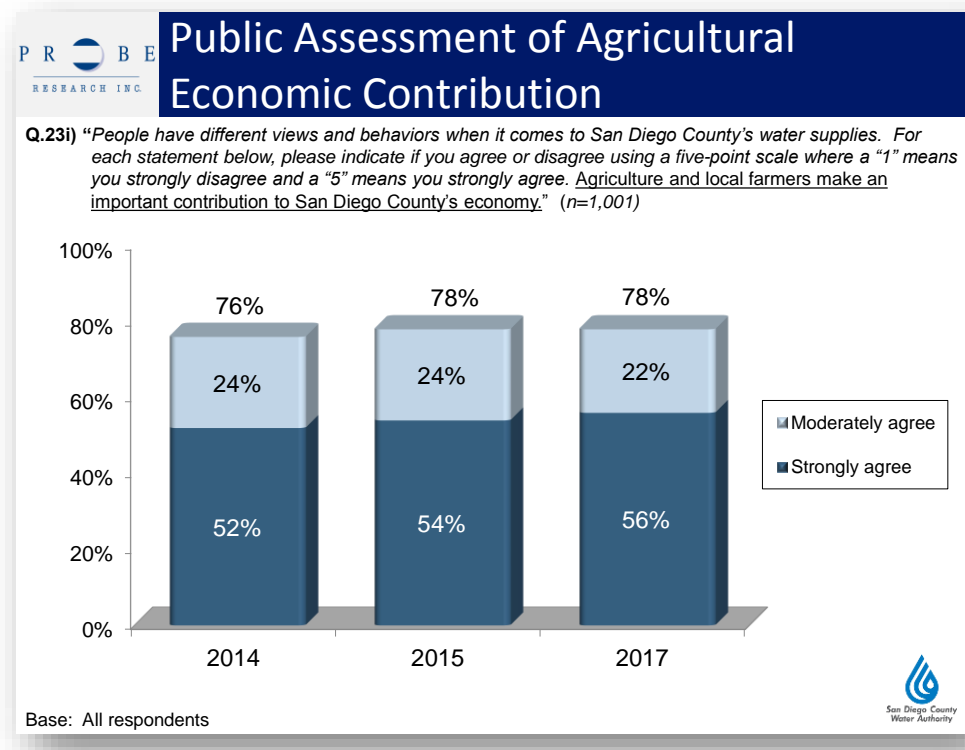
### 3.8 Other Findings

This final section of the report reveals opinions on additional topics such as the impact of agriculture on the economy and the public's willingness to pay to enter a water conservation demonstration garden.

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

Respondents continue to acknowledge the important contribution that agriculture makes to the region's economy. Indeed, nearly eight in 10 residents (78%) agree that local farmers provide a key input to the regional economy (56% *strongly* agree and 22% *moderately* agree). Very few disagree (5%), while fewer than two in 10 were more neutral or unsure about whether agriculture is an important part of the economy (17%).

These figures have remained virtually unchanged since 2014.

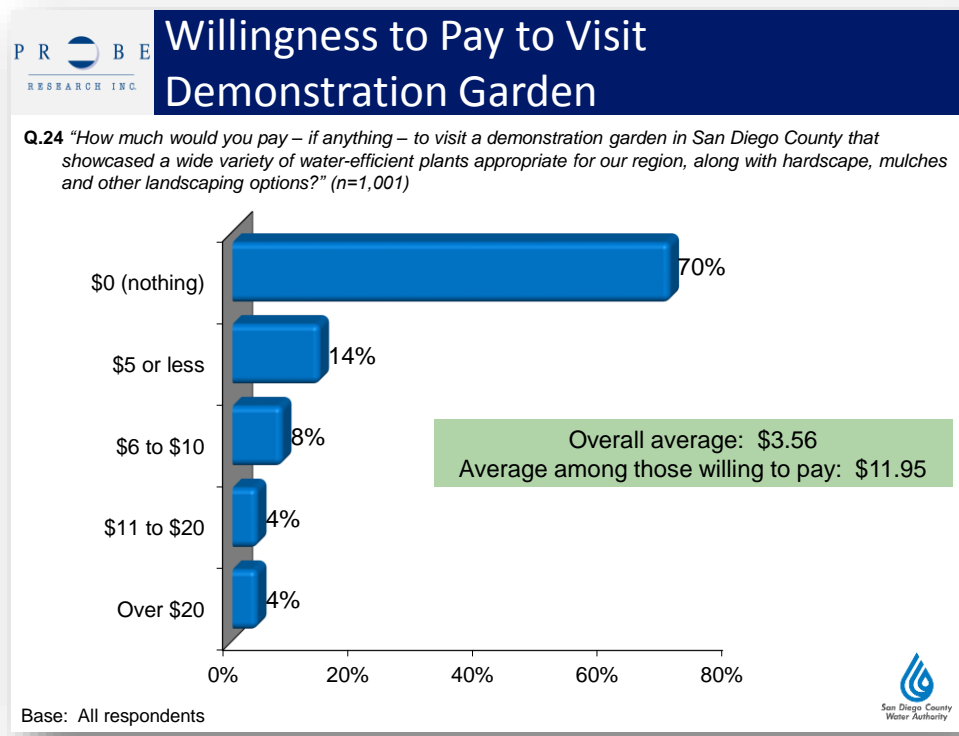


- Those who suggest they could be doing more to conserve water on the home front were more likely than those who feel they are at their maximum conservation level to acknowledge the contribution of agriculture to the regional economy (82% versus 73%, respectively).

### 3.8.2 Public Willingness to Visit a Paid-Admission Demonstration Garden

San Diego County adults were asked whether or not they would pay to visit a demonstration garden in the region that showcased a wide variety of water-efficient plants appropriate for the region. This demonstration garden would also provide opportunities to view landscaping options that are appropriate for the semi-arid San Diego climate.

Fully seven in ten (70%) surveyed residents indicated they are not willing to pay an admission fee to attend such an attraction. Among those who are willing to pay, however, a mean dollar figure of nearly \$12 was registered as an appropriate admission fee based on the variety of cost responses.



- As the chart above reveals, the largest proportion of those willing to pay to visit at such an attraction (14%) suggested a figure of \$5 or less as an appropriate admission cost.
- Looking at the mean suggested admission fees across survey sub-groups, however, reveals that those residing in the city of San Diego would pay more than those residing elsewhere in the county to attend such an attraction (\$13.55 versus \$10.93, respectively). Women were willing to pay slightly more than men (\$12.29 versus \$11.61, respectively).

# ***Survey Instrument***

**Probe Research, Inc.**  
**San Diego County Water Authority**  
**2017 Final Questionnaire**

**INTRO, SCREENER & PREAMBLE**

**Telephone:**

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

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

IF RESPONDENT ENQUIRES AS TO SURVEY TOPIC PLEASE RESPOND:

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

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

**Online:**

*Welcome to the survey!*

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

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

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

A. Which age group best describes your age?

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

18-34

35-54

55+

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

Land .....1

Cell .....2

Prescreened .....3

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

IF YES: PROCEED WITH INTERVIEW OR SCHEDULE CALLBACK

IF NO, REQUEST INTERVIEW WITH PERSON ON PHONE

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

English.....1

Spanish .....2

TRANSFER RESPONDENT TO SPANISH INTERVIEWER IF REQUESTED

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

Male .....1

Female .....2

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

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

**San Diego County:**

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

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

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

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

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

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

CRIME	WATER QUALITY
ECONOMY/JOBS	WATER SUPPLY/DROUGHT
EDUCATION QUALITY	WATER RATES/COST OF WATER
EDUCATION COST	HOMELESS
ENVIRONMENT/POLLUTION	IMMIGRATION ISSUES
GOVERNMENT MISMANAGEMENT	INFRASTRUCTURE
(GENERAL MENTION)	TRAFFIC/TOO MANY CARS/ROADS
FINANCIAL PROBLEMS IN THE CITY OF SD	FIRE DANGER
FINANCIAL PROBLEMS IN STATE AND OTHER LOCAL GOVERNMENTS	NEW AIRPORT
FEDERAL DEFICIT	SEWAGE TREATMENT
CREDIT MARKETS/DIFFICULTY	TERRORISM
GETTING LOANS	WARS (IRAQ, MIDEAST, AFGHANISTAN/PAKISTAN)
GROWTH/DEVELOPMENT/SPRAWL	HEALTH CARE
COST OF GASOLINE	STADIUM ISSUE
ELECTRICITY AND HEATING COST/SUPPLY	MIDDLE EAST (GENERAL MENTION APART FROM SPECIFIC WARS OR TERRORISM)
HOUSING AFFORDABILITY	PUBLIC TRANSPORTATION
COST OF LIVING (GENERALLY)	OTHER, SPECIFY:
HIGH TAXES	
	_____
	(DK/REF/NONE)



**UTILITIES & RATES**

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

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

3. If you had to guess, how much, on average, do you think municipal tap water costs per gallon in the San Diego region? (OPEN ENDED)

\$ \_\_\_\_\_

Don't Know/No Idea.....99

4. The average retail cost for municipal tap water in the San Diego region is about one cent per gallon. Given this information, compared to other utilities such as gas and electricity, cable or satellite TV, trash collection, sewer or landline/cell phone service, do you feel that water is an excellent value, a good value, not a good value or a poor value?

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

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

- Yes..... 01
- No ..... 02 (Skip to 8)

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

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

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

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

**WATER RELIABILITY**

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

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

Very reliable .....	01
Somewhat reliable .....	02
Somewhat unreliable .....	03
Very unreliable .....	04
(DK/NS).....	99

9. And in your opinion, is the reliability of San Diego County's water supply improving or worsening?

Improving significantly .....	01
Improving somewhat .....	02
Holding steady.....	03
Worsening somewhat.....	04
Worsening significantly.....	05
(DK/NS).....	99

10. Twenty-five years ago, almost all of our region's water was imported from a single supplier - the Metropolitan Water District of Southern California. Since then, the region has diversified its water supply sources so that today about 40 percent of our water is imported from the Metropolitan Water District. The diversification strategy has included water transfers from the Colorado River, increased conservation, groundwater development, water recycling and seawater desalination. Do you strongly support, moderately support, moderately oppose or strongly oppose this plan to diversify our water sources?

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

11. Some people think in times of drought, the state should impose mandatory emergency cuts to water use statewide. Others think during droughts, the state should only impose mandatory emergency cuts on a county-by-county basis in areas that have actual shortages of water. What do you think?
- Restrictions should be statewide .....01
  - Restrictions should only be in areas where water is scarce .....02
  - (DK/NS).....99
12. Some people think the best strategy to prepare California to meet future water needs is to focus principally on saving water. Others say the best strategy is to save water *and* make investments in local supplies. What do you think?
- Focus on saving water..... 01
  - Pursue saving water and *invest in* local supplies .. 02
  - (DK/NS)..... 99
13. Many water agencies in the San Diego region are considering options to develop additional local water supplies to make the region more resilient to drought. These efforts would require additional costs for consumers. How much more would you personally be willing to pay per month – if anything – for additional local water supplies in San Diego County? (PROBE FOR MONTHLY AMOUNT IN DOLLARS)
- \$ \_\_\_\_\_
  - \$0 (would not pay any more) ..... 97
  - (Depends) ..... 98
  - (DK/NS)..... 99
14. The Bay-Delta in Northern California is an important water supply source for many parts of California but has been experiencing ecological and water supply challenges. 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/water supplies here in the San Diego area. Both approaches require financial investments. Do you prefer one approach over the other, or both approaches, or neither?
- Strongly prefer Bay-Delta investments ..... 01
  - Moderately prefer Bay-Delta investments..... 02
  - Strongly prefer locally-controlled water reliability investments 03
  - Moderately prefer locally-controlled water reliability investments 04
  - Support both ..... 05
  - Support neither ..... 06
  - Depends on money, etc. .... 07
  - (DK/NS) ..... 99
15. Recycled water is currently used for irrigation. Some local agencies are looking to develop recycled water for other uses Do you believe that it is possible to further treat recycled water currently used for irrigation to make the water pure and safe for drinking?
- Yes..... 01
  - No ..... 02
  - (DK/REF) ..... 99

16. How would you feel about mixing advanced treated recycled water into the supply of drinking water, that is, water treated with ultra-filtration, reverse osmosis and advanced oxidation?

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

a. And why are you opposed to using advanced treated recycled water? (PROBE THOROUGHLY)

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**WATER USE & CONSERVATION**

17. What additional actions – if any – have you taken in the last two years to reduce your water use? (DO NOT READ – ACCEPT ALL MENTIONS)

- Adjust irrigation system and timers ..... 01
- Use a landscape calculator to set a water-wise irrigation schedule ..... 02
- Irrigate during evening/morning hours..... 03
- Reduce/skip watering..... 04
- Check soil moisture before watering ..... 05
- Replace grass area with low-water plants ..... 06
- Upgrade irrigation system with high-efficiency equipment..... 07
- Purchase high-efficiency clothes washer ..... 08
- Water efficient toilet(s) ..... 09
- Wash only full loads of clothes or dishes..... 10
- Take shorter showers ..... 11
- Use a broom instead of a hose on paved areas ..... 12
- Fix indoor leaks (toilet, faucet, etc.)..... 13
- Fix outdoor leaks (sprinklers, spas, etc.) ..... 14
- Do not let water run ..... 15
- Collect and reuse water ..... 16
- Install rain barrel/cistern..... 17
- Install a grey water system..... 18
- Replace grass with artificial/synthetic turf..... 19
- Schedule a water-use checkup/assessment ..... 20
- Can't point to any one thing ..... 21
- Other (specify) ..... 97
- None ..... [Skip to 19]
- (DK/NS) ..... 99

18. Which of those actions – if any – do you consider to be permanent changes in your own water use? (DO NOT READ – ACCEPT ALL MENTIONS)

Adjust irrigation system and timers.....	01
Use a landscape calculator to set a water-wise irrigation schedule .....	02
Irrigate during evening/morning hours .....	03
Reduce/skip watering .....	04
Check soil moisture before watering.....	05
Replace grass area with low-water plants .....	06
Upgrade irrigation system with high-efficiency equipment .....	07
Purchase high-efficiency clothes washer.....	08
Wash only full loads of clothes or dishes .....	09
Take shorter showers.....	10
Use a broom instead of a hose on paved areas .....	11
Fix indoor leaks (toilet, faucet, etc.) .....	12
Fix outdoor leaks (sprinklers, spas, etc.) .....	13
Do not let water run.....	14
Collect and reuse water.....	15
Install rain barrel/cistern .....	16
Install a grey water system.....	17
Replace grass with artificial/synthetic turf .....	18
Schedule a water-use checkup/assessment.....	19
Other (specify) _____ .....	97
None .....	98
(DK/NS).....	99

19. Thinking about your home water use, both indoors and outdoors, do you think that you will use more water, less water or about the same amount of water in 2017 as you did in 2016?

More water .....	01
About the same .....	02
Less water.....	03
(DK/NS) .....	99

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

Very willing.....	01 (SKIP TO Q.22)
May consider.....	02 (SKIP TO Q.22)
Would not consider .....	03 (ASK NEXT Q.)
Already converted yard.....	04 (SKIP TO Q.22)
Don't have yard.....	05 (SKIP TO Q.22)
(DK/NS) .....	99 (SKIP TO Q.22)

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

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

22. What water conservation programs, if any, are you most interested in pursuing this year, using a scale of 1 to 10, with 1 being not interested and 10 being very interested. (RANDOMIZE)

	1 - Not interested	2	3	4	5	6	7	8	9	10 - Very Interested
a) Water efficient landscaping online videos and tutorials										
b) Water-efficient landscaping classes										
c) Rain barrel rebates										
d) Other outdoor device rebates (controllers, sprinkler nozzles, etc.)										
e) Indoor device rebates (clothes washers, etc.)										
f) Home water-use surveys										
g) Gray water systems										

**GENERAL ATTITUDES**

23. 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-l).

STATEMENT	1	2	3	4	5	9
a) I could do more to conserve water at my home.						
b) A reliable water supply for this region is essential to my quality of life.						
c) I know where to look if I want more information about how to conserve water.						
d) Local water agencies have effectively managed water supplies during the recent drought.						
e) I trust water agencies to ensure we have a reliable long-term supply of water.						
f) It is my civic duty to use water efficiently.						
g) Additional water rate increases are necessary to support the region’s water supply reliability.						
h) A reliable water supply for this region is essential for a healthy economy.						
i) Agriculture and local farmers make an important contribution to San Diego County’s economy.						
j) I expect to pay more for a reliable water supply even if I have reduced my water use at home.						
k) Now that the drought is over, water agencies should spend less on water conservation advertising campaigns.						
l) Providing water reliability to San Diego County is more costly than in most other parts of the country.						

... on another topic now

How much would you pay – if anything – to visit a demonstration garden in San Diego County that showcased a wide variety of water-efficient plants appropriate for our region, along with hardscape, mulches and other landscaping options? (Open ended).

\$ \_\_\_\_\_

None/Would Not Pay ..... 98  
 (Don't Know/Not Stated)..... 99

**DEMOGRAPHICS**

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

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

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

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

DS3. What type of residence do you live in?

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

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

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

We have almost finished the survey....

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

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



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

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

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

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

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

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

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

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

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

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

## ***Detailed Tabular Results***

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

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD			
			(1001)	City (371)	County (630)	Metro (140)	S. Metro (231)	Coastal (161)	Inland (180)	East (149)	South (139)	10/less (209)	11-30 (482)	Over 30 (309)
BASE														
MOST IMPORTANT ISSUE	Housing affordability	Count	125	54	71	14	40	16	22	18	15	18	74	33
			13%	15%	11%	10%	18%	10%	12%	12%	11%	9%	15%	11%
	Economy/ Jobs/ Income	Count	111	38	73	13	26	16	30	10	16	17	67	27
			11%	10%	12%	9%	11%	10%	17%	7%	12%	8%	14%	9%
	Infrastructure	Count	76	31	45	13	18	15	5	13	12	6	36	34
			8%	8%	7%	9%	8%	9%	3%	9%	8%	3%	7%	11%
	Homelessness/ Poverty/ Hunger	Count	74	30	43	6	24	9	10	14	11	20	27	27
			7%	8%	7%	4%	11%	6%	5%	9%	8%	9%	6%	9%
	Electricity and heating costs/ supply	Count	64	19	46	6	13	13	9	14	11	13	34	17
			6%	5%	7%	4%	6%	8%	5%	9%	8%	6%	7%	5%
	Cost of living (non-spec.)	Count	53	18	36	8	9	6	10	11	9	13	18	22
			5%	5%	6%	6%	4%	4%	6%	7%	6%	6%	4%	7%
	Crime/ Policing	Count	51	19	31	9	10	5	9	7	10	12	18	21
			5%	5%	5%	7%	4%	3%	5%	4%	8%	6%	4%	7%
	Immigration issues/ racism	Count	47	15	33	9	6	9	8	9	8	7	25	16
			5%	4%	5%	6%	3%	5%	4%	6%	6%	3%	5%	5%
	Traffic/ Too many cars	Count	38	11	27	4	7	11	6	6	3	4	18	16
			4%	3%	4%	3%	3%	7%	3%	4%	2%	2%	4%	5%
	High taxes	Count	33	10	22	3	8	5	8	4	4	5	21	7
			3%	3%	4%	2%	3%	3%	5%	3%	3%	2%	4%	2%
	Water quality	Count	29	11	18	4	7	6	3	5	3	7	9	13
			3%	3%	3%	3%	3%	3%	2%	4%	2%	3%	2%	4%
	Water supply	Count	26	12	14	8	4	2	5	4	3	6	15	5
			3%	3%	2%	6%	2%	1%	3%	2%	2%	3%	3%	1%
	Growth/ development/ sprawl	Count	24	10	14	6	4	7	3	1	2	2	11	10
			2%	3%	2%	4%	2%	4%	2%	1%	2%	1%	2%	3%
	Environment/ Pollution	Count	23	13	10	4	9	1	8		1	9	11	2
			2%	3%	2%	3%	4%	0%	4%		1%	4%	2%	1%
	Healthcare	Count	18	4	14	2	2	6	6	1	1	2	8	8
			2%	1%	2%	1%	1%	3%	3%	1%	1%	1%	2%	3%
	Gov mismanagement (general)	Count	18	7	11	2	5	3	2	3	4	3	9	7
			2%	2%	2%	2%	2%	2%	1%	2%	3%	1%	2%	2%
	Public transportation	Count	16	3	13		3	8	1	2	3	2	15	
			2%	1%	2%		1%	5%	0%	1%	2%	1%	3%	
	Other mentions	Count	69	23	46	9	14	13	16	10	7	15	31	23
			7%	6%	7%	7%	6%	8%	9%	7%	5%	7%	7%	7%
	(DK/Nothing in particular)	Count	107	43	64	21	22	13	19	16	16	50	35	22
			11%	12%	10%	15%	10%	8%	11%	11%	11%	24%	7%	7%

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

BASE		TOTAL (1001)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			Male (501)	Female (501)	< 35 (358)	35-54 (358)	55 + (279)	HS/less (206)	Some PS (370)	Grad (399)	< \$25K (131)	\$25-49K (194)	\$50-99K (326)	\$100K + (169)	
MOST IMPORTANT ISSUE	Housing affordability	Count	125	62	63	72	33	20	11	61	52	14	17	44	11
			13%	12%	13%	20%	9%	7%	6%	16%	13%	11%	9%	14%	7%
	Economy/ Jobs/ Income	Count	111	58	53	61	32	17	25	44	41	14	18	26	8
			11%	12%	11%	17%	9%	6%	12%	12%	10%	11%	9%	8%	5%
	Infrastructure	Count	76	50	26	15	27	33	10	29	35	2	16	25	19
			8%	10%	5%	4%	8%	12%	5%	8%	9%	1%	8%	8%	11%
	Homelessness/ Poverty/ Hunger	Count	74	27	47	21	31	22	18	23	29	14	11	25	18
			7%	5%	9%	6%	9%	8%	9%	6%	7%	11%	6%	8%	11%
	Electricity and heating costs/ supply	Count	64	32	33	20	30	14	11	20	33	10	19	18	12
			6%	6%	7%	6%	8%	5%	5%	5%	8%	8%	10%	5%	7%
	Cost of living (non-spec.)	Count	53	27	26	24	21	8	11	26	16	6	11	21	13
			5%	5%	5%	7%	6%	3%	5%	7%	4%	4%	6%	6%	8%
	Crime/ Policing	Count	51	20	31	12	21	18	14	23	11	9	14	13	8
			5%	4%	6%	3%	6%	6%	7%	6%	3%	7%	7%	4%	5%
	Immigration issues/ racism	Count	47	17	30	14	22	12	6	14	25	5	5	14	8
			5%	3%	6%	4%	6%	4%	3%	4%	6%	4%	2%	4%	5%
	Traffic/ Too many cars	Count	38	22	16	6	16	16	5	11	22	5	6	17	9
			4%	4%	3%	2%	4%	6%	2%	3%	5%	4%	3%	5%	5%
	High taxes	Count	33	13	20	5	15	12	18	8	7	13	5	7	7
			3%	3%	4%	1%	4%	4%	9%	2%	2%	10%	2%	2%	4%
Water quality	Count	29	10	18	5	11	12	14	6	8	5	5	7	4	
		3%	2%	4%	1%	3%	4%	7%	2%	2%	4%	3%	2%	3%	
Water supply	Count	26	12	13	8	9	8	8	7	8	5	5	9	5	
		3%	2%	3%	2%	3%	3%	4%	2%	2%	4%	3%	3%	3%	
Growth/ development/ sprawl	Count	24	13	11	6	5	12	1	8	14		1	12	5	
		2%	3%	2%	2%	2%	4%	1%	2%	3%		0%	4%	3%	
Environment/ Pollution	Count	23	14	9	10	7	6	4	10	9	1	5	7	6	
		2%	3%	2%	3%	2%	2%	2%	3%	2%	1%	3%	2%	3%	
Healthcare	Count	18	9	9	5	8	5	2	7	9	1	6	3	6	
		2%	2%	2%	1%	2%	2%	1%	2%	2%	1%	3%	1%	4%	
Gov mismanagement (general)	Count	18	12	6	3	2	11	1	6	10	2	2	8	3	
		2%	2%	1%	1%	1%	4%	0%	2%	2%	2%	1%	3%	2%	
Public transportation	Count	16	14	2	8	4	3	2	3	11	1		14	1	
		2%	3%	0%	2%	1%	1%	1%	1%	3%	1%		4%	0%	
Other mentions	Count	69	35	33	21	27	21	12	24	32	4	20	22	15	
		7%	7%	7%	6%	8%	7%	6%	7%	8%	3%	11%	7%	9%	
(DK/Nothing in particular)	Count	107	54	53	41	35	30	32	42	28	19	27	32	11	
		11%	11%	11%	12%	10%	11%	15%	11%	7%	15%	14%	10%	7%	

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

BASE	MOST IMPORTANT ISSUE	Count	TOTAL (1001)	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				Owner (488)	Other (485)	Yes (668)	No (294)	Non-Hispanic White (555)	Hispanic/Latino (271)	Other (137)	Reliable (833)	Not reliable (138)	Agree (515)	Neut/ Disagree (486)
	Housing affordability	Count	125	41	80	86	37	83	24	17	110	14	63	62
			13%	9%	17%	13%	13%	15%	9%	13%	13%	10%	12%	13%
	Economy/ Jobs/ Income	Count	111	41	67	81	28	71	24	14	98	9	61	50
			11%	8%	14%	12%	9%	13%	9%	10%	12%	6%	12%	10%
	Infrastructure	Count	76	49	23	59	12	55	13	6	72	4	36	40
			8%	10%	5%	9%	4%	10%	5%	4%	9%	3%	7%	8%
	Homelessness/ Poverty/ Hunger	Count	74	38	34	45	26	42	16	11	62	9	34	39
			7%	8%	7%	7%	9%	8%	6%	8%	7%	6%	7%	8%
	Electricity and heating costs/ supply	Count	64	27	37	38	25	31	24	9	57	5	33	31
			6%	6%	8%	6%	8%	6%	9%	7%	7%	4%	6%	6%
	Cost of living (non-spec.)	Count	53	23	27	37	13	26	12	14	37	15	33	20
			5%	5%	6%	6%	5%	5%	4%	10%	4%	11%	6%	4%
	Crime/ Policing	Count	51	28	23	30	20	21	24	5	40	9	31	19
			5%	6%	5%	4%	7%	4%	9%	4%	5%	6%	6%	4%
	Immigration issues/ racism	Count	47	28	16	34	10	28	9	6	35	10	17	30
			5%	6%	3%	5%	3%	5%	3%	5%	4%	7%	3%	6%
	Traffic/ Too many cars	Count	38	26	11	28	10	19	13	4	30	7	14	24
			4%	5%	2%	4%	3%	3%	5%	3%	4%	5%	3%	5%
	High taxes	Count	33	18	15	23	9	12	18	3	24	8	20	13
			3%	4%	3%	3%	3%	2%	7%	2%	3%	6%	4%	3%
	Water quality	Count	29	16	12	16	12	12	12	1	27	2	15	13
			3%	3%	2%	2%	4%	2%	5%	1%	3%	2%	3%	3%
	Water supply	Count	26	10	15	15	11	11	11	4	21	5	17	9
			3%	2%	3%	2%	4%	2%	4%	3%	2%	4%	3%	2%
	Growth/ development/ sprawl	Count	24	14	9	17	7	20	1	3	15	9	5	19
			2%	3%	2%	3%	2%	4%	0%	2%	2%	6%	1%	4%
	Environment/ Pollution	Count	23	7	15	13	9	15	6	2	21	2	14	8
			2%	1%	3%	2%	3%	3%	2%	1%	2%	2%	3%	2%
	Healthcare	Count	18	12	6	16	2	13	2	3	15	3	3	15
			2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	1%	3%
	Gov mismanagement (general)	Count	18	11	5	16	1	12	2	1	13	3	6	13
			2%	2%	1%	2%	0%	2%	1%	1%	2%	3%	1%	3%
	Public transportation	Count	16	13	3	13	3	6	10		15	1	16	1
			2%	3%	1%	2%	1%	1%	4%		2%	1%	3%	0%
	Other mentions	Count	69	41	26	46	21	38	18	9	63	5	33	35
			7%	8%	5%	7%	7%	7%	6%	7%	8%	4%	6%	7%
	(DK/Nothing in particular)	Count	107	44	58	57	38	42	34	24	79	18	62	46
			11%	9%	12%	9%	13%	8%	13%	17%	9%	13%	12%	9%

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

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
BASE			(1001)	(371)	(630)	(140)	(231)	(161)	(180)	(149)	(139)	(209)	(482)	(309)
WATER COST	Excellent value	Count	157	50	107	17	33	27	24	22	34	45	81	31
			16%	13%	17%	12%	14%	17%	13%	15%	25%	21%	17%	10%
	Good value	Count	515	189	326	69	120	89	87	75	74	98	278	139
			51%	51%	52%	49%	52%	55%	49%	50%	53%	47%	58%	45%
	Not very good value	Count	190	82	109	38	43	25	40	25	19	36	71	83
			19%	22%	17%	27%	19%	15%	22%	17%	14%	17%	15%	27%
	Poor value	Count	95	26	69	12	14	16	24	19	9	18	36	41
			9%	7%	11%	9%	6%	10%	14%	13%	6%	9%	7%	13%
(DK/NS)	Count	44	24	20	4	20	4	5	8	3	12	16	16	
		4%	7%	3%	3%	9%	2%	3%	5%	2%	6%	3%	5%	
Summary	Good		67%	64%	69%	61%	67%	72%	62%	65%	78%	68%	74%	55%
	Poor		28%	29%	28%	36%	25%	25%	36%	30%	20%	26%	22%	40%
	(DK)		4%	7%	3%	3%	9%	2%	3%	5%	2%	6%	3%	5%

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

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
					Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
BASE			(1001)	(501)	(501)	(358)	(358)	(279)	(206)	(370)	(399)	(131)	(194)	(326)	(169)	
WATER COST	Excellent value	Count	157	74	82	68	62	27	54	51	47	32	32	48	20	
			16%	15%	16%	19%	17%	10%	26%	14%	12%	24%	16%	15%	12%	
	Good value	Count	515	264	251	220	156	137	105	105	200	201	61	109	165	71
			51%	53%	50%	61%	44%	49%	51%	51%	54%	50%	47%	56%	51%	42%
	Not very good value	Count	190	96	94	44	78	67	28	28	69	90	20	34	74	43
			19%	19%	19%	12%	22%	24%	13%	13%	19%	22%	15%	18%	23%	26%
	Poor value	Count	95	41	54	18	43	33	9	9	36	47	6	11	29	29
			9%	8%	11%	5%	12%	12%	4%	4%	10%	12%	5%	6%	9%	17%
	(DK/NS)	Count	44	25	19	8	19	15	11	11	14	14	11	7	10	6
			4%	5%	4%	2%	5%	5%	6%	6%	4%	4%	8%	4%	3%	3%
Summary	Good		67%	68%	67%	80%	61%	59%	77%	68%	62%	72%	73%	66%	54%	
	Poor		28%	27%	30%	17%	34%	36%	18%	28%	34%	20%	24%	31%	43%	
	(DK)		4%	5%	4%	2%	5%	5%	6%	4%	4%	8%	4%	3%	3%	

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

		TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"		
			Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree	
BASE		(1001)	(488)	(485)	(668)	(294)	(555)	(271)	(137)	(833)	(138)	(515)	(486)	
WATER COST	Excellent value	Count	157	64	88	100	52	69	68	16	141	14	108	48
			16%	13%	18%	15%	18%	12%	25%	12%	17%	10%	21%	10%
	Good value	Count	515	243	262	346	154	294	148	62	467	39	276	240
			51%	50%	54%	52%	52%	53%	54%	45%	56%	29%	54%	49%
	Not very good value	Count	190	108	75	140	44	113	33	38	139	45	76	114
			19%	22%	15%	21%	15%	20%	12%	28%	17%	33%	15%	23%
	Poor value	Count	95	54	38	69	21	54	15	16	56	37	32	63
		9%	11%	8%	10%	7%	10%	5%	11%	7%	27%	6%	13%	
(DK/NS)	Count	44	18	22	13	23	25	8	6	30	3	23	22	
		4%	4%	4%	2%	8%	4%	3%	4%	4%	2%	4%	4%	
Summary	Good	67%	63%	72%	67%	70%	65%	80%	57%	73%	39%	75%	59%	
	Poor	28%	33%	23%	31%	22%	30%	18%	39%	23%	59%	21%	36%	
	(DK)	4%	4%	4%	2%	8%	4%	3%	4%	4%	2%	4%	4%	



3. If you had to guess, how much, on average, do you think municipal tap water costs per gallon in the San Diego region?

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD			
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
BASE			(1001)	(371)	(630)	(140)	(231)	(161)	(180)	(149)	(139)	(209)	(482)	(309)
TAP WATER COST PER GALLON IN SD	\$0.01 (correct)	Count	9	4	5	1	3	1	1	1	2	3	4	3
			1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
	\$0.02 to \$0.25	Count	109	36	73	15	21	19	16	13	24	14	46	49
			11%	10%	12%	11%	9%	12%	9%	9%	18%	7%	10%	16%
	\$0.26 to \$1.00	Count	174	53	122	19	33	35	32	32	24	42	91	41
			17%	14%	19%	14%	14%	22%	18%	21%	17%	20%	19%	13%
	Over \$1.00	Count	175	67	107	26	42	27	32	21	28	53	80	42
			17%	18%	17%	18%	18%	17%	18%	14%	20%	25%	17%	14%
	(DK/NS)	Count	534	211	323	78	132	80	99	83	61	98	262	174
			53%	57%	51%	56%	57%	49%	55%	56%	44%	47%	54%	56%
MEAN			\$.92	\$.96	\$.91	\$.94	\$.97	\$.85	\$1.02	\$.80	\$.94	\$1.14	\$.86	\$.86

3. If you had to guess, how much, on average, do you think municipal tap water costs per gallon in the San Diego region?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			(1001)	Male (501)	Female (501)	< 35 (358)	35-54 (358)	55 + (279)	HS/less (206)	Some PS (370)	Grad (399)	< \$25K (131)	\$25-49K (194)	\$50-99K (326)	\$100K + (169)
BASE															
TAP WATER COST PER GALLON IN SD	\$0.01 (correct)	Count	9	4	5	1	3	5	2	3	5	1		3	5
			1%	1%	1%	0%	1%	2%	1%	1%	1%	1%		1%	3%
	\$0.02 to \$0.25	Count	109	66	43	18	48	43	21	28	59	15	12	43	27
			11%	13%	9%	5%	13%	15%	10%	7%	15%	12%	6%	13%	16%
	\$0.26 to \$1.00	Count	174	99	76	57	77	40	30	70	72	17	43	69	29
			17%	20%	15%	16%	21%	14%	15%	19%	18%	13%	22%	21%	17%
	Over \$1.00	Count	175	86	89	87	59	29	52	52	69	24	39	70	26
			17%	17%	18%	24%	16%	10%	25%	14%	17%	19%	20%	22%	16%
	(DK/NS)	Count	534	246	288	196	171	161	100	218	194	73	99	141	81
			53%	49%	57%	55%	48%	58%	49%	59%	49%	56%	51%	43%	48%
MEAN			\$ .92	\$ .82	\$ 1.05	\$ 1.08	\$ .96	\$ .69	\$ 1.14	\$ .94	\$ .80	\$ .86	\$ 1.14	\$ .87	\$ .77

3. If you had to guess, how much, on average, do you think municipal tap water costs per gallon in the San Diego region?

			TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree
BASE			(1001)	(488)	(485)	(668)	(294)	(555)	(271)	(137)	(833)	(138)	(515)	(486)
TAP WATER COST PER GALLON IN SD	\$0.01 (correct)	Count	9	8	2	7	2	8	0	1	7	3	6	4
			1%	2%	0%	1%	1%	1%	0%	1%	1%	2%	1%	1%
	\$0.02 to \$0.25	Count	109	65	44	76	33	62	33	9	97	12	49	60
			11%	13%	9%	11%	11%	11%	12%	7%	12%	9%	9%	12%
	\$0.26 to \$1.00	Count	174	93	76	126	46	103	46	20	159	15	101	73
			17%	19%	16%	19%	16%	19%	17%	15%	19%	11%	20%	15%
	Over \$1.00	Count	175	89	83	115	56	73	67	31	143	31	100	75
		17%	18%	17%	17%	19%	13%	25%	23%	17%	23%	19%	15%	
(DK/NS)	Count	534	232	280	345	157	309	124	75	427	77	260	274	
		53%	48%	58%	52%	53%	56%	46%	55%	51%	56%	50%	56%	
MEAN			\$.92	\$.86	\$.99	\$.91	\$.95	\$.78	\$1.09	\$1.12	\$.92	\$.92	\$.93	\$.91

**4. The average retail cost for municipal tap water in San Diego region is about one cent per gallon.  
Given this information, compared to other utilities, do you feel that water is...?**

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD			
				(1001)	City (371)	County (630)	Metro (140)	S. Metro (231)	Coastal (161)	Inland (180)	East (149)	South (139)	10/less (209)	11-30 (482)
BASE														
\$0.01/GAL FOR MUNI TAP WATER	Excellent value	Count	316	113	203	43	70	52	52	45	54	71	164	81
			32%	30%	32%	31%	30%	32%	29%	30%	39%	34%	34%	26%
	Good value	Count	443	162	281	57	105	72	82	70	56	85	220	138
			44%	44%	45%	40%	46%	45%	46%	47%	40%	40%	46%	45%
	Not very good value	Count	137	58	80	25	33	23	24	17	15	28	59	50
			14%	16%	13%	18%	14%	14%	14%	12%	11%	14%	12%	16%
	Poor value	Count	62	21	40	12	10	10	17	6	7	11	23	28
			6%	6%	6%	8%	4%	6%	9%	4%	5%	5%	5%	9%
	(DK/NS)	Count	42	17	25	4	13	3	5	10	7	14	16	13
			4%	5%	4%	3%	6%	2%	3%	7%	5%	7%	3%	4%
Summary	Good		76%	74%	77%	71%	76%	77%	74%	78%	79%	74%	80%	71%
	Poor		20%	21%	19%	26%	18%	21%	23%	16%	16%	19%	17%	25%
	(DK)		4%	5%	4%	3%	6%	2%	3%	7%	5%	7%	3%	4%

**4. The average retail cost for municipal tap water in San Diego region is about one cent per gallon.  
Given this information, compared to other utilities, do you feel that water is...?**

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
BASE			(1001)	Male (501)	Female (501)	< 35 (358)	35-54 (358)	55 + (279)	HS/less (206)	Some PS (370)	Grad (399)	< \$25K (131)	\$25-49K (194)	\$50-99K (326)	\$100K + (169)
\$0.01/GAL FOR MUNI TAP WATER	Excellent value	Count	316	168	149	155	95	67	81	106	125	43	67	92	35
			32%	34%	30%	43%	26%	24%	39%	29%	31%	33%	35%	28%	21%
	Good value	Count	443	224	219	151	158	131	100	172	160	64	90	147	72
			44%	45%	44%	42%	44%	47%	48%	46%	40%	49%	47%	45%	42%
	Not very good value	Count	137	62	76	36	58	43	16	54	66	15	18	61	32
			14%	12%	15%	10%	16%	15%	8%	15%	16%	12%	9%	19%	19%
	Poor value	Count	62	30	31	5	29	26	2	21	34	3	9	13	23
		6%	6%	6%	1%	8%	9%	1%	6%	9%	2%	5%	4%	14%	
(DK/NS)	Count	42	17	26	11	18	12	8	16	14	5	10	12	6	
		4%	3%	5%	3%	5%	4%	4%	4%	3%	4%	5%	4%	4%	
Summary	Good		76%	78%	73%	85%	71%	71%	88%	75%	72%	82%	81%	73%	63%
	Poor		20%	18%	21%	12%	24%	25%	8%	20%	25%	14%	14%	23%	33%
	(DK)		4%	3%	5%	3%	5%	4%	4%	4%	3%	4%	5%	4%	4%

**4. The average retail cost for municipal tap water in San Diego region is about one cent per gallon.  
Given this information, compared to other utilities, do you feel that water is...?**

			TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree
BASE			(1001)	(488)	(485)	(668)	(294)	(555)	(271)	(137)	(833)	(138)	(515)	(486)
\$0.01/GAL FOR MUNI TAP WATER	Excellent value	Count	316	133	178	216	97	179	92	38	293	23	197	120
			32%	27%	37%	32%	33%	32%	34%	27%	35%	17%	38%	25%
	Good value	Count	443	213	218	283	140	241	131	56	390	46	232	211
			44%	44%	45%	42%	48%	43%	48%	41%	47%	33%	45%	43%
	Not very good value	Count	137	80	54	100	34	82	29	24	88	43	48	90
			14%	16%	11%	15%	12%	15%	11%	18%	11%	31%	9%	18%
	Poor value	Count	62	42	17	48	11	36	7	10	37	22	20	42
		6%	9%	3%	7%	4%	7%	3%	7%	4%	16%	4%	9%	
(DK/NS)	Count	42	19	18	21	13	17	12	10	25	3	18	24	
		4%	4%	4%	3%	4%	3%	4%	7%	3%	2%	4%	5%	
Summary	Good		76%	71%	82%	75%	80%	76%	82%	68%	82%	50%	83%	68%
	Poor		20%	25%	15%	22%	15%	21%	13%	25%	15%	47%	13%	27%
	(DK)		4%	4%	4%	3%	4%	3%	4%	7%	3%	2%	4%	5%

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

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD			
BASE			(1001)	City (371)	County (630)	Metro (140)	S. Metro (231)	Coastal (161)	Inland (180)	East (149)	South (139)	10/less (209)	11-30 (482)	Over 30 (309)
HEARD OF SDCWA	Yes	Count	620	230	390	91	139	95	107	107	81	100	276	244
			62%	62%	62%	65%	60%	59%	60%	72%	58%	48%	57%	79%
	No	Count	381	141	240	49	92	66	73	42	58	109	206	65
			38%	38%	38%	35%	40%	41%	40%	28%	42%	52%	43%	21%

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

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			(1001)	Male (501)	Female (501)	< 35 (358)	35-54 (358)	55 + (279)	HS/less (206)	Some PS (370)	Grad (399)	< \$25K (131)	\$25-49K (194)	\$50-99K (326)	\$100K + (169)
HEARD OF SDCWA	Yes	Count	620	323	297	163	233	220	105	220	282	72	109	219	130
			62%	65%	59%	46%	65%	79%	51%	59%	71%	55%	56%	67%	77%
	No	Count	381	177	204	195	125	59	102	150	117	58	84	106	39
			38%	35%	41%	54%	35%	21%	49%	41%	29%	45%	44%	33%	23%



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

			TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree
BASE			(1001)	(488)	(485)	(668)	(294)	(555)	(271)	(137)	(833)	(138)	(515)	(486)
HEARD OF SDCWA	Yes	Count	620	353	254	432	169	380	125	86	515	92	271	349
			62%	72%	53%	65%	57%	68%	46%	63%	62%	66%	53%	72%
	No	Count	381	135	230	236	125	175	146	51	318	46	243	138
			38%	28%	47%	35%	43%	32%	54%	37%	38%	34%	47%	28%

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

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD			
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
BASE: HEARD OF SDCWA			(620)	(230)	(390)	(91)	(139)	(95)	(107)	(107)	(81)	(100)	(276)	(244)
SDCWA MAIN ACTIVITY	Ensure safe/ reliable water supply	Count	173	68	105	24	44	21	26	36	22	22	85	67
			28%	29%	27%	26%	32%	22%	25%	33%	28%	22%	31%	27%
	Provide water directly to my home or business	Count	61	22	39	8	14	10	11	9	9	7	25	30
			10%	10%	10%	9%	10%	10%	11%	8%	12%	7%	9%	12%
	Import water for the region	Count	61	26	34	11	16	11	9	8	6	10	27	23
			10%	12%	9%	12%	11%	12%	9%	7%	7%	10%	10%	10%
	Billing/ cost of water	Count	47	11	36	6	5	12	13	6	5	6	22	19
			8%	5%	9%	6%	4%	13%	13%	5%	6%	6%	8%	8%
	Offer water conservation programs/ resources	Count	36	10	25	6	4	4	5	8	8	7	13	16
			6%	4%	7%	7%	3%	4%	5%	8%	9%	7%	5%	6%
	Regulations/ usage/ control	Count	31	11	20	4	7	2	2	9	7	5	12	13
			5%	5%	5%	4%	5%	2%	2%	8%	8%	5%	5%	5%
	Diversify regional water supply	Count	19	6	13	3	2	3	4	4	2		13	6
			3%	2%	3%	4%	2%	3%	4%	4%	3%		5%	2%
	Build water infrastructure/ projects	Count	17	8	8	2	6	5	3		1	3	10	3
			3%	4%	2%	3%	4%	5%	2%		1%	3%	4%	1%
	Building seawater desalination plant	Count	15	2	13	0	2	5	6	1	1	5	8	3
			2%	1%	3%	0%	1%	6%	5%	1%	1%	5%	3%	1%
Other	Count	1	0	1	0		1					0	1	
		0%	0%	0%	1%		1%					0%	0%	
(DK/NS)	Count	159	64	95	26	38	21	27	27	20	34	60	65	
		26%	28%	24%	28%	28%	22%	25%	25%	24%	34%	22%	27%	

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

			TOTAL (620)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (323)	Female (297)	< 35 (163)	35-54 (233)	55 + (220)	HS/less (105)	Some PS (220)	Grad (282)	< \$25K (72)	\$25-49K (109)	\$50-99K (219)	\$100K + (130)
BASE: HEARD OF SDCWA															
SDCWA MAIN ACTIVITY	Ensure safe/ reliable water supply	Count	173	91	82	47	72	54	23	60	87	15	27	68	37
			28%	28%	28%	29%	31%	25%	22%	27%	31%	21%	24%	31%	29%
	Provide water directly to my home or business	Count	61	28	34	10	22	30	9	22	29	4	13	19	14
			10%	9%	11%	6%	9%	13%	9%	10%	10%	5%	12%	9%	11%
	Import water for the region	Count	61	46	15	12	28	20	7	19	34	6	6	27	16
			10%	14%	5%	7%	12%	9%	7%	8%	12%	9%	6%	12%	12%
	Billing/ cost of water	Count	47	30	17	13	16	17	5	23	18	5	10	17	7
			8%	9%	6%	8%	7%	8%	5%	10%	6%	7%	9%	8%	5%
	Offer water conservation programs/ resources	Count	36	21	15	6	15	14	5	11	19	1	6	8	9
			6%	6%	5%	4%	6%	6%	4%	5%	7%	2%	5%	4%	7%
	Regulations/ usage/ control	Count	31	14	17	15	8	8	7	10	13	5	5	9	12
			5%	4%	6%	9%	3%	4%	7%	5%	5%	6%	4%	4%	9%
	Diversify regional water supply	Count	19	9	10	4	6	9	3	4	12	4	2	6	5
			3%	3%	3%	2%	2%	4%	3%	2%	4%	6%	2%	3%	4%
	Build water infrastructure/ projects	Count	17	6	10	9	4	4	2	9	6	4	5	3	1
		3%	2%	4%	6%	2%	2%	2%	4%	2%	5%	4%	1%	1%	
Building seawater desalination plant	Count	15	7	8	7	3	6	3	6	7	3	7	2	2	
		2%	2%	3%	4%	1%	3%	3%	3%	2%	5%	6%	1%	2%	
Other	Count	1	0	1	0		1	0	1			0	1		
		0%	0%	0%	0%		0%	0%	0%			0%	0%		
(DK/NS)	Count	159	71	88	39	61	57	39	56	58	24	29	61	26	
		26%	22%	30%	24%	26%	26%	37%	26%	20%	34%	27%	28%	20%	

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

		TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"		
			Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree	
BASE: HEARD OF SDCWA		(620)	(353)	(254)	(432)	(169)	(380)	(125)	(86)	(515)	(92)	(271)	(349)	
SDCWA MAIN ACTIVITY	Ensure safe/ reliable water supply	Count	173	105	65	119	51	122	24	21	155	17	76	97
			28%	30%	25%	28%	30%	32%	19%	25%	30%	19%	28%	28%
	Provide water directly to my home or business	Count	61	42	19	46	15	39	10	9	54	6	21	40
			10%	12%	7%	11%	9%	10%	8%	11%	11%	7%	8%	12%
	Import water for the region	Count	61	36	24	38	21	38	12	7	49	11	27	34
			10%	10%	9%	9%	12%	10%	9%	8%	10%	12%	10%	10%
	Billing/ cost of water	Count	47	29	16	37	9	32	8	4	37	10	24	23
			8%	8%	6%	9%	5%	8%	7%	4%	7%	11%	9%	7%
	Offer water conservation programs/ resources	Count	36	25	9	30	5	19	9	6	31	5	16	20
			6%	7%	4%	7%	3%	5%	7%	7%	6%	5%	6%	6%
	Regulations/ usage/ control	Count	31	14	16	23	7	20	8	2	26	4	14	16
			5%	4%	6%	5%	4%	5%	7%	2%	5%	5%	5%	5%
	Diversify regional water supply	Count	19	12	7	15	4	10	6	3	16	3	7	12
			3%	3%	3%	3%	2%	3%	5%	3%	3%	4%	3%	3%
Build water infrastructure/ projects	Count	17	7	10	10	7	7	5	5	15	1	8	9	
		3%	2%	4%	2%	4%	2%	4%	6%	3%	1%	3%	3%	
Building seawater desalination plant	Count	15	7	8	10	6	7	7	1	15	1	6	10	
		2%	2%	3%	2%	3%	2%	6%	1%	3%	1%	2%	3%	
Other	Count	1	1	0	1	0	1			1			1	
		0%	0%	0%	0%	0%	0%			0%			0%	
(DK/NS)	Count	159	74	79	104	45	84	37	29	115	32	73	86	
		26%	21%	31%	24%	26%	22%	29%	34%	22%	35%	27%	25%	

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

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD			
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
BASE: HEARD OF SDCWA			(620)	(230)	(390)	(91)	(139)	(95)	(107)	(107)	(81)	(100)	(276)	(244)
SDCWA DOING	10 - Very good job	Count	63	26	37	7	19	11	11	7	8	13	33	17
			10%	11%	9%	8%	14%	11%	10%	7%	9%	13%	12%	7%
	9 -	Count	58	19	38	5	14	11	10	9	9	10	29	20
			9%	8%	10%	6%	10%	11%	9%	8%	11%	10%	10%	8%
	8 -	Count	125	41	84	18	23	22	17	20	25	14	59	53
			20%	18%	21%	19%	17%	23%	16%	19%	31%	14%	21%	22%
	7 -	Count	86	38	49	16	22	10	19	14	6	10	46	30
			14%	16%	13%	17%	16%	11%	18%	13%	7%	10%	17%	12%
	6 -	Count	63	22	40	10	12	10	8	8	13	14	24	24
			10%	10%	10%	11%	9%	11%	8%	8%	16%	14%	9%	10%
	5 -	Count	86	34	53	14	20	11	12	20	10	14	34	39
			14%	15%	13%	15%	14%	12%	11%	19%	12%	14%	12%	16%
	4 -	Count	25	8	17	4	5	3	10	2	1	5	8	12
			4%	4%	4%	4%	3%	3%	10%	2%	1%	5%	3%	5%
	3 -	Count	20	8	11	3	5	4	1	5	1	5	3	12
			3%	4%	3%	3%	4%	4%	1%	5%	1%	5%	1%	5%
	2 -	Count	19	4	15	0	3	4	3	3	5	4	8	8
		3%	2%	4%	1%	2%	4%	3%	3%	7%	4%	3%	3%	
1 - Very poor job	Count	28	9	18	5	5	6	5	5	2	2	12	14	
		4%	4%	5%	5%	3%	6%	5%	5%	3%	2%	4%	6%	
(DK/NS)	Count	48	20	28	9	11	3	10	13	1	11	21	16	
		8%	9%	7%	10%	8%	3%	10%	12%	1%	11%	7%	7%	
Summary	Very good	19%	20%	19%	14%	24%	23%	19%	15%	21%	22%	22%	15%	
	Good	34%	34%	34%	37%	33%	34%	34%	32%	37%	24%	38%	34%	
	Neutral	24%	24%	24%	26%	23%	23%	19%	26%	28%	27%	21%	26%	
	Poor	7%	7%	7%	7%	7%	7%	11%	7%	3%	10%	4%	10%	
	Very poor	7%	6%	9%	6%	6%	10%	8%	8%	9%	6%	7%	9%	
(DK)	8%	9%	7%	10%	8%	3%	10%	12%	1%	11%	7%	7%		
MEAN (out of 10)			6.6	6.7	6.6	6.5	6.8	6.6	6.5	6.3	6.8	6.6	6.9	6.3

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

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +	
BASE: HEARD OF SDCWA		(620)	(323)	(297)	(163)	(233)	(220)	(105)	(220)	(282)	(72)	(109)	(219)	(130)	
SDCWA DOING	10 - Very good job	Count	63	25	38	28	17	18	17	23	22	11	12	10	8
			10%	8%	13%	17%	7%	8%	16%	10%	8%	15%	11%	5%	6%
	9 -	Count	58	24	34	13	29	16	19	17	21	12	15	22	6
			9%	8%	11%	8%	12%	7%	18%	8%	8%	17%	13%	10%	5%
	8 -	Count	125	78	47	41	48	35	23	45	56	14	26	47	24
			20%	24%	16%	25%	21%	16%	22%	20%	20%	19%	24%	21%	19%
	7 -	Count	86	50	36	18	32	35	8	31	44	5	15	27	30
			14%	16%	12%	11%	14%	16%	8%	14%	16%	7%	14%	12%	23%
	6 -	Count	63	35	27	15	20	28	3	33	27	8	8	24	13
			10%	11%	9%	9%	9%	13%	3%	15%	10%	12%	8%	11%	10%
	5 -	Count	86	33	53	19	23	43	9	35	38	8	19	30	18
			14%	10%	18%	12%	10%	20%	9%	16%	14%	10%	17%	14%	14%
	4 -	Count	25	11	14	7	11	8	6	6	14	2	2	13	6
			4%	4%	5%	4%	5%	3%	5%	3%	5%	3%	2%	6%	5%
	3 -	Count	20	13	7	5	8	7	3	3	12	1	1	8	6
			3%	4%	2%	3%	3%	3%	3%	1%	4%	1%	1%	4%	4%
	2 -	Count	19	13	6	3	9	7	4	2	14	3		6	6
			3%	4%	2%	2%	4%	3%	3%	1%	5%	5%		3%	4%
	1 - Very poor job	Count	28	19	9	6	14	7	4	9	14	4	4	10	4
			4%	6%	3%	4%	6%	3%	4%	4%	5%	5%	3%	5%	3%
(DK/NS)	Count	48	21	27	9	22	16	9	17	20	4	8	21	9	
		8%	7%	9%	5%	10%	7%	9%	8%	7%	6%	7%	10%	7%	
Summary	Very good	19%	15%	24%	26%	19%	15%	34%	18%	15%	32%	25%	14%	11%	
	Good	34%	40%	28%	36%	34%	32%	30%	35%	36%	26%	37%	34%	41%	
	Neutral	24%	21%	27%	21%	19%	32%	12%	31%	23%	22%	25%	25%	24%	
	Poor	7%	8%	7%	7%	8%	7%	8%	4%	9%	4%	3%	10%	9%	
	Very poor	7%	10%	5%	5%	10%	7%	8%	5%	10%	10%	3%	8%	8%	
	(DK)	8%	7%	9%	5%	10%	7%	9%	8%	7%	6%	7%	10%	7%	
MEAN (out of 10)		6.6	6.5	6.8	7.1	6.5	6.4	7.2	6.8	6.3	7.0	7.1	6.3	6.3	

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

			TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				(620)	Owner (353)	Other (254)	Yes (432)	No (169)	Non-Hispanic White (380)	Hispanic/Latino (125)	Other (86)	Reliable (515)	Not reliable (92)	Agree (271)
BASE: HEARD OF SDCWA			(620)	(353)	(254)	(432)	(169)	(380)	(125)	(86)	(515)	(92)	(271)	(349)
SDCWA DOING	10 - Very good job	Count	63	19	41	43	18	32	25	4	60	2	40	23
			10%	5%	16%	10%	11%	8%	20%	4%	12%	2%	15%	7%
	9 -	Count	58	28	30	31	27	35	18	5	54	4	25	33
			9%	8%	12%	7%	16%	9%	14%	5%	11%	4%	9%	10%
	8 -	Count	125	76	48	91	31	86	16	18	111	14	60	65
			20%	22%	19%	21%	18%	23%	13%	21%	22%	15%	22%	19%
	7 -	Count	86	66	19	66	17	56	10	18	80	5	39	47
			14%	19%	7%	15%	10%	15%	8%	21%	16%	6%	14%	14%
	6 -	Count	63	35	26	43	18	39	10	13	49	11	24	38
			10%	10%	10%	10%	11%	10%	8%	15%	10%	12%	9%	11%
	5 -	Count	86	49	34	61	21	52	13	12	67	18	34	52
			14%	14%	13%	14%	13%	14%	11%	14%	13%	20%	13%	15%
	4 -	Count	25	15	10	21	3	18	5	0	16	8	8	17
			4%	4%	4%	5%	2%	5%	4%	0%	3%	9%	3%	5%
	3 -	Count	20	9	9	11	8	12	6	2	11	8	6	13
			3%	3%	4%	3%	5%	3%	4%	2%	2%	9%	2%	4%
	2 -	Count	19	16	3	17	1	8	6	1	16	3	3	16
		3%	4%	1%	4%	1%	2%	5%	2%	3%	4%	1%	5%	
1 - Very poor job	Count	28	18	9	25	2	14	9	2	16	11	9	18	
		4%	5%	4%	6%	1%	4%	7%	3%	3%	12%	3%	5%	
(DK/NS)	Count	48	22	24	23	22	28	7	11	34	6	23	25	
		8%	6%	10%	5%	13%	7%	6%	12%	7%	7%	8%	7%	
Summary	Very good	19%	13%	28%	17%	27%	18%	34%	10%	22%	6%	24%	16%	
	Good	34%	40%	26%	36%	28%	37%	21%	42%	37%	21%	36%	32%	
	Neutral	24%	24%	24%	24%	23%	24%	19%	29%	23%	33%	22%	26%	
	Poor	7%	7%	8%	7%	6%	8%	8%	3%	5%	18%	5%	9%	
	Very poor	7%	9%	5%	10%	2%	6%	12%	4%	6%	16%	4%	10%	
	(DK)	8%	6%	10%	5%	13%	7%	6%	12%	7%	7%	8%	7%	
MEAN (out of 10)			6.6	6.4	7.0	6.5	7.1	6.7	6.7	6.6	6.9	5.1	7.1	6.3

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

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
BASE			(1001)	(371)	(630)	(140)	(231)	(161)	(180)	(149)	(139)	(209)	(482)	(309)
SD WATER SUPPLY	Very reliable	Count	333	118	215	40	78	61	55	45	54	70	150	113
			33%	32%	34%	28%	34%	38%	30%	30%	39%	33%	31%	37%
	Somewhat reliable	Count	500	180	320	77	103	85	94	78	63	98	267	135
			50%	48%	51%	55%	45%	53%	52%	52%	45%	47%	55%	44%
	Somewhat unreliable	Count	108	50	58	17	33	6	17	17	18	24	45	39
			11%	14%	9%	12%	14%	4%	9%	11%	13%	11%	9%	13%
	Very unreliable	Count	30	10	20	6	4	4	8	3	4	5	11	14
			3%	3%	3%	4%	2%	2%	5%	2%	3%	2%	2%	4%
	(DK/NS)	Count	30	13	18	1	12	6	6	6		14	9	8
			3%	3%	3%	1%	5%	3%	3%	4%		6%	2%	2%
Summary	Reliable		83%	80%	85%	83%	79%	91%	83%	82%	84%	80%	86%	80%
	Unreliable		14%	16%	12%	16%	16%	6%	14%	14%	16%	14%	12%	17%
	(DK)		3%	3%	3%	1%	5%	3%	3%	4%		6%	2%	2%



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

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			(1001)	Male (501)	Female (501)	< 35 (358)	35-54 (358)	55 + (279)	HS/less (206)	Some PS (370)	Grad (399)	< \$25K (131)	\$25-49K (194)	\$50-99K (326)	\$100K + (169)
BASE															
SD WATER SUPPLY	Very reliable	Count	333	169	164	98	130	104	86	109	132	57	64	101	60
			33%	34%	33%	27%	36%	37%	42%	29%	33%	43%	33%	31%	36%
	Somewhat reliable	Count	500	252	248	209	164	124	91	199	200	54	97	163	73
			50%	50%	49%	58%	46%	45%	44%	54%	50%	41%	50%	50%	43%
	Somewhat unreliable	Count	108	53	56	41	36	31	17	43	46	15	18	41	26
			11%	11%	11%	11%	10%	11%	8%	12%	11%	11%	9%	13%	15%
	Very unreliable	Count	30	15	15	8	10	11	5	8	15	3	3	10	8
		3%	3%	3%	2%	3%	4%	2%	2%	4%	3%	1%	3%	5%	
(DK/NS)	Count	30	13	18	3	18	7	8	11	6	2	12	10	2	
		3%	2%	4%	1%	5%	3%	4%	3%	2%	1%	6%	3%	1%	
Summary	Reliable		83%	84%	82%	86%	82%	82%	86%	83%	83%	85%	83%	81%	79%
	Unreliable		14%	13%	14%	14%	13%	15%	10%	14%	15%	14%	11%	16%	20%
	(DK)		3%	2%	4%	1%	5%	3%	4%	3%	2%	1%	6%	3%	1%

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

			TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree
BASE			(1001)	(488)	(485)	(668)	(294)	(555)	(271)	(137)	(833)	(138)	(515)	(486)
SD WATER SUPPLY	Very reliable	Count	333	174	153	233	93	186	98	40	333		175	158
			33%	36%	32%	35%	32%	34%	36%	29%	40%		34%	32%
	Somewhat reliable	Count	500	242	244	339	143	284	131	67	500		276	224
			50%	50%	50%	51%	49%	51%	48%	49%	60%		54%	46%
	Somewhat unreliable	Count	108	47	57	62	43	58	31	18		108	43	66
			11%	10%	12%	9%	15%	10%	12%	13%		79%	8%	14%
	Very unreliable	Count	30	18	11	23	5	15	3	7		30	12	17
		3%	4%	2%	3%	2%	3%	1%	5%		21%	2%	4%	
(DK/NS)	Count	30	6	20	11	10	11	8	5			9	22	
		3%	1%	4%	2%	3%	2%	3%	4%			2%	4%	
Summary	Reliable		83%	85%	82%	86%	80%	85%	84%	78%	100%		88%	78%
	Unreliable		14%	13%	14%	13%	16%	13%	13%	18%		100%	11%	17%
	(DK)		3%	1%	4%	2%	3%	2%	3%	4%			2%	4%

9. Is the reliability of San Diego County's water supply improving or worsening?

			TOTAL	REGION			COUNTY					YEARS LIVING IN SD		
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
BASE			(1001)	(371)	(630)	(140)	(231)	(161)	(180)	(149)	(139)	(209)	(482)	(309)
RELIABILITY OF WATER SUPPLY	Improving significantly	Count	110	31	79	12	19	17	31	13	17	28	60	23
			11%	8%	13%	8%	8%	11%	17%	9%	13%	13%	12%	7%
	Improving somewhat	Count	307	112	195	41	72	50	50	40	56	58	168	81
			31%	30%	31%	29%	31%	31%	28%	27%	40%	28%	35%	26%
	Holding steady	Count	386	142	244	57	85	71	66	62	45	80	176	130
			39%	38%	39%	40%	37%	44%	37%	41%	32%	38%	36%	42%
	Worsening somewhat	Count	113	48	65	20	28	9	18	20	18	23	49	41
			11%	13%	10%	14%	12%	6%	10%	13%	13%	11%	10%	13%
	Worsening significantly	Count	35	13	21	6	8	5	7	8	1	4	14	16
			3%	4%	3%	4%	3%	3%	4%	5%	1%	2%	3%	5%
(DK/NS)	Count	50	25	25	6	19	8	8	7	2	16	16	18	
		5%	7%	4%	4%	8%	5%	5%	5%	1%	7%	3%	6%	
Summary	Improving		42%	39%	44%	37%	39%	42%	45%	36%	53%	41%	47%	34%
	Steady		39%	38%	39%	40%	37%	44%	37%	41%	32%	38%	36%	42%
	Worsening		15%	17%	14%	18%	16%	9%	14%	19%	14%	13%	13%	18%
	(DK)		5%	7%	4%	4%	8%	5%	5%	5%	1%	7%	3%	6%

9. Is the reliability of San Diego County's water supply improving or worsening?

			TOTAL (1001)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (501)	Female (501)	< 35 (358)	35-54 (358)	55 + (279)	HS/less (206)	Some PS (370)	Grad (399)	< \$25K (131)	\$25-49K (194)	\$50-99K (326)	\$100K + (169)
BASE															
RELIABILITY OF WATER SUPPLY	Improving significantly	Count	110	50	61	51	37	22	34	36	37	25	29	22	12
			11%	10%	12%	14%	10%	8%	16%	10%	9%	19%	15%	7%	7%
	Improving somewhat	Count	307	175	133	140	106	60	73	116	112	37	48	118	39
			31%	35%	27%	39%	30%	21%	36%	31%	28%	28%	25%	36%	23%
	Holding steady	Count	386	179	207	120	144	122	63	143	176	45	75	130	75
			39%	36%	41%	33%	40%	44%	31%	39%	44%	35%	39%	40%	45%
	Worsening somewhat	Count	113	59	54	35	33	45	22	51	40	12	24	36	26
			11%	12%	11%	10%	9%	16%	11%	14%	10%	10%	12%	11%	15%
	Worsening significantly	Count	35	16	19	6	15	12	4	5	22	4	5	7	11
			3%	3%	4%	2%	4%	4%	2%	1%	5%	3%	2%	2%	6%
(DK/NS)	Count	50	23	27	7	23	18	10	20	14	7	13	13	5	
		5%	5%	5%	2%	6%	7%	5%	5%	3%	6%	7%	4%	3%	
Summary	Improving		42%	45%	39%	53%	40%	29%	52%	41%	37%	47%	40%	43%	30%
	Steady		39%	36%	41%	33%	40%	44%	31%	39%	44%	35%	39%	40%	45%
	Worsening		15%	15%	15%	11%	13%	20%	13%	15%	15%	12%	15%	13%	22%
	(DK)		5%	5%	5%	2%	6%	7%	5%	5%	3%	6%	7%	4%	3%

9. Is the reliability of San Diego County's water supply improving or worsening?

		TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"		
			(1001)	Owner (488)	Other (485)	Yes (668)	No (294)	Non-Hispanic White (555)	Hispanic/ Latino (271)	Other (137)	Reliable (833)	Not reliable (138)	Agree (515)	Neut/ Disagree (486)
RELIABILITY OF WATER SUPPLY	Improving significantly	Count	110	44	64	80	29	52	46	11	104	6	76	34
			11%	9%	13%	12%	10%	9%	17%	8%	13%	4%	15%	7%
	Improving somewhat	Count	307	134	166	212	86	160	100	42	284	21	187	121
			31%	27%	34%	32%	29%	29%	37%	30%	34%	15%	36%	25%
	Holding steady	Count	386	212	163	256	117	232	88	53	351	33	177	209
			39%	43%	34%	38%	40%	42%	32%	39%	42%	24%	34%	43%
	Worsening somewhat	Count	113	58	53	75	36	66	21	21	58	54	46	67
			11%	12%	11%	11%	12%	12%	8%	15%	7%	39%	9%	14%
	Worsening significantly	Count	35	22	10	23	8	23	3	4	11	22	10	25
			3%	4%	2%	3%	3%	4%	1%	3%	1%	16%	2%	5%
(DK/NS)	Count	50	18	28	22	19	23	13	6	24	3	18	31	
		5%	4%	6%	3%	6%	4%	5%	4%	3%	2%	4%	6%	
Summary	Improving		42%	36%	48%	44%	39%	38%	54%	38%	47%	19%	51%	32%
	Steady		39%	43%	34%	38%	40%	42%	32%	39%	42%	24%	34%	43%
	Worsening		15%	16%	13%	15%	15%	16%	9%	19%	8%	55%	11%	19%
	(DK)		5%	4%	6%	3%	6%	4%	5%	4%	3%	2%	4%	6%

10. How much do you support or oppose the plan to diversify our water sources?

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD			
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
BASE			(1001)	(371)	(630)	(140)	(231)	(161)	(180)	(149)	(139)	(209)	(482)	(309)
DIVERSIFYING WATER SOURCES	Strongly support	Count	431	166	265	64	102	67	78	56	63	91	192	148
			43%	45%	42%	46%	44%	42%	43%	38%	45%	43%	40%	48%
	Moderately support	Count	356	125	231	53	73	68	59	56	48	63	193	99
			36%	34%	37%	37%	32%	42%	33%	38%	34%	30%	40%	32%
	Moderately oppose	Count	62	25	37	7	18	5	11	13	8	19	27	16
			6%	7%	6%	5%	8%	3%	6%	9%	6%	9%	6%	5%
	Strongly oppose	Count	32	11	21	3	9	4	8	4	6	6	14	12
			3%	3%	3%	2%	4%	2%	4%	3%	4%	3%	3%	4%
	(Depends)	Count	59	18	41	7	11	7	11	12	10	12	32	15
			6%	5%	6%	5%	5%	4%	6%	8%	7%	6%	7%	5%
(DK/NS)	Count	61	26	35	7	19	10	13	8	5	18	25	19	
		6%	7%	6%	5%	8%	6%	7%	5%	3%	9%	5%	6%	
Summary	Support		79%	78%	79%	83%	76%	84%	76%	75%	80%	74%	80%	80%
	Oppose		9%	10%	9%	7%	12%	5%	10%	11%	10%	12%	8%	9%
	(DK/Depends)		12%	12%	12%	10%	13%	11%	13%	13%	10%	14%	12%	11%

10. How much do you support or oppose the plan to diversify our water sources?

			TOTAL (1001)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (501)	Female (501)	< 35 (358)	35-54 (358)	55 + (279)	HS/less (206)	Some PS (370)	Grad (399)	< \$25K (131)	\$25-49K (194)	\$50-99K (326)	\$100K + (169)
BASE															
DIVERSIFYING WATER SOURCES	Strongly support	Count	431	249	181	128	158	144	84	139	201	53	80	150	85
			43%	50%	36%	36%	44%	52%	41%	38%	50%	41%	41%	46%	50%
	Moderately support	Count	356	172	184	154	114	86	69	151	128	38	72	102	54
			36%	34%	37%	43%	32%	31%	33%	41%	32%	29%	37%	31%	32%
	Moderately oppose	Count	62	27	35	30	23	9	17	19	26	9	11	31	8
			6%	5%	7%	9%	7%	3%	8%	5%	6%	7%	6%	9%	5%
	Strongly oppose	Count	32	17	15	13	10	9	11	10	10	7	7	10	4
			3%	3%	3%	4%	3%	3%	5%	3%	2%	5%	3%	3%	3%
(Depends)	Count	59	21	38	21	22	16	10	25	20	10	10	16	12	
		6%	4%	8%	6%	6%	6%	5%	7%	5%	8%	5%	5%	7%	
(DK/NS)	Count	61	14	48	13	31	16	16	26	14	14	14	17	6	
		6%	3%	10%	3%	9%	6%	8%	7%	4%	11%	7%	5%	3%	
Summary	Support		79%	84%	73%	79%	76%	82%	74%	78%	82%	69%	79%	77%	83%
	Oppose		9%	9%	10%	12%	9%	6%	14%	8%	9%	12%	9%	13%	7%
	(DK/Depends)		12%	7%	17%	9%	15%	11%	13%	14%	9%	19%	12%	10%	10%

10. How much do you support or oppose the plan to diversify our water sources?

			TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				(1001)	Owner (488)	Other (485)	Yes (668)	No (294)	Non-Hispanic White (555)	Hispanic/Latino (271)	Other (137)	Reliable (833)	Not reliable (138)	Agree (515)
DIVERSIFYING WATER SOURCES	Strongly support	Count	431	244	177	296	126	251	112	55	375	54	211	220
			43%	50%	37%	44%	43%	45%	41%	40%	45%	39%	41%	45%
	Moderately support	Count	356	154	192	245	100	208	94	41	316	34	206	149
			36%	32%	40%	37%	34%	38%	35%	30%	38%	25%	40%	31%
	Moderately oppose	Count	62	25	35	37	21	35	20	7	45	17	37	25
			6%	5%	7%	6%	7%	6%	7%	5%	5%	12%	7%	5%
	Strongly oppose	Count	32	11	20	23	9	16	13	2	19	13	9	23
			3%	2%	4%	3%	3%	3%	5%	2%	2%	9%	2%	5%
	(Depends)	Count	59	31	23	36	18	25	14	17	44	11	22	37
			6%	6%	5%	5%	6%	5%	5%	12%	5%	8%	4%	8%
(DK/NS)	Count	61	22	37	30	21	20	19	16	34	9	30	32	
		6%	5%	8%	5%	7%	4%	7%	11%	4%	6%	6%	7%	
Summary	Support		79%	82%	76%	81%	77%	83%	76%	70%	83%	64%	81%	76%
	Oppose		9%	7%	11%	9%	10%	9%	12%	7%	8%	22%	9%	10%
	(DK/Depends)		12%	11%	12%	10%	13%	8%	12%	23%	9%	14%	10%	14%



**11. Some people think in times of drought, the state should impose mandatory emergency cuts to water use statewide. Others think the state should only impose cuts on a county-by-county basis in areas that have actual shortages of water. What do you think?**

			TOTAL (1001)	REGION		COUNTY					YEARS LIVING IN SD			
				City (371)	County (630)	Metro (140)	S. Metro (231)	Coastal (161)	Inland (180)	East (149)	South (139)	10/less (209)	11-30 (482)	Over 30 (309)
BASE RESTRICTIONS SHOULD BE	Statewide	Count	506	192	314	73	119	87	94	66	67	90	281	136
			51%	52%	50%	52%	52%	54%	52%	44%	48%	43%	58%	44%
	Areas with actual shortage	Count	422	153	269	62	92	63	76	67	63	99	172	151
			42%	41%	43%	44%	40%	39%	42%	45%	45%	47%	36%	49%
	(DK/NS)	Count	72	26	47	6	20	11	10	17	9	21	29	23
			7%	7%	7%	4%	9%	7%	5%	11%	7%	10%	6%	7%

**11. Some people think in times of drought, the state should impose mandatory emergency cuts to water use statewide. Others think the state should only impose cuts on a county-by-county basis in areas that have actual shortages of water. What do you think?**

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
BASE			(1001)	Male (501)	Female (501)	< 35 (358)	35-54 (358)	55 + (279)	HS/less (206)	Some PS (370)	Grad (399)	< \$25K (131)	\$25-49K (194)	\$50-99K (326)	\$100K + (169)
RESTRICTIONS SHOULD BE	Statewide	Count	506	253	253	227	157	121	94	192	211	52	106	158	79
			51%	51%	51%	63%	44%	43%	46%	52%	53%	40%	55%	49%	47%
	Areas with actual shortage	Count	422	218	204	114	163	143	101	148	164	68	74	146	75
			42%	44%	41%	32%	45%	51%	49%	40%	41%	52%	38%	45%	44%
	(DK/NS)	Count	72	29	43	17	38	15	11	29	25	10	15	21	15
			7%	6%	9%	5%	11%	5%	5%	8%	6%	7%	8%	7%	9%

**11. Some people think in times of drought, the state should impose mandatory emergency cuts to water use statewide. Others think the state should only impose cuts on a county-by-county basis in areas that have actual shortages of water. What do you think?**

			TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				(1001)	Owner (488)	Other (485)	Yes (668)	No (294)	Non-Hispanic White (555)	Hispanic/ Latino (271)	Other (137)	Reliable (833)	Not reliable (138)	Agree (515)
BASE			506	238	255	344	147	287	134	74	442	56	279	227
RESTRICTIONS SHOULD BE	Statewide	Count	506	238	255	344	147	287	134	74	442	56	279	227
			51%	49%	53%	51%	50%	52%	50%	54%	53%	41%	54%	47%
	Areas with actual shortage	Count	422	223	188	287	120	236	114	55	347	68	203	219
			42%	46%	39%	43%	41%	42%	42%	40%	42%	50%	39%	45%
	(DK/NS)	Count	72	26	41	38	27	32	23	9	44	13	33	40
			7%	5%	9%	6%	9%	6%	9%	6%	5%	10%	6%	8%

**12. Some people think the best strategy to prepare California to meet future water needs is to focus principally on saving water. Others say the best strategy is to save water and make investments in local supplies. What do you think?**

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD			
				City (371)	County (630)	Metro (140)	S. Metro (231)	Coastal (161)	Inland (180)	East (149)	South (139)	10/less (209)	11-30 (482)	Over 30 (309)
BASE			(1001)											
BEST STRATEGY	Focus on saving water	Count	285	108	176	39	70	34	50	45	47	70	130	85
			28%	29%	28%	28%	30%	21%	28%	30%	34%	33%	27%	27%
	Pursue saving water and invest in local supplies	Count	660	242	418	96	146	116	118	94	90	120	335	205
			66%	65%	66%	68%	63%	72%	66%	63%	65%	57%	69%	66%
(DK/NS)	Count	56	21	36	6	15	11	12	11	2	19	17	20	
		6%	6%	6%	4%	6%	7%	6%	7%	1%	9%	4%	6%	

12. Some people think the best strategy to prepare California to meet future water needs is to focus principally on saving water. Others say the best strategy is to save water and make investments in local supplies. What do you think?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
BASE			(1001)	(501)	(501)	(358)	(358)	(279)	(206)	(370)	(399)	(131)	(194)	(326)	(169)
BEST STRATEGY	Focus on saving water	Count	285	144	141	119	96	68	91	87	103	53	62	102	35
			28%	29%	28%	33%	27%	24%	44%	23%	26%	40%	32%	31%	21%
	Pursue saving water and invest in local supplies	Count	660	339	321	223	236	198	104	262	279	67	122	207	126
			66%	68%	64%	62%	66%	71%	51%	71%	70%	52%	63%	64%	75%
(DK/NS)	Count	56	18	38	16	26	12	11	21	17	10	10	17	7	
		6%	4%	8%	4%	7%	4%	5%	6%	4%	8%	5%	5%	4%	

12. Some people think the best strategy to prepare California to meet future water needs is to focus principally on saving water. Others say the best strategy is to save water and make investments in local supplies. What do you think?

			TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree
BASE			(1001)	(488)	(485)	(668)	(294)	(555)	(271)	(137)	(833)	(138)	(515)	(486)
BEST STRATEGY	Focus on saving water	Count	285	127	152	185	91	130	103	46	242	41	164	121
			28%	26%	31%	28%	31%	23%	38%	34%	29%	29%	32%	25%
	Pursue saving water and invest in local supplies	Count	660	339	305	450	192	399	160	80	557	91	329	331
			66%	69%	63%	67%	65%	72%	59%	58%	67%	66%	64%	68%
(DK/NS)	Count	56	22	28	33	11	27	8	11	33	6	21	35	
			6%	5%	6%	5%	4%	5%	3%	8%	4%	5%	4%	7%

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

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD			
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
BASE			(1001)	(371)	(630)	(140)	(231)	(161)	(180)	(149)	(139)	(209)	(482)	(309)
PAY PER MONTH FOR ADDITIONAL LOCAL WATER SUPPLIES	\$0 (Nothing)	Count	245	83	162	33	50	48	48	36	30	50	107	87
			24%	22%	26%	24%	22%	30%	27%	24%	21%	24%	22%	28%
	\$5 or less	Count	111	36	75	15	21	19	24	14	17	29	51	31
			11%	10%	12%	11%	9%	12%	14%	10%	12%	14%	11%	10%
	\$6 to \$15	Count	74	18	56	8	10	12	22	9	13	15	38	21
			7%	5%	9%	6%	4%	7%	12%	6%	9%	7%	8%	7%
	\$16 to \$30	Count	53	20	33	9	12	6	7	12	8	9	22	22
			5%	5%	5%	6%	5%	4%	4%	8%	6%	4%	5%	7%
	Over \$30	Count	26	14	12	6	8		2	1	9	7	14	5
			3%	4%	2%	4%	3%		1%	0%	6%	3%	3%	2%
	(Depends)	Count	295	113	183	38	75	51	43	48	41	51	155	89
			30%	30%	29%	27%	32%	31%	24%	32%	29%	25%	32%	29%
	(DK/NS)	Count	197	87	110	32	55	25	33	30	22	48	95	54
			20%	23%	18%	23%	24%	16%	18%	20%	16%	23%	20%	18%
	Mean		\$8.55	\$10.82	\$7.39	\$11.07	\$10.65	\$3.69	\$6.43	\$5.83	\$14.34	\$9.13	\$9.36	\$7.04
	Median		\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$0.00	\$1.00	\$0.28	\$5.00	\$1.00	\$2.00	\$0.00

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

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
			(1001)	Male (501)	Female (501)	< 35 (358)	35-54 (358)	55 + (279)	HS/less (206)	Some PS (370)	Grad (399)	< \$25K (131)	\$25-49K (194)	\$50-99K (326)	\$100K + (169)
BASE															
PAY PER MONTH FOR ADDITIONAL LOCAL WATER SUPPLIES	\$0 (Nothing)	Count	245	113	132	70	92	81	49	88	105	47	40	87	42
			24%	23%	26%	20%	26%	29%	24%	24%	26%	36%	21%	27%	25%
	\$5 or less	Count	111	66	45	34	45	33	14	42	54	7	23	52	24
			11%	13%	9%	9%	12%	12%	7%	11%	14%	5%	12%	16%	14%
	\$6 to \$15	Count	74	35	39	23	25	26	22	26	25	6	17	25	18
			7%	7%	8%	7%	7%	9%	11%	7%	6%	4%	9%	8%	11%
	\$16 to \$30	Count	53	33	20	18	24	12	8	20	25	7	15	17	9
			5%	7%	4%	5%	7%	4%	4%	5%	6%	5%	8%	5%	6%
	Over \$30	Count	26	14	12	12	9	5	8	6	11	5	6	11	3
			3%	3%	2%	3%	2%	2%	4%	2%	3%	4%	3%	3%	2%
	(Depends)	Count	295	153	142	135	95	64	58	120	112	28	52	90	44
			30%	31%	28%	38%	27%	23%	28%	32%	28%	22%	27%	28%	26%
(DK/NS)	Count	197	86	111	66	69	59	47	69	67	32	42	44	29	
		20%	17%	22%	18%	19%	21%	23%	19%	17%	24%	22%	13%	17%	
	Mean	\$8.55	\$9.16	\$7.91	\$10.94	\$8.53	\$6.27	\$11.55	\$7.68	\$8.04	\$8.67	\$10.82	\$8.30	\$7.29	
	Median	\$1.00	\$2.00	\$0.00	\$2.00	\$1.00	\$0.00	\$1.00	\$1.00	\$1.00	\$0.00	\$2.00	\$1.00	\$2.00	



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

		TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"		
			Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree	
BASE		(1001)	(488)	(485)	(668)	(294)	(555)	(271)	(137)	(833)	(138)	(515)	(486)	
PAY PER MONTH FOR ADDITIONAL LOCAL WATER SUPPLIES	\$0 (Nothing)	Count	245	128	111	180	58	135	61	39	195	44	117	127
			24%	26%	23%	27%	20%	24%	23%	28%	23%	32%	23%	26%
	\$5 or less	Count	111	77	33	77	33	64	34	11	100	9	55	56
			11%	16%	7%	11%	11%	11%	13%	8%	12%	7%	11%	11%
	\$6 to \$15	Count	74	46	27	46	26	47	19	7	67	8	38	36
			7%	9%	6%	7%	9%	8%	7%	5%	8%	5%	7%	8%
	\$16 to \$30	Count	53	27	26	36	17	30	11	9	46	7	23	30
			5%	6%	5%	5%	6%	5%	4%	6%	6%	5%	4%	6%
	Over \$30	Count	26	10	15	15	10	7	12	6	20	6	17	9
			3%	2%	3%	2%	4%	1%	4%	4%	2%	4%	3%	2%
(Depends)	Count	295	121	164	206	82	185	61	44	257	34	159	136	
		30%	25%	34%	31%	28%	33%	22%	32%	31%	25%	31%	28%	
(DK/NS)	Count	197	79	109	108	68	88	74	23	148	30	105	92	
		20%	16%	23%	16%	23%	16%	27%	17%	18%	22%	20%	19%	
	Mean		\$8.55	\$7.24	\$10.49	\$7.48	\$11.58	\$6.80	\$11.58	\$10.13	\$8.71	\$8.44	\$9.73	\$7.41
	Median		\$1.00	\$2.00	\$0.00	\$0.00	\$4.97	\$1.00	\$1.33	\$0.00	\$2.00	\$0.00	\$1.00	\$1.00

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

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD			
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30	
BASE		(1001)	(371)	(630)	(140)	(231)	(161)	(180)	(149)	(139)	(209)	(482)	(309)	
PREFERRED APPROACH	Strongly prefer Bay-Delta	Count	33	6	27	1	5	3	10	8	6	11	13	8
			3%	2%	4%	1%	2%	2%	6%	5%	4%	5%	3%	3%
	Moderately prefer Bay-Delta	Count	67	22	45	11	11	15	11	7	12	18	37	12
			7%	6%	7%	8%	5%	10%	6%	5%	9%	8%	8%	4%
	Moderately prefer local	Count	99	41	58	18	22	14	13	15	16	23	40	36
			10%	11%	9%	13%	10%	9%	7%	10%	11%	11%	8%	12%
	Strongly prefer local	Count	195	79	115	33	46	26	42	21	26	41	92	61
			19%	21%	18%	24%	20%	16%	23%	14%	19%	20%	19%	20%
	(Support both)	Count	357	129	228	45	84	60	62	59	47	58	195	104
			36%	35%	36%	32%	36%	37%	35%	39%	34%	28%	40%	34%
	(Support neither)	Count	78	26	52	9	17	15	10	11	16	17	33	28
			8%	7%	8%	7%	7%	9%	6%	8%	11%	8%	7%	9%
	(Depends)	Count	90	37	52	14	23	16	12	17	7	17	40	33
			9%	10%	8%	10%	10%	10%	7%	12%	5%	8%	8%	11%
(DK/NS)	Count	83	31	52	8	23	12	20	11	9	23	34	26	
		8%	8%	8%	6%	10%	8%	11%	7%	7%	11%	7%	9%	
Summary	Prefer local	29%	32%	28%	37%	30%	25%	30%	24%	30%	31%	27%	31%	
	(Both/ Neither/ DK/ Depends)	61%	60%	61%	55%	64%	63%	58%	66%	57%	55%	62%	62%	
	Prefer Bay-Delta	10%	7%	11%	9%	7%	11%	12%	10%	13%	14%	10%	7%	

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

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				(1001)	Male (501)	Female (501)	< 35 (358)	35-54 (358)	55 + (279)	HS/less (206)	Some PS (370)	Grad (399)	< \$25K (131)	\$25-49K (194)	\$50-99K (326)
BASE PREFERRED APPROACH	Strongly prefer Bay-Delta	Count	33	17	16	19	11	3	15	11	7	6	11	9	3
			3%	3%	3%	5%	3%	1%	7%	3%	2%	4%	6%	3%	2%
	Moderately prefer Bay-Delta	Count	67	40	26	39	17	10	12	24	30	3	22	26	10
			7%	8%	5%	11%	5%	4%	6%	7%	7%	2%	11%	8%	6%
	Moderately prefer local	Count	99	51	48	27	32	40	14	43	41	16	9	34	24
			10%	10%	10%	8%	9%	14%	7%	12%	10%	12%	5%	10%	14%
	Strongly prefer local	Count	195	111	84	76	66	51	27	74	93	18	24	86	32
			19%	22%	17%	21%	18%	18%	13%	20%	23%	14%	12%	26%	19%
	(Support both)	Count	357	183	174	135	123	96	85	116	146	49	78	84	61
			36%	36%	35%	38%	34%	34%	41%	31%	37%	37%	40%	26%	36%
	(Support neither)	Count	78	36	42	23	24	30	20	28	28	17	11	34	4
			8%	7%	8%	7%	7%	11%	10%	8%	7%	13%	5%	11%	3%
	(Depends)	Count	90	30	60	22	39	29	12	43	32	7	19	32	20
			9%	6%	12%	6%	11%	10%	6%	12%	8%	6%	10%	10%	12%
(DK/NS)	Count	83	33	51	15	46	20	20	32	23	16	20	22	13	
		8%	7%	10%	4%	13%	7%	10%	9%	6%	12%	10%	7%	8%	
Summary	Prefer local		29%	32%	26%	29%	27%	33%	20%	31%	34%	26%	17%	37%	33%
	(Both/ Neither/ DK/ Depends)		61%	56%	65%	55%	65%	63%	67%	59%	57%	68%	66%	52%	59%
	Prefer Bay-Delta		10%	11%	8%	16%	8%	5%	13%	9%	9%	7%	17%	11%	8%

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

		TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"		
			Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree	
BASE		(1001)	(488)	(485)	(668)	(294)	(555)	(271)	(137)	(833)	(138)	(515)	(486)	
PREFERRED APPROACH	Strongly prefer Bay-Delta	Count	33	15	17	27	5	16	10	7	29	3	19	14
			3%	3%	4%	4%	2%	3%	4%	5%	4%	2%	4%	3%
	Moderately prefer Bay-Delta	Count	67	28	35	49	13	48	12	7	62	3	50	17
			7%	6%	7%	7%	4%	9%	4%	5%	7%	2%	10%	4%
	Moderately prefer local	Count	99	61	37	73	24	70	16	10	80	19	46	53
			10%	12%	8%	11%	8%	13%	6%	8%	10%	14%	9%	11%
	Strongly prefer local	Count	195	96	94	135	58	123	38	28	164	30	83	111
			19%	20%	19%	20%	20%	22%	14%	20%	20%	21%	16%	23%
	(Support both)	Count	357	165	185	233	112	177	122	42	315	38	221	135
			36%	34%	38%	35%	38%	32%	45%	30%	38%	28%	43%	28%
	(Support neither)	Count	78	37	38	45	30	34	26	14	67	11	40	39
			8%	8%	8%	7%	10%	6%	10%	10%	8%	8%	8%	8%
(Depends)	Count	90	47	41	57	31	47	26	16	67	18	25	65	
		9%	10%	8%	9%	10%	8%	9%	12%	8%	13%	5%	13%	
(DK/NS)	Count	83	38	38	49	21	41	21	14	49	14	31	52	
		8%	8%	8%	7%	7%	7%	8%	10%	6%	10%	6%	11%	
Summary	Prefer local	29%	32%	27%	31%	28%	35%	20%	28%	29%	35%	25%	34%	
	(Both/ Neither/ DK/ Depends)	61%	59%	62%	58%	66%	54%	72%	62%	60%	60%	61%	60%	
	Prefer Bay-Delta	10%	9%	11%	11%	6%	11%	8%	10%	11%	5%	13%	6%	

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

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD			
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
BASE			(1001)	(371)	(630)	(140)	(231)	(161)	(180)	(149)	(139)	(209)	(482)	(309)
POSSIBLE TO FURTHER TREAT RECYCLED WATER	Yes	Count	594	229	366	81	148	92	110	87	77	129	310	155
			59%	62%	58%	58%	64%	57%	61%	58%	55%	62%	64%	50%
	No	Count	286	97	189	38	59	50	47	44	47	57	126	103
			29%	26%	30%	27%	26%	31%	26%	30%	34%	27%	26%	33%
	(DK/NS)	Count	120	46	75	21	24	19	23	18	15	23	46	51
		12%	12%	12%	15%	11%	11%	13%	12%	11%	11%	9%	17%	

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

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			(1001)	Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
BASE			(501)	(501)	(358)	(358)	(279)	(206)	(370)	(399)	(131)	(194)	(326)	(169)	
POSSIBLE TO FURTHER TREAT RECYCLED WATER	Yes	Count	594	326	268	249	177	166	120	216	249	73	106	185	104
			59%	65%	54%	69%	49%	59%	58%	58%	62%	56%	55%	57%	61%
	No	Count	286	131	155	85	129	72	62	116	105	34	67	104	44
			29%	26%	31%	24%	36%	26%	30%	31%	26%	26%	35%	32%	26%
	(DK/NS)	Count	120	43	78	25	52	41	24	39	45	24	21	37	21
			12%	9%	15%	7%	15%	15%	12%	10%	11%	18%	11%	11%	12%

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

			TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree
BASE			(1001)	(488)	(485)	(668)	(294)	(555)	(271)	(137)	(833)	(138)	(515)	(486)
POSSIBLE TO FURTHER TREAT RECYCLED WATER	Yes	Count	594	286	296	400	180	340	158	78	510	74	334	261
			59%	59%	61%	60%	61%	61%	58%	56%	61%	54%	65%	54%
	No	Count	286	147	129	196	80	150	82	43	235	45	136	150
			29%	30%	27%	29%	27%	27%	30%	31%	28%	33%	27%	31%
	(DK/NS)	Count	120	54	60	72	35	64	32	17	87	19	45	76
		12%	11%	12%	11%	12%	12%	12%	12%	10%	13%	9%	16%	

16. How would you feel about mixing advanced treated recycled water into the supply of drinking water? Why are you opposed to this?

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD			
				(1001)	City (371)	County (630)	Metro (140)	S. Metro (231)	Coastal (161)	Inland (180)	East (149)	South (139)	10/less (209)	11-30 (482)
BASE														
USE ADVANCED TREATED FOR DRINKING WATER	Strongly favor	Count	186	71	115	27	45	28	34	31	23	54	81	51
			19%	19%	18%	19%	19%	17%	19%	21%	16%	26%	17%	17%
	Somewhat favor	Count	421	148	273	54	94	76	71	56	69	80	230	112
			42%	40%	43%	38%	41%	47%	39%	38%	50%	38%	48%	36%
	Somewhat oppose	Count	159	67	91	26	41	22	27	27	16	31	72	55
			16%	18%	14%	19%	18%	13%	15%	18%	12%	15%	15%	18%
Strongly oppose	Count	151	56	94	24	32	21	32	22	19	20	67	63	
		15%	15%	15%	17%	14%	13%	18%	15%	13%	13%	9%	14%	20%
(DK/NS)	Count	85	28	56	10	19	14	16	13	13	24	32	28	
		8%	8%	9%	7%	8%	9%	9%	9%	9%	9%	11%	7%	9%
Summary	Favor		61%	59%	62%	57%	60%	65%	58%	58%	66%	64%	64%	53%
	Oppose		31%	33%	29%	36%	32%	27%	33%	33%	25%	24%	29%	38%
	(DK)		8%	8%	9%	7%	8%	9%	9%	9%	9%	11%	7%	9%
BASE: OPOSE			(309)	(123)	(186)	(50)	(73)	(43)	(59)	(49)	(35)	(51)	(140)	(118)
REASON OPOSED	Safety	Count	80	33	46	16	18	12	18	11	6	14	30	36
			26%	27%	25%	31%	24%	27%	31%	22%	16%	27%	22%	30%
	Lack of confidence in system	Count	74	27	47	8	19	12	12	14	8	8	32	34
			24%	22%	25%	17%	26%	29%	20%	29%	23%	15%	23%	29%
	Cleanliness	Count	65	22	43	8	13	6	15	15	6	11	29	25
			21%	18%	23%	17%	18%	15%	26%	30%	19%	21%	21%	21%
	Fear of illness	Count	22	9	13	3	6	2	2	3	5	5	12	4
			7%	7%	7%	6%	9%	6%	4%	6%	15%	11%	9%	4%
	Other	Count	18	7	11	3	4	4	3	3	1	6	5	7
			6%	6%	6%	6%	5%	10%	5%	5%	3%	11%	4%	6%
(DK/NS)	Count	51	25	26	12	13	5	9	4	8	7	31	12	
		16%	20%	14%	23%	18%	13%	15%	7%	24%	15%	22%	10%	



16. How would you feel about mixing advanced treated recycled water into the supply of drinking water? Why are you opposed to this?

			TOTAL (1001)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (501)	Female (501)	< 35 (358)	35-54 (358)	55 + (279)	HS/less (206)	Some PS (370)	Grad (399)	< \$25K (131)	\$25-49K (194)	\$50-99K (326)	\$100K + (169)
BASE															
USE ADVANCED TREATED FOR DRINKING WATER	Strongly favor	Count	186	122	64	60	69	56	39	61	84	24	37	58	39
			19%	24%	13%	17%	19%	20%	19%	16%	21%	18%	19%	18%	23%
	Somewhat favor	Count	421	227	194	191	126	103	82	156	178	43	78	142	63
			42%	45%	39%	53%	35%	37%	40%	42%	45%	33%	40%	44%	37%
	Somewhat oppose	Count	159	59	99	55	61	43	40	59	55	22	32	55	29
			16%	12%	20%	15%	17%	15%	19%	16%	14%	17%	16%	17%	17%
	Strongly oppose	Count	151	57	94	32	68	51	28	60	60	22	29	48	27
			15%	11%	19%	9%	19%	18%	14%	16%	15%	17%	15%	15%	16%
(DK/NS)	Count	85	35	49	20	35	25	18	33	23	19	19	22	11	
		8%	7%	10%	6%	10%	9%	9%	9%	6%	15%	10%	7%	7%	
Summary															
Favor			61%	70%	52%	70%	54%	57%	58%	59%	65%	51%	59%	61%	60%
Oppose			31%	23%	39%	24%	36%	34%	33%	32%	29%	34%	31%	32%	33%
(DK)			8%	7%	10%	6%	10%	9%	9%	6%	15%	10%	7%	7%	
BASE: OPPOSE			(309)	(116)	(193)	(87)	(128)	(94)	(68)	(120)	(115)	(44)	(60)	(103)	(55)
REASON OPPOSED	Safety	Count	80	24	56	25	34	20	18	35	27	12	16	25	17
			26%	20%	29%	29%	27%	21%	27%	29%	23%	28%	27%	25%	30%
	Lack of confidence in system	Count	74	32	42	10	32	31	14	27	29	15	16	18	16
			24%	28%	22%	12%	25%	33%	20%	23%	26%	34%	26%	17%	29%
	Cleanliness	Count	65	26	39	20	29	16	15	30	20	7	9	25	9
			21%	23%	20%	23%	23%	17%	22%	25%	17%	17%	16%	24%	16%
	Fear of illness	Count	22	6	16	9	5	8	4	9	8	1	6	8	2
			7%	5%	8%	10%	4%	9%	6%	7%	7%	3%	9%	8%	4%
	Other	Count	18	9	9	3	11	4	6	6	7	2	9	1	3
			6%	8%	5%	3%	9%	4%	8%	5%	6%	5%	15%	1%	5%
	(DK/NS)	Count	51	19	32	19	17	14	11	13	25	6	4	25	9
			16%	16%	16%	22%	13%	15%	16%	11%	22%	13%	7%	24%	17%

16. How would you feel about mixing advanced treated recycled water into the supply of drinking water? Why are you opposed to this?

			TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
					Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree
BASE			(1001)	(488)	(485)	(668)	(294)	(555)	(271)	(137)	(833)	(138)	(515)	(486)
USE ADVANCED TREATED FOR DRINKING WATER	Strongly favor	Count	186	104	77	129	54	111	40	31	156	29	94	92
			19%	21%	16%	19%	18%	20%	15%	22%	19%	21%	18%	19%
	Somewhat favor	Count	421	194	217	292	121	241	118	50	365	50	249	172
			42%	40%	45%	44%	41%	43%	43%	36%	44%	36%	48%	35%
	Somewhat oppose	Count	159	73	79	95	57	95	41	20	129	25	74	84
			16%	15%	16%	14%	19%	17%	15%	14%	16%	18%	14%	17%
	Strongly oppose	Count	151	87	64	109	37	71	48	22	123	26	65	86
		15%	18%	13%	16%	12%	13%	18%	16%	15%	19%	13%	18%	
(DK/NS)	Count	85	29	48	44	26	37	24	15	59	8	32	52	
		8%	6%	10%	7%	9%	7%	9%	11%	7%	6%	6%	11%	
Summary	Favor		61%	61%	61%	63%	59%	63%	58%	59%	63%	58%	67%	54%
	Oppose		31%	33%	29%	30%	32%	30%	33%	30%	30%	36%	27%	35%
	(DK)		8%	6%	10%	7%	9%	7%	9%	11%	7%	6%	6%	11%
BASE: OPPOSE			(309)	(160)	(142)	(203)	(93)	(166)	(89)	(42)	(252)	(50)	(139)	(170)
REASON OPPOSED	Safety	Count	80	42	38	53	24	43	26	9	65	13	37	42
			26%	26%	27%	26%	26%	26%	29%	23%	26%	26%	27%	25%
	Lack of confidence in system	Count	74	48	26	55	18	42	15	11	62	10	27	47
			24%	30%	18%	27%	19%	26%	17%	26%	25%	19%	20%	27%
	Cleanliness	Count	65	31	28	35	24	33	17	12	54	10	33	32
			21%	19%	20%	17%	26%	20%	19%	28%	21%	20%	24%	19%
	Fear of illness	Count	22	9	13	16	6	10	9	2	19	3	11	11
		7%	6%	9%	8%	7%	6%	10%	6%	7%	5%	8%	6%	
Other	Count	18	7	11	11	7	10	6	1	17	1	8	10	
		6%	4%	8%	5%	7%	6%	6%	2%	7%	2%	6%	6%	
(DK/NS)	Count	51	24	26	35	14	28	16	6	36	14	22	28	
		16%	15%	18%	17%	15%	17%	18%	16%	14%	28%	16%	17%	

17. What additional actions, if any, have you taken in the last two years to reduce your water use?

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD			
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
BASE: TELEPHONE SURVEY ONLY			(500)	(186)	(314)	(70)	(115)	(80)	(90)	(74)	(69)	(78)	(276)	(146)
ACTIONS TO REDUCE WATER USE	Do not let water run	Cases	324	121	203	43	78	58	56	51	37	40	194	89
			65%	65%	64%	61%	68%	72%	62%	69%	54%	51%	70%	61%
	Take shorter showers/fewer showers/ baths	Cases	303	112	191	40	71	47	63	45	36	50	163	90
			61%	60%	61%	57%	62%	59%	70%	60%	52%	64%	59%	61%
	Wash only full loads of clothes or dishes	Cases	287	110	177	44	66	52	54	41	31	40	171	76
			57%	59%	56%	62%	58%	64%	60%	54%	44%	51%	62%	52%
	Reduce/ skip watering	Cases	259	103	156	36	68	45	48	31	31	30	149	81
			52%	56%	50%	51%	59%	56%	53%	42%	45%	38%	54%	55%
	Use a broom instead of a hose on paved areas	Cases	257	103	154	37	66	42	47	38	26	35	154	67
			51%	56%	49%	53%	57%	52%	52%	51%	38%	45%	56%	46%
	Fix indoor leaks (toilet, faucet, etc.)	Cases	250	98	151	36	62	46	43	35	27	33	154	63
			50%	53%	48%	51%	54%	57%	48%	47%	39%	43%	56%	43%
	Irrigate during evening/ morning hours	Cases	222	88	134	35	53	38	44	31	21	32	134	56
			44%	47%	43%	50%	46%	47%	49%	41%	31%	41%	49%	38%
	Fix outdoor leaks (sprinklers, spas, etc.)	Cases	202	82	120	28	54	36	36	30	18	27	120	55
			40%	44%	38%	39%	47%	45%	40%	40%	26%	34%	44%	38%
	Adjust irrigation system and timers	Cases	184	68	115	26	43	28	39	25	24	34	99	51
			37%	37%	37%	37%	37%	34%	43%	33%	34%	44%	36%	35%
	Use low water toilet/ flush less	Cases	181	68	113	25	43	28	39	31	16	20	97	64
			36%	37%	36%	36%	37%	34%	43%	41%	23%	26%	35%	44%
	Check soil moisture before watering	Cases	164	67	97	24	43	26	32	23	16	21	105	38
			33%	36%	31%	34%	37%	33%	36%	31%	23%	27%	38%	26%
	Purchase high-efficiency clothes washer	Cases	150	55	95	17	38	27	28	26	14	30	67	53
			30%	30%	30%	24%	33%	33%	31%	36%	20%	39%	24%	37%
	Collect and reuse water	Cases	119	40	79	16	25	17	27	20	16	21	56	42
			24%	22%	25%	22%	21%	21%	30%	26%	23%	27%	20%	29%
	Replace unused grass with low-water plants	Cases	116	39	76	12	27	20	28	19	10	25	46	45
			23%	21%	24%	17%	24%	24%	30%	25%	15%	32%	17%	31%
	Upgrade irrigation system with high-efficiency	Cases	105	37	69	14	22	19	22	16	12	18	55	32
			21%	20%	22%	20%	19%	23%	24%	21%	18%	23%	20%	22%
Use landscape calculator to set water-wise irrigation	Cases	102	34	69	10	23	18	27	15	9	21	49	32	
		20%	18%	22%	15%	20%	22%	29%	20%	14%	27%	18%	22%	
Install rain barrel/ cistern	Cases	72	21	50	6	15	8	20	14	8	12	35	25	
		14%	11%	16%	9%	13%	10%	23%	19%	12%	15%	13%	17%	
Replace grass with artificial/ synthetic turf	Cases	60	22	38	10	12	8	14	12	3	11	20	28	
		12%	12%	12%	15%	10%	10%	15%	16%	5%	14%	7%	19%	
Schedule a water-use checkup/ assessment	Cases	59	18	41	6	12	10	16	9	6	13	25	21	
		12%	10%	13%	8%	11%	13%	18%	12%	9%	17%	9%	14%	
Install a grey water system	Cases	48	17	32	4	12	10	9	8	5	11	19	18	
		10%	9%	10%	6%	11%	12%	10%	10%	8%	14%	7%	13%	
Reduce car washing	Cases	3		3						3	1		2	
		1%		1%						5%	2%		2%	
Follow restrictions	Cases	1		1						1		1		
		0%		0%						2%		0%		
(Nothing)	Cases	24	7	17	3	4	5	3	5	4	8	11	6	
		5%	4%	5%	4%	4%	7%	3%	7%	5%	10%	4%	4%	
(DK/NS)	Cases	0	0		0								0	
		0%	0%		1%								0%	

17. What additional actions, if any, have you taken in the last two years to reduce your water use?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
BASE: TELEPHONE SURVEY ONLY			(500)	Male (249)	Female (251)	< 35 (179)	35-54 (179)	55 + (139)	HS/less (121)	Some PS (168)	Grad (195)	< \$25K (66)	\$25-49K (99)	\$50-99K (123)	\$100K + (69)
ACTIONS TO REDUCE WATER USE	Do not let water run	Cases	324	157	166	136	112	74	81	113	123	42	67	78	30
			65%	63%	66%	76%	63%	53%	67%	67%	63%	64%	68%	63%	43%
	Take shorter showers/ fewer showers/ baths	Cases	303	157	146	125	94	83	69	106	119	38	64	66	30
			61%	63%	58%	70%	52%	60%	57%	63%	61%	57%	65%	53%	43%
	Wash only full loads of clothes or dishes	Cases	287	138	149	120	90	76	54	107	118	33	65	56	29
			57%	55%	59%	67%	50%	55%	44%	64%	60%	51%	66%	45%	42%
	Reduce/ skip watering	Cases	259	116	143	117	69	73	62	85	110	26	50	53	35
			52%	47%	57%	65%	39%	52%	51%	50%	57%	39%	51%	43%	50%
	Use a broom instead of a hose on paved areas	Cases	257	129	128	115	77	63	57	88	106	26	50	57	23
			51%	52%	51%	64%	43%	46%	47%	53%	54%	40%	51%	46%	33%
	Fix indoor leaks (toilet, faucet, etc.)	Cases	250	126	124	106	82	62	57	88	101	24	53	59	26
			50%	50%	49%	60%	46%	44%	47%	53%	52%	37%	54%	48%	37%
	Irrigate during evening/ morning hours	Cases	222	107	115	105	60	56	46	82	88	21	47	48	14
			44%	43%	46%	59%	34%	40%	38%	49%	45%	32%	48%	39%	20%
	Fix outdoor leaks (sprinklers, spas, etc.)	Cases	202	97	105	93	56	53	48	72	79	18	38	41	21
			40%	39%	42%	52%	31%	38%	40%	43%	40%	27%	38%	34%	30%
	Adjust irrigation system and timers	Cases	184	87	96	64	62	58	52	49	75	22	37	38	29
			37%	35%	38%	36%	34%	41%	43%	29%	38%	33%	38%	31%	41%
	Use low water toilet/ flush less	Cases	181	92	90	50	69	63	43	52	84	24	34	43	28
			36%	37%	36%	28%	39%	45%	35%	31%	43%	37%	34%	35%	41%
	Check soil moisture before watering	Cases	164	77	87	88	38	36	39	59	63	16	34	30	10
			33%	31%	35%	49%	21%	26%	32%	35%	32%	24%	34%	24%	14%
	Purchase high-efficiency clothes washer	Cases	150	80	70	33	64	53	36	43	66	17	39	34	22
			30%	32%	28%	18%	36%	38%	30%	25%	34%	25%	40%	28%	32%
	Collect and reuse water	Cases	119	55	64	25	49	45	42	31	44	20	33	31	15
			24%	22%	26%	14%	27%	33%	35%	19%	22%	30%	34%	25%	21%
	Replace unused grass with low-water plants	Cases	116	53	62	27	41	46	37	25	47	13	25	27	15
			23%	21%	25%	15%	23%	33%	30%	15%	24%	20%	26%	22%	21%
	Upgrade irrigation system with high-efficiency	Cases	105	49	56	46	27	30	30	29	42	11	20	19	21
			21%	20%	22%	26%	15%	22%	25%	17%	22%	16%	21%	16%	30%
	Use landscape calculator to set water-wise irrigation	Cases	102	52	50	29	40	32	28	29	41	12	22	24	13
			20%	21%	20%	16%	22%	23%	23%	17%	21%	18%	22%	20%	18%
	Install rain barrel/ cistern	Cases	72	38	33	23	19	30	29	13	27	12	23	15	7
			14%	15%	13%	13%	10%	22%	24%	8%	14%	18%	23%	12%	10%
	Schedule a water-use checkup/ assessment	Cases	59	31	28	14	22	23	32	11	15	10	19	10	14
			12%	12%	11%	8%	12%	17%	26%	6%	8%	15%	19%	8%	20%
	Replace grass with artificial/ synthetic turf	Cases	60	28	32	12	22	24	25	13	20	10	15	11	12
			12%	11%	13%	7%	13%	17%	21%	8%	10%	16%	15%	9%	18%
	Install a grey water system	Cases	48	25	23	11	17	20	25	8	15	10	14	11	9
			10%	10%	9%	6%	10%	14%	21%	5%	8%	15%	14%	9%	13%
	Reduce car washing	Cases	3	1	2	1	1	1	1	1	1	1	1		
			1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
	Follow restrictions	Cases	1	1		1					1		1		
			0%	0%		1%					1%		1%		
(Nothing)		Cases	24	13	11	6	10	6	6	8	8	5	1	5	3
			5%	5%	5%	3%	5%	5%	5%	5%	4%	8%	1%	4%	4%
(DK/NS)		Cases	0	0					0	0					0
			0%	0%				0%	0%						1%

17. What additional actions, if any, have you taken in the last two years to reduce your water use?

			TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree
BASE: TELEPHONE SURVEY ONLY			(500)	(247)	(240)	(339)	(144)	(253)	(165)	(55)	(447)	(45)	(284)	(216)
ACTIONS TO REDUCE WATER USE	Do not let water run	Cases	324	142	174	214	99	168	111	32	297	20	187	136
			65%	57%	72%	63%	68%	66%	67%	58%	66%	45%	66%	63%
	Take shorter showers/ fewer showers/ baths	Cases	303	129	166	195	99	151	111	29	275	22	177	126
			61%	52%	69%	57%	68%	60%	67%	52%	61%	49%	62%	58%
	Wash only full loads of clothes or dishes	Cases	287	124	157	193	83	149	98	25	262	18	160	126
			57%	50%	66%	57%	58%	59%	60%	46%	59%	41%	56%	58%
	Reduce/ skip watering	Cases	259	120	134	191	62	148	86	20	242	15	157	102
			52%	49%	56%	56%	43%	59%	52%	37%	54%	33%	55%	47%
	Use a broom instead of a hose on paved areas	Cases	257	109	143	182	69	135	86	24	235	15	149	107
			51%	44%	60%	53%	48%	53%	52%	44%	53%	34%	53%	50%
	Fix indoor leaks (toilet, faucet, etc.)	Cases	250	110	137	174	70	129	83	28	226	16	141	109
			50%	45%	57%	51%	48%	51%	50%	50%	51%	37%	49%	51%
	Irrigate during evening/ morning hours	Cases	222	100	119	164	53	132	70	14	209	10	133	89
			44%	40%	50%	48%	37%	52%	43%	26%	47%	22%	47%	41%
	Fix outdoor leaks (sprinklers, spas, etc.)	Cases	202	91	109	150	48	110	69	16	184	13	128	74
			40%	37%	45%	44%	34%	43%	42%	29%	41%	29%	45%	34%
	Adjust irrigation system and timers	Cases	184	93	82	124	51	98	64	11	166	16	112	72
			37%	38%	34%	36%	35%	39%	39%	20%	37%	36%	39%	33%
	Use low water toilet/ flush less	Cases	181	96	84	119	59	98	54	20	163	14	96	86
			36%	39%	35%	35%	41%	39%	33%	37%	36%	30%	34%	40%
	Check soil moisture before watering	Cases	164	63	99	119	41	87	57	13	155	7	104	60
			33%	25%	41%	35%	29%	34%	34%	23%	35%	16%	37%	28%
	Purchase high-efficiency clothes washer	Cases	150	77	70	94	48	73	52	13	136	11	79	71
			30%	31%	29%	28%	33%	29%	31%	24%	30%	24%	28%	33%
	Collect and reuse water	Cases	119	56	62	75	42	47	53	13	105	11	67	52
			24%	23%	26%	22%	29%	19%	32%	24%	23%	25%	24%	24%
	Replace unused grass with low-water plants	Cases	116	57	52	76	33	57	42	10	105	10	73	43
			23%	23%	22%	22%	23%	23%	25%	17%	24%	22%	26%	20%
	Upgrade irrigation system with high-efficiency	Cases	105	47	55	70	32	52	39	8	98	6	73	33
			21%	19%	23%	21%	22%	20%	24%	15%	22%	14%	26%	15%
	Use landscape calculator to set water-wise irrigation	Cases	102	46	53	60	37	49	40	6	95	6	63	40
			20%	19%	22%	18%	26%	20%	24%	12%	21%	13%	22%	18%
	Install rain barrel/ cistern	Cases	72	26	44	38	31	31	31	5	63	5	42	30
			14%	11%	18%	11%	22%	12%	19%	9%	14%	12%	15%	14%
	Replace grass with artificial/ synthetic turf	Cases	60	30	29	33	23	24	22	10	53	6	35	25
			12%	12%	12%	10%	16%	9%	13%	18%	12%	14%	12%	12%
	Schedule a water-use checkup/ assessment	Cases	59	25	32	29	28	22	31	4	52	6	44	16
			12%	10%	13%	9%	19%	9%	19%	8%	12%	14%	15%	7%
	Install a grey water system	Cases	48	17	29	24	23	15	23	7	44	3	34	14
			10%	7%	12%	7%	16%	6%	14%	13%	10%	8%	12%	7%
	Reduce car washing	Cases	3	1	2	1	2		2		3		2	1
			1%	1%	1%	0%	1%		1%		1%		1%	0%
	Follow restrictions	Cases	1		1	1			1		1		1	
			0%		1%	0%			1%		0%		0%	
	(Nothing)	Cases	24	10	13	13	9	8	7	6	20	4	11	13
			5%	4%	5%	4%	6%	3%	4%	10%	5%	9%	4%	6%
	(DK/NS)	Cases	0	0		0		0			0		0	
			0%	0%		0%		0%			0%		0%	

18. Which of those actions, if any, do you consider to be permanent changes in your water use?

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD			
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
BASE: PHONE - TOOK ACTIONS			(475)	(178)	(297)	(67)	(111)	(75)	(87)	(69)	(66)	(70)	(265)	(140)
PERMANENT CHANGES	Do not let water run	Cases	321	119	203	42	77	58	56	51	37	39	193	89
			68%	67%	68%	62%	70%	78%	64%	74%	57%	55%	73%	64%
	Take shorter showers/ fewer showers/ baths	Cases	301	112	189	40	71	47	63	44	34	50	163	88
			63%	63%	64%	60%	64%	63%	72%	64%	52%	71%	61%	63%
	Wash only full loads of clothes or dishes	Cases	284	109	175	44	65	52	52	41	31	40	170	74
			60%	61%	59%	65%	59%	69%	60%	59%	47%	57%	64%	53%
	Reduce/ skip watering	Cases	257	102	155	35	66	45	47	31	31	30	147	80
			54%	57%	52%	53%	60%	60%	53%	46%	48%	43%	55%	57%
	Use a broom instead of a hose on paved areas	Cases	256	102	154	37	65	42	47	38	26	35	153	67
			54%	57%	52%	55%	59%	56%	54%	55%	40%	50%	58%	48%
	Fix indoor leaks (toilet, faucet, etc.)	Cases	250	98	151	36	62	46	43	35	27	33	154	63
			53%	55%	51%	54%	56%	62%	50%	50%	41%	48%	58%	45%
	Irrigate during evening/ morning hours	Cases	219	86	133	35	51	38	43	31	21	32	131	55
			46%	48%	45%	52%	46%	51%	49%	45%	32%	46%	50%	40%
	Fix outdoor leaks (sprinklers, spas, etc.)	Cases	202	82	120	28	54	36	36	30	18	27	120	55
			42%	46%	40%	41%	49%	48%	41%	44%	27%	38%	45%	39%
	Adjust irrigation system and timers	Cases	183	68	114	26	43	28	39	24	24	34	99	50
			38%	38%	38%	39%	38%	37%	45%	34%	36%	48%	37%	36%
	Use low water toilet/ flush less	Cases	179	66	113	25	41	28	39	31	16	20	96	63
			38%	37%	38%	37%	37%	37%	44%	44%	25%	28%	36%	45%
	Check soil moisture before watering	Cases	164	67	97	24	43	26	32	23	16	21	105	38
			34%	38%	33%	36%	39%	35%	37%	33%	24%	30%	40%	27%
	Purchase high-efficiency clothes washer	Cases	150	55	95	17	38	27	27	26	14	30	67	53
			31%	31%	32%	25%	34%	36%	31%	38%	22%	43%	25%	38%
	Collect and reuse water	Cases	118	40	77	16	25	17	27	19	15	21	55	42
			25%	23%	26%	23%	22%	22%	31%	27%	23%	30%	21%	30%
	Upgrade irrigation system with high-efficiency	Cases	103	37	66	14	22	18	22	14	12	18	53	32
			22%	21%	22%	21%	20%	24%	25%	20%	19%	25%	20%	23%
	Use landscape calculator to set water-wise irrigation	Cases	100	34	67	10	23	18	27	14	8	21	49	29
			21%	19%	22%	15%	21%	23%	30%	21%	12%	30%	19%	21%
	Install rain barrel/ cistern	Cases	70	21	49	6	15	8	20	14	7	12	35	24
			15%	12%	16%	9%	13%	10%	23%	20%	10%	17%	13%	17%
	Schedule a water-use checkup/ assessment	Cases	59	18	41	6	12	10	16	9	6	13	25	21
		12%	10%	14%	9%	11%	14%	18%	13%	10%	19%	9%	15%	
Replace grass with artificial/ synthetic turf	Cases	57	19	38	8	12	8	14	12	3	10	20	27	
		12%	11%	13%	12%	10%	11%	16%	18%	5%	14%	8%	20%	
Install a grey water system	Cases	48	17	32	4	12	10	9	8	5	11	19	18	
		10%	9%	11%	7%	11%	13%	10%	11%	8%	16%	7%	13%	
Replace unused grass with low-water plants	Cases	41	13	28	3	9	6	12	6	4	10	17	14	
		9%	7%	10%	5%	8%	8%	14%	9%	7%	14%	6%	10%	
(Nothing)	Cases	15	6	8	3	3	1	3	4	1	2	5	7	
		3%	3%	3%	4%	3%	1%	4%	5%	1%	3%	2%	5%	
(DK/NS)	Cases	2	1	1		1				1	1		1	
		1%	1%	0%		1%				2%	1%		1%	

18. Which of those actions, if any, do you consider to be permanent changes in your water use?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
BASE: PHONE - TOOK ACTIONS			(475)	(236)	(240)	(173)	(169)	(132)	(115)	(160)	(187)	(61)	(98)	(118)	(66)
PERMANENT CHANGES	Do not let water run	Cases	321	156	165	136	110	74	80	113	122	41	67	77	30
			68%	66%	69%	79%	65%	56%	69%	71%	66%	68%	69%	65%	45%
	Take shorter showers/ fewer showers/ baths	Cases	301	155	146	125	92	82	69	106	117	38	64	64	30
			63%	66%	61%	72%	55%	62%	60%	66%	63%	62%	66%	54%	45%
	Wash only full loads of clothes or dishes	Cases	284	137	148	120	89	74	53	106	117	33	64	56	29
			60%	58%	62%	69%	53%	56%	46%	66%	63%	55%	65%	47%	44%
	Reduce/ skip watering	Cases	257	115	142	117	69	70	62	84	109	26	50	53	32
			54%	49%	59%	68%	41%	53%	54%	52%	58%	43%	51%	45%	49%
	Use a broom instead of a hose on paved areas	Cases	256	128	128	115	76	63	57	88	105	26	50	57	22
			54%	54%	53%	67%	45%	48%	50%	55%	56%	43%	51%	48%	33%
	Fix indoor leaks (toilet, faucet, etc.)	Cases	250	126	124	106	82	62	57	88	101	24	53	59	26
			53%	53%	52%	62%	48%	47%	50%	55%	54%	40%	54%	50%	39%
	Irrigate during evening/ morning hours	Cases	219	107	112	105	57	55	45	82	88	19	47	48	14
			46%	45%	47%	61%	34%	42%	39%	51%	47%	31%	48%	41%	22%
	Fix outdoor leaks (sprinklers, spas, etc.)	Cases	202	97	105	93	56	53	48	72	79	18	38	41	21
			42%	41%	44%	54%	33%	40%	42%	45%	42%	30%	39%	35%	32%
	Adjust irrigation system and timers	Cases	183	87	96	64	62	57	52	49	74	22	37	38	29
			38%	37%	40%	37%	36%	43%	45%	31%	39%	36%	38%	32%	44%
	Use low water toilet/ flush less	Cases	179	90	89	50	68	61	43	52	82	24	34	41	27
			38%	38%	37%	29%	40%	46%	37%	32%	44%	40%	35%	35%	41%
	Check soil moisture before watering	Cases	164	77	87	88	38	36	39	59	63	16	34	30	10
			34%	33%	36%	51%	23%	28%	34%	37%	34%	26%	34%	25%	14%
	Purchase high-efficiency clothes washer	Cases	150	80	70	33	64	52	36	43	65	17	39	34	22
			31%	34%	29%	19%	38%	39%	32%	27%	35%	27%	40%	29%	34%
	Collect and reuse water	Cases	118	54	63	25	48	45	41	31	43	20	33	30	15
			25%	23%	26%	15%	28%	34%	36%	19%	23%	32%	34%	25%	22%
	Upgrade irrigation system with high-efficiency	Cases	103	48	55	46	26	29	29	28	41	11	20	18	19
			22%	20%	23%	27%	16%	22%	25%	18%	22%	18%	21%	15%	29%
	Use landscape calculator to set water-wise irrigation	Cases	100	52	48	29	39	32	28	28	40	12	22	22	13
			21%	22%	20%	17%	23%	24%	24%	18%	21%	19%	22%	19%	19%
	Install rain barrel/ cistern	Cases	70	37	33	23	17	30	29	13	26	12	23	15	5
			15%	16%	14%	13%	10%	23%	25%	8%	14%	20%	23%	12%	8%
	Schedule a water-use checkup/ assessment	Cases	59	31	28	14	22	23	32	11	15	10	19	10	14
			12%	13%	12%	8%	13%	18%	28%	7%	8%	17%	19%	8%	22%
	Replace grass with artificial/ synthetic turf	Cases	57	25	32	11	21	24	25	13	18	10	15	9	11
			12%	11%	13%	6%	12%	18%	22%	8%	9%	17%	15%	8%	17%
	Install a grey water system	Cases	48	25	23	11	17	20	25	8	15	10	14	11	9
			10%	11%	10%	6%	10%	15%	22%	5%	8%	16%	14%	9%	13%
	Replace unused grass with low-water plants	Cases	41	19	22	5	11	25	22	4	14	9	7	5	6
			9%	8%	9%	3%	7%	19%	19%	2%	7%	16%	8%	4%	9%
(Nothing)		Cases	15	9	5	1	5	8	1	3	9	2	2	3	4
			3%	4%	2%	1%	3%	6%	1%	2%	5%	4%	2%	3%	6%
(DK/NS)		Cases	2	2			2		1		1	1			1
			1%	1%			1%		1%		1%	2%			2%

18. Which of those actions, if any, do you consider to be permanent changes in your water use?

			TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree
BASE: PHONE - TOOK ACTIONS			(475)	(237)	(227)	(326)	(135)	(244)	(158)	(50)	(427)	(41)	(273)	(203)
PERMANENT CHANGES	Do not let water run	Cases	321	141	173	213	98	168	110	31	295	20	185	136
			68%	59%	76%	65%	72%	69%	70%	62%	69%	49%	68%	67%
	Take shorter showers/ fewer showers/ baths	Cases	301	128	164	193	99	151	109	29	272	22	175	126
			63%	54%	72%	59%	73%	62%	69%	58%	64%	53%	64%	62%
	Wash only full loads of clothes or dishes	Cases	284	121	157	191	83	148	97	25	260	18	159	125
			60%	51%	69%	59%	62%	61%	62%	51%	61%	45%	58%	62%
	Reduce/ skip watering	Cases	257	118	134	189	62	145	86	20	239	15	157	99
			54%	50%	59%	58%	46%	60%	54%	41%	56%	36%	58%	49%
	Use a broom instead of a hose on paved areas	Cases	256	108	143	181	69	134	86	24	234	15	148	107
			54%	45%	63%	55%	51%	55%	54%	49%	55%	38%	54%	53%
	Fix indoor leaks (toilet, faucet, etc.)	Cases	250	110	137	174	70	129	83	28	226	16	141	109
			53%	46%	60%	53%	52%	53%	53%	56%	53%	40%	52%	54%
	Irrigate during evening/ morning hours	Cases	219	98	117	160	53	132	67	14	205	10	130	89
			46%	41%	51%	49%	39%	54%	43%	28%	48%	24%	48%	44%
	Fix outdoor leaks (sprinklers, spas, etc.)	Cases	202	91	109	150	48	110	69	16	184	13	128	74
			42%	38%	48%	46%	36%	45%	44%	32%	43%	32%	47%	37%
	Adjust irrigation system and timers	Cases	183	92	82	123	51	98	64	11	166	16	111	72
			38%	39%	36%	38%	38%	40%	40%	23%	39%	40%	41%	36%
	Use low water toilet/ flush less	Cases	179	94	83	118	57	96	54	20	161	13	95	84
			38%	40%	37%	36%	42%	39%	34%	41%	38%	32%	35%	42%
	Check soil moisture before watering	Cases	164	63	99	119	41	87	57	13	155	7	104	60
			34%	26%	44%	36%	31%	36%	36%	26%	36%	18%	38%	29%
	Purchase high-efficiency clothes washer	Cases	150	76	70	93	48	73	52	13	135	11	79	71
			31%	32%	31%	29%	36%	30%	33%	27%	32%	26%	29%	35%
	Collect and reuse water	Cases	118	54	62	73	42	47	53	13	103	11	66	52
			25%	23%	27%	23%	31%	19%	34%	27%	24%	27%	24%	25%
	Upgrade irrigation system with high-efficiency	Cases	103	44	55	67	32	51	39	8	96	6	71	32
			22%	19%	24%	21%	24%	21%	25%	17%	22%	15%	26%	16%
	Use landscape calculator to set water-wise irrigation	Cases	100	44	53	58	37	47	40	6	93	6	61	39
			21%	19%	23%	18%	28%	19%	25%	13%	22%	15%	23%	19%
	Install rain barrel/ cistern	Cases	70	25	44	37	31	31	30	5	61	5	42	28
			15%	11%	19%	11%	23%	13%	19%	11%	14%	13%	15%	14%
	Schedule a water-use checkup/ assessment	Cases	59	25	32	29	28	22	31	4	52	6	44	16
			12%	11%	14%	9%	20%	9%	19%	9%	12%	15%	16%	8%
	Replace grass with artificial/ synthetic turf	Cases	57	27	29	31	23	24	22	8	51	5	35	22
			12%	11%	13%	9%	17%	10%	14%	17%	12%	12%	13%	11%
	Install a grey water system	Cases	48	17	29	24	23	15	23	7	44	3	34	14
			10%	7%	13%	7%	17%	6%	14%	15%	10%	9%	13%	7%
	Replace unused grass with low-water plants	Cases	41	20	21	25	15	16	21	3	36	5	28	13
			9%	8%	9%	8%	11%	6%	13%	6%	8%	12%	10%	7%
	(Nothing)	Cases	15	13	2	15		5	3	3	14	1	6	9
			3%	5%	1%	4%		2%	2%	6%	3%	2%	2%	4%
	(DK/NS)	Cases	2	1	1	1	1		2		2		1	1
			1%	1%	0%	0%	1%		2%		1%		0%	1%



19. Thinking about your home water use, both indoors and outdoors, do you think that you will use more, less, or about the same amount of water in 2017 as you did in 2016?

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD			
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
BASE			(1001)	(371)	(630)	(140)	(231)	(161)	(180)	(149)	(139)	(209)	(482)	(309)
WATER USAGE IN 2017 VS 2016	More	Count	53	17	36	6	11	3	9	10	14	16	23	15
			5%	5%	6%	4%	5%	2%	5%	7%	10%	7%	5%	5%
	About the same	Count	589	218	370	89	130	103	112	87	69	117	272	200
			59%	59%	59%	63%	56%	64%	62%	58%	50%	56%	56%	65%
	Less	Count	334	124	210	43	81	53	54	47	55	65	178	90
			33%	33%	33%	31%	35%	33%	30%	32%	40%	31%	37%	29%
(DK/NS)	Count	25	11	14	3	9	2	6	5	1	11	9	5	
		3%	3%	2%	2%	4%	1%	3%	3%	1%	5%	2%	2%	

19. Thinking about your home water use, both indoors and outdoors, do you think that you will use more, less, or about the same amount of water in 2017 as you did in 2016?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				(1001)	Male (501)	Female (501)	< 35 (358)	35-54 (358)	55 + (279)	HS/less (206)	Some PS (370)	Grad (399)	< \$25K (131)	\$25-49K (194)	\$50-99K (326)
WATER USAGE IN 2017 VS 2016	More	Count	53	36	17	23	22	9	12	15	27	7	8	24	11
			5%	7%	3%	6%	6%	3%	6%	4%	7%	6%	4%	7%	7%
	About the same	Count	589	286	303	180	218	186	117	227	232	74	113	198	101
			59%	57%	61%	50%	61%	67%	57%	61%	58%	57%	58%	61%	60%
	Less	Count	334	170	164	150	105	79	71	119	136	46	65	93	55
			33%	34%	33%	42%	29%	28%	35%	32%	34%	35%	34%	29%	33%
	(DK/NS)	Count	25	9	17	6	14	5	6	9	4	3	8	11	1
			3%	2%	3%	2%	4%	2%	3%	2%	1%	2%	4%	3%	1%

19. Thinking about your home water use, both indoors and outdoors, do you think that you will use more, less, or about the same amount of water in 2017 as you did in 2016?

			TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree
BASE			(1001)	(488)	(485)	(668)	(294)	(555)	(271)	(137)	(833)	(138)	(515)	(486)
WATER USAGE IN 2017 VS 2016	More	Count	53	27	26	40	13	35	5	9	50	4	30	24
			5%	6%	5%	6%	5%	6%	2%	7%	6%	3%	6%	5%
	About the same	Count	589	307	265	397	171	344	138	86	501	76	283	306
			59%	63%	55%	59%	58%	62%	51%	63%	60%	55%	55%	63%
	Less	Count	334	146	181	221	103	168	122	35	275	52	196	138
			33%	30%	37%	33%	35%	30%	45%	26%	33%	37%	38%	28%
	(DK/NS)	Count	25	7	13	11	7	8	6	7	6	6	6	19
		3%	2%	3%	2%	2%	1%	2%	5%	1%	5%	1%	4%	

20. How willing would you be to adopt a low water use landscape by removing turf grass from your front yard?  
 21. What is the main barrier keeping you from replacing some or all of your grass with low-water-use landscaping?

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD			
				(626)	City (228)	County (398)	Metro (88)	S. Metro (140)	Coastal (107)	Inland (118)	East (83)	South (89)	10/less (121)	11-30 (328)	Over 30 (177)
BASE: HAVE REAL GRASS															
ADOPT LOW WATER USE LANDSCAPE	Very willing	Count	181	69	112	27	42	32	27	26	27	45	93	43	
			29%	30%	28%	30%	30%	29%	23%	31%	31%	38%	28%	24%	
	May consider	Count	298	107	191	41	66	50	63	36	43	41	179	78	
			48%	47%	48%	47%	47%	46%	53%	43%	48%	34%	55%	44%	
	Would not consider	Count	96	35	61	14	21	19	17	10	16	19	41	36	
			15%	15%	15%	16%	15%	17%	14%	12%	17%	16%	12%	20%	
(DK/NS)	Count	51	17	34	6	11	7	11	12	3	15	16	20		
		8%	7%	9%	7%	8%	7%	10%	14%	4%	12%	5%	11%		
BASE: NOT CONSIDER			(96)	(35)	(61)	(14)	(21)	(19)	(17)	(10)	(16)	(19)	(41)	(36)	
MAIN BARRIER															
Like the look of grass	Count		36	14	22	6	8	6	8	5	3	4	21	11	
			38%	41%	36%	46%	37%	34%	46%	47%	22%	23%	51%	31%	
Cost	Count		20	6	15	3	3	4	1	3	6	3	8	9	
			21%	17%	24%	20%	15%	24%	7%	28%	39%	16%	20%	25%	
Prefer natural grass/ landscape	Count		6	2	4	1	1	2	1	1	1	2	2	3	
			7%	6%	7%	9%	4%	10%	4%	8%	7%	8%	4%	9%	
Rent/ HOA	Count		6	3	3	1	1			1	2	3	1	2	
			6%	7%	5%	8%	7%			11%	14%	17%	2%	4%	
Already have low-water landscape	Count		4	1	3		1				3			4	
			4%	3%	5%		4%				18%			11%	
Time	Count		3	1	2		1	1	1			1	1	1	
			3%	2%	4%		4%	5%	9%			8%	2%	2%	
Does not save enough water to be worth effort	Count		2	0	2	0		1	1				1	2	
			2%	1%	3%	3%		4%	7%				2%	4%	
Other mentions	Count		2	1	1	1			1					2	
			2%	2%	2%	5%			7%					5%	
(DK/NS)	Count		16	8	9	1	6	4	4	1		6	7	3	
			17%	22%	14%	10%	29%	23%	21%	6%		28%	18%	9%	

20. How willing would you be to adopt a low water use landscape by removing turf grass from your front yard?  
 21. What is the main barrier keeping you from replacing some or all of your grass with low-water-use landscaping?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			(626)	Male (329)	Female (297)	< 35 (266)	35-54 (201)	55 + (155)	HS/less (123)	Some PS (234)	Grad (254)	< \$25K (58)	\$25-49K (120)	\$50-99K (211)	\$100K + (111)
BASE: HAVE REAL GRASS			(626)	(329)	(297)	(266)	(201)	(155)	(123)	(234)	(254)	(58)	(120)	(211)	(111)
ADOPT LOW WATER USE LANDSCAPE	Very willing	Count	181	96	85	67	63	50	39	63	79	21	34	68	43
			29%	29%	29%	25%	32%	32%	32%	27%	31%	36%	28%	32%	39%
	May consider	Count	298	155	144	157	83	57	52	113	128	20	59	94	40
			48%	47%	48%	59%	41%	37%	43%	48%	50%	34%	49%	44%	36%
	Would not consider	Count	96	59	38	30	35	32	19	40	35	13	16	35	21
		15%	18%	13%	11%	17%	21%	15%	17%	14%	23%	13%	17%	19%	
(DK/NS)	Count	51	20	31	12	20	16	13	18	13	5	11	13	7	
		8%	6%	10%	4%	10%	11%	10%	8%	5%	8%	9%	6%	6%	
BASE: NOT CONSIDER MAIN BARRIER			(96)	(59)	(38)	(30)	(35)	(32)	(19)	(40)	(35)	(13)	(16)	(35)	(21)
Like the look of grass	Count		36	26	10	15	13	8	3	16	17	5	5	13	7
			38%	45%	27%	50%	39%	25%	17%	40%	48%	36%	33%	37%	35%
Cost	Count		20	14	7	5	8	8	2	10	7	3	2	6	6
			21%	23%	18%	16%	22%	25%	12%	24%	21%	19%	15%	17%	27%
Prefer natural grass/ landscape	Count		6	1	5	1	1	5	1	4	2	1	1	2	2
			7%	2%	14%	3%	2%	15%	4%	10%	5%	6%	5%	5%	11%
Rent/ HOA	Count		6	1	5	1	4	1	1	5		1	2	2	
			6%	1%	14%	3%	12%	2%	5%	12%		7%	14%	6%	
Already have low-water landscape	Count		4	3	1			4		3	1	1	1	2	
			4%	5%	3%			12%		7%	3%	7%	7%	5%	
Time	Count		3	3		2	1		1	1	1		1	1	1
			3%	5%		6%	4%		4%	4%	3%		9%	3%	4%
Does not save enough water to be worth effort	Count		2	0	2		1	1	2		1			1	1
			2%	1%	5%		3%	4%	9%		2%			3%	6%
Other mentions	Count		2	1	1			2	1		1			1	1
			2%	2%	2%			6%	6%		2%			3%	3%
(DK/NS)	Count		16	10	7	7	6	4	8	1	6	3	3	7	3
			17%	17%	17%	22%	17%	12%	42%	4%	17%	24%	17%	21%	14%

20. How willing would you be to adopt a low water use landscape by removing turf grass from your front yard?  
 21. What is the main barrier keeping you from replacing some or all of your grass with low-water-use landscaping?

			TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree
BASE: HAVE REAL GRASS			(626)	(320)	(287)	(456)	(144)	(356)	(164)	(90)	(532)	(76)	(364)	(262)
ADOPT LOW WATER USE LANDSCAPE	Very willing	Count	181	91	88	122	55	96	49	33	151	28	116	64
			29%	28%	31%	27%	38%	27%	30%	37%	28%	36%	32%	25%
	May consider	Count	298	151	140	240	52	182	78	36	271	26	185	114
			48%	47%	49%	53%	36%	51%	48%	40%	51%	35%	51%	43%
	Would not consider	Count	96	55	40	71	23	58	20	14	81	14	44	52
		15%	17%	14%	16%	16%	16%	16%	12%	16%	15%	18%	12%	20%
(DK/NS)	Count	51	23	20	22	13	20	20	17	6	28	8	19	32
		8%	7%	7%	5%	9%	6%	10%	7%	5%	11%	5%	12%	12%
BASE: NOT CONSIDER			(96)	(55)	(40)	(71)	(23)	(58)	(20)	(14)	(81)	(14)	(44)	(52)
MAIN BARRIER	Like the look of grass	Count	36	21	14	26	11	22	7	8	33	3	18	18
			38%	39%	36%	36%	47%	38%	32%	52%	41%	21%	40%	36%
	Cost	Count	20	15	5	19	2	13	4	2	18	2	7	14
			21%	27%	14%	26%	7%	23%	18%	11%	23%	13%	15%	26%
	Prefer natural grass/landscape	Count	6	3	2	5	1	6	1		5	1	1	6
			7%	6%	5%	8%	3%	9%	4%		6%	5%	2%	11%
	Rent/ HOA	Count	6	1	5	2	3		4	2	6		5	1
			6%	2%	12%	3%	15%		20%	12%	7%		11%	2%
	Already have low-water landscape	Count	4	1	3	1	2	4			1	3		4
			4%	2%	7%	1%	8%	7%			1%	20%		7%
	Time	Count	3	3		3		2	1		3		3	
			3%	6%		4%		4%	4%		4%		7%	
	Does not save enough water to be worth effort	Count	2	1	1	1	1	2	2		1	1	1	2
		2%	2%	3%	2%	5%	3%		5%	2%	8%	1%	4%	
Other mentions	Count	2	2		2		2			2			2	
		2%	3%		3%		3%			2%			3%	
(DK/NS)	Count	16	7	9	12	4	8	5	3	12	5	11	6	
		17%	13%	23%	17%	15%	14%	22%	20%	14%	33%	24%	11%	

**22. How interested are you in pursuing each of the following water conservation programs this year?**

			TOTAL (1001)	REGION		COUNTY					YEARS LIVING IN SD			
				City (371)	County (630)	Metro (140)	S. Metro (231)	Coastal (161)	Inland (180)	East (149)	South (139)	10/less (209)	11-30 (482)	Over 30 (309)
<b>BASE</b>														
Indoor device rebates	10 - Very interested	Count	263	97	166	35	62	45	50	37	35	45	150	67
			26%	26%	26%	25%	27%	28%	28%	25%	25%	22%	31%	22%
	9 -	Count	84	28	56	12	16	21	13	11	10	13	44	27
			8%	8%	9%	9%	7%	13%	7%	8%	7%	6%	9%	9%
	8 -	Count	129	53	75	20	33	22	19	18	16	31	57	41
			13%	14%	12%	14%	14%	14%	11%	12%	11%	15%	12%	13%
	7 -	Count	108	36	72	14	22	19	19	17	18	26	51	31
			11%	10%	11%	10%	9%	12%	10%	11%	13%	12%	11%	10%
	6 -	Count	68	27	42	12	15	5	11	6	19	18	27	24
			7%	7%	7%	8%	7%	3%	6%	4%	14%	8%	6%	8%
	5 -	Count	133	63	69	23	41	8	24	24	13	27	61	45
			13%	17%	11%	16%	18%	5%	14%	16%	9%	13%	13%	14%
	4 -	Count	29	10	19	5	5	6	3	6	5	9	17	3
			3%	3%	3%	4%	2%	4%	1%	4%	3%	4%	3%	1%
3 -	Count	26	10	16	5	5	6	1	5	3	7	11	8	
		3%	3%	3%	4%	2%	4%	1%	4%	2%	4%	2%	3%	
2 -	Count	18	2	16	1	1	4	9	2	2	5	3	11	
		2%	0%	3%	1%	0%	2%	5%	2%	1%	2%	1%	3%	
1 - Not interested	Count	142	45	97	14	31	25	31	23	19	28	61	53	
		14%	12%	15%	10%	14%	16%	17%	15%	13%	13%	13%	17%	
Other outdoor device rebates	10 - Very interested	Count	210	71	139	25	46	47	41	25	26	35	124	51
			21%	19%	22%	18%	20%	29%	23%	17%	19%	17%	26%	16%
	9 -	Count	61	22	39	12	9	3	12	11	14	13	29	20
			6%	6%	6%	9%	4%	2%	7%	7%	10%	6%	6%	6%
	8 -	Count	122	40	83	13	27	25	19	24	15	31	59	32
			12%	11%	13%	9%	12%	15%	11%	16%	11%	15%	12%	10%
	7 -	Count	86	29	57	11	18	18	13	9	17	17	36	34
			9%	8%	9%	8%	8%	11%	7%	6%	12%	8%	8%	11%
	6 -	Count	69	27	42	11	16	7	7	9	19	21	29	19
			7%	7%	7%	8%	7%	4%	4%	6%	14%	10%	6%	6%
	5 -	Count	158	65	93	20	45	17	33	28	15	34	76	48
			16%	18%	15%	14%	19%	10%	18%	18%	11%	16%	16%	16%
	4 -	Count	21	9	12	5	4	3	5	2	2	5	11	5
			2%	2%	2%	3%	2%	2%	3%	2%	1%	2%	2%	2%
3 -	Count	30	13	17	7	7	2	4	4	7	8	17	5	
		3%	4%	3%	5%	3%	1%	2%	3%	5%	4%	4%	2%	
2 -	Count	21	11	10	6	4		6	3	1	3	8	10	
		2%	3%	2%	4%	2%		3%	2%	1%	1%	2%	3%	
1 - Not interested	Count	223	85	138	30	55	39	41	34	23	44	93	85	
		22%	23%	22%	21%	24%	24%	23%	23%	17%	21%	19%	28%	
Rain barrel rebates	10 - Very interested	Count	204	78	125	29	49	33	35	31	26	35	97	72
			20%	21%	20%	21%	21%	20%	19%	21%	19%	17%	20%	23%
	9 -	Count	71	26	46	12	13	13	13	4	17	21	35	16
			7%	7%	7%	9%	6%	8%	7%	2%	12%	10%	7%	5%
	8 -	Count	108	35	74	10	24	25	18	15	16	27	55	26
			11%	9%	12%	7%	10%	15%	10%	10%	11%	13%	12%	8%

(cont.)

22. How interested are you in pursuing each of the following water conservation programs this year?

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
Rain barrel rebates	7 -	Count	68	19	49	9	10	9	15	8	16	15	33	20
			7%	5%	8%	7%	4%	6%	9%	5%	11%	7%	7%	7%
	6 -	Count	85	37	48	16	21	13	11	14	10	27	32	26
			9%	10%	8%	11%	9%	8%	6%	10%	8%	13%	7%	9%
	5 -	Count	138	55	83	18	37	9	24	28	22	17	82	39
			14%	15%	13%	13%	16%	6%	13%	19%	16%	8%	17%	13%
	4 -	Count	35	19	15	9	11	4	5	3	3	12	16	7
			3%	5%	2%	6%	5%	3%	3%	2%	2%	6%	3%	2%
	3 -	Count	32	11	21	5	6	10	5	6		6	15	11
			3%	3%	3%	4%	2%	6%	3%	4%		3%	3%	3%
	2 -	Count	26	11	15	3	9	4	4	3	4	4	8	13
			3%	3%	2%	2%	4%	3%	2%	2%	3%	2%	2%	4%
	1 - Not interested	Count	234	80	154	28	52	41	51	36	26	45	110	80
			23%	22%	24%	20%	23%	25%	28%	24%	19%	22%	23%	26%
Water efficient landscaping online videos & tutorials	10 - Very interested	Count	197	81	116	27	55	26	28	31	30	38	117	42
			20%	22%	18%	19%	24%	16%	16%	21%	22%	18%	24%	13%
	9 -	Count	50	20	30	7	13	11	5	7	8	8	33	9
			5%	5%	5%	5%	5%	7%	3%	4%	6%	4%	7%	3%
	8 -	Count	116	37	79	9	27	22	20	14	23	27	56	33
			12%	10%	13%	7%	12%	13%	11%	10%	17%	13%	12%	11%
	7 -	Count	83	30	53	16	14	6	14	15	17	29	33	20
			8%	8%	8%	12%	6%	4%	8%	10%	12%	14%	7%	7%
	6 -	Count	65	26	38	14	12	10	12	11	6	21	21	23
			6%	7%	6%	10%	5%	6%	6%	7%	4%	10%	4%	7%
	5 -	Count	142	51	91	16	35	16	34	22	19	22	72	49
			14%	14%	14%	11%	15%	10%	19%	15%	13%	10%	15%	16%
	4 -	Count	39	17	22	9	8	8	8	1	4	5	22	12
			4%	5%	4%	6%	4%	5%	4%	1%	3%	2%	5%	4%
	3 -	Count	44	15	29	7	8	11	9	3	6	10	22	12
			4%	4%	5%	5%	4%	7%	5%	2%	4%	5%	4%	4%
	2 -	Count	29	15	15	5	9	5	2	4	3	6	10	14
			3%	4%	2%	4%	4%	3%	1%	2%	2%	3%	2%	5%
	1 - Not interested	Count	237	80	157	30	49	44	48	42	23	44	98	95
			24%	21%	25%	22%	21%	27%	27%	28%	17%	21%	20%	31%
Home water-use surveys	10 - Very interested	Count	170	65	106	23	42	27	27	27	25	37	87	46
			17%	17%	17%	16%	18%	16%	15%	18%	18%	18%	18%	15%
	9 -	Count	72	24	47	7	17	7	14	13	14	14	38	20
			7%	7%	7%	5%	7%	5%	8%	8%	10%	7%	8%	6%
	8 -	Count	103	41	61	17	24	16	20	15	11	23	53	27
			10%	11%	10%	12%	10%	10%	11%	10%	8%	11%	11%	9%
	7 -	Count	79	26	54	13	13	12	16	9	17	25	30	25
			8%	7%	9%	9%	6%	7%	9%	6%	12%	12%	6%	8%
	6 -	Count	101	33	68	13	20	21	17	14	16	29	44	27
			10%	9%	11%	10%	9%	13%	9%	9%	12%	14%	9%	9%
	5 -	Count	173	65	108	17	48	23	27	30	28	30	91	52
			17%	17%	17%	12%	21%	14%	15%	20%	20%	14%	19%	17%
	4 -	Count	32	12	21	6	6	7	7	5	2	6	16	10
			3%	3%	3%	4%	3%	4%	4%	3%	2%	3%	3%	3%

(cont.)



**22. How interested are you in pursuing each of the following water conservation programs this year?**

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD			
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30	
Home water-use surveys	3 -	Count	30	10	20	5	4	10	4	3	3	8	11	11	
			3%	3%	3%	4%	2%	6%	2%	2%	2%	4%	2%	3%	
	2 -	Count	32	15	17	7	8	6	4	3	4	4	11	17	
			3%	4%	3%	5%	3%	4%	2%	2%	3%	2%	2%	6%	
	1 - Not interested	Count	209	81	127	32	50	33	44	32	19	32	100	76	
			21%	22%	20%	23%	21%	21%	24%	21%	13%	16%	21%	25%	
Water-efficient landscaping classes	10 - Very interested	Count	178	70	107	21	49	26	27	25	29	30	106	41	
			18%	19%	17%	15%	21%	16%	15%	17%	21%	14%	22%	13%	
	9 -	Count	59	25	35	9	15	7	11	9	7	9	33	18	
			6%	7%	5%	7%	7%	5%	6%	6%	5%	4%	7%	6%	
	8 -	Count	79	37	42	14	23	8	14	7	12	27	27	25	
			8%	10%	7%	10%	10%	5%	8%	5%	9%	13%	6%	8%	
	7 -	Count	96	31	64	14	17	24	18	8	14	17	51	28	
			10%	8%	10%	10%	7%	15%	10%	5%	10%	8%	11%	9%	
	6 -	Count	59	24	35	12	12	7	8	12	7	21	19	19	
			6%	7%	6%	8%	5%	5%	5%	8%	5%	10%	4%	6%	
	5 -	Count	141	55	86	20	35	24	24	16	21	23	80	37	
			14%	15%	14%	14%	15%	15%	13%	11%	15%	11%	17%	12%	
	4 -	Count	44	17	27	6	11	5	10	4	8	7	22	15	
			4%	5%	4%	4%	5%	3%	6%	3%	6%	3%	5%	5%	
	3 -	Count	48	11	36	4	7	5	13	15	4	14	17	17	
			5%	3%	6%	3%	3%	3%	7%	10%	3%	7%	4%	6%	
	2 -	Count	39	12	27	5	7	5	4	10	9	10	16	13	
			4%	3%	4%	3%	3%	3%	2%	6%	6%	5%	3%	4%	
	1 - Not interested	Count	260	89	170	35	55	48	52	42	28	52	111	96	
			26%	24%	27%	25%	24%	30%	29%	28%	20%	25%	23%	31%	
	Gray water systems	10 - Very interested	Count	135	51	84	19	32	20	20	22	21	24	69	42
				13%	14%	13%	14%	14%	13%	11%	15%	15%	11%	14%	14%
		9 -	Count	40	13	27	6	7	4	8	4	11	13	19	8
				4%	4%	4%	4%	3%	2%	5%	3%	8%	6%	4%	3%
8 -		Count	94	30	64	9	21	16	19	10	18	20	40	35	
			9%	8%	10%	7%	9%	10%	11%	7%	13%	9%	8%	11%	
7 -		Count	81	24	58	12	12	20	15	13	10	17	45	20	
			8%	6%	9%	9%	5%	12%	8%	8%	7%	8%	9%	7%	
6 -		Count	72	30	41	8	22	9	10	16	7	23	27	22	
			7%	8%	7%	6%	10%	6%	5%	11%	5%	11%	6%	7%	
5 -		Count	191	75	117	30	45	26	40	31	19	41	99	51	
			19%	20%	19%	21%	19%	16%	22%	21%	14%	20%	20%	17%	
4 -		Count	33	17	15	8	9	1	7	1	6	9	14	9	
			3%	5%	2%	6%	4%	0%	4%	1%	4%	5%	3%	3%	
3 -		Count	38	16	22	9	8	5	8	3	5	5	22	11	
			4%	4%	3%	6%	3%	3%	5%	2%	3%	2%	5%	3%	
2 -		Count	36	12	24	5	7	3	9	7	5	3	15	18	
			4%	3%	4%	3%	3%	2%	5%	5%	4%	2%	3%	6%	
1 - Not interested		Count	280	102	178	34	68	57	43	41	37	54	134	93	
			28%	27%	28%	24%	30%	35%	24%	27%	27%	26%	28%	30%	

22. How interested are you in pursuing each of the following water conservation programs this year?

			TOTAL (1001)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (501)	Female (501)	< 35 (358)	35-54 (358)	55 + (279)	HS/less (206)	Some PS (370)	Grad (399)	< \$25K (131)	\$25-49K (194)	\$50-99K (326)	\$100K + (169)
Indoor device rebates	10 - Very interested	Count	263	121	141	107	90	64	56	86	118	32	51	64	40
			26%	24%	28%	30%	25%	23%	27%	23%	30%	25%	27%	20%	24%
	9 -	Count	84	51	33	44	19	21	7	32	45	5	16	34	14
			8%	10%	7%	12%	5%	8%	3%	9%	11%	4%	8%	11%	8%
	8 -	Count	129	68	60	43	50	35	35	40	49	15	26	49	24
			13%	14%	12%	12%	14%	12%	17%	11%	12%	12%	14%	15%	14%
	7 -	Count	108	58	50	40	38	30	25	48	34	16	20	41	22
			11%	12%	10%	11%	11%	11%	12%	13%	9%	12%	11%	12%	13%
	6 -	Count	68	33	36	23	25	21	8	28	29	6	9	34	14
			7%	7%	7%	6%	7%	7%	4%	8%	7%	5%	5%	11%	8%
	5 -	Count	133	73	60	41	52	40	27	53	50	17	20	44	24
		13%	15%	12%	11%	15%	14%	13%	14%	12%	13%	10%	13%	14%	
4 -	Count	29	10	19	11	11	7	2	14	13	4	5	12	5	
		3%	2%	4%	3%	3%	2%	1%	4%	3%	3%	2%	4%	3%	
3 -	Count	26	11	15	8	11	6	8	11	5	5	11	5	4	
		3%	2%	3%	2%	3%	2%	4%	3%	1%	4%	6%	2%	2%	
2 -	Count	18	9	10	8	3	7	7	6	4	2	4	4	5	
		2%	2%	2%	2%	1%	2%	3%	2%	1%	2%	2%	1%	3%	
1 - Not interested	Count	142	66	77	34	58	49	31	53	53	28	31	39	17	
		14%	13%	15%	9%	16%	17%	15%	14%	13%	21%	16%	12%	10%	
Other outdoor device rebates	10 - Very interested	Count	210	103	107	91	69	50	39	70	99	24	32	58	37
			21%	20%	21%	25%	19%	18%	19%	19%	25%	18%	17%	18%	22%
	9 -	Count	61	35	27	20	22	19	11	25	22	10	8	24	10
			6%	7%	5%	6%	6%	7%	5%	7%	6%	7%	4%	7%	6%
	8 -	Count	122	65	57	46	43	31	30	38	51	14	21	44	25
			12%	13%	11%	13%	12%	11%	15%	10%	13%	10%	11%	14%	15%
	7 -	Count	86	44	42	38	26	22	27	24	35	7	22	29	20
			9%	9%	8%	11%	7%	8%	13%	7%	9%	6%	12%	9%	12%
	6 -	Count	69	38	31	23	33	14	15	26	29	9	16	29	10
			7%	8%	6%	6%	9%	5%	7%	7%	7%	7%	8%	9%	6%
	5 -	Count	158	80	78	61	50	46	28	61	62	20	25	52	27
		16%	16%	16%	17%	14%	17%	13%	17%	16%	15%	13%	16%	16%	
4 -	Count	21	9	12	5	7	10	4	11	6	3	5	7	4	
		2%	2%	2%	1%	2%	4%	2%	3%	2%	2%	2%	2%	2%	
3 -	Count	30	16	14	11	11	7	6	13	11	5	12	6	4	
		3%	3%	3%	3%	3%	3%	3%	4%	3%	4%	6%	2%	2%	
2 -	Count	21	11	10	8	8	4	3	9	7	2	8	3	6	
		2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	4%	1%	3%	
1 - Not interested	Count	223	100	123	55	89	75	44	94	76	38	45	73	25	
		22%	20%	24%	15%	25%	27%	21%	25%	19%	29%	23%	22%	15%	
Rain barrel rebates	10 - Very interested	Count	204	84	120	56	84	64	61	52	89	36	35	62	28
			20%	17%	24%	16%	23%	23%	30%	14%	22%	28%	18%	19%	17%
	9 -	Count	71	40	31	27	29	15	11	27	29	8	19	27	5
			7%	8%	6%	8%	8%	5%	5%	7%	7%	6%	10%	8%	3%
	8 -	Count	108	66	43	49	37	21	22	42	40	9	35	32	19
		11%	13%	9%	14%	10%	7%	11%	11%	10%	7%	18%	10%	11%	
7 -	Count	68	33	35	24	28	16	12	27	29	7	13	33	11	
		7%	7%	7%	7%	8%	6%	6%	7%	7%	6%	7%	10%	6%	
6 -	Count	85	52	34	38	27	20	17	35	30	17	18	30	14	
		9%	10%	7%	11%	8%	7%	8%	10%	8%	13%	9%	9%	8%	

(cont.)

22. How interested are you in pursuing each of the following water conservation programs this year?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
		Count		Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
Rain barrel rebates	5 -	Count	138	73	65	56	51	31	22	60	54	12	20	37	32
			14%	15%	13%	16%	14%	11%	11%	16%	13%	9%	10%	11%	19%
	4 -	Count	35	11	24	14	9	11	5	13	16	2	6	20	4
			3%	2%	5%	4%	3%	4%	2%	4%	4%	2%	3%	6%	2%
	3 -	Count	32	16	16	16	6	9	10	5	15	6	5	12	6
			3%	3%	3%	4%	2%	3%	5%	1%	4%	5%	2%	4%	3%
2 -	Count	26	17	9	7	8	11	7	3	15	2	3	4	14	
		3%	3%	2%	2%	2%	4%	3%	1%	4%	1%	1%	1%	8%	
1 - Not interested	Count	234	110	124	71	79	80	39	106	83	30	41	68	37	
		23%	22%	25%	20%	22%	29%	19%	29%	21%	23%	21%	21%	22%	
Water efficient landscaping online videos & tutorials	10 - Very interested	Count	197	91	106	99	54	44	46	68	80	29	34	47	23
			20%	18%	21%	28%	15%	16%	22%	18%	20%	22%	17%	14%	14%
	9 -	Count	50	30	20	20	16	13	6	12	29	4	6	22	7
			5%	6%	4%	6%	5%	5%	3%	3%	7%	3%	3%	7%	4%
	8 -	Count	116	74	42	43	47	24	24	40	47	11	31	43	18
			12%	15%	8%	12%	13%	9%	12%	11%	12%	8%	16%	13%	10%
	7 -	Count	83	49	34	33	29	21	19	33	30	9	18	38	13
			8%	10%	7%	9%	8%	7%	9%	9%	7%	7%	9%	12%	7%
	6 -	Count	65	30	35	17	33	15	17	19	27	11	13	23	15
			6%	6%	7%	5%	9%	5%	8%	5%	7%	9%	7%	7%	9%
	5 -	Count	142	67	74	49	51	42	24	59	55	13	25	48	28
			14%	13%	15%	14%	14%	15%	11%	16%	14%	10%	13%	15%	17%
	4 -	Count	39	17	22	15	16	9	11	10	18	11	4	10	12
			4%	3%	4%	4%	4%	3%	5%	3%	4%	8%	2%	3%	7%
3 -	Count	44	17	27	13	17	14	5	25	14	7	13	9	5	
		4%	3%	5%	4%	5%	5%	2%	7%	3%	5%	7%	3%	3%	
2 -	Count	29	17	12	11	7	10	7	7	12		5	7	12	
		3%	3%	2%	3%	2%	4%	4%	2%	3%		3%	2%	7%	
1 - Not interested	Count	237	108	128	57	89	88	46	97	88	35	44	80	36	
		24%	22%	26%	16%	25%	32%	22%	26%	22%	27%	23%	25%	21%	
Home water-use surveys	10 - Very interested	Count	170	63	107	55	71	44	48	45	75	34	41	39	24
			17%	13%	21%	15%	20%	16%	23%	12%	19%	26%	21%	12%	14%
	9 -	Count	72	40	32	27	30	14	20	25	25	8	20	24	9
			7%	8%	6%	8%	8%	5%	10%	7%	6%	6%	10%	8%	5%
	8 -	Count	103	61	42	46	32	23	15	46	39	12	24	38	20
			10%	12%	8%	13%	9%	8%	7%	12%	10%	9%	12%	12%	12%
	7 -	Count	79	47	32	28	25	26	17	33	30	6	19	28	17
			8%	9%	6%	8%	7%	9%	8%	9%	7%	5%	10%	9%	10%
	6 -	Count	101	59	43	42	35	24	20	37	43	16	11	54	15
			10%	12%	8%	12%	10%	9%	10%	10%	11%	12%	6%	16%	9%
	5 -	Count	173	86	87	62	64	47	28	70	71	14	30	59	33
			17%	17%	17%	17%	18%	17%	14%	19%	18%	11%	16%	18%	19%
	4 -	Count	32	14	18	5	18	10	5	12	15	6	5	11	7
			3%	3%	4%	1%	5%	3%	3%	3%	4%	4%	2%	3%	4%
3 -	Count	30	17	13	15	5	10	6	12	10	8	6	7	4	
		3%	3%	3%	4%	1%	4%	3%	3%	2%	6%	3%	2%	2%	
2 -	Count	32	13	19	9	12	11	7	13	11	1	4	16	8	
		3%	3%	4%	2%	3%	4%	3%	3%	3%	1%	2%	5%	5%	
1 - Not interested	Count	209	101	108	69	67	69	39	79	81	27	34	49	32	
		21%	20%	22%	19%	19%	25%	19%	21%	20%	21%	17%	15%	19%	
Water-efficient landscaping	10 - Very interested	Count	178	80	97	73	60	44	50	48	77	31	35	35	26
			18%	16%	19%	20%	17%	16%	24%	13%	19%	24%	18%	11%	16%

(cont.)

22. How interested are you in pursuing each of the following water conservation programs this year?

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
Water-efficient landscaping classes	9 -	Count	59	28	31	26	19	14	7	22	26	6	13	20	10
			6%	6%	6%	7%	5%	5%	4%	6%	6%	4%	7%	6%	6%
	8 -	Count	79	39	40	26	29	23	13	32	32	7	17	32	14
			8%	8%	8%	7%	8%	8%	6%	9%	8%	5%	9%	10%	9%
	7 -	Count	96	62	33	36	35	24	16	40	38	9	21	36	20
			10%	12%	7%	10%	10%	8%	8%	11%	9%	7%	11%	11%	12%
	6 -	Count	59	34	25	22	23	14	11	24	25	9	12	24	10
			6%	7%	5%	6%	7%	5%	5%	6%	6%	7%	6%	7%	6%
	5 -	Count	141	68	73	59	53	28	29	52	56	13	20	52	21
			14%	14%	14%	16%	15%	10%	14%	14%	14%	10%	10%	16%	12%
	4 -	Count	44	22	22	23	8	13	11	19	13	8	9	17	7
			4%	4%	4%	6%	2%	5%	5%	5%	3%	6%	5%	5%	4%
	3 -	Count	48	28	20	22	14	11	13	20	12	8	18	9	8
			5%	6%	4%	6%	4%	4%	6%	5%	3%	6%	9%	3%	4%
2 -	Count	39	22	17	12	12	15	6	10	22	2	4	12	12	
		4%	4%	3%	3%	3%	5%	3%	3%	5%	1%	2%	4%	7%	
1 - Not interested	Count	260	117	143	59	104	93	49	104	99	38	45	87	41	
		26%	23%	29%	17%	29%	33%	24%	28%	25%	29%	23%	27%	24%	
Gray water systems	10 - Very interested	Count	135	63	72	44	42	49	33	35	65	23	22	34	21
			13%	12%	14%	12%	12%	17%	16%	10%	16%	18%	12%	11%	13%
	9 -	Count	40	18	22	14	15	10	11	13	15	6	9	15	6
			4%	4%	4%	4%	4%	4%	5%	3%	4%	4%	4%	5%	3%
	8 -	Count	94	58	36	40	33	21	24	37	30	12	32	24	15
			9%	12%	7%	11%	9%	7%	12%	10%	8%	9%	17%	7%	9%
	7 -	Count	81	58	23	35	30	17	14	26	41	5	12	42	16
			8%	12%	5%	10%	8%	6%	7%	7%	10%	4%	6%	13%	10%
	6 -	Count	72	38	34	20	36	16	12	24	32	12	9	31	10
			7%	8%	7%	6%	10%	6%	6%	7%	8%	9%	5%	9%	6%
	5 -	Count	191	87	104	87	59	44	30	78	80	16	31	69	39
			19%	17%	21%	24%	16%	16%	15%	21%	20%	12%	16%	21%	23%
	4 -	Count	33	13	19	10	12	12	3	17	12	3	6	11	9
			3%	3%	4%	3%	3%	4%	1%	5%	3%	2%	3%	3%	5%
3 -	Count	38	22	17	15	15	8	10	15	13	5	15	7	7	
		4%	4%	3%	4%	4%	3%	5%	4%	3%	4%	8%	2%	4%	
2 -	Count	36	19	17	9	9	19	7	10	17	3	3	14	11	
		4%	4%	3%	2%	3%	7%	3%	3%	4%	2%	2%	4%	6%	
1 - Not interested	Count	280	125	156	85	108	85	64	115	94	46	55	79	36	
		28%	25%	31%	24%	30%	30%	31%	31%	24%	35%	29%	24%	21%	

22. How interested are you in pursuing each of the following water conservation programs this year?

			TOTAL (1001)	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				Owner (488)	Other (485)	Yes (668)	No (294)	Non-Hispanic White (555)	Hispanic/Latino (271)	Other (137)	Reliable (833)	Not reliable (138)	Agree (515)	Neut/ Disagree (486)
BASE														
Indoor device rebates	10 - Very interested	Count	263	114	146	179	82	134	84	33	231	28	170	93
			26%	23%	30%	27%	28%	24%	31%	24%	28%	20%	33%	19%
	9 -	Count	84	49	33	69	12	50	19	11	74	10	56	29
			8%	10%	7%	10%	4%	9%	7%	8%	9%	7%	11%	6%
	8 -	Count	129	62	63	80	45	63	45	16	99	29	66	63
			13%	13%	13%	12%	15%	11%	17%	11%	12%	21%	13%	13%
	7 -	Count	108	56	47	75	27	60	23	25	93	14	63	45
			11%	11%	10%	11%	9%	11%	8%	18%	11%	10%	12%	9%
	6 -	Count	68	33	27	38	26	47	12	8	52	14	37	32
			7%	7%	6%	6%	9%	8%	5%	6%	6%	10%	7%	7%
	5 -	Count	133	72	60	85	43	95	25	12	112	15	46	87
			13%	15%	12%	13%	15%	17%	9%	9%	13%	11%	9%	18%
4 -	Count	29	18	11	22	6	14	7	7	22	7	13	16	
		3%	4%	2%	3%	2%	2%	3%	5%	3%	5%	2%	3%	
3 -	Count	26	9	15	20	4	10	10	5	24	1	11	15	
		3%	2%	3%	3%	1%	2%	4%	3%	3%	1%	2%	3%	
2 -	Count	18	10	9	16	2	15	2	2	16	2	8	11	
		2%	2%	2%	2%	1%	3%	1%	1%	2%	1%	1%	2%	
1 - Not interested	Count	142	65	73	85	47	67	44	19	110	18	46	96	
		14%	13%	15%	13%	16%	12%	16%	14%	13%	13%	9%	20%	
Other outdoor device rebates	10 - Very interested	Count	210	103	107	156	53	108	73	24	189	19	131	79
			21%	21%	22%	23%	18%	20%	27%	17%	23%	14%	25%	16%
	9 -	Count	61	33	25	45	14	36	13	11	48	12	45	16
			6%	7%	5%	7%	5%	6%	5%	8%	6%	9%	9%	3%
	8 -	Count	122	70	48	78	38	68	29	16	98	22	71	51
			12%	14%	10%	12%	13%	12%	11%	12%	12%	16%	14%	10%
	7 -	Count	86	45	35	65	16	56	16	14	77	8	55	31
			9%	9%	7%	10%	6%	10%	6%	10%	9%	6%	11%	6%
	6 -	Count	69	26	42	42	26	41	21	7	56	13	40	29
			7%	5%	9%	6%	9%	7%	8%	5%	7%	9%	8%	6%
	5 -	Count	158	78	75	105	44	93	40	19	129	23	73	85
			16%	16%	15%	16%	15%	17%	15%	14%	15%	16%	14%	17%
4 -	Count	21	11	10	16	5	15	2	4	15	4	9	12	
		2%	2%	2%	2%	2%	3%	1%	3%	2%	3%	2%	2%	
3 -	Count	30	10	20	15	15	11	14	5	26	4	14	16	
		3%	2%	4%	2%	5%	2%	5%	3%	3%	3%	3%	3%	
2 -	Count	21	11	9	16	5	15	4	3	15	5	6	15	
		2%	2%	2%	2%	2%	3%	1%	2%	2%	3%	1%	3%	
1 - Not interested	Count	223	100	113	130	79	113	59	35	179	29	71	151	
		22%	21%	23%	19%	27%	20%	22%	26%	22%	21%	14%	31%	
Rain barrel rebates	10 - Very interested	Count	204	96	106	142	59	98	70	25	174	25	121	83
			20%	20%	22%	21%	20%	18%	26%	18%	21%	18%	23%	17%
	9 -	Count	71	40	29	47	21	36	17	18	58	12	36	35
			7%	8%	6%	7%	7%	6%	6%	13%	7%	9%	7%	7%
	8 -	Count	108	45	59	71	33	58	35	10	88	17	63	46
		11%	9%	12%	11%	11%	10%	13%	8%	11%	12%	12%	9%	
7 -	Count	68	41	25	52	14	42	16	9	63	4	45	23	
		7%	9%	5%	8%	5%	8%	6%	7%	8%	3%	9%	5%	

(cont.)

22. How interested are you in pursuing each of the following water conservation programs this year?

			TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree
				Count										
Rain barrel rebates	6 -	Count	85	38	39	58	23	48	22	12	70	15	48	37
			9%	8%	8%	9%	8%	9%	8%	9%	8%	11%	9%	8%
	5 -	Count	138	69	68	94	36	83	28	19	113	20	79	59
			14%	14%	14%	14%	12%	15%	10%	14%	14%	14%	15%	12%
	4 -	Count	35	24	11	24	10	23	7	4	28	6	12	22
			3%	5%	2%	4%	3%	4%	2%	3%	3%	4%	2%	5%
	3 -	Count	32	12	18	19	13	21	6	4	24	7	11	21
			3%	3%	4%	3%	4%	4%	2%	3%	3%	5%	2%	4%
	2 -	Count	26	21	5	22	4	17	3	6	25	1	9	17
			3%	4%	1%	3%	1%	3%	1%	4%	3%	1%	2%	3%
	1 - Not interested	Count	234	102	124	139	81	128	67	31	189	31	90	144
			23%	21%	26%	21%	27%	23%	25%	22%	23%	22%	18%	30%
Water efficient landscaping online videos & tutorials	10 - Very interested	Count	197	82	114	134	62	107	62	20	175	20	135	62
			20%	17%	23%	20%	21%	19%	23%	15%	21%	15%	26%	13%
	9 -	Count	50	33	14	36	12	19	21	9	44	5	34	16
			5%	7%	3%	5%	4%	3%	8%	7%	5%	3%	7%	3%
	8 -	Count	116	49	63	78	33	64	27	22	102	11	70	45
			12%	10%	13%	12%	11%	12%	10%	16%	12%	8%	14%	9%
	7 -	Count	83	34	44	49	30	46	24	12	59	23	52	31
			8%	7%	9%	7%	10%	8%	9%	9%	7%	17%	10%	6%
	6 -	Count	65	40	21	46	14	32	20	11	55	9	39	26
			6%	8%	4%	7%	5%	6%	7%	8%	7%	6%	7%	5%
	5 -	Count	142	70	69	99	32	76	40	16	116	18	72	70
			14%	14%	14%	15%	11%	14%	15%	12%	14%	13%	14%	14%
	4 -	Count	39	24	15	31	8	21	14	5	28	12	17	22
			4%	5%	3%	5%	3%	4%	5%	3%	3%	8%	3%	4%
	3 -	Count	44	18	24	25	18	33	6	5	34	10	15	29
			4%	4%	5%	4%	6%	6%	2%	3%	4%	7%	3%	6%
	2 -	Count	29	19	9	22	6	20	4	3	26	2	11	18
			3%	4%	2%	3%	2%	4%	2%	2%	3%	1%	2%	4%
	1 - Not interested	Count	237	119	112	147	80	137	53	35	194	28	70	167
			24%	24%	23%	22%	27%	25%	19%	26%	23%	21%	14%	34%
Home water-use surveys	10 - Very interested	Count	170	70	99	103	64	79	66	20	152	16	117	53
			17%	14%	20%	15%	22%	14%	24%	15%	18%	12%	23%	11%
	9 -	Count	72	43	26	51	20	28	24	19	59	9	44	27
			7%	9%	5%	8%	7%	5%	9%	14%	7%	7%	9%	6%
	8 -	Count	103	39	62	66	32	59	25	13	84	17	63	39
			10%	8%	13%	10%	11%	11%	9%	10%	10%	12%	12%	8%
	7 -	Count	79	43	35	54	21	52	12	12	63	17	47	33
			8%	9%	7%	8%	7%	9%	5%	9%	8%	12%	9%	7%
	6 -	Count	101	59	38	74	25	55	32	12	81	19	60	41
			10%	12%	8%	11%	9%	10%	12%	9%	10%	14%	12%	8%
	5 -	Count	173	77	90	112	53	107	44	17	145	25	75	97
			17%	16%	18%	17%	18%	19%	16%	12%	17%	18%	15%	20%
	4 -	Count	32	23	8	18	13	21	10	2	25	7	14	18
			3%	5%	2%	3%	4%	4%	4%	1%	3%	5%	3%	4%
	3 -	Count	30	16	12	23	5	20	3	5	25	3	9	21
			3%	3%	3%	4%	2%	4%	1%	4%	3%	2%	2%	4%
	2 -	Count	32	21	12	26	5	20	4	8	30	1	11	21
			3%	4%	2%	4%	2%	4%	1%	6%	4%	1%	2%	4%

(cont.)

22. How interested are you in pursuing each of the following water conservation programs this year?

		TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"		
			Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree	
			Count											
Home water-use	1 - Not interested	Count	209	97	104	141	56	114	52	30	169	25	73	135
			21%	20%	21%	19%	21%	19%	22%	20%	18%	14%	28%	
Water-efficient landscaping classes	10 - Very interested	Count	178	68	108	122	54	79	73	20	159	18	121	56
			18%	14%	22%	18%	18%	14%	27%	15%	19%	13%	24%	12%
	9 -	Count	59	29	27	36	20	31	12	12	43	14	37	22
			6%	6%	6%	5%	7%	6%	4%	8%	5%	10%	7%	4%
	8 -	Count	79	44	34	48	27	38	30	7	72	5	52	27
			8%	9%	7%	7%	9%	7%	11%	5%	9%	3%	10%	6%
	7 -	Count	96	46	43	70	23	66	11	18	76	17	65	31
			10%	10%	9%	11%	8%	12%	4%	13%	9%	12%	13%	6%
	6 -	Count	59	27	32	42	15	33	17	9	51	8	30	29
			6%	6%	7%	6%	5%	6%	6%	6%	6%	6%	6%	6%
	5 -	Count	141	67	70	99	36	82	38	15	116	20	76	65
			14%	14%	14%	15%	12%	15%	14%	11%	14%	14%	15%	13%
	4 -	Count	44	24	18	30	13	23	17	4	34	10	20	24
			4%	5%	4%	4%	4%	4%	6%	3%	4%	7%	4%	5%
	3 -	Count	48	22	19	31	10	30	10	6	39	8	26	22
			5%	4%	4%	5%	3%	5%	4%	4%	5%	6%	5%	4%
	2 -	Count	39	29	10	34	5	26	9	4	33	6	7	32
			4%	6%	2%	5%	2%	5%	3%	3%	4%	4%	1%	7%
1 - Not interested	Count	260	130	123	157	90	148	56	43	210	33	80	179	
		26%	27%	25%	23%	31%	27%	20%	31%	25%	24%	16%	37%	
Gray water systems	10 - Very interested	Count	135	67	67	97	37	70	41	15	116	16	89	46
			13%	14%	14%	15%	13%	13%	15%	11%	14%	11%	17%	9%
	9 -	Count	40	19	15	28	10	20	10	9	33	6	30	10
			4%	4%	3%	4%	3%	4%	4%	7%	4%	5%	6%	2%
	8 -	Count	94	42	50	63	26	48	26	17	83	10	63	32
			9%	9%	10%	9%	9%	9%	10%	12%	10%	7%	12%	6%
	7 -	Count	81	50	24	59	18	51	15	14	70	10	56	25
			8%	10%	5%	9%	6%	9%	5%	10%	8%	7%	11%	5%
	6 -	Count	72	36	34	41	29	40	21	9	55	14	30	42
			7%	7%	7%	6%	10%	7%	8%	6%	7%	10%	6%	9%
	5 -	Count	191	88	101	134	49	118	44	26	154	31	93	98
			19%	18%	21%	20%	17%	21%	16%	19%	18%	22%	18%	20%
	4 -	Count	33	20	11	27	4	18	9	6	21	12	14	19
			3%	4%	2%	4%	1%	3%	3%	4%	2%	9%	3%	4%
	3 -	Count	38	16	22	22	17	25	8	4	34	4	23	15
			4%	3%	5%	3%	6%	4%	3%	3%	4%	3%	4%	3%
	2 -	Count	36	25	11	26	10	26	6	4	34	2	12	24
			4%	5%	2%	4%	3%	5%	2%	3%	4%	1%	2%	5%
1 - Not interested	Count	280	122	151	171	94	140	91	35	233	33	105	175	
		28%	25%	31%	26%	32%	25%	33%	26%	28%	24%	20%	36%	

22. How interested are you in pursuing each of the following water conservation programs this year?

\*\* SUMMARY TABLE \*\*

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD			
			City (371)	County (630)	Metro (140)	S. Metro (231)	Coastal (161)	Inland (180)	East (149)	South (139)	10/less (209)	11-30 (482)	Over 30 (309)	
BASE		(1001)												
Indoor device rebates	Interested (8+)	48%	48%	47%	48%	48%	55%	46%	45%	43%	43%	52%	44%	
	Neutral	34%	37%	32%	38%	36%	24%	32%	35%	39%	38%	32%	33%	
	Not interested (1-3)	19%	15%	21%	14%	16%	21%	22%	20%	17%	19%	16%	23%	
Other outdoor device rebates	Interested (8+)	39%	36%	41%	36%	35%	46%	40%	40%	39%	37%	44%	33%	
	Neutral	33%	35%	32%	34%	36%	29%	32%	32%	38%	36%	32%	34%	
	Not interested (1-3)	27%	29%	26%	30%	29%	25%	28%	28%	22%	26%	24%	32%	
Rain barrel rebates	Interested (8+)	38%	37%	39%	37%	37%	44%	36%	34%	42%	39%	39%	37%	
	Neutral	33%	35%	31%	37%	34%	22%	30%	36%	37%	34%	34%	30%	
	Not interested (1-3)	29%	28%	30%	26%	29%	34%	33%	30%	21%	27%	28%	33%	
Water efficient landscaping online videos & tutorials	Interested (8+)	36%	37%	36%	31%	41%	37%	29%	35%	44%	35%	43%	27%	
	Neutral	33%	33%	32%	39%	30%	26%	38%	33%	33%	37%	31%	34%	
	Not interested (1-3)	31%	29%	32%	30%	29%	37%	33%	32%	23%	28%	27%	39%	
Home water-use surveys	Interested (8+)	34%	35%	34%	34%	36%	31%	34%	37%	36%	36%	37%	30%	
	Neutral	39%	36%	40%	35%	37%	39%	37%	38%	46%	43%	38%	37%	
	Not interested (1-3)	27%	29%	26%	32%	27%	30%	29%	25%	19%	21%	25%	34%	
Water-efficient landscaping classes	Interested (8+)	32%	35%	29%	32%	38%	26%	29%	28%	35%	31%	34%	27%	
	Neutral	34%	34%	34%	37%	33%	38%	33%	27%	36%	32%	36%	32%	
	Not interested (1-3)	35%	30%	37%	31%	30%	36%	38%	45%	29%	36%	30%	41%	
Gray water systems	Interested (8+)	27%	26%	28%	25%	26%	25%	26%	25%	36%	27%	26%	28%	
	Neutral	38%	39%	37%	41%	38%	35%	40%	41%	30%	43%	38%	33%	
	Not interested (1-3)	35%	35%	36%	34%	36%	40%	34%	35%	34%	30%	35%	39%	



**22. How interested are you in pursuing each of the following water conservation programs this year?**

**\*\* SUMMARY TABLE \*\***

		TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
BASE		(1001)	(501)	(501)	(358)	(358)	(279)	(206)	(370)	(399)	(131)	(194)	(326)	(169)
Indoor device rebates	Interested (8+)	48%	48%	47%	54%	45%	43%	47%	43%	53%	40%	48%	45%	46%
	Neutral	34%	35%	33%	32%	35%	35%	30%	39%	31%	33%	28%	40%	38%
	Not interested (1-3)	19%	17%	20%	14%	20%	22%	23%	19%	16%	27%	24%	15%	16%
Other outdoor device rebates	Interested (8+)	39%	40%	38%	44%	37%	36%	39%	36%	43%	36%	32%	39%	43%
	Neutral	33%	34%	33%	35%	32%	33%	35%	33%	33%	29%	35%	36%	36%
	Not interested (1-3)	27%	25%	29%	21%	30%	31%	26%	31%	24%	35%	33%	25%	21%
Rain barrel rebates	Interested (8+)	38%	38%	39%	37%	42%	36%	46%	33%	40%	41%	46%	37%	31%
	Neutral	33%	34%	32%	37%	32%	28%	27%	37%	32%	30%	29%	37%	35%
	Not interested (1-3)	29%	29%	30%	26%	26%	36%	27%	31%	28%	30%	25%	26%	33%
Water efficient landscaping online videos & tutorials	Interested (8+)	36%	39%	34%	45%	33%	29%	37%	32%	39%	34%	36%	34%	28%
	Neutral	33%	33%	33%	32%	36%	31%	35%	33%	32%	34%	31%	36%	40%
	Not interested (1-3)	31%	28%	33%	23%	32%	40%	28%	35%	29%	32%	32%	29%	32%
Home water-use surveys	Interested (8+)	34%	33%	36%	36%	37%	29%	40%	31%	35%	41%	44%	31%	31%
	Neutral	39%	41%	36%	38%	40%	38%	34%	41%	40%	32%	34%	47%	43%
	Not interested (1-3)	27%	26%	28%	26%	23%	32%	25%	28%	26%	27%	23%	22%	26%
Water-efficient landscaping classes	Interested (8+)	32%	29%	34%	35%	30%	29%	34%	28%	34%	33%	33%	27%	30%
	Neutral	34%	37%	31%	39%	33%	28%	33%	36%	33%	30%	32%	40%	35%
	Not interested (1-3)	35%	33%	36%	26%	36%	43%	33%	36%	33%	36%	35%	33%	35%
Gray water systems	Interested (8+)	27%	28%	26%	27%	25%	29%	33%	23%	27%	31%	33%	23%	25%
	Neutral	38%	39%	36%	42%	38%	32%	28%	39%	41%	28%	30%	47%	44%
	Not interested (1-3)	35%	33%	38%	30%	37%	40%	39%	38%	31%	41%	38%	31%	32%

**22. How interested are you in pursuing each of the following water conservation programs this year?  
\*\* SUMMARY TABLE \*\***

		TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
			Owner (488)	Other (485)	Yes (668)	No (294)	Non-Hispanic White (555)	Hispanic/Latino (271)	Other (137)	Reliable (833)	Not reliable (138)	Agree (515)	Neut/ Disagree (486)
BASE		(1001)											
Indoor device rebates	Interested (8+)	48%	46%	50%	49%	47%	45%	55%	44%	49%	48%	57%	38%
	Neutral	34%	37%	30%	33%	35%	39%	25%	38%	34%	36%	31%	37%
	Not interested (1-3)	19%	17%	20%	18%	18%	17%	20%	18%	18%	16%	13%	25%
Other outdoor device rebates	Interested (8+)	39%	42%	37%	42%	35%	38%	42%	37%	40%	38%	48%	30%
	Neutral	33%	33%	34%	34%	31%	37%	29%	32%	33%	35%	34%	32%
	Not interested (1-3)	27%	25%	29%	24%	34%	25%	28%	31%	26%	27%	18%	38%
Rain barrel rebates	Interested (8+)	38%	37%	40%	39%	38%	35%	45%	38%	38%	40%	43%	34%
	Neutral	33%	35%	29%	34%	28%	35%	27%	32%	33%	32%	36%	29%
	Not interested (1-3)	29%	28%	31%	27%	33%	30%	28%	29%	29%	28%	21%	37%
Water efficient landscaping online videos & tutorials	Interested (8+)	36%	34%	39%	37%	36%	34%	41%	37%	39%	26%	46%	25%
	Neutral	33%	34%	31%	34%	28%	32%	36%	32%	31%	44%	35%	31%
	Not interested (1-3)	31%	32%	30%	29%	35%	34%	23%	31%	30%	29%	19%	44%
Home water-use surveys	Interested (8+)	34%	31%	39%	33%	39%	30%	42%	38%	35%	30%	44%	25%
	Neutral	39%	41%	35%	39%	38%	42%	36%	31%	38%	49%	38%	39%
	Not interested (1-3)	27%	27%	26%	28%	23%	28%	22%	31%	27%	21%	18%	36%
Water-efficient landscaping classes	Interested (8+)	32%	29%	35%	31%	34%	27%	42%	28%	33%	27%	41%	22%
	Neutral	34%	34%	34%	36%	30%	37%	30%	34%	33%	40%	37%	30%
	Not interested (1-3)	35%	37%	31%	33%	36%	37%	27%	38%	34%	34%	22%	48%
Gray water systems	Interested (8+)	27%	26%	27%	28%	25%	25%	28%	29%	28%	23%	35%	18%
	Neutral	38%	40%	35%	39%	34%	41%	33%	39%	36%	48%	37%	38%
	Not interested (1-3)	35%	34%	38%	33%	41%	34%	38%	32%	36%	29%	27%	44%

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

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
BASE			(1001)	(371)	(630)	(140)	(231)	(161)	(180)	(149)	(139)	(209)	(482)	(309)
Reliable water supply for region essential for healthy economy	Strongly agree	Count	636	237	400	87	150	105	113	89	92	108	330	198
			64%	64%	63%	62%	65%	65%	63%	60%	66%	52%	68%	64%
	Moderately agree	Count	203	77	126	31	46	34	30	34	27	63	81	60
			20%	21%	20%	22%	20%	21%	17%	23%	19%	30%	17%	19%
	Neutral/Neither	Count	84	27	58	9	17	11	18	12	17	18	42	24
			8%	7%	9%	7%	7%	7%	10%	8%	12%	9%	9%	8%
	Somewhat disagree	Count	15	6	9	3	3	2	3	4		4	7	3
		1%	2%	1%	2%	1%	2%	2%	2%		2%	1%	1%	
Strongly disagree	Count	26	8	18	3	5	4	4	8	2	7	9	9	
		3%	2%	3%	2%	2%	2%	2%	5%	2%	4%	2%	3%	
(DK/NS)	Count	37	17	20	7	10	5	12	2	1	9	13	15	
		4%	5%	3%	5%	4%	3%	7%	2%	1%	4%	3%	5%	
Reliable water supply for region essential to quality of life	Strongly agree	Count	604	227	377	81	146	102	108	84	84	115	296	193
			60%	61%	60%	58%	63%	63%	60%	56%	60%	55%	61%	62%
	Moderately agree	Count	202	72	131	28	43	31	32	34	33	54	94	55
			20%	19%	21%	20%	19%	19%	18%	23%	24%	26%	19%	18%
	Neutral/Neither	Count	113	39	73	17	22	21	26	15	11	24	57	32
			11%	11%	12%	12%	10%	13%	15%	10%	8%	12%	12%	10%
	Somewhat disagree	Count	21	7	13	4	4	2	3	5	4	1	12	7
		2%	2%	2%	3%	2%	1%	1%	3%	3%	1%	3%	2%	
Strongly disagree	Count	28	9	19	2	7	2	4	10	3	6	10	11	
		3%	2%	3%	2%	3%	2%	2%	7%	2%	3%	2%	4%	
(DK/NS)	Count	33	17	16	7	9	3	8	2	4	8	13	11	
		3%	4%	3%	5%	4%	2%	4%	1%	3%	4%	3%	4%	
My civic duty to use water efficiently	Strongly agree	Count	610	234	376	83	151	103	96	97	81	107	315	188
			61%	63%	60%	59%	65%	64%	53%	65%	58%	51%	65%	61%
	Moderately agree	Count	200	67	133	31	36	33	43	29	27	55	89	56
			20%	18%	21%	22%	16%	21%	24%	20%	19%	26%	18%	18%
	Neutral/Neither	Count	114	36	78	13	23	17	28	15	18	29	50	35
			11%	10%	12%	9%	10%	11%	16%	10%	13%	14%	10%	11%
	Somewhat disagree	Count	17	5	13	1	4	3	3	4	3	3	8	6
		2%	1%	2%	0%	2%	2%	1%	3%	2%	1%	2%	2%	
Strongly disagree	Count	27	11	16	4	7	2	4	2	8	3	11	13	
		3%	3%	2%	3%	3%	1%	2%	2%	5%	2%	2%	4%	
(DK/NS)	Count	33	19	14	9	10	4	6	2	2	13	9	11	
		3%	5%	2%	6%	4%	2%	4%	1%	2%	6%	2%	4%	
Ag/ local farmers make important contribution to County economy	Strongly agree	Count	564	206	357	78	129	95	93	86	83	104	271	189
			56%	56%	57%	55%	56%	59%	51%	58%	60%	50%	56%	61%
	Moderately agree	Count	215	92	124	34	58	31	39	28	26	52	100	63
			22%	25%	20%	24%	25%	19%	22%	19%	19%	25%	21%	20%
Neutral/Neither	Count	123	41	82	17	24	23	27	19	13	25	71	26	
		12%	11%	13%	12%	10%	14%	15%	12%	9%	12%	15%	9%	
Somewhat disagree	Count	22	5	17	2	3	6	7	2	2	9	9	4	
		2%	1%	3%	2%	1%	3%	4%	1%	1%	4%	2%	1%	

(cont.)

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

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD			
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30	
Ag/ local farmers make important contribution to County economy	Strongly disagree	Count	31	9	22	1	7	3	5	8	6	8	12	12
			3%	2%	4%	1%	3%	2%	3%	6%	4%	4%	2%	4%
	(DK/NS)	Count	47	19	28	9	10	4	9	6	9	11	20	15
			5%	5%	4%	6%	5%	2%	5%	4%	6%	5%	4%	5%
Know where to look if want more info about how to conserve water	Strongly agree	Count	439	160	279	59	101	89	66	70	54	78	234	127
			44%	43%	44%	42%	44%	55%	37%	47%	39%	37%	49%	41%
	Moderately agree	Count	194	75	119	28	47	18	39	26	37	42	80	73
			19%	20%	19%	20%	20%	11%	22%	17%	26%	20%	16%	24%
	Neutral/ Neither	Count	209	71	138	30	41	34	45	32	28	39	108	62
			21%	19%	22%	21%	18%	21%	25%	21%	20%	19%	22%	20%
	Somewhat disagree	Count	61	23	38	12	11	10	11	10	7	16	27	18
			6%	6%	6%	9%	5%	6%	6%	6%	5%	8%	6%	6%
Strongly disagree	Count	58	21	37	4	18	5	11	10	11	22	20	16	
		6%	6%	6%	3%	8%	3%	6%	7%	8%	10%	4%	5%	
(DK/NS)	Count	39	20	19	7	13	5	8	2	4	13	14	13	
		4%	5%	3%	5%	6%	3%	5%	2%	3%	6%	3%	4%	
Trust water agencies to ensure reliable long-term supply of water	Strongly agree	Count	322	115	207	39	76	51	63	46	47	51	183	88
			32%	31%	33%	28%	33%	32%	35%	31%	34%	25%	38%	28%
	Moderately agree	Count	262	107	155	47	60	46	37	33	40	63	124	75
			26%	29%	25%	33%	26%	28%	20%	22%	28%	30%	26%	24%
	Neutral/ Neither	Count	240	81	158	32	49	40	46	42	29	56	106	77
			24%	22%	25%	23%	21%	25%	26%	28%	21%	27%	22%	25%
	Somewhat disagree	Count	86	31	55	9	22	15	16	11	12	19	38	29
		9%	8%	9%	7%	9%	9%	9%	8%	9%	9%	8%	9%	
Strongly disagree	Count	53	18	35	7	11	6	9	12	7	8	19	26	
		5%	5%	6%	5%	5%	4%	5%	8%	5%	4%	4%	8%	
(DK/NS)	Count	38	19	19	6	12	3	8	4	4	11	12	14	
		4%	5%	3%	4%	5%	2%	5%	3%	3%	5%	3%	5%	
Providing water reliability to County more costly than most other parts of country	Strongly agree	Count	342	113	229	42	71	56	64	47	61	51	193	98
			34%	31%	36%	30%	31%	35%	36%	31%	44%	24%	40%	32%
	Moderately agree	Count	225	86	139	36	50	40	41	29	29	50	109	65
			22%	23%	22%	26%	22%	25%	23%	20%	21%	24%	23%	21%
	Neutral/ Neither	Count	227	93	134	30	63	31	41	35	27	49	94	84
			23%	25%	21%	21%	27%	19%	23%	23%	20%	23%	19%	27%
	Somewhat disagree	Count	53	18	35	9	9	7	8	15	7	19	20	14
		5%	5%	6%	6%	4%	4%	4%	10%	5%	9%	4%	5%	
Strongly disagree	Count	58	20	39	10	9	12	11	8	7	14	23	21	
		6%	5%	6%	7%	4%	8%	6%	5%	5%	7%	5%	7%	
(DK/NS)	Count	96	42	54	13	29	14	15	16	8	26	44	26	
		10%	11%	9%	9%	13%	9%	8%	11%	6%	13%	9%	8%	
Local agencies effectively managed water supplies during recent drought	Strongly agree	Count	291	96	195	31	66	49	69	31	46	45	188	58
			29%	26%	31%	22%	28%	31%	38%	21%	33%	21%	39%	19%
	Moderately agree	Count	254	104	150	46	58	41	29	40	39	63	108	82
			25%	28%	24%	33%	25%	26%	16%	27%	28%	30%	22%	27%
Neutral/ Neither	Count	247	96	152	37	58	37	41	46	27	53	113	81	
		25%	26%	24%	27%	25%	23%	23%	31%	20%	25%	23%	26%	

(cont.)

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

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
Local agencies effectively managed water supplies during recent drought	Somewhat disagree	Count	95	29	66	10	19	21	18	15	11	19	41	35
			9%	8%	10%	7%	8%	13%	10%	10%	8%	9%	8%	11%
	Strongly disagree	Count	65	21	44	8	13	8	14	9	13	14	16	35
			7%	6%	7%	6%	6%	5%	8%	6%	9%	7%	3%	11%
(DK/NS)	Count	49	25	23	9	17	5	8	8	3	15	15	19	
		5%	7%	4%	6%	7%	3%	5%	5%	2%	7%	3%	6%	
I could do more to conserve water at my home	Strongly agree	Count	315	106	209	48	58	51	53	51	53	70	190	55
			31%	29%	33%	34%	25%	32%	30%	34%	38%	33%	39%	18%
	Moderately agree	Count	200	80	120	21	59	24	38	25	34	52	88	60
			20%	21%	19%	15%	26%	15%	21%	17%	24%	25%	18%	19%
	Neutral/ Neither	Count	234	93	141	33	60	38	43	33	27	48	105	81
			23%	25%	22%	24%	26%	24%	24%	22%	19%	23%	22%	26%
	Somewhat disagree	Count	127	40	87	19	21	28	20	21	17	18	49	60
		13%	11%	14%	13%	9%	17%	11%	14%	12%	9%	10%	19%	
Strongly disagree	Count	90	35	55	14	22	15	19	15	6	11	37	42	
		9%	10%	9%	10%	9%	9%	10%	10%	4%	5%	8%	14%	
(DK/NS)	Count	34	17	18	6	11	5	8	4	2	10	13	12	
		3%	5%	3%	4%	5%	3%	4%	3%	1%	5%	3%	4%	
Now that drought over, agencies should spend less conservation ad campaigns	Strongly agree	Count	275	80	195	35	45	54	48	46	47	52	136	87
			27%	22%	31%	25%	20%	34%	27%	31%	33%	25%	28%	28%
	Moderately agree	Count	160	56	104	17	39	30	27	20	28	34	73	53
			16%	15%	17%	12%	17%	18%	15%	13%	20%	16%	15%	17%
	Neutral/ Neither	Count	214	77	137	30	47	31	43	33	30	44	106	64
			21%	21%	22%	21%	21%	19%	24%	22%	22%	21%	22%	21%
	Somewhat disagree	Count	145	56	89	25	31	20	33	27	9	31	75	40
		14%	15%	14%	18%	14%	12%	18%	18%	6%	15%	15%	13%	
Strongly disagree	Count	175	87	87	29	58	23	23	20	21	40	80	55	
		17%	24%	14%	21%	25%	14%	13%	13%	15%	19%	17%	18%	
(DK/NS)	Count	32	15	18	4	10	3	6	4	5	9	12	11	
		3%	4%	3%	3%	4%	2%	3%	3%	3%	4%	3%	4%	
Additional rate increases necessary to support water supply reliability	Strongly agree	Count	227	85	143	27	58	34	40	24	44	41	141	45
			23%	23%	23%	19%	25%	21%	22%	16%	32%	20%	29%	15%
	Moderately agree	Count	177	73	105	23	50	35	22	23	25	36	95	46
			18%	20%	17%	16%	22%	22%	12%	15%	18%	17%	20%	15%
	Neutral/ Neither	Count	258	98	160	39	59	34	49	49	29	58	115	85
			26%	26%	25%	28%	25%	21%	27%	33%	21%	28%	24%	28%
	Somewhat disagree	Count	136	42	94	20	22	26	29	22	18	24	63	50
		14%	11%	15%	14%	10%	16%	16%	15%	13%	11%	13%	16%	
Strongly disagree	Count	152	47	105	21	26	29	28	26	21	30	52	70	
		15%	13%	17%	15%	11%	18%	16%	17%	15%	14%	11%	23%	
(DK/NS)	Count	50	27	24	11	16	3	12	6	2	20	16	14	
		5%	7%	4%	8%	7%	2%	7%	4%	2%	9%	3%	5%	
Expect to pay more for reliable supply even if reduced water use at home	Strongly agree	Count	228	88	140	30	58	46	30	24	41	37	139	52
			23%	24%	22%	21%	25%	29%	16%	16%	29%	18%	29%	17%
	Moderately agree	Count	169	60	108	23	37	32	34	24	19	40	80	50
		17%	16%	17%	17%	16%	20%	19%	16%	13%	19%	16%	16%	

(cont.)

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

			TOTAL	REGION		COUNTY						YEARS LIVING IN SD		
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
Expect to pay more for reliable supply even if reduced water use at home	Neutral/Neither	Count	226	95	132	36	59	25	44	34	28	48	111	67
			23%	25%	21%	25%	26%	16%	24%	23%	20%	23%	23%	22%
	Somewhat disagree	Count	141	45	95	18	27	22	31	29	14	36	55	50
			14%	12%	15%	13%	12%	13%	17%	19%	10%	17%	11%	16%
	Strongly disagree	Count	203	66	136	26	40	35	34	33	35	39	86	77
			20%	18%	22%	18%	17%	22%	19%	22%	25%	19%	18%	25%
	(DK/NS)	Count	34	17	18	7	10	2	8	6	3	9	12	13
			3%	5%	3%	5%	4%	1%	4%	4%	2%	4%	3%	4%

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

			TOTAL (1001)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (501)	Female (501)	< 35 (358)	35-54 (358)	55 + (279)	HS/less (206)	Some PS (370)	Grad (399)	< \$25K (131)	\$25-49K (194)	\$50-99K (326)	\$100K + (169)
Reliable water supply for region essential for healthy economy	Strongly agree	Count	636	332	304	222	225	189	128	241	258	85	124	189	111
			64%	66%	61%	62%	63%	68%	62%	65%	65%	65%	64%	58%	66%
	Moderately agree	Count	203	100	103	77	74	50	37	69	90	25	35	81	41
			20%	20%	21%	22%	21%	18%	18%	19%	23%	19%	18%	25%	24%
	Neutral/Neither	Count	84	36	48	32	31	21	18	34	29	12	15	28	10
			8%	7%	10%	9%	9%	8%	9%	9%	7%	9%	8%	9%	6%
	Somewhat disagree	Count	15	5	10	4	6	5	5	5	5	1	5	7	2
		1%	1%	2%	1%	2%	2%	2%	1%	1%	1%	3%	2%	1%	
Strongly disagree	Count	26	14	12	9	10	6	13	3	9	2	5	12	2	
		3%	3%	2%	3%	3%	2%	6%	1%	2%	1%	3%	4%	1%	
(DK/NS)	Count	37	13	24	13	13	8	6	18	9	7	10	8	4	
		4%	3%	5%	4%	4%	3%	3%	5%	2%	5%	5%	3%	2%	
Reliable water supply for region essential to quality of life	Strongly agree	Count	604	306	298	209	217	177	115	224	255	78	108	190	99
			60%	61%	60%	58%	61%	64%	56%	60%	64%	60%	56%	58%	59%
	Moderately agree	Count	202	102	100	77	71	53	49	69	82	29	46	65	41
			20%	20%	20%	22%	20%	19%	24%	19%	21%	23%	24%	20%	24%
	Neutral/Neither	Count	113	45	68	43	39	28	24	45	38	10	24	41	21
			11%	9%	14%	12%	11%	10%	12%	12%	10%	7%	13%	13%	12%
	Somewhat disagree	Count	21	14	7	6	9	6	0	8	8	3	3	6	3
		2%	3%	1%	2%	2%	2%	0%	2%	2%	2%	2%	2%	2%	
Strongly disagree	Count	28	17	11	13	6	9	13	8	7	4	7	13	0	
		3%	3%	2%	4%	2%	3%	6%	2%	2%	3%	4%	4%	0%	
(DK/NS)	Count	33	17	16	9	16	5	5	16	9	6	6	11	4	
		3%	3%	3%	3%	4%	2%	2%	4%	2%	5%	3%	3%	3%	
My civic duty to use water efficiently	Strongly agree	Count	610	299	311	215	212	180	121	223	257	78	111	192	97
			61%	60%	62%	60%	59%	65%	59%	60%	64%	59%	57%	59%	58%
	Moderately agree	Count	200	107	93	73	76	49	46	70	78	25	43	60	47
			20%	21%	19%	20%	21%	18%	23%	19%	19%	19%	22%	19%	28%
	Neutral/Neither	Count	114	56	59	51	39	24	18	55	38	11	26	48	12
			11%	11%	12%	14%	11%	9%	9%	15%	9%	8%	13%	15%	7%
	Somewhat disagree	Count	17	10	7	3	5	9	4	6	4	3	2	8	1
		2%	2%	1%	1%	2%	3%	2%	2%	1%	2%	1%	2%	0%	
Strongly disagree	Count	27	14	13	6	11	9	8	5	13	8	3	8	6	
		3%	3%	3%	2%	3%	3%	4%	1%	3%	6%	2%	2%	4%	
(DK/NS)	Count	33	15	18	9	15	7	9	12	9	6	8	10	5	
		3%	3%	4%	3%	4%	3%	4%	3%	2%	5%	4%	3%	3%	
Ag/ local farmers make important contribution to County economy	Strongly agree	Count	564	276	288	198	191	171	114	206	235	72	107	169	94
			56%	55%	58%	55%	53%	61%	55%	56%	59%	55%	55%	52%	56%
	Moderately agree	Count	215	124	92	77	82	55	40	87	82	28	49	77	39
			22%	25%	18%	22%	23%	20%	19%	24%	21%	22%	25%	24%	23%
	Neutral/Neither	Count	123	58	64	50	46	26	26	41	54	14	19	46	21
			12%	12%	13%	14%	13%	9%	13%	11%	14%	10%	10%	14%	13%
	Somewhat disagree	Count	22	8	13	11	7	3	8	6	5	2	4	7	6
		2%	2%	3%	3%	2%	1%	4%	2%	1%	2%	2%	2%	4%	
Strongly disagree	Count	31	13	18	7	14	9	13	5	11	8	5	11	2	
		3%	3%	4%	2%	4%	3%	6%	1%	3%	6%	2%	3%	1%	
(DK/NS)	Count	47	22	25	14	18	13	5	25	12	6	10	16	6	
		5%	4%	5%	4%	5%	5%	2%	7%	3%	4%	5%	5%	3%	

(cont.)

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

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME				
				Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +	
Know where to look if want more info about how to conserve water	Strongly agree	Count	439	210	229	165	147	127	92	153	189	49	82	124	77	
			44%	42%	46%	46%	41%	45%	45%	41%	47%	37%	42%	38%	45%	
	Moderately agree	Count	194	111	83	62	69	62	32	32	80	76	26	30	77	39
			19%	22%	17%	17%	19%	22%	16%	22%	19%	20%	20%	16%	24%	23%
	Neutral/Neither	Count	209	104	105	77	85	46	38	86	79	25	54	69	33	
			21%	21%	21%	22%	24%	16%	18%	23%	20%	19%	28%	21%	20%	
	Somewhat disagree	Count	61	34	27	29	17	15	15	19	25	4	14	23	12	
			6%	7%	5%	8%	5%	5%	7%	5%	6%	3%	7%	7%	7%	
Strongly disagree	Count	58	23	35	15	25	18	21	17	17	19	8	19	3		
		6%	5%	7%	4%	7%	7%	10%	5%	4%	14%	4%	6%	2%		
(DK/NS)	Count	39	18	21	10	16	11	8	15	12	8	6	14	5		
		4%	4%	4%	3%	4%	4%	4%	4%	3%	6%	3%	4%	3%		
Trust water agencies to ensure reliable long-term supply of water	Strongly agree	Count	322	158	164	147	87	87	87	108	121	53	47	81	46	
			32%	32%	33%	41%	24%	31%	42%	29%	30%	41%	24%	25%	27%	
	Moderately agree	Count	262	149	113	88	97	76	40	105	112	22	64	102	52	
			26%	30%	23%	25%	27%	27%	19%	28%	28%	17%	33%	31%	31%	
	Neutral/Neither	Count	240	107	132	73	109	58	43	100	95	33	47	92	35	
			24%	21%	26%	20%	30%	21%	21%	27%	24%	25%	24%	28%	21%	
	Somewhat disagree	Count	86	49	38	24	33	27	17	30	34	8	20	25	18	
			9%	10%	7%	7%	9%	10%	8%	8%	9%	6%	11%	8%	11%	
Strongly disagree	Count	53	21	33	13	18	22	11	15	26	7	11	15	12		
		5%	4%	7%	4%	5%	8%	5%	4%	6%	5%	6%	5%	7%		
(DK/NS)	Count	38	17	21	13	14	8	9	12	11	7	5	12	5		
		4%	3%	4%	4%	4%	3%	5%	3%	3%	6%	2%	4%	3%		
Providing water reliability to County more costly than most other parts of country	Strongly agree	Count	342	175	167	140	114	86	72	130	133	43	78	74	56	
			34%	35%	33%	39%	32%	31%	35%	35%	33%	33%	40%	23%	33%	
	Moderately agree	Count	225	122	103	77	88	59	48	70	106	26	32	102	39	
			22%	24%	20%	22%	25%	21%	23%	19%	26%	20%	16%	31%	23%	
	Neutral/Neither	Count	227	115	113	81	83	61	41	99	82	26	47	88	34	
			23%	23%	23%	23%	23%	22%	20%	27%	20%	20%	24%	27%	20%	
	Somewhat disagree	Count	53	26	27	17	17	19	13	11	26	4	9	19	14	
			5%	5%	5%	5%	5%	7%	6%	3%	6%	3%	5%	6%	8%	
Strongly disagree	Count	58	23	35	12	26	20	16	20	21	14	8	20	10		
		6%	5%	7%	3%	7%	7%	8%	5%	5%	11%	4%	6%	6%		
(DK/NS)	Count	96	40	56	30	31	33	16	40	33	18	20	23	17		
		10%	8%	11%	8%	9%	12%	8%	11%	8%	14%	10%	7%	10%		
Local agencies effectively managed water supplies during recent drought	Strongly agree	Count	291	150	141	132	89	68	59	110	116	46	50	65	41	
			29%	30%	28%	37%	25%	25%	29%	30%	29%	35%	26%	20%	24%	
	Moderately agree	Count	254	133	121	86	92	75	47	94	108	27	50	101	53	
			25%	27%	24%	24%	26%	27%	23%	25%	27%	21%	26%	31%	31%	
	Neutral/Neither	Count	247	115	132	78	101	69	57	92	95	27	55	89	37	
			25%	23%	26%	22%	28%	25%	27%	25%	24%	20%	29%	27%	22%	
	Somewhat disagree	Count	95	43	52	38	35	23	19	36	37	15	21	30	17	
			9%	9%	10%	10%	10%	8%	9%	10%	9%	11%	11%	9%	10%	
Strongly disagree	Count	65	37	28	12	23	30	17	20	27	10	7	28	13		
		7%	7%	6%	3%	6%	11%	8%	6%	7%	8%	3%	9%	8%		
(DK/NS)	Count	49	22	26	13	20	13	8	19	17	7	11	13	8		
		5%	4%	5%	4%	5%	5%	4%	5%	4%	5%	6%	4%	5%		
I could do more to conserve water at	Strongly agree	Count	315	154	160	168	88	56	101	106	99	51	72	71	40	
			31%	31%	32%	47%	25%	20%	49%	29%	25%	39%	37%	22%	24%	

(cont.)



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

			TOTAL	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male	Female	< 35	35-54	55 +	HS/less	Some PS	Grad	< \$25K	\$25-49K	\$50-99K	\$100K +
I could do more to conserve water at my home	Moderately agree	Count	200	104	96	67	86	46	29	80	87	20	36	84	37
			20%	21%	19%	19%	24%	17%	14%	22%	22%	15%	18%	26%	22%
	Neutral/Neither	Count	234	129	105	82	81	70	40	87	101	29	43	71	49
			23%	26%	21%	23%	23%	25%	19%	24%	25%	22%	22%	22%	29%
	Somewhat disagree	Count	127	60	67	19	50	57	20	52	53	10	22	56	26
			13%	12%	13%	5%	14%	21%	10%	14%	13%	8%	12%	17%	16%
Strongly disagree	Count	90	37	54	10	40	40	10	29	51	14	12	32	12	
		9%	7%	11%	3%	11%	15%	5%	8%	13%	11%	6%	10%	7%	
(DK/NS)	Count	34	16	18	12	12	8	5	16	8	6	9	13	4	
		3%	3%	4%	3%	3%	3%	3%	4%	2%	5%	5%	4%	2%	
Now that drought over, agencies should spend less conservation ad campaigns	Strongly agree	Count	275	144	131	94	106	75	91	86	92	56	45	78	40
			27%	29%	26%	26%	29%	27%	44%	23%	23%	43%	23%	24%	24%
	Moderately agree	Count	160	79	81	53	58	47	37	55	62	14	33	71	21
			16%	16%	16%	15%	16%	17%	18%	15%	16%	10%	17%	22%	12%
	Neutral/Neither	Count	214	99	115	80	78	55	27	98	84	23	40	70	32
			21%	20%	23%	22%	22%	20%	13%	27%	21%	18%	21%	21%	19%
	Somewhat disagree	Count	145	77	68	59	42	44	23	53	66	16	32	52	36
		14%	15%	14%	16%	12%	16%	11%	14%	16%	13%	17%	16%	21%	
Strongly disagree	Count	175	86	88	64	61	48	22	64	87	14	32	47	36	
		17%	17%	18%	18%	17%	17%	11%	17%	22%	11%	17%	14%	21%	
(DK/NS)	Count	32	15	17	8	14	9	6	15	9	7	10	7	4	
		3%	3%	3%	2%	4%	3%	3%	4%	2%	5%	5%	2%	2%	
Additional rate increases necessary to support water supply reliability	Strongly agree	Count	227	110	118	108	66	51	70	67	83	36	47	43	29
			23%	22%	23%	30%	19%	18%	34%	18%	21%	28%	24%	13%	17%
	Moderately agree	Count	177	106	72	71	67	39	34	63	79	17	33	75	35
			18%	21%	14%	20%	19%	14%	17%	17%	20%	13%	17%	23%	20%
	Neutral/Neither	Count	258	128	131	94	86	77	35	108	109	30	48	91	47
			26%	25%	26%	26%	24%	28%	17%	29%	27%	23%	25%	28%	28%
	Somewhat disagree	Count	136	64	73	41	53	42	27	56	45	12	33	43	23
		14%	13%	14%	11%	15%	15%	13%	15%	11%	9%	17%	13%	14%	
Strongly disagree	Count	152	77	74	28	65	59	30	53	67	23	23	61	29	
		15%	15%	15%	8%	18%	21%	15%	14%	17%	17%	12%	19%	17%	
(DK/NS)	Count	50	16	34	16	21	11	9	22	16	14	10	13	6	
		5%	3%	7%	4%	6%	4%	4%	6%	4%	10%	5%	4%	3%	
Expect to pay more for reliable supply even if reduced water use at home	Strongly agree	Count	228	120	108	108	64	56	51	84	92	31	38	64	34
			23%	24%	22%	30%	18%	20%	25%	23%	23%	24%	19%	20%	20%
	Moderately agree	Count	169	98	71	59	70	39	33	60	73	11	36	62	42
			17%	20%	14%	16%	19%	14%	16%	16%	18%	8%	18%	19%	25%
	Neutral/Neither	Count	226	101	125	86	84	55	34	85	101	27	49	71	32
			23%	20%	25%	24%	23%	20%	16%	23%	25%	21%	25%	22%	19%
Somewhat disagree	Count	141	61	79	48	46	46	26	53	55	21	21	61	27	
		14%	12%	16%	13%	13%	17%	12%	14%	14%	16%	11%	19%	16%	
Strongly disagree	Count	203	105	97	52	79	71	56	76	67	33	39	61	30	
		20%	21%	19%	15%	22%	25%	27%	21%	17%	25%	20%	19%	18%	
(DK/NS)	Count	34	15	20	6	16	11	7	12	11	7	11	8	3	
		3%	3%	4%	2%	4%	4%	4%	3%	3%	6%	6%	3%	2%	

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

			TOTAL (1001)	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				Owner (488)	Other (485)	Yes (668)	No (294)	Non-Hispanic White (555)	Hispanic/Latino (271)	Other (137)	Reliable (833)	Not reliable (138)	Agree (515)	Neut/ Disagree (486)
BASE		Count	636	307	323	436	189	370	175	76	550	79	339	297
			64%	63%	67%	65%	64%	67%	64%	55%	66%	57%	66%	61%
Reliable water supply for region healthy economy	Strongly agree	Count	203	109	84	137	55	109	57	30	168	28	119	84
			20%	22%	17%	21%	19%	20%	21%	22%	20%	20%	23%	17%
	Moderately agree	Count	84	40	38	51	29	38	23	20	65	15	35	50
			8%	8%	8%	8%	10%	7%	8%	14%	8%	11%	7%	10%
	Somewhat disagree	Count	15	5	10	10	5	6	6	3	11	3	6	9
			1%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%
	Strongly disagree	Count	26	13	11	18	3	14	8	2	16	6	7	18
		3%	3%	2%	3%	1%	2%	3%	1%	2%	4%	1%	4%	
(DK/NS)	Count	37	14	19	16	12	18	3	7	23	6	9	28	
		4%	3%	4%	2%	4%	3%	1%	5%	3%	5%	2%	6%	
Reliable water supply for region essential to quality of life	Strongly agree	Count	604	301	296	417	177	344	173	70	520	76	328	276
			60%	62%	61%	62%	60%	62%	64%	51%	62%	55%	64%	57%
	Moderately agree	Count	202	97	97	129	64	114	49	35	172	26	113	90
			20%	20%	20%	19%	22%	20%	18%	26%	21%	19%	22%	18%
	Neutral/Neither	Count	113	55	52	73	34	57	30	22	89	19	42	71
			11%	11%	11%	11%	12%	10%	11%	16%	11%	14%	8%	15%
	Somewhat disagree	Count	21	11	7	16	4	10	7	2	11	7	11	9
		2%	2%	1%	2%	1%	2%	3%	2%	1%	5%	2%	2%	
Strongly disagree	Count	28	11	15	17	6	14	8	3	19	6	11	17	
		3%	2%	3%	3%	2%	3%	3%	2%	2%	4%	2%	3%	
(DK/NS)	Count	33	12	18	16	10	16	4	6	21	3	10	23	
		3%	2%	4%	2%	3%	3%	2%	4%	3%	2%	2%	5%	
My civic duty to use water efficiently	Strongly agree	Count	610	297	300	413	182	329	186	77	525	72	341	269
			61%	61%	62%	62%	62%	59%	69%	56%	63%	52%	66%	55%
	Moderately agree	Count	200	107	86	142	50	122	40	33	169	28	104	96
			20%	22%	18%	21%	17%	22%	15%	24%	20%	20%	20%	20%
	Neutral/Neither	Count	114	49	61	68	40	63	29	14	89	20	50	65
			11%	10%	12%	10%	13%	11%	11%	10%	11%	14%	10%	13%
	Somewhat disagree	Count	17	8	9	10	7	11	2	3	10	7	6	12
		2%	2%	2%	2%	2%	2%	1%	2%	1%	5%	1%	2%	
Strongly disagree	Count	27	13	14	19	6	13	8	3	18	5	7	20	
		3%	3%	3%	3%	2%	2%	3%	2%	2%	4%	1%	4%	
(DK/NS)	Count	33	14	15	16	10	16	6	7	21	5	7	26	
		3%	3%	3%	2%	3%	3%	2%	5%	3%	4%	1%	5%	
Ag/ local farmers make important contribution to County economy	Strongly agree	Count	564	272	282	385	166	313	164	68	485	68	310	253
			56%	56%	58%	58%	56%	56%	60%	50%	58%	49%	60%	52%
	Moderately agree	Count	215	103	103	144	61	131	43	37	179	36	114	101
			22%	21%	21%	22%	21%	24%	16%	27%	21%	26%	22%	21%
	Neutral/Neither	Count	123	68	50	79	39	63	35	18	95	22	50	72
			12%	14%	10%	12%	13%	11%	13%	13%	11%	16%	10%	15%
Somewhat disagree	Count	22	11	10	15	6	11	6	4	20	1	14	8	
		2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	3%	2%	
Strongly disagree	Count	31	14	17	19	10	12	14	4	21	6	8	23	
		3%	3%	3%	3%	3%	3%	2%	5%	3%	2%	4%	1%	5%

(cont.)

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

		Count	TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree
Ag/ local farmers make important	(DK/NS)	Count	47	21	23	26	13	26	9	6	34	6	19	28
			5%	4%	5%	4%	4%	5%	3%	5%	4%	4%	4%	6%
Know where to look if want more info about how to conserve water	Strongly agree	Count	439	218	213	318	112	244	122	58	379	55	255	184
			44%	45%	44%	48%	38%	44%	45%	42%	46%	40%	49%	38%
	Moderately agree	Count	194	95	94	118	67	115	41	33	159	33	106	88
			19%	19%	19%	18%	23%	21%	15%	24%	19%	24%	21%	18%
	Neutral/ Neither	Count	209	106	94	141	59	119	58	23	178	24	93	116
			21%	22%	19%	21%	20%	21%	21%	17%	21%	18%	18%	24%
	Somewhat disagree	Count	61	33	25	37	22	36	16	9	46	13	30	31
			6%	7%	5%	6%	8%	6%	6%	7%	6%	9%	6%	6%
Strongly disagree	Count	58	20	37	28	26	21	28	5	44	10	24	34	
		6%	4%	8%	4%	9%	4%	4%	10%	4%	5%	7%	7%	
(DK/NS)	Count	39	16	21	25	8	20	6	9	28	4	6	33	
		4%	3%	4%	4%	3%	4%	2%	7%	3%	3%	1%	7%	
Trust water agencies to ensure reliable long-term supply of water	Strongly agree	Count	322	134	183	225	90	174	103	41	293	26	220	102
			32%	27%	38%	34%	30%	31%	38%	30%	35%	19%	43%	21%
	Moderately agree	Count	262	145	107	170	84	163	66	28	227	32	151	111
			26%	30%	22%	25%	29%	29%	24%	20%	27%	23%	29%	23%
	Neutral/ Neither	Count	240	126	112	170	64	132	62	36	195	38	92	148
			24%	26%	23%	25%	22%	24%	23%	26%	23%	27%	18%	30%
	Somewhat disagree	Count	86	39	42	50	33	46	24	14	64	19	34	52
			9%	8%	9%	7%	11%	8%	9%	11%	8%	14%	7%	11%
Strongly disagree	Count	53	31	20	34	15	24	11	11	30	17	12	41	
		5%	6%	4%	5%	5%	4%	4%	8%	4%	13%	2%	8%	
(DK/NS)	Count	38	13	20	20	9	17	6	6	24	6	6	32	
		4%	3%	4%	3%	3%	3%	2%	5%	3%	4%	1%	7%	
Providing water reliability to County more costly than most other parts of country	Strongly agree	Count	342	152	186	252	88	185	107	41	300	40	217	125
			34%	31%	38%	38%	30%	33%	39%	30%	36%	29%	42%	26%
	Moderately agree	Count	225	133	87	162	56	133	49	37	183	39	119	105
			22%	27%	18%	24%	19%	24%	18%	27%	22%	28%	23%	22%
	Neutral/ Neither	Count	227	114	101	140	77	132	57	33	189	31	99	129
			23%	23%	21%	21%	26%	24%	21%	24%	23%	22%	19%	26%
	Somewhat disagree	Count	53	31	20	35	15	28	17	5	43	8	19	34
			5%	6%	4%	5%	5%	5%	6%	4%	5%	6%	4%	7%
Strongly disagree	Count	58	27	30	36	18	30	16	9	46	9	19	39	
		6%	5%	6%	5%	6%	5%	6%	6%	6%	7%	4%	8%	
(DK/NS)	Count	96	31	60	44	40	47	26	12	72	12	42	54	
		10%	6%	12%	7%	14%	8%	10%	9%	9%	9%	8%	11%	
Local agencies effectively managed water supplies during recent drought	Strongly agree	Count	291	117	169	205	79	154	91	41	265	24	209	82
			29%	24%	35%	31%	27%	28%	33%	30%	32%	17%	41%	17%
	Moderately agree	Count	254	143	99	169	74	158	65	25	216	35	146	108
			25%	29%	20%	25%	25%	29%	24%	18%	26%	25%	28%	22%
	Neutral/ Neither	Count	247	131	113	168	74	129	65	46	211	30	101	147
			25%	27%	23%	25%	25%	23%	24%	34%	25%	22%	20%	30%
Somewhat disagree	Count	95	44	49	57	35	59	19	12	72	20	27	68	
		9%	9%	10%	9%	12%	11%	7%	9%	9%	15%	5%	14%	
Strongly disagree	Count	65	35	29	45	17	31	20	7	38	23	15	50	
		7%	7%	6%	7%	6%	6%	7%	5%	5%	17%	3%	10%	

(cont.)

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

		Count	TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree
Local agencies effectively	(DK/NS)	Count	49	18	25	24	15	25	12	6	31	5	17	31
			5%	4%	5%	4%	5%	4%	4%	5%	4%	4%	3%	6%
I could do more to conserve water at my home	Strongly agree	Count	315	116	186	210	92	145	123	39	286	26	315	
			31%	24%	38%	31%	31%	26%	45%	29%	34%	19%	61%	
	Moderately agree	Count	200	95	96	124	65	100	59	33	166	29	200	
			20%	19%	20%	19%	22%	18%	22%	24%	20%	21%	39%	
	Neutral/Neither	Count	234	121	111	159	69	143	47	36	184	43		234
			23%	25%	23%	24%	24%	26%	17%	26%	22%	31%		48%
	Somewhat disagree	Count	127	82	44	91	36	94	19	12	110	16		127
			13%	17%	9%	14%	12%	17%	7%	9%	13%	11%		26%
Strongly disagree	Count	90	62	28	65	23	52	20	13	67	20		90	
		9%	13%	6%	10%	8%	9%	7%	9%	8%	15%		19%	
(DK/NS)	Count	34	12	19	20	8	22	4	4	21	4		34	
		3%	2%	4%	3%	3%	4%	2%	3%	3%	3%		7%	
Now that drought over, agencies should spend less conservation ad campaigns	Strongly agree	Count	275	133	138	192	76	132	102	30	242	29	179	95
			27%	27%	28%	29%	26%	24%	38%	22%	29%	21%	35%	20%
	Moderately agree	Count	160	78	75	98	53	101	33	19	137	21	97	63
			16%	16%	15%	15%	18%	18%	12%	14%	16%	15%	19%	13%
	Neutral/Neither	Count	214	106	101	138	69	118	49	38	180	29	82	132
			21%	22%	21%	21%	23%	21%	18%	28%	22%	21%	16%	27%
	Somewhat disagree	Count	145	79	61	103	38	85	32	21	116	24	67	78
			14%	16%	13%	15%	13%	15%	12%	15%	14%	18%	13%	16%
Strongly disagree	Count	175	77	95	119	50	105	45	23	138	30	87	88	
		17%	16%	20%	18%	17%	19%	17%	17%	17%	22%	17%	18%	
(DK/NS)	Count	32	15	15	19	8	14	9	6	20	5	3	29	
		3%	3%	3%	3%	3%	3%	3%	4%	2%	4%	1%	6%	
Additional rate increases necessary to support water supply reliability	Strongly agree	Count	227	83	140	156	67	104	97	20	208	18	186	41
			23%	17%	29%	23%	23%	19%	36%	14%	25%	13%	36%	8%
	Moderately agree	Count	177	93	78	118	55	100	49	26	144	32	111	66
			18%	19%	16%	18%	19%	18%	18%	19%	17%	23%	22%	14%
	Neutral/Neither	Count	258	130	120	164	83	165	43	41	216	37	111	147
			26%	27%	25%	25%	28%	30%	16%	30%	26%	27%	22%	30%
	Somewhat disagree	Count	136	83	49	100	33	76	31	24	118	14	43	93
			14%	17%	10%	15%	11%	14%	11%	17%	14%	10%	8%	19%
Strongly disagree	Count	152	84	65	102	43	83	44	17	112	31	46	106	
		15%	17%	13%	15%	14%	15%	16%	12%	13%	22%	9%	22%	
(DK/NS)	Count	50	15	33	29	14	28	6	10	35	6	18	32	
		5%	3%	7%	4%	5%	5%	2%	7%	4%	4%	3%	7%	
Expect to pay more for reliable supply even if reduced water use at home	Strongly agree	Count	228	101	126	169	57	131	65	25	206	23	166	62
			23%	21%	26%	25%	19%	24%	24%	18%	25%	16%	32%	13%
	Moderately agree	Count	169	90	70	119	43	92	44	25	138	26	105	64
			17%	18%	14%	18%	15%	17%	16%	18%	17%	19%	20%	13%
	Neutral/Neither	Count	226	111	111	147	73	123	63	35	185	36	106	121
			23%	23%	23%	22%	25%	22%	23%	25%	22%	26%	21%	25%
Somewhat disagree	Count	141	73	62	98	38	93	26	18	122	16	44	96	
		14%	15%	13%	15%	13%	17%	10%	13%	15%	11%	9%	20%	

(cont.)

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

			TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree
Expect to pay more for reliable supply even if reduced water use at home	Strongly disagree	Count	203	99	97	117	73	98	63	31	159	34	84	118
			20%	20%	20%	18%	25%	18%	23%	23%	19%	24%	16%	24%
	(DK/NS)	Count	34	13	19	19	10	18	9	4	23	4	9	25
			3%	3%	4%	3%	3%	3%	3%	3%	3%	3%	2%	5%

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

\*\* SUMMARY TABLE \*\*

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
BASE		(1001)	(371)	(630)	(140)	(231)	(161)	(180)	(149)	(139)	(209)	(482)	(309)
Reliable water supply for region essential for healthy economy	Agree	84%	85%	83%	84%	85%	86%	80%	83%	86%	82%	85%	83%
	Neutral/DK	12%	12%	12%	12%	12%	10%	16%	10%	13%	13%	12%	13%
	Disagree	4%	4%	4%	4%	4%	4%	4%	7%	2%	6%	3%	4%
Reliable water supply for region essential to quality of life	Agree	81%	81%	81%	78%	82%	82%	78%	79%	84%	81%	81%	80%
	Neutral/DK	15%	15%	14%	18%	14%	15%	19%	11%	11%	16%	14%	14%
	Disagree	5%	4%	5%	4%	5%	3%	3%	10%	5%	4%	5%	6%
My civic duty to use water efficiently	Agree	81%	81%	81%	81%	81%	84%	77%	85%	78%	77%	84%	79%
	Neutral/DK	15%	15%	15%	16%	14%	13%	19%	11%	15%	20%	12%	15%
	Disagree	4%	4%	4%	3%	5%	3%	4%	4%	8%	3%	4%	6%
Ag/ local farmers make important contribution to County economy	Agree	78%	80%	76%	79%	81%	78%	73%	76%	79%	74%	77%	82%
	Neutral/DK	17%	16%	17%	18%	15%	17%	20%	17%	16%	18%	19%	13%
	Disagree	5%	4%	6%	3%	4%	5%	7%	7%	5%	8%	4%	5%
Know where to look if want more info about how to conserve water	Agree	63%	63%	63%	62%	64%	66%	58%	64%	65%	57%	65%	65%
	Neutral/DK	25%	25%	25%	26%	23%	24%	29%	23%	22%	25%	25%	24%
	Disagree	12%	12%	12%	11%	13%	9%	12%	13%	13%	18%	10%	11%
Trust water agencies to ensure reliable long-term supply of water	Agree	58%	60%	58%	61%	59%	60%	55%	53%	62%	55%	64%	53%
	Neutral/DK	28%	27%	28%	27%	27%	27%	30%	31%	24%	32%	25%	30%
	Disagree	14%	13%	14%	12%	14%	13%	14%	16%	14%	13%	12%	18%
Providing water reliability to County more costly than most other parts of country	Agree	57%	54%	58%	56%	52%	60%	58%	51%	65%	48%	63%	53%
	Neutral/DK	32%	36%	30%	31%	40%	28%	31%	34%	25%	36%	29%	36%
	Disagree	11%	10%	12%	13%	8%	12%	10%	15%	10%	16%	9%	12%
Local agencies effectively managed water supplies during recent drought	Agree	54%	54%	55%	54%	54%	56%	54%	48%	61%	52%	61%	45%
	Neutral/DK	30%	33%	28%	33%	33%	26%	28%	36%	22%	33%	27%	32%
	Disagree	16%	13%	18%	13%	14%	18%	18%	16%	17%	16%	12%	23%
I could do more to conserve water at my home	Agree	51%	50%	52%	49%	51%	47%	50%	51%	63%	58%	58%	37%
	Neutral/DK	27%	30%	25%	28%	31%	27%	28%	25%	21%	28%	25%	30%
	Disagree	22%	20%	22%	23%	19%	27%	22%	24%	17%	14%	18%	33%
Now that drought over, agencies should spend less conservation ad campaigns	Agree	43%	37%	47%	37%	36%	52%	42%	44%	53%	41%	43%	45%
	Neutral/DK	25%	25%	25%	24%	25%	21%	27%	25%	25%	25%	25%	24%
	Disagree	32%	39%	28%	39%	39%	27%	31%	31%	22%	34%	32%	31%
Additional rate increases necessary to support water supply reliability	Agree	40%	42%	39%	36%	47%	43%	34%	32%	50%	37%	49%	29%
	Neutral/DK	31%	33%	29%	35%	32%	23%	34%	37%	22%	37%	27%	32%
	Disagree	29%	24%	32%	29%	21%	34%	32%	32%	28%	26%	24%	39%
Expect to pay more for reliable supply even if reduced water use at home	Agree	40%	40%	40%	38%	41%	48%	36%	32%	43%	37%	45%	33%
	Neutral/DK	26%	30%	24%	30%	30%	17%	28%	27%	22%	27%	26%	26%
	Disagree	34%	30%	37%	32%	29%	35%	36%	41%	35%	36%	29%	41%

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

\*\* SUMMARY TABLE \*\*

		TOTAL (1001)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
			Male (501)	Female (501)	< 35 (358)	35-54 (358)	55 + (279)	HS/less (206)	Some PS (370)	Grad (399)	< \$25K (131)	\$25-49K (194)	\$50-99K (326)	\$100K + (169)
Reliable water supply for region essential for healthy economy	Agree	84%	86%	81%	84%	83%	86%	80%	84%	87%	84%	82%	83%	90%
	Neutral/DK	12%	10%	14%	13%	12%	10%	11%	14%	9%	14%	13%	11%	8%
	Disagree	4%	4%	4%	4%	5%	4%	9%	2%	3%	2%	5%	6%	2%
Reliable water supply for region essential to quality of life	Agree	81%	82%	80%	80%	80%	83%	79%	79%	84%	82%	79%	78%	83%
	Neutral/DK	15%	12%	17%	15%	16%	12%	14%	16%	12%	12%	16%	16%	15%
	Disagree	5%	6%	4%	5%	4%	5%	6%	4%	4%	6%	5%	6%	2%
My civic duty to use water efficiently	Agree	81%	81%	81%	81%	80%	82%	81%	79%	84%	79%	80%	78%	86%
	Neutral/DK	15%	14%	15%	17%	15%	11%	13%	18%	12%	13%	18%	18%	10%
	Disagree	4%	5%	4%	3%	5%	7%	6%	3%	4%	8%	3%	5%	4%
Ag/ local farmers make important contribution to County economy	Agree	78%	80%	76%	77%	76%	81%	75%	79%	79%	77%	80%	75%	79%
	Neutral/DK	17%	16%	18%	18%	18%	14%	15%	18%	16%	15%	15%	19%	16%
	Disagree	5%	4%	6%	5%	6%	5%	10%	3%	4%	8%	4%	6%	5%
Know where to look if want more info about how to conserve water	Agree	63%	64%	62%	63%	60%	68%	60%	63%	67%	57%	58%	61%	69%
	Neutral/DK	25%	24%	25%	24%	28%	20%	22%	27%	23%	26%	31%	26%	23%
	Disagree	12%	11%	12%	12%	12%	12%	18%	10%	11%	17%	11%	13%	9%
Trust water agencies to ensure reliable long-term supply of water	Agree	58%	61%	55%	66%	51%	58%	61%	57%	58%	58%	57%	56%	58%
	Neutral/DK	28%	25%	31%	24%	34%	24%	26%	30%	27%	31%	26%	32%	24%
	Disagree	14%	14%	14%	11%	14%	18%	13%	12%	15%	11%	16%	12%	18%
Providing water reliability to County more costly than most other parts of country	Agree	57%	59%	54%	61%	56%	52%	58%	54%	60%	53%	57%	54%	56%
	Neutral/DK	32%	31%	34%	31%	32%	34%	27%	38%	29%	34%	35%	34%	30%
	Disagree	11%	10%	12%	8%	12%	14%	14%	8%	12%	14%	9%	12%	14%
Local agencies effectively managed water supplies during recent drought	Agree	54%	57%	52%	61%	50%	51%	51%	55%	56%	55%	51%	51%	55%
	Neutral/DK	30%	27%	32%	25%	34%	30%	31%	30%	28%	26%	34%	31%	27%
	Disagree	16%	16%	16%	14%	16%	19%	17%	15%	16%	19%	14%	18%	17%
I could do more to conserve water at my home	Agree	51%	52%	51%	66%	49%	37%	63%	50%	47%	54%	56%	48%	46%
	Neutral/DK	27%	29%	25%	26%	26%	28%	22%	28%	27%	27%	27%	26%	31%
	Disagree	22%	19%	24%	8%	25%	35%	15%	22%	26%	19%	18%	27%	23%
Now that drought over, agencies should spend less conservation ad campaigns	Agree	43%	45%	42%	41%	46%	44%	62%	38%	39%	53%	41%	46%	36%
	Neutral/DK	25%	23%	26%	25%	25%	23%	16%	30%	23%	23%	26%	24%	21%
	Disagree	32%	33%	31%	34%	29%	33%	22%	31%	38%	24%	33%	30%	43%
Additional rate increases necessary to support water supply reliability	Agree	40%	43%	38%	50%	37%	32%	51%	35%	41%	41%	42%	36%	38%
	Neutral/DK	31%	29%	33%	31%	30%	32%	21%	35%	31%	33%	30%	32%	31%
	Disagree	29%	28%	29%	19%	33%	36%	28%	29%	28%	26%	29%	32%	31%
Expect to pay more for reliable supply even if reduced water use at home	Agree	40%	44%	36%	46%	37%	34%	40%	39%	41%	32%	38%	39%	45%
	Neutral/DK	26%	23%	29%	26%	28%	24%	20%	26%	28%	27%	31%	24%	21%
	Disagree	34%	33%	35%	28%	35%	42%	40%	35%	31%	41%	31%	37%	34%

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

\*\* SUMMARY TABLE \*\*

		TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
			Owner (488)	Other (485)	Yes (668)	No (294)	Non-Hispanic White (555)	Hispanic/Latino (271)	Other (137)	Reliable (833)	Not reliable (138)	Agree (515)	Neut/ Disagree (486)
BASE		(1001)	(488)	(485)	(668)	(294)	(555)	(271)	(137)	(833)	(138)	(515)	(486)
Reliable water supply for region essential for healthy economy	Agree	84%	85%	84%	86%	83%	86%	85%	77%	86%	78%	89%	78%
	Neutral/DK	12%	11%	12%	10%	14%	10%	10%	20%	11%	16%	8%	16%
	Disagree	4%	4%	4%	4%	3%	4%	5%	3%	3%	6%	3%	6%
Reliable water supply for region essential to quality of life	Agree	81%	82%	81%	82%	82%	83%	82%	77%	83%	74%	86%	75%
	Neutral/DK	15%	14%	14%	13%	15%	13%	13%	20%	13%	16%	10%	19%
	Disagree	5%	5%	5%	5%	3%	4%	6%	4%	4%	10%	4%	5%
My civic duty to use water efficiently	Agree	81%	83%	80%	83%	79%	81%	84%	80%	83%	73%	87%	75%
	Neutral/DK	15%	13%	16%	13%	17%	14%	13%	16%	13%	18%	11%	19%
	Disagree	4%	4%	5%	4%	4%	4%	4%	4%	3%	9%	2%	6%
Ag/ local farmers make important contribution to County economy	Agree	78%	77%	79%	79%	77%	80%	76%	77%	80%	75%	82%	73%
	Neutral/DK	17%	18%	15%	16%	18%	16%	16%	18%	15%	20%	13%	21%
	Disagree	5%	5%	5%	5%	5%	4%	7%	6%	5%	5%	4%	6%
Know where to look if want more info about how to conserve water	Agree	63%	64%	63%	65%	61%	65%	60%	66%	65%	63%	70%	56%
	Neutral/DK	25%	25%	24%	25%	23%	25%	24%	23%	25%	20%	19%	31%
	Disagree	12%	11%	13%	10%	16%	10%	16%	10%	11%	16%	10%	13%
Trust water agencies to ensure reliable long-term supply of water	Agree	58%	57%	60%	59%	59%	61%	62%	51%	62%	42%	72%	44%
	Neutral/DK	28%	28%	27%	28%	25%	27%	25%	31%	26%	31%	19%	37%
	Disagree	14%	14%	13%	12%	16%	13%	13%	19%	11%	26%	9%	19%
Providing water reliability to County more costly than most other parts of country	Agree	57%	59%	56%	62%	49%	57%	57%	57%	58%	57%	65%	47%
	Neutral/DK	32%	30%	33%	28%	40%	32%	31%	33%	31%	31%	27%	37%
	Disagree	11%	12%	10%	11%	11%	10%	12%	10%	11%	12%	7%	15%
Local agencies effectively managed water supplies during recent drought	Agree	54%	53%	55%	56%	52%	56%	57%	48%	58%	43%	69%	39%
	Neutral/DK	30%	31%	28%	29%	30%	28%	28%	38%	29%	26%	23%	37%
	Disagree	16%	16%	16%	15%	18%	16%	14%	14%	13%	32%	8%	24%
I could do more to conserve water at my home	Agree	51%	43%	58%	50%	54%	44%	67%	52%	54%	40%	100%	
	Neutral/DK	27%	27%	27%	27%	26%	30%	19%	29%	25%	34%		55%
	Disagree	22%	30%	15%	23%	20%	26%	14%	18%	21%	26%		45%
Now that drought over, agencies should spend less conservation ad campaigns	Agree	43%	43%	44%	43%	44%	42%	50%	36%	46%	36%	54%	33%
	Neutral/DK	25%	25%	24%	23%	26%	24%	22%	32%	24%	24%	16%	33%
	Disagree	32%	32%	32%	33%	30%	34%	28%	32%	31%	39%	30%	34%
Additional rate increases necessary to support water supply reliability	Agree	40%	36%	45%	41%	41%	37%	54%	33%	42%	36%	58%	22%
	Neutral/DK	31%	30%	31%	29%	33%	35%	18%	37%	30%	31%	25%	37%
	Disagree	29%	34%	24%	30%	26%	29%	28%	29%	28%	33%	17%	41%
Expect to pay more for reliable supply even if reduced water use at home	Agree	40%	39%	41%	43%	34%	40%	40%	36%	41%	35%	53%	26%
	Neutral/DK	26%	26%	27%	25%	28%	25%	27%	28%	25%	29%	22%	30%
	Disagree	34%	35%	33%	32%	38%	34%	33%	36%	34%	36%	25%	44%



**24. How much would you pay, if anything, to visit a demonstration garden in San Diego County that showcased a wide variety of water-efficient plants appropriate for our region, along with hardscape, mulches and other landscaping options?**

			TOTAL	REGION		COUNTY					YEARS LIVING IN SD			
				City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
BASE			(1001)	(371)	(630)	(140)	(231)	(161)	(180)	(149)	(139)	(209)	(482)	(309)
PAY TO VISIT DEMO GARDEN	\$0 (Nothing)	Count	703	254	448	100	154	118	133	110	88	137	329	236
			70%	69%	71%	71%	67%	73%	74%	74%	63%	66%	68%	76%
	\$5 or less	Count	140	51	89	15	36	17	31	19	22	33	68	38
			14%	14%	14%	11%	16%	10%	17%	13%	16%	16%	14%	12%
	\$6 to \$10	Count	78	29	49	10	19	20	6	6	16	19	43	16
			8%	8%	8%	7%	8%	13%	4%	4%	11%	9%	9%	5%
	\$11 to \$20	Count	44	18	25	7	11	5	6	8	7	8	25	10
			4%	5%	4%	5%	5%	3%	4%	5%	5%	4%	5%	3%
	Over \$20	Count	37	19	18	8	11	2	3	7	7	11	17	9
			4%	5%	3%	6%	5%	1%	2%	4%	5%	5%	4%	3%
MEAN			\$3.56	\$4.26	\$3.15	\$4.14	\$4.34	\$2.65	\$2.48	\$3.11	\$4.64	\$4.21	\$3.94	\$2.55
MEDIAN			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
MEAN (those willing to pay)			\$11.95	\$13.55	\$10.93	\$14.47	\$13.07	\$9.83	\$9.50	\$11.72	\$12.55	\$12.28	\$12.37	\$10.77
MEDIAN (those willing to pay)			\$8.33	\$10.00	\$7.00	\$10.00	\$10.00	\$10.00	\$5.00	\$10.00	\$10.00	\$10.00	\$8.64	\$5.00

24. How much would you pay, if anything, to visit a demonstration garden in San Diego County that showcased a wide variety of water-efficient plants appropriate for our region, along with hardscape, mulches and other landscaping options?

			TOTAL (1001)	GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			
				Male (501)	Female (501)	< 35 (358)	35-54 (358)	55 + (279)	HS/less (206)	Some PS (370)	Grad (399)	< \$25K (131)	\$25-49K (194)	\$50-99K (326)	\$100K + (169)
BASE															
PAY TO VISIT DEMO GARDEN	\$0 (Nothing)	Count	703	353	350	225	266	206	158	258	263	99	120	213	122
			70%	70%	70%	63%	74%	74%	77%	70%	66%	76%	62%	66%	73%
	\$5 or less	Count	140	73	67	53	46	41	20	43	75	14	34	50	21
			14%	15%	13%	15%	13%	15%	10%	12%	19%	11%	17%	15%	12%
	\$6 to \$10	Count	78	41	37	42	21	15	12	35	31	5	22	29	13
			8%	8%	7%	12%	6%	5%	6%	10%	8%	4%	11%	9%	7%
	\$11 to \$20	Count	44	18	26	23	11	10	8	18	18	3	9	20	9
			4%	4%	5%	6%	3%	3%	4%	5%	4%	3%	5%	6%	5%
	Over \$20	Count	37	17	21	15	14	8	9	15	13	9	9	14	4
			4%	3%	4%	4%	4%	3%	4%	4%	3%	7%	5%	4%	3%
	MEAN		\$3.56	\$3.43	\$3.70	\$4.41	\$3.33	\$2.86	\$3.65	\$3.72	\$3.58	\$4.22	\$4.36	\$4.16	\$3.32
	MEDIAN		\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	MEAN (those willing to pay)		\$11.95	\$11.61	\$12.29	\$11.89	\$12.88	\$10.90	\$15.59	\$12.33	\$10.51	\$17.37	\$11.51	\$12.06	\$12.12
	MEDIAN (those willing to pay)		\$8.33	\$6.00	\$10.00	\$10.00	\$9.87	\$5.00	\$10.00	\$10.00	\$5.00	\$9.60	\$7.00	\$10.00	\$10.00

24. How much would you pay, if anything, to visit a demonstration garden in San Diego County that showcased a wide variety of water-efficient plants appropriate for our region, along with hardscape, mulches and other landscaping options?

			TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
				Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree
BASE			(1001)	(488)	(485)	(668)	(294)	(555)	(271)	(137)	(833)	(138)	(515)	(486)
PAY TO VISIT DEMO GARDEN	\$0 (Nothing)	Count	703	337	341	461	205	390	183	98	585	93	339	363
			70%	69%	70%	69%	70%	70%	67%	71%	70%	68%	66%	75%
	\$5 or less	Count	140	81	55	100	38	80	42	15	119	16	72	68
			14%	17%	11%	15%	13%	14%	16%	11%	14%	11%	14%	14%
	\$6 to \$10	Count	78	35	43	55	23	46	18	12	63	14	51	27
			8%	7%	9%	8%	8%	8%	7%	9%	8%	10%	10%	6%
	\$11 to \$20	Count	44	20	23	31	13	26	13	5	35	8	26	18
			4%	4%	5%	5%	4%	5%	5%	4%	4%	5%	5%	4%
	Over \$20	Count	37	15	22	21	15	13	15	8	30	7	27	10
			4%	3%	5%	3%	5%	2%	5%	6%	4%	5%	5%	2%
MEAN			\$3.56	\$3.30	\$3.99	\$3.39	\$4.31	\$3.08	\$4.35	\$4.20	\$3.53	\$4.32	\$4.49	\$2.59
MEDIAN			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
MEAN (those willing to pay)			\$11.95	\$10.71	\$13.42	\$10.92	\$14.21	\$10.37	\$13.32	\$14.57	\$11.88	\$13.37	\$13.17	\$10.22
MEDIAN (those willing to pay)			\$8.33	\$5.00	\$10.00	\$7.42	\$10.00	\$8.27	\$7.00	\$10.00	\$8.00	\$10.00	\$10.00	\$5.00

**RESPONDENT DEMOGRAPHICS**

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD			
			City (371)	County (630)	Metro (140)	S. Metro (231)	Coastal (161)	Inland (180)	East (149)	South (139)	10/less (209)	11-30 (482)	Over 30 (309)	
BASE		(1001)												
GENDER	Male	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	52%	52%	45%
	Female	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	48%	48%	55%
REGION	East County	15%		24%						100%		12%	14%	18%
	Metro	14%	38%		100%							17%	13%	14%
	South Metro	23%	62%			100%						28%	21%	23%
	North Coastal	16%		26%			100%					18%	19%	11%
	North Inland	18%		29%				100%				12%	19%	20%
	South County	14%		22%						100%		14%	14%	14%
RESIDENT	1 to 5 years	11%	15%	8%	17%	14%	11%	6%	6%	11%	52%			
	6 to 10 years	10%	10%	10%	8%	11%	12%	8%	11%	10%	48%			
	11 to 20 years	20%	17%	22%	18%	16%	19%	21%	23%	24%		41%		
	21 to 30 years	28%	27%	29%	26%	28%	37%	31%	23%	24%		59%		
	31 to 40 years	15%	15%	15%	18%	14%	12%	18%	17%	13%				49%
	Over 40 years	16%	15%	16%	12%	17%	9%	17%	21%	18%				51%
MEAN (yrs)		26.0	25.1	26.5	24.1	25.7	23.9	27.6	28.3	26.1	5.5	22.7	44.9	

**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		(1001)	(501)	(501)	(358)	(358)	(279)	(206)	(370)	(399)	(131)	(194)	(326)	(169)
GENDER	Male	50%	100%		53%	50%	46%	39%	48%	58%	38%	50%	50%	55%
	Female	50%		100%	47%	50%	54%	61%	52%	42%	62%	50%	50%	45%
REGION	East County	15%	15%	15%	15%	15%	15%	21%	16%	10%	17%	15%	16%	13%
	Metro	14%	14%	14%	14%	14%	14%	7%	12%	20%	7%	12%	15%	21%
	South Metro	23%	23%	23%	23%	23%	23%	21%	21%	26%	29%	23%	21%	22%
	North Coastal	16%	16%	16%	16%	16%	16%	13%	16%	18%	8%	15%	14%	21%
	North Inland	18%	18%	18%	18%	18%	18%	21%	18%	16%	22%	18%	17%	17%
	South County	14%	14%	14%	14%	14%	14%	17%	17%	10%	17%	16%	17%	6%
RESIDENT	1 to 5 years	11%	10%	12%	15%	9%	8%	10%	12%	11%	8%	13%	13%	14%
	6 to 10 years	10%	12%	8%	11%	13%	4%	13%	8%	10%	12%	14%	8%	11%
	11 to 20 years	20%	22%	18%	20%	23%	15%	24%	17%	19%	30%	22%	19%	19%
	21 to 30 years	28%	28%	28%	45%	21%	17%	21%	34%	28%	25%	22%	26%	19%
	31 to 40 years	15%	15%	16%	7%	19%	21%	16%	14%	17%	10%	17%	18%	17%
	Over 40 years	16%	13%	18%	2%	14%	36%	16%	16%	15%	15%	12%	16%	20%
MEAN (yrs)		26.0	24.9	27.1	20.0	24.6	35.5	25.5	26.5	26.0	24.8	23.3	25.9	26.3

**RESPONDENT DEMOGRAPHICS**

		TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
			Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree
BASE		(1001)	(488)	(485)	(668)	(294)	(555)	(271)	(137)	(833)	(138)	(515)	(486)
GENDER	Male	50%	53%	47%	51%	48%	54%	41%	52%	51%	49%	50%	50%
	Female	50%	47%	53%	49%	52%	46%	59%	48%	49%	51%	50%	50%
REGION	East County	15%	15%	15%	14%	16%	17%	12%	13%	15%	15%	15%	15%
	Metro	14%	17%	11%	15%	13%	15%	10%	16%	14%	16%	13%	15%
	South Metro	23%	21%	25%	20%	30%	20%	26%	29%	22%	27%	23%	23%
	North Coastal	16%	17%	15%	17%	15%	18%	16%	9%	18%	7%	15%	18%
	North Inland	18%	18%	17%	20%	12%	19%	14%	17%	18%	18%	18%	18%
South County	14%	12%	16%	14%	14%	11%	21%	16%	14%	16%	17%	11%	
RESIDENT	1 to 5 years	11%	5%	16%	8%	16%	11%	9%	15%	11%	11%	13%	9%
	6 to 10 years	10%	9%	11%	9%	12%	7%	14%	13%	9%	9%	11%	9%
	11 to 20 years	20%	20%	19%	18%	25%	16%	21%	29%	20%	20%	21%	18%
	21 to 30 years	28%	25%	32%	31%	24%	30%	32%	19%	30%	21%	33%	24%
	31 to 40 years	15%	19%	12%	16%	15%	17%	12%	12%	14%	21%	12%	18%
Over 40 years	16%	22%	9%	19%	7%	18%	11%	10%	15%	17%	10%	22%	
MEAN (yrs)		26.0	29.7	22.6	28.1	21.3	28.1	23.5	21.0	26.0	26.9	23.3	28.8

**RESPONDENT DEMOGRAPHICS**

		TOTAL	REGION			COUNTY					YEARS LIVING IN SD		
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
BASE		(976)	(363)	(612)	(138)	(226)	(157)	(173)	(145)	(138)	(199)	(471)	(306)
EDUCATION	Some high school or less	6%	4%	7%	3%	5%	5%	8%	6%	10%	6%	7%	5%
	Completed high school	15%	11%	17%	8%	13%	12%	17%	24%	16%	17%	13%	17%
	Some apprenticeship/trades	4%	3%	5%	2%	4%	2%	6%	5%	5%	5%	3%	5%
	Journey-Person certification	2%	1%	3%		2%	4%		4%	5%	1%	3%	3%
	Some community college	18%	15%	20%	16%	15%	11%	20%	24%	25%	20%	16%	20%
	Completed community college	13%	12%	14%	15%	11%	16%	18%	12%	10%	10%	14%	15%
	Some university	16%	16%	16%	15%	16%	23%	11%	13%	15%	11%	20%	11%
	Completed university degree	25%	37%	18%	43%	33%	25%	19%	13%	14%	29%	24%	24%
BASE		(972)	(363)	(610)	(138)	(225)	(157)	(172)	(145)	(136)	(199)	(468)	(306)
HOME OWNERSHIP	Own	50%	52%	49%	62%	45%	53%	52%	49%	43%	34%	47%	66%
	Rent	48%	47%	49%	37%	53%	46%	46%	49%	57%	63%	52%	32%
	Other	2%	2%	2%	1%	2%	2%	3%	2%	1%	2%	1%	2%
BASE		(978)	(365)	(613)	(138)	(227)	(157)	(175)	(142)	(138)	(199)	(474)	(306)
TYPE OF RESIDENCE	Apartment	27%	30%	25%	20%	36%	26%	24%	23%	26%	32%	31%	17%
	Condo/ Townhouse	16%	21%	14%	24%	20%	20%	13%	9%	12%	22%	16%	13%
	Duplex	6%	6%	7%	5%	6%	5%	6%	8%	8%	6%	7%	5%
	Mobile home	5%	3%	6%	3%	2%	5%	6%	7%	6%	5%	5%	4%
	Single-family detached	46%	41%	49%	47%	37%	44%	51%	53%	48%	36%	40%	61%
	Residence/ Dorm/ Seniors home	0%		0%			1%		1%			0%	0%
BASE		(963)	(359)	(604)	(137)	(222)	(157)	(169)	(141)	(137)	(197)	(468)	(298)
WATER BILL PAYER	Household	69%	64%	72%	72%	60%	71%	79%	67%	70%	57%	69%	78%
	Other	31%	36%	28%	28%	40%	29%	21%	33%	30%	43%	31%	22%
BASE		(995)	(368)	(627)	(139)	(229)	(159)	(179)	(149)	(139)	(206)	(480)	(308)
AGE	18 to 24 years	9%	8%	10%	7%	8%	10%	11%	9%	9%	17%	12%	
	25 to 34 years	27%	28%	26%	29%	28%	26%	25%	27%	27%	29%	36%	10%
	35 to 54 years	36%	36%	36%	36%	36%	36%	36%	36%	36%	39%	33%	38%
	55 to 64 years	14%	14%	13%	13%	15%	15%	11%	15%	12%	8%	10%	23%
	65 years or older	14%	14%	15%	15%	13%	13%	17%	13%	16%	8%	8%	29%
BASE		(964)	(358)	(606)	(134)	(224)	(156)	(169)	(144)	(137)	(204)	(467)	(293)
BACKGROUND	White	58%	55%	59%	63%	51%	64%	63%	65%	43%	50%	55%	67%
	Hispanic/ Latino	28%	28%	29%	21%	31%	28%	23%	23%	42%	31%	31%	22%
	Asian/ Pacific Islander	7%	10%	6%	12%	10%	2%	9%	5%	8%	11%	7%	5%
	Black	4%	4%	3%	2%	5%	3%	3%	3%	4%	5%	4%	2%
	Other	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	1%
	Native American	1%	1%	1%		2%	1%	0%	1%	3%	1%	1%	1%
BASE		(819)	(302)	(516)	(116)	(186)	(123)	(149)	(126)	(119)	(190)	(366)	(263)

(cont.)

**RESPONDENT DEMOGRAPHICS**

		TOTAL	REGION		COUNTY						YEARS LIVING IN SD		
			City	County	Metro	S. Metro	Coastal	Inland	East	South	10/less	11-30	Over 30
HOUSEHOLD INCOME	Under \$25,000	16%	16%	16%	8%	20%	9%	19%	17%	18%	14%	19%	13%
	\$25,000 to \$49,999	24%	22%	25%	19%	24%	24%	24%	24%	27%	28%	23%	21%
	\$50,000 to \$74,999	21%	23%	20%	26%	22%	24%	18%	21%	18%	17%	23%	23%
	\$75,000 to \$99,999	18%	15%	20%	17%	14%	15%	19%	19%	29%	19%	17%	19%
	\$100,000 to \$149,999	11%	14%	10%	16%	13%	12%	9%	10%	7%	11%	10%	13%
	\$150,000 to \$249,999	8%	8%	7%	11%	6%	13%	7%	8%	1%	9%	6%	9%
\$250,000 or more	2%	2%	2%	3%	1%	3%	3%			2%	2%	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		(976)	(489)	(487)	(355)	(349)	(272)	(206)	(370)	(399)	(127)	(191)	(325)	(167)
EDUCATION	Some high school or less	6%	4%	9%	4%	8%	7%	29%			22%	10%	2%	1%
	Completed high school	15%	13%	17%	15%	17%	12%	71%			34%	18%	12%	5%
	Some apprenticeship/trades	4%	4%	4%	4%	5%	3%		11%		2%	8%	4%	4%
	Journey-Person certification	2%	5%	0%	2%	4%	1%			6%	2%	2%	3%	2%
	Some community college	18%	14%	22%	20%	16%	18%		48%		23%	23%	20%	10%
	Completed community college	13%	11%	16%	13%	14%	13%			33%	8%	11%	15%	10%
	Some university	16%	18%	13%	22%	9%	15%		41%		6%	18%	13%	12%
Completed university degree	25%	32%	18%	20%	27%	30%			61%	4%	8%	29%	56%	
BASE		(972)	(489)	(483)	(346)	(351)	(276)	(201)	(361)	(398)	(128)	(188)	(321)	(167)
HOME OWNERSHIP	Own	50%	53%	47%	30%	53%	72%	34%	43%	65%	22%	36%	57%	78%
	Rent	48%	45%	52%	68%	46%	27%	62%	55%	34%	74%	63%	41%	21%
	Other	2%	2%	2%	2%	1%	2%	4%	2%	1%	4%	1%	2%	1%
BASE		(978)	(488)	(490)	(352)	(348)	(278)	(199)	(366)	(399)	(130)	(188)	(325)	(169)
TYPE OF RESIDENCE	Apartment	27%	26%	28%	41%	23%	14%	33%	31%	19%	47%	29%	19%	8%
	Condo/ Townhouse	16%	17%	16%	18%	17%	13%	13%	16%	19%	9%	21%	17%	17%
	Duplex	6%	6%	6%	9%	6%	4%	8%	6%	6%	7%	8%	7%	2%
	Mobile home	5%	4%	6%	4%	3%	8%	10%	5%	2%	13%	7%	3%	1%
	Single-family detached	46%	47%	44%	28%	52%	61%	37%	41%	55%	24%	34%	53%	71%
Residence/ Dorm/ Seniors home	0%	0%	0%	0%		0%		0%	0%			0%	0%	
BASE		(963)	(483)	(480)	(348)	(344)	(271)	(197)	(361)	(394)	(126)	(185)	(322)	(163)
WATER BILL PAYER	Household	69%	71%	68%	70%	67%	72%	61%	68%	75%	53%	57%	72%	82%
	Other	31%	29%	32%	30%	33%	28%	39%	32%	25%	47%	43%	28%	18%
BASE		(995)	(498)	(498)	(358)	(358)	(279)	(206)	(370)	(399)	(131)	(194)	(326)	(169)
AGE	18 to 24 years	9%	10%	8%	26%			12%	14%	4%	11%	15%	9%	4%
	25 to 34 years	27%	28%	26%	74%			21%	31%	27%	22%	26%	25%	15%
	35 to 54 years	36%	36%	36%		100%		41%	29%	39%	37%	35%	40%	39%
	55 to 64 years	14%	12%	15%			48%	12%	13%	15%	15%	10%	11%	24%
	65 years or older	14%	14%	15%			52%	13%	14%	16%	15%	15%	14%	17%
BASE		(964)	(480)	(484)	(351)	(345)	(267)	(202)	(365)	(383)	(129)	(191)	(318)	(163)
BACKGROUND	White	58%	62%	53%	54%	49%	72%	38%	62%	65%	38%	49%	62%	68%
	Hispanic/ Latino	28%	23%	33%	32%	32%	18%	54%	22%	20%	48%	39%	25%	13%
	Asian/ Pacific Islander	7%	8%	7%	7%	11%	4%	3%	7%	10%	6%	7%	7%	12%
	Black	4%	4%	3%	5%	2%	3%	3%	5%	3%	6%	3%	2%	4%
	Other	2%	2%	2%	2%	3%	1%	1%	2%	2%	2%	1%	3%	3%
Native American	1%	1%	1%	0%	2%	1%	2%	1%	1%	1%	2%	1%	1%	
BASE		(819)	(404)	(415)	(267)	(313)	(238)	(182)	(299)	(329)	(131)	(194)	(326)	(169)
HOUSEHOLD INCOME	Under \$25,000	16%	12%	20%	16%	16%	16%	39%	13%	5%	100%			
	\$25,000 to \$49,999	24%	24%	23%	30%	21%	20%	30%	32%	13%		100%		
	\$50,000 to \$74,999	21%	21%	22%	25%	22%	17%	14%	25%	23%			54%	
	\$75,000 to \$99,999	18%	20%	17%	17%	20%	17%	11%	16%	25%			46%	
	\$100,000 to \$149,999	11%	12%	10%	8%	12%	14%	5%	8%	17%				55%
	\$150,000 to \$249,999	8%	9%	6%	4%	8%	11%	0%	5%	14%				37%
\$250,000 or more	2%	2%	2%	1%	1%	4%		1%	4%				8%	

**RESPONDENT DEMOGRAPHICS**

		TOTAL	HOME OWNERSHIP		PAY OWN WATER BILL		ETHNIC BACKGROUND			SYSTEM RELIABILITY		"I Could Do More To Conserve"	
			Owner	Other	Yes	No	Non-Hispanic White	Hispanic/Latino	Other	Reliable	Not reliable	Agree	Neut/ Disagree
BASE		(976)	(483)	(477)	(664)	(288)	(551)	(265)	(135)	(817)	(133)	(503)	(473)
EDUCATION	Some high school or less	6%	3%	10%	4%	10%	1%	20%	1%	7%	3%	9%	3%
	Completed high school	15%	11%	18%	14%	16%	13%	21%	11%	15%	13%	17%	13%
	Some apprenticeship/trades	4%	3%	5%	4%	5%	3%	5%	6%	4%	3%	3%	5%
	Journey-Person certification	2%	2%	3%	3%	2%	2%	2%	4%	2%	2%	2%	3%
	Some community college	18%	17%	18%	17%	20%	19%	17%	18%	18%	22%	18%	18%
	Completed community college	13%	15%	13%	15%	10%	16%	9%	12%	14%	10%	13%	14%
	Some university	16%	13%	19%	16%	15%	19%	9%	18%	16%	13%	16%	16%
	Completed university degree	25%	37%	14%	27%	21%	27%	17%	30%	24%	33%	22%	28%
BASE		(972)	(488)	(485)	(662)	(290)	(545)	(269)	(133)	(813)	(133)	(493)	(479)
HOME OWNERSHIP	Own	50%	100%		62%	23%	58%	36%	46%	51%	49%	43%	58%
	Rent	48%		96%	36%	75%	41%	62%	51%	47%	48%	56%	40%
	Other	2%		4%	1%	2%	1%	2%	3%	1%	3%	2%	2%
BASE		(978)	(488)	(478)	(668)	(289)	(549)	(267)	(135)	(817)	(136)	(500)	(478)
TYPE OF RESIDENCE	Apartment	27%	4%	50%	19%	42%	24%	34%	24%	27%	21%	29%	24%
	Condo/ Townhouse	16%	19%	14%	12%	28%	16%	18%	15%	16%	18%	19%	14%
	Duplex	6%	3%	10%	5%	9%	5%	10%	3%	6%	8%	6%	6%
	Mobile home	5%	5%	4%	4%	6%	4%	7%	4%	5%	6%	5%	5%
	Single-family detached	46%	69%	22%	59%	15%	51%	31%	54%	46%	47%	41%	51%
	Residence/ Dorm/ Seniors home	0%		0%		1%	0%			0%		0%	0%
BASE		(963)	(480)	(472)	(668)	(294)	(540)	(266)	(134)	(808)	(133)	(491)	(471)
WATER BILL PAYER	Household	69%	86%	53%	100%		74%	58%	69%	71%	64%	68%	71%
	Other	31%	14%	47%		100%	26%	42%	31%	29%	36%	32%	29%
BASE		(995)	(488)	(485)	(668)	(294)	(554)	(271)	(137)	(830)	(137)	(512)	(483)
AGE	18 to 24 years	9%	4%	14%	9%	11%	8%	11%	13%	9%	12%	12%	7%
	25 to 34 years	27%	17%	36%	28%	25%	27%	29%	22%	28%	24%	34%	19%
	35 to 54 years	36%	38%	34%	34%	39%	31%	41%	46%	36%	33%	34%	38%
	55 to 64 years	14%	17%	11%	13%	15%	16%	11%	9%	13%	16%	11%	17%
	65 years or older	14%	24%	6%	16%	11%	19%	7%	9%	14%	15%	9%	20%
BASE		(964)	(471)	(475)	(650)	(290)	(555)	(271)	(137)	(806)	(133)	(499)	(466)
BACKGROUND	White	58%	67%	49%	62%	48%	100%			58%	55%	49%	67%
	Hispanic/ Latino	28%	20%	36%	24%	38%		100%		28%	26%	36%	19%
	Asian/ Pacific Islander	7%	7%	7%	8%	6%			52%	7%	7%	9%	6%
	Black	4%	3%	5%	3%	4%			25%	3%	6%	4%	4%
	Other	2%	2%	2%	2%	3%			14%	1%	6%	2%	2%
	Native American	1%	1%	1%	1%	1%			9%	1%		0%	2%
BASE		(819)	(410)	(394)	(536)	(260)	(450)	(236)	(116)	(669)	(124)	(410)	(408)
HOUSEHOLD INCOME	Under \$25,000	16%	7%	25%	13%	23%	11%	26%	15%	17%	15%	17%	15%
	\$25,000 to \$49,999	24%	17%	30%	20%	31%	21%	31%	21%	24%	17%	26%	21%
	\$50,000 to \$74,999	21%	22%	21%	23%	20%	21%	22%	22%	20%	24%	20%	22%
	\$75,000 to \$99,999	18%	23%	14%	21%	15%	23%	12%	15%	19%	17%	17%	19%
	\$100,000 to \$149,999	11%	16%	6%	13%	6%	13%	4%	16%	11%	15%	11%	12%
	\$150,000 to \$249,999	8%	12%	3%	9%	4%	9%	4%	9%	7%	11%	8%	8%
	\$250,000 or more	2%	3%	0%	2%	1%	2%	0%	2%	2%	2%	0%	3%