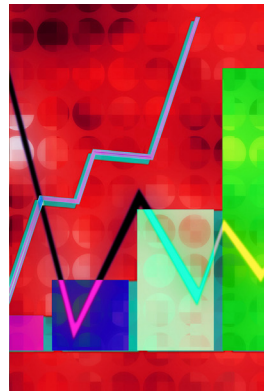


WATER ISSUES SURVEY
SUMMARY REPORT

PREPARED FOR THE
SAN DIEGO COUNTY WATER AUTHORITY



SEPTEMBER 19, 2019



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INTRODUCTION

The San Diego County Water Authority (Water Authority) is a public agency formed in 1944 that serves 24 member agencies throughout San Diego County, including cities, special districts, and a military base. The San Diego County Water Authority's mission is to *provide a safe and reliable supply of water to its member agencies serving the San Diego region.*

As part of its commitment to provide high quality water services that meet the varied needs of its member agencies and their customers, the Water Authority regularly engages residents through community outreach, social media and other communications activities and receives periodic feedback regarding its performance. Although these informal feedback mechanisms are a valuable source of information for the Water Authority in that they provide timely and accurate information about the opinions of *specific* residents, they do not necessarily provide an accurate picture of residents as a whole. Informal feedback mechanisms typically rely on the resident to initiate the feedback, which creates a self-selection bias. The Water Authority receives feedback only from those residents who are motivated enough to initiate the feedback process. Because these residents tend to be those who are either *very* pleased or displeased with their service, their collective opinions are not necessarily representative of residents in the Water Authority's service area as a whole.

MOTIVATION FOR RESEARCH The motivation for this present study was thus to design and employ a methodology that would avoid the self-selection bias noted above and thereby provide statistically reliable measures of residents' opinions as a whole. Specifically, the purpose of the survey described in this report was to profile public awareness, perceptions, knowledge, and attitudes as they relate to the Water Authority and water-related issues including water reliability, value of service, conservation, and initiatives designed to improve water reliability in the region. In addition to profiling water-related perceptions and attitudes, the survey also assessed how these attitudes link to specific behaviors including consumption, conservation, and willingness to invest in various water-reliability solutions.

OVERVIEW OF METHODOLOGY & YEAR-TO-YEAR COMPARISONS A full description of the methodology used for this study is included later in this report (see *Methodology* on page 38). In brief, the survey was administered to a random sample of 1,063 adults who reside within the Water Authority's service area. The survey followed a mixed-method design that employed multiple recruiting methods (email and telephone) and multiple data collection methods (telephone and online). Administered in English and Spanish between August 16 and August 27, 2019, the average interview lasted 17 minutes.

This is not the first public opinion survey conducted for the Water Authority. In fact, since 2003, a dozen similar public opinion surveys have been conducted, with the most recent being in 2017. However, when comparing results of the current 2019 study, which was conducted by True North, with the results from 2017 and prior studies, conducted by a different firm, there are several key changes in the design and methodology worth mentioning. For sampling, the 2019 survey used a stratified sampling methodology to ensure a representative sample of households and adults across geographic subregions, regardless of whether they use land lines, cell phones, both, or neither, rather than simply targeting a specific quota of cell phones and land lines. For recruiting, the 2019 study expanded the methodology to include sending email

invitations to randomly-selected sampled residents, rather than accessing a structured online panel. Regarding the survey instrument, several of the questions were adjusted in terms of the response options offered to participants, or the manner in which they were administered (open-end vs. pre-coded open end). Although each of these changes was made to improve the overall reliability and comparability of the Water Authority's resident survey moving forward, it does create a methodological break in the time series of studies. For this reason, although comparisons between the 2017 and 2019 surveys are provided in this report where appropriate, it's important to keep in mind that a difference in the survey results could be caused by a change in public opinion, be an artifact of a change in the methodology, or a mixture of both.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the survey in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 41), and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGEMENTS True North thanks the San Diego County Water Authority for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. The collective experience, insight, and local knowledge provided by agency representatives and staff improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the San Diego County Water Authority. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities, and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups, and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,000 survey research studies for public agencies—including more than 350 studies for California municipalities and special districts.



JUST THE FACTS

The following is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

IMPORTANCE OF ISSUES

- When asked to identify what they feel is the most important issue facing San Diego County residents, affordable housing was the most top of mind (31%), followed by homeless issues (21%), cost of living (12%), traffic congestion (11%), and immigration (8%).
- Approximately 7% of respondents were unsure or unable to offer a specific issue facing San Diego County residents. Water-related issues (water supply/drought, water quality, water rates/cost of water) all placed in the bottom third of responses, collectively mentioned by 3% of respondents.

WATER RELIABILITY

- Overall, 7% of respondents feel that the reliability of the water supplies in both California and Southern California will improve over the next year. For San Diego County, the percentage was slightly higher at 10%.
- For each of these three geographies, respondents were close to evenly split between feeling that the supplies would stay about the same (California: 42%, Southern California: 40%, San Diego County 43%) or get worse (California: 41%, Southern California: 45%, San Diego County 40%) over the next year. The remainder of respondents were unsure or declined to state their opinion.
- When asked to think longer term, over the next 20 years, four-in-ten respondents indicated that they expect San Diego County's water supplies to be either very reliable (8%) or somewhat reliable (35%). Just under half (48%) of respondents thought water supplies would be very or somewhat unreliable over the next 20 years, whereas the remaining 10% were unsure or did not provide a response.
- Respondents who felt that the water supply in San Diego County would be unreliable over the next 20 years were asked to provide more detail about their specific concerns. Issues related to drought and not having enough supply was the most common response (32%), followed by concerns related to health, diseases, and contaminated water (23%), the cost of water and rate increases (21%), housing/population growth (10%), and climate change (9%).
- When presented with four projects that local water agencies are interested in investing in to increase the reliability of water supplies and enhance local control over future supplies, expanding the use of recycled water for agriculture and irrigation uses was by far the most supported (94% *strongly* or *somewhat* support), followed by recycling water and purifying it to drinking water standards using advanced water treatment technologies (79%).
- Forty-five percent (45%) of residents would support an increase of \$10 per month on their bill to fund priority water reliability projects, 50% would support a \$7.50 monthly increase, and 64% would support an increase of \$5 per month to fund water reliability projects.

AWARENESS & KNOWLEDGE OF SAN DIEGO COUNTY WATER AUTHORITY

- Among residents overall, 72% indicated that they had heard of the San Diego County Water Authority prior to taking the survey (i.e., *aided awareness*).
- Among residents who had heard of the San Diego County Water Authority, close to eight-in-ten correctly identified the Water Authority as being responsible for ensuring a safe, reliable water supply (79%). Over half correctly identified the Water Authority as being responsible for offering water conservation programs (66%), importing water for the region (64%), and building and maintaining water pipelines and infrastructure (54%).
- At the other end of the spectrum, just over one-third (37%) of residents correctly indicated that the San Diego County Water Authority was *not* responsible for providing water directly to their home.
- Among respondents who had heard of the Water Authority, 22% had no opinion of the San Diego County Water Authority. Thirty-eight percent (38%) of residents aware of the Water Authority rated its overall performance as excellent (5%) or good (33%), 28% offered that it is fair, and about 13% rated it as poor or very poor.

VALUE

- When presented with six services their household may receive, trash collection received the highest percentage of respondents indicating that the amount paid for the service was either too low or reasonable given the quality of service received (58%), followed by sewer (48%) and water (38%).
- Comparatively, cell phone service (30%), electricity (25%), and television (9%) received lower ratings.
- Approximately 45% of respondents could not or would not provide an estimate when asked how much they thought municipal tap water costs per gallon in the San Diego region. Just 2% of respondents correctly identified the cost of tap water at one cent per gallon, whereas 53% provided an incorrect estimate. Among those who provided an incorrect estimate, a per-gallon cost of more than 20 cents was the most frequent response (23%).
- After informing residents that the average cost of municipal tap water in San Diego County is about one cent per gallon, the majority (58%) of residents rated the value of water as excellent (29%) or good (29%), 24% offered that the value is fair, and about 9% rated it as poor or very poor. The remaining 8% of residents surveyed were unsure or unwilling to offer an opinion.

WATER USE EFFICIENCY & CONSERVATION

- Close to two-thirds (65%) of respondents anticipate their water use to remain about the same this year as compared with last year, 22% expect to use less water in 2019, and 9% feel they will use more water this year.
- Seven-in-ten residents (70%) offered that they had taken one or more actions to reduce water usage in the past 12 months, whereas 26% confided they had not attempted to use less water and 4% were unsure or unwilling to answer the question.
- Among respondents who had taken one or more actions to reduce water usage in their household during the past 12 months, over half turned off the faucet while brushing their teeth (70%), used less water while showering, washing their hands, or doing the dishes (67%), only ran the dishwasher or washing machine when full (64%), watered plants/lawn between 4PM and 9AM (52%), and washed their car less often or used water-efficient methods to wash their car (52%).

- When residents were asked to rate their level of interest in eight conservation programs, rebates for water efficient indoor devices like toilets, clothes washers, and dishwashers received the highest level of past participation and current interest (74% already participated or were very or somewhat interested in participating), followed by home water-use surveys to identify ways you can save water (64%) and rebates for water efficient outdoor devices like sprinklers and controllers (61%).

WATER-RELATED ATTITUDES

- More than nine-in-ten residents agreed that *A reliable water supply for this region is essential for a healthy economy* (94%), that *A reliable water supply for this region is essential to my quality of life* (93%), and that *It is my civic duty to use water efficiently* (92%).
- More than six-in-ten respondents also agreed that *I know where to look if I want more information about how to conserve water* (77%), *I trust my water agencies to ensure that we have a reliable long-term supply of water* (65%), and *Providing water reliability to San Diego County is more costly than in most other parts of the country* (64%).
- The majority of residents surveyed agreed that *Additional water rate increases may be necessary to increase the reliability of our region's water supply* (59%) and *I expect to pay more for improving the reliability of the region's water supply, even if I have reduced my water use at home* (55%).

AWARENESS OF LOCAL AGENCY

- Overall, 56% of respondents indicated that they knew the name of their local water agency, and 40% of all respondents correctly identified the name of the agency.



CONCLUSIONS

As noted in the *Introduction*, this study was designed to provide the San Diego County Water Authority with a statistically reliable understanding of public awareness, perceptions, knowledge, and attitudes as they relate to the Water Authority and water-related issues including water reliability, value of service, conservation, and initiatives designed to improve water reliability in the region. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to ‘see the forest through the trees’ and note how the collective results of the survey answer some of the key questions that motivated the research.

What are residents’ views on water reliability, and are they conserving water?

In March of this year, the State of California was declared free of drought for the first time since December 2011, after more than seven years.¹ After such a long period, one might expect that no longer being in a drought could impact residents’ views regarding current water reliability and conservation behaviors. The study results shed some light in this area.

Compared with the 2017 survey, water supply and drought dropped as top-of-mind importance mentions from sixth in 2017 to fifteenth in 2019. When asked specifically about water reliability and water use efficiency and conservation, 40% of residents said they expect the reliability of water supplies in San Diego County to get worse in the coming year, and 70% reported that their household had taken action to reduce its water usage in the past 12 months. Nevertheless, 9% reported that they would use *more* water in 2019 than they did in 2018, which is a statistically significant increase from the figure found in 2017 (5%). And while 22% said they would use less water, this finding is 11 percentage points *lower* than the figure recorded in 2017.

As one might expect, the study findings reveal a strong, positive relationship between expectations regarding the water supply over the next year and reliability over the next two decades. Specifically, 88% of residents who felt that the supply would improve over the next year also anticipated the water supply to be reliable over the next 20 years. This compares to a 61% future reliability rating among those who thought the supply would stay about the same over the next year, 38% among those who were unsure, and 23% of those who expected the supply to get worse over the next year thought that the supply would be very or somewhat reliable over the next 20 years.

Although seven-in-ten residents offered that they had taken one or more actions to reduce water usage during the 12 month period prior to the interview, self-reported water use efficiency and conservation behaviors varied somewhat across subgroups based largely on respondents’ per-

1. <https://www.nbcnews.com/storyline/california-drought/california-drought-officially-over-after-more-seven-years-n983461>

ceptions of the adequacy of local water supplies. Residents who anticipated that the County supply would be getting worse were the *most* likely to report having attempted to use less water.

Residents reported a wide range of water reduction behaviors, with the most common being turning off the faucet while brushing their teeth, using less water while showering, washing their hands, or doing the dishes, only running the dishwasher or washing machine when full, watered plants/lawn between 4PM and 9AM, and washing their car less often or using water-efficient methods to wash their car.

Among eight specific conservation programs, rebates for water efficient indoor devices like toilets, clothes washers, and dishwashers, home water-use surveys to identify ways to save water, and rebates for water efficient outdoor devices like sprinklers and controllers received the highest levels of past participation and current interest. Although the percentage of respondents *very* interested in each program varied, the top three programs were fairly consistent among subgroups. African American/Black respondents were the only subgroup not to have any of their top three programs in common with the overall results.

How do residents perceive the value of water compared with other household services, and are they willing to pay more for increased reliability?

Water service was among the top three services/utilities respondents identified as being reasonably priced relative to the quality of the service received, even though most tend to overestimate the price per gallon. Upon learning that the average cost per gallon of water is approximately one cent, close to six-in-ten residents rated the value of water as excellent or good.

Of particular note is the relationship between opinions of the San Diego County Water Authority's performance rating and the value of water for the one cent per gallon paid. Respondents who gave the Water Authority a favorable performance rating or were aware of the Water Authority but did not know how to rate them, or who had not heard of the Water Authority at all were much more likely to rate the value of water as excellent or good compared with those who provided a neutral or unfavorable performance rating for the Water Authority.

That residents recognize the value of water and water reliability was also revealed by their willingness to pay more on their monthly bill to fund priority water reliability projects. Approximately half of respondents indicated they would support a \$7.50 increase in their monthly water bill to fund priority water reliability projects and nearly two-thirds would support a \$5 increase. Expanding the use of recycled water for agriculture and irrigation uses was by far the most supported water reliability project, followed by recycling water and purifying it to drinking water standards using advanced water treatment technologies. Although the percentage results varied across subgroups, expanding the use of recy-

cled water for agriculture and irrigation uses and recycling water and purifying it to drinking water standards were the number one and number two respective projects among every identified subgroup.

To what extent is the public aware of the San Diego County Water Authority, and what is their opinion of the agency?

Special districts and sub-agencies often operate in relative obscurity from the public's perspective. Although virtually all residents can identify their city and—to a lesser extent—their local school district, special districts or municipal sub-agencies are often not on the average resident's radar. Nevertheless, among all residents surveyed in 2019, 72% indicated that they had heard of the San Diego County Water Authority prior to taking the survey (aided awareness). This finding compares favorably with the results of the 2017 study, representing a statistically significant increase of ten percentage points.

Awareness of the San Diego County Water Authority varied substantially across subgroups of residents. In general, awareness of the Water Authority increased as length of residence, age, and education level increased. Awareness was also higher among residents in the South Metro, North Inland, and Metro areas of the County, male respondents, home owners, those who live in a single family home, African-American/Black and Caucasian/White residents, and those in a household responsible for paying their own water bill.

Having heard of the San Diego County Water Authority is one thing—having an awareness and understanding of the Water Authority's many responsibilities is quite another. Gauging the public's knowledge about the Water Authority revealed patches of clarity, as well as patches of confusion.

Among residents who had heard of the San Diego County Water Authority, close to eight-in-ten correctly identified the Water Authority as being responsible for ensuring a safe, reliable water supply. Over half correctly identified the Water Authority as being responsible for offering water conservation programs, importing water for the region, and building and maintaining water pipelines and infrastructure. However, just over one-third (37%) of residents correctly indicated that the San Diego County Water Authority was *not* responsible for providing water directly to their home.

When asked how well the San Diego County Water Authority is performing overall, almost a quarter of residents who had heard of the Water Authority had no opinion of the agency. Among those aware *and* who provided opinion, close to half (49%) rated its overall performance as excellent or good, while 36% cited it as fair, and the remaining 16% said poor or very poor.

IMPORTANCE OF ISSUES

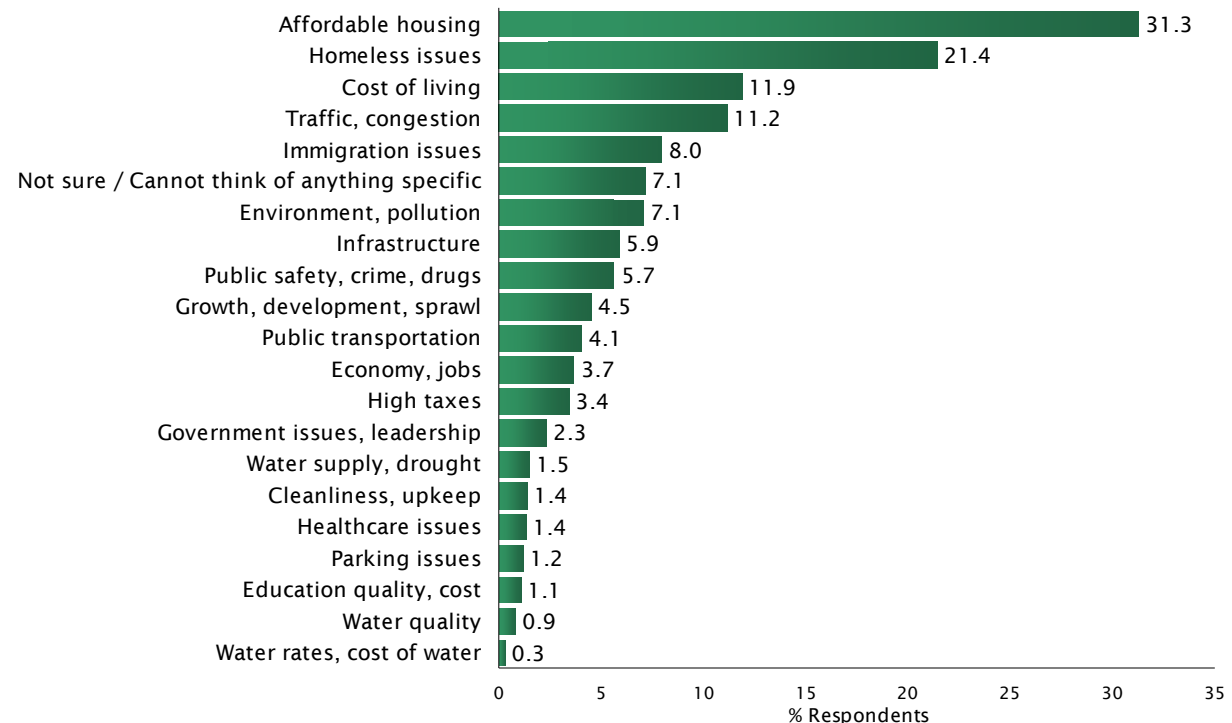
The first substantive question of the survey asked residents to identify what they feel is the most important issue facing San Diego County residents. This question was posed in an open-ended manner, thereby allowing residents to mention any issue that came to mind without being prompted by or restricted to a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 1. Because respondents were free to mention more than one issues, the percentages in the figure total more than 100%.

Overall, affordable housing was the most top of mind issue facing residents (31%), followed by homeless issues (21%), cost of living (12%), traffic congestion (11%), and immigration (8%). Approximately 7% of respondents were unsure or unable to offer a specific issue facing San Diego County residents. Water-related issues (water supply/drought, water quality, water rates/cost of water) all placed in the bottom third of responses, collectively mentioned by 3% of respondents.

Compared with the 2017 study, affordable housing remained the number one issue facing residents. Homeless issues and cost of living each increased in importance to rank second and third, respectively. Whereas the economy/unemployment was the second most frequently mentioned issue in 2017, it was no longer a top issue in 2019. Water supply and drought, which ranked sixth in 2017, also dropped in importance ratings in 2019.

Question 3 *What do you feel is the most important issue facing San Diego County residents today?*

FIGURE 1 IMPORTANCE OF ISSUES



WATER RELIABILITY

The next series of questions in the survey were designed to profile residents' perceptions and opinions as they relate to the reliability of the County's water supply.

OPINION OF WATER SUPPLY The first question in this series started by informing respondents that a *reliable* water supply is one that can be depended upon to consistently provide enough water to meet a region's needs. Respondents were then asked if they expect the reliability of water supplies in California, Southern California, and San Diego County (in that order) to improve, stay about the same, or get worse over the next year.

As shown in Figure 2, perspectives regarding the reliability of water supplies over the next year were fairly similar for each of the three geographic areas. Overall, 7% of respondents felt that the reliability of the supplies in both California and Southern California would improve over the next year. For San Diego County, the percentage was slightly higher at 10%. For each of the three geographies, respondents were close to evenly split between feeling that the supplies would stay about the same (California: 42%, Southern California: 40%, San Diego County 43%) or get worse (California: 41%, Southern California: 45%, San Diego County 40%). The remainder of respondents were unsure or declined to state their opinion.

Question 4 *Next, I'm going to ask you a few questions about drinking water supplies. A reliable water supply is one that can be depended upon to consistently provide enough water to meet a region's needs. Overall, do you expect that the reliability of water supplies in _____ will be improving, staying about the same, or getting worse over the next year?*

FIGURE 2 OPINION OF WATER SUPPLY

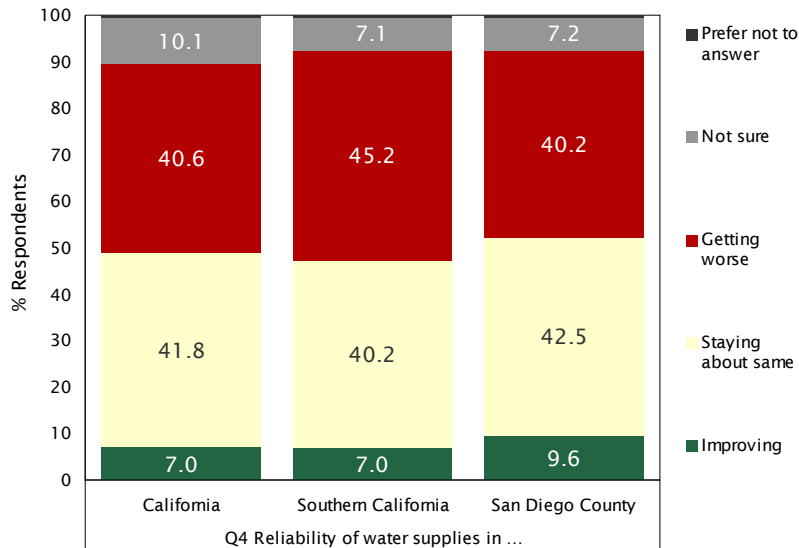
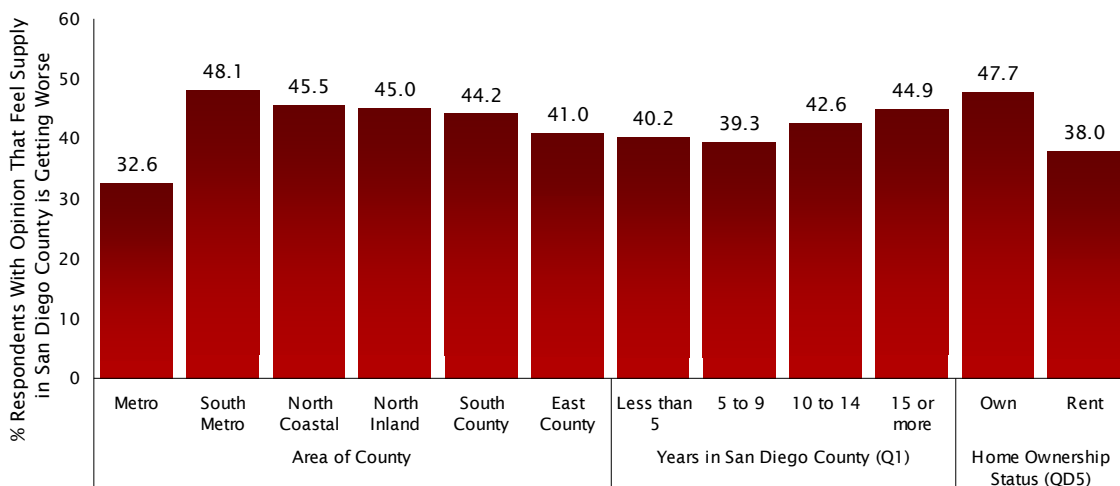


Figure 3 shows the percentage of residents (among those with an opinion) that expected the reliability of the water supply in San Diego County to get worse over the next year by their area, length of residence, and home ownership status. Compared with their subgroup counterparts, Metro area residents and renters were the least likely to feel that the reliability of the County’s water supply would get worse over the next year.

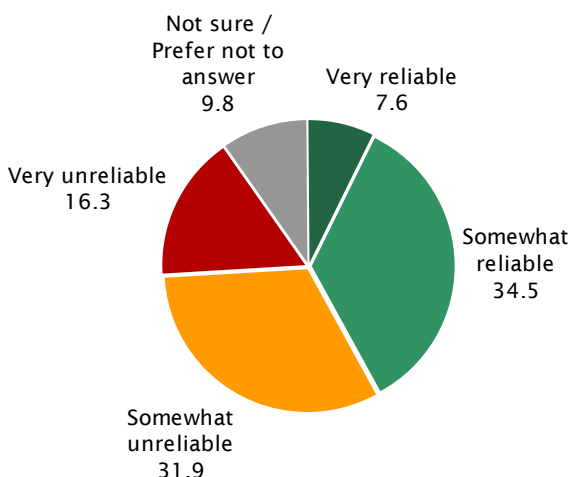
FIGURE 3 OPINION OF WATER SUPPLY IN SAN DIEGO COUNTY BY AREA OF COUNTY, YEARS IN SAN DIEGO COUNTY & HOME OWNERSHIP STATUS



RELIABILITY OF WATER SUPPLY Respondents were next asked to think longer term, and indicate how reliable they thought the water supply in San Diego County would be over the next 20 years.

Question 5 *Over the next 20 years, how reliable do you think San Diego County's water supply is going to be? Do you think it will be very reliable, somewhat reliable, somewhat unreliable, or very unreliable?*

FIGURE 4 RELIABILITY OF COUNTY WATER SUPPLY OVER NEXT 20 YEARS



Four-in-ten respondents indicated that they expect water supplies in San Diego County to be either very reliable (8%) or somewhat reliable (35%) over the next 20 years. Just under half (48%) of respondents thought water supplies would be very or somewhat unreliable, whereas the remaining 10% were unsure or did not provide a response (see Figure 4).

The next three figures display respondents' views (among those who provided an opinion) regarding the future reliability of the County's water supply by a host of demographic traits. Most notable is the strong, positive relationship between expectations regarding the water supply over the next year and reliability over the next two decades. Specifically, 88% of residents who felt that the supply would improve over the next year also anticipated the water supply to be reliable over the next 20 years. This compares to a 61% future reliability rating among those who thought the supply would stay about the same over the next year, 38% among those who were unsure, and 23% of those who expected the supply to get worse over the next year thought that the supply would be very or somewhat reliable over the next 20 years (see Figure 5 below).

FIGURE 5 RELIABILITY OF COUNTY WATER SUPPLY OVER NEXT 20 YEARS BY COUNTY WATER SUPPLY OVER NEXT YEAR & HSLD INCOME

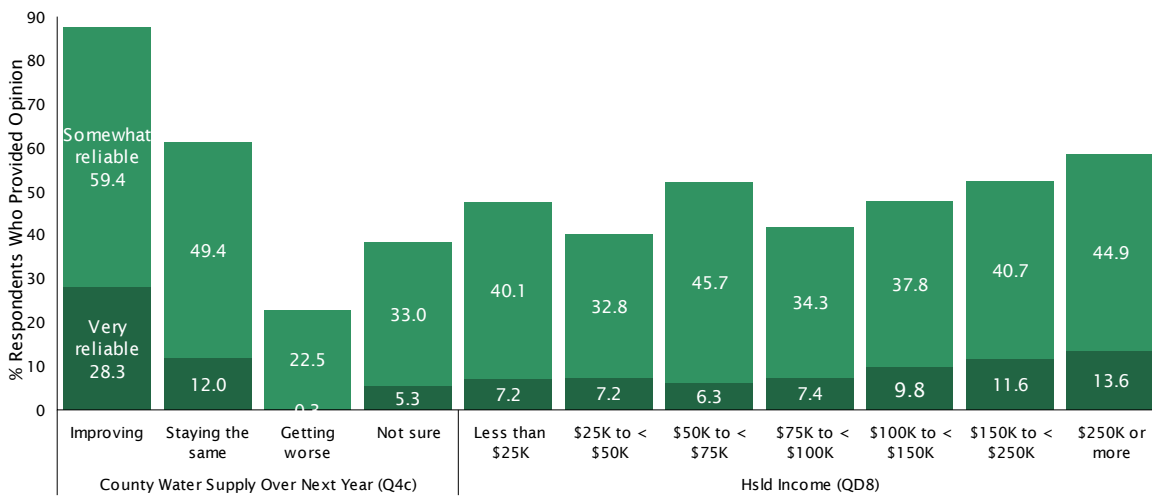


FIGURE 6 RELIABILITY OF COUNTY WATER SUPPLY OVER NEXT 20 YEARS BY AREA OF COUNTY & YEARS IN SAN DIEGO COUNTY

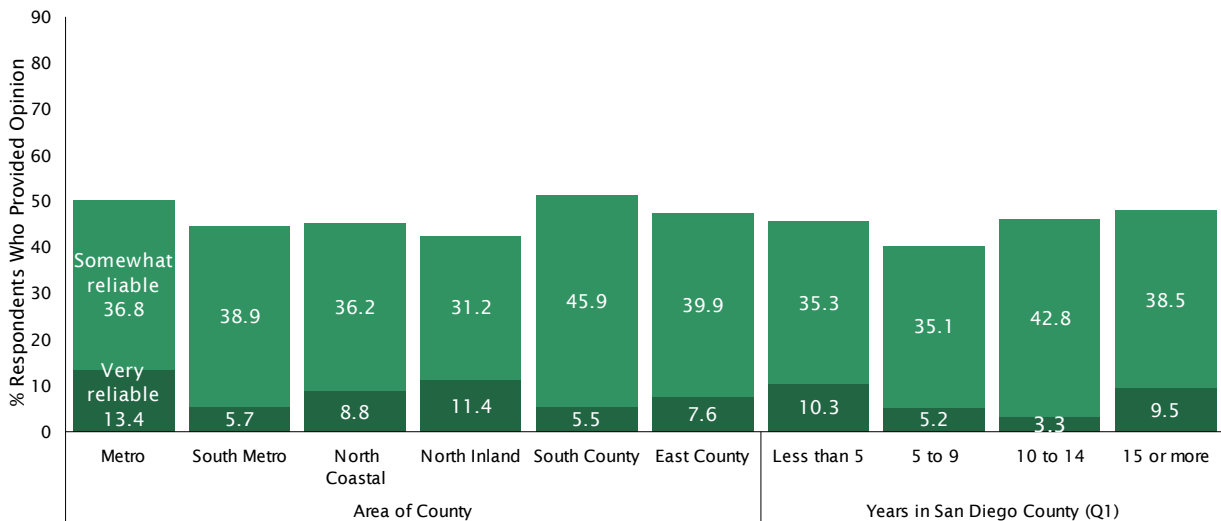
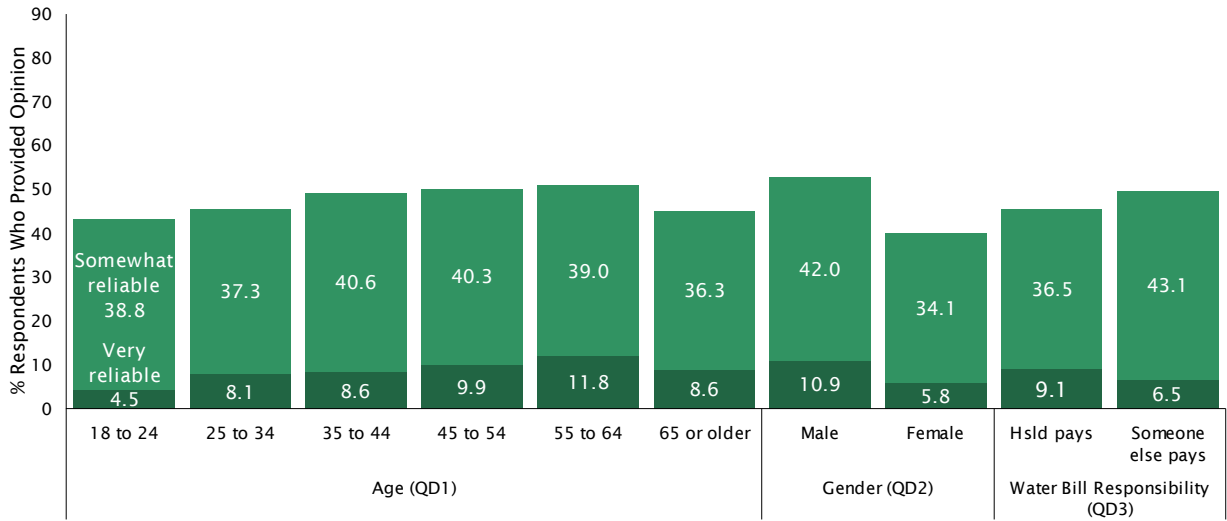


FIGURE 7 RELIABILITY OF COUNTY WATER SUPPLY OVER NEXT 20 YEARS BY AGE, GENDER & WATER BILL RESPONSIBILITY

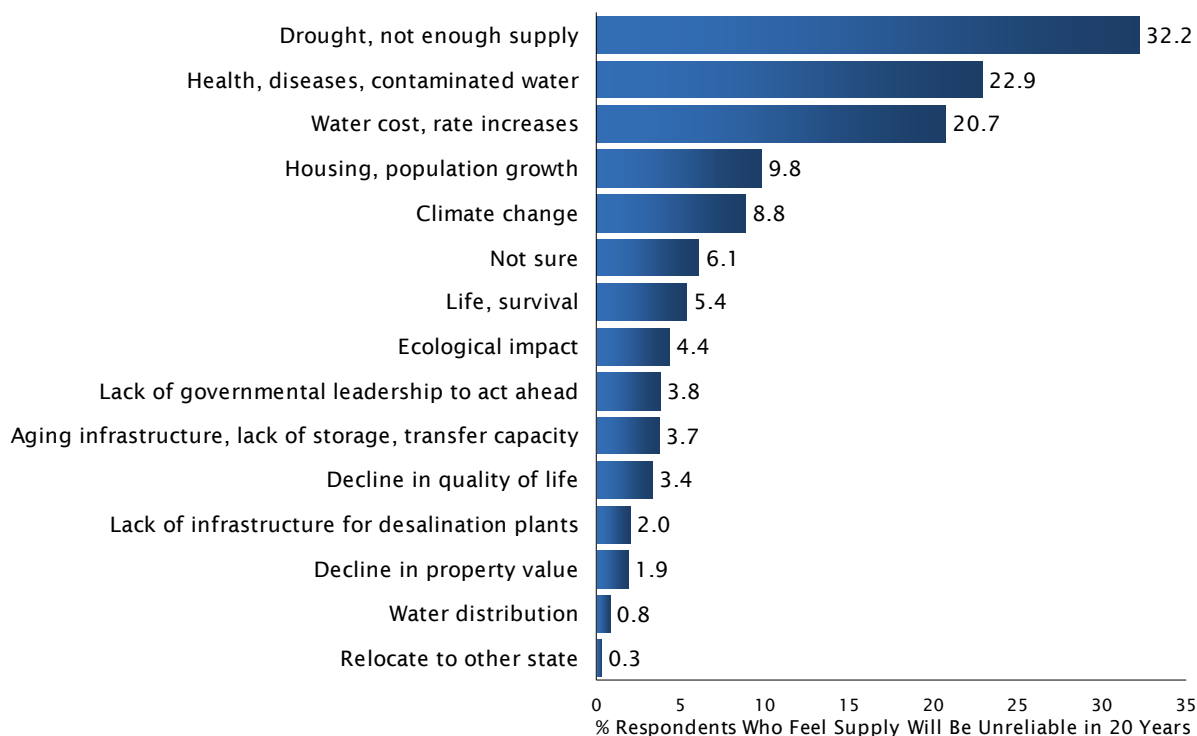


CONCERNS ABOUT UNRELIABLE WATER SUPPLY Respondents who felt that the water supply in San Diego County would be unreliable over the next 20 years were asked to provide more detail about their specific concerns. Question 6 was asked in an open-ended manner, allowing respondents to mention any concern that came to mind without being prompted by or restricted to a particular list of options. True North reviewed the verbatim responses and grouped them into the categories shown in Figure 8 on the next page. Because respondents sometimes mentioned more than one concern, percentages in the figure total more than 100%.

Among specific concerns offered about having an unreliable water supply in San Diego County, issues related to drought and not having enough supply was the most common response (32%), followed by concerns related to health, diseases, and contaminated water (23%), the cost of water and rate increases (21%), housing/population growth (10%), and climate change (9%).

Question 6 *What concerns you the most about having an unreliable water supply in San Diego County in the future?*

FIGURE 8 CONCERNS ABOUT UNRELIABLE COUNTY WATER SUPPLY

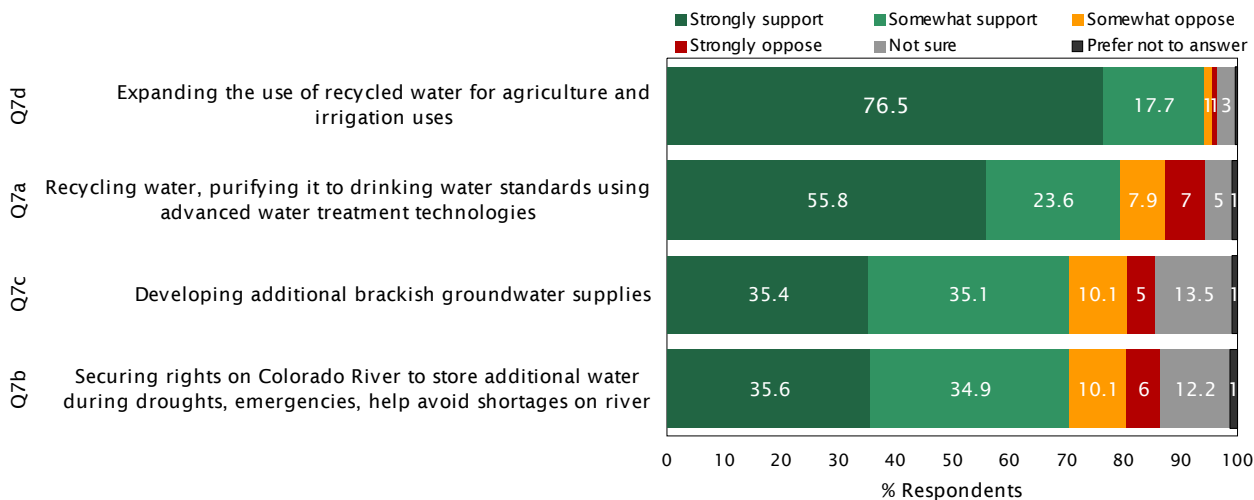


STRATEGIC INVESTMENTS The next question in this section was designed to provide the San Diego County Water Authority with a reliable measure of how residents, as a whole, support a variety of projects to which resources could be allocated in the future. The format of the question was straightforward: after informing respondents that many local water agencies are interested in investing in projects to increase the reliability of our water supplies and enhance our local control over future water supplies, respondents were asked whether they would support or oppose taking action on each project shown in Figure 9 on the next page.

The projects are sorted in the figure from high to low based on the proportion of respondents who indicated that they *at least* somewhat support local water agencies taking action on the project. Among the investments tested, expanding the use of recycled water for agriculture and irrigation uses was rated the highest (94% *strongly* or *somewhat* support), followed by recycling water and purifying it to drinking water standards using advanced water treatment technologies (79%), developing additional brackish groundwater supplies, which contain a mixture of saltwater and freshwater that can be treated and used for drinking water and other purposes (71%), and securing rights on the Colorado River to store additional water during droughts and emergencies and help avoid shortages on the River (71%). The percentage of residents who were unsure or did not have an opinion ranged from a low of 4% (expanding use of recycled water) to a high of 14% (developing additional brackish water supplies). With that said, even when responses of not sure and no answer are filtered out, the relative rank order of the projects remains the same.

Question 7 Many local water agencies are interested in investing in projects to increase the reliability of our water supplies and enhance our local control over future water supplies. Here is the (first/next) one: _____. Would you support or oppose taking this action? Would that be strongly (support/oppose) or somewhat (support/oppose)?

FIGURE 9 SUPPORT FOR STRATEGIC INVESTMENTS²



For the interested reader, tables 1 and 2 on the next page provide the percentage of surveyed residents (among those who provided an opinion) who *strongly supported* each project by their area of the County, whether they had taken action to reduce water usage in the past 12 months, number of years in San Diego County, and education level. Although the percentage results varied across subgroups, it is worth noting that expanding the use of recycled water for agriculture and irrigation uses and recycling water and purifying it to drinking water standards using advanced water treatment technologies were the number one and number two respective projects among each subgroup.

Other highlights include the finding that residents who had taken action to reduce water usage in the past year were more likely to indicate strong support for each project than those who had not taken any action. When compared with those who have lived in the County longer, a higher percentage of residents who have lived in San Diego County less than ten years were strongly supportive of recycling water and purifying it to drinking water standards as well as developing additional brackish groundwater supplies. The majority of residents in South County indicated strong support for securing rights on the Colorado River to store additional water during droughts and emergencies and help avoid shortages on the River. Respondents with less than a college degree were also more supportive of securing rights on the River than those with a higher educational attainment.

2. For the full text of the projects tested, turn to Question 7 in *Questionnaire & Toplines* on page 41.

TABLE 1 SUPPORT FOR STRATEGIC INVESTMENTS AMONG THOSE WITH OPINION BY AREA OF COUNTY & TAKEN ACTION TO REDUCE WATER USE (SHOWING % STRONGLY SUPPORT)

	Area of County						Taken Action to Reduce Water Use (Q16)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Yes	No
Expanding the use of recycled water for agriculture and irrigation uses	82.4	78.5	78.7	79.4	77.9	80.3	81.7	74.5
Recycling water, purifying to drinking water standards using advanced water treatment technologies	56.7	61.1	60.8	63.7	55.1	55.8	60.7	55.7
Developing additional brackish groundwater supplies	38.5	41.5	39.6	43.5	43.4	41.5	43.2	35.9
Securing rights on Colorado River to store additional water during droughts, emergencies, help avoid shortages on river	26.6	37.0	42.2	42.1	51.3	45.8	43.5	36.6

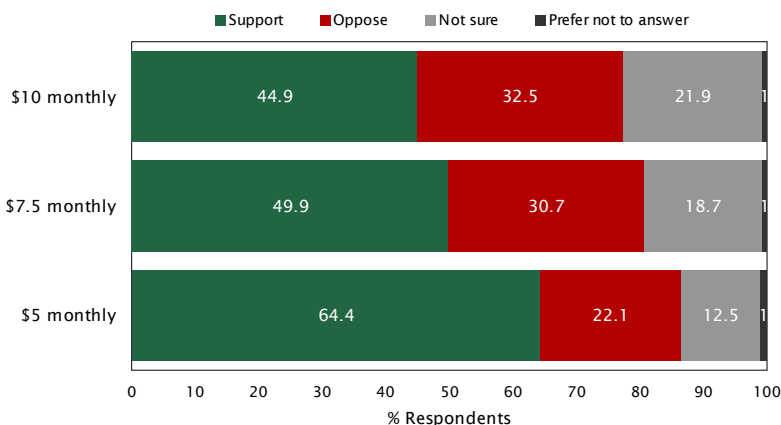
TABLE 2 SUPPORT FOR STRATEGIC INVESTMENTS AMONG THOSE WITH OPINION BY YEARS IN SAN DIEGO COUNTY & EDUCATION LEVEL (SHOWING % STRONGLY SUPPORT)

	Years in San Diego County (Q1)				Education Level (QD7)			
	Less than 5	5 to 9	10 to 14	15 or more	HS or less	Some college	College graduate	Graduate degree
Expanding the use of recycled water for agriculture and irrigation uses	81.9	79.4	73.5	79.9	79.1	78.6	80.3	78.9
Recycling water, purifying to drinking water standards using advanced water treatment technologies	73.3	72.6	50.6	56.0	69.1	55.4	54.4	62.3
Developing additional brackish groundwater supplies	46.9	52.2	38.7	39.2	46.8	43.3	39.1	37.9
Securing rights on Colorado River to store additional water during droughts, emergencies, help avoid shortages on river	30.8	48.5	31.1	43.1	45.6	46.8	37.8	34.7

RATES Question 8 evaluated support for increasing revenue to help fund the projects identified as priorities in Question 7. Respondents were presented with the highest potential monthly increase (\$10 per month) and asked if they would support increasing their monthly water bill by that amount to pay for the water reliability projects discussed in the previous question. If a respondent did not indicate ‘support’, they were asked whether they were supportive at the next lowest amount. Three amounts were tested, and the percentage of respondents who indicated they would support a monthly increase at each rate is shown in Figure 10.

Question 8 *To pay for the types of water reliability projects just mentioned, would you support or oppose an increase of _____ on your monthly water bill?*

FIGURE 10 SUPPORT FOR MONTHLY INCREASE BY AMOUNT



The most obvious pattern revealed in Figure 10 is that residents are price sensitive when it comes to funding the proposed projects through a monthly bill increase. With that said, 45% of respondents would support an increase of \$10 per month on their bill to fund priority water reliability projects, 50% would support a \$7.50 monthly increase, and almost two-thirds (64%) would support an increase of \$5 per month to fund water reliability projects.

Figures 11 and 12 display support for a \$5 monthly bill increase by respondents' level of support for each water reliability project being considered for investment. For example, in Figure 11 we see that among those who *strongly support* expanding the use of recycled water for agriculture and irrigation uses (Question 7d), 71% indicated they would support a \$5 monthly bill increase. Strong, positive relationships were found for the three of the four projects tested, with support for paying an additional \$5 per month increasing as the level of support for each project increased. More consistency in willingness to pay an additional \$5 per month was found for the project to secure rights on the Colorado River (right side of Figure 12)—although supporters and those indicating soft opposition (somewhat oppose) were more supportive of a \$5 increase than those in strong opposition or unsure, there was much less variation in their degree of support than that identified for the other projects.

FIGURE 11 SUPPORT FOR \$5 MONTHLY INCREASE BY SUPPORT FOR TOP PROJECTS³

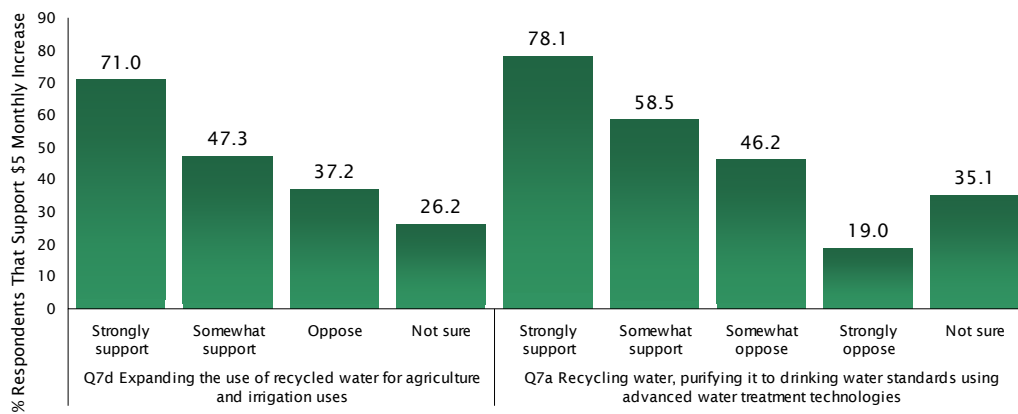
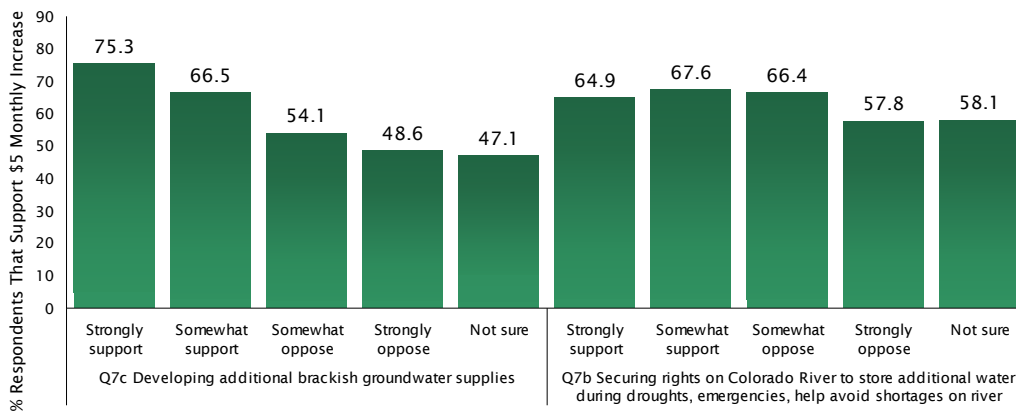


FIGURE 12 SUPPORT FOR \$5 MONTHLY INCREASE BY SUPPORT FOR OTHER PROJECTS



3. Due to the small number of respondents in the somewhat and strongly oppose categories, responses were combined for Q7d.

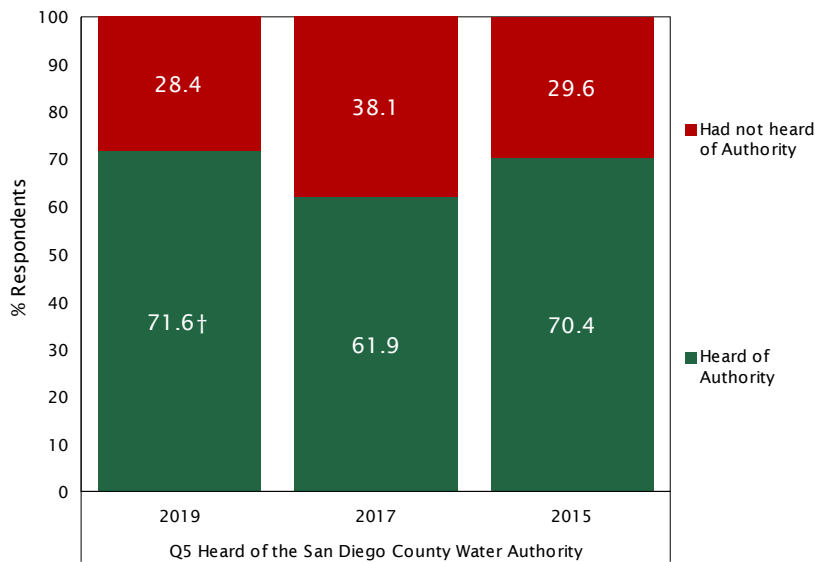
AWARENESS & KNOWLEDGE OF SAN DIEGO COUNTY WATER AUTHORITY

Having explored respondents' opinions about the reliability of the water supply in San Diego County, as well as their support and willingness to pay for various projects to increase reliability, the survey next sought to profile respondents' awareness and knowledge as they pertain to the San Diego County Water Authority. Do residents recognize the name of the agency, and do they correctly understand the many functions that the Water Authority performs? Moreover, how do they rate the Water Authority's overall performance?

AIDED AWARENESS OF WATER AUTHORITY Respondents were initially asked if, prior to taking the survey, they had heard of the agency called the San Diego County Water Authority. Among residents overall, 72% indicated that they had heard of the San Diego County Water Authority prior to taking the survey (aided awareness). This compares favorably to the results of the 2017 study, representing a statistically significant increase of ten percentage points (see Figure 13).

Question 9 *Prior to taking this survey, had you heard of the agency called the San Diego County Water Authority?*

FIGURE 13 AIDED AWARENESS OF SAN DIEGO COUNTY WATER AUTHORITY BY STUDY YEAR



† Statistically significant difference ($p < 0.05$) between the 2017 and 2019 studies.

Awareness of the San Diego County Water Authority varied substantially across subgroups of residents (see figures 14 through 16 on the next page). In general, awareness of the Water Authority increased as length of residence, age, and education level increased. Awareness was also higher among residents in the South Metro, North Inland, and Metro areas of the County, male respondents, home owners, those who live in a single family home, African-American/Black and Caucasian/White residents, and those in a household responsible for paying their own water bill.

FIGURE 14 AIDED AWARENESS OF WATER AUTHORITY BY AREA OF COUNTY, YEARS IN SAN DIEGO COUNTY & GENDER

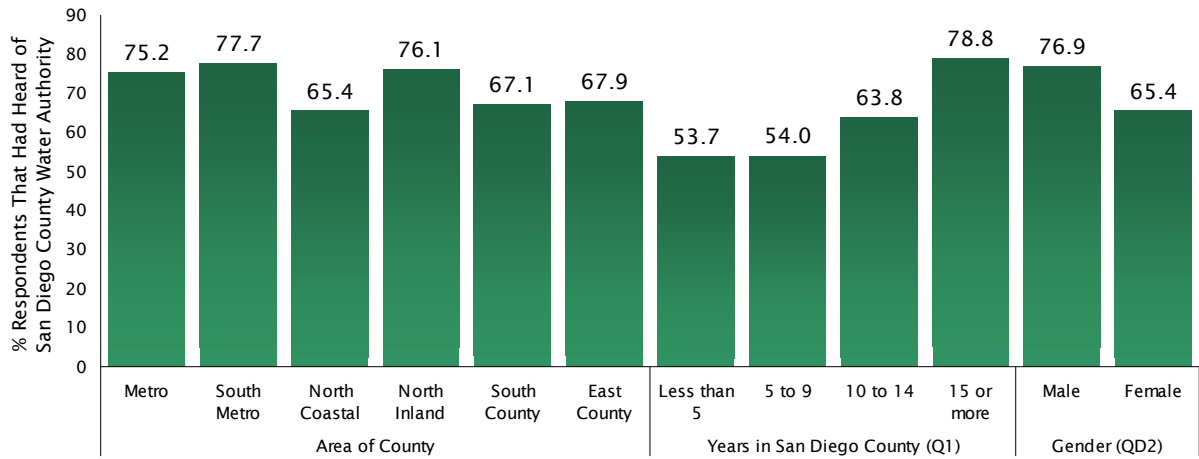


FIGURE 15 AIDED AWARENESS OF WATER AUTHORITY BY AGE, EDUCATION LEVEL & HOME OWNERSHIP STATUS

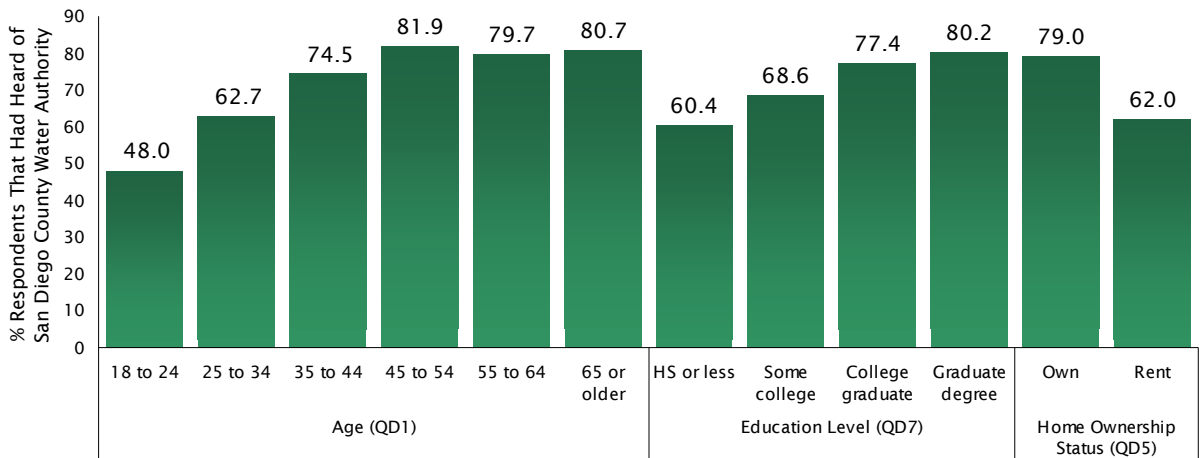
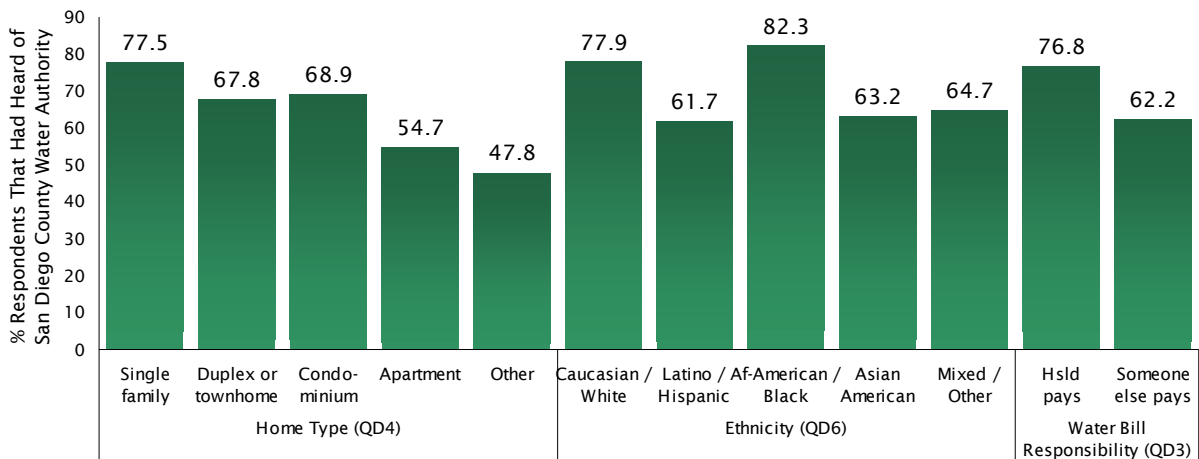


FIGURE 16 AIDED AWARENESS OF WATER AUTHORITY BY HOME TYPE, ETHNICITY & WATER BILL RESPONSIBILITY

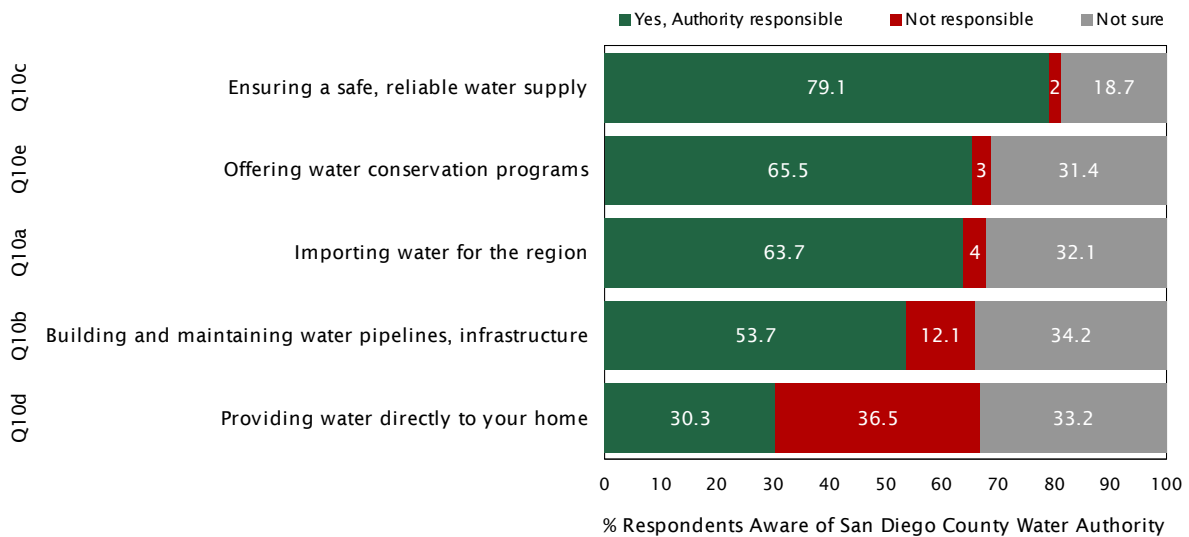


KNOWLEDGE OF WATER AUTHORITY’S RESPONSIBILITIES Having heard of the San Diego County Water Authority is one thing—having an understanding of the Water Authority’s many responsibilities is quite another. To gauge how knowledgeable residents may be with respect to the Water Authority’s many areas of responsibility, Question 10 presented them with each of the items shown on the left of Figure 17 and simply asked whether they knew if the Water Authority is (or is not) responsible for each item.

Among residents who had heard of the San Diego County Water Authority, close to eight-in-ten correctly identified the Water Authority as being responsible for ensuring a safe, reliable water supply (79%). Over half correctly identified the Water Authority as being responsible for offering water conservation programs (66%), importing water for the region (64%), and building and maintaining water pipelines and infrastructure (54%). At the other end of the spectrum, just over one-third (37%) of residents correctly indicated that the San Diego County Water Authority was *not* responsible for providing water directly to their home.

Question 10 *Next, let me ask you a few questions about the San Diego County Water Authority. If you aren't sure of your answer, just say 'not sure'. To the best of your knowledge, is the San Diego County Water Authority responsible for _____?*

FIGURE 17 KNOWLEDGE OF SAN DIEGO COUNTY WATER AUTHORITY RESPONSIBILITIES



For the interested reader, tables 3 through 5 display knowledge of the Water Authority’s responsibilities among residents aware of the Water Authority by a variety of demographic subgroups.

TABLE 3 KNOWLEDGE OF WATER AUTHORITY RESPONSIBILITIES BY AREA & TAKEN ACTION TO REDUCE WATER USE

	Area of County						Taken Action to Reduce Water Use (Q16)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Yes	No
Ensuring a safe, reliable water supply	75.0	77.2	76.6	83.0	82.8	81.0	81.0	76.6
Offering water conservation programs	56.5	67.8	62.0	67.2	75.7	61.7	70.6	52.1
Importing water for the region	64.6	68.3	55.0	68.1	62.5	62.3	65.6	61.0
Building & maintaining water pipelines, infrastructure	50.4	53.1	53.5	54.3	60.5	50.2	56.8	46.0
Providing water directly to your home (correctly said no)	27.2	32.9	43.3	45.3	33.5	35.8	35.6	40.5

TABLE 4 KNOWLEDGE OF WATER AUTHORITY RESPONSIBILITIES BY YEARS IN SAN DIEGO COUNTY & EDUCATION LEVEL

	Years in San Diego County (Q1)				Education Level (QD7)			
	Less than 5	5 to 9	10 to 14	15 or more	HS or less	Some college	College graduate	Graduate degree
Ensuring a safe, reliable water supply	75.8	72.2	79.3	80.3	76.6	74.8	80.9	84.5
Offering water conservation programs	62.5	59.3	64.7	66.7	61.6	63.5	68.8	68.9
Importing water for the region	47.5	61.7	53.9	66.9	63.6	50.8	67.8	71.0
Building & maintaining water pipelines, infrastructure	54.1	57.9	40.6	54.8	56.9	54.1	51.7	54.7
Providing water directly to your home (correctly said no)	16.0	29.5	29.5	40.5	28.3	28.7	38.3	46.7

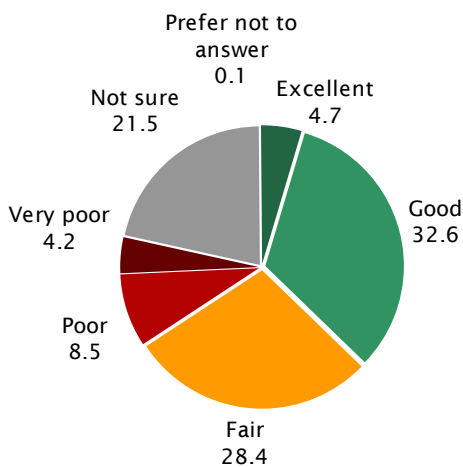
TABLE 5 KNOWLEDGE OF WATER AUTHORITY RESPONSIBILITIES BY AGE & GENDER

	Age (QD1)						Gender (QD2)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Male	Female
Ensuring a safe, reliable water supply	80.3	72.7	79.0	82.4	84.0	80.6	77.1	81.6
Offering water conservation programs	56.9	65.6	58.9	70.5	72.5	66.4	64.7	65.8
Importing water for the region	46.5	63.5	61.7	69.4	68.0	68.0	67.8	57.9
Building & maintaining water pipelines, infrastructure	51.7	48.7	48.2	61.8	53.2	57.7	55.3	50.6
Providing water directly to your home (correctly said no)	14.8	32.1	29.9	40.5	47.0	46.0	41.8	29.5

PERFORMANCE RATING The survey next asked respondents who had heard of the Water Authority prior to taking the survey to think about all of the activities and responsibilities of the San Diego County Water Authority and rate how they were performing using a five-point scale of excellent, good, fair, poor, or very poor. Because this question does not reference a specific service, activity, or responsibility, the findings of this question may be regarded as an *overall performance rating* for the Water Authority. Among respondents who had heard of the Water Authority, 22% had no opinion of the San Diego County Water Authority. As shown in Figure 18, 38% of residents aware of the Water Authority rated its overall performance as excellent (5%) or good (33%), 28% offered that it is fair, and about 13% rated it as poor or very poor.

Question 11 *Thinking about all of the activities and responsibilities of the San Diego County Water Authority, how well are they performing? Would you say they are doing an excellent, good, fair, poor, or very poor job?*

FIGURE 18 PERFORMANCE RATING FOR SAN DIEGO COUNTY WATER AUTHORITY



The figures on the next page show how perceptions of the Water Authority’s performance varied (among those with an opinion) across subgroups of residents aware of the Water Authority. Compared with their subgroup counterparts, residents in South Metro, Metro, or North Coastal areas, those who have lived in the County less than 15 years, those who had not taken action to reduce water usage in the past year, respondents who lived in condominiums and apartments, African-American/Black, Caucasian/White, and Mixed/Other residents, females, and those who felt the County water supply would be improving or staying about the same over the next year were the most likely to rate the Water Authority’s performance favorably.

FIGURE 19 PERFORMANCE RATING FOR WATER AUTHORITY BY AREA OF COUNTY, YEARS IN SAN DIEGO COUNTY & TAKEN ACTION TO REDUCE WATER USE

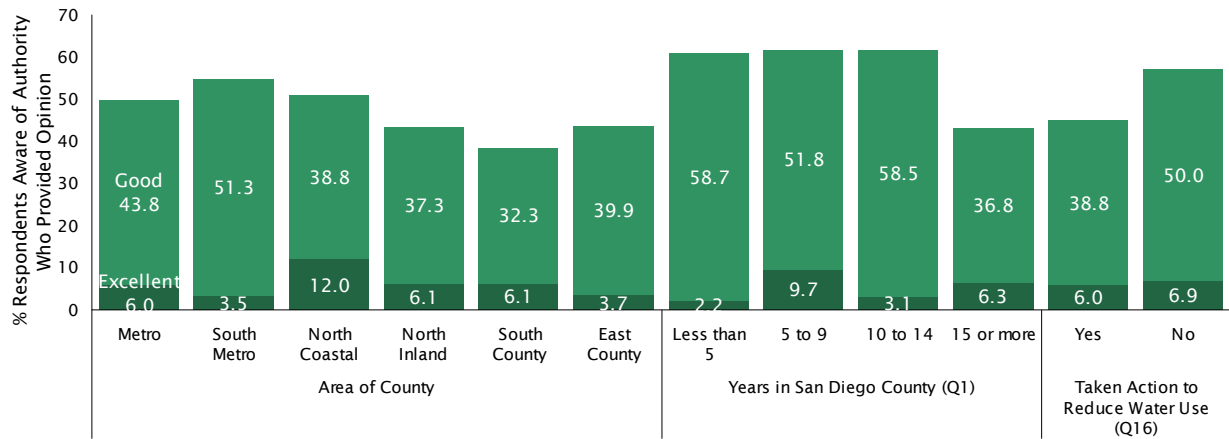


FIGURE 20 PERFORMANCE RATING FOR WATER AUTHORITY BY HOME TYPE, ETHNICITY & GENDER

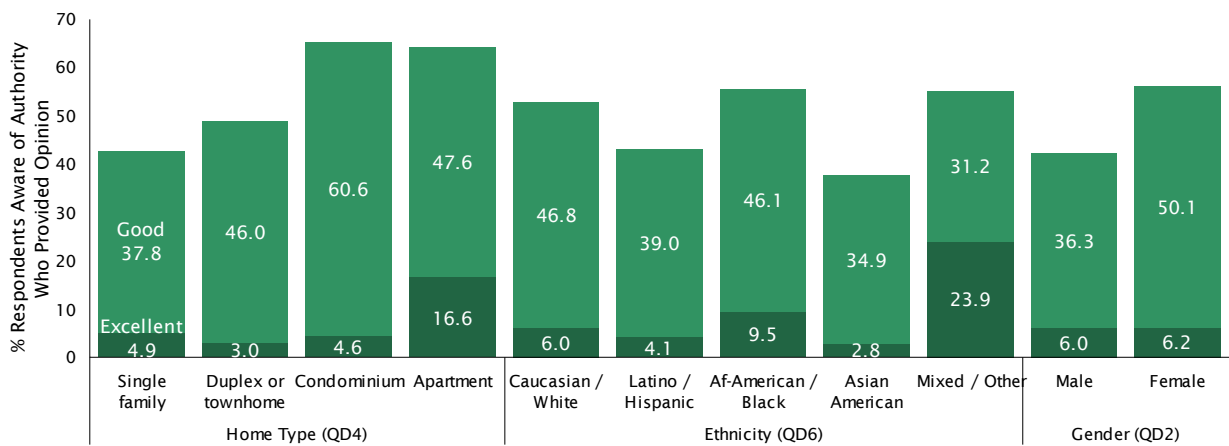
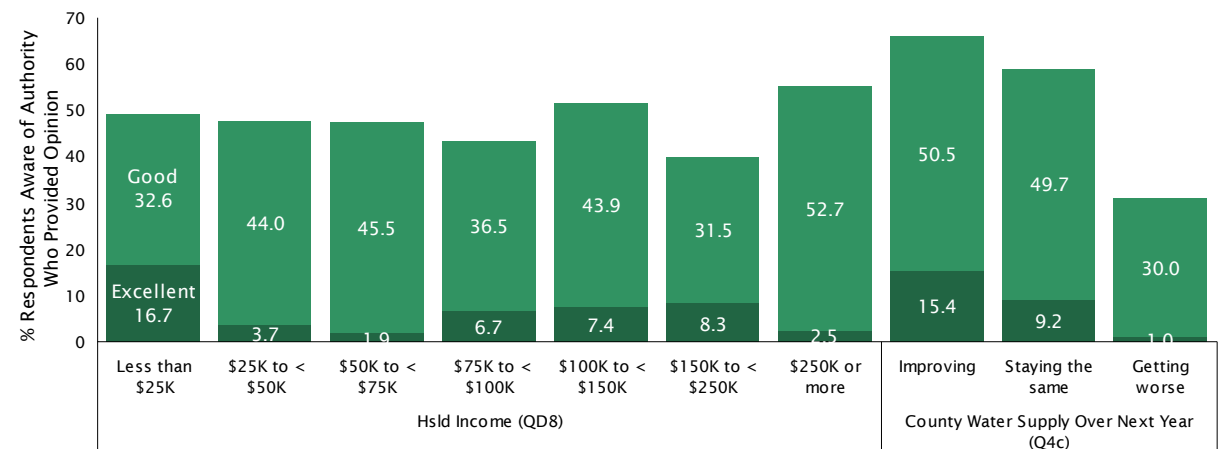


FIGURE 21 PERFORMANCE RATING FOR WATER AUTHORITY BY HSLD INCOME & COUNTY WATER SUPPLY OVER NEXT YEAR



VALUE

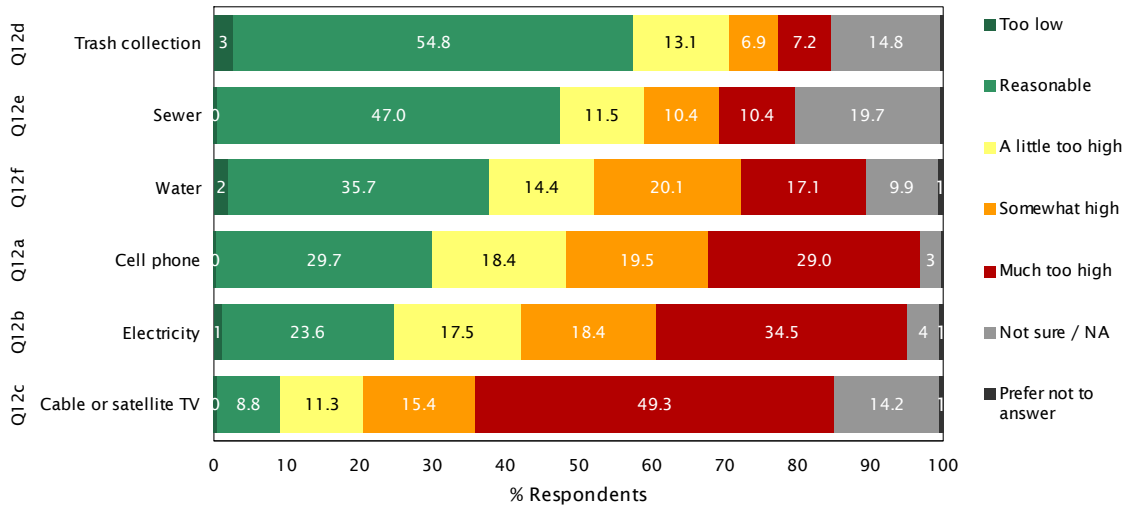
The next section of the survey focused on the perceived value that residents place on the quality of water relative to other services, their best estimate for the cost of water per gallon, and how they rate the value of their municipal tap water after learning the cost per gallon.

VALUE RELATIVE TO OTHER SERVICES The first question in this series presented respondents with several services their household may receive and asked them to rate whether they feel the amount they pay is reasonable, too high, or too low given the quality of the service. Because the same response scale was used for each item, the results provide an insight into the perceived value of each service individually *as well as* how each service ranks relative to the others tested. To avoid a systematic position bias, the order in which the services were read to respondents was randomized for each respondent.

Figure 22 presents each service tested, as well as the value assigned to each service by survey participants, sorted by reasonableness of the amount paid.⁴ Overall, trash collection received the highest percentage of respondents indicating that the amount paid for the service was either too low or reasonable (58%), followed by sewer (48%) and water (38%). Comparatively, cell phone service (30%), electricity (25%), and television (9%) received lower ratings. The percentage of residents who were unsure or did not have an opinion ranged from a low of 3% (cell phone service) to a high of 20% (sewer service). With that said, even when responses of not sure and no answer are filtered out, the relative rank order of the services remains the same. Given the purpose of this study, it is instructive to note that water service was viewed in the top three for reasonableness of amount paid relative to the quality of the service received.

Question 12 *Next, I'd like to ask you to consider the value you receive from various services. Considering the quality of the _____ service your household receives, would you say the amount your household pays for the service is reasonable, too high, or too low? If says too high, ask: Would that be much too high, somewhat too high, or a little too high?*

FIGURE 22 REASONABLENESS OF AMOUNT PAID FOR SERVICES

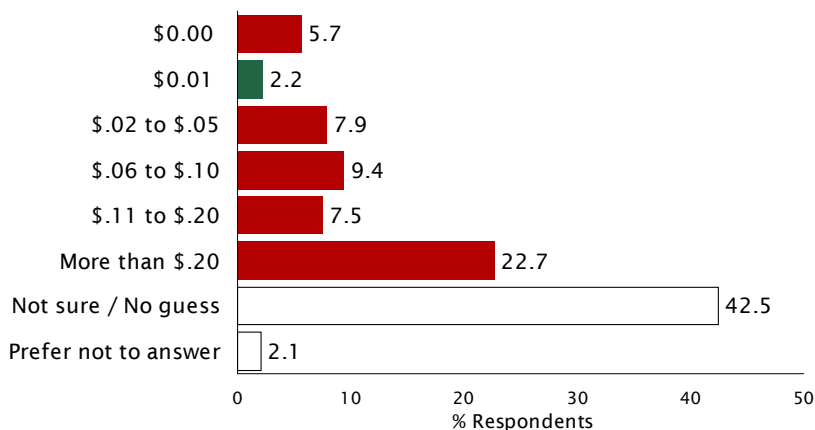


4. Services were ranked based on the percentage of respondents who indicated that the amount paid for the service was either *too low* or *reasonable* given the quality of the service.

COST PER GALLON Residents were next asked how much they thought municipal tap water costs per gallon in the San Diego region. As shown in Figure 23 below, 45% of respondents could not or would not provide an estimate. Just 2% of respondents correctly identified the cost of tap water in the region at one cent per gallon, whereas 53% provided an incorrect estimate. Among those who provided an incorrect estimate, a per-gallon cost of more than 20 cents was the most frequent response (23%). Compared with the 2017 study, a statistically higher percentage of respondents provided an estimated cost per gallon in 2019 (55% vs. 47%). Among those who provided an estimate, the percentage who correctly identified the cost per gallon as one cent was also statistically higher (4% vs. 2% when calculated among those who provided a value).

Question 13 *If you had to guess, how much do you think municipal tap water costs per gallon in the San Diego region?*

FIGURE 23 ESTIMATED COST OF WATER PER GALLON



As shown in figures 24 and 25, the percentage of residents who provided an opinion and correctly estimated the cost of municipal water per gallon was highest among North Coastal residents, new residents, men, respondents 55 to 64 years of age, and college graduates.

FIGURE 24 CORRECTLY ESTIMATED COST PER GALLON BY AREA OF COUNTY, YEARS IN SAN DIEGO COUNTY & GENDER

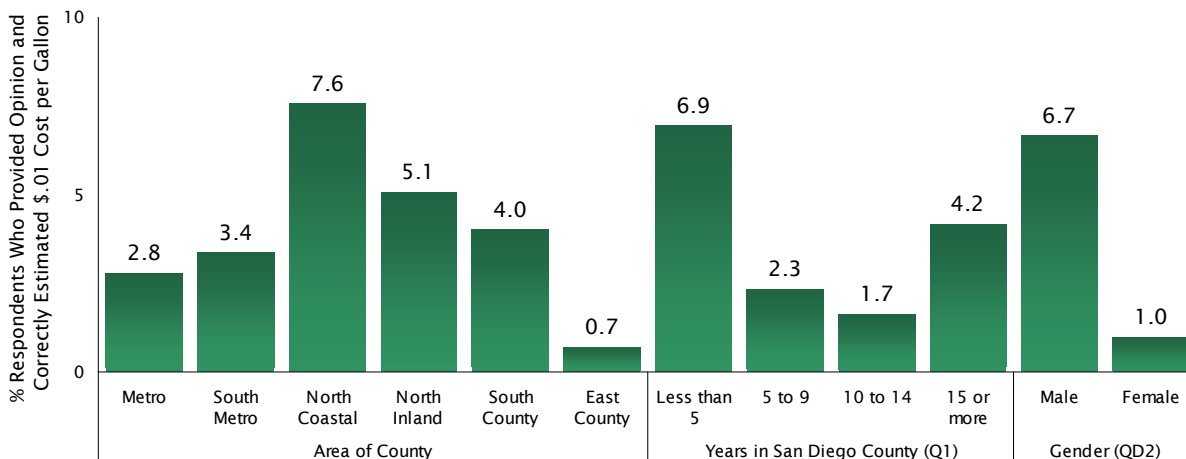
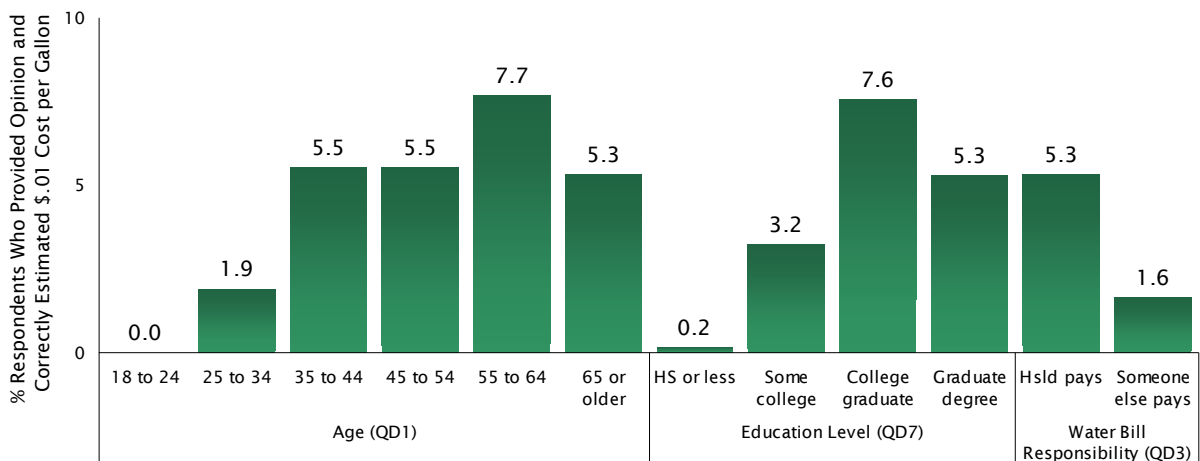


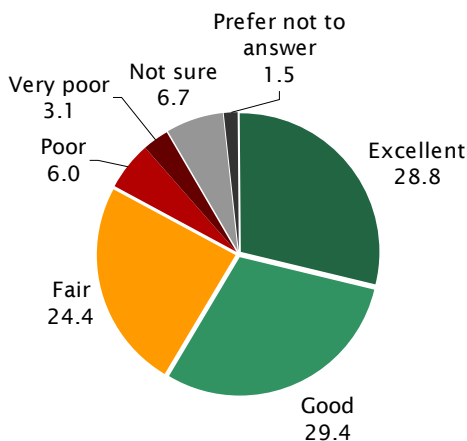
FIGURE 25 CORRECTLY ESTIMATED COST PER GALLON BY AGE, EDUCATION LEVEL & WATER BILL RESPONSIBILITY



VALUE FOR COST After informing residents that the average cost of municipal tap water in San Diego County is about one cent per gallon, respondents were asked whether they thought that water is an excellent value, a good value, a fair value, a poor value, or a very poor value. As shown in Figure 26, the majority (58%) of residents rated the value of water as excellent (29%) or good (29%) after learning that the cost averages one cent per gallon, 24% offered that the value is fair, and about 9% rated it as poor or very poor. The remaining 8% of residents surveyed were unsure or unwilling to offer an opinion.

Question 14 *To clarify, the average cost of municipal tap water in San Diego County is about 1 cent (one penny) per gallon. Knowing this, would you say that water is an excellent value, a good value, a fair value, a poor value, or a very poor value?*

FIGURE 26 VALUE OF TAP WATER AFTER LEARNING COST



For the interested reader, figures 27 and 28 display the value rating given to municipal tap water among respondents who provided an opinion. Of particular note is the relationship between the San Diego County Water Authority’s performance rating and the value of water for the one cent per gallon paid (Figure 28). Respondents who gave the Water Authority a neutral or unfavorable performance rating were much less likely to rate the value of water as excellent or good compared with those who provided a favorable performance rating or were aware of the Water Authority but did not know how to rate them, or who had not heard of the Water Authority at all.

FIGURE 27 VALUE OF TAP WATER AFTER LEARNING COST BY YEARS IN SAN DIEGO COUNTY & AGE

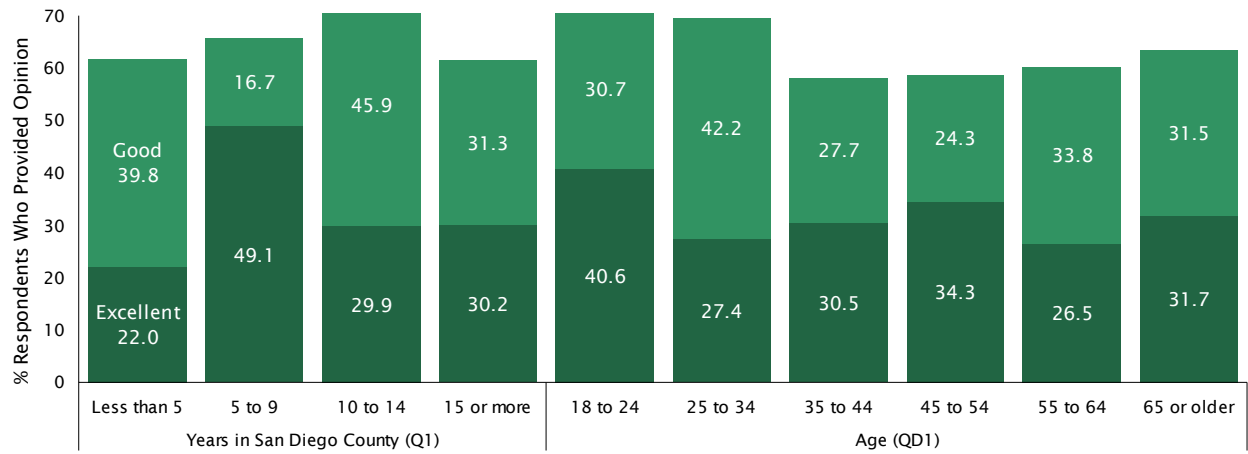
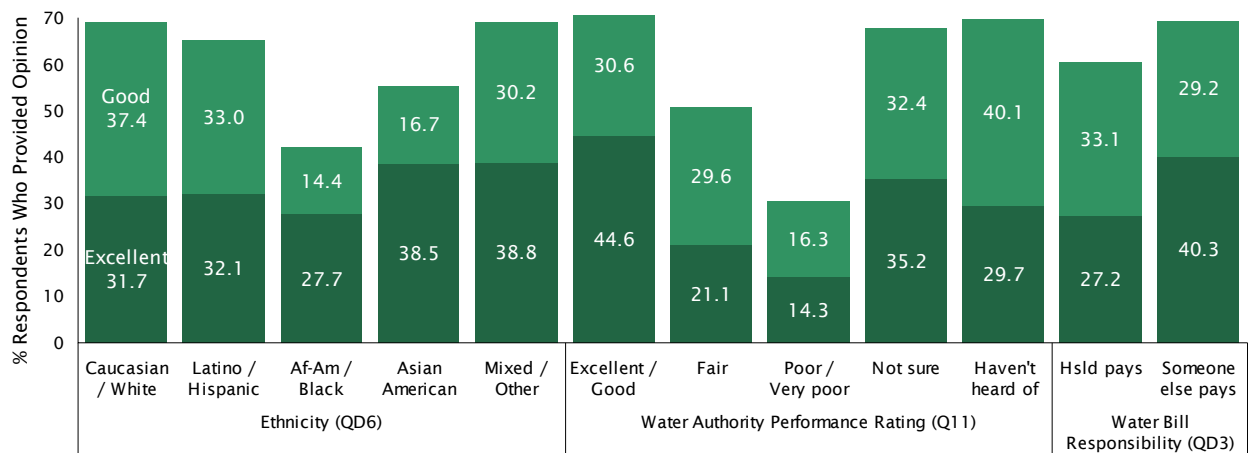


FIGURE 28 VALUE OF TAP WATER AFTER LEARNING COST BY ETHNICITY, WATER AUTHORITY PERFORMANCE RATING & WATER BILL RESPONSIBILITY



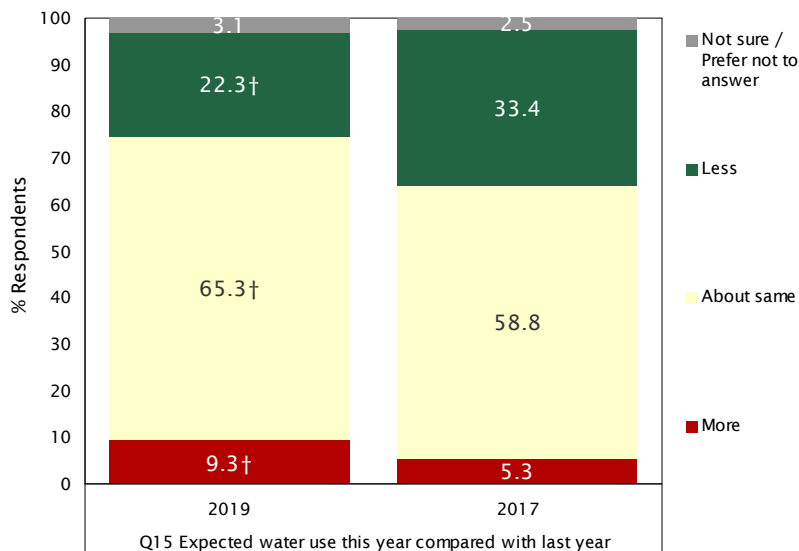
WATER USE EFFICIENCY & CONSERVATION

Having measured attitudes about water reliability, awareness and knowledge of the San Diego County Water Authority, and perceptions regarding the value of water service, the survey transitioned to the topic of water use efficiency and conservation—including anticipated water use, the actions residents may have taken to use water more efficiently, as well as their interest in specific conservation programs during the next year.

EXPECTED HOME WATER USE The first question in this series asked respondents to take into account their home water use (both indoors and outdoors) and forecast whether they expect to use more water, less water, or about the same amount of water in 2019 as they did in 2018. Close to two-thirds (65%) of respondents anticipate their water use to remain about the same this year as compared with last year, 22% expect to use less water in 2019, and 9% feel they will use more water this year. A statistically higher percentage of respondents in 2019 expect their household water use to either stay about the same (+7%) or increase (+4%) compared with 2017, whereas fewer expect to use less water in the coming year (-11%).

Question 15 *Thinking about your home water use, both indoors and outdoors, do you think that you will use more water this year, less water this year, or about the same amount of water this year as you did in 2018?*

FIGURE 29 EXPECTED HOME WATER USE BY STUDY YEAR



† Statistically significant difference ($p < 0.05$) between the 2017 and 2019 studies.

Figures 30 through 32 on the next page examine the percentage of respondents who expect to use more water in 2019 as compared with 2018. Overall, residents in the North Coastal part of the County, those who have lived in the County between five and nine years, residents 18 to 24 years of age, those in single family homes, Latino/Hispanic and Asian American respondents, those with some college or an undergraduate degree (but not a graduate degree), and residents who feel that the County’s water supply will be improving over the next year were the most likely to expect to use more water this year.

FIGURE 30 EXPECTED HOME WATER USE IN 2019 BY AREA OF COUNTY, YEARS IN SAN DIEGO COUNTY & HOME OWNERSHIP STATUS

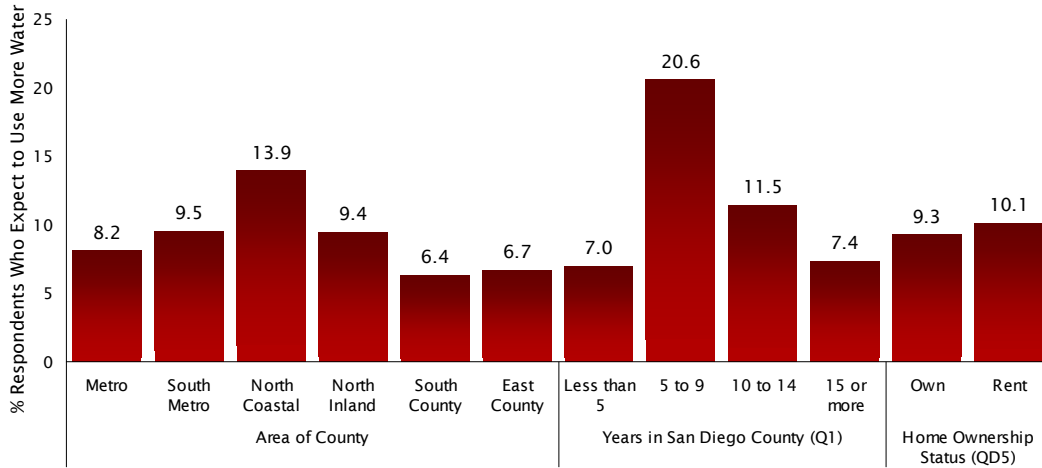


FIGURE 31 EXPECTED HOME WATER USE IN 2019 BY AGE, HOME TYPE & TAKEN ACTION TO REDUCE WATER USE

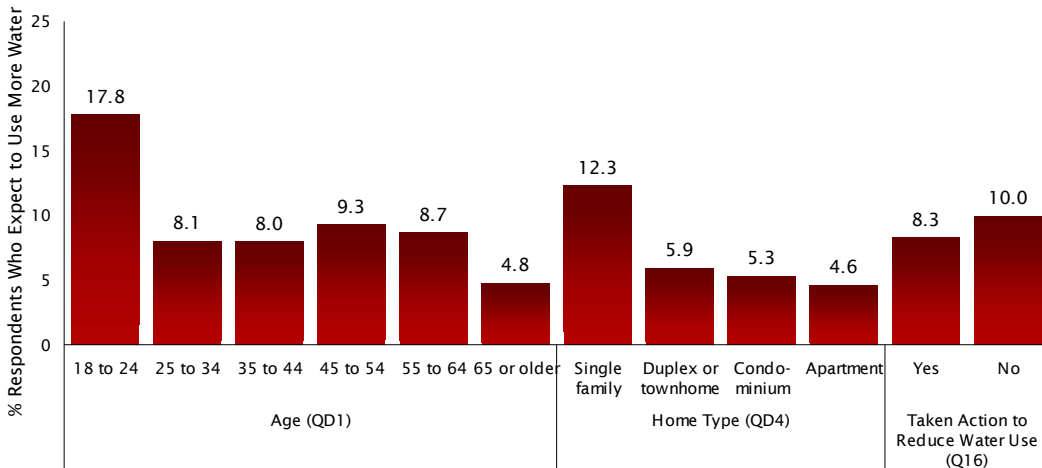
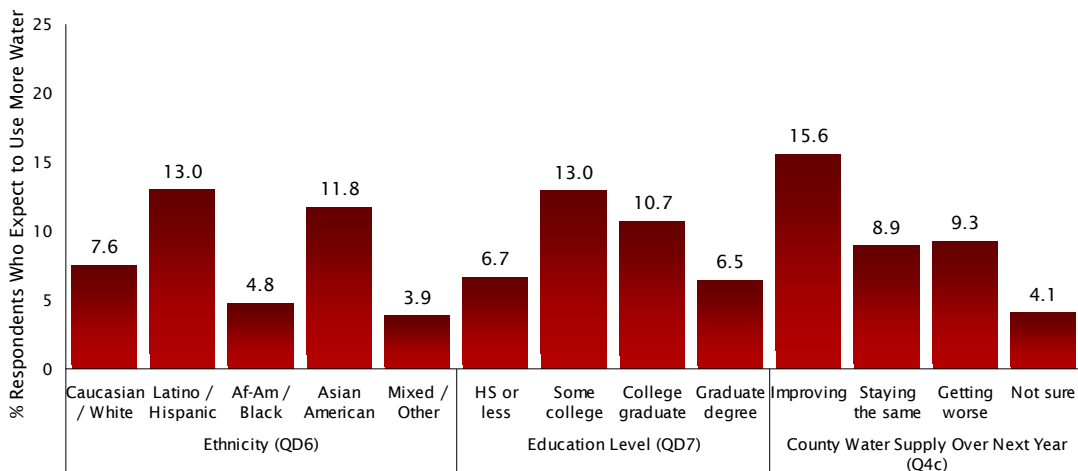


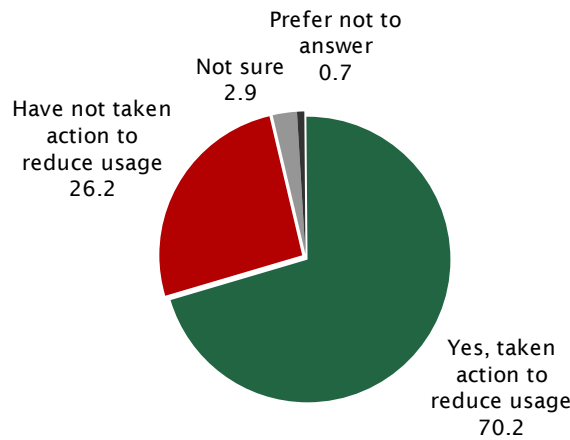
FIGURE 32 EXPECTED HOME WATER USE IN 2019 BY ETHNICITY, EDUCATION LEVEL & COUNTY WATER SUPPLY OVER NEXT YEAR



TAKEN ACTIONS TO REDUCE WATER USAGE The next question in this series asked residents whether—in the past 12 months—they have taken any actions to reduce their household’s use of water. As shown in Figure 33, seven-in-ten residents (70%) offered that they had taken one or more actions to reduce water usage during this period, whereas 26% confided they had not attempted to use less water and 4% were unsure or unwilling to answer the question.

Question 16 *In the past 12 months, have you taken any actions to reduce your household's use of water?*

FIGURE 33 TAKEN ACTION TO REDUCE HOUSEHOLD WATER USE



Figures 34 and 35 show that residents who have lived in San Diego County for at least ten years, home owners, residents 35 years and older, those who have heard of the San Diego County Water Authority, and respondents who perceive that the reliability of the water supply in the County will be getting worse over the next year were the most likely to have taken actions to reduce their household’s water use over the past year.

FIGURE 34 TAKEN ACTION TO REDUCE HOUSEHOLD WATER USE BY AREA OF COUNTY, YEARS IN SAN DIEGO COUNTY & HOME OWNERSHIP STATUS

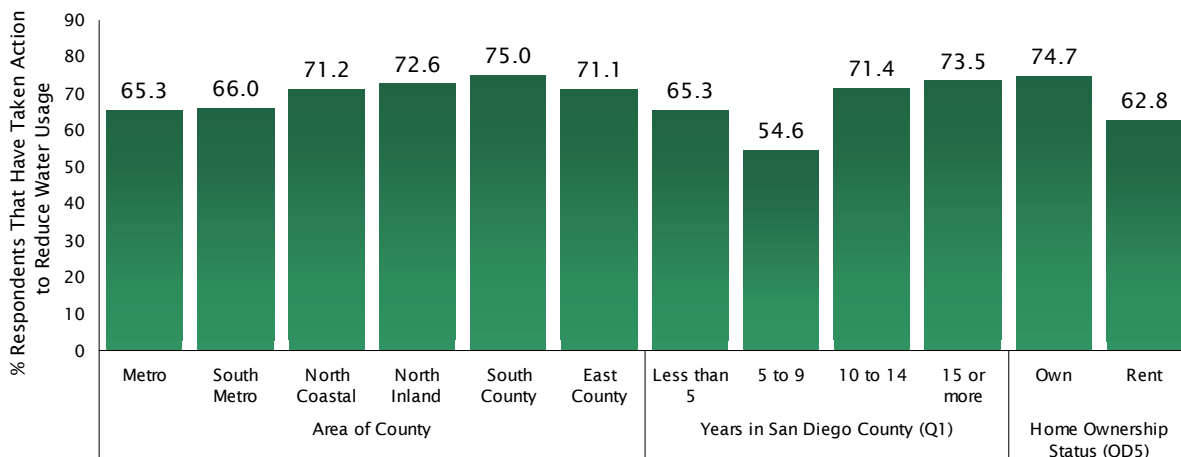
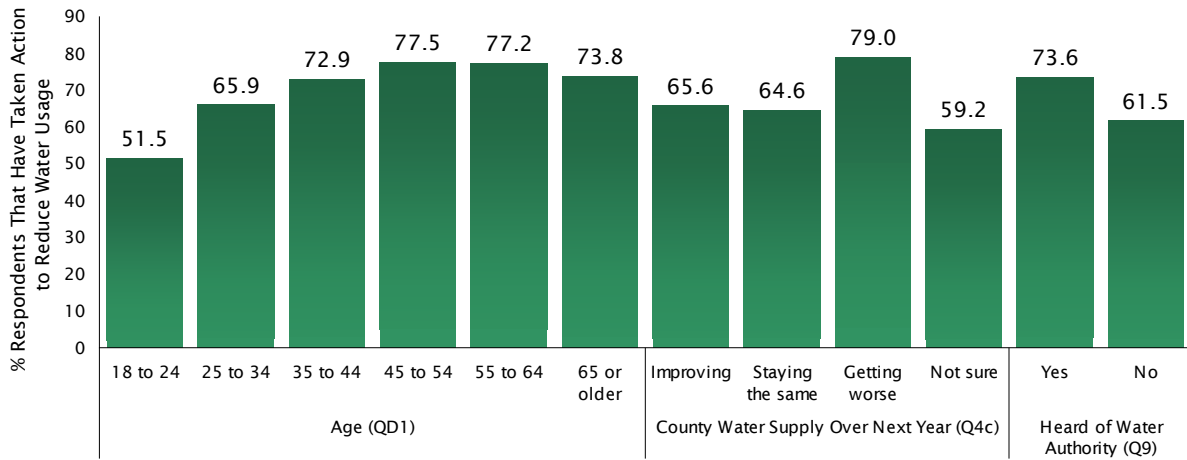


FIGURE 35 TAKEN ACTION TO REDUCE HOUSEHOLD WATER USE BY AGE, COUNTY WATER SUPPLY OVER NEXT YEAR & HEARD OF WATER AUTHORITY



ACTIONS TAKEN TO REDUCE WATER USAGE Respondents who indicated in Question 16 that they had taken actions to reduce their household’s water usage were asked to detail the specific actions taken. Question 17 was asked in an open-ended manner, allowing respondents to mention any action that came to mind without being prompted by or restricted to a particular list of options. True North reviewed the verbatim responses and grouped them into the categories shown in figures 36 and 37, broken out by indoor and outdoor actions taken.

Among respondents who had taken one or more actions to reduce water usage in their household during the past 12 months, over half turned off the faucet while brushing their teeth (70%), used less water while showering, washing their hands, or doing the dishes (67%), only ran the dishwasher or washing machine when full (64%), watered plants/lawn between 4PM and 9AM (52%), and washed their car less often or used water-efficient methods to wash their car (52%).

Question 17 *What specific actions have you taken? If says, “reduced water usage”, probe: How specifically did you do that?*

FIGURE 36 INDOOR WATER USE EFFICIENCY & CONSERVATION ACTIONS TAKEN

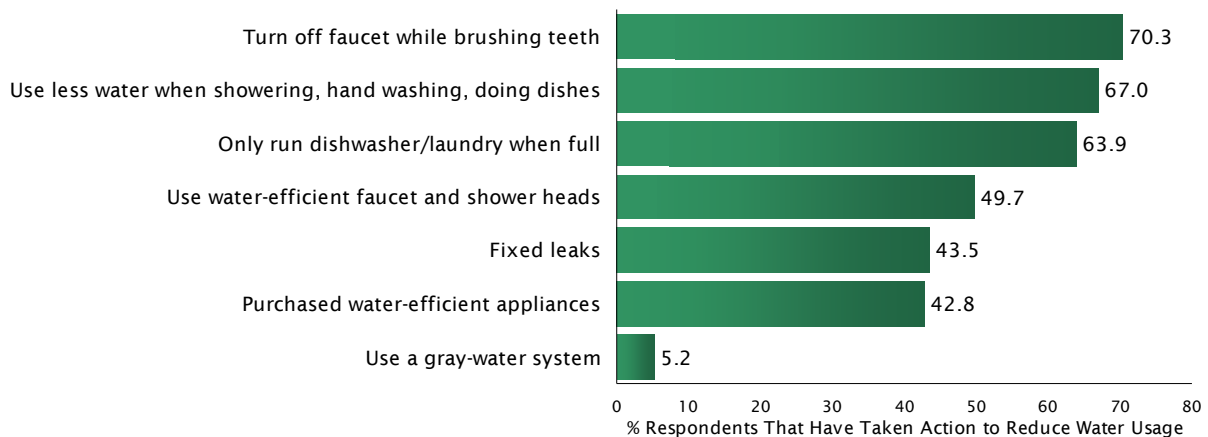
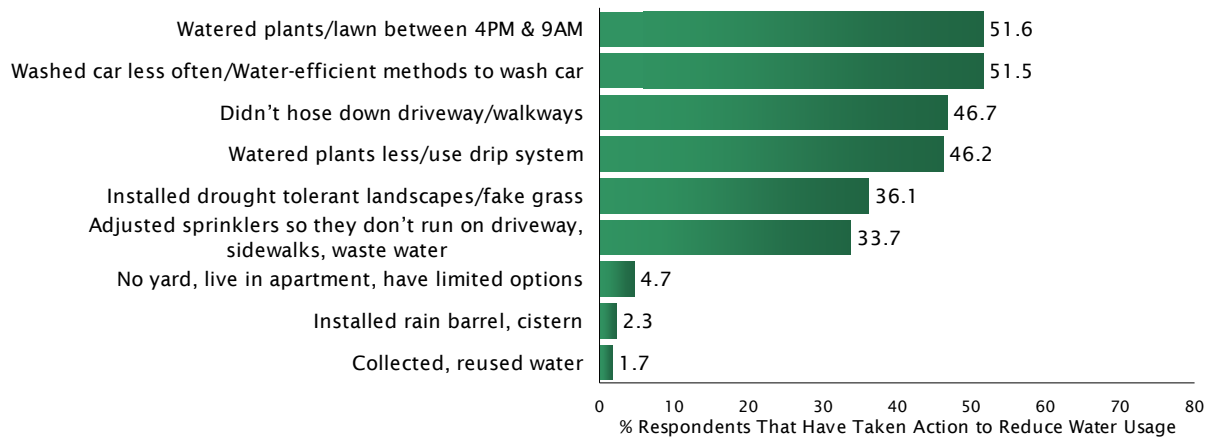


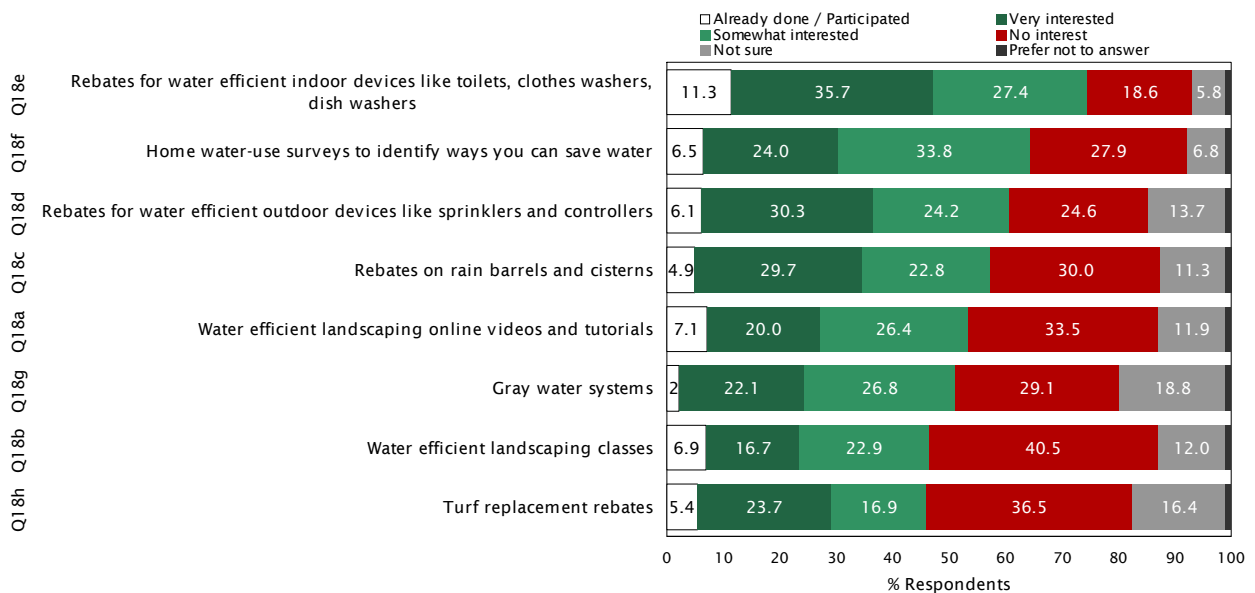
FIGURE 37 OUTDOOR WATER USE EFFICIENCY & CONSERVATION ACTIONS TAKEN



INTEREST IN SPECIFIC CONSERVATION PROGRAMS The last question in this series presented all respondents (regardless of whether they had taken action to reduce water usage over the past year) with a series of water conservation programs. The format of the question was straightforward: respondents were asked whether they would be very interested, somewhat interested, or not interested in participating in each of the programs shown to the left of Figure 38 this year, or whether they had already participated.

Question 18 *Next, I'm going to read a list of water conservation programs. Please tell me how interested you would be in participating in the program this year. If you have already taken this action or participated in the program, please say so.*

FIGURE 38 INTEREST IN PARTICIPATING IN CONSERVATION PROGRAMS



The activities are sorted in Figure 38 from high to low based on the proportion of respondents who indicated that they either had already participated in the program *or* were at least *somewhat* interested in participating. Among the programs tested, rebates for water efficient indoor devices like toilets, clothes washers, and dishwashers received the highest level of past participation and current interest (74% already participated or were very or somewhat interested in participating), followed by home water-use surveys to identify ways you can save water (64%) and rebates for water efficient outdoor devices like sprinklers and controllers (61%).

Tables 6 through 8 show the percentage of respondents *very* interested in each conservation program by demographic subgroups. For ease of comparison, the top three programs within each subgroup are highlighted green. Although the level of interest varied, the top three programs were fairly consistent among subgroups. African American/Black respondents were the only subgroup to not have any of their top three programs in common with the overall results.

TABLE 6 INTEREST IN PARTICIPATING IN CONSERVATION PROGRAMS BY AREA OF COUNTY & GENDER (SHOWING % VERY)

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
Rebates for water efficient indoor devices	29.4	38.1	41.9	30.5	37.3	32.6	31.8	40.0
Rebates for water efficient outdoor devices	24.4	31.0	33.3	31.1	29.3	30.5	26.7	34.3
Rebates on rain barrels and cisterns	30.2	28.2	29.2	29.2	30.9	31.4	29.7	30.0
Home water-use surveys to identify ways you can save water	20.9	25.9	25.5	22.9	24.4	22.3	21.7	26.8
Turf replacement rebates	20.6	18.0	22.4	29.1	26.6	27.6	25.4	21.5
Gray water systems	18.7	22.1	19.2	24.2	23.8	25.2	22.4	22.2
Water efficient landscaping online videos and tutorials	19.4	23.2	16.2	19.3	21.7	19.7	19.2	21.3
Water efficient landscaping classes	16.8	16.3	13.8	21.3	15.4	17.6	17.2	16.2

TABLE 7 INTEREST IN PARTICIPATING IN CONSERVATION PROGRAMS BY AGE & HEARD OF WATER AUTHORITY (SHOWING % VERY)

	Age (QD1)						Heard of Water Authority (Q9)	
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older	Yes	No
Rebates for water efficient indoor devices	33.7	47.2	41.6	37.4	28.9	25.3	37.5	31.1
Rebates for water efficient outdoor devices	25.8	38.0	31.6	35.0	30.6	20.5	33.0	23.6
Rebates on rain barrels and cisterns	20.3	37.5	34.4	39.0	30.1	18.9	31.1	26.3
Home water-use surveys to identify ways you can save water	28.7	31.0	24.7	20.5	23.3	16.5	24.2	23.5
Turf replacement rebates	19.5	31.9	30.2	26.3	21.3	13.3	23.2	24.8
Gray water systems	23.4	22.4	22.3	27.5	22.0	17.8	23.1	19.8
Water efficient landscaping online videos and tutorials	21.3	24.9	17.9	21.4	21.5	13.9	21.6	16.0
Water efficient landscaping classes	16.3	24.8	16.1	15.4	17.9	8.6	16.9	16.0

TABLE 8 INTEREST IN PARTICIPATING IN CONSERVATION PROGRAMS BY ETHNICITY & FUTURE WATER USE (SHOWING % VERY)

	Ethnicity (QD6)					Future Water Use (Q15)		
	Caucasian / White	Latino / Hispanic	Af-Am / Black	Asian American	Mixed / Other	More	About same	Less
Rebates for water efficient indoor devices	35.3	41.2	10.3	38.5	32.9	36.6	32.2	46.2
Rebates for water efficient outdoor devices	28.7	34.9	14.1	29.0	31.7	42.4	27.7	35.6
Rebates on rain barrels and cisterns	28.5	31.5	16.3	23.6	52.6	32.4	26.3	39.2
Home water-use surveys to identify ways you can save water	20.6	34.4	20.8	23.0	18.0	33.5	20.3	31.7
Turf replacement rebates	23.6	22.6	11.8	30.3	28.6	17.9	22.8	28.6
Gray water systems	21.2	24.4	24.7	24.2	24.3	25.6	20.9	24.6
Water efficient landscaping online videos and tutorials	18.2	24.1	10.3	24.7	23.2	26.9	17.7	24.2
Water efficient landscaping classes	16.0	20.5	19.1	14.0	15.7	19.4	15.0	20.3

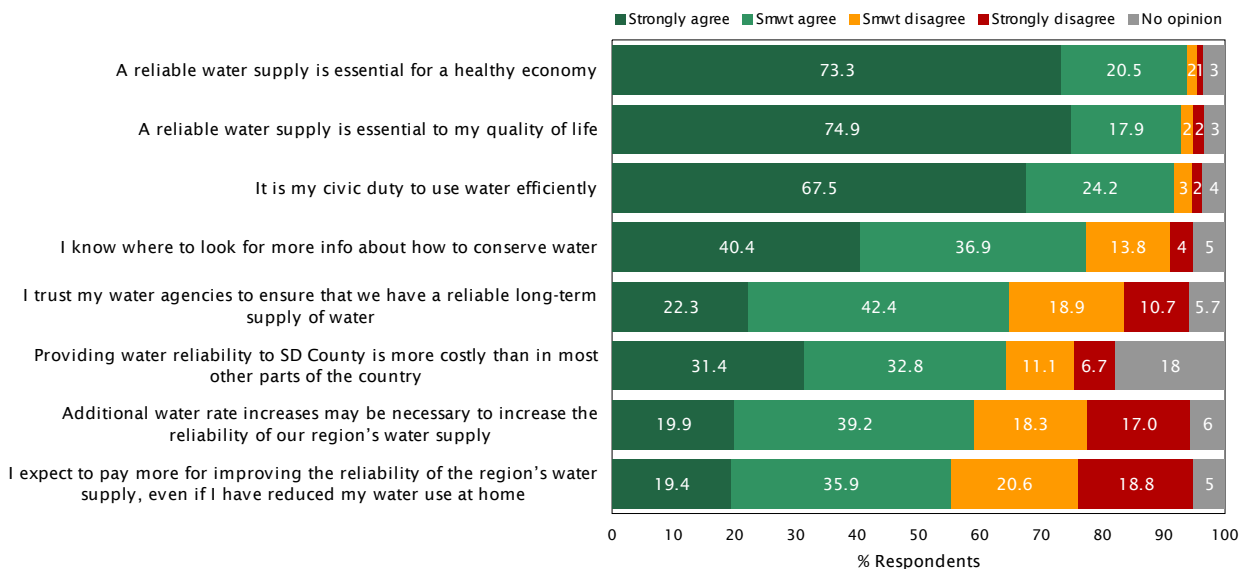
WATER-RELATED ATTITUDES

The next question in the survey was designed to profile residents' agreement with a variety of views and opinions related to San Diego County's water supplies. For each of the statements shown in truncated form on the left of Figure 39, respondents were asked the extent to which they agreed or disagreed with each statement. The statements are sorted from high to low in the figure based on the percentage of respondents who agreed (strongly or somewhat) with each statement.

More than nine-in-ten residents agreed that *A reliable water supply for this region is essential for a healthy economy* (94%), that *A reliable water supply for this region is essential to my quality of life* (93%), and that *It is my civic duty to use water efficiently* (92%). More than six-in-ten respondents also agreed that *I know where to look if I want more information about how to conserve water* (77%), *I trust my water agencies to ensure that we have a reliable long-term supply of water* (65%), and *Providing water reliability to San Diego County is more costly than in most other parts of the country* (64%). When compared with the other statements tested, residents were less likely to agree that *I expect to pay more for improving the reliability of the region's water supply, even if I have reduced my water use at home* (55%) and *Additional water rate increases may be necessary to increase the reliability of our region's water supply* (59%).

Question 19 *People often have different views and opinions when it comes to San Diego County's water supplies. As I read the following statements, please tell me whether you agree or disagree with the statement.*

FIGURE 39 AGREEMENT WITH STATEMENTS ABOUT COUNTY WATER SUPPLIES



For the interested reader, the tables to follow display the percentage of respondents with an opinion who indicated they *strongly* agreed with each statement by a variety of resident sub-groups.

TABLE 9 AGREEMENT WITH STATEMENTS ABOUT COUNTY WATER SUPPLIES AMONG THOSE WITH OPINION BY AREA OF COUNTY (SHOWING % STRONGLY AGREE)

	Area of County					
	Metro	South Metro	North Coastal	North Inland	South County	East County
A reliable water supply is essential to my quality of life	82.1	75.8	77.5	75.0	79.4	76.5
A reliable water supply is essential for a healthy economy	75.4	74.3	79.1	76.2	73.4	77.1
It is my civic duty to use water efficiently	72.0	69.3	66.9	68.4	77.1	68.2
I know where to look for more info about how to conserve water	32.5	35.9	40.2	43.3	56.8	48.8
Providing water reliability to SD County is more costly than in most other parts of country	31.8	38.9	42.3	37.8	41.6	33.5
I trust my water agencies to ensure that we have a reliable long-term supply of water	21.1	22.4	24.7	23.5	23.2	27.1
Additional water rate increases may be necessary to increase reliability of water supply	20.0	23.0	23.3	19.9	23.2	15.3
I expect to pay more for improving reliability, even if I have reduced my water use at home	18.1	21.3	26.2	18.7	23.7	11.8

TABLE 10 AGREEMENT WITH STATEMENTS ABOUT COUNTY WATER SUPPLIES AMONG THOSE WITH OPINION BY YEARS IN SAN DIEGO COUNTY & TAKEN ACTION TO REDUCE WATER USE (SHOWING % STRONGLY AGREE)

	Years in San Diego County (Q1)				Taken Action to Reduce Water Use (Q16)	
	Less than 5	5 to 9	10 to 14	15 or more	Yes	No
	A reliable water supply is essential to my quality of life	85.1	78.3	69.1	77.5	76.6
A reliable water supply is essential for a healthy economy	81.1	69.3	72.4	76.9	77.9	72.1
It is my civic duty to use water efficiently	80.3	68.5	64.4	69.8	72.8	64.7
I know where to look for more info about how to conserve water	29.5	25.4	38.5	48.0	46.0	35.9
Providing water reliability to SD County is more costly than in most other parts of country	34.2	32.9	37.5	39.7	38.3	40.7
I trust my water agencies to ensure that we have a reliable long-term supply of water	27.5	23.5	20.5	23.6	23.3	26.4
Additional water rate increases may be necessary to increase reliability of water supply	20.5	21.4	19.5	21.4	21.0	22.7
I expect to pay more for improving reliability, even if I have reduced my water use at home	19.5	15.6	15.9	22.2	20.7	20.3

TABLE 11 AGREEMENT WITH STATEMENTS ABOUT COUNTY WATER SUPPLIES AMONG THOSE WITH OPINION BY EDUCATION LEVEL & HEARD OF WATER AUTHORITY (SHOWING % STRONGLY AGREE)

	Education Level (QD7)				Heard of Water Authority (Q9)	
	HS or less	Some college	College graduate	Graduate degree	Yes	No
A reliable water supply is essential to my quality of life	77.1	74.0	79.6	81.1	78.4	75.1
A reliable water supply is essential for a healthy economy	72.8	74.9	78.5	78.2	77.0	73.3
It is my civic duty to use water efficiently	70.8	74.5	66.5	68.2	69.1	72.5
I know where to look for more info about how to conserve water	38.6	46.2	42.4	42.9	44.5	37.8
Providing water reliability to SD County is more costly than in most other parts of country	33.5	39.6	39.2	39.4	42.8	26.0
I trust my water agencies to ensure that we have a reliable long-term supply of water	20.1	29.2	24.1	22.5	23.6	23.8
Additional water rate increases may be necessary to increase reliability of water supply	31.7	17.8	17.8	19.9	19.9	24.4
I expect to pay more for improving reliability, even if I have reduced my water use at home	19.8	17.6	17.2	30.1	20.8	19.8

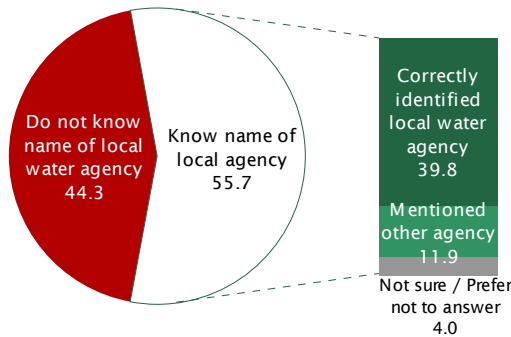
AWARENESS OF LOCAL AGENCY

The last substantive section of the survey asked respondents whether they knew the name of the local agency that supplies water to their home and, if yes, to name the agency.⁵ The results to these two questions are combined in Figure 40. Overall, 56% of respondents indicated that they knew the name of their local water agency, and 40% of all respondents correctly identified the name of the agency.

Question 20 *Do you happen to know the name of the local agency that supplies water to your home?*

Question 21 *What is the name of the agency that supplies water to your home?*

FIGURE 40 AWARENESS AND IDENTIFICATION OF LOCAL WATER AGENCY



Respondents' ability to correctly identify the agency that supplies water to their home varied substantially across subgroups of residents (see figures 41 and 42 on the next page). Similar to the results for awareness of the San Diego County Water Authority (see *Aided Awareness of Water Authority* on page 18), correctly identifying their local water agency generally increased as length of residence, age, and education level increased.

Correct identification was also higher among residents in the East County, North Coastal, and North Inland areas of the County, home owners, and those who had heard of the San Diego County Water Authority prior to taking the survey.

5. True North checked the name of the agency provided by the respondent against the respondent's ZIP code and, when necessary, home address, to confirm whether the identification was correct.

FIGURE 41 CORRECTLY IDENTIFIED NAME OF LOCAL WATER AGENCY BY AREA OF COUNTY, YEARS IN SAN DIEGO COUNTY & HOME OWNERSHIP STATUS

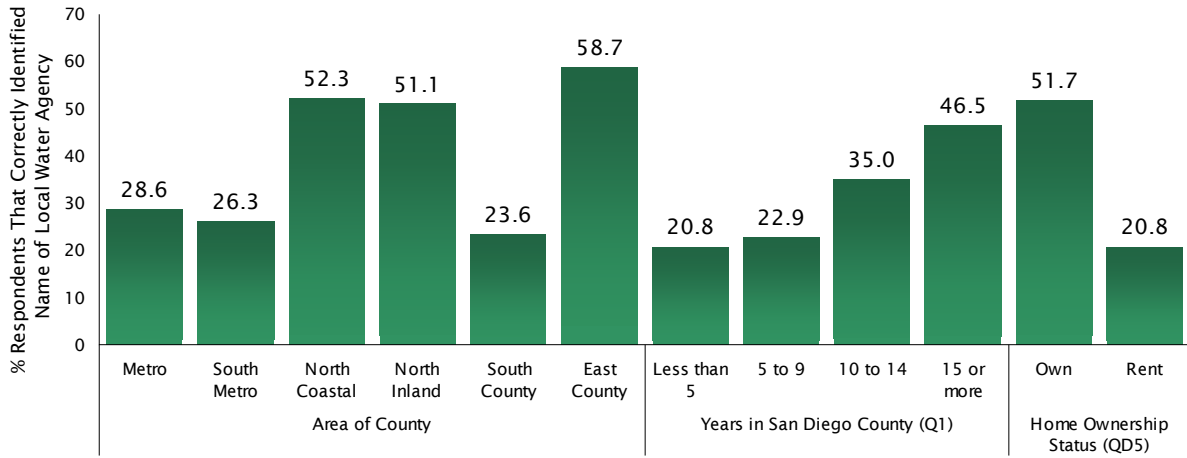
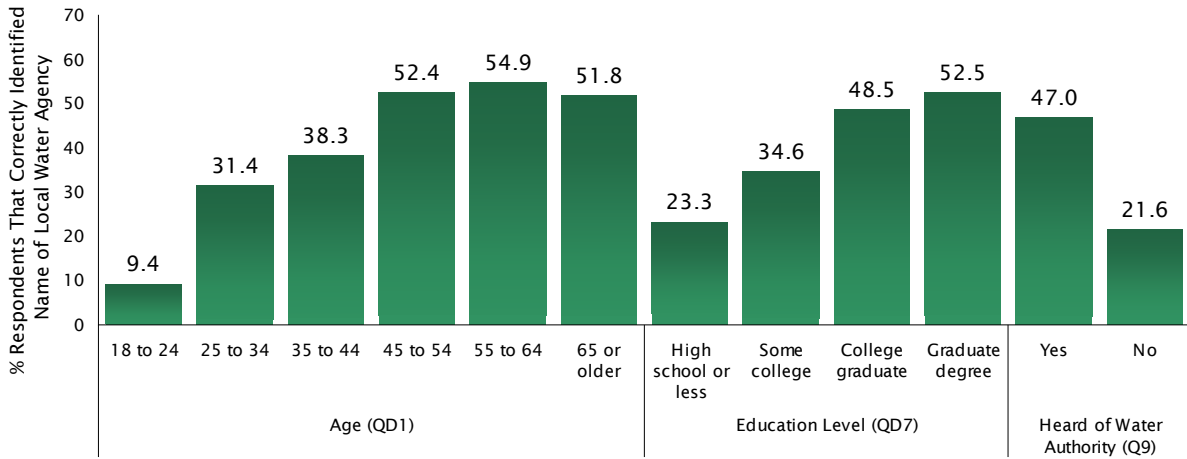


FIGURE 42 CORRECTLY IDENTIFIED NAME OF LOCAL WATER AGENCY BY AGE, EDUCATION LEVEL & HEARD OF WATER AUTHORITY





BACKGROUND & DEMOGRAPHICS

TABLE 12 DEMOGRAPHICS OF SAMPLE

Total Respondents	1,063
Area of County	
Metro	12.4
South Metro	21.9
North Coastal	20.0
North Inland	15.4
South County	16.0
East County	14.3
Years in San Diego County (Q1)	
Less than 5	10.7
5 to 9	11.8
10 to 14	10.4
15 or more	67.1
Age (QD1)	
18 to 24	14.7
25 to 34	20.2
35 to 44	16.8
45 to 54	15.4
55 to 64	13.7
65 or older	14.5
Prefer not to answer	4.8
Gender (QD2)	
Male	51.3
Female	47.6
Non-binary, do not identify with either	0.5
Prefer not to answer	0.6
Water Bill Responsibility (QD3)	
Hsld pays	66.9
Someone else pays	27.7
Not sure / Prefer not to answer	5.4
Home Type (QD4)	
Single family	60.2
Duplex or townhome	7.6
Condominium	12.9
Apartment	12.9
Other	4.0
Prefer not to answer	2.4
Home Ownership Status (QD5)	
Own	57.0
Rent	37.1
Live with family, friends and don't pay rent	2.5
Prefer not to answer	3.5
Ethnicity (QD6)	
Caucasian / White	45.8
Latino / Hispanic	27.3
Af-American / Black	4.3
Asian American	10.0
Mixed / Other	6.1
Prefer not to answer	6.6
Education Level (QD7)	
High school or less	23.8
Some college	24.7
College graduate	25.2
Graduate degree	20.2
Prefer not to answer	6.1
Hsld Income (QD8)	
Less than \$25K	12.6
\$25K to < \$50K	23.3
\$50K to < \$75K	14.2
\$75K to < \$100K	9.9
\$100K to < \$150K	12.3
\$150K to < \$250K	10.6
\$250K or more	6.4
Prefer not to answer	10.6

Table 12 presents the key demographic information collected during the survey. Because of the probability-based sampling methodology used in this study, the results shown in the table are representative of residents (and their households) in the San Diego County Water Authority's service area. The primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics (see Appendix A for more details).



M E T H O D O L O G Y

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with the San Diego County Water Authority to develop a questionnaire that covered the topics of interest and avoided many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, items were asked in random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents who indicated that they thought the County's water supply would be unreliable over the next 20 years (Question 5) were asked what concerns them most about having an unreliable water supply in San Diego County in the future (Question 6). The questionnaire included with this report (see *Questionnaire & Toplines* on page 41) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING, PRE-TEST & TRANSLATION Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow online participation for sampled residents. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the San Diego County Water Authority's service area prior to formally beginning the survey. The final questionnaire was also professionally translated into Spanish to allow for data collection in English and Spanish.

SAMPLE, RECRUITING & DATA COLLECTION Using a combination of public and private data sources, a comprehensive database of households within the San Diego County Water Authority's service area was developed and utilized for this study, ensuring that all households in the service area had the opportunity to participate in the survey. Households were recruited to participate in the survey through multiple recruiting methods. A random selection of households was initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each household was assigned a unique passcode to ensure that only residents in the Water Authority's service area who received an invitation could access the online survey site, and that the survey could be completed only one time per passcode. An email reminder notice was also sent to encourage participation among those who had yet to take the survey. Following a period of online data collection, True North began placing telephone calls to land lines and cell phone numbers of households throughout the Water Authority's service area that had yet to participate in the online survey as a result of the emailed invitation.

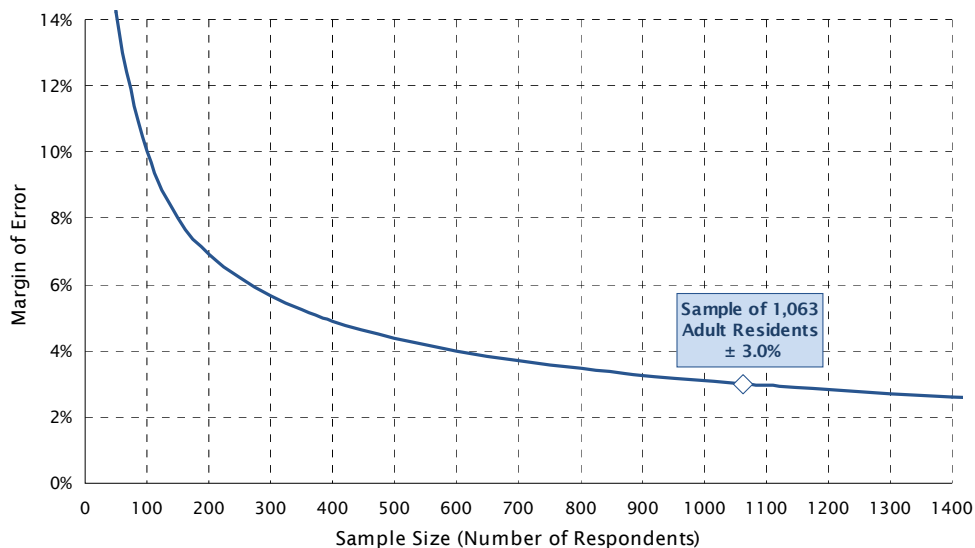
Telephone interviews averaged 17 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those

hours would bias the sample. A total of 1,063 completed surveys were gathered online (n=685) and by telephone (n=378) in English (n=1,027) and Spanish (n=36) between August 16 and August 27, 2019.

MARGIN OF ERROR DUE TO SAMPLING The results of the survey can be used to estimate the opinions of all adult residents (and their households) within the San Diego County Water Authority’s service area. Because not every adult resident in the service area participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 1,063 adult residents for a particular question and what would have been found if all of the estimated 2,577,871 adult residents⁶ had been interviewed.

Figure 43 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is $\pm 3.0\%$ for questions answered by all 1,063 respondents.

FIGURE 43 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence and age of the respondent. Figure 43 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

6. Source: American Community Survey five-year estimate, 2013-2017.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. The final data were weighted to balance the final sample by area of the County and key demographic variables to match Census estimates.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and tables. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and charts for a given question. Due to rounding, some figures and narrative include numbers that add to more than or less than 100%.

QUESTIONNAIRE & TOPLINES



San Diego County Water Authority
Public Opinion Survey
Prelim Toplines (n=1,063)
September 2019

Section 1: Introduction to Study

Hi, may I please speak to: _____. Hi, my name is _____ and I'm calling on behalf of TNR, an independent public opinion research company. We're conducting a survey about important issues in San Diego County and we would like to get your opinions.

If needed: This is a survey about community issues - I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 12 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

Section 2: Screeners

Q1	To begin, how long have you lived in San Diego County?		
	1	Less than 1 year	3%
	2	1 to 4 years	8%
	3	5 to 9 years	12%
	4	10 to 14 years	10%
	5	15 years or longer	67%
	99	Prefer not to answer	0%
Q2	And are you at least 18 years of age?		
	1	Yes	100%
	2	No	0%
	99	Prefer not to answer	0%

Section 3: Importance of Issues

Q3	What do you feel is the most important issue facing San Diego County residents today? Verbatim responses recorded and later grouped into categories shown below.		
	Affordable housing		31%
	Homeless issues		21%
	Cost of living		12%
	Traffic, congestion		11%
	Immigration issues		8%
	Environment, pollution		7%
	Not sure / Cannot think of anything specific		7%
	Public safety, crime, drugs		6%
	Infrastructure		6%
	Growth, development, sprawl		5%

Public transportation	4%
Economy, jobs	4%
High taxes	3%
Government issues, leadership	2%
Water quality	1%
Budget control, fiscal responsibility	1%
Poor city planning	1%
Parking issues	1%
Cleanliness, upkeep	1%
Education quality, cost	1%
Healthcare issues	1%
Water supply, drought	1%

Section 4: Water Reliability

Next, I'm going to ask you a few questions about drinking water supplies.

Q4 A **reliable** water supply is one that can be depended upon to consistently provide enough water to meet a region's needs.

Overall, do you expect that the reliability of water supplies in _____ will be improving, staying about the same, or getting worse over the next year?

		Improving	Staying about the same	Getting worse	Not sure	Prefer not to answer
	<i>Read in Order</i>					
A	California	7%	42%	41%	10%	0%
B	Southern California	7%	40%	45%	7%	1%
C	San Diego County	10%	43%	40%	7%	0%
Q5	Over the next 20 years, how reliable do you think San Diego County's water supply is going to be? Do you think it will be very reliable, somewhat reliable, somewhat unreliable, or very unreliable?					
	1	Very reliable	8%	Skip to Q7		
	2	Somewhat reliable	34%	Skip to Q7		
	3	Somewhat unreliable	32%	Ask Q6		
	4	Very unreliable	16%	Ask Q6		
	98	Not sure	10%	Skip to Q7		
	99	Prefer not to answer	0%	Skip to Q7		

Q6	What concerns you the <i>most</i> about having an unreliable water supply in San Diego County in the future? Verbatim responses recorded and later grouped into categories shown below.						
	Drought, not enough supply						32%
	Health, diseases, contaminated water						23%
	Water cost, rate increases						21%
	Housing, population growth						10%
	Climate change						9%
	Not sure						6%
	Life, survival						5%
	Aging infrastructure, lack of storage, transfer capacity						4%
	Ecological impact						4%
	Lack of governmental leadership to act ahead						4%
	Decline in quality of life						3%
	Decline in property value						2%
	Lack of infrastructure for desalination plants						2%
	Water distribution						1%
Q7	Many local water agencies are interested in investing in projects to increase the reliability of our water supplies and enhance our local control over future water supplies. Here is the (first/next) one: _____. Would you support or oppose taking this action? <i>Get answer, then ask:</i> Would that be strongly (support/oppose) or somewhat (support/oppose)?						
	<i>Randomize</i>	Strongly Support	Somewhat Support	Somewhat Oppose	Strongly Oppose	Not sure	Prefer not to answer
A	Recycling water and purifying it to drinking water standards using advanced water treatment technologies	56%	24%	8%	7%	5%	1%
B	Securing rights on the Colorado River to store additional water during droughts and emergencies and help avoid shortages on the river	36%	35%	10%	6%	12%	1%
C	Developing additional brackish groundwater supplies, which contain a mixture of saltwater and freshwater that can be treated and used for drinking water and other purposes	35%	35%	10%	5%	14%	1%
D	Expanding the use of recycled water for agriculture and irrigation uses	77%	18%	1%	1%	3%	0%

Q8	To pay for the types of water reliability projects just mentioned, would you support or oppose an increase of _____ on your monthly water bill?				
<i>Read in sequence starting with the highest amount (A), then the next highest (B), and so on. If respondent says 'Support, record 'Support' for all LOWER dollar amounts.</i>					
	<i>Ask in order</i>	Support	Oppose	Not sure	Prefer not to answer
A	\$10	45%	33%	22%	1%
B	\$7.50 (seven dollars and fifty cents)	50%	31%	19%	1%
C	\$5	64%	22%	13%	1%

Section 5: Water Authority					
Q9	Prior to taking this survey, had you heard of the agency called the San Diego County Water Authority ?				
	1	Yes	72%	Ask Q10	
	2	No	28%	Skip to Q12	
Q10	Next, let me ask you a few questions about the San Diego County Water Authority. If you aren't sure of your answer, just say 'not sure'. To the best of your knowledge, is the San Diego County Water Authority responsible for _____?				
		<i>Randomize</i>	Yes	No	Not sure
A	Importing water for the region		64%	4%	32%
B	Building and maintaining water pipelines and infrastructure		54%	12%	34%
C	Ensuring a safe, reliable water supply		79%	2%	19%
D	Providing water <u>directly</u> to your home		30%	37%	33%
E	Offering water conservation programs		66%	3%	31%
Q11	Thinking about all of the activities and responsibilities of the San Diego County Water Authority, how well are they performing? Would you say they are doing an excellent, good, fair, poor, or very poor job?				
	1	Excellent	5%		
	2	Good	33%		
	3	Fair	28%		
	4	Poor	8%		
	5	Very poor	4%		
	98	Not sure	22%		
	99	Prefer not to answer	0%		

Section 6: Value									
Next, I'd like to ask you to consider the value you receive from various services.									
Q12	Considering the quality of the _____ service your household receives, would you say the amount your household pays for the service is reasonable, too high, or too low? <i>If says too high, ask: Would that be much too high, somewhat too high, or a little too high?</i>								
	<i>Randomize</i>								
		Too low	Reasonable	A little too high	Somewhat too high	Much too high	Not sure/ Not applicable	Prefer not to answer	
A	Cell phone	0%	30%	18%	19%	29%	3%	0%	
B	Electricity	1%	24%	17%	18%	35%	4%	1%	
C	Cable or satellite TV	0%	9%	11%	15%	49%	14%	1%	
D	Trash collection	3%	55%	13%	7%	7%	15%	0%	
E	Sewer	0%	47%	11%	10%	10%	20%	0%	
F	Water	2%	36%	14%	20%	17%	10%	1%	
Q13	If you had to guess, how much do you think municipal tap water costs per gallon in the San Diego region?								
	\$0							6%	
	\$.01							2%	
	\$.02 to \$.05							8%	
	\$.06 to \$.10							9%	
	\$.11 to \$.20							7%	
	More than \$.20							23%	
	Not sure / No guess							42%	
	Prefer not to answer							2%	
Q14	To clarify, the average cost of municipal tap water in San Diego County is about 1 cent (one penny) per gallon. Knowing this, would you say that water is an excellent value, a good value, a fair value, a poor value, or a very poor value?								
	1	Excellent						29%	
	2	Good						29%	
	3	Fair						24%	
	4	Poor						6%	
	5	Very poor						3%	
	98	Not sure						7%	
	99	Prefer not to answer						2%	

Section 7: Conservation			
Q15	Thinking about your home water use, both indoors and outdoors, do you think that you will use more water this year, less water this year, or about the same amount of water this year as you did in 2018?		
	1	More	9%
	2	About Same	65%
	3	Less	22%
	98	Not sure	3%
	99	Prefer not to answer	0%
Q16	In the past 12 months, have you taken any actions to reduce your household's use of water?		
	1	Yes	70% Ask Q17
	2	No	26% Skip to Q18
	98	Not sure	3% Skip to Q18
	99	Prefer not to answer	1% Skip to Q18
Q17	What specific actions have you taken? <i>If says, "reduced water usage", probe: How specifically did you do that? Do NOT read list. Probe: Any other ways you conserved water? Check all mentioned.</i>		
<i>Inside the Home</i>			
	1	Purchased water-efficient appliances (clothes washer, dishwasher, etc.)	43%
	2	Used water-efficient faucet and shower heads	50%
	3	Fixed leaks	44%
	4	Only run dishwasher/laundry when full	64%
	5	Use a gray-water system	5%
	6	Turn off faucet while brushing teeth	70%
	7	Use less water when taking shower, hand washing dishes, etc.	67%
<i>Outside the Home</i>			
	8	Watered plants/lawn between 4PM & 9AM	52%
	9	Watered plants less/use drip system	46%
	10	Adjusted sprinklers so they don't run on driveway, sidewalks, waste water	34%
	11	Washed car less often/Used water-efficient methods to wash car	52%
	12	Didn't hose down driveway/walkways	47%
	13	Installed drought tolerant landscapes/fake grass	36%

15	Installed rain barrel, cistern						2%
16	Collected, reused water						2%
17	No yard, live in apartment, have limited options						5%
14	Other (unique responses)						2%
98	Not sure						0%
99	Prefer not to answer						0%
Q18	<p>Next, I'm going to read a list of water conservation programs. Please tell me how interested you would be in participating in the program this year. If you have already taken this action or participated in the program, please say so.</p> <p>Here is the (first/next) one:..... Would you be very interested, somewhat interested, or not interested in this program - or have you already participated?</p>						
	<i>Randomize</i>	No Interest	Somewhat Interested	Very interested	Already done/participated	Not sure/ Not applicable	Prefer not to answer
A	Water efficient landscaping online videos and tutorials	34%	26%	20%	7%	12%	1%
B	Water efficient landscaping classes	41%	23%	17%	7%	12%	1%
C	Rebates on rain barrels and cisterns	30%	23%	30%	5%	11%	1%
D	Rebates for water efficient outdoor devices like sprinklers and controllers	25%	24%	30%	6%	14%	1%
E	Rebates for water efficient indoor devices like toilets, clothes washers, and dish washers	19%	27%	36%	11%	6%	1%
F	Home water-use surveys to identify ways you can save water	28%	34%	24%	6%	7%	1%
G	Gray water systems	29%	27%	22%	2%	19%	1%
H	Turf replacement rebates	37%	17%	24%	5%	16%	1%

Section 8: Water-Related Attitudes & Ads						
Q19	<p>People often have different views and opinions when it comes to San Diego County's water supplies. As I read the following statements, please tell me whether you agree or disagree with the statement.</p> <p>Here is the (first/next) one: Do you agree or disagree, or do you have no opinion? <i>Get answer:</i> Would that be strongly (agree/disagree) or somewhat (agree/disagree)?</p>					
	<i>Randomize</i>	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Opinion
A	A reliable water supply for this region is essential to my quality of life	75%	18%	2%	2%	3%
B	I know where to look if I want more information about how to conserve water	40%	37%	14%	4%	5%

C	I trust my water agencies to ensure that we have a reliable long-term supply of water	22%	42%	19%	11%	6%
D	It is my civic duty to use water efficiently	68%	24%	3%	2%	4%
E	Additional water rate increases may be necessary to increase the reliability of our region's water supply	20%	39%	18%	17%	6%
F	A reliable water supply for this region is essential for a healthy economy	73%	20%	2%	1%	3%
G	I expect to pay more for improving the reliability of the region's water supply, even if I have reduced my water use at home	19%	36%	21%	19%	5%
H	Providing water reliability to San Diego County is more costly than in most other parts of the country	31%	33%	11%	7%	18%

Section 9: Awareness of Local Agency

Q20	Do you happen to know the name of the local agency that supplies water to your home?				
	1	Yes	56%		Ask Q21
	2	No	44%		Skip to D1
Q21	What is the name of the agency that supplies water to your home?				
	1	Correctly identified local agency	71%		
	2	Mentioned other, incorrect agency	21%		
	98	Not sure / Cannot recall	4%		
	99	Prefer not to answer	3%		

Section 10: Background & Demographics

Thank you so much for your participation. There are just a few more background questions for statistical purposes.

D1	In what year were you born? Year recoded into age groups shown below.				
	18 to 24				15%
	25 to 34				20%
	35 to 44				17%
	45 to 54				15%
	55 to 64				14%
	65 or older				15%
	Prefer not to answer				5%

D2	What is your gender? <i>(recorded by voice if phone interview)</i>		
	1	Male	51%
	2	Female	48%
	3	Non-binary, do not identify with either	0%
	99	Prefer not to answer	1%
D3	Does your household pay the water bill directly, or is it paid for by someone else like a landlord or Home Owner's Association?		
	1	Household pays bill directly	67%
	2	Someone else pays bill	28%
	98	Not sure	3%
	99	Prefer not to answer	3%
D4	Do you live in a detached single-family home, a duplex or townhouse, a condominium, an apartment, or a mobile home?		
	1	Single family home	60%
	2	Duplex or townhome	8%
	3	Condominium	13%
	4	Apartment	13%
	5	Mobile home	3%
	8	Other	1%
	9	Prefer not to answer	2%
D5	Do you own or rent your current residence?		
	1	Own	57%
	2	Rent	37%
	3	Live with family / friends and don't pay rent	2%
	99	Prefer not to answer	3%
D6	What ethnic group do you consider yourself a part of or feel closest to? <i>Read list if respondent hesitates</i>		
	1	Caucasian/White	46%
	2	Latino/Hispanic	27%
	3	African-American/Black	4%
	4	American Indian or Alaskan Native	1%
	5	Asian -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	10%
	6	Pacific Islander	1%

7	Middle Eastern	2%
8	Mixed Heritage	1%
98	Other	1%
99	Prefer not to answer	7%
D7	What is the last grade or level you completed in school?	
1	Elementary (8 or fewer years)	0%
2	Some high school (9 to 11 years)	3%
3	High school graduate (12 years)	21%
4	Technical / Vocational school	6%
5	Some college	19%
6	College graduate	21%
7	Some graduate school	5%
8	Graduate, professional, doctorate degree (DDS, DVM, JD, LLM, MA, MS, MBA, MD, PhD)	20%
99	Prefer not to answer	6%
D8	This last question is for statistical purposes only. As I read the following income categories, please stop me when I reach the category that best represents your household's total annual income before taxes.	
1	Less than \$25,000	13%
2	\$25,000 to less than \$50,000	23%
3	\$50,000 to less than \$75,000	14%
4	\$75,000 to less than \$100,000	10%
5	\$100,000 to less than \$150,000	12%
6	\$150,000 to less than \$250,000	11%
7	\$250,000 or more	6%
99	Prefer not to answer	11%
Those are all of the questions. Thanks so much for participating in this important survey!		

<i>Post-Interview & Sample Items</i>		
S1	Area of County	
	Metro	12%
	South Metro	22%
	North Coastal	20%
	North Inland	15%
	South County	16%
	East County	14%

APPENDIX A: CROSSTABULATIONS

Q1 Years in San Diego County

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Less than 1	30 2.8%	30 26.4%	-	-	-	-	5 1.2%	6 1.3%	18 23.7%
1 to 4	84 7.9%	84 73.6%	-	-	-	11 10.5%	35 7.8%	29 6.8%	9 11.5%
5 to 9	126 11.8%	-	126 100.0%	-	-	13 12.3%	64 14.1%	49 11.5%	-
10 to 14	111 10.4%	-	-	111 100.0%	-	13 12.7%	48 10.5%	45 10.5%	4 5.2%
15 or more	713 67.1%	-	-	-	713 100.0%	66 64.5%	300 66.4%	299 69.9%	45 59.6%
Prefer not to answer	-	-	-	-	-	-	-	-	-

Q1 Years in San Diego County

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Less than 1	5 1.8%	6 2.7%	1 1.0%	10 6.1%	8 2.7%	22 2.9%	8 2.7%	17 2.3%	8 2.7%
1 to 4	21 7.4%	8 3.9%	1 1.5%	8 5.0%	45 14.8%	39 5.1%	45 14.8%	57 7.6%	22 8.0%
5 to 9	31 10.8%	12 5.4%	7 7.6%	18 11.2%	58 19.1%	68 8.9%	58 19.1%	69 9.2%	51 18.2%
10 to 14	33 11.7%	15 6.8%	6 6.1%	17 10.2%	40 13.3%	71 9.3%	40 13.3%	79 10.6%	29 10.4%
15 or more	194 68.3%	176 81.1%	81 83.7%	111 67.5%	152 50.2%	562 73.8%	152 50.2%	524 70.2%	169 60.6%
Prefer not to answer	-	-	-	-	-	-	-	-	-

Q1 Years in San Diego County

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Less than 1	1 1.5%	12 1.7%	8 3.6%	11 6.9%	6 2.7%	4 2.1%	5 2.9%	1 0.9%	-
1 to 4	7 6.6%	46 6.6%	30 12.7%	15 9.3%	16 7.6%	23 13.0%	9 5.2%	10 6.8%	9 6.1%
5 to 9	26 26.1%	85 12.2%	10 4.4%	40 25.7%	38 17.6%	12 7.0%	13 8.1%	10 6.9%	11 7.2%
10 to 14	13 12.8%	65 9.4%	31 13.1%	10 6.6%	43 19.9%	28 15.5%	13 7.7%	11 7.3%	6 4.0%
15 or more	53 53.1%	486 70.1%	156 66.2%	80 51.5%	112 52.2%	112 62.4%	124 76.1%	114 78.2%	127 82.6%
Prefer not to answer	-	-	-	-	-	-	-	-	-

Q1 Years in San Diego County

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsid pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Less than 1	8 1.2%	6 6.9%	0 0.3%	7 5.0%	0 1.2%	12 2.1%	18 3.8%	14 2.0%	7 2.4%
1 to 4	40 6.2%	16 20.3%	10 7.3%	15 11.1%	2 5.4%	25 4.2%	59 12.4%	47 6.6%	32 11.0%
5 to 9	62 9.6%	8 10.0%	24 17.7%	22 16.2%	6 14.5%	49 8.2%	77 16.4%	63 8.9%	53 18.1%
10 to 14	75 11.7%	3 3.4%	10 7.5%	10 8.0%	10 23.5%	60 10.2%	50 10.7%	77 10.8%	20 6.8%
15 or more	456 71.3%	48 59.5%	92 67.1%	82 59.7%	24 55.4%	446 75.3%	267 56.7%	509 71.6%	182 61.7%
Prefer not to answer	-	-	-	-	-	-	-	-	-

Q1 Years in San Diego County

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af- American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Less than 1	15 3.0%	12 4.1%	3 6.7%	-	1 1.0%	15 5.8%	3 1.1%	8 3.1%	1 0.5%
1 to 4	38 7.8%	33 11.4%	-	7 7.0%	3 5.2%	18 7.2%	20 7.7%	20 7.6%	21 9.6%
5 to 9	59 12.1%	42 14.5%	3 7.1%	11 10.7%	5 7.5%	37 14.7%	29 11.2%	35 12.9%	16 7.5%
10 to 14	45 9.2%	33 11.4%	2 3.5%	16 14.8%	11 17.7%	24 9.4%	20 7.6%	37 13.7%	27 12.7%
15 or more	331 67.9%	171 58.7%	37 82.7%	71 67.5%	44 68.6%	159 62.9%	190 72.4%	168 62.6%	149 69.7%
Prefer not to answer	-	-	-	-	-	-	-	-	-

Q1 Years in San Diego County

	Hsd Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Less than 1	15 11.5%	3 1.2%	6 4.0%	0 0.4%	1 0.5%	3 2.7%	1 1.0%	8 1.4%	21 5.3%
1 to 4	9 6.6%	16 6.6%	13 8.3%	10 9.6%	8 6.4%	7 6.3%	4 6.2%	31 5.2%	49 12.5%
5 to 9	13 9.5%	34 13.9%	22 14.4%	13 12.3%	12 9.0%	7 5.8%	4 6.2%	43 7.1%	68 17.3%
10 to 14	9 7.0%	20 8.3%	22 14.6%	5 4.7%	14 10.7%	18 16.3%	10 15.3%	73 12.1%	34 8.6%
15 or more	88 65.4%	174 70.1%	89 58.6%	77 72.9%	96 73.4%	77 68.9%	49 71.3%	449 74.2%	222 56.4%
Prefer not to answer	-	-	-	-	-	-	-	-	-

Q1 Years in San Diego County

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Less than 1	3 2.4%	3 1.4%	5 2.5%	4 2.7%	10 5.7%	4 2.7%	19 3.5%	9 1.8%
1 to 4	8 5.9%	26 11.3%	16 7.6%	14 8.8%	8 4.7%	11 7.2%	40 7.4%	43 8.5%
5 to 9	21 16.1%	42 18.0%	30 14.1%	13 8.1%	15 9.0%	4 2.6%	52 9.5%	72 14.3%
10 to 14	19 14.0%	19 8.1%	16 7.7%	23 13.9%	20 11.8%	14 9.1%	56 10.2%	54 10.7%
15 or more	81 61.6%	142 61.1%	144 68.1%	109 66.5%	117 68.8%	119 78.3%	379 69.4%	327 64.6%
Prefer not to answer	-	-	-	-	-	-	-	-

Q3 Most important issue facing San Diego County

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Affordable housing	333 31.3%	26 22.9%	42 33.1%	47 42.8%	218 30.6%	32 31.0%	143 31.6%	127 29.8%	31 40.5%
Environment, pollution	76 7.1%	11 9.3%	10 8.0%	7 6.5%	48 6.7%	1 0.5%	18 4.1%	50 11.6%	7 9.1%
Cost of living	126 11.9%	18 15.5%	4 3.4%	18 16.4%	86 12.1%	12 11.4%	51 11.2%	53 12.5%	10 13.4%
Water quality	9 0.9%	1 1.2%	1 0.5%	-	7 1.0%	1 0.6%	3 0.6%	6 1.3%	-
Public safety, crime, drugs	60 5.7%	5 4.3%	4 3.3%	10 8.9%	41 5.8%	3 3.2%	20 4.4%	34 8.0%	3 3.3%
Homeless issues	228 21.4%	18 16.2%	41 32.7%	17 15.5%	151 21.2%	20 19.9%	111 24.6%	87 20.2%	10 12.6%
Immigration issues	85 8.0%	8 7.3%	16 12.5%	4 3.2%	57 8.1%	4 4.1%	46 10.3%	32 7.4%	3 3.6%
Growth, development, sprawl	48 4.5%	2 1.8%	1 0.8%	4 3.8%	41 5.8%	1 1.1%	16 3.6%	27 6.2%	4 5.2%
High taxes	36 3.4%	2 2.1%	2 1.6%	3 3.1%	29 4.0%	3 3.0%	12 2.7%	18 4.1%	4 4.6%
Traffic, congestion	119 11.2%	15 12.9%	6 4.4%	6 5.1%	93 13.0%	15 14.8%	55 12.2%	42 9.9%	6 7.8%
Public transportation	43 4.1%	7 5.9%	4 3.2%	4 3.3%	29 4.0%	2 1.5%	18 4.1%	18 4.2%	5 7.2%

Q3 Most important issue facing San Diego County

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
	<i>Base</i>	284	216	96	164	302	761	302	746
Affordable housing	101 35.5%	61 28.0%	24 25.3%	49 29.7%	99 32.7%	234 30.8%	99 32.7%	228 30.5%	90 32.2%
Environment, pollution	21 7.3%	15 6.9%	4 3.8%	24 15.0%	12 4.0%	64 8.4%	12 4.0%	58 7.7%	16 5.8%
Cost of living	37 12.9%	25 11.6%	11 11.6%	22 13.6%	31 10.3%	95 12.5%	31 10.3%	92 12.3%	29 10.4%
Water quality	1 0.4%	5 2.5%	1 0.8%	-	2 0.6%	7 1.0%	2 0.6%	7 1.0%	2 0.7%
Public safety, crime, drugs	8 2.9%	13 6.1%	7 6.9%	6 3.4%	26 8.7%	34 4.4%	26 8.7%	56 7.6%	4 1.3%
Homeless issues	49 17.3%	48 22.3%	26 27.2%	42 25.7%	62 20.6%	166 21.8%	62 20.6%	168 22.6%	50 18.0%
Immigration issues	24 8.6%	14 6.5%	11 11.5%	19 11.3%	17 5.6%	68 9.0%	17 5.6%	54 7.3%	25 9.0%
Growth, development, sprawl	18 6.3%	10 4.4%	5 4.7%	4 2.6%	12 4.0%	36 4.8%	12 4.0%	34 4.6%	14 4.8%
High taxes	9 3.1%	15 6.7%	5 5.1%	3 2.0%	5 1.6%	31 4.1%	5 1.6%	29 3.9%	7 2.6%
Traffic, congestion	45 16.0%	21 9.6%	5 5.5%	22 13.7%	25 8.2%	94 12.3%	25 8.2%	88 11.7%	29 10.4%
Public transportation	11 3.8%	10 4.7%	5 5.3%	13 7.6%	5 1.5%	39 5.1%	5 1.5%	24 3.2%	17 5.9%

Q3 Most important issue facing San Diego County

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
	<i>Base</i>	99	694	237	156	215	179	163	146
Affordable housing	27 27.6%	231 33.2%	70 29.5%	41 26.0%	101 47.1%	60 33.7%	46 28.5%	36 24.4%	41 26.9%
Environment, pollution	16 16.4%	37 5.3%	17 7.0%	17 11.0%	11 5.2%	11 6.3%	11 6.6%	9 6.3%	11 7.0%
Cost of living	14 13.6%	73 10.5%	33 14.1%	11 7.0%	35 16.1%	26 14.4%	20 12.5%	15 10.1%	8 5.4%
Water quality	-	9 1.2%	0 0.2%	-	-	3 1.4%	-	0 0.3%	5 3.1%
Public safety, crime, drugs	2 1.9%	37 5.3%	20 8.3%	2 1.2%	15 6.9%	13 7.3%	10 6.2%	10 6.5%	7 4.7%
Homeless issues	28 28.6%	158 22.7%	36 15.4%	31 19.9%	51 23.6%	41 23.0%	42 25.5%	29 19.6%	27 17.6%
Immigration issues	15 15.6%	55 8.0%	12 4.9%	27 17.2%	6 2.9%	5 2.8%	11 7.0%	16 11.1%	14 9.1%
Growth, development, sprawl	1 0.9%	36 5.3%	9 3.7%	3 2.1%	1 0.7%	9 4.8%	8 4.7%	9 6.1%	14 9.2%
High taxes	5 5.0%	22 3.1%	9 3.8%	3 1.7%	6 2.8%	4 2.1%	9 5.5%	6 4.3%	6 3.7%
Traffic, congestion	7 7.4%	83 11.9%	26 10.8%	4 2.7%	12 5.6%	33 18.4%	17 10.5%	24 16.4%	20 13.3%
Public transportation	4 3.6%	31 4.4%	9 3.7%	3 1.8%	11 5.0%	9 5.1%	6 3.7%	3 2.4%	8 5.2%

Q3 Most important issue facing San Diego County

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
	<i>Base</i>	640	80	137	137	43	592	471	711
Affordable housing	172 26.8%	25 31.6%	48 34.9%	68 49.3%	16 37.1%	162 27.4%	171 36.2%	198 27.9%	117 39.8%
Environment, pollution	57 9.0%	4 5.1%	2 1.6%	4 2.7%	0 1.0%	43 7.3%	32 6.8%	61 8.6%	6 2.1%
Cost of living	83 12.9%	5 5.8%	15 10.6%	14 10.1%	6 14.7%	73 12.4%	53 11.3%	83 11.7%	37 12.6%
Water quality	5 0.8%	-	0 0.3%	0 0.8%	1 2.4%	3 0.5%	6 1.3%	5 0.7%	3 0.9%
Public safety, crime, drugs	42 6.5%	1 1.8%	8 5.5%	6 4.6%	3 7.5%	41 7.0%	19 4.0%	44 6.2%	15 5.1%
Homeless issues	140 21.9%	20 25.4%	25 18.4%	28 20.3%	10 22.9%	130 22.0%	97 20.6%	155 21.8%	59 20.0%
Immigration issues	52 8.2%	8 10.5%	18 12.9%	2 1.6%	2 4.5%	44 7.5%	41 8.7%	58 8.2%	24 8.0%
Growth, development, sprawl	37 5.7%	4 4.4%	6 4.5%	2 1.5%	-	33 5.6%	15 3.2%	40 5.6%	8 2.6%
High taxes	24 3.7%	2 2.3%	2 1.5%	4 3.0%	3 7.9%	33 5.5%	4 0.8%	32 4.4%	5 1.7%
Traffic, congestion	80 12.5%	15 18.6%	16 11.6%	6 4.4%	2 4.1%	71 12.1%	47 10.0%	91 12.7%	25 8.5%
Public transportation	28 4.4%	2 2.8%	8 6.1%	4 2.9%	0 1.0%	27 4.6%	16 3.4%	27 3.9%	16 5.3%

Q3 Most important issue facing San Diego County

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
	<i>Base</i>	487	291	45	106	65	253	262	268
Affordable housing	150 30.9%	98 33.8%	20 43.7%	33 30.9%	19 28.8%	107 42.4%	89 34.1%	67 24.9%	57 26.5%
Environment, pollution	43 8.9%	21 7.4%	3 6.4%	2 1.5%	1 2.1%	17 6.7%	15 5.7%	18 6.8%	20 9.4%
Cost of living	53 10.8%	45 15.3%	3 7.6%	6 5.8%	9 14.4%	22 8.8%	43 16.4%	30 11.1%	20 9.4%
Water quality	2 0.5%	2 0.6%	1 2.2%	1 1.3%	1 2.2%	1 0.4%	2 0.6%	3 1.0%	3 1.3%
Public safety, crime, drugs	17 3.4%	19 6.6%	2 3.9%	6 5.5%	9 14.6%	16 6.4%	15 5.9%	16 5.8%	11 5.2%
Homeless issues	83 17.0%	84 29.0%	10 22.7%	21 19.4%	15 23.7%	49 19.4%	50 19.2%	63 23.4%	57 26.8%
Immigration issues	38 7.7%	24 8.2%	6 12.5%	9 8.4%	1 1.7%	11 4.3%	28 10.6%	29 10.7%	12 5.5%
Growth, development, sprawl	29 6.0%	4 1.3%	1 2.2%	8 7.3%	3 5.3%	7 2.7%	11 4.2%	13 4.9%	13 6.0%
High taxes	18 3.6%	9 3.0%	-	6 5.9%	-	7 2.7%	9 3.3%	12 4.6%	4 2.0%
Traffic, congestion	72 14.8%	18 6.0%	4 7.9%	12 10.9%	5 7.2%	17 6.8%	27 10.2%	34 12.5%	35 16.2%
Public transportation	30 6.1%	5 1.9%	-	3 3.2%	1 1.0%	4 1.4%	5 1.9%	16 6.1%	14 6.6%

Q3 Most important issue facing San Diego County

	Hsd Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Affordable housing	39 28.9%	102 41.0%	52 34.2%	29 27.2%	31 24.0%	37 33.3%	14 20.5%	147 24.3%	175 44.4%
Environment, pollution	13 9.5%	15 5.9%	5 3.5%	9 9.0%	11 8.7%	10 8.7%	8 11.6%	48 8.0%	24 6.0%
Cost of living	10 7.6%	35 14.3%	21 14.2%	8 7.4%	16 12.2%	9 8.2%	8 11.3%	66 10.9%	55 13.8%
Water quality	1 0.8%	2 0.9%	1 1.0%	1 0.7%	1 0.9%	1 1.3%	-	7 1.2%	2 0.5%
Public safety, crime, drugs	9 6.5%	9 3.7%	20 13.3%	4 4.0%	6 4.2%	6 5.3%	3 4.0%	37 6.1%	21 5.3%
Homeless issues	24 18.2%	48 19.3%	36 23.8%	33 31.3%	26 19.7%	27 23.8%	9 12.9%	143 23.7%	69 17.6%
Immigration issues	14 10.1%	9 3.5%	11 7.6%	14 13.5%	11 8.6%	6 5.3%	2 3.3%	56 9.2%	22 5.6%
Growth, development, sprawl	5 4.0%	3 1.3%	7 4.6%	6 5.5%	5 3.9%	14 12.4%	4 6.2%	40 6.6%	7 1.8%
High taxes	1 0.8%	7 2.8%	6 3.9%	3 3.1%	2 1.3%	6 5.2%	2 3.1%	23 3.8%	7 1.9%
Traffic, congestion	14 10.8%	17 7.0%	19 12.3%	13 12.5%	19 14.5%	20 18.1%	8 12.3%	86 14.1%	29 7.3%
Public transportation	3 2.5%	2 1.0%	13 8.5%	7 7.0%	7 5.4%	4 3.8%	1 1.0%	30 4.9%	10 2.5%

Q3 Most important issue facing San Diego County

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
	<i>Base</i>	132	233	212	164	170	152	546
Affordable housing	49 36.9%	92 39.4%	62 29.3%	38 23.5%	49 28.6%	43 28.4%	154 28.2%	177 34.9%
Environment, pollution	8 5.8%	10 4.4%	21 9.8%	13 7.9%	14 8.2%	10 6.6%	33 6.0%	42 8.2%
Cost of living	18 13.8%	15 6.5%	24 11.3%	25 15.5%	21 12.4%	22 14.7%	52 9.5%	70 13.7%
Water quality	-	3 1.3%	1 0.7%	1 0.9%	3 1.5%	0.4%	1.3%	7 0.4%
Public safety, crime, drugs	5 3.9%	5 2.3%	12 5.5%	11 6.4%	20 11.6%	8 5.1%	34 6.3%	25 4.9%
Homeless issues	28 21.5%	57 24.5%	49 23.1%	14 8.8%	42 24.4%	37 24.7%	104 19.1%	121 23.8%
Immigration issues	3 2.1%	25 10.6%	23 10.6%	18 11.2%	9 5.0%	8 5.5%	35 6.4%	49 9.7%
Growth, development, sprawl	6 4.8%	11 4.8%	12 5.5%	6 3.9%	8 4.9%	4 2.6%	29 5.2%	19 3.7%
High taxes	2 1.9%	4 1.6%	3 1.5%	10 6.0%	11 6.5%	6 4.0%	23 4.2%	13 2.6%
Traffic, congestion	12 9.1%	20 8.7%	44 20.9%	23 14.2%	10 5.7%	9 6.0%	68 12.5%	50 9.8%
Public transportation	6 4.9%	11 4.8%	15 7.1%	7 4.4%	2 1.5%	1 0.4%	20 3.7%	22 4.4%

Q3 Most important issue facing San Diego County

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Infrastructure	62 5.9%	3 2.8%	5 3.6%	12 10.4%	43 6.0%	10 10.1%	31 6.9%	19 4.5%	1 0.9%
Government issues, leadership	25 2.3%	-	3 2.6%	0 0.4%	21 3.0%	-	15 3.4%	9 2.1%	1 0.9%
Budget control, fiscal responsibility	8 0.7%	-	1 0.5%	1 1.1%	6 0.8%	3 3.2%	3 0.7%	1 0.3%	-
Poor city planning	5 0.5%	-	-	1 0.7%	5 0.6%	-	4 0.9%	0 0.1%	1 1.0%
Parking issues	13 1.2%	6 5.7%	1 0.6%	0 0.4%	5 0.7%	-	4 0.9%	3 0.7%	6 7.4%
Economy, jobs	39 3.7%	3 3.0%	8 6.7%	5 4.9%	22 3.0%	5 4.5%	19 4.2%	15 3.6%	-
Cleanliness, upkeep	15 1.4%	6 5.2%	1 1.1%	4 3.3%	4 0.5%	2 1.8%	3 0.6%	5 1.1%	6 7.4%
Education quality, cost	12 1.1%	1 0.7%	0 0.3%	0 0.4%	10 1.4%	1 1.1%	5 1.1%	6 1.4%	-
Healthcare issues	15 1.4%	1 1.0%	-	2 1.5%	12 1.7%	2 1.5%	4 0.9%	9 2.1%	-
Maintaining quality of life	5 0.4%	-	-	-	5 0.6%	1 1.2%	3 0.6%	-	1 0.8%

Q3 Most important issue facing San Diego County

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
	<i>Base</i>	284	216	96	164	302	761	302	746
Infrastructure	19 6.6%	16 7.4%	12 13.0%	6 3.9%	9 2.9%	54 7.1%	9 2.9%	49 6.6%	11 3.9%
Government issues, leadership	4 1.4%	9 4.0%	3 3.6%	3 2.1%	5 1.8%	19 2.5%	5 1.8%	16 2.1%	8 2.9%
Budget control, fiscal responsibility	1 0.4%	3 1.3%	1 0.7%	3 2.0%	-	8 1.0%	-	4 0.5%	4 1.4%
Poor city planning	0 0.2%	-	1 1.0%	4 2.4%	-	5 0.7%	-	2 0.3%	3 1.1%
Parking issues	-	5 2.2%	-	6 3.9%	1 0.5%	15 1.5%	1 0.5%	12 1.6%	0 0.2%
Economy, jobs	5 1.7%	6 2.9%	3 3.0%	4 2.6%	21 6.9%	18 2.4%	21 6.9%	24 3.2%	15 5.4%
Cleanliness, upkeep	3 1.0%	-	1 1.5%	7 4.6%	3 0.9%	12 1.6%	3 0.9%	14 1.9%	1 0.3%
Education quality, cost	1 0.4%	3 1.3%	0 0.5%	1 0.9%	6 2.0%	6 0.8%	6 2.0%	8 1.0%	4 1.4%
Healthcare issues	2 0.7%	5 2.4%	2 1.8%	2 1.3%	4 1.3%	11 1.4%	4 1.3%	14 1.9%	1 0.2%
Maintaining quality of life	1 0.2%	2 1.0%	1 0.7%	-	1 0.4%	3 0.5%	1 0.4%	5 0.6%	-

Q3 Most important issue facing San Diego County

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Infrastructure	4 3.6%	40 5.8%	19 8.0%	3 1.6%	9 4.0%	10 5.6%	16 9.6%	13 8.6%	11 7.2%
Government issues, leadership	2 1.5%	18 2.7%	5 2.0%	-	4 1.9%	3 1.4%	8 5.1%	5 3.8%	4 2.9%
Budget control, fiscal responsibility	-	6 0.9%	1 0.6%	-	3 1.2%	2 1.0%	1 0.9%	1 1.0%	0 0.3%
Poor city planning	-	4 0.6%	1 0.4%	-	-	2 1.3%	1 0.6%	-	1 0.8%
Parking issues	1 0.7%	3 0.4%	3 1.4%	8 5.3%	-	-	2 1.4%	1 0.4%	1 0.6%
Economy, jobs	1 1.0%	29 4.2%	9 3.7%	2 1.2%	9 4.2%	11 6.2%	11 6.7%	1 0.6%	3 1.9%
Cleanliness, upkeep	-	8 1.1%	1 0.6%	6 4.0%	1 0.7%	2 1.4%	-	2 1.6%	1 0.9%
Education quality, cost	-	10 1.4%	2 0.9%	3 1.8%	-	3 1.7%	1 0.5%	2 1.4%	2 1.4%
Healthcare issues	1 1.2%	9 1.3%	4 1.8%	-	3 1.5%	4 2.1%	4 2.5%	2 1.2%	0 0.3%
Maintaining quality of life	-	3 0.5%	1 0.5%	-	-	1 0.7%	1 0.7%	1 0.3%	2 1.1%

Q3 Most important issue facing San Diego County

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsd pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Infrastructure	49 7.6%	4 5.0%	6 4.5%	2 1.8%	1 2.2%	42 7.1%	20 4.3%	53 7.4%	10 3.3%
Government issues, leadership	18 2.8%	3 3.7%	1 1.0%	1 0.8%	1 2.7%	16 2.7%	9 1.8%	21 3.0%	4 1.2%
Budget control, fiscal responsibility	3 0.5%	1 1.8%	3 1.9%	-	1 1.5%	4 0.8%	3 0.7%	4 0.5%	3 1.1%
Poor city planning	4 0.7%	-	1 0.7%	-	-	4 0.7%	1 0.2%	4 0.6%	1 0.3%
Parking issues	2 0.3%	3 4.2%	1 0.9%	1 0.5%	-	10 1.8%	2 0.5%	1 0.2%	2 0.8%
Economy, jobs	23 3.6%	5 5.7%	4 3.2%	7 5.2%	-	19 3.1%	20 4.3%	22 3.1%	15 5.0%
Cleanliness, upkeep	7 1.2%	-	1 0.6%	1 0.7%	-	11 1.8%	4 0.9%	8 1.1%	1 0.5%
Education quality, cost	5 0.7%	0 0.5%	5 3.5%	1 0.8%	1 2.5%	6 1.0%	6 1.2%	9 1.2%	3 1.1%
Healthcare issues	10 1.6%	1 0.8%	3 2.3%	1 0.5%	-	11 1.8%	4 0.8%	13 1.9%	1 0.4%
Maintaining quality of life	3 0.5%	-	1 0.9%	-	-	4 0.7%	0 0.1%	3 0.5%	1 0.4%

Q3 Most important issue facing San Diego County

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af-American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Infrastructure	31 6.4%	16 5.5%	1 2.6%	6 5.7%	2 3.2%	10 3.9%	10 3.8%	21 7.8%	17 7.9%
Government issues, leadership	14 2.8%	5 1.7%	-	3 2.6%	1 1.7%	6 2.4%	5 1.8%	9 3.4%	4 1.7%
Budget control, fiscal responsibility	4 0.9%	-	-	3 2.4%	1 1.2%	-	5 2.0%	2 0.7%	1 0.3%
Poor city planning	2 0.4%	1 0.3%	-	1 1.3%	-	-	-	3 1.0%	3 1.3%
Parking issues	4 0.9%	6 1.9%	-	3 2.5%	-	6 2.2%	5 2.0%	1 0.4%	1 0.4%
Economy, jobs	10 2.0%	20 6.9%	2 4.9%	3 3.3%	1 2.2%	10 3.8%	11 4.0%	9 3.5%	5 2.5%
Cleanliness, upkeep	4 0.8%	7 2.3%	-	-	2 3.4%	7 2.6%	-	6 2.2%	2 1.0%
Education quality, cost	9 1.8%	-	-	-	1 1.7%	2 0.9%	4 1.5%	2 0.8%	4 1.7%
Healthcare issues	3 0.6%	10 3.6%	-	-	1 1.8%	3 1.0%	4 1.4%	4 1.5%	4 2.1%
Maintaining quality of life	3 0.7%	-	1 2.6%	-	-	1 0.5%	-	-	3 1.3%

Q3 Most important issue facing San Diego County

	Hsd Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Infrastructure	6 4.3%	8 3.4%	8 5.2%	5 4.6%	11 8.4%	14 12.3%	5 7.3%	50 8.2%	12 3.1%
Government issues, leadership	2 1.2%	4 1.5%	3 1.7%	1 0.9%	1 1.0%	4 3.6%	7 9.9%	16 2.7%	5 1.4%
Budget control, fiscal responsibility	-	1 0.3%	-	1 1.0%	5 3.5%	1 0.6%	1 1.1%	8 1.3%	-
Poor city planning	-	1 0.6%	1 0.5%	1 0.7%	1 1.1%	1 0.8%	-	5 0.9%	-
Parking issues	6 4.2%	0 0.2%	3 2.2%	1 0.5%	1 0.9%	-	-	2 0.4%	10 2.6%
Economy, jobs	4 3.0%	15 6.1%	4 2.9%	2 2.2%	4 3.4%	3 2.4%	-	17 2.8%	18 4.7%
Cleanliness, upkeep	6 4.2%	2 0.8%	2 1.4%	-	5 3.8%	-	-	8 1.4%	7 1.7%
Education quality, cost	2 1.5%	3 1.4%	1 0.4%	0 0.5%	3 2.5%	1 1.2%	1 1.1%	7 1.1%	2 0.6%
Healthcare issues	2 1.4%	2 0.9%	5 3.4%	-	4 2.7%	1 1.0%	1 0.9%	12 2.0%	3 0.7%
Maintaining quality of life	-	2 1.0%	1 0.4%	-	-	2 1.4%	-	3 0.6%	-

Q3 Most important issue facing San Diego County

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Infrastructure	11 8.3%	18 7.7%	6 2.8%	13 7.7%	8 4.5%	7 4.8%	45 8.3%	16 3.2%
Government issues, leadership	4 3.4%	3 1.4%	4 1.8%	6 3.9%	1 0.4%	6 4.0%	19 3.4%	6 1.2%
Budget control, fiscal responsibility	-	3 1.4%	1 0.6%	1 0.7%	1 0.4%	1 0.9%	6 1.1%	2 0.4%
Poor city planning	2 1.8%	2 0.9%	1 0.4%	-	-	-	5 0.8%	1 0.2%
Parking issues	0 0.3%	3 1.2%	1 0.4%	-	9 5.2%	-	10 1.8%	3 0.6%
Economy, jobs	5 4.0%	7 2.9%	4 1.8%	7 4.1%	9 5.2%	7 4.9%	28 5.2%	11 2.1%
Cleanliness, upkeep	3 2.2%	3 1.4%	-	2 1.1%	6 3.3%	1 0.8%	11 2.1%	3 0.7%
Education quality, cost	5 3.7%	-	4 2.0%	1 0.4%	-	2 1.4%	2 0.5%	8 1.7%
Healthcare issues	3 2.4%	1 0.3%	1 0.6%	1 0.6%	5 3.1%	3 2.0%	5 0.9%	10 1.9%
Maintaining quality of life	-	2 0.7%	-	2 1.0%	-	1 0.8%	4 0.8%	0 0.1%

Q3 Most important issue facing San Diego County

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Public pensions, liability, cost	5 0.4%	-	-	-	5 0.6%	-	1 0.2%	4 0.9%	-
Water supply, drought	16 1.5%	2 1.6%	2 1.4%	2 1.8%	10 1.4%	-	4 0.9%	12 2.7%	-
Water rates, cost of water	4 0.3%	-	-	3 2.8%	0 0.1%	-	4 0.8%	-	-
Other (unique responses)	22 2.1%	3 2.2%	3 2.2%	-	17 2.4%	4 3.8%	6 1.3%	10 2.3%	2 3.2%
Nothing, everything is fine	4 0.4%	-	-	0 0.4%	3 0.5%	3 3.3%	-	0 0.1%	-
Not sure / Cannot think of anything specific	76 7.1%	15 13.0%	9 7.3%	8 7.4%	44 6.1%	10 9.4%	36 7.9%	21 5.0%	7 9.1%
Prefer not to answer	8 0.8%	3 2.4%	-	1 0.7%	5 0.7%	1 1.3%	3 0.7%	3 0.7%	-

Q3 Most important issue facing San Diego County

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Public pensions, liability, cost	0 0.2%	4 1.7%	-	0 0.3%	-	5 0.6%	-	4 0.6%	0 0.2%
Water supply, drought	6 2.2%	4 1.6%	1 0.7%	2 1.1%	4 1.2%	12 1.6%	4 1.2%	9 1.2%	5 1.9%
Water rates, cost of water	1 0.4%	-	-	2 1.2%	0 0.2%	3 0.4%	0 0.2%	4 0.5%	-
Other (unique responses)	3 1.2%	3 1.6%	1 1.2%	1 0.8%	12 4.0%	10 1.3%	12 4.0%	17 2.3%	4 1.5%
Nothing, everything is fine	0 0.2%	-	-	-	3 1.1%	0 0.1%	3 1.1%	1 0.1%	3 1.1%
Not sure / Cannot think of anything specific	14 5.0%	12 5.8%	2 2.3%	5 3.1%	42 13.9%	34 4.4%	42 13.9%	44 5.9%	30 10.6%
Prefer not to answer	2 0.7%	-	2 1.8%	1 0.3%	4 1.4%	4 0.5%	4 1.4%	5 0.7%	3 0.9%

Q3 Most important issue facing San Diego County

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Public pensions, liability, cost	-	5 0.7%	-	-	4 1.7%	-	-	0 0.3%	0 0.3%
Water supply, drought	-	14 2.0%	2 0.8%	3 1.7%	-	1 0.5%	3 2.0%	2 1.4%	6 3.9%
Water rates, cost of water	-	3 0.4%	1 0.4%	-	-	2 1.1%	1 0.6%	0 0.3%	-
Other (unique responses)	4 4.3%	8 1.1%	8 3.2%	5 3.5%	1 0.5%	7 4.1%	3 1.7%	2 1.1%	2 1.3%
Nothing, everything is fine	-	3 0.4%	1 0.6%	-	3 1.2%	-	-	1 0.6%	0 0.3%
Not sure / Cannot think of anything specific	14 14.0%	42 6.0%	19 8.1%	28 17.8%	13 6.0%	9 5.1%	8 4.8%	7 4.6%	10 6.2%
Prefer not to answer	1 1.3%	4 0.6%	1 0.5%	1 0.4%	-	1 0.5%	3 2.0%	1 0.8%	2 1.0%

Q3 Most important issue facing San Diego County

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
	<i>Base</i>	640	80	137	137	43	592	471	711
Public pensions, liability, cost	1 0.1%	-	-	4 2.7%	-	5 0.8%	-	1 0.1%	4 1.3%
Water supply, drought	13 2.0%	1 0.6%	1 0.7%	1 0.5%	-	11 1.9%	5 1.0%	14 2.0%	1 0.2%
Water rates, cost of water	3 0.4%	1 1.3%	-	-	-	4 0.6%	-	3 0.4%	1 0.3%
Other (unique responses)	13 2.0%	-	0 0.3%	8 5.5%	1 1.2%	12 2.0%	11 2.2%	18 2.5%	0 0.1%
Nothing, everything is fine	3 0.5%	-	-	1 0.6%	-	-	4 0.8%	3 0.5%	0 0.1%
Not sure / Cannot think of anything specific	38 5.9%	3 3.2%	17 12.3%	18 13.2%	0 1.0%	36 6.1%	40 8.5%	43 6.1%	32 10.9%
Prefer not to answer	5 0.9%	-	1 0.9%	1 0.6%	-	4 0.7%	4 0.9%	4 0.6%	3 1.1%

Q3 Most important issue facing San Diego County

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
	<i>Base</i>	487	291	45	106	65	253	262	268
Public pensions, liability, cost	1 0.2%	4 1.3%	-	-	-	-	0 0.2%	-	4 1.7%
Water supply, drought	9 1.8%	2 0.7%	1 2.2%	1 0.7%	3 5.3%	-	4 1.4%	4 1.4%	6 2.9%
Water rates, cost of water	0 0.1%	2 0.7%	-	-	-	-	2 0.8%	1 0.4%	0 0.2%
Other (unique responses)	10 2.0%	6 2.2%	-	3 2.4%	1 2.2%	10 4.1%	4 1.5%	5 1.7%	2 0.8%
Nothing, everything is fine	0 0.1%	3 1.2%	-	-	-	1 0.3%	3 1.1%	-	-
Not sure / Cannot think of anything specific	28 5.7%	29 10.0%	-	10 9.4%	3 5.0%	24 9.4%	23 8.8%	12 4.5%	10 4.8%
Prefer not to answer	4 0.8%	1 0.4%	2 5.1%	1 1.1%	-	1 0.2%	3 1.0%	1 0.2%	4 1.7%

Q3 Most important issue facing San Diego County

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Public pensions, liability, cost	-	0 0.2%	-	-	-	-	-	0 0.1%	4 0.9%
Water supply, drought	1 0.8%	1 0.4%	2 1.5%	-	2 1.3%	3 2.9%	5 7.6%	13 2.2%	2 0.4%
Water rates, cost of water	-	-	-	-	-	2 1.8%	0 0.7%	4 0.6%	-
Other (unique responses)	7 5.3%	5 1.9%	1 0.3%	2 2.2%	2 1.4%	2 2.0%	1 2.1%	11 1.8%	10 2.6%
Nothing, everything is fine	1 1.0%	-	-	3 2.4%	-	-	-	3 0.5%	1 0.2%
Not sure / Cannot think of anything specific	10 7.5%	32 13.0%	5 3.0%	6 6.1%	8 6.2%	3 2.8%	5 6.7%	28 4.6%	41 10.4%
Prefer not to answer	2 1.3%	1 0.5%	1 0.7%	-	1 0.5%	2 1.7%	2 2.6%	5 0.8%	3 0.9%

Q3 Most important issue facing San Diego County

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
	<i>Base</i>	132	233	212	164	170	152	546
Public pensions, liability, cost	-	0 0.2%	0 0.2%	-	4 2.2%	-	1 0.2%	4 0.7%
Water supply, drought	2 1.6%	-	3 1.3%	6 3.6%	3 1.8%	2 1.3%	9 1.7%	6 1.1%
Water rates, cost of water	-	-	2 0.7%	2 1.2%	-	-	4 0.6%	-
Other (unique responses)	3 2.1%	2 0.9%	3 1.4%	6 3.9%	6 3.4%	2 1.4%	12 2.2%	10 2.0%
Nothing, everything is fine	-	-	-	0 0.3%	3 2.0%	-	3 0.5%	1 0.3%
Not sure / Cannot think of anything specific	7 5.5%	18 7.7%	18 8.4%	6 3.7%	13 7.8%	14 9.0%	31 5.6%	45 8.9%
Prefer not to answer	-	2 0.9%	0 0.2%	3 1.6%	2 0.9%	2 1.2%	6 1.2%	2 0.4%

Q4a California

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Improving	75 7.0%	8 7.3%	6 4.8%	8 7.4%	52 7.3%	53 51.8%	12 2.7%	7 1.5%	3 3.7%
Staying about the same	445 41.8%	48 41.8%	54 43.1%	49 43.9%	295 41.3%	35 33.8%	342 75.6%	66 15.3%	3 3.7%
Getting worse	431 40.6%	29 25.9%	63 50.1%	42 37.6%	298 41.7%	7 7.1%	81 17.9%	334 78.0%	10 12.9%
Not sure	107 10.1%	27 24.1%	3 2.0%	11 10.2%	66 9.2%	8 7.3%	17 3.7%	22 5.2%	61 79.7%
Prefer not to answer	5 0.5%	1 0.9%	-	1 0.9%	3 0.4%	-	0 0.1%	-	-

Q4a California

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Improving	30 10.7%	11 5.3%	8 8.4%	8 4.7%	17 5.7%	57 7.6%	17 5.7%	49 6.6%	22 7.8%
Staying about the same	140 49.4%	76 35.3%	25 25.8%	73 44.6%	130 43.2%	314 41.3%	130 43.2%	295 39.6%	133 47.8%
Getting worse	90 31.9%	113 52.1%	62 64.3%	62 38.0%	104 34.5%	327 43.0%	104 34.5%	329 44.1%	90 32.2%
Not sure	23 8.0%	14 6.6%	1 1.5%	21 12.8%	47 15.5%	60 7.9%	47 15.5%	68 9.2%	34 12.2%
Prefer not to answer	-	1 0.7%	-	-	4 1.2%	1 0.2%	4 1.2%	4 0.5%	-

Q4a California

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Improving	10 10.2%	44 6.3%	17 7.0%	7 4.3%	26 12.2%	13 7.2%	8 4.7%	11 7.3%	8 5.2%
Staying about the same	49 49.1%	299 43.1%	88 37.1%	87 55.9%	76 35.2%	74 41.2%	73 44.8%	52 35.9%	67 43.6%
Getting worse	36 36.8%	275 39.6%	114 48.4%	44 28.1%	91 42.5%	70 39.4%	66 40.7%	72 49.1%	65 42.3%
Not sure	4 3.9%	74 10.7%	15 6.5%	18 11.7%	18 8.4%	22 12.2%	16 9.8%	11 7.4%	14 8.8%
Prefer not to answer	-	1 0.2%	3 1.1%	-	4 1.7%	-	-	0 0.3%	-

Q4a California

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsid pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Improving	44 6.9%	3 3.8%	10 7.5%	12 8.6%	3 8.0%	47 7.9%	28 6.0%	54 7.6%	15 5.0%
Staying about the same	266 41.6%	33 40.6%	50 36.7%	68 49.6%	22 50.5%	231 39.0%	214 45.4%	282 39.6%	143 48.4%
Getting worse	262 40.9%	37 46.6%	66 48.3%	42 30.7%	15 35.6%	260 43.9%	172 36.5%	314 44.2%	104 35.3%
Not sure	67 10.4%	7 9.0%	10 7.5%	13 9.2%	3 5.9%	54 9.1%	53 11.3%	60 8.4%	31 10.4%
Prefer not to answer	1 0.2%	-	-	3 1.9%	-	1 0.2%	4 0.9%	1 0.2%	3 0.9%

Q4a California

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af- American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Improving	32 6.5%	17 5.7%	6 12.5%	12 11.4%	5 7.3%	17 6.7%	22 8.4%	14 5.3%	17 8.1%
Staying about the same	211 43.3%	126 43.4%	16 34.5%	29 27.5%	37 56.9%	96 38.0%	127 48.3%	113 41.9%	89 41.7%
Getting worse	198 40.6%	107 36.8%	18 39.0%	56 53.4%	19 29.6%	109 42.9%	81 30.7%	120 44.8%	90 42.0%
Not sure	46 9.5%	38 13.2%	5 11.9%	8 7.8%	4 6.2%	31 12.4%	30 11.4%	21 7.9%	16 7.7%
Prefer not to answer	0 0.1%	3 0.9%	1 2.2%	-	-	-	3 1.1%	-	1 0.5%

Q4a California

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Improving	8 6.1%	15 6.0%	15 9.9%	8 7.3%	6 4.6%	14 12.7%	2 3.4%	41 6.8%	29 7.4%
Staying about the same	68 50.7%	96 38.6%	66 43.9%	44 42.2%	56 42.6%	45 39.7%	33 47.5%	250 41.3%	172 43.7%
Getting worse	39 28.7%	111 44.6%	57 37.5%	46 44.0%	54 41.4%	42 37.3%	31 45.1%	262 43.3%	140 35.6%
Not sure	17 13.0%	24 9.8%	13 8.7%	7 6.5%	15 11.1%	12 10.2%	3 3.9%	51 8.4%	49 12.4%
Prefer not to answer	2 1.5%	3 1.0%	-	-	0 0.4%	-	-	1 0.2%	4 0.9%

Q4a California

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Improving	11 8.1%	18 7.8%	9 4.1%	12 7.4%	8 4.9%	17 11.0%	47 8.6%	25 5.0%
Staying about the same	64 48.1%	97 41.7%	79 37.3%	62 38.0%	78 45.8%	64 42.5%	236 43.2%	208 41.1%
Getting worse	48 36.0%	97 41.6%	95 44.9%	78 47.7%	65 38.4%	48 31.8%	222 40.6%	204 40.2%
Not sure	10 7.8%	18 7.6%	29 13.7%	10 6.3%	18 10.3%	22 14.7%	40 7.3%	66 13.0%
Prefer not to answer	-	3 1.3%	-	1 0.6%	1 0.6%	-	1 0.3%	4 0.7%

Q4b Southern California

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Improving	74 7.0%	13 11.7%	5 3.7%	6 5.6%	50 7.0%	61 59.7%	11 2.4%	2 0.5%	-
Staying about the same	428 40.2%	35 30.8%	64 51.0%	48 43.4%	280 39.3%	29 28.6%	384 84.9%	11 2.5%	4 5.3%
Getting worse	481 45.2%	43 37.9%	55 43.6%	52 46.6%	331 46.5%	10 9.4%	49 10.7%	413 96.6%	9 11.9%
Not sure	75 7.1%	21 18.6%	2 1.6%	4 3.6%	48 6.7%	2 2.4%	8 1.8%	1 0.3%	63 82.8%
Prefer not to answer	6 0.5%	1 0.9%	-	1 0.9%	4 0.5%	-	0 0.1%	1 0.1%	-

Q4b Southern California

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Improving	22 7.6%	15 6.7%	5 4.7%	7 4.1%	27 8.9%	47 6.2%	27 8.9%	43 5.8%	28 10.2%
Staying about the same	142 50.2%	67 30.9%	26 27.2%	68 41.5%	124 41.1%	303 39.9%	124 41.1%	282 37.8%	128 46.1%
Getting worse	100 35.3%	125 57.9%	65 67.6%	72 43.7%	118 39.2%	362 47.6%	118 39.2%	372 49.9%	95 34.1%
Not sure	19 6.6%	8 3.8%	0 0.5%	17 10.7%	29 9.7%	46 6.0%	29 9.7%	44 5.9%	26 9.4%
Prefer not to answer	1 0.2%	1 0.7%	-	-	4 1.2%	2 0.3%	4 1.2%	4 0.5%	1 0.2%

Q4b Southern California

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Improving	6 5.9%	49 7.1%	15 6.4%	14 8.9%	26 12.0%	8 4.4%	8 4.7%	10 7.0%	6 4.1%
Staying about the same	45 45.6%	288 41.6%	85 35.9%	79 50.6%	84 39.2%	74 41.4%	67 41.1%	49 33.7%	60 38.9%
Getting worse	44 44.2%	305 44.0%	124 52.4%	50 32.3%	91 42.6%	81 45.5%	75 45.9%	77 52.8%	78 50.7%
Not sure	4 4.3%	49 7.1%	10 4.2%	13 8.2%	10 4.5%	16 8.7%	14 8.3%	9 6.2%	9 6.0%
Prefer not to answer	-	2 0.3%	3 1.1%	-	4 1.7%	-	-	0 0.3%	1 0.3%

Q4b Southern California

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Improving	41 6.4%	9 10.8%	7 5.0%	14 10.5%	3 7.0%	44 7.5%	30 6.3%	51 7.2%	18 6.0%
Staying about the same	252 39.4%	28 34.6%	57 41.8%	61 44.8%	23 53.1%	220 37.2%	208 44.1%	270 38.0%	135 45.9%
Getting worse	301 47.0%	39 48.7%	67 49.0%	47 34.6%	15 34.0%	286 48.3%	195 41.4%	347 48.8%	115 39.0%
Not sure	45 7.0%	5 5.9%	5 3.9%	11 8.2%	3 5.9%	40 6.8%	35 7.4%	41 5.7%	24 8.1%
Prefer not to answer	1 0.2%	-	1 0.4%	3 1.9%	-	2 0.3%	4 0.9%	2 0.3%	3 0.9%

Q4b Southern California

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Improving	23 4.8%	24 8.1%	5 10.6%	15 13.9%	5 7.3%	17 6.8%	26 9.8%	13 4.9%	15 6.8%
Staying about the same	211 43.4%	108 37.1%	14 30.0%	35 33.4%	38 58.2%	103 40.7%	112 42.7%	111 41.4%	81 37.8%
Getting worse	221 45.3%	131 45.2%	21 45.3%	50 47.1%	19 29.5%	110 43.3%	99 37.6%	129 48.1%	108 50.4%
Not sure	31 6.3%	26 8.8%	5 11.9%	6 5.6%	3 5.0%	23 9.2%	22 8.5%	15 5.6%	10 4.6%
Prefer not to answer	1 0.2%	3 0.9%	1 2.2%	-	-	-	4 1.3%	-	1 0.5%

Q4b Southern California

	Hsid Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Improving	8 6.0%	12 5.0%	11 7.1%	12 11.7%	5 3.7%	9 8.3%	3 4.0%	36 6.0%	32 8.0%
Staying about the same	55 41.1%	111 44.8%	63 41.9%	32 30.1%	61 46.5%	44 39.1%	30 43.7%	235 38.8%	163 41.4%
Getting worse	57 42.5%	104 42.1%	64 42.6%	56 53.5%	58 44.2%	50 44.9%	34 49.4%	299 49.3%	158 40.0%
Not sure	12 9.0%	18 7.1%	12 8.1%	5 4.7%	7 5.3%	9 7.8%	2 2.8%	34 5.6%	38 9.7%
Prefer not to answer	2 1.5%	3 1.0%	1 0.3%	-	0 0.4%	-	-	2 0.3%	4 0.9%

Q4b Southern California

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
	<i>Base</i>	132	233	212	164	170	152	546
Improving	10 7.5%	21 9.0%	6 2.7%	7 4.0%	16 9.3%	15 10.0%	47 8.7%	24 4.7%
Staying about the same	70 53.2%	84 36.1%	79 37.4%	68 41.2%	70 41.2%	56 37.1%	232 42.6%	194 38.4%
Getting worse	49 36.8%	111 47.5%	104 49.0%	83 50.4%	70 41.0%	65 42.9%	238 43.6%	236 46.5%
Not sure	3 2.5%	14 6.1%	23 10.9%	6 3.7%	13 7.6%	15 10.1%	26 4.8%	49 9.6%
Prefer not to answer	-	3 1.3%	-	1 0.6%	2 0.9%	-	2 0.4%	4 0.7%

Q4c San Diego

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Improving	102 9.6%	11 9.5%	13 10.0%	13 11.8%	66 9.3%	102 100.0%	-	-	-
Staying about the same	452 42.5%	41 35.7%	64 50.7%	48 43.1%	300 42.1%	-	452 100.0%	-	-
Getting worse	428 40.2%	35 30.4%	49 39.3%	45 40.7%	299 41.9%	-	-	428 100.0%	-
Not sure	76 7.2%	27 23.6%	-	4 3.6%	45 6.4%	-	-	-	76 100.0%
Prefer not to answer	5 0.4%	1 0.9%	-	1 0.9%	3 0.4%	-	-	-	-

Q4c San Diego

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
	<i>Base</i>	284	216	96	164	302	761	302	746
Improving	44 15.6%	18 8.4%	5 5.0%	9 5.5%	26 8.7%	76 10.0%	26 8.7%	67 9.0%	33 11.7%
Staying about the same	142 50.2%	75 34.5%	25 25.8%	68 41.8%	142 46.9%	310 40.8%	142 46.9%	292 39.1%	143 51.2%
Getting worse	80 28.2%	114 52.6%	64 66.8%	64 39.2%	105 34.9%	323 42.4%	105 34.9%	338 45.3%	80 28.7%
Not sure	17 6.0%	9 4.0%	2 2.4%	22 13.4%	25 8.4%	51 6.7%	25 8.4%	45 6.0%	23 8.3%
Prefer not to answer	-	1 0.5%	-	-	4 1.2%	1 0.1%	4 1.2%	4 0.5%	-

Q4c San Diego

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Improving	16 16.1%	59 8.4%	24 10.1%	15 9.4%	31 14.7%	15 8.5%	12 7.2%	15 10.4%	11 7.4%
Staying about the same	40 40.7%	318 45.8%	83 35.3%	93 59.9%	77 36.0%	74 41.5%	71 43.3%	53 36.3%	67 43.6%
Getting worse	40 40.0%	267 38.5%	115 48.7%	41 26.4%	85 39.7%	73 40.8%	68 41.7%	69 47.7%	66 42.6%
Not sure	3 3.1%	49 7.1%	11 4.7%	7 4.3%	17 7.9%	16 9.2%	13 7.8%	8 5.6%	10 6.3%
Prefer not to answer	-	1 0.1%	3 1.1%	-	4 1.7%	-	-	-	-

Q4c San Diego

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Improving	64 10.0%	5 6.4%	6 4.5%	20 14.4%	4 10.3%	73 12.3%	29 6.3%	73 10.3%	21 7.3%
Staying about the same	263 41.0%	36 44.6%	64 46.2%	61 44.6%	24 55.5%	225 38.0%	227 48.2%	280 39.3%	152 51.4%
Getting worse	274 42.8%	31 39.0%	61 44.7%	39 28.3%	13 29.4%	255 43.1%	173 36.7%	314 44.1%	97 33.0%
Not sure	38 6.0%	8 9.9%	6 4.6%	15 10.9%	2 4.8%	38 6.4%	8 1.7%	44 6.2%	22 7.4%
Prefer not to answer	1 0.2%	-	-	3 1.9%	-	1 0.2%	4 0.8%	1 0.1%	3 0.9%

Q4c San Diego

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af-American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Improving	39 7.9%	34 11.7%	6 13.5%	11 10.3%	5 7.3%	26 10.4%	30 11.3%	19 7.0%	22 10.2%
Staying about the same	220 45.1%	118 40.7%	13 29.4%	38 36.0%	38 58.2%	101 39.9%	128 48.8%	121 45.1%	82 38.0%
Getting worse	194 39.9%	115 39.5%	20 43.0%	51 48.1%	19 29.5%	97 38.4%	86 32.7%	114 42.6%	97 45.3%
Not sure	34 7.1%	21 7.3%	5 11.9%	6 5.6%	3 5.0%	29 11.4%	16 6.2%	14 5.3%	13 6.0%
Prefer not to answer	-	3 0.9%	1 2.2%	-	-	-	3 1.0%	-	1 0.5%

Q4c San Diego

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Improving	11 8.4%	18 7.3%	18 12.0%	14 13.0%	6 4.7%	16 14.6%	11 15.5%	56 9.2%	42 10.5%
Staying about the same	58 43.0%	116 46.7%	61 40.3%	32 30.4%	67 51.0%	40 35.7%	27 40.0%	242 40.0%	177 44.8%
Getting worse	48 35.7%	91 36.6%	59 38.8%	55 52.7%	51 39.0%	48 42.6%	28 40.7%	272 44.9%	134 33.9%
Not sure	15 11.4%	21 8.4%	13 8.8%	4 3.9%	7 5.3%	8 7.0%	3 3.9%	35 5.8%	39 9.9%
Prefer not to answer	2 1.5%	3 1.0%	-	-	-	-	-	1 0.2%	4 0.9%

Q4c San Diego

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Improving	11 8.5%	25 10.6%	17 8.0%	18 11.1%	15 8.7%	17 10.9%	76 14.0%	23 4.6%
Staying about the same	72 54.1%	87 37.3%	90 42.6%	67 40.8%	73 42.8%	64 41.9%	229 41.9%	221 43.7%
Getting worse	40 30.3%	103 44.4%	90 42.3%	70 42.4%	69 40.8%	56 36.7%	204 37.4%	217 42.9%
Not sure	9 7.0%	16 6.7%	15 7.0%	8 5.1%	12 7.1%	16 10.5%	35 6.5%	41 8.1%
Prefer not to answer	-	3 1.1%	-	1 0.6%	1 0.6%	-	1 0.2%	4 0.7%

Q5 Water supply reliability

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Very reliable	81 7.6%	10 8.6%	6 5.0%	3 2.8%	62 8.6%	28 27.0%	50 11.0%	1 0.3%	2 2.9%
Somewhat reliable	366 34.5%	33 29.2%	42 33.5%	40 36.5%	251 35.2%	58 56.7%	204 45.1%	91 21.3%	14 17.7%
Somewhat unreliable	339 31.9%	34 30.2%	42 33.3%	40 36.5%	222 31.2%	8 7.8%	129 28.6%	178 41.7%	23 30.3%
Very unreliable	173 16.3%	17 14.9%	30 23.8%	11 9.5%	116 16.3%	4 4.0%	30 6.6%	133 31.2%	2 2.9%
Not sure	101 9.5%	18 16.2%	6 4.5%	16 14.8%	61 8.6%	5 4.5%	39 8.7%	22 5.2%	35 46.2%
Prefer not to answer	2 0.2%	1 0.9%	-	-	1 0.2%	-	-	1 0.3%	-

Q5 Water supply reliability

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Very reliable	36 12.6%	14 6.5%	6 6.7%	4 2.4%	21 6.8%	60 7.9%	21 6.8%	50 6.7%	27 9.9%
Somewhat reliable	133 47.1%	76 35.1%	12 12.1%	51 31.1%	94 31.3%	272 35.7%	94 31.3%	241 32.3%	122 43.7%
Somewhat unreliable	73 25.9%	70 32.6%	31 31.8%	61 37.2%	103 34.2%	236 31.0%	103 34.2%	253 34.0%	68 24.6%
Very unreliable	22 7.7%	43 19.7%	48 49.4%	19 11.4%	41 13.7%	132 17.3%	41 13.7%	130 17.4%	35 12.6%
Not sure	19 6.8%	12 5.4%	-	29 17.8%	41 13.7%	60 7.9%	41 13.7%	70 9.4%	26 9.2%
Prefer not to answer	-	1 0.6%	-	-	1 0.3%	1 0.2%	1 0.3%	1 0.2%	-

Q5 Water supply reliability

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Very reliable	4 4.3%	57 8.2%	16 6.7%	6 4.2%	16 7.3%	13 7.5%	15 9.0%	16 10.9%	12 7.9%
Somewhat reliable	30 29.8%	252 36.4%	79 33.6%	56 35.9%	72 33.6%	64 35.6%	60 36.8%	53 36.1%	51 33.0%
Somewhat unreliable	37 36.9%	222 31.9%	70 29.6%	59 37.5%	74 34.4%	45 25.4%	46 28.1%	48 33.1%	50 32.2%
Very unreliable	17 17.0%	99 14.3%	53 22.4%	23 14.9%	31 14.7%	34 19.1%	29 17.5%	18 12.4%	27 17.8%
Not sure	12 11.9%	62 9.0%	18 7.7%	12 7.5%	21 10.0%	22 12.3%	14 8.7%	11 7.5%	14 9.2%
Prefer not to answer	-	1 0.2%	-	-	-	-	-	-	-

Q5 Water supply reliability

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
	<i>Base</i>	640	80	137	137	43	592	471	711
Very reliable	52 8.1%	7 9.1%	8 6.0%	12 9.1%	1 2.0%	52 8.9%	28 6.0%	59 8.3%	17 5.7%
Somewhat reliable	214 33.4%	23 28.5%	42 30.2%	57 41.9%	25 58.5%	216 36.4%	151 32.0%	237 33.3%	112 38.1%
Somewhat unreliable	204 31.8%	29 36.0%	57 41.4%	36 26.2%	5 11.0%	181 30.6%	158 33.5%	231 32.6%	88 29.9%
Very unreliable	110 17.2%	7 9.3%	22 15.7%	20 14.6%	8 18.4%	95 16.0%	78 16.6%	122 17.2%	43 14.6%
Not sure	61 9.5%	14 17.1%	9 6.7%	11 8.3%	4 10.0%	48 8.1%	54 11.4%	61 8.6%	34 11.6%
Prefer not to answer	-	-	-	-	-	-	2 0.5%	-	-

Q5 Water supply reliability

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Very reliable	52 10.7%	10 3.5%	3 7.1%	7 6.2%	3 3.9%	17 6.7%	12 4.7%	22 8.2%	26 12.0%
Somewhat reliable	161 33.1%	110 37.8%	14 30.8%	43 41.0%	20 30.8%	85 33.5%	91 34.9%	90 33.4%	78 36.5%
Somewhat unreliable	163 33.4%	88 30.2%	18 38.9%	26 24.1%	28 43.4%	82 32.5%	85 32.5%	90 33.7%	59 27.7%
Very unreliable	75 15.4%	42 14.4%	4 8.9%	23 22.0%	8 11.9%	43 17.1%	39 15.0%	47 17.5%	33 15.4%
Not sure	36 7.4%	41 14.1%	5 12.1%	6 5.3%	6 9.9%	26 10.2%	34 12.9%	19 7.3%	16 7.6%
Prefer not to answer	-	-	1 2.2%	1 1.3%	-	-	-	-	1 0.6%

Q5 Water supply reliability

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Very reliable	9 6.6%	16 6.4%	8 5.6%	7 6.7%	12 9.5%	11 10.0%	9 12.7%	47 7.7%	24 6.2%
Somewhat reliable	50 36.9%	72 29.1%	61 40.4%	33 31.1%	48 36.6%	39 34.8%	29 41.9%	218 36.0%	130 32.9%
Somewhat unreliable	43 31.8%	90 36.4%	44 29.0%	39 37.4%	50 38.3%	24 21.6%	15 21.7%	187 30.9%	129 32.8%
Very unreliable	22 16.6%	41 16.7%	20 13.4%	16 15.4%	16 12.4%	22 19.3%	12 17.0%	96 15.8%	67 16.9%
Not sure	10 7.4%	27 10.9%	18 11.6%	10 9.4%	4 3.2%	16 14.4%	5 6.7%	57 9.3%	43 10.9%
Prefer not to answer	1 0.8%	1 0.5%	-	-	-	-	-	1 0.2%	1 0.3%

Q5 Water supply reliability

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Very reliable	16 12.5%	23 5.1%	17 7.8%	17 10.4%	9 5.1%	10 6.7%	55 10.1%	25 5.0%
Somewhat reliable	45 34.1%	81 34.8%	68 32.2%	46 28.3%	72 42.5%	53 35.1%	214 39.2%	150 29.5%
Somewhat unreliable	45 34.2%	74 31.9%	73 34.2%	58 35.4%	42 24.8%	47 30.7%	159 29.2%	178 35.1%
Very unreliable	16 12.0%	41 17.6%	31 14.7%	27 16.6%	35 20.3%	24 15.5%	81 14.8%	86 17.0%
Not sure	9 7.1%	23 10.1%	24 11.1%	15 9.4%	12 6.8%	18 11.9%	35 6.4%	66 13.1%
Prefer not to answer	-	1 0.6%	-	-	1 0.6%	-	1 0.2%	1 0.2%

Q6 Concerns of future unreliable water supply

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	512	51	72	51	338	12	159	312	25
Climate change	45 8.8%	5 9.5%	6 8.6%	9 18.0%	25 7.4%	3 21.1%	12 7.7%	28 8.9%	2 6.1%
Water cost, rate increases	106 20.7%	9 18.2%	23 31.5%	18 35.0%	56 16.6%	2 15.9%	28 17.5%	70 22.4%	6 24.3%
Drought, not enough supply	165 32.2%	11 22.3%	20 27.6%	17 33.3%	117 34.5%	6 46.0%	52 32.6%	94 30.0%	13 50.8%
Health, diseases, contaminated water	117 22.9%	18 34.6%	20 27.3%	10 19.5%	70 20.7%	2 14.2%	38 24.1%	72 23.2%	5 19.4%
Housing, population growth	50 9.8%	1 2.5%	4 5.3%	4 7.0%	41 12.2%	-	9 5.6%	40 12.8%	1 5.3%
Aging infrastructure, lack of storage, transfer capacity	19 3.7%	1 2.1%	3 3.7%	2 3.9%	13 4.0%	1 8.4%	2 1.2%	16 5.2%	-
Ecological impact	22 4.4%	-	7 9.7%	-	15 4.6%	-	9 5.8%	13 4.2%	-
Life, survival	28 5.4%	3 5.0%	2 2.4%	6 12.5%	17 5.0%	-	12 7.3%	16 5.1%	-

Q6 Concerns of future unreliable water supply

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	95	113	78	80	145	367	145	384	104
Climate change	11 11.4%	16 14.1%	3 4.2%	4 4.9%	11 7.8%	34 9.2%	11 7.8%	32 8.3%	9 8.5%
Water cost, rate increases	21 21.7%	24 21.6%	17 21.2%	15 18.4%	30 20.4%	76 20.8%	30 20.4%	89 23.2%	16 15.5%
Drought, not enough supply	34 35.9%	48 42.1%	21 26.5%	25 31.4%	36 25.1%	129 35.0%	36 25.1%	129 33.6%	30 29.4%
Health, diseases, contaminated water	14 15.2%	23 20.7%	24 31.1%	21 26.7%	34 23.4%	84 22.7%	34 23.4%	78 20.3%	28 27.3%
Housing, population growth	11 11.9%	20 17.8%	7 8.7%	8 10.6%	3 2.4%	47 12.7%	3 2.4%	39 10.2%	11 10.5%
Aging infrastructure, lack of storage, transfer capacity	5 5.4%	6 4.9%	2 2.5%	2 3.1%	4 2.8%	15 4.1%	4 2.8%	15 4.0%	2 2.0%
Ecological impact	15 15.6%	3 2.9%	-	1 1.4%	3 2.1%	19 5.2%	3 2.1%	18 4.6%	4 3.4%
Life, survival	3 3.1%	6 4.9%	4 5.0%	7 8.9%	8 5.5%	20 5.3%	8 5.5%	20 5.1%	8 7.6%

Q6 Concerns of future unreliable water supply

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	53	321	123	82	105	80	74	66	77
Climate change	6 12.0%	31 9.8%	8 6.1%	1 1.4%	17 16.0%	11 13.7%	9 12.4%	3 5.2%	4 4.8%
Water cost, rate increases	11 21.5%	64 19.8%	24 19.6%	24 29.6%	26 24.5%	15 18.3%	9 11.5%	19 28.0%	8 11.0%
Drought, not enough supply	23 43.6%	92 28.7%	37 30.1%	34 41.1%	35 32.9%	23 28.8%	22 29.3%	18 26.6%	25 32.5%
Health, diseases, contaminated water	12 22.6%	75 23.5%	25 20.2%	21 26.1%	31 29.6%	20 25.3%	15 20.4%	7 10.4%	16 20.5%
Housing, population growth	7 13.1%	31 9.7%	12 9.7%	3 4.0%	6 5.3%	4 5.3%	7 9.8%	14 20.9%	11 13.9%
Aging infrastructure, lack of storage, transfer capacity	0 0.8%	10 3.1%	9 7.0%	-	5 5.0%	1 1.0%	5 6.9%	2 3.8%	5 7.1%
Ecological impact	-	19 6.0%	3 2.5%	12 14.3%	-	2 2.5%	2 2.6%	2 2.8%	4 5.0%
Life, survival	3 6.1%	17 5.4%	7 5.7%	2 1.9%	4 4.1%	4 4.8%	8 10.4%	1 2.2%	6 7.2%

Q6 Concerns of future unreliable water supply

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsid pays	Someone else pays
<i>Base</i>	314	36	79	56	13	276	236	353	131
Climate change	32 10.1%	3 8.7%	6 7.5%	4 7.5%	0 1.8%	27 9.6%	19 7.9%	33 9.2%	12 8.9%
Water cost, rate increases	69 21.9%	8 23.1%	15 19.7%	3 6.0%	2 18.2%	64 23.0%	42 17.9%	78 22.1%	17 13.1%
Drought, not enough supply	107 34.1%	8 20.7%	22 28.0%	17 31.2%	3 26.3%	104 37.5%	61 26.0%	115 32.7%	41 30.9%
Health, diseases, contaminated water	72 22.9%	11 30.7%	20 24.9%	10 17.2%	2 16.7%	49 17.7%	69 29.0%	75 21.1%	40 30.6%
Housing, population growth	40 12.7%	3 7.4%	4 4.8%	2 4.1%	0 3.4%	37 13.3%	13 5.7%	41 11.7%	8 5.8%
Aging infrastructure, lack of storage, transfer capacity	13 4.1%	1 3.5%	3 3.6%	-	2 18.1%	11 4.1%	8 3.3%	15 4.3%	3 2.4%
Ecological impact	9 2.8%	-	7 8.8%	7 11.7%	-	9 3.2%	14 5.7%	10 2.8%	13 9.6%
Life, survival	15 4.7%	2 5.1%	3 3.4%	5 8.9%	3 26.9%	12 4.5%	15 6.4%	20 5.6%	7 5.0%

Q6 Concerns of future unreliable water supply

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af- American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	238	130	22	49	36	125	125	137	93
Climate change	25 10.6%	15 11.3%	-	2 4.9%	-	11 8.4%	9 7.2%	13 9.2%	11 12.2%
Water cost, rate increases	43 18.3%	36 27.8%	3 11.7%	11 22.2%	7 19.5%	27 21.2%	26 21.0%	36 26.5%	12 12.5%
Drought, not enough supply	67 28.3%	44 33.7%	9 42.4%	22 44.9%	13 36.0%	46 36.4%	38 30.7%	44 32.4%	26 28.1%
Health, diseases, contaminated water	48 20.2%	38 29.2%	7 30.7%	8 16.8%	9 24.1%	31 24.7%	27 21.7%	29 21.5%	19 21.0%
Housing, population growth	30 12.7%	6 4.8%	3 13.6%	4 7.2%	1 3.1%	9 7.2%	12 9.6%	11 7.9%	13 14.5%
Aging infrastructure, lack of storage, transfer capacity	14 5.7%	3 2.4%	-	1 1.5%	1 2.2%	3 2.5%	2 1.4%	9 6.6%	4 4.7%
Ecological impact	7 2.8%	2 1.7%	1 3.6%	6 11.6%	6 16.9%	1 1.1%	7 5.8%	10 7.3%	4 4.0%
Life, survival	16 6.6%	5 3.7%	2 9.3%	4 8.1%	-	10 8.3%	4 3.5%	6 4.4%	4 4.1%

Q6 Concerns of future unreliable water supply

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	65	132	64	56	66	46	26	283	196
Climate change	4 5.8%	10 7.9%	7 10.2%	3 5.6%	11 17.1%	1 2.9%	6 21.1%	24 8.4%	20 10.1%
Water cost, rate increases	15 23.1%	19 14.2%	16 24.2%	5 9.8%	15 23.3%	8 18.3%	9 33.2%	62 22.1%	31 16.0%
Drought, not enough supply	17 26.0%	58 44.4%	22 34.1%	13 23.6%	26 38.6%	10 21.4%	4 14.3%	85 30.1%	64 32.8%
Health, diseases, contaminated water	8 12.3%	38 28.5%	10 16.0%	17 31.2%	13 20.3%	8 16.9%	6 21.3%	59 21.0%	54 27.3%
Housing, population growth	8 12.5%	11 8.2%	7 11.5%	9 15.9%	5 7.8%	3 6.6%	1 4.1%	34 12.1%	14 7.2%
Aging infrastructure, lack of storage, transfer capacity	-	4 3.3%	4 6.1%	6 10.1%	1 1.1%	3 5.6%	1 4.0%	13 4.7%	4 1.9%
Ecological impact	6 9.3%	2 1.8%	3 4.8%	-	2 3.2%	0 0.9%	2 6.2%	9 3.1%	13 6.5%
Life, survival	5 6.9%	8 6.4%	3 5.3%	4 7.2%	1 1.6%	4 9.6%	-	14 5.0%	13 6.4%

Q6 Concerns of future unreliable water supply

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	61	115	104	85	77	70	240	264
Climate change	11 17.7%	8 7.4%	6 5.9%	8 9.7%	3 4.4%	8 11.8%	22 9.0%	24 9.0%
Water cost, rate increases	16 25.4%	27 23.5%	10 10.0%	20 23.8%	21 27.4%	12 16.5%	53 22.2%	52 19.5%
Drought, not enough supply	20 33.5%	34 29.9%	26 24.9%	25 29.4%	33 42.6%	27 37.8%	85 35.4%	79 29.9%
Health, diseases, contaminated water	20 32.1%	32 27.9%	21 20.1%	18 21.0%	18 22.9%	9 13.5%	40 16.8%	74 28.0%
Housing, population growth	5 8.5%	12 10.1%	12 11.8%	9 10.3%	8 9.8%	5 6.7%	28 11.7%	22 8.4%
Aging infrastructure, lack of storage, transfer capacity	3 4.9%	4 3.7%	4 3.5%	4 4.4%	1 1.3%	4 5.1%	12 5.2%	7 2.6%
Ecological impact	1 1.4%	6 5.6%	9 9.1%	1 1.5%	1 1.8%	3 4.2%	2 0.9%	20 7.6%
Life, survival	2 2.5%	4 3.3%	2 2.2%	11 13.1%	4 5.8%	4 6.1%	10 4.2%	17 6.6%

Q6 Concerns of future unreliable water supply

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	512	51	72	51	338	12	159	312	25
Decline in quality of life	17 3.4%	3 6.3%	2 2.3%	2 3.0%	11 3.2%	-	5 2.9%	13 4.1%	-
Decline in property value	10 1.9%	-	7 10.3%	2 3.0%	1 0.2%	-	0 0.3%	9 2.9%	-
Lack of infrastructure for desalination plants	10 2.0%	2 3.1%	-	1 1.6%	8 2.3%	1 5.3%	1 0.4%	8 2.7%	0 1.7%
Lack of governmental leadership to act ahead	20 3.8%	-	3 4.6%	1 2.9%	15 4.4%	-	8 5.0%	11 3.5%	1 2.8%
Relocate to other state	2 0.3%	-	-	-	2 0.4%	-	-	2 0.5%	-
Water distribution	4 0.8%	3 6.3%	-	0 1.0%	0 0.1%	-	1 0.7%	3 0.9%	-
Other (unique responses)	30 5.8%	3 6.0%	5 6.7%	4 8.8%	17 5.1%	4 35.2%	10 6.0%	16 5.1%	-
Not sure	31 6.1%	4 6.8%	-	3 6.8%	24 7.1%	-	9 5.9%	15 4.8%	4 16.9%
Prefer not to answer	11 2.1%	1 2.9%	-	-	9 2.8%	-	6 3.6%	4 1.3%	1 4.0%

Q6 Concerns of future unreliable water supply

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
	<i>Base</i>	95	113	78	80	145	367	145	384
Decline in quality of life	5 5.1%	7 5.9%	1 1.7%	2 2.4%	2 1.7%	15 4.0%	2 1.7%	14 3.7%	2 1.9%
Decline in property value	8 8.0%	-	-	1 0.9%	1 0.9%	8 2.3%	1 0.9%	8 2.2%	1 1.2%
Lack of infrastructure for desalination plants	2 2.5%	3 2.4%	4 5.0%	1 1.7%	-	10 2.8%	-	8 2.2%	2 1.7%
Lack of governmental leadership to act ahead	2 2.3%	6 5.4%	4 5.4%	1 1.6%	6 3.9%	14 3.8%	6 3.9%	15 4.0%	4 4.2%
Relocate to other state	-	-	1 1.0%	1 0.9%	-	2 0.4%	-	2 0.4%	-
Water distribution	1 1.0%	-	-	2 2.6%	1 0.8%	3 0.8%	1 0.8%	3 0.8%	-
Other (unique responses)	6 6.1%	5 4.3%	7 8.9%	4 4.7%	8 5.8%	21 5.8%	8 5.8%	25 6.6%	4 4.1%
Not sure	3 3.1%	1 0.6%	3 3.7%	6 7.8%	18 12.7%	13 3.5%	18 12.7%	20 5.3%	8 8.2%
Prefer not to answer	1 1.5%	2 2.0%	1 1.2%	2 2.4%	4 3.0%	7 1.8%	4 3.0%	9 2.3%	2 1.5%

Q6 Concerns of future unreliable water supply

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
	<i>Base</i>	53	321	123	82	105	80	74	66
Decline in quality of life	2 4.0%	11 3.3%	5 3.7%	-	2 2.1%	4 5.5%	5 6.7%	1 2.2%	3 4.3%
Decline in property value	2 4.3%	7 2.3%	-	6 6.9%	-	-	4 4.8%	-	0 0.6%
Lack of infrastructure for desalination plants	1 2.7%	6 1.8%	3 2.4%	-	-	1 1.0%	3 3.8%	5 6.9%	2 2.6%
Lack of governmental leadership to act ahead	3 5.3%	14 4.4%	3 2.2%	3 3.4%	2 1.9%	1 1.0%	3 4.4%	4 6.3%	4 5.6%
Relocate to other state	1 1.4%	1 0.2%	-	-	-	-	2 2.0%	-	-
Water distribution	2 3.8%	2 0.7%	-	-	-	3 4.0%	-	0 0.7%	0 0.6%
Other (unique responses)	0 0.9%	17 5.3%	11 9.0%	2 1.9%	5 4.8%	8 9.5%	5 6.3%	4 5.5%	5 7.1%
Not sure	1 2.7%	22 6.9%	8 6.2%	4 4.3%	7 6.3%	6 7.8%	6 7.8%	5 7.9%	3 3.8%
Prefer not to answer	-	7 2.1%	4 3.3%	2 2.6%	4 3.8%	-	-	2 2.5%	2 2.7%

Q6 Concerns of future unreliable water supply

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apart ment	Other	Yes	No	Hsld pays	Someone else pays
	<i>Base</i>	314	36	79	56	13	276	236	353
Decline in quality of life	11 3.6%	2 5.6%	1 1.4%	3 5.0%	-	10 3.5%	8 3.2%	14 4.1%	3 2.3%
Decline in property value	4 1.3%	-	6 7.2%	-	-	2 0.9%	7 3.0%	4 1.1%	6 4.3%
Lack of infrastructure for desalination plants	9 2.9%	1 3.5%	-	-	-	10 3.6%	0 0.2%	10 2.9%	-
Lack of governmental leadership to act ahead	13 4.0%	2 4.4%	1 1.5%	3 5.1%	0 3.4%	11 4.1%	8 3.4%	13 3.8%	2 1.2%
Relocate to other state	1 0.2%	-	-	1 1.3%	-	2 0.5%	-	2 0.4%	-
Water distribution	4 1.3%	-	-	-	-	1 0.3%	3 1.4%	2 0.6%	2 1.5%
Other (unique responses)	21 6.7%	3 7.0%	3 3.7%	1 2.3%	1 7.0%	17 6.2%	13 5.3%	24 6.8%	5 3.5%
Not sure	13 4.3%	3 6.9%	10 12.3%	5 9.2%	0 3.4%	11 4.1%	20 8.3%	17 4.9%	12 9.4%
Prefer not to answer	5 1.6%	1 4.0%	2 2.5%	3 4.6%	-	4 1.5%	7 2.9%	8 2.2%	3 2.3%

Q6 Concerns of future unreliable water supply

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
	<i>Base</i>	238	130	22	49	36	125	125	137
Decline in quality of life	11 4.8%	4 2.7%	1 5.9%	-	-	4 2.9%	2 1.6%	8 5.9%	4 3.9%
Decline in property value	1 0.5%	3 2.2%	-	6 11.6%	-	2 1.2%	-	8 5.6%	0 0.5%
Lack of infrastructure for desalination plants	5 2.2%	2 1.5%	-	-	-	0 0.3%	2 1.5%	1 0.7%	6 6.5%
Lack of governmental leadership to act ahead	10 4.4%	-	1 6.0%	2 4.5%	4 9.9%	3 2.2%	6 4.5%	3 1.8%	5 5.5%
Relocate to other state	2 0.6%	-	-	-	-	-	1 0.6%	1 0.5%	-
Water distribution	2 0.9%	-	-	2 4.2%	-	-	2 2.0%	1 0.9%	0 0.5%
Other (unique responses)	11 4.7%	12 9.0%	1 4.7%	1 2.2%	2 5.0%	10 7.9%	6 4.4%	6 4.4%	6 6.6%
Not sure	17 7.0%	6 4.8%	1 4.7%	5 9.3%	1 2.1%	6 4.7%	8 6.5%	7 5.4%	9 9.4%
Prefer not to answer	6 2.3%	3 2.0%	-	1 1.5%	-	4 3.2%	4 3.0%	1 1.1%	1 1.0%

Q6 Concerns of future unreliable water supply

	Hsd Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	65	132	64	56	66	46	26	283
Decline in quality of life	3 5.2%	4 2.8%	-	2 4.2%	2 2.6%	3 6.3%	1 4.5%	14 5.0%	3 1.7%
Decline in property value	-	2 1.2%	1 2.0%	1 1.3%	-	0 0.9%	-	4 1.4%	6 2.9%
Lack of infrastructure for desalination plants	3 4.3%	0 0.3%	2 2.5%	1 2.3%	1 0.8%	2 3.3%	1 4.3%	7 2.6%	3 1.4%
Lack of governmental leadership to act ahead	4 5.9%	1 1.1%	5 7.6%	3 6.0%	1 1.2%	1 2.9%	1 5.1%	12 4.1%	6 2.9%
Relocate to other state	1 1.2%	-	-	1 1.3%	-	-	-	1 0.3%	1 0.4%
Water distribution	-	-	3 5.0%	-	0 0.7%	-	0 1.6%	2 0.7%	2 1.0%
Other (unique responses)	3 4.1%	5 4.0%	3 4.6%	1 1.4%	6 9.1%	10 21.5%	-	23 8.3%	6 3.3%
Not sure	5 7.3%	10 7.4%	-	1 2.1%	7 10.1%	1 3.2%	2 9.3%	10 3.7%	21 10.5%
Prefer not to answer	2 2.6%	5 4.2%	1 1.4%	1 2.0%	0 0.7%	-	0 1.9%	6 2.0%	4 2.1%

Q6 Concerns of future unreliable water supply

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
	<i>Base</i>	61	115	104	85	77	70	240
Decline in quality of life	2 3.3%	2 1.7%	8 7.7%	2 2.5%	2 2.6%	1 1.8%	9 3.9%	6 2.2%
Decline in property value	-	6 4.9%	2 1.7%	1 0.9%	2 2.0%	-	0 0.2%	9 3.5%
Lack of infrastructure for desalination plants	1 1.7%	0 0.4%	0 0.4%	3 3.5%	2 2.5%	3 4.9%	9 3.6%	2 0.6%
Lack of governmental leadership to act ahead	3 4.6%	5 4.1%	3 2.5%	4 5.1%	1 0.7%	5 6.5%	13 5.5%	6 2.4%
Relocate to other state	-	-	1 0.7%	1 0.9%	-	-	1 0.3%	1 0.3%
Water distribution	-	-	4 4.0%	-	-	-	4 1.7%	-
Other (unique responses)	4 6.3%	7 6.5%	5 4.9%	7 8.7%	3 4.0%	3 4.2%	15 6.1%	13 5.0%
Not sure	-	11 9.5%	6 5.9%	3 3.1%	8 11.0%	3 4.3%	12 5.0%	19 7.2%
Prefer not to answer	-	6 5.2%	3 3.0%	-	-	2 2.6%	3 1.0%	8 3.2%

Q7a Recycling water, purifying it to drinking water standards using advanced water treatment technology

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Strongly support	593 55.8%	76 66.7%	87 69.0%	55 49.5%	376 52.7%	65 63.6%	243 53.8%	255 59.6%	26 34.4%
Somewhat support	251 23.6%	21 18.0%	22 17.9%	25 22.7%	183 25.7%	14 14.0%	121 26.7%	95 22.3%	21 27.4%
Somewhat oppose	84 7.9%	4 3.2%	7 5.2%	20 18.1%	54 7.6%	14 13.7%	36 8.0%	33 7.6%	2 2.2%
Strongly oppose	74 7.0%	3 3.0%	4 3.0%	8 7.6%	58 8.2%	8 7.4%	30 6.7%	30 7.0%	6 8.2%
Not sure	50 4.7%	9 8.2%	5 4.0%	1 1.3%	34 4.8%	1 1.4%	18 4.0%	9 2.2%	21 27.8%
Prefer not to answer	10 0.9%	1 0.9%	1 0.8%	1 0.8%	7 1.0%	-	4 0.8%	5 1.2%	-

Q7a Recycling water, purifying it to drinking water standards using advanced water treatment technology

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
Strongly support	180 63.4%	112 51.9%	42 43.7%	84 51.1%	176 58.2%	418 54.9%	176 58.2%	428 57.4%	147 52.8%
Somewhat support	63 22.1%	46 21.4%	24 24.5%	43 26.2%	76 25.1%	175 23.0%	76 25.1%	173 23.2%	68 24.4%
Somewhat oppose	23 8.3%	29 13.6%	10 10.8%	7 4.0%	15 4.8%	70 9.2%	15 4.8%	54 7.3%	27 9.7%
Strongly oppose	9 3.1%	18 8.2%	17 17.2%	13 8.0%	18 5.9%	56 7.4%	18 5.9%	50 6.7%	22 7.8%
Not sure	8 2.8%	7 3.1%	3 2.6%	17 10.2%	15 5.1%	35 4.6%	15 5.1%	34 4.6%	13 4.5%
Prefer not to answer	1 0.4%	4 1.8%	1 1.2%	1 0.5%	3 0.9%	7 0.9%	3 0.9%	7 0.9%	2 0.8%

Q7a Recycling water, purifying it to drinking water standards using advanced water treatment technology

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Strongly support	58 58.8%	371 53.5%	144 60.8%	105 67.5%	124 57.9%	100 56.2%	77 47.1%	78 53.4%	83 53.5%
Somewhat support	23 23.5%	179 25.7%	47 20.0%	31 19.7%	45 21.1%	42 23.3%	42 25.8%	35 24.0%	46 29.6%
Somewhat oppose	7 7.4%	59 8.5%	18 7.5%	6 3.7%	28 12.9%	14 7.7%	15 9.0%	10 6.6%	10 6.2%
Strongly oppose	5 5.2%	56 8.0%	13 5.4%	3 1.7%	12 5.5%	16 8.9%	16 10.1%	16 10.7%	7 4.9%
Not sure	4 3.6%	26 3.7%	11 4.6%	9 5.7%	4 2.1%	7 3.9%	10 6.3%	8 5.2%	8 5.3%
Prefer not to answer	2 1.6%	3 0.5%	4 1.6%	3 1.7%	1 0.5%	-	3 1.7%	-	1 0.6%

Q7a Recycling water, purifying it to drinking water standards using advanced water treatment technology

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
Strongly support	358 55.9%	48 59.3%	76 55.2%	86 62.9%	18 41.8%	307 51.9%	286 60.7%	398 56.0%	173 58.5%
Somewhat support	153 23.9%	23 28.3%	37 27.1%	27 19.6%	11 25.7%	148 25.0%	103 21.8%	164 23.1%	74 25.1%
Somewhat oppose	52 8.1%	3 3.8%	13 9.8%	11 8.1%	3 8.1%	56 9.5%	28 6.0%	62 8.8%	20 6.6%
Strongly oppose	50 7.7%	2 2.5%	6 4.6%	6 4.1%	5 12.9%	46 7.7%	28 6.0%	58 8.1%	11 3.6%
Not sure	25 3.9%	1 1.8%	5 3.3%	5 4.0%	5 11.6%	29 4.9%	22 4.6%	26 3.7%	16 5.5%
Prefer not to answer	2 0.3%	4 4.4%	-	2 1.3%	-	6 1.0%	4 0.9%	2 0.3%	2 0.7%

Q7a Recycling water, purifying it to drinking water standards using advanced water treatment technology

	Ethnicity (QD6)				Education Level (QD7)				
	Caucasian / White	Latino / Hispanic	Af-American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Strongly support	266 54.7%	178 61.3%	24 52.6%	52 49.5%	42 65.2%	162 63.9%	137 52.3%	141 52.6%	127 59.1%
Somewhat support	121 24.8%	59 20.4%	4 7.7%	36 34.3%	13 20.6%	40 15.9%	68 25.9%	73 27.2%	51 23.9%
Somewhat oppose	49 10.0%	15 5.3%	4 8.4%	6 5.9%	2 3.4%	15 5.9%	23 8.9%	24 8.8%	14 6.7%
Strongly oppose	29 5.9%	21 7.3%	6 13.8%	5 4.5%	6 9.6%	17 6.7%	19 7.3%	22 8.1%	11 5.2%
Not sure	21 4.2%	16 5.5%	6 12.8%	2 2.1%	1 1.2%	18 7.1%	9 3.6%	8 3.0%	10 4.6%
Prefer not to answer	2 0.4%	1 0.3%	2 4.6%	4 3.8%	-	1 0.4%	6 2.1%	1 0.3%	1 0.6%

Q7a Recycling water, purifying it to drinking water standards using advanced water treatment technology

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Strongly support	81 60.2%	141 56.8%	72 47.6%	63 59.8%	70 53.6%	72 64.5%	38 55.4%	327 54.1%	232 58.9%
Somewhat support	16 12.1%	62 24.9%	38 25.4%	20 18.8%	30 23.2%	29 25.9%	19 27.7%	150 24.8%	85 21.7%
Somewhat oppose	9 7.0%	18 7.2%	12 7.9%	7 6.5%	17 13.3%	7 6.4%	5 7.2%	56 9.3%	24 6.2%
Strongly oppose	11 8.3%	16 6.5%	18 12.1%	9 9.0%	7 5.6%	2 2.1%	3 4.8%	46 7.6%	22 5.6%
Not sure	16 11.6%	9 3.6%	8 5.4%	4 3.9%	6 4.3%	1 1.1%	3 4.9%	22 3.7%	25 6.2%
Prefer not to answer	1 0.8%	2 1.0%	3 1.8%	2 1.9%	-	-	-	3 0.6%	5 1.4%

Q7a Recycling water, purifying it to drinking water standards using advanced water treatment technology

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Strongly support	73 55.0%	127 54.6%	125 59.0%	102 62.1%	87 50.9%	80 52.7%	293 53.7%	295 58.2%
Somewhat support	35 26.2%	52 22.5%	53 25.0%	36 22.0%	35 20.3%	41 26.8%	142 25.9%	110 21.6%
Somewhat oppose	12 8.9%	20 8.6%	16 7.6%	8 4.7%	20 11.5%	9 6.0%	46 8.5%	34 6.7%
Strongly oppose	9 6.9%	9 3.8%	12 5.5%	14 8.7%	16 9.7%	14 9.0%	45 8.2%	29 5.8%
Not sure	4 3.0%	23 9.7%	5 2.5%	4 2.5%	8 5.0%	6 3.9%	15 2.8%	34 6.7%
Prefer not to answer	-	2 0.9%	1 0.5%	-	5 2.7%	2 1.5%	5 0.9%	5 1.0%

Q7b Securing rights on Colorado River to store additional water during droughts, emergencies, help a

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Strongly support	379 35.6%	28 24.9%	50 39.7%	31 28.0%	269 37.8%	51 49.7%	162 35.9%	146 34.0%	17 22.5%
Somewhat support	371 34.9%	39 34.0%	30 23.9%	45 40.9%	257 36.0%	33 32.2%	163 36.1%	149 34.9%	25 32.2%
Somewhat oppose	108 10.1%	15 13.1%	13 10.1%	15 13.2%	65 9.2%	5 4.8%	40 8.9%	57 13.4%	5 6.7%
Strongly oppose	63 5.9%	10 8.7%	10 8.1%	9 8.1%	34 4.7%	8 8.2%	23 5.1%	30 7.0%	1 1.9%
Not sure	130 12.2%	19 16.5%	22 17.4%	9 8.5%	80 11.2%	5 5.2%	58 12.8%	40 9.3%	27 35.5%
Prefer not to answer	14 1.3%	3 2.8%	1 0.8%	1 1.3%	8 1.1%	-	5 1.2%	6 1.4%	1 1.3%

Q7b Securing rights on Colorado River to store additional water during droughts, emergencies, help a

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Strongly support	124 43.6%	83 38.3%	33 34.5%	34 20.8%	105 34.7%	274 36.0%	105 34.7%	287 38.5%	84 30.2%
Somewhat support	91 32.2%	84 39.0%	40 42.0%	54 32.7%	100 33.2%	271 35.6%	100 33.2%	253 33.9%	100 35.9%
Somewhat oppose	24 8.4%	27 12.6%	9 9.3%	15 9.3%	32 10.7%	75 9.9%	32 10.7%	74 9.9%	29 10.6%
Strongly oppose	14 5.0%	11 5.1%	9 9.5%	10 6.0%	18 6.1%	44 5.8%	18 6.1%	46 6.2%	16 5.9%
Not sure	30 10.5%	7 3.2%	5 4.7%	47 28.7%	41 13.7%	88 11.6%	41 13.7%	76 10.2%	47 16.8%
Prefer not to answer	1 0.4%	4 1.7%	-	4 2.5%	5 1.6%	9 1.2%	5 1.6%	11 1.4%	1 0.5%

Q7b Securing rights on Colorado River to store additional water during droughts, emergencies, help a

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Strongly support	33 33.2%	240 34.5%	95 40.2%	55 35.3%	59 27.6%	60 33.8%	59 35.9%	57 39.4%	71 46.1%
Somewhat support	30 30.4%	263 37.9%	70 29.5%	44 28.0%	88 40.8%	67 37.3%	53 32.7%	53 36.6%	52 33.6%
Somewhat oppose	7 7.1%	73 10.5%	26 10.9%	10 6.1%	36 16.6%	18 10.1%	19 11.7%	12 8.3%	7 4.4%
Strongly oppose	10 10.1%	33 4.7%	18 7.7%	8 5.2%	9 4.2%	10 5.7%	15 9.3%	11 7.7%	8 5.1%
Not sure	16 16.4%	81 11.7%	24 10.0%	39 25.0%	21 9.8%	22 12.4%	14 8.7%	10 6.9%	17 10.8%
Prefer not to answer	3 2.9%	5 0.7%	4 1.8%	1 0.4%	2 1.0%	1 0.8%	3 1.7%	1 1.0%	-

Q7b Securing rights on Colorado River to store additional water during droughts, emergencies, help a

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
	<i>Base</i>	640	80	137	137	43	592	471	711
Strongly support	232 36.2%	25 31.2%	43 30.9%	57 41.3%	13 29.3%	233 39.4%	145 30.9%	255 35.9%	103 34.9%
Somewhat support	228 35.6%	29 36.1%	49 35.8%	41 29.6%	21 48.7%	198 33.4%	173 36.8%	254 35.7%	104 35.4%
Somewhat oppose	69 10.7%	13 15.6%	10 7.5%	13 9.1%	1 2.7%	66 11.2%	41 8.8%	80 11.3%	23 7.9%
Strongly oppose	35 5.5%	5 6.2%	12 9.0%	9 6.8%	1 1.6%	36 6.1%	26 5.6%	42 6.0%	19 6.4%
Not sure	70 10.9%	7 8.2%	23 16.8%	17 12.6%	7 15.3%	54 9.2%	75 16.0%	70 9.9%	44 15.0%
Prefer not to answer	7 1.1%	2 2.7%	-	1 0.5%	1 2.4%	4 0.7%	9 2.0%	9 1.3%	1 0.3%

Q7b Securing rights on Colorado River to store additional water during droughts, emergencies, help a

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Strongly support	176 36.1%	97 33.5%	12 25.8%	43 41.1%	29 45.0%	93 36.7%	108 41.1%	89 33.3%	67 31.1%
Somewhat support	172 35.4%	91 31.2%	13 27.6%	43 40.8%	22 34.0%	71 28.0%	87 33.3%	101 37.5%	88 41.0%
Somewhat oppose	47 9.7%	40 13.6%	5 12.0%	5 4.9%	7 10.6%	26 10.2%	19 7.2%	29 10.7%	27 12.5%
Strongly oppose	25 5.2%	22 7.4%	3 6.6%	5 4.4%	1 1.7%	14 5.6%	16 6.2%	17 6.5%	11 5.1%
Not sure	61 12.5%	41 14.3%	12 25.9%	8 7.6%	4 5.8%	46 18.3%	29 11.2%	28 10.6%	20 9.2%
Prefer not to answer	5 1.1%	-	1 2.2%	1 1.3%	2 3.0%	3 1.3%	3 1.0%	4 1.3%	2 1.1%

Q7b Securing rights on Colorado River to store additional water during droughts, emergencies, help a

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Strongly support	52 38.5%	92 37.0%	56 36.8%	26 25.0%	37 28.3%	54 47.8%	26 38.4%	212 35.1%	137 34.7%
Somewhat support	30 22.3%	87 35.0%	62 40.7%	47 44.7%	46 35.6%	31 27.9%	23 32.9%	222 36.6%	132 33.5%
Somewhat oppose	18 13.4%	19 7.5%	12 8.0%	9 8.3%	27 20.3%	10 8.9%	6 9.2%	65 10.7%	33 8.3%
Strongly oppose	5 4.1%	20 7.9%	4 2.6%	5 5.1%	10 7.6%	6 5.4%	7 10.0%	36 5.9%	26 6.3%
Not sure	27 20.4%	29 11.7%	14 9.4%	17 16.4%	8 6.2%	11 10.1%	6 9.4%	65 10.8%	61 15.5%
Prefer not to answer	2 1.3%	2 1.0%	4 2.4%	0 0.4%	3 2.0%	-	-	6 1.0%	6 1.4%

Q7b Securing rights on Colorado River to store additional water during droughts, emergencies, help a

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Strongly support	31 23.1%	72 31.0%	75 35.3%	62 37.5%	77 45.2%	63 41.2%	197 36.1%	176 34.8%
Somewhat support	54 40.9%	86 36.9%	63 29.5%	56 34.2%	53 31.4%	59 38.8%	198 36.4%	169 33.5%
Somewhat oppose	22 16.5%	25 10.7%	21 9.9%	16 9.7%	14 8.3%	10 6.4%	51 9.3%	56 11.1%
Strongly oppose	8 6.4%	12 5.2%	19 8.7%	13 7.7%	5 3.1%	6 3.7%	43 7.8%	19 3.7%
Not sure	16 12.0%	35 14.9%	31 14.8%	15 9.1%	19 11.2%	14 9.3%	48 8.8%	81 16.0%
Prefer not to answer	1 1.1%	3 1.3%	4 1.7%	3 1.8%	1 0.9%	1 0.7%	9 1.6%	5 0.9%

Q7c Developing additional brackish groundwater supplies, which contain a mixture of saltwater, fresh

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Strongly support	376 35.4%	42 36.8%	54 42.7%	39 35.5%	242 33.9%	56 54.2%	150 33.3%	149 34.8%	19 24.8%
Somewhat support	373 35.1%	37 32.3%	37 29.7%	41 36.8%	258 36.2%	33 32.5%	172 38.0%	155 36.2%	13 17.7%
Somewhat oppose	107 10.1%	7 6.2%	9 7.5%	16 14.7%	74 10.4%	7 6.6%	53 11.7%	39 9.1%	8 11.0%
Strongly oppose	53 5.0%	3 3.0%	2 1.8%	5 4.7%	42 5.9%	1 1.1%	18 4.0%	32 7.4%	1 1.2%
Not sure	144 13.5%	23 20.2%	22 17.5%	9 8.2%	90 12.6%	6 5.5%	54 12.0%	49 11.6%	34 45.3%
Prefer not to answer	9 0.9%	2 1.4%	1 0.8%	-	7 0.9%	-	4 1.0%	4 0.9%	-

Q7c Developing additional brackish groundwater supplies, which contain a mixture of saltwater, fresh

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Strongly support	108 37.9%	69 32.0%	36 37.0%	57 34.6%	107 35.5%	269 35.3%	107 35.5%	282 37.8%	82 29.4%
Somewhat support	99 35.0%	87 40.3%	33 34.7%	51 31.2%	102 33.9%	271 35.6%	102 33.9%	257 34.5%	104 37.2%
Somewhat oppose	29 10.4%	25 11.6%	13 13.8%	13 8.2%	26 8.6%	81 10.7%	26 8.6%	72 9.7%	34 12.2%
Strongly oppose	12 4.2%	18 8.5%	6 6.4%	3 2.0%	13 4.4%	40 5.2%	13 4.4%	42 5.6%	9 3.1%
Not sure	33 11.8%	14 6.4%	7 6.9%	39 23.7%	50 16.6%	94 12.3%	50 16.6%	87 11.7%	49 17.6%
Prefer not to answer	2 0.7%	3 1.2%	1 1.3%	1 0.3%	3 1.0%	6 0.8%	3 1.0%	5 0.7%	1 0.4%

Q7c Developing additional brackish groundwater supplies, which contain a mixture of saltwater, fresh

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Strongly support	34 34.0%	232 33.5%	97 40.9%	47 30.4%	83 38.5%	70 39.0%	60 36.6%	51 35.0%	51 32.8%
Somewhat support	43 42.9%	257 37.0%	72 30.6%	65 41.9%	70 32.7%	53 29.9%	61 37.5%	52 35.8%	56 36.3%
Somewhat oppose	7 6.8%	76 10.9%	22 9.4%	6 3.9%	29 13.4%	15 8.3%	12 7.1%	16 10.9%	21 13.5%
Strongly oppose	2 1.8%	30 4.3%	20 8.4%	3 1.7%	9 4.1%	13 7.5%	7 4.3%	11 7.5%	8 5.0%
Not sure	14 13.8%	94 13.6%	24 10.0%	34 21.7%	24 11.2%	26 14.5%	21 12.6%	15 10.1%	18 11.7%
Prefer not to answer	1 0.7%	5 0.7%	2 0.8%	1 0.4%	-	1 0.8%	3 1.8%	1 0.7%	1 0.6%

Q7c Developing additional brackish groundwater supplies, which contain a mixture of saltwater, fresh

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsd pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Strongly support	228 35.6%	32 40.2%	40 29.2%	53 38.4%	18 41.9%	216 36.4%	161 34.1%	255 35.9%	110 37.4%
Somewhat support	234 36.6%	26 31.9%	46 33.3%	49 35.7%	15 34.1%	208 35.2%	165 35.0%	255 35.9%	101 34.1%
Somewhat oppose	65 10.1%	5 6.2%	19 13.7%	13 9.6%	4 10.3%	65 11.0%	42 8.9%	73 10.2%	33 11.2%
Strongly oppose	37 5.8%	6 7.1%	3 2.3%	6 4.0%	0 1.0%	39 6.6%	14 2.9%	41 5.8%	6 1.9%
Not sure	71 11.0%	12 14.6%	29 21.4%	15 11.2%	5 12.6%	60 10.2%	84 17.8%	82 11.5%	45 15.2%
Prefer not to answer	6 0.9%	-	-	1 1.0%	-	3 0.5%	6 1.3%	4 0.5%	0 0.2%

Q7c Developing additional brackish groundwater supplies, which contain a mixture of saltwater, fresh

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af-American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Strongly support	152 31.2%	112 38.5%	13 28.8%	42 39.9%	36 55.2%	97 38.5%	96 36.6%	93 34.7%	72 33.5%
Somewhat support	194 39.8%	85 29.4%	9 20.6%	41 39.0%	17 26.9%	73 29.0%	84 31.9%	101 37.8%	90 41.8%
Somewhat oppose	55 11.2%	31 10.7%	6 13.0%	4 3.3%	2 3.4%	27 10.6%	28 10.7%	30 11.2%	16 7.5%
Strongly oppose	19 3.9%	20 6.9%	4 9.3%	6 5.6%	2 2.7%	11 4.3%	14 5.3%	14 5.1%	12 5.5%
Not sure	66 13.5%	41 14.1%	12 26.2%	11 10.1%	6 8.8%	43 17.1%	38 14.6%	27 10.1%	24 11.1%
Prefer not to answer	2 0.4%	1 0.4%	1 2.2%	2 2.0%	2 3.0%	2 0.6%	2 0.8%	3 1.2%	1 0.6%

Q7c Developing additional brackish groundwater supplies, which contain a mixture of saltwater, fresh

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Strongly support	51 37.9%	83 33.3%	53 34.9%	34 32.7%	42 32.3%	51 45.2%	22 31.8%	208 34.3%	147 37.3%
Somewhat support	34 25.6%	80 32.2%	58 38.6%	46 43.5%	53 40.8%	33 29.1%	30 44.3%	221 36.6%	126 32.0%
Somewhat oppose	12 8.8%	41 16.8%	10 6.9%	9 8.7%	14 10.4%	10 9.0%	4 5.4%	62 10.2%	39 9.9%
Strongly oppose	7 4.9%	8 3.4%	13 8.4%	4 3.4%	6 4.8%	6 5.4%	4 5.5%	32 5.3%	19 4.7%
Not sure	30 22.0%	33 13.5%	15 9.7%	12 11.8%	14 10.8%	11 10.2%	9 12.9%	76 12.5%	61 15.4%
Prefer not to answer	1 0.8%	2 0.8%	2 1.4%	-	1 0.9%	1 1.1%	-	6 1.0%	2 0.6%

Q7c Developing additional brackish groundwater supplies, which contain a mixture of saltwater, fresh

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Strongly support	44 33.6%	75 32.0%	73 34.4%	62 37.8%	67 39.4%	55 36.3%	209 38.3%	163 32.2%
Somewhat support	54 40.5%	74 31.9%	79 37.2%	57 35.0%	58 34.1%	51 33.7%	203 37.2%	166 32.9%
Somewhat oppose	13 9.7%	25 10.9%	23 11.0%	14 8.3%	17 10.1%	15 9.9%	55 10.1%	50 9.8%
Strongly oppose	5 3.5%	6 2.4%	10 4.5%	9 5.7%	12 7.1%	12 7.6%	23 4.2%	30 5.9%
Not sure	17 12.8%	51 21.8%	25 11.6%	18 11.0%	15 8.6%	19 12.4%	51 9.4%	92 18.1%
Prefer not to answer	-	2 0.9%	3 1.3%	4 2.2%	1 0.6%	-	4 0.8%	5 1.0%

Q7d Expanding the use of recycled water for agriculture and irrigation uses

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Strongly support	813 76.5%	84 73.5%	98 78.2%	81 72.9%	551 77.3%	87 84.6%	343 75.8%	337 78.8%	44 57.3%
Somewhat support	188 17.7%	16 14.5%	24 19.0%	24 21.9%	123 17.3%	12 11.5%	98 21.6%	63 14.8%	15 20.0%
Somewhat oppose	14 1.4%	-	0 0.3%	4 3.6%	10 1.4%	2 1.6%	4 0.8%	9 2.1%	-
Strongly oppose	9 0.9%	2 1.8%	1 0.9%	1 0.8%	5 0.7%	2 1.5%	3 0.8%	4 1.0%	-
Not sure	34 3.2%	10 8.8%	1 0.7%	1 0.9%	22 3.1%	1 0.8%	3 0.7%	13 3.0%	17 22.7%
Prefer not to answer	4 0.4%	2 1.4%	1 0.8%	-	1 0.2%	-	2 0.4%	1 0.3%	-

Q7d Expanding the use of recycled water for agriculture and irrigation uses

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Strongly support	238 84.1%	173 80.2%	66 68.0%	118 72.1%	218 72.2%	595 78.2%	218 72.2%	591 79.2%	200 71.7%
Somewhat support	35 12.3%	33 15.1%	24 24.8%	31 18.8%	66 21.8%	122 16.1%	66 21.8%	112 15.0%	66 23.8%
Somewhat oppose	4 1.3%	3 1.4%	4 4.0%	2 1.4%	2 0.5%	13 1.7%	2 0.5%	12 1.6%	1 0.3%
Strongly oppose	2 0.8%	3 1.4%	2 2.4%	-	2 0.7%	7 1.0%	2 0.7%	8 1.1%	1 0.4%
Not sure	4 1.3%	3 1.4%	1 0.9%	13 7.7%	13 4.2%	21 2.8%	13 4.2%	21 2.8%	10 3.5%
Prefer not to answer	1 0.2%	1 0.6%	-	-	2 0.7%	2 0.3%	2 0.7%	2 0.3%	1 0.4%

Q7d Expanding the use of recycled water for agriculture and irrigation uses

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Strongly support	71 72.1%	532 76.7%	194 81.8%	127 81.1%	170 79.3%	129 72.0%	114 69.6%	114 78.4%	126 81.6%
Somewhat support	23 23.2%	127 18.3%	35 14.7%	23 14.9%	37 17.3%	35 19.8%	37 22.9%	21 14.1%	23 15.0%
Somewhat oppose	2 1.9%	8 1.1%	5 2.0%	-	1 0.5%	4 2.4%	3 1.6%	3 2.1%	2 1.2%
Strongly oppose	-	9 1.2%	1 0.4%	-	-	3 1.9%	3 1.9%	2 1.6%	0 0.3%
Not sure	3 2.8%	15 2.2%	3 1.1%	6 3.6%	6 2.8%	7 3.8%	5 3.3%	6 3.8%	3 2.0%
Prefer not to answer	-	3 0.4%	-	1 0.4%	-	-	1 0.6%	-	-

Q7d Expanding the use of recycled water for agriculture and irrigation uses

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apart ment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Strongly support	500 78.1%	59 73.0%	106 77.1%	104 76.0%	32 74.3%	445 75.2%	368 78.1%	562 79.0%	220 74.8%
Somewhat support	108 16.9%	19 23.3%	28 20.7%	22 15.9%	9 21.3%	111 18.7%	77 16.4%	116 16.4%	60 20.3%
Somewhat oppose	6 1.0%	1 1.3%	3 2.2%	3 2.5%	0 1.0%	12 2.0%	2 0.5%	7 1.0%	5 1.6%
Strongly oppose	5 0.8%	-	-	3 2.0%	0 1.0%	5 0.9%	4 0.9%	5 0.7%	2 0.6%
Not sure	19 3.0%	2 2.5%	-	5 3.6%	1 2.4%	19 3.2%	15 3.2%	18 2.6%	8 2.7%
Prefer not to answer	2 0.3%	-	-	-	-	-	4 0.8%	2 0.2%	-

Q7d Expanding the use of recycled water for agriculture and irrigation uses

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Strongly support	386 79.2%	217 74.8%	31 67.4%	79 75.1%	52 79.9%	190 75.3%	199 75.7%	211 78.5%	164 76.3%
Somewhat support	83 17.0%	53 18.1%	9 20.7%	19 18.2%	10 15.7%	44 17.4%	51 19.4%	45 16.8%	38 17.9%
Somewhat oppose	6 1.3%	2 0.8%	1 2.2%	1 1.3%	-	3 1.0%	3 1.2%	4 1.4%	4 1.8%
Strongly oppose	2 0.4%	5 1.7%	-	-	1 2.2%	4 1.6%	-	3 1.1%	2 0.7%
Not sure	9 1.9%	13 4.6%	3 7.5%	4 4.1%	1 2.2%	12 4.8%	9 3.3%	6 2.1%	6 2.6%
Prefer not to answer	1 0.1%	-	1 2.2%	1 1.3%	-	-	1 0.4%	1 0.2%	1 0.6%

Q7d Expanding the use of recycled water for agriculture and irrigation uses

	Hsd Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Strongly support	100 74.6%	179 72.3%	118 78.1%	85 80.7%	101 77.1%	90 79.8%	55 80.7%	471 77.7%	288 73.0%
Somewhat support	21 15.5%	52 21.1%	23 15.3%	16 15.1%	27 20.5%	20 17.8%	9 13.8%	104 17.2%	79 20.0%
Somewhat oppose	2 1.8%	5 1.9%	2 1.4%	1 1.0%	1 0.5%	1 1.0%	1 1.6%	10 1.6%	4 1.1%
Strongly oppose	1 0.7%	2 0.7%	4 2.5%	1 0.8%	-	-	-	5 0.8%	4 1.0%
Not sure	9 6.6%	9 3.5%	4 2.7%	2 2.3%	2 1.4%	2 1.4%	3 3.9%	14 2.3%	18 4.7%
Prefer not to answer	1 0.8%	1 0.5%	-	-	1 0.5%	-	-	2 0.3%	1 0.3%

Q7d Expanding the use of recycled water for agriculture and irrigation uses

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
	<i>Base</i>	132	233	212	164	170	152	546
Strongly support	107 80.7%	173 74.5%	165 77.8%	124 75.6%	126 74.1%	118 78.0%	422 77.4%	383 75.7%
Somewhat support	21 15.6%	45 19.5%	40 18.8%	28 16.9%	28 16.5%	26 17.3%	94 17.2%	91 18.0%
Somewhat oppose	1 1.1%	1 0.4%	2 0.9%	2 1.2%	5 3.0%	3 1.9%	8 1.4%	7 1.3%
Strongly oppose	1 0.6%	1 0.4%	3 1.4%	2 1.5%	2 1.4%	-	5 0.9%	4 0.9%
Not sure	3 2.0%	11 4.6%	1 0.7%	7 4.5%	7 4.4%	4 2.9%	14 2.6%	20 3.9%
Prefer not to answer	-	1 0.6%	1 0.5%	1 0.4%	1 0.6%	-	3 0.5%	1 0.2%

Q8a S10

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Support	478 44.9%	50 44.3%	64 51.2%	55 50.0%	308 43.1%	41 39.6%	208 46.0%	204 47.7%	23 29.8%
Oppose	346 32.5%	32 27.8%	31 24.4%	34 31.1%	249 34.9%	38 37.4%	147 32.6%	138 32.3%	22 28.6%
Not sure	232 21.9%	31 27.0%	30 23.9%	20 18.0%	152 21.3%	24 23.1%	95 20.9%	82 19.3%	32 41.6%
Prefer not to answer	7 0.7%	1 0.9%	1 0.5%	1 0.9%	5 0.7%	-	2 0.4%	3 0.8%	-

Q8a S10

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
	<i>Base</i>	284	216	96	164	302	761	302	746
Support	162 57.2%	90 41.4%	20 21.1%	66 40.4%	139 46.2%	338 44.4%	139 46.2%	332 44.6%	127 45.7%
Oppose	68 24.1%	83 38.4%	61 63.4%	54 33.0%	78 25.9%	268 35.2%	78 25.9%	253 34.0%	81 29.1%
Not sure	53 18.6%	40 18.5%	14 14.4%	43 26.3%	83 27.4%	150 19.7%	83 27.4%	155 20.8%	70 25.0%
Prefer not to answer	0 0.2%	4 1.7%	1 1.0%	1 0.3%	2 0.5%	6 0.7%	2 0.5%	5 0.6%	0 0.2%

Q8a S10

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Support	32 32.0%	319 45.9%	117 49.5%	79 50.7%	104 48.6%	77 43.0%	63 38.7%	61 41.7%	82 53.1%
Oppose	36 36.5%	220 31.6%	74 31.2%	38 24.1%	57 26.5%	66 36.9%	62 37.8%	58 40.0%	44 28.4%
Not sure	31 31.6%	151 21.8%	45 18.9%	39 25.1%	52 24.4%	36 20.1%	38 23.5%	26 18.0%	27 17.8%
Prefer not to answer	-	5 0.7%	1 0.4%	-	1 0.5%	-	-	1 0.4%	1 0.7%

Q8a S10

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Support	288 44.9%	48 59.9%	64 46.3%	59 43.3%	16 36.8%	239 40.3%	239 50.7%	319 44.9%	147 49.8%
Oppose	210 32.8%	19 23.4%	45 32.8%	39 28.3%	15 35.9%	224 37.9%	121 25.8%	242 34.1%	77 26.1%
Not sure	138 21.5%	13 16.7%	29 20.9%	39 28.4%	12 27.4%	124 21.0%	108 23.0%	146 20.5%	71 24.1%
Prefer not to answer	5 0.8%	-	-	-	-	5 0.8%	3 0.6%	4 0.5%	-

Q8a S10

	Ethnicity (QD6)				Education Level (QD7)				
	Caucasian / White	Latino / Hispanic	Af-American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Support	224 46.0%	126 43.5%	19 41.4%	55 51.7%	35 54.9%	118 46.7%	97 36.9%	132 49.3%	112 52.4%
Oppose	149 30.6%	92 31.7%	16 35.3%	31 29.0%	22 33.3%	81 32.0%	89 33.8%	87 32.5%	60 27.8%
Not sure	113 23.2%	72 24.8%	10 21.1%	18 16.7%	7 10.9%	53 20.9%	77 29.2%	48 17.8%	39 18.1%
Prefer not to answer	1 0.2%	-	1 2.2%	3 2.6%	1 0.8%	1 0.4%	-	1 0.4%	4 1.7%

Q8a S10

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Support	41 30.3%	114 46.0%	59 39.0%	61 58.4%	58 44.2%	57 50.8%	40 57.7%	274 45.2%	173 43.9%
Oppose	54 39.9%	80 32.2%	59 38.9%	27 25.5%	46 35.1%	35 31.1%	13 19.6%	210 34.7%	117 29.6%
Not sure	37 27.5%	52 21.1%	33 22.1%	17 16.1%	26 20.3%	20 18.0%	16 22.7%	116 19.2%	104 26.3%
Prefer not to answer	3 2.3%	2 0.7%	-	-	1 0.4%	-	-	5 0.8%	1 0.3%

Q8a \$10

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Support	59 44.7%	118 50.7%	88 41.7%	85 51.9%	64 37.7%	63 41.4%	259 47.6%	218 43.1%
Oppose	36 27.5%	65 28.1%	61 28.6%	50 30.5%	75 43.7%	59 38.7%	178 32.6%	161 31.8%
Not sure	37 27.8%	48 20.6%	62 29.1%	26 15.8%	31 18.0%	29 19.4%	105 19.2%	124 24.4%
Prefer not to answer	-	1 0.6%	1 0.6%	3 1.8%	1 0.6%	1 0.4%	4 0.7%	4 0.7%

Q8b \$7.5

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Support	530 49.9%	59 52.3%	67 53.6%	63 56.8%	341 47.8%	48 46.7%	229 50.6%	225 52.5%	26 34.5%
Oppose	326 30.7%	25 22.0%	40 31.6%	34 31.1%	227 31.9%	34 33.0%	147 32.4%	129 30.3%	16 21.6%
Not sure	199 18.7%	28 24.8%	19 14.8%	12 11.2%	139 19.5%	21 20.3%	73 16.2%	71 16.6%	33 43.9%
Prefer not to answer	8 0.8%	1 0.9%	-	1 0.9%	6 0.8%	-	3 0.7%	3 0.6%	-

Q8b \$7.5

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Support	180 63.5%	95 43.9%	24 25.3%	71 43.3%	160 53.0%	370 48.7%	160 53.0%	369 49.5%	142 50.9%
Oppose	60 21.3%	75 34.8%	59 61.3%	44 26.6%	87 28.8%	239 31.5%	87 28.8%	235 31.6%	80 28.8%
Not sure	43 15.1%	42 19.2%	12 12.3%	48 29.4%	54 17.9%	144 19.0%	54 17.9%	135 18.1%	56 20.2%
Prefer not to answer	0 0.2%	5 2.1%	1 1.0%	1 0.6%	1 0.3%	7 0.9%	1 0.3%	7 0.9%	0 0.2%

Q8b \$7.5

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Support	34 34.0%	353 50.9%	132 55.6%	86 54.9%	122 57.0%	84 47.0%	70 42.8%	67 46.1%	88 57.2%
Oppose	45 45.4%	206 29.6%	65 27.3%	38 24.3%	55 25.6%	61 33.9%	61 37.3%	56 38.5%	38 24.9%
Not sure	20 20.6%	130 18.7%	39 16.3%	33 20.9%	36 16.9%	34 19.1%	32 19.9%	22 15.3%	27 17.6%
Prefer not to answer	-	5 0.7%	2 0.8%	-	1 0.5%	-	-	-	0 0.3%

Q8b \$7.5

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
	<i>Base</i>	640	80	137	137	43	592	471	711
Support	319 49.8%	50 61.8%	68 49.5%	70 50.8%	21 48.3%	262 44.2%	269 57.0%	348 49.0%	162 54.9%
Oppose	194 30.3%	18 21.9%	45 33.0%	45 32.8%	12 29.3%	212 35.8%	114 24.3%	227 31.9%	78 26.5%
Not sure	122 19.0%	13 16.4%	24 17.4%	22 16.3%	10 22.4%	113 19.1%	86 18.1%	130 18.3%	55 18.6%
Prefer not to answer	6 0.9%	-	-	-	-	5 0.9%	3 0.6%	6 0.8%	-

Q8b \$7.5

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Support	243 49.9%	154 53.1%	20 43.3%	58 54.5%	35 54.9%	141 55.6%	111 42.1%	139 52.0%	119 55.5%
Oppose	139 28.5%	80 27.6%	16 35.3%	35 33.2%	22 34.2%	74 29.3%	84 32.1%	83 30.7%	59 27.5%
Not sure	104 21.4%	56 19.4%	9 19.2%	10 9.7%	7 10.9%	37 14.7%	67 25.5%	46 17.1%	32 14.7%
Prefer not to answer	1 0.3%	-	1 2.2%	3 2.6%	-	1 0.4%	1 0.3%	0 0.2%	5 2.2%

Q8b \$7.5

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Support	52 38.3%	137 55.4%	63 41.3%	64 61.0%	63 48.2%	61 54.4%	40 58.4%	300 49.5%	198 50.3%
Oppose	48 36.0%	79 31.8%	56 37.1%	22 21.1%	46 35.1%	34 30.4%	12 18.2%	204 33.7%	108 27.5%
Not sure	30 22.1%	30 12.1%	33 21.6%	19 17.9%	22 16.7%	17 15.3%	16 23.4%	97 16.0%	86 21.8%
Prefer not to answer	5 3.6%	2 0.7%	-	-	-	-	-	5 0.8%	2 0.5%

Q8b \$7.5

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Support	69 52.1%	133 57.2%	101 47.5%	87 53.3%	71 41.4%	70 45.9%	283 51.9%	247 48.8%
Oppose	36 27.3%	56 24.1%	61 28.7%	47 28.8%	73 43.1%	52 34.6%	162 29.7%	155 30.7%
Not sure	27 20.6%	42 18.1%	48 22.7%	26 15.9%	25 14.9%	30 19.5%	95 17.4%	101 20.0%
Prefer not to answer	-	1 0.6%	2 1.1%	3 2.0%	1 0.6%	-	6 1.0%	2 0.5%

Q8c \$5

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Support	684 64.4%	79 69.5%	73 58.4%	73 65.9%	459 64.4%	64 62.5%	297 65.6%	281 65.7%	40 52.1%
Oppose	235 22.1%	15 13.1%	29 23.1%	32 28.5%	160 22.4%	25 24.7%	101 22.4%	94 21.9%	15 19.1%
Not sure	133 12.5%	18 15.8%	22 17.7%	5 4.7%	88 12.3%	13 12.8%	51 11.2%	48 11.2%	21 27.7%
Prefer not to answer	11 1.0%	2 1.6%	1 0.8%	1 0.9%	7 1.0%	-	3 0.7%	5 1.1%	1 1.1%

Q8c \$5

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
						<i>Base</i>	284	216	96
Support	212 74.9%	129 59.8%	30 31.3%	92 55.9%	221 73.0%	464 60.9%	221 73.0%	484 64.9%	179 64.2%
Oppose	43 15.2%	53 24.3%	54 56.1%	34 21.0%	50 16.5%	185 24.3%	50 16.5%	165 22.1%	60 21.6%
Not sure	28 9.7%	29 13.3%	11 11.6%	35 21.3%	31 10.1%	102 13.4%	31 10.1%	88 11.7%	39 14.0%
Prefer not to answer	0 0.2%	6 2.5%	1 1.0%	3 1.8%	1 0.3%	10 1.3%	1 0.3%	9 1.3%	0 0.2%

Q8c \$5

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Support	50 50.2%	453 65.3%	169 71.4%	112 71.5%	155 72.4%	108 60.2%	97 59.2%	90 61.8%	102 66.4%
Oppose	34 34.0%	148 21.3%	43 18.1%	21 13.4%	34 15.9%	49 27.4%	46 28.3%	42 28.8%	29 18.7%
Not sure	16 15.9%	87 12.5%	21 9.0%	23 15.0%	24 11.3%	22 12.4%	19 11.8%	14 9.3%	22 14.0%
Prefer not to answer	-	6 0.9%	4 1.6%	-	1 0.5%	-	1 0.6%	-	1 0.8%

Q8c \$5

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsid pays	Someone else pays
						<i>Base</i>	640	80	137
Support	403 62.9%	58 71.8%	94 68.3%	101 73.7%	25 59.6%	351 59.4%	333 70.6%	445 62.6%	210 71.1%
Oppose	151 23.5%	12 14.7%	31 22.5%	21 15.3%	10 22.7%	153 25.9%	82 17.3%	171 24.1%	49 16.7%
Not sure	80 12.5%	11 13.6%	13 9.2%	15 10.9%	7 15.7%	79 13.3%	54 11.5%	86 12.1%	36 12.2%
Prefer not to answer	7 1.0%	-	-	-	1 2.0%	8 1.4%	3 0.6%	8 1.2%	-

Q8c \$5

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af- American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Support	317 65.1%	202 69.4%	22 48.2%	77 72.5%	40 61.3%	174 68.6%	156 59.4%	180 67.1%	144 67.3%
Oppose	103 21.1%	54 18.6%	12 27.6%	21 19.6%	18 27.8%	50 19.9%	62 23.7%	61 22.8%	42 19.4%
Not sure	66 13.5%	34 11.8%	10 22.1%	6 5.4%	7 10.9%	28 11.1%	43 16.3%	26 9.6%	24 11.1%
Prefer not to answer	1 0.3%	1 0.3%	1 2.2%	3 2.6%	-	1 0.4%	2 0.6%	1 0.5%	5 2.2%

Q8c \$5

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Support	73 54.3%	167 67.4%	89 58.6%	73 69.0%	75 57.2%	84 74.7%	49 72.1%	377 62.3%	268 67.9%
Oppose	32 24.0%	58 23.3%	40 26.7%	18 16.7%	34 25.9%	24 21.7%	10 15.0%	152 25.0%	73 18.4%
Not sure	24 18.1%	20 8.2%	21 14.2%	15 14.4%	22 16.9%	4 3.6%	9 13.0%	71 11.7%	52 13.2%
Prefer not to answer	5 3.6%	3 1.1%	1 0.6%	-	-	-	-	6 0.9%	2 0.5%

Q8c \$5

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Support	84 63.4%	161 69.2%	136 64.1%	106 64.4%	99 58.3%	99 65.0%	341 62.6%	343 67.7%
Oppose	24 18.2%	42 18.1%	51 23.9%	35 21.1%	46 26.8%	38 24.9%	133 24.4%	94 18.5%
Not sure	24 18.4%	28 12.1%	23 10.8%	21 12.5%	22 13.2%	14 9.5%	65 11.9%	66 13.1%
Prefer not to answer	-	1 0.6%	2 1.1%	3 2.0%	3 1.7%	1 0.7%	6 1.2%	3 0.7%

Q9 Heard of San Diego County Water Authority

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Yes	761 71.6%	61 53.7%	68 54.0%	71 63.8%	562 78.8%	76 74.5%	310 68.6%	323 75.4%	51 66.9%
No	302 28.4%	53 46.3%	58 46.0%	40 36.2%	152 21.2%	26 25.5%	142 31.4%	105 24.6%	25 33.1%

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Yes	284 100.0%	216 100.0%	96 100.0%	164 100.0%	-	761 100.0%	-	560 75.1%	169 60.7%
No	-	-	-	-	302 100.0%	-	302 100.0%	186 24.9%	110 39.3%

Q9 Heard of San Diego County Water Authority

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Base	99	694	237	156	215	179	163	146	154
Yes	82 82.4%	492 70.9%	162 68.3%	75 48.0%	135 62.7%	133 74.5%	134 81.9%	116 79.7%	124 80.7%
No	17 17.6%	202 29.1%	75 31.7%	81 52.0%	80 37.3%	46 25.5%	30 18.1%	30 20.3%	30 19.3%

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
Base	640	80	137	137	43	592	471	711	295
Yes	496 77.5%	55 67.8%	95 68.9%	75 54.7%	20 47.8%	491 82.9%	270 57.4%	546 76.8%	183 62.2%
No	144 22.5%	26 32.2%	43 31.1%	62 45.3%	22 52.2%	101 17.1%	201 42.6%	165 23.2%	112 37.8%

Q9 Heard of San Diego County Water Authority

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
Base	487	291	45	106	65	253	262	268	214
Yes	379 77.9%	179 61.7%	37 82.3%	67 63.2%	42 64.7%	153 60.4%	180 68.6%	208 77.4%	172 80.2%
No	108 22.1%	111 38.3%	8 17.7%	39 36.8%	23 35.3%	100 39.6%	82 31.4%	61 22.6%	42 19.8%

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
Base	134	248	151	105	130	112	68	605	394
Yes	91 68.0%	159 64.2%	105 69.4%	87 83.0%	92 70.5%	91 80.7%	60 87.3%	478 79.0%	245 62.0%
No	43 32.0%	89 35.8%	46 30.6%	18 17.0%	38 29.5%	22 19.3%	9 12.7%	127 21.0%	150 38.0%

Q9 Heard of San Diego County Water Authority

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
Base	132	233	212	164	170	152	546	506
Yes	99 75.2%	181 77.7%	139 65.4%	125 76.1%	114 67.1%	103 67.9%	420 76.9%	331 65.4%
No	33 24.8%	52 22.3%	73 34.6%	39 23.9%	56 32.9%	49 32.1%	126 23.1%	175 34.6%

Q10a Importing water for the region

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
Base	761	61	68	71	562	76	310	323	51
Yes	485 63.7%	29 47.5%	42 61.7%	38 53.9%	376 66.9%	56 73.0%	191 61.5%	220 68.3%	18 34.7%
No	32 4.3%	6 9.6%	0 0.6%	2 2.7%	24 4.3%	3 4.4%	10 3.3%	11 3.5%	8 14.9%
Not sure	244 32.1%	26 42.9%	26 37.7%	31 43.4%	162 28.8%	17 22.7%	109 35.2%	91 28.2%	26 50.4%

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
Base	284	216	96	164	-	761	-	560	169
Yes	198 70.0%	164 75.8%	69 71.6%	53 32.5%	-	485 63.7%	-	368 65.6%	103 61.0%
No	8 2.7%	6 2.9%	8 8.5%	10 6.2%	-	32 4.3%	-	24 4.3%	7 4.4%
Not sure	77 27.3%	46 21.3%	19 19.9%	100 61.2%	-	244 32.1%	-	168 30.1%	58 34.6%

Q10a Importing water for the region

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Base	82	492	162	75	135	133	134	116	124
Yes	52 63.7%	320 65.0%	106 65.6%	35 46.5%	85 63.5%	82 61.7%	93 69.4%	79 68.0%	85 68.0%
No	1 1.2%	17 3.5%	8 5.3%	7 9.0%	4 2.7%	4 2.9%	2 1.5%	8 6.8%	8 6.1%
Not sure	29 35.0%	155 31.5%	47 29.1%	33 44.5%	45 33.8%	47 35.3%	39 29.1%	29 25.2%	32 26.0%

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
Base	496	55	95	75	20	491	270	546	183
Yes	314 63.2%	34 63.0%	62 65.2%	52 69.4%	14 67.6%	338 69.0%	146 54.1%	348 63.7%	119 65.0%
No	22 4.3%	2 3.5%	0 0.5%	2 3.3%	0 2.1%	25 5.1%	8 2.8%	24 4.3%	3 1.8%
Not sure	161 32.5%	18 33.6%	33 34.4%	20 27.3%	6 30.3%	127 26.0%	117 43.1%	175 32.0%	61 33.2%

Q10a Importing water for the region

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
Base	379	179	37	67	42	153	180	208	172
Yes	256 67.6%	102 56.9%	29 76.4%	48 71.2%	17 40.4%	97 63.6%	91 50.8%	141 67.8%	122 71.0%
No	11 3.0%	12 6.8%	1 3.2%	1 1.2%	3 6.4%	10 6.3%	8 4.5%	6 2.9%	8 4.4%
Not sure	112 29.4%	65 36.2%	8 20.3%	18 27.6%	22 53.2%	46 30.2%	80 44.7%	61 29.2%	42 24.6%

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	Base	91	159	105	87	92	91	60	478
Yes	57 61.9%	97 61.2%	63 59.7%	55 63.2%	54 59.1%	61 67.9%	42 70.2%	311 65.1%	144 58.8%
No	9 9.9%	5 3.1%	6 5.9%	5 5.2%	4 4.4%	1 1.0%	2 3.4%	20 4.1%	13 5.3%
Not sure	26 28.2%	57 35.7%	36 34.4%	27 31.5%	34 36.5%	28 31.2%	16 26.4%	147 30.8%	88 35.9%

Q10a Importing water for the region

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
Base	99	181	139	125	114	103	420	331
Yes	64 64.6%	123 68.3%	76 55.0%	85 68.1%	72 62.5%	64 62.3%	285 67.8%	192 57.9%
No	-	8 4.2%	6 4.2%	3 2.5%	12 10.4%	4 3.8%	24 5.8%	8 2.5%
Not sure	35 35.4%	50 27.5%	56 40.8%	37 29.4%	31 27.1%	35 33.8%	111 26.4%	131 39.6%

Q10b Building and maintaining water pipelines and infrastructure

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
Base	761	61	68	71	562	76	310	323	51
Yes	409 53.7%	33 54.1%	39 57.9%	29 40.6%	308 54.8%	51 66.6%	164 52.7%	175 54.1%	20 39.1%
No	92 12.1%	8 12.5%	4 5.9%	12 17.2%	68 12.2%	12 15.9%	32 10.2%	40 12.3%	9 17.4%
Not sure	260 34.2%	20 33.3%	25 36.2%	30 42.1%	185 33.0%	13 17.5%	115 37.1%	108 33.6%	22 43.4%

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
Base	284	216	96	164	-	761	-	560	169
Yes	176 62.0%	139 64.2%	52 53.7%	42 25.9%	-	409 53.7%	-	318 56.8%	78 46.0%
No	26 9.3%	31 14.1%	14 14.3%	22 13.2%	-	92 12.1%	-	70 12.4%	20 12.1%
Not sure	81 28.7%	47 21.7%	31 32.0%	100 60.8%	-	260 34.2%	-	172 30.8%	71 41.9%

Q10b Building and maintaining water pipelines and infrastructure

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Base	82	492	162	75	135	133	134	116	124
Yes	37 45.0%	269 54.7%	98 60.4%	39 51.7%	66 48.7%	64 48.2%	83 61.8%	62 53.2%	72 57.7%
No	8 10.0%	60 12.1%	19 11.7%	8 10.1%	18 13.2%	16 11.9%	12 8.7%	18 15.9%	15 12.2%
Not sure	37 44.9%	163 33.2%	45 28.0%	29 38.2%	51 38.1%	53 39.9%	39 29.5%	36 30.8%	37 30.1%

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
									Yes
Base	496	55	95	75	20	491	270	546	183
Yes	259 52.2%	35 64.2%	53 55.5%	43 58.0%	14 70.9%	280 57.1%	129 47.5%	289 53.0%	105 57.5%
No	64 13.0%	3 6.2%	7 7.6%	10 12.8%	2 10.4%	75 15.3%	17 6.3%	74 13.5%	12 6.7%
Not sure	173 34.8%	16 29.7%	35 36.8%	22 29.2%	4 18.7%	135 27.5%	125 46.2%	183 33.5%	66 35.9%

Q10b Building and maintaining water pipelines and infrastructure

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
Base	379	179	37	67	42	153	180	208	172
Yes	203 53.7%	93 52.1%	25 66.6%	38 56.5%	21 50.1%	87 56.9%	97 54.1%	107 51.7%	94 54.7%
No	59 15.7%	21 11.9%	3 7.4%	-	2 3.9%	14 9.3%	22 12.1%	27 12.9%	26 14.9%
Not sure	116 30.6%	65 36.0%	10 26.0%	29 43.5%	19 46.1%	52 33.8%	61 33.8%	73 35.4%	52 30.4%

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
									Rent
Base	91	159	105	87	92	91	60	478	245
Yes	54 59.0%	84 53.0%	57 54.7%	45 52.1%	47 50.7%	52 57.1%	32 52.9%	257 53.8%	133 54.2%
No	13 13.8%	12 7.6%	11 10.7%	19 21.2%	9 9.6%	13 13.9%	7 12.0%	62 13.0%	26 10.7%
Not sure	25 27.2%	63 39.4%	36 34.7%	23 26.7%	37 39.8%	26 28.9%	21 35.1%	159 33.2%	86 35.1%

Q10b Building and maintaining water pipelines and infrastructure

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
Base	99	181	139	125	114	103	420	331
Yes	50 50.4%	96 53.1%	74 53.5%	68 54.3%	69 60.5%	52 50.2%	232 55.3%	167 50.6%
No	5 4.7%	26 14.1%	20 14.5%	17 13.9%	10 9.1%	14 13.8%	56 13.4%	36 10.9%
Not sure	45 44.9%	59 32.7%	44 32.0%	40 31.9%	35 30.4%	37 36.1%	131 31.2%	128 38.6%

Q10c Ensuring a safe, reliable water supply

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
Base	761	61	68	71	562	76	310	323	51
Yes	602 79.1%	46 75.8%	49 72.2%	56 79.3%	451 80.3%	72 94.6%	238 76.6%	255 79.2%	37 72.6%
No	16 2.1%	0 0.7%	1 2.2%	-	14 2.6%	0 0.6%	7 2.4%	8 2.6%	-
Not sure	143 18.7%	14 23.4%	17 25.6%	15 20.7%	96 17.2%	4 4.8%	65 21.0%	59 18.2%	14 27.4%

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
Base	284	216	96	164	-	761	-	560	169
Yes	260 91.6%	186 86.0%	69 71.4%	87 53.4%	-	602 79.1%	-	454 81.0%	130 76.6%
No	1 0.4%	3 1.2%	10 10.2%	3 1.6%	-	16 2.1%	-	15 2.7%	1 0.4%
Not sure	22 7.9%	28 12.9%	18 18.3%	74 45.0%	-	143 18.7%	-	91 16.3%	39 23.0%

Q10c Ensuring a safe, reliable water supply

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Base	82	492	162	75	135	133	134	116	124
Yes	60 73.4%	393 79.9%	133 82.1%	60 80.3%	98 72.7%	105 79.0%	110 82.4%	98 84.0%	100 80.6%
No	3 3.9%	7 1.3%	6 3.8%	-	8 5.8%	1 0.6%	2 1.3%	4 3.4%	1 1.0%
Not sure	19 22.7%	93 18.8%	23 14.1%	15 19.7%	29 21.5%	27 20.4%	22 16.3%	15 12.6%	23 18.4%

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apart ment	Other	Yes	No	Hsld pays	Someone else pays
	Base	496	55	95	75	20	491	270	546
Yes	383 77.2%	40 74.2%	81 85.5%	66 87.9%	18 90.5%	402 81.9%	201 74.1%	429 78.5%	148 80.7%
No	11 2.2%	-	5 5.1%	0 0.6%	-	10 2.1%	6 2.2%	11 2.1%	4 2.4%
Not sure	102 20.6%	14 25.8%	9 9.4%	9 11.5%	2 9.5%	78 16.0%	64 23.7%	106 19.4%	31 16.9%

Q10c Ensuring a safe, reliable water supply

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
Base	379	179	37	67	42	153	180	208	172
Yes	300 79.3%	148 82.3%	33 88.7%	53 79.6%	29 70.3%	117 76.6%	135 74.8%	168 80.9%	145 84.5%
No	11 2.8%	4 2.3%	-	-	1 1.3%	6 4.0%	2 1.0%	6 3.0%	-
Not sure	68 17.9%	28 15.5%	4 11.3%	14 20.4%	12 28.4%	30 19.3%	44 24.2%	33 16.1%	27 15.5%

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	Base	91	159	105	87	92	91	60	478
Yes	72 78.2%	118 74.4%	81 77.2%	76 86.8%	68 74.4%	74 81.6%	48 80.8%	382 80.0%	191 78.3%
No	2 1.8%	6 3.5%	4 4.0%	2 2.2%	2 1.8%	-	-	7 1.5%	7 3.0%
Not sure	18 19.9%	35 22.1%	20 18.7%	10 11.1%	22 23.8%	17 18.4%	11 19.2%	89 18.5%	46 18.8%

Q10c Ensuring a safe, reliable water supply

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
Base	99	181	139	125	114	103	420	331
Yes	75 75.0%	139 77.2%	106 76.6%	104 83.0%	95 82.8%	83 81.0%	324 77.1%	270 81.6%
No	-	7 3.8%	2 1.5%	4 3.1%	-	4 3.4%	7 1.6%	9 2.9%
Not sure	25 25.0%	34 19.0%	30 21.9%	17 13.9%	20 17.2%	16 15.6%	89 21.2%	52 15.5%

Q10d Providing water directly to your home

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
Base	761	61	68	71	562	76	310	323	51
Yes	231 30.3%	23 38.2%	22 32.3%	19 27.0%	166 29.6%	32 41.6%	89 28.6%	94 29.1%	16 31.7%
No	278 36.5%	10 16.0%	20 29.5%	21 29.5%	228 40.5%	29 37.7%	116 37.3%	122 37.8%	11 22.5%
Not sure	252 33.2%	28 45.8%	26 38.2%	31 43.5%	168 29.9%	16 20.7%	106 34.0%	107 33.1%	23 45.8%

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
Base	284	216	96	164	-	761	-	560	169
Yes	97 34.3%	76 35.3%	28 28.7%	29 17.8%	-	231 30.3%	-	182 32.4%	44 25.8%
No	106 37.2%	86 39.8%	43 44.9%	43 26.4%	-	278 36.5%	-	200 35.6%	68 40.5%
Not sure	81 28.5%	54 24.8%	25 26.4%	91 55.8%	-	252 33.2%	-	179 31.9%	57 33.7%

Q10d Providing water directly to your home

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Base	82	492	162	75	135	133	134	116	124
Yes	21 25.6%	141 28.7%	59 36.3%	34 45.8%	42 31.4%	39 29.7%	45 33.5%	28 24.0%	31 25.0%
No	28 34.1%	184 37.5%	64 39.9%	11 14.8%	43 32.1%	40 29.9%	54 40.5%	55 47.0%	57 46.0%
Not sure	33 40.3%	166 33.8%	38 23.8%	29 39.3%	49 36.4%	54 40.4%	35 26.0%	34 29.0%	36 29.0%

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
									Yes
Base	496	55	95	75	20	491	270	546	183
Yes	127 25.6%	21 38.3%	32 34.1%	36 48.2%	6 30.4%	142 28.9%	89 32.8%	143 26.2%	72 39.3%
No	205 41.2%	17 31.1%	23 23.8%	20 26.7%	8 38.9%	222 45.3%	56 20.7%	223 40.8%	46 25.2%
Not sure	165 33.2%	17 30.5%	40 42.1%	19 25.2%	6 30.7%	126 25.8%	126 46.6%	180 32.9%	65 35.5%

Q10d Providing water directly to your home

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
Base	379	179	37	67	42	153	180	208	172
Yes	95 24.9%	73 41.0%	12 33.4%	23 34.7%	14 32.9%	66 43.3%	58 32.1%	50 24.0%	50 29.1%
No	162 42.7%	49 27.4%	15 41.0%	13 20.2%	11 26.1%	43 28.3%	52 28.7%	80 38.3%	80 46.7%
Not sure	123 32.3%	57 31.6%	10 25.7%	30 45.1%	17 41.0%	43 28.4%	71 39.3%	78 37.7%	42 24.2%

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
									Rent
Base	91	159	105	87	92	91	60	478	245
Yes	37 40.1%	58 36.6%	32 30.9%	32 36.6%	17 18.9%	28 31.0%	16 27.5%	128 26.7%	96 39.1%
No	35 38.1%	42 26.7%	35 33.7%	30 34.0%	39 42.0%	34 37.7%	28 47.0%	201 42.0%	60 24.7%
Not sure	20 21.8%	59 36.8%	37 35.4%	26 29.4%	36 39.1%	27 31.3%	15 25.6%	150 31.4%	88 36.2%

Q10d Providing water directly to your home

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
Base	99	181	139	125	114	103	420	331
Yes	27 26.9%	56 31.0%	35 25.0%	37 30.0%	49 42.7%	27 26.1%	124 29.7%	103 31.1%
No	27 27.2%	59 32.9%	60 43.3%	57 45.3%	38 33.5%	37 35.8%	176 41.8%	98 29.5%
Not sure	46 45.9%	65 36.2%	44 31.8%	31 24.7%	27 23.8%	39 38.1%	120 28.5%	131 39.5%

Q10e Offering water conservation programs

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
Base	761	61	68	71	562	76	310	323	51
Yes	499 65.5%	38 62.5%	40 59.3%	46 64.7%	375 66.7%	56 73.8%	198 63.9%	218 67.6%	26 51.3%
No	24 3.1%	1 2.0%	2 2.9%	2 2.8%	19 3.3%	5 6.2%	9 2.9%	10 3.1%	-
Not sure	239 31.4%	22 35.5%	26 37.8%	23 32.5%	168 30.0%	15 20.0%	103 33.2%	95 29.3%	25 48.7%

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
Base	284	216	96	164	-	761	-	560	169
Yes	209 73.6%	157 72.5%	69 72.0%	63 38.8%	-	499 65.5%	-	395 70.6%	88 52.1%
No	7 2.4%	6 3.0%	5 5.5%	5 3.0%	-	24 3.1%	-	15 2.7%	9 5.1%
Not sure	68 23.9%	53 24.5%	22 22.5%	95 58.2%	-	239 31.4%	-	150 26.7%	72 42.8%

Q10e Offering water conservation programs

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Base	82	492	162	75	135	133	134	116	124
Yes	49 60.4%	326 66.2%	108 66.7%	43 56.9%	88 65.6%	78 58.9%	94 70.5%	84 72.5%	83 66.4%
No	4 4.6%	16 3.2%	4 2.6%	-	5 3.6%	5 4.1%	3 2.5%	5 4.7%	4 3.6%
Not sure	29 35.0%	150 30.6%	50 30.7%	32 43.1%	41 30.8%	49 36.9%	36 26.9%	26 22.8%	37 30.0%

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
						Yes	No		
Base	496	55	95	75	20	491	270	546	183
Yes	315 63.4%	35 63.3%	60 63.6%	60 79.6%	17 82.9%	344 70.1%	155 57.2%	359 65.7%	119 65.0%
No	17 3.4%	2 4.4%	4 4.0%	1 0.7%	-	16 3.2%	8 2.9%	19 3.6%	3 1.9%
Not sure	165 33.2%	18 32.3%	31 32.4%	15 19.7%	3 17.1%	131 26.6%	108 40.0%	168 30.8%	61 33.1%

Q10e Offering water conservation programs

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
Base	379	179	37	67	42	153	180	208	172
Yes	242 64.0%	127 70.6%	21 56.1%	48 71.3%	26 61.1%	94 61.6%	114 63.5%	143 68.8%	119 68.9%
No	15 4.0%	5 2.7%	-	1 1.7%	2 3.8%	5 3.3%	8 4.2%	2 1.0%	8 4.6%
Not sure	122 32.1%	48 26.7%	16 43.9%	18 27.0%	15 35.1%	54 35.1%	58 32.4%	63 30.2%	46 26.5%

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
								Own	Rent
Base	91	159	105	87	92	91	60	478	245
Yes	60 65.7%	102 64.3%	65 61.7%	56 64.6%	58 62.9%	64 70.8%	39 64.9%	317 66.4%	161 65.6%
No	2 1.6%	5 3.4%	4 3.9%	5 5.3%	2 2.2%	4 3.9%	2 3.4%	14 2.9%	9 3.8%
Not sure	30 32.7%	51 32.3%	36 34.4%	26 30.1%	32 34.9%	23 25.3%	19 31.7%	147 30.7%	75 30.6%

Q10e Offering water conservation programs

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
Base	99	181	139	125	114	103	420	331
Yes	56 56.5%	122 67.8%	86 62.0%	84 67.2%	87 75.7%	64 61.7%	271 64.7%	218 65.8%
No	1 0.5%	6 3.3%	6 4.6%	4 3.3%	3 2.8%	3 3.1%	13 3.1%	10 3.2%
Not sure	43 43.0%	52 29.0%	46 33.3%	37 29.5%	25 21.5%	36 34.9%	135 32.2%	103 31.0%

Q11 San Diego County Water Authority overall performance

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
Base	761	61	68	71	562	76	310	323	51
Excellent	36 4.7%	1 1.5%	5 7.1%	2 2.4%	28 5.1%	10 13.6%	22 7.1%	3 0.8%	1 1.2%
Good	248 32.6%	25 41.2%	26 37.9%	32 44.7%	165 29.5%	34 44.5%	120 38.7%	77 24.0%	16 32.0%
Fair	216 28.4%	14 23.3%	12 17.3%	15 21.0%	176 31.3%	18 23.8%	75 24.1%	114 35.3%	9 17.0%
Poor	64 8.5%	2 4.1%	2 3.5%	3 3.6%	57 10.2%	4 5.7%	18 5.7%	40 12.5%	2 4.6%
Very poor	32 4.2%	-	5 7.3%	3 4.8%	24 4.2%	0 0.6%	7 2.4%	24 7.5%	-
Not sure	164 21.5%	18 29.9%	18 26.9%	17 23.6%	111 19.7%	9 11.8%	68 22.1%	64 19.9%	22 43.2%
Prefer not to answer	1 0.1%	-	-	-	1 0.2%	-	-	-	1 2.0%

Q11 San Diego County Water Authority overall performance

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	-	761	-	560	169
Excellent	36 12.6%	-	-	-	-	36 4.7%	-	27 4.7%	9 5.5%
Good	248 87.4%	-	-	-	-	248 32.6%	-	173 30.8%	67 39.8%
Fair	-	216 100.0%	-	-	-	216 28.4%	-	173 30.9%	37 22.1%
Poor	-	-	64 66.9%	-	-	64 8.5%	-	50 8.9%	12 6.8%
Very poor	-	-	32 33.1%	-	-	32 4.2%	-	23 4.1%	9 5.4%
Not sure	-	-	-	164 100.0%	-	164 21.5%	-	115 20.6%	35 20.5%
Prefer not to answer	-	-	-	-	-	1 0.1%	-	-	-

Q11 San Diego County Water Authority overall performance

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	82	492	162	75	135	133	134	116	124
Excellent	4 5.1%	21 4.2%	6 3.8%	9 12.5%	6 4.6%	4 3.3%	4 3.3%	6 5.6%	5 4.0%
Good	25 30.7%	171 34.9%	49 30.1%	21 27.7%	48 36.0%	37 27.8%	38 28.7%	45 39.0%	47 37.5%
Fair	13 16.1%	146 29.6%	58 35.6%	17 22.9%	36 26.8%	38 28.5%	42 31.6%	28 24.5%	35 27.9%
Poor	8 10.2%	38 7.8%	16 9.8%	3 3.5%	14 10.4%	8 6.1%	17 12.5%	8 7.3%	11 9.2%
Very poor	6 7.7%	16 3.2%	9 5.3%	3 3.8%	5 3.4%	10 7.3%	4 2.7%	9 7.4%	2 1.3%
Not sure	25 30.2%	100 20.3%	25 15.3%	22 29.6%	25 18.8%	36 27.0%	27 20.5%	19 16.2%	25 20.1%
Prefer not to answer	-	-	-	-	-	-	1 0.8%	-	-

Q11 San Diego County Water Authority overall performance

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	496	55	95	75	20	491	270	546	183
Excellent	19 3.9%	1 2.1%	3 3.4%	11 14.6%	1 6.0%	21 4.3%	15 5.4%	21 3.9%	10 5.6%
Good	149 30.0%	17 32.0%	43 45.7%	31 42.0%	7 32.7%	149 30.4%	99 36.5%	162 29.6%	83 45.4%
Fair	155 31.1%	15 28.4%	15 15.4%	21 27.7%	7 32.4%	153 31.3%	63 23.3%	170 31.1%	37 20.4%
Poor	45 9.0%	4 7.1%	9 9.4%	3 3.9%	1 6.1%	45 9.3%	19 7.1%	52 9.5%	10 5.4%
Very poor	27 5.4%	-	1 1.5%	-	1 3.1%	23 4.7%	9 3.2%	27 4.9%	2 1.0%
Not sure	102 20.6%	17 30.4%	23 24.6%	9 11.7%	4 19.6%	97 19.8%	67 24.6%	113 20.7%	40 22.0%
Prefer not to answer	-	-	-	-	-	1 0.2%	-	1 0.2%	-

Q11 San Diego County Water Authority overall performance

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	379	179	37	67	42	153	180	208	172
Excellent	18 4.7%	5 3.0%	3 8.6%	2 2.4%	8 18.4%	9 5.6%	11 6.3%	8 3.7%	7 4.1%
Good	141 37.1%	51 28.3%	16 41.7%	20 29.4%	10 24.1%	48 31.5%	55 30.7%	67 32.1%	64 37.1%
Fair	102 26.9%	46 25.8%	14 37.4%	30 44.6%	11 27.2%	35 22.7%	57 31.7%	58 28.2%	54 31.2%
Poor	25 6.6%	20 11.0%	1 2.7%	4 6.2%	1 3.5%	15 9.8%	8 4.6%	19 9.2%	12 6.8%
Very poor	15 3.9%	8 4.7%	-	1 1.7%	2 3.8%	5 3.0%	4 2.5%	14 6.8%	7 4.2%
Not sure	79 20.8%	49 27.3%	4 9.6%	11 15.7%	10 22.9%	42 27.5%	42 23.6%	41 20.0%	29 16.6%
Prefer not to answer	-	-	-	-	-	-	1 0.6%	-	-

Q11 San Diego County Water Authority overall performance

	Hsd Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	91	159	105	87	92	91	60	478
Excellent	11 12.4%	4 2.8%	2 1.5%	4 5.1%	5 6.0%	6 6.7%	1 2.1%	20 4.2%	15 6.0%
Good	22 24.2%	53 33.4%	37 35.7%	24 27.3%	32 35.3%	23 25.4%	27 44.8%	152 31.8%	87 35.7%
Fair	16 17.9%	42 26.6%	28 26.3%	29 33.8%	30 32.5%	27 29.8%	17 28.4%	139 29.1%	62 25.5%
Poor	13 13.7%	19 11.9%	12 11.8%	5 5.3%	4 4.0%	8 8.5%	1 2.3%	47 9.9%	17 6.9%
Very poor	6 6.1%	2 1.2%	3 3.2%	3 3.5%	2 2.6%	9 10.3%	4 7.4%	26 5.5%	3 1.1%
Not sure	23 25.6%	38 23.6%	23 21.4%	22 25.1%	18 19.6%	17 19.2%	9 15.0%	94 19.6%	61 24.8%
Prefer not to answer	-	1 0.6%	-	-	-	-	-	-	-

Q11 San Diego County Water Authority overall performance

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
	<i>Base</i>	99	181	139	125	114	103	420
Excellent	4 4.3%	5 3.0%	11 8.1%	6 4.9%	6 4.9%	3 3.0%	20 4.8%	16 4.7%
Good	31 31.1%	79 44.0%	36 26.3%	37 29.9%	30 26.0%	34 33.0%	122 29.0%	126 38.0%
Fair	21 21.4%	45 25.0%	34 24.7%	40 32.1%	40 35.0%	36 34.5%	130 31.0%	79 23.8%
Poor	9 8.9%	19 10.5%	8 6.1%	9 7.2%	9 8.2%	10 9.7%	42 10.1%	20 6.1%
Very poor	5 5.3%	6 3.3%	3 2.4%	8 6.1%	7 6.3%	2 2.4%	21 5.0%	11 3.3%
Not sure	29 29.0%	26 14.2%	45 32.4%	25 19.9%	22 19.6%	17 16.4%	84 20.0%	79 23.8%
Prefer not to answer	-	-	-	-	-	1 1.0%	-	1 0.3%

Q12a Cell phone

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Too low	2 0.2%	-	-	-	2 0.3%	-	2 0.5%	-	-
Reasonable	316 29.7%	35 30.9%	42 33.2%	20 17.9%	219 30.7%	37 35.8%	154 34.1%	107 25.0%	16 20.6%
A little too high	196 18.4%	19 17.0%	18 14.0%	30 27.4%	128 18.0%	16 15.5%	82 18.2%	78 18.2%	20 25.7%
Somewhat high	207 19.5%	22 19.6%	20 15.8%	24 21.7%	141 19.7%	15 15.1%	82 18.1%	91 21.2%	18 23.7%
Much too high	309 29.0%	27 24.1%	42 33.4%	36 32.1%	204 28.6%	33 32.0%	121 26.8%	142 33.1%	13 17.5%
Not sure / NA	31 2.9%	9 7.5%	5 3.6%	1 0.9%	17 2.4%	0 0.4%	10 2.3%	11 2.6%	9 12.5%
Prefer not to answer	2 0.2%	1 0.9%	-	-	1 0.2%	1 1.3%	-	-	-

Q12a Cell phone

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
						<i>Base</i>	284	216	96
Too low	1 0.4%	1 0.6%	-	-	-	2 0.3%	-	2 0.3%	-
Reasonable	102 35.9%	62 28.5%	29 30.5%	42 25.8%	80 26.4%	236 31.0%	80 26.4%	203 27.2%	101 36.2%
A little too high	51 17.9%	32 14.6%	23 23.8%	37 22.7%	53 17.6%	142 18.7%	53 17.6%	145 19.4%	36 12.9%
Somewhat high	49 17.2%	45 20.6%	16 16.6%	27 16.6%	70 23.3%	137 18.0%	70 23.3%	135 18.1%	68 24.3%
Much too high	70 24.7%	70 32.6%	27 28.3%	49 30.2%	91 30.3%	217 28.5%	91 30.3%	238 31.9%	66 23.7%
Not sure / NA	10 3.5%	7 3.2%	1 0.7%	8 4.6%	6 2.1%	25 3.3%	6 2.1%	22 3.0%	8 2.9%
Prefer not to answer	1 0.5%	-	-	-	1 0.3%	1 0.2%	1 0.3%	1 0.2%	-

Q12a Cell phone

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Too low	-	1 0.2%	1 0.5%	-	-	-	2 1.5%	-	-
Reasonable	28 28.5%	211 30.4%	64 27.0%	73 46.9%	52 24.3%	40 22.6%	40 24.2%	49 33.6%	50 32.6%
A little too high	18 17.7%	135 19.5%	41 17.5%	11 7.4%	41 18.9%	42 23.4%	44 27.1%	25 17.2%	27 17.6%
Somewhat high	22 22.1%	125 18.1%	54 22.9%	24 15.1%	42 19.7%	38 21.3%	29 17.6%	29 20.0%	31 20.3%
Much too high	30 30.4%	201 28.9%	73 30.9%	42 27.0%	74 34.4%	56 31.3%	46 28.1%	39 26.8%	36 23.1%
Not sure / NA	-	21 3.0%	3 1.3%	6 3.6%	6 2.7%	3 1.4%	1 0.7%	4 2.5%	10 6.3%
Prefer not to answer	1 1.3%	-	-	-	-	-	1 0.8%	-	-

Q12a Cell phone

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Too low	1 0.2%	-	-	1 0.8%	-	1 0.2%	1 0.2%	1 0.2%	1 0.4%
Reasonable	188 29.3%	23 28.6%	47 34.2%	38 27.7%	16 38.4%	166 28.0%	150 31.9%	200 28.2%	97 32.8%
A little too high	130 20.3%	17 20.7%	20 14.3%	22 15.8%	7 15.7%	116 19.7%	79 16.8%	150 21.1%	44 14.9%
Somewhat high	123 19.3%	17 21.7%	25 18.4%	31 22.4%	6 13.6%	114 19.3%	93 19.7%	138 19.4%	58 19.6%
Much too high	182 28.4%	22 27.2%	43 31.1%	40 29.1%	14 32.3%	174 29.4%	134 28.5%	207 29.1%	84 28.4%
Not sure / NA	15 2.3%	1 1.8%	3 2.0%	6 4.3%	-	19 3.2%	13 2.7%	13 1.8%	11 3.9%
Prefer not to answer	1 0.2%	-	-	-	-	1 0.2%	1 0.2%	1 0.2%	-

Q12a Cell phone

	Ethnicity (QD6)				Education Level (QD7)				
	Caucasian / White	Latino / Hispanic	Af-American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Too low	-	-	1 2.4%	-	1 2.0%	1 0.4%	1 0.5%	-	-
Reasonable	141 29.0%	71 24.4%	20 44.2%	36 34.4%	27 42.0%	69 27.4%	91 34.7%	77 28.7%	58 27.2%
A little too high	106 21.8%	45 15.5%	5 11.4%	17 16.4%	10 14.9%	31 12.1%	45 17.2%	51 18.9%	54 25.0%
Somewhat high	102 21.0%	64 22.1%	5 10.3%	16 14.9%	7 10.6%	48 19.0%	39 14.7%	70 26.0%	41 19.0%
Much too high	122 25.2%	100 34.3%	10 22.1%	36 34.3%	17 26.3%	89 35.2%	79 30.1%	67 25.0%	57 26.6%
Not sure / NA	15 3.0%	11 3.8%	2 4.5%	-	3 4.2%	15 5.9%	7 2.9%	3 1.2%	3 1.5%
Prefer not to answer	-	-	2 5.1%	-	-	-	-	-	1 0.6%

Q12a Cell phone

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Too low	-	1 0.4%	-	-	1 1.0%	-	-	1 0.2%	1 0.3%
Reasonable	39 28.7%	78 31.4%	53 34.7%	28 27.0%	34 26.3%	26 23.1%	27 39.0%	176 29.1%	115 29.1%
A little too high	20 15.1%	41 16.7%	23 14.9%	18 16.9%	33 25.1%	30 26.9%	15 21.8%	130 21.4%	56 14.2%
Somewhat high	26 19.2%	49 19.7%	28 18.3%	19 17.9%	27 20.3%	28 24.8%	13 19.0%	124 20.5%	76 19.3%
Much too high	36 26.6%	72 29.0%	44 29.3%	38 35.8%	35 26.9%	27 23.8%	12 16.9%	158 26.1%	130 32.9%
Not sure / NA	13 9.6%	7 2.7%	4 2.8%	2 2.4%	0 0.3%	2 1.5%	1 1.5%	15 2.5%	15 3.9%
Prefer not to answer	1 0.8%	-	-	-	-	-	1 1.9%	1 0.2%	1 0.3%

Q12a Cell phone

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Too low	1 1.0%	-	-	-	-	1 0.7%	-	2 0.5%
Reasonable	49 37.2%	71 30.4%	56 26.6%	48 29.5%	46 26.9%	45 29.9%	194 35.6%	120 23.7%
A little too high	32 24.0%	45 19.5%	39 18.4%	33 20.3%	18 10.7%	28 18.5%	105 19.3%	89 17.6%
Somewhat high	18 13.6%	47 20.2%	51 24.2%	28 16.8%	32 18.9%	31 20.3%	99 18.2%	107 21.1%
Much too high	31 23.2%	64 27.5%	64 30.1%	48 29.3%	62 36.6%	40 26.3%	130 23.9%	172 34.0%
Not sure / NA	1 1.0%	6 2.4%	2 0.8%	5 3.3%	11 6.3%	7 4.3%	15 2.8%	15 2.9%
Prefer not to answer	-	-	-	1 0.8%	1 0.6%	-	1 0.2%	1 0.2%

Q12b Electricity

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Too low	12 1.1%	2 1.4%	8 6.0%	-	3 0.4%	-	10 2.3%	1 0.3%	-
Reasonable	251 23.6%	36 31.8%	23 18.3%	26 23.5%	166 23.3%	23 22.9%	129 28.6%	78 18.1%	18 24.0%
A little too high	186 17.5%	20 17.3%	26 20.4%	23 20.5%	117 16.5%	9 9.2%	67 14.7%	95 22.1%	14 18.3%
Somewhat high	196 18.4%	15 12.9%	17 13.5%	27 24.1%	138 19.3%	20 19.5%	81 17.9%	86 20.2%	9 11.8%
Much too high	367 34.5%	26 23.3%	47 37.8%	30 27.1%	263 36.9%	46 45.0%	148 32.8%	148 34.6%	24 32.0%
Not sure / NA	46 4.4%	13 11.5%	5 3.9%	5 4.8%	23 3.2%	2 2.2%	16 3.5%	17 4.0%	11 14.0%
Prefer not to answer	5 0.5%	2 1.9%	-	-	3 0.5%	1 1.3%	1 0.1%	2 0.6%	-

Q12b Electricity

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Too low	0 0.2%	5 2.2%	-	-	7 2.2%	5 0.7%	7 2.2%	6 0.8%	6 2.2%
Reasonable	82 28.8%	30 13.7%	10 10.3%	35 21.5%	95 31.3%	156 20.5%	95 31.3%	148 19.9%	97 34.7%
A little too high	49 17.5%	38 17.7%	12 12.0%	33 19.9%	54 17.8%	132 17.3%	54 17.8%	148 19.9%	30 10.6%
Somewhat high	58 20.3%	52 23.8%	10 10.3%	32 19.7%	45 14.9%	151 19.9%	45 14.9%	152 20.4%	42 15.2%
Much too high	86 30.2%	88 40.6%	63 65.0%	42 25.8%	87 29.0%	279 36.7%	87 29.0%	259 34.7%	91 32.8%
Not sure / NA	6 2.3%	3 1.5%	2 2.5%	22 13.2%	13 4.2%	34 4.4%	13 4.2%	29 3.9%	12 4.2%
Prefer not to answer	2 0.8%	1 0.6%	-	-	2 0.6%	4 0.5%	2 0.6%	4 0.5%	1 0.3%

Q12b Electricity

	Future Water Use (Q15)				Age (QD1)				
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Too low	6 6.1%	4 0.6%	1 0.6%	8 4.9%	1 0.7%	-	1 0.8%	1 0.8%	0 0.3%
Reasonable	15 15.2%	169 24.3%	57 24.2%	68 43.6%	37 17.2%	37 20.8%	27 16.8%	29 20.2%	46 30.0%
A little too high	9 9.1%	132 19.1%	39 16.6%	29 18.8%	29 19.0%	41 19.7%	29 17.8%	19 13.1%	26 16.9%
Somewhat high	17 16.8%	124 17.8%	54 23.0%	8 5.1%	43 20.0%	34 18.8%	31 19.0%	40 27.7%	28 18.3%
Much too high	41 41.2%	237 34.2%	79 33.3%	29 18.5%	84 39.1%	66 36.7%	66 40.6%	52 35.6%	47 30.3%
Not sure / NA	10 10.3%	24 3.5%	5 2.3%	14 8.7%	9 4.1%	7 4.1%	6 3.5%	3 2.3%	6 4.2%
Prefer not to answer	1 1.3%	3 0.4%	-	1 0.4%	-	-	2 1.5%	0 0.3%	-

Q12b Electricity

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
	<i>Base</i>	640	80	137	137	43	592	471	711
Too low	3 0.4%	2 1.9%	6 4.4%	1 1.1%	-	9 1.5%	3 0.6%	6 0.8%	6 2.1%
Reasonable	133 20.7%	20 24.8%	36 26.3%	50 36.2%	12 29.2%	95 16.0%	156 33.1%	147 20.7%	92 31.1%
A little too high	116 18.1%	9 11.5%	32 23.4%	23 16.4%	5 11.2%	98 16.6%	87 18.5%	118 16.6%	62 20.9%
Somewhat high	113 17.6%	22 27.8%	27 19.9%	18 13.0%	13 31.3%	123 20.8%	73 15.5%	137 19.3%	54 18.2%
Much too high	246 38.5%	23 28.2%	33 24.3%	40 28.9%	11 26.0%	241 40.8%	125 26.6%	271 38.1%	71 24.0%
Not sure / NA	25 4.0%	5 5.8%	2 1.7%	6 4.5%	1 2.4%	22 3.7%	25 5.2%	27 3.8%	11 3.7%
Prefer not to answer	4 0.7%	-	-	-	-	4 0.6%	2 0.3%	4 0.6%	-

Q12b Electricity

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Too low	5 0.9%	6 2.1%	-	-	1 2.0%	-	12 4.4%	-	0 0.2%
Reasonable	117 24.0%	58 20.1%	17 38.1%	29 27.7%	21 32.9%	72 28.5%	64 24.5%	60 22.4%	44 20.6%
A little too high	81 16.6%	42 14.4%	6 13.5%	24 22.5%	22 33.6%	39 15.2%	36 13.8%	58 21.6%	44 20.4%
Somewhat high	93 19.0%	60 20.7%	9 18.8%	18 17.4%	5 8.3%	52 20.5%	46 17.7%	45 16.9%	43 20.1%
Much too high	176 36.2%	96 32.9%	11 24.5%	34 32.4%	14 21.6%	72 28.6%	89 33.8%	98 36.7%	75 34.8%
Not sure / NA	14 2.8%	27 9.4%	-	-	1 1.7%	18 7.3%	15 5.8%	6 2.2%	5 2.5%
Prefer not to answer	2 0.4%	1 0.4%	2 5.1%	-	-	-	-	1 0.2%	3 1.4%

Q12b Electricity

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Too low	1 0.5%	8 3.0%	-	-	2 1.3%	2 1.8%	-	4 0.7%	8 1.9%
Reasonable	35 26.2%	65 26.4%	26 16.9%	31 29.4%	33 25.0%	20 17.7%	18 25.8%	134 22.1%	107 27.1%
A little too high	23 16.9%	38 15.5%	24 16.1%	20 18.6%	24 18.4%	15 13.3%	12 17.7%	101 16.6%	73 18.4%
Somewhat high	20 14.5%	56 22.5%	34 22.4%	15 14.7%	12 9.0%	27 24.2%	15 21.7%	117 19.3%	68 17.3%
Much too high	40 30.1%	70 28.2%	64 42.5%	33 31.0%	57 43.5%	44 38.8%	19 27.2%	223 36.8%	115 29.1%
Not sure / NA	15 11.0%	11 4.4%	3 1.7%	7 6.4%	3 2.3%	5 4.3%	3 4.0%	23 3.8%	23 5.9%
Prefer not to answer	1 0.8%	-	0 0.3%	-	1 0.5%	-	2 3.6%	4 0.6%	1 0.3%

Q12b Electricity

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Too low	1 1.0%	2 0.8%	6 3.1%	-	2 0.9%	1 0.5%	11 2.0%	1 0.3%
Reasonable	41 31.2%	62 26.5%	52 24.5%	31 19.0%	34 20.0%	31 20.4%	134 24.6%	117 23.1%
A little too high	26 19.9%	58 24.9%	31 14.5%	24 14.7%	20 11.5%	27 17.7%	96 17.6%	88 17.4%
Somewhat high	25 19.1%	33 14.1%	39 18.5%	32 19.4%	36 21.2%	31 20.2%	92 16.9%	103 20.3%
Much too high	31 23.8%	71 30.4%	75 35.4%	68 41.7%	64 37.7%	57 37.6%	183 33.5%	175 34.5%
Not sure / NA	7 4.9%	6 2.8%	8 3.9%	7 4.0%	13 7.7%	5 3.5%	26 4.7%	20 4.0%
Prefer not to answer	-	1 0.5%	0 0.2%	2 1.2%	2 1.1%	-	4 0.7%	2 0.4%

Q12c Cable or satellite TV

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Too low	4 0.4%	-	-	-	4 0.6%	-	4 0.9%	-	-
Reasonable	94 8.8%	11 10.0%	14 11.5%	14 12.7%	54 7.5%	16 15.8%	44 9.7%	30 6.9%	1 1.9%
A little too high	120 11.3%	7 5.8%	20 16.0%	16 14.0%	78 10.9%	4 3.4%	51 11.3%	55 12.9%	10 13.8%
Somewhat high	164 15.4%	15 13.4%	11 9.1%	22 19.5%	115 16.2%	18 17.1%	56 12.4%	80 18.8%	9 11.5%
Much too high	524 49.3%	40 35.1%	50 39.7%	44 39.7%	391 54.8%	47 45.7%	223 49.3%	219 51.1%	36 47.1%
Not sure / NA	151 14.2%	40 34.8%	30 23.7%	16 14.0%	66 9.3%	17 16.7%	72 15.8%	43 10.0%	20 25.7%
Prefer not to answer	6 0.6%	1 0.9%	-	-	5 0.8%	1 1.3%	2 0.5%	2 0.4%	-

Q12c Cable or satellite TV

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Too low	2 0.7%	1 0.6%	-	-	1 0.3%	3 0.4%	1 0.3%	3 0.4%	-
Reasonable	25 8.8%	18 8.2%	6 6.4%	5 2.8%	40 13.4%	53 7.0%	40 13.4%	61 8.2%	32 11.6%
A little too high	35 12.3%	17 7.9%	16 16.7%	16 9.6%	36 11.9%	84 11.0%	36 11.9%	79 10.6%	35 12.7%
Somewhat high	39 13.6%	48 22.1%	13 13.8%	23 14.2%	41 13.6%	123 16.1%	41 13.6%	123 16.5%	35 12.7%
Much too high	140 49.3%	104 48.0%	56 57.7%	84 51.2%	140 46.4%	384 50.5%	140 46.4%	385 51.6%	126 45.3%
Not sure / NA	42 14.8%	26 12.1%	4 3.7%	36 22.3%	43 14.2%	108 14.2%	43 14.2%	89 11.9%	49 17.7%
Prefer not to answer	1 0.5%	3 1.2%	2 1.7%	-	1 0.3%	5 0.7%	1 0.3%	5 0.7%	-

Q12c Cable or satellite TV

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Too low	-	2 0.3%	2 0.8%	-	-	-	2 1.5%	2 1.1%	-
Reasonable	5 4.6%	58 8.3%	27 11.6%	27 17.4%	20 9.4%	14 7.7%	10 5.9%	8 5.6%	13 8.5%
A little too high	23 23.2%	78 11.2%	17 7.2%	35 22.2%	15 7.2%	16 9.0%	15 9.1%	17 11.4%	18 11.6%
Somewhat high	10 10.3%	108 15.3%	44 18.8%	8 5.0%	42 19.6%	27 15.2%	21 13.0%	22 15.0%	35 22.6%
Much too high	43 43.2%	349 50.3%	116 49.1%	55 35.2%	91 42.6%	89 50.0%	94 57.8%	87 60.1%	75 48.8%
Not sure / NA	17 17.3%	96 13.8%	29 12.2%	31 20.1%	46 21.3%	31 17.2%	19 11.9%	10 6.8%	11 7.4%
Prefer not to answer	1 1.3%	3 0.5%	1 0.3%	-	-	2 0.9%	1 0.8%	-	2 1.2%

Q12c Cable or satellite TV

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsd pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Too low	3 0.5%	-	-	1 0.8%	-	3 0.5%	1 0.2%	3 0.4%	1 0.4%
Reasonable	51 8.0%	6 6.9%	8 6.0%	19 14.2%	10 22.4%	34 5.8%	59 12.6%	57 8.0%	27 9.3%
A little too high	75 11.7%	6 7.0%	28 20.1%	7 4.8%	5 12.6%	63 10.7%	57 12.0%	73 10.2%	40 13.7%
Somewhat high	106 16.6%	15 18.6%	18 12.8%	17 12.5%	5 11.6%	115 19.5%	49 10.3%	123 17.3%	38 13.0%
Much too high	321 50.1%	41 51.6%	66 48.3%	62 45.2%	20 45.9%	300 50.7%	224 47.6%	353 49.6%	145 49.3%
Not sure / NA	82 12.8%	13 16.0%	17 12.1%	31 22.5%	3 7.5%	73 12.4%	78 16.5%	98 13.9%	42 14.3%
Prefer not to answer	3 0.4%	-	1 0.7%	-	-	3 0.5%	3 0.7%	4 0.5%	-

Q12c Cable or satellite TV

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af- American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Too low	-	1 0.3%	2 4.3%	-	1 2.0%	2 0.7%	1 0.5%	-	1 0.4%
Reasonable	37 7.6%	24 8.4%	8 18.5%	9 8.1%	13 20.7%	30 11.8%	23 8.6%	21 7.7%	18 8.4%
A little too high	53 10.9%	26 9.1%	9 19.5%	19 17.7%	5 7.2%	35 13.7%	15 5.7%	37 13.9%	24 11.3%
Somewhat high	78 16.1%	44 15.0%	2 5.1%	17 15.7%	10 14.7%	20 8.0%	46 17.6%	42 15.7%	44 20.7%
Much too high	244 50.1%	137 47.3%	21 45.9%	50 47.0%	32 49.7%	119 46.9%	138 52.7%	135 50.4%	97 45.5%
Not sure / NA	74 15.1%	56 19.4%	1 1.7%	12 11.5%	3 4.4%	48 18.9%	37 14.2%	33 12.4%	28 12.8%
Prefer not to answer	1 0.2%	2 0.6%	2 5.1%	-	1 1.2%	-	2 0.7%	-	2 1.0%

Q12c Cable or satellite TV

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Too low	1 0.6%	1 0.4%	-	1 0.8%	1 1.0%	-	-	3 0.5%	1 0.3%
Reasonable	14 10.2%	21 8.6%	15 9.9%	7 6.8%	9 6.6%	5 4.9%	12 17.3%	46 7.6%	37 9.4%
A little too high	25 18.4%	26 10.5%	14 9.2%	12 11.0%	10 7.7%	8 7.3%	8 12.3%	72 11.9%	39 10.0%
Somewhat high	12 8.6%	30 12.0%	24 16.0%	14 13.2%	24 18.3%	29 25.7%	11 15.5%	109 18.0%	47 11.9%
Much too high	56 41.4%	127 51.4%	83 54.9%	54 51.8%	65 49.9%	57 50.4%	27 39.0%	299 49.4%	195 49.5%
Not sure / NA	26 19.5%	40 16.0%	15 10.1%	16 15.6%	22 16.5%	13 11.7%	10 13.9%	72 11.9%	73 18.5%
Prefer not to answer	2 1.3%	3 1.1%	-	1 0.7%	-	-	1 1.9%	5 0.8%	2 0.5%

Q12c Cable or satellite TV

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Too low	1 1.0%	-	1 0.4%	-	1 0.5%	1 0.7%	1 0.1%	3 0.6%
Reasonable	12 9.0%	24 10.5%	10 4.6%	18 10.8%	10 6.1%	19 12.8%	47 8.6%	45 8.8%
A little too high	13 9.9%	31 13.3%	30 14.4%	15 9.4%	13 7.9%	16 10.8%	68 12.4%	52 10.3%
Somewhat high	15 11.4%	32 13.6%	26 12.3%	37 22.4%	33 19.2%	21 14.1%	98 18.0%	64 12.6%
Much too high	57 42.8%	113 48.7%	124 58.3%	69 42.3%	82 48.1%	79 52.3%	241 44.2%	276 54.5%
Not sure / NA	34 25.9%	30 12.8%	20 9.5%	23 13.9%	30 17.6%	14 9.2%	86 15.8%	65 12.7%
Prefer not to answer	-	2 1.0%	1 0.5%	2 1.3%	1 0.6%	-	4 0.8%	2 0.4%

Q12d Trash collection

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Too low	29 2.7%	2 1.4%	8 6.1%	3 3.0%	16 2.3%	6 5.6%	14 3.2%	8 1.8%	1 1.3%
Reasonable	582 54.8%	53 47.0%	72 57.0%	77 69.8%	380 53.3%	48 47.1%	251 55.5%	247 57.6%	34 44.9%
A little too high	139 13.1%	12 10.7%	15 11.9%	10 9.5%	101 14.2%	16 15.7%	64 14.1%	54 12.6%	5 7.0%
Somewhat high	74 6.9%	9 7.5%	3 2.2%	7 6.0%	56 7.8%	7 7.2%	33 7.3%	26 6.1%	7 9.2%
Much too high	77 7.2%	8 6.7%	10 8.0%	5 4.1%	55 7.7%	13 12.7%	26 5.7%	34 7.9%	4 5.3%
Not sure / NA	158 14.8%	29 25.3%	19 14.7%	9 7.7%	102 14.3%	11 10.5%	64 14.1%	58 13.5%	25 32.3%
Prefer not to answer	5 0.5%	2 1.4%	-	-	3 0.5%	1 1.3%	1 0.1%	2 0.5%	-

Q12d Trash collection

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Too low	10 3.4%	7 3.4%	1 1.0%	3 1.9%	8 2.5%	21 2.8%	8 2.5%	14 1.9%	12 4.3%
Reasonable	168 59.2%	122 56.3%	44 45.3%	85 52.1%	162 53.8%	420 55.1%	162 53.8%	427 57.2%	138 49.5%
A little too high	36 12.6%	38 17.5%	14 14.4%	22 13.7%	29 9.7%	110 14.4%	29 9.7%	102 13.7%	34 12.2%
Somewhat high	19 6.7%	17 7.7%	11 11.2%	6 3.8%	21 6.8%	53 7.0%	21 6.8%	55 7.4%	16 5.9%
Much too high	10 3.6%	12 5.6%	17 17.7%	9 5.3%	29 9.5%	48 6.3%	29 9.5%	54 7.3%	20 7.2%
Not sure / NA	38 13.3%	20 9.1%	10 10.3%	38 23.1%	52 17.3%	105 13.8%	52 17.3%	88 11.9%	58 20.8%
Prefer not to answer	3 1.2%	1 0.4%	-	-	1 0.3%	4 0.5%	1 0.3%	4 0.5%	-

Q12d Trash collection

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Too low	10 9.7%	17 2.4%	3 1.2%	8 4.9%	3 1.2%	3 1.9%	3 1.7%	4 2.9%	7 4.5%
Reasonable	53 53.1%	389 56.0%	124 52.6%	68 43.6%	129 60.1%	103 57.7%	92 56.3%	82 56.0%	83 53.6%
A little too high	22 21.9%	85 12.3%	30 12.6%	33 21.4%	18 8.5%	21 12.0%	18 10.9%	19 13.1%	22 14.0%
Somewhat high	6 6.3%	40 5.7%	27 11.3%	8 4.9%	4 1.9%	13 7.1%	17 10.5%	13 9.3%	13 8.5%
Much too high	2 2.0%	52 7.5%	19 8.2%	9 5.6%	16 7.6%	12 6.5%	12 7.4%	12 8.0%	10 6.2%
Not sure / NA	6 5.7%	109 15.7%	33 14.1%	30 19.2%	44 20.7%	25 14.2%	20 12.4%	16 10.8%	20 13.0%
Prefer not to answer	1 1.3%	3 0.4%	-	1 0.4%	-	1 0.5%	1 0.8%	-	0 0.3%

Q12d Trash collection

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsd pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Too low	19 2.9%	2 1.9%	9 6.3%	-	-	25 4.3%	4 0.8%	20 2.9%	9 2.9%
Reasonable	396 61.9%	41 50.9%	56 40.7%	61 44.8%	20 47.5%	320 54.1%	262 55.6%	437 61.5%	118 39.9%
A little too high	78 12.1%	7 8.2%	25 18.1%	19 14.1%	9 20.7%	88 14.9%	51 10.8%	94 13.2%	40 13.4%
Somewhat high	45 7.0%	11 14.2%	4 3.1%	7 5.2%	3 6.0%	50 8.4%	24 5.0%	51 7.2%	18 6.2%
Much too high	54 8.5%	3 4.3%	7 5.0%	2 1.8%	5 11.2%	45 7.6%	32 6.8%	51 7.2%	18 6.2%
Not sure / NA	44 6.9%	16 20.5%	37 26.9%	47 34.1%	6 14.6%	61 10.3%	97 20.5%	54 7.6%	91 31.0%
Prefer not to answer	4 0.6%	-	-	-	-	3 0.5%	2 0.5%	3 0.4%	1 0.3%

Q12d Trash collection

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Too low	12 2.5%	13 4.5%	1 1.7%	-	-	2 0.6%	12 4.7%	6 2.3%	8 3.7%
Reasonable	286 58.7%	152 52.3%	17 37.9%	54 51.0%	41 63.5%	129 51.0%	123 47.0%	157 58.5%	140 65.2%
A little too high	39 8.0%	37 12.7%	8 17.3%	27 25.5%	16 24.8%	24 9.6%	43 16.4%	42 15.8%	20 9.2%
Somewhat high	30 6.1%	19 6.4%	4 9.9%	9 8.0%	2 3.1%	16 6.3%	24 9.0%	17 6.3%	12 5.6%
Much too high	31 6.4%	25 8.6%	2 4.5%	8 7.6%	4 5.5%	22 8.6%	24 9.1%	19 7.2%	7 3.1%
Not sure / NA	86 17.8%	45 15.4%	11 23.6%	8 7.9%	2 3.2%	60 23.8%	35 13.4%	25 9.5%	27 12.6%
Prefer not to answer	3 0.6%	-	2 5.1%	-	-	-	1 0.4%	1 0.4%	1 0.6%

Q12d Trash collection

	Hsd Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Too low	-	8	5	1	1	5	4	16	11
Reasonable	49	122	76	72	82	69	46	356	188
A little too high	27	31	31	9	10	13	9	89	43
Somewhat high	11	24	11	4	9	7	1	48	25
Much too high	12	16	11	5	9	7	2	40	26
Not sure / NA	33	47	18	14	18	11	5	54	100
Prefer not to answer	2	-	-	-	1	-	1	2	2

Q12d Trash collection

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Too low	6	9	7	2	4	-	23	6
Reasonable	74	122	119	109	84	75	300	279
A little too high	16	23	33	15	31	19	81	57
Somewhat high	4	13	9	7	19	21	36	35
Much too high	2	7	25	12	17	14	38	35
Not sure / NA	29	57	19	16	14	23	65	92
Prefer not to answer	1	1	-	2	1	-	3	2

Q12e Sewer

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Too low	5	-	1	-	3	-	1	3	1
Reasonable	500	51	64	68	317	49	225	198	26
A little too high	122	12	8	14	88	11	47	57	6
Somewhat high	111	9	10	10	82	12	54	35	10
Much too high	111	4	12	12	82	15	41	50	4
Not sure / NA	210	36	30	8	135	14	81	84	30
Prefer not to answer	5	1	-	-	4	1	2	1	-

Q12e Sewer

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
	<i>Base</i>	284	216	96	164	302	761	302	746
Too low	2	1	1	-	1	4	1	4	1
Reasonable	153	101	29	73	144	355	144	358	128
A little too high	35	34	8	13	32	90	32	92	27
Somewhat high	35	26	13	13	24	87	24	76	31
Much too high	18	24	33	7	29	81	29	86	21
Not sure / NA	39	31	10	58	71	139	71	125	71
Prefer not to answer	3	-	2	-	1	4	1	4	-

Q12e Sewer

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Too low	-	3 0.4%	2 0.8%	-	1 0.7%	-	1 0.5%	-	2 1.3%
Reasonable	47 47.2%	317 45.7%	124 52.5%	76 48.7%	106 49.2%	82 45.8%	75 46.2%	63 43.1%	80 51.7%
A little too high	6 5.8%	87 12.5%	30 12.6%	14 9.2%	26 12.1%	25 13.8%	17 10.3%	25 16.9%	12 7.7%
Somewhat high	18 18.5%	73 10.5%	19 8.2%	10 6.3%	11 5.3%	18 10.2%	23 14.4%	19 13.3%	20 12.7%
Much too high	6 6.5%	72 10.4%	27 11.6%	9 5.6%	21 9.9%	19 10.8%	17 10.7%	16 10.8%	20 12.8%
Not sure / NA	20 20.6%	139 20.1%	34 14.3%	47 30.2%	49 22.8%	32 17.9%	28 17.1%	23 15.8%	21 13.6%
Prefer not to answer	1 1.3%	3 0.4%	-	-	-	3 1.4%	1 0.8%	-	0 0.3%

Q12e Sewer

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Too low	2 0.3%	-	2 1.1%	1 1.1%	-	3 0.6%	1 0.3%	3 0.5%	2 0.5%
Reasonable	326 50.9%	46 57.4%	48 34.8%	50 36.8%	25 59.7%	269 45.5%	230 48.9%	360 50.6%	114 38.7%
A little too high	73 11.4%	3 4.3%	23 16.8%	18 13.3%	4 9.9%	76 12.8%	47 9.9%	92 12.9%	30 10.2%
Somewhat high	67 10.5%	12 15.2%	15 11.2%	12 8.8%	1 3.0%	79 13.4%	32 6.7%	84 11.9%	24 8.3%
Much too high	87 13.6%	2 2.5%	4 3.1%	5 3.8%	6 14.3%	75 12.6%	36 7.6%	87 12.3%	17 5.7%
Not sure / NA	83 13.0%	17 20.6%	45 32.6%	49 36.1%	6 13.2%	87 14.8%	122 26.0%	83 11.6%	107 36.2%
Prefer not to answer	2 0.3%	-	0 0.3%	-	-	2 0.4%	3 0.6%	1 0.2%	1 0.5%

Q12e Sewer

	Ethnicity (QD6)				Education Level (QD7)				
	Caucasian / White	Latino / Hispanic	Af-American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Too low	4 0.8%	-	-	-	-	-	2 0.7%	-	2 1.1%
Reasonable	230 47.3%	133 45.9%	15 32.4%	57 54.0%	38 58.7%	110 43.3%	112 42.7%	131 48.7%	124 57.6%
A little too high	45 9.2%	35 12.1%	9 19.4%	14 13.7%	12 18.3%	22 8.5%	31 11.7%	42 15.7%	23 10.5%
Somewhat high	52 10.6%	29 9.9%	3 7.1%	13 11.8%	2 3.8%	20 7.7%	35 13.4%	28 10.4%	18 8.6%
Much too high	45 9.3%	34 11.9%	4 8.0%	10 9.5%	1 1.7%	27 10.7%	27 10.3%	27 9.9%	20 9.2%
Not sure / NA	110 22.5%	57 19.7%	13 28.1%	12 11.0%	11 17.5%	75 29.7%	55 20.8%	41 15.3%	26 12.1%
Prefer not to answer	1 0.3%	2 0.6%	2 5.1%	-	-	-	1 0.4%	-	2 0.8%

Q12e Sewer

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Too low	-	1 0.6%	-	0 0.4%	-	1 0.4%	1 1.1%	3 0.4%	1 0.4%
Reasonable	43 32.2%	101 41.0%	72 47.3%	50 47.5%	65 50.0%	68 60.3%	44 63.7%	307 50.7%	160 40.7%
A little too high	18 13.1%	31 12.6%	16 10.8%	14 13.4%	15 11.2%	13 11.2%	5 7.7%	77 12.7%	40 10.2%
Somewhat high	14 10.3%	27 10.8%	22 14.5%	9 8.8%	7 5.7%	10 9.2%	7 10.4%	66 10.9%	37 9.3%
Much too high	18 13.1%	26 10.5%	15 10.2%	5 4.7%	18 13.6%	12 10.8%	6 8.2%	70 11.5%	30 7.6%
Not sure / NA	40 29.8%	59 23.9%	26 16.9%	26 25.2%	25 19.5%	9 8.1%	5 6.9%	79 13.1%	124 31.3%
Prefer not to answer	2 1.4%	2 0.6%	0 0.3%	-	-	-	1 1.9%	3 0.6%	2 0.5%

Q12e Sewer

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Too low	1 0.6%	2 1.1%	1 0.6%	-	1 0.3%	-	4 0.8%	1 0.1%
Reasonable	55 41.8%	109 47.0%	107 50.4%	89 54.4%	72 42.0%	67 44.3%	269 49.2%	227 44.8%
A little too high	18 13.7%	25 10.7%	27 12.7%	11 6.5%	29 16.9%	13 8.4%	54 9.9%	68 13.4%
Somewhat high	15 11.6%	20 8.5%	22 10.2%	10 6.2%	21 12.1%	23 15.4%	67 12.2%	43 8.5%
Much too high	11 8.1%	16 6.8%	23 10.7%	16 9.7%	33 19.2%	13 8.4%	63 11.5%	43 8.4%
Not sure / NA	32 24.2%	58 24.9%	33 15.4%	36 22.1%	15 8.9%	36 23.5%	85 15.6%	124 24.4%
Prefer not to answer	-	3 1.1%	-	2 1.1%	1 0.6%	-	4 0.7%	1 0.3%

Q12f Water

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Too low	22 2.1%	1 0.6%	12 9.8%	2 1.4%	7 1.0%	1 0.8%	14 3.1%	6 1.4%	1 1.3%
Reasonable	379 35.7%	49 42.8%	37 29.4%	57 51.1%	237 33.3%	40 38.9%	167 37.0%	144 33.7%	24 32.1%
A little too high	153 14.4%	13 11.4%	8 6.6%	14 12.6%	118 16.6%	8 7.7%	64 14.1%	71 16.7%	10 13.3%
Somewhat high	214 20.1%	18 15.5%	33 25.9%	15 13.4%	149 20.9%	13 13.1%	84 18.5%	101 23.6%	16 20.9%
Much too high	182 17.1%	12 10.3%	22 17.6%	22 19.5%	126 17.7%	30 29.7%	73 16.2%	73 17.0%	6 7.5%
Not sure / NA	106 9.9%	19 16.8%	13 10.7%	2 2.0%	71 9.9%	9 8.7%	50 11.0%	29 6.9%	18 23.5%
Prefer not to answer	7 0.7%	3 2.6%	-	-	4 0.6%	1 1.3%	-	4 0.8%	1 1.3%

Q12f Water

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Too low	5 1.9%	3 1.5%	-	1 0.5%	12 4.1%	9 1.2%	12 4.1%	10 1.4%	11 3.9%
Reasonable	121 42.5%	67 31.1%	11 11.0%	50 30.6%	131 43.3%	249 32.7%	131 43.3%	259 34.7%	109 39.2%
A little too high	41 14.4%	40 18.4%	6 6.1%	29 17.4%	38 12.6%	115 15.1%	38 12.6%	128 17.1%	24 8.5%
Somewhat high	51 17.9%	51 23.7%	36 37.6%	30 18.6%	45 15.0%	169 22.2%	45 15.0%	156 20.9%	52 18.7%
Much too high	39 13.7%	46 21.5%	40 41.3%	15 9.2%	42 13.8%	140 18.4%	42 13.8%	135 18.1%	41 14.7%
Not sure / NA	25 8.7%	8 3.8%	4 3.9%	39 23.7%	30 10.0%	76 9.9%	30 10.0%	55 7.4%	40 14.2%
Prefer not to answer	2 0.8%	-	-	-	4 1.2%	3 0.4%	4 1.2%	3 0.4%	2 0.7%

Q12f Water

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Too low	6 6.1%	12 1.7%	4 1.7%	6 3.9%	5 2.2%	2 1.4%	4 2.4%	3 1.7%	1 0.9%
Reasonable	24 24.3%	243 35.1%	101 42.6%	80 51.6%	89 41.6%	63 35.1%	41 25.1%	41 28.2%	57 37.2%
A little too high	12 11.8%	105 15.1%	36 15.0%	11 7.2%	19 8.9%	28 15.6%	36 22.3%	26 18.0%	26 17.1%
Somewhat high	28 28.3%	137 19.7%	48 20.2%	23 14.5%	32 14.7%	37 20.9%	36 21.9%	36 24.9%	31 20.0%
Much too high	23 22.8%	121 17.4%	35 14.8%	14 8.7%	35 16.1%	33 18.3%	34 20.6%	29 19.8%	24 15.7%
Not sure / NA	5 4.7%	73 10.6%	14 5.8%	22 14.1%	33 15.4%	15 8.3%	10 5.9%	11 7.3%	14 9.0%
Prefer not to answer	2 2.0%	3 0.4%	-	-	2 0.9%	1 0.5%	3 1.8%	-	-

Q12f Water

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
	<i>Base</i>	640	80	137	137	43	592	471	711
Too low	10 1.5%	-	9 6.9%	3 1.9%	-	14 2.3%	8 1.7%	11 1.6%	11 3.6%
Reasonable	213 33.2%	33 40.9%	54 39.4%	60 43.8%	20 46.0%	186 31.4%	193 41.1%	248 35.0%	111 37.5%
A little too high	112 17.5%	8 9.7%	10 7.6%	16 11.5%	7 16.3%	94 15.9%	59 12.5%	120 17.0%	32 10.7%
Somewhat high	131 20.4%	22 27.2%	22 15.9%	22 16.4%	8 18.0%	132 22.3%	82 17.4%	164 23.0%	37 12.6%
Much too high	147 23.0%	5 5.8%	9 6.7%	9 6.2%	4 9.7%	131 22.1%	51 10.8%	146 20.5%	27 9.2%
Not sure / NA	25 3.9%	11 13.8%	32 23.5%	27 19.8%	4 10.0%	32 5.3%	74 15.7%	19 2.6%	75 25.3%
Prefer not to answer	2 0.3%	2 2.5%	-	1 0.5%	-	3 0.5%	4 0.8%	2 0.3%	3 1.0%

Q12f Water

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Too low	6 1.2%	11 3.7%	2 4.3%	-	2 3.2%	6 2.3%	9 3.5%	2 0.7%	4 1.8%
Reasonable	179 36.7%	105 36.0%	15 32.8%	45 42.1%	25 39.4%	100 39.5%	87 33.0%	99 36.8%	80 37.4%
A little too high	70 14.3%	35 12.0%	5 11.7%	20 18.5%	9 13.3%	29 11.6%	41 15.8%	32 12.1%	43 20.0%
Somewhat high	99 20.2%	56 19.1%	8 16.8%	20 18.7%	13 20.7%	33 13.2%	56 21.3%	57 21.1%	47 21.8%
Much too high	79 16.3%	50 17.2%	5 10.4%	17 15.8%	10 15.0%	34 13.2%	43 16.6%	58 21.5%	31 14.2%
Not sure / NA	53 10.8%	33 11.3%	9 18.9%	5 4.9%	5 8.3%	51 20.1%	21 8.1%	21 7.9%	9 4.1%
Prefer not to answer	2 0.3%	2 0.7%	2 5.1%	-	-	-	5 1.8%	-	1 0.6%

Q12f Water

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Too low	-	13 5.4%	-	2 1.5%	3 1.9%	1 0.8%	2 2.3%	8 1.2%	13 3.4%
Reasonable	40 29.5%	79 31.7%	51 33.8%	47 44.7%	52 39.8%	43 38.6%	20 29.1%	216 35.6%	141 35.7%
A little too high	17 12.5%	38 15.1%	20 13.5%	18 16.8%	17 12.9%	19 16.5%	10 14.9%	95 15.6%	46 11.5%
Somewhat high	36 26.8%	50 20.4%	32 21.0%	17 16.3%	19 14.9%	20 17.8%	18 26.4%	123 21.8%	70 17.7%
Much too high	18 13.3%	28 11.1%	33 22.0%	14 13.5%	24 18.2%	28 24.7%	17 24.5%	123 20.3%	47 11.9%
Not sure / NA	22 16.5%	37 15.0%	15 9.7%	8 7.3%	16 12.2%	2 1.5%	1 1.0%	31 5.2%	73 18.5%
Prefer not to answer	2 1.4%	3 1.2%	-	-	-	-	1 1.9%	1 0.2%	5 1.2%

Q12f Water

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Too low	1 1.0%	8 3.5%	9 4.2%	1 0.5%	2 0.9%	1 0.7%	14 2.6%	8 1.5%
Reasonable	45 33.8%	96 41.3%	65 30.4%	61 37.0%	57 33.4%	57 37.3%	203 37.2%	176 34.8%
A little too high	18 13.3%	26 11.2%	37 17.6%	20 12.3%	35 20.7%	17 11.1%	82 15.1%	71 14.0%
Somewhat high	28 21.1%	38 16.3%	55 26.1%	34 20.8%	29 17.2%	30 19.5%	105 19.2%	105 20.8%
Much too high	20 14.9%	29 12.3%	33 15.7%	36 21.9%	35 20.6%	29 19.3%	95 17.5%	80 15.7%
Not sure / NA	21 15.9%	34 14.7%	13 6.0%	11 6.7%	11 6.6%	15 10.1%	44 8.0%	62 12.2%
Prefer not to answer	-	2 0.7%	-	1 0.8%	1 0.6%	3 2.0%	2 0.4%	5 0.9%

Q13 Awareness of municipal water cost per gallon

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
<i>\$0</i>	60 5.7%	4 3.3%	3 2.1%	2 1.7%	52 7.3%	8 7.5%	28 6.1%	25 5.9%	-
<i>\$.01 (correct)</i>	24 2.2%	5 4.2%	2 1.2%	1 0.8%	17 2.3%	3 2.9%	7 1.6%	13 3.0%	1 0.8%
<i>\$.02 to \$.05</i>	84 7.9%	9 7.6%	4 3.4%	5 4.6%	66 9.3%	16 15.6%	41 9.1%	26 6.2%	1 1.2%
<i>\$.06 to \$.10</i>	100 9.4%	7 6.2%	19 15.4%	10 9.4%	63 8.9%	11 10.8%	39 8.6%	44 10.4%	6 7.6%
<i>\$.11 to \$.20</i>	80 7.5%	16 14.3%	17 13.1%	5 4.3%	42 5.9%	3 2.9%	34 7.6%	41 9.6%	1 1.8%
<i>More than \$.20</i>	241 22.7%	29 25.6%	22 17.8%	33 30.2%	156 21.9%	19 18.4%	109 24.1%	93 21.7%	19 25.5%
<i>Not sure / No guess</i>	451 42.5%	42 36.9%	57 45.1%	48 43.5%	305 42.7%	42 41.5%	185 40.9%	176 41.2%	48 63.0%
<i>Prefer not to answer</i>	22 2.1%	2 1.8%	2 1.8%	6 5.4%	12 1.7%	0 0.4%	9 2.0%	9 2.1%	-

Q13 Awareness of municipal water cost per gallon

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
<i>\$0</i>	27 9.5%	17 7.8%	7 6.9%	4 2.5%	6 1.9%	55 7.2%	6 1.9%	41 5.6%	17 6.3%
<i>\$.01 (correct)</i>	8 2.9%	5 2.3%	5 5.0%	1 0.9%	4 1.4%	19 2.6%	4 1.4%	19 2.5%	3 1.0%
<i>\$.02 to \$.05</i>	24 8.6%	17 7.8%	10 10.7%	10 6.3%	22 7.4%	62 8.2%	22 7.4%	59 7.9%	23 8.4%
<i>\$.06 to \$.10</i>	34 12.2%	23 10.8%	8 8.0%	11 6.6%	24 7.9%	76 10.0%	24 7.9%	69 9.2%	30 10.6%
<i>\$.11 to \$.20</i>	14 4.9%	18 8.2%	12 12.9%	11 6.9%	24 8.0%	55 7.3%	24 8.0%	54 7.3%	24 8.7%
<i>More than \$.20</i>	64 22.7%	44 20.2%	11 11.2%	43 26.2%	79 26.3%	162 21.3%	79 26.3%	170 22.8%	64 23.1%
<i>Not sure / No guess</i>	110 38.7%	90 41.7%	39 39.9%	80 48.8%	132 43.7%	320 42.0%	132 43.7%	314 42.1%	116 41.7%
<i>Prefer not to answer</i>	1 0.4%	2 1.1%	5 5.3%	3 1.9%	10 3.4%	12 1.6%	10 3.4%	20 2.7%	1 0.4%

Q13 Awareness of municipal water cost per gallon

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
<i>\$0</i>	5 5.3%	49 7.0%	7 2.8%	6 3.6%	7 3.2%	4 2.4%	18 10.9%	11 7.6%	10 6.8%
<i>\$.01 (correct)</i>	3 2.9%	13 1.9%	6 2.7%	-	2 1.0%	6 3.5%	5 3.3%	6 3.9%	3 2.2%
<i>\$.02 to \$.05</i>	9 8.8%	51 7.3%	23 9.8%	2 1.4%	16 7.3%	22 12.2%	19 11.6%	13 8.9%	13 8.2%
<i>\$.06 to \$.10</i>	8 7.6%	66 9.6%	21 9.1%	13 8.3%	20 9.2%	22 12.1%	16 9.8%	16 10.8%	12 7.5%
<i>\$.11 to \$.20</i>	6 5.9%	53 7.6%	19 8.0%	22 14.0%	11 5.2%	20 11.2%	12 7.6%	3 2.4%	9 5.7%
<i>More than \$.20</i>	34 34.7%	144 20.7%	52 22.1%	71 45.4%	59 27.3%	39 22.0%	26 16.2%	25 17.1%	16 10.4%
<i>Not sure / No guess</i>	35 34.9%	304 43.8%	101 42.8%	41 26.0%	94 43.9%	62 34.6%	63 38.5%	70 48.0%	89 57.9%
<i>Prefer not to answer</i>	-	14 2.0%	6 2.7%	2 1.2%	6 2.9%	3 1.9%	4 2.2%	2 1.3%	2 1.3%

Q13 Awareness of municipal water cost per gallon

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsd pay	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
<i>\$0</i>	43 6.8%	4 5.0%	9 6.5%	4 2.6%	0 1.0%	47 7.9%	14 2.9%	47 6.6%	13 4.6%
<i>\$.01 (correct)</i>	17 2.7%	1 0.6%	5 3.7%	-	-	21 3.6%	3 0.5%	21 3.0%	3 0.9%
<i>\$.02 to \$.05</i>	54 8.4%	9 11.3%	10 7.5%	7 5.0%	3 5.9%	61 10.3%	24 5.0%	63 8.9%	17 5.9%
<i>\$.06 to \$.10</i>	58 9.1%	8 10.3%	21 15.4%	7 5.1%	3 7.9%	58 9.7%	43 9.0%	68 9.6%	30 10.2%
<i>\$.11 to \$.20</i>	44 6.9%	11 13.6%	5 4.0%	15 11.2%	2 5.0%	44 7.5%	35 7.5%	50 7.1%	27 9.0%
<i>More than \$.20</i>	151 23.6%	12 15.3%	24 17.6%	36 26.6%	9 22.2%	104 17.6%	137 29.1%	149 20.9%	70 23.8%
<i>Not sure / No guess</i>	257 40.1%	35 44.0%	62 45.0%	65 47.6%	25 57.9%	246 41.5%	206 43.7%	302 42.6%	126 42.7%
<i>Prefer not to answer</i>	16 2.5%	-	0 0.3%	3 1.9%	-	12 2.0%	11 2.2%	10 1.4%	9 2.9%

Q13 Awareness of municipal water cost per gallon

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af- American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
Base	487	291	45	106	65	253	262	268	214
\$.0	25 5.2%	11 3.7%	8 17.7%	8 7.4%	1 2.0%	11 4.5%	13 5.1%	13 5.0%	20 9.4%
\$.01 (correct)	12 2.5%	5 1.9%	-	1 1.0%	1 1.2%	0 0.1%	5 1.9%	12 4.4%	6 2.9%
\$.02 to \$.05	49 10.1%	22 7.7%	1 2.6%	-	4 6.8%	14 5.4%	24 9.0%	22 8.2%	21 9.8%
\$.06 to \$.10	48 9.9%	19 6.7%	3 6.4%	17 16.2%	7 10.3%	10 4.1%	23 8.7%	37 13.8%	25 11.9%
\$.11 to \$.20	38 7.9%	31 10.6%	2 4.6%	4 4.0%	3 5.0%	20 7.8%	24 9.1%	20 7.5%	13 6.1%
More than \$.20	96 19.7%	91 31.2%	9 19.7%	22 20.4%	17 26.1%	86 33.8%	64 24.4%	51 18.9%	32 14.7%
Not sure / No guess	213 43.7%	105 36.1%	20 44.5%	53 50.2%	26 40.6%	109 43.3%	101 38.3%	109 40.4%	95 44.1%
Prefer not to answer	5 0.9%	7 2.3%	2 4.5%	1 0.7%	5 7.9%	3 1.0%	9 3.5%	5 1.9%	2 1.0%

Q13 Awareness of municipal water cost per gallon

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
Base	134	248	151	105	130	112	68	605	394
\$.0	10 7.8%	7 2.8%	8 5.5%	10 9.7%	9 7.2%	5 4.5%	5 7.6%	50 8.3%	9 2.2%
\$.01 (correct)	-	-	3 2.2%	5 4.4%	3 2.1%	5 4.7%	2 3.0%	19 3.1%	3 0.8%
\$.02 to \$.05	8 5.7%	15 6.2%	14 9.5%	12 11.3%	11 8.1%	9 7.6%	12 18.2%	56 9.2%	21 5.4%
\$.06 to \$.10	5 3.6%	20 8.0%	13 8.4%	13 12.1%	22 16.8%	16 14.0%	4 5.6%	67 11.1%	28 7.2%
\$.11 to \$.20	9 6.7%	15 5.9%	5 3.3%	7 7.1%	9 6.9%	15 13.8%	5 6.7%	39 6.4%	40 10.2%
More than \$.20	42 31.5%	63 25.4%	30 19.6%	24 22.5%	30 23.1%	20 18.1%	11 16.1%	112 18.6%	119 30.1%
Not sure / No guess	55 40.7%	125 50.5%	70 46.4%	33 31.1%	45 34.7%	40 35.9%	29 42.8%	253 41.9%	162 41.2%
Prefer not to answer	5 4.0%	3 1.2%	8 5.1%	2 1.9%	1 1.1%	2 1.5%	-	9 1.5%	12 3.0%

Q13 Awareness of municipal water cost per gallon

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
Base	132	233	212	164	170	152	546	506
\$.0	5 3.6%	17 7.5%	11 5.2%	13 8.1%	6 3.6%	8 5.1%	44 8.1%	15 3.0%
\$.01 (correct)	2 1.7%	4 1.9%	9 4.1%	4 2.6%	4 2.1%	1 0.4%	21 3.9%	3 0.5%
\$.02 to \$.05	12 8.9%	12 5.2%	17 8.2%	10 6.1%	14 8.2%	19 12.6%	54 9.8%	31 6.1%
\$.06 to \$.10	12 9.3%	24 10.5%	20 9.5%	15 9.3%	12 7.1%	16 10.6%	55 10.2%	43 8.4%
\$.11 to \$.20	13 10.1%	29 12.6%	4 1.8%	14 8.3%	10 5.9%	9 6.2%	47 8.5%	33 6.5%
More than \$.20	38 28.9%	46 19.9%	53 24.9%	28 16.9%	41 24.2%	35 22.9%	97 17.7%	142 28.0%
Not sure / No guess	47 35.7%	96 41.2%	92 43.4%	77 46.7%	78 45.5%	62 40.9%	216 39.5%	233 46.0%
Prefer not to answer	2 1.6%	3 1.3%	6 2.9%	3 2.0%	6 3.3%	2 1.3%	13 2.3%	7 1.4%

Q14 Water value

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
Base	1063	114	126	111	713	102	452	428	76
Excellent	307 28.8%	22 19.4%	54 42.6%	31 28.0%	200 28.1%	30 29.5%	159 35.3%	103 24.0%	14 18.9%
Good	313 29.4%	40 35.1%	18 14.5%	48 43.0%	207 29.0%	16 15.2%	138 30.5%	128 29.9%	28 36.8%
Fair	260 24.4%	29 25.4%	27 21.6%	21 19.0%	183 25.6%	41 40.0%	100 22.2%	105 24.7%	13 17.1%
Poor	64 6.0%	7 6.0%	8 6.0%	2 1.9%	47 6.6%	9 8.5%	25 5.6%	29 6.8%	0 0.6%
Very poor	33 3.1%	3 2.4%	3 2.2%	2 1.7%	25 3.5%	2 2.0%	5 1.1%	24 5.6%	2 2.0%
Not sure	71 6.7%	11 10.0%	17 13.2%	4 3.6%	40 5.5%	4 3.8%	19 4.2%	31 7.1%	18 23.3%
Prefer not to answer	16 1.5%	2 1.8%	-	3 2.9%	11 1.6%	1 1.0%	5 1.1%	8 1.9%	1 1.3%

Q14 Water value

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
	<i>Base</i>	284	216	96	164	302	761	302	746
Excellent	121 42.6%	44 20.1%	12 12.8%	48 29.6%	82 27.0%	225 29.6%	82 27.0%	211 28.3%	89 31.9%
Good	83 29.2%	61 28.2%	14 14.6%	45 27.2%	110 36.5%	202 26.6%	110 36.5%	207 27.7%	93 33.4%
Fair	62 21.7%	75 34.7%	25 25.9%	36 21.9%	62 20.7%	197 25.9%	62 20.7%	192 25.7%	58 20.9%
Poor	4 1.5%	23 10.8%	18 18.5%	8 5.0%	10 3.4%	54 7.0%	10 3.4%	44 5.9%	17 5.9%
Very poor	1 0.5%	3 1.6%	17 17.6%	0 0.3%	10 3.4%	22 2.9%	10 3.4%	26 3.5%	4 1.5%
Not sure	10 3.6%	8 3.7%	7 7.0%	26 15.6%	21 6.9%	50 6.6%	21 6.9%	52 7.0%	17 6.1%
Prefer not to answer	3 0.9%	2 1.0%	4 3.7%	1 0.5%	6 2.1%	10 1.3%	6 2.1%	14 1.9%	0 0.2%

Q14 Water value

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
	<i>Base</i>	99	694	237	156	215	179	163	146
Excellent	42 41.9%	201 28.9%	55 23.2%	59 37.9%	55 25.6%	49 27.3%	51 31.2%	35 24.0%	46 30.1%
Good	17 16.7%	224 32.2%	72 30.3%	45 28.6%	85 39.5%	44 24.8%	36 22.1%	45 30.6%	46 29.9%
Fair	23 23.4%	162 23.4%	68 28.7%	31 20.0%	48 22.4%	49 27.6%	41 25.3%	31 21.3%	43 27.8%
Poor	10 10.0%	40 5.7%	14 5.9%	11 6.8%	5 2.2%	11 6.3%	13 8.0%	13 9.1%	8 5.2%
Very poor	2 1.8%	17 2.5%	12 5.3%	-	8 3.7%	7 3.7%	7 4.2%	8 5.6%	3 1.9%
Not sure	5 4.7%	45 6.5%	10 4.1%	10 6.7%	11 5.0%	17 9.6%	11 6.9%	13 8.7%	7 4.3%
Prefer not to answer	2 1.5%	6 0.8%	6 2.5%	-	3 1.5%	1 0.7%	4 2.3%	1 0.7%	1 0.8%

Q14 Water value

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apart ment	Other	Yes	No	Hsld pays	Someone else pays
	<i>Base</i>	640	80	137	137	43	592	471	711
Excellent	171 26.8%	17 20.9%	59 42.9%	42 30.9%	13 30.4%	169 28.6%	137 29.1%	179 25.2%	112 38.0%
Good	190 29.7%	31 38.4%	35 25.7%	43 31.6%	11 26.1%	160 27.1%	152 32.3%	217 30.6%	81 27.5%
Fair	170 26.5%	25 31.2%	23 16.4%	32 23.0%	10 23.1%	160 27.0%	100 21.3%	183 25.7%	71 24.1%
Poor	47 7.3%	3 4.0%	6 4.3%	6 4.2%	1 2.4%	39 6.6%	24 5.2%	52 7.3%	9 3.2%
Very poor	20 3.1%	-	4 3.3%	3 2.5%	3 5.9%	22 3.8%	10 2.1%	26 3.6%	5 1.6%
Not sure	34 5.4%	4 5.5%	10 7.5%	11 7.7%	1 2.2%	33 5.6%	38 8.1%	41 5.8%	16 5.3%
Prefer not to answer	8 1.3%	-	-	-	4 9.9%	8 1.3%	8 1.8%	12 1.7%	1 0.3%

Q14 Water value

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
	<i>Base</i>	487	291	45	106	65	253	262	268
Excellent	144 29.5%	88 30.4%	10 22.9%	37 34.5%	21 33.0%	75 29.8%	66 25.0%	84 31.5%	66 31.0%
Good	170 34.9%	91 31.3%	5 11.9%	16 15.0%	17 25.7%	74 29.2%	92 34.9%	73 27.2%	57 26.4%
Fair	94 19.4%	71 24.5%	21 45.7%	34 31.7%	16 24.0%	55 21.5%	73 27.9%	61 22.5%	57 26.8%
Poor	33 6.8%	12 4.2%	-	9 8.5%	0 0.6%	16 6.3%	13 4.8%	16 5.8%	17 7.8%
Very poor	13 2.7%	12 4.3%	1 2.2%	-	1 1.7%	9 3.6%	4 1.7%	13 4.7%	4 2.0%
Not sure	31 6.3%	14 4.7%	6 12.9%	11 10.2%	4 6.9%	23 9.2%	10 3.9%	16 6.0%	12 5.7%
Prefer not to answer	2 0.5%	2 0.5%	2 4.5%	-	5 8.2%	1 0.4%	5 1.8%	6 2.2%	1 0.4%

Q14 Water value

	Hsid Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Excellent	25 18.9%	73 29.5%	36 23.5%	39 36.9%	47 36.0%	29 25.6%	23 33.0%	173 28.6%	120 30.4%
Good	40 29.6%	75 30.2%	43 28.3%	31 29.7%	39 30.2%	29 25.7%	20 28.9%	172 28.4%	126 32.0%
Fair	37 27.7%	57 22.9%	45 29.4%	20 19.2%	22 17.0%	38 33.8%	17 24.1%	154 25.4%	85 21.4%
Poor	9 6.7%	11 4.3%	10 6.5%	7 6.8%	9 6.8%	9 7.7%	4 6.1%	40 6.6%	22 5.5%
Very poor	4 3.1%	11 4.4%	6 4.3%	2 2.1%	2 1.5%	3 2.7%	2 2.4%	19 3.1%	13 3.2%
Not sure	15 11.0%	18 7.3%	9 5.8%	5 4.5%	10 7.5%	2 2.2%	4 5.4%	36 5.9%	27 6.7%
Prefer not to answer	4 3.0%	3 1.4%	3 2.1%	1 0.7%	1 1.0%	3 2.4%	-	11 1.9%	3 0.8%

Q14 Water value

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
	<i>Base</i>	132	233	212	164	170	152	546
Excellent	44 33.4%	68 29.1%	68 31.9%	43 26.2%	44 25.6%	41 26.8%	154 28.3%	152 30.1%
Good	28 21.5%	70 30.0%	65 30.8%	44 26.9%	56 32.8%	49 32.5%	146 26.8%	164 32.3%
Fair	34 25.7%	58 25.1%	38 18.0%	50 30.2%	39 23.0%	40 26.7%	145 26.7%	109 21.6%
Poor	6 4.6%	13 5.6%	16 7.4%	15 9.4%	9 5.2%	5 3.0%	50 9.1%	13 2.5%
Very poor	1 0.4%	7 3.0%	9 4.2%	4 2.2%	6 3.5%	7 4.3%	14 2.6%	18 3.6%
Not sure	14 10.3%	16 6.8%	14 6.7%	5 3.1%	14 8.5%	8 5.5%	28 5.2%	42 8.3%
Prefer not to answer	6 4.2%	1 0.3%	2 1.0%	3 2.0%	3 1.5%	2 1.3%	8 1.4%	8 1.5%

Q15 Future water usage

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
More	99 9.3%	8 7.0%	26 20.6%	13 11.5%	53 7.4%	16 15.6%	40 8.9%	40 9.3%	3 4.1%
About same	694 65.3%	57 50.5%	85 67.6%	65 59.1%	486 68.2%	59 57.1%	318 70.4%	267 62.4%	49 65.0%
Less	237 22.3%	39 33.9%	10 8.3%	31 28.0%	156 21.9%	24 23.4%	83 18.5%	115 26.9%	11 14.7%
Not sure	29 2.7%	7 5.7%	4 3.4%	2 1.5%	16 2.3%	4 3.9%	8 1.8%	5 1.2%	11 14.9%
Prefer not to answer	5 0.4%	3 2.7%	-	-	2 0.2%	-	2 0.4%	1 0.2%	1 1.3%

Q15 Future water usage

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
	<i>Base</i>	284	216	96	164	302	761	302	746
More	29 10.3%	13 6.1%	15 15.2%	25 15.1%	17 5.8%	82 10.7%	17 5.8%	62 8.3%	28 10.0%
About same	192 67.7%	146 67.3%	54 56.2%	100 61.1%	202 67.0%	492 64.6%	202 67.0%	452 60.6%	220 79.0%
Less	55 19.3%	58 26.6%	24 25.4%	25 15.1%	75 24.8%	162 21.2%	75 24.8%	209 28.0%	25 8.9%
Not sure	7 2.6%	-	2 2.2%	14 8.4%	5 1.7%	23 3.1%	5 1.7%	21 2.8%	6 2.2%
Prefer not to answer	-	-	1 1.0%	1 0.3%	2 0.7%	3 0.3%	2 0.7%	2 0.3%	-

Q15 Future water usage

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
More	99 100.0%	-	-	28 17.8%	17 8.1%	14 8.0%	15 9.3%	13 8.7%	7 4.8%
About same	-	694 100.0%	-	89 57.4%	134 62.3%	120 67.3%	104 63.7%	103 70.8%	108 70.3%
Less	-	-	237 100.0%	28 18.1%	60 28.2%	34 18.8%	42 25.9%	28 19.3%	35 22.8%
Not sure	-	-	-	10 6.7%	3 1.5%	11 5.9%	1 0.5%	1 0.9%	2 1.4%
Prefer not to answer	-	-	-	-	-	-	1 0.6%	1 0.4%	1 0.7%

Q15 Future water usage

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
More	79 12.3%	5 5.9%	7 5.3%	6 4.6%	-	63 10.7%	36 7.6%	74 10.4%	17 5.7%
About same	424 66.2%	52 64.7%	95 69.1%	85 61.7%	26 60.8%	378 63.8%	316 67.1%	470 66.1%	199 67.6%
Less	122 19.0%	22 27.6%	35 25.5%	39 28.3%	17 39.2%	135 22.8%	102 21.6%	156 22.0%	68 23.1%
Not sure	14 2.2%	1 1.8%	-	7 5.4%	-	14 2.4%	14 3.0%	10 1.4%	10 3.3%
Prefer not to answer	2 0.3%	-	-	-	-	2 0.3%	3 0.7%	1 0.1%	1 0.4%

Q15 Future water usage

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af-American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
More	37 7.6%	38 13.0%	2 4.8%	12 11.8%	3 3.9%	17 6.7%	34 13.0%	29 10.7%	14 6.5%
About same	344 70.7%	162 55.8%	30 66.4%	70 66.5%	44 67.8%	138 54.5%	177 67.3%	180 67.1%	153 71.5%
Less	102 21.0%	80 27.5%	6 13.7%	20 19.2%	12 17.8%	77 30.6%	49 18.8%	56 20.9%	45 20.8%
Not sure	3 0.7%	9 3.2%	5 10.6%	3 2.6%	6 9.7%	21 8.2%	0 0.2%	3 1.1%	3 1.2%
Prefer not to answer	-	1 0.4%	2 4.5%	-	1 0.8%	-	2 0.8%	1 0.2%	-

Q15 Future water usage

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
More	8 5.7%	19 7.6%	21 14.0%	13 12.3%	11 8.7%	11 10.1%	7 9.7%	56 9.3%	40 10.1%
About same	76 56.7%	152 61.5%	90 59.6%	72 68.9%	102 78.4%	63 56.0%	49 72.0%	414 68.4%	234 59.5%
Less	37 27.4%	65 26.4%	37 24.5%	20 18.7%	16 12.4%	35 31.5%	13 18.3%	127 20.9%	97 24.5%
Not sure	12 8.7%	10 4.1%	2 1.2%	-	-	3 2.4%	-	8 1.3%	20 5.1%
Prefer not to answer	2 1.5%	1 0.4%	1 0.7%	-	1 0.4%	-	-	1 0.1%	3 0.8%

Q15 Future water usage

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
More	11 8.2%	22 9.5%	30 13.9%	16 9.4%	11 6.4%	10 6.7%	53 9.8%	46 9.0%
About same	85 64.5%	157 67.3%	142 66.8%	99 60.4%	111 65.1%	101 66.3%	351 64.3%	338 66.8%
Less	26 19.5%	49 20.9%	40 19.0%	45 27.4%	39 23.0%	38 24.9%	121 22.3%	110 21.7%
Not sure	10 7.8%	5 2.3%	1 0.2%	3 1.9%	8 4.9%	1 0.7%	20 3.7%	9 1.7%
Prefer not to answer	-	-	-	2 0.9%	1 0.6%	2 1.4%	-	4 0.7%

Q16 Taken actions to reduce water usage

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Yes	746 70.2%	74 65.3%	69 54.6%	79 71.4%	524 73.5%	67 65.6%	292 64.6%	338 79.0%	45 59.2%
No	279 26.2%	30 26.4%	51 40.4%	29 26.3%	169 23.7%	33 31.9%	143 31.6%	80 18.7%	23 30.5%
Not sure	31 2.9%	5 4.6%	6 5.0%	3 2.3%	17 2.4%	3 2.5%	17 3.9%	7 1.7%	4 4.8%
Prefer not to answer	8 0.7%	4 3.7%	-	-	3 0.5%	-	-	2 0.6%	4 5.5%

Q16 Taken actions to reduce water usage

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Yes	199 70.2%	173 79.9%	73 75.3%	115 70.5%	186 61.5%	560 73.6%	186 61.5%	746 100.0%	-
No	76 27.0%	37 17.3%	21 21.4%	35 21.1%	110 36.3%	169 22.2%	110 36.3%	-	279 100.0%
Not sure	8 2.8%	5 2.3%	2 2.0%	10 6.4%	6 1.9%	25 3.3%	6 1.9%	-	-
Prefer not to answer	-	1 0.5%	1 1.3%	3 2.0%	1 0.3%	7 0.9%	1 0.3%	-	-

Q16 Taken actions to reduce water usage

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Yes	62 62.7%	452 65.1%	209 88.3%	80 51.5%	141 65.9%	130 72.9%	127 77.5%	112 77.2%	114 73.8%
No	28 28.0%	220 31.7%	25 10.4%	74 47.7%	58 27.1%	40 22.7%	33 20.2%	28 19.5%	36 23.5%
Not sure	9 9.3%	18 2.5%	2 0.7%	1 0.7%	12 5.5%	7 3.8%	1 0.9%	5 3.3%	4 2.6%
Prefer not to answer	-	4 0.6%	1 0.5%	-	3 1.5%	1 0.7%	2 1.4%	-	-

Q16 Taken actions to reduce water usage

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
	<i>Base</i>	640	80	137	137	43	592	471	711
Yes	481 75.2%	48 59.3%	82 60.0%	91 66.3%	26 61.6%	446 75.4%	299 63.5%	542 76.2%	165 56.0%
No	136 21.3%	27 33.2%	51 37.4%	43 31.1%	16 38.4%	126 21.2%	153 32.5%	142 20.0%	124 42.1%
Not sure	20 3.1%	3 3.5%	4 2.6%	4 2.7%	-	16 2.8%	15 3.1%	20 2.9%	6 2.0%
Prefer not to answer	2 0.4%	3 4.0%	-	-	-	3 0.6%	4 0.9%	7 0.9%	-

Q16 Taken actions to reduce water usage

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
	<i>Base</i>	487	291	45	106	65	253	262	268
Yes	334 68.6%	203 70.0%	25 56.1%	76 71.9%	53 82.7%	180 71.0%	170 64.9%	185 68.8%	162 75.8%
No	137 28.2%	73 25.2%	15 34.1%	27 25.4%	11 16.5%	66 26.1%	84 31.9%	68 25.5%	47 21.8%
Not sure	15 3.0%	9 3.2%	3 7.6%	3 2.7%	1 0.8%	4 1.6%	7 2.8%	14 5.2%	4 1.9%
Prefer not to answer	1 0.2%	4 1.5%	1 2.2%	-	-	3 1.3%	1 0.4%	1 0.5%	1 0.6%

Q16 Taken actions to reduce water usage

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Yes	100 74.5%	160 64.7%	110 72.8%	70 66.2%	89 68.2%	87 77.4%	49 71.9%	452 74.7%	248 62.8%
No	28 21.1%	78 31.6%	34 22.4%	28 26.7%	39 29.9%	24 21.5%	17 24.6%	133 21.9%	130 33.0%
Not sure	2 1.3%	8 3.3%	7 4.9%	7 7.1%	3 1.9%	-	1 1.7%	18 3.0%	12 3.1%
Prefer not to answer	4 3.1%	1 0.4%	-	-	-	1 1.1%	1 1.7%	2 0.4%	4 1.1%

Q16 Taken actions to reduce water usage

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
	<i>Base</i>	132	233	212	164	170	152	546
Yes	86 65.3%	154 66.0%	151 71.2%	119 72.6%	128 75.0%	108 71.1%	382 70.0%	357 70.5%
No	38 29.0%	73 31.2%	50 23.8%	37 22.6%	40 23.2%	40 26.7%	148 27.2%	127 25.2%
Not sure	4 3.2%	6 2.8%	8 3.8%	8 4.8%	2 1.2%	2 1.6%	11 2.0%	19 3.7%
Prefer not to answer	3 2.4%	-	2 1.2%	-	1 0.6%	1 0.7%	4 0.8%	3 0.6%

Q17 Actions taken

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	746	74	69	79	524	67	292	338	45
Purchased water-efficient appliances (clothes washer, dishwasher, etc.)	319 42.8%	32 42.7%	26 38.6%	32 40.5%	229 43.8%	31 46.8%	117 40.0%	149 44.0%	21 47.4%
Used water-efficient faucet and shower heads	371 49.7%	39 52.6%	29 42.6%	31 39.9%	271 51.8%	35 51.7%	138 47.1%	180 53.1%	19 41.9%
Fixed leaks	325 43.5%	39 52.9%	31 45.2%	24 30.1%	231 44.0%	25 36.9%	126 43.3%	147 43.6%	23 50.7%
Only run dishwasher/laundry when full	477 63.9%	40 53.7%	38 55.3%	53 67.7%	346 65.9%	36 53.0%	176 60.2%	237 70.0%	29 63.6%
Use a gray-water system	39 5.2%	4 5.0%	1 1.2%	6 8.1%	28 5.3%	5 6.8%	8 2.7%	24 7.1%	1 2.9%
Turn off faucet while brushing teeth	524 70.3%	56 74.9%	39 56.8%	60 76.2%	369 70.5%	41 61.1%	197 67.6%	252 74.4%	34 76.3%

Q17 Actions taken

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	199	173	73	115	186	560	186	746	-
Purchased water-efficient appliances (clothes washer, dishwasher, etc.)	86 43.4%	87 50.3%	37 51.0%	46 40.1%	63 33.8%	257 45.8%	63 33.8%	319 42.8%	-
Used water-efficient faucet and shower heads	107 53.6%	98 56.6%	44 60.5%	53 46.3%	69 37.2%	302 53.9%	69 37.2%	371 49.7%	-
Fixed leaks	95 47.6%	81 46.6%	36 49.0%	48 41.3%	66 35.6%	259 46.2%	66 35.6%	325 43.5%	-
Only run dishwasher/laundry when full	147 73.9%	113 65.6%	47 64.7%	63 54.5%	106 57.3%	370 66.1%	106 57.3%	477 63.9%	-
Use a gray-water system	6 3.2%	16 9.2%	4 5.8%	6 5.2%	6 3.4%	32 5.8%	6 3.4%	39 5.2%	-
Turn off faucet while brushing teeth	149 74.7%	120 69.2%	51 70.0%	90 77.7%	115 62.1%	409 73.0%	115 62.1%	524 70.3%	-

Q17 Actions taken

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	62	452	209	80	141	130	127	112	114
Purchased water-efficient appliances (clothes washer, dishwasher, etc.)	22 35.3%	201 44.5%	88 42.3%	14 17.6%	50 35.0%	70 53.9%	68 53.6%	50 44.2%	49 43.0%
Used water-efficient faucet and shower heads	22 35.8%	231 51.0%	109 52.3%	27 34.1%	59 41.6%	71 54.6%	65 51.2%	60 53.6%	65 56.9%
Fixed leaks	26 41.5%	188 41.5%	97 46.3%	30 36.8%	49 34.4%	56 42.8%	60 47.3%	57 50.9%	55 48.2%
Only run dishwasher/laundry when full	40 65.1%	303 67.1%	129 61.7%	39 48.5%	81 57.4%	87 66.9%	82 64.8%	77 68.4%	79 69.3%
Use a gray-water system	2 3.9%	25 5.5%	12 5.5%	1 1.3%	2 1.5%	10 7.5%	10 7.6%	6 5.3%	5 4.8%
Turn off faucet while brushing teeth	47 75.3%	323 71.3%	140 67.0%	51 63.1%	91 64.2%	100 77.1%	94 74.4%	76 67.9%	83 72.8%

Q17 Actions taken

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsd pays	Someone else pays
<i>Base</i>	481	48	82	91	26	446	299	542	165
Purchased water-efficient appliances (clothes washer, dishwasher, etc.)	239 49.6%	18 37.1%	26 31.9%	17 19.1%	12 46.5%	226 50.7%	93 31.2%	256 47.2%	54 32.6%
Used water-efficient faucet and shower heads	248 51.4%	25 53.3%	42 50.6%	37 40.9%	12 46.9%	244 54.7%	127 42.3%	278 51.3%	83 50.5%
Fixed leaks	221 46.0%	15 31.7%	38 45.8%	30 32.5%	9 35.1%	209 46.8%	116 38.7%	244 45.1%	68 41.1%
Only run dishwasher/laundry when full	320 66.4%	26 53.5%	57 68.8%	51 56.5%	16 60.2%	298 66.7%	179 59.8%	354 65.3%	101 61.2%
Use a gray-water system	33 6.9%	1 2.1%	1 1.5%	2 2.2%	1 5.1%	28 6.4%	10 3.4%	35 6.4%	4 2.5%
Turn off faucet while brushing teeth	331 68.6%	31 64.5%	62 75.3%	68 74.6%	19 73.6%	315 70.6%	209 69.8%	366 67.6%	130 78.6%

Q17 Actions taken

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af- American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	334	203	25	76	53	180	170	185	162
Purchased water-efficient appliances (clothes washer, dishwasher, etc.)	149 44.7%	86 42.5%	6 23.0%	27 35.3%	23 42.8%	55 30.3%	63 37.3%	87 47.1%	88 54.1%
Used water-efficient faucet and shower heads	169 50.7%	102 50.0%	11 41.4%	32 42.5%	26 48.2%	74 41.4%	87 51.0%	103 55.6%	84 51.9%
Fixed leaks	150 45.0%	84 41.5%	7 29.2%	32 42.2%	16 30.2%	77 42.8%	60 35.3%	83 45.1%	77 47.7%
Only run dishwasher/laundry when full	245 73.5%	115 56.4%	12 45.6%	46 61.0%	24 45.5%	100 55.4%	97 56.7%	128 69.3%	120 73.7%
Use a gray-water system	18 5.5%	15 7.4%	-	1 1.0%	1 1.2%	7 3.7%	9 5.2%	10 5.3%	11 6.5%
Turn off faucet while brushing teeth	250 74.9%	135 66.5%	18 69.3%	47 61.6%	39 73.3%	121 67.0%	124 72.9%	136 73.4%	111 68.1%

Q17 Actions taken

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	100	160	110	70	89	87	49	452	248
Purchased water-efficient appliances (clothes washer, dishwasher, etc.)	32 31.7%	58 35.9%	45 41.0%	29 41.8%	50 55.9%	48 55.2%	28 57.7%	233 51.6%	69 27.7%
Used water-efficient faucet and shower heads	48 47.5%	78 48.4%	50 45.4%	39 55.6%	51 57.6%	49 56.2%	20 41.6%	243 53.7%	109 44.0%
Fixed leaks	49 49.1%	72 45.0%	52 47.2%	25 36.6%	31 34.7%	35 40.3%	23 46.2%	202 44.6%	103 41.8%
Only run dishwasher/laundry when full	58 58.3%	84 52.5%	64 57.9%	46 66.0%	63 70.9%	63 72.8%	39 79.8%	310 68.6%	140 56.6%
Use a gray-water system	1 1.0%	8 4.8%	8 7.4%	6 8.3%	8 9.3%	1 1.0%	3 5.8%	29 6.5%	7 2.7%
Turn off faucet while brushing teeth	75 74.9%	111 69.0%	78 70.6%	52 75.0%	58 65.3%	64 73.3%	32 65.7%	322 71.3%	177 71.5%

Q17 Actions taken

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	86	154	151	119	128	108	382	357
Purchased water-efficient appliances (clothes washer, dishwasher, etc.)	36 41.5%	64 42.0%	68 45.0%	52 43.4%	58 45.5%	41 38.4%	185 48.4%	130 36.3%
Used water-efficient faucet and shower heads	40 46.5%	86 56.1%	78 51.8%	58 49.0%	59 46.4%	49 45.2%	199 52.1%	167 46.7%
Fixed leaks	42 48.5%	74 48.1%	60 39.5%	51 42.7%	58 45.0%	41 38.0%	176 46.0%	144 40.3%
Only run dishwasher/laundry when full	54 62.6%	101 65.8%	113 74.9%	72 60.3%	72 56.4%	65 59.9%	230 60.3%	242 67.7%
Use a gray-water system	5 5.2%	6 3.9%	5 3.3%	11 9.6%	5 3.9%	7 6.3%	18 4.7%	21 5.8%
Turn off faucet while brushing teeth	62 72.1%	120 78.4%	116 77.0%	74 62.5%	81 63.6%	69 64.3%	253 66.1%	266 74.4%

Q17 Actions taken

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	746	74	69	79	524	67	292	338	45
Use less water when taking shower, hand washing dishes, etc.	500 67.0%	53 71.0%	42 61.7%	45 57.6%	359 68.5%	42 62.8%	192 65.8%	229 67.9%	36 79.9%
Watered plants/lawn between 4PM & 9AM	384 51.6%	33 45.0%	30 43.3%	35 44.7%	286 54.6%	37 54.6%	142 48.5%	177 52.2%	29 63.2%
Watered plants less/use drip system	345 46.2%	37 49.2%	21 30.6%	39 49.0%	249 47.4%	26 38.5%	138 47.3%	163 48.1%	17 38.2%
Adjusted sprinklers so they don't run on driveway, sidewalks, waste water	252 33.7%	20 26.9%	13 19.1%	26 33.2%	192 36.7%	22 33.4%	86 29.5%	131 38.7%	12 27.0%
Washed car less often/Used water-efficient methods to wash car	384 51.5%	43 57.5%	33 47.5%	32 40.1%	277 52.9%	27 40.2%	138 47.1%	193 57.1%	24 53.5%

Q17 Actions taken

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
	<i>Base</i>	199	173	73	115	186	560	186	746
Use less water when taking shower, hand washing dishes, etc.	135 67.8%	114 65.9%	48 65.6%	84 72.4%	120 64.4%	380 67.9%	120 64.4%	500 67.0%	-
Watered plants/lawn between 4PM & 9AM	108 54.4%	97 56.2%	44 61.2%	70 60.7%	65 34.7%	320 57.1%	65 34.7%	384 51.6%	-
Watered plants less/use drip system	99 50.0%	77 44.4%	37 50.3%	60 52.2%	72 38.7%	273 48.7%	72 38.7%	345 46.2%	-
Adjusted sprinklers so they don't run on driveway, sidewalks, waste water	74 37.0%	66 38.1%	33 45.0%	39 34.1%	40 21.5%	212 37.8%	40 21.5%	252 33.7%	-
Washed car less often/Used water-efficient methods to wash car	99 49.7%	99 57.0%	45 61.4%	66 57.3%	76 40.9%	308 55.0%	76 40.9%	384 51.5%	-

Q17 Actions taken

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
	<i>Base</i>	62	452	209	80	141	130	127	112
Use less water when taking shower, hand washing dishes, etc.	44 71.5%	293 64.8%	146 69.9%	68 85.0%	86 60.8%	75 57.3%	85 67.5%	75 66.8%	79 69.5%
Watered plants/lawn between 4PM & 9AM	40 64.1%	234 51.8%	91 43.5%	32 39.6%	52 36.8%	75 57.9%	70 55.7%	68 60.6%	59 51.6%
Watered plants less/use drip system	27 42.7%	201 44.5%	105 50.1%	33 41.5%	49 34.6%	60 45.8%	62 48.9%	62 55.2%	60 52.7%
Adjusted sprinklers so they don't run on driveway, sidewalks, waste water	27 44.2%	158 35.1%	62 29.9%	12 14.5%	34 24.2%	43 33.4%	49 38.3%	54 48.2%	44 38.7%
Washed car less often/Used water-efficient methods to wash car	33 52.5%	217 48.0%	121 57.7%	34 42.0%	73 51.7%	67 51.6%	66 52.3%	60 53.1%	60 52.7%

Q17 Actions taken

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apart ment	Other	Yes	No	Hsld pays	Someone else pays
	<i>Base</i>	481	48	82	91	26	446	299	542
Use less water when taking shower, hand washing dishes, etc.	307 63.7%	34 70.8%	50 60.7%	78 86.3%	18 68.5%	300 67.2%	200 66.7%	350 64.6%	120 72.5%
Watered plants/lawn between 4PM & 9AM	299 62.1%	20 42.9%	22 26.1%	22 23.8%	13 48.5%	264 59.2%	120 40.1%	319 58.9%	42 25.6%
Watered plants less/use drip system	270 56.1%	14 29.1%	18 21.4%	25 27.7%	8 29.2%	233 52.3%	112 37.3%	276 51.0%	56 34.0%
Adjusted sprinklers so they don't run on driveway, sidewalks, waste water	229 47.5%	10 20.3%	5 5.9%	4 3.9%	3 12.9%	182 40.8%	69 23.2%	234 43.2%	15 9.3%
Washed car less often/Used water-efficient methods to wash car	259 53.9%	23 47.8%	40 48.8%	33 36.1%	16 61.0%	238 53.3%	146 48.8%	290 53.5%	71 43.1%

Q17 Actions taken

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
	<i>Base</i>	334	203	25	76	53	180	170	185
Use less water when taking shower, hand washing dishes, etc.	223 66.8%	141 69.5%	18 69.7%	50 65.4%	31 57.2%	134 74.6%	121 70.8%	114 61.5%	97 59.9%
Watered plants/lawn between 4PM & 9AM	186 55.8%	105 51.7%	9 35.2%	33 43.9%	15 28.4%	81 45.3%	78 45.5%	99 53.5%	95 58.6%
Watered plants less/use drip system	173 51.8%	84 41.1%	3 12.1%	36 47.0%	20 37.7%	70 39.0%	67 39.4%	91 49.2%	88 54.0%
Adjusted sprinklers so they don't run on driveway, sidewalks, waste water	134 40.3%	56 27.4%	3 12.1%	24 31.9%	10 18.8%	32 17.7%	51 30.1%	80 43.4%	71 43.4%
Washed car less often/Used water-efficient methods to wash car	185 55.5%	112 55.2%	9 37.3%	28 36.6%	20 37.3%	89 49.5%	86 50.3%	100 54.2%	84 51.6%

Q17 Actions taken

	Hsd Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	100	160	110	70	89	87	49	452
Use less water when taking shower, hand washing dishes, etc.	73 72.7%	129 80.3%	78 70.6%	37 53.0%	50 55.8%	51 58.4%	28 57.6%	285 63.1%	184 74.2%
Watered plants/lawn between 4PM & 9AM	49 48.9%	72 44.9%	52 46.9%	37 53.5%	45 50.7%	52 59.7%	36 72.4%	263 58.3%	94 37.8%
Watered plants less/use drip system	48 48.2%	56 34.9%	48 43.4%	32 46.1%	44 49.2%	50 57.9%	33 68.0%	246 54.4%	78 31.3%
Adjusted sprinklers so they don't run on driveway, sidewalks, waste water	22 21.5%	31 19.5%	31 28.2%	26 36.9%	39 44.1%	41 47.2%	31 62.7%	196 43.4%	37 14.8%
Washed car less often/Used water-efficient methods to wash car	47 47.0%	88 55.1%	56 50.5%	40 57.9%	45 50.1%	47 53.7%	27 53.9%	254 56.3%	107 43.0%

Q17 Actions taken

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
	<i>Base</i>	86	154	151	119	128	108	382
Use less water when taking shower, hand washing dishes, etc.	55 63.6%	98 63.7%	105 69.7%	65 54.9%	95 74.4%	81 75.3%	237 62.1%	256 71.9%
Watered plants/lawn between 4PM & 9AM	58 66.8%	66 42.8%	88 58.2%	59 49.9%	67 52.3%	47 43.6%	213 55.9%	166 46.5%
Watered plants less/use drip system	41 46.9%	60 39.3%	77 51.2%	66 55.0%	52 40.6%	49 45.4%	195 51.2%	145 40.7%
Adjusted sprinklers so they don't run on driveway, sidewalks, waste water	33 38.3%	36 23.2%	67 44.6%	45 38.0%	40 31.3%	30 28.1%	140 36.7%	108 30.4%
Washed car less often/Used water-efficient methods to wash car	53 61.3%	83 54.2%	84 55.6%	52 43.9%	66 51.3%	46 42.8%	195 51.0%	185 51.9%

Q17 Actions taken

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	746	74	69	79	524	67	292	338	45
Didn't hose down driveway/walkways	349 46.7%	27 36.7%	25 37.2%	33 41.7%	263 50.2%	27 40.8%	143 48.9%	158 46.8%	19 42.7%
Installed drought tolerant landscapes/fake grass	270 36.1%	26 35.2%	16 23.5%	22 27.3%	206 39.3%	26 38.1%	89 30.5%	130 38.5%	25 55.0%
Other (unique responses)	13 1.8%	1 1.2%	0 0.6%	0 0.6%	11 2.2%	1 0.9%	5 1.7%	7 2.0%	1 1.9%
Installed rain barrel, cistern	17 2.3%	-	-	2 2.0%	16 3.0%	3 4.6%	2 0.7%	8 2.5%	4 8.6%
Collected, reused water	13 1.7%	1 2.0%	-	0 0.5%	11 2.1%	1 0.7%	5 1.8%	7 2.1%	-
No yard, live in apartment, have limited options	35 4.7%	1 1.2%	7 10.6%	7 8.8%	20 3.8%	4 5.5%	15 5.2%	14 4.3%	2 4.4%
Installed water efficient toilet	3 0.5%	1 1.5%	-	0 0.6%	2 0.4%	-	0 0.2%	1 0.3%	2 4.1%
Not sure	4 0.5%	-	0 0.6%	-	3 0.6%	0 0.7%	0 0.2%	3 0.8%	-

Q17 Actions taken

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
	<i>Base</i>	199	173	73	115	186	560	186	746
Didn't hose down driveway/walkways	99 49.8%	89 51.4%	38 52.4%	58 50.0%	65 34.9%	284 50.7%	65 34.9%	349 46.7%	-
Installed drought tolerant landscapes/fake grass	76 38.1%	64 37.0%	33 45.0%	41 35.4%	56 30.2%	213 38.1%	56 30.2%	270 36.1%	-
Other (unique responses)	2 1.0%	1 0.6%	3 4.3%	3 2.5%	4 2.2%	9 1.6%	4 2.2%	13 1.8%	-
Installed rain barrel, cistern	5 2.5%	4 2.5%	1 1.5%	3 2.4%	4 2.3%	13 2.3%	4 2.3%	17 2.3%	-
Collected, reused water	3 1.5%	4 2.0%	2 2.6%	3 2.3%	2 1.2%	11 1.9%	2 1.2%	13 1.7%	-
No yard, live in apartment, have limited options	16 8.1%	7 4.0%	-	7 5.7%	5 3.0%	30 5.3%	5 3.0%	35 4.7%	-
Installed water efficient toilet	1 0.5%	1 0.6%	-	1 1.1%	-	3 0.6%	-	3 0.5%	-
Not sure	0 0.2%	-	3 3.6%	-	0 0.2%	3 0.6%	0 0.2%	4 0.5%	-

Q17 Actions taken

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	62	452	209	80	141	130	127	112	114
Didn't hose down driveway/walkways	22 35.2%	225 49.9%	93 44.6%	20 25.3%	53 37.8%	56 43.2%	60 47.8%	68 60.9%	67 58.7%
Installed drought tolerant landscapes/fake grass	15 24.2%	165 36.5%	82 39.1%	17 20.9%	35 24.8%	47 35.9%	47 37.3%	50 44.7%	48 42.4%
Other (unique responses)	-	6 1.3%	7 3.5%	2 2.4%	-	-	2 1.9%	3 3.0%	4 3.5%
Installed rain barrel, cistern	-	14 3.2%	2 0.8%	2 2.4%	3 1.8%	3 1.9%	2 1.5%	5 4.1%	3 2.6%
Collected, reused water	2 3.7%	7 1.6%	2 1.2%	-	-	4 3.4%	2 1.4%	2 2.2%	4 3.7%
No yard, live in apartment, have limited options	-	27 6.0%	8 3.9%	6 7.0%	1 0.8%	8 6.3%	6 5.1%	5 4.2%	8 6.7%
Installed water efficient toilet	-	1 0.3%	1 0.5%	-	-	1 0.6%	1 0.9%	-	1 1.3%
Not sure	-	3 0.6%	1 0.4%	3 3.3%	-	-	-	-	1 0.8%

Q17 Actions taken

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	481	48	82	91	26	446	299	542	165
Didn't hose down driveway/walkways	264 54.9%	18 36.7%	26 31.2%	22 24.2%	15 55.2%	224 50.2%	125 41.6%	281 51.9%	53 32.1%
Installed drought tolerant landscapes/fake grass	220 45.7%	17 35.2%	10 12.4%	6 6.7%	7 28.2%	191 42.8%	78 26.2%	233 43.0%	26 16.0%
Other (unique responses)	7 1.5%	-	2 2.8%	2 2.2%	1 5.7%	12 2.6%	2 0.5%	12 2.2%	1 0.7%
Installed rain barrel, cistern	17 3.6%	-	-	-	-	16 3.6%	1 0.4%	17 3.2%	-
Collected, reused water	10 2.1%	1 2.0%	2 2.1%	-	-	7 1.7%	6 1.8%	11 2.1%	2 1.0%
No yard, live in apartment, have limited options	13 2.7%	1 2.4%	13 15.7%	6 6.7%	2 6.7%	17 3.7%	19 6.2%	16 3.0%	18 10.9%
Installed water efficient toilet	2 0.3%	-	1 1.2%	1 0.9%	-	2 0.5%	1 0.4%	2 0.3%	2 1.1%
Not sure	0 0.1%	-	3 3.7%	-	-	0 0.1%	3 1.0%	0 0.1%	3 1.9%

Q17 Actions taken

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af-American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	334	203	25	76	53	180	170	185	162
Didn't hose down driveway/walkways	193 57.9%	71 35.0%	7 26.7%	25 33.3%	23 42.5%	75 41.7%	77 45.1%	90 48.9%	80 49.3%
Installed drought tolerant landscapes/fake grass	144 43.2%	53 26.2%	2 7.1%	25 32.3%	13 25.2%	38 21.3%	47 27.5%	73 39.8%	85 52.2%
Other (unique responses)	8 2.3%	3 1.3%	-	-	2 3.6%	6 3.1%	4 2.3%	1 0.6%	1 0.6%
Installed rain barrel, cistern	7 2.0%	7 3.6%	-	-	3 4.7%	1 0.8%	5 3.0%	6 3.1%	5 3.1%
Collected, reused water	4 1.2%	2 1.0%	-	3 4.3%	2 2.9%	-	4 2.2%	5 2.7%	2 1.4%
No yard, live in apartment, have limited options	13 3.9%	8 3.7%	4 14.3%	7 9.4%	3 5.2%	8 4.5%	8 4.8%	11 6.1%	6 3.5%
Installed water efficient toilet	1 0.4%	1 0.5%	-	-	-	-	-	-	3 1.6%
Not sure	1 0.3%	3 1.3%	-	-	-	3 1.5%	0 0.3%	-	0 0.3%

Q17 Actions taken

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	100	160	110	70	89	87	49	452	248
Didn't hose down driveway/walkways	47 47.2%	72 45.0%	39 35.0%	29 42.3%	47 53.2%	52 60.4%	32 65.7%	242 53.6%	86 34.7%
Installed drought tolerant landscapes/fake grass	30 30.1%	31 19.1%	36 33.0%	28 39.7%	41 45.8%	39 45.0%	29 58.8%	209 46.3%	41 16.4%
Other (unique responses)	2 2.0%	3 1.7%	5 4.3%	-	0 0.5%	1 0.7%	1 2.3%	9 2.0%	2 1.0%
Installed rain barrel, cistern	2 2.4%	4 2.5%	4 3.8%	3 4.3%	2 1.7%	2 2.6%	-	14 3.1%	2 0.6%
Collected, reused water	1 0.5%	3 1.6%	2 2.1%	3 4.1%	2 2.5%	1 0.8%	1 2.9%	11 2.5%	-
No yard, live in apartment, have limited options	6 5.6%	8 4.9%	3 3.1%	2 2.3%	3 3.1%	7 8.3%	-	17 3.8%	17 6.9%
Installed water efficient toilet	-	-	1 1.0%	-	-	-	0 0.9%	3 0.6%	1 0.3%
Not sure	0 0.4%	3 1.7%	0 0.4%	-	-	-	-	0 0.1%	3 1.2%

Q17 Actions taken

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	86	154	151	119	128	108	382	357
Didn't hose down driveway/walkways	48 55.1%	49 31.6%	84 55.7%	58 48.8%	56 43.4%	55 50.7%	197 51.6%	147 41.3%
Installed drought tolerant landscapes/fake grass	30 34.2%	46 29.8%	66 43.8%	57 48.0%	37 28.9%	34 31.4%	155 40.6%	111 31.2%
Other (unique responses)	2 2.3%	-	2 1.6%	1 1.1%	2 1.7%	5 4.9%	5 1.4%	8 2.2%
Installed rain barrel, cistern	2 2.6%	3 2.2%	3 1.7%	2 1.6%	1 0.4%	7 6.1%	7 1.8%	11 3.0%
Collected, reused water	1 0.6%	2 1.0%	3 2.3%	3 2.4%	1 0.4%	4 3.6%	4 1.0%	9 2.6%
No yard, live in apartment, have limited options	1 1.0%	11 7.0%	1 0.6%	8 6.4%	6 4.7%	9 8.4%	14 3.7%	20 5.6%
Installed water efficient toilet	1 1.5%	1 0.7%	-	-	-	1 1.0%	2 0.6%	1 0.4%
Not sure	-	-	0 0.3%	0 0.4%	3 2.1%	-	0 0.1%	3 0.9%

Q17 Actions taken

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	746	74	69	79	524	67	292	338	45
Prefer not to answer	1 0.1%	1 1.4%	-	-	-	-	-	1 0.3%	-

Q17 Actions taken

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	199	173	73	115	186	560	186	746	-
Prefer not to answer	-	-	1 1.4%	-	-	1 0.2%	-	1 0.1%	-

Q17 Actions taken

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	62	452	209	80	141	130	127	112	114
Prefer not to answer	-	-	-	-	-	-	-	-	-

Q17 Actions taken

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
	<i>Base</i>	481	48	82	91	26	446	299	542
Prefer not to answer	-	-	-	-	-	-	1 0.3%	-	-

Q17 Actions taken

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
	<i>Base</i>	334	203	25	76	53	180	170	185
Prefer not to answer	-	-	1 4.0%	-	-	-	-	-	-

Q17 Actions taken

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	100	160	110	70	89	87	49	452
Prefer not to answer	1 1.0%	-	-	-	-	-	-	-	1 0.4%

Q17 Actions taken

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
	<i>Base</i>	86	154	151	119	128	108	382
Prefer not to answer	-	-	-	1 0.8%	-	-	-	-

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	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
No interest	357 33.5%	45 39.2%	37 29.8%	33 29.5%	242 33.9%	45 44.4%	156 34.4%	134 31.3%	21 27.4%
Somewhat interested	281 26.4%	31 27.0%	28 22.0%	29 26.3%	193 27.1%	25 24.5%	125 27.5%	116 27.2%	15 19.6%
Very interested	212 20.0%	20 17.3%	42 33.1%	32 28.8%	119 16.7%	16 15.9%	88 19.5%	90 21.0%	16 20.5%
Already done/ Participated	75 7.1%	4 3.4%	6 4.4%	4 3.3%	62 8.7%	8 8.3%	26 5.8%	32 7.6%	8 10.4%
Not sure	127 11.9%	13 11.3%	12 9.8%	13 11.5%	89 12.5%	7 7.0%	53 11.8%	52 12.1%	15 19.4%
Prefer not to answer	11 1.1%	2 1.8%	1 0.8%	1 0.6%	8 1.1%	-	4 1.0%	4 0.9%	2 2.6%

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	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
No interest	77 27.2%	81 37.3%	36 37.1%	57 35.1%	105 34.9%	251 33.0%	105 34.9%	242 32.5%	105 37.8%
Somewhat interested	73 25.7%	54 25.2%	18 18.9%	37 22.7%	98 32.5%	183 24.0%	98 32.5%	180 24.1%	90 32.4%
Very interested	74 26.1%	39 17.9%	16 16.1%	36 22.1%	48 16.0%	164 21.6%	48 16.0%	167 22.4%	40 14.3%
Already done/ Participated	23 8.0%	13 5.9%	14 14.7%	11 6.9%	14 4.7%	61 8.0%	14 4.7%	62 8.3%	10 3.6%
Not sure	35 12.5%	29 13.5%	8 8.3%	21 13.0%	21 7.0%	95 12.5%	32 10.6%	88 11.8%	30 10.9%
Prefer not to answer	2 0.6%	0 0.2%	5 4.9%	0 0.3%	4 1.3%	7 1.0%	4 1.3%	7 1.0%	3 1.1%

Q18a Water efficient landscaping online videos and tutorials

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
No interest	29 29.0%	229 33.0%	82 34.7%	45 29.1%	60 27.9%	61 34.3%	51 31.4%	56 38.3%	60 39.0%
Somewhat interested	39 39.7%	181 26.0%	55 23.4%	61 39.3%	54 25.3%	50 27.9%	48 29.5%	29 19.8%	33 21.7%
Very interested	27 26.9%	123 17.7%	57 24.2%	33 21.3%	53 24.9%	32 17.9%	35 21.4%	31 21.5%	21 13.9%
Already done/ Participated	3 3.0%	56 8.0%	16 6.6%	7 4.3%	13 5.9%	9 5.1%	11 6.5%	14 9.4%	16 10.1%
Not sure	1 1.4%	97 14.0%	26 10.8%	9 6.0%	31 14.2%	25 13.8%	17 10.5%	15 10.6%	23 14.7%
Prefer not to answer	-	9 1.2%	1 0.3%	-	4 1.8%	2 1.0%	1 0.6%	1 0.5%	1 0.6%

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	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsd pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
No interest	208 32.5%	23 28.3%	37 26.8%	61 44.2%	19 44.8%	194 32.8%	162 34.4%	227 31.9%	101 34.2%
Somewhat interested	188 29.4%	24 29.9%	37 27.2%	25 17.9%	6 13.3%	156 26.3%	125 26.6%	202 28.4%	74 25.2%
Very interested	143 22.4%	7 8.4%	30 22.0%	14 10.6%	10 23.6%	128 21.7%	84 17.9%	157 22.0%	44 14.8%
Already done/ Participated	64 10.0%	4 5.2%	2 1.3%	1 0.8%	3 6.4%	60 10.2%	15 3.1%	70 9.9%	5 1.6%
Not sure	30 4.7%	21 25.7%	31 22.4%	36 26.6%	5 11.9%	49 8.2%	78 16.6%	50 7.0%	68 23.1%
Prefer not to answer	7 1.1%	2 2.5%	0 0.3%	-	-	5 0.8%	7 1.4%	6 0.8%	3 1.1%

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	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af- American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
No interest	163 33.4%	86 29.4%	14 31.1%	43 40.9%	19 28.7%	96 38.0%	84 31.9%	77 28.5%	67 31.3%
Somewhat interested	131 26.8%	85 29.3%	13 27.7%	17 15.7%	21 32.1%	60 23.8%	86 32.7%	69 25.9%	57 26.6%
Very interested	88 18.2%	70 24.1%	5 10.3%	26 24.7%	15 23.2%	46 18.1%	46 17.6%	69 25.8%	42 19.6%
Already done- / Participated	40 8.2%	22 7.5%	-	8 7.2%	1 1.2%	8 3.2%	14 5.2%	22 8.3%	26 12.3%
Not sure	60 12.3%	28 9.7%	10 22.1%	12 11.5%	10 14.8%	37 14.7%	31 11.9%	30 11.1%	22 10.2%
Prefer not to answer	5 1.1%	-	4 8.9%	-	-	5 2.2%	2 0.7%	1 0.3%	-

Q18a Water efficient landscaping online videos and tutorials

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
No interest	55 40.7%	85 34.3%	61 40.5%	32 30.3%	44 33.5%	28 24.5%	16 24.0%	191 31.6%	149 37.7%
Somewhat interested	31 22.9%	68 27.6%	31 20.7%	28 26.2%	41 31.8%	30 26.9%	23 33.6%	164 27.1%	101 25.5%
Very interested	15 11.1%	41 16.6%	33 21.9%	22 21.1%	23 17.4%	30 26.6%	22 31.9%	132 21.8%	62 15.7%
Already done- / Participated	4 3.2%	9 3.5%	11 7.3%	10 9.7%	14 11.1%	14 12.7%	4 6.1%	63 10.4%	7 1.7%
Not sure	25 18.7%	40 16.3%	14 9.2%	13 12.6%	8 6.2%	10 9.2%	3 4.4%	53 8.8%	69 17.5%
Prefer not to answer	5 3.5%	4 1.7%	1 0.5%	-	-	-	-	2 0.3%	8 2.0%

Q18a Water efficient landscaping online videos and tutorials

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
No interest	46 34.4%	69 29.8%	64 30.3%	54 32.8%	71 41.7%	53 34.6%	194 35.6%	157 31.0%
Somewhat interested	30 22.3%	58 24.9%	72 33.8%	54 32.7%	37 21.4%	31 20.8%	160 29.3%	117 23.2%
Very interested	26 19.4%	54 23.2%	34 16.2%	32 19.3%	37 21.7%	30 19.7%	105 19.2%	108 21.3%
Already done- / Participated	10 7.6%	10 4.2%	20 9.5%	15 8.8%	10 5.8%	11 7.0%	39 7.2%	36 7.1%
Not sure	20 14.8%	40 17.2%	19 8.9%	9 5.3%	15 8.8%	25 16.2%	43 7.9%	83 16.4%
Prefer not to answer	2 1.4%	1 0.6%	2 1.2%	2 1.1%	1 0.6%	3 1.8%	4 0.8%	5 1.0%

Q18b Water efficient landscaping classes

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
No interest	431 40.5%	45 39.2%	58 46.2%	37 33.8%	291 40.8%	48 46.8%	189 41.8%	171 39.9%	23 29.6%
Somewhat interested	244 22.9%	30 26.5%	23 18.0%	30 27.0%	161 22.6%	27 26.1%	101 22.2%	101 23.5%	16 21.0%
Very interested	177 16.7%	23 20.0%	24 18.9%	28 25.2%	103 14.4%	12 11.4%	73 16.1%	78 18.2%	12 15.9%
Already done- / Participated	73 6.9%	5 4.2%	8 6.2%	3 2.6%	57 8.1%	7 7.1%	30 6.6%	30 6.9%	6 8.3%
Not sure	128 12.0%	9 8.3%	12 9.9%	12 10.9%	94 13.2%	9 8.6%	55 12.3%	46 10.8%	17 22.7%
Prefer not to answer	10 1.0%	2 1.8%	1 0.8%	1 0.6%	7 0.9%	-	4 1.0%	3 0.7%	2 2.6%

Q18b Water efficient landscaping classes

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
No interest	101 35.6%	94 43.6%	46 48.0%	64 38.8%	126 41.7%	305 40.1%	126 41.7%	289 38.8%	127 45.6%
Somewhat interested	66 23.3%	50 22.9%	19 19.5%	35 21.2%	75 24.7%	169 22.2%	75 24.7%	166 22.2%	70 25.2%
Very interested	54 18.9%	33 15.1%	11 11.9%	31 19.0%	48 16.0%	129 16.9%	48 16.0%	130 17.5%	42 15.0%
Already done/ Participated	28 9.7%	14 6.4%	8 8.4%	9 5.2%	15 5.0%	58 7.6%	15 5.0%	60 8.1%	11 4.1%
Not sure	35 12.2%	26 11.8%	7 7.3%	25 15.4%	34 11.3%	94 12.3%	34 11.3%	94 12.6%	25 9.0%
Prefer not to answer	1 0.2%	0 0.2%	5 4.9%	0 0.3%	4 1.3%	6 0.8%	4 1.3%	6 0.8%	3 1.1%

Q18b Water efficient landscaping classes

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
No interest	40 40.6%	277 39.9%	99 41.7%	68 43.6%	85 39.7%	61 34.2%	63 38.5%	61 41.6%	72 46.6%
Somewhat interested	34 34.2%	155 22.4%	54 22.6%	50 32.4%	36 16.7%	48 27.1%	46 28.4%	30 20.4%	26 17.0%
Very interested	19 19.4%	104 15.0%	48 20.3%	25 16.3%	53 24.8%	29 16.1%	25 15.4%	26 17.9%	13 8.6%
Already done/ Participated	3 3.1%	56 8.1%	11 4.6%	3 1.7%	11 4.9%	16 9.0%	10 5.9%	12 8.2%	18 11.9%
Not sure	3 2.7%	94 13.5%	25 10.5%	9 6.0%	26 12.1%	23 13.2%	18 11.1%	17 11.4%	24 15.3%
Prefer not to answer	-	8 1.1%	1 0.3%	-	4 1.8%	1 0.5%	1 0.6%	1 0.5%	1 0.6%

Q18b Water efficient landscaping classes

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
No interest	245 38.2%	28 35.0%	58 42.3%	70 51.2%	22 51.3%	245 41.4%	186 39.4%	281 39.5%	120 40.5%
Somewhat interested	181 28.3%	17 21.3%	25 18.1%	11 8.1%	6 15.1%	142 24.0%	102 21.6%	169 23.8%	67 22.8%
Very interested	114 17.8%	9 11.7%	22 16.1%	14 10.3%	9 21.2%	90 15.1%	88 18.6%	134 18.9%	32 10.9%
Already done/ Participated	61 9.6%	6 8.0%	1 0.7%	4 2.6%	1 1.5%	57 9.6%	16 3.4%	67 9.4%	6 2.1%
Not sure	33 5.2%	17 21.7%	31 22.5%	38 27.8%	5 10.9%	54 9.2%	73 15.6%	54 7.5%	67 22.9%
Prefer not to answer	6 0.9%	2 2.5%	0 0.3%	-	-	4 0.6%	7 1.4%	6 0.8%	2 0.8%

Q18b Water efficient landscaping classes

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
No interest	196 40.4%	108 37.2%	17 37.0%	53 50.0%	24 37.7%	111 43.7%	104 39.6%	105 39.0%	80 37.2%
Somewhat interested	109 22.5%	72 24.8%	8 17.9%	20 19.1%	19 29.6%	51 20.1%	69 26.1%	68 25.3%	45 21.1%
Very interested	78 16.0%	60 20.5%	9 19.1%	15 14.0%	10 15.7%	36 14.2%	45 17.0%	50 18.7%	39 18.3%
Already done/ Participated	34 7.1%	29 10.0%	-	2 2.2%	2 3.4%	14 5.7%	10 3.9%	17 6.2%	30 14.1%
Not sure	64 13.2%	22 7.6%	8 17.2%	16 14.7%	9 13.6%	36 14.1%	34 13.0%	28 10.6%	20 9.4%
Prefer not to answer	4 0.9%	-	4 8.9%	-	-	5 2.2%	1 0.4%	1 0.3%	-

Q18b Water efficient landscaping classes

	Hsd Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
No interest	49 36.7%	116 46.9%	75 49.5%	31 29.1%	48 37.0%	38 34.0%	27 39.0%	235 38.8%	173 43.8%
Somewhat interested	29 21.4%	48 19.4%	35 23.3%	29 27.6%	31 23.7%	25 22.1%	20 28.7%	141 23.3%	88 22.4%
Very interested	20 15.0%	33 13.2%	19 12.4%	28 26.3%	20 15.7%	24 21.6%	17 24.9%	113 18.6%	50 12.6%
Already done/ Participated	5 3.8%	12 4.7%	9 5.8%	9 8.3%	17 13.1%	13 11.6%	4 6.1%	61 10.1%	10 2.6%
Not sure	27 20.3%	35 14.1%	13 8.5%	9 8.7%	14 10.5%	12 10.7%	1 1.3%	54 8.9%	66 16.8%
Prefer not to answer	4 2.8%	4 1.7%	1 0.5%	-	-	-	-	2 0.3%	7 1.8%

Q18b Water efficient landscaping classes

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
	<i>Base</i>	132	233	212	164	170	152	546
No interest	61 46.3%	84 36.2%	75 35.6%	66 40.3%	84 49.3%	60 39.5%	229 41.9%	197 39.0%
Somewhat interested	18 14.0%	58 25.0%	66 31.1%	36 22.0%	32 18.5%	34 22.3%	145 26.6%	97 19.1%
Very interested	22 16.8%	38 16.3%	29 13.8%	35 21.3%	26 15.4%	27 17.6%	94 17.2%	82 16.2%
Already done/ Participated	12 9.2%	12 5.0%	17 8.0%	12 7.4%	11 6.3%	9 6.1%	28 5.1%	45 8.9%
Not sure	16 12.4%	40 17.3%	22 10.3%	13 8.0%	17 9.8%	19 12.8%	47 8.6%	80 15.8%
Prefer not to answer	2 1.4%	0 0.2%	2 1.2%	2 1.1%	1 0.6%	3 1.8%	3 0.6%	5 1.0%

Q18c Rebates on rain barrels and cisterns

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
No interest	319 30.0%	41 35.7%	43 34.0%	19 17.2%	217 30.4%	33 32.5%	125 27.6%	131 30.6%	30 39.3%
Somewhat interested	243 22.8%	26 22.6%	32 25.5%	25 23.0%	160 22.4%	15 14.4%	129 28.4%	85 19.9%	12 15.5%
Very interested	316 29.7%	31 27.5%	36 28.8%	46 42.0%	202 28.3%	36 35.0%	131 29.0%	139 32.6%	8 10.9%
Already done/ Participated	52 4.9%	3 2.2%	3 2.0%	4 4.0%	42 6.0%	8 7.7%	12 2.6%	28 6.6%	4 5.2%
Not sure	120 11.3%	12 10.2%	11 8.9%	15 13.1%	83 11.7%	11 10.4%	50 11.0%	40 9.3%	20 26.4%
Prefer not to answer	13 1.2%	2 1.8%	1 0.8%	1 0.6%	9 1.3%	-	6 1.3%	4 0.9%	2 2.6%

Q18c Rebates on rain barrels and cisterns

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
	<i>Base</i>	284	216	96	164	302	761	302	746
No interest	78 27.5%	66 30.5%	43 44.1%	37 22.3%	96 31.9%	223 29.3%	96 31.9%	223 30.0%	87 31.2%
Somewhat interested	56 19.6%	51 23.8%	14 14.4%	38 23.3%	84 27.7%	159 20.9%	84 27.7%	160 21.4%	77 27.5%
Very interested	99 34.8%	60 27.9%	25 25.8%	52 31.9%	79 26.3%	236 31.1%	79 26.3%	234 31.4%	71 25.5%
Already done/ Participated	16 5.5%	14 6.7%	5 5.1%	11 6.9%	6 1.9%	46 6.1%	6 1.9%	45 6.1%	7 2.4%
Not sure	34 12.0%	24 11.0%	5 5.6%	25 15.3%	31 10.4%	89 11.7%	31 10.4%	74 10.0%	34 12.2%
Prefer not to answer	2 0.6%	0 0.2%	5 4.9%	0 0.3%	6 1.8%	7 1.0%	6 1.8%	9 1.2%	3 1.1%

Q18c Rebates on rain barrels and cisterns

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
No interest	29 28.8%	204 29.4%	71 29.9%	57 36.7%	46 21.6%	44 24.7%	38 23.3%	51 34.8%	66 42.5%
Somewhat interested	31 31.1%	170 24.6%	42 17.6%	58 37.1%	43 19.9%	40 22.3%	40 24.3%	25 17.3%	26 16.6%
Very interested	32 32.4%	182 26.3%	93 39.2%	32 20.3%	80 37.5%	61 34.4%	64 39.0%	44 30.1%	29 18.9%
Already done/ Participated	1 0.8%	42 6.0%	8 3.3%	2 1.2%	9 4.1%	7 3.9%	5 3.1%	9 6.2%	13 8.7%
Not sure	7 6.9%	85 12.3%	23 9.8%	7 4.6%	32 15.1%	24 13.7%	14 8.7%	16 11.2%	20 12.7%
Prefer not to answer	-	10 1.4%	1 0.3%	-	4 1.8%	2 1.0%	3 1.6%	1 0.5%	1 0.6%

Q18c Rebates on rain barrels and cisterns

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
No interest	178 27.8%	22 27.5%	46 33.5%	49 35.9%	11 25.6%	181 30.5%	139 29.4%	207 29.2%	90 30.5%
Somewhat interested	152 23.8%	19 23.4%	25 17.9%	31 22.7%	11 26.2%	123 20.9%	119 25.4%	154 21.6%	70 23.6%
Very interested	233 36.4%	18 22.4%	27 19.3%	22 15.8%	15 35.2%	191 32.2%	125 26.5%	249 35.0%	62 21.2%
Already done/ Participated	44 6.8%	2 2.2%	2 1.5%	1 0.8%	1 3.2%	46 7.7%	6 1.3%	48 6.7%	3 1.1%
Not sure	26 4.1%	16 20.0%	38 27.4%	34 24.8%	4 9.9%	47 7.9%	74 15.7%	46 6.5%	66 22.6%
Prefer not to answer	7 1.1%	4 4.4%	0 0.3%	-	-	5 0.8%	8 1.7%	7 1.0%	3 1.1%

Q18c Rebates on rain barrels and cisterns

	Ethnicity (QD6)				Education Level (QD7)				
	Caucasian / White	Latino / Hispanic	Af-American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
No interest	154 31.7%	86 29.8%	10 22.1%	39 36.4%	9 13.6%	78 30.9%	73 27.6%	80 29.8%	65 30.4%
Somewhat interested	108 22.2%	69 23.9%	12 27.1%	22 20.6%	15 23.4%	62 24.6%	70 26.6%	54 20.0%	43 19.9%
Very interested	139 28.5%	92 31.5%	7 16.3%	25 23.6%	34 52.6%	60 23.8%	78 29.6%	92 34.4%	72 33.6%
Already done/ Participated	22 4.5%	18 6.2%	2 3.9%	3 2.6%	3 5.0%	10 3.9%	10 3.7%	15 5.8%	13 6.1%
Not sure	59 12.1%	25 8.7%	10 21.7%	16 15.2%	4 5.4%	37 14.6%	31 11.7%	26 9.6%	20 9.3%
Prefer not to answer	5 1.1%	-	4 8.9%	2 1.4%	-	5 2.2%	2 0.7%	1 0.3%	2 0.7%

Q18c Rebates on rain barrels and cisterns

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
No interest	42 31.4%	75 30.4%	46 30.3%	31 29.1%	38 29.1%	37 33.2%	19 28.2%	182 30.1%	120 30.6%
Somewhat interested	40 29.9%	57 23.0%	28 18.7%	30 28.6%	22 17.1%	14 12.2%	16 22.9%	132 21.7%	99 25.0%
Very interested	23 16.9%	66 26.6%	57 37.9%	26 25.0%	46 35.5%	45 40.0%	27 40.1%	201 33.1%	93 23.5%
Already done/ Participated	5 4.1%	9 3.7%	6 3.9%	6 5.9%	10 7.7%	6 5.0%	1 1.9%	37 6.0%	10 2.5%
Not sure	19 14.3%	36 14.5%	13 8.6%	12 11.5%	12 9.4%	11 9.6%	5 7.0%	51 8.4%	65 16.4%
Prefer not to answer	5 3.5%	4 1.7%	1 0.5%	-	2 1.2%	-	-	3 0.6%	8 2.0%

Q18c Rebates on rain barrels and cisterns

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
No interest	31 23.7%	71 30.3%	67 31.5%	51 31.0%	59 34.4%	41 27.2%	194 35.5%	126 24.8%
Somewhat interested	27 20.7%	47 20.4%	63 29.8%	43 26.0%	30 17.4%	32 21.4%	115 21.1%	123 24.2%
Very interested	40 30.2%	66 28.2%	62 29.2%	48 29.2%	53 30.9%	48 31.4%	162 29.7%	152 30.0%
Already done/ Participated	7 5.0%	8 3.3%	6 2.8%	8 5.1%	13 7.6%	10 6.8%	25 4.7%	25 5.0%
Not sure	25 19.0%	40 17.2%	12 5.5%	12 7.6%	14 8.2%	17 11.4%	44 8.0%	76 15.0%
Prefer not to answer	2 1.4%	1 0.6%	2 1.2%	2 1.1%	3 1.5%	3 1.8%	6 1.1%	5 1.0%

Q18d Rebates for water efficient outdoor devices like sprinklers and controllers

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
No interest	261 24.6%	36 31.3%	29 23.1%	24 21.3%	173 24.3%	28 27.5%	119 26.3%	93 21.7%	21 27.9%
Somewhat interested	258 24.2%	27 23.9%	25 20.1%	26 23.9%	179 25.1%	23 22.9%	119 26.2%	101 23.5%	15 19.8%
Very interested	322 30.3%	35 30.4%	48 37.9%	39 35.1%	201 28.2%	30 29.7%	125 27.6%	147 34.5%	16 20.9%
Already done/ Participated	65 6.1%	3 2.4%	7 5.9%	6 5.4%	49 6.9%	7 7.0%	25 5.4%	28 6.6%	5 6.8%
Not sure	145 13.7%	12 10.2%	15 12.1%	15 13.7%	103 14.5%	13 12.9%	61 13.4%	55 12.8%	17 22.0%
Prefer not to answer	11 1.1%	2 1.8%	1 0.8%	1 0.6%	8 1.1%	-	4 1.0%	4 0.9%	2 2.6%

Q18d Rebates for water efficient outdoor devices like sprinklers and controllers

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
No interest	60 21.1%	54 25.0%	29 30.2%	32 19.3%	87 28.7%	175 22.9%	87 28.7%	180 24.2%	75 27.0%
Somewhat interested	63 22.2%	49 22.7%	15 15.6%	41 25.2%	89 29.6%	168 22.1%	89 29.6%	167 22.4%	81 29.1%
Very interested	92 32.5%	75 34.7%	28 28.8%	56 34.2%	71 23.6%	251 33.0%	71 23.6%	247 33.1%	68 24.2%
Already done/ Participated	23 8.2%	11 4.9%	10 10.2%	6 3.5%	16 5.3%	49 6.5%	16 5.3%	52 7.0%	12 4.2%
Not sure	44 15.5%	27 12.5%	10 10.3%	29 17.5%	35 11.6%	110 14.5%	35 11.6%	92 12.4%	40 14.3%
Prefer not to answer	2 0.6%	0 0.2%	5 4.9%	0 0.3%	4 1.3%	7 1.0%	4 1.3%	7 1.0%	3 1.1%

Q18d Rebates for water efficient outdoor devices like sprinklers and controllers

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
No interest	24 24.4%	156 22.4%	66 27.8%	51 32.8%	40 18.8%	38 21.2%	30 18.2%	43 29.9%	46 30.1%
Somewhat interested	22 21.8%	183 26.3%	48 20.2%	46 29.5%	42 19.6%	51 28.3%	44 27.2%	28 19.4%	34 21.8%
Very interested	42 42.4%	192 27.7%	84 35.6%	40 25.8%	82 38.0%	56 31.6%	57 35.0%	45 30.6%	32 20.5%
Already done/ Participated	5 5.3%	48 6.9%	10 4.4%	3 1.7%	13 6.1%	10 5.5%	10 6.1%	12 8.2%	13 8.5%
Not sure	6 6.2%	107 15.4%	28 11.7%	16 10.2%	34 15.7%	22 12.5%	21 12.8%	17 11.4%	29 18.5%
Prefer not to answer	-	9 1.2%	1 0.3%	-	4 1.8%	2 1.0%	1 0.6%	1 0.5%	1 0.6%

Q18d Rebates for water efficient outdoor devices like sprinklers and controllers

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
No interest	133 20.7%	14 16.9%	34 25.0%	58 42.4%	14 32.0%	140 23.7%	121 25.7%	155 21.9%	84 28.4%
Somewhat interested	180 28.0%	22 27.6%	22 15.6%	17 12.7%	11 26.0%	140 23.6%	118 25.0%	189 26.6%	55 18.7%
Very interested	228 35.6%	18 22.5%	41 29.6%	19 13.8%	11 26.9%	194 32.9%	128 27.1%	241 33.9%	70 23.8%
Already done/ Participated	53 8.3%	6 7.7%	2 1.5%	2 1.6%	0 1.0%	51 8.6%	14 3.0%	59 8.3%	6 2.0%
Not sure	40 6.2%	18 22.9%	38 28.0%	40 29.4%	6 14.1%	62 10.4%	84 17.7%	60 8.5%	77 26.0%
Prefer not to answer	7 1.1%	2 2.5%	0 0.3%	-	-	5 0.8%	7 1.4%	6 0.8%	3 1.1%

Q18d Rebates for water efficient outdoor devices like sprinklers and controllers

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
No interest	118 24.2%	78 26.7%	17 37.7%	24 23.0%	8 12.7%	91 35.9%	68 26.1%	41 15.4%	40 18.9%
Somewhat interested	125 25.6%	58 20.0%	4 8.6%	29 27.6%	24 36.9%	55 21.7%	57 21.6%	78 29.0%	56 26.0%
Very interested	140 28.7%	102 34.9%	6 14.1%	31 29.0%	21 31.7%	45 17.7%	85 32.5%	107 40.0%	71 33.2%
Already done/ Participated	29 5.9%	24 8.2%	2 4.1%	5 5.0%	3 3.9%	15 5.9%	10 3.9%	12 4.5%	22 10.4%
Not sure	71 14.6%	30 10.2%	12 26.6%	16 15.4%	10 14.8%	42 16.7%	40 15.3%	29 10.8%	25 11.6%
Prefer not to answer	5 1.1%	-	4 8.9%	-	-	5 2.2%	2 0.7%	1 0.3%	-

Q18d Rebates for water efficient outdoor devices like sprinklers and controllers

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
No interest	49 36.3%	83 33.4%	39 25.5%	20 19.4%	21 16.3%	17 15.0%	10 15.1%	127 20.9%	118 30.0%
Somewhat interested	26 19.0%	56 22.5%	30 20.1%	30 28.1%	39 30.0%	30 26.9%	21 30.0%	169 28.0%	75 19.0%
Very interested	22 16.0%	52 20.9%	58 38.2%	38 35.7%	41 31.7%	47 41.4%	28 40.5%	195 32.2%	106 26.9%
Already done/ Participated	5 3.5%	11 4.6%	5 3.5%	4 3.9%	14 11.1%	8 7.1%	6 8.4%	51 8.4%	10 2.5%
Not sure	29 21.6%	42 16.9%	18 12.1%	14 12.9%	14 10.9%	11 9.5%	4 6.0%	62 10.2%	77 19.6%
Prefer not to answer	5 3.5%	4 1.7%	1 0.5%	-	-	-	-	2 0.3%	8 2.0%

Q18d Rebates for water efficient outdoor devices like sprinklers and controllers

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
No interest	26 19.6%	62 26.7%	37 17.6%	44 26.7%	53 30.9%	39 26.0%	146 26.8%	114 22.5%
Somewhat interested	39 29.5%	41 17.7%	66 31.1%	44 27.0%	28 16.4%	39 26.0%	156 28.6%	98 19.3%
Very interested	32 24.4%	72 31.0%	71 33.3%	51 31.1%	50 29.3%	46 30.5%	146 26.7%	174 34.3%
Already done/ Participated	11 8.2%	7 3.1%	15 6.9%	10 6.1%	17 9.8%	6 3.8%	33 6.1%	32 6.3%
Not sure	22 16.9%	49 20.9%	21 9.8%	13 8.0%	22 13.1%	18 12.0%	61 11.1%	84 16.6%
Prefer not to answer	2 1.4%	1 0.6%	2 1.2%	2 1.1%	1 0.6%	3 1.8%	4 0.8%	5 1.0%

Q18e Rebates for water efficient indoor devices like toilets, clothes washers, dish washers

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
No interest	198 18.6%	26 22.8%	20 15.7%	14 12.5%	139 19.4%	27 26.4%	75 16.6%	83 19.3%	11 14.5%
Somewhat interested	292 27.4%	34 29.7%	37 29.8%	32 28.6%	189 26.5%	27 25.9%	144 31.9%	105 24.4%	16 21.6%
Very interested	379 35.7%	43 37.8%	48 37.9%	49 44.0%	240 33.7%	35 33.8%	156 34.5%	167 39.0%	21 27.6%
Already done/ Participated	120 11.3%	3 2.5%	15 11.7%	10 8.8%	93 13.1%	13 12.4%	50 11.0%	50 11.6%	8 11.1%
Not sure	62 5.8%	6 5.4%	5 4.0%	6 5.4%	45 6.3%	1 1.5%	23 5.1%	20 4.8%	17 22.5%
Prefer not to answer	11 1.1%	2 1.8%	1 0.8%	1 0.6%	8 1.1%	-	4 1.0%	4 0.9%	2 2.6%

Q18e Rebates for water efficient indoor devices like toilets, clothes washers, dish washers

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
						<i>Base</i>	284	216	96
No interest	54 18.9%	38 17.6%	19 19.4%	20 12.0%	68 22.5%	130 17.1%	68 22.5%	134 18.0%	58 20.8%
Somewhat interested	69 24.2%	66 30.5%	20 21.1%	48 29.3%	89 29.4%	203 26.7%	89 29.4%	193 25.9%	90 32.3%
Very interested	109 38.6%	78 35.9%	32 33.7%	66 40.3%	94 31.1%	286 37.5%	94 31.1%	278 37.3%	88 31.6%
Already done/ Participated	32 11.3%	23 10.8%	18 19.1%	18 10.9%	29 9.5%	92 12.1%	29 9.5%	93 12.5%	25 8.9%
Not sure	18 6.4%	11 5.0%	2 1.9%	7 4.3%	6 2.0%	44 5.7%	18 6.1%	40 5.3%	15 5.4%
Prefer not to answer	2 0.6%	0 0.2%	5 4.9%	0 0.3%	4 1.3%	7 1.0%	4 1.3%	7 1.0%	3 1.1%

Q18e Rebates for water efficient indoor devices like toilets, clothes washers, dish washers

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
No interest	19 19.1%	118 17.0%	52 22.0%	46 29.2%	27 12.8%	23 12.7%	23 14.1%	33 22.9%	31 19.9%
Somewhat interested	30 30.6%	214 30.9%	41 17.3%	47 30.4%	45 20.8%	54 30.2%	55 34.0%	36 24.6%	46 29.5%
Very interested	36 36.6%	223 32.2%	109 46.2%	53 33.7%	101 47.2%	74 41.6%	61 37.4%	42 28.9%	39 25.3%
Already done/ Participated	12 12.4%	84 12.1%	22 9.3%	6 3.9%	21 9.8%	19 10.5%	14 8.7%	26 17.7%	24 15.8%
Not sure	1 1.3%	45 6.5%	11 4.9%	4 2.8%	16 7.6%	7 4.0%	8 5.2%	8 5.4%	14 8.9%
Prefer not to answer	-	9 1.2%	1 0.3%	-	4 1.8%	2 1.0%	1 0.6%	1 0.5%	1 0.6%

Q18e Rebates for water efficient indoor devices like toilets, clothes washers, dish washers

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsd pays	Someone else pays
						<i>Base</i>	640	80	137
No interest	117 18.3%	12 15.0%	18 13.3%	42 30.4%	7 16.1%	105 17.8%	93 19.7%	130 18.3%	58 19.6%
Somewhat interested	183 28.5%	19 23.7%	25 18.3%	45 33.0%	13 29.8%	156 26.3%	136 28.9%	198 27.9%	77 26.1%
Very interested	229 35.8%	30 36.7%	68 49.7%	28 20.7%	14 33.5%	205 34.7%	174 36.9%	258 36.3%	100 34.0%
Already done/ Participated	84 13.1%	9 11.5%	15 10.6%	5 3.9%	5 11.9%	98 16.6%	22 4.8%	96 13.5%	24 8.0%
Not sure	20 3.1%	9 10.6%	11 7.8%	17 12.0%	4 8.7%	23 3.8%	39 8.3%	23 3.3%	33 11.1%
Prefer not to answer	7 1.1%	2 2.5%	0 0.3%	-	-	5 0.8%	7 1.4%	6 0.8%	3 1.1%

Q18e Rebates for water efficient indoor devices like toilets, clothes washers, dish washers

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af- American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
No interest	81 16.7%	56 19.2%	16 34.6%	23 21.4%	9 13.3%	54 21.2%	62 23.5%	41 15.2%	26 12.1%
Somewhat interested	138 28.3%	69 23.8%	8 18.0%	30 28.5%	29 44.2%	65 25.8%	67 25.5%	73 27.3%	70 32.5%
Very interested	172 35.3%	120 41.2%	5 10.3%	41 38.5%	21 32.9%	89 35.4%	90 34.3%	106 39.3%	78 36.2%
Already done- / Participated	58 11.9%	39 13.3%	4 8.3%	4 3.9%	6 8.8%	17 6.8%	27 10.2%	35 12.9%	34 15.9%
Not sure	33 6.7%	8 2.6%	9 20.0%	8 7.7%	1 0.8%	22 8.6%	15 5.7%	13 5.0%	7 3.4%
Prefer not to answer	5 1.1%	-	4 8.9%	-	-	5 2.2%	2 0.7%	1 0.3%	-

Q18e Rebates for water efficient indoor devices like toilets, clothes washers, dish washers

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
No interest	34 25.2%	52 20.8%	32 21.3%	19 18.0%	20 15.5%	14 12.4%	9 13.7%	102 16.9%	88 22.2%
Somewhat interested	32 24.1%	75 30.1%	35 23.0%	29 27.1%	31 24.1%	30 26.7%	23 33.7%	168 27.7%	106 26.9%
Very interested	36 26.9%	77 31.2%	57 37.8%	45 42.4%	54 41.2%	46 40.7%	28 41.0%	220 36.4%	134 33.9%
Already done- / Participated	13 9.5%	20 8.2%	20 13.5%	10 9.4%	20 15.4%	16 14.5%	7 11.0%	91 15.1%	22 5.5%
Not sure	15 10.9%	20 8.0%	6 3.8%	3 3.1%	5 3.8%	6 5.7%	0 0.6%	22 3.6%	37 9.4%
Prefer not to answer	5 3.5%	4 1.7%	1 0.5%	-	-	-	-	2 0.3%	8 2.0%

Q18e Rebates for water efficient indoor devices like toilets, clothes washers, dish washers

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
No interest	15 11.5%	51 22.0%	33 15.4%	33 20.2%	30 17.7%	36 23.4%	124 22.6%	74 14.7%
Somewhat interested	49 36.8%	56 23.9%	47 22.0%	51 30.9%	54 31.7%	36 23.7%	160 29.3%	128 25.2%
Very interested	39 29.4%	89 38.1%	89 41.9%	50 30.5%	64 37.3%	49 32.6%	174 31.8%	203 40.0%
Already done- / Participated	18 13.3%	17 7.3%	31 14.8%	21 13.1%	17 10.2%	16 10.3%	65 11.9%	55 10.8%
Not sure	10 7.6%	19 8.0%	10 4.6%	7 4.2%	4 2.5%	13 8.3%	19 3.5%	42 8.3%
Prefer not to answer	2 1.4%	1 0.6%	2 1.2%	2 1.1%	1 0.6%	3 1.8%	4 0.8%	5 1.0%

Q18f Home water-use surveys to identify ways you can save water

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
No interest	297 27.9%	31 27.6%	29 23.5%	17 15.1%	220 30.8%	38 37.0%	131 29.0%	111 26.0%	17 21.7%
Somewhat interested	359 33.8%	43 37.8%	33 26.6%	42 38.3%	240 33.7%	22 21.6%	163 36.0%	149 34.9%	24 31.1%
Very interested	255 24.0%	29 25.7%	42 33.4%	33 29.6%	151 21.2%	30 29.6%	91 20.2%	112 26.2%	19 24.7%
Already done- / Participated	69 6.5%	2 2.0%	14 11.5%	6 5.8%	46 6.4%	10 9.8%	26 5.8%	30 7.0%	2 3.1%
Not sure	72 6.8%	6 5.1%	5 4.1%	12 10.6%	49 6.9%	2 1.9%	36 8.0%	21 4.9%	13 16.8%
Prefer not to answer	11 1.0%	2 1.8%	1 0.8%	1 0.6%	7 1.0%	-	4 1.0%	4 0.9%	2 2.6%

Q18f Home water-use surveys to identify ways you can save water

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
No interest	72 25.3%	76 35.1%	38 39.0%	36 22.1%	76 25.0%	222 29.1%	76 25.0%	207 27.8%	80 28.8%
Somewhat interested	89 31.2%	76 35.2%	25 26.3%	56 34.1%	113 37.4%	246 32.3%	113 37.4%	246 32.9%	100 36.1%
Very interested	87 30.8%	37 16.9%	18 18.7%	42 25.8%	71 23.5%	184 24.2%	71 23.5%	180 24.2%	62 22.4%
Already done/ Participated	20 7.0%	14 6.3%	9 9.0%	7 4.4%	20 6.5%	49 6.5%	20 6.5%	49 6.6%	19 6.9%
Not sure	16 5.5%	13 5.9%	2 2.2%	22 13.4%	19 6.2%	53 7.0%	19 6.2%	57 7.6%	13 4.8%
Prefer not to answer	1 0.2%	1 0.6%	5 4.9%	0 0.3%	4 1.3%	7 0.9%	4 1.3%	7 0.9%	3 1.1%

Q18f Home water-use surveys to identify ways you can save water

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
No interest	21 20.8%	198 28.6%	65 27.5%	33 21.2%	56 26.2%	50 27.7%	44 26.9%	47 32.3%	50 32.4%
Somewhat interested	36 36.2%	253 36.5%	67 28.4%	63 40.5%	65 30.2%	63 35.4%	68 41.6%	44 30.3%	45 29.2%
Very interested	33 33.5%	141 20.3%	75 31.7%	45 28.7%	66 31.0%	44 24.7%	34 20.5%	34 23.3%	25 16.5%
Already done/ Participated	7 7.3%	51 7.3%	10 4.3%	7 4.3%	6 2.9%	12 6.7%	10 5.9%	11 7.4%	18 12.0%
Not sure	2 2.1%	42 6.1%	18 7.8%	8 5.2%	17 7.9%	9 5.0%	7 4.4%	9 6.2%	14 9.0%
Prefer not to answer	-	8 1.2%	1 0.3%	-	4 1.8%	1 0.5%	1 0.6%	1 0.5%	2 1.1%

Q18f Home water-use surveys to identify ways you can save water

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
No interest	195 30.5%	11 13.9%	38 27.9%	38 28.0%	8 18.2%	174 29.4%	123 26.1%	219 30.9%	58 19.6%
Somewhat interested	221 34.5%	29 35.6%	34 24.7%	60 43.8%	14 33.9%	195 33.0%	163 34.7%	236 33.1%	111 37.8%
Very interested	152 23.7%	23 28.8%	39 28.4%	19 13.7%	13 29.7%	136 22.9%	120 25.4%	170 23.9%	69 23.4%
Already done/ Participated	36 5.5%	7 8.9%	13 9.5%	7 4.9%	3 6.3%	51 8.7%	17 3.7%	45 6.3%	21 7.1%
Not sure	31 4.8%	8 10.3%	13 9.2%	13 9.6%	5 11.9%	32 5.4%	40 8.5%	34 4.8%	33 11.2%
Prefer not to answer	7 1.0%	2 2.5%	0 0.3%	-	-	4 0.6%	7 1.6%	7 0.9%	2 0.8%

Q18f Home water-use surveys to identify ways you can save water

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
No interest	142 29.3%	63 21.7%	16 34.6%	29 27.2%	21 32.3%	80 31.7%	64 24.4%	72 26.8%	58 27.2%
Somewhat interested	176 36.1%	91 31.4%	10 22.8%	38 35.8%	21 32.8%	69 27.3%	93 35.5%	96 35.6%	82 38.4%
Very interested	101 20.6%	100 34.4%	9 20.8%	24 23.0%	12 18.0%	65 25.6%	65 24.9%	74 27.7%	43 19.8%
Already done/ Participated	24 5.0%	27 9.4%	2 4.6%	5 4.9%	5 7.4%	12 4.6%	19 7.4%	11 4.0%	20 9.2%
Not sure	39 8.1%	9 3.0%	4 8.3%	10 9.2%	5 8.3%	22 8.7%	19 7.4%	15 5.6%	11 5.1%
Prefer not to answer	4 0.9%	-	4 8.9%	-	1 1.2%	5 2.2%	1 0.4%	1 0.3%	1 0.4%

Q18f Home water-use surveys to identify ways you can save water

	Hsd Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
No interest	50 37.0%	63 25.6%	47 31.1%	30 29.0%	37 28.0%	29 25.9%	14 21.2%	176 29.1%	101 25.5%
Somewhat interested	46 33.9%	83 33.6%	38 25.2%	45 42.9%	51 39.1%	31 27.5%	28 41.0%	214 35.4%	124 31.5%
Very interested	19 14.4%	50 20.2%	50 32.7%	23 21.7%	27 20.6%	34 30.6%	22 32.1%	137 22.7%	104 26.3%
Already done/ Participated	5 3.7%	20 8.0%	7 4.8%	4 3.7%	11 8.4%	9 7.7%	4 5.1%	45 7.4%	21 5.4%
Not sure	11 8.3%	27 10.9%	9 5.7%	2 2.0%	5 3.9%	9 8.3%	0 0.6%	31 5.1%	38 9.5%
Prefer not to answer	4 2.8%	4 1.7%	1 0.5%	1 0.7%	-	-	-	3 0.4%	7 1.8%

Q18f Home water-use surveys to identify ways you can save water

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
	<i>Base</i>	132	233	212	164	170	152	546
No interest	36 26.9%	62 26.8%	52 24.7%	47 28.7%	50 29.4%	50 32.7%	188 34.4%	109 21.4%
Somewhat interested	50 37.7%	76 32.8%	71 33.6%	59 36.1%	58 34.1%	44 29.0%	173 31.7%	181 35.7%
Very interested	28 20.9%	60 25.9%	54 25.5%	38 22.9%	42 24.4%	34 22.3%	118 21.7%	136 26.8%
Already done/ Participated	5 3.6%	9 3.8%	23 11.1%	7 4.6%	12 6.9%	12 8.2%	33 6.1%	34 6.8%
Not sure	12 9.4%	24 10.2%	8 3.9%	11 6.6%	8 4.5%	9 6.0%	30 5.4%	42 8.2%
Prefer not to answer	2 1.4%	1 0.5%	2 1.2%	2 1.1%	1 0.6%	3 1.8%	4 0.8%	5 1.0%

Q18g Gray water systems

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
No interest	309 29.1%	34 30.1%	35 28.1%	22 19.8%	218 30.5%	34 33.4%	135 29.9%	119 27.9%	20 26.4%
Somewhat interested	285 26.8%	19 16.8%	39 30.9%	34 30.8%	193 27.1%	23 22.6%	122 26.9%	120 28.0%	17 21.8%
Very interested	235 22.1%	27 23.9%	30 23.7%	30 27.0%	149 20.8%	24 23.2%	90 20.0%	108 25.2%	13 17.7%
Already done/ Participated	23 2.2%	2 1.6%	0 0.4%	1 0.8%	20 2.8%	4 3.8%	6 1.2%	11 2.7%	2 2.7%
Not sure	200 18.8%	29 25.8%	20 16.1%	23 21.0%	127 17.8%	17 17.0%	95 20.9%	66 15.4%	22 28.8%
Prefer not to answer	11 1.0%	2 1.8%	1 0.8%	1 0.6%	7 1.0%	-	4 1.0%	4 0.8%	2 2.6%

Q18g Gray water systems

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
	<i>Base</i>	284	216	96	164	302	761	302	746
No interest	77 27.1%	71 32.8%	31 32.4%	38 22.9%	93 30.6%	216 28.4%	93 30.6%	217 29.1%	81 29.2%
Somewhat interested	88 30.9%	60 27.7%	26 26.8%	39 23.9%	72 24.0%	212 27.9%	72 24.0%	213 28.6%	67 23.9%
Very interested	68 23.8%	50 23.2%	19 20.2%	38 23.5%	60 19.8%	176 23.1%	60 19.8%	168 22.5%	61 21.8%
Already done/ Participated	7 2.5%	5 2.2%	3 3.5%	3 1.7%	5 1.7%	18 2.4%	5 1.7%	21 2.8%	2 0.7%
Not sure	43 15.2%	30 13.9%	13 13.1%	45 27.5%	68 22.6%	132 17.3%	68 22.6%	119 16.0%	65 23.2%
Prefer not to answer	2 0.6%	0 0.2%	4 4.0%	1 0.5%	4 1.3%	7 0.9%	4 1.3%	7 0.9%	3 1.1%

Q18g Gray water systems

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
No interest	31 31.2%	185 26.6%	82 34.7%	33 20.9%	62 28.8%	48 26.9%	47 29.0%	42 29.2%	57 36.8%
Somewhat interested	30 30.7%	202 29.2%	50 21.1%	45 29.1%	50 23.2%	56 31.4%	41 25.0%	43 29.4%	36 23.4%
Very interested	25 25.6%	145 20.9%	58 24.6%	37 23.4%	48 22.4%	40 22.3%	45 27.5%	32 22.0%	27 17.8%
Already done/ Participated	- -	15 2.2%	6 2.7%	- -	- -	8 4.4%	6 3.4%	4 2.7%	3 2.2%
Not sure	12 12.5%	138 19.9%	39 16.6%	41 26.6%	51 23.8%	26 14.5%	24 14.5%	24 16.3%	29 18.9%
Prefer not to answer	- -	8 1.2%	1 0.3%	- -	4 1.8%	1 0.5%	1 0.6%	1 0.5%	1 0.9%

Q18g Gray water systems

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
No interest	173 27.0%	26 32.4%	40 28.8%	50 36.7%	15 35.4%	182 30.7%	127 27.0%	211 29.7%	84 28.4%
Somewhat interested	198 31.0%	12 14.6%	32 23.3%	31 22.9%	6 14.8%	169 28.5%	116 24.6%	207 29.1%	64 21.7%
Very interested	161 25.1%	15 18.1%	19 13.7%	16 11.7%	15 36.0%	143 24.1%	93 19.7%	175 24.7%	42 14.4%
Already done/ Participated	19 2.9%	2 2.2%	- -	1 0.8%	1 3.2%	22 3.8%	1 0.1%	21 3.0%	1 0.4%
Not sure	83 13.0%	24 30.1%	47 33.8%	38 27.9%	5 10.6%	72 12.2%	128 27.1%	91 12.8%	100 34.0%
Prefer not to answer	6 1.0%	2 2.5%	0 0.3%	- -	- -	4 0.7%	7 1.4%	5 0.8%	3 1.1%

Q18g Gray water systems

	Ethnicity (QD6)				Education Level (QD7)				
	Caucasian / White	Latino / Hispanic	Af-American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
No interest	146 29.9%	93 32.0%	14 29.8%	28 26.1%	11 16.8%	82 32.3%	88 33.6%	64 24.0%	54 25.3%
Somewhat interested	122 25.1%	66 22.6%	7 14.7%	36 33.8%	28 43.5%	59 23.3%	53 20.1%	91 34.1%	60 28.1%
Very interested	103 21.2%	71 24.4%	11 24.7%	26 24.2%	16 24.3%	44 17.5%	55 20.9%	69 25.6%	60 27.8%
Already done/ Participated	11 2.3%	7 2.6%	- -	- -	1 2.2%	9 3.5%	3 1.2%	4 1.6%	6 2.7%
Not sure	100 20.5%	53 18.4%	10 21.9%	17 15.9%	9 13.2%	54 21.2%	62 23.5%	40 14.8%	34 16.1%
Prefer not to answer	5 1.0%	- -	4 8.9%	- -	- -	5 2.2%	2 0.7%	- -	- -

Q18g Gray water systems

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
No interest	36 27.1%	84 34.1%	46 30.7%	38 35.7%	31 24.0%	26 23.2%	19 27.7%	169 28.0%	123 31.3%
Somewhat interested	40 29.5%	56 22.6%	43 28.1%	23 21.9%	43 33.3%	27 23.9%	17 25.2%	177 29.2%	86 21.8%
Very interested	26 19.0%	38 15.4%	42 27.8%	24 22.4%	24 18.4%	40 35.3%	24 34.8%	157 26.0%	64 16.2%
Already done/ Participated	4 2.8%	3 1.4%	4 2.4%	1 0.6%	6 4.3%	2 2.2%	2 2.4%	18 2.9%	3 0.9%
Not sure	24 18.2%	61 24.8%	17 11.0%	20 19.5%	26 20.1%	17 15.3%	7 9.9%	83 13.7%	109 27.7%
Prefer not to answer	5 3.5%	4 1.7%	- -	- -	- -	- -	- -	1 0.2%	8 2.0%

Q18g Gray water systems

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
No interest	34 25.6%	68 29.1%	66 31.0%	47 28.6%	54 31.4%	41 27.2%	187 34.2%	122 24.1%
Somewhat interested	36 27.4%	52 22.5%	57 27.1%	50 30.6%	46 27.2%	42 27.9%	140 25.7%	138 27.2%
Very interested	25 18.7%	51 22.1%	41 19.2%	40 24.2%	41 23.8%	38 25.2%	122 22.4%	112 22.2%
Already done/ Participated	3 2.4%	3 1.3%	0 0.2%	6 3.9%	5 3.2%	5 3.0%	13 2.4%	10 2.0%
Not sure	32 24.1%	57 24.3%	45 21.3%	20 12.1%	24 13.8%	23 15.0%	79 14.6%	120 23.6%
Prefer not to answer	2 1.8%	1 0.6%	2 1.2%	1 0.6%	1 0.6%	3 1.8%	4 0.8%	5 0.9%

Q18h Turf replacement rebates

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
No interest	388 36.5%	47 41.0%	49 39.3%	33 30.1%	259 36.3%	46 44.5%	163 36.1%	157 36.6%	22 28.5%
Somewhat interested	180 16.9%	19 17.1%	17 13.8%	17 15.0%	127 17.8%	17 16.3%	75 16.7%	72 16.7%	14 17.9%
Very interested	252 23.7%	31 26.9%	32 25.5%	40 35.9%	149 20.9%	18 17.8%	111 24.5%	105 24.6%	17 22.8%
Already done/ Participated	58 5.4%	2 2.1%	10 7.6%	3 2.6%	43 6.0%	9 9.1%	22 4.8%	25 5.9%	1 1.4%
Not sure	174 16.4%	13 11.2%	16 13.0%	17 15.7%	128 18.0%	13 12.3%	76 16.9%	65 15.2%	20 26.8%
Prefer not to answer	11 1.0%	2 1.8%	1 0.8%	1 0.6%	7 1.0%	-	4 1.0%	4 0.9%	2 2.6%

Q18h Turf replacement rebates

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
No interest	100 35.3%	83 38.3%	32 32.8%	51 31.1%	123 40.6%	265 34.9%	123 40.6%	258 34.6%	119 42.7%
Somewhat interested	49 17.2%	30 14.1%	17 17.7%	33 19.9%	51 16.8%	129 17.0%	51 16.8%	134 17.9%	42 15.2%
Very interested	61 21.6%	56 25.7%	26 27.5%	33 20.4%	75 24.8%	177 23.2%	75 24.8%	189 25.3%	60 21.4%
Already done/ Participated	18 6.4%	14 6.4%	6 6.3%	8 5.0%	11 3.8%	46 6.1%	11 3.8%	43 5.8%	9 3.3%
Not sure	55 19.2%	32 15.0%	10 10.6%	38 23.3%	38 12.6%	136 17.9%	38 12.6%	114 15.3%	45 16.3%
Prefer not to answer	1 0.2%	1 0.6%	5 4.9%	0 0.3%	4 1.3%	7 0.9%	4 1.3%	7 0.9%	3 1.1%

Q18h Turf replacement rebates

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
No interest	48 48.1%	236 34.0%	90 38.2%	75 47.8%	61 28.2%	49 27.5%	54 33.2%	63 43.0%	69 44.5%
Somewhat interested	21 21.2%	118 16.9%	37 15.5%	28 18.1%	33 15.6%	46 25.6%	30 18.6%	17 11.4%	17 10.7%
Very interested	18 17.9%	158 22.8%	68 28.6%	30 19.5%	68 31.9%	54 30.2%	43 26.3%	31 21.3%	21 13.3%
Already done/ Participated	4 4.4%	43 6.2%	10 4.2%	2 1.2%	7 3.5%	5 2.7%	9 5.8%	13 8.9%	16 10.2%
Not sure	8 8.4%	131 18.9%	31 13.2%	21 13.4%	41 19.0%	24 13.4%	25 15.5%	22 14.9%	31 20.2%
Prefer not to answer	-	8 1.2%	1 0.3%	-	4 1.8%	1 0.5%	1 0.6%	1 0.5%	2 1.1%

Q18h Turf replacement rebates

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
No interest	215 33.5%	29 36.5%	49 35.8%	69 50.2%	20 46.2%	220 37.2%	168 35.7%	246 34.6%	113 38.5%
Somewhat interested	132 20.7%	16 19.7%	16 11.8%	9 6.9%	4 9.6%	88 14.8%	92 19.6%	132 18.5%	43 14.5%
Very interested	177 27.7%	9 11.0%	28 20.5%	16 11.6%	10 24.1%	158 26.7%	94 19.8%	194 27.3%	45 15.2%
Already done/ Participated	48 7.4%	4 4.6%	2 1.7%	1 0.8%	2 4.5%	48 8.2%	9 2.0%	53 7.5%	5 1.6%
Not sure	62 9.6%	21 25.7%	41 29.9%	42 30.5%	7 15.7%	74 12.5%	101 21.4%	79 11.1%	87 29.5%
Prefer not to answer	7 1.0%	2 2.5%	0 0.3%	-	-	4 0.6%	7 1.6%	7 0.9%	2 0.8%

Q18h Turf replacement rebates

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
No interest	177 36.4%	107 36.9%	17 37.7%	46 43.6%	17 26.3%	93 36.9%	106 40.4%	89 33.1%	69 32.3%
Somewhat interested	79 16.2%	56 19.4%	6 13.3%	7 7.1%	18 27.9%	55 21.7%	41 15.5%	34 12.7%	45 21.0%
Very interested	115 23.6%	66 22.6%	5 11.8%	32 30.3%	18 28.6%	47 18.7%	54 20.8%	92 34.4%	46 21.3%
Already done/ Participated	30 6.1%	19 6.7%	1 2.2%	4 4.2%	-	6 2.3%	10 3.9%	16 6.0%	21 9.6%
Not sure	82 16.8%	42 14.3%	12 26.0%	16 14.9%	10 16.1%	46 18.2%	50 19.1%	36 13.4%	33 15.5%
Prefer not to answer	4 0.9%	-	4 8.9%	-	1 1.2%	5 2.2%	1 0.4%	1 0.3%	1 0.4%

Q18h Turf replacement rebates

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
No interest	44 32.8%	102 41.3%	64 42.2%	40 38.5%	38 28.8%	34 30.7%	26 37.8%	214 35.4%	154 39.2%
Somewhat interested	22 16.7%	55 22.0%	14 9.4%	14 13.4%	22 17.1%	19 16.7%	15 22.3%	101 16.7%	65 16.6%
Very interested	27 20.4%	30 12.2%	49 32.1%	22 20.9%	45 34.3%	36 31.8%	18 27.0%	163 26.9%	70 17.8%
Already done/ Participated	6 4.5%	4 1.7%	8 5.2%	7 6.6%	12 8.9%	12 10.3%	4 5.5%	50 8.2%	4 1.0%
Not sure	31 22.8%	52 21.0%	16 10.6%	21 19.9%	14 10.9%	12 10.5%	5 7.4%	75 12.4%	93 23.7%
Prefer not to answer	4 2.8%	4 1.7%	1 0.5%	1 0.7%	-	-	-	3 0.4%	7 1.8%

Q18h Turf replacement rebates

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
No interest	46 34.4%	85 36.6%	77 36.2%	57 35.0%	70 40.9%	54 35.3%	217 39.8%	169 33.4%
Somewhat interested	23 17.0%	47 20.1%	36 17.2%	27 16.7%	28 16.3%	19 12.6%	97 17.7%	81 16.0%
Very interested	27 20.6%	42 18.0%	48 22.4%	48 29.1%	45 26.6%	42 27.6%	139 25.4%	109 21.5%
Already done/ Participated	7 5.0%	8 3.6%	16 7.4%	13 7.7%	6 3.6%	8 5.6%	29 5.2%	29 5.7%
Not sure	28 21.5%	49 21.3%	33 15.6%	17 10.4%	21 12.0%	26 17.1%	60 11.1%	113 22.4%
Prefer not to answer	2 1.4%	1 0.5%	2 1.2%	2 1.1%	1 0.6%	3 1.8%	4 0.8%	5 1.0%

Q19a A reliable water supply for this region is essential to my quality of life

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Strongly agree	796 74.9%	86 75.2%	95 75.6%	71 64.4%	544 76.3%	72 70.6%	325 71.9%	343 80.2%	53 69.5%
Somewhat agree	191 17.9%	14 12.1%	19 15.2%	25 22.5%	133 18.6%	18 17.7%	89 19.8%	75 17.5%	8 11.1%
Somewhat disagree	22 2.0%	0 0.4%	1 0.6%	6 5.1%	15 2.1%	4 3.7%	13 2.8%	5 1.2%	-
Strongly disagree	19 1.8%	1 0.6%	6 5.2%	1 1.1%	11 1.5%	4 4.0%	12 2.7%	2 0.5%	1 0.9%
No opinion	36 3.4%	13 11.7%	4 3.4%	8 6.9%	11 1.5%	4 4.0%	13 2.8%	3 0.7%	14 18.5%

Q19a A reliable water supply for this region is essential to my quality of life

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
						<i>Base</i>	284	216	96
Strongly agree	236 83.3%	155 71.7%	69 71.9%	120 73.3%	215 71.2%	581 76.3%	215 71.2%	553 74.2%	217 78.1%
Somewhat agree	37 13.0%	53 24.6%	16 16.5%	30 18.5%	54 17.9%	137 17.9%	54 17.9%	140 18.7%	40 14.4%
Somewhat disagree	3 1.2%	3 1.5%	7 7.2%	3 2.1%	4 1.5%	17 2.3%	4 1.5%	17 2.3%	4 1.5%
Strongly disagree	1 0.4%	2 1.1%	2 2.4%	0 0.4%	13 4.2%	7 0.9%	13 4.2%	12 1.6%	7 2.7%
No opinion	6 2.0%	2 1.1%	2 1.9%	2 5.6%	16 5.2%	20 2.6%	16 5.2%	24 3.2%	9 3.3%

Q19a A reliable water supply for this region is essential to my quality of life

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Strongly agree	67 67.2%	546 78.6%	170 71.8%	123 78.6%	164 76.3%	138 77.1%	114 69.7%	112 76.8%	113 73.6%
Somewhat agree	20 20.0%	115 16.6%	50 21.3%	16 10.2%	28 13.2%	31 17.1%	38 23.4%	27 18.8%	35 22.9%
Somewhat disagree	4 4.2%	9 1.3%	7 2.8%	-	8 3.6%	5 2.6%	4 2.5%	3 2.3%	2 1.1%
Strongly disagree	6 6.1%	11 1.6%	2 0.8%	6 3.9%	4 1.7%	4 2.1%	2 1.5%	2 1.1%	1 0.6%
No opinion	2 2.5%	13 1.8%	8 3.3%	11 7.2%	11 5.1%	2 1.1%	5 2.8%	1 0.9%	2 1.4%

Q19a A reliable water supply for this region is essential to my quality of life

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsd pays	Someone else pays
						<i>Base</i>	640	80	137
Strongly agree	492 76.8%	57 70.8%	100 72.8%	102 74.5%	34 78.8%	429 72.6%	367 77.8%	540 75.9%	223 75.7%
Somewhat agree	115 17.9%	15 19.2%	25 18.1%	23 16.6%	8 17.6%	117 19.8%	73 15.5%	125 17.6%	55 18.6%
Somewhat disagree	14 2.2%	2 3.0%	3 2.0%	2 1.4%	0 1.2%	15 2.5%	7 1.4%	20 2.8%	2 0.5%
Strongly disagree	7 1.0%	-	6 4.4%	6 4.0%	1 2.5%	16 2.7%	3 0.7%	12 1.6%	8 2.6%
No opinion	13 2.0%	6 7.0%	4 2.7%	5 3.5%	-	14 2.4%	21 4.5%	14 2.0%	7 2.5%

Q19a A reliable water supply for this region is essential to my quality of life

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af-American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Strongly agree	377 77.5%	212 73.0%	30 66.4%	77 72.5%	52 80.8%	185 73.1%	185 70.5%	211 78.4%	172 80.3%
Somewhat agree	87 17.9%	50 17.1%	8 17.4%	16 15.2%	12 19.2%	43 17.1%	52 19.7%	46 17.0%	35 16.2%
Somewhat disagree	12 2.4%	6 2.2%	-	1 1.3%	-	5 1.9%	4 1.6%	6 2.4%	5 2.6%
Strongly disagree	5 1.1%	8 2.6%	1 2.4%	5 4.9%	-	7 2.7%	9 3.4%	2 0.7%	-
No opinion	5 1.1%	15 5.1%	6 13.8%	6 6.1%	-	13 5.2%	12 4.7%	4 1.5%	2 1.0%

Q19a A reliable water supply for this region is essential to my quality of life

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Strongly agree	90 66.6%	178 71.8%	104 68.9%	89 84.4%	102 78.3%	91 81.0%	58 84.3%	466 77.0%	282 71.6%
Somewhat agree	26 19.1%	50 20.3%	39 25.6%	14 13.3%	23 17.6%	11 10.0%	9 13.0%	104 17.2%	77 19.5%
Somewhat disagree	3 2.6%	3 1.3%	4 2.9%	1 0.8%	4 3.2%	4 3.9%	0 0.6%	18 3.0%	3 0.8%
Strongly disagree	1 0.9%	11 4.6%	2 1.4%	-	1 0.9%	2 1.7%	1 2.1%	7 1.1%	12 3.2%
No opinion	15 10.8%	5 2.1%	2 1.0%	2 1.6%	-	4 3.5%	-	10 1.7%	20 5.0%

Q19a A reliable water supply for this region is essential to my quality of life

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Strongly agree	106 80.1%	169 72.8%	159 75.0%	119 72.3%	129 75.5%	114 75.5%	399 73.1%	394 77.9%
Somewhat agree	17 13.0%	50 21.3%	34 15.8%	34 20.4%	27 15.7%	30 19.8%	108 19.9%	76 15.0%
Somewhat disagree	6 4.5%	3 1.3%	3 1.4%	4 2.5%	2 1.3%	3 2.1%	8 1.5%	14 2.7%
Strongly disagree	-	1 0.6%	10 4.6%	2 1.1%	4 2.6%	2 1.1%	12 2.2%	7 1.4%
No opinion	3 2.4%	9 4.0%	7 3.1%	6 3.6%	8 5.0%	2 1.4%	18 3.4%	15 3.0%

Q19b I know where to look if I want more information about how to conserve water

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Strongly agree	430 40.4%	28 24.5%	30 24.1%	40 36.2%	332 46.5%	48 47.1%	191 42.4%	169 39.5%	19 24.7%
Somewhat agree	392 36.9%	41 36.1%	51 40.8%	38 34.6%	261 36.7%	35 34.0%	170 37.6%	163 38.0%	25 32.4%
Somewhat disagree	146 13.8%	21 18.2%	31 24.9%	20 18.3%	74 10.4%	11 10.8%	51 11.2%	70 16.3%	15 19.4%
Strongly disagree	41 3.8%	5 4.3%	6 5.0%	6 5.0%	24 3.4%	5 4.6%	22 4.8%	14 3.3%	-
No opinion	54 5.1%	19 16.8%	6 5.1%	6 5.8%	22 3.1%	4 3.6%	18 3.9%	13 2.9%	18 23.5%

Q19b I know where to look if I want more information about how to conserve water

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Strongly agree	133 46.8%	104 48.3%	42 43.8%	43 26.5%	106 35.2%	324 42.5%	106 35.2%	327 43.9%	94 33.7%
Somewhat agree	108 38.0%	88 40.8%	26 27.4%	74 45.1%	96 31.8%	296 38.9%	96 31.8%	263 35.2%	112 40.1%
Somewhat disagree	28 9.8%	19 8.6%	19 20.0%	24 14.4%	57 18.9%	89 11.7%	57 18.9%	99 13.3%	38 13.5%
Strongly disagree	6 2.2%	1 0.6%	4 4.3%	7 4.3%	22 7.3%	19 2.5%	22 7.3%	22 2.9%	19 6.6%
No opinion	9 3.3%	4 1.7%	4 4.6%	16 9.7%	21 6.9%	33 4.4%	21 6.9%	35 4.6%	17 6.1%

Q19b I know where to look if I want more information about how to conserve water

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Strongly agree	27 27.4%	298 43.0%	95 40.2%	50 31.8%	85 39.6%	72 40.2%	64 39.2%	69 47.3%	66 42.6%
Somewhat agree	47 47.5%	241 34.7%	99 41.7%	60 38.7%	70 32.5%	65 36.2%	68 41.4%	50 34.3%	62 40.5%
Somewhat disagree	20 20.0%	94 13.5%	27 11.2%	23 14.6%	49 23.0%	20 11.2%	21 13.1%	16 10.8%	14 8.9%
Strongly disagree	4 3.6%	30 4.3%	7 3.1%	9 5.7%	2 0.9%	14 7.6%	4 2.7%	7 4.7%	5 3.4%
No opinion	1 1.5%	31 4.5%	9 3.7%	14 9.2%	8 3.9%	9 4.8%	6 3.5%	4 2.9%	7 4.7%

Q19b I know where to look if I want more information about how to conserve water

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apart ment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Strongly agree	273 42.7%	32 40.4%	32 23.6%	68 49.7%	20 45.8%	292 49.3%	138 29.3%	312 44.0%	103 35.1%
Somewhat agree	230 35.9%	29 36.6%	69 50.1%	46 33.5%	13 30.3%	205 34.6%	187 39.7%	264 37.2%	117 39.7%
Somewhat disagree	93 14.6%	7 8.1%	25 18.2%	13 9.6%	7 16.3%	57 9.6%	89 18.9%	92 12.9%	44 15.0%
Strongly disagree	22 3.4%	3 4.2%	4 3.2%	5 3.4%	2 5.6%	14 2.4%	26 5.6%	19 2.7%	17 5.9%
No opinion	22 3.4%	9 10.7%	7 5.0%	5 3.8%	1 2.0%	24 4.0%	30 6.4%	23 3.3%	13 4.3%

Q19b I know where to look if I want more information about how to conserve water

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Strongly agree	192 39.4%	111 38.2%	13 27.8%	47 44.4%	35 54.1%	92 36.2%	115 43.7%	109 40.6%	89 41.4%
Somewhat agree	199 40.8%	107 36.8%	19 42.3%	31 29.1%	13 20.1%	97 38.5%	97 37.0%	88 32.6%	87 40.6%
Somewhat disagree	66 13.6%	34 11.6%	5 11.0%	21 19.5%	14 22.3%	36 14.4%	28 10.5%	52 19.3%	23 10.5%
Strongly disagree	13 2.8%	20 6.8%	-	4 3.9%	0 0.6%	12 4.9%	9 3.4%	8 3.1%	9 4.1%
No opinion	16 3.3%	19 6.6%	9 18.8%	3 3.0%	2 3.0%	15 6.1%	14 5.4%	12 4.4%	7 3.4%

Q19b I know where to look if I want more information about how to conserve water

	Hsd Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Strongly agree	51 37.6%	95 38.2%	66 43.9%	44 42.1%	49 37.2%	51 45.0%	26 38.1%	253 41.8%	155 39.3%
Somewhat agree	50 37.5%	106 42.9%	48 31.6%	33 31.8%	53 40.6%	36 31.7%	34 49.6%	216 35.7%	149 37.7%
Somewhat disagree	13 9.9%	32 13.1%	25 16.8%	23 22.0%	23 17.3%	11 9.7%	5 7.4%	91 15.1%	47 11.9%
Strongly disagree	2 1.5%	10 4.2%	4 2.8%	1 0.8%	4 2.9%	9 8.2%	2 3.6%	20 3.3%	20 5.1%
No opinion	18 13.4%	4 1.6%	8 5.0%	3 3.3%	3 2.0%	6 5.3%	1 1.3%	25 4.1%	24 6.0%

Q19b I know where to look if I want more information about how to conserve water

	Area of County					Gender (QD2)		
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
	<i>Base</i>	132	233	212	164	170	152	546
Strongly agree	41 31.3%	79 34.1%	80 37.8%	68 41.5%	90 53.0%	71 46.6%	207 38.0%	218 43.1%
Somewhat agree	57 43.1%	98 42.3%	80 37.9%	65 39.5%	45 26.4%	46 30.6%	210 38.5%	178 35.2%
Somewhat disagree	23 17.6%	36 15.6%	29 13.6%	18 11.2%	17 9.8%	23 15.2%	78 14.3%	68 13.3%
Strongly disagree	6 4.3%	7 3.0%	10 4.8%	6 3.6%	7 4.2%	5 3.2%	22 4.0%	19 3.7%
No opinion	5 3.7%	12 5.0%	13 6.0%	7 4.2%	7 6.6%	7 4.3%	29 5.2%	23 4.6%

Q19c I trust my water agencies to ensure that we have a reliable long-term supply of water

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Strongly agree	237 22.3%	28 24.2%	28 22.1%	21 19.2%	160 22.5%	37 36.2%	110 24.3%	70 16.3%	17 22.9%
Somewhat agree	451 42.4%	47 40.9%	50 40.1%	52 46.7%	302 42.4%	33 31.9%	209 46.1%	183 42.7%	26 33.8%
Somewhat disagree	201 18.9%	17 15.2%	30 24.0%	21 19.0%	132 18.6%	15 14.5%	87 19.2%	85 19.8%	15 19.5%
Strongly disagree	114 10.7%	9 7.8%	10 8.0%	9 8.6%	86 12.0%	11 10.4%	29 6.5%	69 16.2%	5 6.3%
No opinion	61 5.7%	14 11.9%	7 5.8%	7 6.6%	32 4.6%	7 7.1%	18 3.9%	21 5.0%	13 17.5%

Q19c I trust my water agencies to ensure that we have a reliable long-term supply of water

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
	<i>Base</i>	284	216	96	164	302	761	302	746
Strongly agree	94 33.0%	42 19.3%	9 9.6%	25 15.4%	66 21.9%	171 22.4%	66 21.9%	164 22.0%	70 25.1%
Somewhat agree	151 53.2%	97 45.0%	9 9.5%	64 39.0%	129 42.8%	321 42.2%	129 42.8%	322 43.1%	115 41.1%
Somewhat disagree	28 9.8%	49 22.6%	25 25.7%	43 26.4%	56 18.6%	145 19.0%	56 18.6%	134 18.0%	55 19.8%
Strongly disagree	3 1.1%	21 9.7%	52 53.7%	11 6.8%	27 9.0%	87 11.4%	27 9.0%	84 11.3%	26 9.2%
No opinion	8 2.9%	7 3.3%	2 1.6%	20 12.4%	23 7.7%	37 4.9%	23 7.7%	42 5.6%	13 4.8%

Q19c I trust my water agencies to ensure that we have a reliable long-term supply of water

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Strongly agree	25 25.2%	147 21.2%	61 25.8%	42 26.9%	46 21.5%	34 18.9%	33 20.4%	35 24.1%	38 24.9%
Somewhat agree	34 34.7%	310 44.6%	103 43.5%	71 45.3%	92 43.1%	77 43.2%	62 37.7%	58 39.6%	67 43.2%
Somewhat disagree	22 21.9%	137 19.8%	35 14.6%	21 13.7%	45 20.7%	38 21.5%	36 21.9%	28 18.9%	28 18.0%
Strongly disagree	16 16.3%	65 9.3%	28 11.6%	7 4.7%	22 10.1%	26 14.5%	25 15.0%	18 12.4%	12 7.9%
No opinion	2 1.6%	35 5.0%	10 4.4%	15 9.4%	10 4.6%	3 1.9%	8 4.9%	7 5.0%	9 5.9%

Q19c I trust my water agencies to ensure that we have a reliable long-term supply of water

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Strongly agree	150 23.4%	16 19.7%	25 18.4%	31 22.5%	14 33.8%	135 22.8%	102 21.7%	159 22.4%	65 22.1%
Somewhat agree	259 40.4%	37 45.7%	68 49.1%	67 49.1%	19 45.2%	242 40.9%	208 44.2%	298 42.0%	139 47.3%
Somewhat disagree	127 19.9%	18 22.0%	27 19.8%	22 16.0%	4 9.0%	124 20.9%	77 16.3%	138 19.5%	59 20.1%
Strongly disagree	71 11.1%	7 8.4%	11 8.0%	11 7.7%	5 11.9%	64 10.9%	49 10.5%	86 12.1%	17 5.7%
No opinion	33 5.2%	3 4.2%	6 4.6%	6 4.7%	-	26 4.4%	35 7.3%	29 4.1%	14 4.8%

Q19c I trust my water agencies to ensure that we have a reliable long-term supply of water

	Ethnicity (QD6)				Education Level (QD7)				
	Caucasian / White	Latino / Hispanic	Af-American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Strongly agree	115 23.5%	67 23.2%	5 9.9%	27 25.5%	15 23.8%	48 18.9%	72 27.3%	62 23.0%	46 21.5%
Somewhat agree	233 47.8%	103 35.4%	17 37.5%	44 41.4%	26 40.2%	116 45.9%	98 37.3%	108 40.4%	102 47.5%
Somewhat disagree	78 16.1%	66 22.7%	12 25.4%	18 17.4%	11 16.3%	48 19.1%	55 21.0%	47 17.6%	37 17.4%
Strongly disagree	45 9.3%	32 11.0%	4 8.9%	8 7.1%	11 17.2%	25 9.8%	21 7.9%	39 14.4%	20 9.4%
No opinion	16 3.3%	22 7.7%	8 18.2%	9 8.6%	2 2.4%	16 6.4%	17 6.5%	12 4.6%	9 4.1%

Q19c I trust my water agencies to ensure that we have a reliable long-term supply of water

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Strongly agree	17 12.8%	41 16.6%	42 27.5%	35 33.1%	37 28.4%	30 26.8%	15 21.3%	139 23.0%	79 20.1%
Somewhat agree	65 48.3%	110 44.2%	56 37.0%	34 32.5%	56 43.2%	38 33.8%	34 49.8%	253 41.7%	175 44.4%
Somewhat disagree	20 15.2%	67 27.1%	28 18.3%	26 24.9%	20 15.1%	17 15.2%	6 9.2%	113 18.6%	77 19.5%
Strongly disagree	14 10.7%	20 8.0%	22 14.8%	8 7.6%	12 9.1%	21 18.7%	10 14.8%	78 12.9%	30 7.6%
No opinion	17 13.0%	10 4.2%	4 2.4%	2 2.0%	6 4.2%	6 5.6%	3 5.0%	23 3.7%	33 8.4%

Q19c I trust my water agencies to ensure that we have a reliable long-term supply of water

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Strongly agree	26 19.8%	50 21.7%	49 22.9%	36 21.9%	37 21.7%	39 25.7%	129 23.7%	108 21.2%
Somewhat agree	58 44.2%	107 45.9%	87 40.8%	74 44.8%	71 41.5%	55 36.1%	216 39.7%	230 45.4%
Somewhat disagree	26 19.6%	43 18.5%	37 17.5%	22 13.2%	38 22.5%	35 23.0%	107 19.6%	93 18.3%
Strongly disagree	14 10.4%	25 10.9%	24 11.5%	22 13.4%	13 7.7%	15 10.1%	64 11.8%	48 9.4%
No opinion	8 6.0%	7 3.1%	16 7.3%	11 6.5%	11 6.6%	8 5.2%	28 5.2%	28 5.6%

Q19d It is my civic duty to use water efficiently

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Strongly agree	718 67.5%	80 70.5%	83 66.2%	70 63.3%	485 68.0%	65 63.3%	298 65.9%	309 72.2%	44 57.7%
Somewhat agree	257 24.2%	19 17.0%	31 24.3%	34 30.6%	174 24.3%	25 24.5%	120 26.5%	92 21.4%	21 26.9%
Somewhat disagree	31 2.9%	- -	4 3.5%	3 2.8%	23 3.3%	6 5.8%	14 3.2%	11 2.5%	- -
Strongly disagree	18 1.7%	0 0.3%	3 2.6%	2 1.5%	13 1.8%	2 1.7%	5 1.1%	10 2.2%	2 2.5%
No opinion	39 3.6%	14 12.3%	4 3.4%	2 1.7%	19 2.6%	5 4.8%	15 3.3%	7 1.7%	10 12.9%

Q19d It is my civic duty to use water efficiently

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Strongly agree	221 78.0%	138 63.9%	46 48.1%	105 63.9%	207 68.7%	510 67.1%	207 68.7%	526 70.5%	173 61.9%
Somewhat agree	54 19.2%	59 27.4%	29 29.8%	44 26.9%	70 23.1%	187 24.6%	70 23.1%	170 22.8%	73 26.1%
Somewhat disagree	2 0.6%	6 2.9%	11 11.6%	5 3.1%	7 2.2%	24 3.2%	7 2.2%	18 2.4%	11 4.1%
Strongly disagree	1 0.3%	9 4.0%	4 4.5%	2 1.3%	2 0.8%	16 2.1%	2 0.8%	8 1.1%	10 3.5%
No opinion	5 1.9%	4 1.8%	6 5.9%	8 4.8%	16 5.2%	23 3.0%	16 5.2%	24 3.2%	12 4.3%

Q19d It is my civic duty to use water efficiently

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Strongly agree	61 61.2%	481 69.4%	160 67.6%	109 69.9%	148 68.9%	112 62.9%	109 66.9%	97 66.6%	112 72.6%
Somewhat agree	31 31.2%	160 23.0%	65 27.5%	27 17.0%	55 25.5%	48 27.0%	43 26.5%	34 23.4%	35 23.0%
Somewhat disagree	5 5.3%	20 2.9%	5 2.0%	3 1.8%	4 1.9%	9 5.0%	6 3.5%	5 3.3%	4 2.8%
Strongly disagree	1 1.0%	15 2.1%	2 1.0%	3 2.1%	2 0.9%	3 1.5%	3 2.0%	5 3.4%	1 0.8%
No opinion	1 1.4%	18 2.6%	4 1.9%	14 9.2%	6 2.7%	6 3.6%	2 1.0%	5 3.4%	1 0.8%

Q19d It is my civic duty to use water efficiently

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Strongly agree	427 66.6%	54 67.7%	97 70.7%	101 73.9%	30 71.0%	381 64.4%	337 71.5%	471 66.3%	221 74.9%
Somewhat agree	166 25.9%	17 20.6%	34 24.8%	26 19.2%	11 26.8%	159 26.8%	99 20.9%	182 25.6%	61 20.8%
Somewhat disagree	21 3.3%	-	4 2.7%	4 2.7%	0	22 3.7%	9 1.9%	23 3.3%	4 1.4%
Strongly disagree	13 2.0%	2 2.3%	1 0.4%	1 0.6%	1 1.2%	11 1.8%	8 1.6%	15 2.2%	2 0.7%
No opinion	15 2.3%	8 9.4%	2 1.4%	5 3.6%	-	20 3.3%	19 4.0%	19 2.6%	6 2.2%

Q19d It is my civic duty to use water efficiently

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Strongly agree	324 66.5%	215 73.9%	25 54.7%	72 68.3%	49 75.8%	167 65.9%	187 71.3%	176 65.7%	145 67.4%
Somewhat agree	132 27.2%	52 17.7%	10 22.4%	29 27.3%	9 13.9%	57 22.5%	52 20.0%	76 28.4%	58 26.9%
Somewhat disagree	12 2.5%	4 1.3%	3 6.0%	3 3.1%	3 4.8%	8 3.0%	3 1.0%	12 4.5%	6 3.0%
Strongly disagree	12 2.5%	2 0.6%	1 3.1%	-	1 1.7%	4 1.6%	9 3.4%	1 0.2%	3 1.6%
No opinion	7 1.4%	19 6.5%	6 13.8%	1 1.3%	2 3.8%	18 7.0%	11 4.3%	3 1.2%	2 1.2%

Q19d It is my civic duty to use water efficiently

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Strongly agree	77 57.0%	174 70.0%	103 68.2%	76 71.9%	97 74.2%	71 63.5%	47 68.4%	405 66.8%	271 68.7%
Somewhat agree	32 23.8%	63 25.3%	31 20.4%	22 20.7%	30 23.0%	35 31.2%	19 27.1%	153 25.2%	91 23.1%
Somewhat disagree	4 3.3%	8 3.4%	9 6.0%	1 1.2%	0 0.3%	5 4.0%	2 2.4%	25 4.2%	6 1.4%
Strongly disagree	3 2.0%	2 1.0%	3 1.9%	4 4.0%	2 1.6%	1 1.2%	1 1.1%	10 1.6%	6 1.6%
No opinion	19 13.8%	1 0.3%	5 3.5%	2 2.2%	1 0.9%	-	1 1.0%	13 2.2%	21 5.2%

Q19d It is my civic duty to use water efficiently

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Strongly agree	92 69.5%	155 66.8%	138 65.0%	108 65.6%	125 73.2%	101 66.4%	341 62.5%	373 73.6%
Somewhat agree	26 19.9%	59 25.5%	62 29.2%	39 23.6%	30 17.6%	41 27.1%	154 28.2%	101 19.9%
Somewhat disagree	7 5.2%	3 1.4%	5 2.2%	8 4.7%	4 2.6%	4 2.7%	17 3.1%	12 2.4%
Strongly disagree	3 2.0%	6 2.7%	2 0.8%	3 2.1%	3 1.6%	2 1.1%	14 2.6%	4 0.8%
No opinion	5 3.5%	9 3.7%	6 2.9%	7 4.1%	9 5.0%	4 2.7%	20 3.6%	17 3.4%

Q19e Additional water rate increases may be necessary to increase the reliability of our region's wa

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Strongly agree	212 19.9%	21 18.8%	26 20.7%	19 17.4%	145 20.4%	25 24.4%	85 18.8%	91 21.2%	9 11.5%
Somewhat agree	417 39.2%	47 41.3%	53 42.2%	42 38.1%	275 38.5%	29 28.3%	170 37.6%	185 43.1%	33 43.3%
Somewhat disagree	195 18.3%	24 20.8%	33 26.6%	15 13.5%	123 17.2%	19 18.3%	99 21.8%	68 16.0%	9 11.7%
Strongly disagree	180 17.0%	12 10.9%	9 7.2%	22 20.0%	137 19.2%	25 23.9%	78 17.2%	68 15.9%	10 13.7%
No opinion	59 5.6%	9 8.2%	4 3.4%	12 11.1%	33 4.7%	5 5.1%	20 4.5%	16 3.8%	15 19.7%

Q19e Additional water rate increases may be necessary to increase the reliability of our region's wa

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
						<i>Base</i>	284	216	96
Strongly agree	72 25.3%	36 16.7%	7 7.6%	30 18.2%	67 22.2%	145 19.0%	67 22.2%	147 19.8%	60 21.7%
Somewhat agree	129 45.4%	85 39.3%	21 22.3%	63 38.6%	118 39.0%	299 39.2%	118 39.0%	284 38.1%	116 41.8%
Somewhat disagree	41 14.4%	49 22.6%	19 19.6%	33 20.0%	53 17.7%	141 18.6%	53 17.7%	143 19.2%	43 15.5%
Strongly disagree	31 10.9%	40 18.3%	48 49.5%	25 15.0%	37 12.1%	144 18.9%	37 12.1%	127 17.1%	46 16.6%
No opinion	11 4.0%	7 3.1%	1 1.0%	13 8.1%	27 8.9%	32 4.2%	27 8.9%	44 5.9%	12 4.4%

Q19e Additional water rate increases may be necessary to increase the reliability of our region's wa

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Strongly agree	11 11.5%	137 19.7%	54 23.0%	42 27.2%	51 23.8%	33 18.6%	23 13.9%	26 17.5%	29 19.0%
Somewhat agree	45 45.7%	290 41.7%	81 34.0%	72 46.1%	76 35.6%	68 38.3%	63 38.8%	52 36.0%	69 44.8%
Somewhat disagree	25 25.5%	119 17.2%	47 20.0%	11 7.0%	40 18.8%	28 15.4%	43 26.5%	31 21.3%	30 19.5%
Strongly disagree	15 15.6%	122 17.5%	38 16.1%	13 8.5%	30 14.1%	44 24.7%	30 18.3%	31 20.9%	20 12.8%
No opinion	2 1.8%	26 3.8%	16 6.9%	17 11.2%	16 7.6%	5 3.0%	4 2.6%	6 4.2%	6 3.9%

Q19e Additional water rate increases may be necessary to increase the reliability of our region's wa

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsid pays	Someone else pays
						<i>Base</i>	640	80	137
Strongly agree	131 20.5%	10 11.8%	28 20.3%	37 26.7%	4 9.0%	100 16.8%	112 23.9%	134 18.9%	71 24.1%
Somewhat agree	242 37.8%	39 49.0%	60 43.6%	58 42.0%	16 38.0%	225 38.1%	191 40.6%	273 38.4%	131 44.5%
Somewhat disagree	120 18.8%	20 24.3%	21 14.9%	18 12.9%	12 27.5%	123 20.8%	72 15.2%	140 19.7%	49 16.6%
Strongly disagree	117 18.2%	10 12.3%	18 13.3%	17 12.6%	10 24.4%	116 19.6%	64 13.7%	133 18.7%	35 12.0%
No opinion	30 4.7%	2 2.5%	11 7.8%	8 5.8%	0 1.0%	28 4.7%	31 6.7%	30 4.2%	8 2.8%

Q19e Additional water rate increases may be necessary to increase the reliability of our region's wa

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af- American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Strongly agree	101 20.7%	51 17.6%	12 27.6%	19 17.7%	24 37.0%	72 28.4%	45 17.0%	46 17.2%	41 19.3%
Somewhat agree	209 42.9%	124 42.6%	10 22.8%	41 38.7%	18 27.3%	82 32.6%	106 40.2%	107 40.0%	100 46.5%
Somewhat disagree	95 19.5%	48 16.6%	7 14.4%	21 20.0%	8 12.2%	33 13.0%	55 20.8%	55 20.6%	38 17.6%
Strongly disagree	64 13.1%	50 17.0%	10 21.4%	18 17.3%	10 15.2%	40 15.7%	45 17.3%	50 18.6%	29 13.6%
No opinion	19 3.9%	18 6.2%	6 13.8%	7 6.3%	5 8.4%	26 10.3%	12 4.7%	10 3.6%	6 2.9%

Q19e Additional water rate increases may be necessary to increase the reliability of our region's wa

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Strongly agree	26 19.7%	57 23.1%	16 10.3%	34 32.5%	24 18.4%	20 17.4%	16 23.9%	106 17.5%	87 22.1%
Somewhat agree	41 30.8%	96 38.6%	61 40.2%	44 41.8%	58 44.8%	44 39.1%	24 35.6%	231 38.2%	164 41.7%
Somewhat disagree	22 16.3%	43 17.3%	35 23.3%	17 16.1%	18 13.9%	21 18.5%	18 26.5%	121 20.0%	68 17.2%
Strongly disagree	24 17.8%	43 17.4%	31 20.8%	6 6.1%	24 18.4%	24 21.5%	9 13.0%	117 19.4%	55 13.8%
No opinion	21 15.3%	9 3.7%	8 5.4%	4 3.6%	6 4.4%	4 3.5%	1 1.0%	30 4.9%	20 5.1%

Q19e Additional water rate increases may be necessary to increase the reliability of our region's wa

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Strongly agree	25 18.6%	51 22.0%	47 22.1%	30 18.5%	37 21.6%	22 14.7%	119 21.9%	92 18.1%
Somewhat agree	63 47.4%	105 45.0%	67 31.4%	65 39.9%	53 30.8%	64 42.5%	185 34.0%	230 45.4%
Somewhat disagree	21 15.9%	37 16.0%	50 23.6%	28 16.9%	36 21.0%	23 15.1%	106 19.4%	86 16.9%
Strongly disagree	15 11.2%	30 12.8%	38 18.0%	29 17.7%	33 19.4%	36 23.5%	106 19.5%	69 13.7%
No opinion	9 7.0%	10 4.1%	10 4.9%	12 7.1%	12 7.2%	6 4.1%	29 5.3%	29 5.8%

Q19f A reliable water supply for this region is essential for a healthy economy

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Strongly agree	780 73.3%	80 70.4%	84 66.9%	76 69.1%	539 75.6%	69 67.6%	328 72.6%	335 78.2%	45 59.2%
Somewhat agree	217 20.5%	17 15.0%	37 29.4%	26 23.6%	137 19.3%	23 22.5%	99 22.0%	76 17.9%	19 24.5%
Somewhat disagree	18 1.7%	0 0.4%	0 0.3%	1 1.1%	16 2.2%	6 6.3%	5 1.2%	6 1.3%	0 0.6%
Strongly disagree	12 1.1%	1 1.0%	-	2 1.7%	9 1.2%	-	6 1.3%	6 1.4%	-
No opinion	36 3.4%	15 13.1%	4 3.4%	5 4.5%	12 1.7%	4 3.6%	13 3.0%	5 1.2%	12 15.8%

Q19f A reliable water supply for this region is essential for a healthy economy

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Strongly agree	235 83.0%	160 74.0%	64 66.8%	108 66.0%	212 70.1%	568 74.6%	212 70.1%	563 75.5%	194 69.5%
Somewhat agree	33 11.5%	53 24.4%	22 22.3%	41 24.8%	70 23.1%	148 19.4%	70 23.1%	139 18.6%	65 23.5%
Somewhat disagree	4 1.3%	2 0.8%	4 4.4%	3 2.0%	5 1.6%	13 1.7%	5 1.6%	12 1.6%	6 2.2%
Strongly disagree	4 1.5%	-	4 4.0%	1 0.9%	2 0.8%	9 1.2%	2 0.8%	9 1.2%	3 1.1%
No opinion	8 2.8%	2 0.8%	2 2.4%	10 6.2%	13 4.4%	23 3.0%	13 4.4%	24 3.2%	10 3.7%

Q19f A reliable water supply for this region is essential for a healthy economy

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Strongly agree	78 78.3%	520 75.0%	167 70.7%	120 76.6%	148 68.8%	135 75.8%	110 67.3%	112 76.7%	119 77.2%
Somewhat agree	18 18.4%	139 20.0%	56 23.9%	22 14.3%	53 24.7%	33 18.7%	42 25.7%	24 16.6%	31 20.3%
Somewhat disagree	1 1.0%	10 1.5%	4 1.8%	1 0.7%	4 1.7%	3 1.6%	4 2.5%	4 2.5%	2 1.1%
Strongly disagree	1 1.2%	7 1.0%	4 1.6%	-	2 0.9%	5 2.8%	1 0.7%	4 2.6%	-
No opinion	1 1.1%	17 2.5%	5 2.1%	13 8.4%	8 3.9%	2 1.1%	6 3.9%	2 1.6%	2 1.4%

Q19f A reliable water supply for this region is essential for a healthy economy

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apart ment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Strongly agree	482 75.2%	51 63.6%	97 70.4%	105 76.7%	33 77.3%	430 72.7%	349 74.2%	521 73.3%	221 75.1%
Somewhat agree	132 20.6%	19 23.7%	30 22.0%	25 18.2%	9 21.7%	129 21.9%	88 18.7%	155 21.7%	59 19.9%
Somewhat disagree	9 1.5%	2 2.7%	6 4.1%	-	0 1.0%	10 1.7%	8 1.7%	13 1.8%	5 1.7%
Strongly disagree	5 0.8%	1 1.8%	-	3 2.2%	-	7 1.2%	4 0.9%	7 1.0%	3 0.9%
No opinion	12 1.9%	7 8.3%	5 3.5%	4 2.9%	-	15 2.5%	21 4.6%	15 2.1%	7 2.5%

Q19f A reliable water supply for this region is essential for a healthy economy

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Strongly agree	377 77.4%	197 67.8%	29 63.6%	80 75.2%	50 77.0%	175 69.0%	187 71.4%	206 76.7%	166 77.3%
Somewhat agree	92 18.9%	72 24.6%	8 17.1%	17 16.2%	13 19.5%	51 20.1%	56 21.5%	54 20.2%	41 19.0%
Somewhat disagree	7 1.5%	5 1.6%	-	4 3.7%	1 1.7%	5 1.9%	6 2.5%	2 0.9%	3 1.5%
Strongly disagree	2 0.4%	5 1.8%	3 5.5%	-	1 1.8%	10 3.8%	-	-	2 1.0%
No opinion	9 1.8%	12 4.2%	6 13.8%	5 4.8%	-	13 5.2%	12 4.6%	6 2.2%	2 1.2%

Q19f A reliable water supply for this region is essential for a healthy economy

	Hsd Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Strongly agree	85 63.5%	182 73.7%	103 68.3%	83 78.6%	83 63.9%	94 83.7%	58 85.2%	454 75.0%	280 71.0%
Somewhat agree	26 19.4%	55 22.3%	43 28.4%	19 17.7%	38 29.2%	13 11.4%	10 14.8%	125 20.6%	84 21.2%
Somewhat disagree	3 2.2%	1 0.5%	3 1.7%	3 2.6%	5 4.2%	1 0.8%	-	12 2.0%	4 0.9%
Strongly disagree	5 4.0%	4 1.8%	1 0.6%	-	1 0.9%	-	-	4 0.6%	6 1.5%
No opinion	15 10.9%	4 1.8%	2 1.0%	1 1.1%	2 1.7%	5 4.2%	-	11 1.7%	21 5.3%

Q19f A reliable water supply for this region is essential for a healthy economy

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
	<i>Base</i>	132	233	212	164	170	152	546
Strongly agree	97 73.2%	167 71.8%	162 76.3%	120 73.3%	119 69.6%	115 76.0%	395 72.4%	379 74.8%
Somewhat agree	25 19.0%	54 23.0%	40 18.6%	33 20.2%	38 22.4%	28 18.4%	117 21.5%	96 19.0%
Somewhat disagree	5 3.6%	4 1.8%	0 0.2%	2 1.3%	2 1.4%	4 2.7%	11 2.0%	7 1.3%
Strongly disagree	2 1.4%	-	3 1.4%	2 1.5%	2 1.4%	2 1.5%	5 1.0%	6 1.3%
No opinion	4 2.8%	8 3.4%	8 3.5%	6 3.8%	9 5.2%	2 1.4%	17 3.1%	18 3.6%

Q19g I expect to pay more for improving the reliability of the region's water supply, even if I have

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Strongly agree	207 19.4%	19 17.0%	19 14.9%	17 14.9%	152 21.3%	16 15.3%	73 16.1%	105 24.5%	11 14.6%
Somewhat agree	382 35.9%	34 29.8%	57 45.4%	32 28.7%	259 36.4%	24 23.0%	174 38.5%	161 37.6%	23 30.8%
Somewhat disagree	219 20.6%	31 27.5%	30 24.1%	22 19.6%	136 19.1%	24 23.6%	97 21.4%	81 18.8%	18 23.6%
Strongly disagree	200 18.8%	14 12.7%	14 11.5%	34 30.7%	137 19.2%	32 31.1%	89 19.7%	70 16.4%	8 10.9%
No opinion	56 5.2%	15 13.0%	5 4.1%	7 6.1%	29 4.0%	7 6.9%	20 4.4%	11 2.7%	15 20.1%

Q19g I expect to pay more for improving the reliability of the region's water supply, even if I have

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
	<i>Base</i>	284	216	96	164	302	761	302	746
Strongly agree	66 23.4%	43 19.7%	20 20.5%	22 13.6%	56 18.4%	151 19.9%	56 18.4%	147 19.7%	54 19.3%
Somewhat agree	112 39.5%	75 34.7%	19 19.3%	65 39.8%	111 36.7%	271 35.6%	111 36.7%	262 35.2%	108 38.8%
Somewhat disagree	57 20.2%	45 20.7%	17 17.6%	33 20.1%	67 22.3%	152 20.0%	67 22.3%	161 21.6%	51 18.4%
Strongly disagree	35 12.3%	52 23.8%	40 41.0%	26 15.7%	47 15.5%	153 20.1%	47 15.5%	138 18.6%	52 18.8%
No opinion	13 4.6%	2 1.0%	2 1.6%	18 10.8%	21 7.0%	34 4.5%	21 7.0%	38 5.0%	13 4.7%

Q19g I expect to pay more for improving the reliability of the region's water supply, even if I have

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Strongly agree	13 13.3%	134 19.2%	56 23.5%	21 13.6%	48 22.4%	33 18.3%	29 17.5%	36 24.4%	35 22.7%
Somewhat agree	43 43.0%	254 36.5%	77 32.8%	68 43.4%	60 27.8%	63 35.2%	62 37.9%	53 36.7%	60 38.7%
Somewhat disagree	20 19.8%	145 20.9%	50 21.3%	31 19.9%	45 21.0%	29 16.3%	38 23.1%	30 20.3%	32 20.6%
Strongly disagree	22 21.7%	132 19.0%	43 18.1%	23 14.6%	48 22.3%	48 26.8%	30 18.1%	21 14.4%	21 13.4%
No opinion	2 2.2%	30 4.3%	10 4.4%	13 8.5%	14 6.4%	6 3.4%	6 3.4%	6 4.2%	7 4.6%

Q19g I expect to pay more for improving the reliability of the region's water supply, even if I have

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Strongly agree	126 19.8%	10 12.6%	26 18.9%	36 26.0%	3 7.4%	115 19.5%	91 19.4%	139 19.5%	59 20.1%
Somewhat agree	234 36.6%	28 34.3%	63 45.5%	45 32.9%	12 27.2%	203 34.4%	179 37.9%	263 37.0%	109 37.1%
Somewhat disagree	136 21.2%	22 27.9%	23 16.7%	21 15.2%	14 32.6%	115 19.5%	104 22.0%	156 21.9%	60 20.3%
Strongly disagree	124 19.4%	13 15.6%	14 10.2%	27 19.7%	14 32.8%	128 21.6%	72 15.2%	134 18.8%	46 15.6%
No opinion	20 3.1%	8 9.5%	12 8.7%	6 4.2%	-	30 5.0%	26 5.5%	20 2.8%	20 6.9%

Q19g I expect to pay more for improving the reliability of the region's water supply, even if I have

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af-American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Strongly agree	106 21.9%	50 17.1%	8 17.4%	11 10.7%	19 29.9%	47 18.4%	42 16.2%	45 16.7%	63 29.5%
Somewhat agree	186 38.2%	90 31.1%	15 33.0%	53 50.0%	22 34.5%	101 39.9%	77 29.4%	103 38.3%	81 37.8%
Somewhat disagree	106 21.7%	65 22.5%	6 12.3%	18 17.5%	9 13.8%	44 17.5%	68 26.0%	53 19.6%	35 16.3%
Strongly disagree	70 14.4%	64 22.1%	10 21.0%	19 17.8%	14 21.0%	44 17.3%	53 20.2%	61 22.9%	31 14.4%
No opinion	18 3.8%	21 7.2%	7 16.2%	4 4.1%	1 0.8%	17 6.8%	21 8.1%	7 2.5%	4 2.1%

Q19g I expect to pay more for improving the reliability of the region's water supply, even if I have

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Strongly agree	28 21.0%	40 16.2%	24 16.0%	22 21.1%	32 24.2%	24 21.4%	20 29.1%	125 20.6%	76 19.2%
Somewhat agree	34 24.9%	105 42.4%	37 24.1%	51 48.7%	51 38.9%	40 35.5%	22 31.5%	209 34.6%	141 35.7%
Somewhat disagree	30 22.5%	49 19.8%	42 27.9%	17 15.9%	21 16.1%	21 18.3%	15 21.4%	129 21.4%	82 20.7%
Strongly disagree	24 17.8%	45 18.0%	41 26.9%	12 11.4%	25 19.5%	25 22.0%	11 16.2%	124 20.5%	65 16.4%
No opinion	19 13.8%	9 3.6%	8 5.0%	3 3.0%	2 1.3%	3 2.9%	1 1.7%	18 3.0%	32 8.0%

Q19g I expect to pay more for improving the reliability of the region's water supply, even if I have

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Strongly agree	23 17.0%	47 20.1%	53 24.9%	29 17.8%	38 22.4%	17 11.3%	105 19.2%	100 19.7%
Somewhat agree	49 36.9%	85 36.6%	75 35.4%	64 38.8%	52 30.5%	57 37.8%	193 35.3%	187 37.0%
Somewhat disagree	32 24.3%	49 21.1%	34 16.2%	34 20.5%	34 19.9%	36 23.7%	103 18.8%	114 22.6%
Strongly disagree	21 16.0%	39 16.6%	39 18.5%	29 18.0%	37 21.8%	34 22.5%	124 22.8%	72 14.3%
No opinion	8 5.8%	13 5.6%	11 5.0%	8 4.9%	9 5.4%	7 4.7%	21 3.8%	33 6.5%

Q19h Providing water reliability to San Diego County is more costly than in most other parts of the

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Strongly agree	334 31.4%	27 23.3%	31 24.6%	34 30.7%	242 34.0%	34 33.0%	115 25.4%	168 39.3%	15 19.1%
Somewhat agree	349 32.8%	29 25.9%	42 33.4%	31 27.6%	247 34.6%	28 27.5%	151 33.5%	152 35.6%	17 22.2%
Somewhat disagree	118 11.1%	12 10.5%	17 13.6%	13 11.4%	77 10.7%	12 12.0%	64 14.2%	30 7.1%	11 14.7%
Strongly disagree	72 6.7%	10 8.4%	4 3.2%	14 12.3%	45 6.3%	15 14.7%	28 6.2%	26 6.0%	3 3.8%
No opinion	191 17.9%	36 31.9%	32 25.2%	20 18.0%	103 14.4%	13 12.7%	93 20.7%	52 12.0%	31 40.1%

Q19h Providing water reliability to San Diego County is more costly than in most other parts of the

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Strongly agree	104 36.8%	74 34.2%	44 46.1%	49 30.1%	61 20.4%	272 35.8%	61 20.4%	240 32.2%	88 31.5%
Somewhat agree	91 32.0%	75 34.5%	21 21.3%	49 29.8%	114 37.7%	235 30.9%	114 37.7%	261 35.0%	73 26.2%
Somewhat disagree	30 10.6%	23 10.4%	9 9.6%	17 10.5%	39 13.0%	79 10.4%	39 13.0%	75 10.1%	36 13.0%
Strongly disagree	8 2.9%	21 9.9%	16 16.4%	4 2.6%	22 7.2%	50 6.5%	22 7.2%	51 6.9%	19 6.7%
No opinion	50 17.6%	24 10.9%	6 6.5%	44 27.0%	66 21.7%	125 16.4%	66 21.7%	118 15.8%	63 22.6%

Q19h Providing water reliability to San Diego County is more costly than in most other parts of the

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Strongly agree	39 39.0%	206 29.7%	81 34.4%	42 27.2%	53 24.5%	60 33.8%	56 34.0%	49 33.6%	62 40.4%
Somewhat agree	30 30.1%	244 35.2%	67 28.4%	32 20.6%	87 40.7%	62 34.7%	52 32.1%	48 33.2%	49 31.9%
Somewhat disagree	14 13.8%	84 12.1%	19 8.0%	18 11.3%	22 10.2%	19 10.9%	22 13.5%	16 10.9%	15 9.6%
Strongly disagree	6 5.8%	44 6.4%	22 9.2%	12 7.9%	13 6.1%	16 9.1%	10 6.2%	12 8.2%	5 3.1%
No opinion	11 11.4%	116 16.6%	47 20.1%	51 33.0%	40 18.4%	21 11.5%	23 14.0%	20 14.0%	23 15.0%

Q19h Providing water reliability to San Diego County is more costly than in most other parts of the

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
	<i>Base</i>	640	80	137	137	43	592	471	711
Strongly agree	236 36.9%	17 20.7%	34 24.6%	32 23.5%	9 20.0%	208 35.1%	126 26.8%	243 34.2%	76 25.9%
Somewhat agree	210 32.7%	29 36.2%	40 28.9%	59 42.9%	9 21.8%	194 32.7%	155 32.9%	234 33.0%	104 35.2%
Somewhat disagree	71 11.1%	8 10.3%	16 11.5%	17 12.2%	6 13.3%	61 10.3%	57 12.2%	80 11.2%	39 13.1%
Strongly disagree	43 6.8%	3 4.1%	3 1.8%	8 5.8%	10 23.4%	41 6.8%	31 6.6%	55 7.7%	5 1.7%
No opinion	80 12.6%	23 28.7%	46 33.2%	22 15.7%	9 21.6%	89 15.0%	101 21.5%	99 14.0%	71 24.0%

Q19h Providing water reliability to San Diego County is more costly than in most other parts of the

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Strongly agree	170 34.9%	83 28.6%	7 16.2%	34 32.3%	22 34.0%	66 26.1%	84 32.0%	88 32.9%	73 33.8%
Somewhat agree	164 33.7%	98 33.6%	11 24.2%	36 34.1%	23 35.5%	91 35.9%	83 31.5%	83 31.0%	76 35.4%
Somewhat disagree	55 11.3%	30 10.2%	7 16.0%	6 5.9%	5 7.5%	25 9.9%	28 10.6%	32 12.0%	25 11.4%
Strongly disagree	29 6.0%	14 5.0%	3 6.9%	10 9.2%	8 12.1%	15 5.8%	18 6.7%	22 8.1%	11 5.2%
No opinion	68 14.0%	66 22.6%	17 36.7%	20 18.5%	7 10.9%	56 22.3%	50 19.2%	43 16.0%	30 14.2%

Q19h Providing water reliability to San Diego County is more costly than in most other parts of the

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Strongly agree	42 31.5%	62 25.0%	42 28.0%	38 36.2%	51 38.9%	46 40.7%	27 38.8%	221 36.5%	101 25.5%
Somewhat agree	35 26.1%	98 39.6%	59 39.2%	37 35.6%	40 30.6%	29 26.0%	24 35.3%	191 31.5%	139 35.3%
Somewhat disagree	7 5.5%	29 11.9%	14 8.9%	12 11.2%	13 10.1%	8 7.3%	6 8.6%	58 9.6%	48 12.3%
Strongly disagree	8 6.3%	11 4.6%	17 10.9%	9 8.7%	8 5.9%	13 11.8%	2 2.3%	52 8.5%	18 4.4%
No opinion	41 30.6%	47 18.9%	20 12.9%	9 8.3%	19 14.4%	16 14.3%	10 15.0%	84 13.9%	89 22.5%

Q19h Providing water reliability to San Diego County is more costly than in most other parts of the

	Area of County					Gender (QD2)		
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Strongly agree	34 25.7%	71 30.5%	75 35.2%	53 32.6%	60 35.5%	40 26.6%	171 31.3%	160 31.6%
Somewhat agree	43 32.4%	79 33.8%	63 29.8%	52 31.6%	57 33.3%	56 36.6%	179 32.8%	169 33.3%
Somewhat disagree	17 12.6%	19 8.0%	31 14.7%	23 14.2%	18 10.3%	11 7.2%	56 10.3%	61 12.0%
Strongly disagree	13 10.2%	14 6.2%	7 3.4%	13 7.7%	10 6.1%	13 8.9%	51 9.3%	17 3.4%
No opinion	25 19.1%	50 21.5%	36 16.8%	23 14.0%	25 14.8%	31 20.7%	89 16.3%	99 19.6%

Q20 Know name of local water supply agency

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Yes	592 55.7%	37 32.8%	49 38.6%	60 54.5%	446 62.5%	73 71.2%	225 49.7%	255 59.6%	38 50.0%
No	471 44.3%	76 67.2%	77 61.4%	50 45.5%	267 37.5%	29 28.8%	227 50.3%	173 40.4%	38 50.0%

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
						<i>Base</i>	284	216	96
Yes	170 60.1%	153 70.9%	69 71.2%	97 59.4%	101 33.5%	491 64.5%	101 33.5%	446 59.9%	126 45.1%
No	113 39.9%	63 29.1%	28 28.8%	67 40.6%	201 66.5%	270 35.5%	201 66.5%	299 40.1%	153 54.9%

Q20 Know name of local water supply agency

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Yes	63 63.8%	378 54.4%	135 57.0%	39 25.1%	96 45.0%	95 53.0%	113 69.5%	107 73.5%	105 68.2%
No	36 36.2%	316 45.6%	102 43.0%	117 74.9%	118 55.0%	84 47.0%	50 30.5%	39 26.5%	49 31.8%

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
						<i>Base</i>	640	80	137
Yes	433 67.7%	44 55.2%	50 36.1%	37 26.7%	13 30.5%	592 100.0%	-	484 68.0%	87 29.7%
No	207 32.3%	36 44.8%	88 63.9%	100 73.3%	30 69.5%	-	471 100.0%	227 32.0%	207 70.3%

Q20 Know name of local water supply agency

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af-American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Yes	284 58.3%	158 54.5%	17 37.2%	49 46.4%	29 44.6%	90 35.7%	143 54.6%	166 61.9%	151 70.6%
No	203 41.7%	132 45.5%	28 62.8%	57 53.6%	36 55.4%	163 64.3%	119 45.4%	102 38.1%	63 29.4%

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
								<i>Base</i>	134
Yes	64 47.6%	106 42.9%	93 61.3%	59 56.4%	74 56.7%	79 70.4%	51 74.2%	407 67.3%	149 37.8%
No	70 52.4%	141 57.1%	59 38.7%	46 43.6%	57 43.3%	33 29.6%	18 25.8%	198 32.7%	245 62.2%

Q20 Know name of local water supply agency

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Yes	48 36.1%	96 41.2%	132 62.4%	101 61.4%	115 67.3%	100 66.1%	330 60.5%	253 49.9%
No	84 63.9%	137 58.8%	80 37.6%	63 38.6%	56 32.7%	51 33.9%	216 39.5%	254 50.1%

Q21 Unaided awareness of water agency

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	592	37	49	60	446	73	225	255	38
Correctly identified local agency	423 71.5%	24 63.5%	29 59.2%	39 64.3%	332 74.4%	50 69.0%	169 75.1%	180 70.6%	24 62.5%
Mentioned other, incorrect agency	127 21.4%	11 30.5%	15 30.7%	12 19.4%	89 19.9%	19 26.1%	41 18.2%	55 21.6%	11 27.9%
Not sure	26 4.4%	2 6.0%	4 7.9%	8 12.7%	13 2.8%	4 5.0%	9 4.0%	13 5.0%	1 2.0%
Prefer not to answer	16 2.7%	-	1 2.3%	2 3.6%	13 2.9%	-	6 2.8%	7 2.8%	3 7.7%

Q21 Unaided awareness of water agency

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
						<i>Base</i>	170	153	69
Correctly identified local agency	123 72.4%	113 73.8%	50 72.8%	71 73.3%	65 64.4%	358 72.9%	65 64.4%	318 71.2%	89 70.6%
Mentioned other, incorrect agency	40 23.8%	26 17.2%	13 18.3%	22 22.2%	26 25.2%	101 20.6%	26 25.2%	97 21.7%	27 21.9%
Not sure	4 2.4%	7 4.6%	3 3.9%	3 2.9%	10 9.4%	17 3.4%	10 9.4%	20 4.5%	6 4.6%
Prefer not to answer	2 1.4%	7 4.4%	3 5.0%	2 1.6%	1 1.0%	15 3.1%	1 1.0%	11 2.6%	4 2.9%

Q21 Unaided awareness of water agency

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	63	378	135	39	96	95	113	107	105
Correctly identified local agency	41 65.1%	280 74.1%	98 72.5%	15 37.5%	67 69.9%	68 72.2%	86 75.4%	80 74.8%	80 76.0%
Mentioned other, incorrect agency	19 30.6%	67 17.8%	30 22.3%	19 49.2%	22 22.4%	19 20.2%	18 15.8%	21 19.6%	21 19.7%
Not sure	1 2.1%	22 5.9%	3 1.9%	5 13.3%	5 5.4%	3 3.2%	5 4.0%	4 4.1%	3 2.4%
Prefer not to answer	1 2.2%	8 2.2%	4 3.3%	-	2 2.3%	4 4.4%	5 4.7%	2 1.6%	2 1.9%

Q21 Unaided awareness of water agency

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsid pays	Someone else pays
						<i>Base</i>	433	44	50
Correctly identified local agency	322 74.2%	33 74.1%	32 64.1%	19 52.1%	11 86.8%	423 71.5%	-	360 74.5%	53 60.5%
Mentioned other, incorrect agency	77 17.8%	7 16.7%	17 34.3%	16 44.7%	1 5.5%	127 21.4%	-	89 18.4%	26 30.1%
Not sure	21 4.8%	3 6.9%	-	1 3.1%	1 7.8%	26 4.4%	-	19 3.9%	7 8.3%
Prefer not to answer	13 3.1%	1 2.3%	1 1.7%	-	-	16 2.7%	-	15 3.1%	1 1.2%

Q21 Unaided awareness of water agency

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af- American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	284	158	17	49	29	90	143	166	151
Correctly identified local agency	222 78.3%	94 59.4%	14 83.4%	34 69.3%	21 72.3%	59 65.2%	91 63.3%	130 78.4%	112 74.3%
Mentioned other, incorrect agency	43 15.3%	57 35.8%	3 16.6%	9 18.0%	2 6.2%	26 29.0%	37 25.5%	27 16.1%	29 19.3%
Not sure	12 4.1%	6 3.9%	-	4 7.6%	4 12.9%	2 1.7%	13 8.9%	6 3.9%	5 3.6%
Prefer not to answer	7 2.3%	2 1.0%	-	3 5.1%	2 8.6%	4 4.1%	3 2.3%	3 1.6%	4 2.8%

Q21 Unaided awareness of water agency

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	64	106	93	59	74	79	51	407	149
Correctly identified local agency	37 58.1%	68 63.6%	66 70.8%	44 73.5%	50 68.0%	66 83.4%	45 87.6%	313 76.9%	82 55.0%
Mentioned other, incorrect agency	21 32.3%	32 30.3%	19 20.9%	10 16.8%	18 24.3%	11 13.6%	3 6.2%	70 17.2%	54 36.1%
Not sure	1 2.3%	5 5.1%	6 6.3%	6 9.7%	2 3.2%	1 0.6%	2 3.7%	10 2.6%	13 8.4%
Prefer not to answer	5 7.4%	1 1.0%	2 2.0%	-	3 4.5%	2 2.4%	1 2.4%	14 3.3%	1 0.5%

Q21 Unaided awareness of water agency

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	48	96	132	101	115	100	330	253
Correctly identified local agency	38 79.1%	61 63.7%	111 83.7%	84 83.3%	40 35.0%	89 88.8%	228 69.2%	190 75.0%
Mentioned other, incorrect agency	6 13.5%	25 25.7%	14 10.5%	11 11.2%	64 55.6%	6 6.4%	75 22.6%	50 19.7%
Not sure	1 2.5%	10 10.6%	4 3.1%	2 1.6%	7 6.2%	3 2.6%	20 5.9%	7 2.6%
Prefer not to answer	2 4.8%	-	4 3.1%	4 3.8%	4 3.2%	2 2.2%	7 2.2%	7 2.6%

QD1 Age

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
18 to 24	156 14.7%	25 22.3%	40 31.9%	10 9.3%	80 11.3%	15 14.3%	93 20.7%	41 9.6%	7 8.9%
25 to 34	215 20.2%	22 19.6%	38 30.1%	43 38.5%	112 15.7%	31 30.7%	77 17.1%	85 19.9%	17 22.3%
35 to 44	179 16.8%	27 23.7%	12 9.9%	28 25.0%	112 15.6%	15 14.7%	74 16.4%	73 17.1%	16 21.5%
45 to 54	163 15.4%	13 11.6%	13 10.6%	13 11.3%	124 17.4%	12 11.5%	71 15.6%	68 15.9%	13 16.7%
55 to 64	146 13.7%	11 9.8%	10 8.0%	11 9.6%	114 16.0%	15 14.8%	53 11.7%	69 16.2%	8 10.7%
65 or older	154 14.5%	9 8.3%	11 8.9%	6 5.6%	127 17.9%	11 11.2%	67 14.9%	66 15.4%	10 12.8%
Prefer not to answer	51 4.8%	5 4.8%	1 0.6%	1 0.7%	44 6.1%	3 2.7%	16 3.6%	25 5.9%	5 7.1%

QD1 Age

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
18 to 24	30 10.6%	17 7.9%	5 5.7%	22 13.5%	81 26.9%	75 9.8%	81 26.9%	80 10.8%	74 26.7%
25 to 34	55 19.3%	36 16.7%	19 19.2%	25 15.4%	80 26.5%	135 17.7%	80 26.5%	141 19.0%	58 20.9%
35 to 44	41 14.6%	38 17.6%	18 18.5%	36 21.9%	46 15.1%	133 17.5%	46 15.1%	130 17.5%	40 14.5%
45 to 54	43 15.0%	42 19.6%	20 21.1%	27 16.7%	30 9.8%	134 17.6%	30 9.8%	127 17.0%	33 11.8%
55 to 64	52 18.3%	28 13.1%	17 17.7%	19 11.5%	30 9.8%	116 15.3%	30 9.8%	112 15.1%	28 10.2%
65 or older	52 18.2%	35 16.1%	13 13.5%	25 15.3%	30 9.8%	124 16.4%	30 9.8%	114 15.3%	36 13.0%
Prefer not to answer	11 4.1%	20 9.1%	4 4.2%	9 5.6%	6 2.1%	44 5.8%	6 2.1%	41 5.5%	8 2.8%

QD1 Age

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
18 to 24	28 28.0%	89 12.9%	28 11.9%	156 100.0%	-	-	-	-	-
25 to 34	17 17.5%	134 19.2%	60 25.6%	-	215 100.0%	-	-	-	-
35 to 44	14 14.3%	120 17.3%	34 14.2%	-	-	179 100.0%	-	-	-
45 to 54	15 15.3%	104 15.0%	42 17.8%	-	-	-	163 100.0%	-	-
55 to 64	13 12.8%	103 14.8%	28 11.9%	-	-	-	-	146 100.0%	-
65 or older	7 7.5%	108 15.6%	35 14.9%	-	-	-	-	-	154 100.0%
Prefer not to answer	5 4.5%	35 5.1%	9 3.7%	-	-	-	-	-	-

QD1 Age

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
18 to 24	67 10.5%	13 15.9%	32 23.4%	30 21.8%	8 19.0%	39 6.6%	117 24.8%	54 7.6%	81 27.5%
25 to 34	104 16.2%	22 27.6%	30 21.8%	50 36.5%	8 19.4%	96 16.3%	118 25.1%	140 19.7%	65 22.1%
35 to 44	113 17.7%	14 17.8%	27 19.4%	18 12.9%	1 2.5%	95 16.0%	84 17.8%	127 17.8%	43 14.5%
45 to 54	113 17.7%	11 14.2%	14 9.9%	17 12.7%	3 8.0%	113 19.2%	50 10.6%	125 17.6%	34 11.6%
55 to 64	105 16.4%	10 12.5%	13 9.2%	10 7.4%	6 12.9%	107 18.1%	39 8.2%	112 15.8%	28 9.4%
65 or older	103 16.0%	9 11.1%	18 13.1%	11 8.1%	14 31.7%	105 17.8%	49 10.4%	113 15.8%	40 13.4%
Prefer not to answer	35 5.4%	1 1.0%	4 3.1%	1 0.6%	3 6.3%	36 6.1%	15 3.1%	40 5.6%	4 1.5%

QD1 Age

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
18 to 24	41 8.4%	63 21.7%	6 12.5%	25 23.8%	20 31.4%	59 23.3%	64 24.4%	33 12.2%	-
25 to 34	83 17.1%	85 29.2%	12 26.4%	16 15.5%	13 20.0%	77 30.5%	51 19.4%	56 20.9%	28
35 to 44	68 13.9%	62 21.2%	6 13.3%	22 21.2%	12 18.6%	42 16.7%	32 12.2%	50 18.7%	44
45 to 54	86 17.7%	35 12.0%	11 23.3%	15 14.5%	4 6.4%	26 10.2%	36 13.8%	43 15.9%	49
55 to 64	85 17.5%	24 8.2%	2 5.5%	12 11.2%	8 12.9%	17 6.7%	37 14.1%	41 15.3%	39
65 or older	109 22.4%	17 5.8%	3 5.6%	8 7.5%	6 8.7%	25 9.9%	36 13.7%	37 13.7%	42
Prefer not to answer	15 3.1%	5 1.9%	6 13.4%	7 6.4%	1 2.1%	7 2.7%	6 2.4%	9 3.3%	10

QD1 Age

	Hsd Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
18 to 24	38 28.1%	33 13.3%	21 13.8%	15 14.6%	11 8.4%	9 7.9%	3 3.9%	46 7.5%	96 24.3%
25 to 34	17 12.4%	81 32.6%	40 26.6%	29 27.8%	25 19.5%	7 6.5%	4 5.9%	85 14.1%	116 29.4%
35 to 44	11 8.5%	36 14.4%	22 14.6%	15 14.0%	28 21.4%	35 31.3%	12 17.0%	104 17.2%	67 17.0%
45 to 54	12 9.1%	33 13.2%	20 13.5%	13 12.7%	22 17.2%	25 22.2%	28 41.5%	114 18.8%	42 10.7%
55 to 64	20 14.8%	24 9.7%	17 11.4%	14 13.4%	26 19.6%	21 18.6%	13 19.0%	109 18.0%	33 8.4%
65 or older	18 13.3%	31 12.6%	27 17.7%	18 17.5%	18 13.9%	15 13.5%	9 12.7%	119 19.7%	29 7.3%
Prefer not to answer	18 13.7%	10 4.1%	4 2.4%	-	-	-	-	29 4.7%	11 2.8%

QD1 Age

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
	<i>Base</i>	132	233	212	164	170	152	546
18 to 24	21 15.8%	35 15.0%	41 19.2%	12 7.1%	27 16.0%	21 13.6%	80 14.6%	76 15.0%
25 to 34	36 27.4%	59 25.5%	29 13.7%	23 14.0%	38 22.5%	29 18.9%	88 16.2%	122 24.1%
35 to 44	22 16.9%	38 16.2%	31 14.7%	33 19.8%	32 18.7%	23 15.0%	99 18.2%	79 15.6%
45 to 54	22 16.5%	32 13.6%	32 14.9%	28 17.0%	23 13.7%	27 17.8%	89 16.2%	74 14.6%
55 to 64	16 11.8%	29 12.4%	34 16.1%	23 14.2%	21 12.6%	23 14.9%	80 14.7%	65 12.8%
65 or older	13 9.6%	30 13.1%	31 14.7%	33 20.2%	24 14.0%	23 14.9%	86 15.8%	68 13.4%
Prefer not to answer	3 2.0%	10 4.2%	14 6.7%	12 7.6%	4 2.4%	8 5.0%	24 4.3%	22 4.4%

QD2 Gender

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Male	546 51.3%	59 52.2%	52 41.5%	56 50.2%	379 53.1%	76 74.3%	229 50.6%	204 47.7%	35 46.5%
Female	506 47.6%	52 46.0%	72 57.7%	54 49.0%	327 45.9%	23 22.9%	221 48.9%	217 50.8%	41 53.5%
Non-binary, do not identify with either	5 0.5%	-	-	1 0.8%	4	3 2.8%	-	2 0.5%	-
Prefer not to answer	6 0.6%	2 1.8%	1 0.8%	-	3 0.4%	-	2 0.4%	4 0.9%	-

QD2 Gender

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
	<i>Base</i>	284	216	96	164	302	761	302	746
Male	142 50.1%	130 60.2%	63 65.7%	84 51.3%	126 41.7%	420 55.1%	126 41.7%	382 51.2%	148 53.2%
Female	142 49.9%	79 36.5%	31 32.2%	79 48.1%	175 58.0%	331 43.5%	175 58.0%	357 47.8%	127 45.7%
Non-binary, do not identify with either	-	4 1.9%	-	-	1 0.3%	4 0.5%	1 0.3%	3 0.4%	2 0.7%
Prefer not to answer	-	3 1.4%	2 2.1%	1 0.6%	-	6 0.8%	-	4 0.5%	1 0.4%

QD2 Gender

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Male	53 53.9%	351 50.5%	121 51.4%	80 51.2%	88 41.1%	99 55.7%	89 54.2%	80 54.9%	86 55.8%
Female	46 46.1%	338 48.7%	110 46.5%	76 48.8%	122 57.0%	79 44.3%	74 45.2%	65 44.5%	68 44.2%
Non-binary, do not identify with either	-	-	5 2.1%	-	4 1.9%	-	-	1 0.6%	-
Prefer not to answer	-	5 0.7%	-	-	-	-	1 0.6%	-	-

QD2 Gender

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Male	366 57.1%	36 44.3%	53 38.2%	57 41.4%	23 52.8%	330 55.8%	216 45.8%	397 55.9%	119 40.4%
Female	269 41.9%	45 55.7%	85 61.8%	79 58.0%	20 47.2%	253 42.7%	254 53.8%	306 43.1%	175 59.3%
Non-binary, do not identify with either	4 0.7%	-	-	1 0.6%	-	4 0.7%	1 0.2%	4 0.6%	1 0.3%
Prefer not to answer	2 0.3%	-	-	-	-	5 0.9%	1 0.2%	3 0.4%	-

QD2 Gender

	Ethnicity (QD6)				Education Level (QD7)				
	Caucasian / White	Latino / Hispanic	Af-American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Male	246 50.5%	134 46.0%	22 47.7%	67 63.6%	35 53.4%	117 46.3%	142 54.1%	138 51.4%	122 56.8%
Female	239 49.0%	156 53.7%	21 45.6%	39 36.4%	28 43.5%	134 52.9%	120 45.6%	129 47.9%	92 42.7%
Non-binary, do not identify with either	2 0.4%	1 0.3%	-	-	2 3.1%	2 0.9%	1 0.3%	2 0.7%	-
Prefer not to answer	-	-	3 6.7%	-	-	-	-	-	1 0.5%

QD2 Gender

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Male	69 51.4%	105 42.5%	85 55.9%	56 53.6%	70 53.4%	73 65.0%	43 62.8%	339 56.0%	175 44.3%
Female	57 42.6%	142 57.1%	65 42.8%	49 46.4%	61 46.6%	39 35.0%	25 37.2%	260 42.9%	216 54.7%
Non-binary, do not identify with either	3 2.2%	-	2 1.3%	-	-	-	-	4 0.7%	1 0.2%
Prefer not to answer	5 3.8%	1 0.4%	-	-	-	-	-	2 0.3%	3 0.8%

QD2 Gender

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Male	79 59.8%	115 49.4%	94 44.5%	98 59.7%	98 57.5%	61 40.4%	546 100.0%	-
Female	53 40.2%	118 50.6%	113 53.5%	63 38.5%	71 41.9%	87 57.6%	-	506 100.0%
Non-binary, do not identify with either	-	-	2 1.0%	1 0.5%	-	2 1.3%	-	-
Prefer not to answer	-	-	2 1.0%	2 1.2%	1 0.6%	1 0.7%	-	-

QD3 Water bill pay by

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Hsld pays bill directly	711 66.9%	61 54.0%	63 50.3%	77 69.7%	509 71.4%	73 71.1%	280 61.8%	314 73.3%	44 57.4%
Someone else pays bill	295 27.7%	39 34.7%	53 42.6%	20 18.0%	182 25.5%	21 20.9%	152 33.5%	97 22.7%	22 28.8%
Not sure	29 2.8%	4 3.7%	6 4.8%	12 10.5%	8 1.1%	6 6.0%	12 2.6%	7 1.7%	4 5.7%
Prefer not to answer	28 2.6%	9 7.6%	3 2.3%	2 1.8%	14 2.0%	2 2.0%	9 2.0%	10 2.3%	6 8.1%

QD3 Water bill pay by

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Hsld pays bill directly	183 64.6%	170 78.4%	79 81.9%	113 69.2%	165 54.5%	546 71.8%	165 54.5%	542 72.6%	142 50.9%
Someone else pays bill	94 33.0%	37 17.3%	12 12.3%	40 24.7%	112 36.9%	183 24.1%	112 36.9%	165 22.1%	124 44.5%
Not sure	3 1.1%	5 2.4%	-	2 0.9%	19 6.4%	10 1.3%	19 6.4%	19 2.6%	8 2.8%
Prefer not to answer	3 1.2%	4 1.9%	6 5.9%	8 5.2%	6 2.1%	22 2.9%	6 2.1%	20 2.7%	5 1.8%

QD3 Water bill pay by

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Hsld pays bill directly	74 74.3%	470 67.7%	156 66.1%	54 34.7%	140 65.3%	127 70.8%	125 76.6%	112 77.0%	113 73.0%
Someone else pays bill	17 16.9%	199 28.7%	68 28.8%	81 52.1%	65 30.3%	43 23.9%	34 20.9%	28 19.1%	40 25.7%
Not sure	5 5.4%	11 1.6%	9 4.0%	15 9.6%	9 4.4%	1 0.8%	1 0.6%	1 0.8%	1 0.9%
Prefer not to answer	3 3.5%	14 2.0%	3 1.2%	6 3.6%	-	8 4.4%	3 1.8%	5 3.1%	1 0.4%

QD3 Water bill pay by

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
	<i>Base</i>	640	80	137	137	43	592	471	711
Hsld pays bill directly	583 91.1%	44 54.1%	36 26.2%	30 22.1%	15 34.1%	484 81.7%	227 48.2%	711 100.0%	-
Someone else pays bill	46 7.2%	33 41.0%	98 71.5%	96 69.8%	22 51.2%	87 14.8%	207 44.0%	-	295 100.0%
Not sure	7 1.1%	3 3.3%	3 2.3%	10 7.5%	6 14.7%	4 0.6%	26 5.5%	-	-
Prefer not to answer	4 0.6%	1 1.6%	-	1 0.5%	-	17 2.9%	11 2.3%	-	-

QD3 Water bill pay by

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Hsld pays bill directly	350 71.9%	179 61.6%	13 28.9%	72 68.3%	41 63.0%	122 48.1%	149 56.8%	209 78.1%	184 85.8%
Someone else pays bill	124 25.4%	97 33.3%	24 52.9%	20 19.0%	21 32.8%	106 42.1%	107 40.7%	47 17.6%	27 12.7%
Not sure	10 2.0%	2 0.8%	4 9.3%	12 11.4%	-	12 4.9%	4 1.4%	10 3.8%	2 0.9%
Prefer not to answer	3 0.7%	13 4.3%	4 8.9%	1 1.3%	3 4.2%	12 4.9%	3 1.1%	1 0.5%	1 0.6%

QD3 Water bill pay by

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Hsld pays bill directly	65 48.3%	116 46.8%	104 68.4%	83 78.6%	106 81.6%	97 86.1%	67 97.3%	513 84.7%	147 37.2%
Someone else pays bill	44 32.7%	123 49.6%	39 25.7%	21 19.7%	19 14.5%	10 9.3%	1 1.9%	68 11.3%	218 55.3%
Not sure	11 7.9%	4 1.6%	7 4.9%	2 1.8%	2 1.8%	3 2.9%	-	13 2.1%	17 4.2%
Prefer not to answer	15 11.2%	5 2.0%	1 0.9%	-	3 2.2%	2 1.8%	0 0.7%	11 1.9%	13 3.2%

QD3 Water bill pay by

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Hsld pays bill directly	94 70.9%	118 50.6%	152 71.6%	122 74.2%	125 73.3%	101 66.5%	397 72.8%	306 60.5%
Someone else pays bill	24 18.4%	109 47.1%	48 22.8%	32 19.6%	35 20.7%	45 29.9%	119 21.9%	175 34.5%
Not sure	14 10.7%	-	8 3.9%	3 2.0%	3 1.6%	1 0.7%	15 2.8%	14 2.8%
Prefer not to answer	-	5 2.3%	4 1.8%	7 4.2%	8 4.5%	4 2.9%	14 2.6%	11 2.2%

QD4 Home type

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Single family home	640 60.2%	48 42.0%	62 49.0%	75 67.4%	456 64.0%	64 62.5%	263 58.1%	274 64.1%	38 50.3%
Duplex or townhome	80 7.6%	22 19.2%	8 6.4%	3 2.4%	48 6.7%	5 5.0%	36 7.9%	31 7.3%	8 10.5%
Condominium	137 12.9%	11 9.3%	24 19.4%	10 9.4%	92 12.9%	6 6.0%	64 14.1%	61 14.4%	6 8.3%
Apartment	137 12.9%	22 19.4%	22 17.7%	11 9.9%	82 11.5%	20 19.2%	61 13.5%	39 9.1%	15 19.6%
Mobile home	30 2.8%	2 1.6%	3 2.3%	5 4.7%	20 2.8%	4 4.3%	13 2.9%	11 2.5%	2 2.7%
Other	13 1.2%	1 0.9%	3 2.6%	5 4.4%	3 0.5%	-	11 2.4%	2 0.5%	-
Prefer not to answer	25 2.4%	9 7.6%	3 2.6%	2 1.8%	11 1.6%	3 3.0%	5 1.1%	9 2.2%	7 8.7%

QD4 Home type

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Single family home	168 59.3%	155 71.4%	72 74.5%	102 62.4%	144 47.6%	496 65.2%	144 47.6%	481 64.6%	136 49.0%
Duplex or townhome	19 6.6%	15 7.2%	4 4.0%	17 10.1%	26 8.6%	55 7.2%	26 8.6%	48 6.4%	27 9.6%
Condominium	47 16.4%	15 6.7%	10 10.7%	23 14.2%	43 14.2%	95 12.4%	43 14.2%	82 11.1%	51 18.5%
Apartment	42 15.0%	21 9.6%	3 3.0%	9 5.4%	62 20.6%	75 9.8%	62 20.6%	91 12.2%	43 15.3%
Mobile home	7 2.5%	6 2.6%	2 1.9%	4 2.2%	12 4.0%	18 2.4%	12 4.0%	22 3.0%	8 2.8%
Other	1 0.3%	1 0.5%	-	0 0.3%	10 3.4%	2 0.3%	10 3.4%	4 0.5%	9 3.1%
Prefer not to answer	-	4 2.0%	6 5.9%	9 5.5%	5 1.7%	20 2.6%	5 1.7%	17 2.3%	5 1.8%

QD4 Home type

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Single family home	79 79.4%	424 61.1%	122 51.5%	67 43.2%	104 48.5%	113 63.3%	113 69.2%	105 72.3%	103 66.6%
Duplex or townhome	5 4.8%	52 7.5%	22 9.4%	13 8.2%	22 10.4%	14 8.0%	11 7.0%	10 6.9%	9 5.8%
Condominium	7 7.4%	95 13.7%	35 14.8%	32 20.6%	30 14.0%	27 15.0%	14 8.4%	13 8.7%	18 11.6%
Apartment	6 6.4%	85 12.2%	39 16.4%	30 19.2%	50 23.3%	18 9.9%	17 10.7%	10 6.9%	11 7.2%
Mobile home	-	19 4.9%	11 4.9%	-	7 3.4%	1 0.6%	2 1.5%	5 3.4%	12 7.6%
Other	-	7 1.1%	5 2.2%	8 5.2%	1 0.5%	-	1 0.6%	0 0.3%	2 1.2%
Prefer not to answer	2 2.1%	12 1.8%	2 0.9%	6 3.6%	-	6 3.2%	4 2.6%	2 1.4%	-

QD4 Home type

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsd pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Single family home	640 100.0%	-	-	-	-	433 73.2%	207 43.9%	583 82.1%	46 15.6%
Duplex or townhome	-	80 100.0%	-	-	-	44 7.5%	36 7.7%	44 6.1%	33 11.2%
Condominium	-	-	137 100.0%	-	-	50 8.4%	88 18.6%	36 5.1%	98 33.3%
Apartment	-	-	-	137 100.0%	-	37 6.2%	100 21.3%	30 4.3%	96 32.5%
Mobile home	-	-	-	-	30 70.5%	12 2.0%	18 3.8%	13 1.9%	16 5.3%
Other	-	-	-	-	13 29.5%	1 0.2%	12 2.4%	1 0.2%	6 2.1%
Prefer not to answer	-	-	-	-	-	15 2.5%	10 2.2%	3 0.4%	-

QD4 Home type

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af- American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Single family home	311 63.8%	161 55.4%	13 28.4%	63 59.7%	44 67.8%	98 38.7%	147 56.0%	184 68.5%	167 77.8%
Duplex or townhome	31 6.3%	29 10.1%	7 16.0%	5 4.7%	2 2.9%	20 7.8%	25 9.6%	22 8.0%	13 5.9%
Condominium	67 13.8%	31 10.8%	9 19.5%	22 20.5%	7 10.1%	34 13.4%	36 13.7%	40 14.8%	24 11.2%
Apartment	61 12.5%	47 16.1%	11 24.9%	9 8.6%	6 9.4%	76 29.9%	39 14.7%	10 3.9%	9 4.0%
Mobile home	13 2.6%	8 2.8%	-	1 0.7%	6 9.7%	10 3.8%	12 4.6%	7 2.6%	1 0.4%
Other	5 1.0%	1 0.4%	1 2.2%	5 4.6%	-	5 2.0%	2 0.6%	6 2.2%	-
Prefer not to answer	-	13 4.3%	4 8.9%	1 1.3%	-	11 4.3%	2 0.8%	-	1 0.6%

QD4 Home type

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Single family home	61 45.0%	84 33.9%	98 64.7%	74 70.1%	96 73.7%	92 82.2%	62 91.0%	466 77.0%	128 32.4%
Duplex or townhome	8 6.1%	26 10.5%	8 5.4%	6 5.9%	13 9.6%	5 4.1%	5 6.6%	38 6.3%	41 10.4%
Condominium	7 4.8%	39 15.8%	24 15.6%	19 17.8%	18 13.9%	12 10.5%	2 2.4%	69 11.5%	60 15.3%
Apartment	35 26.2%	76 30.5%	9 5.7%	4 3.7%	2 1.5%	2 1.5%	-	-	137 34.8%
Mobile home	4 3.1%	14 5.6%	7 4.6%	3 2.5%	2 1.2%	-	-	20 3.3%	9 2.4%
Other	5 3.6%	2 0.8%	6 3.9%	-	-	-	-	6 1.0%	7 1.7%
Prefer not to answer	15 11.2%	7 2.8%	-	-	-	2 1.8%	-	6 1.0%	12 3.0%

QD4 Home type

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Single family home	73 55.2%	116 49.7%	139 65.6%	120 72.9%	102 59.8%	91 60.1%	366 67.0%	269 53.0%
Duplex or townhome	10 7.2%	14 6.1%	19 8.8%	7 4.5%	18 10.5%	13 8.3%	36 6.5%	45 8.8%
Condominium	21 16.1%	46 19.8%	30 13.9%	13 7.7%	14 8.0%	14 9.4%	53 9.6%	85 16.8%
Apartment	20 15.0%	48 20.5%	15 7.3%	10 5.9%	26 15.3%	18 12.2%	57 10.4%	79 15.7%
Mobile home	4 2.8%	2 0.7%	5 2.6%	7 4.0%	1 0.8%	11 7.4%	15 2.7%	15 3.0%
Other	5 3.6%	3 1.4%	0 0.2%	3 1.9%	1 0.6%	-	8 1.4%	5 1.0%
Prefer not to answer	-	4 1.7%	3 1.6%	5 3.1%	9 5.1%	4 2.7%	13 2.3%	8 1.7%

QD5 Home ownership status

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Own	605 57.0%	40 35.1%	43 34.2%	73 66.3%	449 63.0%	56 54.2%	242 53.6%	272 63.5%	35 46.1%
Rent	394 37.1%	70 61.7%	68 54.2%	34 30.5%	222 31.2%	42 40.6%	177 39.1%	134 31.2%	39 51.1%
Live with family / friends and don't pay rent	26 2.5%	-	9 6.8%	3 2.3%	15 2.1%	2 1.9%	17 3.7%	8 1.8%	-
Prefer not to answer	37 3.5%	4 3.3%	6 4.8%	1 0.9%	26 3.7%	3 3.4%	16 3.6%	15 3.5%	2 2.8%

QD5 Home ownership status

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Own	172 60.6%	139 64.3%	73 76.1%	94 57.4%	127 42.2%	478 62.8%	127 42.2%	452 60.6%	133 47.6%
Rent	102 36.0%	62 28.9%	20 20.2%	61 37.1%	150 49.6%	245 32.1%	150 49.6%	248 33.2%	130 46.8%
Live with family / friends and don't pay rent	3 1.2%	5 2.1%	-	0 0.3%	18 6.0%	8 1.1%	18 6.0%	21 2.8%	5 2.0%
Prefer not to answer	6 2.3%	10 4.8%	4 3.7%	9 5.3%	7 2.3%	30 3.9%	7 2.3%	25 3.4%	10 3.7%

QD5 Home ownership status

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Own	56 57.0%	414 59.6%	127 53.5%	46 29.3%	85 39.7%	104 58.2%	114 69.7%	109 75.0%	119 77.3%
Rent	40 40.2%	234 33.8%	97 40.9%	96 61.5%	116 54.0%	67 37.5%	42 25.9%	33 22.8%	29 18.8%
Live with family / friends and don't pay rent	-	20 2.8%	7 2.8%	14 9.3%	11 5.3%	-	-	-	0 0.3%
Prefer not to answer	3 2.9%	26 3.7%	7 2.9%	-	2 0.9%	8 4.3%	7 4.5%	3 2.3%	6 3.6%

QD5 Home ownership status

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apart ment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Own	466 72.8%	38 47.2%	69 50.5%	-	26 60.7%	407 68.8%	198 42.1%	513 72.2%	68 23.1%
Rent	128 20.0%	41 50.8%	60 43.9%	137 100.0%	16 37.8%	149 25.2%	245 52.0%	147 20.7%	218 74.0%
Live with family / friends and don't pay rent	23 3.6%	-	3 2.4%	-	-	6 1.1%	20 4.2%	24 3.4%	2 0.8%
Prefer not to answer	23 3.6%	2 2.0%	4 3.2%	-	1 1.5%	29 4.9%	8 1.7%	27 3.8%	6 2.1%

QD5 Home ownership status

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Own	298 61.3%	135 46.3%	13 28.9%	69 65.5%	41 64.1%	54 21.4%	118 44.9%	215 79.9%	184 86.0%
Rent	158 32.4%	150 51.5%	32 71.1%	26 24.9%	18 28.4%	179 70.9%	131 50.0%	44 16.3%	28 13.2%
Live with family / friends and don't pay rent	11 2.2%	4 1.5%	-	6 6.0%	5 7.5%	14 5.7%	6 2.2%	6 2.1%	0 0.2%
Prefer not to answer	20 4.1%	2 0.7%	-	4 3.6%	-	5 2.0%	7 2.8%	4 1.6%	1 0.6%

QD5 Home ownership status

	Hsd Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Own	58 42.8%	50 20.4%	97 64.3%	81 77.1%	115 88.3%	105 93.4%	68 100.0%	605 100.0%	-
Rent	73 54.2%	182 73.3%	52 34.7%	21 20.1%	11 8.7%	7 6.6%	-	-	394 100.0%
Live with family / friends and don't pay rent	-	10 4.2%	2 1.1%	3 2.8%	4 3.0%	-	-	-	-
Prefer not to answer	4 3.0%	5 2.1%	-	-	-	-	-	-	-

QD5 Home ownership status

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
	<i>Base</i>	132	233	212	164	170	152	546
Own	87 65.5%	108 46.3%	133 62.7%	108 65.7%	86 50.3%	85 55.8%	339 62.2%	260 51.3%
Rent	40 29.9%	118 50.8%	68 32.2%	36 22.2%	75 44.3%	56 37.2%	175 32.0%	216 42.6%
Live with family / friends and don't pay rent	3 2.1%	3 1.1%	0 0.2%	10 6.1%	6 3.7%	4 2.8%	13 2.5%	13 2.5%
Prefer not to answer	3 2.5%	4 1.8%	10 4.8%	10 6.1%	3 1.6%	6 4.3%	18 3.3%	18 3.5%

QD6 Ethnicity

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Caucasian/White	487 45.8%	52 46.0%	59 47.1%	45 40.5%	331 46.4%	39 37.6%	220 48.6%	194 45.4%	34 45.2%
Latino/Hispanic	291 27.3%	45 39.5%	42 33.5%	33 29.9%	171 23.9%	34 33.3%	118 26.1%	115 26.8%	21 27.7%
African-American/Black	45 4.3%	3 2.7%	3 2.6%	2 1.5%	37 5.3%	6 6.0%	13 2.9%	20 4.6%	5 7.1%
American Indian or Alaskan Native	11 1.0%	-	-	-	11 1.6%	1 1.1%	10 2.2%	-	-
Asian --Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	106 10.0%	7 6.5%	11 9.0%	16 14.2%	71 10.0%	11 10.6%	38 8.4%	51 11.9%	6 7.8%
Pacific Islander	16 1.5%	2 1.7%	-	3 2.9%	11 1.5%	-	12 2.6%	4 0.9%	-
Middle Eastern	20 1.9%	1 1.2%	5 3.8%	5 4.1%	9 1.3%	2 1.9%	8 1.9%	9 2.0%	1 1.5%
Mixed Heritage	8 0.8%	-	-	3 2.3%	6 0.8%	2 1.6%	5 1.2%	1 0.3%	-
Other	9 0.9%	1 0.6%	-	1 1.0%	8 1.1%	-	2 0.4%	5 1.3%	2 2.7%

QD6 Ethnicity

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
	<i>Base</i>	284	216	96	164	302	761	302	746
Caucasian/White	158 55.9%	102 47.1%	40 41.2%	79 48.3%	108 35.7%	379 49.8%	108 35.7%	334 44.8%	137 49.2%
Latino/Hispanic	56 19.8%	46 21.3%	28 29.2%	49 29.9%	111 36.9%	179 23.6%	111 36.9%	203 27.3%	73 26.3%
African-American/Black	19 6.6%	14 6.4%	1 1.0%	4 2.2%	8 2.7%	37 4.9%	8 2.7%	25 3.4%	15 5.5%
American Indian or Alaskan Native	7 2.6%	-	-	1 0.3%	3 1.0%	8 1.1%	3 1.0%	9 1.1%	2 0.7%
Asian --Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	21 7.5%	30 13.8%	5 5.4%	11 6.4%	39 12.9%	67 8.8%	39 12.9%	76 10.2%	27 9.6%
Pacific Islander	4 1.3%	-	-	6 3.6%	6 2.0%	10 1.3%	6 2.0%	13 1.8%	3 1.0%
Middle Eastern	2 0.7%	5 2.5%	2 1.7%	1 0.5%	10 3.5%	10 1.3%	10 3.5%	16 2.2%	4 1.5%
Mixed Heritage	2 0.9%	1 0.6%	0 0.4%	2 1.4%	2 0.6%	6 0.6%	2 0.6%	7 1.0%	1 0.3%
Other	2 0.7%	5 2.2%	1 1.1%	-	1 0.5%	8 1.0%	1 0.5%	8 1.1%	1 0.4%

QD6 Ethnicity

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Caucasian/White	37 37.4%	344 49.6%	102 43.3%	41 26.1%	83 38.8%	68 37.8%	86 52.8%	85 58.3%	109 70.8%
Latino/Hispanic	38 38.2%	162 23.4%	80 33.8%	63 40.5%	85 39.6%	62 34.5%	35 21.3%	24 16.4%	17 10.9%
African-American/Black	2 2.2%	30 4.3%	6 2.6%	6 3.6%	12 5.6%	6 3.4%	11 6.5%	2 1.7%	3 1.7%
American Indian or Alaskan Native	- -	9 1.4%	1 0.5%	6 3.9%	2 0.9%	1 0.8%	- -	1 0.4%	1 0.7%
Asian - Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	12 12.6%	70 10.1%	20 8.6%	25 16.1%	16 7.6%	22 12.5%	15 9.4%	12 8.1%	8 5.1%
Pacific Islander	1 1.2%	6 0.8%	4 1.7%	7 4.8%	5 2.4%	1 0.6%	- -	1 0.8%	1 0.5%
Middle Eastern	-	16 2.3%	4 1.7%	7 4.3%	6 2.7%	4 2.5%	-	3 1.8%	1 0.5%
Mixed Heritage	-	6 0.9%	2 0.8%	-	-	3 1.4%	1 0.8%	3 2.3%	1 0.7%
Other	1 1.4%	6 0.8%	1 0.3%	-	-	3 1.4%	3 1.7%	1 0.5%	2 1.2%

QD6 Ethnicity

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Caucasian/White	311 48.5%	31 38.3%	67 48.8%	61 44.3%	17 40.9%	284 48.0%	203 43.0%	350 49.2%	124 42.0%
Latino/Hispanic	161 25.2%	29 36.7%	31 22.8%	47 34.2%	9 21.8%	158 26.8%	132 28.1%	179 25.2%	97 32.8%
African-American/Black	13 2.0%	7 9.0%	9 6.4%	11 8.2%	1 2.4%	17 2.8%	28 6.0%	13 1.8%	24 8.1%
American Indian or Alaskan Native	2 0.3%	-	-	6 4.4%	3 7.2%	3 0.5%	8 1.7%	2 0.3%	7 2.4%
Asian - Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	63 9.9%	5 6.1%	22 15.8%	9 6.6%	6 13.1%	49 8.3%	57 12.0%	72 10.2%	20 6.8%
Pacific Islander	13 2.0%	-	-	-	3 7.5%	4 0.7%	12 2.5%	11 1.5%	5 1.6%
Middle Eastern	17 2.6%	-	3 2.4%	-	-	10 1.7%	10 2.1%	15 2.1%	5 1.7%
Mixed Heritage	6 0.9%	-	2 1.8%	-	-	5 0.8%	3 0.7%	6 0.8%	3 0.9%
Other	7 1.0%	2 2.4%	1 0.6%	-	-	7 1.2%	3 0.5%	7 1.0%	1 0.5%

QD6 Ethnicity

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af-American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Caucasian/White	487 100.0%	-	-	-	-	85 33.5%	120 45.8%	138 51.6%	112 52.0%
Latino/Hispanic	-	291 100.0%	-	-	-	97 38.3%	87 33.2%	57 21.4%	47 22.1%
African-American/Black	-	-	45 100.0%	-	-	27 10.7%	7 2.9%	1 0.5%	3 1.6%
American Indian or Alaskan Native	-	-	-	-	11 17.2%	3 1.3%	7 2.7%	1 0.2%	-
Asian - Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	-	-	-	106 100.0%	-	22 8.6%	15 5.7%	39 14.5%	20 9.4%
Pacific Islander	-	-	-	-	16 24.3%	5 1.9%	5 1.8%	4 1.6%	2 0.9%
Middle Eastern	-	-	-	-	20 31.3%	7 2.7%	5 2.0%	4 1.5%	4 2.1%
Mixed Heritage	-	-	-	-	8 12.7%	-	1 0.5%	4 1.7%	2 1.2%
Other	-	-	-	-	9 14.5%	3 1.0%	3 1.2%	2 0.7%	2 0.9%

QD6 Ethnicity

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Caucasian/White	41 30.5%	88 35.7%	67 44.5%	68 64.8%	74 56.9%	64 56.8%	42 60.6%	298 49.3%	158 40.0%
Latino/Hispanic	37 27.5%	89 35.7%	47 31.1%	23 21.6%	30 23.2%	24 21.3%	12 17.9%	135 22.2%	150 37.9%
African-American/Black	19 13.9%	22 9.0%	-	3 2.8%	-	-	1 1.9%	13 2.2%	32 8.2%
American Indian or Alaskan Native	8 6.0%	1 0.4%	1 0.9%	-	1 0.4%	-	-	5 0.8%	6 1.5%
Asian - Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	2 1.2%	19 7.7%	12 8.1%	8 7.5%	12 9.5%	22 20.0%	8 12.1%	69 11.5%	26 6.7%
Pacific Islander	-	5 1.9%	5 3.4%	-	1 0.9%	1 0.7%	3 3.9%	8 1.3%	8 2.0%
Middle Eastern	-	-	8 5.4%	2 2.1%	1 0.9%	1 1.3%	2 3.6%	12 1.9%	4 0.9%
Mixed Heritage	-	-	-	1 1.2%	7 5.4%	-	-	8 1.4%	-
Other	4 2.9%	1 0.4%	1 0.4%	-	4 2.9%	-	-	9 1.4%	1 0.2%

QD6 Ethnicity

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Caucasian/White	68 51.6%	111 47.8%	113 53.5%	92 56.2%	35 20.4%	67 44.2%	246 45.1%	239 47.1%
Latino/Hispanic	19 14.2%	72 31.0%	51 23.8%	22 13.1%	84 49.1%	44 29.0%	134 24.5%	156 30.8%
African-American/Black	7 5.5%	18 7.5%	2 0.9%	8 5.1%	3 1.8%	7 4.6%	22 4.0%	21 4.1%
American Indian or Alaskan Native	-	-	6 2.9%	2 1.2%	-	3 2.0%	-	11 2.2%
Asian -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	20 15.0%	17 7.4%	18 8.6%	18 10.9%	26 15.4%	6 4.2%	67 12.3%	39 7.6%
Pacific Islander	8 6.1%	-	-	1 0.5%	4 2.2%	3 2.1%	15 2.7%	1 0.2%
Middle Eastern	1 1.1%	2 1.0%	1 0.4%	7 4.1%	4 2.2%	5 3.4%	7 1.3%	11 2.2%
Mixed Heritage	3 2.6%	2 0.7%	1 0.4%	0 0.2%	2 1.2%	-	6 1.1%	2 0.5%
Other	-	2 0.7%	-	2 1.3%	1 0.7%	5 3.1%	7 1.3%	3 0.5%

QD6 Ethnicity

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Prefer not to answer	70 6.6%	2 1.8%	5 4.0%	4 3.7%	59 8.2%	8 7.9%	25 5.6%	29 6.9%	6 8.0%

QD6 Ethnicity

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Prefer not to answer	11 3.9%	13 6.1%	19 19.9%	12 7.4%	13 4.4%	57 7.4%	13 4.4%	54 7.2%	15 5.4%

QD6 Ethnicity

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Prefer not to answer	7 7.1%	43 6.3%	16 6.8%	1 0.6%	5 2.4%	9 5.1%	12 7.4%	14 9.7%	12 7.9%

QD6 Ethnicity

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
	<i>Base</i>	640	80	137	137	43	592	471	711
Prefer not to answer	49 7.6%	6 7.5%	2 1.5%	3 2.2%	3 7.1%	55 9.2%	15 3.2%	56 7.8%	9 3.1%

QD6 Ethnicity

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af. American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Prefer not to answer	-	-	-	-	-	5 2.0%	11 4.2%	17 6.4%	21 9.9%

QD6 Ethnicity

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Prefer not to answer	24 18.0%	22 9.0%	9 6.0%	-	-	-	-	49 8.0%	10 2.6%

QD6 Ethnicity

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Prefer not to answer	5 3.8%	9 3.9%	20 9.5%	12 7.4%	12 7.1%	11 7.3%	42 7.8%	24 4.8%

QD7 Education level

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Elementary (8 or fewer years)	3 0.2%	-	-	-	3 0.4%	-	-	3 0.6%	-
Some high school (9 to 11 years)	31 2.9%	9 7.8%	3 2.3%	1 0.5%	19 2.6%	3 2.5%	7 1.4%	15 3.5%	7 8.8%
High school graduate (12 years)	220 20.7%	24 21.2%	34 27.2%	23 21.0%	138 19.4%	24 23.3%	94 20.9%	79 18.6%	22 28.9%
Technical / Vocational school	63 6.0%	10 9.1%	5 3.7%	5 4.7%	43 6.1%	7 6.5%	27 6.0%	28 6.6%	2 2.2%
Some college	199 18.7%	13 11.2%	25 19.7%	15 13.3%	147 20.6%	23 22.4%	101 22.4%	58 13.5%	15 19.3%
College graduate	219 20.6%	24 21.2%	29 23.1%	29 26.2%	137 19.2%	17 16.3%	104 23.0%	87 20.2%	12 15.4%
Some graduate school	50 4.7%	5 4.1%	6 4.4%	8 7.1%	31 4.4%	2 2.1%	17 3.8%	28 6.5%	2 3.1%
Graduate, professional, doctorate degree (DDS, D-VM, JD, LLM, MA, MS, MB...)	214 20.2%	22 19.0%	16 12.8%	27 24.6%	149 21.0%	22 21.4%	82 18.0%	97 22.7%	13 16.8%

QD7 Education level

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Elementary (8 or fewer years)	-	-	3 2.7%	-	-	3 0.3%	-	3 0.4%	-
Some high school (9 to 11 years)	4 1.4%	5 2.4%	1 1.5%	8 4.7%	12 4.1%	18 2.4%	12 4.1%	26 3.4%	2 0.7%
High school graduate (12 years)	53 18.5%	30 13.6%	15 16.0%	34 20.9%	88 29.1%	132 17.3%	88 29.1%	152 20.3%	64 23.0%
Technical / Vocational school	18 6.2%	13 6.0%	5 5.0%	14 8.8%	13 4.4%	50 6.6%	13 4.4%	45 6.1%	17 5.9%
Some college	49 17.3%	44 20.4%	8 8.3%	28 17.1%	69 22.9%	130 17.1%	69 22.9%	125 16.8%	67 24.1%
College graduate	60 21.3%	48 22.0%	23 24.3%	40 24.2%	48 15.8%	171 22.5%	48 15.8%	147 19.7%	59 21.3%
Some graduate school	14 5.0%	11 5.0%	10 10.2%	2 1.2%	13 4.3%	37 4.8%	13 4.3%	38 5.0%	9 3.2%
Graduate, professional, doctorate degree (DDS, D-VM, JD, LLM, MA, MS, MB...)	71 25.0%	54 24.8%	19 19.7%	29 17.5%	42 14.0%	172 22.6%	42 14.0%	162 21.8%	47 16.8%

QD7 Education level

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Elementary (8 or fewer years)	-	3 0.4%	-	3 1.7%	-	-	-	-	-
Some high school (9 to 11 years)	1 0.5%	19 2.7%	10 4.2%	6 3.6%	8 3.7%	7 3.7%	5 2.8%	1 0.7%	4 2.5%
High school graduate (12 years)	16 16.6%	116 16.8%	67 28.5%	51 32.5%	69 32.4%	36 20.0%	21 13.0%	16 10.9%	21 13.7%
Technical / Vocational school	12 12.2%	36 5.2%	15 6.2%	26 16.4%	7 3.3%	4 2.3%	5 3.3%	12 8.3%	7 4.6%
Some college	22 22.1%	140 20.2%	35 14.7%	38 24.7%	44 20.5%	28 15.5%	31 18.8%	25 17.2%	29 18.7%
College graduate	24 24.2%	149 21.5%	42 17.8%	32 20.4%	47 22.0%	40 22.4%	32 19.4%	35 23.9%	28 18.3%
Some graduate school	5 4.8%	31 4.4%	14 5.9%	1 0.6%	9 4.1%	10 5.7%	11 6.7%	6 4.3%	9 5.6%
Graduate, professional, doctorate degree (DDS, D-VM, JD, LLM, MA, MS, MB...)	14 14.0%	153 22.1%	45 18.8%	-	28 13.1%	44 24.9%	49 30.3%	39 27.1%	42 27.4%

QD7 Education level

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsdid pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Elementary (8 or fewer years)	-	-	3 1.9%	-	-	-	3 0.6%	-	3 0.9%
Some high school (9 to 11 years)	7 1.1%	3 4.0%	4 2.8%	13 9.5%	3 6.2%	13 2.2%	18 3.8%	13 1.8%	17 5.7%
High school graduate (12 years)	91 14.2%	16 20.4%	28 20.0%	63 45.7%	12 28.5%	77 13.1%	142 30.2%	109 15.4%	87 29.5%
Technical / Vocational school	34 5.4%	10 12.7%	4 3.3%	11 8.3%	3 7.2%	27 4.6%	36 7.7%	34 4.7%	26 8.9%
Some college	113 17.6%	15 18.6%	31 22.9%	27 19.9%	11 24.9%	116 19.6%	83 17.6%	115 16.2%	80 27.3%
College graduate	150 23.4%	17 21.2%	35 25.8%	8 6.1%	8 19.1%	133 22.5%	86 18.2%	163 23.0%	44 14.9%
Some graduate school	34 5.3%	4 5.5%	4 3.1%	2 1.5%	5 11.1%	33 5.6%	17 3.5%	46 6.5%	3 1.1%
Graduate, professional, doctorate degree (DDS, D-VM, JD, LLM, MA, MS, MB...)	167 26.0%	13 15.8%	24 17.5%	9 6.3%	1 2.0%	151 25.6%	63 13.4%	184 25.9%	27 9.2%

QD7 Education level

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af- American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Elementary (8 or fewer years)	-	3 0.9%	-	-	-	3 1.0%	-	-	-
Some high school (9 to 11 years)	3 0.6%	22 7.5%	1 1.7%	2 2.0%	3 5.3%	31 12.2%	-	-	-
High school graduate (12 years)	82 16.8%	73 25.0%	26 58.2%	20 18.6%	14 21.8%	220 86.8%	-	-	-
Technical / Vocational school	31 6.3%	16 5.6%	-	8 7.5%	7 11.5%	-	63 24.2%	-	-
Some college	90 18.4%	71 24.3%	7 16.5%	7 6.5%	14 21.7%	-	199 75.8%	-	-
College graduate	114 23.4%	46 15.8%	1 2.8%	35 33.3%	10 15.7%	-	-	219 81.5%	-
Some graduate school	25 5.1%	11 3.9%	-	4 3.5%	5 7.5%	-	-	50 18.5%	-
Graduate, professional, doctorate degree (DDS, D-VM, JD, LLM, MA, MS, MB...)	112 22.9%	47 16.3%	3 7.4%	20 19.0%	11 16.5%	-	-	-	214 100.0%

QD7 Education level

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Elementary (8 or fewer years)	-	3 1.1%	-	-	-	-	-	-	3 0.7%
Some high school (9 to 11 years)	22 16.2%	2 0.7%	5 3.2%	-	0 0.3%	-	1 1.1%	6 0.9%	24 6.0%
High school graduate (12 years)	59 44.1%	126 50.7%	12 8.1%	1 1.3%	6 4.5%	9 8.2%	-	49 8.0%	153 38.8%
Technical / Vocational school	23 17.1%	5 2.2%	7 4.5%	12 11.6%	5 4.0%	1 1.3%	-	27 4.4%	36 9.1%
Some college	2 1.5%	72 28.9%	46 30.3%	21 20.2%	22 17.0%	15 13.0%	7 10.7%	91 15.1%	95 24.2%
College graduate	4 3.0%	15 6.2%	40 26.4%	41 39.3%	46 35.0%	33 29.2%	15 22.1%	172 28.4%	38 9.6%
Some graduate school	-	7 2.9%	14 9.5%	5 4.3%	8 6.0%	7 6.6%	7 9.6%	43 7.1%	6 1.5%
Graduate, professional, doctorate degree (DDS, D-VM, JD, LLM, MA, MS, MB...)	11 8.3%	11 4.6%	24 15.5%	25 23.4%	43 33.2%	46 41.0%	37 54.4%	184 30.4%	28 7.2%

QD7 Education level

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Elementary (8 or fewer years)	-	-	-	-	3 1.6%	-	-	3 0.5%
Some high school (9 to 11 years)	4 3.4%	13 5.6%	5 2.4%	2 1.5%	3 1.8%	3 1.7%	11 2.0%	20 3.9%
High school graduate (12 years)	27 20.3%	56 23.9%	26 12.2%	32 19.7%	53 31.2%	26 17.2%	106 19.5%	111 22.0%
Technical / Vocational school	3 2.5%	17 7.2%	21 9.7%	9 5.4%	4 2.1%	10 6.8%	28 5.2%	34 6.8%
Some college	14 10.9%	40 17.3%	35 16.4%	25 15.4%	38 22.4%	46 30.4%	114 20.9%	85 16.8%
College graduate	31 23.1%	47 20.2%	47 21.9%	36 22.2%	29 17.3%	29 19.0%	113 20.8%	103 20.4%
Some graduate school	11 8.2%	6 2.6%	17 7.8%	5 2.9%	4 2.4%	7 4.9%	25 4.5%	25 5.0%
Graduate, professional, doctorate degree (DDS, D-VM, JD, LLM, MA, MS, MB...)	32 24.5%	47 20.1%	48 22.9%	38 23.4%	27 15.8%	21 14.1%	122 22.3%	92 18.1%

QD7 Education level

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Prefer not to answer	65 6.1%	7 6.3%	8 6.8%	3 2.7%	46 6.5%	6 5.6%	20 4.5%	33 7.8%	4 5.4%

QD7 Education level

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
	<i>Base</i>	284	216	96	164	302	761	302	746
Prefer not to answer	15 5.3%	12 5.7%	12 12.4%	9 5.6%	16 5.3%	49 6.4%	16 5.3%	48 6.5%	14 4.9%

QD7 Education level

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
	<i>Base</i>	99	694	237	156	215	179	163	146
Prefer not to answer	6 5.6%	46 6.6%	9 4.0%	-	2 0.9%	10 5.4%	9 5.7%	11 7.7%	14 9.1%

QD7 Education level

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
	<i>Base</i>	640	80	137	137	43	592	471	711
Prefer not to answer	45 7.0%	1 1.7%	4 2.8%	4 2.7%	0 1.0%	41 6.9%	24 5.1%	46 6.5%	7 2.4%

QD7 Education level

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
	<i>Base</i>	487	291	45	106	65	253	262	268
Prefer not to answer	32 6.5%	2 0.6%	6 13.4%	10 9.5%	-	-	-	-	-

QD7 Education level

	Hsid Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Prefer not to answer	13 9.8%	7 2.9%	4 2.4%	-	-	1 0.8%	1 2.1%	35 5.7%	11 2.9%

QD7 Education level

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
	<i>Base</i>	132	233	212	164	170	152	546
Prefer not to answer	9 7.0%	7 3.1%	14 6.7%	16 9.7%	9 5.4%	9 5.9%	27 4.9%	33 6.5%

QD8 Household income

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Less than \$25,000	134 12.6%	24 21.3%	13 10.2%	9 8.5%	88 12.3%	11 11.0%	58 12.8%	48 11.2%	15 20.1%
\$25,000 to less than \$50,000	248 23.3%	19 16.9%	34 27.4%	20 18.5%	174 24.3%	18 17.7%	116 25.6%	91 21.2%	21 27.2%
\$50,000 to less than \$75,000	151 14.2%	19 16.5%	22 17.4%	22 19.9%	89 12.4%	18 17.8%	61 13.5%	59 13.7%	13 17.5%
\$75,000 to less than \$100,000	105 9.9%	11 9.3%	13 10.3%	5 4.4%	77 10.8%	14 13.3%	32 7.1%	55 13.0%	4 5.4%
\$100,000 to less than \$150,000	130 12.3%	9 7.9%	12 9.4%	14 12.6%	96 13.4%	6 6.0%	67 14.7%	51 11.9%	7 9.1%
\$150,000 to less than \$250,000	112 10.6%	10 8.9%	7 5.2%	18 16.5%	77 10.9%	16 16.0%	40 8.9%	48 11.2%	8 10.4%
\$250,000 or more	68 6.4%	5 4.4%	4 3.4%	10 9.4%	49 6.8%	11 10.4%	27 6.1%	28 6.5%	3 3.5%
Prefer not to answer	113 10.6%	17 14.8%	21 16.7%	11 10.0%	64 9.0%	8 7.8%	51 11.4%	48 11.3%	5 6.9%

QD8 Household income

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
	<i>Base</i>	284	216	96	164	302	761	302	746
Less than \$25,000	34 11.8%	16 7.6%	18 18.8%	23 14.3%	43 14.3%	91 12.0%	43 14.3%	100 13.4%	28 10.2%
\$25,000 to less than \$50,000	57 20.3%	42 19.5%	21 21.6%	38 22.9%	89 29.4%	159 20.9%	89 29.4%	160 21.5%	78 28.1%
\$50,000 to less than \$75,000	39 13.8%	28 12.8%	16 16.3%	23 13.7%	46 15.4%	105 13.8%	46 15.4%	110 14.8%	34 12.1%
\$75,000 to less than \$100,000	28 10.0%	29 13.6%	8 7.9%	22 13.4%	18 5.9%	87 11.5%	18 5.9%	70 9.3%	28 10.1%
\$100,000 to less than \$150,000	38 13.4%	30 13.8%	6 6.4%	18 11.0%	38 12.7%	92 12.1%	38 12.7%	89 11.9%	39 14.0%
\$150,000 to less than \$250,000	29 10.2%	27 12.5%	17 17.7%	17 10.6%	22 7.2%	91 11.9%	22 7.2%	87 11.7%	24 8.7%
\$250,000 or more	28 9.9%	17 7.8%	6 6.0%	9 5.5%	9 2.9%	60 7.9%	9 2.9%	49 6.6%	17 6.0%
Prefer not to answer	30 10.7%	27 12.4%	5 5.3%	14 8.5%	37 12.3%	76 10.0%	37 12.3%	81 10.8%	30 10.8%

QD8 Household income

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Less than \$25,000	8 7.7%	76 11.0%	37 15.6%	38 24.2%	17 7.8%	11 6.4%	12 7.5%	20 13.7%	18 11.6%
\$25,000 to less than \$50,000	19 19.0%	152 22.0%	65 27.6%	33 21.1%	81 37.7%	36 20.0%	33 20.0%	24 16.5%	31 20.3%
\$50,000 to less than \$75,000	21 21.4%	90 13.0%	37 15.7%	21 13.4%	40 18.8%	22 12.3%	20 12.5%	17 11.9%	27 17.4%
\$75,000 to less than \$100,000	13 13.1%	72 10.4%	20 8.3%	15 9.8%	29 13.6%	15 8.2%	13 8.2%	14 9.6%	18 12.0%
\$100,000 to less than \$150,000	11 11.5%	102 14.7%	16 6.8%	11 7.0%	25 11.9%	28 15.6%	22 13.7%	26 17.6%	18 11.8%
\$150,000 to less than \$250,000	11 11.4%	63 9.1%	35 14.9%	9 5.7%	7 3.4%	35 19.7%	25 15.3%	21 14.3%	15 9.8%
\$250,000 or more	7 6.7%	49 7.1%	13 5.3%	3 1.7%	4 1.9%	12 6.5%	28 17.4%	13 8.9%	9 5.6%
Prefer not to answer	9 9.2%	88 12.7%	13 5.7%	27 17.1%	11 5.0%	20 11.2%	9 5.3%	11 7.5%	18 11.4%

QD8 Household income

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
<i>Base</i>	640	80	137	137	43	592	471	711	295
Less than \$25,000	61 9.5%	8 10.1%	7 4.7%	35 25.7%	9 21.1%	64 10.8%	70 14.9%	65 9.1%	44 14.9%
\$25,000 to less than \$50,000	84 13.1%	26 32.5%	39 28.6%	76 55.2%	16 37.1%	106 18.0%	141 30.0%	116 16.3%	123 41.7%
\$50,000 to less than \$75,000	98 15.3%	10 10.1%	24 17.2%	6 6.3%	13 30.3%	93 15.7%	59 12.4%	104 14.6%	39 13.2%
\$75,000 to less than \$100,000	74 11.5%	6 7.7%	19 13.6%	4 2.8%	3 6.3%	59 10.0%	46 9.7%	83 11.6%	21 7.0%
\$100,000 to less than \$150,000	96 15.0%	13 15.6%	18 13.2%	2 1.4%	2 3.7%	74 12.5%	57 12.0%	106 15.0%	19 6.4%
\$150,000 to less than \$250,000	92 14.4%	5 5.7%	12 8.5%	2 1.2%	-	79 13.4%	33 7.1%	97 13.6%	10 3.5%
\$250,000 or more	62 9.7%	5 5.6%	2 1.2%	-	-	51 8.6%	18 3.7%	67 9.4%	1 0.5%
Prefer not to answer	73 11.5%	10 12.7%	18 12.9%	10 7.4%	1 1.5%	66 11.1%	47 10.1%	74 10.4%	38 12.8%

QD8 Household income

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af-American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Less than \$25,000	41 8.4%	37 12.7%	19 41.3%	2 1.6%	12 18.4%	81 32.0%	25 9.6%	4 1.5%	11 5.2%
\$25,000 to less than \$50,000	88 18.2%	89 30.5%	22 49.4%	19 18.1%	7 10.8%	130 51.4%	77 29.3%	22 8.4%	11 5.3%
\$50,000 to less than \$75,000	67 13.8%	47 16.2%	-	12 11.6%	15 23.9%	17 6.7%	53 20.1%	54 20.2%	24 11.0%
\$75,000 to less than \$100,000	68 14.0%	23 7.8%	3 6.4%	8 7.5%	3 5.3%	1 0.5%	33 12.7%	46 17.1%	25 11.5%
\$100,000 to less than \$150,000	74 15.2%	30 10.4%	-	12 11.7%	14 21.1%	6 2.5%	27 10.4%	53 19.9%	43 20.2%
\$150,000 to less than \$250,000	64 13.1%	24 8.2%	-	22 21.2%	2 3.4%	9 3.6%	16 6.1%	40 15.0%	46 21.5%
\$250,000 or more	42 8.5%	12 4.2%	1 2.8%	8 7.8%	5 7.9%	1 0.3%	7 2.8%	22 8.1%	37 17.4%
Prefer not to answer	42 8.7%	29 9.9%	-	22 20.6%	6 9.2%	7 3.0%	24 9.0%	26 9.9%	17 8.0%

QD8 Household income

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
<i>Base</i>	134	248	151	105	130	112	68	605	394
Less than \$25,000	134 100.0%	-	-	-	-	-	-	58 9.5%	73 18.5%
\$25,000 to less than \$50,000	-	248 100.0%	-	-	-	-	-	50 8.3%	182 46.1%
\$50,000 to less than \$75,000	-	-	151 100.0%	-	-	-	-	97 16.1%	52 13.3%
\$75,000 to less than \$100,000	-	-	-	105 100.0%	-	-	-	81 13.4%	21 5.3%
\$100,000 to less than \$150,000	-	-	-	-	130 100.0%	-	-	115 19.0%	11 2.9%
\$150,000 to less than \$250,000	-	-	-	-	-	112 100.0%	-	105 17.3%	7 1.9%
\$250,000 or more	-	-	-	-	-	-	68 100.0%	68 11.3%	-
Prefer not to answer	-	-	-	-	-	-	-	31 5.1%	47 12.0%

QD8 Household income

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Less than \$25,000	14 10.4%	29 12.5%	32 15.2%	18 10.9%	26 15.2%	16 10.3%	69 12.7%	57 11.3%
\$25,000 to less than \$50,000	27 20.1%	64 27.4%	32 15.3%	26 15.8%	54 31.5%	45 29.9%	105 19.3%	142 27.9%
\$50,000 to less than \$75,000	20 15.3%	30 12.9%	29 13.9%	15 8.9%	17 9.7%	41 26.7%	85 15.5%	65 12.8%
\$75,000 to less than \$100,000	10 7.5%	27 11.7%	37 17.3%	14 8.8%	8 4.7%	9 5.9%	56 10.3%	49 9.6%
\$100,000 to less than \$150,000	26 19.6%	20 8.7%	21 10.0%	21 13.0%	27 15.6%	15 10.0%	70 12.8%	61 12.0%
\$150,000 to less than \$250,000	9 7.0%	25 10.8%	18 8.6%	29 18.0%	19 10.9%	12 7.6%	73 13.4%	39 7.8%
\$250,000 or more	16 11.9%	10 4.4%	16 7.8%	16 10.0%	5 2.7%	5 3.3%	43 7.9%	25 5.0%
Prefer not to answer	11 8.2%	27 11.5%	25 11.9%	24 14.7%	16 9.7%	10 6.3%	45 8.2%	68 13.5%

S1 Area of County

	Overall	Years in San Diego County (Q1)				County Water Supply Over Next Year (Q4c)			
		Less than 5	5 to 9	10 to 14	15 or more	Improving	Staying the same	Getting worse	Not sure
<i>Base</i>	1063	114	126	111	713	102	452	428	76
Metro	132 12.4%	11 9.7%	21 16.9%	19 16.7%	81 11.4%	11 11.0%	72 15.8%	40 9.4%	9 12.2%
South Metro	233 21.9%	30 26.0%	42 33.3%	19 17.1%	142 19.9%	25 24.0%	87 19.2%	103 24.1%	16 20.4%
North Coastal	212 19.9%	21 18.8%	30 23.9%	16 14.7%	144 20.3%	17 16.7%	90 20.0%	90 21.0%	15 19.6%
North Inland	164 15.4%	19 16.6%	13 10.6%	23 20.7%	109 15.3%	18 17.8%	67 14.8%	70 16.3%	8 10.9%
South County	170 16.0%	18 15.6%	15 12.2%	20 18.2%	117 16.4%	15 14.4%	73 16.1%	69 16.2%	12 16.0%
East County	152 14.3%	15 13.3%	4 3.1%	14 12.5%	119 16.7%	17 16.1%	64 14.1%	56 13.0%	16 20.9%

S1 Area of County

	Water Authority Performance Rating (Q11)					Heard of Water Authority (Q9)		Taken Action to Reduce Water Use (Q16)	
	Excellent / Good	Fair	Poor / Very poor	Not sure	Haven't heard of	Yes	No	Yes	No
<i>Base</i>	284	216	96	164	302	761	302	746	279
Metro	35 12.4%	21 9.8%	14 14.7%	29 17.6%	33 10.8%	99 13.1%	33 10.8%	86 11.6%	38 13.8%
South Metro	85 29.9%	45 20.9%	25 25.8%	26 15.7%	52 17.2%	181 23.7%	52 17.2%	154 20.6%	73 26.1%
North Coastal	48 16.8%	34 15.8%	12 12.2%	45 27.4%	73 24.3%	139 18.2%	73 24.3%	151 20.3%	50 18.1%
North Inland	43 15.3%	40 18.5%	17 17.2%	25 15.2%	39 13.0%	125 16.4%	39 13.0%	119 16.0%	37 13.3%
South County	35 12.5%	40 18.5%	17 17.2%	22 13.7%	56 18.5%	114 15.0%	56 18.5%	128 17.1%	40 14.2%
East County	37 13.1%	36 16.4%	12 12.9%	17 10.3%	49 16.1%	103 13.5%	49 16.1%	108 14.5%	40 14.5%

S1 Area of County

	Future Water Use (Q15)			Age (QD1)					
	More	About same	Less	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
<i>Base</i>	99	694	237	156	215	179	163	146	154
Metro	11 10.9%	85 12.3%	26 10.9%	21 13.4%	36 16.9%	22 12.5%	22 13.4%	16 10.7%	13 8.3%
South Metro	22 22.4%	157 22.6%	49 20.6%	35 22.3%	59 27.7%	38 21.1%	32 19.4%	29 19.8%	30 19.8%
North Coastal	30 29.8%	142 20.4%	40 17.0%	41 26.1%	29 13.5%	31 17.5%	32 19.3%	34 23.4%	31 20.3%
North Inland	16 15.6%	99 14.3%	45 19.0%	12 7.5%	23 10.7%	33 18.2%	28 17.1%	23 16.0%	33 21.5%
South County	11 11.0%	111 16.0%	39 16.5%	27 17.5%	38 17.9%	32 17.9%	23 14.3%	21 14.7%	24 15.5%
East County	10 10.3%	101 14.5%	38 16.0%	21 13.2%	29 13.3%	23 12.8%	27 16.5%	23 15.5%	23 14.7%

S1 Area of County

	Home Type (QD4)					Know Name of Local Water Agency (Q20)		Water Bill Responsibility (QD3)	
	Single family	Duplex or townhome	Condominium	Apartment	Other	Yes	No	Hsld pays	Someone else pays
	<i>Base</i>	640	80	137	137	43	592	471	711
Metro	73 11.4%	10 11.9%	21 15.5%	20 14.4%	9 20.0%	48 8.1%	84 17.9%	94 13.2%	24 8.3%
South Metro	116 18.1%	14 17.8%	46 33.6%	48 34.8%	5 11.6%	96 16.2%	137 29.0%	118 16.6%	109 37.1%
North Coastal	139 21.7%	19 23.3%	30 21.5%	15 11.3%	6 13.8%	132 22.4%	80 16.9%	152 21.4%	48 16.4%
North Inland	120 18.7%	7 9.2%	13 9.2%	10 7.0%	10 22.7%	101 17.0%	63 13.5%	122 17.1%	32 10.9%
South County	102 15.9%	18 22.2%	14 9.9%	26 19.0%	2 5.6%	115 19.4%	56 11.8%	125 17.6%	35 12.0%
East County	91 14.2%	13 15.7%	14 10.3%	18 13.5%	11 26.3%	100 16.9%	51 10.9%	101 14.2%	45 15.4%

S1 Area of County

	Ethnicity (QD6)					Education Level (QD7)			
	Caucasian / White	Latino / Hispanic	Af American / Black	Asian American	Mixed / Other	High school or less	Some college	College graduate	Graduate degree
<i>Base</i>	487	291	45	106	65	253	262	268	214
Metro	68 14.0%	19 6.5%	7 16.1%	20 18.8%	13 20.0%	31 12.4%	18 6.8%	41 15.4%	32 15.1%
South Metro	111 22.8%	72 24.8%	18 38.7%	17 16.3%	5 8.5%	69 27.1%	57 21.7%	53 19.8%	47 21.8%
North Coastal	113 23.3%	51 17.4%	2 4.1%	18 17.2%	8 12.0%	31 12.2%	55 21.1%	63 23.5%	48 22.6%
North Inland	92 18.9%	22 7.4%	8 18.3%	18 17.0%	12 18.5%	35 13.7%	34 13.0%	41 15.3%	38 17.9%
South County	35 7.1%	84 28.8%	3 6.7%	26 24.7%	11 16.4%	59 23.3%	42 15.9%	34 12.5%	27 12.6%
East County	67 13.8%	44 15.1%	7 16.1%	6 6.0%	6 24.7%	29 11.3%	56 21.5%	36 13.5%	21 10.0%

S1 Area of County

	Hsld Income (QD8)							Home Ownership Status (QD5)	
	Less than \$25K	\$25K to < \$50K	\$50K to < \$75K	\$75K to < \$100K	\$100K to < \$150K	\$150K to < \$250K	\$250K or more	Own	Rent
	<i>Base</i>	134	248	151	105	130	112	68	605
Metro	14 10.2%	27 10.7%	20 13.4%	10 9.4%	26 19.8%	9 8.3%	16 23.0%	87 14.3%	40 10.0%
South Metro	29 21.7%	64 25.8%	30 19.8%	27 25.8%	20 15.6%	25 22.4%	10 14.9%	108 17.8%	118 29.9%
North Coastal	32 24.0%	32 13.1%	29 19.4%	37 34.9%	21 16.3%	18 16.3%	16 24.0%	133 22.0%	68 17.3%
North Inland	18 13.3%	26 10.4%	15 9.6%	14 13.7%	21 16.3%	29 26.2%	16 24.1%	108 17.8%	36 9.2%
South County	26 19.2%	54 21.7%	17 11.0%	8 7.6%	27 20.4%	19 16.5%	5 6.8%	86 14.2%	75 19.1%
East County	16 11.6%	45 18.3%	41 26.8%	9 8.5%	15 11.6%	12 10.3%	5 7.3%	85 14.0%	56 14.3%

S1 Area of County

	Area of County						Gender (QD2)	
	Metro	South Metro	North Coastal	North Inland	South County	East County	Male	Female
<i>Base</i>	132	233	212	164	170	152	546	506
Metro	132 100.0%	-	-	-	-	-	79 14.5%	53 10.5%
South Metro	-	233 100.0%	-	-	-	-	115 21.0%	118 23.3%
North Coastal	-	-	212 100.0%	-	-	-	94 17.3%	113 22.4%
North Inland	-	-	-	164 100.0%	-	-	98 18.0%	63 12.5%
South County	-	-	-	-	170 100.0%	-	98 18.0%	71 14.1%
East County	-	-	-	-	-	152 100.0%	61 11.2%	87 17.2%