



**San Diego County  
Water Authority:  
2009 Public Opinion  
Poll Report**



**Prepared for**

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## **Executive Summary**

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

- Determine opinions and perceptions of various issues, including
  - Perceptions of water reliability and potential cutbacks in water availability,
  - Level of support for the Water Authority's major water supply diversification programs, including recycled water and seawater desalination,
  - Attitudes and behavior regarding water conservation,
  - Attitudes and concerns about water rates and government regulation,
  - Attitudes regarding economic growth and development.
- Obtain demographic data about the population for use in descriptive analysis and crosstabulations of data that can result in new, optimally targeted and tailored public programs.

This continuity of survey administration greatly facilitates the tracking of responses from year-to-year, including the consistency of wording and interviewing that adds to the statistical reliability of such comparisons.

The survey was conducted by a random telephone sample of 700 respondents, which equates to a margin of error +/-3.7 percent @ 95 percent confidence. Respondents are predominantly White (74 percent), with 13 percent Hispanic/Latino, 6 percent African-American/Black, 5 percent Asian/Pacific Islander, and 2 percent American Indian/Native American and Mixed Ethnicities. Residents earn a median household income of \$63,100 per year (22 percent earning \$100,000 or more and 15 percent earning under \$25,000). They have a median age of 53 years and have lived in the County for a median of 29 years.

A plurality (40 percent) is registered Democrat; 34 percent are Republicans. Among respondents, 44 percent possess a Bachelor's Degree or more, with 29 percent having a High School education or less. The zip codes most represented in the survey are as follows – each with 3 percent of the respondents: 92105, 92071, 91941, 92126, and 92040. Home ownership percentage is 70 percent, with a mean of 2.76 persons per household. Among White respondents, 77 percent are homeowners and Asians are 72 percent homeowners. Black/African-American respondents indicate a homeowner's rate of 37 percent and Hispanics/Latinos are 51 percent homeowners.

## **Survey Findings**

The 2009 Public Opinion Poll report has been divided into seven essential information components as follows:

- Attitudes and opinions about general news/current event issues,
- Attitudes and perceptions concerning water reliability and potential cutbacks in water supply,
- Water usage, conservation, and civic responsibility
- Water rates and potential regulation of water usage,

- Opinions about the relationship between economic growth and development and water supply
- Attitudes and perceptions concerning desalination and recycled water, and
- Recommended programs /policies to ensure reliability of the water supply.

### **Attitudes and Opinions about General News/Current Event Issues**

- The economy and jobs (43 percent) and water supply and quality (18 percent—14 percent supply and 4 percent quality) are the most important issues facing the residents of San Diego County. The concern about water-related issues rose to some prominence in 2008 and the importance of water is sustained in the current survey --in contrast to all other major issues that have declined in importance as the economy has dominated the news.
- Issues that received fairly high levels of concern in previous survey years (e.g. housing affordability, traffic, and growth and development) were overshadowed in the current survey by the overwhelming concern about the economy and jobs. It is also clear that the financial and political problems that have beset the City of San Diego and that registered very strongly with the public in the 2005 survey have continued to fade in importance to residents.
- Growth, which had so dominated surveys in the past that addressed local concerns, now ranks quite low in importance.
- Almost one-half of the respondents rely on television as their primary source of information and news about the important issues in the region—an increase of 7 percent from 2008, with Newspapers (Union-Tribune, North County Times, and Others) representing another one-third. The Internet and radio have declined in importance as sources of information since 2008 and television has apparently picked up this slack.

### **Attitudes and Perceptions Concerning Water Reliability and Potential Cutbacks in Water Availability**

- There has been a decline in confidence in the long-term reliability of San Diego County's water supply since the 2006 survey. In 2009, 65 percent identify the water supply as either very reliable or somewhat reliable (32 percent somewhat or very unreliable), while in 2006, 77 percent provided positive ratings with 17 percent declaring a lack of reliability. Among those who think that the water supply is currently very reliable, 24 percent believe the reliability to be worsening. Among those whose current opinion is that the water supply is somewhat reliable to very unreliable, 55 percent think that it is worsening.
- Extending reliability to the year 2030, including growth forecasts of 800,000 more County residents, further erodes confidence in local water agencies' ability to supply water reliably. These low confidence levels in the current survey mark a return to the relatively lower levels of 2003 and 2004.
- The low confidence levels in the water supply reflect the success of the messages disseminated by the San Diego County Water Authority regarding impending water shortages and the need to conserve water.
- Nearly all respondents (95 percent) are aware of reports indicating that San Diego County faces a potentially significant water shortage. The major causes for this shortage are given as less rain in San Diego (28 percent), population growth (27 percent), and wasting

water (10 percent), with very few mentions of the true causes. These causes are largely seen as long term problems (87 percent).

- Before mandatory cutbacks are implemented, residents would like to know how much water they can expect to receive (21 percent) and what specific restrictions they would have to follow (20 percent). They would like information distributed to them through their water bill (28 percent), television (17 percent), postal mail (16 percent), and the Union-Tribune (14 percent).

### **Water Usage, Conservation, and Civic Responsibility**

- Over four-fifths of respondents recall messages asking local residents and businesses to take extra steps to conserve water – a substantial increase from the 2008 survey where less than three-fifths recalled such messages.
- Over two-thirds of those who recall these messages remember messages about the 20 Gallon challenge.
- Residents largely remember hearing/seeing conservation messages on television (69 percent) followed by radio and newspapers. In 2008, television was also the dominant response.
- Residents indicate that the most important water conservation actions that they have taken in the past six months are taking shorter showers (32 percent), reducing outside watering (23 percent), not letting the water run (18 percent), and washing only full loads of dishes and clothes (13 percent). This is consistent with the steps identified as being those undertaken in response to conservation message as well as the procedures that residents would implement if mandatory cutbacks were put in place.
- Respondents (92 percent) overwhelmingly feel that it is their civic responsibility to use water efficiently and this responsibility is on par with such civic duties as preventing pollution/littering and recycling used materials. Water conservation is seen as less of a civic responsibility than voting but more of one than serving on a jury
- Water agencies could motivate respondents to conserve water by providing monetary incentives (23 percent) and by reducing water rates for those who conserve water (20 percent). These findings are largely parallel with the 2008 survey.

### **Water Rates and Potential Regulation of Water Usage**

- Over two-thirds (70 percent) of respondents or members of the respondent's household pay the water bill. Among those who pay the bill, over one third believes that their water rates have gone up and that this increase has prompted them to conserve more water. Another one-fourth believes that their rates have increased but that has not caused them to increase their conservation efforts.
- Nearly two-fifths of residents indicate that their water bill would have to increase by 100 percent before they would take action to conserve water. Another two-fifths indicate that they are already doing all they can to conserve water. The median monthly amount residents are willing to pay in total for water is \$60 per month.
- Among 86 percent of respondents who think that desalination is important, nearly three-fifths would either definitely or probably vote for a bond measure to build new water supply projects knowing that such a measure would increase their property taxes by \$20 per month.

- Nearly three-fifths of all respondents would agree with government action that would impose mandatory cutbacks in water usage. Eliminating those with no stated opinion results in 65 percent of those with an opinion being in agreement with mandatory cutbacks.

### **Opinions about the Relationship between Economic Growth and Development and Water Supply**

- Respondents are evenly divided over their support for economic growth and consequent housing development. Two fifths of residents favor growth even if it is accompanied by population growth and housing development, while another two fifths oppose growth if it means increased population and housing development.
- Those who oppose economic growth mention strain on the infrastructure (27 percent), traffic congestion (20 percent), and crowds (19 percent) as reasons for their opposition.
- Slightly over two-fifths (42 percent) of residents would be more supportive of new development if developers were required to replace or offset water used in new developments (including 52 percent of those in favor of economic development and 37 percent of those opposed). Nearly one-third (32 percent) of residents would not change their opinion about new development even with developer funded water projects (including 39 percent of those opposed).

### **Attitudes and Perceptions Concerning Desalination and Water Recycling**

- Over 85 percent of respondents find desalination to be either very important or somewhat important in maintaining a reliable water supply. This high level of importance was also found in 2008 and the perceived importance of desalination has been increasing in importance since 2003.
- Respondents (85 percent) are largely aware that recycled water is already in use in San Diego County for irrigation and other non-drinking water purposes. Residents (89 percent either strongly favor or somewhat favor) support the use of recycled water for non-drinking purposes, and this finding is consistent with previous surveys.
- Over one-half (53 percent) of respondents believe that it is possible to treat recycled water to make it is pure and safe for drinking, and over one third (35 percent) think that drinking water already contains recycled water. Among those who hold this belief, 22 percent feel this way because the water tastes or smells bad, and 18 percent learned about the use of recycled water through the media.
- Over three-fifths (63 percent) of the respondents either strongly favor or somewhat favor advanced treated recycled water as an addition to the supply of drinking water. Support for recycled water in all of its proposed or current uses is significantly stronger among those who know that it is presently being used in the County than it is among those without such knowledge. The interest in using recycled water for drinking purposes has increased substantially since 2005 when 28 percent either strongly favored or somewhat favored such use of recycled water.
- It is noteworthy that approximately 40 percent of those who were originally not strongly in favor of using recycled water for drinking purposes would find it acceptable if it received advanced treatment and upon learning about certain other safety provisions to be undertaken.

- More specifically, it is most interesting of all is that 30%-47% of those who are initially not sure or somewhat opposed to the use of recycled water for drinking can be positively influenced.

### **Programs Designed to Ensure the Reliability of the Water Supply in the San Diego Region**

- Respondents view desalination as the single most critical thing that can be done to ensure a safe and reliable water supply for San Diego. Respondents became more interested in the importance of desalination as the survey progressed. That is, 22 percent expressed interest in desalination at the end of the survey – an increase of 7 percent from the first application of the question earlier in the survey.
- Mandatory (11 percent) and voluntary (9 percent) conservation received the next highest ratings. Respondents rated recycling higher at the second application of the question (from 3 to 6 percent).
- It is likely that the focus on issues such as desalination and recycling during the course of the survey oriented respondents to these issues and contributed to these intra-survey increases.
- In 2005 and 2006 as well as in the current survey year of 2009, seawater desalination was rated as the single most critical thing that could be done to ensure a safe and reliable water supply. However, the importance of this issue has declined somewhat while conservation has doubled in importance since 2005 and 2006.

### **Conclusions**

There are strong indications of support for the work and the policies and programs of the San Diego County Water Authority from the region's residents demonstrated in the 2009 Public Opinion Poll.

It is clear that the Water Authority is successfully disseminating the message that there is a water shortage and that efforts must be undertaken by both water agencies and residents to address this serious issue. It is particularly noteworthy that residents have indicated in the last two surveys (2008 and 2009) that the availability of water is a high priority issue second only to the economy and jobs in 2009 and gasoline prices in 2008.

Residents are demonstrating a willingness to take action in several areas to alleviate the problems of water supply in the San Diego region. There are strong indications that residents are ready to accept mandatory cutbacks in water, fund a government issued bond to promote projects that will add to the water supply, practice water conservation in their everyday lives, and support alternative sources of water, such as desalination and water recycling, both for drinking and non-drinking purposes

The results of this survey should be viewed as ratification by the public of the importance of the work done by the Water Authority and as an expression of the confidence of the region in the value and quality of the work in which the Water Authority is, has been, and will be engaged.

## **Introduction and Methodology**

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

The purpose of the 2009 research was to:

- Determine opinions and perceptions of various issues, including
  - Perceptions of water reliability and potential cutbacks in water availability,
  - Level of support for the Water Authority's major water supply diversification programs, including recycled water and seawater desalination,
  - Attitudes and behavior regarding water conservation,
  - Attitudes and concerns about water rates and government regulation,
  - Attitudes regarding economic growth and development.
- Obtain demographic data about the population for use in descriptive analysis and crosstabulations of data that can result in new, optimally targeted and tailored public programs.

### **Sample**

The survey was conducted by a random telephone sample of 700 respondents in order to secure a margin of error +/-3.7 percent @ 95 percent confidence. This figure represents the widest interval that occurs when the survey question represents an approximate 50%-50% proportion of the sample. When it is not 50 percent-50 percent, the interval is somewhat smaller. For example, in the survey findings that follow, 53 percent of respondent households believe that it is possible to treat recycled water to make it pure and safe for drinking. This means that there is a 95 percent chance that the true proportion of the total population of the Water Authority's service area who believe it is possible to treat recycled water to make it safe for drinking is between 49.3 percent and 56.7 percent (53 percent +/- 3.7 percent).

The random sample was selected by random digit dialing from the zip codes contained within the San Diego County Water Authority service area. The survey and pretest were conducted between March 14, 2009 and March 31, 2009. Respondents are 47 percent male and 53 percent female.

The American Association of Public Opinion Research defined survey response rate was 42.5 percent, based upon completed interviews in comparison to all eligible (and estimated to be eligible) phone numbers, including busy signals, answering machines, call backs, and no answers. The Cooperation Rate (Complete/Known Eligibles + Proportionate Share of Refusals) for the survey was 81.4 percent and the Completion Rate was 94.3 percent (Complete/Known Eligibles) (**Table 1**). Mean survey administration time was 22 minutes per respondent—almost 10 minutes longer than the previous San Diego County Water Authority Public Opinion Polls conducted by Rea & Parker Research, as referenced above.

<b>Table 1</b>	
<b>San Diego County Water Authority 2009 Public Opinion Poll</b>	
<b>Telephone Call Disposition Report</b>	
Unknown Eligibility	
No Answer	4236
Busy	316
Answering Machine	1308
Call Back	475
Language Barrier	133
Refusal	966
Total Unknown	7434
Ineligible	
NQ Age	23
NQ Zip Code	16
NQ Residence	22
Disconnect	4423
Business/Fax	866
Total Ineligible	5350
Eligible	
Complete	700
Mid-term	42
Total Eligible	742
Completion Rate: Complete/Eligible	94.3%
Cooperation Rate: Complete/(Eligible + (Refusals (Eligible/Eligible + Ineligible)))	81.4%
Response Rate: Complete/(Eligible + ((Eligible/Eligible + Ineligible)(Unknown)))	42.5%

### **Survey Instrument**

The survey instrument contained 42 questions, including 67 individual survey items (variables). The survey instrument was administered in both English and Spanish. A copy of the survey is attached in the Appendix. A total of 25 respondents (3.6 percent) elected to respond in Spanish. The number of respondents who wished to take the survey in Spanish in the current survey corresponds closely to survey year 2003 (15 Spanish respondents) and survey year 2005 (29 Spanish respondents). The survey in 2006 demonstrated a higher Spanish language preference.

### **Respondent Characteristics**

**Table 2** presents certain demographic characteristics of the survey respondents and also provides the 2008, 2006, 2005 and 2004 characteristics for comparative purposes. In 2009, respondents are predominantly White (74 percent), with 13 percent Hispanic/Latino, 6 percent African-American/Black, 5 percent Asian/Pacific Islander, and 2 percent American Indian/Native American and Mixed Ethnicities. Residents earn a median household income of \$63,100 per year (22 percent earning \$100,000 or more and 15 percent earning under \$25,000). They have a median age of 53 years and have lived in the County for a median of 29 years. A plurality (40 percent) is registered Democrat; 34 percent are Republicans. Among respondents, 44 percent possess a Bachelor's Degree or more, with 29 percent having a High School education or less. The zip codes most represented in the survey are as follows – each with 3 percent of the respondents: 92105, 92071, 91941, 92126, and 92040.

Home ownership percentage is 70 percent, with a mean of 2.76 persons per household. Among White respondents, 77 percent are homeowners; Asians are 72 percent homeowners (which is higher than in past surveys). Black/African-American homeowners have declined from prior years to 37 percent and Hispanics/Latinos are 51 percent homeowners – similar to 2005 and more than 2006, when Hispanic/Latino renters seemed to constitute a higher proportion of the sample than has generally been the case.

Other differences between the current 2009 survey respondents and the respondents from previous years are as follows:

- The 2009 survey respondents have completed less higher education than respondents in 2005 and 2006 and are similar in this regard to the 2004 respondents.

- The 2009 respondents are more represented by Whites and less represented by Hispanics/Latinos than the respondents in 2004, 2005, and 2008. The 2009 respondents resemble the 2005 survey respondents in this regard.
- The 2009 respondents identify with specific party affiliations more so than the respondents of other surveys. This may be the result of the recent, high profile election season.

<b>Table 2 San Diego County Water Authority Survey Respondent Characteristics</b>					
<b>Demographic Characteristic</b>	<b>Percentage 2009</b>	<b>Percentage 2008</b>	<b>Percentage 2006</b>	<b>Percentage 2005</b>	<b>Percentage 2004</b>
Gender					
Male	47%	44%	46%	50%	50%
Female	53%	56%	54%	50%	50%
Median Age (Years)	53	51	49	48	47
Median Number of Years Lived in Community	29	27	20	23	22
Highest Grade/Level of School Completed					
High School or Less	29%		21%	14%	18%
Some College	27%		27%	35%	37%
Bachelor's Degree	31%		35%	25%	20%
Some Graduate School	13%		17%	26%	25%
Ethnicity					
White	74%	65%	67%	76%	67%
Latino/Hispanic	13%	22%	21%	11%	17%
African-American/Black	6%	5%	5%	5%	5%
Asian/Pacific Islander	5%	6%	6%	6%	6%
Native American/Mixed	2%	2%	1%	2%	5%
Voter Registration					
Republican	40%		31%	38%	36%
Democrat	34%		35%	30%	29%
Other Party Affiliation	5%		1%	2%	2%
Nonpartisan	11%		19%	16%	14%
Not Registered to Vote	10%		14%	14%	19%
Median Household Income	\$63,100	\$59,400	\$61,100	\$63,600	\$55,500
Home Ownership Percentage	70%	67%	64%	71%	70%
Type of Housing					
Single Family Detached	71%				
Condominium	11%				
Apartment	15%				
Mobile Home	3%				
Mean Number of Persons per Household	2.76		2.99	2.84	2.85

## Survey Findings

The 2009 Public Opinion Poll report has been divided into seven essential information components as follows:

- Attitudes and opinions about general news/current event issues,
- Attitudes and perceptions concerning water reliability and potential cutbacks in water supply,
- Water usage, conservation, and civic responsibility
- Water rates and potential regulation of water usage,
- Opinions about the relationship between economic growth and development and water supply
- Attitudes and perceptions concerning desalination and recycled water, and
- Recommended programs /policies to ensure reliability of the water supply.

The balance of this report will address these components in detail. Each section will begin with a very brief abstract, or summary of highlights within the ensuing section, in order to orient the reader to what is to follow.

Charts have been prepared for each of these components that depict the survey results for the 2009 survey and for the 2008, 2006, 2005, 2004, 2003, and 2000 surveys where questions have been repeated and can be directly compared. Each component will include a discussion of the findings from the 2009 survey, with key comparisons drawn regarding results from prior years. Detailed statistical frequency distributions are contained in the Appendix.

Lastly, subgroup analyses for different age groups, various levels of education, gender, home ownership/rental status, household size, residential tenure in the community, different income categories, voter registration differences, and ethnicity of residents of the service area will be presented in a succinct, bulleted format when statistical significance and relevance warrants such treatment.

### Attitudes and Opinions about General News/Current Events

***SUMMARY:*** *The economy and jobs (43 percent), water supply and quality (18 percent—14 percent supply and 4 percent quality), and immigration (5 percent) are the most important issues facing the residents of San Diego County. Their concern about water-related issues rose to some prominence in 2008 and the importance of water is sustained in the current survey--in contrast to all other major issues that have declined in importance as the economy has dominated the news. Issues that received fairly high levels of concern in previous survey years*

*(e.g. housing affordability, traffic, and growth and development) were overshadowed in the current survey by the overwhelming concern about the economy and jobs. It is also clear that the financial and political problems that have beset the City of San Diego and that registered very strongly with the public in the 2005 survey have continued to fade in importance to residents. Growth, which had so dominated surveys in the past that addressed local concerns, now ranks quite low in importance.*

*Almost one-half of the respondents rely on television as their primary source of information and news about the important issues in the region—an increase of 7 percent from 2008, with Newspapers (Union-Tribune, North County Times, and Others) representing another one-third. The Internet and radio have declined in importance as sources of information since 2008 and television has apparently picked up this slack.*

**Chart 1** shows that the most important issues residents of San Diego County identified are the Economy and Jobs (43 percent), Water Supply and Quality (18 percent), and Immigration (5 percent), followed by Housing Affordability (4 percent), Government Mismanagement (4 percent), and Financial Problems in State and Local government (4 percent). Other issues that received fairly high levels of concern in previous survey years (e.g. gasoline prices, housing affordability, local government financial issues, crime, and growth and development) were overshadowed in the current survey by the overwhelming concern about the economy and jobs. What has occurred in 2009 is the jump in importance of the economy at the expense of all issues, other than water supply and quality, which retained its same level of concern despite the critical economic conditions faced by the region and nation.

In 2008, Gasoline Prices dominated local concerns (23 percent), with the state of the Economy beginning to grow in importance (17 percent). In 2008, Water Supply and Quality surged in importance from 4 percent or less in 2000-2006 to 19 percent, and this concern about water is sustained in the current survey. In 2006, Crime (13 percent) Housing Affordability (12 percent), and Immigration issues (11 percent) received paramount importance. Similarly, in 2005, Housing Affordability and Traffic were the biggest issues (16 percent each), followed by the City of San Diego Financial Problems (14 percent). In 2004, Housing Costs were named by 20 percent of respondents, Traffic by 15 percent, and Cost of Living by 18 percent.

Growth/Development has been on a continual decline in importance since its enormous 31 percent rating in 2000. Other responses that did not receive enough mention to merit an individual listing in the chart can be viewed in the Appendix, where the full listing of responses is displayed.

**Chart 2** shows that one half of the respondents identify Television as the source of information they most tend to rely upon for news about issues facing the region -- an increase of 7 percent from 2008, with Newspapers (Union-Tribune, North County Times, and Others) representing over one-third (34 percent). Since 2008, the Internet (9 percent) and radio (6 percent) have declined as sources of information with television seemingly picking up the slack.

### **Attitudes and Perceptions Concerning Water Reliability and Potential Cutbacks in Water Availability**

***SUMMARY:*** *There has been a decline in confidence in the long-term reliability of San Diego County's water supply since the 2006 survey. In 2009, 65 percent identify the water supply as either very reliable or somewhat reliable (32 percent somewhat or very unreliable), while in 2006, 77 percent provided positive ratings with 17 percent declaring a lack of reliability. Among those who think that the water supply is currently very reliable, 24 percent believe the reliability to be worsening. Among those whose current opinion is that the water supply is somewhat reliable to very unreliable, 55 percent think that it is worsening.*

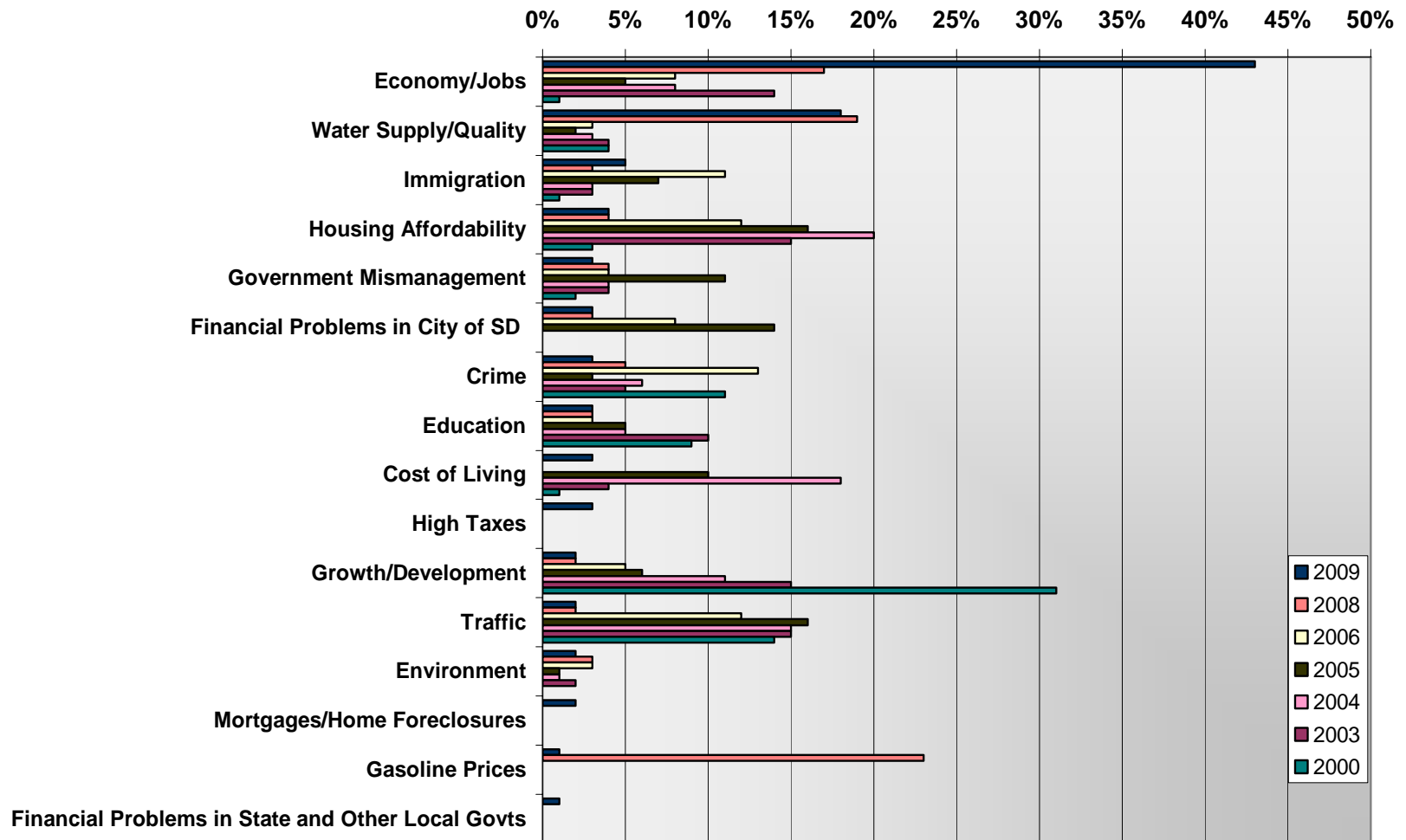
*Extending reliability to the year 2030, including growth forecasts of 800,000 more County residents further erodes confidence in local water agencies' ability to supply water reliably. These low confidence levels in the current survey mark a return to the relatively lower levels of 2003 and 2004.*

*The low confidence levels in the water supply reflect the success of the messages disseminated by the San Diego County Water Authority regarding impending water shortages and the need to conserve water.*

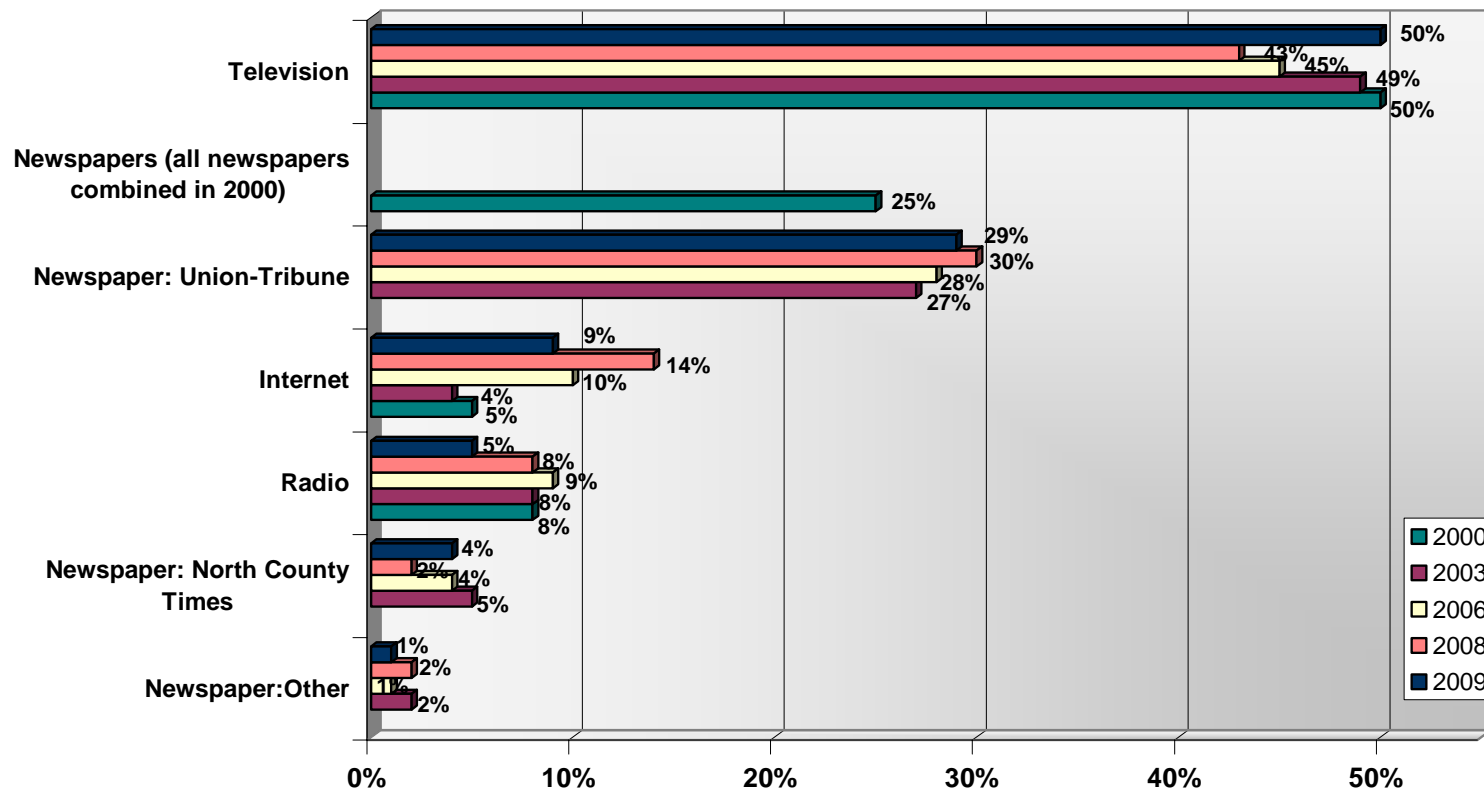
*Nearly all respondents (95 percent) are aware of reports indicating that San Diego County faces a potentially significant water shortage. The major causes for this shortage are thought to be less rain in San Diego (28 percent), population growth (27 percent), and wasting water (10 percent), with very little mention of the true causes. The causes cited are largely seen as long term problems (87 percent).*

*Before mandatory cutbacks are implemented, residents would like to know how much water they can expect to receive (21 percent) and what specific restrictions they would have to follow (20 percent). They would like information distributed to them through their water bill (28 percent), television (17 percent), postal mail (16 percent), and the Union-Tribune (14 percent).*

**Chart 1**  
**Most Important Issue Facing San Diego County Residents**



**Chart 2**  
**Primary Source of Information About Water Issues**



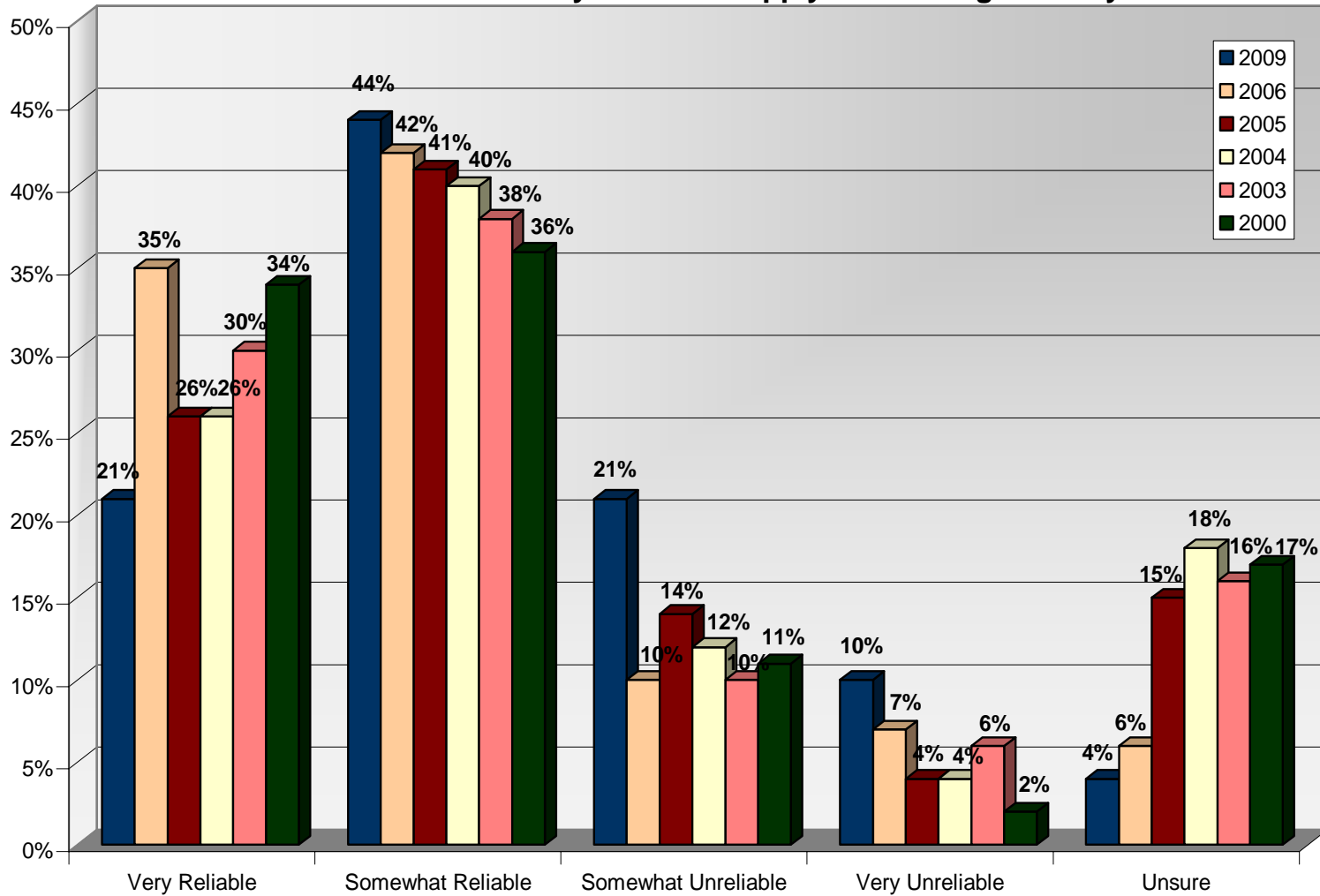
**Chart 3** shows that among the residents of the Water Authority service area, 65 percent of residents find that the current supply of water is either very reliable (21 percent) or somewhat reliable (44 percent). Nearly one-third (32 percent) find the water supply to be very or somewhat unreliable and 4 percent are unsure about water reliability. There is a clear decline in confidence in San Diego County's water supply since the 2006 survey when 77 percent of respondents found the water supply to be either very reliable or somewhat reliable and only 17 percent thought it to be very or somewhat unreliable. This decline in confidence follows a previous pattern of sustained confidence in the County's Water Supply from 2003 to 2006.

**Chart 4** further corroborates the eroding confidence in the water supply. Nearly one-half (48 percent) of residents feel that the reliability of the water supply is worsening while only 6 percent feel that it is improving. Over one-third (37 percent) indicate that the reliability of the water supply is staying about the same and 9 percent are unsure. Among those who think that the water supply is currently very reliable, 24 percent believe the reliability to be worsening. Among those whose current opinion is that the water supply is somewhat reliable to very unreliable, 55 percent think that it is worsening.

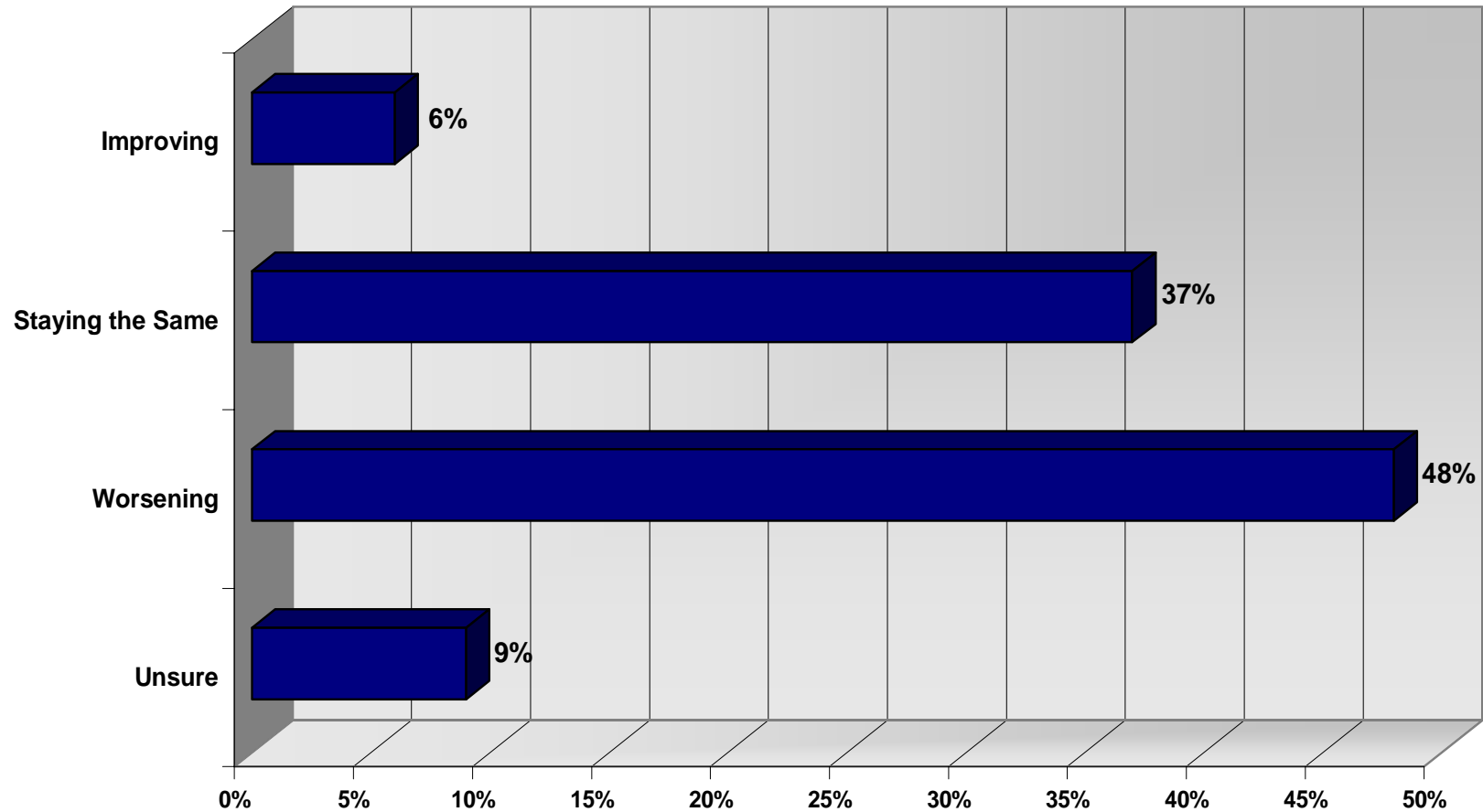
Extending the issue of reliability to the year 2030, including growth forecasts of 800,000 more County residents, causes the confidence in local water agencies' ability to supply water reliably to decline such that only 8 percent are very confident in such reliability and 33 percent are somewhat confident (**Chart 5**). This 41 percent total confidence factor for 2030 represents a marked decline from 2006 when 59 percent were either very or somewhat confident in the reliability of the water supply to serve future population growth. Further, the 2030 confidence factor is 24 percent less than the current general perception of confidence (65 percent).

The current 2030 confidence percentage marks a return to the confidence factors of 2003 and 2004 where 40 percent and 38 percent of respondents respectively were either somewhat confident or very confident that future population growth would be served by a water supply that could be characterized as reliable.

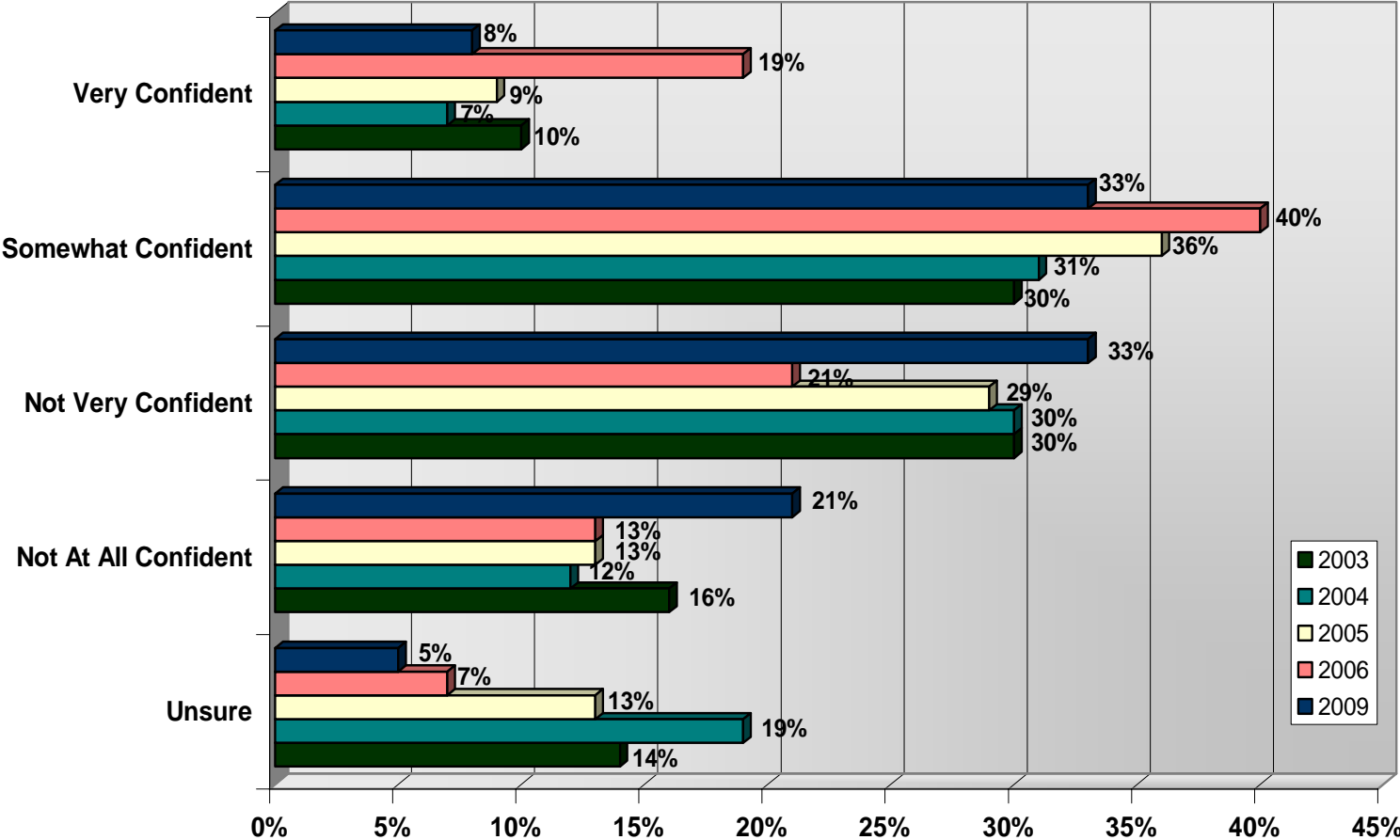
**Chart 3**  
**Perceived Reliability of Water Supply in San Diego County**



**Chart 4**  
**Reliability of Water Supply in San Diego County is....**



**Chart 5**  
**Confidence in Ability of Local Water Agencies**  
**to Provide Reliable Water Supply Through 2030**



These results underscore the success of the San Diego County Water Authority in disseminating the message to County residents that water is in short supply and that the reliability of its continued provision at traditional levels is problematic. Respondents who feel that the reliability of the water supply in San Diego County is worsening also tend to feel that it is currently unreliable (somewhat unreliable or very unreliable – 60 percent versus very reliable and somewhat reliable – 43 percent).

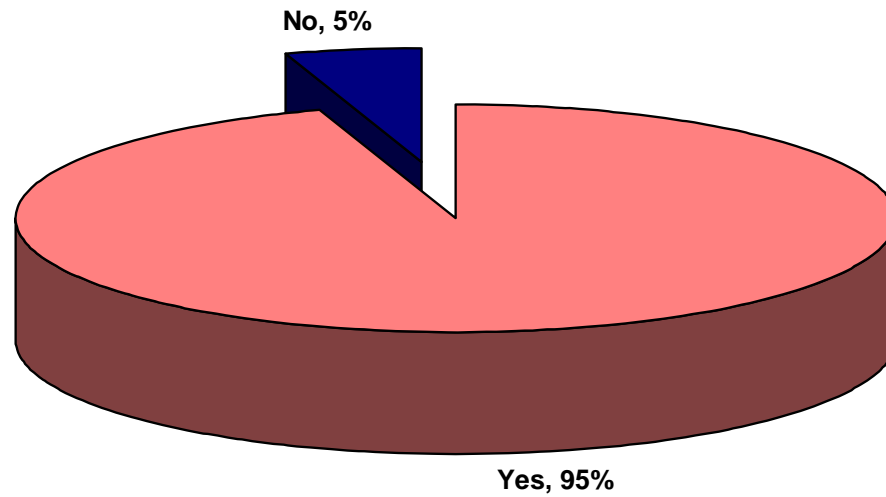
**Chart 6** shows that nearly all respondents (95 percent) are aware of reports indicating that San Diego County faces a potentially significant water shortage. **Chart 7** identifies what respondents consider to be the causes of the potential water shortage. The three dominant causes provided by the respondents are Less Rain in San Diego (28 percent), Population Growth (27 percent), and Wasting Water (10 percent). Very few (1 percent) addressed the court-ordered cutbacks that are so instrumental in causing the local shortage, and only 2 percent referred to mountain snowpack levels. It is noteworthy however that 87 percent of these respondents consider causes of the potential water shortage to be long term problems. Those causes that are most strongly thought to be long-term are Less Water in the Rivers (93%), Wasting Water (91 percent), and Reduced Out-of-Area Supplies (91 percent).

The following groups differ regarding their awareness of reports that San Diego County is facing a potentially significant water shortage.

- Older residents are more aware of reports that San Diego County faces a potentially significant water shortage than are younger residents (under 35 – 87 percent; over 35 – 96 percent).
- Residents with the lowest incomes are less aware (under \$25,000 – 85 percent versus \$25,000 and over – 96 percent).
- Respondents who prefer to speak English (95 percent) are more aware than those who prefer Spanish (79 percent).

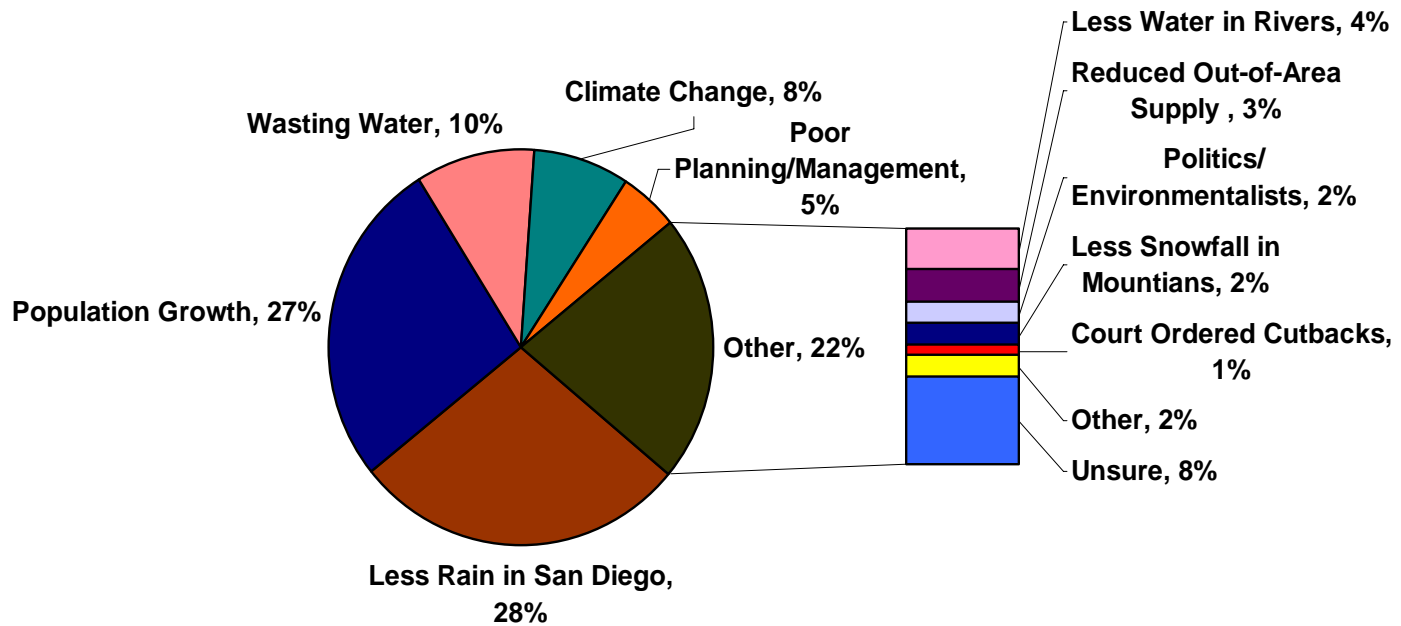
Before any mandatory cutbacks in water are implemented in San Diego County, residents identify two major areas of clarification they would like to see addressed: how much water they would receive under the new regulations (21 percent) and what restrictions they would have to follow (20 percent). Other respondents would like to know how long the cutbacks are expected to last (9 percent) and would like information about how they can reduce their water usage in order to comply (9 percent) (**Chart 8**).

**Chart 6**  
**Aware of Reports Indicating Potentially Significant Water Shortage**

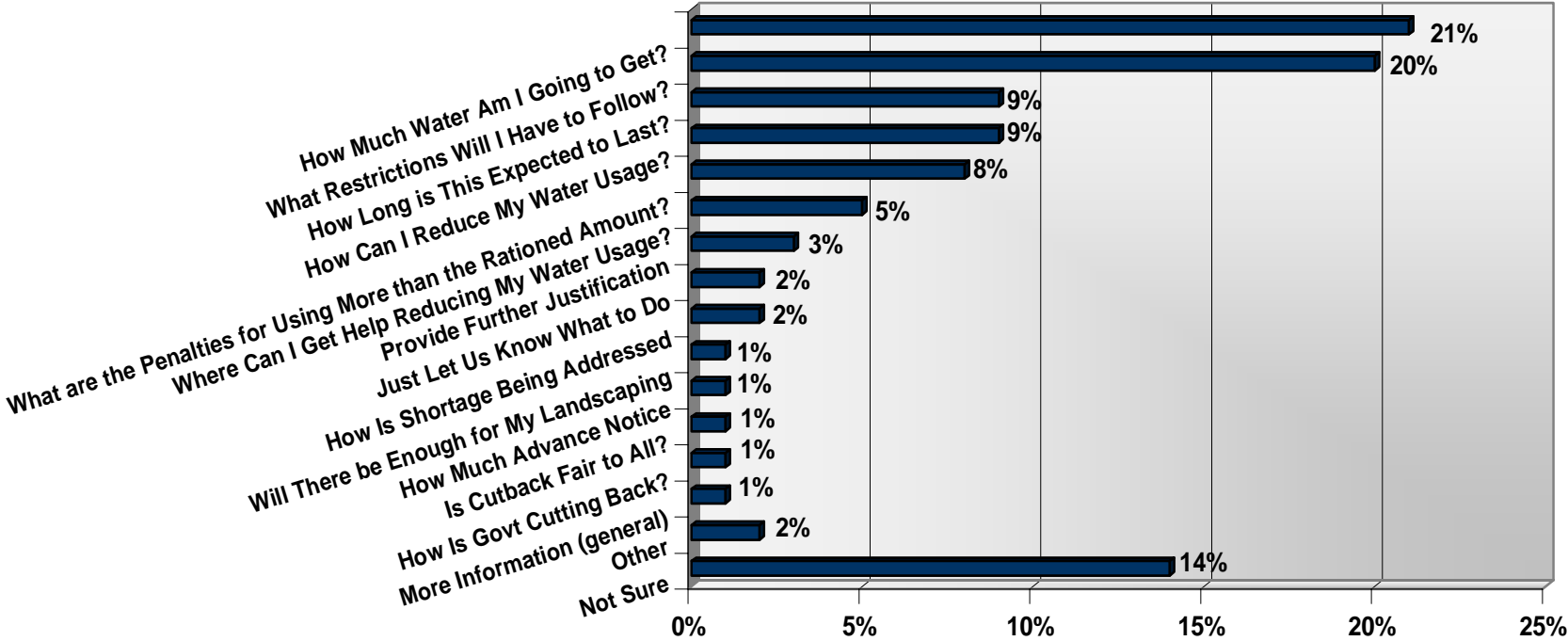


## Chart 7 Cause of Potential Significant Water Shortage

(87% of respondents consider these causes to be long-term problems)



**Chart 8**  
**Information Wanted in Advance of Possible Mandatory Cutbacks**



**Chart 9** indicates that residents would like information about possible cutbacks in water distributed to them largely through water bills and inserts (28 percent), television (17 percent), postal mail (16 percent), and the Union-Tribune (14 percent).

### **Water Usage, Conservation, and Civic Responsibility**

***Summary:** Over four-fifths of respondents recall messages asking local residents and businesses to take extra steps to conserve water – a substantial increase from the 2008 survey where less than three-fifths recalled such messages. Over two-thirds of those who recall these messages remember messages about the 20 Gallon challenge. Residents largely remember hearing/seeing conservation messages on television (69 percent) followed by radio and newspapers (12 percent each). In 2008, television was also the dominant response.*

*Residents indicate that the most important water conservation actions that they have taken in the past six months are taking shorter showers (32 percent), reducing outside watering (23 percent), not letting the water run (18 percent), and washing only full loads of dishes and clothes (13 percent). This is consistent with the steps identified as being those undertaken in response to conservation message as well as the procedures that residents would implement if mandatory cutbacks were put in place.*

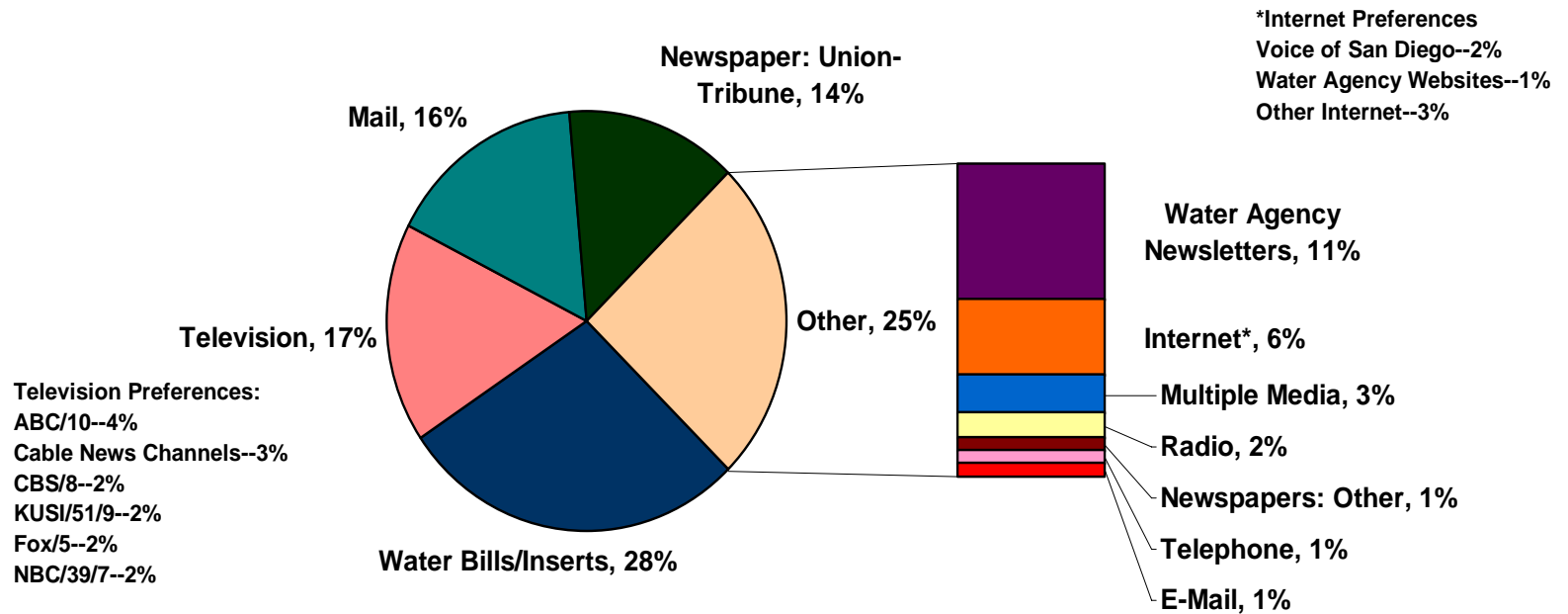
*Respondents (92 percent) overwhelmingly feel that it is their civic responsibility to use water efficiently and this responsibility is on par with such civic duties as preventing pollution/littering and recycling used materials. Water conservation is seen as less of a civic responsibility than voting but more of one than serving on a jury*

*Water agencies could motivate respondents to conserve water by providing monetary incentives (23 percent) and by reducing water rates for conservation (20 percent). These findings parallel the 2008 survey.*

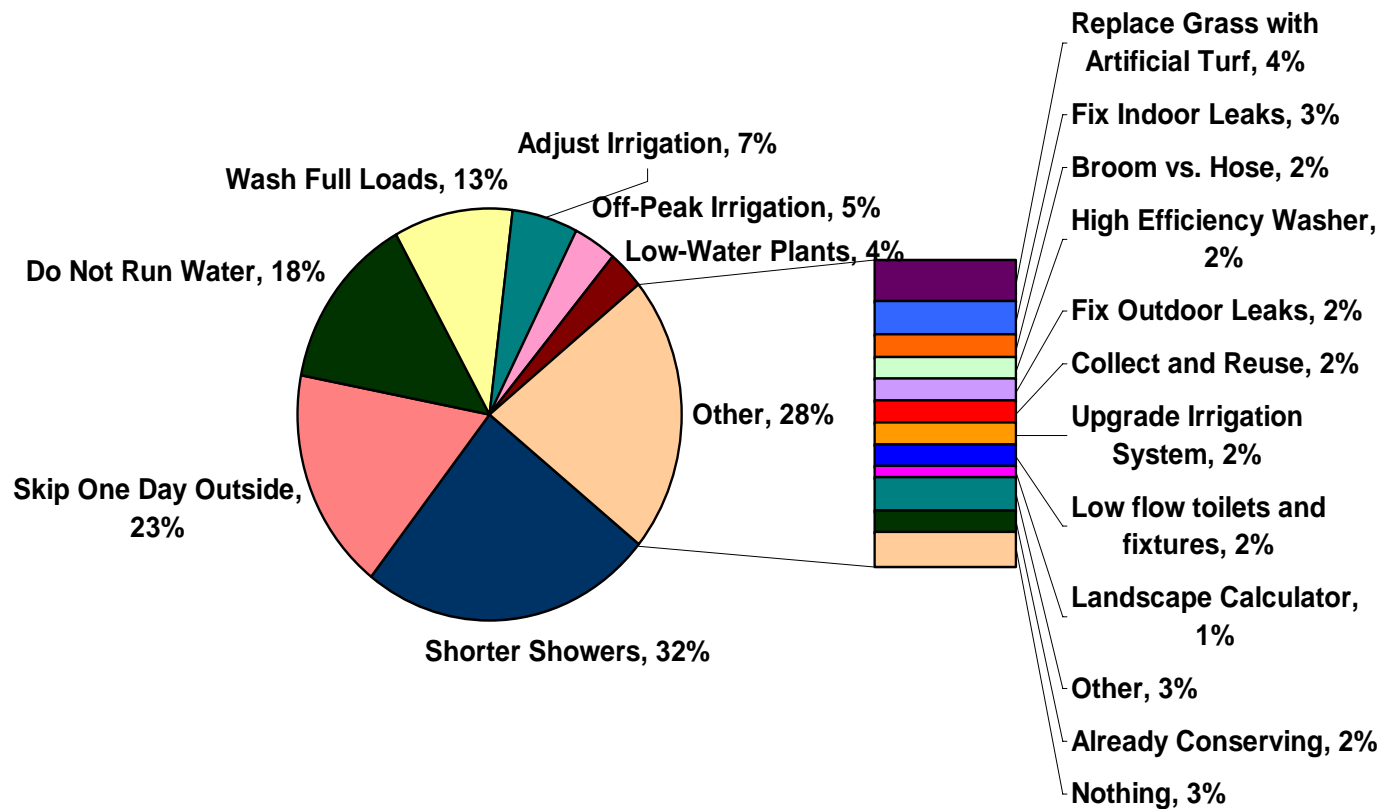
**Chart 10** shows that residents, who have taken steps to reduce their water usage in the past 6 months, take shorter showers (32 percent), reduce outside watering by skipping at least one day per week (23 percent), not let the water run (18 percent), and wash only full loads of clothes or dishes (13 percent).

**Chart 11** indicates that 82 percent of respondents recall seeing, hearing, or reading messages asking local residents and businesses to take extra steps to conserve water, especially outdoors. This represents a substantial increase from the 2008 survey where only 59 percent recalled such messages. Further, in the current survey, 54 percent of respondents (two-thirds of all who recall these messages) recall seeing or hearing messages about the 20 Gallon Challenge.

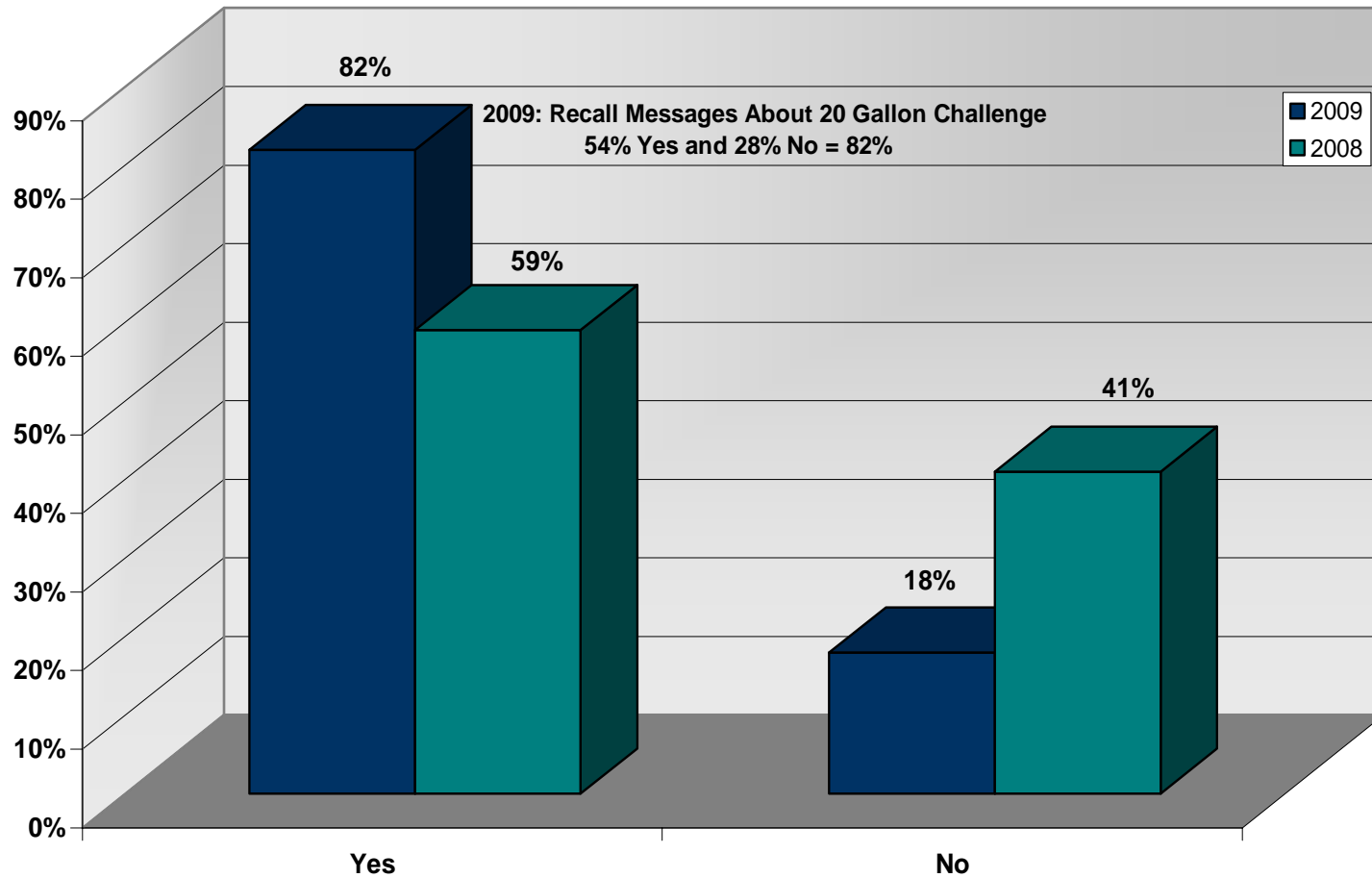
**Chart 9**  
**Preferred Distribution of Information About Possible Cutbacks**



**Chart 10**  
**Steps Taken to Reduce Water Usage in Past 6 Months**



**Chart 11**  
**Recall Messages Asking Local Residents and Businesses**  
**to Take Extra Steps to Conserve Water**



**Chart 12** depicts that respondents largely recall hearing or seeing such conservation messages on television (69 percent) and this is consistent with the 2008 survey where television was also the dominant response (70 percent). Radio and Newspapers, however, are about half as important as they were in 2008 as sources of information where respondents recall hearing/seeing conservation messages. Also declining in importance are materials with monthly bills and agency websites. Postal mail and door hangers have increased in importance.

The following groups differ in terms of their recall of messages that ask local residents to take extra steps to conserve water:

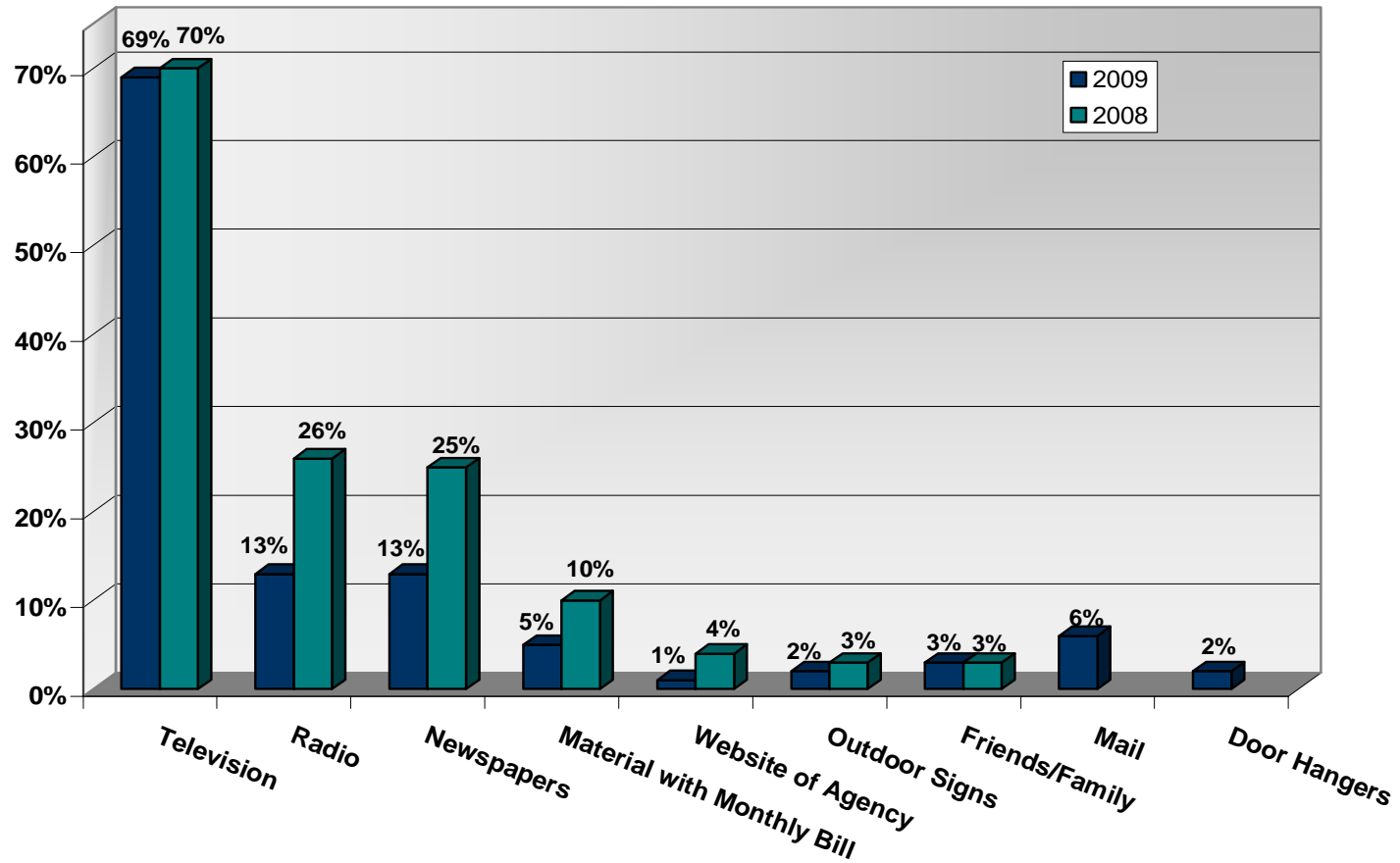
- Owners (85 percent) tend to recall seeing/hearing messages more so than renters (72 percent).
- Residents who live in single family homes (85 percent) and condominiums (81 percent) recall such messages more so than do those who live in apartments (67 percent).
- Older residents recall the conservation messages more so than do younger residents (35 and over – 84 percent; under 35 – 69 percent).
- Lowest income residents recall messages less than do other residents (\$25,000 and above – 85 percent; under \$25,000 – 65 percent).

The following groups differ in terms of their recall of messages specifically about the 20 Gallon Challenge:

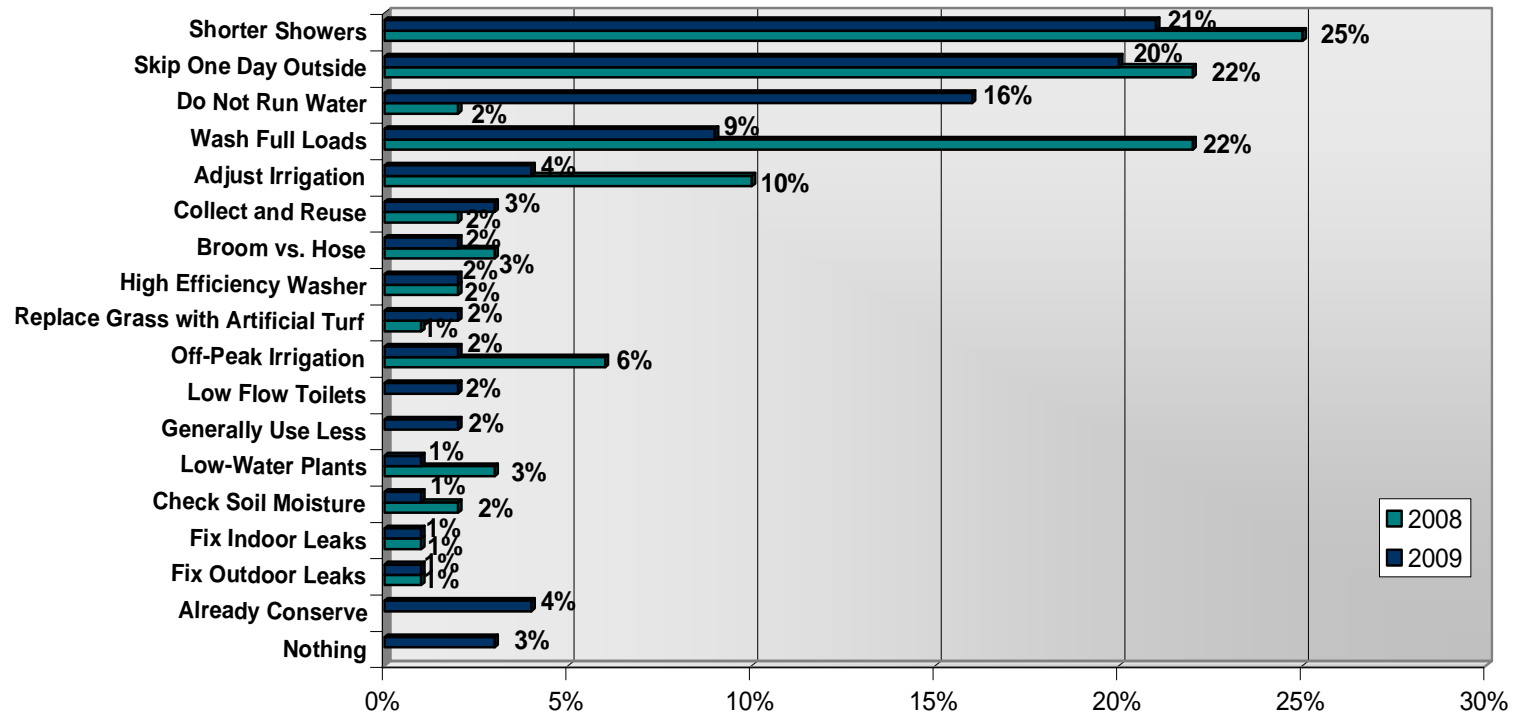
- Whites (72 percent) are more likely to have heard messages about the 20 Gallon Challenge than are Hispanics/Latinos (52 percent), Asians (61 percent), and African/Americans/Blacks (62 percent).
- Males (75 percent) tend to recall such messages more so than do females (62 percent).
- Those who prefer to respond to the survey in English are more likely to recall messages about the 20 Gallon Challenge than are those who prefer Spanish (English speaking – 69 percent; Spanish speaking – 38 percent).

Respondents who recall seeing or hearing conservation messages indicate that the most important steps they have taken in response to such messages are taking shorter showers (21 percent), reducing outside watering by skipping at least one day per week (20 percent), not letting the water run (16 percent), and washing only full loads of clothes or dishes (9 percent) (**Chart 13**). These responses are quite consistent with the steps identified by respondents who reduced their water consumption in the past 6 months (**see Chart 10**). In 2008, respondents were less inclined to save water by not letting the water run (2 percent) and they were more inclined to save water by washing full loads of clothes and dishes (22 percent).

**Chart 12**  
**Where Recall Hearing/Seeing Messages**  
**Asking Residents and Businesses to Save Water**  
 (Among 82% who recall message--Total exceeds 100%: More than one response allowed)



**Chart 13**  
**Step Taken in Response to Messages**  
**Asking Residents and Businesses to Save Water**  
 (among 82% who recall messages)



**Chart 14** shows respondents (92 percent) overwhelmingly feel that it is their civic responsibility to use water as efficiently as possible. **Chart 15** indicates that about two thirds of respondents feel that preventing pollution/not littering (69 percent) and recycling used materials (67 percent) are civic responsibilities in the same way as using water efficiently. One quarter of respondents view jury service as less of a civic responsibility than conserving water. It is clear that respondents view water conservation as an important civic responsibility in the same light as these more traditional responsibilities.

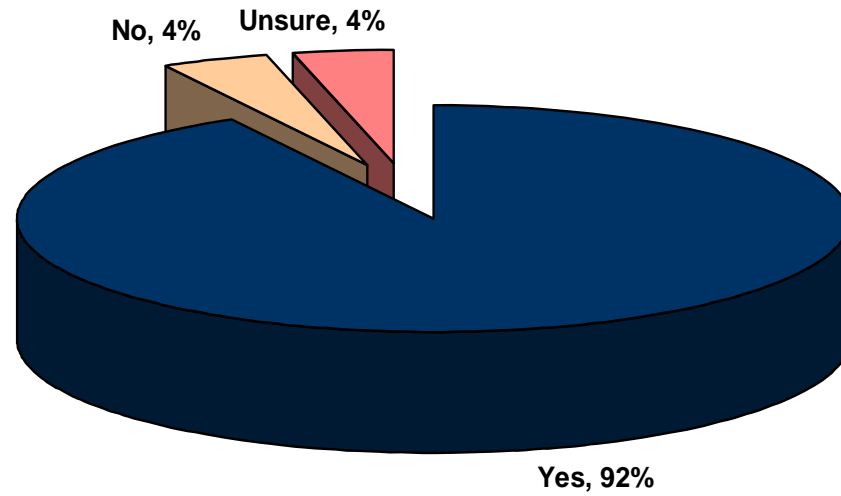
The following groups differ regarding how they view their civic responsibility to use water as efficiently as possible:

- Whites (94 percent) tend to view water conservation as their civic responsibility more so than do African Americans/Blacks (83 percent), Asians (84 percent), and Hispanics/Latinos (87 percent).

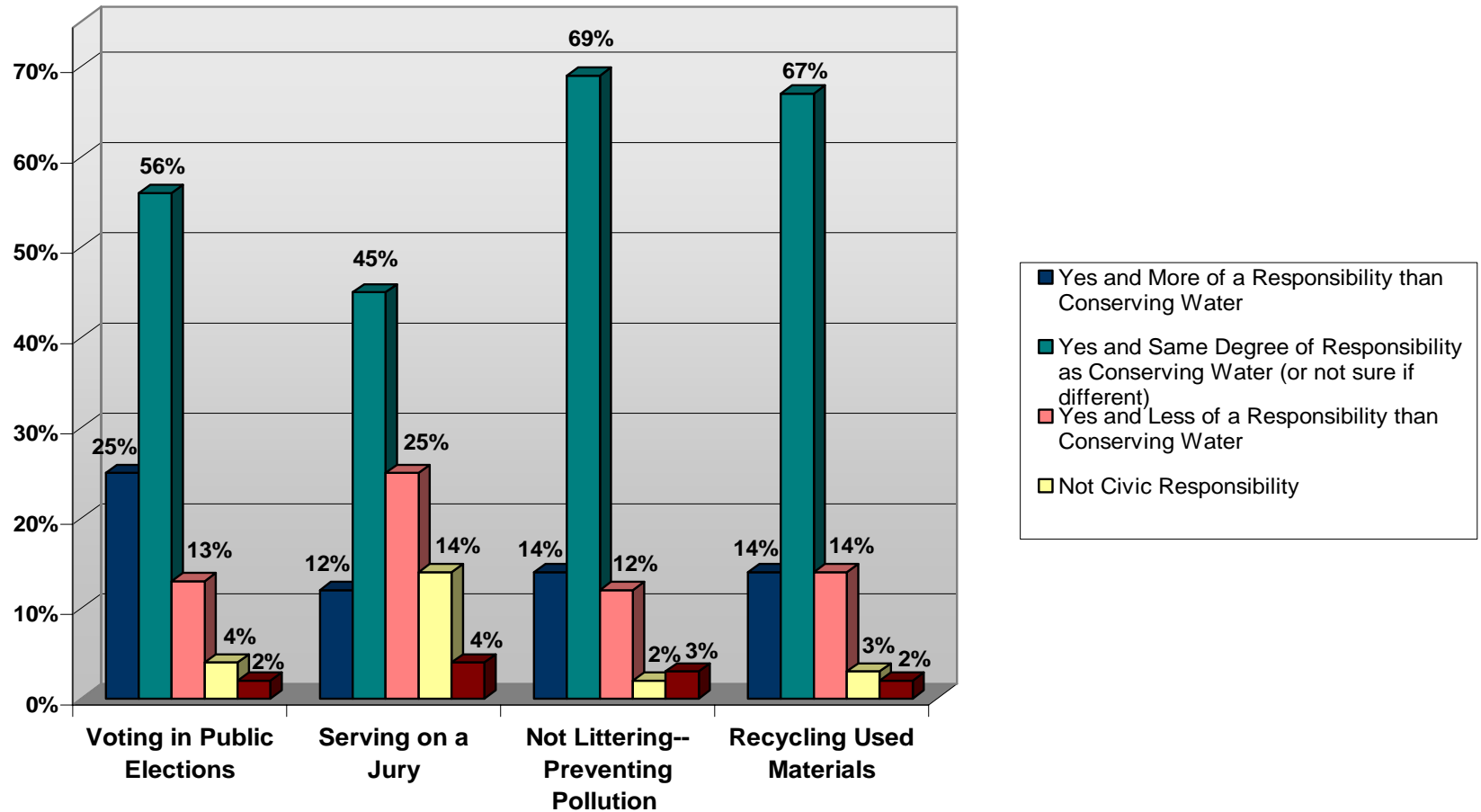
Respondents indicate that under conditions whereby they would be required to reduce their water use by 20 percent, over one fifth (21 percent) said they would take shorter showers, 11 percent would not do anything new since they are already conserving, 9 percent would wash full loads of clothes and dishes, and another 9 percent would reduce outside watering by skipping at least one day per week (**Chart 16**).

**Chart 17** shows that local water agencies to a large extent could motivate respondents to conserve water by providing monetary incentives (23 percent) and by reducing water rates for those who practice conservation (20 percent). Another 11 percent would be so motivated if they had information and education about conservation. These findings are parallel to the findings of the 2008 survey.

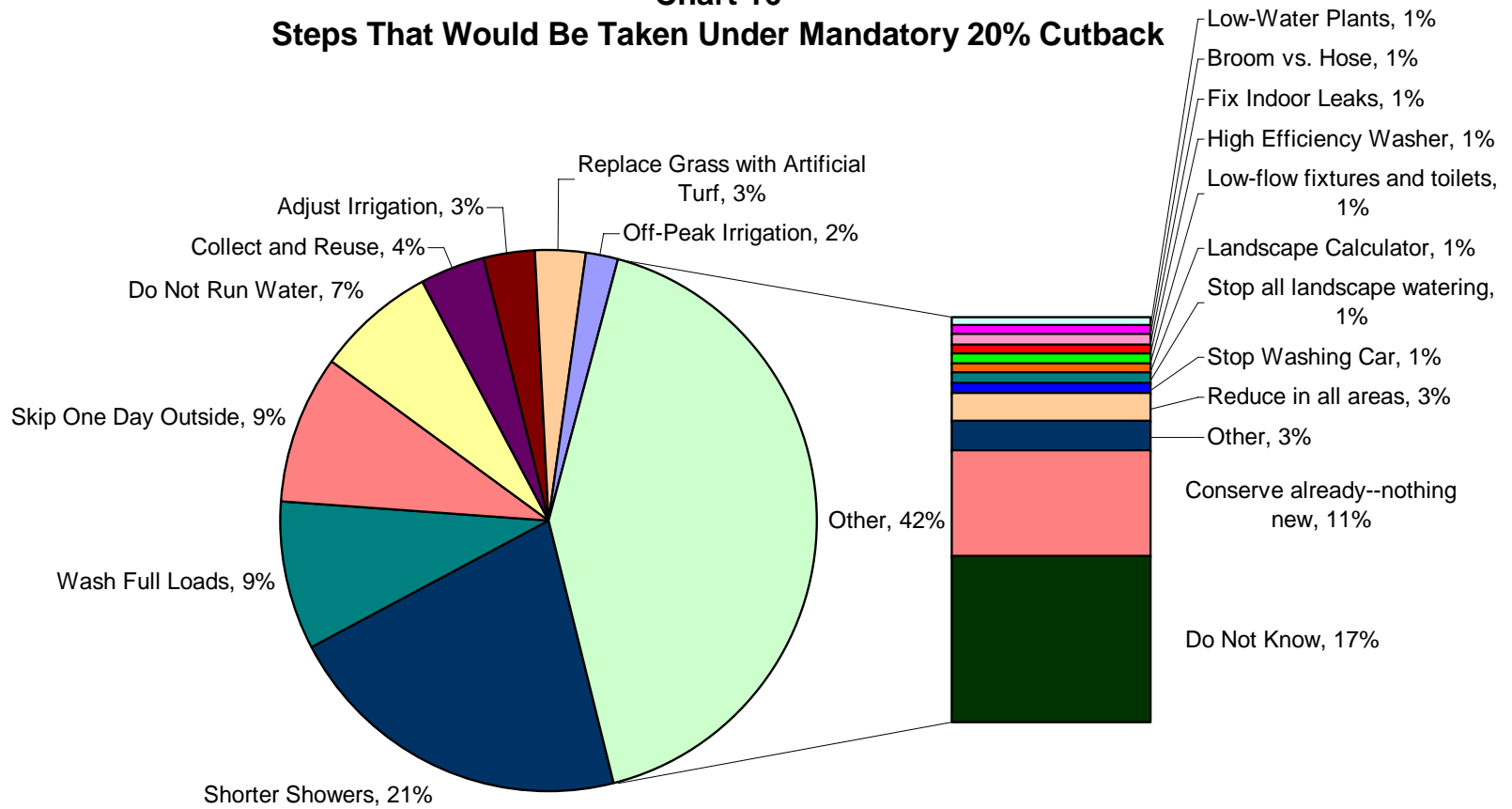
**Chart 14**  
**Civic Responsibility to Use Water as Efficiently as Possible**



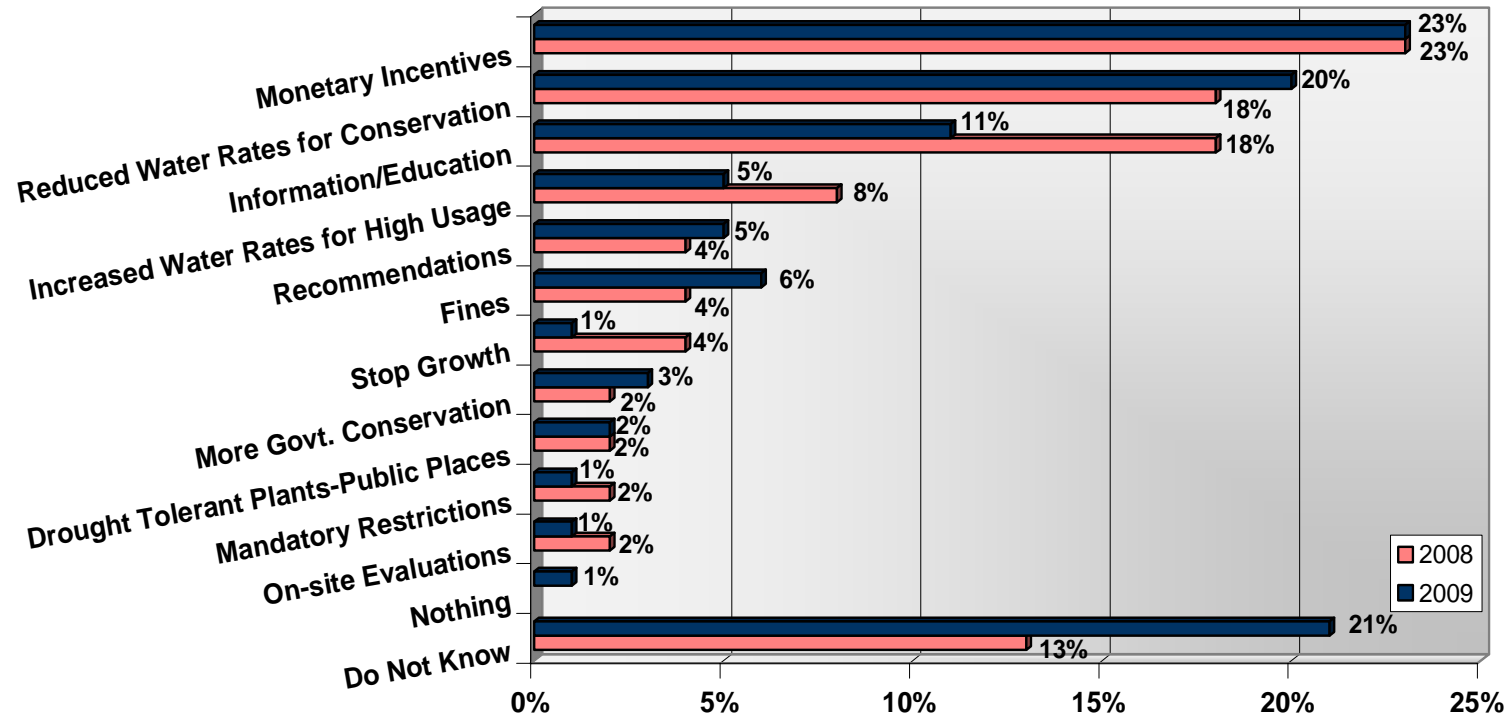
**Chart 15**  
**Are Other Activities Also Civic Responsibilities**  
**and Are They More or Less of a Responsibility than Using Water Efficiently?**



**Chart 16**  
**Steps That Would Be Taken Under Mandatory 20% Cutback**



**Chart 17**  
**One Thing That Local Water Agency Could Do**  
**to Motivate More Conservation**



## Water Rates and Potential Regulation of Water Usage

***SUMMARY:*** *Over two-thirds (70 percent) of respondents or members of the respondent's household pay the water bill. Among those who pay the bill, over one third believes that their water rates have gone up and that this increase has prompted them to conserve more water.*

*Nearly two-fifths of residents indicate that their water bill would have to increase by 100 percent before they would take action to conserve water. Another two-fifths indicate that they are already doing all they can to conserve water. The median monthly amount residents are willing to pay for water is \$60.*

*Among those 86 percent of respondents who think that desalination is important, nearly three-fifths of residents would either definitely or probably vote for a bond measure to build new water supply projects knowing that such a measure would increase their property taxes by \$20 per month. Nearly three-fifths also approve of government action that would impose mandatory cutbacks in water usage.*

**Chart 18** indicates that over two-thirds (70 percent) of respondents or members of the respondent's household pays the water bill. This is consistent with the 2003 and 2006 surveys. Among those who pay their own water bill, over one third (35 percent) believe that their water rates have gone up and that these higher rates have motivated them to conserve more water. Nearly one-quarter (24 percent) of those who pay their own bill believe that water rates have gone up but the higher rates have not motivated them to save more water (**Chart 19**).

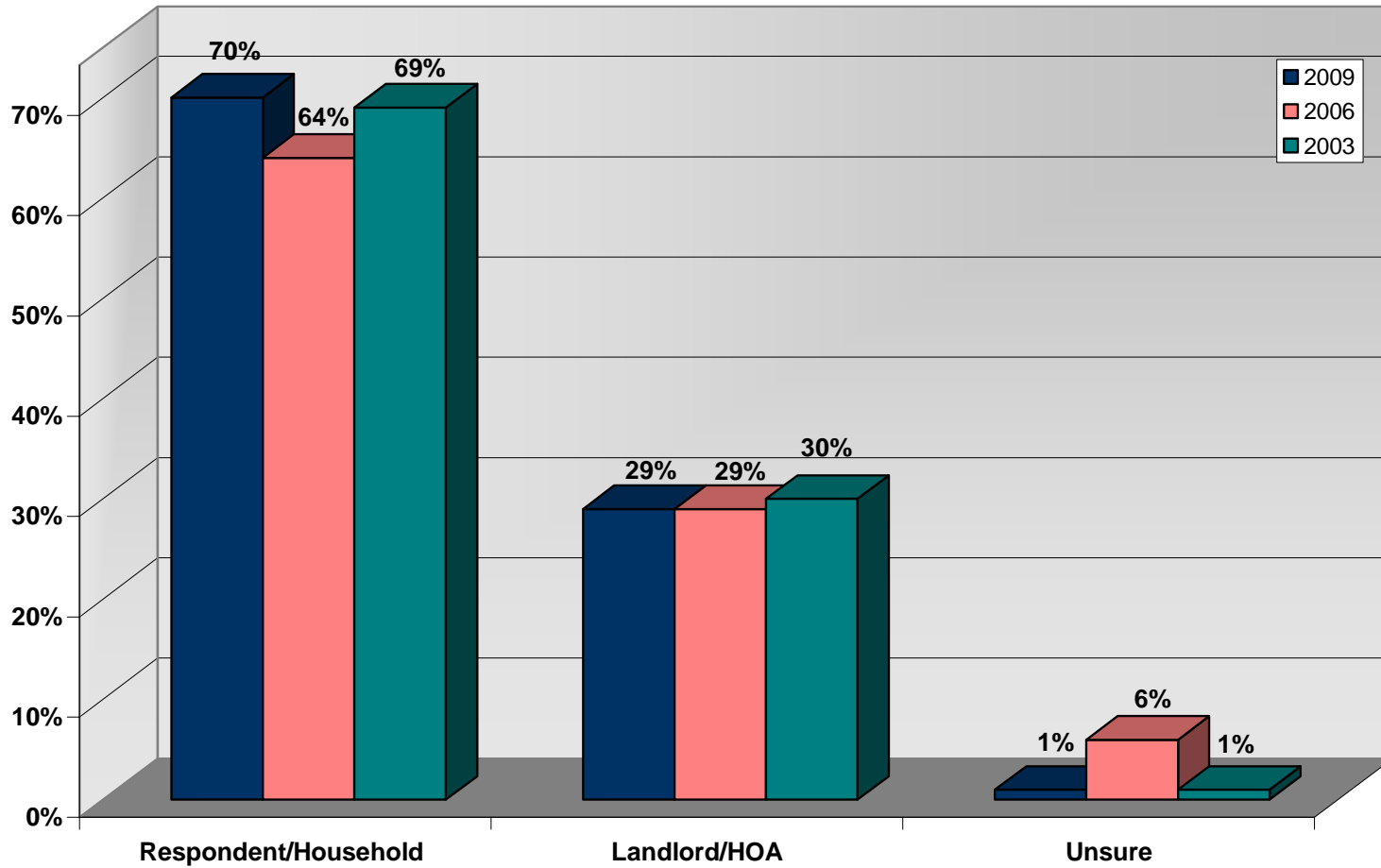
The following groups differ regarding their belief that water rates have gone up in the past year:

- Older residents tend to believe that water rates have gone up more so than younger residents (35 and older – 61 percent; under 35 – 44 percent).
- Longer term residents of the County are more likely to believe that water rates have gone up than are shorter term residents (more than 10 years in County – 60 percent; 10 or fewer years in County – 44 percent).

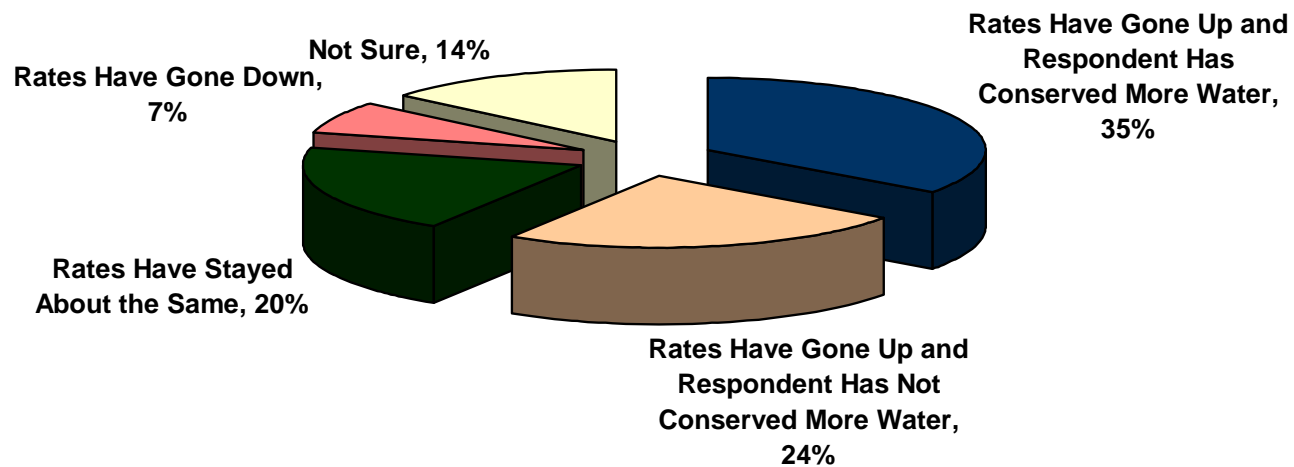
The following groups differ in terms of whether or not higher water rates have motivated them to conserve water:

- Renters (87 percent) tend to have been motivated by higher water rates more so than are owners (56 percent).
- Larger households are more motivated by high water rates to conserve water than are smaller households (3 or more persons in household – 70 percent; 1 or 2 persons – 51 percent).

**Chart 18**  
**Who Pays Water Bill?**



**Chart 19**  
**Perception of Change in Water Rates**  
**and Effect Upon Water Conservation**  
(among the 70% who pay their own water bill)



- Younger residents are more motivated to conserve water than are older residents (44 and under – 78 percent; 45 and older – 53 percent).
- Residents who have lived in the County a shorter period of time tend to be motivated to conserve water more than are longer term residents (10 or fewer years – 80 percent; more than 10 years – 54 percent).

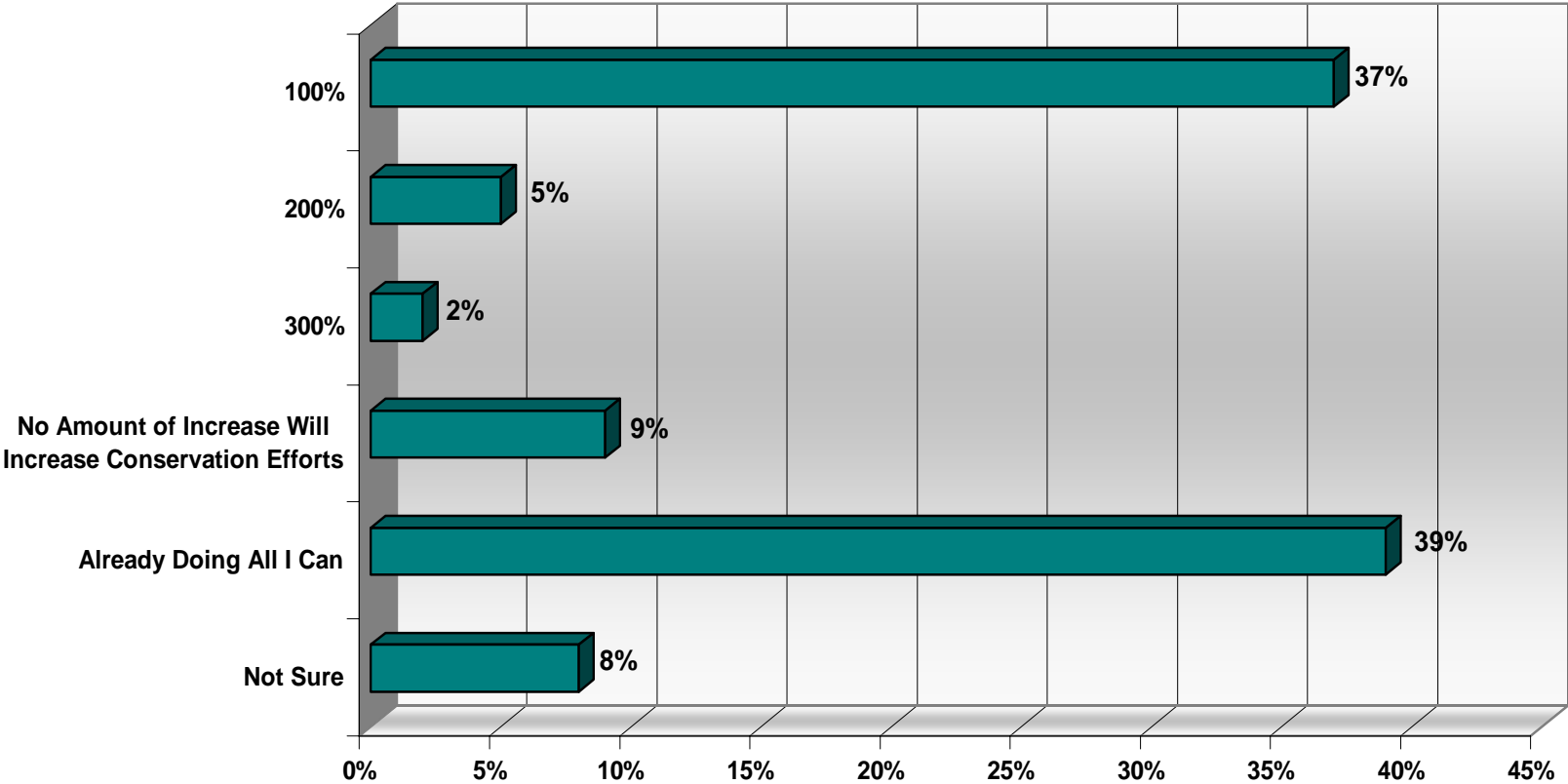
**Chart 20** shows that nearly two-fifths (37 percent) of respondents indicate that their water will would need to increase by 100 percent before they would actively take significant action to conserve water. Another two fifths (39 percent) said they are already doing all they can to conserve water. Nearly one-tenth (9 percent) indicate that no increase in water rates will cause them to increase their conservation efforts. **Chart 21** indicates that nearly one third (30 percent) of respondents are willing to pay \$25 -50 for water each month, while 12 percent are willing to pay \$101 or more. The median monthly amount respondents are willing to pay for water is \$60. It is noteworthy that nearly one-fourth (23 percent) are not sure what they are willing to pay.

**Chart 22** indicates that nearly three-fifths (58 percent) of those 86 percent who think that desalination is important would either definitely (25 percent) or probably (33 percent) vote for a bond measure to build new water supply projects knowing that such a measure would increase their property taxes by \$20 per month. Underscoring the need to reduce water consumption, 59 percent of residents either strongly agree (15 percent) or agree (44 percent) that local water agencies should adopt mandatory requirements on residents’ use of water (**Chart 23**).

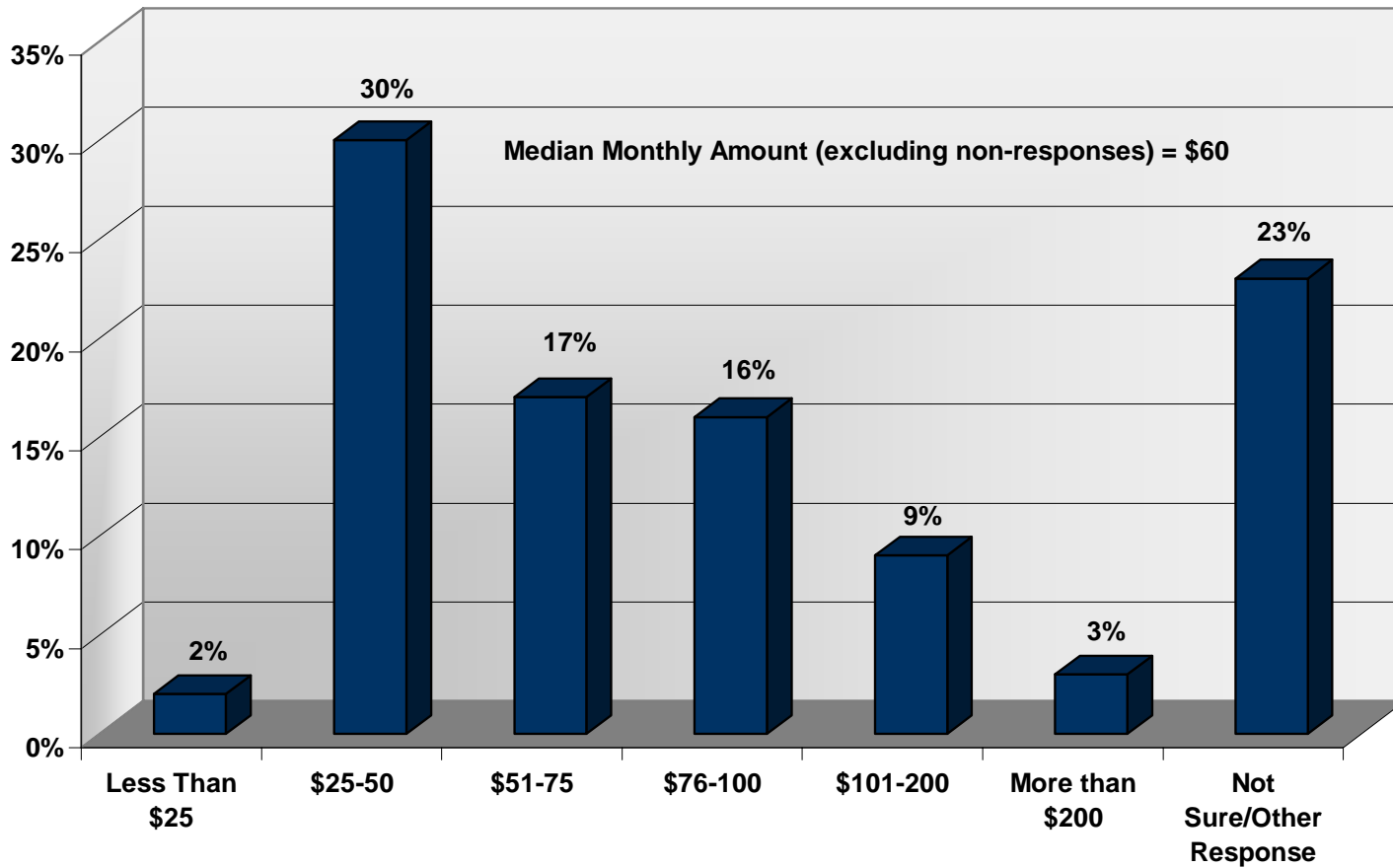
The following groups differ regarding their interest in funding a bond measure to build new water supply projects. The differences are expressed in terms of mean scores that are based on a scale where 1 = definitely vote for bond measure, 2 = probably vote for bond measure, 3 = probably vote against it and 4 = definitely vote against it.

- Residents who earn \$25,000 - \$50,000 (mean of 1.94) are more likely to vote for the bond measure than those who earn \$75,000 - \$100,000 (mean of 2.29).
- Democrats (mean of 2.00) are more likely to vote for this bond measure than are Republicans (mean of 2.26).
- Residents with a high school education or less (mean of 2.01) are more likely to support this bond measure than are residents who have at least one year of college (mean of 2.25).

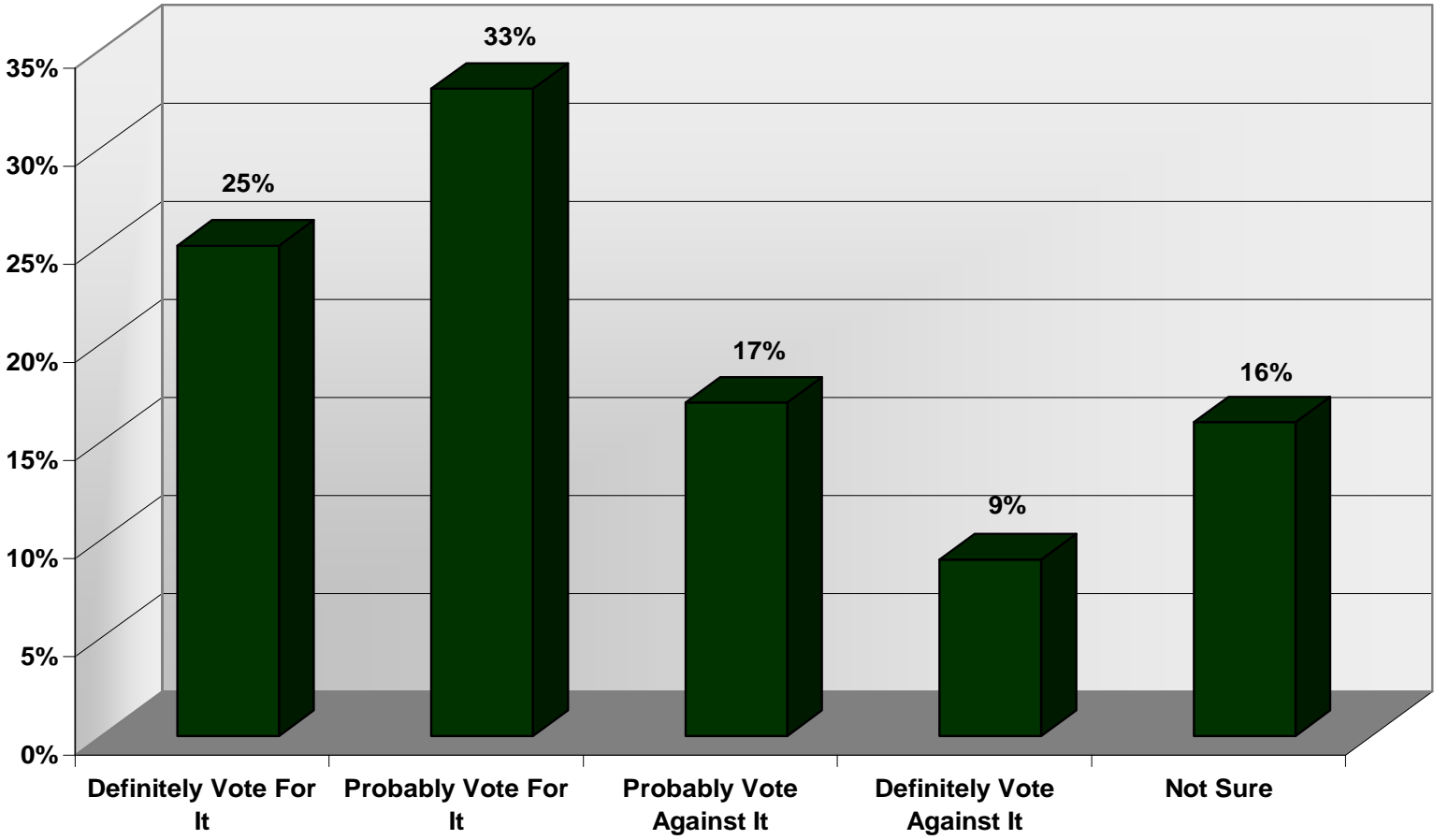
**Chart 20**  
**Water Bill Increase That Would Trigger Significant Water Conservation**  
(among the 70% who pay their own water bill)



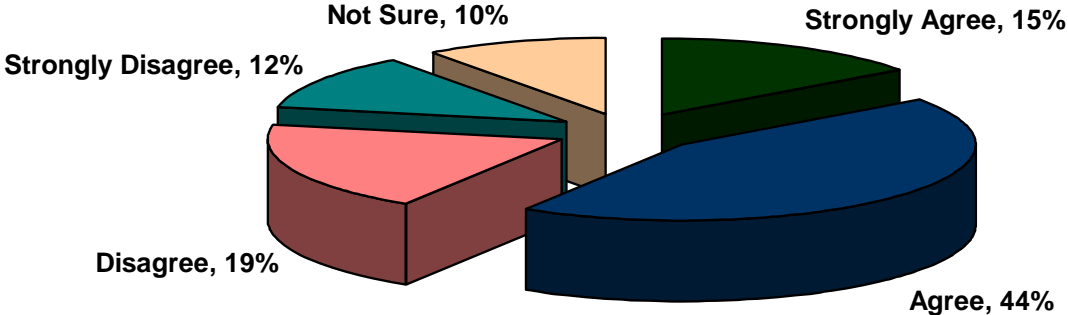
**Chart 21**  
**Total Monthly Amount Willing to Pay for Water**  
(among the 70% who pay their own water bill)



**Chart 22**  
**Likelihood to Vote for Bond Measure to Fund New Water Supply Projects**  
(among 86 percent who think that desalination is important)



**Chart 23**  
**Local Water Agencies Adopt Mandatory Reductions**  
**in Residents' Water Consumption**



The following groups differ regarding whether or not they feel that local water agencies should adopt mandatory requirements on residents' use of water. The differences are expressed in terms of mean scores that are based on a scale where 1 = strongly disagree, 2 = disagree, 3 = agree, and 4 = strongly agree.

- Younger residents are more likely to agree with the imposition of mandatory requirements than are older residents (24 and under – mean of 1.67; 55 and over 1.30).
- Registered Democrats (mean of 2.79) are more likely to favor mandatory requirements than are registered Republicans (mean of 2.54).

### **Opinions about the Relationship between Economic Growth and Development and Water Supply**

***SUMMARY:*** Respondents are evenly divided over their support for economic growth when such growth brings with it increased housing development. Two fifths of residents favor growth even if it is accompanied by population growth and housing development, while another two fifths oppose growth if it means increased population and housing development. Those in opposition mention strain on the infrastructure (27 percent), traffic congestion (20 percent), and crowds (19 percent) as reasons for how they feel.

*Slightly over two-fifths (42 percent) of residents would be more supportive of new development if developers were required to replace or offset water used in new developments (including 52 percent of those in favor of economic development and 37 percent of those opposed). Nearly one-third (32 percent) of residents would not change their opinion about new development even with developer funded water projects (including 39 percent of those opposed).*

**Chart 24** shows that residents are evenly split on the issue of economic growth. Specifically, 42 percent favor economic growth in the region even if it is accompanied by population growth and housing development, while 44 percent oppose economic growth if it means increased population and housing development. Among those who are opposed to growth, over one quarter (27 percent) are opposed because the region's infrastructure would be strained. Others cite increased traffic congestion (20 percent) and crowds at activities (19 percent) (**Chart 25**).

The following groups tend to favor economic growth even if it means increased population and housing development:

- Renters (48 percent) favor economic growth more than do owners (39 percent).
- Those who live in apartments (53 percent) favor economic growth more than do those who live in single family homes (40 percent).

- Shorter term residents of the County favor economic growth more than do longer term residents (lived in County 20 or fewer years – 52 percent; lived in County more than 20 years – 36 percent).
- Younger residents favor economic growth more than do older residents (34 and under – 60 percent; 35 and older – 39 percent).
- African-Americans/Blacks (61 percent), Asians (59 percent), and Hispanics/Latinos (53 percent) favor economic growth more than do Whites (37 percent).

**Chart 26** indicates that slightly over two-fifths (42 percent) of residents would be more supportive of new development if developers were required to replace or offset water used in new developments (including 52 percent of those in favor of economic development and 37 percent of those opposed). Nearly one-third (32 percent) of residents would not change their opinion about new development even with developer funded water projects (including 39 percent of those opposed). African-Americans/Blacks (46 percent), Whites (44 percent), and Hispanics/Latinos (44 percent) are more supportive of growth if the developer offset water use than are Asians (22 percent).

### **Attitudes and Perceptions Concerning Desalination and Recycled Water**

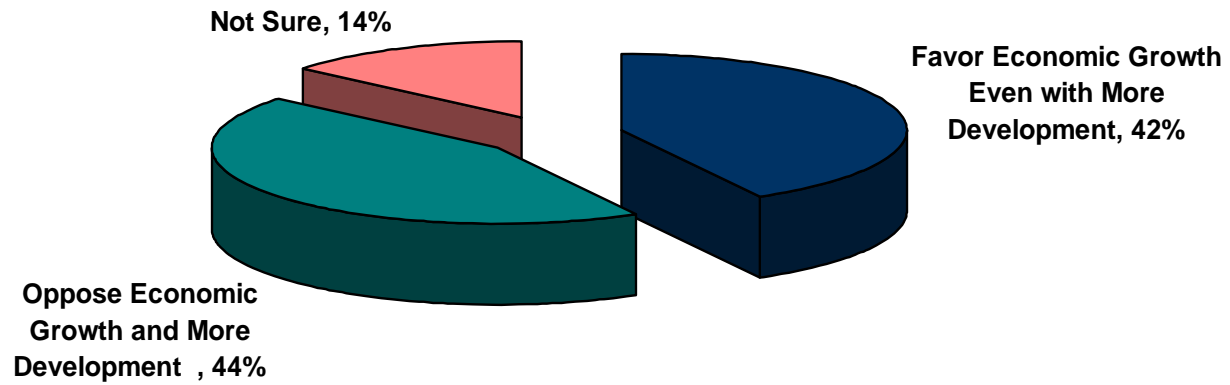
***SUMMARY:*** *Over 85 percent of respondents find desalination to be either very important or somewhat important in maintaining a reliable water supply. This high level of importance was also found in 2008 and the perceived importance of desalination has been increasing in importance since 2003.*

*Respondents (85 percent) largely are aware that recycled water is already in use in San Diego County for irrigation and other purposes. Residents (89 percent either strongly favor or somewhat favor) support the use of recycled water for non-drinking purposes and this finding is consistent with previous surveys.*

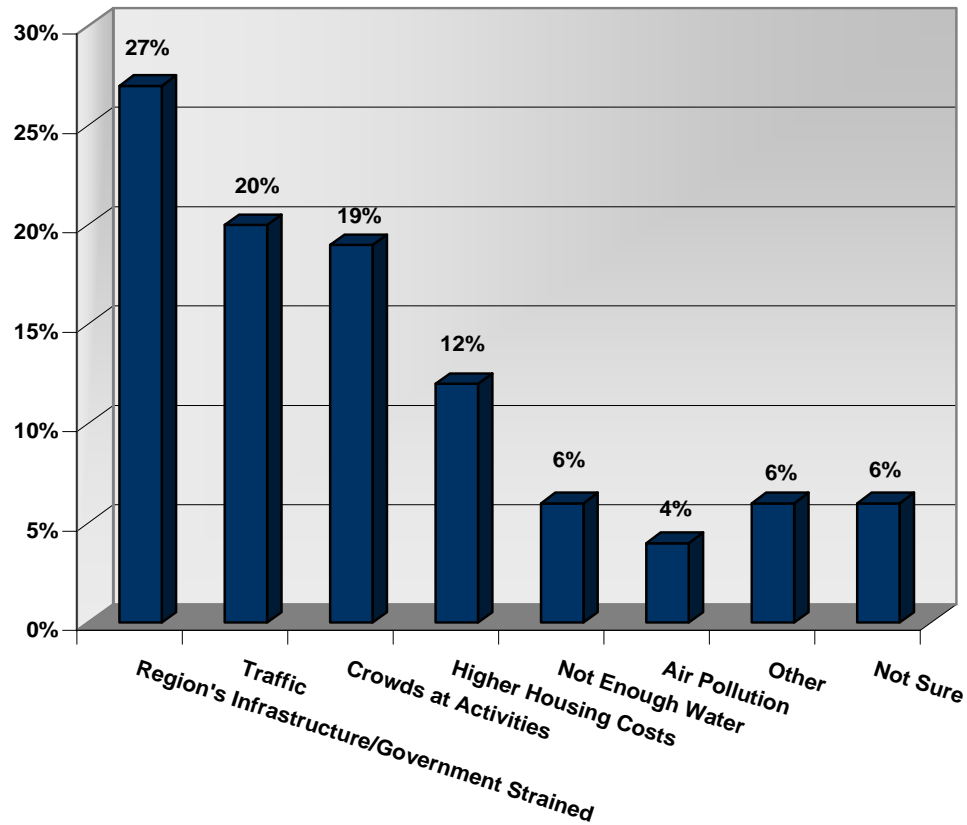
*Over one-half (53 percent) of respondents believe that it is possible to treat recycled water to make it pure and safe for drinking, and over one third (35 percent) think that drinking water already contains recycled water. Among those who hold this belief, 22 percent feel this way because the water tastes or smells bad, and 18 percent learned about the use of recycled water through the media.*

*Over three-fifths (63 percent) of the respondents either strongly favor or somewhat favor advanced treated recycled water as an addition to the supply of drinking water. Support for recycled water in all of its proposed or current uses is significantly stronger among those who know that it is presently being used in the County than it is among those without such knowledge. Interest in using recycled water for drinking purposes has increased substantially since 2005 when 28 percent either strongly favored or somewhat favored such use of recycled water.*

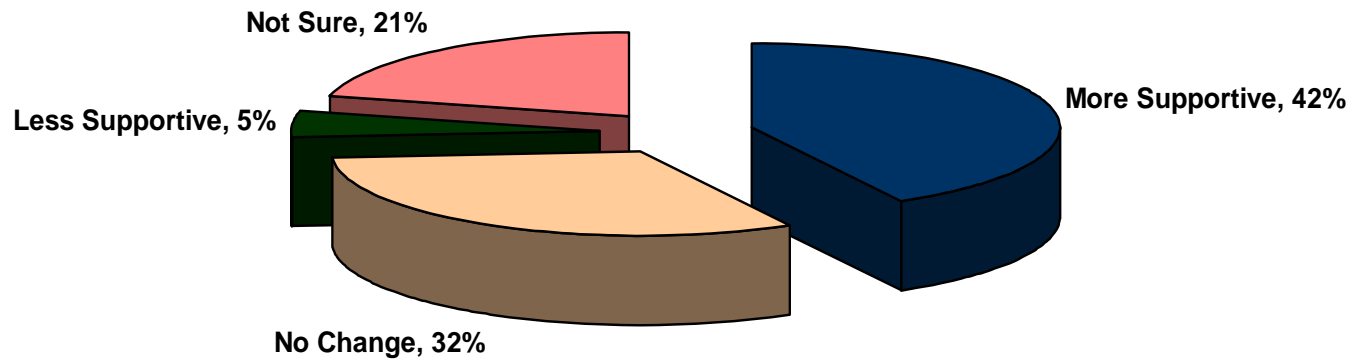
**Chart 24**  
**Opinion About Economic Growth Accompanied by**  
**Population Growth and Housing Development**



**Chart 25**  
**Reasons for Opposition to Economic Growth Accompanied by**  
**Population Growth and Housing Development**  
**(among 44% opposed to growth)**



**Chart 26**  
**Change in Support for Economic Growth**  
**If Developers Funded Water Projects**



*It is particularly noteworthy that approximately 40 percent of those who were originally not strongly in favor of using recycled water for drinking purposes would find it acceptable if it received advanced treatment and upon learning about certain other safety provisions to be undertaken.*

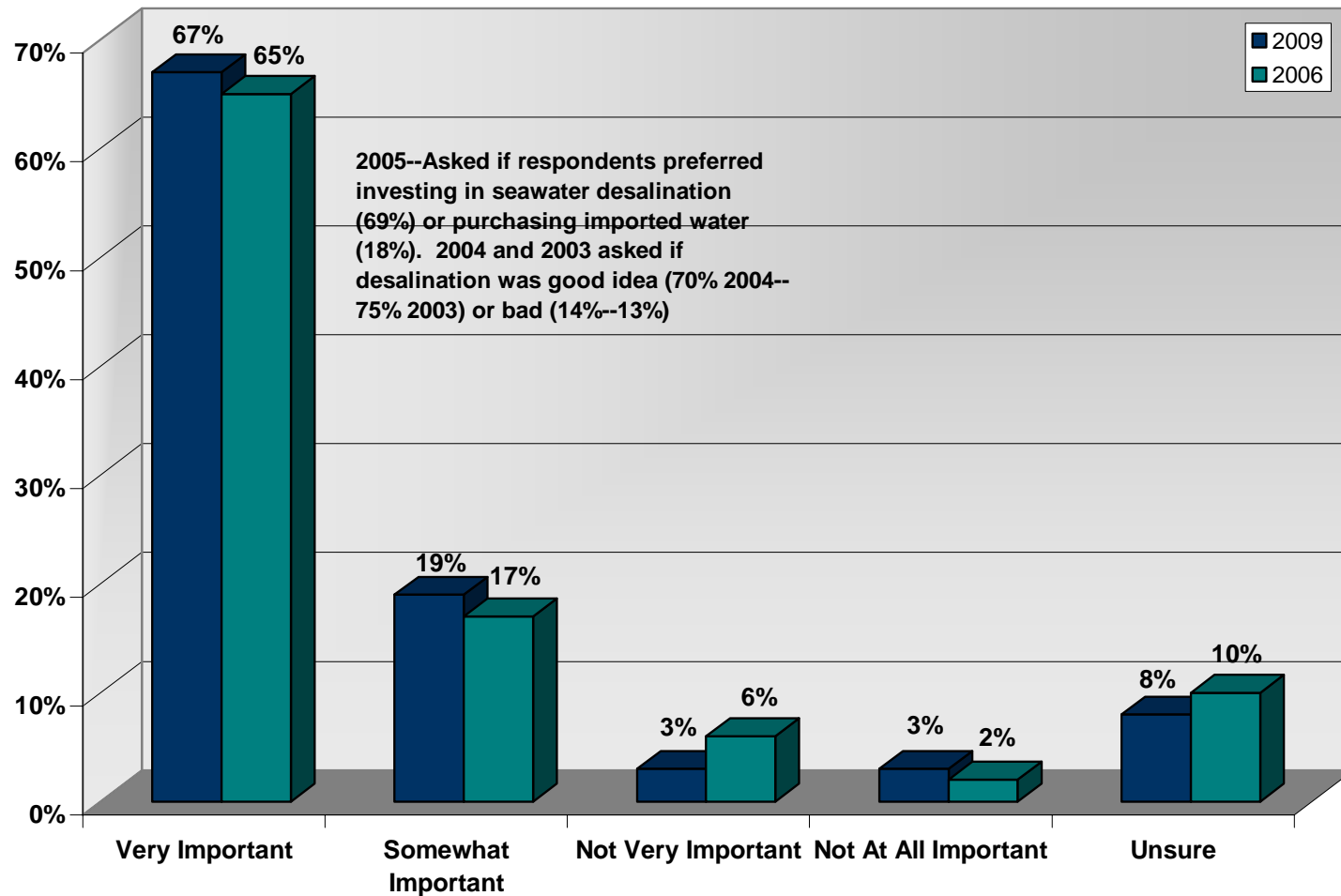
**Chart 27** shows that two thirds of respondents feel that desalination is very important in maintaining a reliable water supply and another 19 percent feel that it is somewhat important for a total of 86 percent very or somewhat important. The perception that desalination is highly important in sustaining water reliability was also found in the 2008 survey where 82 percent found desalination to be either very important or somewhat important. In 2005, 69 percent preferred investing in desalination as opposed to purchasing imported water (18 percent). In 2004, 70 percent felt that desalination was a good idea and, in 2003, three-quarters felt similarly about desalination.

The following groups differ concerning the importance of desalination in maintaining a reliable water supply:

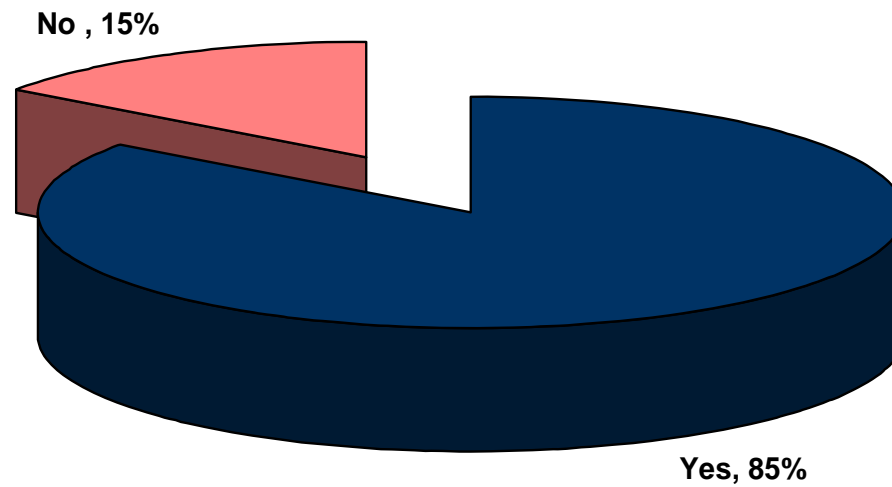
- Owners (87 percent) are more likely than are renters (82 percent) to believe that desalination is either very important or somewhat important in maintaining a reliable water supply.
- Smaller households are more likely to believe desalination is either very important or somewhat important more so than larger households (1-2 person households – 89 percent; households of three persons or more – 80 percent).
- More educated residents tend to believe that desalination is either very important or somewhat important (residents with a bachelor’s degree – 90 percent; residents with a high school education or less – 83 percent).
- Whites (88 percent), Asians (84 percent), and African-Americans/Blacks (81 percent) tend to believe that desalination is either very important or somewhat important more than do Hispanics/Latinos (74 percent).
- Residents who prefer to respond in English (86 percent) are more likely to believe that desalination is either very important or somewhat important more than do those who prefer to respond in Spanish (68 percent).

**Chart 28** shows 85 percent of respondents are aware that recycled water is already in use in San Diego County for purposes such as irrigating golf courses and freeway landscaping. Nearly 90 percent of respondents (89 percent) either strongly favor (71 percent) or somewhat favor (18 percent) using recycled water for non-drinking purposes (**Chart 29**). Support is particularly strong among those who know that recycled water is already in use—75% of those with such knowledge are strongly in favor in contrast to 53 percent without such knowledge.

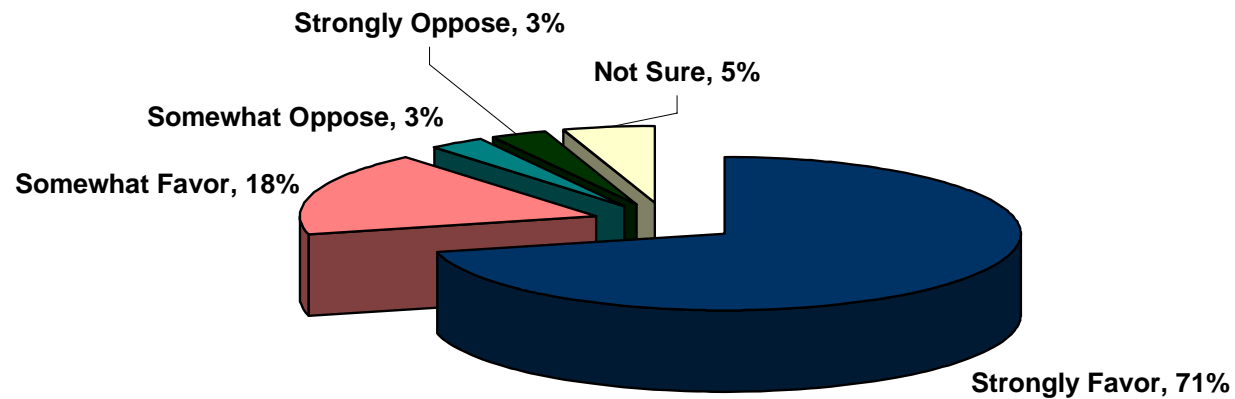
**Chart 27**  
**Importance of Desalination in Maintaining Reliable Water Supply**



**Chart 28**  
**Awareness That Recycled Water is Already in Use**  
**in San Diego County**



**Chart 29**  
**Opinion About Use of Recycled Water**  
**for Non-Drinking Water Purposes**



In 2006, respondents were asked about specific non-drinking water uses -- watering crops, watering parks and playgrounds, use in toilets in business/commercial areas, replenish recreational lakes. These uses were strongly favored by 39%-61% of respondents and strongly or somewhat favored by 64%-87%. In 2005, strongly favored ranged between 39% -78% and strongly or somewhat in favor was 63%-91%.

This high level of support for using recycled water to fulfill non-drinking purposes was found in previous years. For example, in 2006, 64 to 87 percent either somewhat favored or strongly favored using recycled water for specific purposes such as watering crops and watering parks and playgrounds. Similarly, in 2005, 63 to 91 percent either somewhat favored or strongly favored that recycled water be used for various non-drinking purposes.

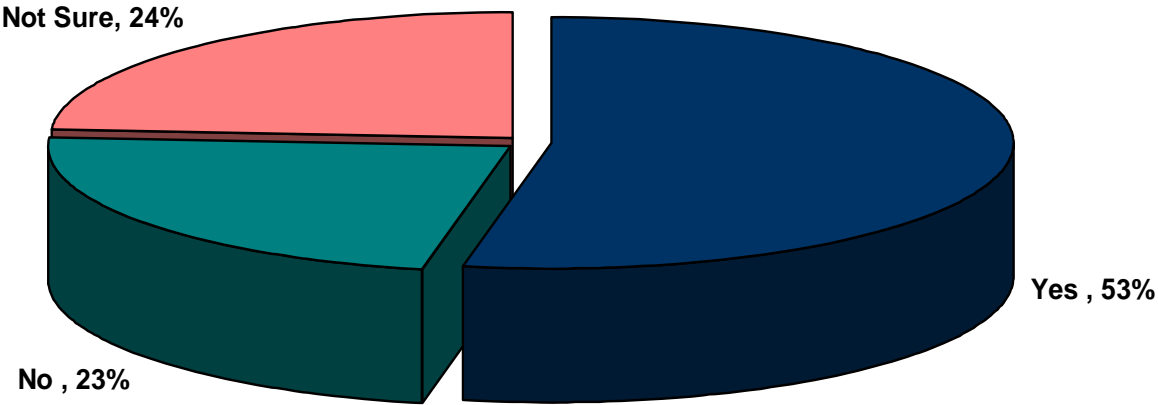
**Chart 30** shows over one half of respondents (53 percent) believe that it possible to treat recycled water to make it pure and safe for drinking, while nearly one quarter (24 percent) are not sure. Once again, those with knowledge that recycled water is currently in use for non-drinking water purposes believe in this possibility (55 percent) more than those without this knowledge (41 percent).

- Asians (63 percent) are more likely to believe that recycled water can be treated for drinking purposes more so than Whites (53 percent), Hispanics/Latinos (48 percent), and African-Americans/Blacks (44 percent).
- Males (62 percent) are more likely than are females (45 percent) to think that recycled water can be made safe for drinking.

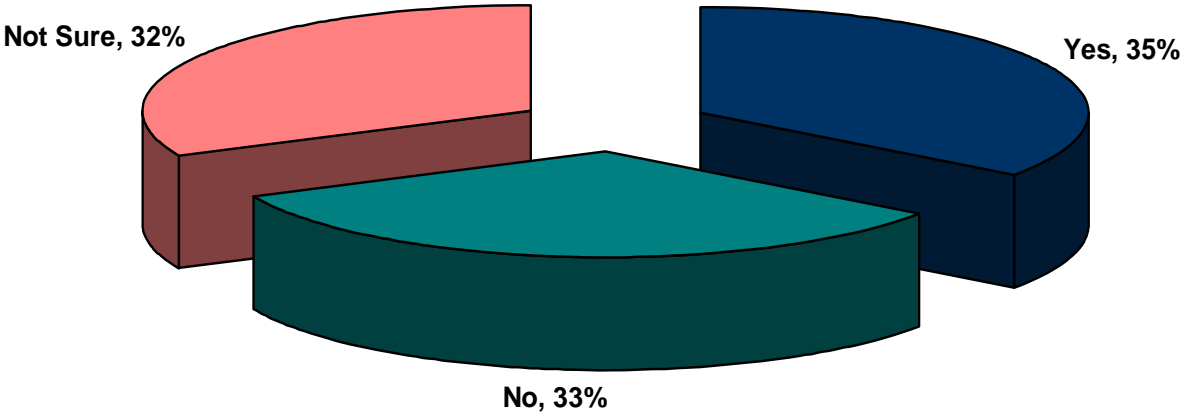
Over one third (35 percent) think that drinking water already contains recycled water (**Chart 31**). **Chart 32** indicates that among the 35 percent who hold this belief, 22 percent feel this way because the water tastes and or smells bad, 18 percent heard that water is recycled through news stories and other media, 10 percent do not trust that government would not use recycled water, and 20 percent are unsure as to why they believe recycled water is part of the drinking supply—they just do. Renters (45 percent) are more likely than are owners (30 percent) to think that drinking water already contains recycled water.

**Chart 33** indicates that over three fifths (63 percent) of the respondents either strongly favor (39 percent) or somewhat favor (24 percent) advanced treated recycled water as an addition to the supply of drinking water. Again, knowledge correlates with support in that 65 percent of those with knowledge of recycled water's present uses strongly or somewhat favor the addition of advanced treated recycled water to the drinking supply in contrast to 49 percent without this knowledge. Interest in using advanced treated recycled water for drinking purposes has increased substantially since the 2005 survey where only 28 percent either strongly favored or somewhat favored such use of recycled water. In 2005, over three-fifths (63 percent) of the respondents either opposed or somewhat opposed the use of advanced treated recycled water for drinking purposes.

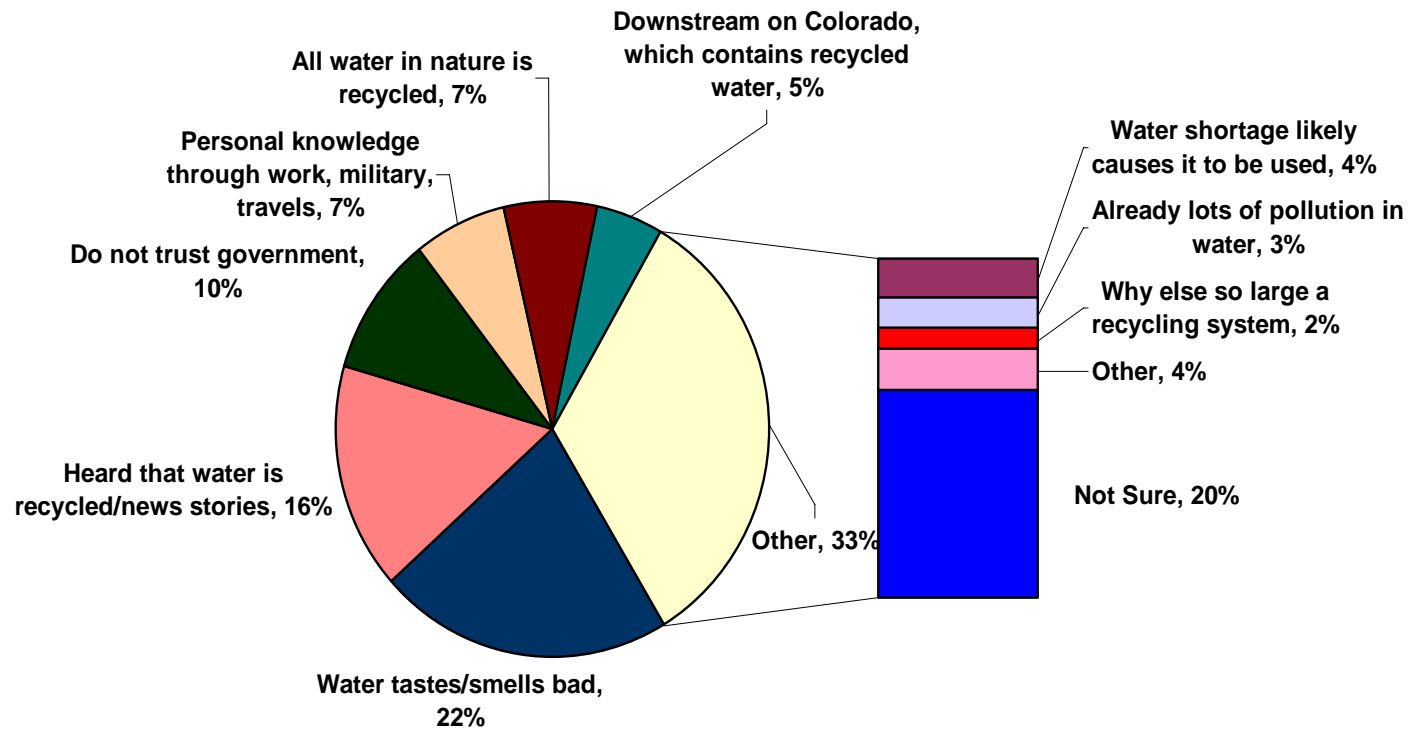
**Chart 30**  
**Possible to Treat Recycled Water**  
**to Make It Pure and Safe for Drinking?**



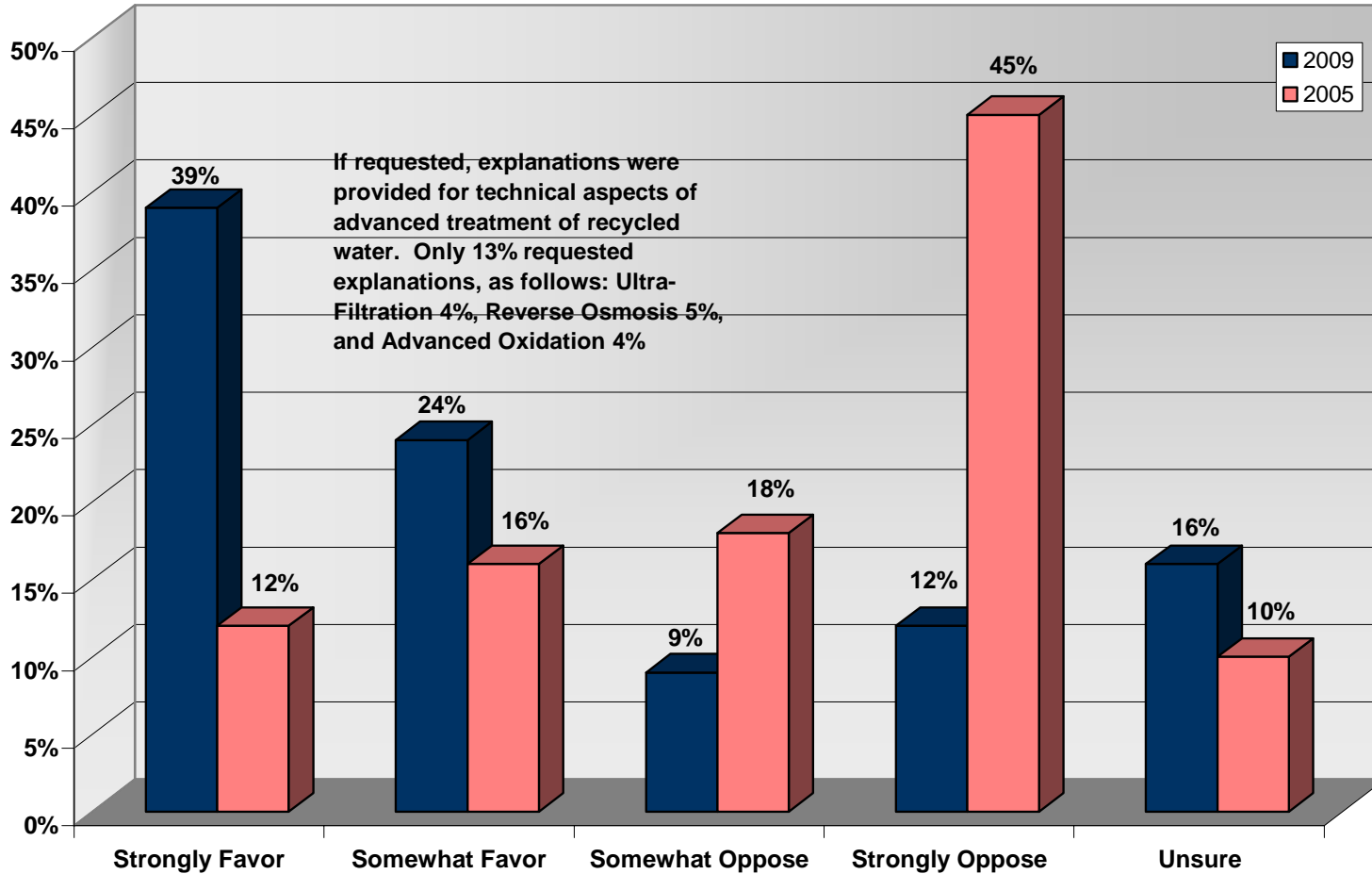
**Chart 31**  
**Believe That Drinking Water Already Contains Recycled Water?**



**Chart 32**  
**Why Believe That Drinking Water Already Contains Recycled Water**  
 (among 35% indicating belief that drinking water already contains recycled water)



**Chart 33**  
**Use of Advanced Treated Recycled Water**  
**as an Addition to Supply of Drinking Water**



Respondents, who did not already strongly favor the use of recycled water as an addition to the drinking water supply, were informed that recycled water can receive advanced treatment in the form of ultra filtration, reverse osmosis, and advanced oxidation (explanations of which were supplied upon request). These respondents were asked if they would accept recycled water for drinking purposes if it were subject to such advanced treatment and if they learned the following facts about recycled water (**Chart 34**). The percentages reflect only those customers who formerly did not strongly favor the use of recycled water as an addition to the drinking supply but who changed their minds upon learning that:

- California drinking water standards are very strict and recycled drinking water would exceed those standards (44 percent)
- Recycled drinking water is used in other U.S. communities (36 percent)
- Recycled drinking water could supply up to 10 percent of local supply (39 percent)
- Recycled drinking water would reside for one year in reservoirs and then would be treated again (39 percent).

It is noteworthy that these findings show that approximately 40 percent of those who were originally not strongly in favor of using recycled water for drinking purposes would find it acceptable if it received advanced treatment and if certain other safety measures were made known to them.

In 2004, the City of San Diego shared a portion of the San Diego County Water Authority Public Opinion Poll and posed a similar set of scenarios, which caused 30%-38% of respondents to indicate a more positive opinion of drinking water that contains advanced treated recycled water. In 2005, Rea & Parker Research conducted a survey for the Otay Water District, and, applying a similar set of conditions, found that 30%-47% were swayed by such information. This 2009 survey indicates even stronger positive influence from the inclusion of these safety measures and other conditions.

**Table 3** shows that movement toward being more in favor of the use of recycled water for drinking water purposes differs, as would be expected, depending upon the degree to which the respondent was opposed or in favor of using recycled water for this purpose in the first place. Omitting all of those who were strongly in favor to begin with, it can be seen that the more in favor a respondent was initially, the easier it is for this information to sway his or her opinion. Among those who were previously somewhat in favor of recycled water being added to the

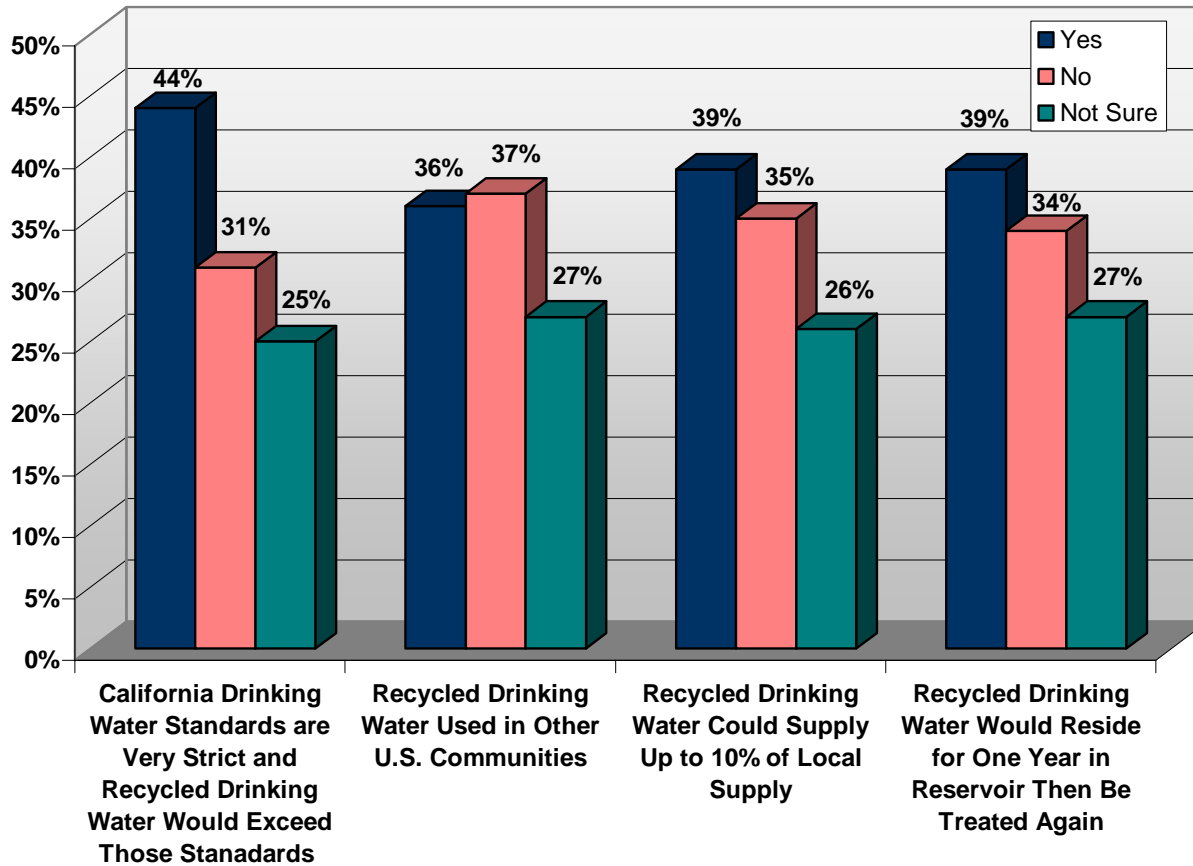
drinking water supply, 55%-67% are influenced by this information to be more in favor of this use of recycled water. In contrast, only 9%-15% of those formerly strongly opposed are so moved. What is most interesting of all is that 30%-47% of those not sure or somewhat opposed can be positively influenced.

<b>Table 3</b>				
<b>Shift in Opinion About Using Recycled Water for Drinking Water Purposes—Percentages Now More in Favor (q33a-d) than Before (q32)</b>				
<b>Information Provided</b>	<b>Formerly Somewhat in Favor</b>	<b>Formerly Somewhat Opposed</b>	<b>Formerly Strongly Opposed</b>	<b>Formerly Not Sure</b>
California drinking water standards are very strict and recycled drinking water would exceed those standards	67%	47%	15%	33%
Recycled drinking water is used in other U.S. communities	55%	30%	9%	32%
Recycled drinking water could supply up to 10 percent of local supply	63%	34%	9%	30%
Recycled drinking water would reside for one year in reservoirs and then would be treated again	62%	39%	10%	36%

The following additional groups of respondents would find recycled water acceptable for use as drinking water if it were treated by using advanced technology and certain critical safety measure and other conditions, as noted, were known to them:

- Recycled water is currently used to supplement the drinking supply in other U.S. communities.
  - Residents with one year of college or more (40 percent) versus those with a high school education or less (30 percent).
  - Residents who are 34 years of age and under (38 percent) versus residents who are 35 years of age and older (34 percent).
- Recycled water could supply as much as 10 percent of the drinking supply.
  - Residents who are 34 years of age and under (67 percent) versus residents who are 35 years of age and older (50 percent).
- Recycled water would reside for one year in a reservoir and then would be treated again.
  - Renters (47 percent) versus owners (35 percent)

**Chart 34**  
**Accept Recycled Water in Drinking Water If Respondent Learned That...**  
 (among 61% who do not Strongly Favor use of recycled water  
 as an addition to drinking water supply)



## Programs Designed to Ensure the Reliability of the Water Supply in the San Diego Region

***SUMMARY:*** Respondents view desalination as the single most critical thing that can be done to ensure a safe and reliable water supply for San Diego. Respondents became more interested in the importance of desalination as the survey progressed. That is, 22 percent expressed interest in desalination at the end of the survey – an increase of 7 percent from the first application of the question early in the survey. Mandatory (11 percent) and voluntary (9 percent) conservation received the next highest ratings. Respondents rated recycling higher at the second application of the question (from 3 to 6 percent). It is likely that the focus on issues such as desalination and recycling during the course of the survey oriented respondents to these issues.

*In 2005 and 2006 as well as in the current survey year of 2009, desalination was rated as the single most critical thing that could be done to ensure a safe and reliable water supply. However, the importance of this issue has declined since the two earlier survey years. Since 2006, the relative importance of recycled water and improving water quality has also declined, while conservation has doubled in importance since 2005 and 2006.*

A question that asks respondents to indicate the single most critical thing that can be done to ensure a safe and reliable water supply for San Diego was asked twice during the survey – early in the survey (second question) and at the end of the survey after the demographic characteristics. **Chart 35** shows the results of both iterations. The first time the question was asked, desalination (15 percent) was rated the single most critical thing that can be done to ensure a reliable water supply followed closely by mandatory conservation (11 percent) and voluntary conservation (9 percent). Storing water in reservoirs, importing more water, and improving water quality each received 8 percent. The second time this question was asked, respondents rated desalination even higher (22 percent) – an increase of 7 percent from the first iteration of the question. This increase apparently resulted in a decline in the importance of conservation, reservoir storage and water importation – each reduced by 2-3 percent. Also noteworthy is the finding that recycling increased in importance from 3 to 6 percent from the first to the second application of the question. It is likely that the questions focusing on desalination and recycling near the end of the survey oriented and perhaps influenced respondents to enhance their view of the importance of these issues.

**Chart 36** addresses respondents' perception of the single most critical thing that can be done to ensure a safe and reliable water supply over time by comparing the results of 3 survey periods – 2009 (current), 2006, and 2005. In each of these periods, desalination was rated as the most

critical issue although it has declined in relative importance since 2006 (a decline from 21 percent in 2006 to 15 percent in 2009). Since 2006, the relative importance of recycled water and improving water quality has also declined, but the importance of conservation has grown to double its ranking in 2005 and 2006. It is noteworthy that respondents have become increasingly sure of their views on these issues. Specifically, the proportion of respondents, who are unsure, declined by half since 2005 (from 30 percent to 15 percent).

### **Conclusions**

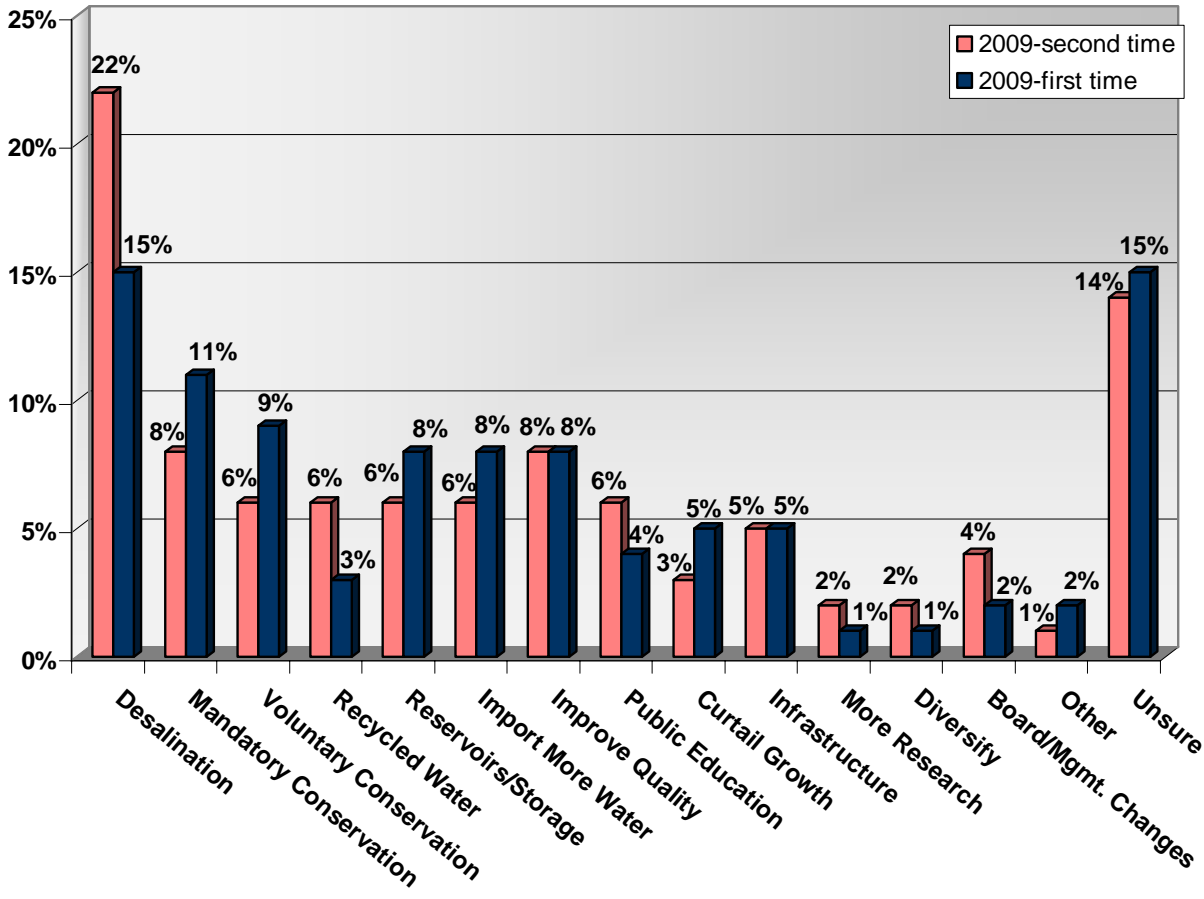
There are strong indications of support for the work and the policies and programs of the San Diego County Water Authority from the region's residents demonstrated in the 2009 Public Opinion Poll.

It is clear that the Water Authority is successfully disseminating the message that there is a water shortage and that efforts must be undertaken by both water agencies and residents to address this serious issue. It is particularly noteworthy that residents have indicated in the last two surveys (2008 and 2009) that the availability of water is a high priority issue second only to the economy and jobs in 2009 and gasoline price in 2008.

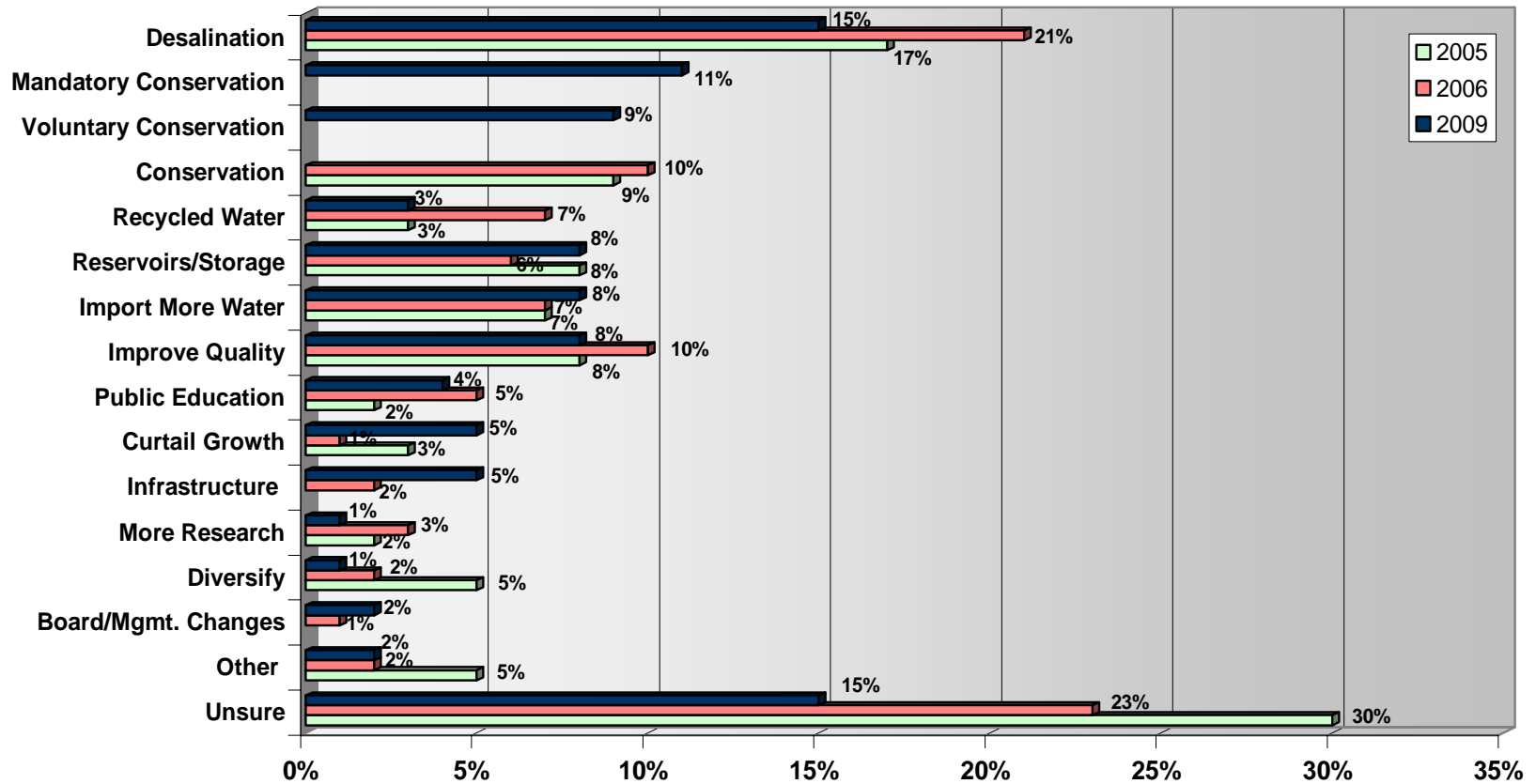
Residents are demonstrating a willingness to take action in several areas to alleviate the problems of water supply in the San Diego region. There are strong indications that residents are ready to accept mandatory cutbacks in water, fund a government issued bond to promote projects that will add to the water supply, practice water conservation in their everyday lives, and support alternative sources of water, such as desalination and recycling, both for drinking and non-drinking purposes

The results of this survey should be viewed as ratification by the public of the importance of the work done by the San Diego County Water Authority and as an expression of the confidence of the region in the value and quality of the work in which the Water Authority is, has been, and will be engaged.

**Chart 35**  
**Single Most Critical Thing That Can be Done**  
**to Ensure Safe and Reliable Water Supply for San Diego County**



**Chart 36**  
**Single Most Critical Thing That Can Be Done**  
**to Ensure Safe and Reliable Water Supply in San Diego County**  
 (Initial Responses: 2005-2009 surveys)



## **APPENDIX**

**SDCWA Public Opinion Water Survey**  
**(March 2009)**

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

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

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

\_\_\_\_\_ ZIP CODE  
99999 - DK/REF -----> **RECORD FROM SAMPLE**

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

\_\_\_\_\_ YEARS  
0 - LESS THAN ONE YEAR -----> **"NQR-SD"**  
97 - DK BUT CONFIRMED AT LEAST ONE YEAR  
99 - REF -----> **"NQR-SD"**

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

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

LP. **[IF INDICATED BY ACCENT:]** Would you prefer that we speak in English or Spanish?  
1 - ENGLISH  
2 - SPANISH -----> **USE SPANISH VERSION**

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

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

## Local Issues

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

- 1 - CRIME
- 2 - ECONOMY/JOB
- 3 - EDUCATION
- 4 - ENVIRONMENT/POLLUTION
- 5 - GOVERNMENT MISMANAGEMENT (GENERAL MENTION)
- 6 - FINANCIAL PROBLEMS IN THE CITY OF SD
- 7 - FINANCIAL PROBLEMS IN STATE AND OTHER LOCAL GOVERNMENTS
- 8 - FEDERAL DEFICIT
- 9 - MORTGAGE CRISIS/ HOME FORECLOSURES
- 10 - CREDIT MARKETS/DIFFICULTY GETTING LOANS
- 11 - GROWTH/DEVELOPMENT/SPRAWL
- 12 - COST OF GASOLINE
- 13 - ELECTRICITY AND HEATING COST/SUPPLY
- 14 - HOUSING AFFORDABILITY
- 15 - COST OF LIVING (GENERALLY)
- 16 - HIGH TAXES
- 17 - WATER QUALITY
- 18 - WATER SUPPLY
- 19 - WATER RATES/COST OF WATER
- 20 - HOMELESS
- 21 - IMMIGRATION ISSUES
- 22 - TRAFFIC
- 23 - FIRE DANGER
- 24 - NEW AIRPORT
- 25 - INFRASTRUCTURE
- 26 - SEWAGE TREATMENT
- 27 - TERRORISM
- 28 - WARS (IRAQ, MIDEAST, AFGHANISTAN/PAKISTAN)
- 50 - OTHER, SPECIFY: \_\_\_\_\_
- 99 - DK/REF/NONE

Q2. What sources do you rely on to get information about water issues affecting our region? **(DO NOT READ: PROBE AND RECORD ONLY ONE)**

- 1 - NEWSPAPER: UNION TRIBUNE
- 2 - NEWSPAPER: NORTH COUNTY TIMES
- 3 - NEWSPAPER: OTHER
- 4 - INTERNET: VOICE OF SAN DIEGO
- 5 - Local Water Agency Websites
- 6 - INTERNET- OTHER WEBSITE OR GENERAL MENTION
- 7 - RADIO
- 8 - TELEVISION
- 9 - MAGAZINES
- 10 - SPEAKERS AT COMMUNITY GROUPS

- 11. – WORD-OF-MOUTH/FAMILY/FRIENDS/CO-WORKERS
- 12. – Water Agency Newsletters
- 13. – Informational stuffers in my water bill
- 14. – The San Diego County Water Authority
- 15. – The Metropolitan Water District of Southern California.
- 16. – OTHER, SPECIFY: \_\_\_\_\_

**Water Reliability**

Q3. These next questions are related to the water supply in San Diego County. A reliable water supply is one that can be depended upon to consistently provide enough water to meet the region’s needs. Currently, how reliable do you think San Diego County’s water supply is? Would you say...\* **[REVERSE 1 through 4 ONLY]**

- 1 - very reliable,
- 2 - somewhat reliable,
- 3 - somewhat unreliable,
- 4 - very unreliable,
- 5 - or are you not sure? [INCLUDES DK/REF]

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

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

Q5. What do you think is the single most critical thing that can be done to ensure a safe and reliable water supply for San Diego County residents and businesses? **[DO NOT READ; PROBE AND RECORD ONE MAIN SUGGESTION]**

- 1 - SEAWATER DESALINATION
- 2 - IMPORT MORE WATER
- 3 - MORE RESERVOIRS/STORAGE
- 4 - RECYCLED WATER
- 5 – MANDATORY CONSERVATION

**[MAKE RESPONDENT INDICATE MANDATORY OR VOLUNTARY**

- 6—VOLUNTARY CONSERVATION
- 7 - PUBLIC EDUCATION
- 8 - MORE RESEARCH **[PROBE AND TRY TO PLACE IN OTHER CATEGORY]**
- 9 - DIVERSIFY **[PROBE AND TRY TO PLACE IN OTHER CATEGORY]**
- 10 - IMPROVE QUALITY
- 11—ENSURE ADEQUATE SUPPLY **[PROBE AND TRY TO PLACE IN OTHER CATEGORY]**
- 12—CONTROL GROWTH
- 13—IMPROVE INFRASTRUCTURE
- 14—CHANGE LEADERSHIP OF CITY/COUNTY/SDCWA/OTHER WATER AGENCIES
- 20 - OTHER, SPECIFY: \_\_\_\_\_

99 - DK/REF

Q6. Regional planners predict that San Diego County's population will increase by more than 800,000 people by the year 2030. How confident are you in the ability of local water agencies to provide a reliable water supply to serve this larger level of population? Would you say...\* **[REVERSE 1 through 4 ONLY]**

- 1 - very confident,
- 2 - somewhat confident,
- 3 - not very confident,
- 4 - not at all confident,
- 5 - or are you not sure? **[INCLUDES DK/REF]**

Q7. Are you aware of reports that indicate that San Diego County faces a potentially significant water shortage?

- 1 – YES
- 2 – NO **[Skip to Q9]**
- 9 - DK/REF **[Skip to Q9]**

Q8. What do you believe to be the cause of the potential water shortage?  
**[DO NOT READ; RECORD ONE]**

- 1--COURT ORDERED CUTBACKS
- 2--LESS RAIN IN SAN DIEGO THAN NORMAL
- 3--CLIMATE CHANGE
- 4--LESS WATER AVAILABLE IN RIVERS THAN PLANNED
- 5--POPULATION GROWTH
- 6--EVAPORATION
- 7--LESS SNOWFALL IN MOUNTAINS
- 15—OTHER, SPECIFY \_\_\_\_\_
- 99—DK/REF **[GO TO Q9]**

Q8a. Do you consider \_\_\_\_\_ **[Fill in response to Q8]** to be a long-term problem or short term problem that will work itself out in a few years or less?

- 1. Long term
- 2. Short term
- 9. DK/REF

Q9. If mandatory water cutbacks were implemented in San Diego County in the next six months, what information would you want to receive before the cutbacks began?

---

**(DO NOT READ: PROBE AND RECORD ONLY ONE)**

- 1—How much water am I going to get?
- 2---Penalties for using more than rationed amount
- 3—How long do you expect this to last?
- 4—Will there be enough water to keep my landscaping alive?

- 5—Where can I get help reducing my water use?
- 6—How to reduce my water use
- 7—What restrictions will I have to follow?
- 20—Other. Specify \_\_\_\_\_
- 99--DK/REF (Skip to Q11)

Q10. By what means would you like that information distributed to you?  
**(DO NOT READ: PROBE AND RECORD ONLY ONE)**

- 1 – NEWSPAPER: UNION TRIBUNE
- 2 - NEWSPAPER: NORTH COUNTY TIMES
- 3 - NEWSPAPER: OTHER
- 4— INTERNET: VOICE OF SAN DIEGO
- 5. – WATER AGENCY WEBSITES
- 6. – INTERNET:  
     OTHER WEBSITE VOLUNTEERED \_\_\_\_\_
- 7 – INTERNET: GENERAL MENTION  
     Q10a. **[IF Q10=7]** What website? \_\_\_\_\_
- 8. – RADIO  
     Q10b **[IF Q10=8]** What station do you listen to most? \_\_\_\_\_
- 9. – TELEVISION  
     Q10c **[IF Q10=9]** What channel would be best? \_\_\_\_\_
- 10. – SPEAKERS AT COMMUNITY GROUPS  
     Q10d. **[IF Q10=10]** What group, in particular \_\_\_\_\_
- 11. – Water Bills/Inserts
- 12. – Water Agency newsletters
- 20. – OTHER, SPECIFY: \_\_\_\_\_

**Water Conservation**

Q11. What specific steps, if any, has your household taken in the past six months to reduce your water usage?

Q11a. **[FIRST RESPONSE]**  
 \_\_\_\_\_ 99-DK/REF

Q11b. **[SECOND RESPONSE]**  
 \_\_\_\_\_ 99-DK/REF

**[CODE USING FOLLOWING SCHEMA:]**

**1 - ADJUST IRRIGATION SYSTEM AND TIMERS**

**2 - USE THE LANDSCAPE CALCULATOR AT**

**[WWW.SANDIEGO.GOV/WATER/CONSERVATION](http://WWW.SANDIEGO.GOV/WATER/CONSERVATION) TO SET A**

**WATER-WISE IRRIGATION SCHEDULE**

**3 - IRRIGATE DURING OFF-PEAK HOURS BETWEEN 8 P.M. AND 6 A.M.**

**4 - REDUCE WATERING /SKIP AT LEAST ONE OUTDOOR WATERING DAY PER WEEK**

**5 - CHECK THE SOIL'S MOISTURE LEVEL BEFORE WATERING**

**6 - REPLACE UNUSED TURF WITH LOW-WATER PLANTS**

**7 - UPGRADE IRRIGATION SYSTEM TO INCLUDE NEW, HIGH-EFFICIENCY EQUIPMENT**

**8 – PURCHASE A HIGH EFFICENCY CLOTHES WASHER**

**9 – WASH ONLY FULL LOADS OF CLOTHES OR DISHES**

**10 – TAKE SHORTER SHOWERS**

**11 – USE A BROOM INSTEAD OF A HOSE ON PAVED AREAS**

**12 – FIX INDOOR LEAKS (TOILET, FAUCET, ETC.)**

**13 – FIX OUTDOOR LEAKS (SPRINKLERS, SPAS, ETC.)**

**14-- DO NOT LET WATER RUN**

**15 – COLLECT AND REUSE**

**16 – REPLACE GRASS WITH ARTIFICIAL/SYNTHETIC TURF**

**20 – OTHER, SPECIFY \_\_\_\_**

---

99—DK/REF

Q12. In 2008, the San Diego County Water Authority and your local water provider have conveyed messages asking residents and businesses to take extra steps to save water, especially outdoors. Do you recall having seen or heard any of these messages?

- 1 - YES
- 2 - NO [Skip TO Q13]
- 9 - DK/REF [Skip TO Q13]

Q12a. [IF Q12=1] Do you recall seeing or hearing messages about the 20 Gallon Challenge?

- 1 - YES
- 2 - NO
- 9—DK/REF

Q12b. [IF Q12=1:] Where do you recall seeing or hearing water conservation messages or advertisements most often? [DO NOT READ; PROBE FOR AND RECORD UP TO TWO]

- 1 – TELEVISION
- 2 – NEWSPAPER ARTICLES
- 3—DOOR HANGERS INCLUDED WITH NEWSPAPERS
- 4 – RADIO
- 5 – OUTDOORS (Billboard/transit shelter)
- 6.—WEBSITE
- 7 - FRIENDS/FAMILY
- 8 - WEBSITE OF MY WATER AGENCY
- 9 - MATERIAL WITH MONTHLY BILL
- 10 – AT WORK
- 11—AT A PUBLIC EVENT
- 12- MAIL
- 15 – DK/REF
- 20 - OTHER, SPECIFY: \_\_\_\_\_

Q12c [IF Q12=1] What one specific step, if any, has your household taken as a **direct** response to these messages about reducing your water usage?

---

99-DK/REF

[CODE USING FOLLOWING SCHEMA:]

- 1 - ADJUST IRRIGATION SYSTEM AND TIMERS**
- 2 - USE THE LANDSCAPE CALCULATOR AT [WWW.SANDIEGO.GOV/WATER/CONSERVATION](http://WWW.SANDIEGO.GOV/WATER/CONSERVATION) TO SET A WATER-WISE IRRIGATION SCHEDULE**
- 3 - IRRIGATE DURING OFF-PEAK HOURS BETWEEN 8 P.M. AND 6 A.M.**
- 4 - REDUCE WATERING /SKIP AT LEAST ONE OUTDOOR WATERING DAY PER WEEK**
- 5 - CHECK THE SOIL'S MOISTURE LEVEL BEFORE WATERING**
- 6 - REPLACE UNUSED TURF WITH LOW-WATER PLANTS**
- 7 - UPGRADE IRRIGATION SYSTEM TO INCLUDE NEW, HIGH-EFFICIENCY EQUIPMENT**
- 8 – PURCHASE A HIGH EFFFICENCY CLOTHES WASHER**
- 9 – WASH ONLY FULL LOADS OF CLOTHES OR DISHES**
- 10 – TAKE SHORTER SHOWERS**
- 11 – USE A BROOM INSTEAD OF A HOSE ON PAVED AREAS**
- 12 – FIX INDOOR LEAKS (TOILET, FAUCET, ETC.)**

**13 – FIX OUTDOOR LEAKS (SPRINKLERS, SPAS, ETC.)**

**14-- DO NOT LET WATER RUN**

**15 – COLLECT AND REUSE**

**16 – REPLACE GRASS WITH ARTIFICIAL/SYNTHETIC TURF**

**20 – OTHER, SPECIFY\_\_\_**

---

**99—DK/REF**

Q13. Do you think it is your civic responsibility as a resident of San Diego County to use water as efficiently as possible?

1. Yes
2. No [skip to Q15 ]
3. DK/REF [skip to Q15]

Q14a1-2---d1-2. [IF Q13 = 1] Do you regard any of the following activities as your civic responsibility as a resident of San Diego County? **Ask the More or Less question if 14a-d = 1**

	Q14a1-d1	[IF Q14a1-d1 = 1] Q14a2-d2
	Yes = 1 No = 2 DK/REF = 9	More or less of a responsibility than conserving water More= 1 Less =2 DK/REF = 9
Q14a. voting in public elections		
Q14b. serving on a jury		
Q14c. preventing pollution/not littering		
Q14d. recycling used materials		

Q15. If you were required to reduce your water use by 20%, what steps would you be willing to take to achieve this reduction? **[If respondent states “use less water,” ask how he/she intends to do so]**

**[DO NOT READ---CODE ONLY ONE USING FOLLOWING SCHEMA:]**

- 1 - ADJUST IRRIGATION SYSTEM AND TIMERS
- 2 - USE THE LANDSCAPE CALCULATOR AT [WWW.SANDIEGO.GOV/WATER/CONSERVATION](http://WWW.SANDIEGO.GOV/WATER/CONSERVATION) TO SET A WATER-WISE IRRIGATION SCHEDULE
- 3 - IRRIGATE DURING OFF-PEAK HOURS BETWEEN 8 P.M. AND 6 A.M.
- 4 - REDUCE OUTDOOR WATERING /SKIP AT LEAST ONE OUTDOOR WATERING DAY PER WEEK
- 5 - CHECK THE SOIL’S MOISTURE LEVEL BEFORE WATERING

- 6 - REPLACE UNUSED TURF WITH LOW-WATER PLANTS
  - 7 - UPGRADE IRRIGATION SYSTEM TO INCLUDE NEW, HIGH-EFFICIENCY EQUIPMENT
  - 8 - PURCHASE A HIGH EFFICENCY CLOTHES WASHER
  - 9 - WASH ONLY FULL LOADS OF CLOTHES OR DISHES
  - 10 - TAKE SHORTER SHOWERS
  - 11 - USE A BROOM INSTEAD OF A HOSE ON PAVED AREAS
  - 12 - FIX INDOOR LEAKS (TOILET, FAUCET, ETC.)
  - 13 - FIX OUTDOOR LEAKS (SPRINKLERS, SPAS, ETC.)
  - 14-- DO NOT LET WATER RUN
  - 15 - COLLECT AND REUSE
  - 16 - REPLACE GRASS WITH ARTIFICIAL TURF
  - 20 - OTHER, SPECIFY \_\_\_\_\_
- 
- 99 - DK/REF

Q16 What one thing could your local water agency do that would motivate your household to conserve more water in terms of your water usage? **[DO NOT READ---PROBE FOR AND RECORD ONLY ONE MAIN ISSUE]**

- 1—MONETARY INCENTIVE
- 2—INCREASE WATER RATES FOR HIGH USAGE
- 3—REDUCED WATER RATES FOR CONSERVING WATER
- 4—INFORMATION/EDUCATION
- 5 -RECOMMENDATIONS FOR REDUCING MY WATER USAGE
- 6—ON-SITE EVALUATIONS OF MY LANDSCAPING
- 7—STOP GROWTH/NEW HOUSING DEVELOPMENT IN THE COUNTY
- 8—IMPOSE FINES FOR WASTING WATER
- 9—REQUIRE MORE CONSERVATION BY GOVERNMENT
- 10—GREATER EMPHASIS ON DROUGHT TOLERANT PLANTS –PUBLIC PLACES, NEW DEVELOPMENT
- 12 - OTHER, SPECIFY \_\_\_\_\_
- 99 - DK/REF/NOTHING

**Water Rates—ASK EVERYONE**

Q17. Does your household pay its own water bill, or does someone else, like your landlord or homeowners' association, pay the water bill?

- 1 - Respondent/Other Member of Household Pays
- 2 - Landlord/Homeowners' Assn/Other Pays-----Skip TO Q22
- 9 - DK/REF---[DO NOT READ—ONLY IF VOLUNTEERED -----Skip TO Q22

Q18. In the past year, do you believe that your water rates have..

- 1 - gone up,

- 2 - gone down, **[skip to Q20]**
- 3 - stayed about the same, **[skip to Q20]**
- 4 - or are you not sure? **[skip to Q20]**
- 9 – REF **[skip to Q20]**

Q19. Have higher water rates motivated you to conserve more water?

- 1 – YES
- 2 - NO
- 9 - DK/REF

Q20 How much does your water bill need to increase from its present level before you would actively begin taking action/or significantly increase your efforts, to conserve water?

- 1 – 1X
- 2 – 2X
- 3 – 3X
- 4 – 4X
- 5 – More than 4X
- 6 – No amount of increase in the bill will cause me to increase my conservation efforts
- 7 – Already doing all I can to conserve water **[DO NOT VOLUNTEER]**

Q21 How much in total are you willing to pay monthly for your water

- 1 -- \$25 – 50
- 2 – \$51 – 75
- 3 -- \$76 – 100
- 4 -- \$101 – 200
- 5 – more than \$200
- 6 – Other amount **[DO NOT VOLUNTEER]:** \_\_\_\_\_

**Desalination—ASK EVERYONE**

Q22. This next question is about desalination, the process of making drinking water from salty ocean or ground water. Do you believe that desalination is important to maintaining a reliable supply of water?

- 1- Yes, very important
- 2- Yes, somewhat important
- 3- No, not very important **[skip to Q24]**
- 4- No, not at all important **[skip to Q24]**
- 9- DK/REF---**[DO NOT READ—ONLY IF VOLUNTEERED] [skip to Q24]**

Q23: Water agencies typically pay for new water supply projects by raising water rates. Another way these projects could be funded is through the issuance of local bonds that would have to be approved by the voters. These bonds would be repaid through an increase in property owners' property tax bills.

If water agencies could build new water supply projects that would provide the region with additional water supplies, and those projects would add about \$20 per month to property taxes, would you say you would:

1. Definitely vote for it
2. Probably vote for it
3. Probably vote against it
4. Definitely vote against it
5. DK/REF

Q24. Please indicate your level of agreement or disagreement with the following statement: Local water agencies should adopt mandatory requirements on residents' use of water that will reduce the average water consumption per household.

1. Strongly Disagree
2. Disagree
3. Agree
4. Strongly Agree
9. **DK/REF [DO NOT VOLUNTEER]**

Q25. Which of the following two statements are more in line with your opinion?

1. I favor economic growth in the region even if it is accompanied by population growth and housing development. **[skip to Q27]**
2. I oppose economic growth if it means increased population and housing development.
3. **DK/REF [DO NOT VOLUNTEER] [skip to Q27]**

Q26. **[IF Q25 = 2]** Why are you opposed to economic growth that is accompanied by population growth and housing development?

**DO NOT READ—CODE ONLY ONE BY FOLLOWING SCHEMA**

1. **traffic congestion**
2. **air pollution**
3. **higher housing costs**
4. **crowds at local activities and events**
8. **Other, specify \_\_\_\_\_**
9. **DK/REF [DO NOT VOLUNTEER]**

Q27. If developers were required to fund or pay for water projects to replace or offset water used in new developments, would this type of program make you?

1 – More supportive of new development

- 2 – Less supportive of new development
- 3 – No change in my opinion about new development
- 4 – Not sure
- 5 –REF [DO NOT VOLUNTEER}

Q28. Are you aware that recycled water, which is highly treated wastewater, has been in use throughout the county for purposes such as irrigating golf courses and freeway landscaping?

- 1. Yes
- 2. No (Includes DK)
- 9. REF

Q29. Do you favor or oppose using recycled water for irrigation and other non-drinking water purposes?

- 1. strongly favor
- 2. somewhat favor
- 3. somewhat oppose
- 4. strongly oppose
- 9. DK/REF [DO NOT VOLUNTEER

Q30. Do you believe that it is possible to further treat the recycled water used for irrigation to make the water pure and safe for drinking?

- 1. Yes
- 2. No
- 3. Not sure
- 9. REF

Q31. Do you think that our drinking water already contains recycled water?

- 1. Yes
- 2. No [SKIP TO Q32]
- 3. DK/REF –[DO NOT VOLUNTEER] –[SKIP TO Q32]

Q31a. [IF Q31=1] What is it that makes you think that recycled water is already a part of the drinking water supply?

---

**99= DK/REF**

Q32. How would you feel about using advanced treated recycled water as an addition to the supply of drinking water, that is water treated with ultra- filtration, reverse osmosis, and advanced oxidation?

- 1. strongly favor [SKIP TO “TEN”]
- 2. somewhat favor
- 3. somewhat oppose
- 4. strongly oppose
- 9. DK/REF [DO NOT VOLUNTEER]

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

**INFO. [RECORD REQUESTED PROCESS FOR INFORMATION]\_\_\_\_\_**

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

Q33a-d. Would you accept the addition of advanced treated recycled water to supplement the sources of our drinking water if you learned that.....

	<b>Yes</b>	<b>No</b>	<b>DK/REF</b>
a. California's drinking water standards are among the most strict in the nation, and advanced treated recycled water in the region would exceed those standards?	1	2	9
b. recycled water is currently used to supplement drinking water in other U.S. communities?	1	2	9
c. recycled water could supply as much as 10% of our local drinking water supplies?	1	2	9
d. the recycled water would reside for over one year, mixed with other water, in an open reservoir and then be treated again at a water filtration plant?	1	2	9

**DEMOGRAPHICS**

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

- 1 - OWN
- 2 - RENT/OTHER STATUS
- 9 - DK/REF---[DO NOT READ—ONLY IF VOLUNTEERED]

HOU. How would you describe your housing type?

- 1 – single family home
- 2 - condominium
- 3 - apartment
- 4 - mobile home
- 9 – other \_\_\_\_\_

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

\_\_\_\_\_ PEOPLE  
99 - DK/REF

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

- 1 - high school or less,
- 2 - at least one year of college, trade or vocational school,
- 3 - graduated college with a bachelor's degree, or
- 4 - at least one year of graduate work beyond a bachelor's degree?
- 9 - DK/REF---[DO NOT READ—ONLY IF VOLUNTEERED]

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

- 1 - 18 to 24,
- 2 - 25 to 34,
- 3 - 35 to 44,
- 4 - 45 to 54,
- 5 - 55 to 64, or
- 6 - 65 or over?
- 9 - DK/REF---[DO NOT READ—ONLY IF VOLUNTEERED]

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

- 1 - white, not of Hispanic origin;
- 2 - black, not of Hispanic origin;
- 3 - Hispanic or Latino;
- 4 - Asian or Pacific Islander;
- 5 - Native American; or
- 6 - another ethnic group? [SPECIFY:] \_\_\_\_\_
- 9 - DK/REF---[DO NOT READ—ONLY IF VOLUNTEERED]

PTY. Are you registered to vote as a...

- 1 - Democrat,
- 2 - Republican,
- 3 - with some other party, [SPECIFY:] \_\_\_\_\_
- 4 - are you registered as nonpartisan, or
- 5 - are you not registered to vote at your current residence?
- 9 - DK/REF---[DO NOT READ—ONLY IF VOLUNTEERED]

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

- 1 - under \$25,000,
- 2 - \$25,000 up to but not including \$50,000,
- 3 - \$50,000 up to (but not including) \$75,000,
- 4 - \$75,000 up to (but not including) \$100,000, or
- 5 - \$100,000 up to ( but not including) \$150,000?
- 6 - \$150,000 or more
- 9 - DK/REF---[DO NOT READ—ONLY IF VOLUNTEERED]

**WRAP-UP QUESTION—ASK EVERYONE**

Q34. We have talked about a number of water issues in this survey. Considering all we have discussed, what do you think is the single most critical thing the San

Diego County Water Authority should do to ensure a safe and reliable water supply? **[PROBE AND RECORD ONE MAIN SUGGESTION]**

---

- 1 - SEAWATER DESALINATION
- 2 - IMPORT MORE WATER
- 3 - MORE RESERVOIRS/STORAGE
- 4 - RECYCLED WATER
- 5 - MANDATORY CONSERVATION

**[MAKE RESPONDENT INDICATE MANDATORY OR VOLUNTARY**

6—VOLUNTARY CONSERVATION

7 - PUBLIC EDUCATION

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

9 - DIVERSIFY **[PROBE AND TRY TO PLACE IN OTHER CATEGORY]**

10 - IMPROVE QUALITY

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

12—CONTROL GROWTH

13—IMPROVE INFRASTRUCTURE

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

20 - OTHER, SPECIFY: \_\_\_\_\_

99 - DK/REF

## Frequencies

### Frequency Table

<b>SD - How long have you lived in San Diego County?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	7	1.0	1.0	1.0
	2	7	1.0	1.0	2.0
	3	10	1.4	1.4	3.4
	4	4	.6	.6	4.0
	5	9	1.3	1.3	5.3
	6	14	2.0	2.0	7.3
	7	8	1.1	1.1	8.4
	8	12	1.7	1.7	10.1
	9	4	.6	.6	10.7
	10	21	3.0	3.0	13.7
	11	6	.9	.9	14.6
	12	6	.9	.9	15.4
	13	6	.9	.9	16.3
	14	4	.6	.6	16.9
	15	19	2.7	2.7	19.6
	16	8	1.1	1.1	20.7
	17	5	.7	.7	21.4
	18	10	1.4	1.4	22.9
	19	4	.6	.6	23.4
	20	50	7.1	7.1	30.6
	21	4	.6	.6	31.1
	22	10	1.4	1.4	32.6
	23	6	.9	.9	33.4
	24	2	.3	.3	33.7
	25	39	5.6	5.6	39.3
	26	7	1.0	1.0	40.3
	27	11	1.6	1.6	41.9
	28	6	.9	.9	42.7
	29	4	.6	.6	43.3
	30	53	7.6	7.6	50.9
	31	7	1.0	1.0	51.9
	32	9	1.3	1.3	53.1
	33	2	.3	.3	53.4
	34	3	.4	.4	53.9
	35	10	1.4	1.4	55.3
	36	6	.9	.9	56.1

37	6	.9	.9	57.0
38	13	1.9	1.9	58.9
39	9	1.3	1.3	60.1
40	33	4.7	4.7	64.9
41	2	.3	.3	65.1
42	3	.4	.4	65.6
43	5	.7	.7	66.3
44	8	1.1	1.1	67.4
45	11	1.6	1.6	69.0
46	3	.4	.4	69.4
47	5	.7	.7	70.1
48	5	.7	.7	70.9
49	6	.9	.9	71.7
50	28	4.0	4.0	75.7
51	2	.3	.3	76.0
52	3	.4	.4	76.4
53	7	1.0	1.0	77.4
54	4	.6	.6	78.0
55	7	1.0	1.0	79.0
56	3	.4	.4	79.4
57	4	.6	.6	80.0
58	4	.6	.6	80.6
59	3	.4	.4	81.0
60	12	1.7	1.7	82.7
61	2	.3	.3	83.0
63	1	.1	.1	83.1
65	4	.6	.6	83.7
66	1	.1	.1	83.9
68	1	.1	.1	84.0
70	2	.3	.3	84.3
71	1	.1	.1	84.4
75	3	.4	.4	84.9
77	1	.1	.1	85.0
78	1	.1	.1	85.1
80	4	.6	.6	85.7
DK but confirmed at least one year	100	14.3	14.3	100.0
Total	700	100.0	100.0	

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	330	47.1	47.1	47.1
	Female	370	52.9	52.9	100.0

Total	700	100.0	100.0
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Language					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	674	96.3	96.4	96.4
	Spanish	25	3.6	3.6	100.0
	Total	699	99.9	100.0	
Missing	System	1	.1		
Total		700	100.0		

Q1 - What do you feel is the most important issue facing San Diego County residents today?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Crime	20	2.9	3.0	3.0
	Economy/Jobs	292	41.7	43.2	46.2
	Education	19	2.7	2.8	49.0
	Environment/pollution	13	1.9	1.9	50.9
	Government mismanagement (general mention)	19	2.7	2.8	53.7
	Financial problems in the City of San Diego	23	3.3	3.4	57.1
	Financial problems in State and other local governments	8	1.1	1.2	58.3
	Federal deficit	2	.3	.3	58.6
	Mortgage crisis/home foreclosures	11	1.6	1.6	60.2
	Growth/development/sprawl	13	1.9	1.9	62.1
	Cost of gasoline	4	.6	.6	62.7
	Electricity and heating cost/supply	5	.7	.7	63.5
	Housing affordability	29	4.1	4.3	67.8
	Cost of living (generally)	17	2.4	2.5	70.3
	High taxes	18	2.6	2.7	72.9
	Water quality	19	2.7	2.8	75.7
	Water supply	94	13.4	13.9	89.6
	Water rates/cost of water	9	1.3	1.3	91.0
	Homeless	2	.3	.3	91.3
	Immigration issues	32	4.6	4.7	96.0
	Traffic	11	1.6	1.6	97.6
	Fire danger	2	.3	.3	97.9
	Infrastructure	3	.4	.4	98.4
	Sewage treatment	1	.1	.1	98.5
	Terrorism	1	.1	.1	98.7
	Health Issues	4	.6	.6	99.3
	Other	5	.7	.7	100.0

	Total	676	96.6	100.0	
Missing	DK/REF/None	24	3.4		
Total		700	100.0		

<b>Q2 - What source of information do you rely upon most for news about issues in our region?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper: Union Tribune	203	29.0	29.1	29.1
	Newspaper: North County Times	26	3.7	3.7	32.9
	Newspaper: Other	5	.7	.7	33.6
	Internet: Voice of San Diego	17	2.4	2.4	36.0
	Internet - Other/General	49	7.0	7.0	43.0
	Radio	37	5.3	5.3	48.4
	Television	350	50.0	50.2	98.6
	Magazines	2	.3	.3	98.9
	Word-of-mouth/family/friends/co-workers	5	.7	.7	99.6
	Water agency newsletters	1	.1	.1	99.7
	Other	2	.3	.3	100.0
	Total		697	99.6	100.0
Missing	None/Don't Know	3	.4		
Total		700	100.0		

<b>Q3 - Currently, how reliable do you think San Diego County's water supply is?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very reliable	146	20.9	21.8	21.8
	Somewhat reliable	308	44.0	46.0	67.8
	Somewhat unreliable	149	21.3	22.2	90.0
	Very unreliable	67	9.6	10.0	100.0
	Total		670	95.7	100.0
Missing	Not Sure	30	4.3		
Total		700	100.0		

<b>Q4 - Do you think the reliability of the water supply in San Diego County is...</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Improving	43	6.1	6.1	6.1
	Worsening	336	48.0	48.0	54.1
	Remaining the same	257	36.7	36.7	90.9
	Not sure/DK	64	9.1	9.1	100.0
	Total		700	100.0	100.0

**Q5 - What do you think is the single most critical thing the San Diego County Water Authority should do to ensure a safe and reliable water supply for San Diego County residents and businesses?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Seawater desalination	106	15.1	17.9	17.9
	Import more water	54	7.7	9.1	27.0
	More reservoirs/storage	56	8.0	9.4	36.4
	Recycled water	22	3.1	3.7	40.1
	Mandatory conservation	79	11.3	13.3	53.5
	Voluntary conservation	65	9.3	11.0	64.4
	Public education	28	4.0	4.7	69.1
	More research	9	1.3	1.5	70.7
	Diversify	6	.9	1.0	71.7
	Improve quality	55	7.9	9.3	80.9
	Ensure adequate supply	19	2.7	3.2	84.1
	Control growth	34	4.9	5.7	89.9
	Improve infrastructure	35	5.0	5.9	95.8
	Change leadership of city/county/SDCWA/other water agencies	11	1.6	1.9	97.6
	Other	14	2.0	2.4	100.0
	Total	593	84.7	100.0	
Missing	DK/REF	107	15.3		
	Total	700	100.0		

**Q6 - How confident are you in the ability of local water agencies to provide a reliable water supply to serve this level of population growth?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very confident	57	8.1	8.6	8.6
	Somewhat confident	233	33.3	35.1	43.7
	Not very confident	231	33.0	34.8	78.5
	Not at all confident	143	20.4	21.5	100.0
		Total	664	94.9	100.0
Missing	Not sure	36	5.1		
	Total	700	100.0		

**Q7 - Are you aware of reports that indicate that San Diego County faces a potentially significant water shortage?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	655	93.6	94.5	94.5
	No	38	5.4	5.5	100.0

	Total	693	99.0	100.0	
Missing	Don't Know	7	1.0		
Total		700	100.0		

<b>Q8 - What do you believe to be the cause of the potential water shortage?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Court ordered cutbacks	4	.6	.7	.7
	Less rain in San Diego than normal	186	26.6	30.8	31.5
	Climate change	50	7.1	8.3	39.7
	Less water available in rivers than planned	29	4.1	4.8	44.5
	Population growth	179	25.6	29.6	74.2
	Evaporation	1	.1	.2	74.3
	Less snowfall in mountains	10	1.4	1.7	76.0
	Wasting, lack of conservation, golf courses	66	9.4	10.9	86.9
	Politics, environmentalists	11	1.6	1.8	88.7
	Out of area supplies being reduced	22	3.1	3.6	92.4
	Poor planning, poor management, not enough facilities	31	4.4	5.1	97.5
	Do Not Believe that there is shortage	2	.3	.3	97.8
	Combination--no one thing	5	.7	.8	98.7
	Other	8	1.1	1.3	100.0
	Total		604	86.3	100.0
Missing	Don't Know	51	7.3		
	System	45	6.4		
	Total	96	13.7		
Total		700	100.0		

<b>Q8a - Do you consider (Answer at Q8) to be a long-term problem or short term problem that will work itself out in a few years or less?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Long term	538	76.9	87.1	87.1
	Short term	54	7.7	8.7	95.8
	DK/REF	26	3.7	4.2	100.0
	Total	618	88.3	100.0	
Missing	System	82	11.7		
Total		700	100.0		

**Q9 - If mandatory water cutbacks were implemented in San Diego County in the next six months, what information would you want to receive before the cutbacks began?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	How much water am I going to get?	145	20.7	20.7	20.7
	Penalties for using more than rationed amount	56	8.0	8.0	28.7
	How long do you expect this to last?	63	9.0	9.0	37.7
	Will there be enough water to keep my landscaping alive?	10	1.4	1.4	39.1
	Where can I get help reducing my water use?	38	5.4	5.4	44.6
	How to reduce my water use	60	8.6	8.6	53.1
	What restrictions will I have to follow?	143	20.4	20.4	73.6
	Justify why we have the restrictions	19	2.7	2.7	76.3
	How we are going to overcome the shortage	13	1.9	1.9	78.1
	How to make cutback fair to people who conserve already	6	.9	.9	79.0
	Advance notice	7	1.0	1.0	80.0
	How are local gov'ts cutting back?	4	.6	.6	80.6
	How allotted amounts are determined	9	1.3	1.3	81.9
	More information needs to be provided	5	.7	.7	82.6
	Just Let Us Know what to do	15	2.1	2.1	84.7
	Want to know everything there is to know	9	1.3	1.3	86.0
	Other	2	.3	.3	86.3
	DK/REF	96	13.7	13.7	100.0
	Total	700	100.0	100.0	

<b>Q10 - By what means would you like that information distributed to you?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper: Union Tribune	86	12.3	14.0	14.0
	Newspaper: North County Times	5	.7	.8	14.8
	Newspaper: Other	3	.4	.5	15.3
	Internet: Voice of San Diego	10	1.4	1.6	16.9
	Water agency websites	4	.6	.7	17.6
	Internet: Other website volunteered	20	2.9	3.3	20.8
	Internet: General mention	8	1.1	1.3	22.1
	Radio	9	1.3	1.5	23.6
	Television	103	14.7	16.7	40.3
	Speakers at community groups	5	.7	.8	41.1
	Water bills/inserts	169	24.1	27.5	68.6
	Water agency newsletters	70	10.0	11.4	80.0

	Mail, separate piece	99	14.1	16.1	96.1
	E-mail	3	.4	.5	96.6
	Multiple (mail, e-mail, phone, TV)	17	2.4	2.8	99.3
	Telephone	4	.6	.7	100.0
	Total	615	87.9	100.0	
Missing	Don't Know	5	.7		
	System	80	11.4		
	Total	85	12.1		
Total		700	100.0		

<b>Q11 - What specific steps, if any, has your household taken in the past six months to reduce your water usage?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Adjust irrigation system and timers	43	6.1	6.6	6.6
	Use the landscape calculator at website to set a water-wise	5	.7	.8	7.3
	Irrigate during off-peak hours between 8 PM and 6 AM	27	3.9	4.1	11.5
	Reduce watering/skip at least one outdoor watering per week	127	18.1	19.4	30.9
	Check the soil's moisture level before watering	4	.6	.6	31.5
	Replace unused turf with low-water plants	18	2.6	2.8	34.3
	Upgrade irrigation system to include new, high-efficiency eq	6	.9	.9	35.2
	Purchase a high efficiency clothes washer	8	1.1	1.2	36.4
	Wash only full loads of clothes or dishes	50	7.1	7.6	44.0
	Take shorter showers	162	23.1	24.8	68.8
	Use a broom instead of a hose on paved areas	10	1.4	1.5	70.3
	Fix indoor leaks	18	2.6	2.8	73.1
	Fix outdoor leaks	7	1.0	1.1	74.2
	Do not let water run	87	12.4	13.3	87.5
	Collect and reuse	9	1.3	1.4	88.8
	Replaced grass with artificial/synthetic turf	17	2.4	2.6	91.4
	Low flow fixtures	10	1.4	1.5	93.0
	Wash Cars less often	1	.1	.2	93.1
	Reduced Usage (generally)	2	.3	.3	93.4
	Nothing new-already conserving	12	1.7	1.8	95.3
None, nothing	18	2.6	2.8	98.0	
Other	13	1.9	2.0	100.0	
	Total	654	93.4	100.0	
Missing	DK/REF	46	6.6		

Total	700	100.0		
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q11_2					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Adjust irrigation system and timers	4	.6	2.1	2.1
	Use the landscape calculator at website to set a water-wise	2	.3	1.0	3.1
	Irrigate during off-peak hours between 8 PM and 6 AM	3	.4	1.6	4.7
	Reduce watering/skip at least one outdoor watering per week	23	3.3	12.0	16.7
	Check the soi's moisture level before watering	1	.1	.5	17.2
	Replace unused turf with low-water plants	6	.9	3.1	20.3
	Upgrade irrigation system to include new, high-efficiency eq	5	.7	2.6	22.9
	Purchase a high efficiency clothes washer	4	.6	2.1	25.0
	Wash only full loads of clothes or dishes	37	5.3	19.3	44.3
	Take shorter showers	46	6.6	24.0	68.2
	Use a broom instead of a hose on paved areas	2	.3	1.0	69.3
	Fix indoor leaks	1	.1	.5	69.8
	Fix outdoor leaks	3	.4	1.6	71.4
	Do not let water run	30	4.3	15.6	87.0
	Collect and reuse	4	.6	2.1	89.1
	Replaced grass with artificial/synthetic turf	7	1.0	3.6	92.7
	Low flow fixtures	6	.9	3.1	95.8
	Wash Cars less often	1	.1	.5	96.4
	Reduced Usage (generally)	2	.3	1.0	97.4
	Nothing new-already conserving	2	.3	1.0	98.4
None, nothing	1	.1	.5	99.0	
Other	2	.3	1.0	100.0	
Total	192	27.4	100.0		
Missing	DK/REF	1	.1		
	System	507	72.4		
	Total	508	72.6		
Total	700	100.0			

Q12 - Do you recall having seen or heard any of these (SDCWA & local water agencies) messages?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	550	78.6	81.6	81.6
	No	124	17.7	18.4	100.0

	Total	674	96.3	100.0	
Missing	DK	26	3.7		
Total		700	100.0		

<b>Q12a - Do you recall seeing or hearing messages about the 20 Gallon Challenge?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	361	51.6	67.9	67.9
	No	171	24.4	32.1	100.0
	Total	532	76.0	100.0	
Missing	Don't Know	18	2.6		
	System	150	21.4		
	Total	168	24.0		
Total		700	100.0		

<b>Q12 b - Where do you recall seeing or hearing water conservation messages or advertisements most often?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Television	348	49.7	64.7	64.7
	Newspaper articles	56	8.0	10.4	75.1
	Door hangers included with newspapers	5	.7	.9	76.0
	Radio	52	7.4	9.7	85.7
	Outdoors (billboards, transit shelter)	8	1.1	1.5	87.2
	Website	4	.6	.7	87.9
	Friends/family	10	1.4	1.9	89.8
	Website of my water agency	2	.3	.4	90.1
	Material with monthly bill	18	2.6	3.3	93.5
	At work	1	.1	.2	93.7
	At a public event	3	.4	.6	94.2
	Mail	26	3.7	4.8	99.1
	Other	5	.7	.9	100.0
	Total	538	76.9	100.0	
	Missing	DK/REF	10	1.4	
System		152	21.7		
Total		162	23.1		
Total		700	100.0		

<b>q12b_2</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Television	25	3.6	29.4	29.4
	Newspaper articles	15	2.1	17.6	47.1
	Door hangers included with newspapers	4	.6	4.7	51.8
	Radio	18	2.6	21.2	72.9
	Outdoors (billboards, transit shelter)	2	.3	2.4	75.3
	Website	2	.3	2.4	77.6
	Friends/family	4	.6	4.7	82.4
	Material with monthly bill	7	1.0	8.2	90.6
	Mail	8	1.1	9.4	100.0
	Total	85	12.1	100.0	
Missing	System	615	87.9		
Total		700	100.0		

**Q12c - What one specific step, if any, has your household taken as a direct response to these messages about reducing your water usage?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Adjust irrigation system and timers	17	2.4	3.5	3.5
	Use the landscape calculator at website to set a water-wise	1	.1	.2	3.7
	Irrigate during off-peak hours between 8 PM and 6 AM	10	1.4	2.0	5.7
	Reduce watering/skip at least one outdoor watering per week	98	14.0	20.0	25.8
	Check the soil's moisture level before watering	4	.6	.8	26.6
	Replace unused turf with low-water plants	5	.7	1.0	27.6
	Upgrade irrigation system to include new, high-efficiency eq	6	.9	1.2	28.8
	Purchase a high efficiency clothes washer	11	1.6	2.2	31.1
	Wash only full loads of clothes or dishes	44	6.3	9.0	40.1
	Take shorter showers	102	14.6	20.9	60.9
	Use a broom instead of a hose on paved areas	9	1.3	1.8	62.8
	Fix indoor leaks	6	.9	1.2	64.0
	Fix outdoor leaks	5	.7	1.0	65.0
	Do not let water run	76	10.9	15.5	80.6
	Collect and reuse	16	2.3	3.3	83.8
	Replaced grass with artificial/synthetic turf	11	1.6	2.2	86.1
	Low flow toilets, reduce flushing	5	.7	1.0	87.1
	Low flow fixtures	1	.1	.2	87.3
	Use Less Where Possible (general	10	1.4	2.0	89.4

	statement)				
	Already conserve	21	3.0	4.3	93.7
	None, nothing	15	2.1	3.1	96.7
	Other	16	2.3	3.3	100.0
	Total	489	69.9	100.0	
Missing	DK/REF	61	8.7		
	System	150	21.4		
	Total	211	30.1		
Total		700	100.0		

<b>Q13 - Do you think it is your civic responsibility as a resident of San Diego County to use wate as efficiently as possible?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	644	92.0	92.0	92.0
	No	30	4.3	4.3	96.3
	Don't Know	26	3.7	3.7	100.0
	Total	700	100.0	100.0	

<b>Voting in Public Elections</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	601	85.9	93.3	93.3
	No	25	3.6	3.9	97.2
	DK/REF	18	2.6	2.8	100.0
	Total	644	92.0	100.0	
Missing	System	56	8.0		
Total		700	100.0		

<b>Voting in Public Elections</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	154	22.0	25.6	25.6
	The same	350	50.0	58.2	83.9
	Less	79	11.3	13.1	97.0
	DK/REF	18	2.6	3.0	100.0
	Total	601	85.9	100.0	
Missing	System	99	14.1		
Total		700	100.0		

<b>Serving on a jury</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Yes	525	75.0	81.6	81.6
	No	88	12.6	13.7	95.3
	DK/REF	30	4.3	4.7	100.0
	Total	643	91.9	100.0	
Missing	System	57	8.1		
Total		700	100.0		

Serving on a jury					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	73	10.4	13.9	13.9
	The Same	280	40.0	53.3	67.2
	Less	154	22.0	29.3	96.6
	DK/REF	18	2.6	3.4	100.0
	Total	525	75.0	100.0	
Missing	System	175	25.0		
Total		700	100.0		

Preventing pollution/not littering					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	614	87.7	95.3	95.3
	No	11	1.6	1.7	97.0
	DK/REF	19	2.7	3.0	100.0
	Total	644	92.0	100.0	
Missing	System	56	8.0		
Total		700	100.0		

Preventing pollution/not littering					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	88	12.6	14.3	14.3
	The same	443	63.3	72.1	86.5
	Less	75	10.7	12.2	98.7
	DK/REF	8	1.1	1.3	100.0
	Total	614	87.7	100.0	
Missing	System	86	12.3		
Total		700	100.0		

Recycling used materials					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	613	87.6	95.2	95.2

	No	19	2.7	3.0	98.1
	DK/REF	12	1.7	1.9	100.0
	Total	644	92.0	100.0	
Missing	System	56	8.0		
Total		700	100.0		

Recycling used materials					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	87	12.4	14.2	14.2
	The same	426	60.9	69.5	83.7
	Less	92	13.1	15.0	98.7
	DK/REF	8	1.1	1.3	100.0
	Total	613	87.6	100.0	
Missing	System	87	12.4		
Total		700	100.0		

Q15 - If you were required to reduce your water use by 20%, what one step would you be willing to take to achieve this reduction?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Adjust irrigation system and timers	22	3.1	3.1	3.1
	Use the landscape calculator at website to set a water-wise	8	1.1	1.1	4.3
	Irrigate during off-peak hours between 8 PM and 6 AM	17	2.4	2.4	6.7
	Reduce watering/skip at least one outdoor watering per week	60	8.6	8.6	15.3
	Check the soil's moisture level before watering	2	.3	.3	15.6
	Replace unused turf with low-water plants	9	1.3	1.3	16.9
	Upgrade irrigation system to include new, high-efficiency eq	3	.4	.4	17.3
	Purchase a high efficiency clothes washer	6	.9	.9	18.1
	Wash only full loads of clothes or dishes	65	9.3	9.3	27.4
	Take shorter showers	146	20.9	20.9	48.3
	Use a broom instead of a hose on paved areas	9	1.3	1.3	49.6
	Fix indoor leaks	8	1.1	1.1	50.7
	Fix outdoor leaks	3	.4	.4	51.1
	Do not let water run	49	7.0	7.0	58.1
	Collect and reuse	28	4.0	4.0	62.1
	Replaced grass with artificial/synthetic	18	2.6	2.6	64.7

turf				
Low flow fixtures	5	.7	.7	65.4
Reduce in all areas	22	3.1	3.1	68.6
Stop all landscape watering	7	1.0	1.0	69.6
Stop washing my car	6	.9	.9	70.4
Nothing more we can do, already conserve more than others	78	11.1	11.1	81.6
Nothing	1	.1	.1	81.7
Other	6	.9	.9	82.6
DK/REF	122	17.4	17.4	100.0
Total	700	100.0	100.0	

**Q16 - What one thing could your local water agency do that would motivate your household to conserve more water in terms of your water usage?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Monetary incentive	164	23.4	23.4	23.4
	Increase water rates for high usage	32	4.6	4.6	28.0
	Reduced water rates for conserving water	137	19.6	19.6	47.6
	Information/education	75	10.7	10.7	58.3
	Recommendations for reducing my water usage	25	3.6	3.6	61.9
	On-site evaluations of my landscaping	7	1.0	1.0	62.9
	Stop growth/new housing development in the county	10	1.4	1.4	64.3
	Impose fines for wasting water	42	6.0	6.0	70.3
	Require more conservation by government	20	2.9	2.9	73.1
	Greater emphasis on drought tolerant plants	14	2.0	2.0	75.1
	Shut off water for overuse/more strict rationing	6	.9	.9	76.0
	I plan to do nothing	7	1.0	1.0	77.0
	Other	17	2.4	2.4	79.4
	DK/REF	144	20.6	20.6	100.0
	Total	700	100.0	100.0	

**Q17 - Does your household pay its own water bill, or does someone else, like your landlord or homeowners' association, pay the water bill?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Respondent/household pays	489	69.9	70.6	70.6
	Landlord/homeowners' assoc/other pays	204	29.1	29.4	100.0
	Total	693	99.0	100.0	

Missing	DK/REF	7	1.0		
Total		700	100.0		

<b>Q18 - In the past year, do you believe that your water rates have...</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gone up	288	41.1	59.0	59.0
	Gone down	34	4.9	7.0	66.0
	Stayed about the same	97	13.9	19.9	85.9
	Not sure	69	9.9	14.1	100.0
	Total	488	69.7	100.0	
Missing	Refused	1	.1		
	System	211	30.1		
	Total	212	30.3		
Total		700	100.0		

<b>Q19 - Have higher water rates motivated you to conserve more water?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	168	24.0	60.2	60.2
	No	111	15.9	39.8	100.0
	Total	279	39.9	100.0	
Missing	DK	9	1.3		
	System	412	58.9		
	Total	421	60.1		
Total		700	100.0		

<b>Q20 - How much does your water bill need to increase from its present level before you would actively begin taking action/or significantly increase your efforts to conserve water?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Time (Double)	183	26.1	37.4	37.4
	2 Times (Triple)	23	3.3	4.7	42.1
	3 Times (Quadruple)	9	1.3	1.8	44.0
	More than 4 Times	1	.1	.2	44.2
	No amount of increase will case me to conserve more	45	6.4	9.2	53.4
	Already doing all I can to conserve water	188	26.9	38.4	91.8
	DK/REF	40	5.7	8.2	100.0
	Total	489	69.9	100.0	
Missing	System	211	30.1		

Total	700	100.0		
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<b>Q21 - How much in total are you willing to pay monthly for your water?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nothing - up to \$24/month	11	1.6	2.2	2.2
	\$25 - \$50	148	21.1	30.3	32.5
	\$51 - \$75	85	12.1	17.4	49.9
	\$76 - \$100	79	11.3	16.2	66.1
	\$101 - \$200	44	6.3	9.0	75.1
	More than \$200	12	1.7	2.5	77.5
	Other	3	.4	.6	78.1
	DK/REF	107	15.3	21.9	100.0
	Total	489	69.9	100.0	
Missing	System	211	30.1		
Total		700	100.0		

<b>Q22 - Do you believe that desalination is important to maintaining a reliable supply of water?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, very important	466	66.6	66.6	66.6
	Yes, somewhat important	129	18.4	18.4	85.0
	No, not very important	24	3.4	3.4	88.4
	No, not at all important	22	3.1	3.1	91.6
	DK/REF	59	8.4	8.4	100.0
	Total	700	100.0	100.0	

<b>Q23 - If new water supply projects would add about \$20 per month to property taxes, would you say you would...</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely vote for it	144	20.6	28.9	28.9
	Probably vote for it	199	28.4	39.9	68.7
	Probably vote against it	98	14.0	19.6	88.4
	Definitely vote against it	58	8.3	11.6	100.0
	Total	499	71.3	100.0	
Missing	DK/REF	96	13.7		
	System	105	15.0		
	Total	201	28.7		
Total		700	100.0		

**Q24 - How much do you agree that "Local water agencies should adopt mandatory**

<b>requirements on residents' use of water that will reduce the average water consumption per household"?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	85	12.1	13.4	13.4
	Disagree	135	19.3	21.3	34.8
	Agree	305	43.6	48.2	82.9
	Strongly agree	108	15.4	17.1	100.0
	Total	633	90.4	100.0	
Missing	DK/REF	67	9.6		
Total		700	100.0		

<b>Q25 - Which of the following two statements is more in line with your opinion?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I favor economic growth even if it means more development	291	41.6	41.6	41.6
	I oppose economic growth if it means more development	309	44.1	44.1	85.7
	DK/REF	100	14.3	14.3	100.0
	Total	700	100.0	100.0	

<b>Q26 - Why are you opposed to economic growth that is accompanied by population growth and housing development?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Traffic congestion	61	8.7	19.8	19.8
	Air pollution	11	1.6	3.6	23.4
	Higher housing costs	38	5.4	12.3	35.7
	Crowds at local activities and events	59	8.4	19.2	54.9
	Region's government capabilities/infrastructure are already strained	83	11.9	26.9	81.8
	Not enough water to permit growth	20	2.9	6.5	88.3
	Other	18	2.6	5.8	94.2
	DK/REF	18	2.6	5.8	100.0
	Total	308	44.0	100.0	
Missing	System	392	56.0		
Total		700	100.0		

<b>Q27 - If developers were required to fund or pay for water projects to replace or offset water used in new developments, would this type of program make you...</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	More supportive of new development	289	41.3	42.3	42.3
	Less supportive of new development	34	4.9	5.0	47.3
	No change in my opinion about new development	220	31.4	32.2	79.5
	Not sure	140	20.0	20.5	100.0
	Total	683	97.6	100.0	
Missing	Refused	17	2.4		
Total		700	100.0		

**Q28 - Are you aware that recycled water, which is highly treated wastewater, has been in use throughout the county for purposes such as irrigating golf courses and freeway landscaping?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	593	84.7	85.3	85.3
	No (Includes DK)	102	14.6	14.7	100.0
	Total	695	99.3	100.0	
Missing	Refused	5	.7		
Total		700	100.0		

**Q29 - Do you favor or oppose using recycled water for irrigation and other non-drinking water purposes?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	498	71.1	74.8	74.8
	Somewhat favor	127	18.1	19.1	93.8
	Somewhat oppose	19	2.7	2.9	96.7
	Strongly oppose	22	3.1	3.3	100.0
	Total	666	95.1	100.0	
Missing	DK/REF	34	4.9		
Total		700	100.0		

**Q30 - Do you believe that it is possible to further treat the recycled water used for irrigation to make the water pure and safe for drinking?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	369	52.7	52.9	52.9
	No	158	22.6	22.6	75.5
	Not Sure	171	24.4	24.5	100.0
	Total	698	99.7	100.0	
Missing	Refused	2	.3		
Total		700	100.0		

<b>Q31 - Do you think that our drinking water already contains recycled water?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	242	34.6	34.6	34.6
	No	234	33.4	33.4	68.0
	DK/REF	224	32.0	32.0	100.0
	Total	700	100.0	100.0	

<b>Q31a - What is it that makes you think that recycled water is already a part of the drinking water supply?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	water tastes, smells bad	53	7.6	22.3	22.3
	Heard that it does-news stories	37	5.3	15.5	37.8
	Do not trust the government	24	3.4	10.1	47.9
	Why else so large a recycling system?	6	.9	2.5	50.4
	Downstream on Colorado, which has recycled water	12	1.7	5.0	55.5
	Water shortage likely causes suppliers to use some	10	1.4	4.2	59.7
	Already lots of pollution in water--sewer spills	7	1.0	2.9	62.6
	All water is recycled in nature	16	2.3	6.7	69.3
	Personal knowledge through work, military, travels	17	2.4	7.1	76.5
	Other	9	1.3	3.8	80.3
	Don't Know	47	6.7	19.7	100.0
	Total		238	34.0	100.0
Missing	System	462	66.0		
Total		700	100.0		

<b>Q32a - How would you feel about using advanced treated recycled water as an addition to the supply of drinking water?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	273	39.0	46.7	46.7
	Somewhat favor	165	23.6	28.3	75.0
	Somewhat oppose	64	9.1	11.0	86.0
	Strongly oppose	82	11.7	14.0	100.0
	Total		584	83.4	100.0
Missing	DK/REF	116	16.6		
Total		700	100.0		

**Q32b - Description Given**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ultra-filtration	24	3.4	3.4	3.4
	Reverse Osmosis	29	4.1	4.1	7.6
	Advanced Oxidation	24	3.4	3.4	11.0
	None	623	89.0	89.0	100.0
	Total	700	100.0	100.0	

<b>California's drinking water standards are among the most strict in the nation, and advanced treated recycled water in the region would exceed those standards</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	190	27.1	44.5	44.5
	No	132	18.9	30.9	75.4
	DK/REF	105	15.0	24.6	100.0
	Total	427	61.0	100.0	
Missing	System	273	39.0		
Total		700	100.0		

<b>Recycled water is currently used to supplement drinking water in other US communities</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	154	22.0	36.1	36.1
	No	159	22.7	37.2	73.3
	DK/REF	114	16.3	26.7	100.0
	Total	427	61.0	100.0	
Missing	System	273	39.0		
Total		700	100.0		

<b>Recycled water could supply as much as 10% of our local drinking water supplies</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	168	24.0	39.3	39.3
	No	150	21.4	35.1	74.5
	DK/REF	109	15.6	25.5	100.0
	Total	427	61.0	100.0	
Missing	System	273	39.0		
Total		700	100.0		

**The recycled water would reside for over one year, mixed with other water, in an open reservoir and then be treated again at a water filtration plant**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	166	23.7	38.9	38.9
	No	146	20.9	34.2	73.1
	DK/REF	115	16.4	26.9	100.0
	Total	427	61.0	100.0	
Missing	System	273	39.0		
Total		700	100.0		

<b>Is your residence owned by someone in your household, or is it rented?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Owned	491	70.1	70.4	70.4
	Rented/Other	206	29.4	29.6	100.0
	Total	697	99.6	100.0	
Missing	DK/REF	2	.3		
	4	1	.1		
	Total	3	.4		
Total		700	100.0		

<b>How would you describe your housing type?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single family home	491	70.1	70.4	70.4
	Condominium	77	11.0	11.0	81.5
	Apartment	97	13.9	13.9	95.4
	Mobile home	23	3.3	3.3	98.7
	Other	9	1.3	1.3	100.0
	Total	697	99.6	100.0	
Missing	Refused	3	.4		
Total		700	100.0		

<b>How many persons, including yourself, live in your household?</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	132	18.9	19.1	19.1
	2	245	35.0	35.4	54.5
	3	120	17.1	17.3	71.8
	4	106	15.1	15.3	87.1
	5	49	7.0	7.1	94.2
	6	26	3.7	3.8	98.0
	7	7	1.0	1.0	99.0
	8	7	1.0	1.0	100.0

	Total	692	98.9	100.0	
Missing	12	1	.1		
	14	1	.1		
	16	1	.1		
	17	1	.1		
	20	1	.1		
	Refused	3	.4		
	Total	8	1.1		
Total		700	100.0		

What is the highest grade or year of school that you have completed and received credit for?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less	201	28.7	29.3	29.3
	At least one year of college, trade or vocational school	186	26.6	27.1	56.4
	Graduated college with a bachelor's degree	208	29.7	30.3	86.7
	At least one year of graduate work beyond a bachelor's degree	91	13.0	13.3	100.0
	Total	686	98.0	100.0	
Missing	Refused	14	2.0		
Total		700	100.0		

Age Category					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24	18	2.6	2.6	2.6
	25 to 34	75	10.7	10.8	13.4
	35 to 44	140	20.0	20.2	33.6
	45 to 54	137	19.6	19.8	53.4
	55 to 64	126	18.0	18.2	71.6
	65 or over	197	28.1	28.4	100.0
	Total	693	99.0	100.0	
Missing	Refused	7	1.0		
Total		700	100.0		

Ethnicity					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White, not of Hispanic origin	503	71.9	73.4	73.4
	Black, not of Hispanic origin	41	5.9	6.0	79.4

	Hispanic or Latino	93	13.3	13.6	93.0
	Asian or Pacific Islander	32	4.6	4.7	97.7
	Native American	3	.4	.4	98.1
	Other	13	1.9	1.9	100.0
	Total	685	97.9	100.0	
Missing	Refused	15	2.1		
Total		700	100.0		

Political Party Registration					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	221	31.6	39.6	39.6
	Republican	191	27.3	34.2	73.8
	Some other party	27	3.9	4.8	78.7
	Registered non-partisan	64	9.1	11.5	90.1
	Not registered at current address	55	7.9	9.9	100.0
	Total	558	79.7	100.0	
Missing	Refused	142	20.3		
Total		700	100.0		

Annual Household Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$25,000	72	10.3	14.9	14.9
	\$25,000 to \$49,999	117	16.7	24.2	39.1
	\$50,000 to \$74,999	101	14.4	20.9	60.0
	\$75,000 to \$99,999	86	12.3	17.8	77.8
	\$100,000 to \$149,999	81	11.6	16.8	94.6
	\$150,000 or more	26	3.7	5.4	100.0
	Total	483	69.0	100.0	
Missing	Refused	215	30.7		
	System	2	.3		
	Total	217	31.0		
Total		700	100.0		

Q34 - What do you think is the single most critical thing the San Diego County Water Authority should do to ensure a safe and reliable water supply?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Seawater desalination	156	22.3	22.3	22.3
	Import more water	40	5.7	5.7	28.0
	More reservoirs/storage	41	5.9	5.9	33.9

Recycled water	41	5.9	5.9	39.7
Mandatory conservation	54	7.7	7.7	47.4
Voluntary conservation	44	6.3	6.3	53.7
Public education	45	6.4	6.4	60.1
More research	12	1.7	1.7	61.9
Diversify	17	2.4	2.4	64.3
Improve quality	56	8.0	8.0	72.3
Ensure adequate supply	7	1.0	1.0	73.3
Control growth	22	3.1	3.1	76.4
Improve infrastructure	37	5.3	5.3	81.7
Change leadership of city/county/SDCWA/other water agencies	10	1.4	1.4	83.1
Angry Response--"Just Fix the Problem"	9	1.3	1.3	84.4
Reduce Government's water use	6	.9	.9	85.3
Other	8	1.1	1.1	86.4
DK/Refused	95	13.6	13.6	100.0
Total	700	100.0	100.0	

recoded sd					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10 or fewer years	96	13.7	16.0	16.0
	11-20 years	118	16.9	19.7	35.7
	21-30 years	142	20.3	23.7	59.3
	31-45 years	127	18.1	21.2	80.5
	46 or more years	117	16.7	19.5	100.0
	Total	600	85.7	100.0	
Missing	98	100	14.3		
Total		700	100.0		

## Open-Ended Responses

q1_o1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		685	97.9	97.9	97.9
	All of the above	1	.1	.1	98.0
	Energy	1	.1	.1	98.1
	Family issues	1	.1	.1	98.3
	Health care	2	.3	.3	98.6
	Health insurance	1	.1	.1	98.7
	Health insurance, and job losses equally	1	.1	.1	98.9
	More help for county and city transportation	1	.1	.1	99.0
	Pipes being dug out all over my back yard.	1	.1	.1	99.1
	Roads, freeway	1	.1	.1	99.3
	They are all important	1	.1	.1	99.4
	Transportation	2	.3	.3	99.7
	Up bringing of children	1	.1	.1	99.9
	Water and freeways	1	.1	.1	100.0
	Total	700	100.0	100.0	

q2_o1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		699	99.9	99.9	99.9
	Studying	1	.1	.1	100.0
	Total	700	100.0	100.0	

q5_o1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		658	94.0	94.0	94.0
	Be nice to Colorado	1	.1	.1	94.1
	Better monitoring	1	.1	.1	94.3
	Charge more for big lawns	1	.1	.1	94.4
	County not wasting water	1	.1	.1	94.6
	Develop a fair policy when it comes to consumption	1	.1	.1	94.7
	Do a head count instead of past situations	1	.1	.1	94.9
	Doing the same as doing	1	.1	.1	95.0
	Don't let businesses waste so much water	1	.1	.1	95.1

Everyone should be accountable	1	.1	.1	95.3
Figure out how to catch the rain and use it	1	.1	.1	95.4
Get rid of the environmentalists	1	.1	.1	95.6
Gutters for rain to gather for water of the lawn and plants.	1	.1	.1	95.7
Help residents with water bottles	1	.1	.1	95.9
Insure San Diego charges for its water	1	.1	.1	96.0
Lobbying with the government for rights to use water from Colorado River	1	.1	.1	96.1
Make clear the contents of the water	1	.1	.1	96.3
Make sure they have sufficient resources	1	.1	.1	96.4
Manage it better	1	.1	.1	96.6
Monitoring and maintenance	1	.1	.1	96.7
More information and more conserve people	1	.1	.1	96.9
More rain	1	.1	.1	97.0
more testing should be done on the supply	1	.1	.1	97.1
Not see wasting of water, constant supply of water	1	.1	.1	97.3
Not supply other places with water	1	.1	.1	97.4
Nothing they can do	1	.1	.1	97.6
Nuclear water plants	1	.1	.1	97.7
People need to stop littering	1	.1	.1	97.9
Plan ahead to ensure water with normal use	1	.1	.1	98.0
Prioritize getting us water, if it were oil it would be a bigger one	1	.1	.1	98.1
Properly direct the funding allotted to it	1	.1	.1	98.3
Putting everything on meters.	1	.1	.1	98.4
Remove fluoride	1	.1	.1	98.6
Security at the lakes	1	.1	.1	98.7
Separate them	1	.1	.1	98.9
Should not increase rates when in hardship	1	.1	.1	99.0
Shut off the sprinkler system in Rancho Santa Fe	1	.1	.1	99.1
Smelt in the aqueduct	1	.1	.1	99.3
Stop wasting	1	.1	.1	99.4
They can't really do anything	1	.1	.1	99.6
To avoid using as a private commodity	1	.1	.1	99.7
To reopen the dam in Sacramento	1	.1	.1	99.9
Up to the people in authority	1	.1	.1	100.0
Total	700	100.0	100.0	

q8_o1				
	Frequency	Percent	Valid Percent	Cumulative Percent

Valid		678	96.9	96.9	96.9
	Agriculture	1	.1	.1	97.0
	All of the above	2	.3	.3	97.3
	All of the above.	1	.1	.1	97.4
	Big business/ Military.	1	.1	.1	97.6
	City not fixing sprinklers	1	.1	.1	97.7
	Combination of all things.	1	.1	.1	97.9
	Combination of things that they have let get out of hand	1	.1	.1	98.0
	Don't prioritize (low) getting us water, give it a higher priority	1	.1	.1	98.1
	Economic situation	1	.1	.1	98.3
	Farming, Agriculture	1	.1	.1	98.4
	Few people have power over the rights of the water	1	.1	.1	98.6
	I don't believe there is a shortage.	1	.1	.1	98.7
	Lack of education and of new recycling news.	1	.1	.1	98.9
	Less money	1	.1	.1	99.0
	Marketing	1	.1	.1	99.1
	People in the city don't get enough water	1	.1	.1	99.3
	Pollution	1	.1	.1	99.4
	Privatization of the water, private companies are buying the water supply	1	.1	.1	99.6
	So they say but I don't think there is a shortage	1	.1	.1	99.7
	The constant water breaks	1	.1	.1	99.9
	Worse if water is not safe	1	.1	.1	100.0
	Total	700	100.0	100.0	

q9_o1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		676	96.6	96.6	96.6
	As long as I was aware of it would be great	1	.1	.1	96.7
	How much and how to keep track of how much we use, also ideas/ suggestions	1	.1	.1	96.9
	How much water I will have and what can we do to protect the water	1	.1	.1	97.0
	How the city is going to stop development when we don't have enough water	1	.1	.1	97.1
	How they are being enforced	1	.1	.1	97.3
	How to capture water for second usage	1	.1	.1	97.4
	How to monitor my own water use in a condo, no water meter	1	.1	.1	97.6
	How to replace my lawn	1	.1	.1	97.7

I don't think we need a cut back we need to figure out how to get it here	1	.1	.1	97.9
I would want to know accurate reading on my water usage, check and balance	1	.1	.1	98.0
If it is just a percentage cutback or if a certain amount is allocated to ea	1	.1	.1	98.1
Information from both water co	1	.1	.1	98.3
Keeping informed	1	.1	.1	98.4
More information than now	1	.1	.1	98.6
not sure	1	.1	.1	98.7
Shut down car washes.	1	.1	.1	98.9
Stop building	1	.1	.1	99.0
Timing and cost	1	.1	.1	99.1
Townhall meeting	1	.1	.1	99.3
Want to know exactly what will happen how to protect plants & gardens while	1	.1	.1	99.4
We already know that so residents should be applying it to use	1	.1	.1	99.6
What do we have to do as individuals to fix this problem?	1	.1	.1	99.7
When and how it would effect the people that are on wells	1	.1	.1	99.9
Why cut back, raise prices instead!	1	.1	.1	100.0
Total	700	100.0	100.0	

q10_o1				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	691	98.7	98.7	98.7
Certified letter	1	.1	.1	98.9
Delivered to me at my door.	1	.1	.1	99.0
Department of water	1	.1	.1	99.1
Letter of info. Not junk mail.	1	.1	.1	99.3
Like now by phone	1	.1	.1	99.4
Phone	1	.1	.1	99.6
Public venue	1	.1	.1	99.7
Supervisor of county making announcement	1	.1	.1	99.9
Telephone	1	.1	.1	100.0
Total	700	100.0	100.0	

q11_o1				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	663	94.7	94.7	94.7

20gallon water challenge	1	.1	.1	94.9
All the above	3	.4	.4	95.3
Already	1	.1	.1	95.4
Already doing all I can	1	.1	.1	95.6
Already started cutting water use back	1	.1	.1	95.7
Always has cut down	1	.1	.1	95.9
Bottled water	1	.1	.1	96.0
Bought a water heater	1	.1	.1	96.1
Buy water	1	.1	.1	96.3
Conserve as much as possible	1	.1	.1	96.4
Constantly over 20 years have reduced water use and water conscious	1	.1	.1	96.6
Cut back on washing cars	1	.1	.1	96.7
Cut back water usage around the house	1	.1	.1	96.9
Cut down 180 avocado trees	1	.1	.1	97.0
Did so long ago	1	.1	.1	97.1
Does all these things	1	.1	.1	97.3
Don't really use too much water	1	.1	.1	97.4
Don't use that much water	1	.1	.1	97.6
Go to Laundromat	1	.1	.1	97.7
Got rid of the pool	1	.1	.1	97.9
High efficiency fixtures	1	.1	.1	98.0
Hot water pump on water heater	1	.1	.1	98.1
I don't use a lot; we don't have a lawn	1	.1	.1	98.3
I've done everything to cut down my usage of water.	1	.1	.1	98.4
Just cut back	1	.1	.1	98.6
No yard	1	.1	.1	98.7
Owns well	1	.1	.1	98.9
Pool shut down	1	.1	.1	99.0
Really haven't tried but do apply where possible	1	.1	.1	99.1
Reduce water pressure	1	.1	.1	99.3
reduced water useage	1	.1	.1	99.4
See different ways to save water all around house outside yard for plants	1	.1	.1	99.6
Started 10 years ago, everything possible	1	.1	.1	99.7
Wash vehicle less often	1	.1	.1	99.9
We can't reduce any more than we have already	1	.1	.1	100.0
Total	700	100.0	100.0	

q12b_o1				
	Frequency	Percent	Valid	Cumulative

			Percent	Percent
Valid		694	99.1	99.1
	Carlsbad magazine	1	.1	99.3
	Live across street from county water authority	1	.1	99.4
	Magazine	1	.1	99.6
	Newsletters and word of mouth	1	.1	99.7
	They are my customer. I sell promotional items.	1	.1	99.9
	With the water bill and direct mail	1	.1	100.0
	Total	700	100.0	

q12c_o1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		651	93.0	93.0	93.0
	Again we can't do any more	1	.1	.1	93.1
	all around water cut back showers sinks tightlt so no kleaks	1	.1	.1	93.3
	All of the above.	1	.1	.1	93.4
	All the above	2	.3	.3	93.7
	Already apply to cutback	1	.1	.1	93.9
	Already apply to cutbacks	1	.1	.1	94.0
	Already apply to water cut backs	1	.1	.1	94.1
	Already conserving enough water	1	.1	.1	94.3
	Already cut back	1	.1	.1	94.4
	already cut back water	1	.1	.1	94.6
	Already cutback water usage	1	.1	.1	94.7
	Already started applying, cut back water usage	1	.1	.1	94.9
	already started cutting back water usage	1	.1	.1	95.0
	Already started reducing water	2	.3	.3	95.3
	Already started taking steps to reduce water	1	.1	.1	95.4
	Always conserved water	1	.1	.1	95.6
	apply to all area	1	.1	.1	95.7
	call water authority to report water misuse	1	.1	.1	95.9
	conserve in all area's where needed started before actually including low f	1	.1	.1	96.0
	cut back on car washes	1	.1	.1	96.1
	Cut my own water usage a long time ago	1	.1	.1	96.3
	Cutting back	1	.1	.1	96.4
	doing all we can	1	.1	.1	96.6
	Don't own living organisms which require water	1	.1	.1	96.7
	five and more of choices	1	.1	.1	96.9

Have done so already	1	.1	.1	97.0
he does all these	1	.1	.1	97.1
Implemented cutting back water use in 2008	1	.1	.1	97.3
In all areas possible	1	.1	.1	97.4
more hard scape	1	.1	.1	97.6
Not use water	1	.1	.1	97.7
Not washing of cars, as often	1	.1	.1	97.9
Not washing the cars.	1	.1	.1	98.0
outside water use alredy cut back	1	.1	.1	98.1
owns well	2	.3	.3	98.4
pressure regulator being fixed	1	.1	.1	98.6
Prompted me to call County for water assessment	1	.1	.1	98.7
Put a pump on the water heater	1	.1	.1	98.9
reduce water usage	1	.1	.1	99.0
started applying water reducing to my house	1	.1	.1	99.1
Taken none till I see a plan	1	.1	.1	99.3
turn off water	1	.1	.1	99.4
turning off sprinklers	1	.1	.1	99.6
Use less where possible	1	.1	.1	99.7
We do not waste water here	1	.1	.1	99.9
We don't use a lot of water	1	.1	.1	100.0
Total	700	100.0	100.0	

q15_o1				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	681	97.3	97.3	97.3
Buy water bottles	1	.1	.1	97.4
Dishwasher that doesn't use water	1	.1	.1	97.6
Don't know -- need ideas	1	.1	.1	97.7
Don't know but would try if given some ideas	1	.1	.1	97.9
Don't know what I could but would be willing to try	1	.1	.1	98.0
Drink a lot beer	1	.1	.1	98.1
Drink bottle water	1	.1	.1	98.3
Every other flush and laundry once every three weeks	1	.1	.1	98.4
Get my work to improve conservation	1	.1	.1	98.6
get rid of plants	1	.1	.1	98.7
low flow toilets	1	.1	.1	98.9
Not let water run during dishwashing	1	.1	.1	99.0

Sell property move out of San Diego	1	.1	.1	99.1
Stop using the dishwasher	1	.1	.1	99.3
They water in the rain at Balboa Park	1	.1	.1	99.4
Try to fix where possible	1	.1	.1	99.6
Use a laundromat	1	.1	.1	99.7
Wash dishes by hand	1	.1	.1	99.9
Won't reduce	1	.1	.1	100.0
Total	700	100.0	100.0	

q16_o1				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	649	92.7	92.7	92.7
A phone number so I could call and tell them the people that is wasting water	1	.1	.1	92.9
Already conserving	1	.1	.1	93.0
Already cut back water usage	1	.1	.1	93.1
Be more fair about how much water you can use per person	1	.1	.1	93.3
Chart to compare your water usage	1	.1	.1	93.4
Come and give me some low flow toilets	1	.1	.1	93.6
Come up with different ideas to deal with landscaping	1	.1	.1	93.7
Develop a fair reasonable thought out water conservation for every one	1	.1	.1	93.9
Do there work right and indicate a reasonable plan for proceeding	1	.1	.1	94.0
Doing it	1	.1	.1	94.1
Draw out a plan and distribute it fairly to all residents	1	.1	.1	94.3
Explore the areas where water is available, diversify our water sources	1	.1	.1	94.4
Feedback on how much we save on a monthly basis	1	.1	.1	94.6
Find more sources	1	.1	.1	94.7
Get restaurants to not serve water unless asked for it	1	.1	.1	94.9
Gift certificate...Ruth Chris....	1	.1	.1	95.0
Give her a prize	1	.1	.1	95.1
Give notice	1	.1	.1	95.3
Have water meter more public	1	.1	.1	95.4
If I knew every thing was fair	1	.1	.1	95.6
If it will be abused it will be	1	.1	.1	95.7
Incentivize landlords to get water efficient appliances	1	.1	.1	95.9
Inserts in with your bill	1	.1	.1	96.0

Look at the big businesses that use water, they don't conserve as much	1	.1	.1	96.1
Lower my bill	1	.1	.1	96.3
Meter each individual apartment	1	.1	.1	96.4
More programs that help people save and assist to save water with appliances	1	.1	.1	96.6
More programs to provide families with showerheads & low-flow toilets	1	.1	.1	96.7
New water system with filters	1	.1	.1	96.9
Not allow people to have lawns	1	.1	.1	97.0
Nothing I can think of that I can do to save any more than I do	1	.1	.1	97.1
Nothing I could do to use less water than I already do	1	.1	.1	97.3
Nothing it's everybody's responsibility to conserve	1	.1	.1	97.4
Plan better for future	1	.1	.1	97.6
Provide conservation kit	1	.1	.1	97.7
Providing residents with water conserving shower heads and faucets	1	.1	.1	97.9
Put more pressure on the water wasters	1	.1	.1	98.0
Rebate of turf	1	.1	.1	98.1
Reduce our sewer bill	1	.1	.1	98.3
Respond faster to emergency pipe breaks	1	.1	.1	98.4
See my own water use on a digital water gauge	1	.1	.1	98.6
She would like to see a report card!	1	.1	.1	98.7
Shut it off	1	.1	.1	98.9
Shut off valves	1	.1	.1	99.0
Start desalinating water from the ocean	1	.1	.1	99.1
System where they can police the abusers	1	.1	.1	99.3
Tell the truth	1	.1	.1	99.4
They can't motivate me to do anything	1	.1	.1	99.6
They have to patrol everybody	1	.1	.1	99.7
They're ok for now	1	.1	.1	99.9
Voluntary audit!	1	.1	.1	100.0
Total	700	100.0	100.0	

q21_o1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		686	98.0	98.0	98.0
	\$15	1	.1	.1	98.1
	\$20	2	.3	.3	98.4
	\$20 a month	1	.1	.1	98.6
	\$320	1	.1	.1	98.7

I pay 8 dollars a month	1	.1	.1	98.9
Less than \$10	1	.1	.1	99.0
Mobile home included in space rent	1	.1	.1	99.1
No amount	1	.1	.1	99.3
None of the above.	1	.1	.1	99.4
None.	1	.1	.1	99.6
Nothing	2	.3	.3	99.9
Owns well	1	.1	.1	100.0
Total	700	100.0	100.0	

q26_o1				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	661	94.4	94.4	94.4
All of above	1	.1	.1	94.6
All of the above	4	.6	.6	95.1
An economy based on growth is unattainable.	1	.1	.1	95.3
Can't take care of present problems	1	.1	.1	95.4
Crime	1	.1	.1	95.6
Economic pressure	1	.1	.1	95.7
Everyone should cut back	1	.1	.1	95.9
Everything is more difficult then	1	.1	.1	96.0
Government bureaucracy ill-equipped to handle problem	1	.1	.1	96.1
Growth is unsustainable	1	.1	.1	96.3
Hyper focus on money disregarding environment	1	.1	.1	96.4
I don't see responsible growth, too much spread and too large houses	1	.1	.1	96.6
If we can't support it we can't have it	1	.1	.1	96.7
Increase of property taxes	1	.1	.1	96.9
Increased foreclosure	1	.1	.1	97.0
Infrastructure	2	.3	.3	97.3
Infrastructure has not kept up with population growth	1	.1	.1	97.4
It will infringe on open space and ecological balance	1	.1	.1	97.6
It's going way to fast for the infrastructure	1	.1	.1	97.7
It's ruined our county	1	.1	.1	97.9
Its already too crowded, we need to slow the growth	1	.1	.1	98.0
Lack of government efforts in maintaining infrastructure.	1	.1	.1	98.1
Not enough jobs	1	.1	.1	98.3

Police, fire and schools are limited with water	1	.1	.1	98.4
Pollution, lack of water and infrastructure problems	1	.1	.1	98.6
Rather than building more we should fix what we have	1	.1	.1	98.7
Strain on environment	1	.1	.1	98.9
The cost of living is high enough already	1	.1	.1	99.0
The housing industry is in the toilet; we should build more responsibly	1	.1	.1	99.1
There will not be economic growth with population growth	1	.1	.1	99.3
Tired of the word growth	1	.1	.1	99.4
Uncontrolled growth	1	.1	.1	99.6
We don't have any water for other people and roads	1	.1	.1	99.7
We're becoming Los Angeles	1	.1	.1	99.9
Why does there even have to be growth even	1	.1	.1	100.0
Total	700	100.0	100.0	

qoe31a				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	506	72.3	72.3	72.3
	1	.1	.1	72.4
70% of our water comes from the Colorado River, since we are downstream from CO. It seems feasible to believe that some of that water has already been recycled.				
	1	.1	.1	72.6
All the reverse osmosis and treatment that SDWA is doing with our H2O supply they must be doing something to the H2O, to make sure we have enough.				
	1	.1	.1	72.7
All water is part of a water cycle				
	1	.1	.1	72.9
All water is recycled on some level				
	1	.1	.1	73.0
All water is recycled through nature, so all water contains recycled water on some level				
	1	.1	.1	73.1
All water is recycled to some degree in one way or another				
	1	.1	.1	73.3
All water is used more than once, it is naturally recycled.				
	1	.1	.1	73.4
Assuming they are trying all measures, due to shortage				
	1	.1	.1	73.6
Assumption.				
	1	.1	.1	73.7
At some level, yes. Lake Murray has that reservoir I heard that has recycled water already. The fish do fine. All water in one sense is recycled water.				
	1	.1	.1	73.9
Because a lot of things are added.				

Because anything's possible	1	.1	.1	74.0
Because I don't think there's enough water out there.	1	.1	.1	74.1
Because I don't trust city Gov. and had my water tested and it was bad.	1	.1	.1	74.3
Because I have heard about it.	1	.1	.1	74.4
Because I heard a report about how they found drugs detected in the water.	1	.1	.1	74.6
Because I heard it does.	1	.1	.1	74.7
Because it comes from the Colorado River	1	.1	.1	74.9
Because it doesn't taste very good.	1	.1	.1	75.0
Because it smells funny sometimes	1	.1	.1	75.1
Because it taste bad!!	1	.1	.1	75.3
Because it taste funny.	1	.1	.1	75.4
Because it taste like it sometimes	1	.1	.1	75.6
Because it taste nasty	1	.1	.1	75.7
Because it taste nasty and sometimes its discolored.	1	.1	.1	75.9
Because it taste nasty.	1	.1	.1	76.0
Because it tastes gross.	1	.1	.1	76.1
Because it tastes horrible.	1	.1	.1	76.3
Because it tastes like CRAP. For lack of a better word.	1	.1	.1	76.4
Because it tastes like dirt.	1	.1	.1	76.6
Because it tastes so bad	1	.1	.1	76.7
Because it's being tested	1	.1	.1	76.9
Because it's not a perfect world.	1	.1	.1	77.0
Because it's not very good	1	.1	.1	77.1
Because its coming from Colorado River, passing through cities and small towns.	1	.1	.1	77.3
Because its what I heard and read.	1	.1	.1	77.4
Because my Brita filter is always filled with some kind of stuff!	1	.1	.1	77.6
Because of the horrible taste of local water	1	.1	.1	77.7
Because of the state of our economy, I don't put anything past what our country will do these days.	1	.1	.1	77.9
Because of the studies that have been done	1	.1	.1	78.0
Because of the taste	1	.1	.1	78.1
Because of the way it tastes	1	.1	.1	78.3
Because on the rare occasions that I drink it, it tastes horrible.	1	.1	.1	78.4
Because one time I had to cook something with the tap water, and it tasted like shit, or what I think shit would taste like.	1	.1	.1	78.6
Because some bottled water contains tap water in it	1	.1	.1	78.7

Because sometimes it taste funky!	1	.1	.1	78.9
Because the quality is pretty bad	1	.1	.1	79.0
Because the taste is so bad	1	.1	.1	79.1
Because the water companies have been very circumspect about disclosing publicly what exactly is in the water	1	.1	.1	79.3
Because there is a lot of pollution out there.	1	.1	.1	79.4
Because there is already a water shortage and we're being asked to conserve.	1	.1	.1	79.6
Because there is floaters in there.	1	.1	.1	79.7
Because there is not enough water anyway so they probably do.	1	.1	.1	79.9
Because they already said they are	1	.1	.1	80.0
Because they do it. The sewer is all mixed together.	1	.1	.1	80.1
Because they may use it if they are short on water.	1	.1	.1	80.3
Because they test out the water	1	.1	.1	80.4
Because we are in a drought and I cant trust the government	1	.1	.1	80.6
Because you can see all the particles in the tap water after you pour it into a glass!	1	.1	.1	80.7
Best way to introduce it, mix it	1	.1	.1	80.9
Born and raised in Utah and our water that comes from the Colorado River is and has to be treated first. It has been for years.	1	.1	.1	81.0
Can't trust the government.	1	.1	.1	81.1
Carlsbad is taking, Irvine is taking water from a lake that is stacked with fish and from the knowledge I have the water that is recycled for freeway and people who take medication for themselves the water is tested and results come back but they keep it	1	.1	.1	81.3
Cause water quality stinks	1	.1	.1	81.4
Colorado River water has been used several times before we get it.	1	.1	.1	81.6
Comes through the ground and mountains	1	.1	.1	81.7
Currently have to many chemicals in the water	1	.1	.1	81.9
Doesn't like the taste of the water	1	.1	.1	82.0
Doesn't really care if her water is recycled, if it taste good she still will drink it	1	.1	.1	82.1
Don't trust it and it taste terrible.	1	.1	.1	82.3
Drive by the plant and knows about filtration	1	.1	.1	82.4
Due to the government would not doubt it	1	.1	.1	82.6
Everything is recycled.	1	.1	.1	82.7
Goes into our system already	1	.1	.1	82.9
Heard it on the news	1	.1	.1	83.0
Heard that is was.	1	.1	.1	83.1

Hearing people say that it is.	1	.1	.1	83.3
I actually don't KNOW but I just suspect it does	1	.1	.1	83.4
I don't trust the government	1	.1	.1	83.6
I don't trust the tap water in San Diego	1	.1	.1	83.7
I don't trust the water agency.	1	.1	.1	83.9
I have heard some comments with my friends and family that the water that we drink is already recycled water.	1	.1	.1	84.0
I hear things. I don't know how they keep the water from not being contaminated.	1	.1	.1	84.1
I heard about it last year, that they tested the water in OTAY & they did say there was recycled water.	1	.1	.1	84.3
I heard in the news about it.	1	.1	.1	84.4
I heard that Otay Water hooked the wrong hose to sewer to drinking water!	1	.1	.1	84.6
I heard that there was recycled water going all around.	1	.1	.1	84.7
I heard that they do stuff like that. I would just imagine Yes they would.	1	.1	.1	84.9
I just don't trust the system.	1	.1	.1	85.0
I just don't trust the tap water.	1	.1	.1	85.1
I just figure it probably is	1	.1	.1	85.3
I just heard it somewhere.	1	.1	.1	85.4
I just heard.	1	.1	.1	85.6
I just know so because everything gets recycled.	1	.1	.1	85.7
I know so because they have all kinds of recycling systems	1	.1	.1	85.9
I know they put all kinds of things in our water supply.	1	.1	.1	86.0
I may have read that before. I may have read that before.	1	.1	.1	86.1
I saw a show on PBS about recycled water.	1	.1	.1	86.3
I saw something on TV about it.	1	.1	.1	86.4
I think all water gets mixed together, sooner or later.	1	.1	.1	86.6
I think so because everything is recycled. Everything gets recycled before it gets to you.	1	.1	.1	86.7
I think the government isn't honest with us and if they could they would.	1	.1	.1	86.9
I think the sewage has been getting into our clean drinking water for awhile.	1	.1	.1	87.0
I use the water for my coffee and when I look at the filter it has stuff in it other than coffee grinds.	1	.1	.1	87.1
I'm not saying I think it is, I AM saying I'm not sure that it isn't. I'm just not sure we are always provided the truth.	1	.1	.1	87.3
I've heard it on TV	1	.1	.1	87.4

I've read that somewhere.	1	.1	.1	87.6
In Santee they have one water reclamation plant.	1	.1	.1	87.7
Is dinosaur pee so no mater what it's not pure	1	.1	.1	87.9
It already runs into the reservoir	1	.1	.1	88.0
It comes from the Colorado River and I am sure that recycled water gets into it	1	.1	.1	88.1
It comes from the toilets too	1	.1	.1	88.3
It gets into our supply through run off	1	.1	.1	88.4
It just seems possible because of the large system.	1	.1	.1	88.6
It probably does in some places.	1	.1	.1	88.7
It seems like a logical thing to do it's clean it's safe! Water is water!	1	.1	.1	88.9
It taste bad	1	.1	.1	89.0
It tastes like it does.	1	.1	.1	89.1
It tastes real bad and makes me sick	1	.1	.1	89.3
It tastes so bad it must contain the recycled water	1	.1	.1	89.4
It will find its way in	1	.1	.1	89.6
It would be impossible if there wasn't recycled water.	1	.1	.1	89.7
It's naturally recycled.	1	.1	.1	89.9
Its all the same water, I believe.	1	.1	.1	90.0
Its gross, It doesn't taste good.	1	.1	.1	90.1
Just a feeling I have news talks about it a lot	1	.1	.1	90.3
Just did a project on it at school, we tested it and it does contain recycled water.	1	.1	.1	90.4
Just heard it	1	.1	.1	90.6
Lack of water already	1	.1	.1	90.7
Late husband was the supervisor of Los Angeles water and knows that it's most likely used	1	.1	.1	90.9
Looks bad and taste bad	1	.1	.1	91.0
News reports in the newspaper	1	.1	.1	91.1
Otay Lakes water dept. hooked the wrong hose to its customers w/ a sewage line. I'm sure that has happened to us SDWA customers.	1	.1	.1	91.3
Our supply is running low. I've heard they did a lot of tests on our drinking water supply, they say it is recycled water.	1	.1	.1	91.4
People from Colorado dump waste water into the river.	1	.1	.1	91.6
Politicians will do anything to save a buck and informing us later...after gallons have been drank. Whether good or bad (water) for us.	1	.1	.1	91.7
Probably does, because we are so short on water to have to have recycled	1	.1	.1	91.9
Read about it in papers. Don t know	1	.1	.1	92.0
Recycled water can be done safely and	1	.1	.1	92.1

eventually it will get done.				
Recycled water has been used in San Diego County for a long time.	1	.1	.1	92.3
Smells bad can't man up to try the tap water	1	.1	.1	92.4
Some areas it's already use it. They have yet to use it to the fullest capacity.	1	.1	.1	92.6
Stuff read in the newspaper	1	.1	.1	92.7
Talk around the county that they will put recycled water in our drinking water, one way or another.	1	.1	.1	92.9
Tap water is not up to standard! And I travel the world and all over the country!	1	.1	.1	93.0
Tastes funny	1	.1	.1	93.1
Technology now in this country is very advanced, I think it has been recycled. But it's still better than the water in Mexico	1	.1	.1	93.3
That is the way the world works it's all recycled	1	.1	.1	93.4
The flavor	1	.1	.1	93.6
The shortage	1	.1	.1	93.7
The taste	2	.3	.3	94.0
The taste of our water is bad. That would give you one indication.	1	.1	.1	94.1
The taste of the water.	1	.1	.1	94.3
The water always tastes funny.	2	.3	.3	94.6
The water is so bad it's got to be something in it.	1	.1	.1	94.7
The water taste bad and it makes people sick	1	.1	.1	94.9
The water taste very nasty	1	.1	.1	95.0
The way it taste sometimes	1	.1	.1	95.1
The way the water looks	1	.1	.1	95.3
The way the water taste	1	.1	.1	95.4
There has been tests done our drinking water and reports have stated the drinking water did have recycle in it.	1	.1	.1	95.6
There is no shortage of water.	1	.1	.1	95.7
There's a lot of stuff I don't know about	1	.1	.1	95.9
They do it all the time in other countries. Why not here.	1	.1	.1	96.0
They had talk about it for a while now.	1	.1	.1	96.1
They have done tests on water...it's always been like that.	1	.1	.1	96.3
They recycle everything else anyway.	1	.1	.1	96.4
They sneak it in to save a buck.	1	.1	.1	96.6
They use some of water for irrigation of land already	1	.1	.1	96.7
Ultra filtration & reverse osmosis is very high technology. I believe the SDWA would drizzle that recycled H2O into our drinking H2O.	1	.1	.1	96.9
Up stream the communities dump sewage into the Colorado River, which make it tainted for us	1	.1	.1	97.0

Water comes from other parts of the country	1	.1	.1	97.1
We are downstream	1	.1	.1	97.3
We get water supply from Colorado already recycled	1	.1	.1	97.4
We receive water from the Colorado River, which other people dump their waste into.	1	.1	.1	97.6
Well they probably do it, I just think so	1	.1	.1	97.7
Well we would not have any way of knowing so how do we know it hasn't been there for a while already.	1	.1	.1	97.9
When I was on Pendleton it was so I assume it is now.	1	.1	.1	98.0
When you pour it into a glass the water is not clear.	1	.1	.1	98.1
When you think about it the gray water ends up in our reservoir	1	.1	.1	98.3
With so many news stories about it I think it must be in the supply already	1	.1	.1	98.4
With technology the way it is I believe it to be true. Plus I heard they were doing it already.	1	.1	.1	98.6
With water shortage they have to do something. Why not do that?	1	.1	.1	98.7
Word of mouth. Heard they did testing and it was found, it did contain recycled water.	1	.1	.1	98.9
Word of mouth. Recycled water. Shortage of water. Drinking Water?	1	.1	.1	99.0
Word-of-mouth, thru friends at work.	1	.1	.1	99.1
Works in the environmental field	1	.1	.1	99.3
Years of history! Reading the reading of mother earth magazine!	1	.1	.1	99.4
Yes, I have read it something in the Internet about recycled water for drinking purposes.	1	.1	.1	99.6
Yes, I know about other counties doing that with their drinking water. I heard San Diego is not, yet.	1	.1	.1	99.7
Yes, the news constantly says to watch the water	1	.1	.1	99.9
You can taste the bacteria in the water	1	.1	.1	100.0
Total	700	100.0	100.0	

hou_01				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	693	99.0	99.0	99.0
	Board and care	1	.1	99.1
	Commercial	1	.1	99.3
	Duplex	2	.3	99.6
	Senior home	1	.1	99.7
	Shares house	1	.1	99.9

Small duplex	1	.1	.1	100.0
Total	700	100.0	100.0	

pty_o1				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	673	96.1	96.1	96.1
Green	3	.4	.4	96.6
Independent	19	2.7	2.7	99.3
Liberal	2	.3	.3	99.6
Libertarian	2	.3	.3	99.9
Responsible perosn	1	.1	.1	100.0
Total	700	100.0	100.0	

q34_o1				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	660	94.3	94.3	94.3
All above	1	.1	.1	94.4
Allot the tax money correctly; stop lining politician's pockets with money	1	.1	.1	94.6
Apply more structured set up on how our water is being used and wasted	1	.1	.1	94.7
Appropriate testing of water and making sure sufficient supplies available	1	.1	.1	94.9
Better disaster preparedness.	1	.1	.1	95.0
Capture rainwater off the roof	1	.1	.1	95.1
Check the usability / monitor peoples use	1	.1	.1	95.3
Checking and make sure safe to drink	1	.1	.1	95.4
Continue negotiations with government to fix problem	1	.1	.1	95.6
Coordinate with the government to fix the water supply problem	1	.1	.1	95.7
Disconnect from Los angles San Diego should be independent	1	.1	.1	95.9
Do not recycle water	1	.1	.1	96.0
Do not treat the sewage water	1	.1	.1	96.1
Fix the political problem	1	.1	.1	96.3
Have a good spoke person to represent the water authority that's trusting	1	.1	.1	96.4
Have guidelines about the water.	1	.1	.1	96.6
Lobby the enviornmentalists	1	.1	.1	96.7
Look at a lot of options	1	.1	.1	96.9
Make sure no one is polluting the water we already have, if found stiff pena	1	.1	.1	97.0
make sure there is enough for everybody	1	.1	.1	97.1

More careful with water supply	1	.1	.1	97.3
Operators current on certification	1	.1	.1	97.4
Pray for rain	1	.1	.1	97.6
Praying	1	.1	.1	97.7
Protect our water for our future and give more info to residents	1	.1	.1	97.9
Public disclosure of what is in the water	1	.1	.1	98.0
ration water	1	.1	.1	98.1
Reclaim rainwater	1	.1	.1	98.3
Recycle the laundry and shower water for yard water	1	.1	.1	98.4
Recycle water for outside plants	1	.1	.1	98.6
Regulations of hourly water usage will monthly check ups	1	.1	.1	98.7
Research new ways of water purification	1	.1	.1	98.9
Respond to problems in a timely and complete fashion	1	.1	.1	99.0
Reward those that are conserving and penalize those that aren't	1	.1	.1	99.1
Safe and secure keep our water safe	1	.1	.1	99.3
Safeguard our water	1	.1	.1	99.4
Save our water supply and worry about other things later	1	.1	.1	99.6
Stop all the waste.	1	.1	.1	99.7
Stop taking money from water fund and rebuild infrastructure	1	.1	.1	99.9
Watch what we have and be more resourceful, restructure testing	1	.1	.1	100.0
Total	700	100.0	100.0	

eth_o1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		683	97.6	97.6	97.6
	African American & Hispanic	1	.1	.1	97.7
	American Arab	1	.1	.1	97.9
	Chaldean	1	.1	.1	98.0
	Chinese	1	.1	.1	98.1
	Filipino Mexican	1	.1	.1	98.3
	French	2	.3	.3	98.6
	Hinez 57 Very Mixed	1	.1	.1	98.7
	Irish French Phillipine	1	.1	.1	98.9
	Irish Indian South American	1	.1	.1	99.0
	Middle Eastern	1	.1	.1	99.1
	Mixed	1	.1	.1	99.3
	Mixed Black/White	1	.1	.1	99.4

Mixed White/ Hispanic	1	.1	.1	99.6
Mixture American	1	.1	.1	99.7
Polynesian	1	.1	.1	99.9
West Indian	1	.1	.1	100.0
Total	700	100.0	100.0	