

**San Diego County
Water Authority
2006 Public Opinion Poll**

Prepared for

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Water Authority
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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 2006 Public Opinion Poll. Rea & Parker Research also conducted surveys for the Water Authority in 2003, 2004, and 2005. This 2006 study has established the following objectives:

- Obtain scientifically reliable and sufficiently robust results to determine water use patterns among activities that are known to consume significant quantities of water;
- Determine opinions and perceptions of various issues, including:
 - Perceptions of water reliability,
 - Level of support for the Water Authority's major water supply diversification programs, including recycled water, water conservation, additional storage, and seawater desalination,
 - Expectations within the resident population for additional educational and planning activities by the Water Authority.
- 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 of +/-3.7% at the 95% confidence level. Respondents are predominantly White (67 percent), with 17 percent Hispanic/Latino, 6 percent Asian/Pacific Islander, 5 percent African-American/Black, and 5 percent American Indian/Native American and Mixed Ethnicities. Residents earn a median household income of \$61,100 per year (22 percent earning \$100,000 or more and 16 percent earning under \$25,000). They have a median age of 49 years and have lived in the county for a median of 20 years. A plurality (35 percent) is registered Democrat; 31 percent are Republicans. Among respondents, 52 percent possess a Bachelor's Degree or more, with 21 percent having a High School education or less. Home ownership percentage is 64 percent, with a mean of 2.99 persons per household. Among White respondents, 73 percent are homeowners; Asians are 64 percent homeowners; Blacks/African-Americans and Hispanics/Latinos 44 percent and 41 percent, respectively.

Survey Findings

The 2006 Public Opinion Poll report has been divided into five essential information components as follows:

- Attitudes and opinions about general news/current event issues,
- Familiarity with the San Diego County Water Authority and attitudes and perceptions concerning water reliability,
- Water usage and conservation,
- Attitudes and perceptions concerning seawater desalination, recycled water, and fluoridation
- Water rate considerations and recommended policies/programs.

Attitudes and Opinions about General News/Current Event Issues

- Crime (13 percent), Housing Costs and Traffic (12 percent each) are the most important issues facing the residents of San Diego County. 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 (14 percent) have faded somewhat in importance to residents (8 percent).
- Growth, which had dominated surveys in the past that addressed local concerns (specifically the 2000 SDCWA survey—31 percent—and then shared the stage with Housing Costs and Traffic in 2003—15 percent), now ranks seventh (5 percent) behind Crime, Housing Costs, Traffic, City of San Diego Financial/Political Difficulties, Immigration, and Jobs/Economy as the most important issues facing the public currently in 2006.
- Almost one-half (45 percent) of respondents rely on television as their primary source of information and news about these issues—a slight decline from prior years, with Newspapers (Union-Tribune, North County Times, and Others) representing another one-third (32 percent). The Internet (10 percent) has doubled since 2003 as a source of this information.

Familiarity with the San Diego County Water Authority: Attitudes and Perceptions Concerning Water Reliability

- Water Authority service area residents indicate substantial familiarity with the San Diego County Water Authority. More than two-thirds (70 percent) of residents say that they have heard of the Water Authority, but only one-half of those can correctly identify its primary functions in the region.
- Most familiar with the Water Authority are residents who are Republicans, homeowners, earn above average incomes, are White or Black/African-American, and are 35 years of age or older.
- The Water Authority's image is very good, with almost two-thirds (63 percent) of the population reporting a favorable image, and with only 14 percent expressing disfavor.
- Residents feel that the current level of reliability for the water supply is very good (77 percent very or somewhat reliable)—better than in any of the prior years' surveys.
- Extending the question of reliability to the year 2030, including growth forecasts of 1 million more County residents, reduces confidence in local water agencies' ability to supply water reliably (59 percent very or somewhat confident). However, this represents a noteworthy increase in confidence during the past four years (2003-2006) that the Water Authority will continue to provide reliable service in the future.
- Greater confidence in future reliability is found among younger residents, males, renters, and those who preferred to complete the survey in Spanish.
- Residents believe that imported water is somewhat more reliable than local supplies (44 percent versus 37 percent)—a direct reverse from last year; however, as was the case in 2005, residents continue to opt for development of local water supplies (55 percent) over importing more water (25 percent) in order to ensure reliability.
- As education increases, so does favoring the development of local water supplies.

Water Usage and Conservation

- More than three-fourths (79 percent) of San Diego County households with landscape responsibility have grass lawns as a part of that landscaping. These grass lawns encompass an average of approximately one-third (36 percent) of the total landscaped area. The main purpose served by grass lawns in San Diego County is decoration for homes (62 percent).
- Approximately two-fifths (41 percent) of respondents might be motivated to reduce the size of their grass lawn by having easier-to-maintain landscaping. Another one-fourth (27 percent) might be more motivated by saving money using less water. These proportions are significantly greater than the responses to the same question in 2003. Among those who said that neither benefit was particularly motivating, only a small fraction of them indicated that a financial incentive could induce them to reduce their lawn size.
- When asked about California-Friendly, drought tolerant landscaping, residents indicated that they regard such landscaping to be easier to maintain than traditional landscaping (83 percent), at least as attractive (67 percent), and no more costly (55 percent). When asked to describe what such landscaping looks like, a slight majority (51 percent) characterizes it as desert-like, with succulents, native plants, and wood and rock features.
- Almost three-fourths (73 percent) of those residents with landscaping have automatic sprinkler systems that they adjust almost 4.5 times per year on average. This is a significant increase over 2005 both in terms of percentage with automatic sprinklers and number of annual adjustments. Groups that adjust their automatic sprinklers most often are those with some Graduate school, Whites and Asians.
- Knowledge of automatically adjusting weather-based controllers is found in approximately one-third of households (34 percent), with actual installations of these controllers limited to 9 percent. Over one-half (55 percent) of those without weather-based controllers have no interest in them at the current price.
- Almost two-thirds of households with landscaping have that landscaping maintained by a household member (62 percent). Among the more than one-third that uses professional services or a non-household member individual to maintain the landscaping, one-third of that one-third (approximately 10 percent overall) would be willing to pay more on a monthly basis for a landscaper trained in water efficiency and drought tolerant landscape.
- One-fourth (26 percent) of those households that maintain their own landscaping might be interested in taking classes in drought-tolerant landscaping and water efficiency, with another small percentage willing to do so in exchange for a free weather-based controller.
- Residents were asked about enforcement techniques to prevent continued water wasting practices in their neighborhoods, and response was especially favorable for some means of reporting (66 percent) and/or fining (70 percent) neighbors who continue to adhere to water wasteful practices.

Attitudes and Perceptions Concerning Recycled Water, Seawater Desalination, and Fluoridation

- There is considerable agreement with San Diego County Water Authority efforts to improve reliability and diversity of water supply through seawater desalination (82 percent very or somewhat important) and utilizing recycled water (69 percent very or relatively safe).
- Out of six potential uses of recycled water offered to survey respondents, 3 of them (replenishing toilets in office buildings and businesses, watering neighborhood parks and sports fields, and watering yards) were very strongly supported by more than 80 percent of respondents, and the other three uses (watering San Diego County crops, use in recreational lakes, and watering school playgrounds) were supported by approximately two-thirds of respondents.
- Support for using recycled water derives in large part from middle-income residents, males, homeowners and those respondents who requested to be interviewed in Spanish. Support for recycled water was not as strong in 2006 from higher income respondents nor from White respondents; rather, middle-income support seems to have supplanted higher income as a core support group.
- Instead of asking respondents generally about using recycled water as had been done in past years' surveys, the 2006 survey asked about specific, more personal uses. This caused all of the five uses that were personalized from 2005 to decline in support, with the exception of recreational lakes.
- Two-thirds of residents (66 percent) either believe that the water they drink is currently fluoridated or they do not know whether it is fluoridated or not. The misconception that it is fluoridated (40 percent) is highest among Whites and homeowners. Further, there is no significant difference between all County respondents and respondents from the City of Escondido, where the water is fluoridated. Consistent with this lack of awareness is very little concern over the potential use of fluoridation.

Water Rate Considerations and Recommended Policies/Programs

- Seawater desalination, conservation and water recycling appear as the most important policies for the San Diego County Water Authority to pursue.
- Consistent with these recommended policies, respondents identified the same three as those programs for which they were most willing to accept a rate increase. Less than 1 out of 7 respondents were opposed to any increase in rates no matter the program.
- In order to combat the potential bias of asking respondents what they 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 after asking the series of questions about water recycling, conservation, and seawater desalination, the 2006 Public Opinion Poll asked that question two times—once early in the questionnaire before anything related to water policy was addressed and again at the end of the questionnaire.
- The first implementation of the question, unaffected by the survey questions, shows much uncertainty (23 percent) and a preference for utilizing Seawater Desalination among all other programs and policies (21 percent). Conservation (10 percent) and Improving Water Quality (10 percent) followed.

- For the second implementation of the question, uncertainty declined from 23 percent to 18 percent. Seawater Desalination increased slightly from 21 percent to 23 percent. Conservation grew from 10 percent to 13 percent and Recycled Water took a leap from 7 percent to 11 percent.
- In only one category of the first response (Seawater Desalination—57 percent) did even half of the respondents provide the same answer the second time that the question was administered. Import More Water and Public Education lost a great deal of their initial support (maintaining only 19 percent and 18 percent, respectively). Almost one-half (44 percent) of those who were unsure in the first question remained as such in the second.
- Residents of the region have stated with clarity that they do want their water supply to be as reliable as possible and that they will entertain an array of programs, policies, and rate structures that can accomplish that for them.

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 2006 Public Opinion Poll.

Although they consider imported water to be more reliable, residents are more willing to consider local supply development in lieu of increasing imports (in particular both increased use of recycled water and seawater desalination along with conservation programs) to a very significant degree in order to protect and ensure that reliability. Residents have demonstrated an increasingly strong confidence over the past four years in the Water Authority and its member agencies to provide a reliable water supply not only at present, but also well into the future.

Although there is some fluidity in choosing a preferred option for the Water Authority to provide water in the future, residents of the region have stated with clarity that they do want their water supply to be as reliable as possible and that they will entertain various programs, policies, and fee adjustments that can accomplish that for them.

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 2006 Public Opinion Poll. Rea & Parker Research, in association with the Social Sciences Research Laboratory of San Diego State University, also conducted surveys for the Water Authority in 2000, 2003, 2004, and 2005. 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 2006 research was to:

- Obtain scientifically reliable and sufficiently robust results to determine water use patterns among activities that are known to consume significant quantities of water.
- Determine opinions and perceptions of various issues, including
 - Perceptions of water reliability,
 - Level of support for the Water Authority's major water supply diversification programs, including recycled water and seawater desalination,
 - Expectations within the resident population for additional educational and planning activities by the Water Authority.
- 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, 47.9 percent of respondent households would support a method by which neighbors could inform one another of practices that waste water in their neighborhood. This means that there is a 95 percent chance that the true proportion of the total population of the Water Authority's service area that would support such a system is between 44.2 percent and 51.6 percent (47.9 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 December 8, 2006 and December 20, 2006. The survey response rate was 36.4 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) for the survey was 92.3 percent (**Table 1**). Mean survey administration time was 12.5 minutes per respondent.

Table 1 San Diego County Water Authority 2006 Public Opinion Poll Telephone Call Disposition Report	
Unknown Eligibility	
No Answer	5519
Busy	562
Answering Machine	3060
Call Back	634
Language Barrier	193
Total Unknown	9968
Ineligible	
Over Quota	5
NQ Zip Code	22
NQ Residence	19
Disconnect	3043
Business/Fax	1501
Refusal	1146
Total Ineligible	5736
Eligible	
Complete	700
Mid-term	58
Total Eligible	758
Cooperation Rate: Complete/Eligible	92.3%
Response Rate: Complete/(Eligible + ((Eligible/Eligible + Ineligible)(Unknown)))	36.4%
Percent in Spanish	11.1%

Survey Instrument

The survey instrument contains 45 questions, including 64 individual survey items (variables). The survey instrument was administered in both English and Spanish. A copy of each is attached in the Appendices. A total of 78 respondents (11.1 percent) elected to respond in Spanish, which represents a substantial increase over prior years (2005 = 15 Spanish language respondents; 2004 = 48 Spanish language respondents and 2003 = 29 Spanish language respondents).

Respondent Characteristics

Table 2 presents certain demographic characteristics of the survey respondents and also provides the 2005 and 2004 characteristics for comparative purposes. In 2006, respondents are predominantly White (67 percent), with 17 percent Hispanic/Latino, 6 percent Asian/Pacific Islander, 5 percent African-American/Black, and 5 percent American Indian/Native American and Mixed Ethnicities. Residents earn a median household income of \$61,100 per year (22 percent earning \$100,000 or more and 16 percent earning under \$25,000). They have a median age of 49 years and have lived in the County for a median of 20 years. A plurality (35 percent) is registered Democrat; 31 percent are Republicans. Among respondents, 52 percent possess a Bachelor's Degree or more, with 21 percent having a High School education or less. Home ownership percentage is 64 percent, with a mean of 2.99 persons per household. Among White respondents, 73 percent are homeowners; Asians are 64 percent homeowners; Blacks/African-Americans and Hispanics/Latinos 44 percent and 41 percent, respectively.

These demographics parallel prior years except that the larger proportion of Hispanic/Latino respondents in 2006 also seem to be much more home renters than they are owners in comparison to past years. That is, the 2006 sample appears to be made up of more renter Hispanic/Latinos than in the past, with all other demographic components essentially unchanged. This likely also explains the increased participation of Democrats in 2006 and the greater proportion of surveys administered in Spanish.

**Table 2
San Diego County Water Authority Survey Respondent Characteristics**

Demographic Characteristic	Percentage 2006	Percentage 2005	Percentage 2004
Gender			
Male	46%	50%	50%
Female	54%	50%	50%
Major Residential Zip Codes			
91977	4%	1%	2%
92021	3%	4%	3%
92111	3%	2%	1%
92056	2%	3%	2%
92024	2%	3%	1%
92020	2%	3%	2%
92054	2%	3%	4%
92071	2%	3%	2%
Median Age (Years)	49	48	47
Median Number of Years Lived in Community	20	23	22
Highest Grade/Level of School Completed			
High School or Less	21%	14%	18%
Some College	27%	35%	37%
Bachelor's Degree	35%	25%	20%
Some Graduate School	17%	26%	25%
Ethnicity			
White	67%	76%	67%
Latino/Hispanic	21%	11%	17%
African-American/Black	5%	5%	5%
Asian/Pacific Islander	6%	6%	6%
Native American/Mixed	1%	2%	5%
Voter Registration			
Republican	31%	38%	36%
Democrat	35%	30%	29%
Other Party Affiliation	1%	2%	2%
Nonpartisan	19%	16%	14%
Not Registered to Vote	14%	14%	19%
Median Household Income	\$61,100	\$63,600	\$55,500
Home Ownership Percentage	64%	71%	70%
Mean Number of Persons per Household	2.99	2.84	2.85

Survey Findings

The 2006 Public Opinion Poll report has been divided into five essential information components as follows:

- Attitudes and opinions about general news/current event issues,
- Familiarity with the San Diego County Water Authority and attitudes and perceptions concerning water reliability,
- Water usage and conservation,
- Attitudes and perceptions concerning seawater desalination, recycled water, and fluoridation
- Water rate considerations and recommended policies/programs.

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 2006 survey and for the 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 2006 survey, with key comparisons drawn regarding results from prior years. Detailed statistical frequency distributions are contained in the Appendices.

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, boxed and bulleted format when statistical significance and relevance warrants such treatment. Crosstabulations and Analyses of Variance statistical tables are contained in a separate technical submittal package.

Attitudes and Opinions about General News/Current Events

SUMMARY: *Crime, Housing Costs and Traffic are the most important issues facing the residents of San Diego County. 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 faded somewhat in importance to residents. Growth, which had so dominated surveys in the past that addressed local concerns (specifically the 2000 SDCWA survey and then shared the stage with Housing Costs and Traffic in 2003), now ranks seventh behind Crime, Housing Costs, Traffic, City of San Diego Financial/Political Difficulties, Immigration, and Jobs/Economy as the most important issues facing the public currently in 2005.*

Almost one-half of respondents rely on television as their primary source of information and news about these issues—a slight decline from prior years, with Newspapers (Union-Tribune, North County Times, and Others) representing another one-third. The Internet (10 percent) has doubled since 2003 as a source of this information.

Chart 1 shows that the most important issues that residents of San Diego County identified are Crime (13 percent), Housing Affordability (12 percent), and Traffic (12 percent), and Immigration (11 percent), followed by the Financial Problems present in the City of San Diego (8 percent) and the Economy/Jobs (8 percent). In 2005, Housing Affordability and Traffic were again 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 rate in 2000. Water Supply and Quality received a 4% response, which has held relatively constant throughout the years. Other responses that did not receive enough mention to merit an individual listing in the chart can be viewed in the Appendices, where the full listing of responses is displayed.

Respondents were also asked to identify the source of information they most tend to rely upon for news about these issues. **Chart 2** shows that almost half (45 percent) of respondents rely on Television—a slight decline from prior years, with Newspapers (Union-Tribune, North County Times, and Others) representing 33 percent. The Internet (10 percent) has doubled since 2003 as a source of information, seemingly assuming the major share of Television's small decline. Radio (9 percent) has remained constant over the years.

Chart 1
Most Important Issue Facing San Diego County Residents

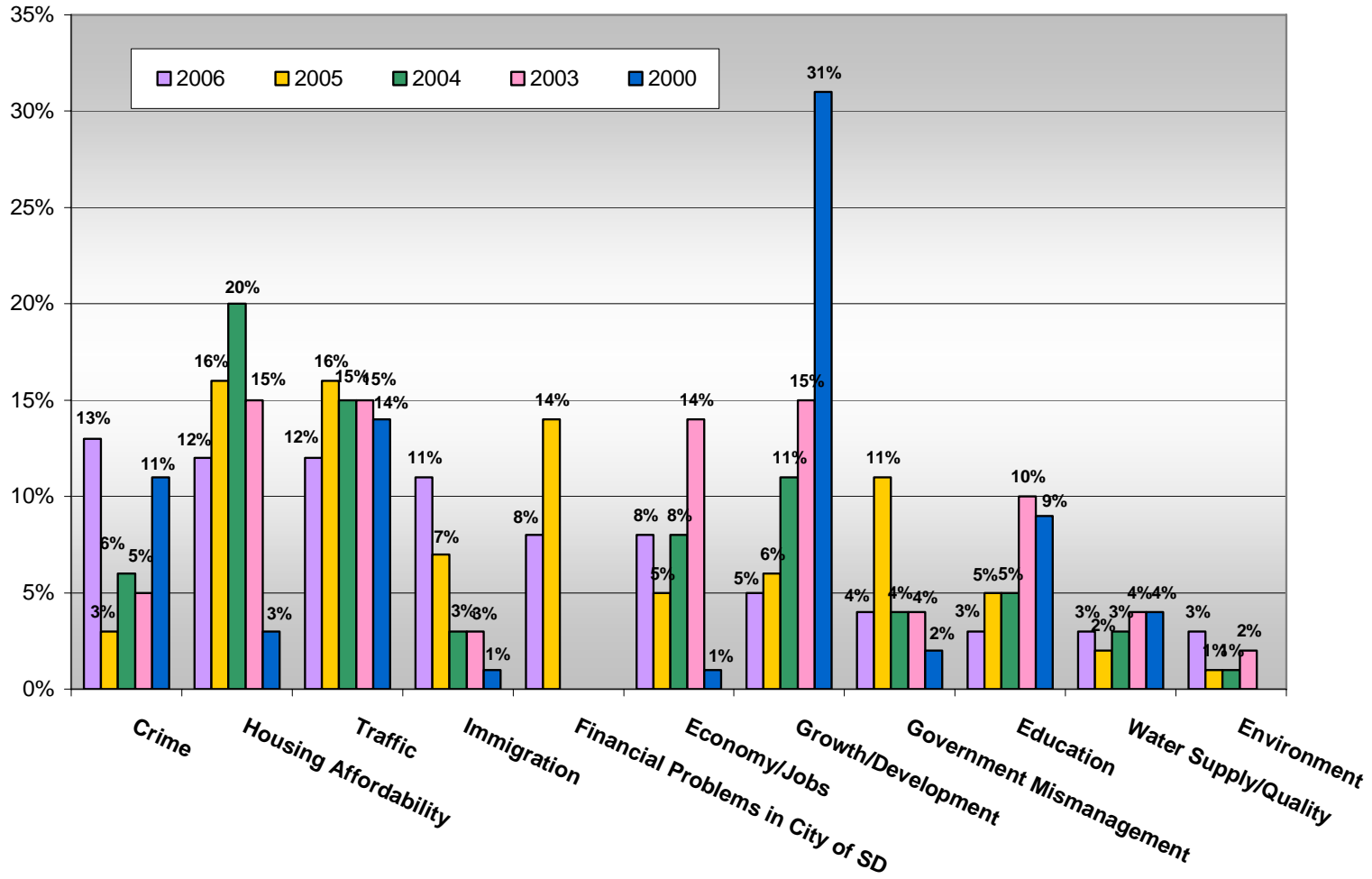
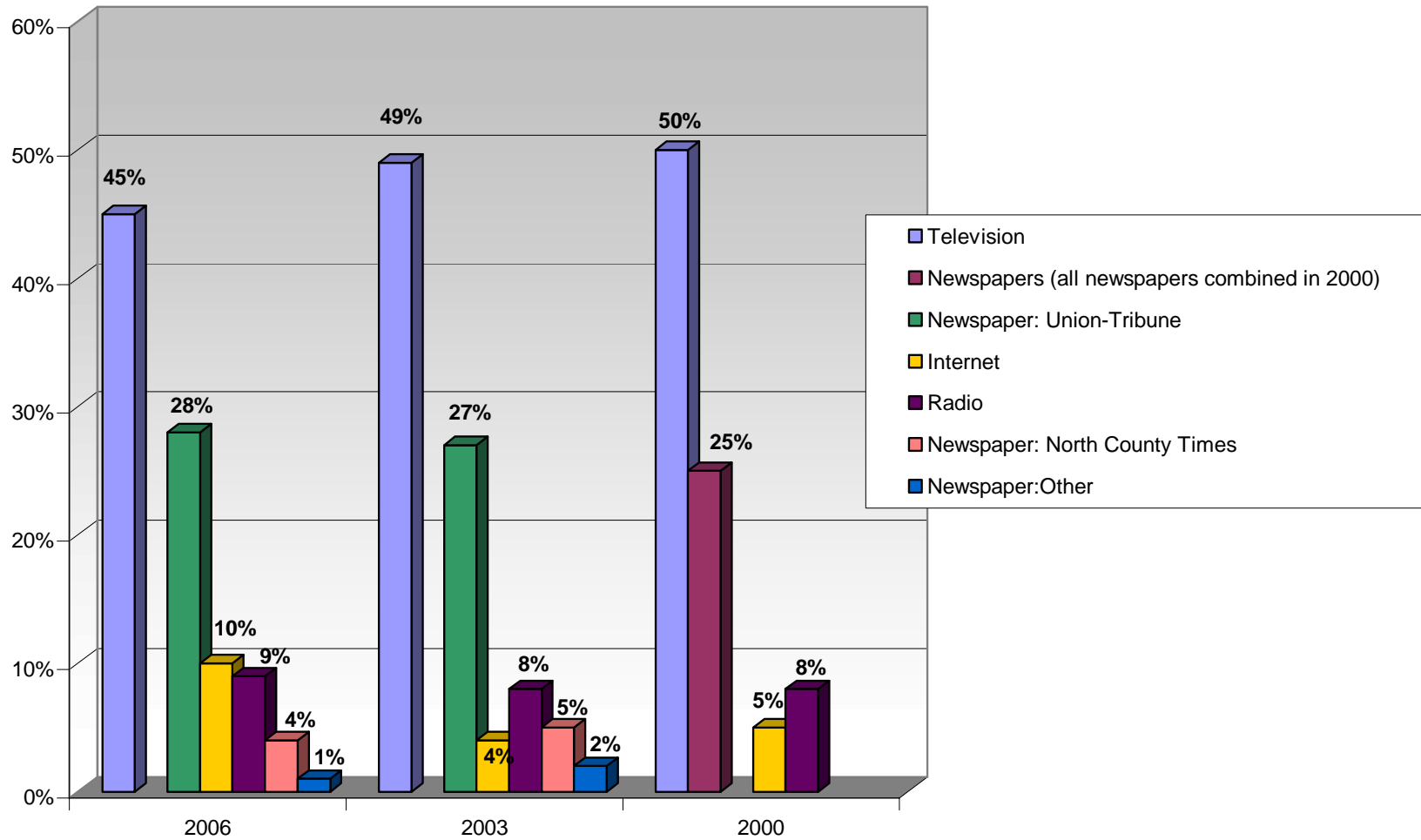


Chart 2
Source Rely Upon Most for News About Local Issues



Groups most inclined to obtain their information from television are:

- Spanish language interviews (79 percent)
- Blacks/African-Americans and Hispanics/Latinos (64 percent) versus Whites (39 percent)
- Income under \$25,000 per year (62 percent) versus all other income categories (40 percent)
- Larger households of 4 or more persons (55 percent)
- Ages 44 and under (50 percent) 45 and older (41 percent)

Groups most inclined to obtain their information from newspapers are:

- Some graduate school (42 percent) versus all other educational levels (31 percent)
- Ages 45 and older (41 percent) versus ages 44 and under (21 percent)
- Income of \$75,000 and over (37 percent) versus under \$75,000 (28 percent)
- Non-Hispanics (36 percent) versus Hispanics/Latinos (18 percent)—Spanish speakers are particularly low at 11 percent

Groups most inclined to use the Internet for information are:

- Ages 44 and under (16 percent) versus 45 and older (6 percent)
- Income of \$25,000 to \$74,999 (14 percent) versus under \$25,000 (6 percent)
- Non-Blacks/Non-African-Americans (10 percent) versus Blacks/African-Americans (6 percent)

The largest group using radio for information are those earning between \$75,000 and \$99,999 (21 percent)

Familiarity with the San Diego County Water Authority: Attitudes and Perceptions Concerning Water Reliability

SUMMARY: *Water Authority service area residents indicate substantial familiarity with the San Diego County Water Authority. More than two-thirds of residents say that they have heard of the Water Authority, but only one-half of those can correctly identify its primary functions in the region. The Water Authority's image is very good, with almost two-thirds of the population reporting a favorable image.*

Residents feel that the current level of reliability for the water supply is very good—better than in any of the prior years' surveys. Extending reliability to the year 2030, including growth forecasts of 1 million more County residents reduces confidence in local water agencies' ability to supply water reliably. However, there has been a noteworthy increase in confidence over the past four years that the Water Authority will continue to provide reliable service in the future.

Residents believe that imported water is somewhat more reliable than local supplies—a direct reverse from last year; however, as was the case in 2005, residents continue to opt for development of local water supplies over importing more water in order to ensure reliability.

A large (70 percent) proportion of respondents indicated knowledge of the San Diego County Water Authority (**Chart 3**). Of those who indicated having heard of the Water Authority, 36 percent did not know what the Water Authority does (especially true among those with some college or less—44 percent), 11 percent incorrectly thought that the Water Authority directly provides water to homes and businesses and another 2 percent provided miscellaneous responses that were indicative of a lack of familiarity. That lack of knowledge totals 49 percent—meaning that half of the respondents who had heard of the Water Authority knew at least some portion of what it does (approximately one-third of the total population)—29 percent indicating that the Water Authority distributes water to cities and local water agencies; 13 percent saying that it brings water into San Diego County; and 10 percent ascribing planning for San Diego County water needs to the Water Authority (**Chart 4**).

Groups most familiar with the Water Authority are:

- Republicans, Other parties, and Non-Partisans (85 percent)
- Homeowners (81 percent)
- Residents of San Diego County for more than 20 years (81 percent)
- Incomes of \$50,000 and over (81 percent)
- White and Blacks/African-Americans (80 percent)
- Ages 35 and older (76 percent)
- At least some college (76 percent)

Groups least familiar with the Water Authority are:

- Spanish language interviews (21 percent)
- Not registered to vote (34 percent)
- Hispanics/Latinos (36 percent)
- Under age 35 (44 percent)
- Income under \$25,000 (46 percent)

The Water Authority's image is quite favorable (15 percent very favorable and 48 percent somewhat favorable) among those who had heard of it—14 percent have unfavorable impressions of the Water Authority, including 2 percent very unfavorable—**Chart 5**.

Another way to analyze favorability is by converting the responses to a scale of 1-5, where 1 represents responses of "Very Favorable" and 5 represents "Very Unfavorable." Doing so permits the calculation of a mean favorability index of 2.38, which corresponds to an average of "Somewhat Favorable." The use of means permits a more precise measure of differences among subgroups of the service area population. Utilizing this analytical tool for that purpose demonstrates that, although they are considerably lower in actual recognition of the Water Authority, those Spanish language respondents who do know about the Water Authority hold it in a higher regard (1.88) than English interviews (2.40).

There is a very clear pattern of growing confidence in San Diego County's water supply. **Chart 6** shows that Water Authority service area residents believe that the current water supply is more reliable than they have thought that it was in any of the prior years, with significant improvement, especially, compared to 2005 and 2004. Among the residents of the Water Authority service area, 77 percent of residents find that the current supply of water is either very (35 percent) somewhat (42 percent) reliable, with 17 percent very or somewhat unreliable and 6 percent Unsure.

Again utilizing a scale of 1-5, where 1 represents responses of "Very Reliable" and 5 represents "Very Unreliable," there is a mean reliability index of 2.11, which corresponds to an average of "Somewhat Reliable" and is better than the 2.28 registered in 2005 and 2004. It is determined that there are no statistically significant differences among subgroups regarding their perception of current reliability, the same as was the case in 2005. In 2004, the only difference was between Hispanics/Latinos (mean reliability index=1.91) and Whites (mean index=2.33).

Chart 3
Heard of the San Diego County Water Authority

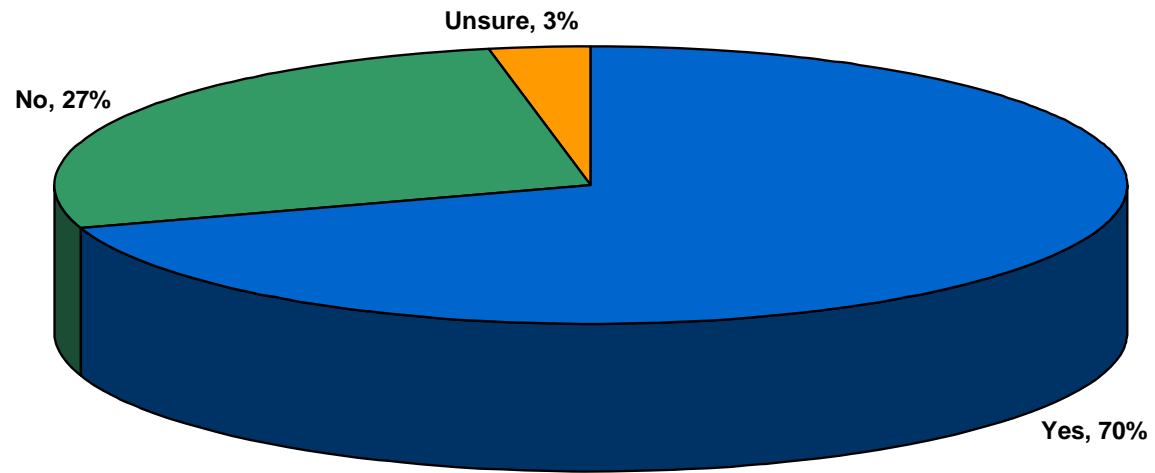


Chart 4
Respondents' Knowledge of What San Diego County Water Authority Does
(Among the 70% who have heard of the Water Authority)

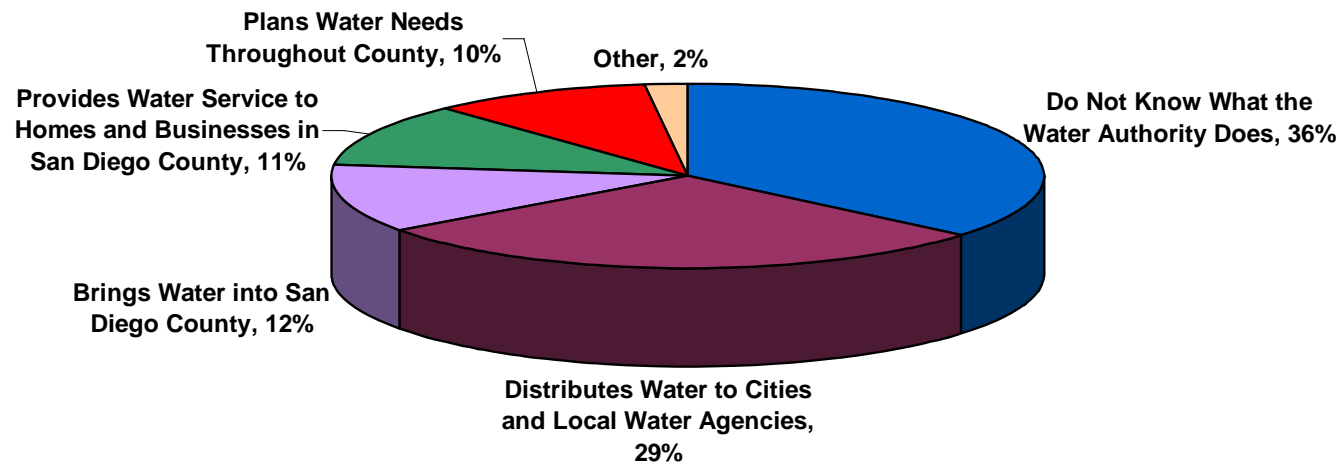


Chart 5
Favorable or Unfavorable Image of San Diego County Water Authority
(Among the 70% who have heard of the Water Authority)

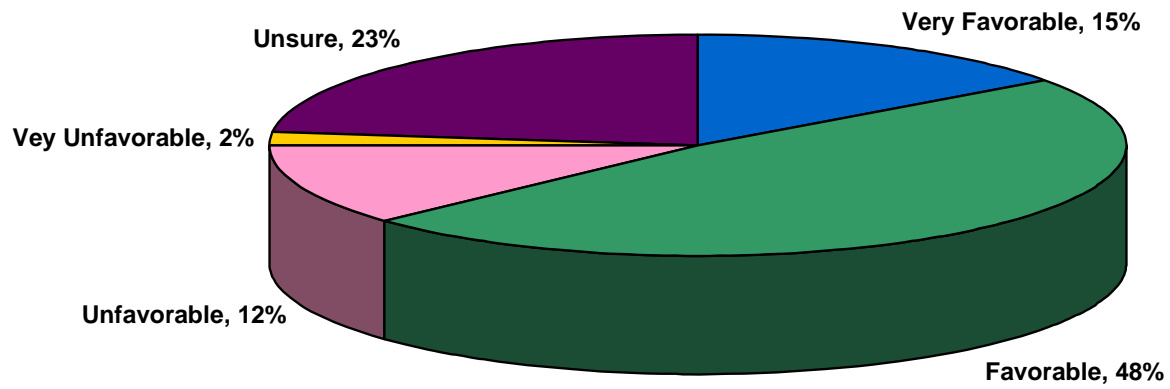
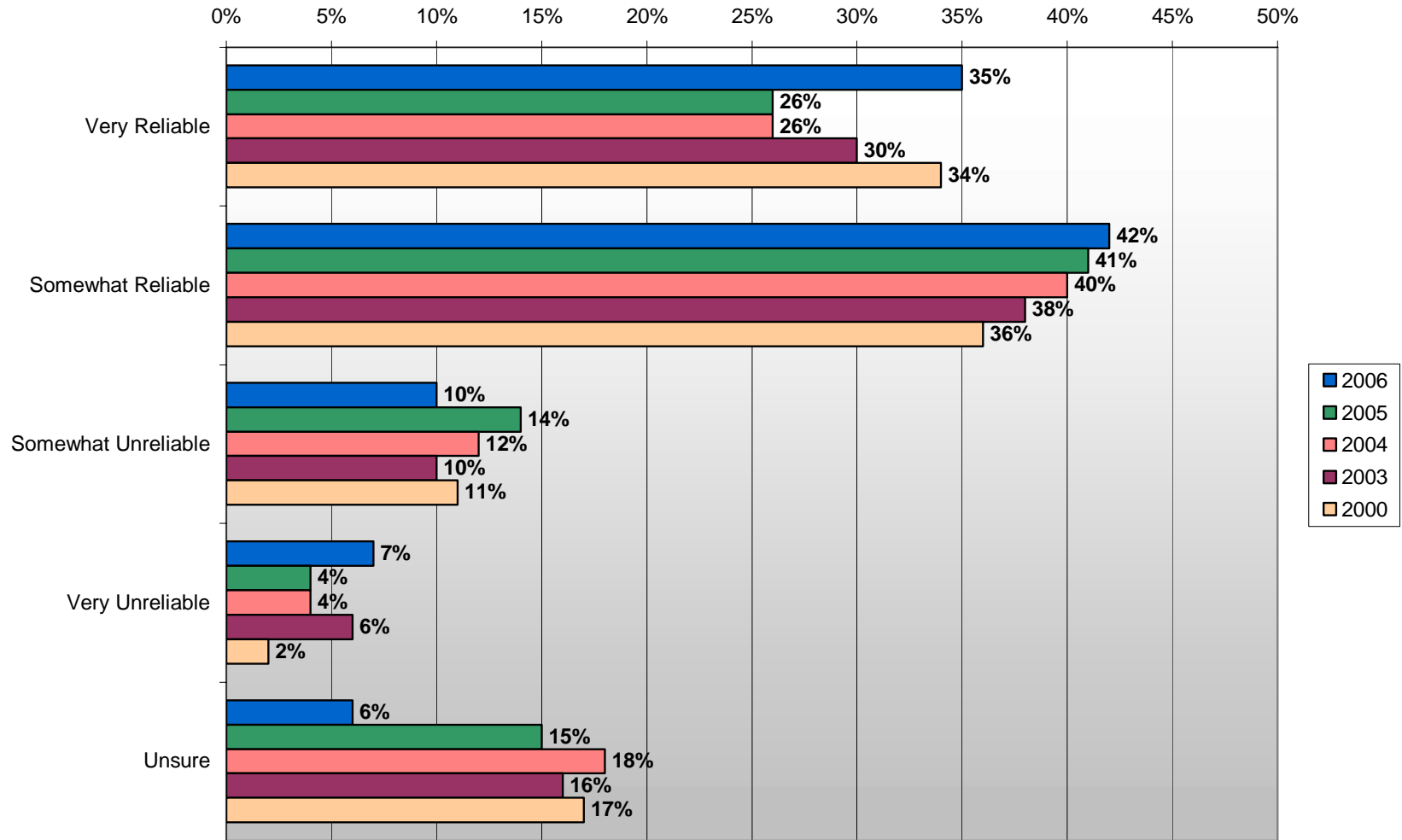


Chart 6
Reliability of Current Water Supply



Extending the issue of reliability to the year 2030, including growth forecasts of 1 million more county residents, causes confidence in local water agencies' ability to supply water reliably to decline such that 19 percent are very confident in such reliability and 40 percent are somewhat confident (**Chart 7**). This 59 percent total confidence factor for 2030 is 18 percent less than the current perception of reliability (77 percent). However, the 2030 confidence percentage marks a significant increase in confidence about 2030 from the 2005 survey (9 percent very confident and 36 percent somewhat confident) and from the 2004 survey (7 percent very confident and 31 percent somewhat confident).

In the 2003 and 2000 surveys, similar, although not duplicate questions were asked of respondents about future reliability. The 2000 respondents were asked: "Looking ahead to about 10 years from now, do you think the water supply in this County will be more reliable, about the same as now, less reliable, or are you not sure?" Less reliable received 42 percent of the responses, which is much more than the "not very confident" and "not at all confident" results from the 2006 survey (34 percent). In 2003, the question referred to 1 million more residents by 2020 (instead of 2030) and asked about reliability at that time in the future. In 2003 46 percent responded that they were not confident or not at all confident, again demonstrating the increased perception of reliability that is apparent in 2006.

Utilizing the mean index tool once again (1=Very Confident and 5=Not At All Confident) provides a mean reliability score for 2030 of 2.69—an indication of between neutral and somewhat confident—much more confident than in 2005 (a neutral indication of confidence—3.01) or 2004 (3.09). Within this population, however, in contrast to current reliability, there are a few subgroup differences of significance.

- Groups with relatively high or low confidence in future reliability are as follows:
- Spanish language interviewees are more confident (2.33) than English interviews (2.73)
 - Younger residents—18-34—are more confident (2.42) than those 65 and older (2.73)
 - Renters are more confident (2.47) than homeowners (2.83)
 - Men show a higher degree of confidence (2.51) than do women (2.84).

Chart 8 indicates that a plurality (44 percent) of residents considers imported water sources to be a more reliable source of drinking water than locally developed water (35 percent), with 20 percent unsure (including those who indicated that they are equal in reliability). This is exactly the converse of 2005, when 44 percent thought that local sources were more reliable. **Chart 9** shows that, although imported water is thought to be more reliable in 2006, 55 percent would advocate increasing the development of local sources over importing more water, with another 20 percent undecided between the two options.

Significant differences exist in perceptions of the reliability of local versus imported water exist as follows:

- 54 percent of Spanish language interviewees think that local supplies are more reliable than imported water in contrast to only 33 percent of English interviews.
- Conversely, 47 percent of English language interviewees believe that imports are more reliable versus only 15 percent of Spanish interviews.
- 51 percent of 1-4 year residents think that local supplies are more reliable versus 33 percent of residents of 20 and more years.
- 1-3 person households are more inclined to trust the reliability of imports (49 percent) than are 4 or more person households (34 percent)
- 4 or more person households are more trusting of the reliability of local supplies (43 percent) than are the smaller 1-3 person households (31 percent).

Significant support for developing local water supplies comes from:

- English language respondents (58 percent) in contrast to Spanish interviews (37 percent)
- Some college or more (59 percent) versus High School or less (43 percent)

Bringing more water from outside the county is favored more by those earning \$75,000 or more (34 percent) versus those earning less than \$75,000 (19 percent).

Chart 7
Ability of Water Agencies to Provide a Reliable Water Supply Through Year 2030

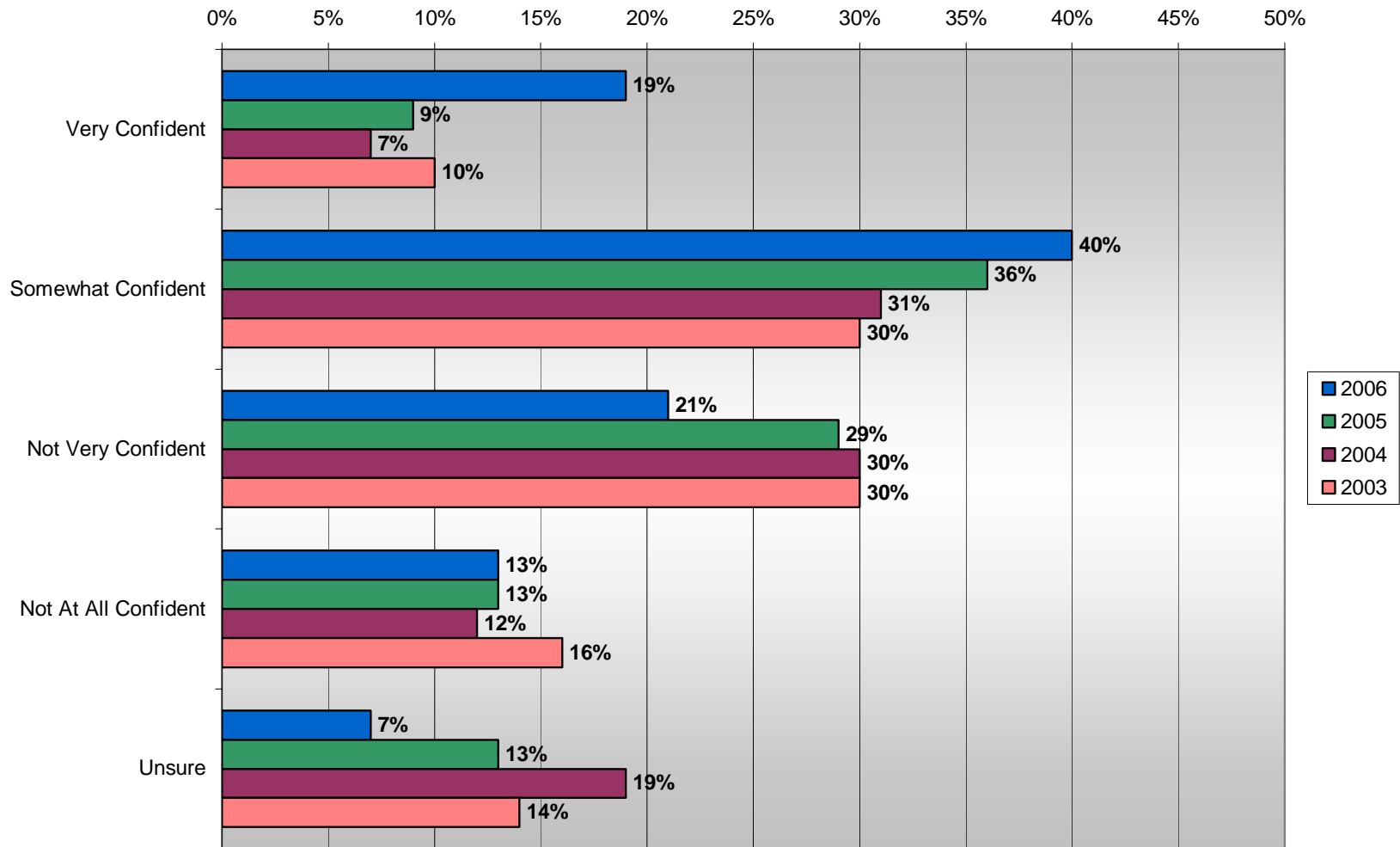


Chart 8
More Reliable Source of Drinking Water

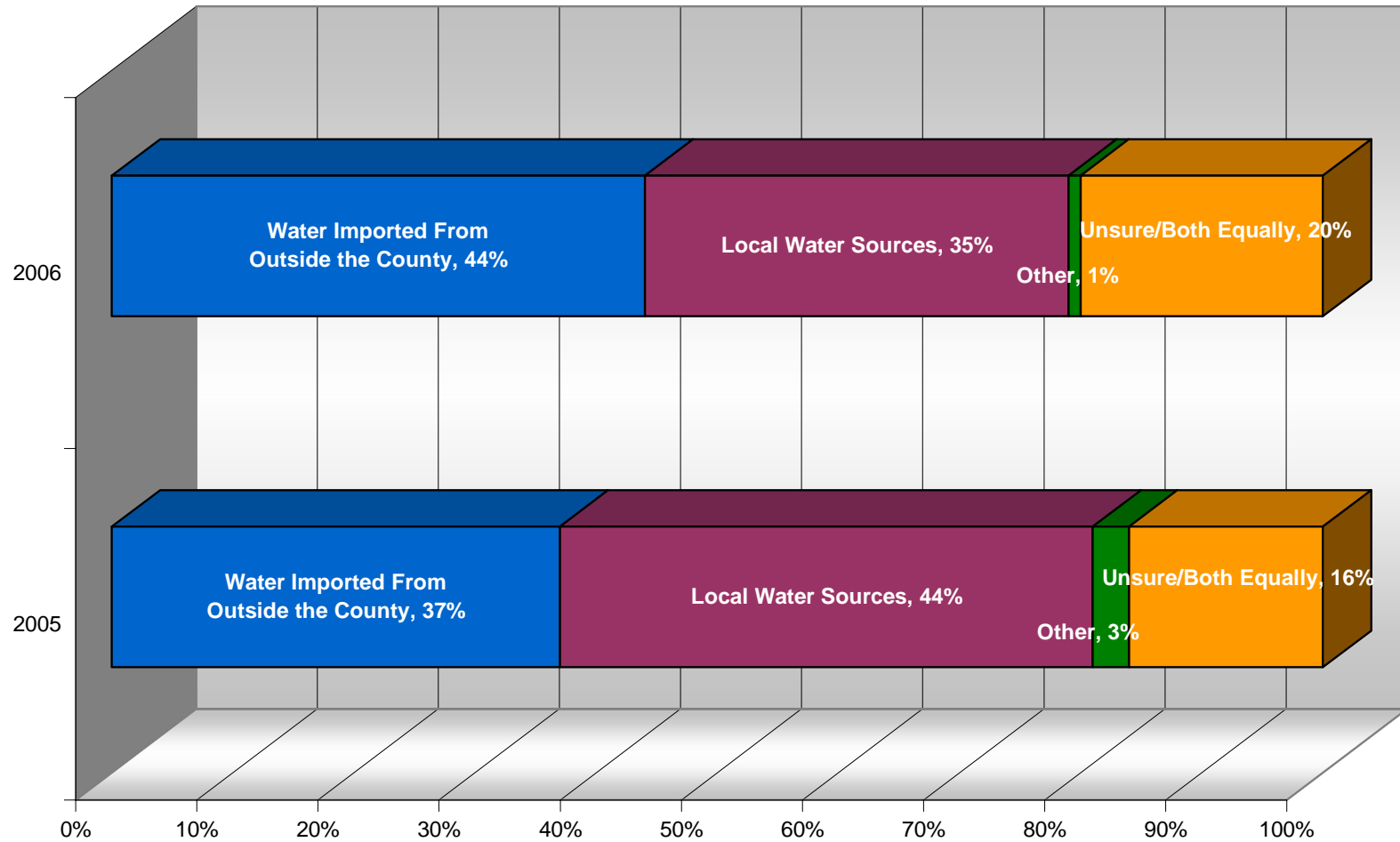
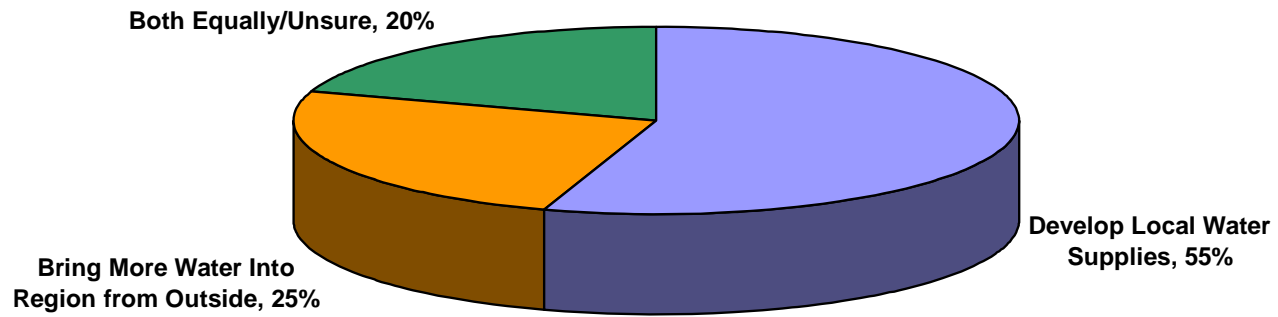


Chart 9
Which Source of Water More Beneficial Personally



Water Usage and Conservation

SUMMARY: *More than three-fourths of San Diego County households with landscape responsibility have grass lawns as a part of that landscaping. These grass lawns encompass an average of approximately one-third of the total landscaped area. The main purpose served by grass lawns in San Diego County is decoration for homes.*

Approximately two-fifths of respondents might be motivated to reduce the size of their grass lawn by having easier to maintain landscaping. Another one-fourth might be more motivated by saving money using less water. These proportions are significantly greater than the responses to the same question in 2003. Among those who said that neither benefit was particularly motivating, only a small fraction of them indicated that a financial incentive could induce them to reduce their lawn size.

When asked about California-Friendly, drought tolerant landscaping, residents indicated that they regard such landscaping to be easier to maintain than traditional landscaping, at least as attractive, and no more costly. When asked to describe what such landscaping looks like, a slight majority characterizes it as desert-like, with succulents, native plants, and wood and rock features.

Almost three-fourths of those residents with landscaping have automatic sprinkler systems that they adjust almost 4.5 times per year on average. This is a significant increase over 2005 both in terms of percentage with automatic sprinklers and number of annual adjustments. Knowledge of automatically adjusting weather-based controllers is found in approximately one-third of households, with actual installations of these controllers limited. Over one-half of those without weather-based controllers have no interest in them at the current price.

Almost two-thirds of households with landscaping have that landscaping maintained by a household member. Among the one-third that uses professional services or a non-household member individual to maintain the landscaping, one-third of that one-third (10 percent) would be willing to pay more on a monthly basis for a landscaper trained in water efficiency and drought tolerant landscape. Further, one-fourth of those households that maintain their own landscaping might be interested in taking classes in drought-tolerant landscaping and water efficiency, with another small percentage willing to do so in exchange for a free weather-based controller.

Lastly, residents were asked about enforcement techniques to prevent continued water wasting practices, and response was especially favorable for a means of reporting and fining neighbors who continue to adhere to water wasteful practices.

Lawns and California Friendly Landscaping

A series of questions concerning outdoor water usage and conservation was posed to residents of the San Diego County Water Authority service area who are responsible for paying water bills and have outdoor landscaping for which they are responsible. **Chart 10** and **Chart 11** present the

results of the qualifying questions for this series of questions about outdoor water use. **Chart 10** shows that 64 percent of the respondents pay their own water bill as opposed to having their landlord or homeowners' association pay or being uncertain as to who has that responsibility. This percentage is slightly lower than in 2003 (69 percent). **Table 3** depicts the significant characteristics of the water-bill paying population in contrast to those for whom their bill is paid by some other entity. Not surprisingly, bill payers are homeowners, of higher income, more education, older, and a longer time in San Diego County than are non-bill payers.

Chart 11 depicts a respondent population where 70 percent of those that pay their own bills have outdoor landscaping that they maintain (similar to 2003-2005). Also shown is that 22 percent of respondents who do not pay their own bill do, however, maintain outdoor landscaping. **Table 4** shows the significant characteristics of those who pay their bills and have landscape responsibility. The pattern is much the same as for bill payers themselves, with higher income, Republican homeowners being the largest groups of bill paying residents with landscape responsibility. Regarding those that do not pay their own bills but still have responsibility for outdoor landscaping, the two groups that stand out in this regard are those with some graduate school (59 percent have landscape responsibility even though they do not pay their own water bills) and homeowners (51 percent).

Table 3				
Characteristics of the Population that Pays Own Water Bill				
Characteristic	Pay Water Bill		Water Paid by Someone Else	
	Group	%	Group	%
Income	\$75,000 or More	88%	Under \$25,000	44%
Homeownership	Owners	87%	Renters	26%
Education	Some Graduate School	81%	High School or Less	52%
San Diego County Resident	30 years or More	77%	Less than 5 years	45%
Age	45 and Older	74%	44 and Under	53%
Ethnicity	White or Asian	71%	Hispanic or Black	49%
Language of Interview	English	69%	Spanish	32%
Persons per Household	2 or more persons	68%	1 person	48%

Chart 10
Who Pays Water Bill

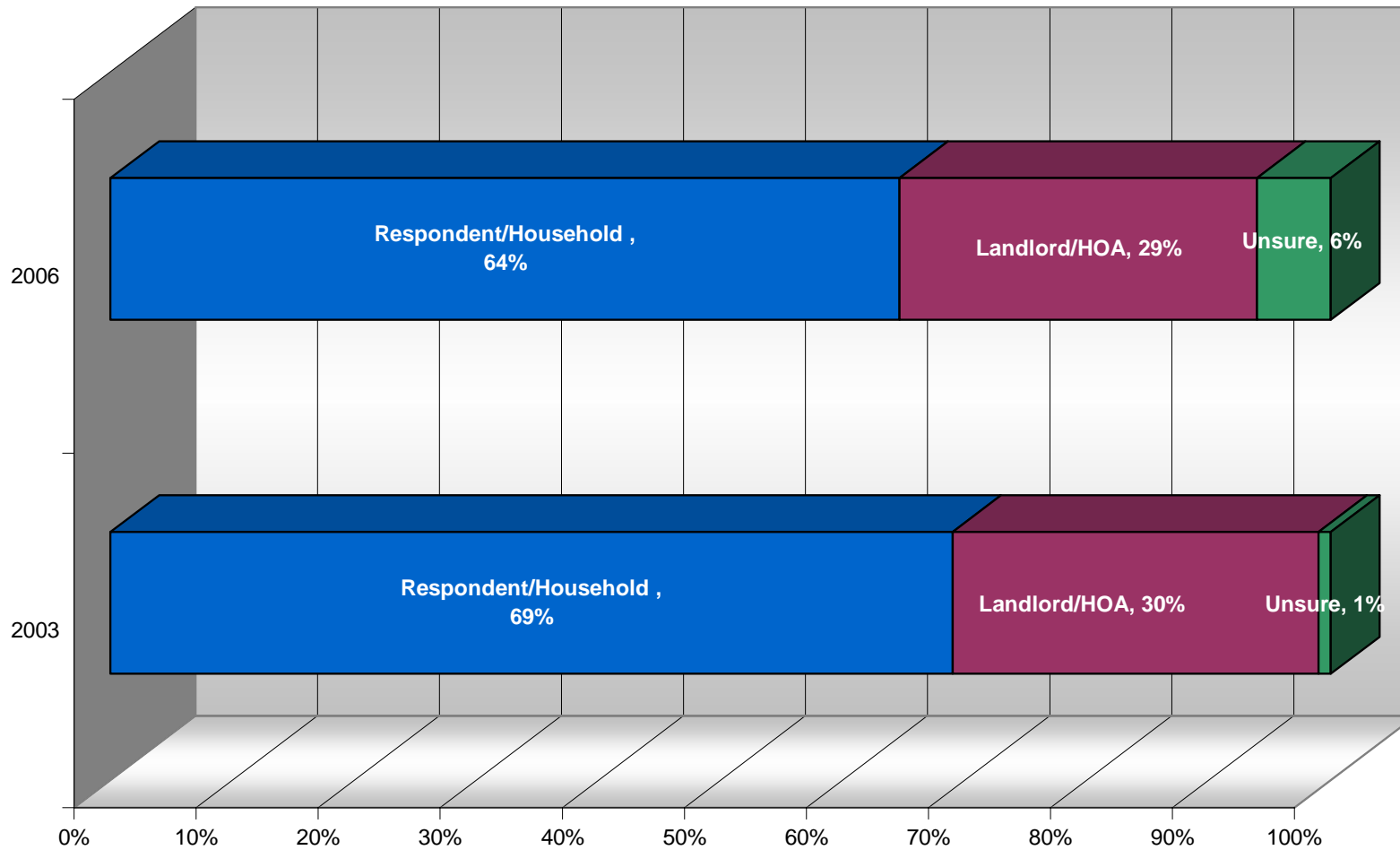
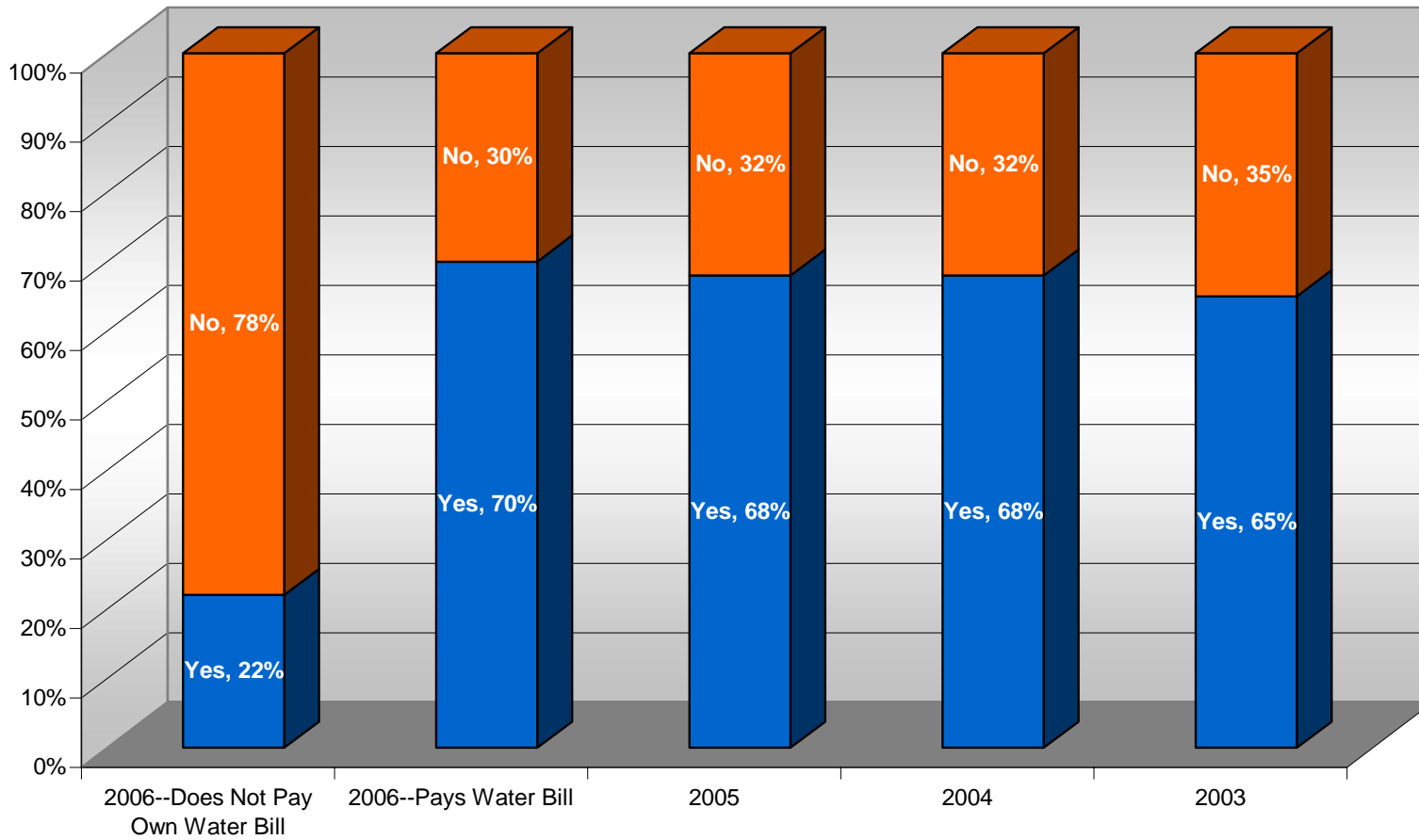


Chart 11
Household Responsible For Maintaining Outdoor Landscaping



Out of the total respondent sample, therefore, 45 percent of respondents qualified for the section about outdoor usage and conservation. This 45 percent consists of those individual respondents who both pay their own water bill (64 percent) and have outdoor landscaping that they maintain (70 percent). Among this 45 percent, 79 percent have landscaping that includes a grass lawn (**Chart 12**)—much the same as 2004 and 2003. Further, these lawns average about a one-third proportion of respondents’ total landscaping, with 34 percent of respondents having grass lawns that cover one-half or more of the yard (**Chart 13**). This is less than the 42 percent in 2004 that had 50 percent coverage.

Table 4 Characteristics of the Population that Pays Own Water Bill AND Has Responsibility for Maintaining Outdoor Landscaping				
Characteristic	Higher Level of Responsibility		Lower Level of Responsibility	
	Group	%	Group	%
Income	\$100,000 or More	89%	Under \$50,000	49%
Political Party	Republicans/Other Party	84%	Democrats/Not Registered	60%
Homeownership	Owners	77%	Renters	32%
Persons per Household	2-4 persons	76%	1 person or 5 or more persons	57%
Ethnicity	White	75%	Black	33%
Education	Some College or More	72%	High School or Less	60%
Age	35 and Older	72%	34 and Under	53%
Language of Interview	English	71%	Spanish	52%

- Groups with grass lawns are:
- Republicans (88 percent versus all other parties, non-partisan and not registered 72 percent)
 - Non-Hispanics (82 percent versus Hispanics/Latinos 68 percent)
 - Homeowners (81 percent versus Renters 60 percent)
 - English language interviewees (80 percent versus Spanish language interviews 54 percent)

Grass lawns serve as decorative factors mostly, with 62 percent of those who have lawns and are qualified for this series of questions indicating that their lawn serves primarily to make their homes more attractive, 31 percent using it for a children’s play area, entertainment area, or dog area, and 7 percent having more utilitarian purposes for their lawn (minimizing on dirt tracked into house or erosion control)—**Chart 14**.

Chart 12
Landscaping Includes Grass Lawn
(Among 45% with Responsibility for Landscaping and also Pay Water Bill)

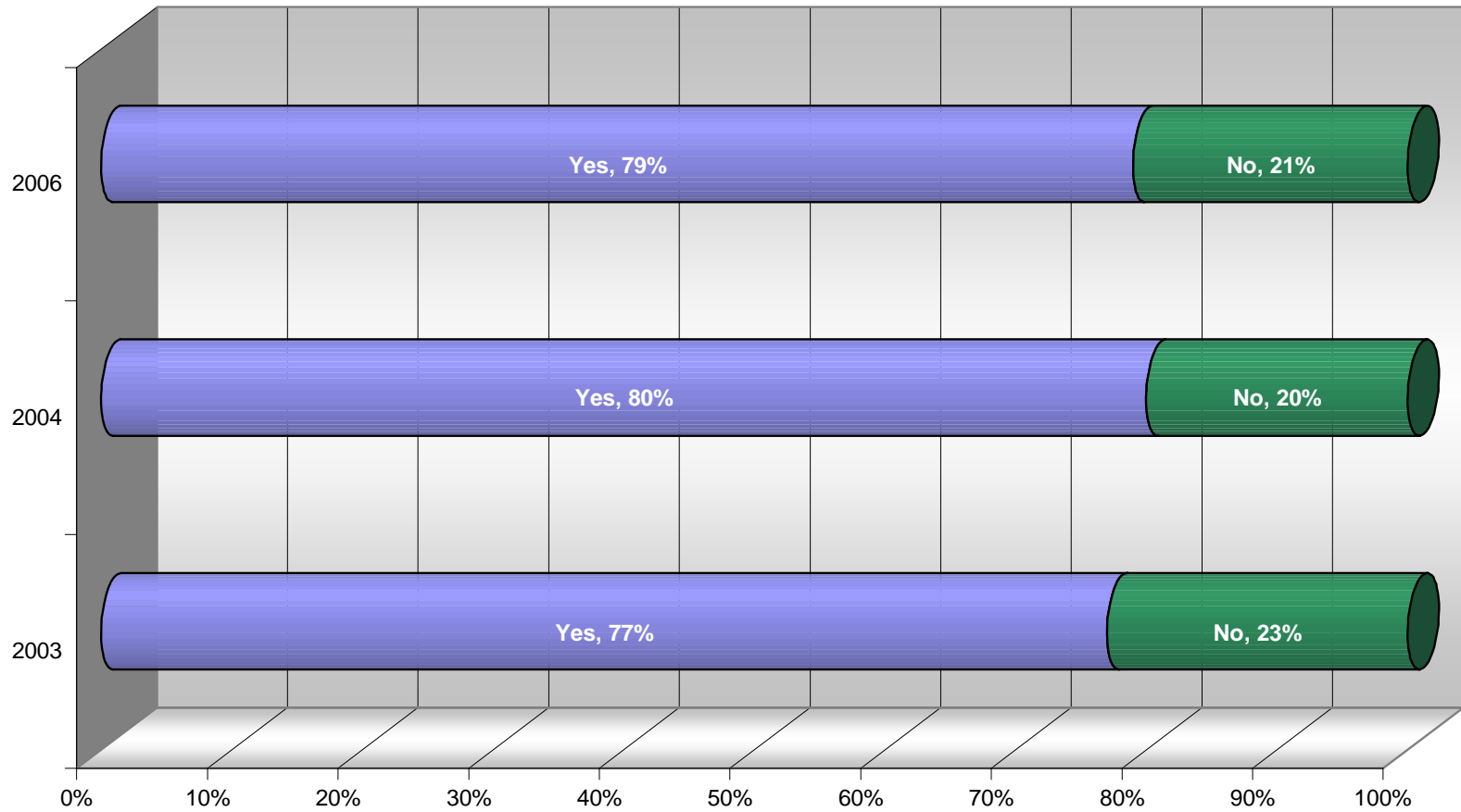
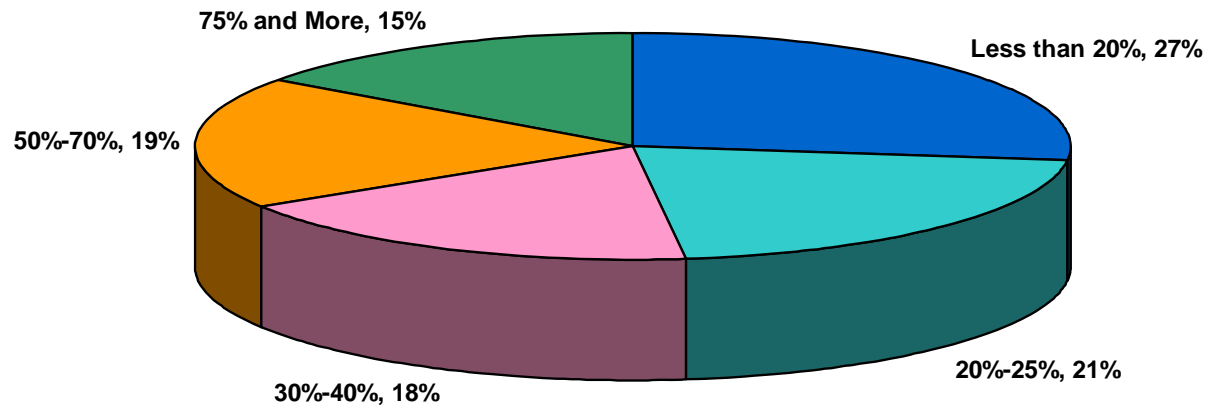


Chart 13
Grass Lawn Percentage of Landscaping
(Among 36% that Pay Water Bill, Landscaping Responsibility and Grass Lawn)



Mean lawn coverage = 36%---Median = 30%
2004: 42% had 50% or more lawn and 58% had less than 50%

Chart 14
Main Use of Grass Lawn
(Among 36% that Pay Water Bill, Landscaping Responsibility and Grass Lawn)

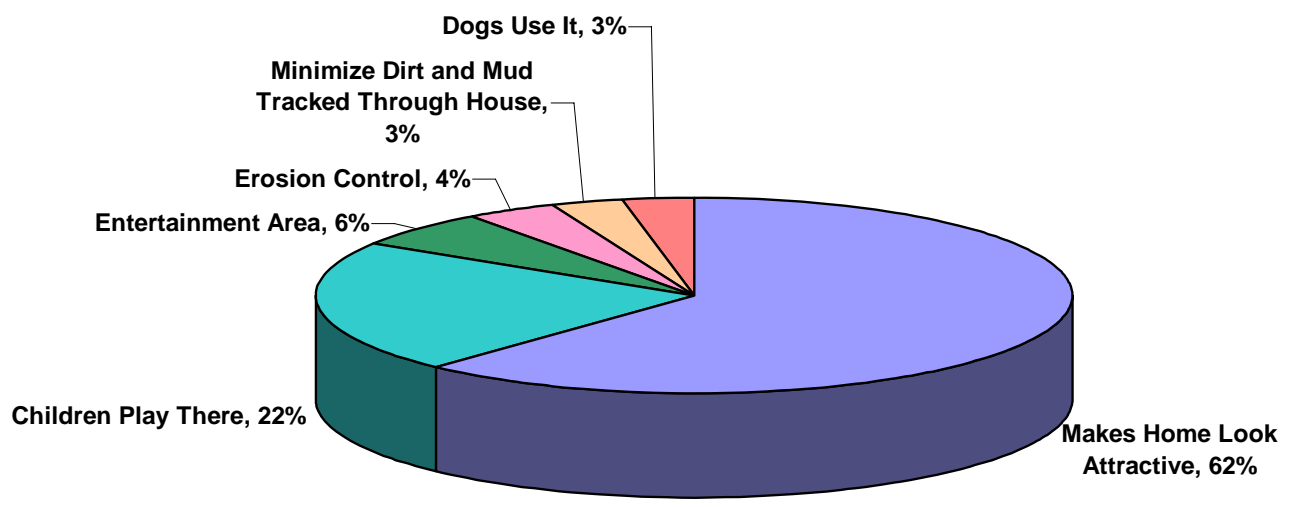


Chart 15 indicates that 41 percent of respondents might be motivated to reduce the size of their grass lawn by having easier to maintain landscaping. Another 27 percent might be more motivated by saving money using less water. These percentages are significantly greater than the responses to the same question in 2003, when 56 percent of respondents said that neither was particularly likely to motivate them to reduce the size of their lawn. Among the 28 percent in 2006 who said that neither benefit was particularly motivating and the 4 percent who were unsure, only 9 percent of them (3 percent of bill-payers with grass lawns) indicated that a financial incentive could induce such a reduction (**Chart 16**--in 2003, 12 percent (7 percent of bill payers with lawns) indicated that a financial incentive could work).

Water Authority service area bill-paying residents with lawns were also asked what they thought about drought resistant, “California Friendly” landscaping. Regarding California Friendly landscaping, bill-paying residents with lawns were offered three characteristics (attractiveness, cost savings, and ease of maintenance) and asked whether or not they thought that California Friendly landscaping possessed those characteristics. **Chart 17** depicts their responses that indicate that such landscaping is thought by 67 percent to be at least as attractive as traditional landscaping (although among Spanish language respondents, only 39 percent indicated as such). Further, 72 percent of those from 2-3 person households were so inclined. Only 23 percent of respondents thought that California Friendly landscaping was more expensive than traditional landscaping (30 percent of those with some college or less education), and 83 percent thought it to be easier to maintain.

Easier maintenance was cited more often by the following groups:

- Income of \$50,000 or more (92 percent)
- White and Black respondents (87 percent)
- Some college or more (87 percent)
- English interviewees (85 percent—in contrast to 31 percent of Spanish language respondents)

Chart 15
Motivation to Reduce Size of Grass Lawn
 (Among 36% that Pay Water Bill, Landscaping Responsibility and Grass Lawn)

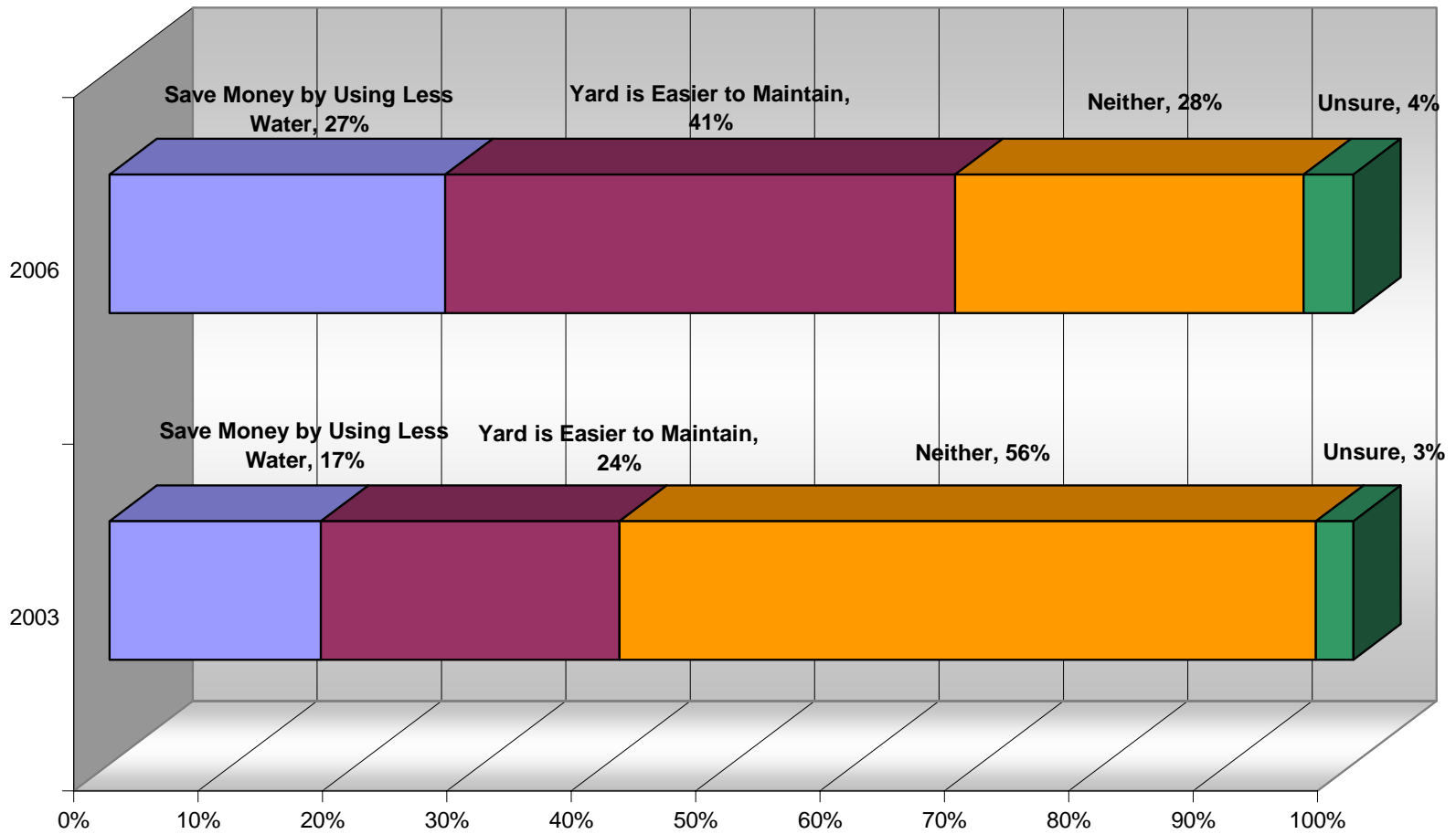


Chart 16
Direct Financial Incentive Required to Reduce Size of Lawn
 (Among 12% that Pay Water Bill, Landscaping Responsibility and Grass Lawn and Who are not motivated to reduce size of lawn by reduced water bills or easier maintenance)

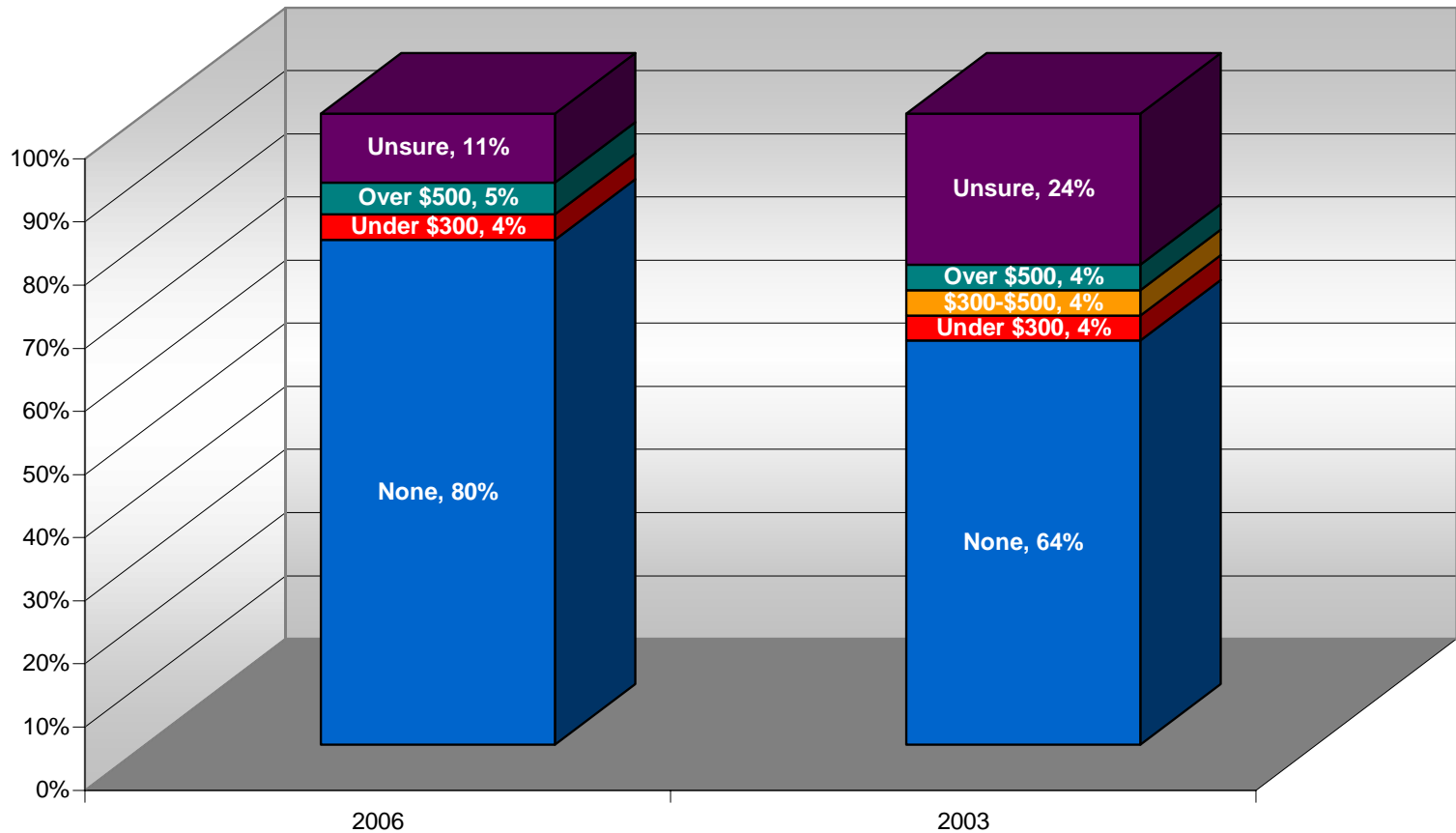
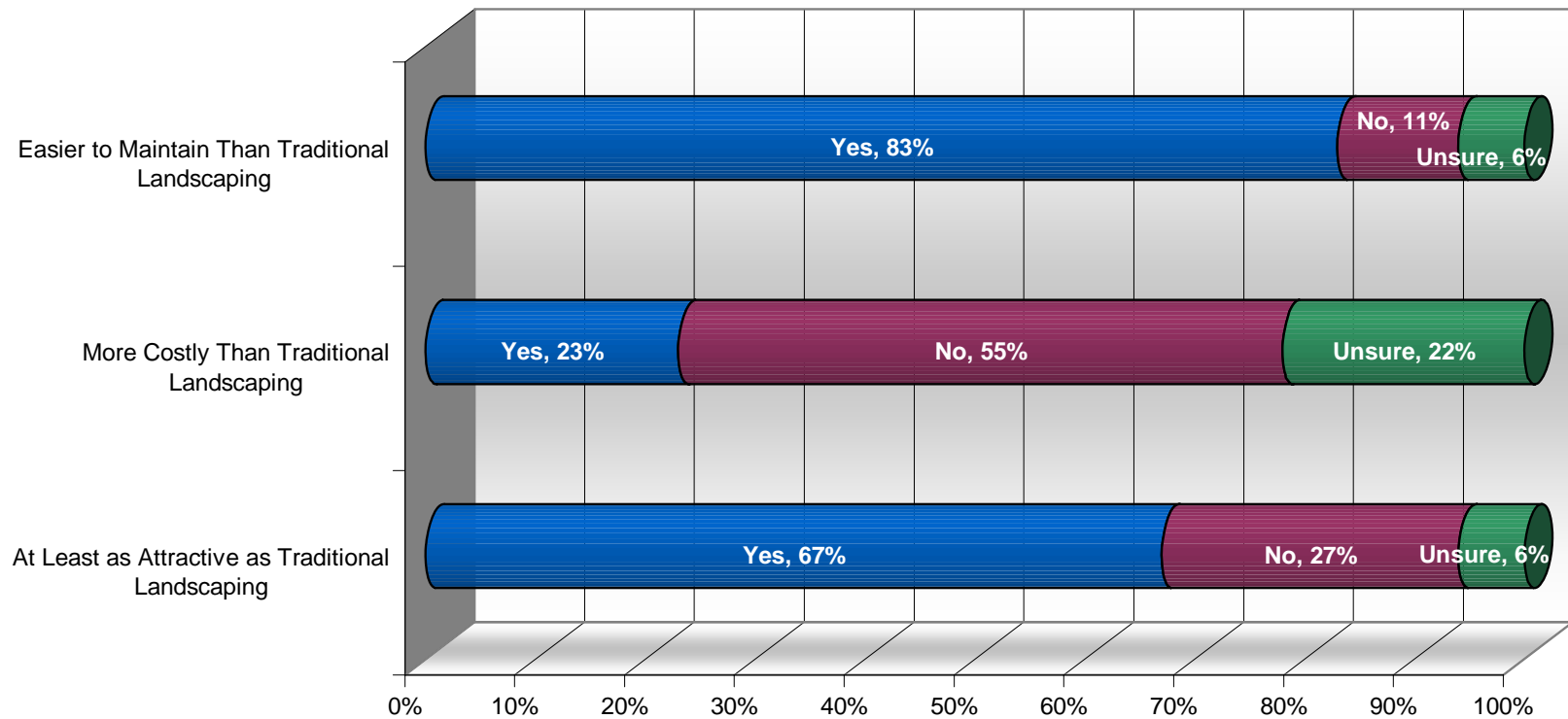


Chart 17
Knowledge About California Friendly Landscaping
(Among 45% that Pay Water Bill and Have Responsibility for Landscaping)



When asked to describe what California Friendly landscaping looks like, a significant plurality thinks of a desert-like environment (33 percent) or one consisting of native plants and considerable wood and/or rock features (18 percent)—**Chart 18**. A reduced water bill could possibly motivate up to 38 percent (Bachelors Degree holders up to 43 percent) to consider replacing their plants with these more water efficient plants (**Chart 19**) and 34 percent found ease of maintenance more motivating, especially those with some college (46 percent) or who earn between \$50,000 and \$74,999 (52 percent). In 2003, the percentages for a reduced water bill or easier maintenance were 26 percent and 27 percent, respectively. Among the 21 percent who were motivated by neither and the 7 percent who were unsure, only 10 percent (3 percent of water bill payers with landscaping) might find an additional financial incentive sufficient to induce changing plants (**Chart 20**). In 2003, 14 percent (6 percent of water bill payers with landscaping) offered this possibility.

Automatic Sprinkler Systems

A majority (73 percent) of qualifying households have automatic sprinkler systems. In 2005, 59 percent had automatic systems (**Chart 21**) and in 2004, the percentage was 53 percent. Those 73 percent with automatic systems averaged 4.46 adjustments to their automatic system during the past twelve months (3.76 in 2005), and more than three-fourths (76 percent of those with automatic controllers—77 percent in 2005 and 71 percent in 2004) have adjusted their automatic controller two or more times during the past year—10 percent (13 percent in 2005 and 11 percent in 2004) having made no adjustments at all (**Chart 22**).

Automatic sprinkler systems are possessed more often by:

- Ages 18-24 (92 percent) versus ages 55 and older (63 percent)
- Bachelors degree or more (81 percent) versus High School or less (62 percent)
- Non-Hispanics (76 percent) versus Hispanics/Latinos (53 percent)

Groups that adjust their automatic sprinklers more frequently are:

- Some Graduate School (5.45 times) versus High School education or less (3.83 times),
- Asians (5.25 times) and Whites (4.80 times) versus Hispanics/Latinos (2.43 times)
- Homeowners (4.61 times) versus Renters (2.14 times)
- English language respondents (4.61 times) versus Spanish language respondents (1.93 times)

Among those 45 percent who pay water bills and have responsibility for some landscape, 34 percent of them (28 percent in 2005) have heard about or have already installed weather-based irrigation controllers that automatically adjust landscape watering based on changing weather conditions (15 percent of all respondents)-**Chart 23**. Men (40 percent) are more familiar with weather-based controllers than are women (29 percent). It is worthy of note that, in 2005, the same proportion (40 percent) of men had heard of weather-based controllers but women were only 18 percent familiar.

Again among those with bill paying and some landscape responsibility who have not heard of weather-based controllers, the following question, including explanation, was posed: “With a weather-based system, you do not have to make adjustments yourself for daily changes in the weather. The controller senses weather conditions and automatically adjusts irrigation. Typically, you can purchase a weather-based control system for about \$300. How likely, if at all, are you to purchase a weather-based controller during the next 12 months?” Once explained in this manner, 22 percent said that they are very likely (7 percent) or somewhat likely (15 percent) to purchase a weather-based controller in the coming 12 months (**Chart 24**), with 55 percent very definitely not interested. In 2005, when the controller was characterized as costing \$200 (versus the \$300 in the 2006 description), the likelihood of purchasing one was expressed by 35 percent (10 percent very likely and 25 percent somewhat likely).

Using a scale of 1-5 (1= very likely to purchase a weather-based irrigation controller and 5= very unlikely to purchase), the following groups indicate a greater (but still weak) likelihood that they might purchase a weather-based controller

- Spanish language respondents (3.00)
- Not registered to vote (3.39)

Training in Water Efficiency and Drought Tolerant (California Friendly) Landscaping

Landscaping in households (water bill paying with landscaping) in the San Diego County Water Authority service area is dominantly maintained by a member of the household (62 percent—**Chart 25**). The remaining households utilize professional landscape services (25 percent) or hire an individual, such as a neighbor or hourly worker, to help take care of their landscaping (13 percent). Among those that use professional services or a non-household member individual, 32 percent (5 percent of the total population after factoring in qualifying conditions for this question)

would be willing to pay more on a monthly basis for a landscaper trained in water efficiency and drought tolerant landscape (**Chart 26**).

- Female households are much more likely to use a professional service (32 percent) versus 17 percent for males
- No Spanish language household in the survey population uses a professional service in contrast to 26 percent of English language households
- San Diego County residents of 9 years or less are less inclined to have a household member take care of the landscaping (47 percent) than are households with 10 years or more residency in the County

Households where a member of the household maintains the landscaping were asked if they were willing to attend a free four-to-six week class (one hour per week) that would be offered by the Water Authority and would inform them about water-wise gardens and water saving landscape practices. There was a 26 percent expression of willingness among this subgroup (representing 9 percent of the total population)—**Chart 27**. If offered a free weather-based controller, 17 percent of the remaining 74 percent (for a total of 43 percent of households that maintain their own landscaping--13 percent of the total population) indicated interest (**Chart 28**). Men are more tempted by the free weather-based controller (25 percent) than are women (10 percent).

Lastly, all of these respondents (water-bill paying with landscape responsibility) were asked where they get their information about landscaping choices and maintenance—27 percent indicated that they obtain information at the stores where they purchase plants and other landscape supplies, 17 percent get information from books, magazines, and newspapers, 16 percent from their landscape service, 13 percent from friends and family, and 11 percent from the Internet (**Chart 29**).

- Older residents (age 65 and older) are more inclined to obtain information about landscaping from books, magazines and newspapers (33 percent versus 13 percent for all other age groups) and television shows about landscaping (14 percent vs. 7 percent for all other age groups).
- Older residents are less inclined to obtain information about landscaping from their landscape service (4 percent versus 17 percent for all other age groups).
- Women are more likely to get landscaping information from books, magazines and newspapers (21 percent) and television shows (10 percent) than are men (13 percent and 6 percent, respectively)
- Men will get information from the Internet (16 percent versus women 6 percent) and stores where they purchase plants and supplies (29 percent versus 25 percent for women)

Community Cooperation and Enforcement

Chart 30 offers some interesting information about the service area population of rate payers with landscaping responsibility. Among this subsection of the population, they are split (48 percent to 46 percent) as to whether or not they would like to have community programs where neighbors could share information among themselves about water waste that they witness. Respondents seem to feel that such a program is too mild because they favor (66 percent to 29 percent) a means for reporting neighbors to the local water agency for wasting water continuously and further favor (70 percent to 23 percent) the imposition of fines if neighbors continue wasteful practices, which are both substantially stronger in nature than the more cooperative sharing of information approach.

Groups most inclined to favor community programs where information is shared about wasting water are:

- Non-whites (63 percent) versus Whites (45 percent)
- Not registered to vote and Other Parties (83 percent) versus mainstream parties—Democrat and Republican—and Non-partisan (48 percent)

Groups most inclined to favor reporting neighbors to local water agencies are:

- Ages 25-44 (88 percent) versus age 65 and older (36 percent)
- 3 or more person households (81 percent) versus 1-2 person households (48 percent)

Chart 18
Respondents' Descriptions of California Friendly Landscaping
 (Among 45% that Pay Water Bill and Have Responsibility for Landscaping)

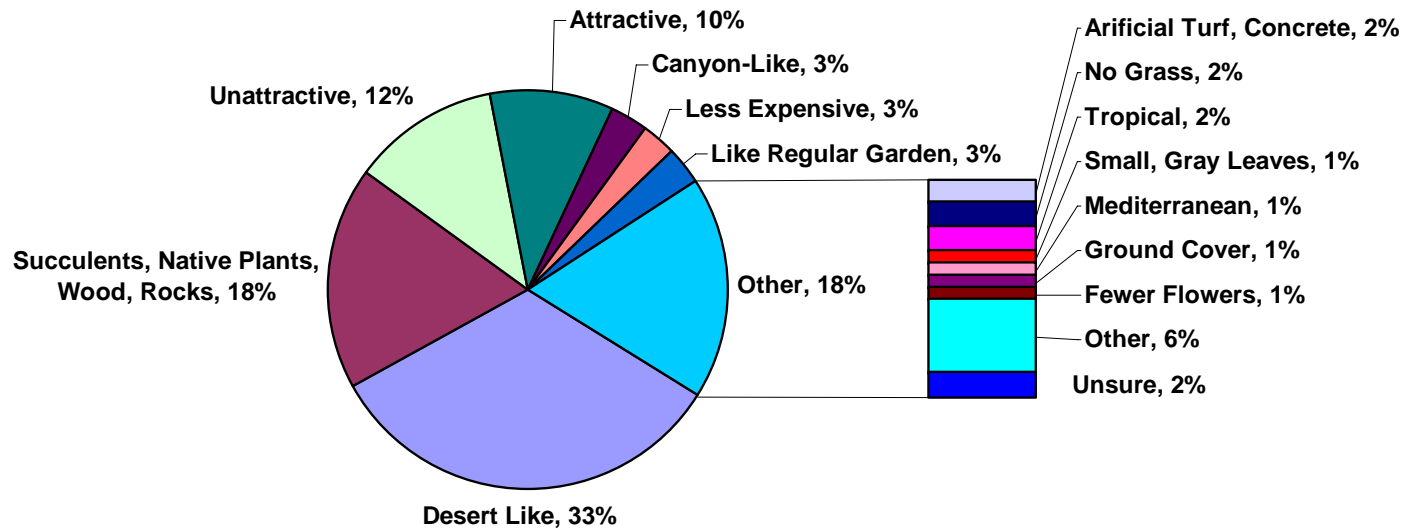


Chart 19
Motivation to Replace Existing Plants with Drought Tolerant Plants
(Among 45% that Pay Water Bill and Have Responsibility for Landscaping)

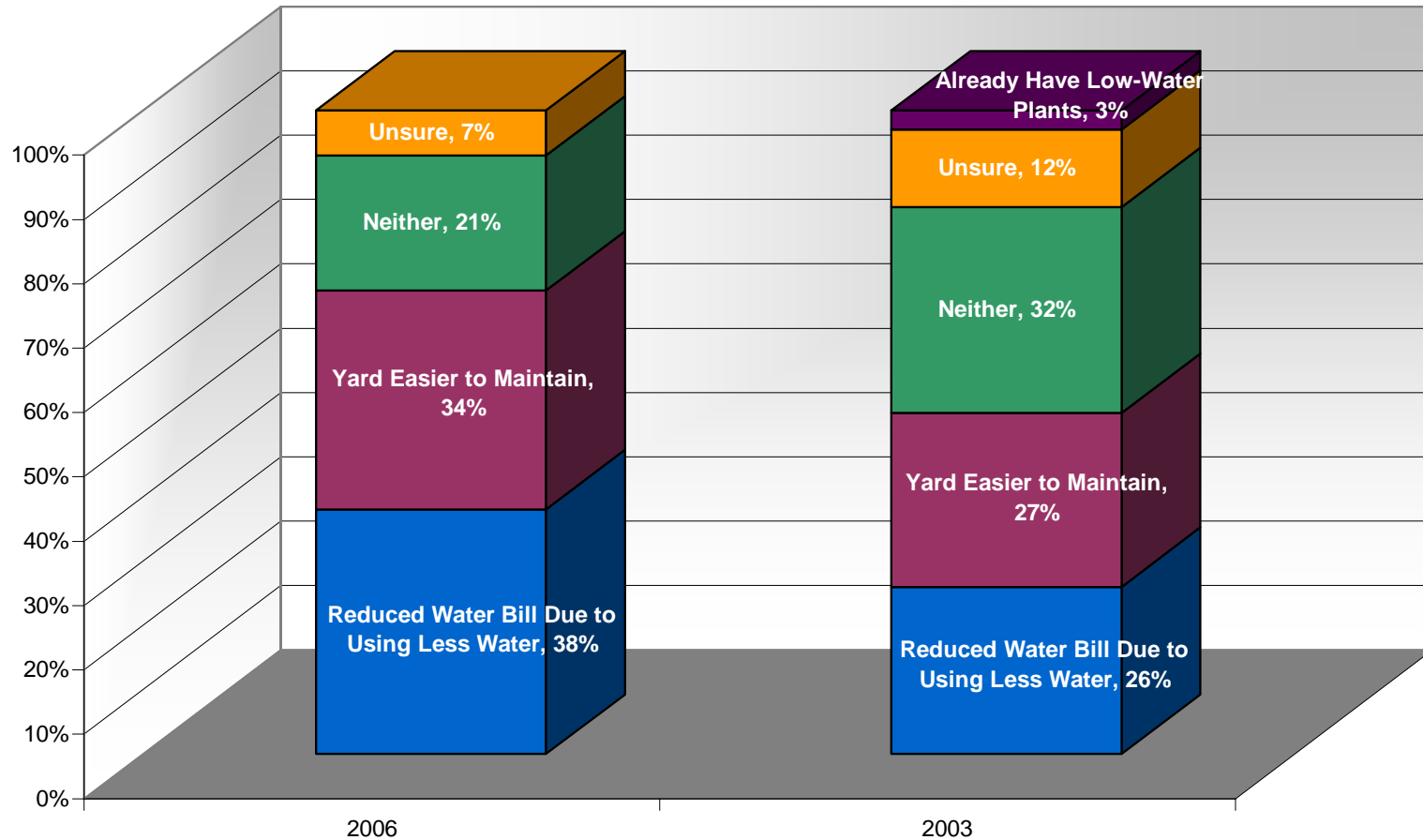


Chart 20
Financial Incentive Required to Replace Existing Plants with Drought Tolerant Plants
(Among 13% that Pay Water Bill, Have Responsibility for Landscaping and Who are not motivated by reduced bill or easier maintenance)

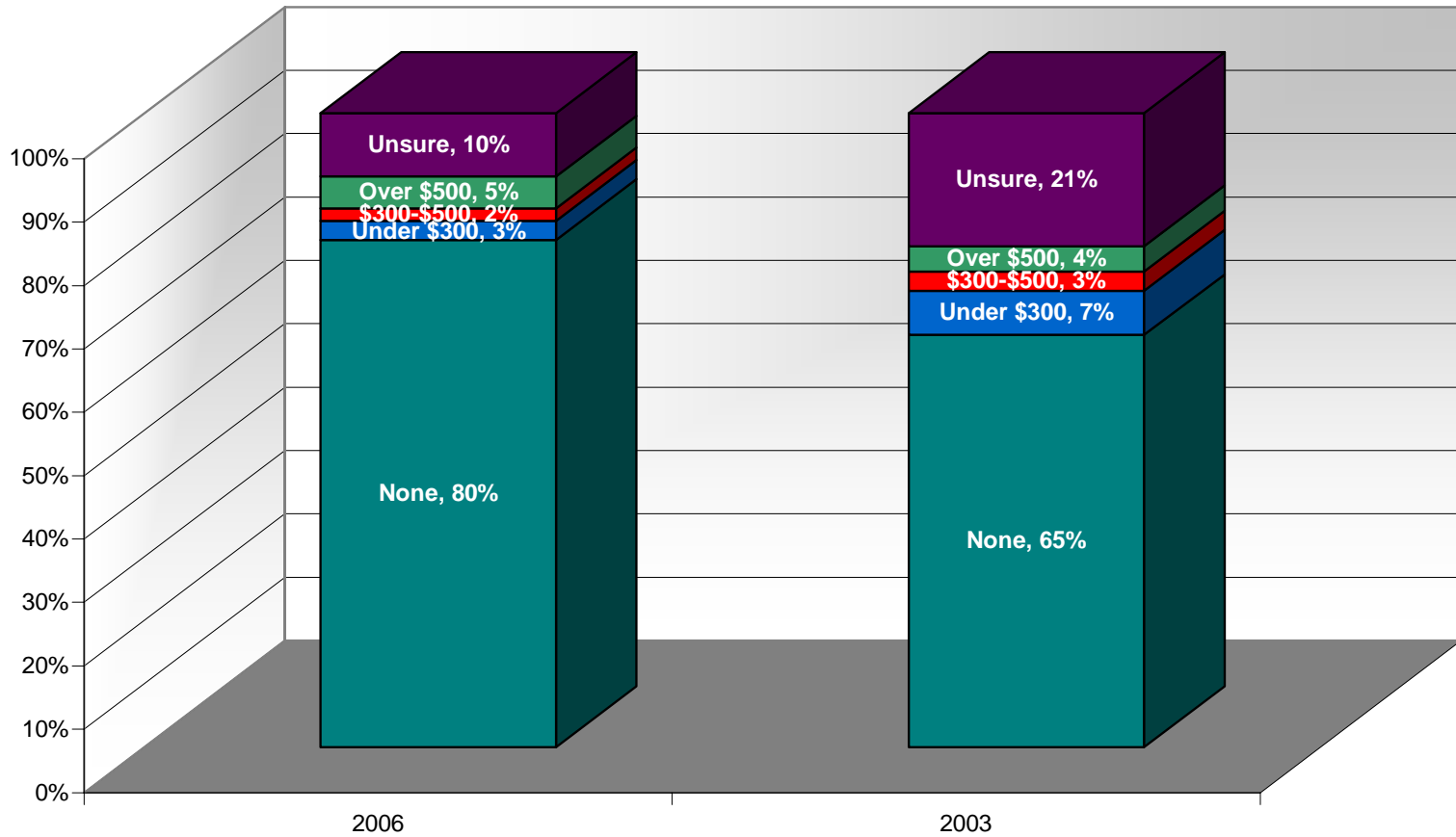


Chart 21
Household Has Automatically Controlled Sprinkler System
(Among 45% that Pay Water Bill and Have Responsibility for Landscaping)

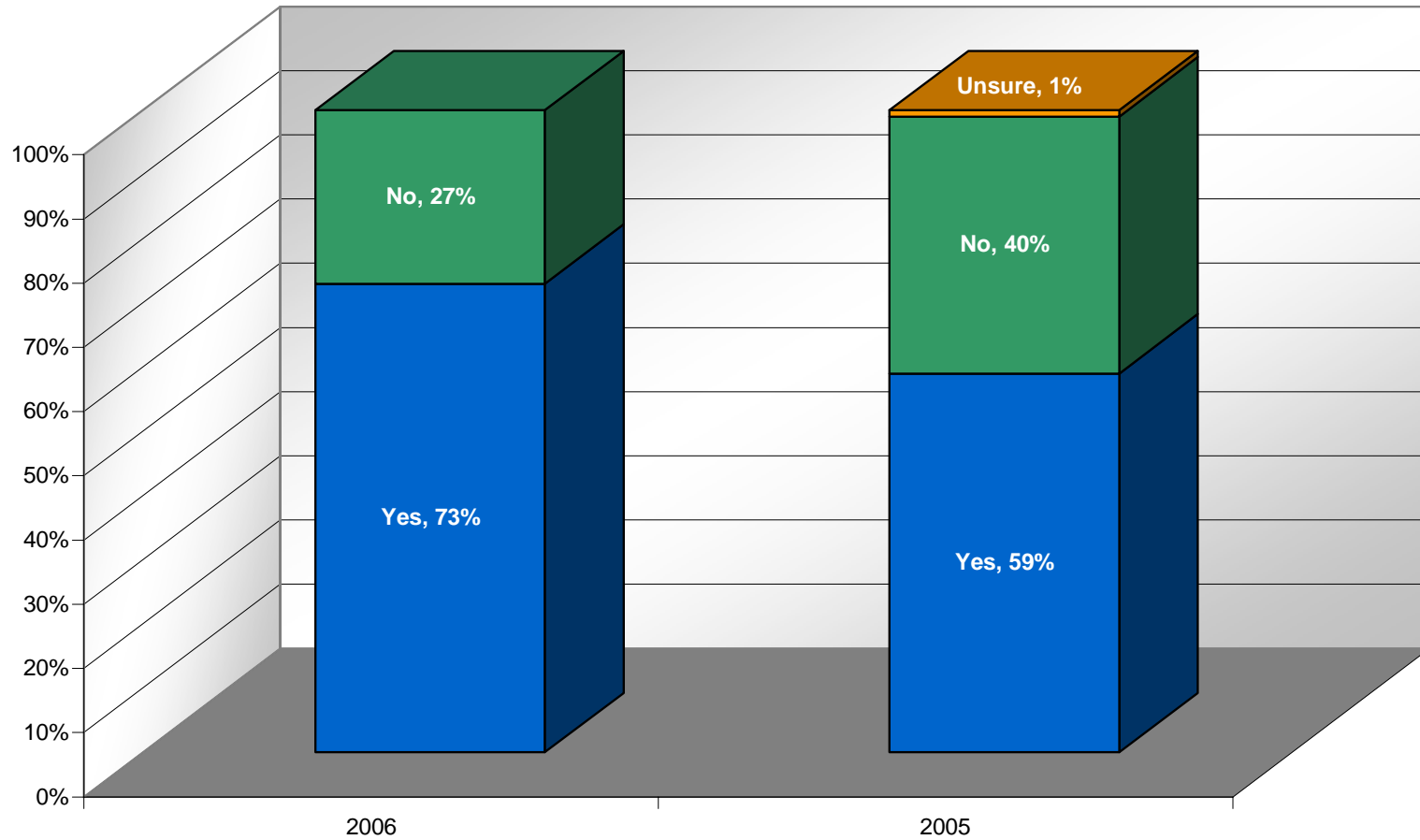


Chart 22
Number of Annual Adjustments to Automatic Sprinklers
 (Among 33% that Pay Water Bill, Have Responsibility for Landscaping
 and Have Automatic Sprinkler System)

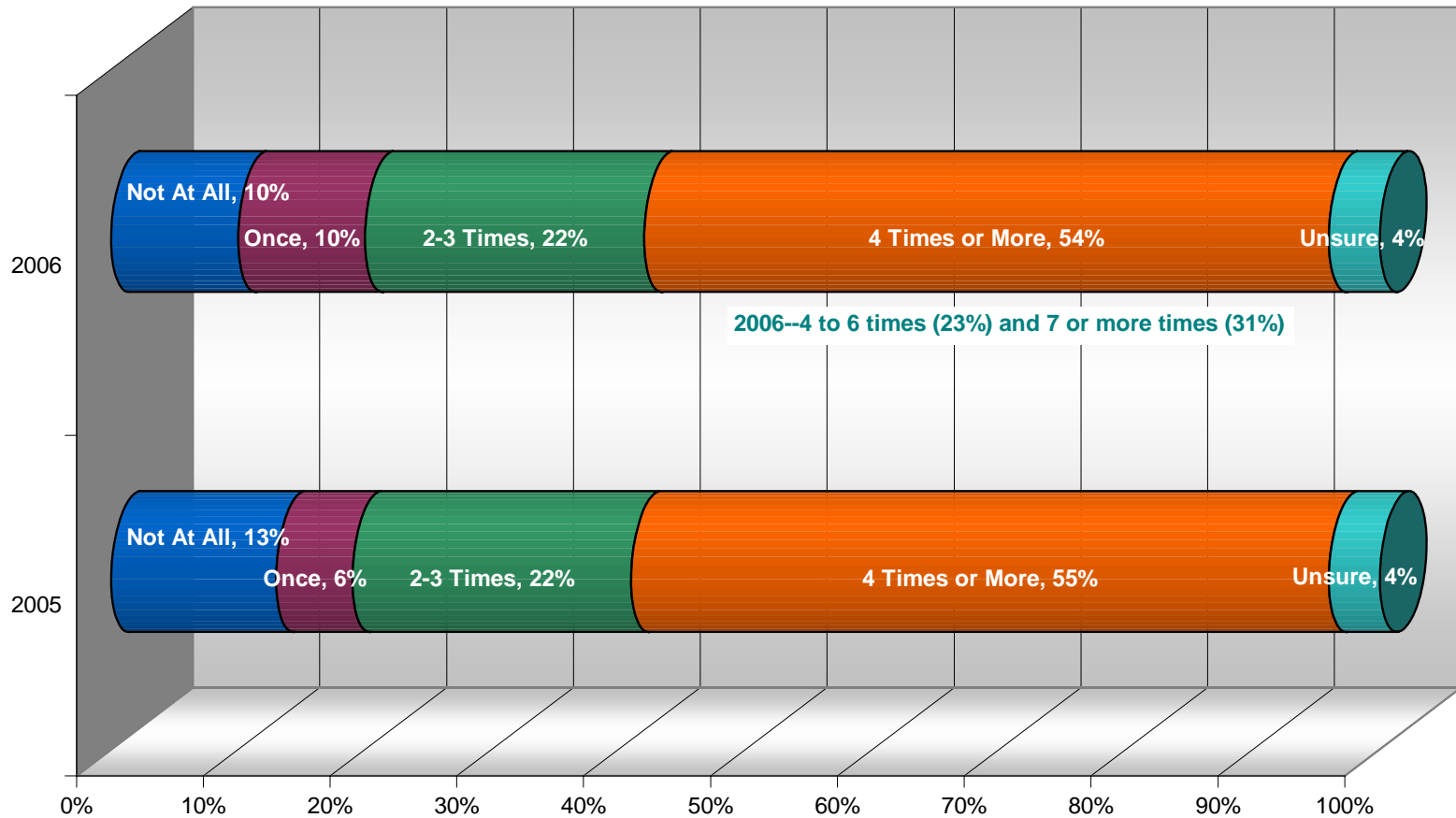


Chart 23
Heard About and Installed Weather-Based Irrigation Controllers
(Among 45% that Pay Water Bill and Have Responsibility for Landscaping)

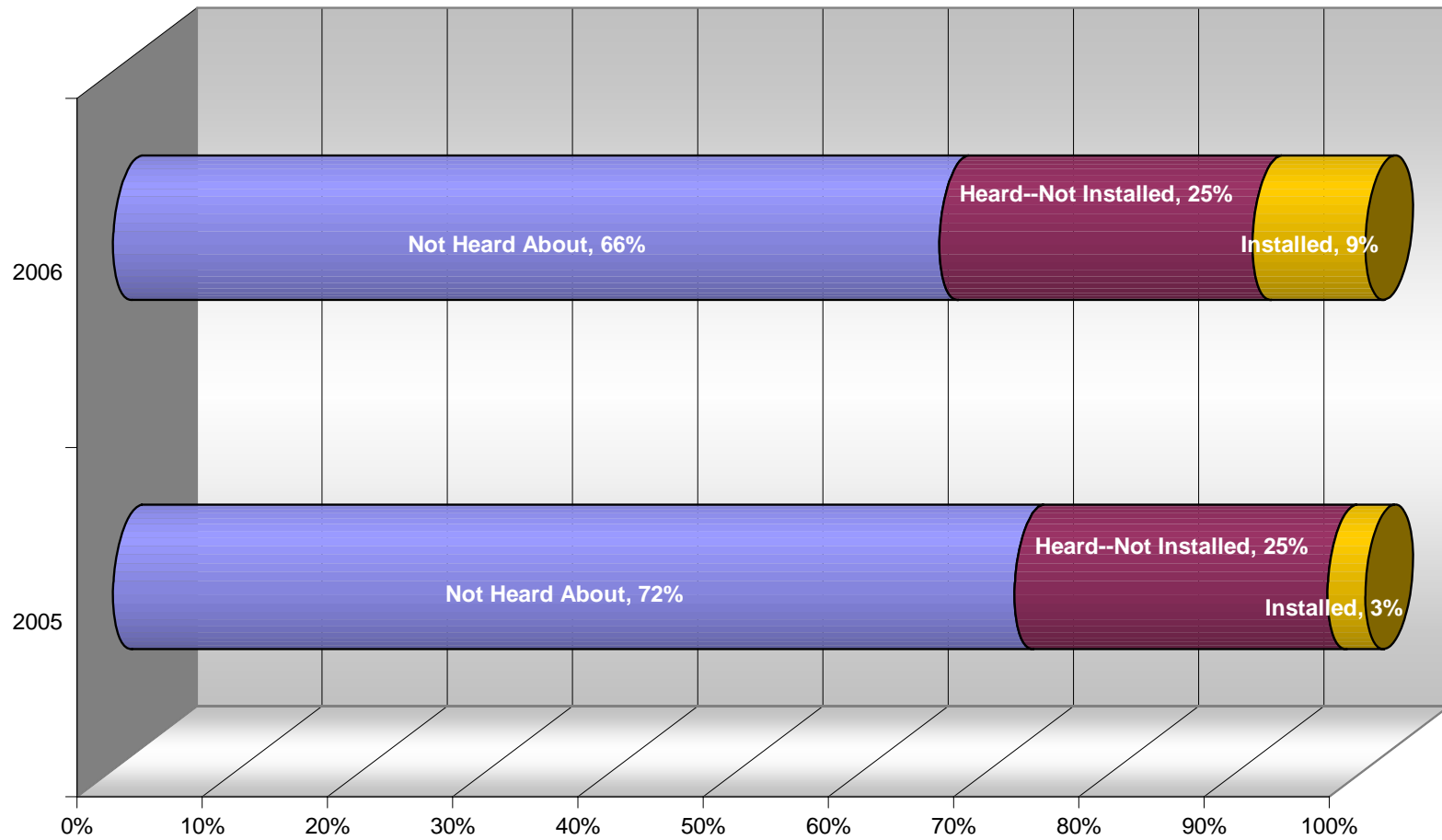


Chart 24
Likelihood of Installing Weather Based Controller in Next 12 Months
 (Among 41% that Pay Water Bill, Have Responsibility for Landscaping
 and Do not have a weather based controller)

Note: 2006 survey described cost of controller as \$300 and 2005 described cost as \$200

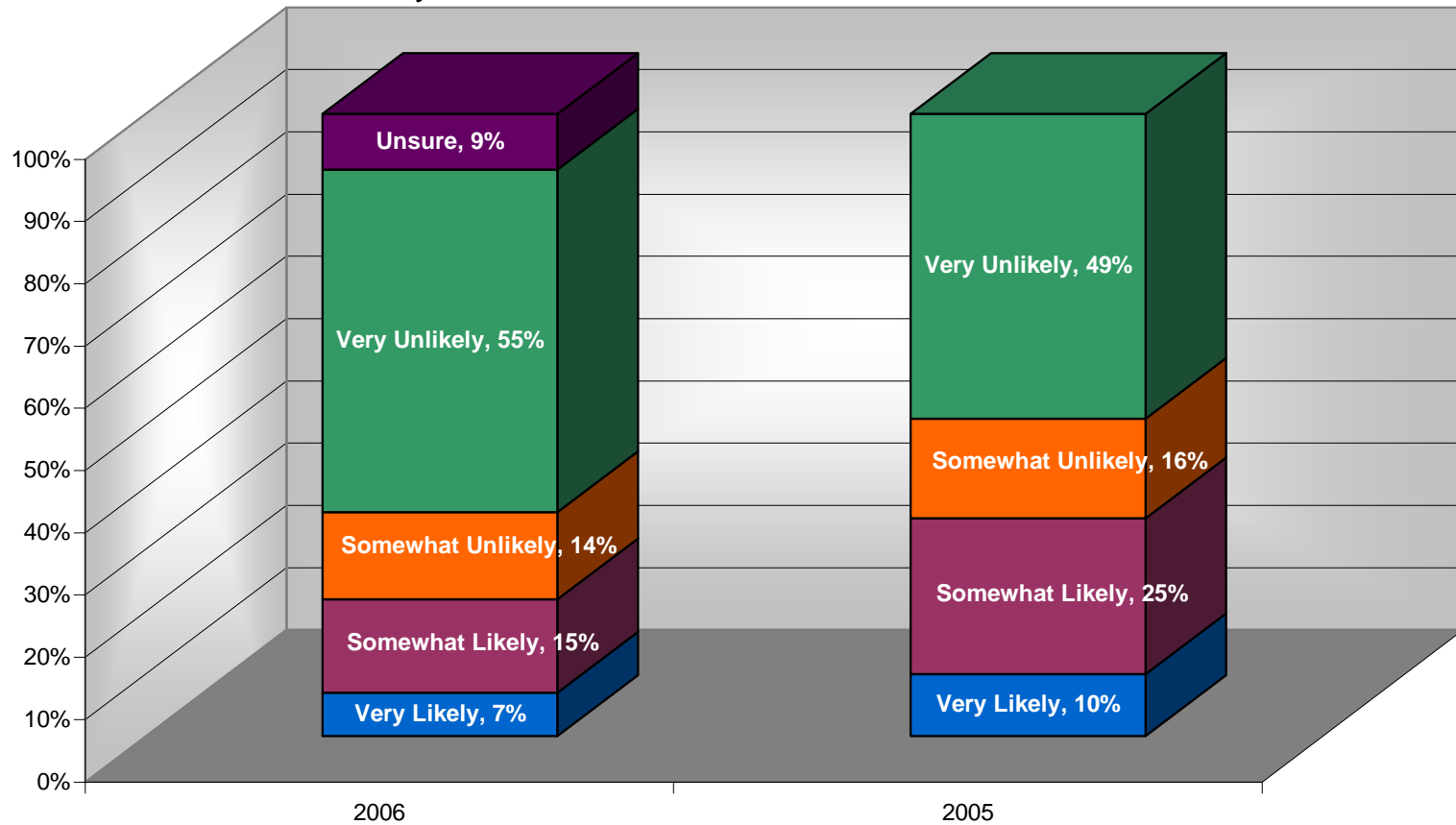


Chart 25
Who Maintains Landscaping?
(Among 45% that Pay Water Bill and Have Responsibility for Landscaping)

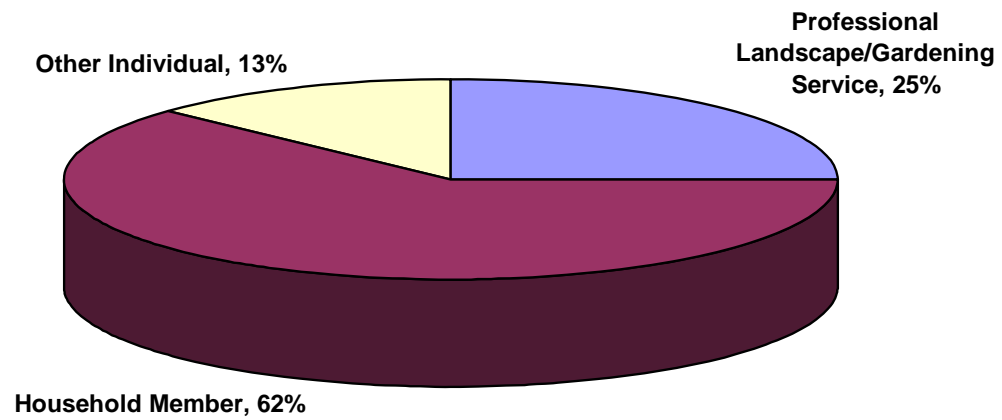


Chart 26
Willing to Pay More Monthly for Drought Tolerant Trained Landscaper
(Among 17% that Pay Water Bill, Have Responsibility for Landscaping and Whose landscaping is not maintained by household member)

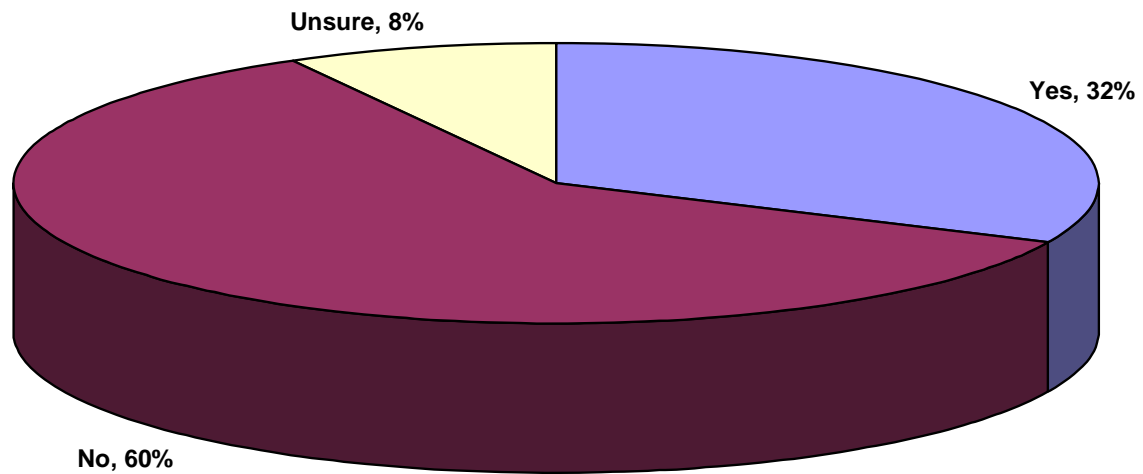


Chart 27
Willingness to Attend Class About Water Saving Landscaping
(Among 34% that Pay Water Bill, Have Responsibility for Landscaping and Do not use a Professional Landscape Service)

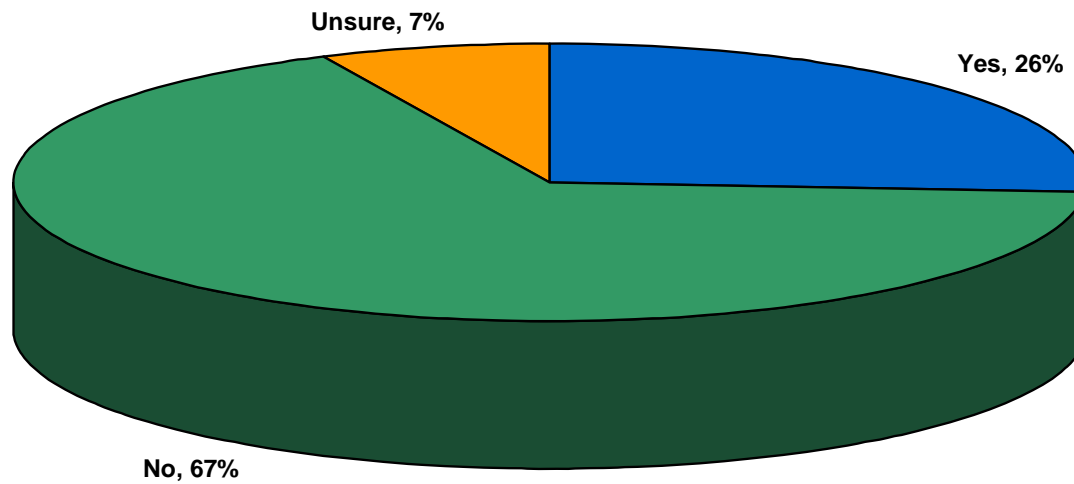


Chart 28
Willingness to Attend Water Saving Landscaping Class
if Received Weather-Based Controller
(Among 21%--Pay Water Bill--Responsibility for Landscaping--No Professional Landscape Service--
Uninterested in class--No weather based controller)

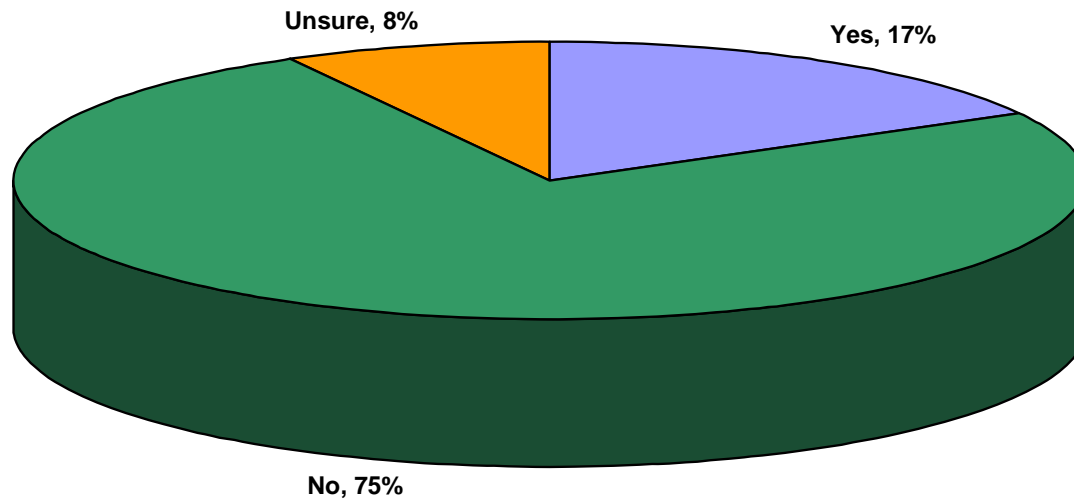


Chart 29
Sources of Information About Landscaping
 (Among 45% that Pay Water Bill and Have Responsibility for Landscaping)

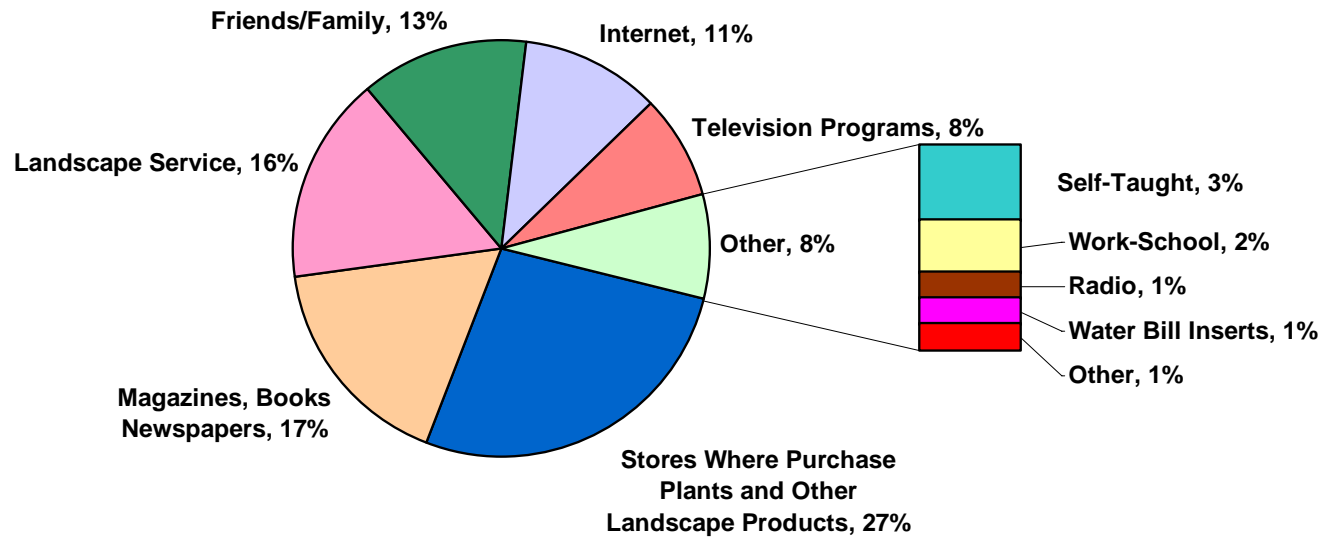
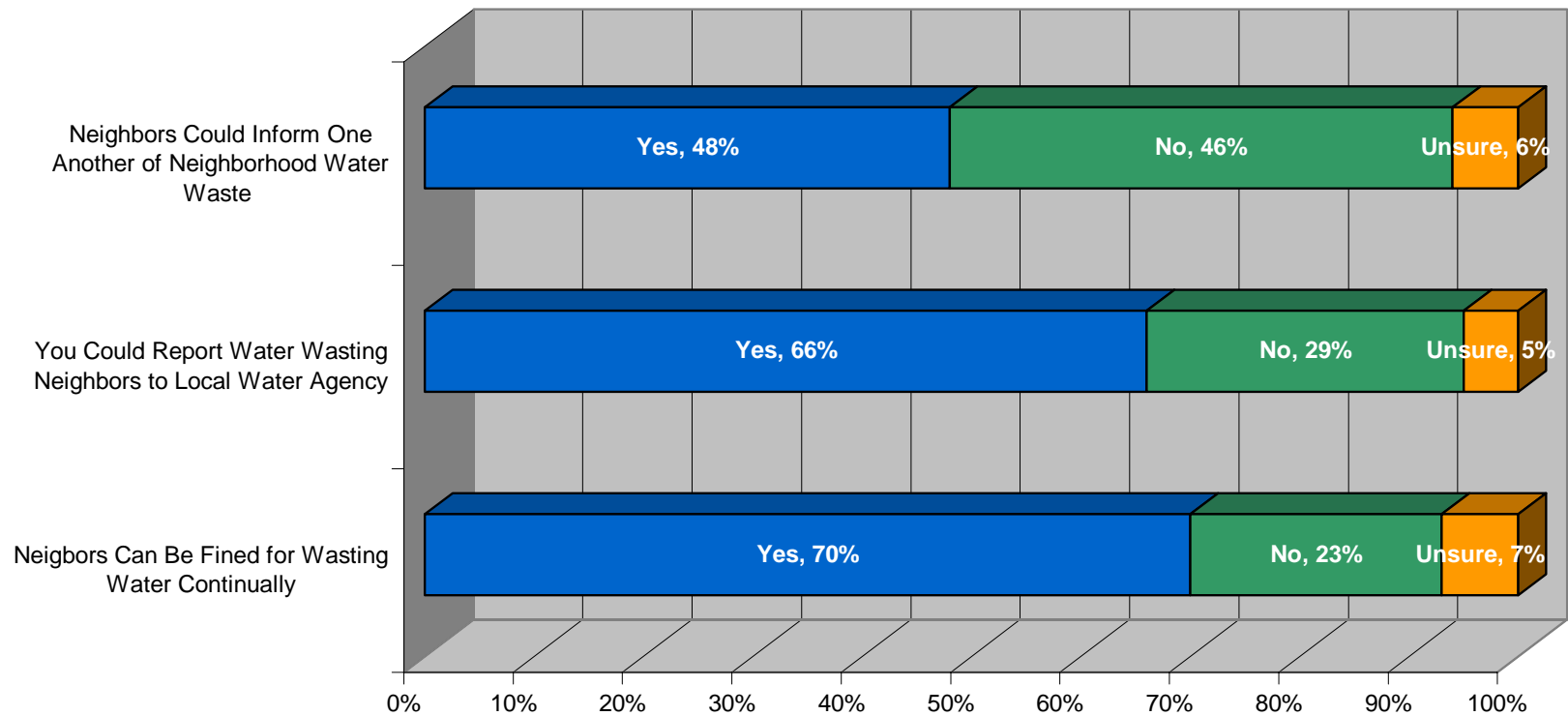


Chart 30
Neighborhood Water Saving Programs
(Among 45% that Pay Water Bill and Have Responsibility for Landscaping)



Attitudes and Perceptions Concerning Recycled Water, Seawater Desalination, and Fluoridation

SUMMARY: *There is considerable agreement with San Diego County Water Authority efforts to improve reliability and diversity of water supply through utilizing recycled water and seawater desalination, both of which are strongly supported. Out of six potential uses of recycled water offered to residents, 3 were very strongly supported by more than 80 percent of respondents and the other three by two-thirds of respondents. This support derives in large part from middle-income residents, males, homeowners and those respondents who requested to be interviewed in Spanish.*

Instead of asking respondents generally about using recycled water to water school playgrounds, for example, as had been done in past years' surveys, the 2006 survey asked about watering your child's school playground. This caused all of the five uses that were personalized from 2005 to decline in support, with the exception of recreational lakes. Support for recycled water was not as strong in 2006 from higher income respondents nor from White respondents; rather, middle-income support seemed to supplant higher income as a core support group.

Interestingly, two-thirds of residents either believe that the water they drink currently is fluoridated or they do not know whether it is fluoridated or not. This misconception is highest among Whites and homeowners and does not differ among respondents throughout the county from the respondents from Escondido, where the water is fluoridated. Consistent with this lack of awareness is very little concern over its potential use.

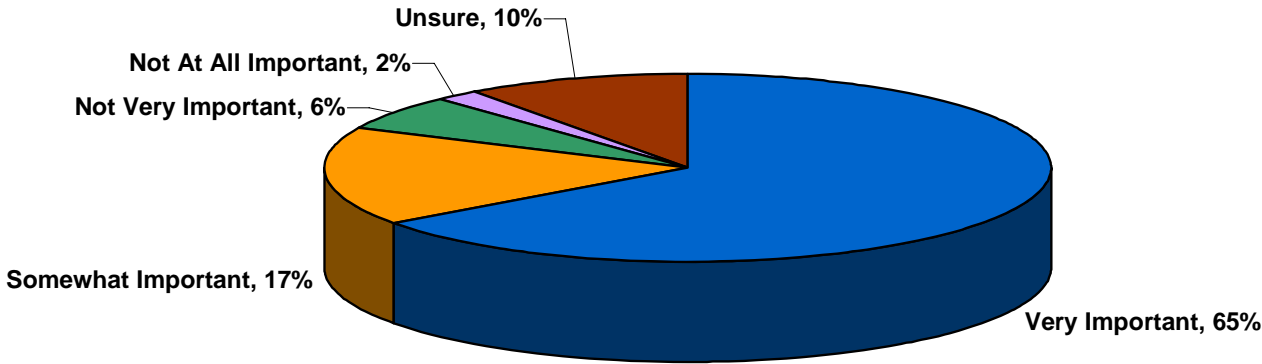
Seawater Desalination

In 2006, 82 percent of residents consider seawater desalination to be very (65 percent) or somewhat (17 percent) important in developing a reliable water supply (**Chart 31**). The 2003, 2004, and 2005 surveys also showed substantial support for developing drinking water from desalinating seawater (ranging between 69 percent and 75 percent support). There are no significant differences among various subgroups in terms of support for seawater desalination. That is, support for seawater desalination, as it has been in past years, is broad based and strong.

Recycled Water

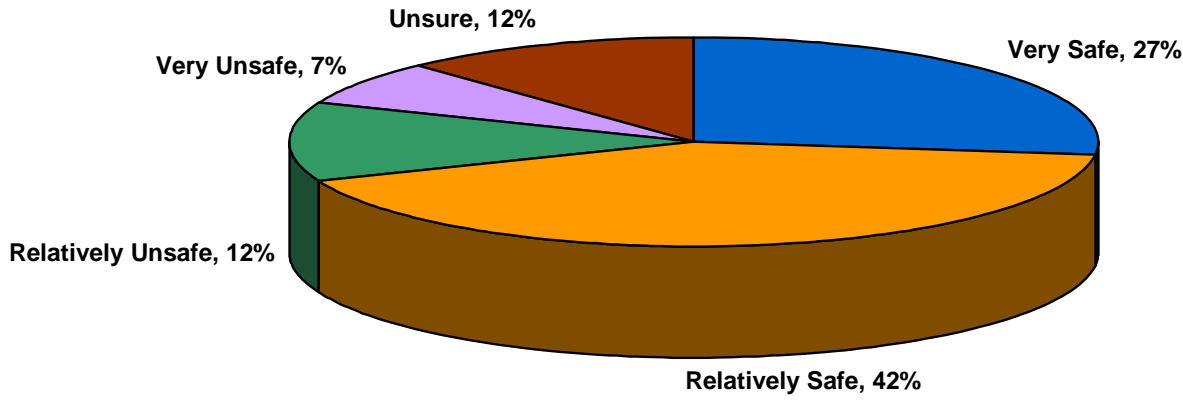
Recycled water is also viewed favorably, and only 5 percent of the population required a definition of the term "wastewater" as the concept of recycled water was introduced. **Chart 32** indicates that 69 percent of the total population in the San Diego County Water Authority service area believes that recycled water is very safe (27 percent) or relatively safe (42 percent).

Chart 31
Importance of Desalination to Reliable Water Supply



2005: Respondents indicated preference for investing in seawater desalination (69%) over purchasing more imported water (18%). 2004 and 2003: Respondents asked in seawater desalination is good idea (70%--2004--and 75%--2003) or bad idea (14% --2004--and 13%--2003)

Chart 32
Perceived Safety of Recycled Water



Significant differences in perceived safety of recycled water (1-5 scale, where 1= very safe and 5= very unsafe) were found between:

- Whites (2.19) and Blacks/African-Americans (3.09)
- Hispanics/Latinos (2.44) and Blacks/African-Americans (3.09)
- Incomes of \$50,000-\$74,999 (1.91) and Incomes under \$50,000 (2.44)

Recycled water is seen as a very good source of alternative water supply under many circumstances. In 2005 and 2004, respondents were posed a series of potential uses for recycled water and asked if they favored that use or not. The strongest support in those previous surveys for using recycled water came when it was proposed to be used for watering landscape along freeways and golf courses (2005: 96 percent, of whom 88 percent strongly favor such use), watering sports fields and parks (2005: 91 percent—78 percent strongly), watering landscape and common areas in multi-family housing (2005: 89 percent—72 percent strongly), industrial processing (2005: 87 percent—72 percent strongly), watering residential front yards (2005: 87 percent—68 percent strongly), watering playgrounds at schools (2005: 81 percent—63 percent strongly), and agricultural irrigation (2005: 78 percent—60 percent strongly). These all represented substantial increases in support over 2004, when support was also strong but less than these very powerful indications of support. Less, but still substantial, support was found for using recycled water for recreational lakes with 63 percent in favor (39 percent strongly) in 2005—again a major increase over 2004 when the support and opposition were split relatively equally.

It was decided to focus upon some of the uses listed above that were a little less favored and to rework the questions to make them more personal. For example, “Do you favor or oppose using recycled water for watering school playgrounds?” became in 2006: “Please tell me if you strongly favor, somewhat favor, somewhat oppose or strongly oppose...recycled water for watering your child’s [underline added for this report to indicate difference in questions in 2006] school playground?”

Chart 33 shows that, when personalized in this manner, all potential uses were still favored, with “water supplied to toilets in businesses and offices that you visit” most favored at 86 percent (61 percent strongly and 25 percent somewhat). Next in order is watering your neighborhood sports fields and parks--83 percent in favor (58 percent strongly) and watering your yard—80 percent in favor (59 percent strongly). Less favored were watering your child’s school playground—69

percent in favor (42 percent strongly), use in San Diego County's recreational lakes—66 percent in favor (39 percent strongly), and watering crops grown in San Diego County—64 percent in favor (42 percent strongly).

The question about water supplied to toilets is new in 2006, but all others are variations on questions from 2005 and 2004. **Charts 34-38** show the extent to which personalizing the question changed the responses. Using recycled water for crops seemed to absorb the largest decline when personalized (**Chart 34**). Sports Fields and Parks and School Playgrounds declined in support from 2005 but not much from their 2004 levels (**Chart 35** and **Chart 36**). Watering your yard and recreational lakes did not suffer any notable loss of support (**Chart 37** and **Chart 38**) when the questions were more personal in nature.

Table 5					
Statistically Significant Differences in Support for Various Potential Uses of Recycled Water					
(Scale 1=Strongly Favor—5=Strongly Oppose)					
Potential Uses of Recycled Water	Overall Mean	Statistically Significant Differences			
		Stronger Support		Weaker Support	
Water supplied to toilets in businesses and offices that you visit	1.70	No significant differences		No significant differences	
Watering your neighborhood sports fields and parks	1.77	Income \$50,000-\$99,999	1.50	Income under \$50,000	1.91
		Homeowners	1.68	Renters	1.88
Watering your yard	1.82	Homeowners	1.74	Renters	1.93
Watering your child's school playground	2.28	Spanish language	1.77	English language	2.34
		Income \$50,000-\$99,999	2.00	Income under \$25,000	2.54
		Income \$100,000+			2.48
		Resident less than 20 yrs.	2.05	Resident 20-39 years	2.56
Use in San Diego County's recreational lakes	2.36	Males	2.14	Females	2.39
		Income \$50,000-\$74,999	1.97	Income under \$25,000	2.69
		Spanish language	2.05	English language	2.40
Watering crops grown in San Diego County	2.40	Males	2.23	Females	2.48
		Spanish language	1.97	English language	2.45
		Income \$50,000-\$74,999	2.07	Income \$25,000-\$49,999	2.72
		Males	2.22	Females	2.54

Chart 33
Favor or Oppose Using Recycled Water for...

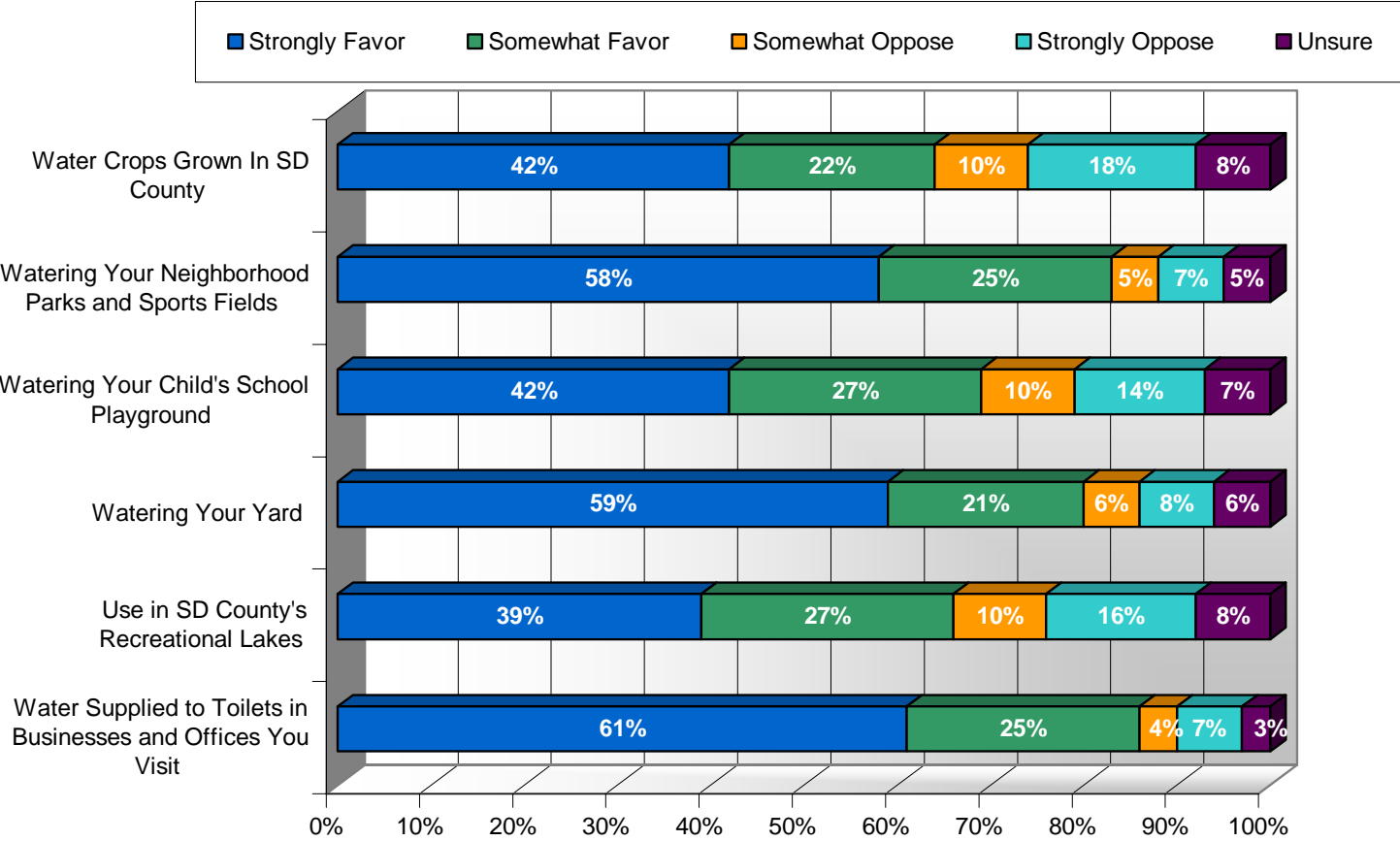


Chart 34
Favor or Oppose Recycled Water for Watering Crops Grown in San Diego County

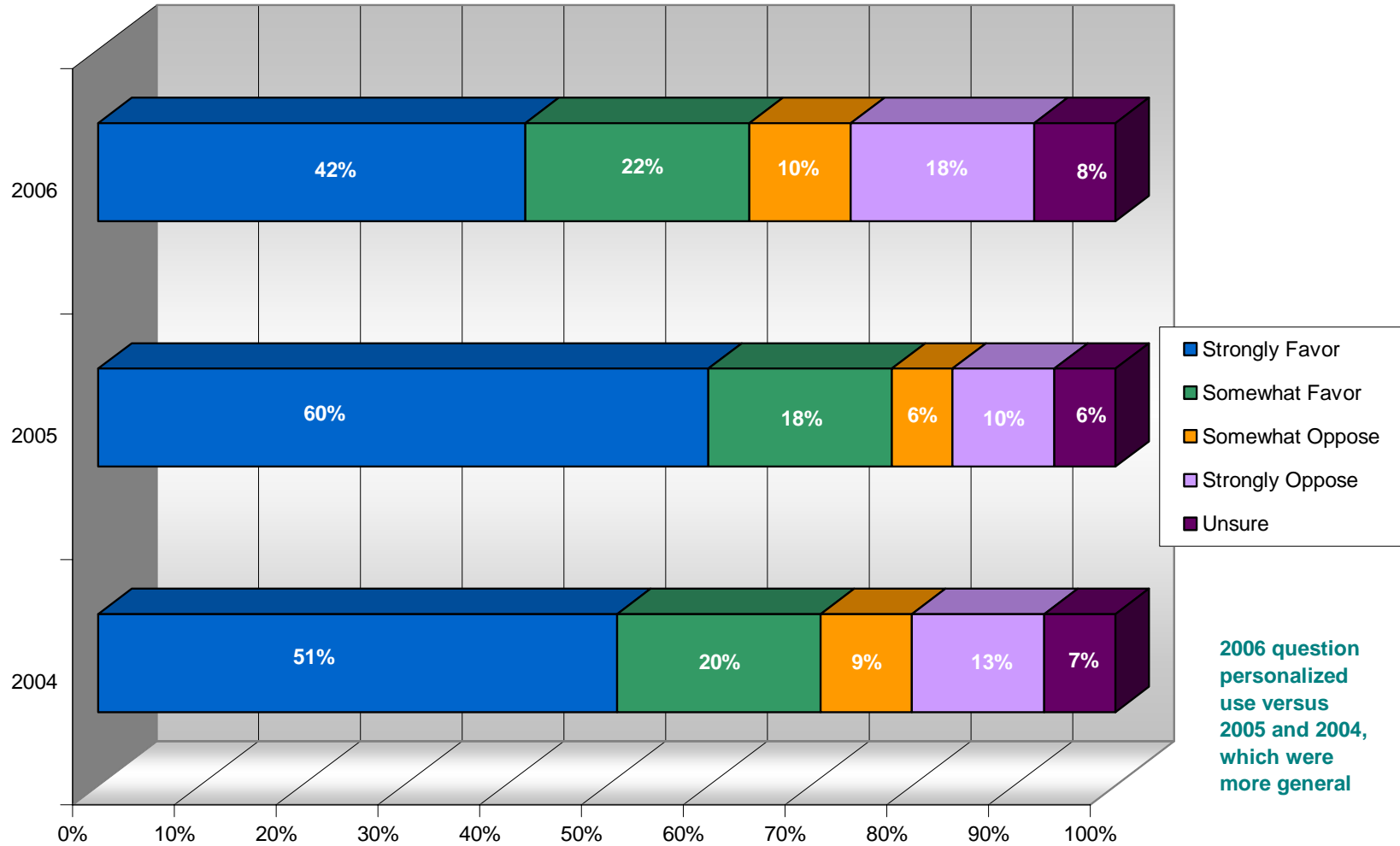


Chart 35
Favor or Oppose Recycled Water for Watering Your Neighborhood
Sports Fields and Parks

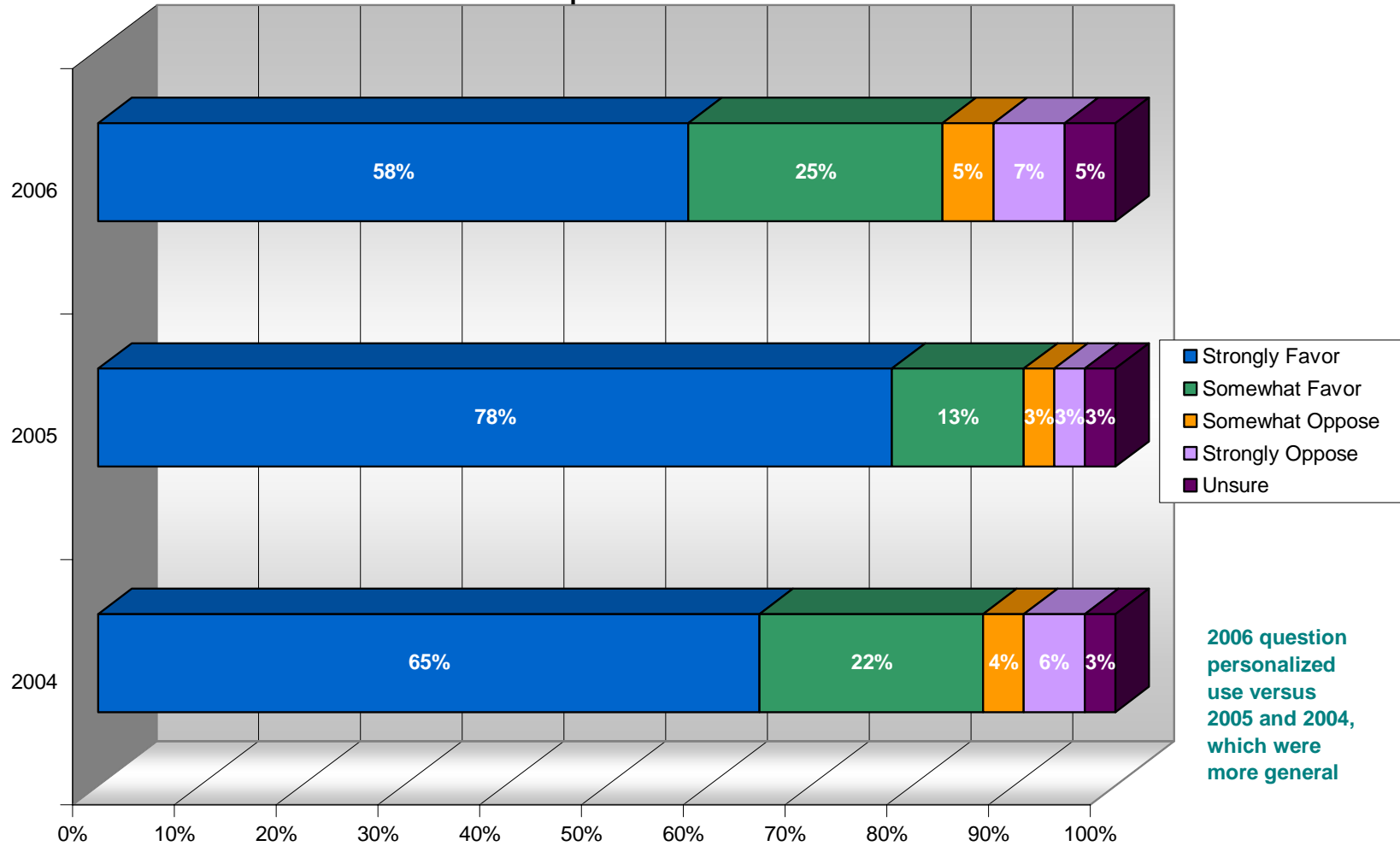


Chart 36
Favor or Oppose Recycled Water for Watering Your Child's School Playground

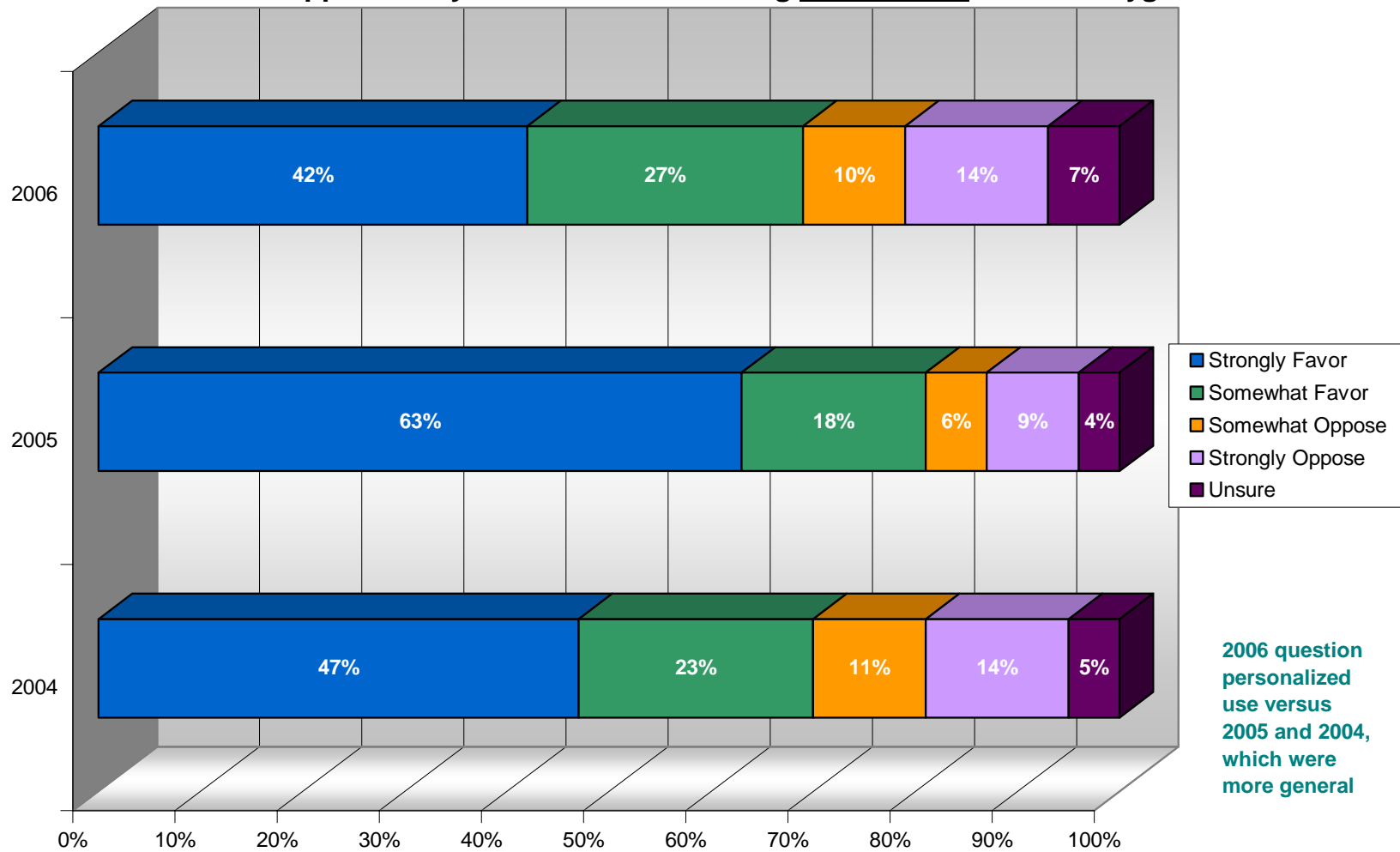


Chart 37
Favor or Oppose Recycled Water for Watering Your Yard

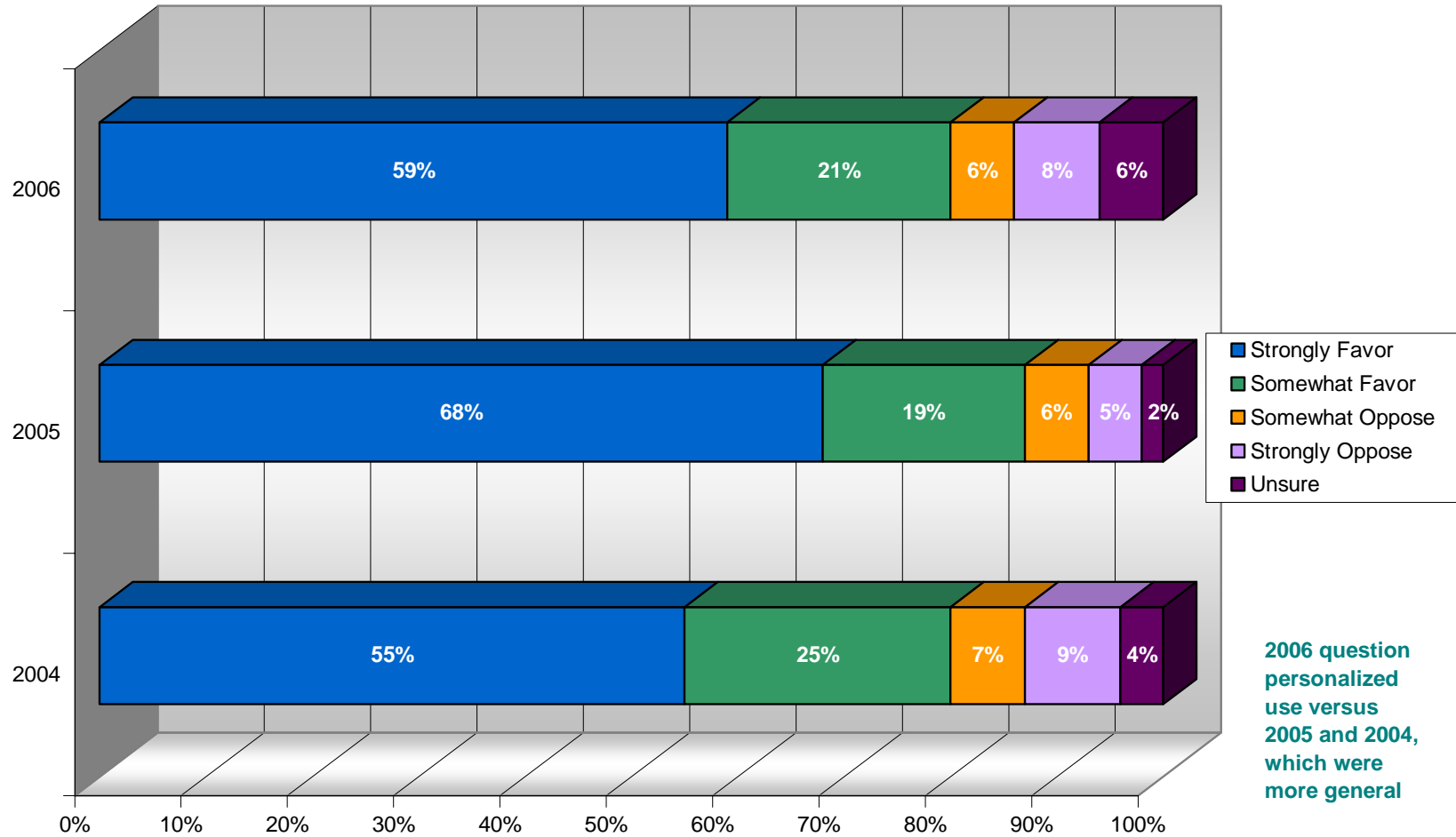


Chart 38
Favor or Oppose Recycled Water for Use in
San Diego County's Recreational Lakes

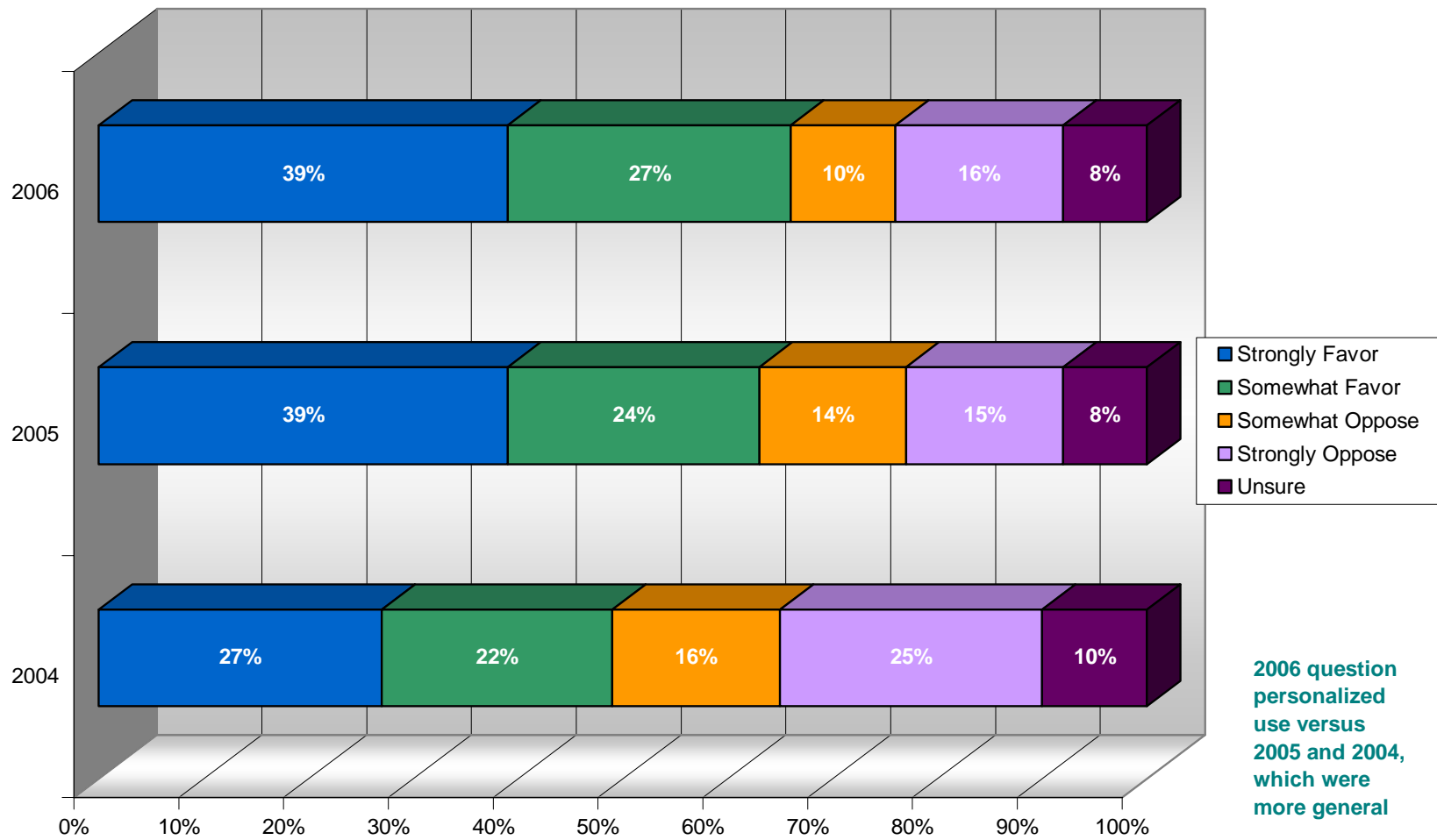


Table 5 utilizes a 5-point scale (1=strongly favor—5=strongly oppose) to show the differences by subgroups in their support for these various uses for recycled water. It is clear that recycled water receives its strongest support from middle-income residents, homeowners, males and Spanish language respondents. Weaker levels of support (but still support) come from lower income respondents (with the exception of watering playgrounds), renters, and females.

Chart 39 shows that information about recycled water is obtained mostly from television (38 percent) and newspapers (25 percent). Monthly bill material and water agency websites are important information sources for 9 percent and 7 percent of the population, respectively.

Those who obtain their information about water recycling particularly from television can be characterized more as:

- Spanish language respondents (80 percent) versus English language (33 percent)
- Renters (50 percent) versus homeowners (30 percent)
- Income under \$25,000 (47 percent) versus income of \$100,000 or more (16 percent)
- Three or more persons per household (46 percent) versus 1-2 person households (28 percent)
- Resident for 19 years or less (46 percent) versus 30 or more year residents 28 percent)
- Not registered to vote (42 percent) versus Republicans and Non-partisans (25 percent)

Those who obtain their information about water recycling from newspapers can be characterized more as:

- Residents for 30 or more years (34 percent) versus residents of 29 years or less (20 percent)
- Republicans, Democrats and Non-partisans (29 percent) versus not registered (20 percent)
- Homeowners (28 percent) versus renters (21 percent)
- 1-4 person households (28 percent) versus 5 or more person households (10 percent)
- English language respondents (27 percent) versus Spanish language (6 percent)

Those who obtain their information about water recycling from material included with their monthly bills can be characterized more as:

- Homeowners (12 percent) versus renters (3 percent)
- Residents of 20 or more years (12 percent) versus residents of 19 or less years (6 percent)
- English language respondents (10 percent) versus Spanish language (3 percent)

Those who obtain their information about water recycling from their water agency or San Diego County Water Authority websites can be characterized more as:

- Incomes of \$100,000 or more (17 percent) versus incomes under \$100,000 (8 percent)
- English language respondents (9 percent) versus Spanish language (no respondents=0 percent)

Fluoridated Water

Although Escondido is presently the only community in San Diego County that fluoridates its water supply, 40 percent of the total Water Authority area population believes that their water is fluoridated (**Chart 40**). Escondido zip codes differ very little from the total population, with 44 percent believing their water to be fluoridated. Further, there are very few differences among subgroups of the population in this perception. Homeowners (47 percent), Whites (44 percent), and English language respondents (42 percent) rank highest in this misconception. There is, however, no difference among groups in the proportion offering the correct, negative response. The difference between the groups listed above and their counterparts is that the other groups are less sure of the answer—not more correct.

As for being concerned about water being fluoridated, only 16 percent of the population expressed any concern about that (**Chart 41**), with the primary concerns being health related (39 percent of this concern was identified as specific health concerns and 12 percent indicated a concern that the amount of fluoride in the water would be too much). Other expressions of concern included general opposition to the idea (26 percent) and the need for more information (15 percent)—**Chart 42**.

Chart 39
Source of Information About Recycled Water

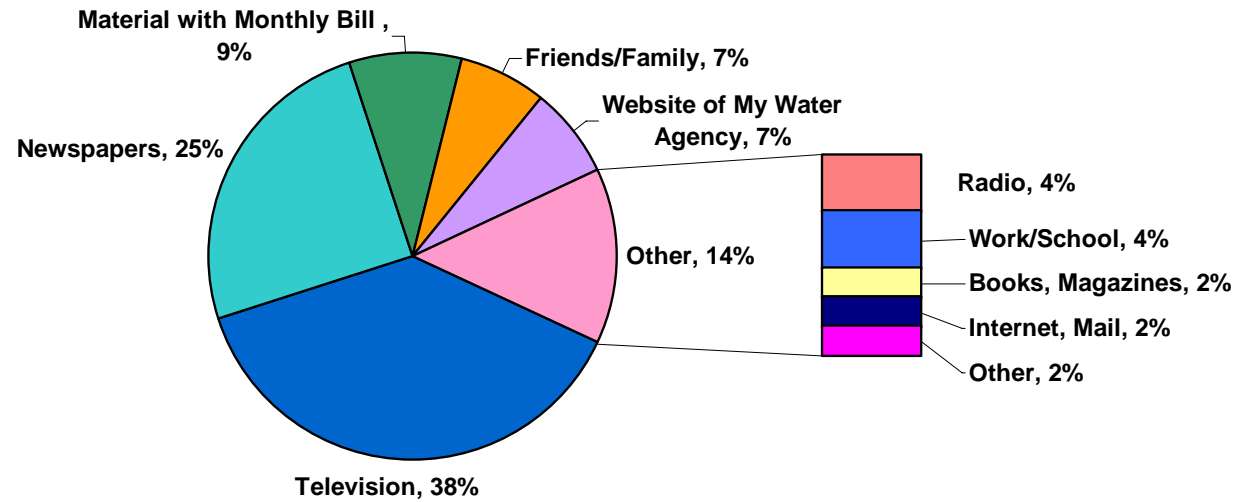


Chart 40
Fluoridated Water in San Diego County

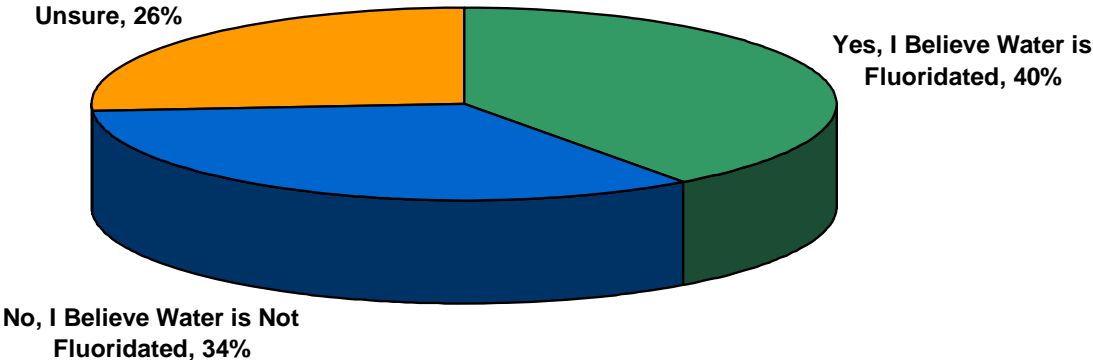


Chart 41
Expressed Concern About Fluoridated Water

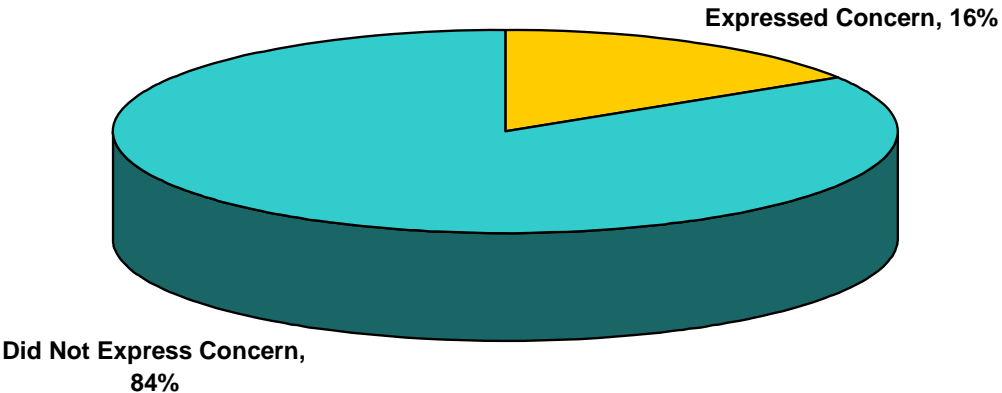
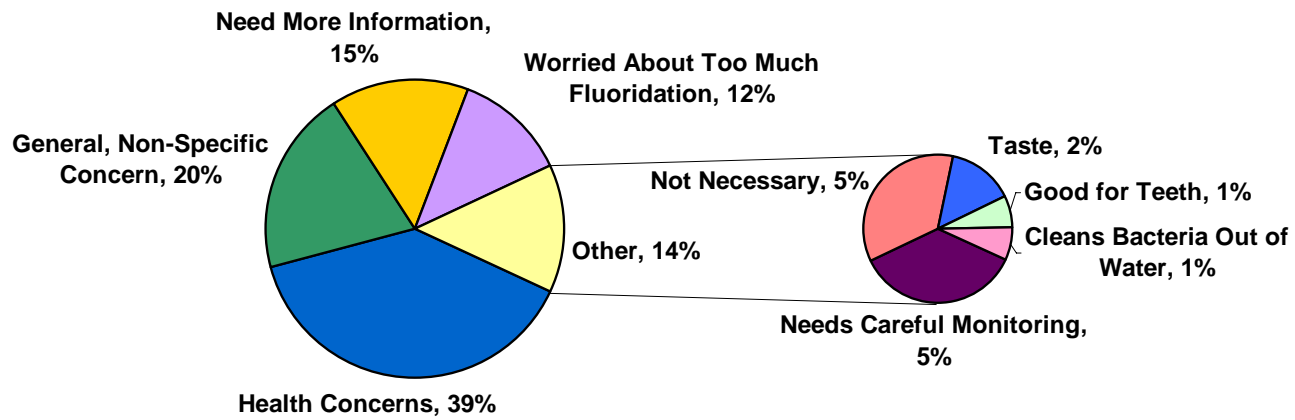


Chart 42
Specific Concerns About Fluoridation



Water Rate Considerations and Recommended Policies/Programs

SUMMARY: *Seawater desalination, conservation and water recycling appear as the most important policies for the San Diego County Water Authority to pursue. Consistent with these recommended policies, respondents identified the same three as those programs for which they were most willing to accept a rate increase. Less than 1 out of 7 respondents were opposed to any increase no matter the program. In short, residents of the region have stated with clarity that they do want their water supply to be as reliable as possible and that they will entertain an array of programs, policies, and rate structures that can accomplish that for them.*

Recommended Actions by Water Authority

A question was asked in the 2004 survey as follows: “We have talked about a number of water issues in this survey. Considering all we have discussed, what do you think is the most critical thing the San Diego County Water Authority should do to ensure a safe and reliable water supply?” This question was asked in an open-ended manner near the end of the questionnaire, just prior to the demographic questions, after many questions had been asked about conservation, seawater desalination, and water recycling, in particular. Not surprisingly, the volunteered responses mirrored the survey orientation. That is, the emphases of the survey instrument were reflected in the responses. In order to combat this bias, the 2005 and 2006 surveys asked essentially the same question of all respondents (“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?”) two times—once early in the questionnaire before anything related to water policy had been addressed and again near the end of the questionnaire, as the final question before demographics in 2005 and after demographics in 2006, after all of the questions about recycling and conservation, in particular, had been asked.

Chart 43 shows the responses to the second application of the question in 2006 and 2005 in comparison to the question that was asked late in the survey in 2004. Seawater desalination has demonstrated significant growth in importance to Water Authority service area residents, growing from 15 percent in 2004 to 23 percent in 2006. This is particularly noteworthy in that the 2006 survey contained very little about seawater desalination. Conservation has remained essentially unchanged (11-13 percent) and recycled water (11 percent) has fallen back to 2004 levels (10 percent) after having shown growing importance in 2005 (15 percent).

Chart 44 depicts the two (early in the survey and late in the survey) 2006 and 2005 questions together. The first implementation of the question, unaffected by the survey questions, shows much uncertainty (23 percent in 2006 and 30 percent in 2005) and a preference for seawater desalination among all other programs and policies (21 percent in 2006 and 17 percent in 2005). Conservation (10 percent) and improved water quality (10 percent) follow in 2006.

For the first implementation of the question: What do you think is the most critical thing the San Diego County Water Authority should do to ensure a safe and reliable water supply?

The groups strongest for Seawater Desalination (overall 21 percent) were:

- Males (26 percent)
- Spanish language respondents (26 percent)

The groups strongest for Conservation (overall 10 percent) were:

- Democrats, Other parties, and Not registered (14 percent)
- Spanish language respondents (12 percent)

The groups strongest for Water Recycling (overall 7 percent) were:

- Democrats and Non-partisan (9 percent)
- English language respondents (7 percent)

The groups strongest for Improving Water Quality (overall 10 percent) were:

- Females (12%)
- English language respondents (11%)

The group strongest for Reservoirs/Storage (overall 6 percent) was:

- Republicans and Other parties (12 percent)

The group strongest for a greater Public Education outreach (overall 5 percent) was:

- Not registered to vote (11 percent)

In the second implementation of the question, uncertainty declined from 23 percent to 18 percent. Seawater desalination increased slightly from 21 percent to 23 percent. Conservation grew from 10 percent to 13 percent and Recycled Water took a substantial leap from 7 percent to 11 percent (a much more reasonable increase than the 3 percent to 15 percent swing in 2005). Improved water quality dropped from 10 percent to 7 percent. These results are not significantly dissimilar from 2005 but do reflect less movement between the first and second implementations of the question than in the prior year.

Chart 43
Most Critical Thing San Diego County Water Authority Should Do to Ensure Safe and Reliable Water Supply

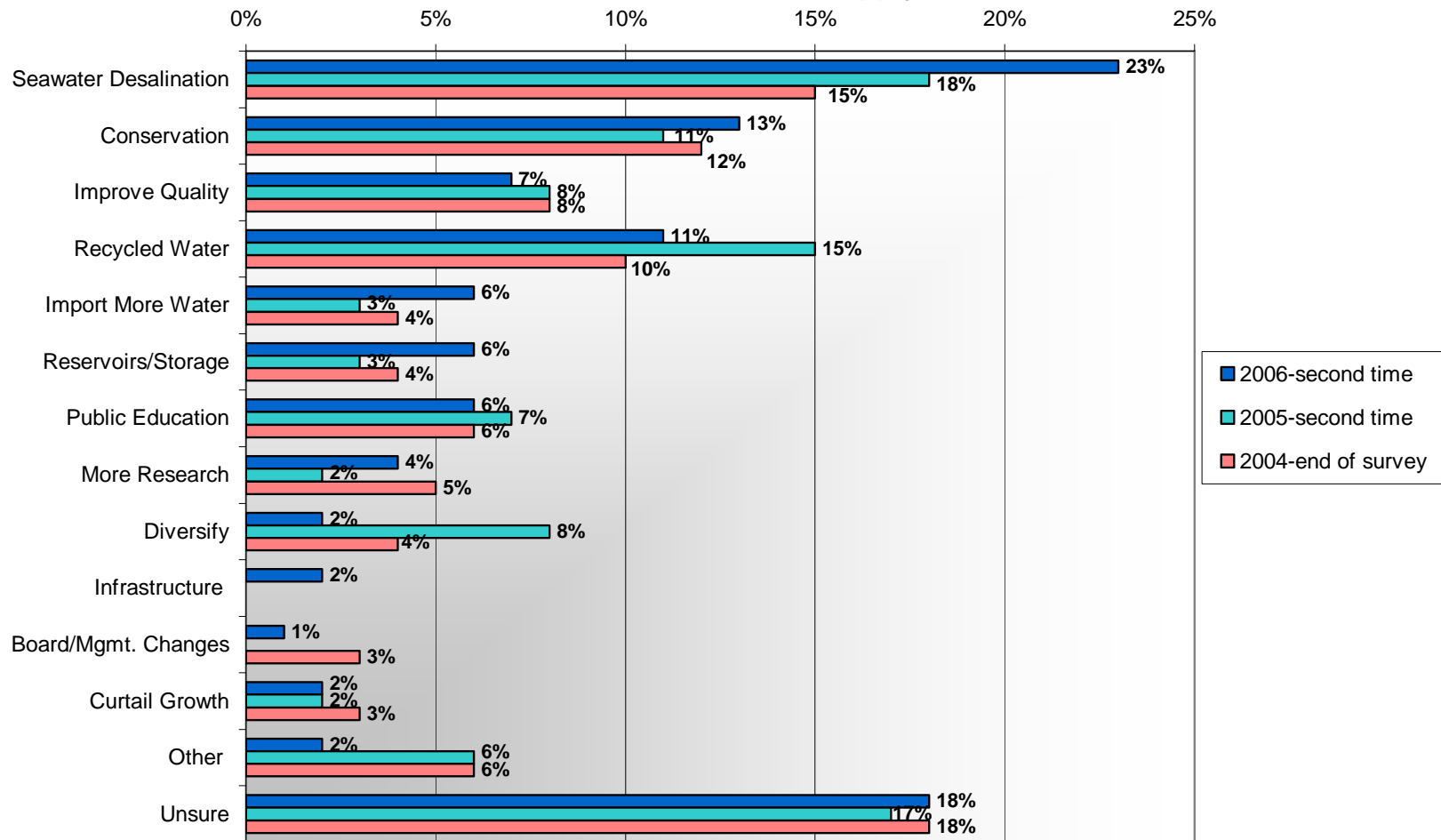
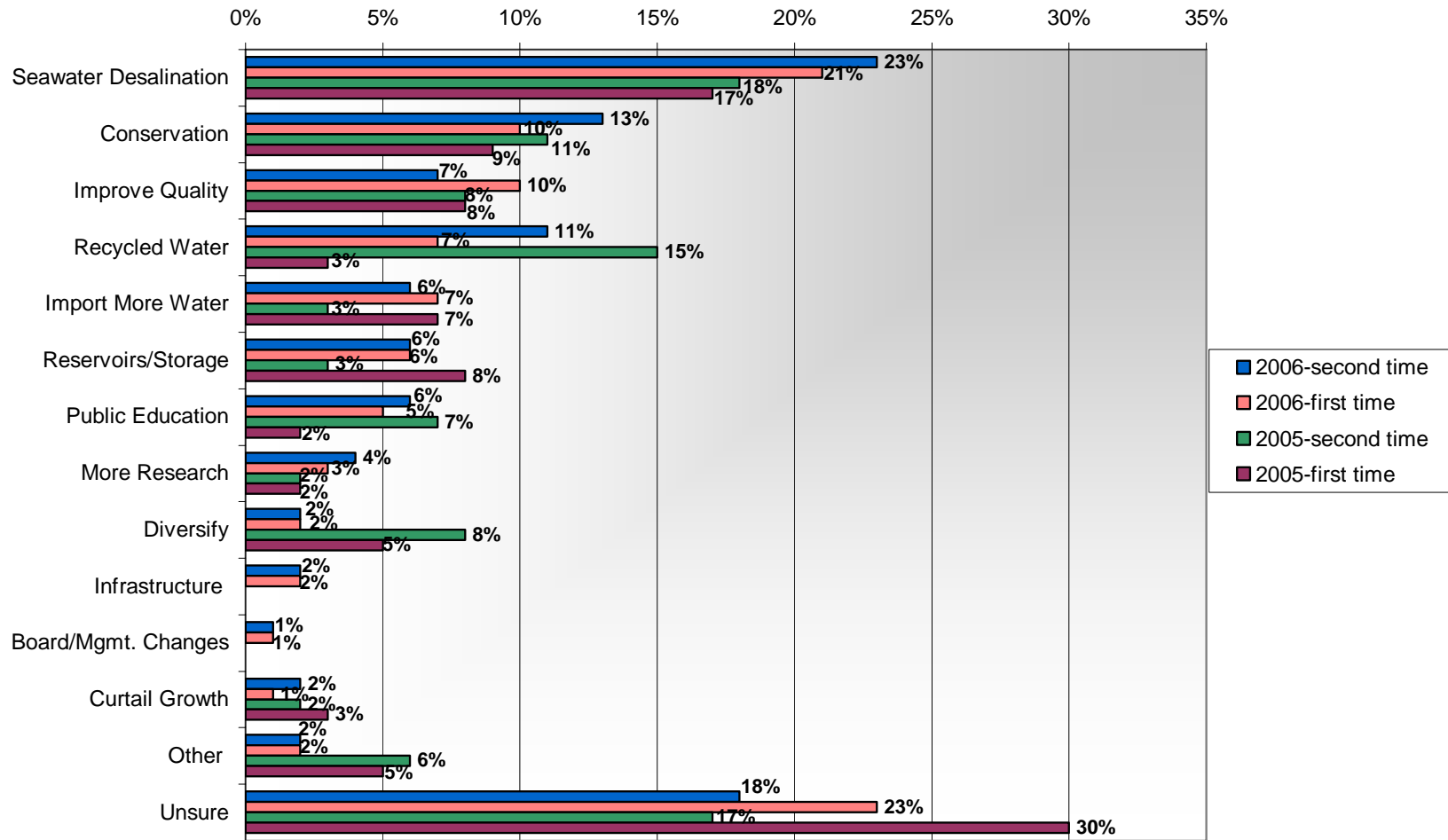


Chart 44
Most Critical Thing San Diego County Water Authority Should Do to Ensure Safe and Reliable Water Supply



At first glance, what could be hypothesized is that in 2006 those who were unsure in the first question switched to recycled water and conservation as their choice of policy or program, with the others remaining approximately as they were in the first question. It can be hypothesized that the change occurred in response to the preponderance of questions in the non-demographic portion of the survey and that the degree of preference that the residents of the Water Authority service area demonstrate is subject to some flux and influence from the survey instrument itself and is not firmly entrenched.

For the second implementation of the question: What do you think is the most critical thing the San Diego County Water Authority should do to ensure a safe and reliable water supply?

Desalination (overall 23 percent) draws its greatest support from:

- Those with some Graduate studies (29 percent)
- Whites (27 percent)

Water Recycling (overall 11 percent) draws its greatest support from:

- Asians (24 percent)
- Bachelors degrees or more education (14 percent)

Conservation (overall 13 percent) draws its greatest support from:

- Asians (24 percent)
- Those with some Graduate studies (21 percent)
- Homeowners (15 percent)

Reservoirs (overall 6 percent) draw support from:

- Blacks/African-Americans (12 percent)
- Homeowners (8 percent)

Conservation (overall 13 percent) draws its greatest support from:

- Asians (24 percent)
- Those with some Graduate studies (21 percent)
- Homeowners (15 percent)

Public Education (overall 6 percent) draws its greatest support from:

- Blacks/African-Americans (12 percent)
- High school or less education (10 percent)
- Spanish language respondents (9 percent)

Improved Water Quality (overall 7 percent) draws its greatest support from:

- Blacks/African-Americans (29 percent)
- Renters (9 percent)

Importing more water (overall 6 percent) draws its greatest support from:

- One person households (10 percent)

It can be seen above that there were substantial changes between the implementation of the question the first time and the second time regarding the groups that contain significant differences. Further analysis begins to reveal more regarding the flexibility of opinion within the population in terms of preferred policies and programs. When the first answer given is crosstabulated by the second answer, the theorized movement from Unsure to Water Recycling and Conservation is not quite so well defined. There is great flux in movement from the first implementation of the question to the second among all policies and programs. **Table 6** shows the responses to the second implementation of the question for each of the major response categories from the first implementation.

What emerges from **Table 6** is not the hypothesized movement of responses from Unsure to Water Recycling and Conservation, but instead a fluidity of opinion that shows how loosely wedded respondents are to how they wish to have their water supply made as reliable as possible. In only one category of the first response (Seawater Desalination—57 percent) did even half of the respondents provide the same answer the second time that the question was administered. Import More Water and Public Education lost a great deal of their initial support (maintaining only 19 percent and 18 percent, respectively). Almost one-half (44 percent) of those who were unsure in the first question remained as such in the second. Within these shifting responses, however, residents of the region have definitely stated that they do want their water supply to be as reliable as possible and that they will support an assortment of programs and policies in that endeavor.

Water Rates and Reliability

Respondents who are bill payers and everyone with landscape responsibility (80 percent of the population) were asked what one thing their local water agency could do to motivate them to conserve more water in terms of outdoor use. Monetary incentives (19 percent) and reduced rates

for conserving water (15 percent) would motivate approximately one-third of these residents. Another one-third (36 percent) think that nothing will cause them to conserve or that they are unsure what would cause them to do so—**Chart 45**.

Those respondents most motivated by financial incentives are:

- Bachelors degrees or more education (22 percent)
- Hispanics/Latinos (21 percent)

Those respondents most motivated by reductions in water rates are:

- Blacks/African-Americans (36 percent)
- Incomes \$75,000-\$99,999 (26 percent)
- Bachelors degrees (21 percent)
- Homeowners (17 percent)

Those respondents most motivated by on-site evaluations are:

- Incomes of \$100,000 or more (8 percent)
- Some Graduate school education (6 percent)

Those respondents most unsure or most inclined to say that nothing would be particularly motivating are:

- Spanish language respondents (56 percent)
- Income under \$25,000 (55 percent)
- Renters (47 percent)
- Hispanics/Latinos (46 percent)
- High school or less education (46 percent)

All respondents were asked for which one program would they be willing to accept an increase in water rates. Consistent with the finding about preferred policy, the largest support was for seawater desalination (24 percent) and water recycling (23 percent). Conservation programs followed at 16 percent, 15 percent were unsure about their opinion, and 13 percent indicated that they would not be agreeable to an increase at all—**Chart 46**.

**Table 6
Opinion Shifts Between First and Second Implementation
of Critical Policy/Program Question**

Policy/ Program	Percentage Response to First Implementation of Question (q6)	Shifted Opinion in Second Implementation of Question (q34)
Unsure	23%	Unsure 44% Seawater Desalination 15% Conservation 12% Water Recycling 10% Public Education 5%
Utilize Seawater Desalination	21%	Seawater Desalination 57% Unsure 10% Recycled Water 6% Conservation 5% Public Education 5%
Conservation	10%	Conservation 45% Water Recycling 18% Seawater Desalination 9% Public Education 9% Unsure 9% Import More Water 5%
Improve Water Quality	10%	Improve Water Quality 37% Unsure 11% Conservation 9% Seawater Desalination 9% Reservoirs 9% Research 7% Water Recycling 6%
Water Recycling	7%	Water Recycling 37% Unsure 14% Public Education 12% Seawater Desalination 10% Conservation 8% Improve Quality 6%
Import More Water	7%	Seawater Desalination 28% Import More Water 19% Reservoirs 13% Conservation 9% Research 9% Water Recycling 6% Unsure 6%
More Reservoirs/Storage	6%	Reservoirs 39% Water Recycling 14% Conservation 14% Seawater Desalination 11% Unsure 7% Public Education 5% Import More Water 5%
Public Education	5%	Public Education 18% Conservation 18% Seawater Desalination 12% Water Recycling 12% Import More Water 12% Reservoirs 9% Unsure 9% Improve Water Quality 6%

- A rate increase for seawater desalination is supported most by:
- Males (30 percent) versus females (18 percent)
 - Republicans, Non-partisans, and other parties (29 percent)
 - Residents of 40 years or more (28 percent)
 - Whites and Asians (27 percent)—Blacks/African-Americans not strongly in favor (6 percent)
 - Some college or more education (26 percent)
 - English language respondents (25 percent) versus Spanish language (17 percent)

- A rate increase for water recycling is supported most by:
- Residents of less than 5 years (38 percent) versus 40 years or more (17 percent)
 - Democrats and Non-partisans (28 percent) versus all others (13 percent)
 - Females (26 percent)
 - Renters (26 percent)
 - Some college or more (25 percent)
 - English language respondents (24 percent) versus Spanish language (17 percent)

- Other significant rate information is as follows:
- Women are more in favor of conservation program rate increases (18 percent) than are men (14 percent)
 - Homeowners are more in favor of conservation program rate increases (18 percent) than are renters (14 percent)
 - Blacks/African-Americans favor rate increases for increased imports (24 percent) more than all other groups (9 percent)
 - Republicans, Non-partisans, and not registered to vote respondents desire no increase at all (16 percent) in contrast to Democrats and Other parties (9 percent)

Chart 47 depicts that residents are willing to have rates increased by approximately the same amount as they indicated in 2003—median amounts both years of \$10 per month, with means of 19 in 2003 and \$17 in 2006. When asked whether rates should be lower for those who conserve, 82 percent responded in the affirmative (**Chart 48**).

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 2006 Public Opinion Poll.

Although they consider imported water to be more reliable, residents are more willing to consider local supply development in lieu of increasing imports (in particular both increased use of recycled water and seawater desalination along with conservation programs) to a very significant degree in order to protect and ensure that reliability. Residents have demonstrated an increasingly strong confidence over the past four years in the Water Authority and its member agencies to provide a reliable water supply not only at present, but also well into the future.

Although there is some fluidity in choosing a preferred option for the Water Authority to provide water in the future, residents of the region have stated with clarity that they do want their water supply to be as reliable as possible and that they will clearly entertain various programs, policies, and fee adjustments that can accomplish that for them.

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.

Chart 45
One Thing That Water Authority Can Do to Motivate Household
to Conserve More Water
 (Among 80% that Pay Water Bills plus Non-Bill Payers with Responsibility for Landscaping)

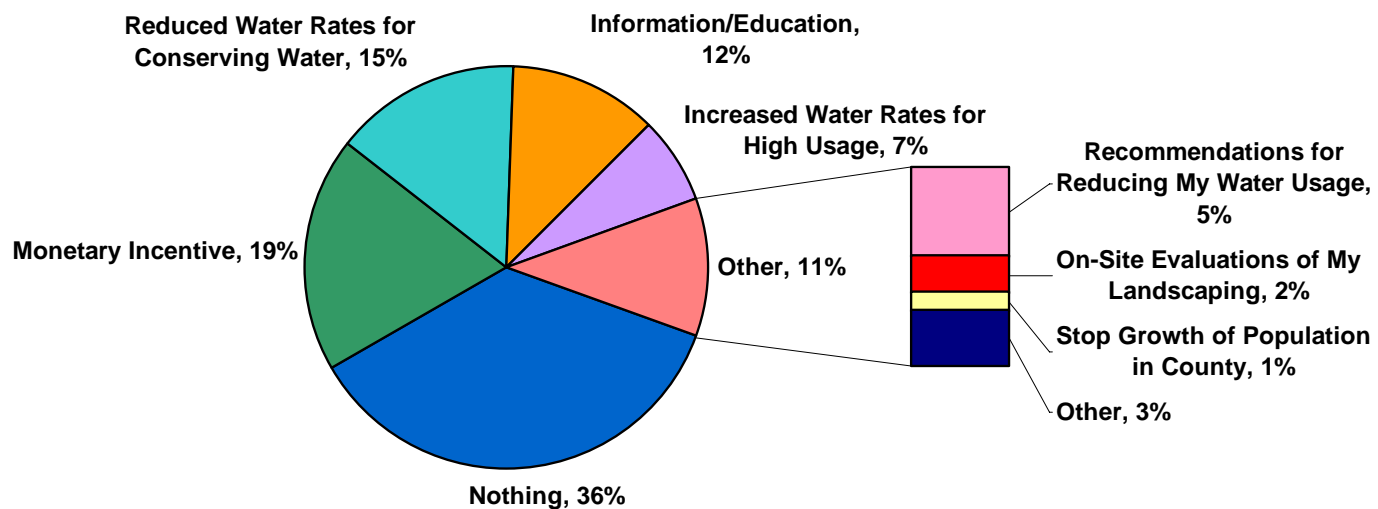


Chart 46
Would Be Willing to Accept Rate Increase for...

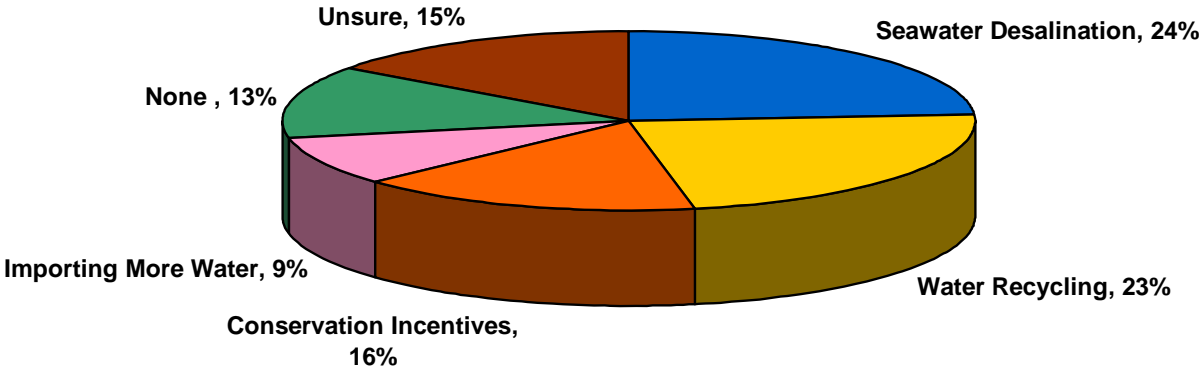


Chart 47
Amount Willing to Pay on Increased Water Bill for Additional Reliability
 (Among 72% that expressed willingness to pay additional charge)

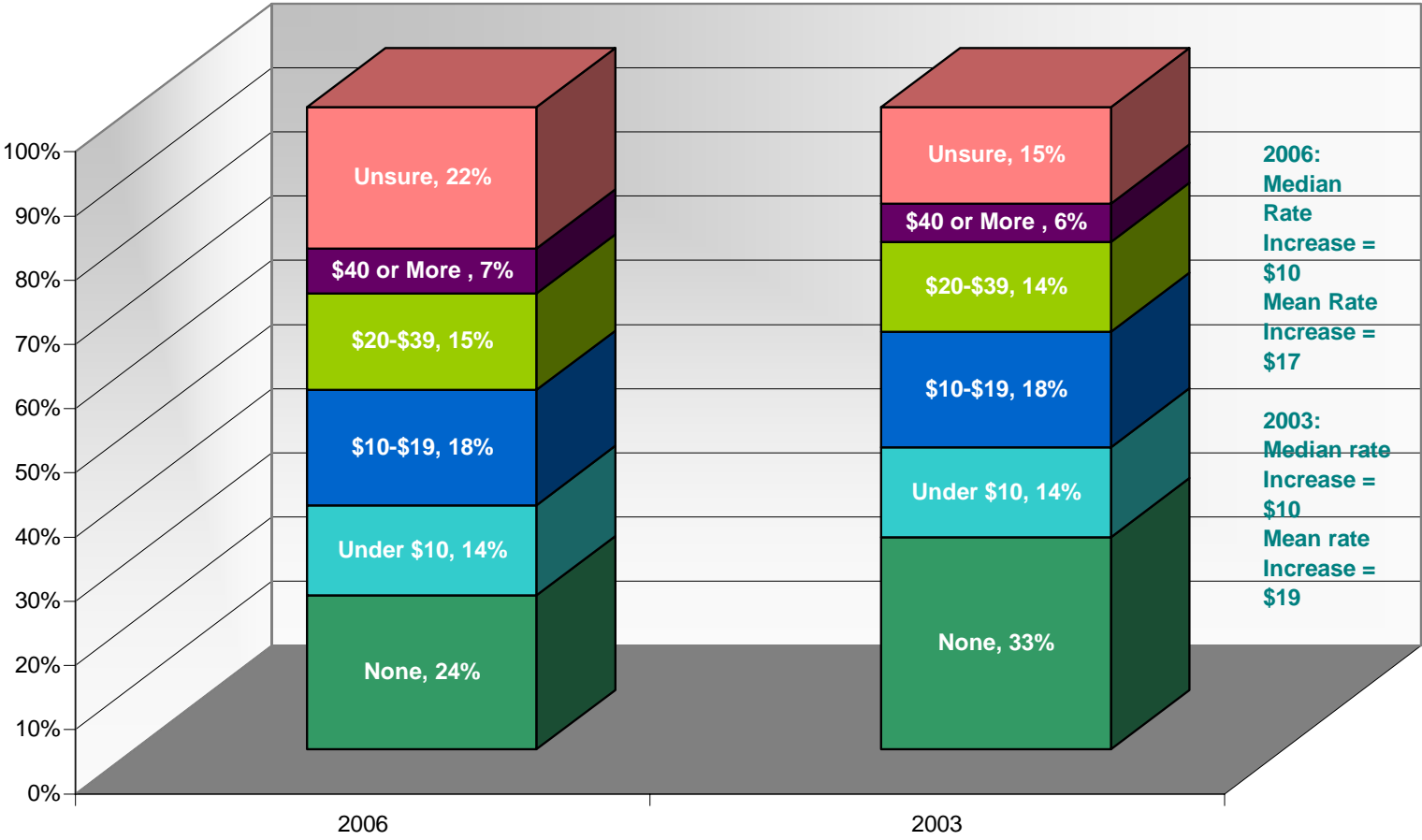
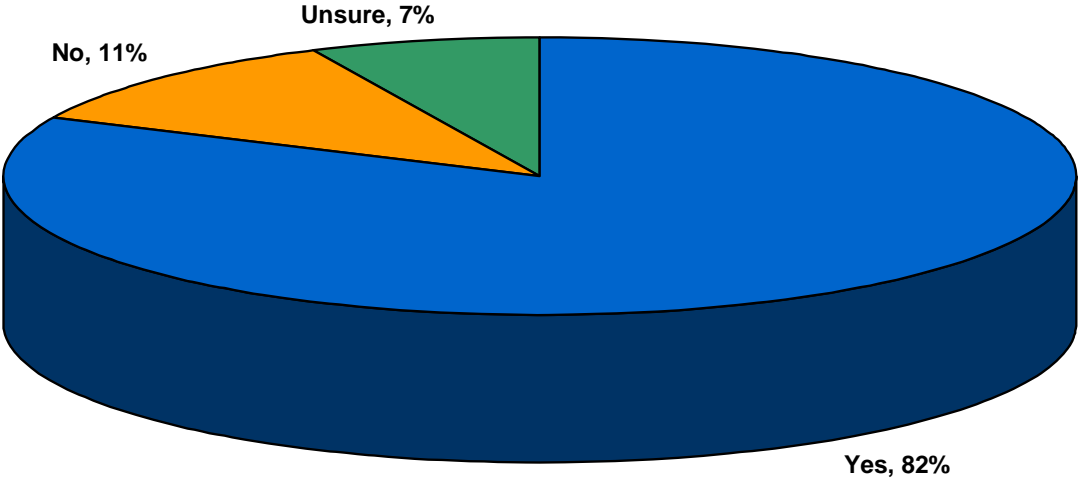


Chart 48
Would Support Lower Water Rates for Those Who Conserve



SDCWA Public Opinion Water Survey
(November 2006)

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/JOBS
- 3 - EDUCATION
- 4 - ELECTRICITY
- 5 - ENVIRONMENT
- 6 - GOVERNMENT MISMANAGEMENT (GENERAL MENTION)
- 7 - FINANCIAL PROBLEMS IN THE CITY OF SD/ PENSION (SPECIFIC MENTION OF SAN DIEGO CITY)
- 8 - GROWTH/DEVELOPMENT/SPRAWL
- 9 - HIGH COST OF GASOLINE
- 10 - HOUSING AFFORDABILITY
- 11 - HIGH TAXES
- 12 - HOMELESS
- 13 - IMMIGRATION ISSUES
- 14 - POLLUTION
- 15 - SEWAGE TREATMENT
- 16 - TERRORISM
- 17 - TRAFFIC
- 18 - WATER QUALITY
- 19 - WATER SUPPLY
- 20 - WAR IN IRAQ
- 25 - OTHER, SPECIFY: _____
- 99 - DK/REF/NONE

Q2. What source of information do you rely upon most for news about issues in our region?

(DO NOT READ: PROBE AND RECORD ONLY ONE)

- 1 – NEWSPAPER: UNION TRIBUNE
- 2 - NEWSPAPER: NORTH COUNTY TIMES
- 3 - NEWSPAPER: OTHER
- 4. – INTERNET
- 5. – RADIO
- 6. – TELEVISION
- 7. – MAGAZINES
- 8. – SPEAKERS AT COMMUNITY GROUPS
- 9. – WORD-OF-MOUTH/FAMILY/FRIENDS/CO-WORKERS
- 15. – 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. Regional planners predict that San Diego County’s population will increase by nearly 1 million 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 level of population growth? 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]

Q5. Have you heard of the San Diego County Water Authority?

- 1 – Yes
- 2 – No-----**GO TO Q6**
- 3 – DK/REF-----**GO TO Q6**

Q5a. **(IF Q5 = 1)** Do you know what the San Diego County Water Authority does? **(IF YES)** How would you describe what the Water Authority does? **(DO NOT READ: PROBE AND RECORD 1 RESPONSE)**

- 0 - DO NOT KNOW WHAT WATER AUTHORITY DOES
- 1- DISTRIBUTES WATER TO CITIES AND LOCAL WATER AGENCIES
- 2- BRINGS WATER INTO SAN DIEGO COUNTY
- 3- PROVIDES WATER SERVICE TO HOMES AND BUSINESSES IN SAN DIEGO COUNTY
- 4- PLANS WATER NEEDS THROUGHOUT COUNTY
- 9 – OTHER: SPECIFY _____

Q5b. How would you rate your image of the San Diego County Water Authority?

- 1- Very favorable
- 2- Favorable
- 3- Unfavorable
- 4- Very unfavorable
- 9- DK/REF

Q6. 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? **[DO NOT READ; PROBE AND RECORD ONE MAIN SUGGESTION]**

- 1 - SEAWATER DESALINATION
- 2 - IMPORT MORE WATER
- 3 - MORE RESERVOIRS/STORAGE
- 4 - RECYCLED WATER
- 5 - CONSERVATION
- 6 - PUBLIC EDUCATION
- 7 - MORE RESEARCH **[PROBE AND TRY TO PLACE IN OTHER CATEGORY]**
- 8 - DIVERSIFY **[PROBE AND TRY TO PLACE IN OTHER CATEGORY]**
- 9 - IMPROVE QUALITY
- 10 - OTHER, SPECIFY: _____
- 99 - DK/REF

Q7. Which source of water do you believe is more reliable?

- 1 - local water sources such as rainfall, groundwater, recycled water and desalination, or
- 2 - water imported from outside the county
- 3 – Both equally -- **[DO NOT READ—ONLY IF VOLUNTEERED]**
- 4 - OTHER, SPECIFY: _____
- 9 - DK/REF

- Q8. Between developing local water resources or importing more water from outside the county, which do you think would be most beneficial to you and your household?
- 1 – Development of local water supplies
 - 2 - Bringing more water in to the region from outside
 - 3 – Both equally-- -- **[DO NOT READ—ONLY IF VOLUNTEERED]**
 - 9 – DK/REF---**[DO NOT READ—ONLY IF VOLUNTEERED]**
- Q9. 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-----**GO TO Q24**
 - 9 – DK/REF---**[DO NOT READ—ONLY IF VOLUNTEERED -----GO TO Q24]**

OUTDOOR WATER USAGE

- Q10. These next few questions deal with saving water outside. Does your residence have any outdoor landscaping that someone in your household is directly responsible for maintaining?
- 1 - YES
 - 2 - NO/APT/CONDO/NO YARD RESPONSIBILITIES ----->**GO TO Q26**
 - 9 - DK/REF ---**[DO NOT READ—ONLY IF VOLUNTEERED ----->GO TO Q26]**
- Q11. Does your landscaping include a grass lawn?
- 1—Yes
 - 2 – No-----**GO TO Q15**
 - 9-- REF---**[DO NOT READ—ONLY IF VOLUNTEERED -----GO TO Q15]**

Q11a. **(IF Q11 = 1)**

What percentage of your total landscaped outdoor area would you say is covered by your grass?

999-DK/REF

- Q12. What is the main use of your grass area?
- [DO NOT READ—PROBE AND RECORD ONE ANSWER]**
- 1 – MAKES MY HOME LOOK ATTRACTIVE
 - 2 – CHILDREN PLAY THERE
 - 3 – ENTERTAINMENT AREA
 - 4 – EROSION CONTROL
 - 5- MINIMIZE ON DIRT OR MUD THAT COULD BE TRACKED THROUGH THE HOUSE.
 - 8 – OTHER: SPECIFY _____
 - 9 – DK/REF

Q13. Reducing the size of your grass area helps save water. Which of the following could most likely motivate you to reduce the amount grass in your front or back yards?

- 1- Saving money as a result of using less water—**GO TO Q15**
- 2- Having a yard that is easier to maintain—**GO TO Q15**
- 3- Neither
- 9- DK/REF---[**DO NOT READ—ONLY IF VOLUNTEERED**]

Q14: Would a more direct financial incentive that helps pay for re-landscaping your yard motivate you to reduce the size of your grass area? **(If yes)** How much of a one-time monetary incentive would it take for you to consider reducing your grass area?

0-NO
999-DK/REF

Q15a-c. Landscaping that uses plants that require less water and also uses water-saving irrigation is known as Drought-Tolerant or California Friendly Landscaping. Do you think that the plants in this type of garden are:

1=Yes 2=No 3=DK/REF

- a. At least as attractive as traditional landscaping?
- b. More costly than traditional landscaping to purchase?
- c. Easier to maintain than traditional landscaping?

Q16. How would you describe what a California Friendly or Drought Tolerant garden would look like? [**PROBE FOR THE TYPE OF PLANTS, THE USE OF SAND/GRAVEL/BARK**]

99-DK/REF

Q17. Which of the following could most likely motivate you to replace existing plants with plants that use less water?

- 1 Having a reduced water bill due to using less water---**GO TO Q18**
- 2 Having a yard that is easier to maintain—**GO TO Q18**
- 3 Neither---[**DO NOT READ—ONLY IF VOLUNTEERED**]
- 9- DK/REF---[**DO NOT READ—ONLY IF VOLUNTEERED**]

Q17a: **(IF Q17 = 3 or 9)** Would a more direct financial incentive that helps pay for re-landscaping your yard motivate you to replace existing plants with a water-wise garden? **(If yes)** How much of a monetary incentive would it take for you to consider reducing your grass area?

0-NO
999-DK/REF

Landscape Maintenance

- Q18. How does your household maintain the landscaping?
- 1- Use a professional landscape or gardening service
 - 2- Use an individual, such as a neighbor or hourly worker, to help take care of your landscaping
 - 3- Household member does the landscaping-----**GO TO Q19**
 - 9- DK/REF-----**GO TO Q19**

- Q18a. Would you be willing to pay more on a monthly basis for a landscape service that is trained in water efficiency and drought tolerant landscape?
- 1- Yes
 - 2- No
 - 3 - DK/REF---[**DO NOT READ—ONLY IF VOLUNTEERED**]

-
- Q19. Do you have an automatically controlled sprinkler system for your landscaping?
- 1 - YES
 - 2 - NO -----> **GO TO Q20**
 - 9 - DK/REF ---[**DO NOT READ—ONLY IF VOLUNTEERED**]-----> **GO TO Q20**

- Q19a. **[IF Q19=1:]** During the past 12 months, how often has anyone made any adjustments to the automatic controller for your lawn's sprinkler system?
- 1 - NOT AT ALL
 - 2 - ONCE
 - 3 - 2 TO 3 TIMES
 - 4 - 4-6 TIMES
 - 5 - 7 OR MORE TIMES
 - 9 - DK/REF ---[**DO NOT READ—ONLY IF VOLUNTEERED**]

- Q20. Have you heard about weather-based irrigation controllers that automatically adjust your landscape watering based on changing weather conditions?
- 1 – YES-----**IF Q19 >1, GO TO Q20b**
 - 2 - NO ----- > **GO TO Q20b**
 - 9 - DK/REF ---[**DO NOT READ—ONLY IF VOLUNTEERED**]---**GO TO Q20b**

- Q20a. **[ASK ONLY IF Q19 = 1 AND Q20=1:]** Do you currently have a weather-based irrigation controller installed at your residence?
- 1 - YES -----> **GO TO Q21**
 - 2 - NO
 - 9 - DK/REF ---[**DO NOT READ—ONLY IF VOLUNTEERED**]

Q20b. **[IF Q20a > 1 OR Q20 >1 OR Q19 AND Q20 BOTH = 1:]** With a weather-based system, you do not have to make adjustments yourself for changes in the weather. The controller senses weather conditions and automatically adjusts irrigation. Typically, you can purchase a weather-based control system for about \$300. How likely, if at all, are you to purchase a weather-based controller during the next 12 months? Would you say...*

- 1 - very likely,
- 2 - somewhat likely,
- 3 - somewhat unlikely, or
- 4 - very unlikely?
- 9 - DK/REF---**[DO NOT READ—ONLY IF VOLUNTEERED]**

Q21. Where do you get most of your information about landscaping choices and maintaining your landscaping? ---**[DO NOT READ]**

- 1- MY LANDSCAPE SERVICE
- 2- STORES WHERE I PURCHASE PLANTS AND OTHER LANDSCAPE PRODUCTS
- 3- INTERNET
- 4- WATER BILL INSERTS
- 5- TELEVISION SHOWS ABOUT LANDSCAPING
- 6- RADIO
- 8 - OTHER: SPECIFY _____
- 9- DK/REF

IF Q18 = 1—GO TO Q23

Q22. Would you be willing to attend a free four to six week class (one hour each week) offered by the Water Authority that would inform you about water-wise gardens and water saving landscaping practices?

- 1- Yes-----**GO TO Q23**
- 2- No
- 9 – DK/REF---**[DO NOT READ—ONLY IF VOLUNTEERED]**

Q22a. **(IF Q22>1 AND Q20a > 1—OTHERWISE, GO TO Q23)** If you received a free weather-based controller for the time you spend attending the class, would that make you wish to take the class?

- 1- Yes
- 2- No
- 9- DK/REF---**[DO NOT READ—ONLY IF VOLUNTEERED]**

Q23. Would you like to see your community have a program where neighbors could inform one another of water waste that they witness in the neighborhood?

- 1 – Yes
- 2 – No-----GO TO Q25
- 3 – DK/REF---[DO NOT READ—ONLY IF VOLUNTEERED]-----GO TO Q25

Q23a.

Would you like to have a means for you to report neighbors to the local water agency when they are found to be wasting water on a continual basis?

- 1- Yes
- 2- No-----GO TO Q25
- 3 – DK/REF---[DO NOT READ—ONLY IF VOLUNTEERED]-----
GO TO Q25

Q23b. Would you like to see your neighbors fined if they continue these wasteful practices?

- 1- Yes
- 2- No
- 3 – DK/REF---[DO NOT READ—ONLY IF VOLUNTEERED]

GO TO Q25

Q24. Does your residence have any outdoor landscaping that someone in your household is directly responsible for maintaining?

- 1 – YES
- 2 - NO/APT/CONDO/NO YARD RESPONSIBILITIES ----->GO TO Q26
- 9 - DK/REF ---[DO NOT READ—ONLY IF VOLUNTEERED ----->GO TO Q26

Q25. What one thing could your local water agency do that would motivate your household to conserve more water in terms of your outdoor water usage? **[DO NOT READ---PROBE FOR AND RECORD ONLY ONE MAIN ISSUE]**

- 1—MONETARY INCENTIVE
- 2—INCREASED 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 OF POPULATION IN THE COUNTY
- 20- OTHER, SPECIFY _____
- 99 – DK/REF/NOTHING

SEAWATER DESALINATION [ASK EVERYONE]

Q26. 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
- 4- No, not at all important
- 9- DK/REF---[**DO NOT READ—ONLY IF VOLUNTEERED**]

WATER RECYCLING—ASK EVERYONE

Q27. These next questions are about recycled water, which is wastewater that has been highly treated and is used for a variety of purposes other than drinking. **[ONLY IF ASKED—AND ENTER CODE OF 1 FOR Q27a:] Wastewater is water that has already been used and has been highly treated.** How safe or unsafe do you think this recycled water is? Would you say it is

- 1 – Very safe
- 2- Relatively safe
- 3 – Relatively unsafe
- 4 – Very unsafe
- 9 –DK/REF-----[**DO NOT READ—ONLY IF VOLUNTEERED**]

Q27a: 0 – Explanation not requested

1-- Explanation requested and read

Q28a-f. Please tell me if you strongly favor, somewhat favor, somewhat oppose or strongly oppose the following for recycled water. **[ROTATE a-f]**

	<u>strgly</u> <u>favor</u>	<u>smwt</u> <u>favor</u>	<u>smwt</u> <u>oppose</u>	<u>strgly</u> <u>oppose</u>	<u>DK/</u> <u>REF</u>
a) for watering the crops grown in San Diego County?	1	2	3	4	9
b) for watering your neighborhood sports fields and parks?	1	2	3	4	9
c) for watering your child's school playground?	1	2	3	4	9
d) for watering your yard?	1	2	3	4	9
e) for use in San Diego County's recreational lakes	1	2	3	4	9
f) for water supplied to the toilets in businesses and offices that you visit?	1	2	3	4	9

Q29. Where do you mostly obtain your information about recycled water? **[DO NOT READ; PROBE FOR AND RECORD ONLY ONE]**

- 1 - TELEVISION
 - 2 - RADIO
 - 3 - NEWSPAPERS
 - 4 - FRIENDS/FAMILY
 - 5 - WEBSITE OF MY WATER AGENCY
 - 6 - MATERIAL WITH MONTHLY BILL
 - 7 - SDCWA WEBSITE
 - 15 - DO NOT REMEMBER
 - 20 - OTHER, SPECIFY:
-

FLOURIDATION—ASK EVERYONE

Q30. Now I would like to talk about fluoridation for a question or two. Do you know whether or not the water that we use from the tap in San Diego County is fluoridated?

- 1- Yes, I believe the water is fluoridated.
- 2- No, I believe it is not fluoridated.
- 3- DK/REF---**[DO NOT READ—ONLY IF VOLUNTEERED]**

Q31. Do you have any concerns about the safety of fluoridated water? **(IF yes)** What is the main concern that you have?

0 – No concerns

99 – DK/REF

RATE INCREASES

Q32 We' d like to talk to you about water rates for a minute. For which ONE of the following would you be most willing to accept an increase in water rates if you knew that it would increase the reliability of our water supply? **SELECT ONE**

1. Water recycling programs
2. Seawater Desalination
3. Conservation incentive programs
4. Importing more water
5. None of these-----**GO TO Q33**
9. DK/REF-----**GO TO Q33**

Q32a. The average 3-bedroom household in San Diego County pays approximately \$50 every month for the water portion of their bill. That does not include charges on the bill for sewer and other costs. With that knowledge, how much more per month would you be willing to pay for the additional reliability that would come from _____
{INSERT RESPONSE TO Q32}

0 = None

999 – DK/REF

Q33. Do you think that water rates should be lower for those residents who conserve water?

- 1 – Yes
- 2 – No
- 9 – DK/REF

DEMOGRAPHICS—ASK EVERYONE

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]

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 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 - CONSERVATION
 - 6 - PUBLIC EDUCATION
 - 7 - MORE RESEARCH **[PROBE AND TRY TO PLACE IN OTHER CATEGORY]**
 - 8 - DIVERSIFY **[PROBE AND TRY TO PLACE IN OTHER CATEGORY]**
 - 9 - IMPROVE QUALITY
 - 10 - OTHER, SPECIFY: _____
 - 99 - DK/REF

LAN. **[LANGUAGE OF INTERVIEW:]** 1 - ENGLISH 2 - SPANISH

PHN. Those are all the questions I have. **[ONLY IF NOT ON CATI:]** I'd like to confirm that I reached you at...

[VERIFY AND INSERT TELEPHONE NUMBER:] _____

Encuesta de Opinión Pública sobre el Agua de la SDCWA (Autoridad del Agua del Condado de San Diego)
(Noviembre 2006)

BORRADOR DEL INSTRUMENTO DE ENCUESTA

INT. Hola [SUGGEST: Buenas tardes/buenos días/buenas noches], mi nombre es _____. Estoy llamando de _____ de parte de un equipo de investigación compuesto por profesores de la Universidad Estatal de San Diego. Estamos realizando un estudio sobre algunos temas que conciernen a los residentes del Condado de San Diego y nos interesan sus opiniones. **[EN CASO DE SER NECESARIO]** ¿Tiene usted por lo menos 18 años de edad?

TOP. **[SOLAMENTE SI SE LE PREGUNTA PARA QUÉ/SOBRE QUÉ ES LA ENCUESTA; O QUIÉN LA PATROCINA:]**
Para evitar darle parcialidad a la entrevista, preferiríamos decirle el nombre del patrocinador después de la sexta pregunta, si es que usted aún no lo identifica. ¿Está de acuerdo? **[SI RESPONDE QUE SÍ, CODIFIQUE "TOP"=1; SI NO ES ACEPTABLE:]** Este proyecto es patrocinado por la Autoridad del Agua del Condado de San Diego, y trata sobre temas relacionados con el suministro de agua del Condado. **[SI SE LE DIO CUALQUIER INFORMACIÓN SOBRE EL TEMA/EL PATROCINADOR AL ENTREVISTADO, CODIFIQUE "TOP"=2]**

ZIP. Nos interesa hablar con residentes de diferentes zonas. ¿Me podría decir por favor cuál es su código postal? **[SI NO SE ENCUENTRA DENTRO DEL CONDADO DE SAN DIEGO, O SI SE ENCUENTRA EN UN CÓDIGO POSTAL EXCLUIDO, DAR GRACIAS Y TERMINAR ENTREVISTA]**

_____ CÓDIGO POSTAL
99999 - NS/REF -----> ANOTE DE LA MUESTRA

SD. ¿Cuánto tiempo tiene viviendo en el Condado de San Diego?

_____ AÑOS
0 – MENOS DE UN AÑO -----> "NQR-SD"
97 - NS PERO CONFIRMÓ QUE POR LO MENOS UN AÑO
99 - REF -----> "NQR-SD"

SEX. **[ANOTE GÉNERO DEL (DE LA) ENTREVISTADO(A):]** 1 - MASCULINO 2 - FEMENINO

----- ENTREVISTADO CALIFICADO: CUOTAS VERIFICADAS; DATOS GUARDADOS -----

LP. **[SI LO INDICA EL ACENTO:]** ¿Prefiere usted que hablemos en español o inglés?
1 - INGLÉS
2 - ESPAÑOL -----> USE LA VERSIÓN EN ESPAÑOL

- IC. Permítame asegurarle que este número telefónico fue generado al azar, así que no se asocian nombres ni direcciones con los números telefónicos, y todas las respuestas son completamente anónimas. Su participación es voluntaria y las preguntas sólo deben tomar unos diez minutos.

Para asegurar que mi trabajo se realiza honesta y correctamente, esta llamada puede ser controlada (monitoreada) por mi supervisor(a). **[SI SE LE PREGUNTA ACERCA DEL CONTROL (MONITOREO):]** Mi supervisor(a) escucha las entrevistas de manera aleatoria para cerciorarse que leemos las preguntas exactamente como fueron escritas y que no influimos en las respuestas de ninguna manera.

Asuntos Locales

- P1. En primer término, ¿cuál asunto siente usted que es el más importante que enfrentan hoy día los residentes del Condado de San Diego? **[NO LEA; AVERIGÜE (INDAGUE) Y ANOTE SOLAMENTE UN ASUNTO]**

- 1 - CRIMEN/DELINCUENCIA
- 2 - ECONOMÍA/EMPLEOS
- 3 - EDUCACIÓN
- 4 - ELECTRICIDAD
- 5 - MEDIO AMBIENTE
- 6 - MALA ADMINISTRACIÓN DEL GOBIERNO (MENCIÓN GENERAL)
- 7 - PROBLEMAS FINANCIEROS EN LA CIUDAD DE SD / PENSIÓN (MENCIÓN ESPECÍFICA DE LA CIUDAD DE SAN DIEGO)
- 8 - CRECIMIENTO/DESARROLLO/ESPANSIÓN DESCONTROLADA
- 9 - ALTO COSTO DE LA GASOLINA
- 10 - VIVIENDAS A PRECIOS ASEQUIBLES (ALCANZABLES)
- 11 - IMPUESTOS ELEVADOS
- 12 - INDIGENTES
- 13 - ASUNTOS DE INMIGRACIÓN
- 14 - CONTAMINACIÓN
- 15 - TRATAMIENTO DE AGUAS RESIDUALES (AGUAS NEGRAS)
- 16 - TERRORISMO
- 17 - TRÁFICO
- 18 - CALIDAD DEL AGUA
- 19 - SUMINISTRO DE AGUA
- 20 - GUERRA EN IRAK
- 25 - OTRO, ESPECIFICAR:

99 - NS/REF/NINGUNO

P2. ¿De cuál fuente de información depende usted más para obtener noticias sobre los asuntos en nuestra región?

(NO LEA; AVERIGÜE (INDAGUE) Y ANOTE SOLAMENTE UNA)

1. - PERIODICO: UNION TRIBUNE
2. - PERIODICO: NORTH COUNTY TIMES
3. - PERIODICO: OTRO
4. - INTERNET
5. - RADIO
6. - TELEVISIÓN
7. - REVISTAS
8. - CONFERENCISTA EN GRUPOS COMUNITARIOS
9. - MEDIOS VERBALES (“DE BOCA EN BOCA”)/FAMILIARES/COMPAÑEROS DE TRABAJO
15. - OTRO, ESPECIFICAR: _____

Confiabilidad en el Agua

P3. Las siguientes preguntas se relacionan con el suministro de agua en el Condado de San Diego. Un suministro fiable de agua es aquel del cual se puede depender para que proporcione de manera consistente el agua suficiente para cumplir con las necesidades de la región. En la actualidad, ¿qué tan confiable cree usted que es el suministro de agua del Condado de San Diego? ¿Diría usted que...*

[INVERTIR 1 AL 4 SOLAMENTE]

- 1 - muy confiable,
- 2 - algo confiable,
- 3 - algo poco confiable,
- 4 - muy poco confiable
- 5 – o no está usted seguro(a)? [INCLUYE NS/REF]

P4. Los planificadores regionales predicen que la población del Condado de San Diego aumentará por casi un millón de personas para el año 2030. ¿Qué tan confiado(a) está usted en la habilidad de las agencias locales de agua de proveer un suministro fiable de agua para servir a este nivel de crecimiento poblacional? ¿Diría usted que...* **[INVERTIR 1 AL 4 SOLAMENTE]**

- 1 - muy confiado(a),
- 2 - algo confiado(a),
- 3 - no muy confiado(a),
- 4 - nada confiado(a)
- 5 - o no está usted seguro(a)? ? [INCLUYE NS/REF]

P5. ¿Ha escuchado hablar acerca de la Autoridad del Agua del Condado de San Diego?

- 1 – Sí
- 2 – No-----**CONTINÚE EN LA P6**
- 3 – NS/REF-----**CONTINÚE EN LA P6**

P5a. **(SI P5 = 1)** ¿Sabe usted lo que hace la Autoridad del Agua del Condado de San Diego? **(SI)** ¿Cómo describiría lo que hace la Autoridad del Agua?
(NO LEA: AVERIGÜE (INDAGUE) Y ANOTE 1 RESPUESTA)

- 0 - NO SÉ LO QUE HACE LA AUTORIDAD DEL AGUA
- 5- DISTRIBUYE EL AGUA A LAS CIUDADES Y AGENCIAS LOCALES DEL AGUA
- 6- LLEVA EL AGUA HACIA EL CONDADO DE SAN DIEGO
- 7- PROPORCIONA EL SERVICIO DE AGUA A LOS HOGARES Y NEGOCIOS EN EL CONDADO DE SAN DIEGO
- 8- PLANIFICA LAS NECESIDADES DEL AGUA POR TODO EL CONDADO
- 9 – OTRO: ESPECIFICAR _____

P5b. ¿Cómo calificaría la imagen que tiene para usted la Autoridad del Agua del Condado de San Diego?

- 5- Muy favorable
- 6- Favorable
- 7- Desfavorable
- 8- Muy desfavorable
- 10- NS/REF

P6. ¿Qué piensa usted que es lo más crítico que la Autoridad del Agua del Condado de San Diego debería hacer para asegurar un suministro de agua seguro y confiable para los residentes y negocios del Condado de San Diego? **[NO LEA; AVERIGÜE (INDAGUE) Y ANOTE UNA SUGERENCIA PRINCIPAL]**

- 1 - DESALACIÓN DEL AGUA DE MAR
- 2 - IMPORTAR MÁS AGUA
- 3 - MÁS REPRESAS/ALMACENAJE
- 4 - AGUA RECICLADA
- 5 - CONSERVACIÓN
- 6 - EDUCACIÓN PÚBLICA
- 7 - MÁS INVESTIGACIÓN **[AVERIGÜE (INDAGUE) Y TRATE DE COLOCAR RESPUESTA EN OTRA CATEGORÍA]**
- 8 - DIVERSIFICAR **[AVERIGÜE (INDAGUE) Y TRATE DE COLOCAR RESPUESTA EN OTRA CATEGORÍA]**
- 9 - MEJORAR CALIDAD
- 10 - OTRO, ESPECIFICAR:

99 - NS/REF

- P7. ¿Cuál fuente de agua cree usted que es más fiable?
- 1 - fuentes locales de agua, tales como la lluvia, el agua subterránea, el agua reciclada y la desalación o
 - 2 - agua importada desde fuera del condado
 - 3 - Ambos igual de fiables -- **[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]**
 - 4 - OTRO, ESPECIFICAR:
-
- 9 - NS/REF
- P8. Entre desarrollar recursos locales de agua o importar más agua desde fuera del condado, ¿cuál piensa que sería de mayor beneficio para usted y su hogar?
- 1 - Desarrollo de suministros locales de agua
 - 2 - Traer más agua a la región desde fuera
 - 3 - Ambos de igual beneficio -- -- **[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]**
 - 9 - NS/REF---**[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]**
- P9. ¿Paga su hogar su propia cuenta de agua o lo paga otra persona por usted, como un propietario o una asociación de propietarios?
- 1 - PAGA EL (LA) ENTREVISTADO(A)/OTRO MIEMBRO DEL HOGAR
 - 2 - PAGA PROPIETARIO/ASOC. DE PROPIETARIOS/OTRO-----**CONTINÚE EN LA P24**
 - 9 - NS/REF---**[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO -----**
----CONTINÚE EN LA P24

USO DEL AGUA EN EL EXTERIOR

- P10. Las siguientes preguntas tratan sobre el ahorro de agua en el exterior. ¿Tiene su residencia algún paisaje/jardín al aire libre cuyo mantenimiento es responsabilidad directa de alguien en su hogar?
- 1 - Sí
 - 2 - NO/DEPTO/CONDO/ NINGUNA RESPONSABILIDAD DE JARDINERÍA -->**CONTINÚE EN LA P26**
 - 9 - NS/REF ---**[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO ----->CONTINÚE EN LA P26**
- P11. Su jardín incluye un césped?
- 1—Sí
 - 2 - No-----**CONTINÚE EN LA P15**
 - 9-- REF---**[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO --**
-----CONTINÚE EN LA P15

P11a. (SI P11 = 1)

¿Qué porcentaje de su área total exterior ajardinada diría usted que está cubierta por su césped?

999-NS/REF

P12. ¿Cuál es el principal uso de su área con césped?

[NO LEA—AVERIGÜE (INDAGUE) Y ANOTE UNA RESPUESTA]

1 - HACE QUE MI HOGAR LUZCA ATRACTIVO

2 - LOS NIÑOS JUEGAN ALLÍ

3 - ÁREA DE DIVERSIÓN/ENTRETENIMIENTO

4 - CONTROL DE LA EROSIÓN

5 - MINIMIZA LA TIERRA O LODO QUE PODRÍA ESPARCIRSE POR LA CASA

8 – OTRO: ESPECIFICAR _____

9 – NS/REF

P13. Reducir el tamaño de su área con césped ayuda a ahorrar agua. ¿Cuál de las siguientes opciones podría ser la que más probable le motivaría a reducir la cantidad de césped en sus jardines de enfrente y de atrás de su casa?

4- Ahorrar dinero como resultado de usar menos agua—**CONTINÚE EN LA P15**

5- Tener un jardín que es más fácil de mantener—**CONTINÚE EN LA P15**

6- Ninguna

9- NS/REF---**[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO**

P14: ¿Le motivaría a reducir el tamaño de su área con césped, el tener un incentivo financiero más directo que ayude a pagar para volver a ajardinar su área? (**Si responde que sí**) ¿Qué cantidad en un incentivo monetario único sería suficiente para que usted considerara reducir su área con césped?

0-NO

999-NS/REF

P15a-c. La práctica de jardinería que utiliza plantas que requieren menos agua y que también utiliza un sistema de riego que ahorra agua es conocida como Jardinería Tolerante a las Sequías o Jardinería Amigable de California. ¿Piensa usted que las plantas en este tipo de jardín son:

1=Sí

2=No

3=NS/REF

a. Por lo menos tan atractivas como las de un jardín/paisaje tradicional?

b. Más costosas para comprar que las de un jardín/paisaje tradicional?

c. Más fáciles de mantener que las de un jardín/paisaje tradicional?

P16. ¿Cómo describiría la apariencia de un jardín Tolerante a las Sequías o Amigable de California? **[AVERIGÜE (INDAGUE) EL TIPO DE PLANTAS, EL USO DE ARENA/GRAVA/CORTEZA]**

99-NS/REF

P17. ¿Cuál de las siguientes opciones podría ser la que más probable le motivaría a reemplazar las plantas en existencia con plantas que utilizan menos agua?

- 4 Tener una cuenta de agua reducida debido a que se usa menos agua
---**CONTINÚE EN LA P18**
- 5 Tener un jardín que es más fácil de mantener—**CONTINÚE EN LA P18**
- 6 Ninguna---**[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]**
- 9- NS/REF---**[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]**

P17a: **(SI P17 = 3 ó 9)** ¿Le motivaría a reemplazar las plantas en existencia con un jardín inteligente en cuestiones de agua, el tener un incentivo financiero más directo que ayude a pagar para volver a ajardinar su área? **(Si responde que sí)** ¿Qué cantidad en un incentivo monetario sería suficiente para que usted considerara reducir su área con césped?

0-NO
999-NS/REF

Mantenimiento del Paisaje/Jardín

P18. ¿Cómo se le da mantenimiento en su hogar al jardín?

- 4- Usa un servicio profesional de paisajes y jardinería
- 5- Usa a una persona, como a un vecino o a un trabajador por hora, para ayudarle a cuidar el jardín
- 6- Miembro del hogar se encarga del mantenimiento-----**CONTINÚE EN LA P19**
- 9- NS/REF-----**CONTINÚE EN LA P19**

P18a. ¿Estaría dispuesto(a) a pagar más mensualmente por un servicio de jardinería que está capacitado en jardinería paisajista de uso eficiente de agua y tolerante a sequías?

- 1- Sí
 - 2- No
 - 3 – NS/REF---**[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]**
-

P19. ¿Tiene usted un sistema de riego de control automático para su jardinería?

1 - SÍ

2 - NO ----->CONTINÚE EN LA P20

9 - NS/REF ----[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]----->CONTINÚE EN LA P20

P19a.[SI P19=1:] En los últimos 12 meses, ¿con qué frecuencia ha realizado alguien cualquier ajuste al control automático al sistema de riego de su césped?

1 - NI UNA VEZ

2 - UNA VEZ

3 - 2 A 3 VECES

4 - 4-6 VECES

5 - 7 Ó MÁS VECES

9 - NS/REF ---[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]

P20. ¿Ha escuchado hablar acerca de los controles de riego basados en el tiempo que ajustan automáticamente el riego de su jardín basados en el estado cambiante del tiempo?

1 - SÍ-----SI P19 >1, CONTINÚE EN LA P20b

2 - NO ----- > CONTINÚE EN LA P20b

9 - NS/REF ---[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]---CONTINÚE EN LA P20b

P20a. [PREGUNTE SOLAMENTE SI P19 = 1 AND P20=1:] En la actualidad, ¿tiene usted un control de riego basado en el tiempo instalado en su residencia?

1 - SÍ ----->CONTINÚE EN LA P21

2 - NO

9 - NS/REF ---[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]

P20b. **[SI P20a > 1 Ó P20 >1 Ó AMBAS P19 Y P20 = 1:]** Con un sistema basado en el tiempo, usted no tiene que hacer personalmente los ajustes debido a los cambios del tiempo. El control detecta el estado del tiempo y automáticamente ajusta el riego. Típicamente, usted puede comprar un sistema de control basado en el tiempo por unos 300 dólares. Qué tan probable, si este es el caso, es que usted compre un control basado en el tiempo en los próximos 12 meses? ¿Diría usted que...*

- 1 - muy probable,
- 2 - algo probable,
- 3 - algo improbable o
- 4 - muy improbable?
- 9 - NS/REF---**[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]**

P21. ¿En dónde obtiene la mayoría de la información acerca de opciones de jardinería y el mantenimiento de su jardín/paisaje? ---**[NO LEA]**

- 7- MI SERVICIO DE JARDINERIA
- 8- TIENDAS DONDE COMPRO PLANTAS Y OTROS PRODUCTOS DE JARDINERÍA
- 9- INTERNET
- 10- FOLLETOS EN LA CUENTA DEL AGUA
- 11- PROGRAMAS EN TELEVISIÓN SOBRE JARDINERÍA
- 12- RADIO
- 8 - OTRO: ESPECIFICAR _____
- 9- NS/REF

SI P18 = 1—CONTINÚE EN LA P23

P22. ¿Estaría dispuesto(a) a asistir a un curso gratuito de cuatro a seis semanas (una hora cada semana) ofrecido por la Autoridad del Agua, el cual le informaría acerca de jardines inteligentes en cuestiones de agua y de prácticas de jardinería que ahorran agua?

- 1- Sí-----**CONTINÚE EN LA P23**
- 2- No
- 9 – NS/REF---**[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]**

P22a. **(SI P22>1 Y P20a > 1—DE LO CONTRARIO, CONTINÚE EN LA P23)** Si usted recibiera un control basado en el tiempo de manera gratuita por el tiempo que usted asiste al curso, ¿esto lo (la) haría desear tomar el curso?

- 1 Sí
- 2 No
- 9- NS/REF---**[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]**

P23. ¿Le gustaría ver que su comunidad cuenta con un programa en donde los vecinos se podrían informar unos a otros acerca del desperdicio de agua que presencian en su vecindario?

- 1 – Sí
- 2 – No-----CONTINÚE EN LA P25
- 3 – NS/REF---[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]-----CONTINÚE EN LA P25

P23a.

¿Le gustaría tener un medio para reportar a los vecinos a la agencia local del agua cuando se descubre que están desperdiciando agua de manera continua?

- 2- Sí
- 2- No-----CONTINÚE EN LA P25
- 3 – NS/REF---[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]-----CONTINÚE EN LA P25

P23b. ¿Le gustaría ver que multan a sus vecinos si continúan con estas prácticas de desperdicio?

- 5- Sí
- 2- No
- 3 – NS/REF---[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]

CONTINÚE EN LA P25

P24. ¿Tiene su residencia algún paisaje/jardín al aire libre cuyo mantenimiento es responsabilidad directa de alguien en su hogar?

- 1 – Sí
- 2 - NO/DEPTO/CONDO/ NINGUNA RESPONSABILIDAD DE JARDINERÍA -----> CONTINÚE EN LA P26
- 9 - NS/REF ---[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO ----->CONTINÚE EN LA P26

P25. ¿Qué sola acción podría llevar a cabo su agencia local del agua que motivaría a su hogar a conservar más agua en cuanto al uso de agua en el exterior? **[NO LEA---AVERIGÜE (INDAGUE) Y ANOTE SOLAMENTE UN TEMA PRINCIPAL]**

1—INCENTIVO MONETARIO

2—AUMENTO DE TARIFAS DE AGUA POR USO ELEVADO

3—TARIFAS DE AGUA REDUCIDAS POR CONSERVAR EL AGUA

4—INFORMACIÓN/EDUCACIÓN

5 —RECOMENDACIONES PARA REDUCIR MI USO DE AGUA

6—ON-SITE EVALUATIONS OF MY LANDSCAPING

7—FRENAR EL CRECIMIENTO DE LA POBLACIÓN EN EL CONDADO

20- OTRO, ESPECIFICAR _____

99 – NS/REF/NADA

DESALACIÓN DEL AGUA DE MAR [PREGUNTAR A TODOS]

P26. La siguiente pregunta es acerca de la desalación, el proceso de producir agua para beber (agua potable) del agua salada del mar o subterránea. ¿Cree usted que la desalación es importante para mantener un suministro fiable de agua?

1- Sí, muy importante

6- Sí, algo importante

7- No, no muy importante

8- No, nada importante

9- NS/REF---**[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]**

RECICLAJE DEL AGUA—PREGUNTAR A TODOS

P27. Las siguientes preguntas tratan acerca del agua reciclada, la cuál es agua residual que ha sido sometida a un alto grado de tratamiento y que se utiliza para una variedad de propósitos aparte de agua para beber (potable).
[SOLAMENTE SI SE LE PREGUNTA—Y ANOTE EL CÓDIGO DE 1 PARA LA P27a:] El agua residual es agua que ya ha sido usada y que ha sido sometida a un alto grado de tratamiento. ¿Qué tan segura o no segura cree usted que es el agua reciclada? ¿Diría usted que es

- 1 - Muy segura
- 2 - Relativamente segura
- 3 - Relativamente no segura
- 4 - Muy insegura

9 –NS/REF-----**[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]**

- P27a: 0 – No se pidió explicación
- 1-- Se pidió explicación y se leyó

P28a-f. Por favor dígame si usted está firmemente a favor, algo a favor, algo en contra o firmemente en contra de las siguientes opciones para el agua reciclada.
[ALTERNAR a-f]

	<u>firme a favor</u>	<u>algo a favor</u>	<u>algo en contra</u>	<u>firme en contra</u>	<u>NS/ REF</u>
a) ¿para riego de los cultivos en el Condado de San Diego?	1	2	3	4	9
b) ¿para riego de los campos deportivos y parques de su vecindario?	1	2	3	4	9
c) ¿para riego del patio de recreo de la escuela de su hijo(a)?	1	2	3	4	9
d) ¿para riego de su jardín?	1	2	3	4	9
e) ¿para uso en los lagos recreativos del Condado de San Diego?	1	2	3	4	9
f) ¿para el agua suministrada a los sanitarios de los negocios y oficinas que usted visita?	1	2	3	4	9

P29. ¿En dónde obtiene generalmente su información acerca del agua reciclada?
[NO LEA; AVERIGÜE (INDAGUE) Y ANOTE SOLAMENTE UNA]

- 1 - TELEVISIÓN
 - 2 - RADIO
 - 3 - PERIODICOS
 - 4 - AMISTADES/FAMILIARES
 - 5 - SITIO WEB DE MI AGENCIA DE AGUA
 - 6 - MATERIAL CON MI CUENTA MENSUAL
 - 7 - SITIO WEB DE SDCWA
 - 15 - NO RECUERDA
 - 20 - OTRO, ESPECIFICAR:
-

FLUORIZACIÓN—PREGUNTAR A TODOS

P30. Ahora me gustaría hablar acerca de la fluorización para una o dos preguntas.
¿Sabe usted si el agua que usamos de la llave (del grifo) en el Condado de San Diego está o no fluorada?

- 1 Sí, creo que el agua está fluorada.
- 2 No, creo que no está fluorada.
- 3 NS/REF---**[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]**

P31. ¿Tiene algunas preocupaciones acerca de la seguridad del agua fluorada? **(Si responde que sí)** ¿Cuál es la mayor preocupación que usted tiene?

- 0 – Ningunas preocupaciones
- 99 – NS/REF

AUMENTOS DE TARIFAS

P32 Nos gustaría hablarle un minuto acerca de las tarifas del agua. ¿Para CUÁL de las siguientes estaría usted más dispuesto(a) a aceptar un aumento en las tarifas del agua si usted supiera que aumentaría la fiabilidad del suministro de agua?

SELECCIONE UNA -----

- 1. Programas de reciclaje del agua
- 2. Desalación del agua de mar
- 3. Programas de incentivos para la conservación
- 4. Importar más agua
- 5. Ninguna de éstas -----**CONTINÚE EN LA P33**
- 9. NS/REF-----**CONTINÚE EN LA P33**

P32a. El hogar promedio de 3 recámaras en el Condado de San Diego paga aproximadamente 50 dólares cada mes por la porción del agua de su cuenta. Esta cantidad no incluye los cargos en la cuenta para el alcantarillado y otros costos. Con este conocimiento, ¿qué tanto más por mes estaría usted dispuesto(a) a pagar por la confiabilidad que resultaría de _____ {**APUNTE RESPUESTA A LA P32**}

0 = Nada

999 – NS/REF

P33. ¿Cree usted que las tarifas del agua deberían ser más bajas para aquellos residentes que conservan el agua?

1 – Sí

2 – No

9 – NS/REF

DATOS DEMOGRÁFICOS—PREGUNTAR A TODOS

TEN. Para concluir, las siguientes preguntas son únicamente para propósitos de comparación. ¿Es su residencia propiedad de alguien en su hogar o es alquilada?

1 - PROPIEDAD

2 - ALQUILADA/OTRA SITUACIÓN

9 - NS/REF---[**NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO**]

PEP. Incluyéndose usted, ¿cuántas personas viven en su hogar?

_____ PERSONAS

99 - NS/REF

EDU. ¿Cuál es el grado o año de escolaridad más alto que usted ha completado y por el cual ha recibido crédito...

1 - preparatoria (high school) o menos,

2 - por lo menos un año de universidad o escuela de comercio o vocacional,

3 - graduado de la universidad con una licenciatura o

4 - por lo menos un año de trabajo de posgrado, además de la licenciatura?

9 - NS/REF---[**NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO**]

AGE. Por favor dígame cuando mencione la categoría que incluye su edad...

- 1 - 18 a 24,
- 2 - 25 a 34,
- 3 - 35 a 44,
- 4 - 45 a 54,
- 5 - 55 a 64 ó
- 6 - 65 ó mayor?
- 9 - NS/REF---[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]

ETH. ¿Cuál de los siguientes describe mejor su origen étnico o racial...

- 1 - blanco, no de origen Hispano;
- 2 - negro, no de origen Hispano;
- 3 - Hispano o Latino;
- 4 - Asiático o Isleño del Pacífico;
- 5 - Americano Nativo; u
- 6 - otro grupo étnico? [ESPECIFICAR:] _____
- 9 - NS/REF---[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]

PTY. ¿Está usted registrado(a) para votar como...

- 1 - Demócrata,
- 2 - Republicano(a),
- 3 - con algún otro partido, [ESPECIFICAR:] _____
- 4 - está usted registrado(a) sin afiliación (partido) o
- 5 - no está usted registrado(a) para votar en su residencial actual?
- 9 - NS/REF---[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]

INC. Ahora, no queremos saber sus ingresos exactos, pero aproximadamente, ¿podría decirme si sus ingresos anuales del hogar antes de deducir impuestos son...

- 1 - menos de \$25,000,
- 2 - \$25,000 hasta pero no incluyendo \$50,000,
- 3 - \$50,000 hasta (pero no incluyendo) \$75,000,
- 4 - \$75,000 hasta (pero no incluyendo) \$100,000, ó
- 5 - \$100,000 ó más?
- 9 - NS/REF---[NO LEA—SOLAMENTE SI RESPONDE DE MODO VOLUNTARIO]

PREGUNTA FINAL—PREGUNTAR A TODOS

P34. Hemos hablado en esta encuesta sobre una serie de temas relacionados con el agua. Considerando todo lo que hemos platicado, ¿qué cree usted que es lo más crítico que la Autoridad del Agua del Condado de San Diego debe de hacer para asegurar un suministro de agua seguro y fiable? **[AVERIGÜE (INDAGUE) Y ANOTE UNA SUGERENCIA PRINCIPAL]**

-
- 1 - DESALACIÓN DEL AGUA DE MAR
 - 2 - IMPORTAR MÁS AGUA
 - 3 - MÁS REPRESAS/ALMACENAJE
 - 4 - AGUA RECICLADA
 - 5 - CONSERVACIÓN
 - 6 - EDUCACIÓN PÚBLICA
 - 7 - MÁS INVESTIGACIÓN **[AVERIGÜE (INDAGUE) Y TRATE DE COLOCAR RESPUESTA EN OTRA CATEGORÍA]**
 - 8 - DIVERSIFICAR **[AVERIGÜE (INDAGUE) Y TRATE DE COLOCAR RESPUESTA EN OTRA CATEGORÍA]**
 - 9 - MEJORAR CALIDAD
 - 10 - OTRO, ESPECIFICAR:

99 - NS/REF

LAN. **[IDIOMA DE LA ENTREVISTA:]** 1 - INGLÉS 2 - ESPAÑOL

PHN. Estas son todas las preguntas que tengo. **[SOLAMENTE SI NO EN CATI:]** Me gustaría confirmar que lo (la) he localizado en ...

[VERIFICAR Y APUNTE EL NÚMERO TELEFÓNICO:] _____

Frequency Tables

Zip code					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	91901	4	.6	.6	.6
	91902	4	.6	.6	1.1
	91906	1	.1	.1	1.3
	91910	3	.4	.4	1.7
	91932	3	.4	.4	2.1
	91935	4	.6	.6	2.7
	91941	15	2.1	2.1	4.9
	91942	7	1.0	1.0	5.9
	91945	4	.6	.6	6.4
	91950	15	2.1	2.1	8.6
	91977	25	3.6	3.6	12.1
	92003	1	.1	.1	12.3
	92004	1	.1	.1	12.4
	92007	1	.1	.1	12.6
	92008	8	1.1	1.1	13.7
	92009	13	1.9	1.9	15.6
	92010	5	.7	.7	16.3
	92011	2	.3	.3	16.6
	92014	2	.3	.3	16.9
	92019	9	1.3	1.3	18.1
	92020	17	2.4	2.4	20.6
	92021	23	3.3	3.3	23.9
	92024	11	1.6	1.6	25.4
	92025	8	1.1	1.1	26.6
	92026	8	1.1	1.1	27.7
	92027	8	1.1	1.1	28.9
	92028	16	2.3	2.3	31.1
	92029	5	.7	.7	31.9
	92036	3	.4	.4	32.3
	92037	10	1.4	1.4	33.7
	92040	5	.7	.7	34.4
	92054	15	2.1	2.1	36.6

92056	12	1.7	1.7	38.3
92057	11	1.6	1.6	39.9
92061	1	.1	.1	40.0
92064	13	1.9	1.9	41.9
92065	12	1.7	1.7	43.6
92067	2	.3	.3	43.9
92069	10	1.4	1.4	45.3
92070	1	.1	.1	45.4
92071	14	2.0	2.0	47.4
92075	1	.1	.1	47.6
92078	15	2.1	2.1	49.7
92081	7	1.0	1.0	50.7
92082	8	1.1	1.1	51.9
92083	4	.6	.6	52.4
92084	13	1.9	1.9	54.3
92096	2	.3	.3	54.6
92101	6	.9	.9	55.4
92102	11	1.6	1.6	57.0
92103	7	1.0	1.0	58.0
92104	10	1.4	1.4	59.4
92105	15	2.1	2.1	61.6
92106	6	.9	.9	62.4
92107	4	.6	.6	63.0
92108	6	.9	.9	63.9
92109	7	1.0	1.0	64.9
92110	6	.9	.9	65.7
92111	18	2.6	2.6	68.3
92113	15	2.1	2.1	70.4
92114	13	1.9	1.9	72.3
92115	16	2.3	2.3	74.6
92116	16	2.3	2.3	76.9
92117	17	2.4	2.4	79.3
92118	1	.1	.1	79.4
92119	8	1.1	1.1	80.6
92120	13	1.9	1.9	82.4
92121	3	.4	.4	82.9
92122	10	1.4	1.4	84.3

92123	6	.9	.9	85.1
92124	6	.9	.9	86.0
92126	14	2.0	2.0	88.0
92127	8	1.1	1.1	89.1
92128	13	1.9	1.9	91.0
92129	4	.6	.6	91.6
92130	11	1.6	1.6	93.1
92131	6	.9	.9	94.0
92139	15	2.1	2.1	96.1
92154	13	1.9	1.9	98.0
92173	8	1.1	1.1	99.1
92182	1	.1	.1	99.3
92201	1	.1	.1	99.4
92307	1	.1	.1	99.6
92803	1	.1	.1	99.7
92941	1	.1	.1	99.9
92966	1	.1	.1	100.0
Total	700	100.0	100.0	

SD. How long have you lived in San Diego County?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	1.4	1.6	1.6
	2	23	3.3	3.7	5.4
	3	21	3.0	3.4	8.8
	4	15	2.1	2.4	11.2
	5	25	3.6	4.1	15.3
	6	22	3.1	3.6	18.9
	7	21	3.0	3.4	22.3
	8	10	1.4	1.6	23.9
	9	3	.4	.5	24.4
	10	27	3.9	4.4	28.8
	11	7	1.0	1.1	29.9
	12	12	1.7	2.0	31.9
	13	10	1.4	1.6	33.5
	14	12	1.7	2.0	35.4
	15	19	2.7	3.1	38.5
	16	13	1.9	2.1	40.7

17	8	1.1	1.3	42.0
18	12	1.7	2.0	43.9
19	6	.9	1.0	44.9
20	39	5.6	6.3	51.2
21	6	.9	1.0	52.2
22	14	2.0	2.3	54.5
23	7	1.0	1.1	55.6
24	7	1.0	1.1	56.7
25	13	1.9	2.1	58.9
26	12	1.7	2.0	60.8
27	5	.7	.8	61.6
28	8	1.1	1.3	62.9
29	8	1.1	1.3	64.2
30	44	6.3	7.2	71.4
31	4	.6	.7	72.0
32	4	.6	.7	72.7
33	2	.3	.3	73.0
34	3	.4	.5	73.5
35	20	2.9	3.3	76.7
36	8	1.1	1.3	78.0
37	4	.6	.7	78.7
38	6	.9	1.0	79.7
40	27	3.9	4.4	84.1
41	2	.3	.3	84.4
42	2	.3	.3	84.7
43	2	.3	.3	85.0
44	4	.6	.7	85.7
45	8	1.1	1.3	87.0
46	3	.4	.5	87.5
47	3	.4	.5	88.0
48	2	.3	.3	88.3
49	2	.3	.3	88.6
50	22	3.1	3.6	92.2
51	5	.7	.8	93.0
52	5	.7	.8	93.8
53	2	.3	.3	94.1
54	2	.3	.3	94.5

55		4	.6	.7	95.1
58		2	.3	.3	95.4
59		3	.4	.5	95.9
60		4	.6	.7	96.6
61		2	.3	.3	96.9
63		3	.4	.5	97.4
64		3	.4	.5	97.9
65		1	.1	.2	98.0
66		1	.1	.2	98.2
67		1	.1	.2	98.4
69		1	.1	.2	98.5
70		2	.3	.3	98.9
74		1	.1	.2	99.0
78		1	.1	.2	99.2
82		2	.3	.3	99.5
83		1	.1	.2	99.7
90		1	.1	.2	99.8
91		1	.1	.2	100.0
Total		615	87.9	100.0	
Missing	Refused, but at least one year	85	12.1		
Total		700	100.0		

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	322	46.0	46.0	46.0
	Female	378	54.0	54.0	100.0
	Total	700	100.0	100.0	

Language Preference					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	622	88.9	88.9	88.9
	Spanish	78	11.1	11.1	100.0
	Total	700	100.0	100.0	

Q1 - To start off with, what do you feel is the most important issue facing San Diego County residents today?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Crime	87	12.4	13.3	13.3
	Economy, Jobs	53	7.6	8.1	21.4
	Education	20	2.9	3.1	24.5
	Electricity	7	1.0	1.1	25.5
	Environment	19	2.7	2.9	28.4
	Government Mismanagement (General)	29	4.1	4.4	32.9
	Financial Problems in the City of San Diego Pension system	54	7.7	8.3	41.1
	Growth, development, sprawl	33	4.7	5.0	46.2
	High cost of gasoline	12	1.7	1.8	48.0
	Housing affordability	80	11.4	12.2	60.2
	High taxes	9	1.3	1.4	61.6
	Homeless	10	1.4	1.5	63.1
	Immigration issues	72	10.3	11.0	74.2
	Pollution	14	2.0	2.1	76.3
	Sewage Treatment	3	.4	.5	76.8
	Terrorism	4	.6	.6	77.4
	Traffic	78	11.1	11.9	89.3
	Water quality	9	1.3	1.4	90.7
	Water supply	21	3.0	3.2	93.9
	War in Iraq	7	1.0	1.1	95.0
	Other	15	2.1	2.3	97.2
Cost of Living	7	1.0	1.1	98.3	
New Airport	6	.9	.9	99.2	
Infrastructure	3	.4	.5	99.7	
Fire danger	2	.3	.3	100.0	
Total	654	93.4	100.0		
Missing	DK, Refused, None	46	6.6		
Total		700	100.0		

qloth					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		685	97.9	97.9	97.9
	A healthy business environment.	1	.1	.1	98.0
	All of the above	1	.1	.1	98.1
	All of the above.	2	.3	.3	98.4
	All the above	1	.1	.1	98.6
	Bush	1	.1	.1	98.7
	Chargers	1	.1	.1	98.9
	Children's activities	1	.1	.1	99.0
	County budget	1	.1	.1	99.1
	Graffiti	1	.1	.1	99.3
	Morality	1	.1	.1	99.4
	More hospitals	1	.1	.1	99.6
	Racism	1	.1	.1	99.7
	There are many issues but we cannot face all at once	1	.1	.1	99.9
	World peace.	1	.1	.1	100.0
	Total	700	100.0	100.0	

Q2 - What source of information do you rely upon most for news about issues in our region?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newspaper: Union Tribune	190	27.1	27.5	27.5
	Newspaper: North County Times	28	4.0	4.1	31.6
	Newspaper: Other	9	1.3	1.3	32.9
	Internet	69	9.9	10.0	42.9
	Radio	64	9.1	9.3	52.2
	Television	311	44.4	45.1	97.2
	Magazines	2	.3	.3	97.5
	Speakers at community groups	2	.3	.3	97.8
	Word of mouth, family, friends, co-workers	10	1.4	1.4	99.3
	Other	1	.1	.1	99.4
	Many Sources	4	.6	.6	100.0
	Total		690	98.6	100.0
Missing	DK, Refused	10	1.4		
Total		700	100.0		

q2oth					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		699	99.9	99.9	99.9
	Studied the propositions	1	.1	.1	100.0
	Total	700	100.0	100.0	

Q3 - Currently, how reliable do you think San Diego County's water supply is? Would you say...					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very reliable	248	35.4	35.4	35.4
	Somewhat reliable	297	42.4	42.4	77.9
	Somewhat unreliable	70	10.0	10.0	87.9
	Very unreliable	49	7.0	7.0	94.9
	Not sure	36	5.1	5.1	100.0
	Total		700	100.0	100.0

Q4 - How confident are you in the ability of local water agencies to provide a reliable water supply to serve this level of population growth (1 million by 2030)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very confident	132	18.9	18.9	18.9
	Somewhat confident	282	40.3	40.3	59.1
	Not very confident	150	21.4	21.4	80.6
	Not at all confident	89	12.7	12.7	93.3
	Not sure	47	6.7	6.7	100.0
	Total	700	100.0	100.0	

Q5 - Have you ever heard of the San Diego County Water Authority?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	493	70.4	70.4	70.4
	No	187	26.7	26.7	97.1
	DK/Refused	20	2.9	2.9	100.0
	Total	700	100.0	100.0	

Q5a - Do you know what the San Diego County Water Authority does?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, do not know	175	25.0	35.9	35.9
	Distributes water to cities and local water agencies	142	20.3	29.2	65.1
	Brings water into San Diego County	61	8.7	12.5	77.6
	Provides water service to homes and businesses in SD County	53	7.6	10.9	88.5
	Plans water needs throughout the County	47	6.7	9.7	98.2
	Other	9	1.3	1.8	100.0
	Total	487	69.6	100.0	
Missing	DK/Refused	6	.9		
	System	207	29.6		
	Total	213	30.4		
Total	700	100.0			

q5aoth					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		691	98.7	98.7	98.7
	Monitor other H2O systems.	1	.1	.1	98.9
	Oversees water distribution	1	.1	.1	99.0
	Regulates the water	1	.1	.1	99.1
	Regulations for the water.	1	.1	.1	99.3
	Solves problems and control issues.	1	.1	.1	99.4
	They buy and sell it.	1	.1	.1	99.6
	They check the water level.	1	.1	.1	99.7
	They measure how much water we use.	1	.1	.1	99.9
	They out source the water	1	.1	.1	100.0
	Total	700	100.0	100.0	

Q5b - How would you rate your image of the San Diego County Water Authority?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very favorable	72	10.3	14.6	14.6
	Favorable	239	34.1	48.5	63.1
	Unfavorable	57	8.1	11.6	74.6
	Very unfavorable	10	1.4	2.0	76.7
	DK, Refused	115	16.4	23.3	100.0
	Total	493	70.4	100.0	
Missing	System	207	29.6		
Total		700	100.0		

Q6 - 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	148	21.1	21.1	21.1
	Import more water	47	6.7	6.7	27.9
	More reservoirs, storage	44	6.3	6.3	34.1
	Recycled water	49	7.0	7.0	41.1
	Conservation	67	9.6	9.6	50.7
	Public education	33	4.7	4.7	55.4
	More research	21	3.0	3.0	58.4
	Diversify	13	1.9	1.9	60.3
	Improve quality	71	10.1	10.1	70.4
	Other	15	2.1	2.1	72.6
	ensure adequate supply	158	22.6	22.6	95.1
	board-management policy changes	10	1.4	1.4	96.6
	Control Growth	9	1.3	1.3	97.9
	Infrastructure improvements	15	2.1	2.1	100.0
	Total	700	100.0	100.0	

q60th					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		685	97.9	97.9	97.9
	Common goal	1	.1	.1	98.0
	Do their jobs.	1	.1	.1	98.1
	Efficiency	1	.1	.1	98.3
	Have a contract	1	.1	.1	98.4
	Hire minorities	1	.1	.1	98.6
	I'm going to let them decide.	1	.1	.1	98.7
	Let them have their own wells.	1	.1	.1	98.9
	Lower the salaries and the pension funds of the county officials	1	.1	.1	99.0
	Make the water bill lower	1	.1	.1	99.1
	Monitoring the water more.	1	.1	.1	99.3
	More help	1	.1	.1	99.4
	More subsidies	1	.1	.1	99.6
	Raise prices	1	.1	.1	99.7
	Source is in important	1	.1	.1	99.9
	Where is the water coming from	1	.1	.1	100.0
Total		700	100.0	100.0	

Q7 - Which source of water do you believe is more reliable?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local water sources (rain, ground, recycled, desalinated)	249	35.6	35.6	35.6
	Water imported from outside the county	307	43.9	43.9	79.4
	Both equally	75	10.7	10.7	90.1
	Other	5	.7	.7	90.9
	DK, Refused	64	9.1	9.1	100.0
	Total		700	100.0	100.0

Q8 - Between developing local water resources or importing more water from outside the county, which do you think would be most beneficial to you and your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Development of local water supplies	387	55.3	55.3	55.3
	Bringing more water in to the region from outside	174	24.9	24.9	80.1
	Both equally	65	9.3	9.3	89.4
	DK, Refused	74	10.6	10.6	100.0
	Total	700	100.0	100.0	

Q9 - 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, other member of household pays	451	64.4	64.4	64.4
	Landlord, Homeowners' Assoc, Other pays	205	29.3	29.3	93.7
	DK, Refused	44	6.3	6.3	100.0
	Total	700	100.0	100.0	

Q10 - Does your residence have any outdoor landscaping that someone in your household is directly responsible for maintaining?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	315	45.0	69.8	69.8
	No	136	19.4	30.2	100.0
	Total	451	64.4	100.0	
Missing	System	249	35.6		
Total		700	100.0		

Q11 - Does your landscaping include a grass lawn?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	249	35.6	79.0	79.0
	No	66	9.4	21.0	100.0
	Total	315	45.0	100.0	
Missing	System	385	55.0		
Total		700	100.0		

Q11a - What percentage of your total landscaped outdoor area would you say is covered by your grass?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	.7	2.1	2.1
	2	2	.3	.8	2.9
	3	3	.4	1.3	4.2
	5	13	1.9	5.4	9.6
	7	1	.1	.4	10.0
	8	2	.3	.8	10.9
	10	24	3.4	10.0	20.9
	12	2	.3	.8	21.8
	13	1	.1	.4	22.2
	14	1	.1	.4	22.6
	15	10	1.4	4.2	26.8
	17	1	.1	.4	27.2
	20	24	3.4	10.0	37.2
	25	27	3.9	11.3	48.5
	30	23	3.3	9.6	58.2
	33	5	.7	2.1	60.3
	35	3	.4	1.3	61.5
	40	11	1.6	4.6	66.1
	50	27	3.9	11.3	77.4
	60	9	1.3	3.8	81.2
	65	1	.1	.4	81.6
	66	1	.1	.4	82.0
	70	8	1.1	3.3	85.4
	75	10	1.4	4.2	89.5
80	12	1.7	5.0	94.6	
85	2	.3	.8	95.4	
90	6	.9	2.5	97.9	
99	1	.1	.4	98.3	
100	4	.6	1.7	100.0	
	Total	239	34.1	100.0	
Missing	253	1	.1		
	DK, Refused	9	1.3		
	System	451	64.4		
	Total	461	65.9		

Total	700	100.0		
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Q12 - What is the main use of your grass area?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Makes my home look attractive	149	21.3	62.1	62.1
	Children play there	52	7.4	21.7	83.8
	Entertainment area	14	2.0	5.8	89.6
	Erosion Control	9	1.3	3.8	93.3
	Minimize on dirt or mud tracked through house	8	1.1	3.3	96.7
	Other	1	.1	.4	97.1
	Dogs use it	7	1.0	2.9	100.0
	Total	240	34.3	100.0	
Missing	DK, Refused	9	1.3		
	System	451	64.4		
	Total	460	65.7		
Total		700	100.0		

q12oth					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		699	99.9	99.9	99.9
	it was there already.	1	.1	.1	100.0
	Total	700	100.0	100.0	

Q13 - Which of the following could most likely motivate you to reduce the amount of grass in your front or back yards?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Saving money as a result of using less water	66	9.4	26.5	26.5
	Having a yard that is easier to maintain	103	14.7	41.4	67.9
	Neither	71	10.1	28.5	96.4
	DK, Refused	9	1.3	3.6	100.0
	Total	249	35.6	100.0	
Missing	System	451	64.4		
Total		700	100.0		

Q14 - Would a more direct financial incentive that helps pay for re-landscaping your yard motivate you to reduce the size of your grass area?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	2.3	20.0	20.0
	No	64	9.1	80.0	100.0
	Total	80	11.4	100.0	
Missing	System	620	88.6		
Total		700	100.0		

Q14a - How much of a one-time monetary incentive would it take for you to consider reducing your grass area?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	200	1	.1	14.3	14.3
	250	2	.3	28.6	42.9
	600	1	.1	14.3	57.1
	5000	1	.1	14.3	71.4
	15000	1	.1	14.3	85.7
	20000	1	.1	14.3	100.0
	Total	7	1.0	100.0	
Missing	DK, Refused	9	1.3		
	System	684	97.7		
	Total	693	99.0		
Total		700	100.0		

At least as attractive as traditional landscaping					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	211	30.1	67.0	67.0
	No	85	12.1	27.0	94.0
	DK/NA	19	2.7	6.0	100.0
	Total	315	45.0	100.0	
Missing	System	385	55.0		
Total		700	100.0		

More costly than traditional landscaping to purchase					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	72	10.3	22.9	22.9
	No	174	24.9	55.2	78.1
	DK/NA	69	9.9	21.9	100.0
	Total	315	45.0	100.0	
Missing	System	385	55.0		
Total		700	100.0		

Easier to maintain than traditional landscaping					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	261	37.3	82.9	82.9
	No	36	5.1	11.4	94.3
	DK/NA	18	2.6	5.7	100.0
	Total	315	45.0	100.0	
Missing	System	385	55.0		
Total		700	100.0		

Q16 - How would you describe what a California Friendly or Drought Tolerant garden would look like?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	provided description	235	33.6	74.6	74.6
	did not provide description	80	11.4	25.4	100.0
	Total	315	45.0	100.0	
Missing	System	385	55.0		
Total		700	100.0		

categorized description of Cal Friendly landscape					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	succulents, native plants, wood, rock	32	4.6	13.7	13.7
	unattractive	10	1.4	4.3	18.0
	dry, boring	18	2.6	7.7	25.8
	small, gray leaves	3	.4	1.3	27.0
	attractive	23	3.3	9.9	36.9
	like canyons, chaparral, scrub	6	.9	2.6	39.5
	desert like	76	10.9	32.6	72.1
	wood, bark	1	.1	.4	72.5
	rugged	1	.1	.4	73.0
	rocks	8	1.1	3.4	76.4
	artificial turf, concrete	4	.6	1.7	78.1
	fewer flowers	3	.4	1.3	79.4
	no grass	5	.7	2.1	81.5
	not functional	1	.1	.4	82.0
	Mediterranean	2	.3	.9	82.8
	Green	1	.1	.4	83.3
	Like regular garden	6	.9	2.6	85.8
	less expensive to maintain	6	.9	2.6	88.4
	tropical	4	.6	1.7	90.1
	miscellaneous not categorized comments	16	2.3	6.9	97.0
ground cover	2	.3	.9	97.9	
do not know/no opinion	5	.7	2.1	100.0	
Total		233	33.3	100.0	
Missing	System	467	66.7		
Total		700	100.0		

Q16 TEXT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		467	66.7	66.7	66.7
	A beautiful desert.	1	.1	.1	66.9
	A bunch of cactus.	2	.3	.3	67.1
	A Cactus Garden, or natural grass area with rock covering landscaping.	1	.1	.1	67.3
	A drought-resistant garden. More desert-type plants.	1	.1	.1	67.4
	A few bushes.	1	.1	.1	67.6
	A little sparse.	1	.1	.1	67.7
	A lot of cactus, boring.	1	.1	.1	67.9
	A lot of ground cover and bushes.	1	.1	.1	68.0
	A lot of native plants.	1	.1	.1	68.1
	A lot of paving and plants.	1	.1	.1	68.3
	A lot of succulent plants and cacti.	1	.1	.1	68.4
	All concrete.	1	.1	.1	68.6
	Allot of cactus.	1	.1	.1	68.7
	An arid look. Not very lush.	1	.1	.1	68.9
	Arid, dry looking.	1	.1	.1	69.0
	As long as it saves water.	1	.1	.1	69.1
	Attractive as traditional plants.	1	.1	.1	69.3
	Attractive.	1	.1	.1	69.4
	Bark, rocks.	2	.3	.3	69.7
	Barren	1	.1	.1	69.9
	Beautiful and full of hummingbirds.	1	.1	.1	70.0
	Blue greens, pinky grays, lots of texture, lavender.	1	.1	.1	70.1
	Boring. Gravel & rocks. Lava rocks.	1	.1	.1	70.3
	Bushy with open spaces between them.	1	.1	.1	70.4
	Cacti. Some ground cover.	1	.1	.1	70.6
	Cacti. Succulents.	1	.1	.1	70.7
	Cactus	1	.1	.1	70.9
	Cactus and other desert plants with gravel.	1	.1	.1	71.0
	Cactus and rocks.	1	.1	.1	71.1
	Cactus gardens.	1	.1	.1	71.3
	Cactus, aloe, desert-like.	1	.1	.1	71.4

Cactus, and succulent.	1	.1	.1	71.6
Cactus, California sage and native plants.	1	.1	.1	71.7
Cactus, more rock & garden vs. solid plants.	1	.1	.1	71.9
Cactus, plants, that don't require too much water. Also rocks instead of grass.	1	.1	.1	72.0
Cactus, rock, gravel.	1	.1	.1	72.1
Cactus, succulents, sage and bark.	1	.1	.1	72.3
Chaparral	1	.1	.1	72.4
Chaparral and natural California grasses.	1	.1	.1	72.6
Coastal sage brush.	1	.1	.1	72.7
Colorful, healthy.	1	.1	.1	72.9
Cuyamaca College	1	.1	.1	73.0
Desert-type looking plants, cactus and bushes.	1	.1	.1	73.1
Desert brush & cactus.	1	.1	.1	73.3
Desert front yards with cactus plants and other desert like plants in it.	1	.1	.1	73.4
Desert like appearance, that is not green or lush at all!	1	.1	.1	73.6
Desert like with cactus or surrounded with palm trees.	1	.1	.1	73.7
Desert like.	2	.3	.3	74.0
Desert looking plants and rocky ground cover.	1	.1	.1	74.1
Desert looking.	2	.3	.3	74.4
Desert plants and flowers.	1	.1	.1	74.6
Different textures and California friendly.	1	.1	.1	74.7
Different textures and colors.	1	.1	.1	74.9
Dirt and rocks with plants.	1	.1	.1	75.0
Don't know.	1	.1	.1	75.1
Don't Know.	1	.1	.1	75.3
Drier	1	.1	.1	75.4
Drought-friendly, low-water plants and cactuses.	1	.1	.1	75.6
Dry and empty.	1	.1	.1	75.7
Dry and okay.	1	.1	.1	75.9
Dry desert plantation.	1	.1	.1	76.0
Fairly brown and awfully dry!	1	.1	.1	76.1
Flowers and shrubs.	1	.1	.1	76.3
Full and succulent, absolutely wonderful. More tolerant and less accessible to infestation of insects	1	.1	.1	76.4
Full of color.	1	.1	.1	76.6

Full of grass, nice plants and palm trees.	1	.1	.1	76.7
Grass and plants.	1	.1	.1	76.9
Grass would be succulent.	1	.1	.1	77.0
Gravel base and lots of cactus all around.	1	.1	.1	77.1
Gravel cover, evergreens and plants that are local. Desert plants.	1	.1	.1	77.3
Ground cover 80%, Drought tolerant trees, minimal maintenance.	1	.1	.1	77.4
Ground cover and trees that consume less water.	1	.1	.1	77.6
Harmful.	1	.1	.1	77.7
Has small palms, heavenly bamboo, New Zealand flats, rocks.	1	.1	.1	77.9
Have desert like plants, African lilies etc.	1	.1	.1	78.0
Hopefully nice and not dry	1	.1	.1	78.1
I have a rock & a Brazilian pepper tree, rocket bushes.	1	.1	.1	78.3
I think there would be a lot of cacti.	1	.1	.1	78.4
Ice plants and ivy.	1	.1	.1	78.6
Ice plants and shrubs.	1	.1	.1	78.7
It could be a beautiful garden.	1	.1	.1	78.9
It does not have any roses.	1	.1	.1	79.0
It is like a native plants not a tropical kind of plants	1	.1	.1	79.1
It is a succulent garden made out of plants like palms, yuccas, cactus and rocks like the ones in Arizona	1	.1	.1	79.3
It looks better and is easy to maintain.	1	.1	.1	79.4
It looks horrible.	1	.1	.1	79.6
It looks much different from traditional landscape plants.	1	.1	.1	79.7
It matches our beautiful surroundings.	1	.1	.1	79.9
It will have wild flowers and wild bushes.	1	.1	.1	80.0
It would be artificial turf.	1	.1	.1	80.1
It would have a lot of cacti and Aloe Vera plants.	1	.1	.1	80.3
It would have cactus and rocks, like a desert scene.	1	.1	.1	80.4
It would have local plants.	1	.1	.1	80.6
It would have natural surroundings like our canyon.	1	.1	.1	80.7
It would have plants like rosemary and other beautiful plants.	1	.1	.1	80.9

It would like a desert.	1	.1	.1	81.0
It would look just as good.	1	.1	.1	81.1
It would look like a desert.	1	.1	.1	81.3
It would look western and Mediterranean.	1	.1	.1	81.4
It would resemble a high desert up and around the Imperial Valley; Lunar Landscape!	1	.1	.1	81.6
It wouldn't look like a grass yard, than a lush green yard.	1	.1	.1	81.7
It wouldn't look lush & tropical.	1	.1	.1	81.9
Just like the desert.	1	.1	.1	82.0
Just pleasing to the eye.	1	.1	.1	82.1
Largely cactus and fruit trees.	1	.1	.1	82.3
Lemon, lime and banana trees, etc.	1	.1	.1	82.4
Less attractive than traditional plants.	1	.1	.1	82.6
Less attractive, less costly to maintain like cactus, etc.	1	.1	.1	82.7
Less colorful more thorns.	1	.1	.1	82.9
Less costly to maintain.	1	.1	.1	83.0
Less costs to maintain and drought tolerant.	1	.1	.1	83.1
Less expensive to maintain.	1	.1	.1	83.3
Less grass - more water tolerant plants - gravel and wood chips.	1	.1	.1	83.4
Less green grass and more trees. Plus more brick and saw dust chips instead of grassy lawns.	1	.1	.1	83.6
Less green.	1	.1	.1	83.7
Light-brown. Not very pretty.	1	.1	.1	83.9
Like a desert.	5	.7	.7	84.6
Like a regular garden.	1	.1	.1	84.7
Like a succulent plant or colored gravel.	1	.1	.1	84.9
Like any other garden.	1	.1	.1	85.0
Like lavender plants.	1	.1	.1	85.1
Like living near a desert with desert like plants.	1	.1	.1	85.3
Like the ads you see for Arizona housing.	1	.1	.1	85.4
Like the desert with lots of cactus.	1	.1	.1	85.6
Like the desert.	2	.3	.3	85.9
Local California native plants, drip system.	1	.1	.1	86.0
Local fauna, indigenous plants, tress on a drip system.	1	.1	.1	86.1
Local plants from California region.	1	.1	.1	86.3

Look like an AZ western atmosphere.	1	.1	.1	86.4
Looks like Arizona and New Mexico.	1	.1	.1	86.6
Looks like my yard, front and back.	1	.1	.1	86.7
Looks very green.	1	.1	.1	86.9
Looks very natural. Cleveland stage bushes.	1	.1	.1	87.0
Lot's of rocks and plants, neat to look at.	1	.1	.1	87.1
Lots of cactus. I also have a palm tree.	1	.1	.1	87.3
Lots of California native plants and drought-tolerant plants.	1	.1	.1	87.4
Lots of ice plants.	1	.1	.1	87.6
Lots of lava rock on the ground and cactus.	1	.1	.1	87.7
Lots of native plants.	1	.1	.1	87.9
Lots of rocks/indigenous plants.	1	.1	.1	88.0
Lots of succulents and desert plants.	1	.1	.1	88.1
Lots of succulents.	2	.3	.3	88.4
Mediterranean style but not desert like.	1	.1	.1	88.6
Mixed grasses, junipers, bougainvilleas, pistasporums.	1	.1	.1	88.7
More desert plants.	1	.1	.1	88.9
More like plants that spread out with bushes or trees.	1	.1	.1	89.0
More palms, birds of paradise types of plants.	1	.1	.1	89.1
More scrub bushes, smaller plants such as sages and that's about it.	1	.1	.1	89.3
More succulent plants and cactus.	1	.1	.1	89.4
Mostly rocks & succulents & cactus.	1	.1	.1	89.6
Mostly succulent and cactus and non grassy.	1	.1	.1	89.7
Mostly succulents.	1	.1	.1	89.9
Native Californian plants.	1	.1	.1	90.0
Native plants.	1	.1	.1	90.1
Native plants; No tropical plants.	1	.1	.1	90.3
Native, desert looking.	1	.1	.1	90.4
Natural succulent plants, rock decorations.	1	.1	.1	90.6
Nice but not functional for family to play in.	1	.1	.1	90.7
No change soon.	1	.1	.1	90.9
No grass-No trees- Bland, rocky landscape.	1	.1	.1	91.0
No grass and native plants.	1	.1	.1	91.1
No opinion.	1	.1	.1	91.3
None.	1	.1	.1	91.4

Not a lot flowers.	1	.1	.1	91.6
Not as many flowers.	1	.1	.1	91.7
Not green, with rocks like Arizona.	1	.1	.1	91.9
Not nearly as attractive.	1	.1	.1	92.0
Not very attractive, I don't like cactus.	1	.1	.1	92.1
Only clean.	1	.1	.1	92.3
Palm trees & ice plants.	1	.1	.1	92.4
Palm trees and cactus.	1	.1	.1	92.6
Pebbles and a little cactus.	1	.1	.1	92.7
People use bark & little rocks.	1	.1	.1	92.9
Plain	1	.1	.1	93.0
Plant drought resistant plants.	1	.1	.1	93.1
Plants from an arid area.	1	.1	.1	93.3
Plants indigenous to semi arid climate.	1	.1	.1	93.4
Plants that are very dry that give a lot of fruit and are long and dry and need very little water	1	.1	.1	93.6
Plants that require little water & low maintenance.	1	.1	.1	93.7
Pretty much succulence, geraniums & bulbs.	1	.1	.1	93.9
Pretty, beautiful.	1	.1	.1	94.0
Probably phony, doesn't look real.	1	.1	.1	94.1
Probably rocks & sand, cactus plants.	1	.1	.1	94.3
Pygmy palms, cactus, palmeria, vines.	1	.1	.1	94.4
Requiring little irrigation. No grass. Lots of flagstone and brick.	1	.1	.1	94.6
Rhine stones and sand.	1	.1	.1	94.7
Rocks and dry gravel.	1	.1	.1	94.9
Rocks, cactus, desert-like.	1	.1	.1	95.0
Rocks, native sage and ground grown succulent plants.	1	.1	.1	95.1
Rocks, wood chips, with shrubs and drought-tolerant trees.	1	.1	.1	95.3
Rugged looking landscape.	1	.1	.1	95.4
Same as attractive as traditional landscaping plants.	1	.1	.1	95.6
Sand, sunflowers that root themselves; make it look like a desert.	1	.1	.1	95.7
Shrubs, brushes, tropical, rocks.	1	.1	.1	95.9
Simple flowers.	1	.1	.1	96.0

So many different things to choose from, its hard to say.	1	.1	.1	96.1
Some tropical plants landscape, stones.	1	.1	.1	96.3
Something more natural that would grow here.	1	.1	.1	96.4
Southwestern style with cactus, oleanders and succulent plants.	1	.1	.1	96.6
Stuff that has small leafs and you don't have to water often.	1	.1	.1	96.7
Succulent and beautiful.	1	.1	.1	96.9
Succulent plants that store water.	1	.1	.1	97.0
Succulent plants.	1	.1	.1	97.1
Succulents and cacti, sand and rocks.	1	.1	.1	97.3
Succulents, cactus & ice plants. Volcanic rock.	1	.1	.1	97.4
That it would look really nice.	1	.1	.1	97.6
The desert.	1	.1	.1	97.7
The neighbors yard full of flowers and grass and it is really pretty looking.	1	.1	.1	97.9
The plants are flowers that have smaller leaves, gray leaves	1	.1	.1	98.0
There is a standard that believes that a drought garden cannot be green and luscious but they are wrong	1	.1	.1	98.1
They are very attractive with lots of Mediterranean and Australian plants.	1	.1	.1	98.3
They look fine and we need to get used to them.	1	.1	.1	98.4
Ugly	1	.1	.1	98.6
Use bark, cactus.	1	.1	.1	98.7
Use plants like Indian Hawthorn, aloe and eucalyptus trees aesthetically placed.	1	.1	.1	98.9
Vegetation that look like in the canyons, chaparral.	1	.1	.1	99.0
Very attractive.	1	.1	.1	99.1
Very dry and no color.	1	.1	.1	99.3
Very dry looking.	1	.1	.1	99.4
Very dull looking and unattractive!	1	.1	.1	99.6
Very harsh. Grass sticking out of gravel. Less attractive.	1	.1	.1	99.7
You need to plant plants that don't need much water.	1	.1	.1	99.9
Zero-scape like at the Wild Animal Park with succulents and plants native to the area.	1	.1	.1	100.0
Total	700	100.0	100.0	

Q17 - Which of the following could most likely motivate you to replace existing plants with plants that use less water?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Having a reduced water bill due to using less water	119	17.0	37.8	37.8
	Having a yard that is easier to maintain	108	15.4	34.3	72.1
	Neither	67	9.6	21.3	93.3
	DK, Refused	21	3.0	6.7	100.0
	Total	315	45.0	100.0	
Missing	System	385	55.0		
Total		700	100.0		

Q17a - Would a more direct financial incentive that helps pay for re-landscaping you yard motivate you to replace existing plants with a water-wise garden?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	18	2.6	20.5	20.5
	No	70	10.0	79.5	100.0
	Total	88	12.6	100.0	
Missing	System	612	87.4		
Total		700	100.0		

Q17b - How much of a one-time monetary incentive would it take for you to consider reducing your grass area?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	100	1	.1	11.1	11.1
	200	1	.1	11.1	22.2
	250	1	.1	11.1	33.3
	500	2	.3	22.2	55.6
	2000	2	.3	22.2	77.8
	5000	1	.1	11.1	88.9
	20000	1	.1	11.1	100.0
	Total	9	1.3	100.0	
Missing	DK, Refused	9	1.3		
	System	682	97.4		
	Total	691	98.7		
Total		700	100.0		

Q18 - How does your household maintain the landscaping?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Use a professional landscape or gardening service	76	10.9	25.1	25.1
	Use an individual, such as a neighbor or hourly worker	40	5.7	13.2	38.3
	Household member does the landscaping	187	26.7	61.7	100.0
	Total	303	43.3	100.0	
Missing	DK, Refused	12	1.7		
	System	385	55.0		
	Total	397	56.7		
Total		700	100.0		

Q18a - Would you be willing to pay more on a monthly basis for a landscape service that is trained in water efficiency and drought tolerant landscape?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	37	5.3	31.9	31.9
	No	70	10.0	60.3	92.2
	DK, Refused	9	1.3	7.8	100.0
	Total	116	16.6	100.0	
Missing	System	584	83.4		
Total		700	100.0		

Q19 - Do you have an automatically controlled sprinkler system for your landscaping?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	229	32.7	73.2	73.2
	No	84	12.0	26.8	100.0
	Total	313	44.7	100.0	
Missing	DK, Refused	2	.3		
	System	385	55.0		
	Total	387	55.3		
Total		700	100.0		

Q19a - During the past 12 months, how often has anyone made any adjustments to the automatic controller for your lawn's sprinkler system?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	22	3.1	9.6	9.6
	Once	22	3.1	9.6	19.2
	2 to 3 times	52	7.4	22.7	41.9
	4 to 6 times	53	7.6	23.1	65.1
	7 or more times	70	10.0	30.6	95.6
	DK, Refused	10	1.4	4.4	100.0
	Total	229	32.7	100.0	
Missing	System	471	67.3		
Total		700	100.0		

Q20 - Have you heard about weather-based irrigation controllers that automatically adjust your landscape watering based on changing weather conditions?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	104	14.9	33.8	33.8
	No	204	29.1	66.2	100.0
	Total	308	44.0	100.0	
Missing	DK, Refused	7	1.0		
	System	385	55.0		
	Total	392	56.0		
Total		700	100.0		

Q20a - Do you currently have a weather-based irrigation controller installed at your residence?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	26	3.7	31.3	31.3
	No	55	7.9	66.3	97.6
	DK, Refused	2	.3	2.4	100.0
	Total	83	11.9	100.0	
Missing	System	617	88.1		
Total		700	100.0		

Q20b - How likely, if at all, are you to purchase a weather-based controller during the next 12 months?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very likely	21	3.0	7.3	7.3
	Somewhat likely	44	6.3	15.2	22.5
	Somewhat unlikely	40	5.7	13.8	36.3
	Very unlikely	159	22.7	55.0	91.3
	DK, Refused	25	3.6	8.7	100.0
	Total	289	41.3	100.0	
Missing	System	411	58.7		
Total		700	100.0		

Q21 - Where do you get most of your information about landscaping choices and maintaining your landscaping?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	My landscape service	44	6.3	15.6	15.6
	Stores where I purchase plants & other landscape products	76	10.9	27.0	42.6
	Internet	30	4.3	10.6	53.2
	Water bill inserts	4	.6	1.4	54.6
	Television shows about landscaping	23	3.3	8.2	62.8
	Radio	4	.6	1.4	64.2
	Other	9	1.3	3.2	67.4
	Friends-Family	37	5.3	13.1	80.5
	Books-magazines-newspapers	48	6.9	17.0	97.5
	School-work	6	.9	2.1	99.6
	Environmental Groups	1	.1	.4	100.0
	Total	282	40.3	100.0	
Missing	DK, Refused	33	4.7		
	System	385	55.0		
	Total	418	59.7		
Total		700	100.0		

q21oth					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		691	98.7	98.7	98.7
	By living 82 years	1	.1	.1	98.9
	Consultation	1	.1	.1	99.0
	General knowledge.	1	.1	.1	99.1
	I am self-sufficient.	1	.1	.1	99.3
	Just from my own instincts.	1	.1	.1	99.4
	My own knowledge	2	.3	.3	99.7
	No where at all, going on my own instincts	1	.1	.1	99.9
	Self taught	1	.1	.1	100.0
	Total	700	100.0	100.0	

Q22 - Would you be willing to attend a free four to six week class (one hour each week) offered by the Water Authority that would inform you about water-wise gardens and water saving landscaping practices?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	61	8.7	25.5	25.5
	No	160	22.9	66.9	92.5
	DK, Refused	18	2.6	7.5	100.0
	Total	239	34.1	100.0	
Missing	System	461	65.9		
Total		700	100.0		

Q22a - If you received a free weather-based controller for the time you spend attending the class, would that make you wish to take the class?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	26	3.7	17.4	17.4
	No	111	15.9	74.5	91.9
	DK, Refused	12	1.7	8.1	100.0
	Total	149	21.3	100.0	
Missing	System	551	78.7		
Total		700	100.0		

Q23 - Would you like to see your community have a program where neighbors could inform one another of water waste that they witness in the neighborhood?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	151	21.6	47.9	47.9
	No	144	20.6	45.7	93.7
	DK/NA	20	2.9	6.3	100.0
	Total	315	45.0	100.0	
Missing	System	385	55.0		
Total		700	100.0		

Q23a - Would you like to have a means for you to report neighbors to the local water agency when they are found to be wasting water on a continual basis?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	100	14.3	66.2	66.2
	No	43	6.1	28.5	94.7
	DK/NA	8	1.1	5.3	100.0
	Total	151	21.6	100.0	
Missing	System	549	78.4		
Total		700	100.0		

Q23b - Would you like to see your neighbors fined if they continue these wasteful practices?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	70	10.0	70.0	70.0
	No	23	3.3	23.0	93.0
	DK/NA	7	1.0	7.0	100.0
	Total	100	14.3	100.0	
Missing	System	600	85.7		
Total		700	100.0		

Q24 - Does your residence have any outdoor landscaping that someone in your household is directly responsible for maintaining?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	56	8.0	26.0	26.0
	No/Apt/Condo/No yard responsibilities	159	22.7	74.0	100.0
	Total	215	30.7	100.0	
Missing	DK, Refused	34	4.9		
	System	451	64.4		
	Total	485	69.3		
Total		700	100.0		

Q25 - What one thing could your local water agency do that would motivate your household to conserve more water in terms of your outdoor water usage?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Monetary incentive	108	15.4	19.1	19.1
	Increased water rates for high usage	42	6.0	7.4	26.6
	Reduced water rates for conserving water	83	11.9	14.7	41.3
	Information, education	66	9.4	11.7	53.0
	Recommendations for reducing my water usage	27	3.9	4.8	57.8
	On-site evaluations of my landscaping	11	1.6	2.0	59.8
	Stop growth of population in the county	9	1.3	1.6	61.3
	Other	16	2.3	2.8	64.2
	DK, Refused, Nothing	202	28.9	35.8	100.0
	Total	564	80.6	100.0	
Missing	System	136	19.4		
Total		700	100.0		

q25oth					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		684	97.7	97.7	97.7
	Conserving now	1	.1	.1	97.9
	Convenience	1	.1	.1	98.0
	Desalination	2	.3	.3	98.3
	Fix water breakage	1	.1	.1	98.4
	Genetic code to the crops	1	.1	.1	98.6
	I not sure how much water we have left let me know	1	.1	.1	98.7
	Keep track of water usage	1	.1	.1	98.9
	Make sure fluoride is safe	1	.1	.1	99.0
	Price of water.	1	.1	.1	99.1
	Provide more water	1	.1	.1	99.3
	Public places be conserve water	1	.1	.1	99.4
	Read the meter every month.	1	.1	.1	99.6
	Show up for water emergencies faster	1	.1	.1	99.7
	Turn off the service a few times.	1	.1	.1	99.9
	Use recycled water for irrigation only	1	.1	.1	100.0
	Total		700	100.0	100.0

Q26 - Do you believe that desalination is important to maintaining a reliable supply of water?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, very important	450	64.3	64.3	64.3
	Yes, somewhat important	121	17.3	17.3	81.6
	No, not very important	41	5.9	5.9	87.4
	No, not at all important	16	2.3	2.3	89.7
	DK, Refused	72	10.3	10.3	100.0
	Total		700	100.0	100.0

Q27 - Wastewater is water that has already been used and has been highly treated. How safe or unsafe to you think this recycled water is?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very safe	185	26.4	26.4	26.4
	Relatively safe	295	42.1	42.1	68.6
	Relatively unsafe	83	11.9	11.9	80.4
	Very unsafe	51	7.3	7.3	87.7
	DK, Refused	86	12.3	12.3	100.0
	Total	700	100.0	100.0	

Q27a - Wastewater Explanation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Explanation not requested	662	94.6	94.6	94.6
	Explanation requested and read	38	5.4	5.4	100.0
	Total	700	100.0	100.0	

Watering the crops grown in San Diego County

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	295	42.1	42.1	42.1
	Somewhat favor	154	22.0	22.0	64.1
	Somewhat oppose	69	9.9	9.9	74.0
	Strongly oppose	126	18.0	18.0	92.0
	DK/REF	56	8.0	8.0	100.0
	Total	700	100.0	100.0	

Watering your neighborhood sports fields and parks

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	407	58.1	58.1	58.1
	Somewhat favor	177	25.3	25.3	83.4
	Somewhat oppose	38	5.4	5.4	88.9
	Strongly oppose	46	6.6	6.6	95.4
	DK/REF	32	4.6	4.6	100.0
	Total	700	100.0	100.0	

Watering your child's school playground					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	292	41.7	41.7	41.7
	Somewhat favor	191	27.3	27.3	69.0
	Somewhat oppose	71	10.1	10.1	79.1
	Strongly oppose	99	14.1	14.1	93.3
	DK/REF	47	6.7	6.7	100.0
	Total	700	100.0	100.0	

Watering your yard					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	411	58.7	58.7	58.7
	Somewhat favor	150	21.4	21.4	80.1
	Somewhat oppose	43	6.1	6.1	86.3
	Strongly oppose	53	7.6	7.6	93.9
	DK/REF	43	6.1	6.1	100.0
	Total	700	100.0	100.0	

For use in San Diego County's recreational lakes					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	276	39.4	39.4	39.4
	Somewhat favor	192	27.4	27.4	66.9
	Somewhat oppose	69	9.9	9.9	76.7
	Strongly oppose	114	16.3	16.3	93.0
	DK/REF	49	7.0	7.0	100.0
	Total	700	100.0	100.0	

For water supplied to toilets in businesses & offices that you visit					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	425	60.7	60.7	60.7
	Somewhat favor	173	24.7	24.7	85.4
	Somewhat oppose	29	4.1	4.1	89.6
	Strongly oppose	43	6.1	6.1	95.7
	DK/REF	30	4.3	4.3	100.0
	Total	700	100.0	100.0	

Q29 - Where do you mostly obtain your information about recycled water?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Television	229	32.7	37.7	37.7
	Radio	21	3.0	3.5	41.1
	Newspapers	150	21.4	24.7	65.8
	Friends, Family	41	5.9	6.7	72.5
	Website of my water agency	42	6.0	6.9	79.4
	Material with monthly bill	54	7.7	8.9	88.3
	SDCWA website	7	1.0	1.2	89.5
	Other	15	2.1	2.5	91.9
	Books and Magazines	12	1.7	2.0	93.9
	Work and School	24	3.4	3.9	97.9
	Other Media--Internet, Mail, TV	10	1.4	1.6	99.5
	Environmental Groups	3	.4	.5	100.0
	Total		608	86.9	100.0
Missing	DK, Refused	92	13.1		
Total		700	100.0		

q29oth					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		685	97.9	97.9	97.9
	All of they above	1	.1	.1	98.0
	At the recycling center.	1	.1	.1	98.1
	Common sense	1	.1	.1	98.3
	Everything	2	.3	.3	98.6
	From another Country.	1	.1	.1	98.7
	From me	1	.1	.1	98.9
	From this phone call	1	.1	.1	99.0
	Going to Santee Lake.	1	.1	.1	99.1
	I lived in Sacramento County and we used lot of it	1	.1	.1	99.3
	Life experiences.	1	.1	.1	99.4
	Me	1	.1	.1	99.6
	Signage saying reclaimed water.	1	.1	.1	99.7
	Took a tour when I was a kid	1	.1	.1	99.9
	Tour of water. Santee lake.	1	.1	.1	100.0
Total	700	100.0	100.0		

Q30 - Do you know whether or not the water that we use from the tap in San Diego County is fluoridated?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I believe the water is fluoridated	281	40.1	40.1	40.1
	No, I believe it is not fluoridated	238	34.0	34.0	74.1
	DK, Refused	181	25.9	25.9	100.0
	Total	700	100.0	100.0	

Q31 - Do you have any concerns about the safety of fluoridated water?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Expressed Concern	113	16.1	16.1	16.1
	Did Not Express Concern	587	83.9	83.9	100.0
	Total	700	100.0	100.0	

Fluoridation Concern					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	health concerns	44	6.3	38.9	38.9
	Concerned with too much fluoridation	14	2.0	12.4	51.3
	Not necessary	6	.9	5.3	56.6
	tastes bad	2	.3	1.8	58.4
	Needs careful monitoring/process problematic	6	.9	5.3	63.7
	good for teeth	1	.1	.9	64.6
	cleans bacteria out of water	1	.1	.9	65.5
	Need more information	17	2.4	15.0	80.5
	Generally opposed	22	3.1	19.5	100.0
	Total	113	16.1	100.0	
Missing	System	587	83.9		
Total		700	100.0		

Q31 TEXT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		587	83.9	83.9	83.9
	As long as it doesn't harm the body.	1	.1	.1	84.0
	Causing health problems.	1	.1	.1	84.1
	Currently not good for drinking.	1	.1	.1	84.3
	Don't know if water is fluoridated or not.	1	.1	.1	84.4
	Don't know yet what the effects would be.	1	.1	.1	84.6
	Don't think its necessary.	1	.1	.1	84.7
	Dumbing America.	1	.1	.1	84.9
	Five years from now, it could cause cancer.	1	.1	.1	85.0
	Giving it to the kids.	1	.1	.1	85.1
	Has too much fluoride.	1	.1	.1	85.3
	Having too much chlorine in it.	1	.1	.1	85.4
	Health concerns for the little ones.	1	.1	.1	85.6
	Health concerns.	1	.1	.1	85.7
	Health issues.	1	.1	.1	85.9
	How reliable it is and if we can trust it.	1	.1	.1	86.0
	How safe it is?	1	.1	.1	86.1

How sure are they in how much fluoride their using?	1	.1	.1	86.3
I'm concerned about the effect it has on your teeth.	1	.1	.1	86.4
I'm equally for it and against it..	1	.1	.1	86.6
I've heard it is unsafe all the way around.	1	.1	.1	86.7
I am always concerned about chemicals put into the water that I drink.	1	.1	.1	86.9
I am not sure if it is safe to drink.	1	.1	.1	87.0
I am not sure precisely.	1	.1	.1	87.1
I can't say for sure.	1	.1	.1	87.3
I don't believe it's an effective use of our resources. Lots of money spent on health benefits.	1	.1	.1	87.4
I don't believe that water should be tampered with at all.	1	.1	.1	87.6
I don't know enough to comment.	1	.1	.1	87.7
I don't know how safe it is.	1	.1	.1	87.9
I don't know what it will do to my body.	1	.1	.1	88.0
I don't not know how fluoridation affects people.	1	.1	.1	88.1
I don't think fluoride does what it's supposed to do. I don't think it's healthy, and shouldn't be given out willy-nilly to everyone	1	.1	.1	88.3
I don't think it does anything and is a waste..	1	.1	.1	88.4
I don't think it is necessary.	1	.1	.1	88.6
I don't think it should be forced on the community.	1	.1	.1	88.7
I don't want to drink it.	1	.1	.1	88.9
I have concerns, but can't specify.	1	.1	.1	89.0
I know for a fact that fluoridated water is not as healthy as most people are led to believe. How unsafe is it I'd like to know	1	.1	.1	89.1
I know for small children with teeth coming in, it is not good.	1	.1	.1	89.3
I know that it is not healthy for children.	1	.1	.1	89.4
I myself only use bottled water, I could never drink that stuff.	1	.1	.1	89.6
I need more info.	1	.1	.1	89.7
I saw in the news that the water is going to have chlorine instead of fluoride, the water in my house has a terrible smell like wood rotting	1	.1	.1	89.9
I think it's not a good idea.	1	.1	.1	90.0
I think it helps our teeth.	1	.1	.1	90.1
I wonder if it's safe to drink.	1	.1	.1	90.3

I would prefer not have my water fluoridated.	1	.1	.1	90.4
I wouldn't use it.	1	.1	.1	90.6
I'm not sure if it is safe to drink.	1	.1	.1	90.7
If it's more purified.	1	.1	.1	90.9
If it's not monitored, there's a good possibility it could be poisoned.	1	.1	.1	91.0
If it's safe enough & contains chemicals.	1	.1	.1	91.1
Is it safe to drink?	1	.1	.1	91.3
Is it safe?	2	.3	.3	91.6
It's a waste of money. Toothpaste works enough.	1	.1	.1	91.7
It's dangerous.	1	.1	.1	91.9
It's not good for you. It contains rat poison, parts per billion.	1	.1	.1	92.0
It's not healthy for drinking.	1	.1	.1	92.1
It's not monitored enough, should upkeep the equipment.	1	.1	.1	92.3
It's poisonous, isn't it?	1	.1	.1	92.4
It's supposed to slowly soften our brains.	1	.1	.1	92.6
It's toxic to the human body.	1	.1	.1	92.7
It's very important because of bacteria in the water and this keeps it almost clean.	1	.1	.1	92.9
It could be over fluoridated.	1	.1	.1	93.0
It has been filtered	1	.1	.1	93.1
It is an unnecessary chemical put in our body.	1	.1	.1	93.3
It is very important to taste concerning about taste of water.	1	.1	.1	93.4
It is very unsafe.	1	.1	.1	93.6
It may cause cancer.	1	.1	.1	93.7
It might not be healthy for everyone.	1	.1	.1	93.9
It shouldn't be used as drinking water.	1	.1	.1	94.0
It tastes bad.	1	.1	.1	94.1
It's another chemical that you put into your body.	1	.1	.1	94.3
It's not really necessary.	1	.1	.1	94.4
It's poison.	1	.1	.1	94.6
Long term effects of fluoridated water.	1	.1	.1	94.7
My concern is that I notice in my bathroom, the shower water leaves a dark gray color around the shower. I think the water is contaminated	1	.1	.1	94.9
Need more information.	2	.3	.3	95.1
Not a proven method.	1	.1	.1	95.3

Not for consumption.	1	.1	.1	95.4
Not in favor, we should have a choice for our children to say no. It's been found not to be healthy for the elderly.	1	.1	.1	95.6
Not safe.	2	.3	.3	95.9
Only if you don't drink too much.	1	.1	.1	96.0
Over dosage.	1	.1	.1	96.1
People aren't told the truth about fluoridation.	1	.1	.1	96.3
Please do not put too much fluoride in the water.	1	.1	.1	96.4
Report the harm it could do.	1	.1	.1	96.6
That is not fluoridated.	1	.1	.1	96.7
That it's very dangerous and bad for your health.	1	.1	.1	96.9
That it could have something that could bring you disease or other consequences.	1	.1	.1	97.0
That it is contaminated.	1	.1	.1	97.1
That the levels are safe.	1	.1	.1	97.3
That the water be very secure and safe	1	.1	.1	97.4
The amount that is in it.	1	.1	.1	97.6
The effect on your teeth and gums.	1	.1	.1	97.7
The harmful effects of too much fluoridation.	1	.1	.1	97.9
The safety and the levels of the fluoridation.	1	.1	.1	98.0
The way they do the fluoridation process.	1	.1	.1	98.1
There are studies that show that it can be hazardous with long-term health effects, and it may not curb tooth decay.	1	.1	.1	98.3
There is a chance that it's not good for you.	1	.1	.1	98.4
Too harmful.	1	.1	.1	98.6
Too much is not good.	1	.1	.1	98.7
Too much of anything can be harmful.	1	.1	.1	98.9
Very, very concerned, especially about the health issues.	1	.1	.1	99.0
What are the levels of fluoride in the water, and is it safe? Who monitors it?	1	.1	.1	99.1
What is the danger of high levels of fluoride? And could the public vote whether to add to our water supply.	1	.1	.1	99.3
Wish we had an option.	1	.1	.1	99.4
Would like more info on how it's done and quality of it.	1	.1	.1	99.6
Yes, but can't specify what.	1	.1	.1	99.7
Yes, it is not safe.	1	.1	.1	99.9

	Yes, whether it's healthy or not.	1	.1	.1	100.0
	Total	700	100.0	100.0	

Q32 - For which ONE of the following would you be most willing to accept an increase in water rates if you knew that it would increase the reliability of our water supply?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Water recycling programs	163	23.3	23.3	23.3
	Seawater desalination	167	23.9	23.9	47.1
	Conservation incentive programs	112	16.0	16.0	63.1
	Importing more water	61	8.7	8.7	71.9
	None of these	92	13.1	13.1	85.0
	DK, Refused	105	15.0	15.0	100.0
	Total	700	100.0	100.0	

Q32a - How much more per month would you be willing to pay for the additional reliability that would come from...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	118	16.9	30.3	30.3
	1	8	1.1	2.1	32.3
	2	18	2.6	4.6	36.9
	3	6	.9	1.5	38.5
	5	38	5.4	9.7	48.2
	7	2	.3	.5	48.7
	10	70	10.0	17.9	66.7
	12	1	.1	.3	66.9
	15	17	2.4	4.4	71.3
	20	45	6.4	11.5	82.8
	22	1	.1	.3	83.1
	23	1	.1	.3	83.3
	25	24	3.4	6.2	89.5
	30	5	.7	1.3	90.8
	33	1	.1	.3	91.0
	40	1	.1	.3	91.3
	45	1	.1	.3	91.5
	50	14	2.0	3.6	95.1
	55	1	.1	.3	95.4
	60	2	.3	.5	95.9
	75	1	.1	.3	96.2
	80	1	.1	.3	96.4
	100	7	1.0	1.8	98.2
199	2	.3	.5	98.7	
200	2	.3	.5	99.2	
300	1	.1	.3	99.5	
400	1	.1	.3	99.7	
500	1	.1	.3	100.0	
	Total	390	55.7	100.0	
Missing	DK, Refused	113	16.1		
	System	197	28.1		
	Total	310	44.3		
Total		700	100.0		

Q33 - Do you think that water rates should be lower for those residents who conserve water?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	572	81.7	81.7	81.7
	No	76	10.9	10.9	92.6
	DK, Refused	52	7.4	7.4	100.0
	Total	700	100.0	100.0	

TEN - Is your residence owned by someone in your household, or is it rented?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	433	61.9	64.0	64.0
	Rent, other status	244	34.9	36.0	100.0
	Total	677	96.7	100.0	
Missing	DK, Refused	23	3.3		
Total		700	100.0		

PPH - How many persons, including yourself, live in your household?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	113	16.1	16.8	16.8
	2	208	29.7	31.0	47.8
	3	134	19.1	20.0	67.8
	4	111	15.9	16.5	84.4
	5	55	7.9	8.2	92.5
	6	27	3.9	4.0	96.6
	7	9	1.3	1.3	97.9
	8	5	.7	.7	98.7
	9	4	.6	.6	99.3
	10	2	.3	.3	99.6
	11	1	.1	.1	99.7
	12	2	.3	.3	100.0
	Total		671	95.9	100.0
Missing	DK, Refused	29	4.1		
Total		700	100.0		

EDU - What is the highest grade or year of school that you have completed and received credit for?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less	136	19.4	20.7	20.7
	At least one year of college, trade or vocational school	178	25.4	27.1	47.8
	Graduated college with a bachelor's degree	228	32.6	34.7	82.5
	At least one year of graduate work beyond a bachelor's	115	16.4	17.5	100.0
	Total	657	93.9	100.0	
Missing	DK, Refused	43	6.1		
Total		700	100.0		

AGE - Please tell me when I mention the category that contains your age...					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24	47	6.7	7.3	7.3
	25 to 34	89	12.7	13.8	21.2
	35 to 44	128	18.3	19.9	41.1
	45 to 54	154	22.0	24.0	65.0
	55 to 64	107	15.3	16.6	81.6
	65 or over	118	16.9	18.4	100.0
	Total	643	91.9	100.0	
Missing	DK, Refused	57	8.1		
Total		700	100.0		

ETH - Which of the following best describes your ethnic or racial background?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White, not of Hispanic origin	428	61.1	66.7	66.7
	Black, not of Hispanic origin	34	4.9	5.3	72.0
	Hispanic or Latino	138	19.7	21.5	93.5
	Asian or Pacific Islander	38	5.4	5.9	99.4
	Other ethnic group	4	.6	.6	100.0
	Total	642	91.7	100.0	
Missing	DK, Refused	58	8.3		
Total		700	100.0		

ethoth					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		692	98.9	98.9	98.9
	Black and Filipino	1	.1	.1	99.0
	Filipino	1	.1	.1	99.1
	German and Hispanic	1	.1	.1	99.3
	German and Hungarian.	1	.1	.1	99.4
	Iraqi	1	.1	.1	99.6
	Mexican Italian and whit	1	.1	.1	99.7
	mixed	1	.1	.1	99.9
	other	1	.1	.1	100.0
	Total	700	100.0	100.0	

PTY - Are you registered to vote as a					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	181	25.9	34.8	34.8
	Republican	158	22.6	30.4	65.2
	Other	7	1.0	1.3	66.5
	Nonpartisan	101	14.4	19.4	86.0
	Not registered at current residence	73	10.4	14.0	100.0
	Total	520	74.3	100.0	
Missing	DK/Refused	180	25.7		
Total		700	100.0		

ptyoth					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		693	99.0	99.0	99.0
	Green Party	3	.4	.4	99.4
	Libertarian	3	.4	.4	99.9
	Third party.	1	.1	.1	100.0
	Total	700	100.0	100.0	

INC - Annual Household Income Before Taxes					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$25,000	70	10.0	16.4	16.4
	\$25,000 to \$49,999	99	14.1	23.2	39.6
	\$50,000 to \$74,999	101	14.4	23.7	63.2
	\$75,000 to \$99,999	62	8.9	14.5	77.8
	\$100,000 or more	95	13.6	22.2	100.0
	Total	427	61.0	100.0	
Missing	DK, Refused	273	39.0		
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	161	23.0	23.0	23.0
	Import more water	39	5.6	5.6	28.6
	More reservoirs, storage	42	6.0	6.0	34.6
	Recycled water	75	10.7	10.7	45.3
	Conservation	92	13.1	13.1	58.4
	Public education	44	6.3	6.3	64.7
	More research	25	3.6	3.6	68.3
	Diversify	13	1.9	1.9	70.1
	Improve quality	47	6.7	6.7	76.9
	Other	16	2.3	2.3	79.1
	DK, Refused	121	17.3	17.3	96.4
	Board - Management Changes	4	.6	.6	97.0
	Control Growth	3	.4	.4	97.4
	Infrastructure	11	1.6	1.6	99.0
	Ensure Adequate Supply	7	1.0	1.0	100.0
Total	700	100.0	100.0		

q34oth					
		Frequency	Percent	Valid Percent	Cumulative Percent
		684	97.7	97.7	97.7
	All but recycling!	1	.1	.1	97.9
	Be realistic	1	.1	.1	98.0
	Border protection by joining with agencies	1	.1	.1	98.1
	Break off from LA	1	.1	.1	98.3
	Check for problems in the local districts, in Rainbow County.	1	.1	.1	98.4
	Checks and balances	1	.1	.1	98.6
	Clean up the mess in Poway with the illegal aliens.	1	.1	.1	98.7
Valid	Don't tax people for what they haven't done. Don't tax old people...	1	.1	.1	98.9
	Farmers	1	.1	.1	99.0
	Find one.	1	.1	.1	99.1
	Five incentives.	1	.1	.1	99.3
	I'm going to let them decide.	1	.1	.1	99.4
	Improve distribution safeguard	1	.1	.1	99.6
	Make the taste better. I don't drink tap water.	1	.1	.1	99.7
	Protect our reservoirs from terrorist attacks.	1	.1	.1	99.9
	Use allocated monies for water issues	1	.1	.1	100.0
	Total	700	100.0	100.0	

Language					
		Frequency	Percent	Valid Percent	Cumulative Percent
	English	622	88.9	88.9	88.9
Valid	Spanish	78	11.1	11.1	100.0
	Total	700	100.0	100.0	