



**SAN DIEGO COUNTY WATER
AUTHORITY:
2011 PUBLIC OPINION POLL
REPORT**

**CITY OF SAN DIEGO SUB-SAMPLE
(n = 403)**

Prepared for

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Executive Summary

The San Diego County Water Authority has conducted a public opinion survey within its service area in San Diego County in order to measure the region's opinion regarding various water related issues. Rea & Parker Research was selected to be the lead consultant for this 2011 Public Opinion Poll. Rea & Parker Research also conducted surveys for the Water Authority in 2000, 2003, 2004, 2005, 2006, 2008, and 2009. A portion of this public opinion poll, as in 2004, was specifically geared to residents within the City of San Diego. This 2011 study established the following as its primary objectives:

- the level of public concern about cost of water and rising rates
- tolerance for additional rate increases to support reliability projects
- drivers for recent reductions in water use
- likelihood for regional water use to "rebound"
- progress toward Strategic Plan objectives

The purpose of this report is to present the results of the San Diego County Water Authority 2011 Public Opinion Poll specifically for residents located within the City of San Diego.

The San Diego City portion of the survey was conducted by a random telephone sample of 403 respondents, which equates to a margin of error +/-4.9 percent @ 95 percent confidence. The sample included 45 residents who were only cell phone users (do not use land-line telephone). All participants were at least 18 years old and had lived in San Diego County at least one year.

Respondents are predominantly White (53 percent), with 28 percent Hispanic/Latino, 8 percent African-American/Black, 7 percent Asian/Pacific Islander, and 4 percent American Indian/Native American and Mixed Ethnicities. Residents earn a median household income of \$52,200 per year (23 percent earning \$100,000 or more and another 23 percent earning under \$25,000). They have a median age of 48 years and have lived in the County for a median of 22 years.

Among respondents, 45 percent possess a Bachelor's Degree or more, with 27 percent having a High School education or less. The zip codes most represented in the survey are as follows: 92105 (7 percent), 92114, 92129, 92154 (6 percent each), 92115, and 92128 (5 percent each). Home ownership percentage is 62 percent, with a mean of 3.02 persons per household.

Survey Findings

The 2011 Public Opinion Poll focused on five essential topics. It sought to identify and analyze, in particular,

- the level of public concern about cost of water and rising rates
- tolerance for additional rate increases to support reliability projects
- drivers for recent reductions in water use
- likelihood for regional water use to "rebound"
- progress toward Strategic Plan objectives

As such, this report has been divided into six essential information components as follows:

- Opinions about Local Issues
- Value and Cost of Water
- Water Reliability, Diversification, and Rate Tolerance

- Attitudes about Water Conservation,
- Opinions about the Use of Recycled Water
- Attitudes about the Local Agricultural Industry and Water

Opinions about Local Issues

- Residents identified the most important issues in the City of San Diego as the Economy and Jobs (29 percent), Financial Problems in Government including high taxes (17 percent), and the Quality and Cost of Education (9 percent), followed by Gasoline Prices and Water Supply and Quality (each 7 percent). This focus on jobs and government financial problems is not surprising since, during this past year, there has been considerable, sustained attention devoted to the fiscal stress of local and state governments as well as the economy as a whole.
- Water Supply and Quality rose modestly in importance from 3 percent in 2004 to its current level of 7 percent.

Value and Cost of Water

- Water is seen as a relatively good value for the amount of money paid compared to other utilities such as gas and electric.
- Among all respondents, 31 percent viewed gas and electric service as the best value, followed by water at 23 percent. Among all City respondents, except those who do not pay their own water bill, water (26 percent) was rated as even a closer second to gas and electric (27 percent) in terms of value.
- Despite considering water to be a relatively high value utility, over one-half of the residents (52 percent) feel that the cost of water is too expensive.
- Over three-fifths are either very concerned or somewhat concerned about the increasing price of water.
- In order to minimize this high cost, residents are willing to consider replacing their lawn area with low water plants (27 percent) and collecting water from showers and reusing the grey water for other household uses (21 percent).

Water Reliability, Diversification, and Rate Tolerance

Water Reliability

- Among residents of City of San Diego, almost four-fifths (78 percent) find that the current supply of water is either very reliable or somewhat reliable. This positive attitude regarding water supply reliability represents a substantial increase from the results of the 2004 survey where 66 percent of the residents found the water supply to be very reliable or somewhat reliable.
- Residents feel that water supply reliability is largely staying the same (48 percent) and nearly one-fourth (24 percent) feel that it is improving.
- Residents indicate that the most critical thing can be done to ensure a safe and reliable water supply for San Diego County residents and businesses is conservation (25 percent) -- “voluntary conservation” (14 percent) and

mandatory conservation (11 percent) – followed by recycling (22 percent), and seawater desalination (13 percent).

- Regarding conservation, the current survey represents a 10 percent increase over the 2004 results (from 15 percent to 25 percent).
- Recycled water has grown in prominence as a critical issue during the current survey period – doubling from 11 percent in 2004 to 22 percent in 2011.
- While still a critical issue, desalinated water sustained a moderate decline in importance from 17 percent in 2004 to 13 percent in the current survey.

Diversification Plan and Rate Tolerance

- Four-fifths of San Diego City residents are in support of the San Diego County Water Authority’s Diversification Plan that is intended to ensure the reliability of the County’s water supply.
- Residents indicate that recycled water (28 percent) and seawater desalination (25 percent) are the two most important parts of the Plan.
- There is a near equal split in opinion about the necessity of water rate increases that may be necessary to pay for projects that are designed to improve water supply reliability, with 45 percent doubting that all the water projects are necessary and 44 percent feeling that increases in water rates are necessary to fund these projects that will maintain reliability of the water supply.
- As such, 43 percent of residents are willing to pay more per month for the Plan that is intended to ensure the reliability of the County’s water supply. The median increase that respondents are willing to pay is \$15 per month.

Water Conservation

Water Use in Past Year

- Water conservation is a significant component in San Diego County’s water supply plans. Over one-fourth of respondents reported that their household water usage has decreased during the past year largely as a result of less outdoor watering (31 percent), taking shorter showers and not allowing the water to run unnecessarily (16 percent each).
- Among those who reduced their water usage, more than one-third were motivated to do so because of cost and household budgetary reasons, with another 14 percent sensitive to rising water rates. Almost one-third is conserving because it is “the right thing to do.”
- The vast majority of those who have decreased their water usage in the past year (82 percent) indicated that their reduced water usage is permanent.
- Requests made by water agencies to residents in an effort to motivate them to conserve water have been successful – nearly three-fifths of respondents indicate that these requests have positively influenced them.
- Three-fourths of respondents think that using tiered water rates as a means to convince people to use water wisely is appropriate.

Water Use in the Future

- If current water restrictions are lifted, over four fifths of all respondents would continue to comply with these restrictions primarily because they feel it is a reasonable and proper ethic (49 percent of all respondents).
- It is most encouraging that when water agencies no longer take an active role in restricting water use, all respondents indicate that they are not likely to increase their water use to a great extent (20 percent). On the other hand, a less cool and less wet year would lead to more than half (52 percent) of the respondents returning to a higher usage than they incurred during the past year.

Water Conservation as a Civic Responsibility

- Residents compared water conservation with other civic responsibilities. Voting in public elections, not littering or polluting, and recycling used materials are seen as more of one's civic responsibility than conserving water. Water conservation is seen as more of a civic responsibility than serving on a jury.

Opinions about the Use of Recycled Water

Recycled Water

- Support for the use of recycled water to supplement drinking and household water supplies is strong.
- Two-thirds of respondents believe that it is possible to further treat water used for irrigation to make the water pure and safe for drinking.
- Nearly one half of the respondents (47 percent) think that drinking water already contains recycled water. These respondents think that drinking water already contains recycled water because they heard news stories, the smell and taste of the water is bad, or they can see recycling plants and assume that they are being used for drinking water.
- Over two-thirds of respondents either strongly favor or somewhat favor advanced treated recycled water as an addition to the supply of drinking water – a dramatic increase over the results of the 2004 survey where only 26 percent of respondents indicated a favorable rating.
- It is noteworthy that that over one-half of those who were originally not strongly in favor of using recycled water for drinking purposes would find it acceptable as a drinking water supply supplement if it received advanced treatment and if certain other safety measures were assured. This is an increase of about 15 percent over the approximately 35 percent who changed their mind in 2004 as a result of these additional considerations.

City of San Diego Water Purification Demonstration Project

- Four-fifths (80 percent) of San Diego City residents have not heard about the City of San Diego Water Purification Demonstration Project. Among these residents 11 percent have heard about the Project and know that it involves recycled water for drinking and household use.

- When the Project was explained to the respondents, they expressed strong support – over three-fourths indicating a favorable rating.

Attitudes about the Local Agricultural Industry and Water

- San Diego City residents have shown substantial support for their agricultural community – nearly four-fifths feel that local farmers and agriculture are very important to the local economy.
- Residents further feel, to a large extent (84 percent) that reduced water rates for the agricultural industry should be maintained.

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 2011 Public Opinion Poll. Rea & Parker Research, in association with Flagship Research, also conducted public opinion polls for the Water Authority in 2000, 2003, 2004, 2005, 2006, and 2009 and two water conservation surveys in 2008 to test the effectiveness of conservation messages. 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 City of San Diego requested that the sample include about 400 respondents specifically residing within the boundaries of the City. It was also requested by the City of San Diego that specific questions pertaining only to City residents be included in the survey. This same request was made in 2004 by the City of San Diego. Accordingly, Rea & Parker Research has compared 2004 survey data with the results of the current survey where questions were the same or nearly the same.

The purpose of this report is to present the results of the San Diego County Water Authority 2011 Public Opinion Poll for respondents located within the City of San Diego.

The 2011 Public Opinion Poll focused on five essential topics. It sought to identify and analyze, in particular,

- the level of public concern about cost of water and rising rates
- tolerance for additional rate increases to support reliability projects
- drivers for recent reductions in water use
- likelihood for regional water use to "rebound"
- progress toward Strategic Plan objectives

As such, this report has been divided into six essential information components as follows:

- Opinions about Local Issues
- Value and Cost of Water
- Water Reliability, Diversification, and Rate Tolerance
- Attitudes about Water Conservation,
- Opinions about the Use of Recycled Water including the City of San Diego Water Purification Demonstration Project
- Attitudes about the Local Agricultural Industry and Water

Sample

The 2011 Public Opinion Poll was conducted during late March and early April, 2011 by a random telephone sample of 403 respondents located within the City of San Diego. The random sample was

selected by random digit dialing from the zip codes contained within the City of San Diego. This sample yields a margin of error of +/- 4.9 percent @ 95 percent confidence. The sample includes 45 residents who are only cell phone users (do not use land-line telephone). All participants were at least 18 years old and had lived in San Diego County at least one year. It is important to note that the sample of 403 is a subset of the larger sample of 821 representing the entire San Diego Water Authority service area.

The margin of error for this survey 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, 75 percent of respondent households believe that using tiered water rates as a means to convince people to use water wisely is appropriate. This means that there is a 95 percent chance that the true proportion of the total population within the City of San Diego who believe tiered water rates are appropriate is between 70.1 percent and 79.9 percent (75 percent +/- 4.9 percent).

Survey Instrument

The survey instrument contained 52 questions, including 69 individual survey items (variables). The survey instrument was administered in both English and Spanish. A copy of the survey is attached in the Appendix. A total of 65 respondents (16.0 percent) elected to respond in Spanish. The number of respondents who wished to take the survey in Spanish in the current survey is considerably higher than in 2004 when 7 percent preferred to respond to the survey in Spanish. The Cooperation Rate (Complete/Known Eligibles + Proportionate Share of Refusals) for the survey was 79.6 percent. Mean survey administration time was 22 minutes per respondent.

Respondent Characteristics

Table 1 presents certain demographic characteristics of the survey respondents and also provides the 2004 characteristics for comparative purposes. In 2011, over one-half of the respondents are White (53 percent), with 28 percent Hispanic/Latino, 8 percent African-American/Black, 7 percent Asian/Pacific Islander, and 4 percent American Indian/Native American and Mixed Ethnicities. Residents earn a median household income of \$52,200 per year (23 percent earning \$100,000 or more and another 23 percent earning under \$25,000). They have a median age of 48 years and have lived in the County for a median of 22 years. Among respondents, 45 percent possess a Bachelor's Degree or more, with 27 percent having a High School education or less. The zip codes most represented in the survey are as follows: 92105 (7 percent), 92114, 92129, 92154 (6 percent each), 92115, and 92128 (5 percent each). Home ownership percentage is 62 percent, with a mean of 3.02 persons per household. Among White

and Asian respondents, 72 percent are homeowners; Black/African-American homeowners are 45 percent; and Hispanics/Latinos have 40 percent homeowners.

Table 1		
City of San Diego Survey Respondent Demographics		
Demographic Characteristic	2011	2004
<u>Gender</u>		
Male	45%	51%
Female	55%	49%
Median Age (Years)	48	47
Median Number of Years Lived in Community	22	22
<u>Highest Grade/Level of School Completed</u>		
High School or Less	27%	16%
Some College	28%	32%
Bachelor's Degree	28%	25%
Some Graduate School	17%	27%
<u>Ethnicity</u>		
White	53%	63%
Latino/Hispanic	28%	17%
African-American/Black	8%	7%
Asian/Pacific Islander	7%	9%
Native American/Mixed	4%	4%
Median Household Income	\$52,200	\$57,700
Home Ownership Percentage	62%	70%
<u>Type of Housing</u>		
Single Family Detached	60%	
Condominium	18%	
Apartment	20%	
Mobile Home	2%	
Mean Number of Persons per Household	3.02	2.75
<u>Major Residential Zip Codes</u>		
92105	7%	5%
92114	6%	
92129	6%	6%
92154	6%	5%
92115	5%	6%
92128	5%	
Pay Own Water Bill	72%	69%
Preferred Language—Spanish	16%	7%

Differences between the current 2011 survey respondents and the respondents from the 2004 survey are as follows:

- 2011 survey respondents have completed less higher education than respondents in 2004.
- 2011 respondents are less represented by Whites and more represented by Hispanics/Latinos than the respondents in 2004, representing the increasing size of the Hispanic/Latino population and a greater willingness to participate.

- The percentage of homeowners (62 percent) is generally lower than in 2004—reflecting the growth in Hispanic/Latino participation and current home ownership/foreclosure problems. Yet, a somewhat larger proportion of households pay their own water bill (72 percent) than in 2004 instead of having it paid by a landlord or homeowners association, for example.
- The number of persons per household has increased to above 3 persons

Survey Findings

Each section of the report 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 section that depict the survey results for the 2011 survey and for the 2004 where questions have been repeated and can be directly compared. Each section will include a discussion of the findings from the 2011 survey, with key comparisons drawn regarding results from 2004. Detailed statistical frequency distributions are contained in the Appendix.

Lastly, subgroup analyses for different age groups, various levels of education, gender, home ownership/rental status, household size, residential tenure in the community, different income categories, and water bill payers/non-payers and ethnicity of residents of the City of San Diego will be presented in a succinct, bulleted format when statistical significance and relevance warrants such treatment.

Opinions about Local Issues

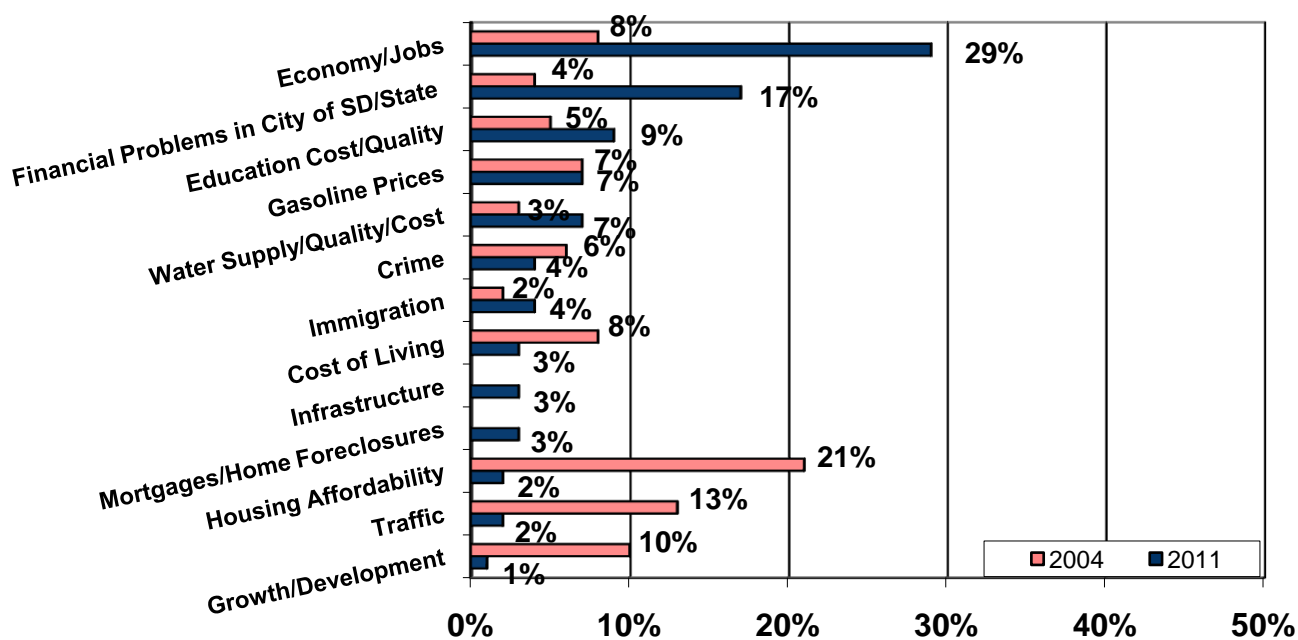
SUMMARY: Residents identified the most important issues in the City of San Diego as the Economy and Jobs (29 percent), Financial Problems in Government including high taxes (17 percent), and the Quality and Cost of Education (9 percent), followed by Gasoline Prices and Water Supply and Quality (each 7 percent).

Chart 1 shows that the most important current issues identified by residents of the City of San Diego are the Economy and Jobs (29 percent), Financial Problems in the City of San Diego and the State including high taxes (17 percent), and the Quality and Cost of Education (9 percent), followed by Gasoline Prices and Water Supply and Quality (each 7 percent). This focus on jobs and government financial problems is not surprising, since, during this past year, there has been considerable attention devoted to the fiscal stress of local and state governments as well as problems in the economy as a whole. Water Supply and Quality rose in importance from 3 percent in 2004 to its current level of 7 percent.

In 2004, respondents indicated that the most important issues were housing affordability (21 percent) traffic (13 percent), and growth and development (10 percent). Other responses that did not receive

enough mention to merit an individual listing in the chart can be viewed in the Appendix, where the full listing of responses is displayed.

Chart 1
Most Important Issues Facing City of San Diego Residents



Value and Cost of Water

Summary: Water is seen as a relatively good value for the amount of money paid compared to other utilities such as gas and electric. Among all respondents, 31 percent viewed gas and electric service as the best value, followed by water at 23 percent. Among all City respondents, except those who do not pay their own water bill, water (26 percent) was rated as even a closer second to gas and electric (27 percent) in terms of value. Despite the high value attributed to water, however, over one-half of the residents feel that the cost of water is too expensive.

Relative Value of Water and Other Utilities: Residents were asked their opinion regarding the utility that provides them with the best value for the money paid. **Chart 2** shows the survey results for all residents in the City of San Diego. Among all respondents, 31 percent viewed gas and electric service as the best value, followed by water at 23 percent. Among all City respondents, except those who do not

pay their own water bill (**Chart 3**), water (26 percent) was rated as even a closer second to gas and electric (27 percent).

It should be noted that **Charts 2 and 3** show two percentages for each utility -- one percentage represents the utility of first choice among the respondents and the second percentage represents a composite weighting that takes the first, second, and third rankings for each utility into account. For example, in **Chart 3**, it is shown that residents rated gas and electric (27 percent first choice; 27 percent weighted choice) as the utility with the best value for the amount of money paid and water (26 percent first choice; 23 percent weighted choice) as the second best value.

The following subgroups are more likely to believe that water is a good value for the money paid:

- Older residents (75 years of age and older – 33 percent versus under 75 years of age – 21 percent).
- Residents of single family homes (27 percent) and mobile homes (25 percent) versus residents of apartments (15 percent).
- Those who prefer to communicate in Spanish (33 percent) versus those who prefer English (21 percent).
- Residents who pay their own water bill (26 percent) versus those whose landlord pays their water bill (14 percent).

The following subgroups are more likely to believe that gas and electric is a good value for the money paid:

- Younger residents (18 – 24 years of age – 60 percent versus 25 years of age and older – 29 percent).
- Residents of condominiums (30 percent) and single family homes (25 percent) versus residents of apartments (49 percent) and mobile homes (50 percent).
- Those who prefer to communicate in Spanish (41 percent) versus those who prefer English (29 percent).
- Homeowners whose water bill is paid by the landlord (47 percent) versus homeowners who pay their own water bill (27 percent).

Cost of Water: **Chart 4** demonstrates that, despite its high degree of valuation, more than one-half (52 percent) of respondents feel that the cost of water is too expensive and another 42 percent feel that the cost is fair and reasonable. **Chart 5** reports the level of resident concern regarding the prospect of continued increases in water rates. This concern was measured on a 5-point scale, where 1 = not at all concerned to 5 = very concerned. Over three fifths (61 percent) recorded ratings of very concerned (48 percent) and somewhat concerned (13 percent). The mean rating is 3.73 is indicative of a higher level of concern and this is consistent with the relatively high percentage of respondents who feel the cost of water is too expensive.

Chart 2 Best Values Among Utilities

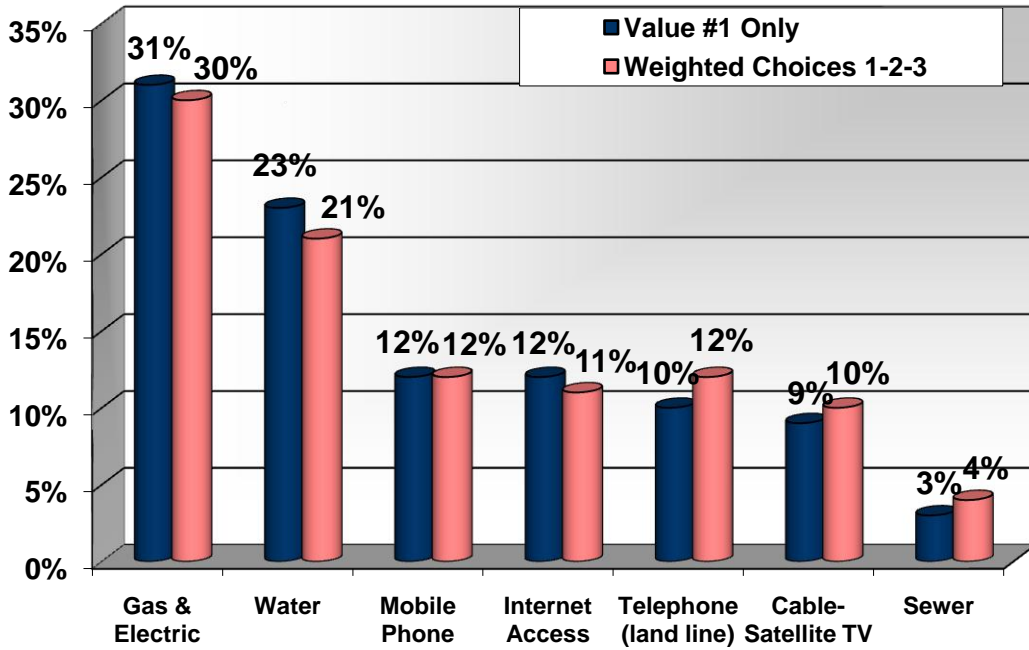
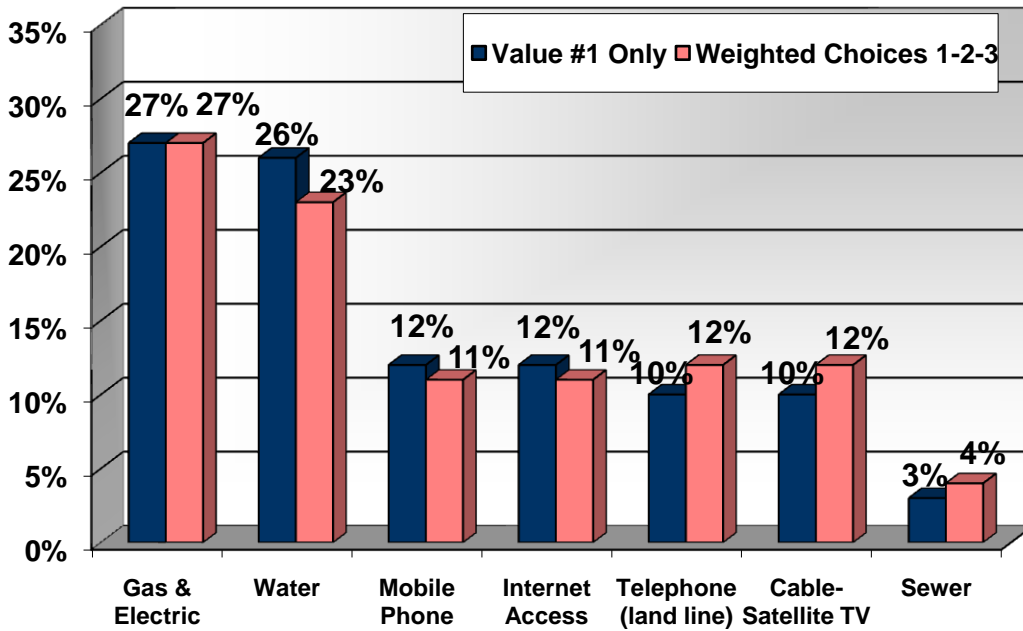
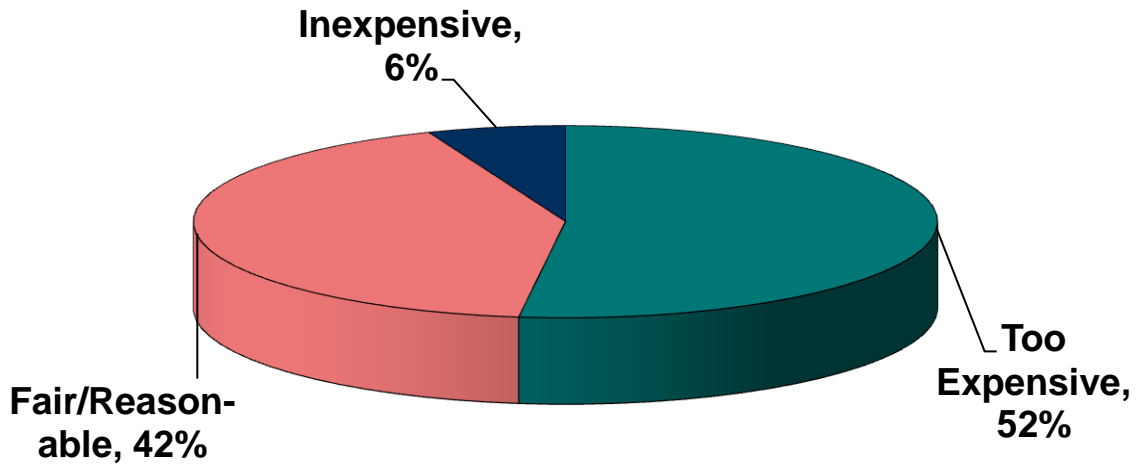


Chart 3 Best Values Among Utilities (Water bill payers only)

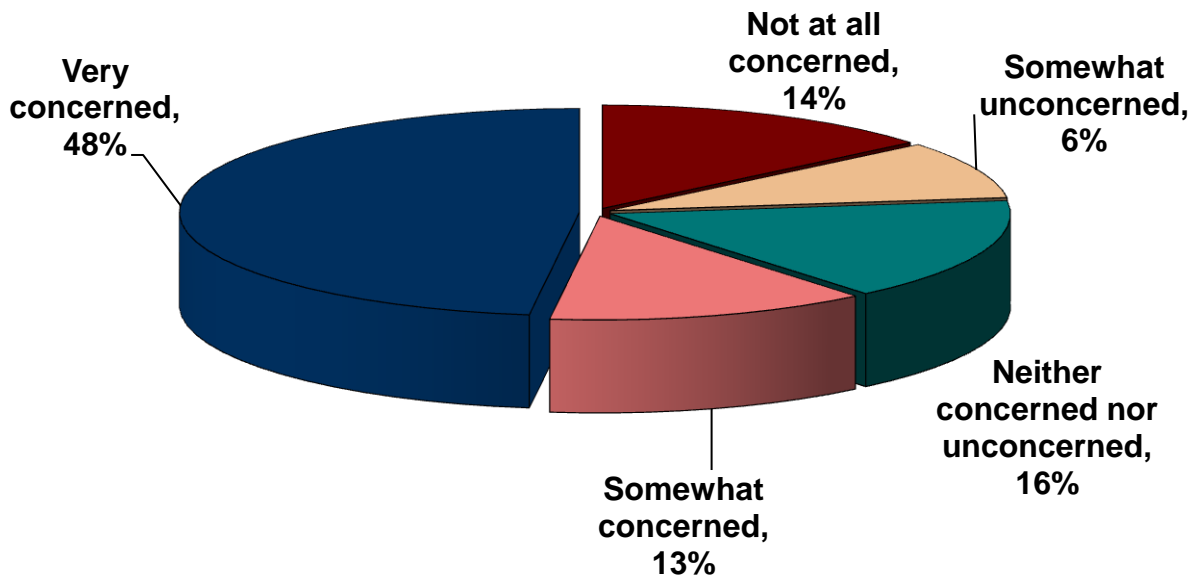


**Chart 4
Cost of Water**



**Chart 5
Concern About Continued Increases in Water Rates**

(scale: 1=not at all concerned.....5=very concerned--mean = 3.73)



The following subgroups believe that the cost of water is too expensive:

- African-Americans (57 percent) versus Whites (46 percent), Asians (48 percent), and Latinos (51 percent).
- Residents of apartments (51 percent) and single family homes (48 percent) as opposed to residents of mobile homes (22 percent).
- Spanish speaking respondents (57 percent) versus English speaking residents (45 percent).
- Household members who pay their own water bill (51 percent) as opposed to the residents whose landlord pays the water bill (41 percent).

The following groups differ regarding their level of concern about the prospect of continued increases in water rates. The differences are expressed in terms of mean scores that are based on a scale of 1 to 5, where 1 = not at all concerned, 2 = somewhat unconcerned, 3 = neither concerned nor unconcerned, 4 = somewhat concerned, and 5 = very concerned.

- African-Americans (mean of 4.20) and Whites (mean of 3.81) are more concerned about water rate increases than are Latinos (3.42).
- Smaller household sizes are more concerned about water rate increases than are larger households (2 persons per household – mean of 3.99 and 3 person households – mean of 3.89 versus 5 person households – mean of 3.31).

In order to minimize increases in water rates, 27 percent indicated that they were willing to replace their lawn area with low water plants; another 21 percent were willing to collect grey water from showers and reuse the water for other household uses. Beyond these two actions, residents expressed further interest in replacing grass with artificial turf (16 percent) and making use of high-efficiency irrigation systems (15 percent) (**Chart 6**).

The following subgroups are more likely to replace their lawn area with low water plants as the one thing they would do in order to minimize increases in water rates.

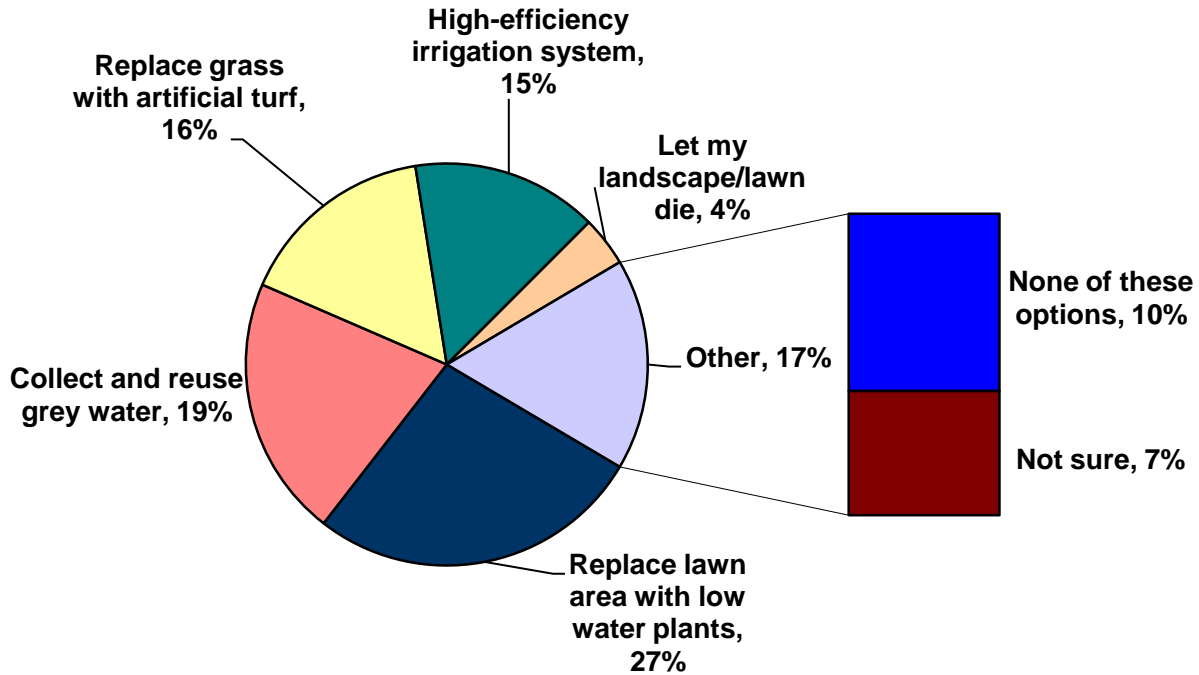
- Latino residents (31 percent) and White residents (28 percent) versus African-Americans (13 percent) and Asians (17 percent).

The following subgroups are more likely to collect water from other household uses and reuse the water as the one thing they would do in order to minimize increases in water rates:

- Asian residents (28 percent) and Latino residents (26 percent) versus African-Americans (17 percent) and Whites (18 percent).

- Spanish speaking residents (29 percent) versus English speaking residents (19 percent).

Chart 6
Willingness to Undertake the Following in Order to Minimize Increases in Water Rates



Water Reliability, Diversification and Rate Tolerance

SUMMARY: Among residents of the City of San Diego, nearly four-fifths find that the current supply of water is either very reliable or somewhat reliable. This positive attitude toward water supply reliability represents a substantial increase from the results of the 2004 survey where 59 percent of the residents found the water supply to be very reliable or somewhat reliable. Residents indicate that the most critical thing that can be done to ensure a safe and reliable water supply for San Diego County residents and businesses is conservation followed by water recycling and water desalination.

Four-fifths of the residents are in support of the San Diego County Water Authority’s Diversification Plan that is intended to ensure the reliability of the County’s water supply. There is a near equal split in opinion about the necessity of water rate increases to pay for projects designed to improve water supply reliability. More than 40 percent of residents are willing to pay more per month for the Plan. The median increase that respondents are willing to pay is \$15 per month.

Water Reliability: Chart 7 shows that among residents of the City of San Diego, nearly four-fifths (78 percent) find that the current supply of water is either very reliable (44 percent) or somewhat reliable (34 percent). This positive attitude toward water supply reliability represents a substantial increase from the

results of the 2004 survey where 59 percent of the residents found the water supply to be very reliable or somewhat reliable.

**Chart 7
Reliability of Water Supply**

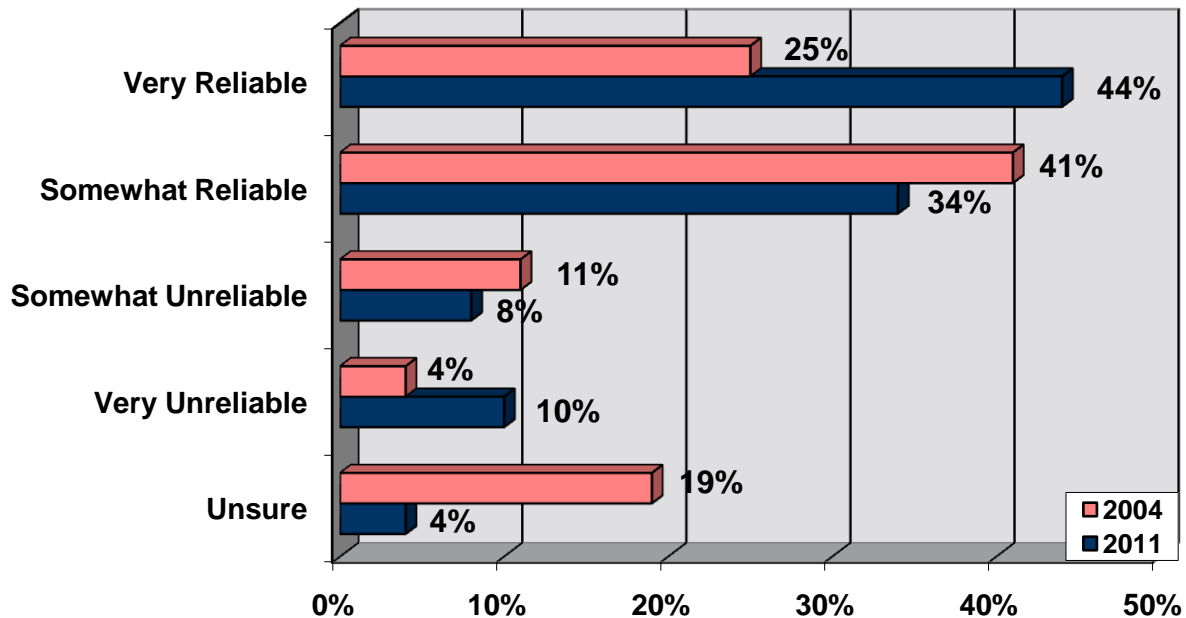


Chart 8 shows that confidence in the water supply is generally stable (48 percent feel that water supply reliability is staying the same) or improving (24 percent). Approximately one-fifth (22 percent) of the residents believe that the water supply reliability is worsening.

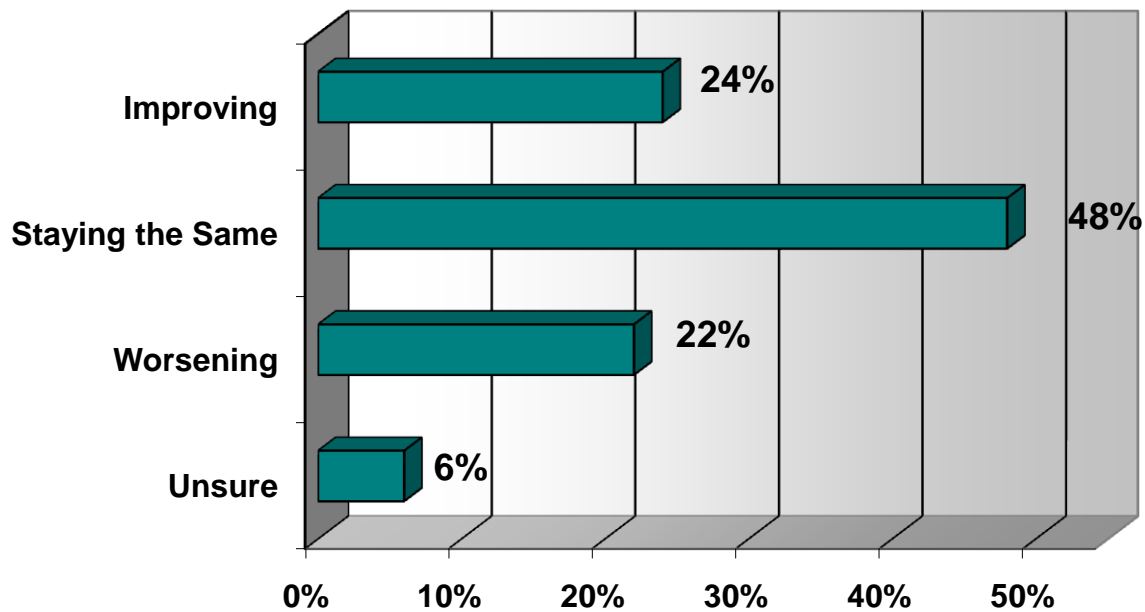
The following groups are less sure that reliability is improving:

- Residents who prefer to communicate in Spanish (37 percent) versus those who prefer to communicate in English (21 percent).
- Residents with one year of graduate school or more education (39 percent) versus those who have a bachelor’s degree or less education (19 percent).
- White residents (27 percent) versus Black residents (3 percent).

When respondents were asked what they think is the most critical thing that can be done to ensure a safe and reliable water supply for San Diego County residents and businesses, 25 percent indicated some form of conservation – either voluntary (14 percent) or mandatory (11 percent). This represents a 10 percent increase from the 2004 survey where 15 percent of respondents, at that time, indicated that conservation

(mandatory and voluntary conservation was not specified) was the most critical thing that would ensure the reliability of the water supply. In the current survey, “recycled water” (22 percent) followed conservation as a critical thing that would ensure water reliability – doubling the response to recycled water in the 2004 survey. Desalination, which was high on the list in 2004 at 17 percent, fell to some extent in the current survey to 13 percent (**Chart 9**).

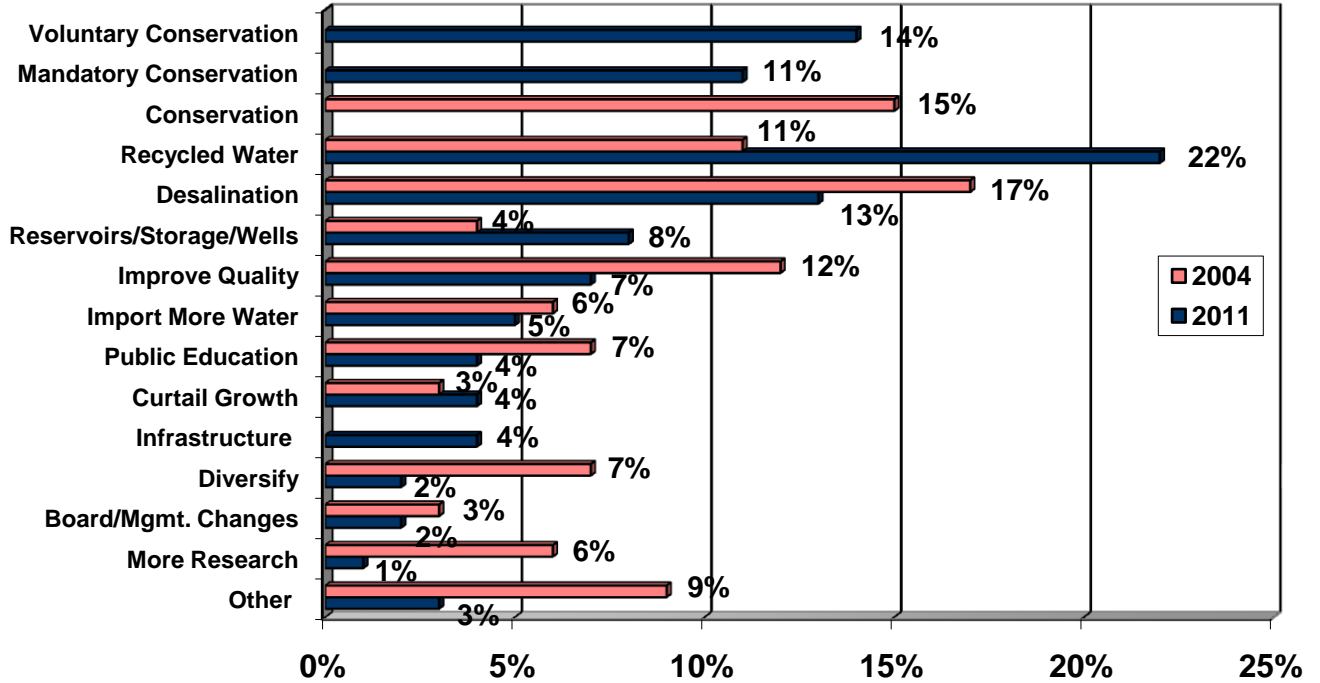
Chart 8
Water Supply Reliability Improving/Worsening



The following subgroups are more likely to think that mandatory conservation is the single most critical thing that can be done to ensure a safe and reliable water supply for San Diego County residents and businesses:

- African-American residents and Hispanic residents (each 17 percent) versus White residents (7 percent).
- Shorter term residents of the County as opposed to longer term residents (1 – 5 years – 22 percent versus 6 years or more – 9 percent).
- Renters (15 percent) versus homeowners (9 percent).

Chart 9
Most Critical Thing that Can be Done to Ensure Safe and Reliable Water Supply for San Diego County



The following subgroups are more likely to think that voluntary conservation is the single most critical thing that can be done to ensure a safe and reliable water supply for San Diego County residents and businesses:

- Residents of condominiums (17 percent) versus residents of apartments and single family homes (12 percent each).
- Spanish speaking residents (18 percent) versus English speaking residents (13 percent).
- Whites (15 percent) and Latinos (14 percent) versus African-Americans (6 percent).

The following subgroups are more likely to think that water recycling is the single most critical thing that can be done to ensure a safe and reliable water supply for San Diego County residents and businesses:

- Spanish speaking residents (41 percent) versus English speaking residents (18 percent).
- Latinos (36 percent) versus Whites (18 percent) and African-Americans (17 percent).
- Residents of apartments (35 percent) versus residents of single family homes (21 percent) and condominiums (17 percent).

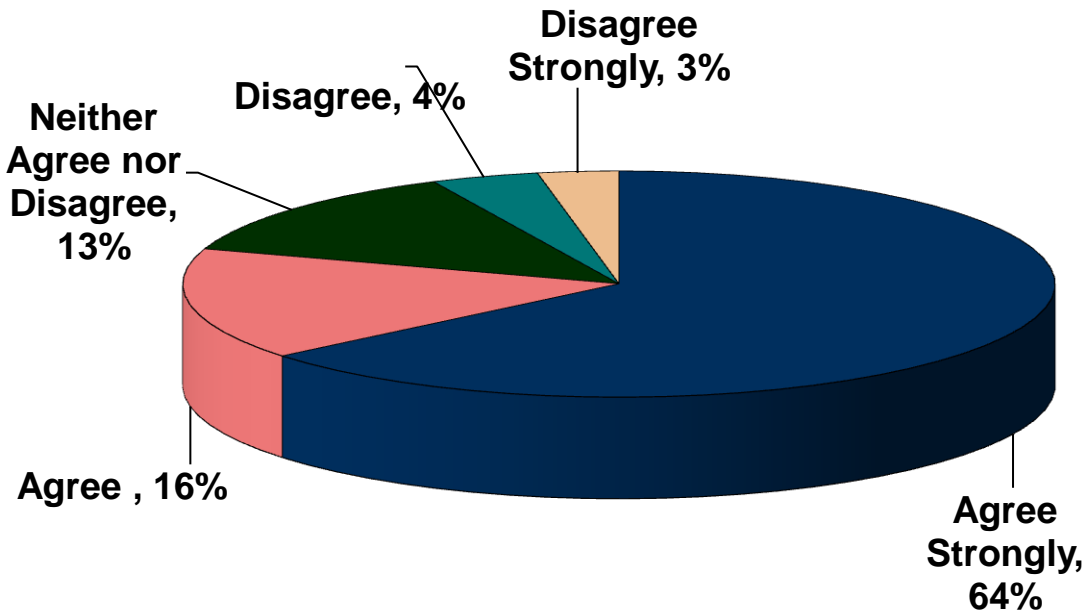
- Renters (27 percent) versus homeowners (9 percent).

The following subgroups are more likely to think that desalination is the single most critical thing that can be done to ensure a safe and reliable supply for San Diego County residents:

- Homeowners (16 percent) versus renters (8 percent).
- Longer term residents of the County as opposed to shorter term residents (26 or more years – 19 percent versus 25 years or less – 9 percent).
- Residents of condominiums (20 percent) versus residents of apartments (5 percent).
- White residents (16 percent) versus African-American and Latino residents (6 percent each).

Diversification Plan and Rate Tolerance: Chart 10 shows that four-fifths (80 percent) of City of San Diego residents are in support of the San Diego County Water Authority’s Diversification Plan with ratings of strongly agree (64 percent) and agree (16 percent). The mean rating of 1.66 (based on a scale of 1 to 5, where 1 = strongly agree and 5 = strongly disagree) underscores this high level of support for the Diversification Plan. Residents indicate that the most important part of the Diversification Plan is recycled water (28 percent) followed by seawater desalination (25 percent) (Chart 11).

Chart 10
Opinion about Diversification Plan
 (scale: 1= Agree Strongly..5= Disagree Strongly---mean = 1.66)



The following subgroups are more likely to believe that seawater desalination is the most important part of the diversification plan:

- Residents with more education as opposed to those with less education (bachelor’s degree or more – 31 percent versus less than a bachelor’s degree – 20 percent).
- Males (34 percent) versus females (18 percent).
- English speaking residents (27 percent) versus Spanish speaking residents (12 percent).

The following subgroups are more likely to believe that recycled water is the most important part of the Diversification Plan:

- Residents with less education as opposed to those with more education (high school or less – 45 percent versus 1 year of college or more – 22 percent).
- Spanish speaking residents (55 percent) versus English speaking residents (23 percent).

Chart 11
Most Important Component of Diversification Plan

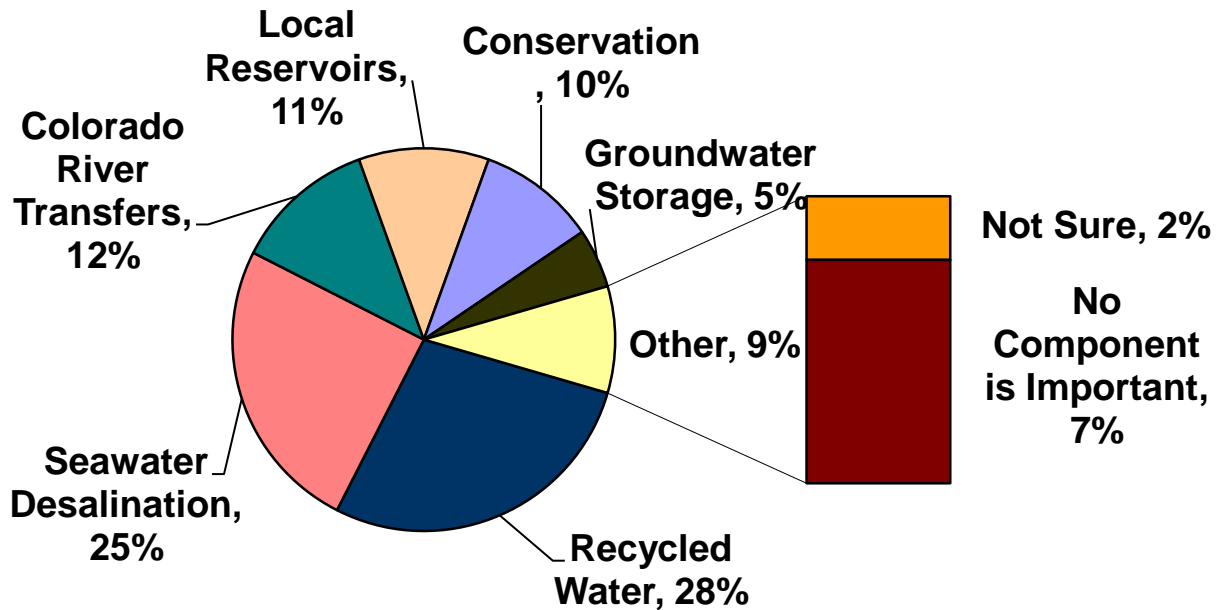


Chart 12 shows that among the 43 percent of residents who are willing to pay more per month for diversification and ultimately water supply reliability, 26 percent of them (11 percent of the total population) are willing to pay an additional \$6 to \$10 per month and 21 percent (9 percent of the total

population) are willing to pay an additional \$11 to \$20 per month. The median increase that respondents indicate a willingness to pay is \$15 per month.

- Larger household sizes are willing to pay more than smaller household sizes to support diversification.

Chart 13 shows that there is a near equal split in opinion about the necessity of water rate increases to pay for projects designed to improve water supply reliability, with 45 percent feeling that water rates are too high and doubt that these water projects are necessary and 44 percent feeling that increases in water rates are necessary to maintain reliability of the water supply.

- Residents who prefer to communicate in Spanish (64 percent) are more likely to oppose water rate increases than those who prefer English (42 percent).
- Individuals who rent their home tend to oppose water rate increases more so than do those who own their homes (rent – 53 percent versus own – 42 percent).
- Respondents who have lived in the County for less than 40 years (50 percent) are more likely to oppose water rate increases than those who have lived in the County for more than 40 years (32 percent).

Chart 12 Willingness to Pay More per Month for Diversification Plan

(43 percent of the 72 percent who pay their own bill are willing to pay more: median = \$15)

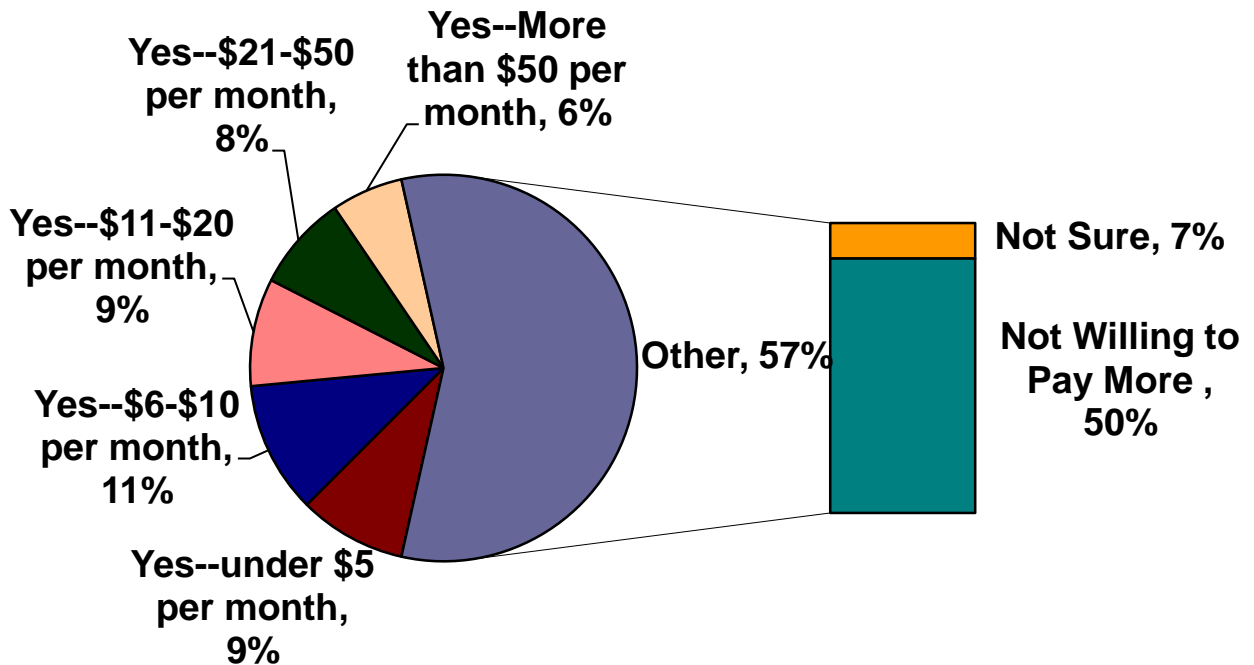
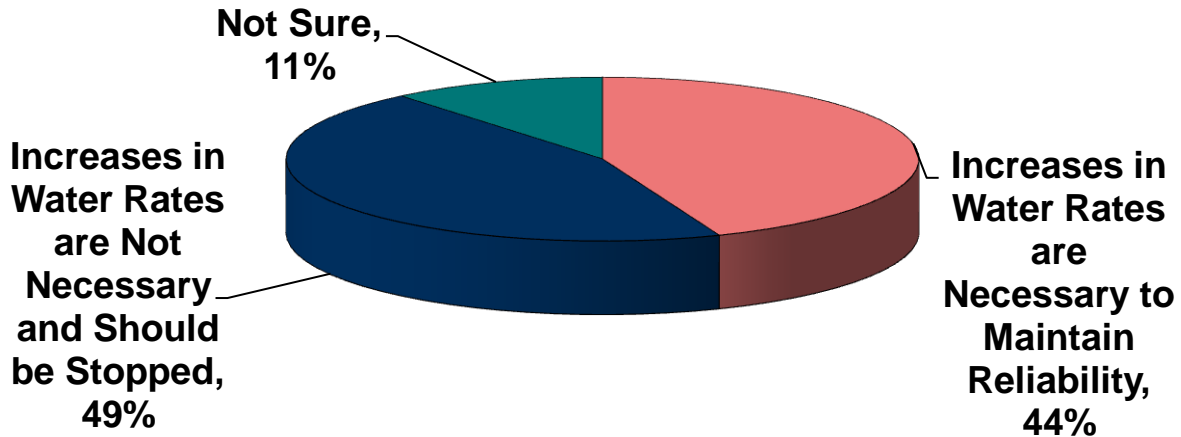


Chart 13
Support for Increased Water Rates to Pay for
Projects to Improve Reliability
 (among 72 percent who pay their own bills)



Attitudes about Water Conservation

SUMMARY: Water conservation is a significant component in San Diego County’s water supply plans. Over one-fourth of respondents reported that their household water usage has decreased during the past year largely as a result of less outdoor watering, taking shorter showers and not letting the water run unnecessarily. Among those who reduced their water usage, almost one-half were motivated to do so for financial reasons (“we are watching our budget” = 35 percent and “rising water rates” = 14 percent). Another one-third (31 percent) felt that conservation is the “right thing to do”. The vast majority—over four-fifths—indicated that their reduced water usage is permanent.

It is most encouraging that when water agencies no longer take an active role in restricting water use, respondents who have reduced their water usage during the past year indicate that they are not likely to increase their water use (20 percent). On the other hand, a less cool and less wet year would lead to more than half (52 percent) of those who have reduced their water use during the past year returning to higher usage. Among all respondents, whether they have reduced their use in past year or not, if water restrictions are lifted, over four-fifths would continue to comply with these restrictions primarily because they feel it is a reasonable and proper ethic or residents have learned to live with less water.

Requests made by water agencies to residents in an effort to motivate them to conserve water have been successful – nearly three-fifths of respondents indicate that these requests have strongly influenced them. Three-fourths (75 percent) of respondents think that using tiered water rates as a means to convince people to use water wisely is appropriate.

Residents compared water conservation with other civic responsibilities. Voting in public elections, not littering or polluting, and recycling used materials are seen as more of one’s civic responsibility

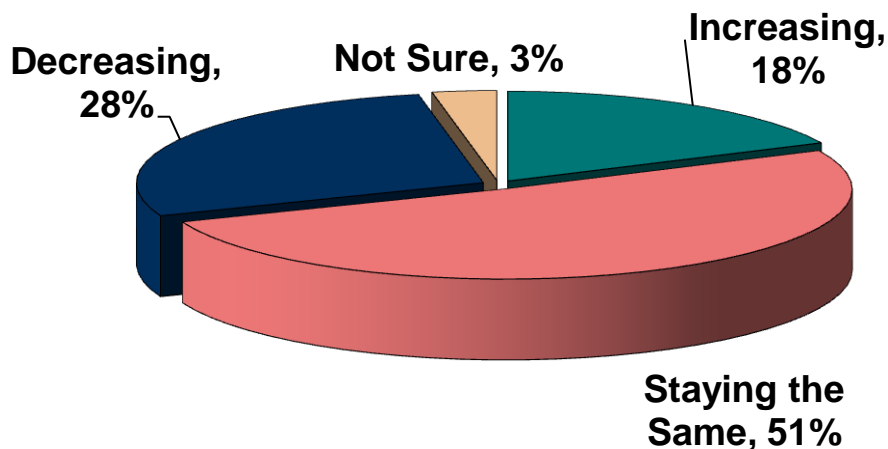
than conserving water. Water conservation is seen as more of a civic responsibility than serving on a jury.

Water Use in the Past Year: Chart 14 shows that over one-fourth of respondents (28 percent) indicated that their household water usage has decreased over the past year. Among those who indicated that their household water usage has decreased, nearly one-third (31 percent) indicated that they did less watering outdoors. Others indicated that they take shorter showers and they do not allow the water to run unnecessarily (16 percent each) (Chart 15).

The following subgroups are more likely to indicate that their household water use has decreased over the past year:

- Whites (32 percent) and Hispanics (29 percent) versus African-Americans (10 percent).
- Residents with higher income levels as opposed to those with lower income levels (\$75,000 or more – 38 percent versus under \$75,000 – 27 percent).
- Residents who pay their own water bills (33 percent) versus residents whose landlords or homeowners association pays the water bill (18 percent).
- Larger household sizes as opposed to smaller household sizes (6 or more persons per household – 45 percent—versus 1 person per household and 2 persons per household – 7 percent each).

Chart 14
Water Use Increasing or Decreasing Past Year



The following subgroups tend to reduce their water usage by using less water outdoors:

- Homeowners who pay their own water bill (36 percent) versus homeowners whose landlord pays their water bill (6 percent).
- Residents of single family homes (40 percent) versus residents of apartments (8 percent) and condominiums (7 percent).
- Residents who prefer to communicate in English (35 percent) versus those who prefer Spanish (12 percent).
- Homeowners (40 percent) versus those who rent their homes (12 percent).

The following subgroups tend to reduce their water usage by taking shorter showers:

- Residents of apartments and mobile homes (33 percent each) versus residents of single family homes (12 percent) and condominiums (21 percent).
- Residents who prefer to communicate in Spanish (41 percent) versus those who prefer English (12 percent).
- Renters (38 percent) versus those who own their home (8 percent).

The following subgroups tend to reduce their water usage by not allowing the water to run unnecessarily:

- Residents whose landlord pays the water bill (47 percent) versus residents who pay their own water bill (10 percent).
- Renters (19 percent) versus those who own their own home (13 percent).

Chart 15
Major Step by Household to Reduce Water Use
in Past 6 Months
 (among 28 percent of households that indicated decreasing water usage)

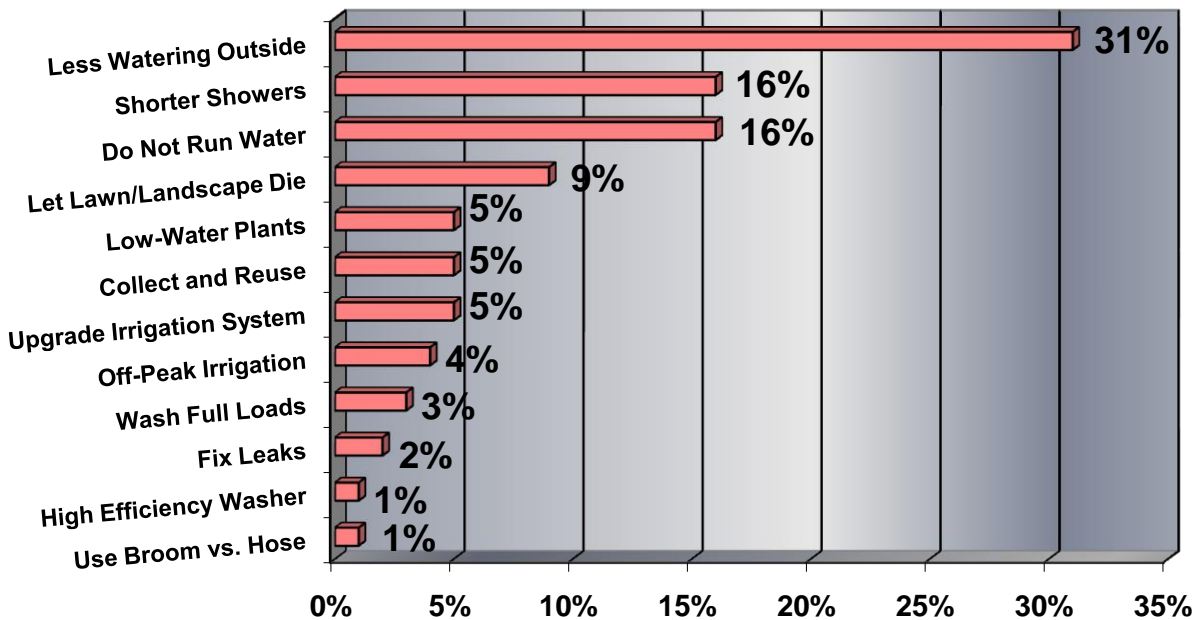


Chart 16 indicates that among those who indicated that their household water usage has declined, nearly one-third (35 percent) were motivated to reduce water usage through their interest in saving money plus 14 percent who indicated an awareness of increasing water rates. Another 31 percent felt that reducing water usage is the “right thing to do.” Among those who indicated that their household water usage has declined, a large majority (82 percent) think that their reduced use of water is permanent while 15 percent think their reduction is temporary (**Chart 17**).

The following subgroup is motivated to reduce its household water usage because it is “the right thing”.

- Residents whose landlord pays their water bill (67 percent) versus residents who pay their own water bill (26 percent).

The following subgroup is particularly motivated to reduce their household water usage because they are trying to save money:

- Residents who pay their own water bill (40 percent) versus residents whose landlord pays their water bill (7 percent).

Chart 16
Primary Motivation for Water Use Reduction
 (among 28 percent of households that have reduced water use in past year)

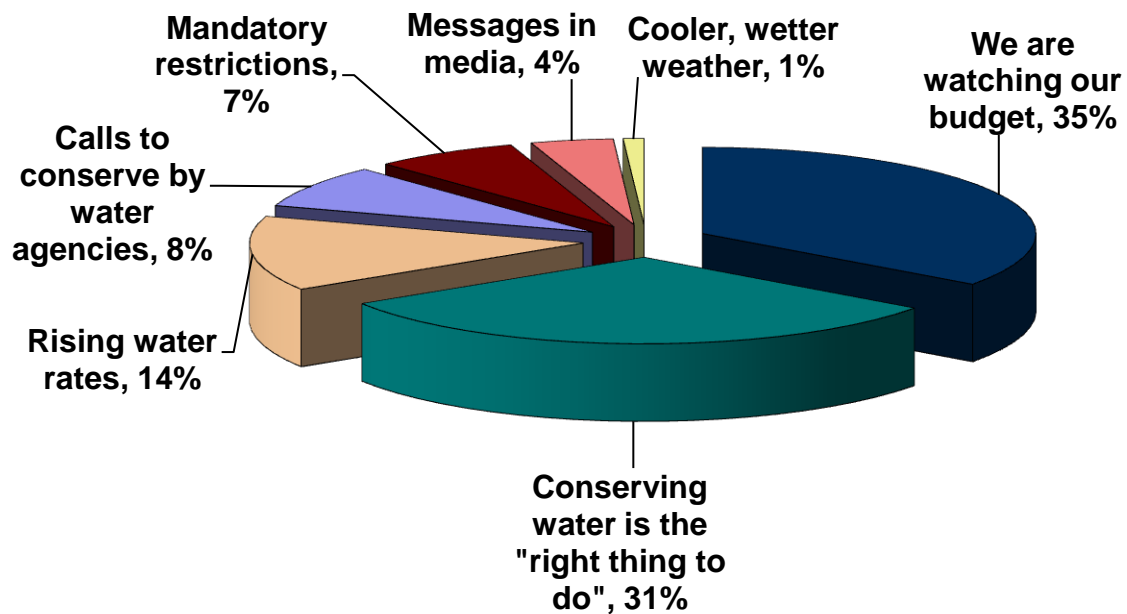


Chart 17
Is Reduced Use Permanent?
 (among 28 percent of households that indicate reduced water usage in past year)

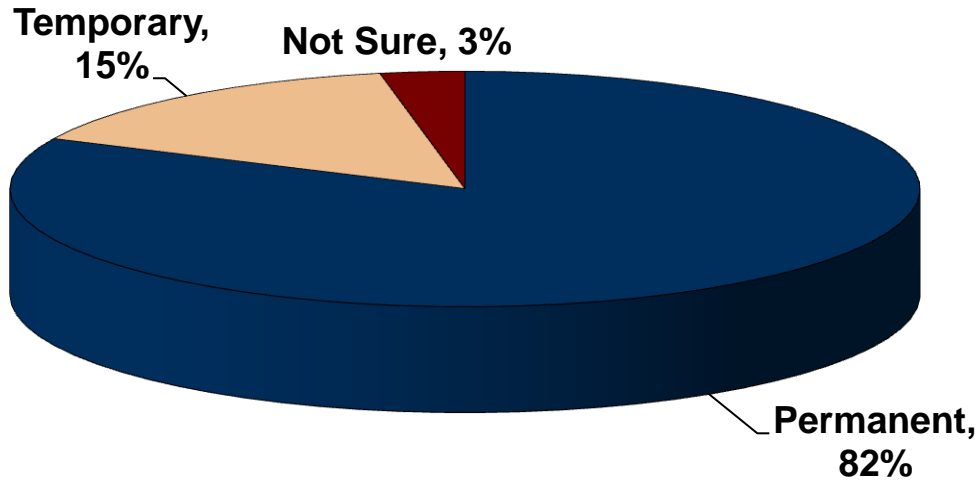


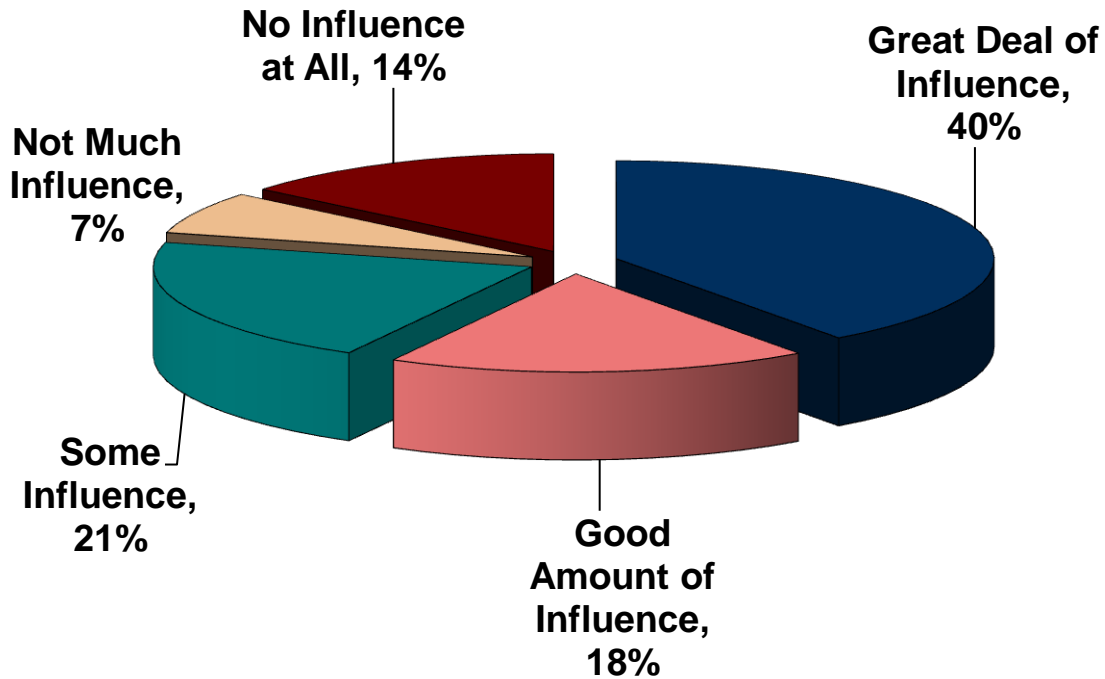
Chart 18 reports the impact that, among all respondents, requests for increased voluntary conservation made by water agencies have had on residents' water use. Nearly three-fifths of respondents (58 percent) indicate that these requests have a great deal of influence (40 percent) or a good amount of influence (18 percent). On a scale of 1 to 5, where 1 = a great deal of influence and 5 = no influence at all, the mean rating measuring the impact of these calls is 2.36, indicating that these call messages are working relatively well. **Chart 19** shows that three-fourths (75 percent) think that water agencies' use of tiered water rates as a means to convince people to use water wisely is appropriate.

The following groups differ with regard to the impact they feel water agencies have in motivating people to pursue voluntary conservation. The differences are expressed in terms of mean scores that are based on a scale of 1 to 5, where 1 = a great deal of influence, 2 = a good amount of influence, 3 = some influence, 4 = not much influence, and 5 = no influence at all.

- Residents with a higher level of education are less influenced by water agency calls than are residents with a lower level of education (1 year of graduate school or more – mean of 2.85 versus less than a bachelor's degree – mean of 2.21).
- Larger household sizes tend to be influenced by agency calls more so than smaller household sizes (4 persons per household – mean of 2.04 and 5 persons per household – mean of 2.19 versus 1-to-3 person households -- mean of 2.75 for both 1 and 2 person households and 3 person households – mean of 2.58).
- Homeowners (mean of 2.30) are more likely to be influenced by agency calls than are renters (mean of 2.45).

Chart 18 Influence of Requests for Voluntary Conservation from Water Agencies

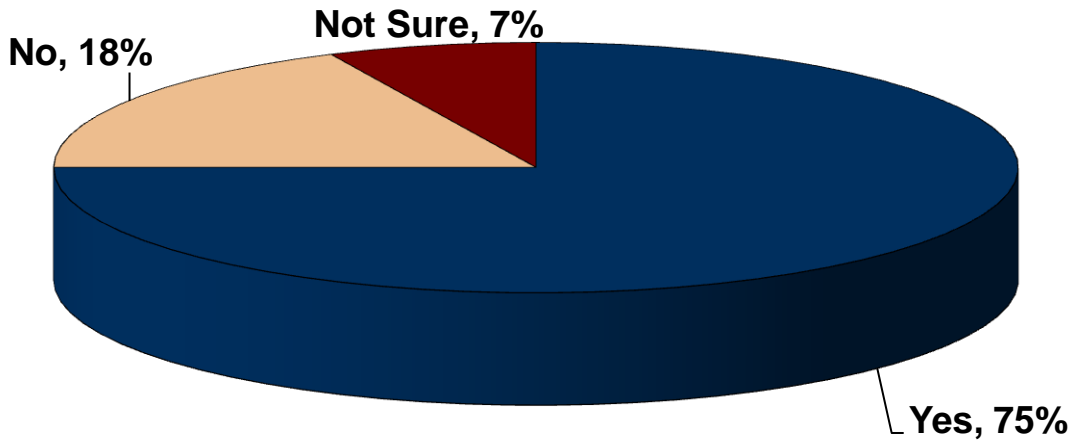
(Scale: 1=Great Deal of Influence..5=No Influence at All---mean = 2.36)



The following subgroups tend to favor using tiered water rates as a means of convincing people to use water wisely.

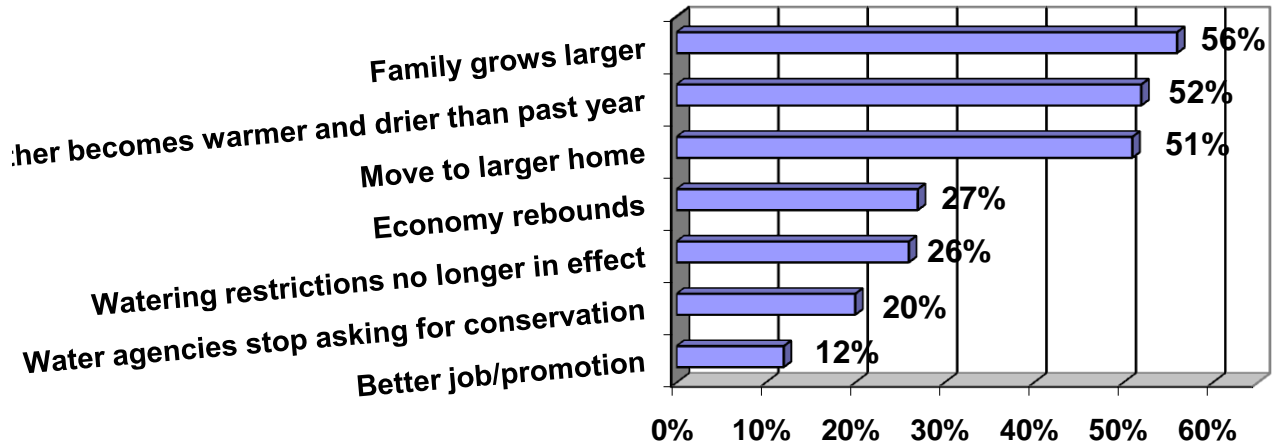
- Lower income residents as opposed to higher income residents (under \$50,000 – 83 percent versus \$50,000 and over – 68 percent).
- Renters (81 percent) versus homeowners (70 percent).

Chart 19
Appropriateness of Tiered Water Rates to Encourage Using Water Wisely



Water Use in the Future: Respondents were asked to indicate if they will or might increase their water usage if various conditions and situations were to prevail. Among the findings reported in **Chart 20**, it is most encouraging that when water agencies no longer take an active role in restricting water use, respondents indicate, to a great extent, that they are not likely to increase their water usage (20 percent). Similarly, when water agencies stop asking for residents to practice conservation there is no surge in water use expected (26 percent). On the other hand, a less cool and less wet year would lead to more than one half (52 percent) of the respondents returning to higher usage. Understandably, as family size grows larger, respondents indicate that they will increase water usage (56 percent) and, similarly, respondents are likely to increase water use when they move to a larger home (51 percent). When the economy rebounds (27 percent) or the respondent obtains a better job or a job promotion (12 percent), residents indicate that they are not likely to increase their water usage to a great extent.

Chart 20
Conditions Under Which Respondents Would Increase Water Use



The following subgroups are more inclined to increase their water usage when the weather becomes warmer and drier:

- Asians (76 percent) and African-Americans (73 percent) versus whites (44 percent).
- Residents who indicate that their reduced use of water is temporary (65 percent) as opposed to permanent (55 percent).

The following subgroups are more likely to increase their water usage when the economy rebounds:

- Residents with less education as opposed to residents with more education (less than a bachelor's degree – 34 percent versus bachelor's degree or more education – 17 percent).
- Asian residents (48 percent) and Latino residents (41 percent) versus White residents (16 percent).
- Spanish speaking residents (45 percent) versus English speaking residents (23 percent).
- Residents who indicate that their reduced water use is temporary (41 percent) as opposed to permanent (17 percent).

The following subgroups are more likely to increase their water usage when their family grows in size:

- Younger residents as opposed to older residents (18 – 24 years of age – 88 percent versus 25 years of age and over – 55 percent).
- Asian residents (83 percent) versus White residents (50 percent).
- Larger household sizes as opposed to smaller household sizes (3 or more persons per household – 69 percent versus 1 and 2 persons per household – 59 percent).

- Shorter term residents of the County as opposed to longer term residents (15 years and under – 70 percent versus 16 years and over – 47 percent).
- Residents who believe that their reduced water use is temporary (71 percent) as opposed to permanent (50 percent).

The following subgroups are more likely to increase their water usage when they get a better job or promotion:

- Homeowners whose landlord pays their water bill (18 percent) versus homeowners who pay their own water bill (10 percent).
- Younger residents as opposed to older residents (18- 24 years of age – 41 percent versus 25 years of age and over – 11 percent).
- Spanish speaking residents (25 percent) versus English speaking residents (10 percent).
- Residents who believe that their reduced water use is temporary (18 percent) as opposed to permanent (10 percent).

The following subgroups are more likely to increase their water usage when watering restrictions are no longer in effect:

- Younger residents as opposed to older residents (18- 24 years of age – 59 percent versus 25 years of age and over – 24 percent).
- Residents with less education as opposed to those with more education (bachelor’s degree or less – 28 percent versus 1 year of graduate school or more – 15 percent).
- Asian residents (48 percent) versus White residents (17 percent).
- Residents who believe that their reduced use of water is temporary (35 percent) as opposed to permanent (23 percent).

The following groups are more likely to increase their water usage when they move to a larger home:

- Younger residents as opposed to older residents (34 years of age and under – 64 percent versus 35 years of age and over – 47 percent).
- Asian residents (72 percent) versus White residents (45 percent).
- Residents of condominiums (67 percent) versus residents of mobile homes (44 percent) and single family homes (43 percent).
- Renters (60 percent) versus homeowners (45 percent).
- Residents who believe that their reduced use of water is temporary (65 percent) as opposed to permanent (47 percent).

The following subgroup is more likely to increase their water usage when agencies stop asking them to conserve water:

- Less educated (bachelor’s degree or less – 22 percent) versus 1 year of graduate school or more – 10 percent).

According to **Chart 21**, if mandatory water restrictions are lifted, over four-fifths (81 percent) of all survey respondents (whether or not they have reduced their usage in the past year) would continue to

comply with these restrictions, and 9 percent are unsure. The main reasons cited by respondents for continuing to comply with water restrictions once they have been lifted are presented in **Chart 22**. The dominant response is that saving and conserving water is a reasonable and proper ethic (49 percent of the 81 percent so inclined = 40 percent of all respondents). The second highest response is that residents have learned to live with less water (24 percent of 81 percent = 19 percent of all respondents). **Chart 23** shows that there are three main reasons why residents will not continue to observe restrictions once they are lifted. These residents indicate that they need more water for their landscape, lawn, and garden (26 percent) and they provide the rationale that if restrictions are not mandatory, then conservation must not be necessary and they generally want to use more water (each 22 percent).

Chart 21
Continue to Observe Restrictions Even if Lifted?

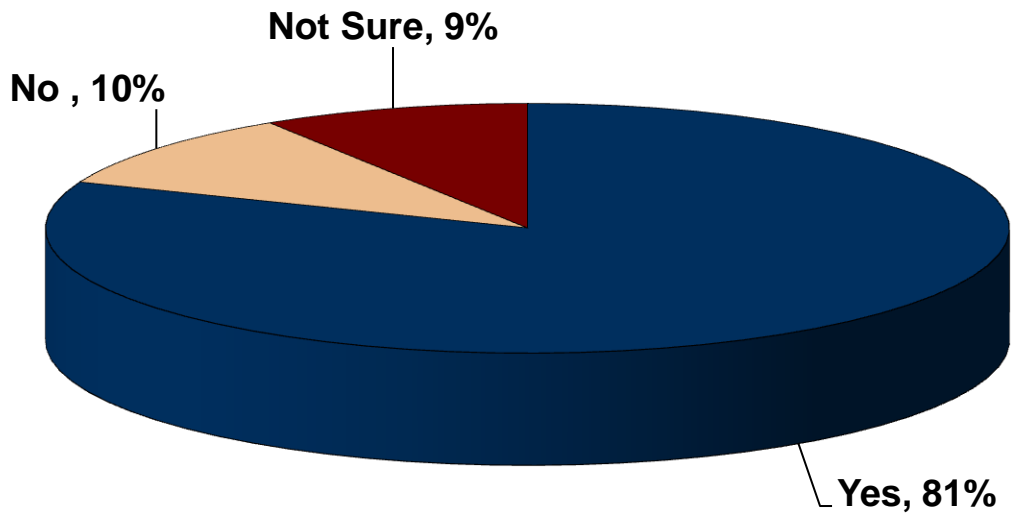


Chart 22 Reasons for Continuing to Conserve after Restrictions Lifted

(among 81 percent who indicated that they would continue to observe restrictions)

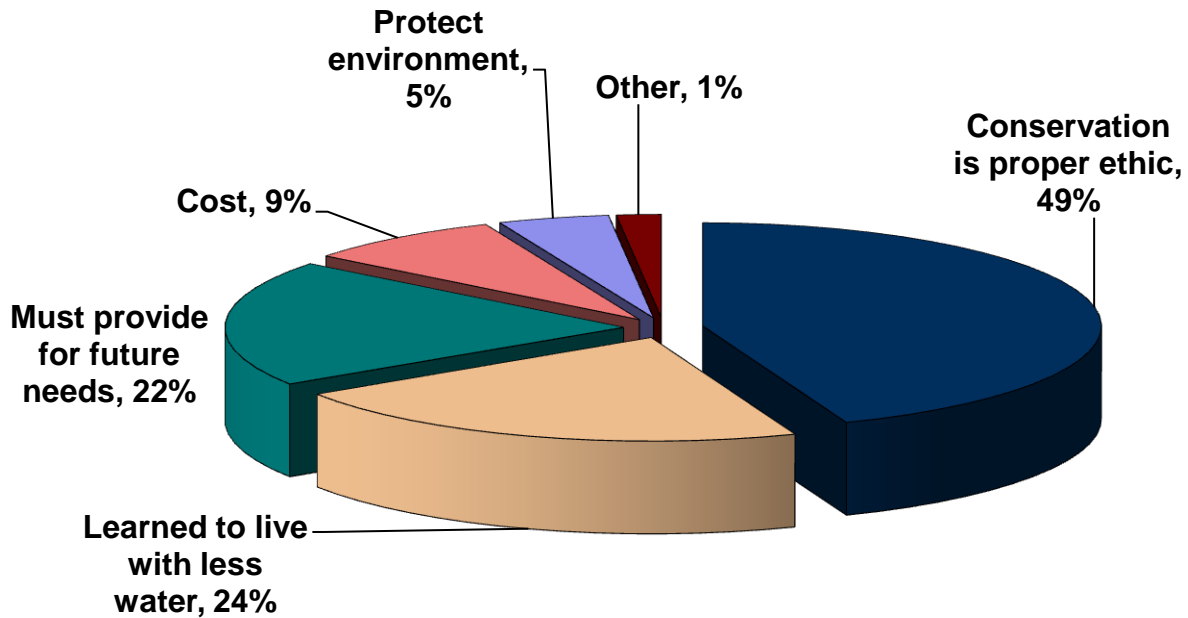


Chart 23 Reasons to Not Continue Observing Restrictions

(among 10 percent who indicated that they will not continue)

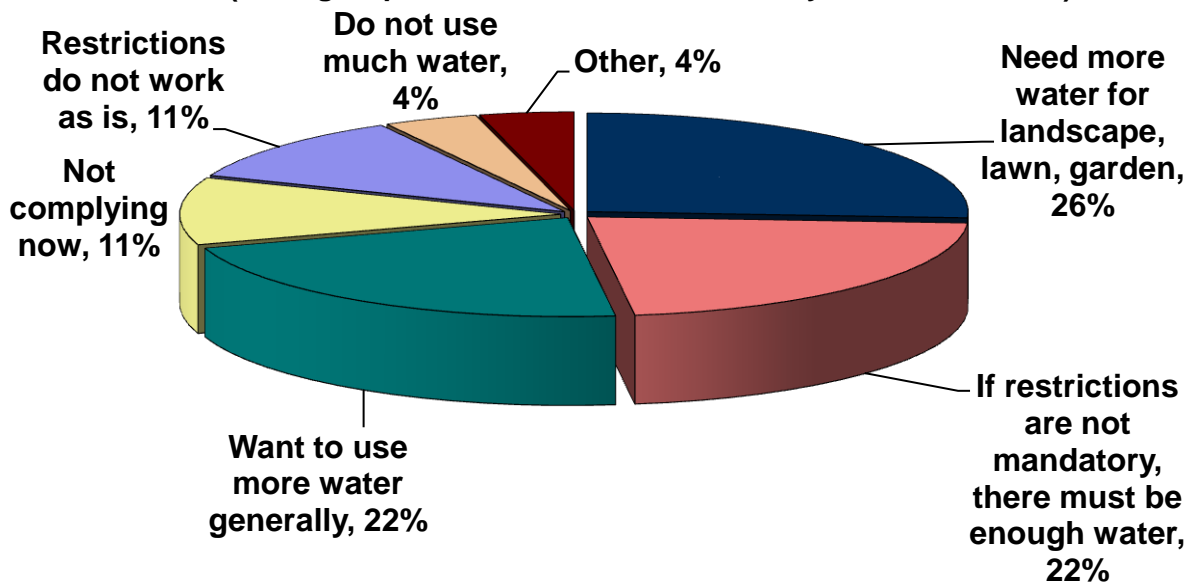
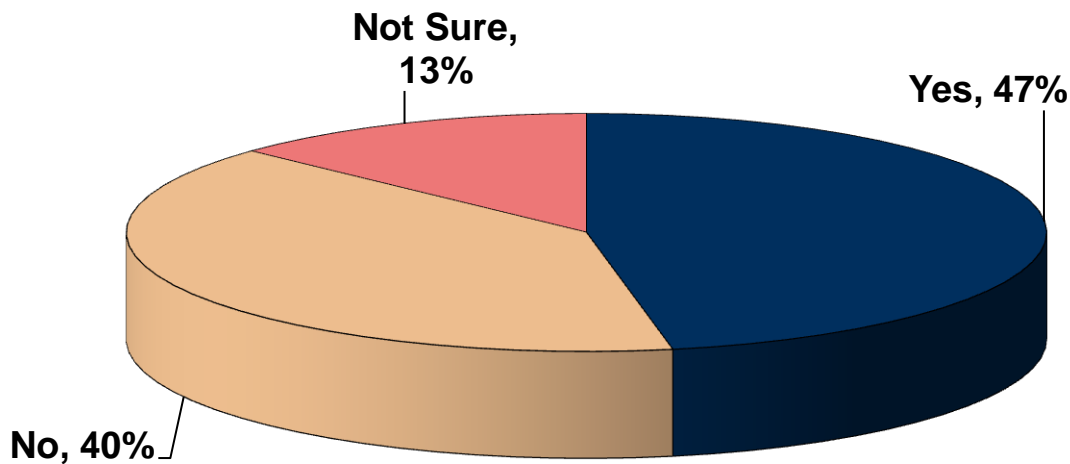


Chart 24 shows that nearly one-half (47 percent) of respondents think that water use restrictions should be made permanent in San Diego County regardless of the current year’s water supply conditions; 40 percent do not think restrictions should be made permanent and 13 percent are unsure.

The following subgroups think that water use restrictions should be made permanent in San Diego County regardless of the current years’ water supply conditions:

- Residents with less education as opposed to those with a higher level of education (less than a bachelor’s degree – 54 percent versus a bachelor’s degree or more or more – 41 percent).
- Lower income residents (under \$25,000 – 68 percent versus \$25,000 and above – 41 percent).
- Residents who prefer to communicate in Spanish (66 percent) versus residents who prefer English (44 percent).

Chart 24
Make Restrictions Permanent



Water Conservation as a Civic Responsibility: **Chart 25** shows the extent to which respondents feel that certain activities are regarded as their civic responsibility. The chart further indicates whether these activities are more or less of a civic responsibility than is conserving water. It is noteworthy that, among the civic activities mentioned, the one that has the highest indication of being a civic responsibility is recycling used materials (84 percent). Respondents accorded serving on a jury the lowest level of civic

responsibility (61 percent). Voting in public elections, not littering or polluting, and recycling used materials are seen as more of a civic responsibility than conserving water. Water conservation is seen as more of a civic responsibility than serving on a jury.

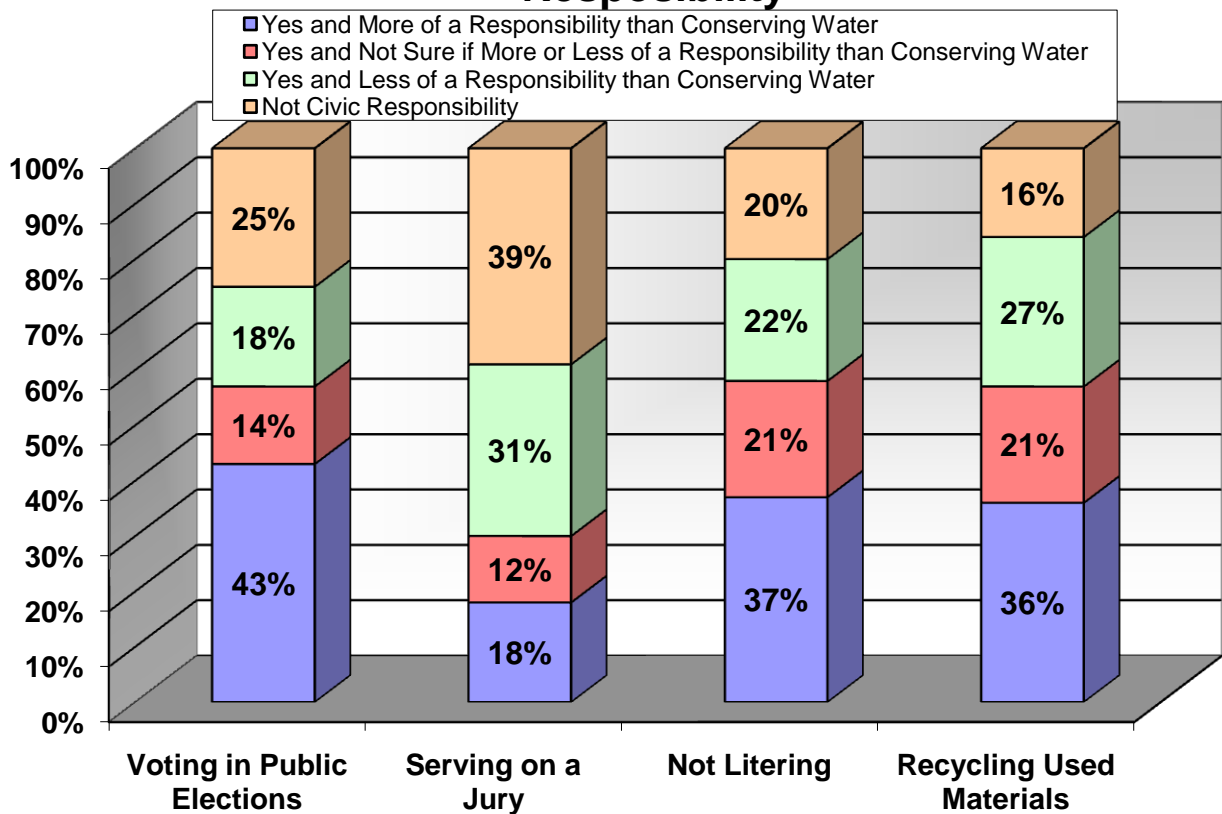
The following subgroup is somewhat more inclined to feel that preventing pollution and not littering is less of a civic responsibility than conserving water:

- English speaking residents (30 percent) versus Spanish speaking residents (15 percent).

The following subgroup is somewhat more inclined to feel that recycling used materials is more of a civic responsibility than conserving water:

- Spanish speaking residents (65 percent) versus English speaking residents (39 percent).

Chart 25
Water Conservation as a Comparative Civic Responsibility



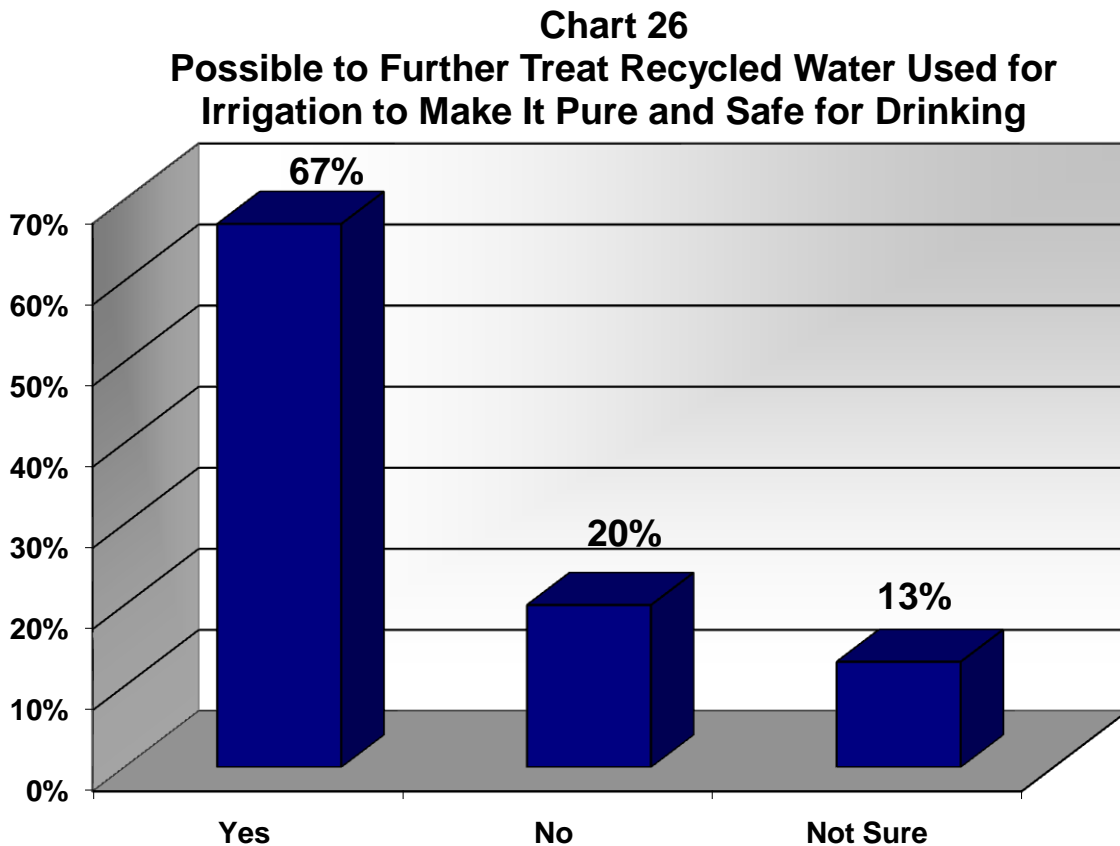
Recycled Water

SUMMARY: Support for the use of recycled water to supplement drinking and household water supply is strong. Two-thirds of respondents believe that it is possible to further treat water used for irrigation to make the water pure and safe for drinking. Over two-thirds of respondents either strongly favor or somewhat favor advanced treated recycled water as an addition to the supply of drinking water.

It is noteworthy that that over one-half of those who were originally not strongly in favor of using recycled water for drinking purposes would find it acceptable if the water received advanced treatment and if certain other safety measures assured. This is an increase of about 15 percent over the approximately 35 percent who similarly changed their mind in 2004 as a result of this additional information.

Four-fifths (80 percent) of San Diego City residents have not heard about the City of San Diego Water Purification Demonstration Project. Among these residents, 11 percent have heard about the Project and know that it involves recycled water for drinking and household use. When the Project was explained to them, residents expressed strong support – over three-fourths indicating a favorable rating.

Recycled Water for Drinking and Household Use: Chart 26 shows that two-thirds (67 percent) of respondents believe that it is possible to further treat recycled water used for irrigation to make the water pure and safe for drinking.

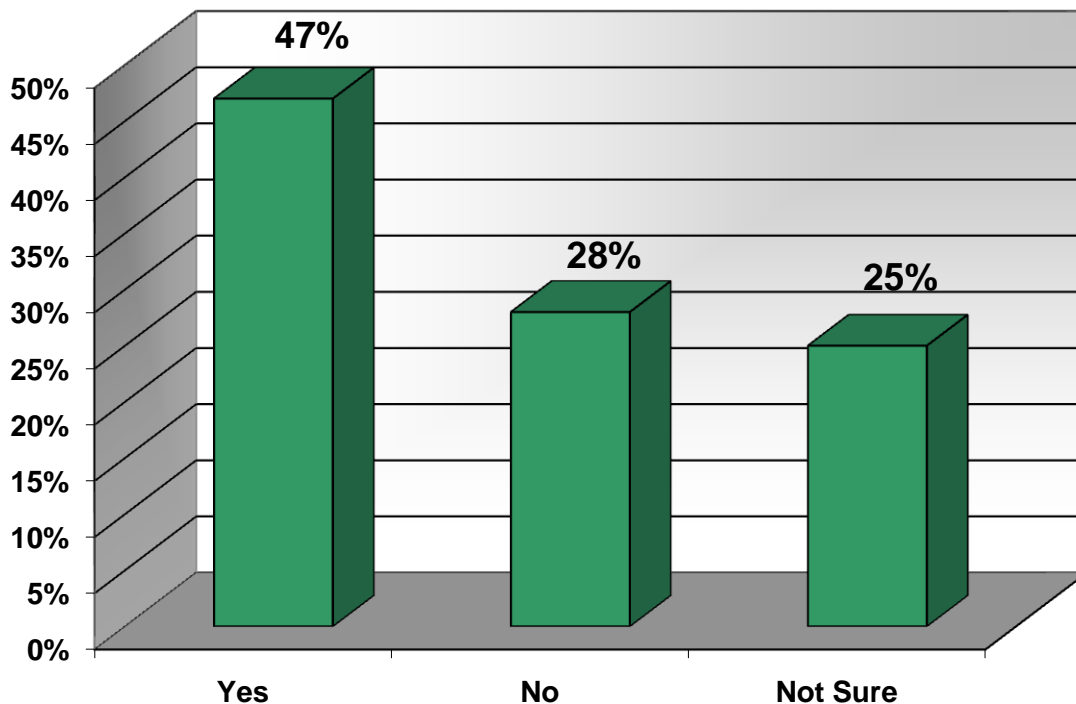


The following groups tend to believe more strongly that it is possible to further treat recycled water used for irrigation to make water pure and safe for drinking:

- Residents whose landlord pays the water bill (74 percent) versus homeowners who pay their own water bill (66 percent).
- Respondents who rent their home (75 percent) versus those who own their home (62 percent).

Chart 27 indicates that just under one-half of the respondents (47 percent) believe that drinking water already contains recycled water. Among the 47 percent of respondents who think that drinking water contains recycled water, three primary reasons are provided to explain why they feel this way. Respondents hear that water is recycled from news stories (21 percent), water tastes and smells bad (19 percent), and respondents see signs, recycling plants and know that such technology is available—the combination of which leads them to believe that it is being implemented already (14 percent) (**Chart 28**).

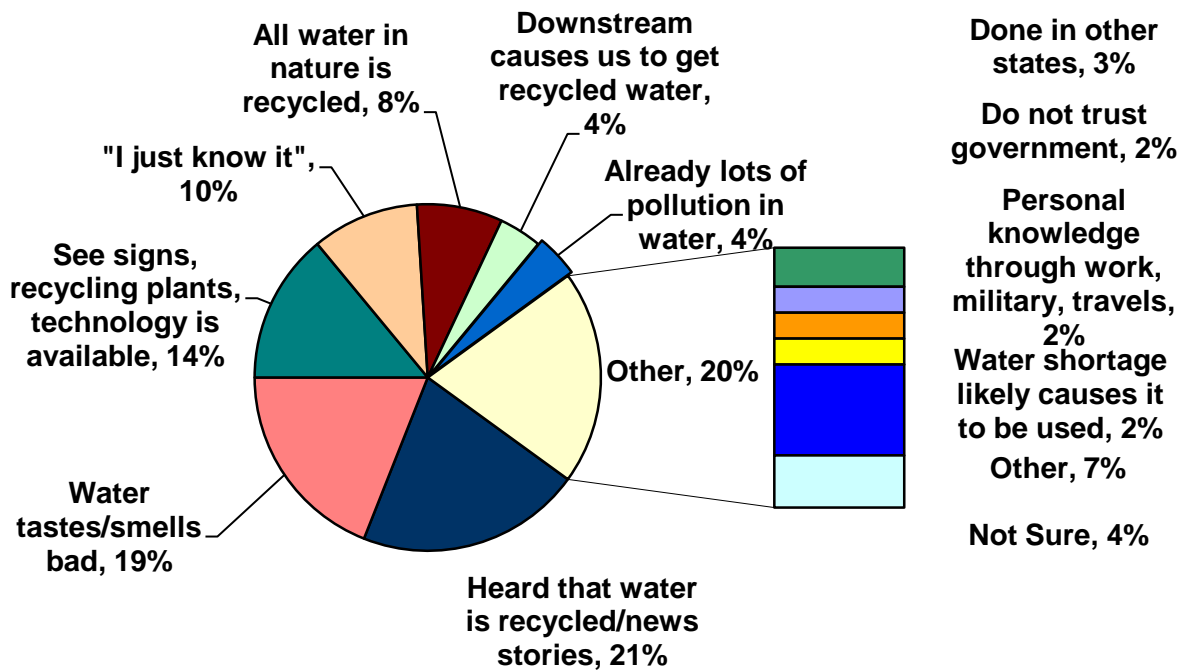
Chart 27
Believe that Drinking Water Already Contains Recycled Water?



The following group tends to think that drinking water already contains recycled water:

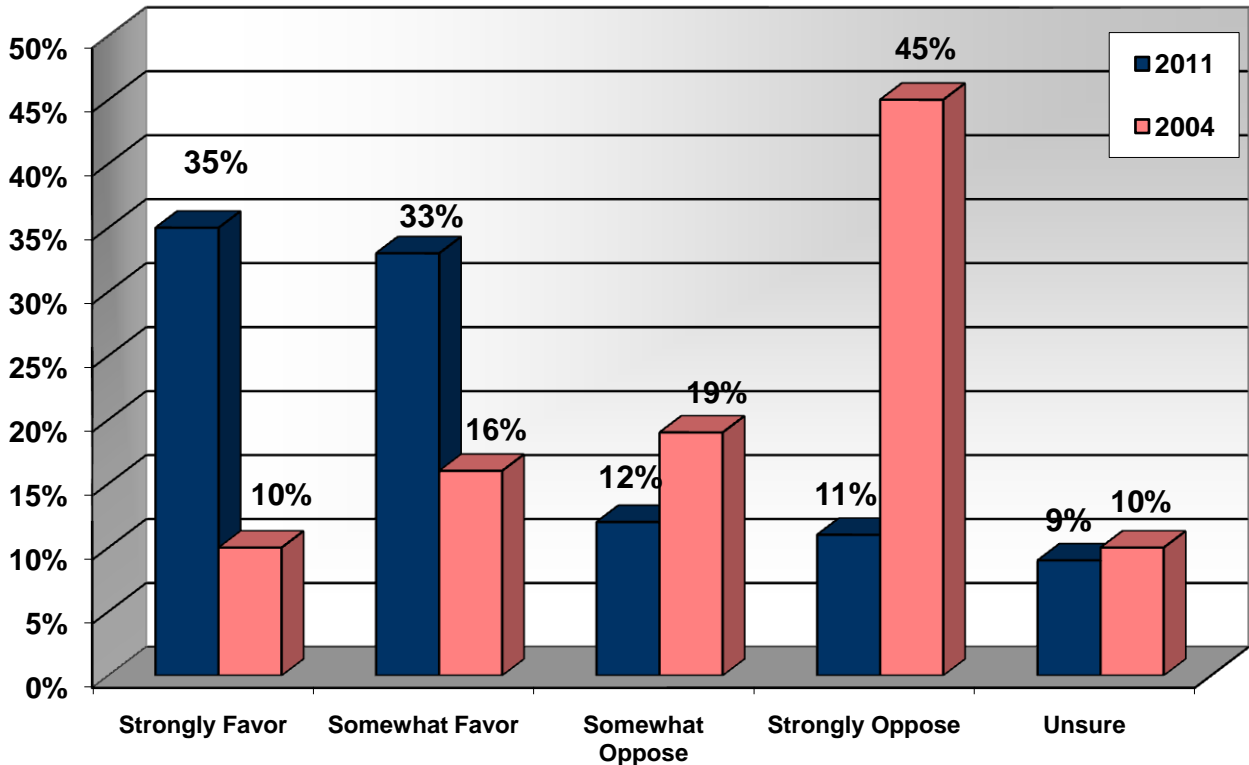
- Residents whose landlord pays the water bill (53 percent) versus residents who pay their own water bill (47 percent).

Chart 28
Reasons for Belief that Drinking Water
Already Contains Recycled Water
 (among 47 percent who think that drinking water contains recycled water)



Respondents were asked whether or not they would favor using advanced treated recycled water as an addition to the supply of drinking water and that such advanced techniques include ultra-filtration, reverse osmosis, and advanced oxidation. (Explanations of these processes were provided upon request). **Chart 29** indicates that over two-thirds (68 percent) of the respondents either strongly favor (35 percent) or somewhat favor (33 percent) advanced treated recycled water as an addition to the supply of drinking water. It is important to note that this represents a dramatic increase in support for advanced treatment over the 2004 survey where only 26 percent of the respondents either strongly favored or somewhat favored advanced treated recycled water.

Chart 29
Opinion About Using Advanced Treated Recycled Water as an Addition to Drinking Water Supply
 (scale 1 = Strongly Favor..5 = Strongly Oppose--mean = 1.99)



The following groups differ regarding their opinion about using advanced techniques to treat recycled water so that it can serve as an addition to the drinking water supply. The differences are expressed in terms of mean scores that are based on a scale, where 1 = strongly favor, 2 = somewhat favor, 3 = somewhat oppose, and 4 = strongly oppose.

- Younger residents are more in favor of advanced water recycling techniques than are older residents (35-44 years of age – mean of 1.76 versus 65-74 – mean of 2.20).
- Asians (mean of 1.83), Latinos (mean of 1.91), and Whites (mean of 1.98) are more inclined to favor advanced recycling techniques than are African-Americans (mean of 2.63).

Respondents, who did not already **strongly favor** the use of recycled water as an addition to the drinking water supply, were asked if they would accept recycled water for drinking purposes if it were subject to such advanced treatment and if they learned the following facts about recycled water (**Charts 30 - 32**).

The percentages reflect only those customers who formerly did not strongly favor the use of recycled water as an addition to the drinking supply but who changed their minds upon learning that:

- California drinking water standards are very strict and recycled drinking water would exceed those standards (54 percent); This represents a substantial increase from the results of the 2004 survey where an affirmative response of 38 percent was recorded (**Chart 30**).
- Recycled drinking water is used in other U.S. communities (50 percent); again, this represents a large (17 percent) increase over the 2004 survey result (**Chart 31**).
- Recycled drinking water could supply up to 10 percent of local supply (51 percent--only 30 percent were influenced by this statement in 2004--**Chart 32**).

Chart 30
Likelihood of Accepting Recycled Water to Supplement Drinking Water if Respondent Learned of Very Strict California Drinking Water Standards

(asked of 65 percent who were somewhat or less in favor of using recycled water for drinking)

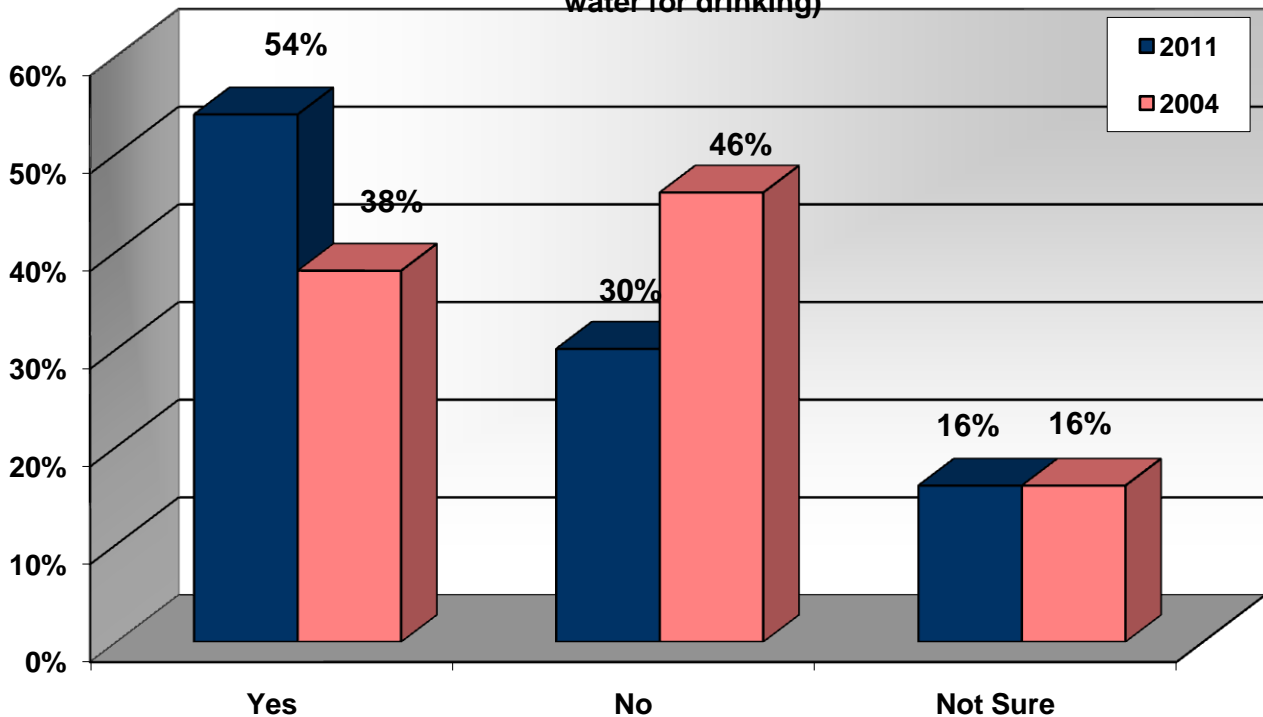
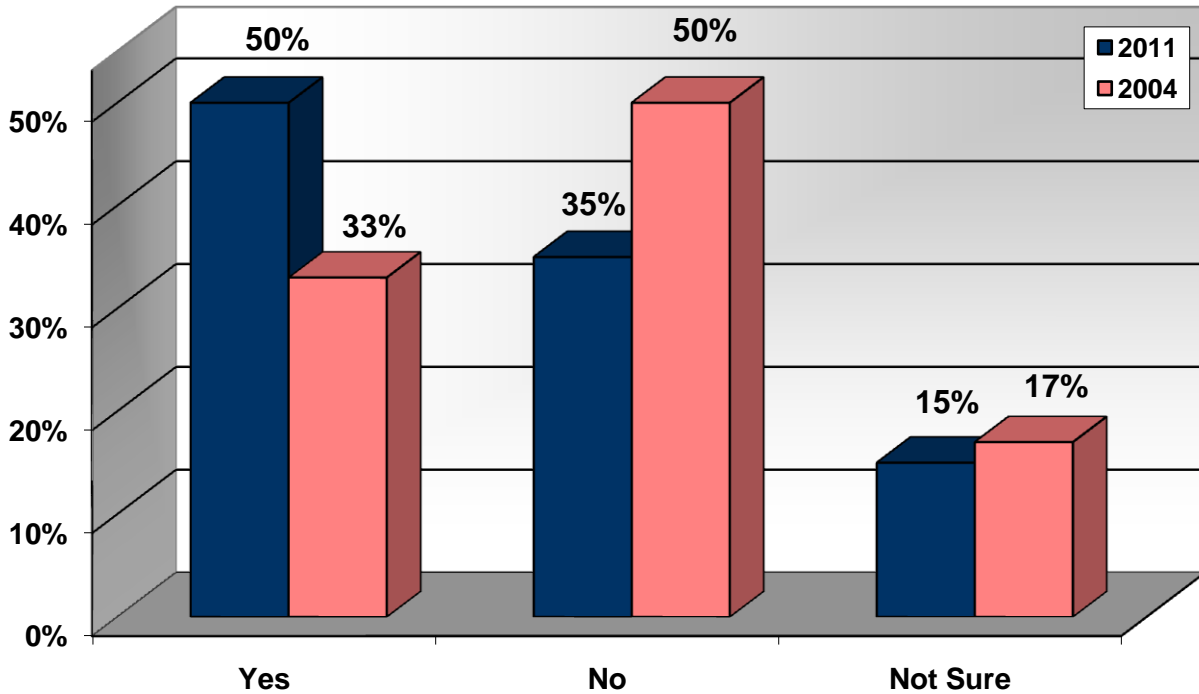


Chart 31
Likelihood of Accepting Recycled Water
to Supplement Drinking Water if Respondent Learned that
Other Communities Use Recycled Water as a Supplement
 (asked of 65 percent who were somewhat or less in favor of using recycled



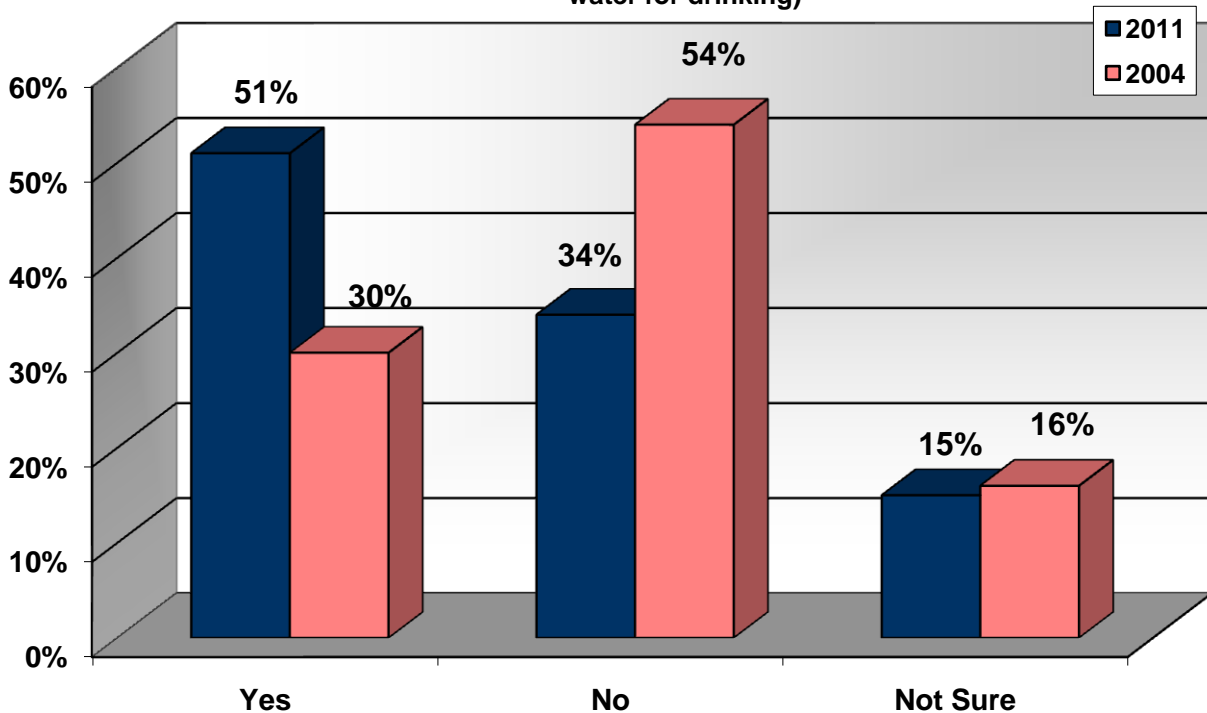
These findings show that over one-half of those who were originally not strongly in favor of using recycled water for drinking purposes would find it acceptable if it received advanced treatment and if certain other safety measures were assured. This is an increase of about 15 percent over the approximately 35 percent who changed their mind in 2004.

Table 2 shows that movement toward being more in favor of the use of recycled water for drinking water purposes differs, as would be expected, depending upon the degree to which the respondent was initially opposed or in favor of using recycled water for this purpose in the first place. Omitting all of those who were strongly in favor to begin with, it can be seen that the more in favor a respondent was initially, the easier it is for this information to sway his or her opinion. Among those who were previously somewhat in favor of recycled water being added to the drinking water supply, 67-72 percent are influenced by this information to be more in favor of this use of recycled water. It is striking that 34-45 percent of those

who were formerly unsure are so moved by this added information to favor the use of recycled water for drinking purposes.

Chart 32
Likelihood of Accepting Recycled Water to Supplement Drinking Water if Respondent Learned that Recycled Water Could Supply up to 10 Percent of Local Drinking Water

(asked of 65 percent who were somewhat or less in favor of using recycled water for drinking)



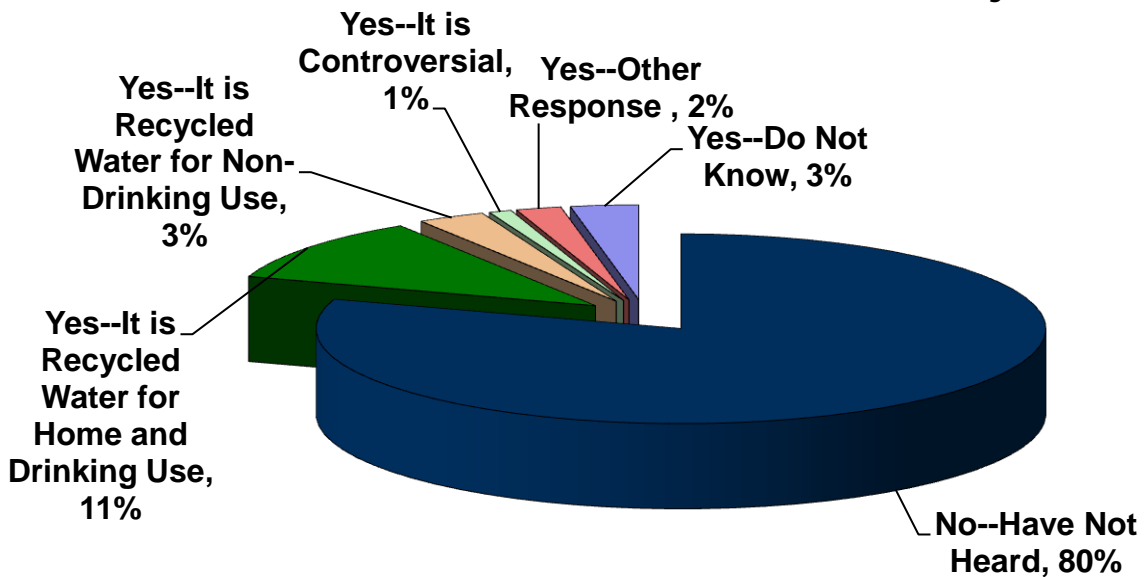
	Formerly Somewhat in Favor	Formerly Somewhat Opposed	Formerly Strongly Opposed	Don't Know/Unsure
California drinking water standards are very strict and recycled drinking water would exceed those standards	72%	48%	16%	40%
Recycled drinking water is used in other U.S. communities	65%	50%	18%	34%
Recycled drinking water could supply up to 10 percent of local supply	67%	38%	21%	45%

The following subgroup is especially influenced by the knowledge that recycled water could supply as much as 10 percent of our local drinking water supplies:

- Residents whose landlord pays the water bill (59 percent) versus residents who pay their own water bill (48 percent).

City of San Diego Water Purification Demonstration Project: Chart 33 shows that 80 percent of San Diego City residents have not heard of the City of San Diego Water Purification Demonstration Project. Among the 20 percent who have heard about this project, 11 percent know that it involves recycled water for drinking and household purposes and 3 percent believe that the project involves recycled water for a purpose other than household and drinking use.

Chart 33
Heard about City of San Diego
Water Purification Demonstration Project



Respondents were subsequently informed about the nature and purpose of the Water Purification Demonstration Project. When so informed, residents expressed substantial support for the Project.

Chart 34 shows that 77 percent of residents either strongly favor (37 percent) or somewhat favor (40

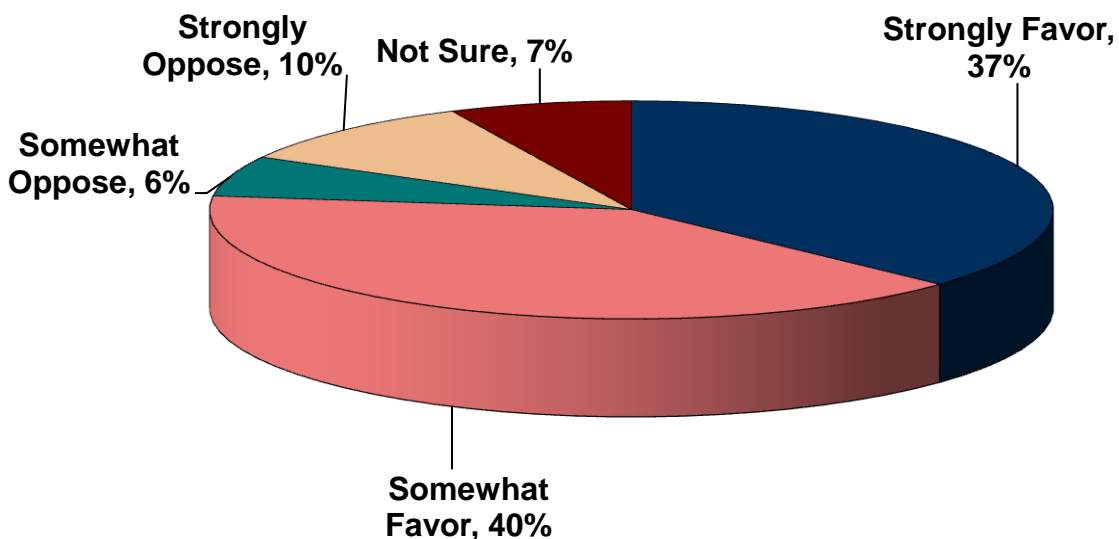
percent) the goals of the Project. This response represents strong approval for the use of recycled water for drinking purposes.

The following subgroups are less likely to have heard about the San Diego City Water Purification Demonstration Project:

- Residents whose landlord pays the water bill (88 percent) versus residents who pay their own water bill (78 percent).
- Renters (87 percent) versus homeowners (76 percent).

Chart 34 Opinion about Water Purification Demonstration Project

(scale: 1 = Strongly Favor..4 = Strongly Oppose--mean = 1.87)



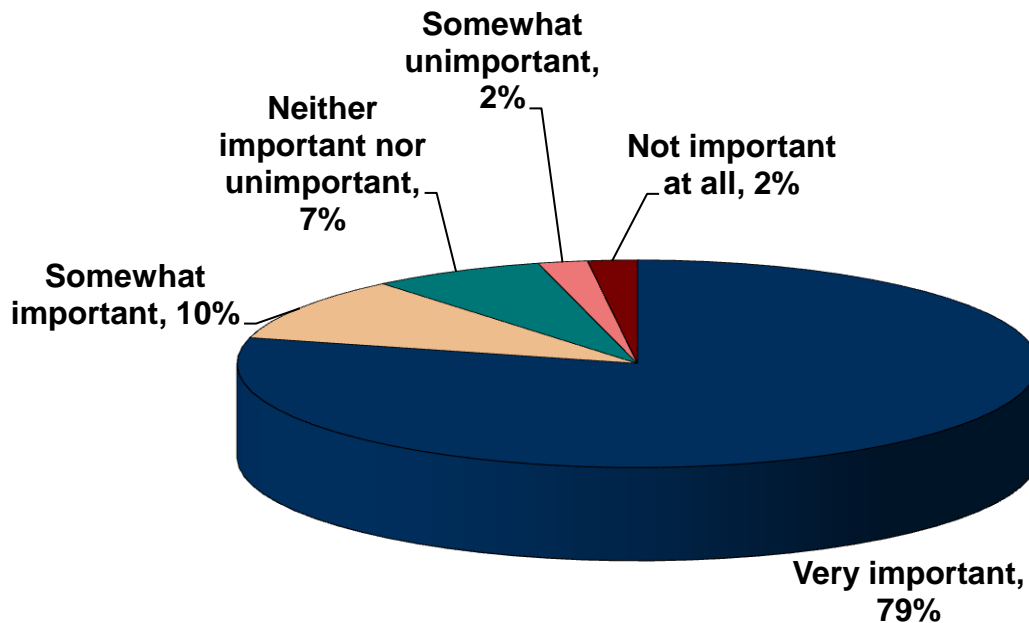
Attitudes about the Local Agricultural Industry and Water

SUMMARY: San Diego City residents have shown substantial support for their local agricultural community – over four-fifths feel that local farmers and agriculture are very important to the local economy. They further feel that reduced water rates for the agricultural industry should be maintained.

Chart 35 shows that nearly four-fifths (79 percent) of respondents feel that local farmers and agriculture are very important to the local economy. On a scale of 1 to 5, where 1 = very important and 5 = not

important at all, the mean importance rating is 1.37. This represents a substantial indication of the region's support for its agricultural community.

Chart 35
Importance of Local Farmers and Agriculture to San Diego Economy
(scale: 1 = Very important..5 = Not at all important--mean = 1.37)



This positive attitude toward farmers and agriculture is further corroborated in **Chart 36** which shows that 84 percent of respondents feel that reduced water prices for farmers and agriculture should be maintained.

The following groups are more likely to think that reduced water prices for farmers should be maintained:

- Those who prefer to communicate in English are more likely to favor the maintenance of reduced water prices for farmers than are those who prefer Spanish (English speaking – 87 percent; Spanish speaking – 72 percent).
- Residents of single family homes and condominiums (87 percent each) versus residents of apartments (76 percent) and mobile homes (78 percent).
- Residents who own their homes (88 percent) versus those who rent their homes (81 percent).

The following groups differ regarding how important they think farmers and agriculture are to the San Diego economy. The differences are expressed in terms of mean scores that are based on a scale where 1 = very important to 5 = not important at all.

- Latinos (mean of 1.18) regard farmers and agriculture as being more important to the San Diego economy than do Whites (mean of 1.47) and Asians (mean of 1.57).
- Residents with one year of graduate work or more (mean of 1.20) attach more importance to farmers and agriculture than do those with a high school education or less (mean of 1.61).

Chart 36
Maintain Reduced Water Rates for Farmers and Agriculture

