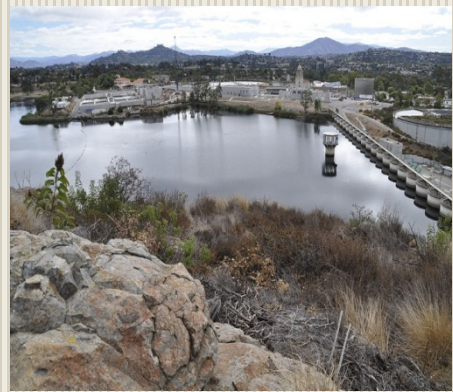




San Diego County Water Authority 2012 Public Opinion Poll Report City of San Diego Sample Subset



CITY OF SAN DIEGO PUBLIC UTILITIES

600 B Street—Suite 600

San Diego, CA 92101

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Rea & Parker Research

P.O. Box 421079

San Diego, CA 92142

www.rea-parker.com



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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 2012 Public Opinion Poll. Rea & Parker Research also conducted surveys for the Water Authority in 2000, 2003, 2004, 2005, 2006, 2008, and 2009, and 2011. A portion of this public opinion poll, as in 2004 and 2011, was specifically geared to residents within the City of San Diego, in particular concerning the City of San Diego Water Purification Demonstration Project. This 2012 study has established the following as its primary objectives:

- Identify the level of public concern about cost of water and rising rates
- Assess the tolerance for additional rate increases to support desalination
- Identify major drivers for recent reductions in water use
- Determine factors that might increase the likelihood for regional water use to "rebound"
- Recycled water and the City of San Diego Water Purification Demonstration Project

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 this report is to present the results of the San Diego County Water Authority 2012 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 400 respondents, which equates to a margin of error +/-4.9 percent @ 95 percent confidence. The sample included 74 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 (61 percent), with 21 percent Hispanic/Latino, 11 percent African-American/Black, 5 percent Asian/Pacific Islander, and 2 percent American Indian/Native American and Mixed Ethnicities. Residents earn a median household income of \$57,700 per year (24 percent earning \$100,000 or more and 12 percent earning under \$25,000). They have a median age of 54 years and have lived in the County for a median of 27 years.

Among respondents, 61 percent possess a Bachelor's Degree or more, with 12 percent having a High School education or less. The zip codes most represented in the survey are as follows – each with 5 percent-to -6 percent of the respondents: 92104, 92105, 92110, 92115, 92116, 92117, 92128, and 92154. Home ownership percentage is 66 percent, with a mean of 2.90 persons per household.

Survey Findings

The 2012 Public Opinion Poll focused on six essential topics. It sought to identify and analyze, in particular,

- Identify the level of public concern about cost of water and rising rates
- Assess the confidence and trust in the regional water supply

- Evaluate progress made toward water conservation
- Assess the importance of desalination to the reliability of the water supply
- Evaluate progress made toward Strategic Plan objectives
- Water recycling

As such, this report has been divided into seven sections, as follows:

- Opinions about Local Issues
- Relative Value of Water and Other Utilities
- Water Reliability and Plans to Diversify Water Sources
- Seawater Desalination
- Attitudes about Water Conservation
- Opinions about the Use of Recycled Water (including attitudes about the City of San Diego Water Purification Demonstration Project)
- Water Rates

Opinions about Local Issues

- Residents identified the most important issues in San Diego County as the Economy and Jobs (36 percent), Financial Problems in Government including high taxes (19 percent), the Quality and Cost of Education (10 percent) followed by Water Supply Quality and Cost (9 percent) and Infrastructure (5 percent). The high level of concern regarding the condition of the economy was also found in the 2011 survey. The top two issues are not surprising since, during the past few years, there has been considerable, sustained attention devoted to the fiscal stress of local and state governments as well as the problems in the economy as a whole.
- One third of respondents (33 percent) are aware that the San Diego County Water Authority has filed a lawsuit alleging that the Metropolitan Water District is overcharging San Diego County ratepayers for the cost of transporting imported water to San Diego.

Relative Value of Water and Other Utilities

- Water is seen as a good value for the amount of money paid compared to other utilities; however, water has fallen relative to gas and electric as a good value since 2011.
- When asked to indicate the best value among utilities, 37 percent indicate that gas and electric is the best value and 16 percent rank water as such.
- Among all respondents, when first, second and third choices are weighted, 29 percent view gas and electric as the best value among utilities, with water second at 17 percent.

Water Reliability and Plans to Diversify Water Sources

Water Reliability

- Among residents of the City of San Diego, nearly four-fifths find that the current supply of water is either very reliable (37 percent) or somewhat reliable (42 percent) and can be consistently relied upon to meet the region's needs. This positive attitude toward water supply reliability is highly consistent with the results of the 2011 survey. Both the 2011 and 2012 survey years represent a clear enhancement in the perception of water supply reliability from the results of the 2004 survey.
- However, respondents are expressing a decreasing level of confidence in how they perceive the trend in the water supply (improving, worsening, or staying the same). Just over one-tenth (13 percent) of residents feel that water supply reliability is improving – a decrease of 11 percent from the 24 percent level recorded in 2011, and 27 percent see the supply as worsening—a 5 percent increase over 2011.
- Nearly three-fifths of respondents (59 percent) have trust in the ability of local water agencies to provide clean, safe, water for their customers.
- Almost one-third (32 percent) of respondents have either a great deal of trust (7 percent) or a good amount of trust (25 percent) in the ability of local water agencies to obtain water at reasonable prices.
- Nearly one-half of the respondents (49 percent) are aware of efforts by the San Diego County Water Authority to make the water supply more reliable. Respondents identified the following efforts as particularly noteworthy in this regard: water transfers and water importation from the Colorado River and the Imperial Valley (19 percent), improvement of the infrastructure (17 percent), and seawater/ocean water desalination (11 percent).
- The most critical things that can be done to ensure a safe and reliable water supply for San Diego County residents and businesses are to improve the quality of the water (19 percent), pursue seawater desalination (13 percent) and improve infrastructure (10 percent).

Diversification Plan

- Over one third of respondents indicate that the most important part of the Water Authority's Diversification Plan is seawater desalination (34 percent) followed by recycled water (21 percent), and the development of local reservoirs (18 percent). Seawater desalination continues to be regarded as the most important component of the Diversification Plan in the view of the respondents. Recycling has declined since 2011 in its importance as a component of the Diversification Plan. Local reservoirs have gained substantial ground.
- Three-fifths (60 percent) of residents are in support of the San Diego County Water Authority's Diversification Plan with ratings of strongly agree (40 percent) and agree (20 percent). This represents a decline in support of the Diversification

Plan from the results of the 2011 survey where 80 percent either strongly agreed or agreed that the Diversification Plan would improve water supply reliability.

Seawater Desalination

- Over four-fifths (82 percent) of respondents feel that seawater desalination is important to the reliability of the water supply (53 percent -- very important and 29 percent -- somewhat important).
- Respondents are most favorably influenced toward desalination by the following message: “Desalinated water is a drought-proof local supply of water,” which is followed very closely by “Desalinated water reduces the San Diego region’s dependence on supplies from the Metropolitan Water District” and by “Desalination will reduce the region’s demand for supplies of imported water from Northern California and the Colorado River.” The least influential message is as follows: “Desalinated water is competitive with the cost of developing other new sources of water supplies.”
- Nearly two-thirds (66 percent) expressed a willingness to pay something more per month to add seawater desalination to the water supply. Among this 66 percent, 57 percent indicated that they would pay \$5 or more additionally per month.
- Among those who indicated a precise amount, the average (mean) additional amount they are willing to pay is \$13 per month.

Attitudes about 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 (26 percent) indicated that their household water usage has decreased over the past year. This represents a decline of 2 percent among those who indicated that they decreased their water usage in 2011 (28 percent). This decline is offset, however, by a 4 percent decline in those indicating that their usage had increased.
- Among those who indicated that their household water usage has declined, nearly one-half (48 percent) feel that reducing water usage is the “right thing to do.” In 2011, a somewhat smaller (but still substantial) percentage was motivated to reduce water usage because it is the “right thing to do” (31 percent).
- Over one-fourth (27 percent) were motivated to reduce water usage because they are watching their budget and this represents a slight decline since 2011 when 35 percent were so motivated by budgetary concerns to reduce their water usage.
- The vast majority—almost 90 percent—indicated that their reduced water usage is permanent and this is consistent with the 2011 finding.

Water Use in the Future

- 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 to a great extent (22 percent would increase). When the economy rebounds, only 18 percent anticipate increasing their water usage.
- On the other hand, a less cool and less wet year would lead to nearly three-fifths (57 percent) of those who have reduced their water use during the past year returning to higher usage. These views about higher water in the future parallel the views of the 2011 survey respondents.

Water Conservation as a Civic Responsibility

- Virtually all of the respondents (95 percent) think that it is their civic responsibility to use water as efficiently as possible.
- In the current survey period as well as in 2011, respondents regard water conservation as a greater civic responsibility than serving on a jury. For voting in public elections and not littering/not polluting, water conservation is seen as less of a civic responsibility. Water conservation and recycling used materials are closer to equality as civic responsibilities.

Opinions about Recycled Water

- Over 7 in 10 respondents (71 percent) believe that it is possible to further treat recycled water previously used for irrigation to make the water pure and safe for drinking. This represents a slight increase over the 2011 survey finding where two-thirds (67 percent) felt that it is possible to further treat recycled water for drinking purposes.
- Nearly three fifths of the respondents (56 percent) believe that drinking water already contains recycled water. This reflects a clear upward movement in the percentage of those who hold this belief – 47 percent in 2011.
- Three primary reasons are provided to explain why respondents feel that drinking water already contains recycled water. Respondents feel they hear that water is recycled from news stories (19 percent), they “just know it” (includes hunches and common sense) (17 percent), and water tastes and smells bad (16 percent). In 2011, hearing about recycled water from news stories was also the most dominant reason (21 percent). The reason “just know it” increased in importance by 7 percent from the 10 percent reported in 2011.
- Nearly three-fourths (73 percent) of the respondents either strongly favor (36 percent) or somewhat favor (37 percent) advanced treated recycled water as an addition to the supply of drinking water. This represents an increase in support for advanced treatment over the 2011 survey where 68 percent of the respondents either strongly favored or somewhat favored advanced treated recycled water. Interest in using such advanced techniques has increased substantially since 2004.

- Among the 20 percent who have heard about the Water Purification Demonstration Project, 6 percent know that it involves recycled water for drinking and household purposes – a decline of 5 percent from the 11 percent who correctly identified the purpose of the project in 2011. When respondents were informed about the Project, they expressed substantial support for the Project – over three-fourths either strongly favoring the project or somewhat favoring it. This level of support parallels the support indicated in the 2011 survey.

Water Rates

- Over two-fifths (45 percent) of respondents feel that the cost of water is too expensive and another 54 percent feel that the cost is fair and reasonable. This represents a decline from the 2011 survey period among those who feel the cost of water is too expensive -- in 2011, 52 percent indicated water was too expensive. This result points to a trend toward an enhanced understanding of and tolerance for the cost of water.
- The dominant causes that residents indicate for increases in water rates are more water being consumed by customers (20 percent) and less rain in San Diego (18 percent)—both of which are not correct.
- Three-fifths of respondents (60 percent) feel that increases in water rates are necessary to maintain reliability of the water supply while well over one-third of the respondents (36 percent) feel that increased water rates are not necessary and should be stopped. This reaffirms the shift from the 2011 survey results toward an understanding of and a tolerance for water rate increases. In the 2011 survey, there was a near equal split in opinion about the necessity of water rate increases to pay for projects designed to improve water supply reliability.
- Despite their seeming understanding of increasing water rates, almost two-thirds (65 percent) indicate that they very concerned (41 percent) or somewhat concerned (24 percent) about the prospect of continued increases in water rates. This level of concern is consistent with the results of the 2011 survey where 61 percent were either very concerned or somewhat concerned about continued increases in water rates.

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 2012 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, 2009, and 2011 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. These same questions were specifically directed at issues pertaining to the City of San Diego Water Purification Demonstration Project. This same process of additional questions for the City of San Diego sub-sample was followed in 2004 and in 2011. Accordingly, Rea & Parker Research has compared 2004 and 2011 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 2012 Public Opinion Poll for respondents located within the City of San Diego.

The primary objectives of the 2012 research are as follows:

- Identify the level of public concern about cost of water and rising rates
- Assess the confidence and trust in the regional water supply
- Evaluate progress made toward water conservation
- Assess the importance of desalination to the reliability of the water supply
- Evaluate progress made toward Strategic Plan objectives
- Identify knowledge and opinions about the Water Purification Demonstration Project (City sub-sample only)

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

- Opinions about Local Issues
- Relative Value of Water and Other Utilities
- Water Reliability and Plans to Diversify Water Sources
- Seawater Desalination

- Attitudes about Water Conservation
- Opinions about the Use of Recycled Water (including attitudes about the City of San Diego Water Purification Demonstration Project)
- Water Rates

Sample

The 2012 Public Opinion Poll was conducted between July 9 and July 25, 2012, including a random telephone sample of 400 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 74 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 400 is a subset of the larger sample of 816 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, 49 percent of respondent households indicate that they are aware of efforts by the San Diego County Water Authority to make the supply of water even more reliable. This means that there is a 95 percent chance that the true proportion of the total population of the Water Authority's service area who have this awareness is between 44.1 percent and 53.9 percent (49 percent +/- 4.9 percent).

Survey Instrument

The survey instrument contained 41 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 18 respondents (4.5 percent) elected to respond in Spanish

Respondent Characteristics

Table 1 presents certain demographic characteristics of the survey respondents and also provides the 2011 characteristics for comparative purposes. In 2012, respondents are predominantly White (61 percent), with 21 percent Hispanic/Latino, 11 percent African-American/Black, 5 percent Asian/Pacific Islander, and 2 percent American Indian/Native American and Mixed Ethnicities. Residents earn a

median household income of \$57,700 per year (24 percent earning \$100,000 or more and 12 percent earning under \$25,000). They have a median age of 54 years and have lived in the County for a median of 27 years. Among respondents, 61 percent possess a Bachelor’s Degree or more, with 12 percent having a High School education or less. The zip codes most represented in the survey are as follows – each with 5.0-6.0 percent of the respondents: 92104, 92105, 92110, 92115, 92116, 92117, 92128, and 92154.

Table 1		
City of San Diego Survey Respondent Demographics		
Demographic Characteristic	2012	2011
<u>Gender</u>		
Male	57%	45%
Female	43%	55%
Median Age (Years)	54	48
Median Number of Years Lived in Community	27	22
<u>Highest Grade/Level of School Completed</u>		
High School or Less	12%	27%
Some College	27%	28%
Bachelor's Degree	36%	28%
Some Graduate School	25%	17%
<u>Ethnicity</u>		
White	61%	53%
Latino/Hispanic	21%	28%
African-American/Black	11%	8%
Asian/Pacific Islander	5%	7%
Native American/Mixed	2%	4%
Median Household Income	\$57,700	\$52,200
Home Ownership Percentage	66%	62%
<u>Type of Housing</u>		
Single Family Detached	69%	60%
Condominium	15%	18%
Apartment	15%	20%
Mobile Home	1%	2%
Mean Number of Persons per Household	2.90	3.02
Pay Own Water Bill	68%	72%

The home ownership percentage is 66 percent, with a mean of 2.90 persons per household. Among White and Asian respondents, 74 percent are homeowners. This is consistent with the 2011 homeownership rate for Whites and Asians of 72 percent. Black/African-American homeowners have

increased from 45 percent in 2011 to 54 percent in the current survey and the homeownership rate for Hispanics/Latinos has also increased to 54 percent from their 2011 homeownership rate of 40 percent.

Other differences between the current 2012 survey respondents and the respondents from previous years are as follows:

- The 2012 survey respondents have completed more higher education than respondents in 2011.
- The 2012 respondents are more represented by Whites and less represented by Hispanics/Latinos than the respondents in the 2011 survey.
- The percentage of homeowners (70 percent) is higher than in 2011, as is the percentage of single-family residence dwellers.
- Respondents in 2012 are somewhat older in 2012 than they were in 2011 (2012 median of 54 years of age versus 2011 median of 48 years of age) and have resided in County for a longer term (27 years in 2012 versus 22 years in 2011).
- A smaller percentage of respondents pay their own water bills in 2012 than in 2011.

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 2012 survey and for the 2011 and 2004 surveys where questions are repeated and results can be directly compared. Each section will include a discussion of the survey periods. Detailed statistical frequency distributions and a full listing of verbatim open-ended responses are contained in the Appendix along with the survey instrument for reference.

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, cell phone only/land line users, and water bill payers/non-payers and ethnicity of residents of the City 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 is San Diego County as the Economy and Jobs, Financial Problems in Government including high taxes, and the Quality and Cost of Education. The high level of concern regarding the condition of the economy was also found in the 2011 survey. The first two ranked issues are not surprising since, during the past few years, there has been considerable, sustained attention devoted to the fiscal stress of local and state governments

as well as the economy as a whole. The concern for the quality and cost of education as well as the quality and supply of water are similar in 2012 and 2011.

One-third of respondents are aware that the San Diego County Water Authority has filed a lawsuit alleging that the Metropolitan Water District is overcharging San Diego County ratepayers for the cost of transporting water to San Diego.

Chart 1 shows that the most important current issues identified by residents of the City of San Diego are the Economy and Jobs (36 percent), Financial/Political Problems in Government including high taxes (19 percent), and the Quality and Cost of Education (10 percent), followed by the Quality and Cost of Water (9 percent) and Infrastructure (5 percent). The high level of concern regarding the condition of the economy, found in the 2011 survey, is repeated in the current survey. Respondents report that governmental financial problems also remain at the high level of concern found in the 2011 survey results. In fact, this concern for the general economy and fiscal problems in government has increased to some extent in the current survey. This is not surprising since, during the past few years, 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. The concern for the quality and cost of education as well as the cost, quality and supply of water are similar in 2012 and 2011.

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.

Respondents were asked whether they are aware that the San Diego County Water Authority has filed a lawsuit against the Metropolitan Water District of Southern California for overcharging San Diego County taxpayers for the cost of transporting imported water to San Diego. **Chart 2** shows one-third of City respondents (33 percent) are aware of this lawsuit.

The following groups are more likely to be aware that the San Diego County Water Authority has filed a lawsuit alleging that the Metropolitan Water District is overcharging San Diego County ratepayers for the cost of transporting imported water:

- Males (39 percent) versus females (26 percent).
- Residents who pay their own water bill (37 percent) as opposed to those whose water bill is paid by someone else such as a landlord (26 percent).

- Homeowners (39 percent) versus renters (24 percent).
- Asians (47 percent) and Whites (37 percent) versus Blacks/African-Americans (27 percent) and Hispanics/Latinos (21 percent).
- Residents who are 65 years of age and over (54 percent) versus residents who are 44 years of age and under (18 percent).
- Longer term residents of the County (45 or more years – 49 percent versus 20 years or less – 23 percent).

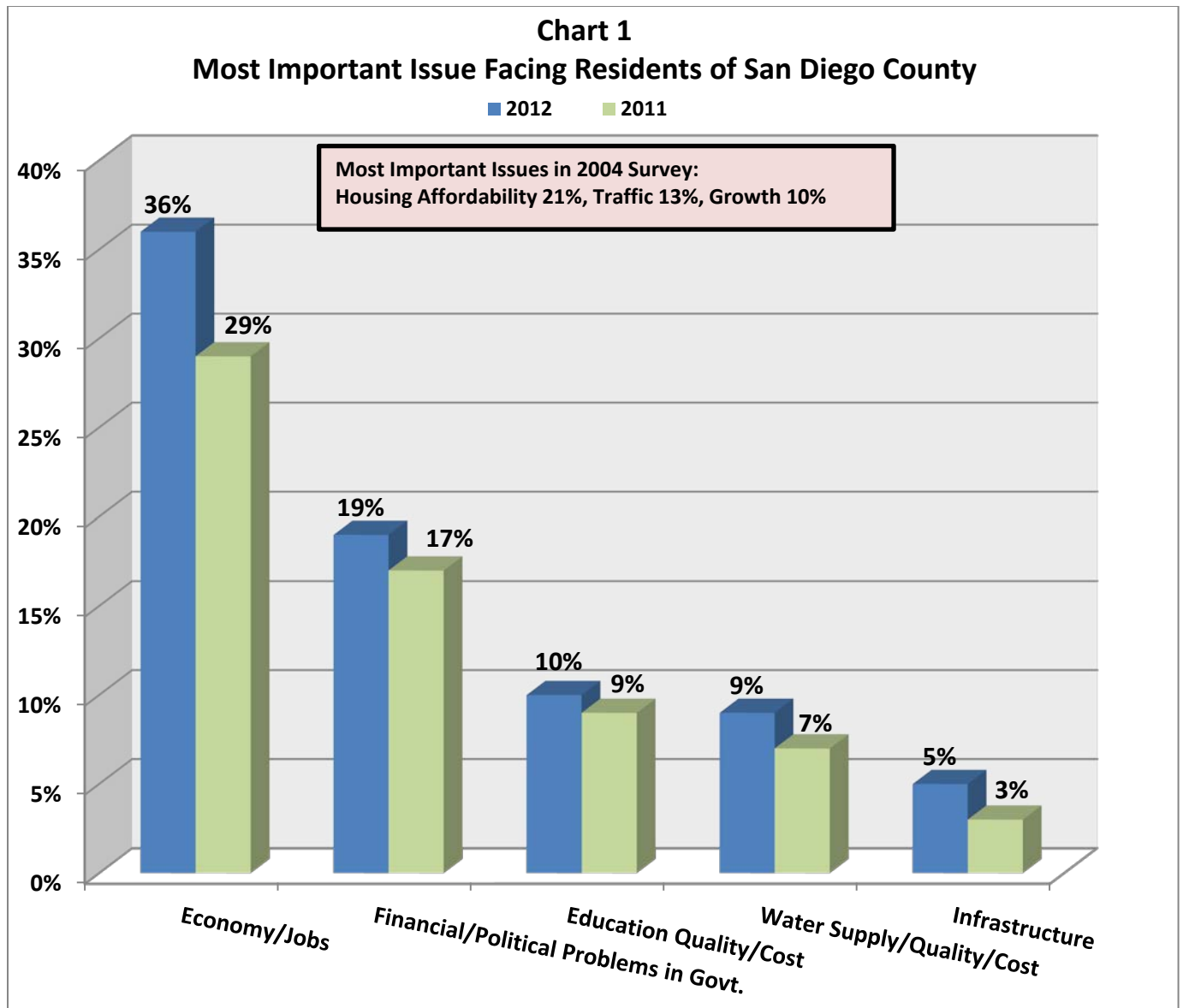
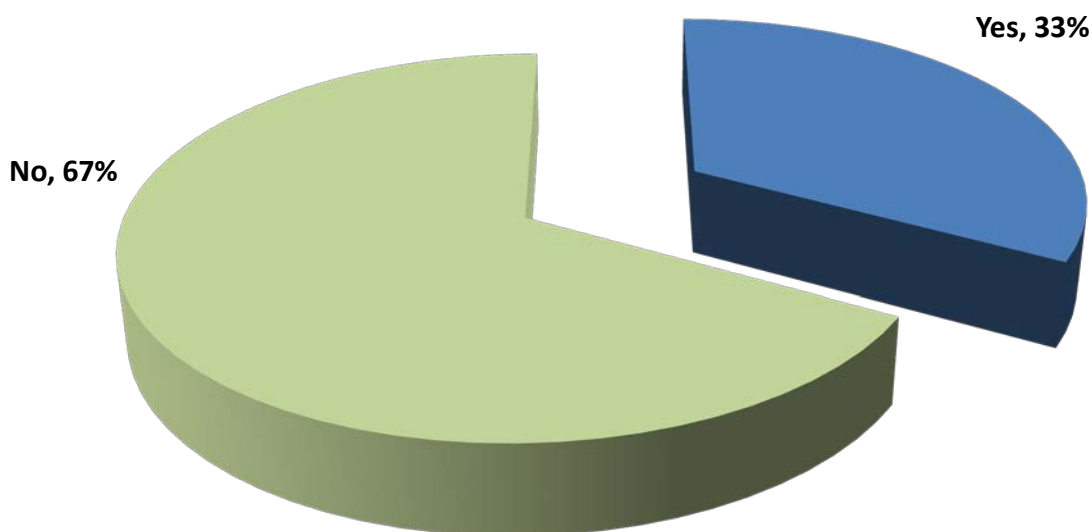


Chart 2
Aware of San Diego County Water Authority Lawsuit Alleging that Metropolitan Water District of Southern California is Overcharging San Diego County Ratepayers for the Cost of Transporting Water to San Diego?



Relative Value of Water and Other Utilities

Summary: Water is seen as a relatively good value for the amount of money paid in comparison to other utilities, such as gas and electric service and phone service. However, water has fallen relative to gas and electric as a good value since 2011. When asked to indicate the best value among utilities, 37 percent indicate that gas and electric is the best value and 16 percent rank water as such. Among all respondents, when the data are weighted for the utilities of first choice, second choice, and third choice, 29 percent view gas and electric service as the best value, followed by water at 17 percent.

Residents were asked their opinion regarding the utility that provides them with the best value for the money paid. **Chart 3** shows the survey results for all City of San Diego respondents. Water is seen as a relatively good value for the amount of money paid in comparison to other utilities, including gas and electric service, phone service, and Internet access, among others. When asked to indicate the best value among utilities, 37 percent indicate that gas and electric is the best value and 16 percent rank water as such. Among all respondents, when the data are weighted for the utilities of first choice, second choice,

and third choice, 29 percent view gas and electric service as the best value, followed by water at 17 percent. In 2011, respondents also considered gas and electric as the best relative value (30 percent); however, it is noteworthy that the relative value of water fell by 4 percent (from 21 percent in 2011 to 17 percent in 2012).

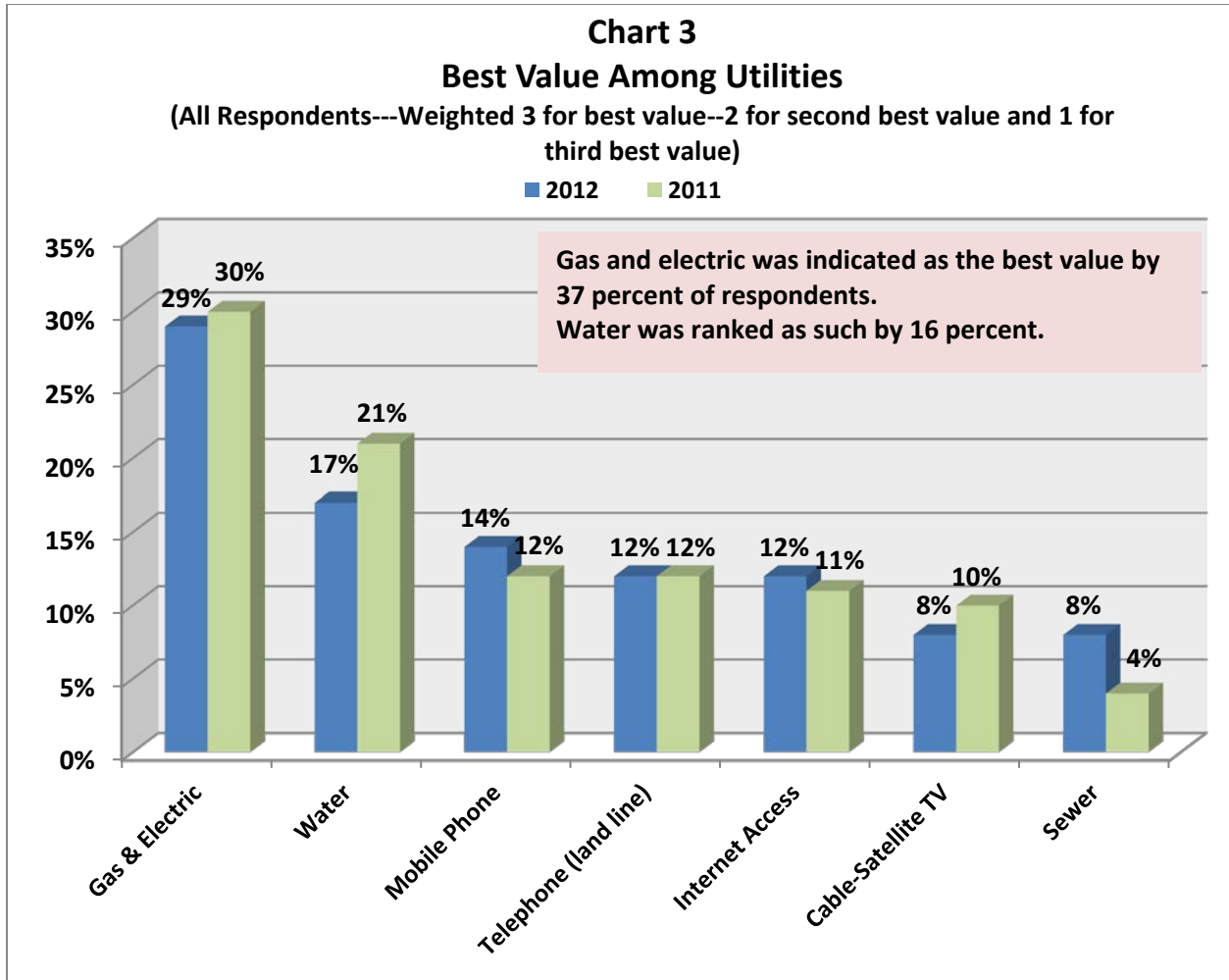
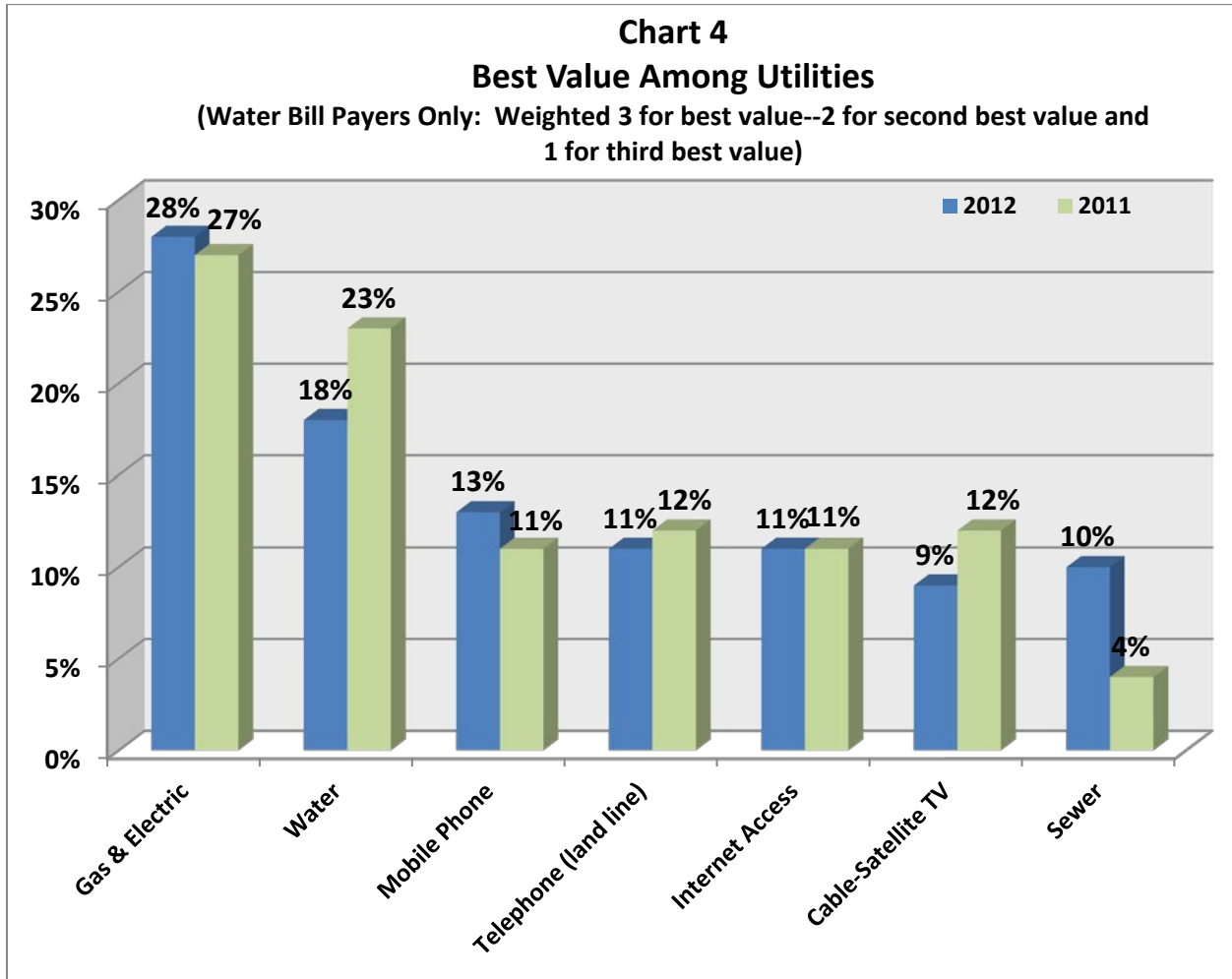


Chart 4 shows how certain respondents view the relative value of utilities by including only those who pay their own water bill. This exclusion attempts to control for those who do not pay their own water bills (thereby causing their assessment of value to be less relevant than those who do pay their own bills). As a result of this screen, the relative value of gas and electric decreases by 1 percent (from 29 percent to 28 percent) and the relative value of water increases by 1 percent (from 17 percent to 18 percent). It should be noted that trash collection is not included in the analysis because residents of the City of San Diego do not pay directly for trash collection.

- Those who pay their own water bill (18 percent) tend to choose water as the best value among various utilities more so than do those whose water bills are paid by their landlord or homeowners' association, for example (12 percent).



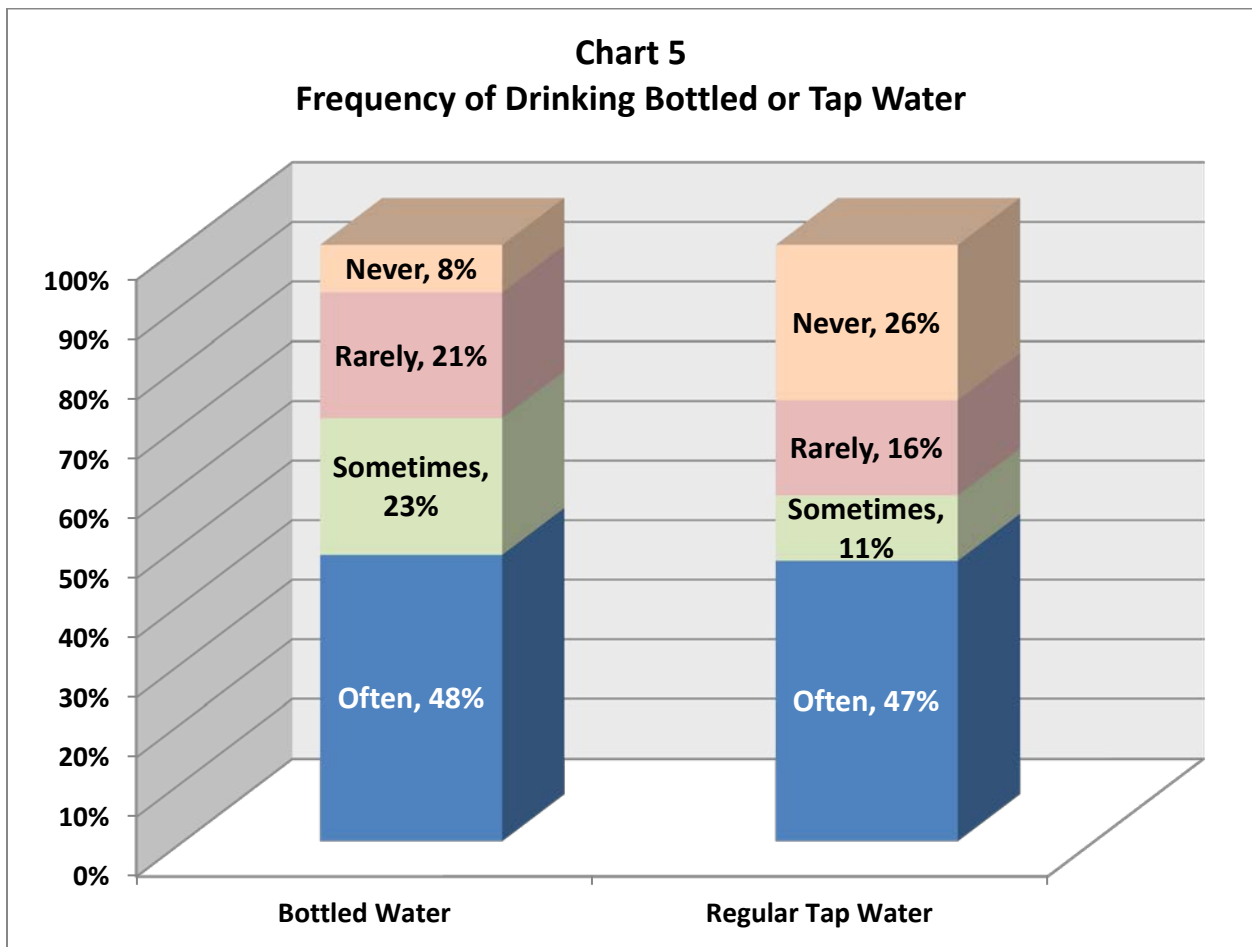
Water Reliability and Plans to Diversify Water Sources

SUMMARY: Among City of San Diego residents, more than three-fourths find that the current supply of water is either very reliable or somewhat reliable and can be consistently relied upon to meet the region's needs. This positive attitude toward water supply reliability is highly consistent with the results of the 2011 survey. Both the 2011 and 2012 survey years represent a clear increase in the perception of water supply reliability from the results of the 2004 survey. However, respondents are expressing a decreasing level of confidence in how they perceive the trend in the water supply.

Nearly three-fifths of respondents have trust in the ability of local water agencies to provide clean, safe, water for their customers. Almost one-third of respondents have either a great deal of trust or a good amount of trust in the ability of local water agencies to obtain water at reasonable prices.

Respondents identified the following efforts as particularly noteworthy on the part of the Water Authority in ensuring a safe and reliable water supply: water transfers and water importation from the Colorado River and the Imperial Valley, improved infrastructure, and seawater/ocean water desalination. One third of respondents indicate that the most important part of the Water Authority’s Diversification Plan is seawater desalination followed by recycled water and the development of local reservoirs. Three-fifths of residents are in support of the San Diego County Water Authority’s Diversification Plan. This represents a decline in support of the Diversification Plan from the results of the 2011 survey.

Water Reliability: Respondents tend to drink bottled water more frequently than they do tap water. More than seven in ten respondents (71 percent) either drink bottled water often or sometimes. By contrast, less than three-fifths (58 percent) drink tap water often or sometimes (**Chart 5**).



The following groups are more likely to drink bottled water often than are complementary groups:

- Residents with less education (less than a bachelor's degree – 57 percent versus bachelor's degree or more education – 42 percent).
- Blacks/African-Americans (68 percent) and Hispanics/Latinos (60 percent) versus Whites (40 percent).
- Larger households (3 or more persons – 52 percent versus households of 1-2 persons – 43 percent).

The following groups are more likely to drink tap water often than are complementary groups:

- Males (54 percent) versus females (39 percent).
- Homeowners (53 percent) versus renters (37 percent).
- In terms of ethnicity, Whites (56 percent) versus Hispanics/Latinos (38 percent), Blacks/African-Americans (32 percent), and Asians (26 percent).

Chart 6 demonstrates that there is confidence in the water supply to meet the region's needs while **Chart 7** shows that a relatively small percentage of the population feels that this reliability is improving. **Chart 6** shows that among residents of the City of San Diego, nearly four fifths (79 percent) find that the current supply of water is either very reliable (37 percent) or somewhat reliable (42 percent) and can be consistently depended upon to meet the region's needs. Under one-fifth (17 percent) find the water supply to be very or somewhat unreliable. This positive attitude toward water supply reliability is highly consistent with the results of the 2011 survey. In both the current survey and in the 2011 survey, confidence in the reliability of the water supply is higher than reported in the 2004 survey where 66 percent perceived the water supply to be either very or somewhat reliable.

- Younger and middle-aged residents (18-54 years of age) think that the water supply is very reliable (45 percent) more so than do older residents (55 years of age and older—30 percent).

Chart 7 demonstrates that respondents are expressing a decreasing level of confidence in the perceived reliability of the water supply – whether the supply is improving, worsening, or staying the same. Just over one-tenth (13 percent) of City residents feel that the trend in water supply reliability is improving – a decrease of 11 percent from the 24 percent level recorded in 2011. There is also a small increase among those who feel that the trend in the reliability of the water supply is worsening (22 percent in 2011 to 27 percent in 2012).

Chart 6
Perceived Reliability of San Diego County Water Supply

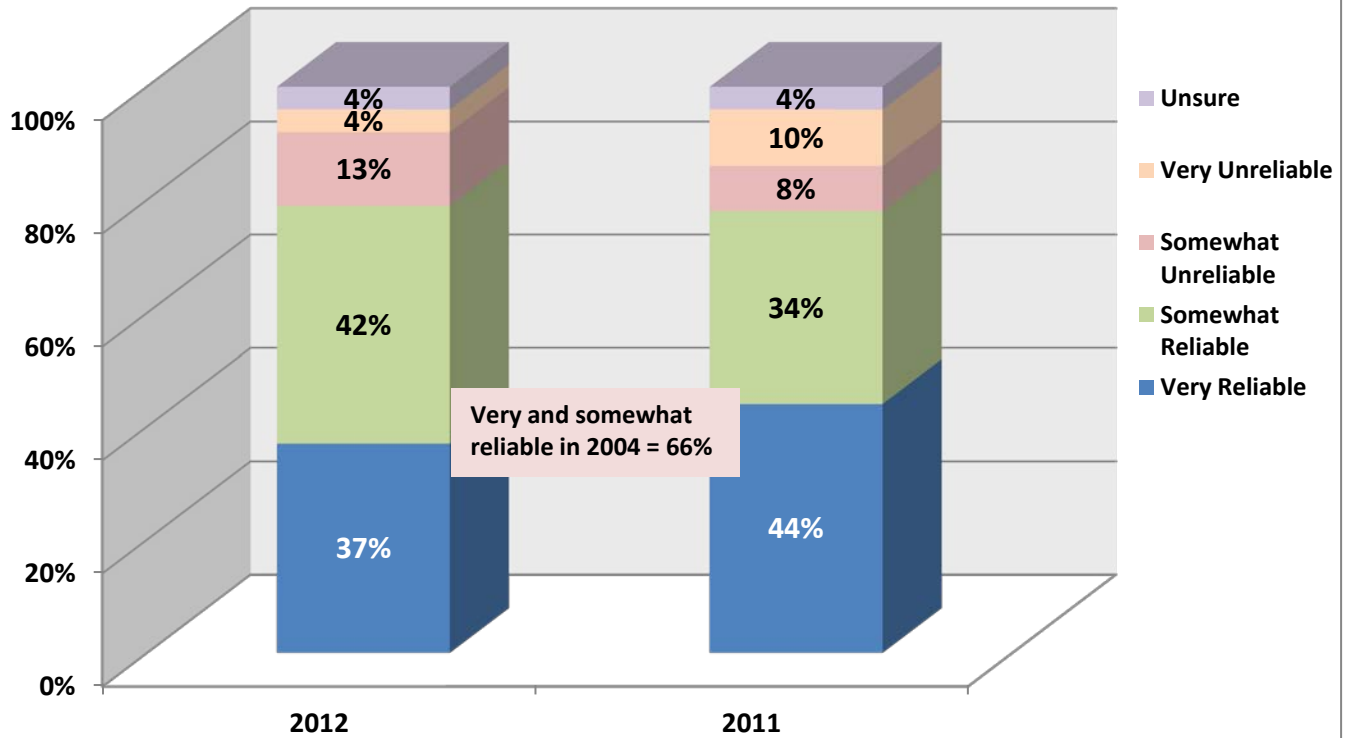
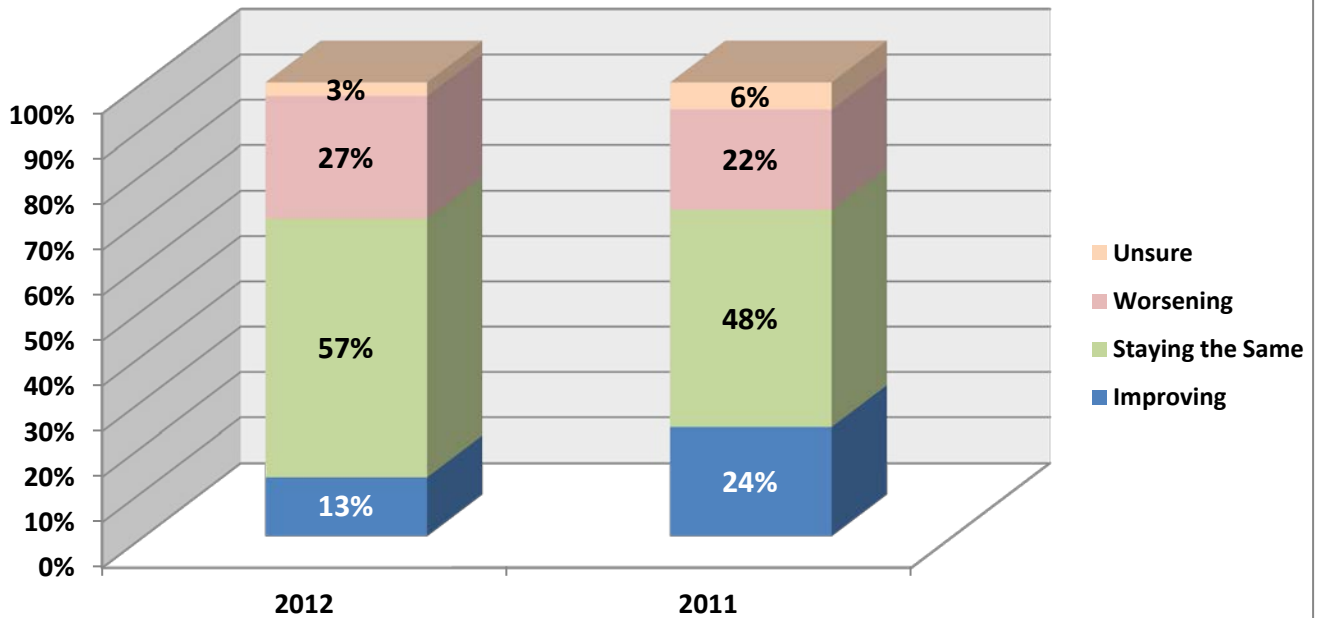


Chart 7
Trend in Perceived Water Supply Reliability



The following groups of respondents are more likely to think that the reliability of the County’s water supply is worsening than do their complementary groups:

- Those who pay their own water bill (34 percent) versus those who do not (15 percent).
- Homeowners (33 percent) versus renters (20 percent).
- Long-term residents of more than 20 years (34 percent) see a worsening supply more so than do those who have resided in the County for 20 years or less (19 percent).

Chart 8 shows that nearly three-fifths of City respondents (59 percent) have a substantial amount of trust in the ability of local water agencies to provide clean, safe, water for its customers (20 percent a great deal of trust and 39 percent a good amount of trust). Only 12 percent expressed a lack of trust – not much trust (7 percent) and no trust at all (5 percent).

Regarding trusting local water agencies to deliver clean, safe water to their customers, the following groups indicate a good or great deal of trust in contrast to their counterparts:

- High income residents (\$150,000 and more) –83 percent versus those earning less than \$150,000—58 percent.
- Those who characterize their consumption of regular tap water as “often” (69 percent) indicate a good or great deal of trust in contrast to those who never use it (40 percent).

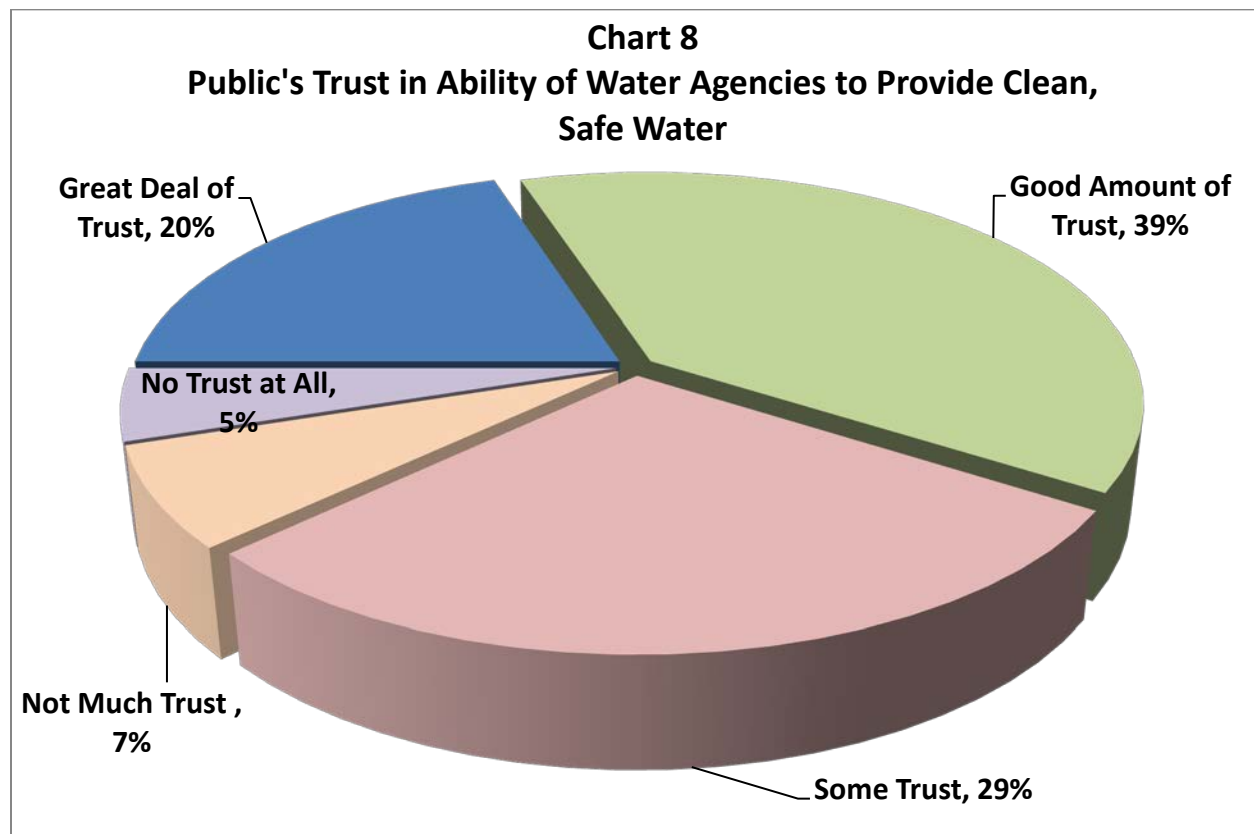
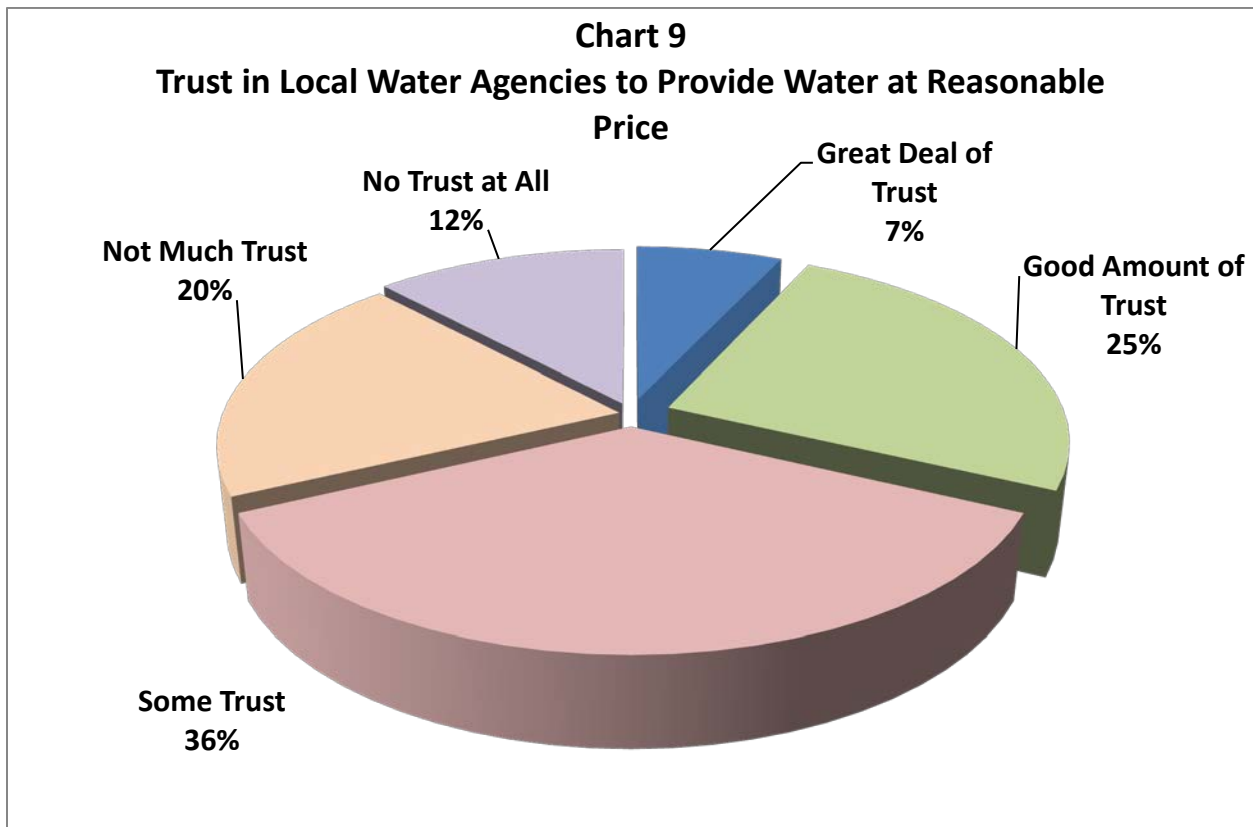


Chart 9 indicates that 32 percent of respondents have either a great deal of trust (7 percent) or a good amount of trust (25 percent) in the ability of local water agencies to obtain water at reasonable prices. About one-third (32 percent) lack trust in the ability of local water agencies to provide water at reasonable prices – not much trust (20 percent) and no trust at all (12 percent).

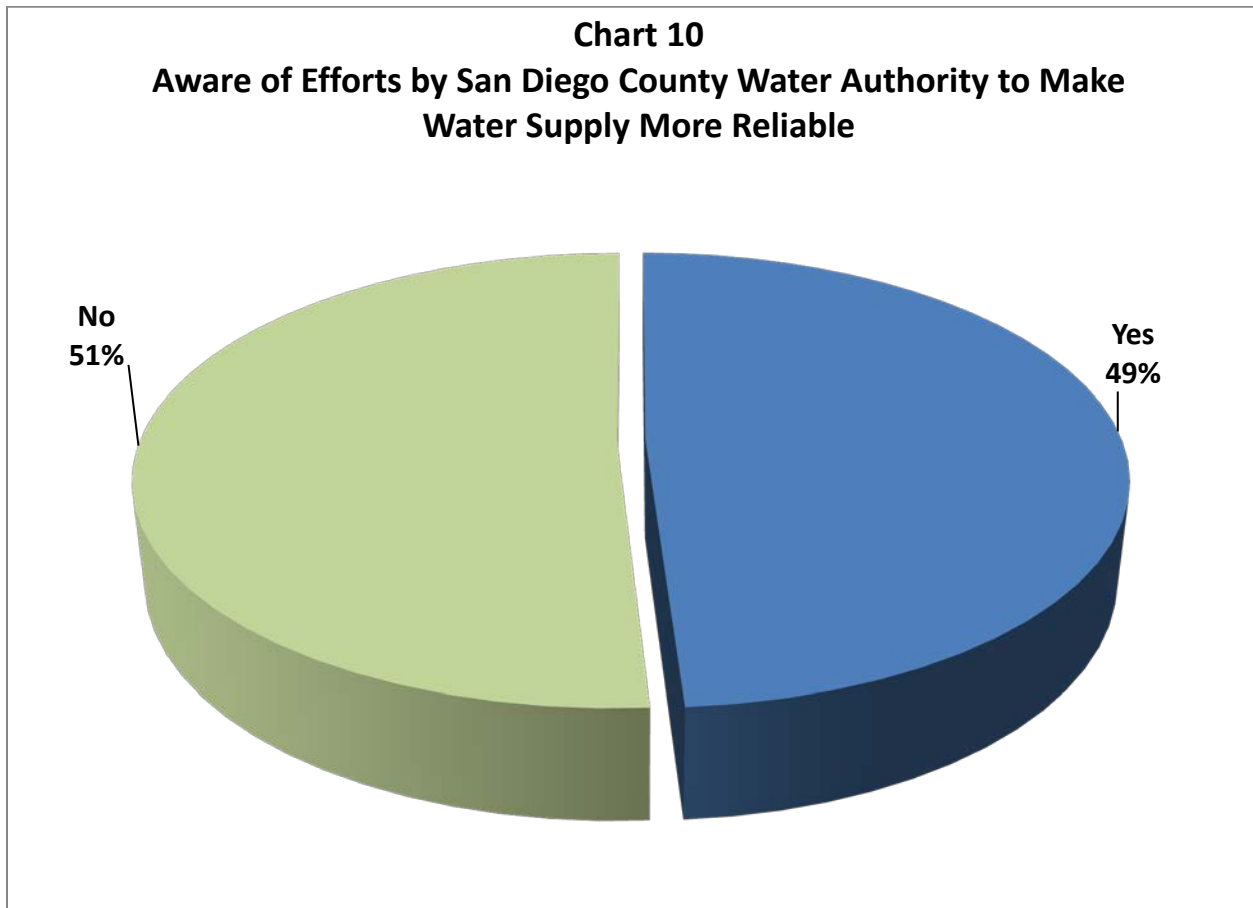
Trust in local water agencies to provide clean, safe water at reasonable prices also shows interesting differences among these groups of respondents:

- Asians (53 percent) show a great or good deal more trust that water prices will be reasonable than do Hispanics/Latinos (22 percent), Whites (31 percent) or Blacks/African-Americans (35 percent).
- Those who do not pay their own bills have a good or great deal of trust that water prices will be reasonable (42 percent) more so than do those who are responsible for making these payments (27 percent).
- Renters indicate a good or great deal of trust (35 percent) more so than do homeowners (29 percent).
- Younger residents indicate a good or great deal of trust (age 18-44 -- 44 percent) more so than do those residents 45 years of age or older (24 percent).
 - Using means, the mean age of residents with a great or good deal of trust in the reasonableness of prices is 46.6 years of age in contrast to those with not much or no trust at all (mean = 56.5 years of age)



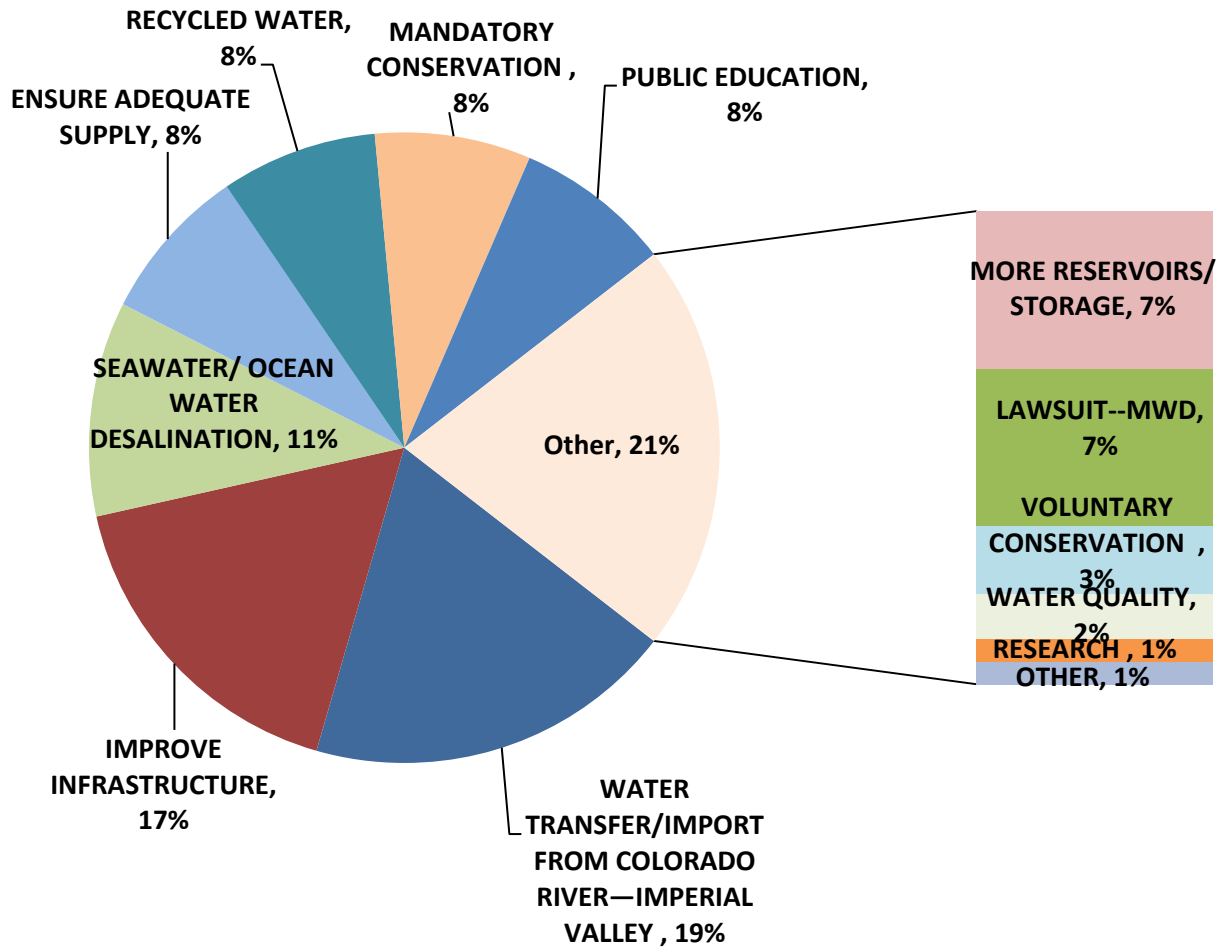
Nearly one-half of the respondents (49 percent) are aware of efforts by the San Diego County Water Authority to make the water supply more reliable (**Chart 10**).

- Frequent tap water consumers (often use = 58 percent) tend to be aware of efforts by the San Diego County Water Authority to make the water supply more reliable more so than those who sometimes, rarely or never drink tap water (40 percent).



Respondents, who indicated their awareness of such efforts, were asked to identify one of these efforts. Nearly one-fifth (19 percent) mentioned water transfer and water importation from the Colorado River and the Imperial Valley, another 17 percent mentioned improvement of infrastructure, and 11 percent indicated seawater/ocean water desalination. Other efforts mentioned by the respondents are public education, ensuring an adequate supply of water, recycled water, and mandatory conservation (each 8 percent) (**Chart 11**).

Chart 11
Efforts to Increase Reliability of Water Supply for Which Residents
Indicate Awareness
(among 42% (n = 166) who indicate awareness and offer indication of SDCWA effort)



When asked which one thing the respondents were aware of, differences among groups again were in evidence.

- Men indicated desalination (14 percent) more so than did women (6 percent).
- Men also named water transfers from the Colorado River (21 percent), infrastructure (19 percent) reservoirs (9 percent), and the MWD lawsuit (8 percent) more so than did women (14 percent, 12 percent, 1 percent and 4 percent, respectively)
- Women, on the other hand, listed public education (15 percent), mandatory conservation (14 percent) and voluntary conservation (10 percent) more so than did men (5 percent, 6 percent and 1 percent, respectively).

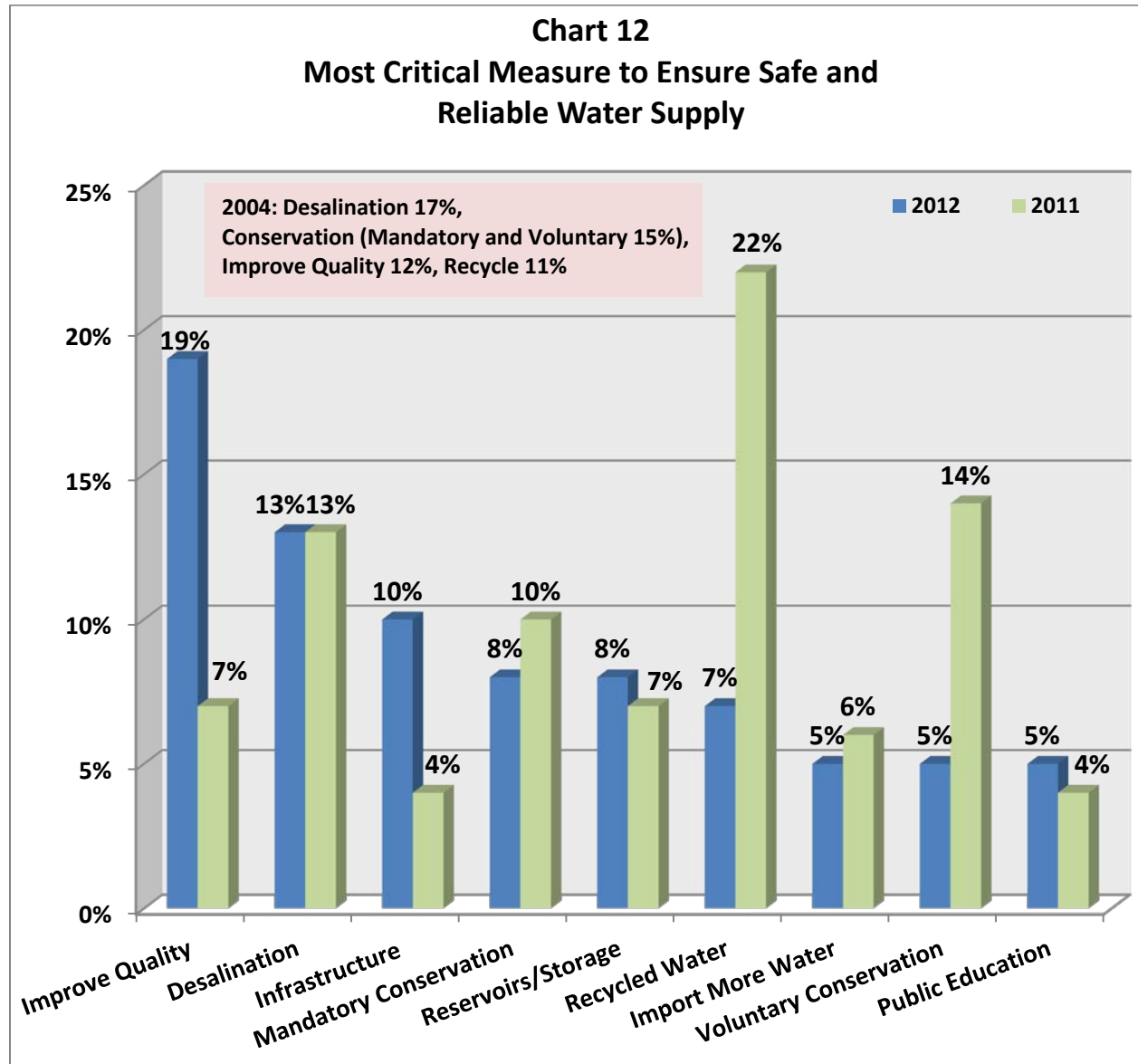
- Homeowners indicated water transfers (22 percent), infrastructure (19 percent), the MWD lawsuit (10 percent) and reservoirs (8 percent) more so than did renters (11 percent, 13 percent, 0 percent and 4 percent, respectively).
- Renters listed mandatory conservation (15 percent), recycling (13 percent), and voluntary conservation (7 percent) more than did homeowners (5 percent, 6 percent, and 3 percent, respectively).
- There were a substantial number of differences by ethnicity as follows:
 - Whites were highest among ethnic groups in mentioning water transfers (22 percent) and the MWD lawsuit (10 percent).
 - Blacks/African-Americans were highest for mandatory conservation (25 percent), public education (25 percent) and recycling (17 percent).
 - Hispanics/Latinos were highest for infrastructure (25 percent).
 - Asians were highest for desalination (29 percent) and reservoirs (14 percent).
- Larger households of 5 or more persons mentioned water transfers (39 percent), voluntary conservation (22 percent), mandatory conservation (17 percent), and public education (17 percent) more so than did households with 4 or fewer residents.
- Smaller households of 3 or less mentioned desalination (16 percent), recycled water (12 percent) and the MWD lawsuit (8 percent).

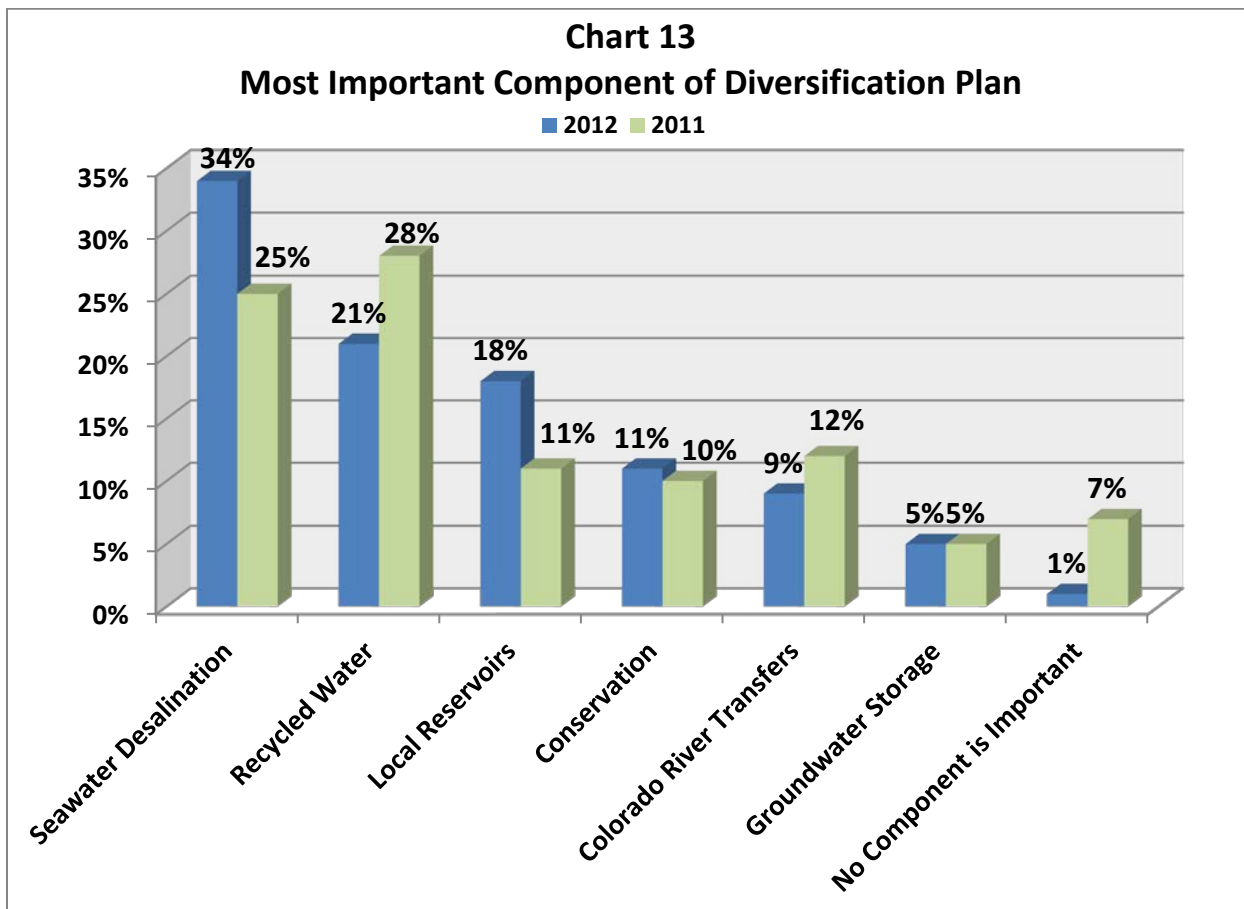
When respondents were asked what they think is the most critical thing that can be done to ensure a safe and reliable water supply for San Diego County residents and businesses, 19 percent indicated that the Water Authority could improve the quality of the water. This response was followed by seawater desalination (13 percent) and infrastructure improvement (10 percent). Since the 2011 survey, water quality and infrastructure issues have increased in importance as critical measures to ensure a safe and reliable water supply. Conservation (both mandatory and voluntary combined) has declined in importance to 13 percent – a decline of 11 percent since the 2011 survey. The 2012 results represent a return to the 2004 level when only 15 percent of City respondents regarded conservation as important to safeguard the water supply. Recycled water has lost ground as a critical issue during the current survey period, falling to 7 percent from the 2011 high of 22 percent. Desalinated water remains steady as a critical issue in all three survey periods – 2012, 2011, and 2004 (**Chart 12**).

- Those who never drink regular tap water think that improving water quality is the most critical thing that the Water Authority can do (33 percent for those who never drink tap water versus 14 percent for those who drink tap water rarely, sometimes or often).

Diversification Plan: Over one third of respondents indicate that the most important part of the Water Authority’s Diversification Plan is seawater desalination (34 percent) followed by recycled water (21 percent), and the development of local reservoirs (18 percent). Seawater desalination remains the most important component of the Diversification Plan in the view of the respondents. In fact, those who

support desalination increased by 9 percent since 2011 when 25 percent felt that desalination was the most important component of the Diversification Plan. Respondents indicate that recycled water has a declining level of importance as a component of the Diversification plan (28 percent in 2011 versus 21 percent in 2012). Local reservoirs have gained substantial ground increasing from 11 percent in 2011 – a 7 percent gain over the current survey results (**Chart 13**).



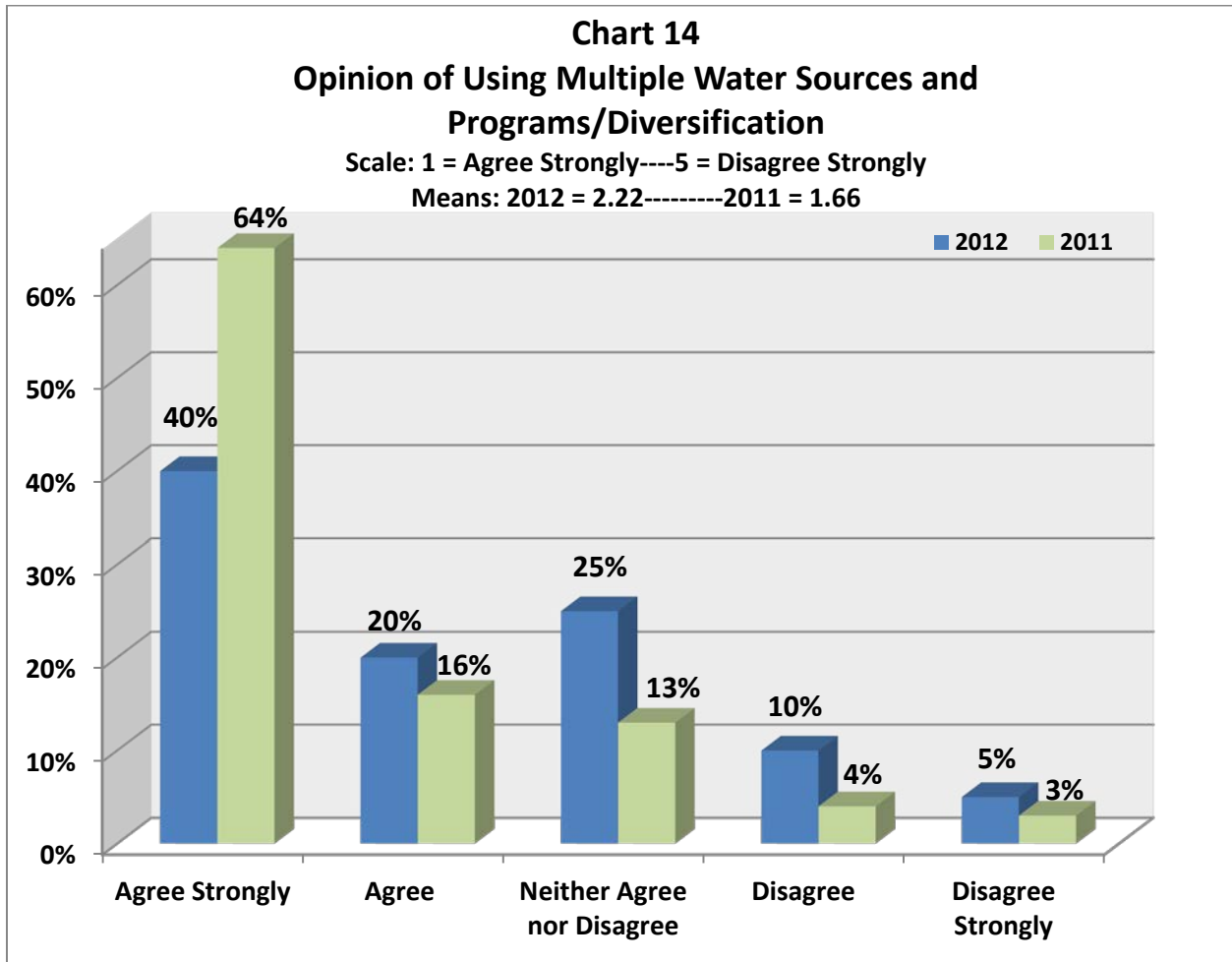


Differences exist among groups pertaining to the most important components of the Water Authority’s Diversification Plan.

- Households of 4 or more persons are stronger in their indicated importance of expanding local reservoirs (25 percent) and water transfers (11 percent) versus households of 3 or less (15 percent and 8 percent, respectively).
- Smaller households of 3 or less consider recycled water (21 percent) and conservation (12 percent) to be more important than do larger households (16 percent and 9 percent)

Chart 14 shows that three-fifths (60 percent) of residents are in support of the San Diego County Water Authority’s Diversification Plan with ratings of strongly agree (40 percent) and agree (20 percent). This represents substantial decline in support of the Diversification Plan from the results of the 2011 survey where 80 percent either strongly agreed or agreed that the Diversification Plan would improve water

supply reliability. The mean rating of 2.22 (based on a scale of 1 to 5, where 1 = strongly agree and 5 = strongly disagree) confirms this declining level of support from the 2011 finding where the mean rating was 1.66.



Significant differences among groups regarding agreement or disagreement with the Diversification Plan are as follows:

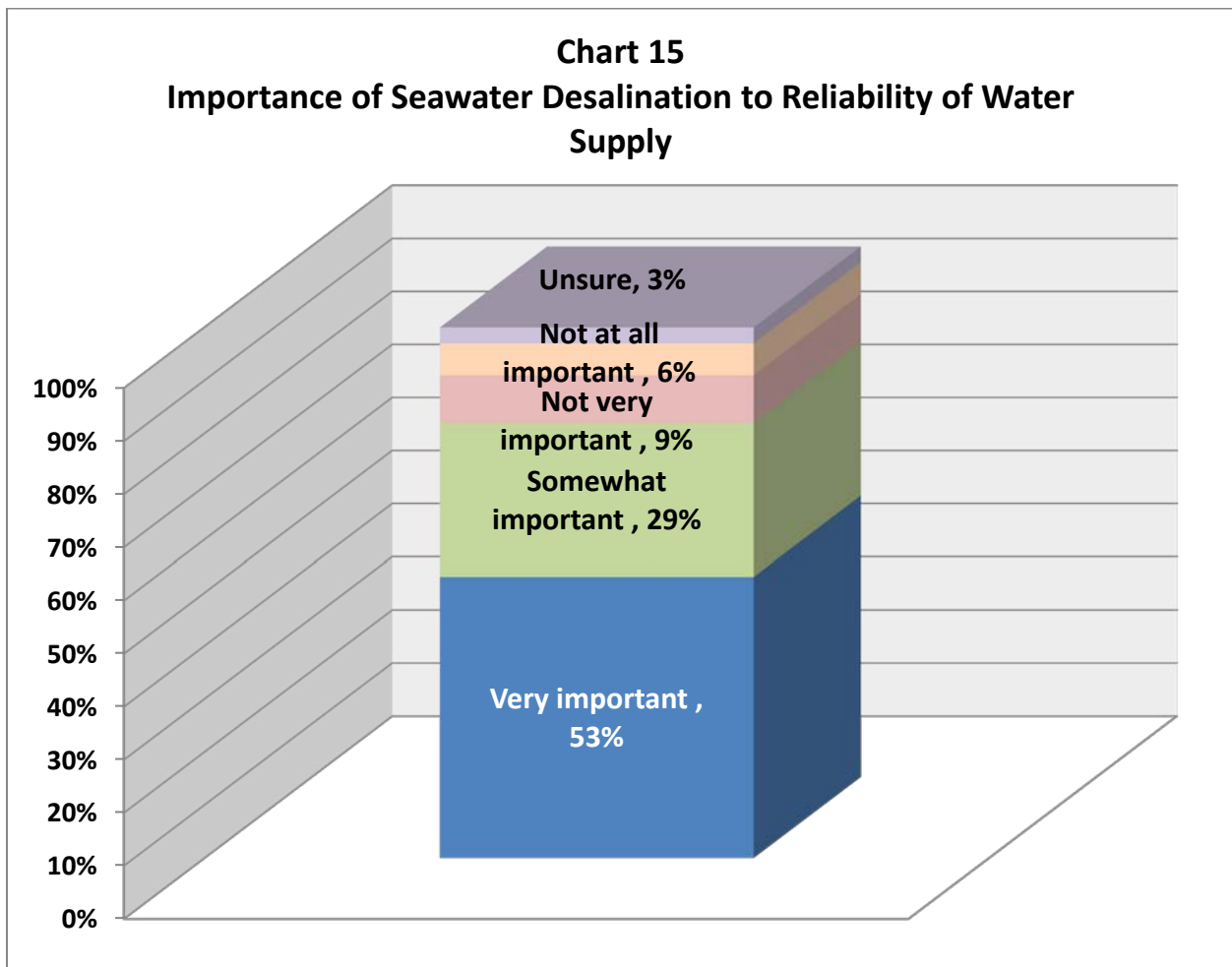
- On the 1-5 scale, there is greater agreement among more educated residents (mean of 2.06 for those with one year or more of graduate school) versus among those with a high school diploma or less (2.72).
- Income is lower by approximately \$30,000 among those who disagree strongly with the Diversification Plan compared to all other agreement or disagreement categories.

Seawater Desalination

SUMMARY: Over four-fifths of respondents feel that seawater desalination is important to the reliability of the region’s water supply. Respondents are most favorably influenced toward desalination by the following message: “Desalinated water is a drought-proof local supply of water.” The least influential message is as follows: “Desalinated water is competitive with the cost of developing other new sources of water supplies.”

Nearly two-thirds expressed a willingness to pay something more per month to add seawater desalination to the water supply—almost three-fifths indicating \$5 or more. In 2011, less than half indicated a willingness to pay \$5 for a more general benefit of increased water supply reliability. Among those who indicated a precise amount, the mean additional amount they are willing to pay is \$13 per month and the median amount is \$10.

Chart 15 demonstrates that over four-fifths (82 percent) of respondents feel that seawater desalination is important to the reliability of the Water Supply (53 percent -- very important and 29 percent -- somewhat important).



- Males think that desalination is more important than do females--59 percent of men think that desalination is very important in contrast to 44 percent of women.

Five statements were read to the respondents regarding desalination. After each statement, respondents were asked how influenced they were by these statements. The response was based on a scale of 1 to 5, with 1 being very favorably influenced toward desalination and 5 being not favorably influenced at all. The most influential statements were “Desalinated water is a drought-proof local supply of water” (mean of 1.95), “Desalinated water reduces the San Diego region’s dependence on supplies from the Metropolitan Water District” (mean of 1.99), and “Desalination will reduce the region’s demand for supplies of imported water from Northern California and the Colorado River” (mean of 2.05). The least influential statement is “Desalinated water is competitive with the cost of developing other new sources of water supplies” (mean of 2.55). In all statements except the least influential one, about two-thirds of respondents (range of 67 to 69 percent) indicated that they were either very influenced or somewhat influenced by the statement. In the least influential statement, only 46 percent were either very influenced or somewhat influenced (**Chart 16**).

In testing these messages about desalination, a number of differences among the groups became evident:

- Men are more favorably influenced by the messages about desalination being drought-proof (61 percent very favorably influenced versus 43 percent for women). Men are also more favorably influenced by the message about desalination reducing the region’s dependence on imported water (53 percent very favorably influenced for men versus 42 percent for women) and by the message about desalination reducing dependence upon MWD (55 percent for men versus 43 percent for women).
- Spanish language survey respondents are very or somewhat favorably influenced by the message about the cost of desalination (80 percent) more so than are those who took the survey in English (50 percent).
- Interestingly, cost registers more strongly with those who do not pay for their own water usage (63 percent very or somewhat favorably influenced) versus those who do pay their own bill (46 percent).
- The message about desalination reducing the dependence on MWD carries more weight with those residents who use only their cell phones (74 percent very or somewhat favorably influenced) versus those who use land line telephones at least some of the time (64 percent).

Chart 16
Percentage of Residents Who Are Very or Somewhat Favorably Influenced by Statements Regarding Carlsbad Desalination Plant
 Scale: 1 = Very Favorably Influenced---5 = Not Favorably Influenced at All

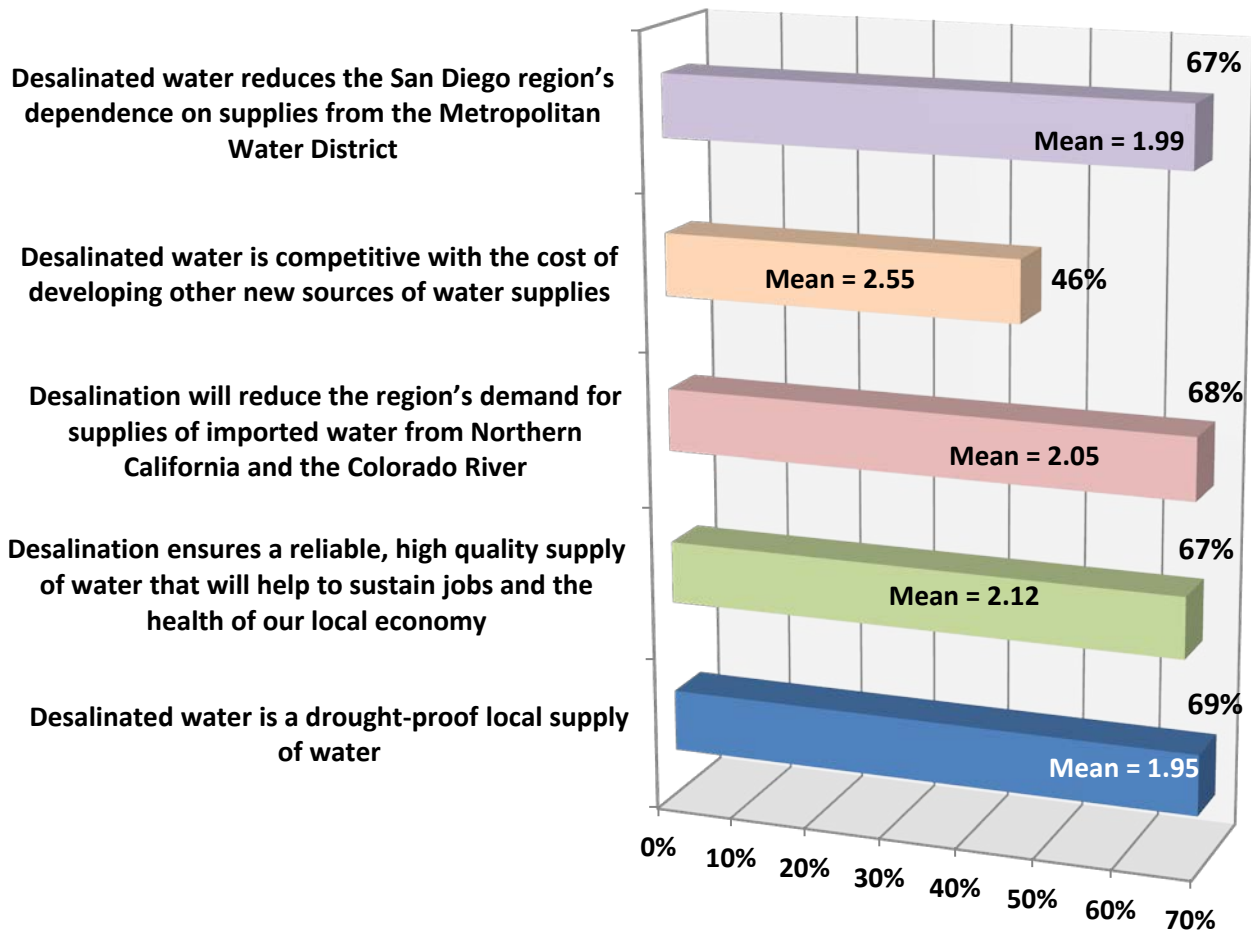
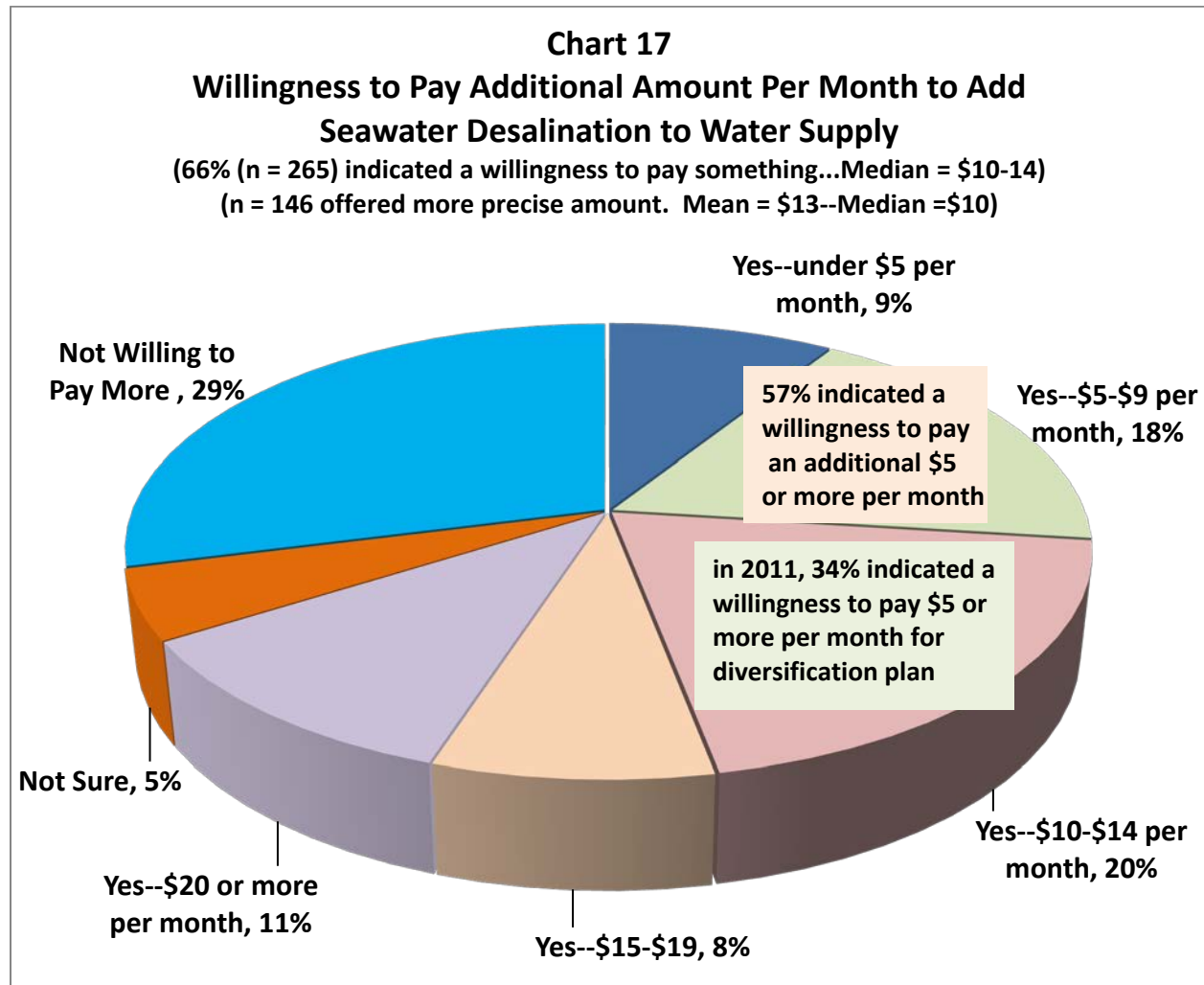


Chart 17 shows that nearly two-thirds (66 percent) expressed a willingness to pay something more per month to add seawater desalination to the water supply. Nearly three-fifths (57 percent) are willing to pay an additional \$5 or more per month. Among those who indicated a precise amount, the mean additional amount they are willing to pay is \$13 per month and the median amount is \$10.

Significant differences among groups regarding willingness to pay an additional amount for desalination are as follows:

- Whites are willing to pay an additional mean amount of \$15 per month and Hispanics/Latinos and Asians are both willing to pay \$10.
- Single person households are willing to pay \$9 per month and 3 or more person households are willing to pay \$12, but 2-person households expressed a willingness to pay \$17 per month.



Attitudes about Water Conservation

SUMMARY: Water conservation is a significant component in San Diego County’s water supply plans. One-fourth of respondents indicated that their household water usage has decreased over the past year. This represents a small decline from those who indicated that they decreased their water usage in 2011 but is offset by a similar decline among those whose use has increased. Among those who indicated that their household water usage has declined, nearly one-half did so because they feel that reducing water usage is the “right thing to do.” In 2011, a somewhat smaller (but still substantial) percentage was motivated to reduce water usage because it is the “right thing to do.” Over one-fourth (27 percent) were motivated to reduce water usage because they are watching their budget and this represents a decline of 8 percent since 2011 when 35 percent were so motivated by budgetary concerns to reduce their water usage. The vast majority—almost 90 percent—indicated that their reduced water usage is permanent and this is consistent with the 2011 finding.

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 (approximately one-fifth will increase usage). On the other hand, a less cool and less wet year would lead to nearly three-fifths of those who have reduced their water use during the past year returning to higher usage. Under most conditions and circumstances, these views about higher water usage in the future parallel the views of the 2011 survey respondents.

Virtually all of the respondents (95 percent) think that it is their civic responsibility to use water as efficiently as possible. In the current survey period as well in 2011, respondents regard water conservation as a greater civic responsibility than serving on a jury. In the current survey as well as in 2011, water conservation is close to the same level as recycling used materials in terms of perceived civic responsibilities. Voting in public elections and not littering/not polluting are strongly regarded as higher civic obligations than water conservation.

Water Use: Past Year Chart 18 shows that over one-fourth of respondents (26 percent) indicated that their household water usage has decreased over the past year. This represents a small decline of 2 percent among those who indicated that they decreased their water usage in 2011 (28 percent). However, there is also a decline of 4 percent since 2011 among those who indicate that their water usage increased (18 percent in 2011 to 14 percent in 2012). These differences are reconciled by those who indicated that their water usage has remained the same (59 percent in 2012 versus 48 percent in 2011).

Change in water usage during the past year is further informed by the following differences among groups of residents:

- Cell-only users indicate that 10 percent of them have increased their water usage during the past year in contrast to 15 percent of land line users.
- Women have increased water usage (19 percent) more so than have men (10 percent).

Chart 18
Water Usage Change During Past Year

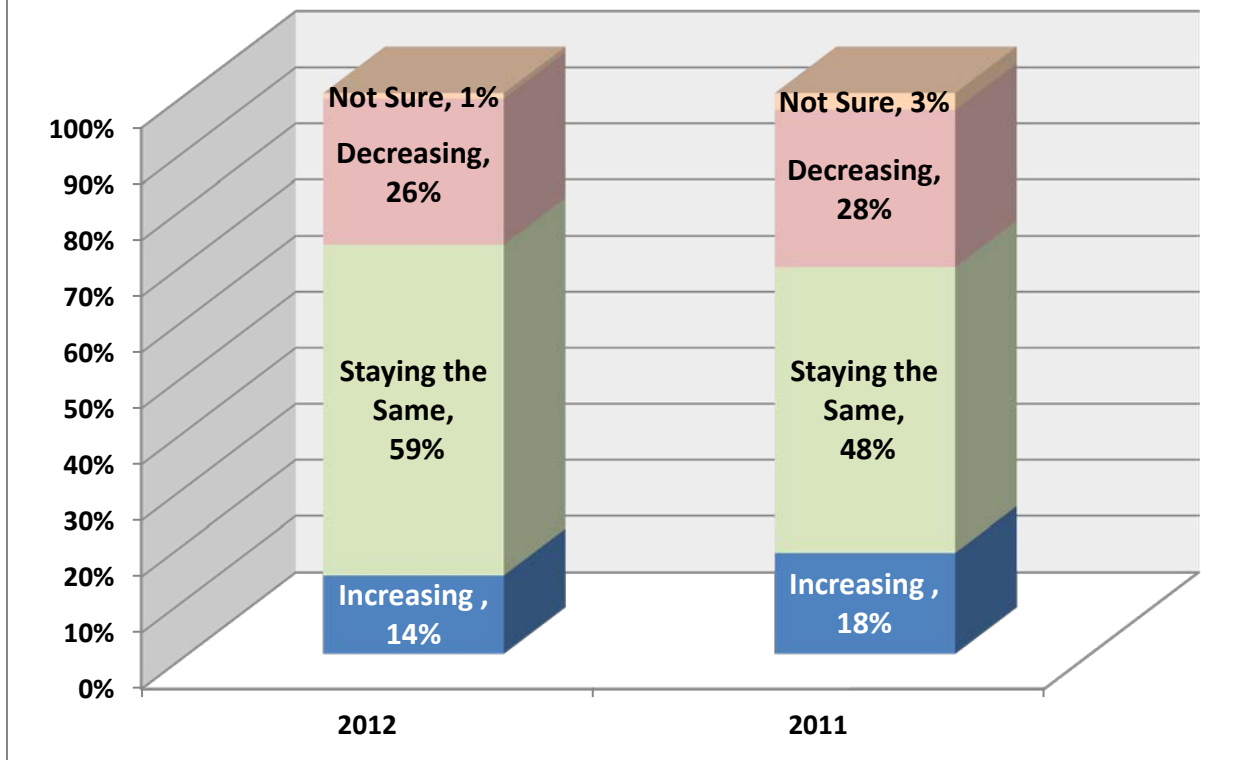


Chart 19 indicates that, among those who indicated that their household water usage has declined, nearly one-half (48 percent) – a dominant plurality-- feel that reducing water usage is the “right thing to do.” In 2011, a somewhat smaller (but still substantial) percentage was motivated to reduce water usage because it is the “right thing to do” (31 percent). Over one-fourth (27 percent) were motivated to reduce water usage because they are watching their budget and this represents a decline of 8 percent since 2011 when 35 percent were so motivated by budgetary concerns to reduce their water usage. Among those who indicated that their household water usage has declined, a considerable majority (89 percent) thinks that their reduced use of water is permanent (**Chart 20**). This finding is consistent with the result of the 2011 survey – 82 percent believed their reduction in water use to be permanent.

Chart 19
Primary Motivation for Water Usage Reduction
 (among 26% (n = 104) whose usage has declined in past year)

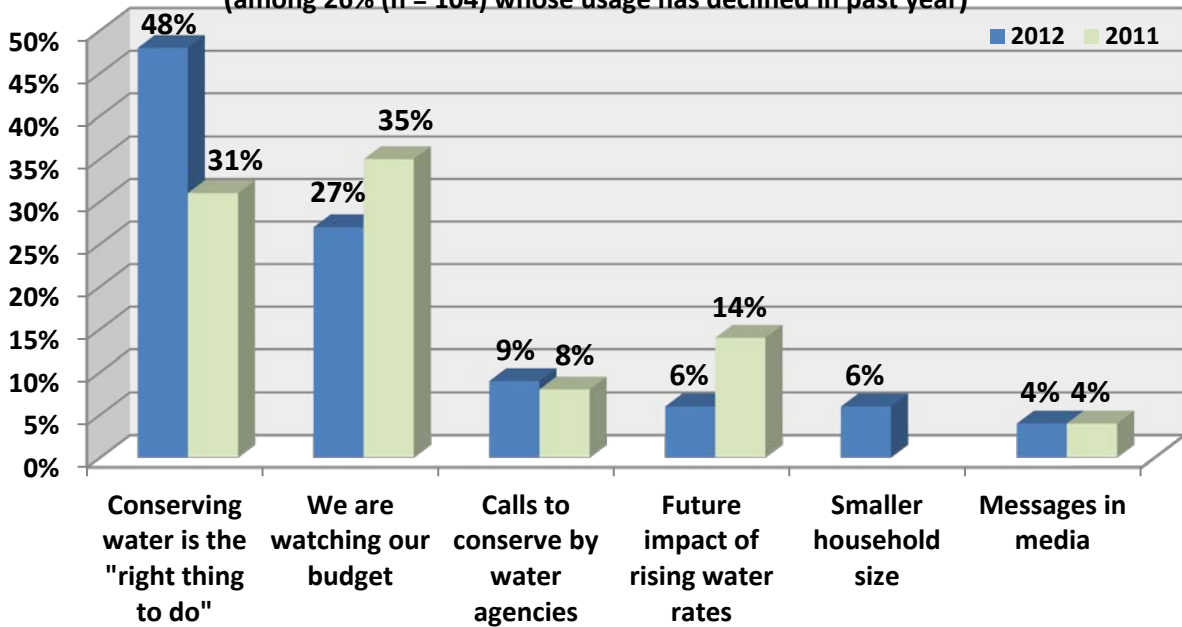
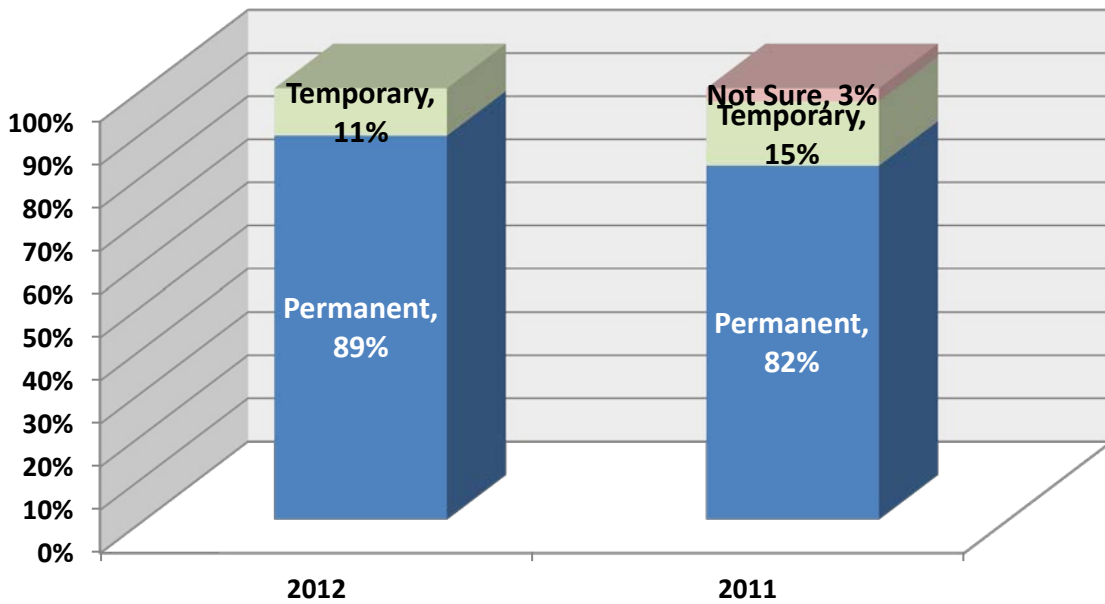


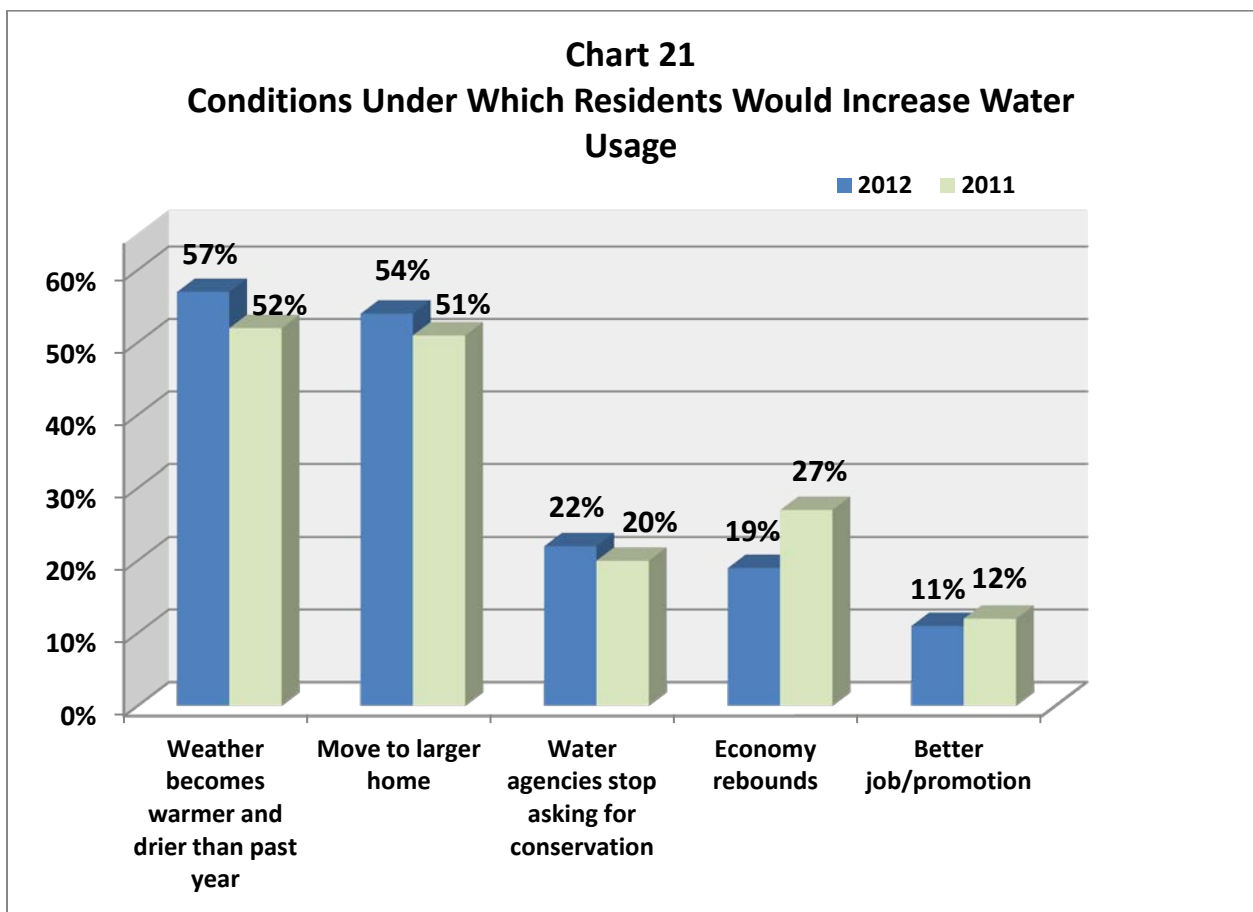
Chart 20
Is Reduced Water Use Permanent?
 (among 26% (n = 104) whose usage has declined in past year)



Permanent reductions in water use are indicated more by the following groups:

- College degree or more (95 percent) versus less than a college degree (78 percent).
- Those who often or sometimes drink tap water (95 percent) versus rarely or never drink tap water (78 percent).

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 21**, it is most encouraging that when water agencies stop asking for residents to practice conservation there is no surge in water use expected (22 percent). On the other hand, a less cool and less wet year would lead to nearly three-fifths (57 percent) of the respondents returning to higher usage.



Understandably, when families move to a larger home, respondents indicate that they will increase water usage (54 percent). When the economy rebounds (19 percent) or the respondent obtains a better job or a job promotion (11 percent), residents indicate that they are not likely to increase their water usage. These various projections on the part of the current respondents parallel those that were made in 2011 except in the area of an economic rebound. In this case, there is a decline of 8 percent from the 27 percent in 2011 who indicated they would use more water as the economy improves.

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

- Women are more inclined to increase their usage if the weather turns warmer and drier (65 percent versus 52 percent for men).
- More frequent drinkers of bottled water are also more inclined to increase their water usage if the weather becomes warmer and drier—65 percent of those who drink bottled water often versus 46 percent of those who drink bottled water rarely or never.

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

- Women (26 percent) more than will men (15 percent)
- Renters more than will homeowners (28 percent versus 15 percent).
- Those residents with one year of college or less (28 percent) plan to increase their water usage more so than do those with a college degree or more (14 percent).
- Blacks/African-Americans (33 percent) and Hispanics/Latinos (28 percent) indicate that they are more likely to increase their usage in a recovering economy than are Whites (15 percent) and Asians (17 percent).
- Incomes of under \$25,000 per year (36 percent) versus \$25,000 and less than \$75,000 (24 percent) and \$75,000 or more (12 percent)
 - Mean income among those who plan to increase their usage in a rebounding economy is \$67,000 annually in contrast to \$85,000 among those who do not think that they will increase usage.
- Ages 44 and under (27 percent) versus those residents who are 45 years of age or more (15 percent).

If water agencies were to stop asking their customers to conserve, the following groups would be more likely to increase their water usage:

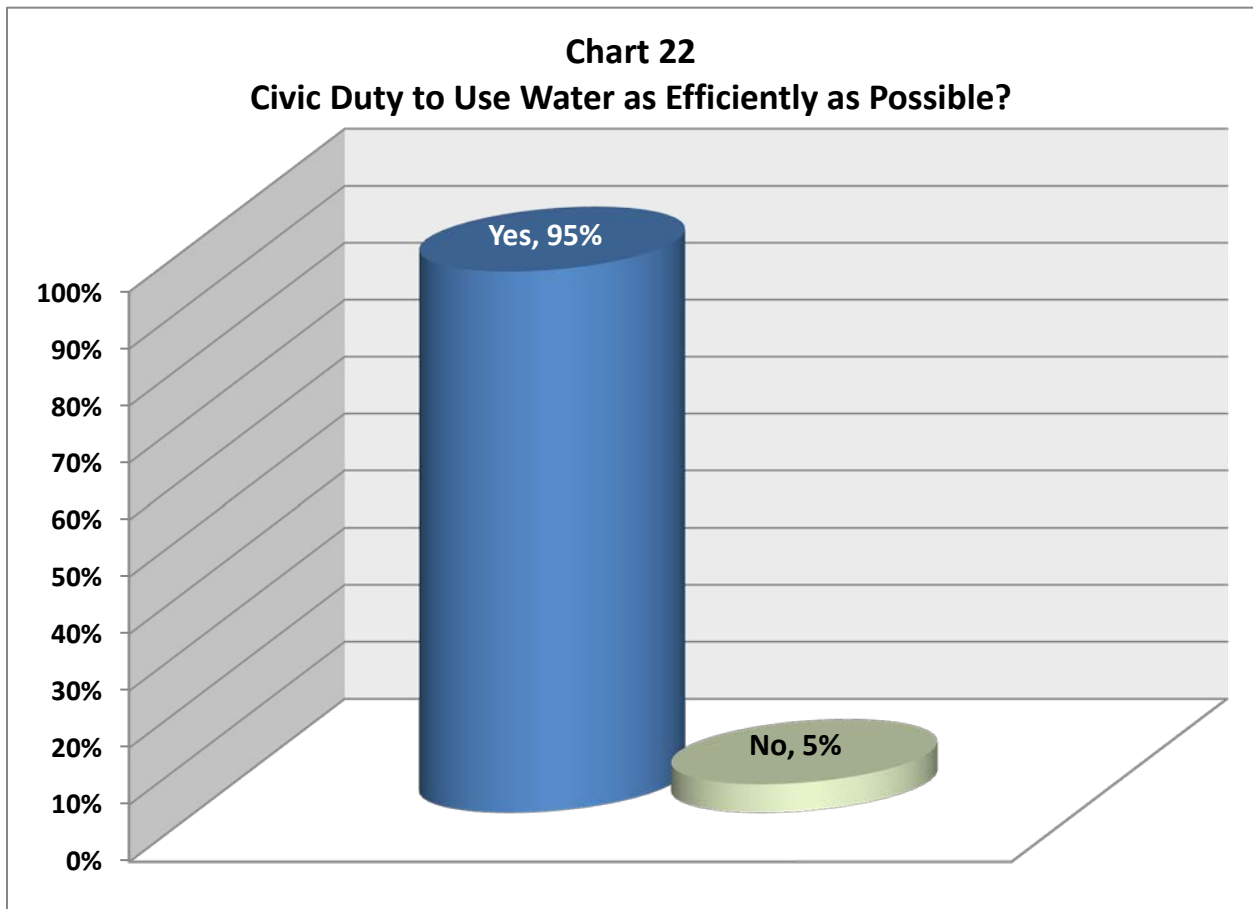
- Women (28 percent) in contrast to men (19 percent)

The other three possible events—a larger home, better job, or larger family are personal events in contrast to those above and share many similarities. In particular, renters, apartment and condominium dwellers, those who do not pay their own water bills, residents 18-44 years of age, and non-Whites all indicate that,

if these events were to happen in their lives, their consumption of water is more likely to increase than if these events were to occur to other residents of the City of San Diego.

Water Conservation as a Civic Responsibility: Chart 22 shows that virtually all of the respondents (95 percent) think that it is their civic responsibility to use water as efficiently as possible.

- Those who never drink bottled water think of water conservation as less of a civic responsibility (85 percent) than those who drink it at least rarely (96 percent).



Voting is seen as a civic responsibility differently by the following groups:

- Residents 45 years of age or older demonstrate a 95 percent rate for voting being a civic responsibility in contrast to those under 45 years of age (86 percent).
- Whites (95 percent) and Asians (100 percent) are more inclined toward voting being a civic responsibility than are Hispanics/Latinos (88 percent) or Blacks/African-Americans (85 percent).

Regarding jury duty as a civic responsibility,

- Whites (91 percent) and Asians (90 percent) more than Hispanics/Latinos (84 percent) and Blacks/African-Americans (76 percent).

Not Polluting and Not Littering are seen as a civic responsibility by:

- Those who drink bottled water often (99 percent) in contrast to those who never drink bottled water (91 percent).
- Residents 25 years of age and older (98 percent) versus those 18-24 years of age (82 percent).
 - Those who see not littering or polluting as a civic responsibility average 10 years of age older than those who do not see these as civic responsibilities.

Water conservation is seen as more of a civic responsibility than voting by:

- Ages 18-44 (49 percent) versus ages 45 or more (29 percent).
- Renters (47 percent) more than owners (31 percent).
- Those who do not pay for their own water (45 percent) versus those who do (33 percent).

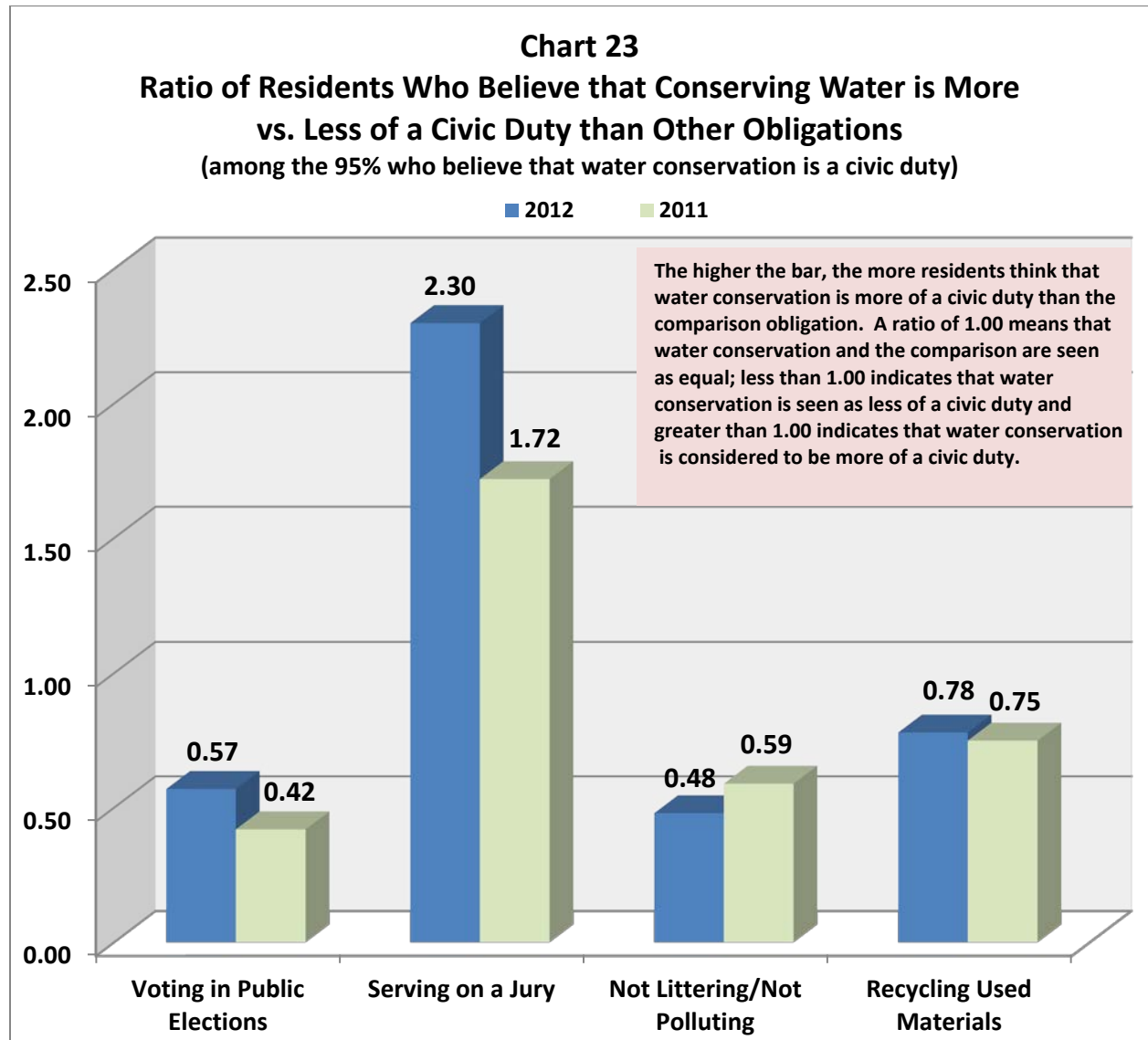
Chart 23 demonstrates how respondents feel about water conservation compared to other civic obligations. The comparison between water conservation and each of the other civic obligations is measured in terms of a ratio that measures those who feel that water conservation is more of a responsibility than these other civic obligations versus those who feel that water conservation is less of a civic responsibility. A ratio of 1.00 means that water conservation and the obligation with which it is being compared are equal in terms of how respondents perceive their civic responsibilities. A ratio of less than 1.00 indicates that water conservation is viewed as less of a civic responsibility than the comparison obligation and a ratio of greater than 1.00 means that water conservation is considered to be more of a civic duty than the obligation with which it is compared. In the current survey period as well in 2011, respondents regard water conservation as a greater civic responsibility than serving on a jury. In the current survey as well as in 2011, water conservation is closer to the same level as recycling used materials in terms of perceived civic responsibilities. Voting in public elections and not littering/not polluting are strongly regarded as higher civic obligations than water conservation.

Water conservation is seen as more of a civic responsibility than jury duty by:

- Ages 18-44 (81 percent) versus ages 45 or more (62 percent).

Water conservation is also seen as more of a civic responsibility than not littering or polluting by:

- Those who earn more than \$50,000 annually (39 percent) versus those who earn less than \$50,000 (18 percent).
- Those who pay their own water bills (37 percent) versus those who do not (25 percent).



Opinions about the Use of Recycled Water

SUMMARY: Over 7 in 10 respondents believe that it is possible to further treat recycled water that has been used for irrigation to make the water pure and safe for drinking. This represents a slight increase over the 2011 survey finding where two-thirds felt that it is possible to further treat recycled water for drinking purposes.

Nearly three-fifths of the respondents (56 percent) believe that drinking water already contains recycled water. This reflects a clear upward movement in the percentage of those who hold this belief – 47 percent in 2011. Three primary reasons are provided to explain why they feel this way. Respondents think that they hear from news stories that water is recycled, they “just know it” (includes hunches and common sense) and water tastes and smells bad.

Nearly three-fourths (73 percent) of the respondents either strongly favor or somewhat favor advanced treated recycled water as an addition to the supply of drinking water. This represents a slight increase in support for advanced treatment over the 2011 survey where 68 percent of the City respondents either strongly favored or somewhat favored advanced treated recycled water.

These findings show that approximately 70 percent of those who were originally not strongly in favor of using recycled water for drinking purposes would find it acceptable if recycled water received advanced treatment and if certain other safety measures were assured. This is an increase of about 20 percent over the approximately 50 percent who changed their mind in 2011.

Among the 20 percent who have heard about the Water Purification Demonstration Project, 6 percent know that it involves recycled water for drinking and household purposes – a decline of 5 percent from the 11 percent who correctly identified the purpose of the project in 2011. When respondents were informed about the Project, they expressed substantial support for the Project – over three-fourths either strongly favoring the project or somewhat favoring it. This level of support parallels the support indicated in the 2011 survey.

Chart 24 shows that over 7 in 10 respondents (71 percent) believe that it is possible to further treat recycled water used for irrigation to make the water pure and safe for drinking. This represents a slight increase over the 2011 survey finding where two-thirds (67 percent) felt that it is possible to further treat recycled water for drinking purposes.

Groups that view the possibility of making recycled water pure and safe for drinking differently from one another are:

- People who often or sometimes drink tap water are more optimistic than those who drink tap water less frequently. Those who drink tap water often or sometimes are 83 percent in belief that recycled water can be made pure and safe. Those who drink tap water rarely or never drink tap water are at 67 percent.
- Cell-phone only users are more positive (88 percent) than are land line telephone users (74 percent).

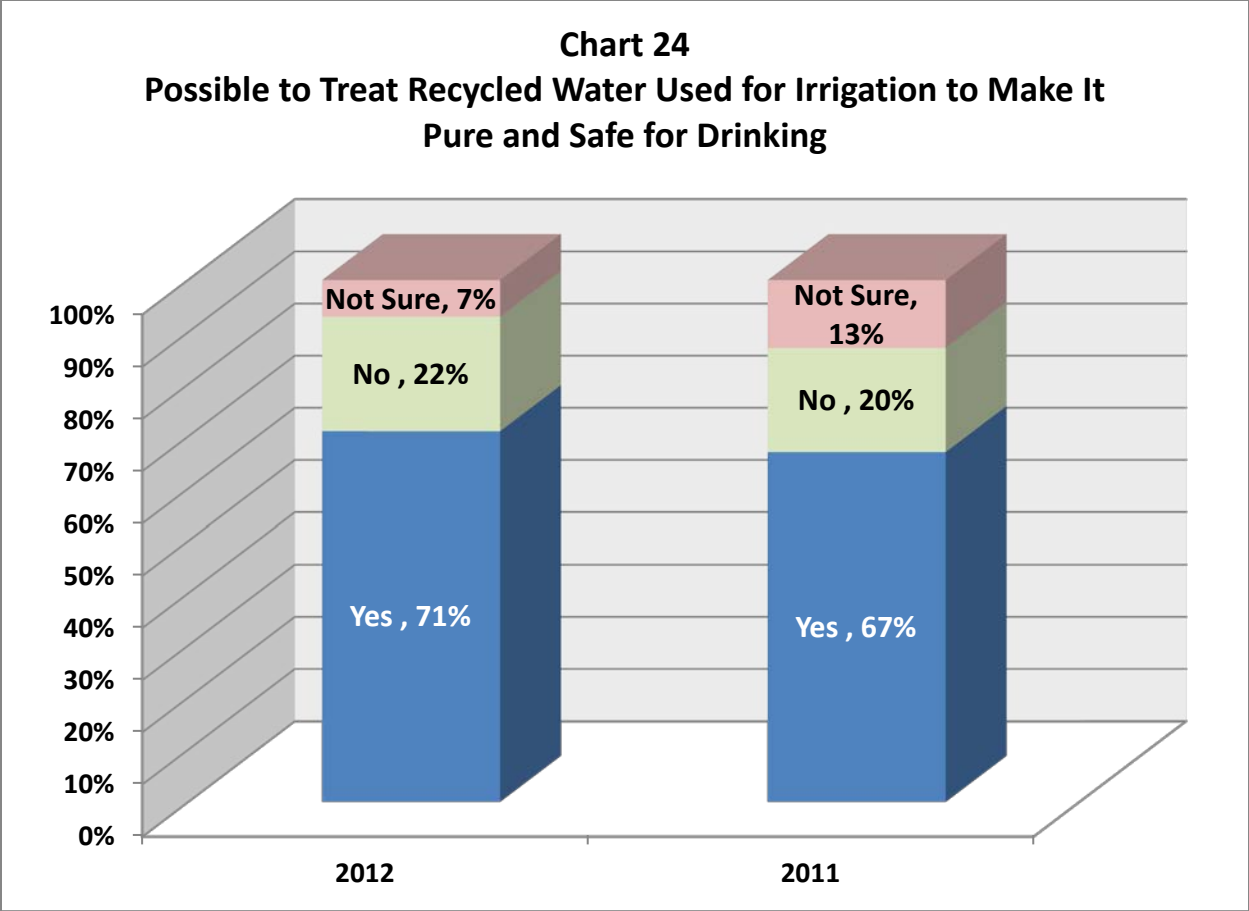
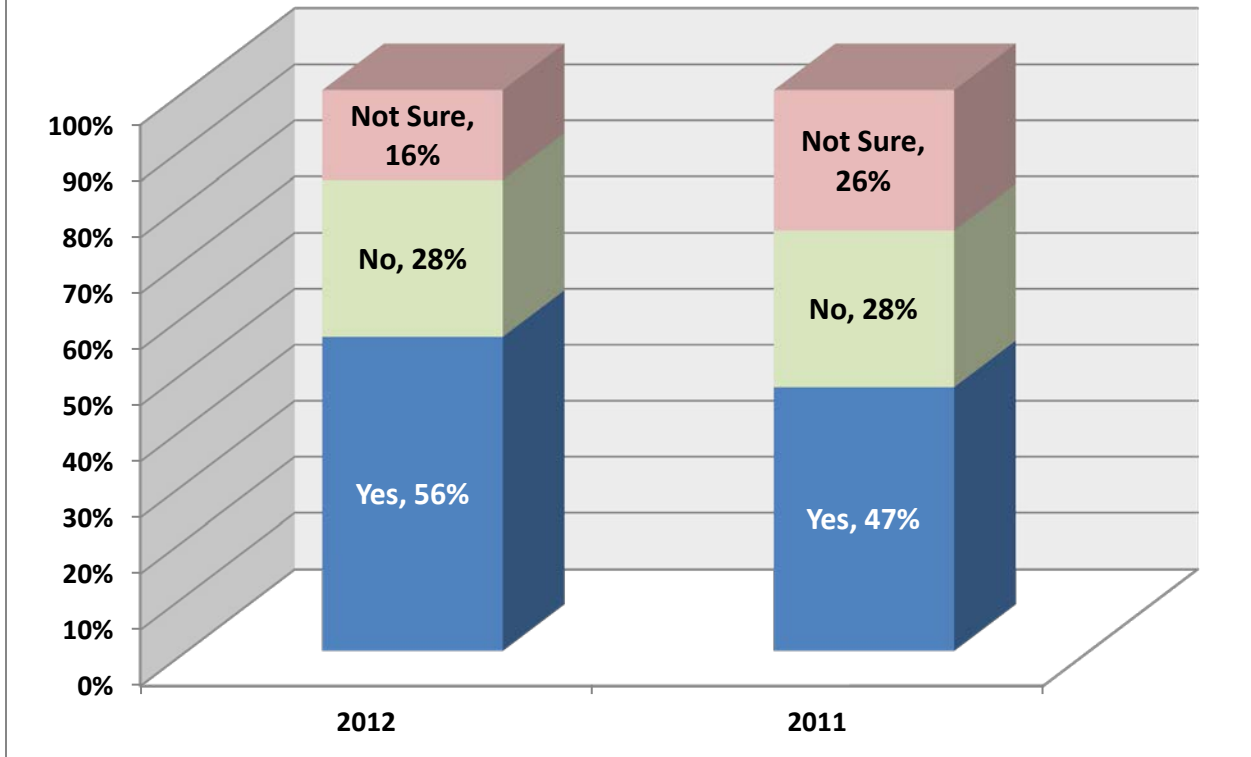


Chart 25 indicates that nearly three-fifths of the respondents (56 percent) believe that drinking water already contains recycled water. This reflects a clear upward movement in the percentage of those who hold this belief – 47 percent in 2011.

Several differences exist among groups related to their opinion as to whether or not drinking water already contains recycled water. The groups with the highest percentages indicating that drinking water already contains recycled water are as follows:

- Those who do not pay their own water bill (76 percent) versus those who do pay their own bill (63 percent).
- Renters (77 percent) versus homeowners (62 percent).
- Younger residents--ages 18-34 (79 percent) in contrast to 65 years of age or older (49 percent).
- Residents of San Diego County for 30 years or less (74 percent) versus residents of 31 years or more (57 percent).

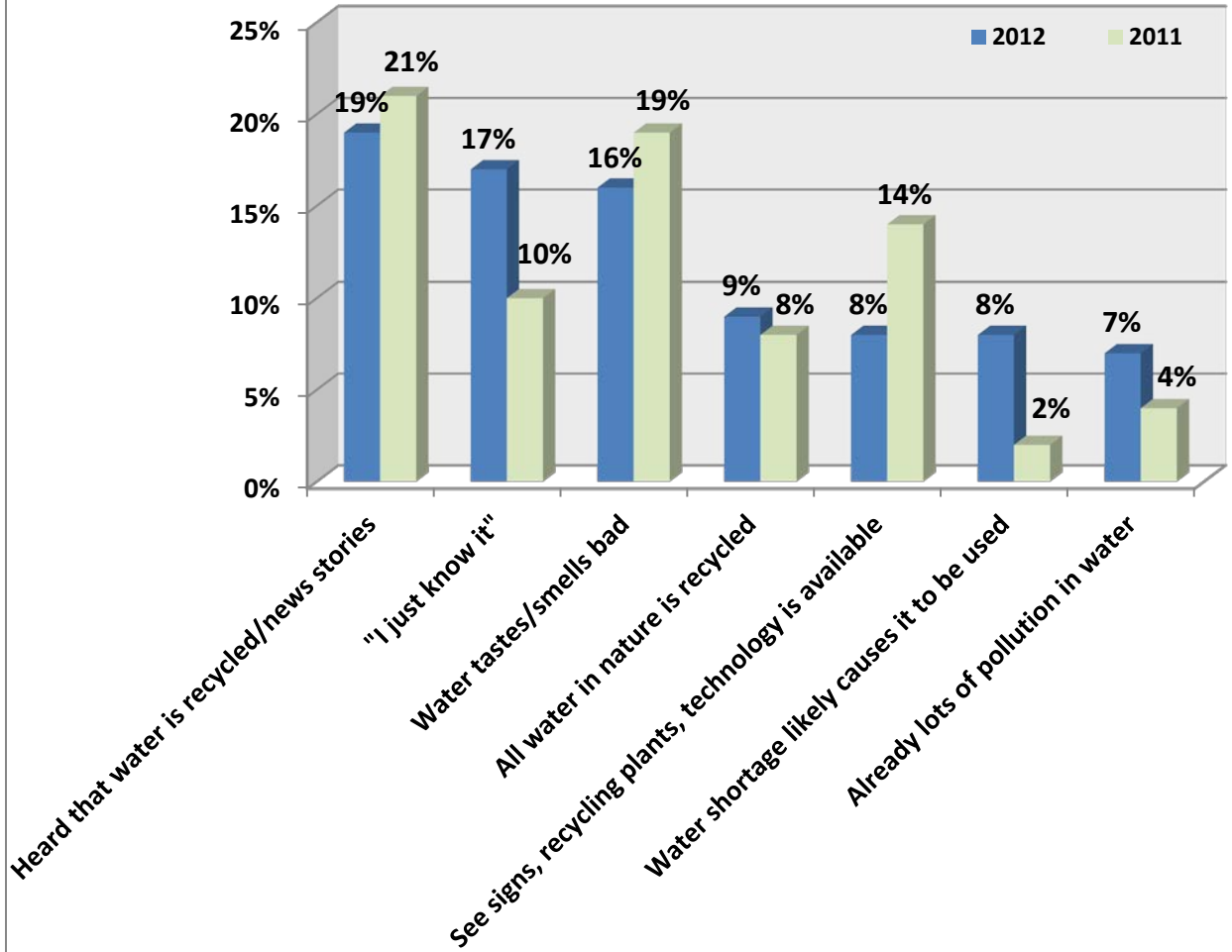
Chart 25
Believe that Drinking Water Already Contains Recycled Water



Among the 56 percent of respondents who think that drinking water contains recycled water, three primary reasons are provided to explain why they feel this way. Respondents think that they hear from news stories that water is recycled (19 percent), they “just know it” (includes hunches and common sense) (17 percent), and water tastes and smells bad (16 percent). In 2011, hearing about recycled water from news stories was also the most dominant reason (21 percent). The reason “just know it” increased in importance by 7 percent from the 10 percent reported in 2011. The perception that the water tastes or smells bad and the indication that all water in nature is recycled are given similar importance in both survey years as reasons for believing that drinking water already contains recycled water. Thinking that they see recycling plants and available technology (14 percent) was a dominant reason in 2011 but a much less important reason in 2012 (8 percent). The reasons associated with water shortages and water pollution have grown in importance since the 2011 survey (**Chart 26**).

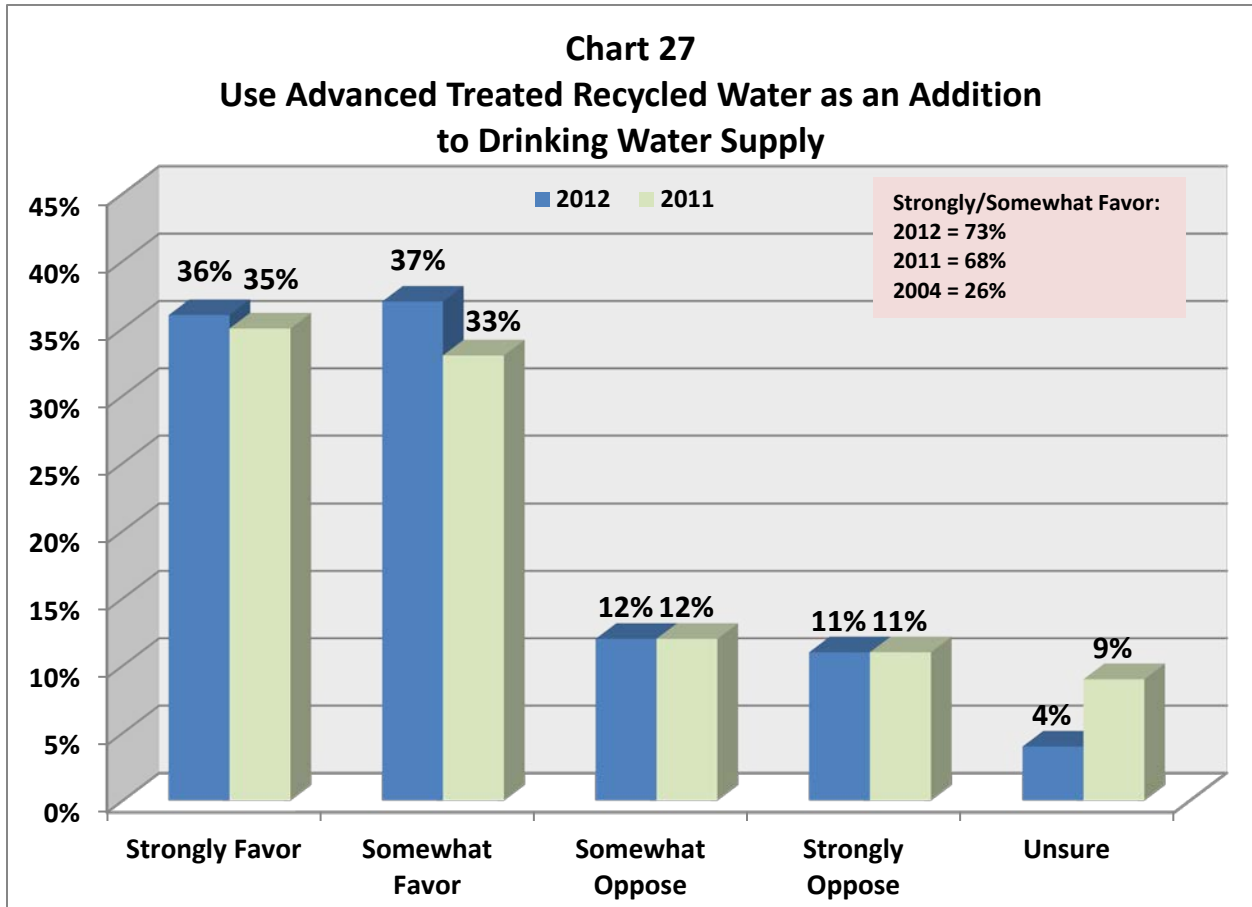
Chart 26
Reasons for Belief that Drinking Water Already Contains Recycled Water

(among 48% (n = 191) who believe that drinking water contains recycled water and offered reason for their belief)



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. (upon request, one of these three advanced techniques would be explained to the respondent, but only 10 respondents asked). **Chart 27** indicates that nearly three-fourths (73 percent) of the respondents either strongly favor (36 percent) or somewhat favor (37 percent) advanced treated recycled water as an addition to the supply of drinking water. It is important to note that this represents a slight increase in support for advanced treatment over the 2011 survey where 68 percent

of the City respondents either strongly favored or somewhat favored advanced treated recycled water. It is particularly noteworthy that interest in using such advanced techniques has increased substantially since the 2004 survey when only 26 percent either strongly favored or somewhat favored such advanced treatment of recycled water.

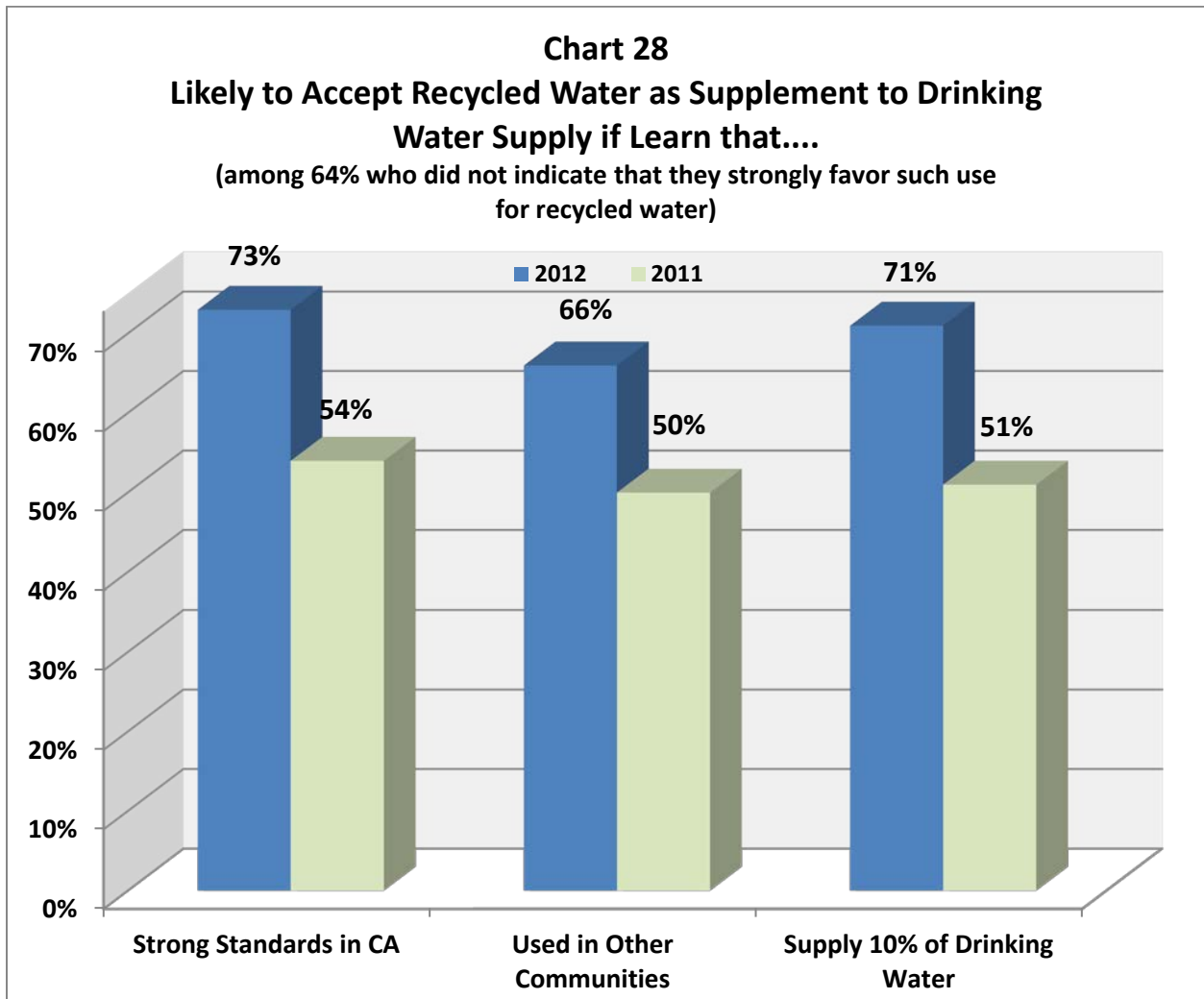


More strongly in favor of supplementing drinking water supplies with advanced treated recycled water are:

- Asians (68 percent strongly favor) versus all other groups—Blacks/African-Americans (49 percent, Whites (35 percent) and Hispanics/Latinos (30 percent).
- Drinkers of regular tap water often, sometimes or rarely (40 percent) versus those who never drink tap water (29 percent).

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 certain facts about recycled water (**Chart 28**). 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 (73 percent). This represents a substantial increase from the results of the 2011 survey where an affirmative response of 56 percent was recorded.
- Recycled drinking water is used in other U.S. communities (66 percent); again, this represents a substantial (16 percent) increase over the 2011 survey result.
- Recycled drinking water could supply up to 10 percent of local supply (71 percent)--only 51 percent were influenced by this statement in 2011.



These findings show that approximately 70 percent of those who were originally not strongly in favor of using recycled water for drinking purposes, would find it acceptable if recycled water received advanced treatment and if certain other safety measures were assured. This is an increase of about 20 percent over the approximately 50 percent who changed their mind in 2011.

The message about California's strict drinking water standards carries more weight with the following groups:

- Higher income residents (mean income for those who are now more likely to support recycled water as an addition to drinking water is \$87,400 versus those who are not similarly influenced -- \$56,700).
- Larger households of 3 or more persons (80 percent) versus 1-2 person households (66 percent).
- Single family dwellers (76 percent) as opposed to those who live in apartments (61 percent).

The message about the use of recycled water in other U.S. communities is influential to

- Those who earn \$75,000 or more annually (83 percent) versus those who earn less than \$75,000 (62 percent).

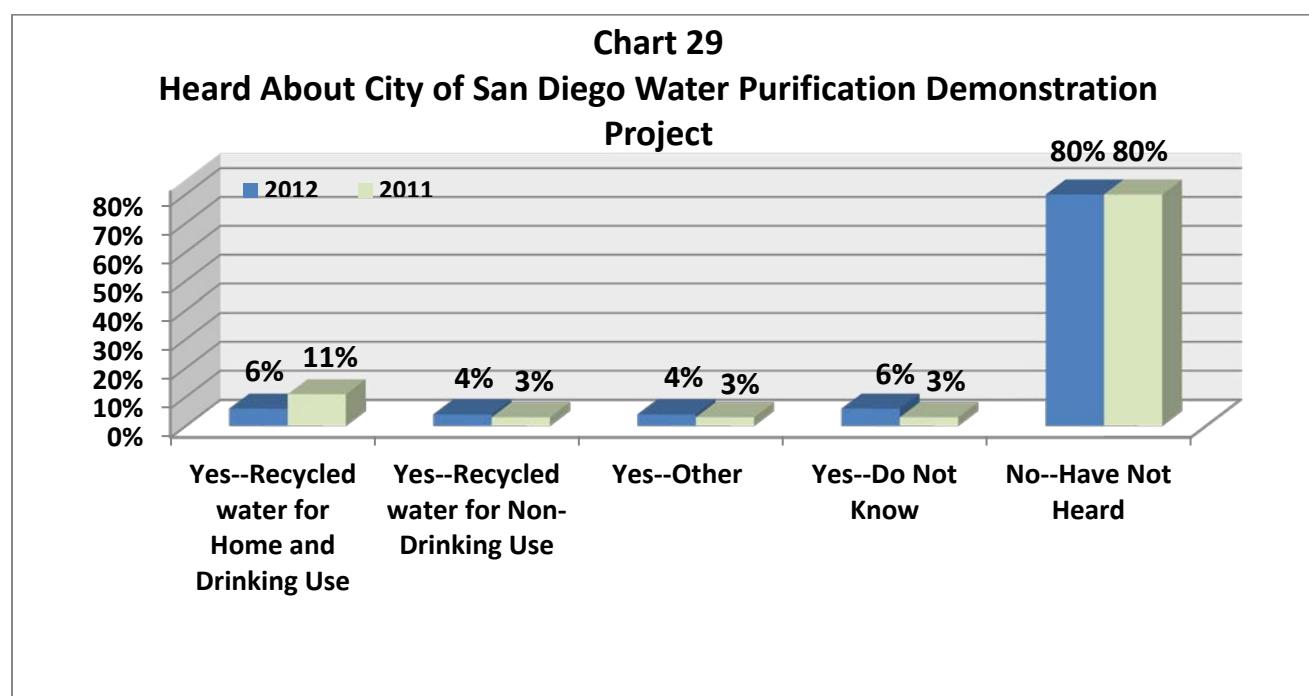
The message about the use of recycled water to supply 10 percent of our drinking water supply is influential to

- Those who often, sometimes or rarely drink regular tap water (77 percent) versus those who never drink regular tap water (61 percent).
- Residents of San Diego County for 10 years or less (85 percent) versus those who have resided in the County for 11 or more years (69 percent).

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, 83-to-90 percent are influenced by this information to be more in favor of this use of recycled water -- a stronger response than in 2011 where 65-to-72 percent shifted their opinion. In the current survey, 58-to-75 percent of those who are somewhat opposed can be positively influenced to accept recycled water for drinking purposes -- again a stronger response than found in 2011 (38-to-50 percent).

Table 2 Shift in Opinion Using Recycled Water (Percentages Represent Respondents Now Likely to Accept Recycled Water for Drinking Water Purposes)				
	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	89%	75%	12%	78%
Recycled drinking water is used in other U.S. communities	83%	58%	12%	72%
Recycled drinking water could supply up to 10 percent of local supply	90%	60%	12%	78%

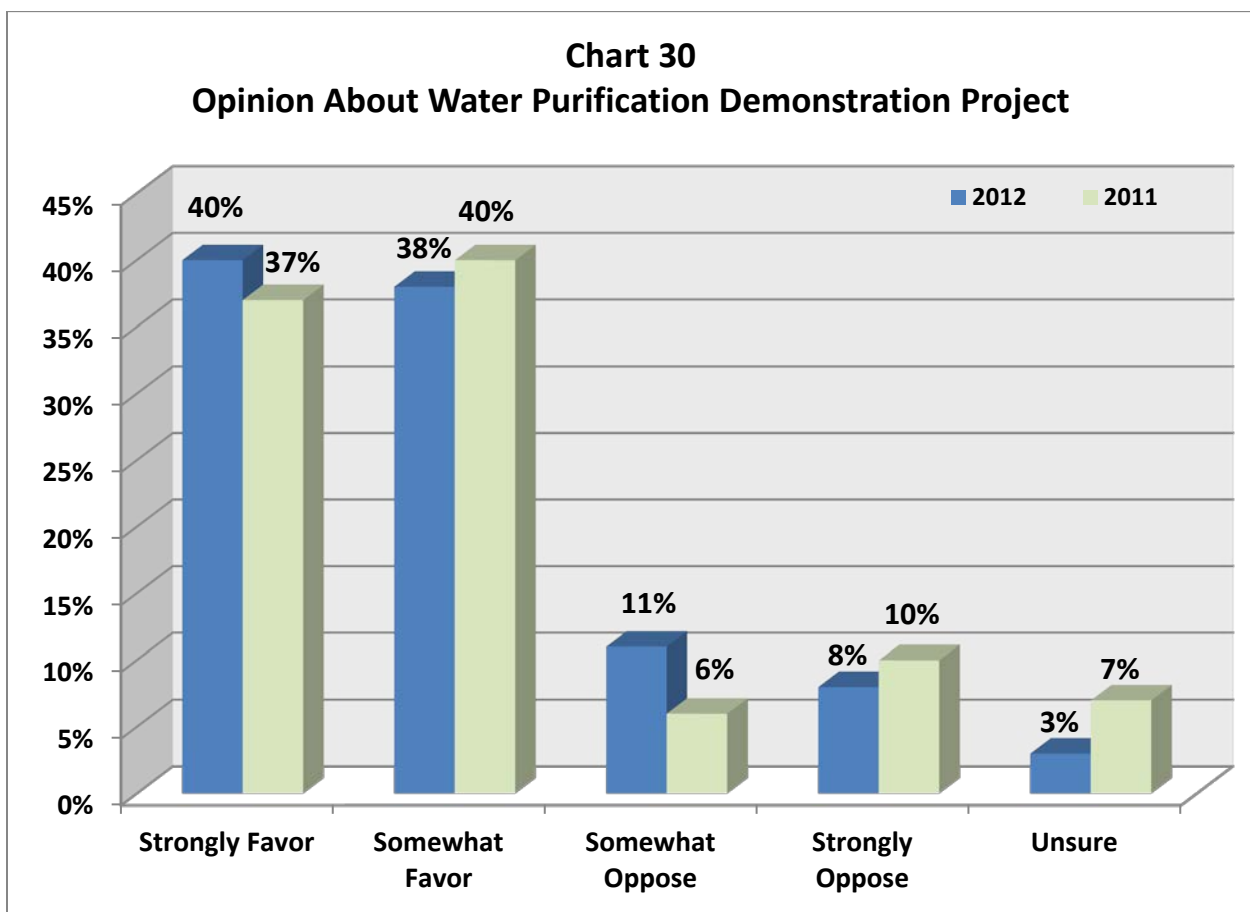
City of San Diego Water Purification Demonstration Project: Chart 29 shows that 80 percent of San Diego City residents have not heard of the City of San Diego Water Purification Demonstration Project. This is precisely consistent with the results of the 2011 survey. In the current survey, among the 20 percent who have heard about this project, 6 percent know that it involves recycled water for drinking and household purposes – a decline of 5 percent from the 11 percent who correctly identified the purpose of the project in 2011. In 2012, 4 percent believe that the project involves recycled water for a purpose other than household and drinking use and this is consistent with the 3 percent who believed this in 2011.



Knowledge of the Water Purification Demonstration Project is highest among:

- Ages 55 and older (32 percent) versus those 54 years of age and younger (13 percent).
- Land line telephone users (23 percent) versus those who use only cell phones (10 percent).

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 30** shows that 78 percent of residents either strongly favor (40 percent) or somewhat favor (38 percent) the goals of the Project. This response represents strong approval for the use of recycled water for drinking purposes and precisely parallels the high level of support in 2011 for the Water Purification Demonstration Project.



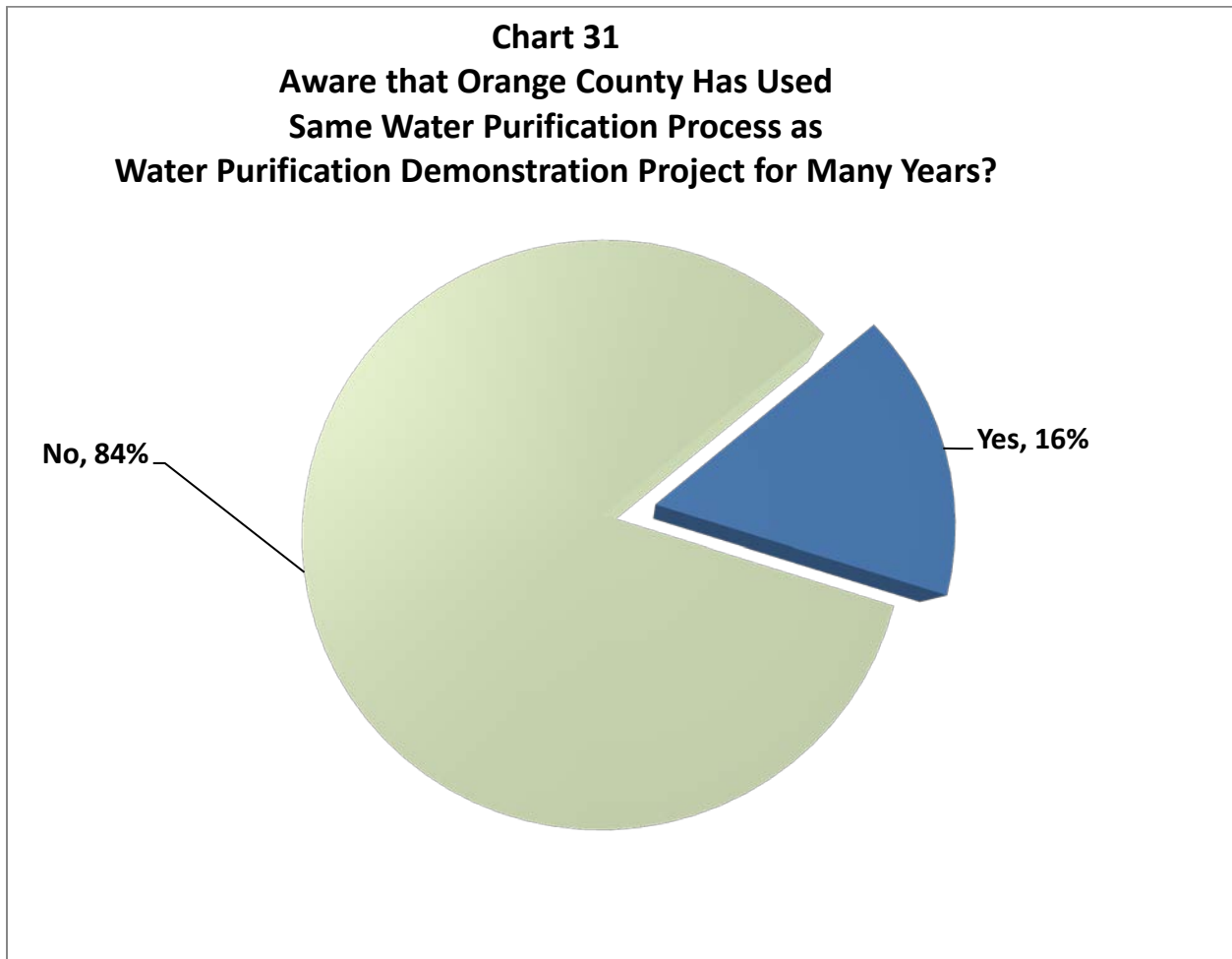
Groups that strongly or somewhat favor the Water Purification Demonstration Project are:

- Asians (58 percent) versus Blacks/African-Americans (23 percent). Whites (44 percent) and Hispanics/Latinos (38 percent) are close to the overall average percentage.

- Those who often or sometimes drink tap water (84 percent) versus those who rarely or never drink tap water (75 percent).

Chart 31 shows that 16 percent of the City of San Diego respondents are aware that Orange County has used the same water purification process as the City of San Diego’s Water Purification Demonstration Project for many years.

- Awareness that Orange County has used the same water purification process for several years is highest among those who often, sometimes or rarely drink tap water (18 percent) in contrast to those who never drink tap water (9 percent).



Water Rates

Over two-fifths (45 percent) of respondents feel that the cost of water is too expensive. This represents a decline from the 2011 survey period among those who feel the cost of water is too expensive -- in 2011, 52 percent indicated water was too expensive. This result points to a trend toward an enhanced understanding of and tolerance for the cost of water. The dominant causes for increases in water rates are seen by residents as more water being consumed by customers and less rain in San Diego—neither of which is correct.

Over three-fifths of respondents feel that increases in water rates are necessary to maintain reliability of the water supply while one-third of the respondents feel that increased water rates are not necessary and should be stopped. This represents a distinct shift from the 2011 survey results toward an understanding and a tolerance of water rate increases. In the 2011 survey, there was a near equal split in opinion about the necessity of water rate increases to pay for projects designed to improve water supply reliability.

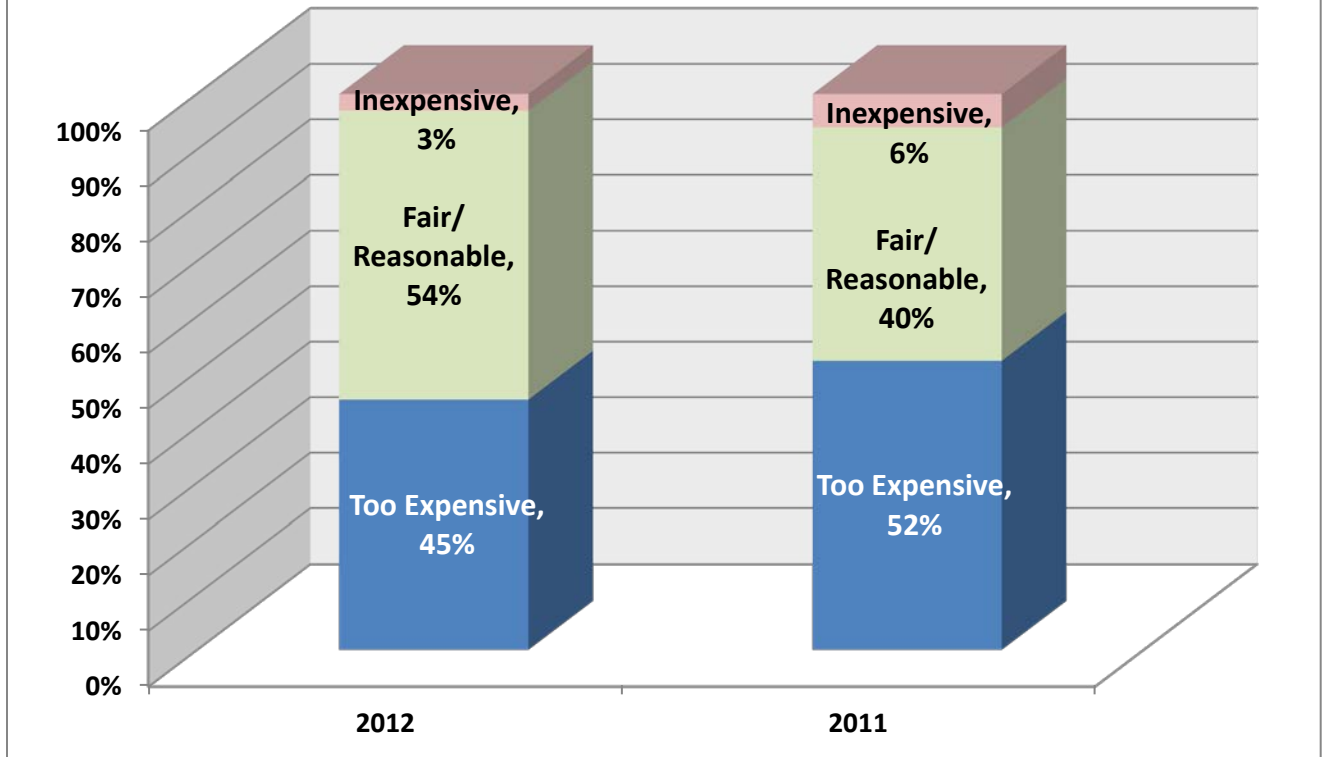
However, despite this seeming acceptance of water rates, almost two-thirds indicated that they were very concerned or somewhat concerned about continued increases in these rates. This level of concern is consistent with the results of the 2011 survey.

Chart 32 demonstrates that, despite its high degree of valuation discussed earlier in this report, over two-fifths (45 percent) of respondents feel that the cost of water is too expensive. This represents a decline from the 2011 survey period among those who feel the cost of water is too expensive -- in 2011, 52 percent indicated water was too expensive. In the current survey, another 54 percent feel that the cost is fair and reasonable. This represents a 14 percent increase from 2011 to 2012 regarding those who feel that the cost of water is fair and reasonable. There is a clear trend toward an understanding of and/or a tolerance of the cost of water.

The following groups are more likely to feel that the cost of water is too expensive:

- Residents who have lived in the County for 10 years or more (48 percent) as opposed to those who have been in the County for less than 10 years (32 percent).
- Homeowners (47 percent) as opposed to renters (40 percent).
- Residents with a lower income – residents who earn less than \$75,000 feel that the cost of water is too expensive (46 percent) versus those who earn \$100,000 or more (34 percent).
- Those who drink bottled water often (52 percent) versus those who never drink bottled water (25 percent).
- In the reverse, those who never drink tap water find water to be more expensive (58 percent) than do those who drink tap water often, sometimes or rarely (40 percent).

Chart 32
Residents' Opinions about Cost of Water

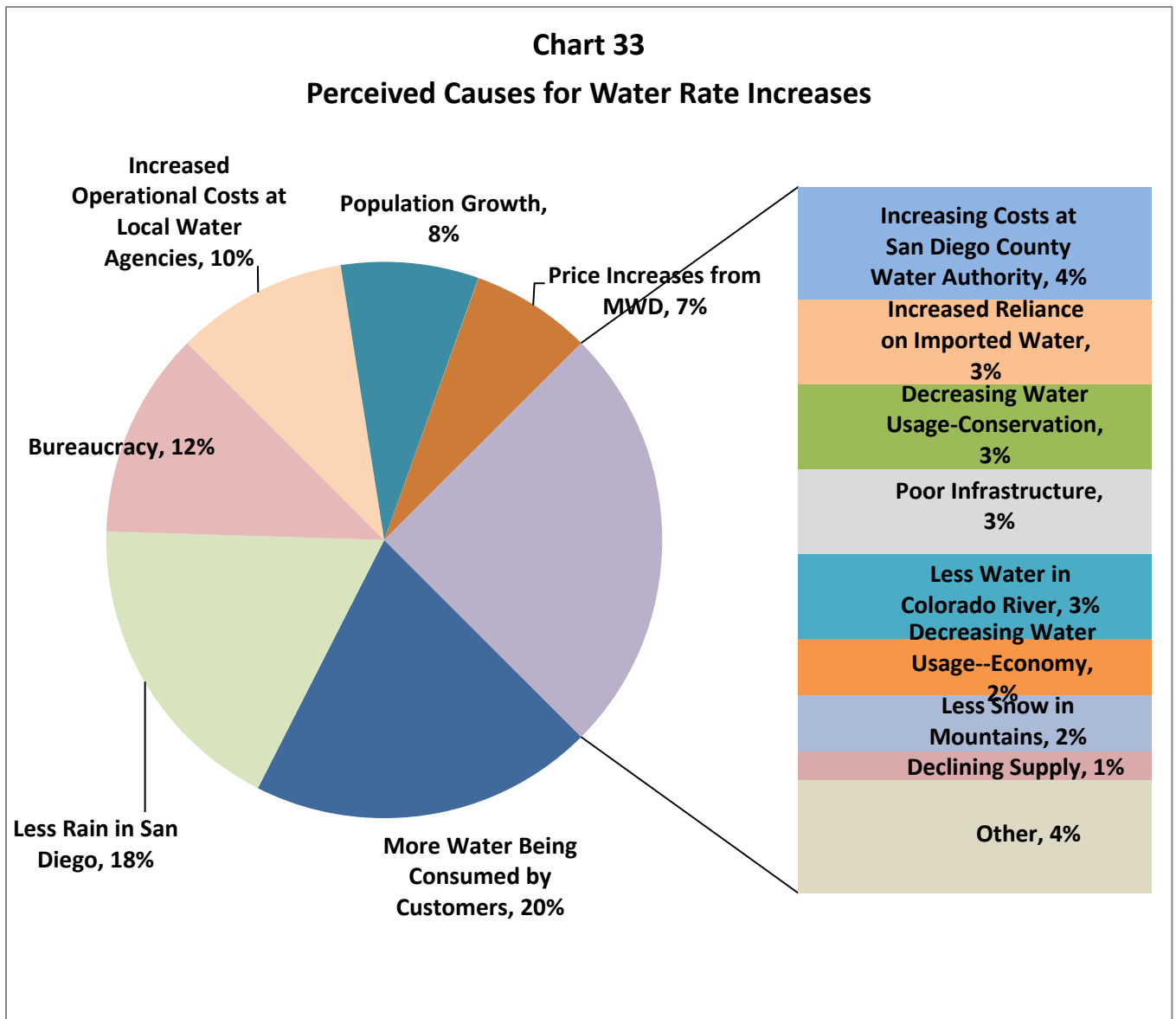


The perceived causes for water rate increases are shown in **Chart 33**. The dominant causes in the view of the respondents are more water being consumed by customers (20 percent) and less rain in San Diego (18 percent)—neither of which are correct as primary causes. Bureaucracy (12 percent) and increased operational costs at local water agencies (10 percent) follow in the order of importance.

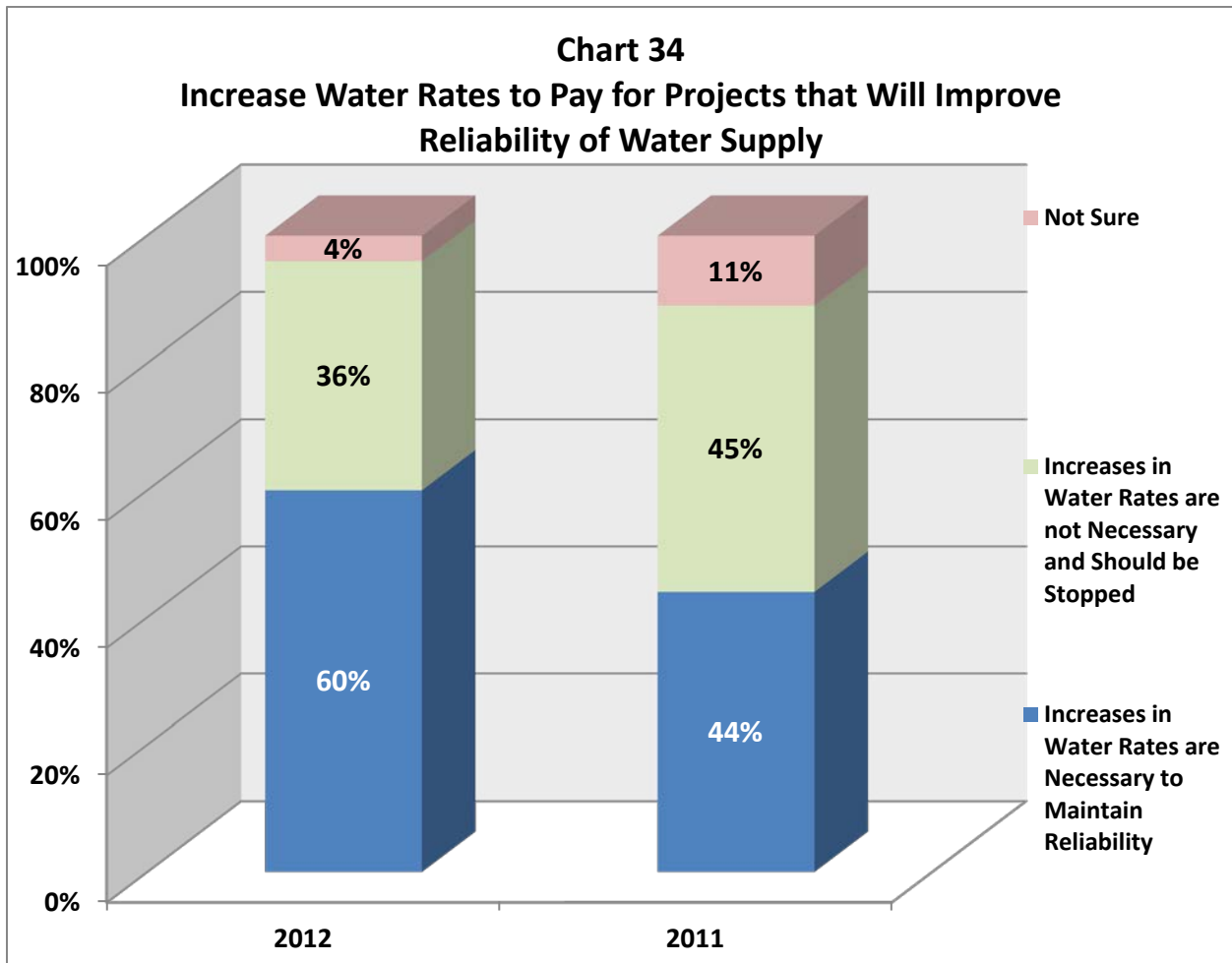
There are significant differences among groups regarding the biggest causes of water rate increases:

- Homeowners and Renters differ on the following perceived causes:
 - Bureaucracy (owners 17 percent—renters 9 percent)
 - Increased operating costs at local water agencies (owners 11 percent—renters 5 percent).
 - Price increases from MWD (owners 9 percent—renters 3 percent)
 - More water being used by customers (renters 25 percent—owners 18 percent)
 - Population growth (renters 11 percent—owners 6 percent)
 - Decreased usage due to conservation (renters 7 percent—owners 2 percent)
- Older residents consider the following as bigger causes of water rate increases:
 - Increased costs at San Diego County Water Authority (61 years of age)
 - Price increases from MWD (59 years of age)

- Bureaucracy (57 years of age)
- Less water in Colorado River (55 years of age)
- Reliance on imported water (54 years of age)
- Younger residents consider the following as bigger causes of water rate increases:
 - Economy (41 years of age)
 - More water used by customers (44 years of age)
 - Low/Declining water supply (47 years of age)
 - Less water used because of conservation (47 years of age)
 - Less rain in San Diego (48 years of age)



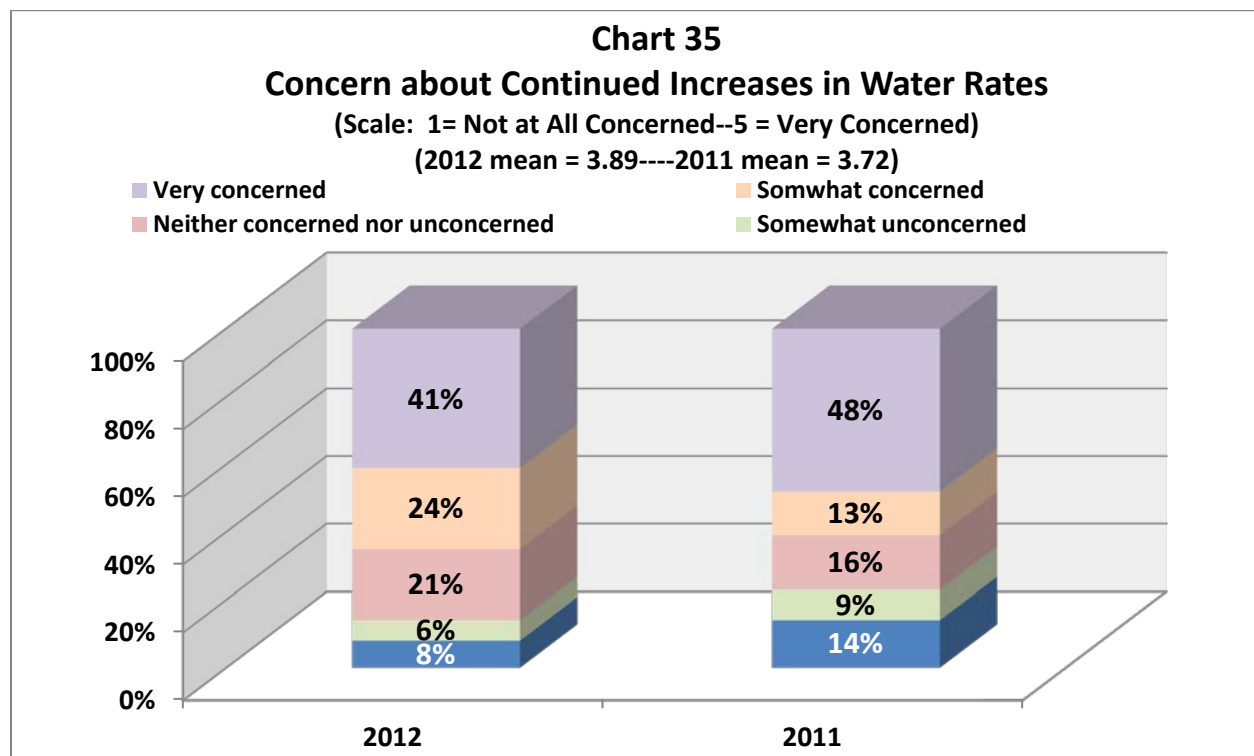
Two hypothetical arguments were put forth about whether or not increased water rates are necessary to maintain an adequate water supply. One argument was that “Mr. Smith says that increases in water rates are necessary to maintain reliability of the water supply” and the other was that “Ms. Jones says that increasing water rates are not necessary and should be stopped.” Three-fifths of respondents (60 percent) feel that increases in water rates are necessary to maintain reliability of the water supply (Mr. Smith’s argument) while well over one-third of the respondents (36 percent) feel that increased water rates are not necessary and should be stopped (Ms. Jones’ argument) (**Chart 34**). This represents a distinct shift from the 2011 survey results and again reaffirms the trend that the population is expressing a greater tolerance for and acceptance of water rate increases. In the 2011 survey, there was a near equal split in opinion about the necessity of water rate increases to pay for projects designed to improve water supply reliability.



The following groups are more likely to think that water rate increases are necessary to maintain the reliability of the water supply:

- Shorter term residents of the County (less than 10 years – 78 percent versus 10 years or more – 57 percent).
- Residents with incomes of \$75,000 or more (72 percent) versus those with incomes below \$75,000 (56 percent)
- Residents with at least one year of post-graduate education (74 percent) in contrast to college degree or less (59 percent)
- Those who often, sometimes or rarely drink tap water (68 percent) versus those who never drink tap water (46 percent)

Chart 35 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. Three fifths (65 percent) recorded ratings of very concerned (41 percent) and somewhat concerned (24 percent) despite their seeming acceptance of higher rates. The mean rating is 3.9, which represents a high level of concern. This level of concern is consistent with the results of the 2011 survey where 61 percent were either very concerned or somewhat concerned about continued increases in water rates and where the mean rating was 3.7.



The following groups are either very concerned or somewhat concerned about increases in water rates:

- Homeowners (71 percent) versus renters (51 percent).
- Residents of single family homes (73 percent) versus those who are apartment dwellers (35 percent).
- Longer term residents of 31 years or more exhibit the greatest level of concern about increases in water rates (very or somewhat concerned = 73 percent versus 30 years or less = 59 percent).
- Households that pay for their water (71 percent) versus households that do not pay for water (51 percent).

APPENDIX

SDCWA Public Opinion Survey
(July 2012)

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. 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 until after a few questions if you still cannot tell. Would that be OK? **[IF YES, CODE "TOP"=1; IF NOT ACCEPTABLE:] AFTER Q2c-----**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 QUALITY
- 4 - EDUCATION COST
- 5 - ENVIRONMENT/POLLUTION
- 6 - GOVERNMENT MISMANAGEMENT (GENERAL MENTION)
- 7 - FINANCIAL PROBLEMS IN THE CITY OF SD
- 8 - FINANCIAL PROBLEMS IN STATE AND OTHER LOCAL GOVERNMENTS
- 9 - FEDERAL DEFICIT
- 10 - MORTGAGE CRISIS/ HOME FORECLOSURES
- 11 - CREDIT MARKETS/DIFFICULTY GETTING LOANS
- 12 - GROWTH/DEVELOPMENT/SPRAWL
- 13 - COST OF GASOLINE
- 14 - ELECTRICITY AND HEATING COST/SUPPLY
- 15 - HOUSING AFFORDABILITY
- 16 - COST OF LIVING (GENERALLY)
- 17 - HIGH TAXES
- 18 - WATER QUALITY
- 19 - WATER SUPPLY
- 20 - WATER RATES/COST OF WATER
- 21 - HOMELESS
- 22 - IMMIGRATION ISSUES
- 23 - TRAFFIC
- 24 - FIRE DANGER
- 25 - NEW AIRPORT
- 26 - INFRASTRUCTURE
- 27 - SEWAGE TREATMENT
- 28 - TERRORISM
- 29 - WARS (IRAQ, MIDEAST, AFGHANISTAN/PAKISTAN)
- 30 - HEALTH CARE
- 31 - CHARGER STADIUM
- 32 - MIDDLE EAST (GENERAL MENTION APART FROM SPECIFIC WARS OR TERRORISM)
- 33 - PUBLIC TRANSPORTATION
- 50 - OTHER, SPECIFY: _____
- 99 - DK/REF/NONE

Utilities

Q2a-c. I am going to mention eight utilities **[FOR CITY RESIDENTS—7 UTILITIES]** that serve the needs of residents and businesses in the region. Considering only those utilities that you pay for, which would you say is the best value for the amount of money that you pay. Which ones are second and third? **[ROTATE LIST]**

	MOST (2a)	SECOND (2b)	THIRD (2c)
a. Trash collection [NOT ASK CITY]	1	1	1
b. Water	2	2	2
c. Sewer	3	3	3
d. Telephone (land line)	4	4	4
e. Mobile Phone	5	5	5
f. Cable or Satellite TV	6	6	6
g. Internet access	7	7	7
h. Gas & Electric	8	8	8

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 - **Not Sure/DK? [DO NOT READ/DK/REF]**

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

- 1. improving,
- 2. worsening
- 3. remaining the same
- 4. **Not sure/DK [DO NOT READ]**

Q5. How much trust do you have in the ability of your local water agencies to provide clean, safe water to you? Would you say...* **[REVERSE]**

- 1 – a great deal of trust,
- 2 – a good amount of trust,
- 3 – some trust,
- 4 -- not much trust,

- 5 – no trust at all?
- 9 -- **Not Sure [INCLUDES DK/REF—DO NOT READ]**

Q6. How much trust do you have in your local water agencies to provide this water to you at a reasonable price? Would you say...**[REVERSE]**

- 1 – a great deal of trust,
- 2 – a good amount of trust,
- 3 – some trust,
- 4 -- not much trust,
- 5 – no trust at all?
- 9 --**Not Sure [INCLUDES DK/REF—DO NOT READ]**

Q7. Are you aware of efforts by the San Diego County Water Authority to make the supply of water more reliable for the San Diego region?

- 1. Yes
- 2. No **[GO TO Q8]**
- 3. **Not sure/DK [DO NOT READ] [GO TO Q8]**

Q7a. [IF Q7 = 1] What would be one of the efforts that you are aware of that the San Diego County Water Authority is undertaking in order to increase water reliability?

[DO NOT READ; PROBE AND RECORD ONE MAIN SUGGESTION]

- 1 – SEAWATER/ OCEAN WATER DESALINATION
- 2 – WATER TRANSFER/IMPORT FROM COLORADO RIVER—IMPERIAL VALLEY
- 3 - MORE RESERVOIRS/STORAGE
- 4 - RECYCLED WATER
- 5 – MANDATORY CONSERVATION

[MAKE RESPONDENT INDICATE MANDATORY OR VOLUNTARY

- 6—VOLUNTARY CONSERVATION
- 7 - PUBLIC EDUCATION
- 8 - MORE RESEARCH
- 9—ENSURE ADEQUATE SUPPLY
- 10—IMPROVE INFRASTRUCTURE
- 20 - OTHER, SPECIFY: _____
- 99 - DK/REF

Q8. What do you think is the single most critical thing that can be done to ensure a safe and reliable water supply for San Diego County residents and businesses? **[DO NOT READ; PROBE AND RECORD ONE MAIN SUGGESTION]**

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

[MAKE RESPONDENT INDICATE MANDATORY OR VOLUNTARY

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

Diversification Plan

READ to ALL: Twenty years ago, almost all of our water supply came from a single supplier—the Metropolitan Water District of Southern California. At that time, our region took a 31 percent cut in water supplies from Metropolitan that lasted more than a year. In response, a plan was developed to diversify our water sources to improve the reliability of our region’s water supply. Today, less than half of our water in San Diego County comes from Metropolitan. Over the next decade, the plan is to further diversify our water sources and improve the reliability of our water supply

Q9. I am now going to mention to you some of these other water supplies that have been or may be developed as part of the plan to diversify. Please tell us what you think is the most important part of this diversification plan. Would you say that the most important part is.....

-----[ROTATE]

- 1. Ocean water desalination?
- 2. Colorado River transfers that are purchased from the Imperial Valley?
- 3. saving water in underground ponds known as aquifers?
- 4. recycled water?
- 5. additional conservation?
- 6. expanding local reservoirs to store more rainfall and imported water?
- 8. **NONE [DO NOT READ]**
- 9. **DK/REF [DO NOT READ]**

Q10. On a scale of 1-5, where 1 is agree strongly and 5 is disagree strongly, how do you rate your opinion of this plan to use all of the things mentioned to diversify our water sources and improve supply reliability?

1 2 3 4 5

[DO NOT READ—DK/REF = 9]

Desalination

Q11. These next questions are about desalination of ocean water. As you may know, ocean water desalination, which is also known as seawater desalination, is the process of making drinking water from ocean water. Do you believe that ocean water 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]**

Q12a-e. The Water Authority is negotiating an agreement with a private company to buy water from an ocean water desalination plant that would be built in Carlsbad. I would like to read to you several statements regarding desalination. After each statement, I will ask you to please rate how influenced you are by these statements on a scale of 1-to-5, with 1 being very favorably influenced toward desalination and 5 being not favorably influenced at all.

ROTATE

- a. Desalinated water is a drought-proof local supply of water. _____
- b. Desalination ensures a reliable, high quality supply of water that will help to sustain jobs and the health of our local economy. _____
- c. Desalination will reduce the region's demand for supplies of imported water from Northern California and the Colorado River. _____
- d. Desalinated water is competitive with the cost of developing other new sources of water supplies. _____
- e. Desalinated water reduces the San Diego region's dependence on supplies from the Metropolitan Water District. _____

Q13. The average household in the San Diego region pays approximately \$71 per month for water. How much more would you be willing to pay per month, as an addition to your water bill now, to add desalination to our region's water supplies?

Would you be willing to pay an additional....? **[Ask until answer is accepted or all exhausted]**

1. \$20 or more additional per month
2. \$15-\$19
3. \$10-\$14
4. \$5-\$9
5. More than \$0 but less than \$5

- 6. I am not willing to pay any additional amount **[GO TO Q14]**
- 7. **DK/REF [DO NOT READ—GO TO Q14]**

Q13a. You indicated that you would likely pay an additional **[INSERT RESPONSE TO Q13]** per month for desalinated water as an addition to the region’s water supply. Do you have a more precise amount within that range that you would consider to be reasonable?

IF YES, ASK AMOUNT AND ENTER _____
IF NO OR DK/REF, ENTER 999

Water Conservation

Q14: During the past year, would you say your household's water usage has been...*
[REVERSE 1 - 3 ONLY]

- 1 - increasing, **[GO TO Q14c-h]**
- 2 - staying about the same, **[GO TO Q14c-h]**
- 3 - decreasing, **[GO TO Q14a]**
- 9 –**DK/REF [DO NOT READ] [GO TO Q14c-h]**

Q14a. [IF Q14 = 3] What one thing most motivated your household to reduce your water usage?

ROTATE-----

- 1—WE ARE WATCHING OUR BUDGET/TRYING TO SAVE MONEY
- 2—CALLS TO CONSERVE BY WATER AGENCIES
- 3- MESSAGES IN THE MEDIA
- 4—CONSERVING WATER IS THE “RIGHT” THING TO DO
- 5—WE ARE ANTICIPATING HIGHER RATES IN THE FUTURE AND WANT TO BE BETTER PREPARED
- 15 - OTHER, SPECIFY _____
- 20 – DK/REF/NOTHING

Q14b. Do you think that your reduced use of water is permanent or temporary?

- 1. Permanent
- 2. Temporary
- 3. DK/REF [DO NOT READ]**

Q14c-h. Do you think that your water usage [IF Q14 = 1 or if Q14b = 2 ---“will increase further if or when.....” If Q14 = 2 or 9 or Q14b = 1 or 3—“might increase further if or when.....”]

(1) (2) (9)
 Yes No DK/REF

----- Do Not Read

- c. the weather becomes warmer and drier than it was this past year?
- d. the economy rebounds?
- e. your family grows in size?
- f. you get a better job or promotion?
- g. you move to a larger home?
- h. water agencies stop asking us to conserve?

Q15. Do you think it is your civic responsibility as a resident of San Diego County to use water as efficiently as possible?

- 1. Yes
- 2. No
- 3. DK/REF [DO NOT READ]

Q16a1-2---Q16d1-2. Do you regard any of the following activities as your civic responsibility as a resident of San Diego County? **Ask the More or Less question if 16a-d = 1**

	Q16a1-d1	[IF Q16a1-d1 = 1] Q16a2-d2
	Yes = 1 No = 2 DK/REF = 9 DO NOT READ	More or less of a responsibility than conserving water More= 1 Less =2 DK/REF = 9 DO NOT READ
ROTATE		
Q16a1-2. voting in public elections		
Q16b1-2. serving on a jury		
Q16c1-2. preventing pollution/not littering		
Q16d1-2. recycling used materials		

Recycled Water

Q17. Do you believe that it is possible to further treat recycled water **currently** used for irrigation to make the water pure and safe for drinking?

1. Yes
2. No
3. DK/REF [**DO NOT READ**]

Q18. Do you think that our drinking water **already** contains recycled water?

1. Yes
2. No [**GO TO Q19**]
3. **DK/REF** –[**DO NOT READ**] –[**GO TO Q19**]

Q18a. [**IF Q18=1**] What is it that makes you think that recycled water is already a part of the drinking water supply?

99= DK/REF

Q19. How would you feel about using advanced treated recycled water as an addition to the supply of drinking water, that is water treated with ultra- filtration, reverse osmosis, and advanced oxidation?

1. strongly favor [**Go TO Q21 if City Resident or Q24 if not City Resident**]
 2. somewhat favor
 3. somewhat oppose
 4. strongly oppose
- 9. DK/REF [DO NOT VOLUNTEER]**

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

RECYCLE INFO. [RECORD REQUESTED PROCESS FOR INFORMATION]_____

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

Q20a-c. Would you be likely to accept the addition of advanced treated recycled water to supplement the sources of our drinking water if you learned that.....

	Yes	No	DK/REF
a. California's drinking water standards are among the most strict in the nation, and advanced treated recycled water in the region would comply with those standards?	1	2	9
b. recycled water is currently used to supplement drinking water in other U.S. communities?	1	2	9
c. recycled water could supply as much as 10% of our local drinking water supplies?	1	2	9

[NON-CITY RESIDENTS-GO TO Q24]

Q21. [CITY ONLY] Have you heard about the City of San Diego Water Purification Demonstration Project?

1. Yes **[Go to Q21a]**
2. No (includes DK/REF) **[Go to Q22]**
9. DK/REF **[DO NOT READ]**

Q21a. [IF Q21=1] What have you heard about the Water Purification Demonstration Project?

(DO NOT READ: RECORD 1 RESPONSE)

1. RECYCLED WATER FOR HOME AND DRINKING USE **[MUST GET DISTINCTION BETWEEN 1 AND 2]**
2. RECYCLED WATER FOR NON-DRINKING USE
8. OTHER _____
9. DK/REF **[DO NOT READ]**

Q22. [CITY ONLY] For your information, the Water Purification Demonstration Project tests a three-step process where used water is taken as it leaves homes in San Diego; it is then cleaned and stored in local reservoirs along with imported water. All water in the reservoir will be cleaned again before it becomes tap water. Do you _____ the Water Purification Demonstration Project

1. strongly favor
2. somewhat favor
3. somewhat oppose, or
4. strongly oppose

9. DK/REF **[DO NOT READ]**

Q23. [CITY ONLY] Are you aware that Orange County has used this same water purification process for several years to turn recycled water into tap water?

1. YES

- 2. NO
- 9. **DK/REF [DO NOT READ]**

Q24. How often do you drink bottled water? Would you say...

- 1. often,
- 2. sometimes,
- 3. rarely, or
- 4. never?
- 9. **DK/REF [DO NOT READ]**

Q25. How often do you drink regular tap water? Would you say...

- 1. often
- 2. sometimes,
- 3. rarely, or
- 4. never?
- 9. **DK/REF [DO NOT READ]**

Water Rates

Q26. Does your household pay its own water bill, or does someone else, like your landlord of homeowner's association, pay the water bill?

- 1. Respondent/other member of household pays
- 2. Landlord/Homeowner's Association/Other pays
- 9. **DK/REF [DO NOT READ – ONLY IF VOLUNTEERED]**

Q27. Do you believe the cost of water is: **[ROTATE]**

- 1. Too expensive
- 2. Fair/reasonable
- 3. Inexpensive
- 9. **DK/REF [DO NOT READ]**

Q28a-b. What do you think have been the biggest causes of water rate increases **[RECORD TWO MAXIMUM]**?

[DO NOT READ-----CODE USING FOLLOWING SCHEMA:]

- 1 – INCREASED RELIANCE ON IMPORTED WATER**
- 2 – WATER SHORTAGE DUE TO LESS RAIN IN SAN DIEGO THAN NORMAL**
- 3 - POPULATION GROWTH**
- 4 – COURT ORDERS REDUCING LOCAL WATER SUPPLY**
- 5 – PRICE INCREASES FROM THE METROPOLITAN WATER DISTRICT**

- 6—INCREASING OPERATIONAL COSTS AT LOCAL WATER AGENCIES
- 8—INCREASING COSTS AT SAN DIEGO WATER AUTHORITY
- 9—LESS SNOW IN MOUNTAINS
- 10—LESS WATER IN COLORADO RIVER
- 11—DECREASED WATER USAGE—CONSERVATION
- 12--MORE WATER BEING USED BY CUSTOMERS
- 20- OTHER _____
- 99. DK/REF

Q29. Now I'm going to read you the perspectives of two different people.

Mr. Smith says that increased water rates have paid for new water supplies and facility construction projects that have vastly improved the region's water supply reliability and lessened the chances of water supply shortages.

Ms. Jones says that water rates are way too high, and doubts that all of those water projects are necessary.

Considering the two different viewpoints, which would you say you most agree with?

1. Mr. Smith who says increases in water rates are necessary to maintain reliability of the water supply

or

2. Ms. Jones who says increased water rates are not necessary and should be stopped.

9. DK/REF [DO NOT READ]

Q30. How concerned are you about the prospect of continued increases in water rates? **[use a scale of 1 to 5, where 1 = not at all concerned and 5 = very concerned].**

1 2 3 4 5

9=DK/REF [DO NOT READ]

Q31. Are you aware that the San Diego County Water Authority has filed a lawsuit alleging that the Los Angeles-based Metropolitan Water District of Southern California is overcharging San Diego County ratepayers for the cost of transporting imported water to San Diego?

1. Yes
2. No
3. **DK/REF [DO NOT READ]**

Demographics

TENURE. 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]**

HOU. How would you describe your housing type?

- 1 – single family home
- 2 - condominium
- 3 - apartment
- 4 - mobile home
- 8 – other _____
- 9 - **DK/REF---[DO NOT READ]**

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]**

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
- 6 - 65 to 74
- 7 - 75 and over
- 9 - **DK/REF---[DO NOT READ]**

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]**

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
- 5 - \$100,000 up to (but not including) \$150,000
- 6 - \$150,000 up to (but not including) \$250,000
- 7-- \$250,000 and above?
- 9 - **DK/REF--- [DO NOT READ]**

Frequency Table

		Cell Phone			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Has a landline	323	80.8	81.4	81.4
	Cell phone only	74	18.5	18.6	100.0
	Total	397	99.3	100.0	
Missing	Refused	3	.8		
Total		400	100.0		

		Zip Code			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	92101	12	3.0	3.0	3.0
	92102	8	2.0	2.0	5.0
	92103	9	2.3	2.3	7.2
	92104	23	5.8	5.8	13.0
	92105	23	5.8	5.8	18.8
	92106	7	1.8	1.8	20.5
	92107	11	2.8	2.8	23.3
	92108	7	1.8	1.8	25.0
	92109	14	3.5	3.5	28.5
	92110	19	4.8	4.8	33.3
	92111	16	4.0	4.0	37.3
	92112	1	.3	.3	37.5
	92113	7	1.8	1.8	39.3
	92114	16	4.0	4.0	43.3
	92115	22	5.5	5.5	48.8
	92116	20	5.0	5.0	53.8

92117	23	5.8	5.8	59.5
92118	2	.5	.5	60.0
92119	14	3.5	3.5	63.5
92120	8	2.0	2.0	65.5
92121	2	.5	.5	66.0
92122	4	1.0	1.0	67.0
92123	8	2.0	2.0	69.0
92124	7	1.8	1.8	70.8
92126	9	2.3	2.3	73.0
92127	13	3.3	3.3	76.3
92128	19	4.8	4.8	81.0
92129	16	4.0	4.0	85.0
92130	8	2.0	2.0	87.0
92131	15	3.8	3.8	90.8
92139	9	2.3	2.3	93.0
92151	1	.3	.3	93.3
92154	18	4.5	4.5	97.8
92160	1	.3	.3	98.0
92168	1	.3	.3	98.3
92173	7	1.8	1.8	100.0
Total	400	100.0	100.0	

Years residing in SD County

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.3	.3	.3
	1	6	1.5	1.6	1.8
	2	9	2.3	2.4	4.2
	3	8	2.0	2.1	6.3
	4	9	2.3	2.4	8.6
	5	9	2.3	2.4	11.0
	6	9	2.3	2.4	13.4
	7	3	.8	.8	14.1

8	7	1.8	1.8	16.0
9	5	1.3	1.3	17.3
10	13	3.3	3.4	20.7
11	4	1.0	1.0	21.7
12	10	2.5	2.6	24.3
13	5	1.3	1.3	25.7
14	10	2.5	2.6	28.3
15	8	2.0	2.1	30.4
16	1	.3	.3	30.6
17	3	.8	.8	31.4
18	3	.8	.8	32.2
19	3	.8	.8	33.0
20	21	5.3	5.5	38.5
21	3	.8	.8	39.3
22	5	1.3	1.3	40.6
23	6	1.5	1.6	42.1
24	7	1.8	1.8	44.0
25	16	4.0	4.2	48.2
26	4	1.0	1.0	49.2
27	9	2.3	2.4	51.6
28	5	1.3	1.3	52.9
29	3	.8	.8	53.7
30	16	4.0	4.2	57.9
31	5	1.3	1.3	59.2
32	9	2.3	2.4	61.5
33	1	.3	.3	61.8
34	3	.8	.8	62.6
35	17	4.3	4.5	67.0
36	3	.8	.8	67.8
37	5	1.3	1.3	69.1
38	3	.8	.8	69.9
39	1	.3	.3	70.2
40	20	5.0	5.2	75.4
41	2	.5	.5	75.9

42	6	1.5	1.6	77.5
43	2	.5	.5	78.0
44	2	.5	.5	78.5
45	7	1.8	1.8	80.4
46	2	.5	.5	80.9
47	5	1.3	1.3	82.2
48	4	1.0	1.0	83.2
49	5	1.3	1.3	84.6
50	15	3.8	3.9	88.5
51	1	.3	.3	88.7
52	2	.5	.5	89.3
53	1	.3	.3	89.5
54	4	1.0	1.0	90.6
55	3	.8	.8	91.4
56	1	.3	.3	91.6
57	4	1.0	1.0	92.7
58	1	.3	.3	92.9
60	12	3.0	3.1	96.1
61	1	.3	.3	96.3
64	1	.3	.3	96.6
66	2	.5	.5	97.1
67	1	.3	.3	97.4
68	1	.3	.3	97.6
69	1	.3	.3	97.9
70	2	.5	.5	98.4
71	1	.3	.3	98.7
72	1	.3	.3	99.0
77	1	.3	.3	99.2
83	1	.3	.3	99.5
90	1	.3	.3	99.7
96	1	.3	.3	100.0
Total	382	95.5	100.0	
Missing	98	4.5		
Total	400	100.0		

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	228	57.0	57.1	57.1
	Female	171	42.8	42.9	100.0
	Total	399	99.8	100.0	
Missing	System	1	.3		
Total		400	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	8	2.0	2.1	2.1
	Economy/Jobs	136	34.0	35.6	37.7
	Education Quality	19	4.8	5.0	42.7
	Education Cost	18	4.5	4.7	47.4
	Environment/Pollution	9	2.3	2.4	49.7
	Government Mismanagement in General	12	3.0	3.1	52.9
	Financial Problems In The City Of SD	28	7.0	7.3	60.2
	Financial Problems In State & Local Govts	10	2.5	2.6	62.8
	Federal Deficit	3	.8	.8	63.6
	Mortgage Crisis/ Home Foreclosures	5	1.3	1.3	64.9
	Growth/Development/Sprawl	5	1.3	1.3	66.2
	Cost Of Gasoline	3	.8	.8	67.0
	Electricity And Heating Cost/Supply	3	.8	.8	67.8
	Housing Affordability	16	4.0	4.2	72.0

	Cost Of Living (Generally)	7	1.8	1.8	73.8
	High Taxes	5	1.3	1.3	75.1
	Water Quality	7	1.8	1.8	77.0
	Water Supply	17	4.3	4.5	81.4
	Water Rates/Cost Of Water	11	2.8	2.9	84.3
	Homeless	9	2.3	2.4	86.6
	Immigration Issues	4	1.0	1.0	87.7
	Traffic	8	2.0	2.1	89.8
	Infrastructure	19	4.8	5.0	94.8
	Wars (Iraq, Mideast, Afghanistan/Pakistan)	1	.3	.3	95.0
	Health Care	4	1.0	1.0	96.1
	Public Transportation	1	.3	.3	96.3
	pension reform	11	2.8	2.9	99.2
	problems with politics/politicians	3	.8	.8	100.0
	Total	382	95.5	100.0	
Missing	Other, Specify:	4	1.0		
	DK/REF	14	3.5		
	Total	18	4.5		
Total		400	100.0		

Q2-1 - Considering only those utilities that you pay for, which would you say is the best value for the amount of money that you pay.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Water	62	15.5	16.1	16.1
	Sewer	21	5.3	5.4	21.5
	Telephone (land line)	42	10.5	10.9	32.4
	Mobile phone	62	15.5	16.1	48.4
	Cable or satellite TV	24	6.0	6.2	54.7
	Internet access	33	8.3	8.5	63.2
	Gas & electric	142	35.5	36.8	100.0
	Total	386	96.5	100.0	
Missing	DK/Refused	14	3.5		
Total		400	100.0		

Q2-2 - Considering only those utilities that you pay for, which would you say is the second best value for the amount of money that you pay.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Water	53	13.3	18.3	18.3
	Sewer	37	9.3	12.8	31.1
	Telephone (land line)	40	10.0	13.8	45.0
	Mobile phone	27	6.8	9.3	54.3
	Cable or satellite TV	25	6.3	8.7	63.0
	Internet access	46	11.5	15.9	78.9
	Gas & electric	61	15.3	21.1	100.0
	Total	289	72.3	100.0	
Missing	System	111	27.8		
Total		400	100.0		

Q2-3 - Considering only those utilities that you pay for, which would you say is the third best value for the amount of money that you pay.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Water	41	10.3	17.4	17.4
	Sewer	20	5.0	8.5	26.0
	Telephone (land line)	27	6.8	11.5	37.4
	Mobile phone	32	8.0	13.6	51.1
	Cable or satellite TV	39	9.8	16.6	67.7
	Internet access	44	11.0	18.7	86.4
	Gas & electric	32	8.0	13.6	100.0
	Total	235	58.8	100.0	
Missing	System	165	41.3		
Total		400	100.0		

Q3 - How reliable do you think San Diego County's water supply is? Would you say.....

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very reliable	147	36.8	38.4	38.4
	Somewhat reliable	167	41.8	43.6	82.0
	Somewhat unreliable	52	13.0	13.6	95.6
	Very unreliable	17	4.3	4.4	100.0
	Total	383	95.8	100.0	
Missing	Not sure	17	4.3		
Total		400	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Improving	53	13.3	13.6	13.6
	Worsening	108	27.0	27.8	41.4
	Remaining the same	228	57.0	58.6	100.0
	Total	389	97.3	100.0	
Missing	Not sure/DK	11	2.8		
Total		400	100.0		

Q5. How much trust do you have in the ability of your local water agencies to provide clean, safe water to you? Would you say...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A great deal of trust	78	19.5	19.7	19.7
	A good amount of trust	153	38.3	38.6	58.3
	Some trust	117	29.3	29.5	87.9
	Not much trust	29	7.2	7.3	95.2
	No trust at all	19	4.8	4.8	100.0
	Total	396	99.0	100.0	
Missing	Not sure	4	1.0		

Q5. How much trust do you have in the ability of your local water agencies to provide clean, safe water to you? Would you say...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A great deal of trust	78	19.5	19.7	19.7
	A good amount of trust	153	38.3	38.6	58.3
	Some trust	117	29.3	29.5	87.9
	Not much trust	29	7.2	7.3	95.2
	No trust at all	19	4.8	4.8	100.0
	Total	396	99.0	100.0	
Missing	Not sure	4	1.0		
Total		400	100.0		

Q6 - How much trust do you have in your local water agencies to provide this water to you at a reasonable price? Would you say...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A great deal of trust	25	6.3	6.5	6.5
	A good amount of trust	95	23.8	24.7	31.2
	Some trust	140	35.0	36.4	67.5
	Not much trust	78	19.5	20.3	87.8
	No trust at all	47	11.8	12.2	100.0
	Total	385	96.3	100.0	
Missing	Not sure	15	3.8		
Total		400	100.0		

Q7 - Are you aware of efforts by the San Diego County Water Authority to make the supply of water more reliable for the San Diego region?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	195	48.8	48.8	48.8
	No	205	51.2	51.2	100.0

Q7 - Are you aware of efforts by the San Diego County Water Authority to make the supply of water more reliable for the San Diego region?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	195	48.8	48.8	48.8
	No	205	51.2	51.2	100.0
	Total	400	100.0	100.0	

Q7a - What would be one of the efforts that you are aware of that the San Diego County Water Authority is undertaking in order to increase water reliability?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Seawater/ Ocean Water Desalination	18	4.5	11.3	11.3
	Water Transfer/Import From Colorado River - Imperial Valley	30	7.5	18.8	30.0
	More Reservoirs/Storage	11	2.8	6.9	36.9
	Recycled Water	13	3.3	8.1	45.0
	Mandatory Conservation [Make Respondent Indicate Mandatory]	13	3.3	8.1	53.1
	Voluntary Conservation	6	1.5	3.8	56.9
	Public Education	13	3.3	8.1	65.0
	More Research	2	.5	1.3	66.3
	Ensure Adequate Supply	13	3.3	8.1	74.4
	Improve Infrastructure	27	6.8	16.9	91.3
	lawsuit issues/MWD negotiations	11	2.8	6.9	98.1
	improve water quality	3	.8	1.9	100.0
	Total	160	40.0	100.0	
Missing	Other, Specify:	6	1.5		
	DK/REF	29	7.2		
	System	205	51.2		
	Total	240	60.0		
Total		400	100.0		

Q8. What do you think is the single most critical thing that can be done to ensure a safe and reliable water supply for San Diego County residents and businesses?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Seawater Desalination	43	10.8	13.3	13.3
	Import More Water	19	4.8	5.9	19.2
	More Reservoirs/Storage	22	5.5	6.8	26.0
	Recycled Water	22	5.5	6.8	32.8
	Mandatory Conservation	27	6.8	8.4	41.2
	Voluntary Conservation	15	3.8	4.6	45.8
	Public Education	17	4.3	5.3	51.1
	More Research	10	2.5	3.1	54.2
	Diversify	7	1.8	2.2	56.3
	Improve Quality	62	15.5	19.2	75.5
	Ensure Adequate Supply	10	2.5	3.1	78.6
	Control Growth	8	2.0	2.5	81.1
	Improve Infrastructure	33	8.3	10.2	91.3
	Change Leadership Of City/County/Sdcwa/Other Water Agencies	9	2.3	2.8	94.1
	rising water prices/cost increases	8	2.0	2.5	96.6
	negotiate solutions/pursue political-government action/planning	9	2.3	2.8	99.4
	Security from terrorists, etc.	2	.5	.6	100.0
	Total	323	80.8	100.0	
	Missing	Other	10	2.5	
DK/REF		67	16.8		
Total		77	19.3		
Total	400	100.0			

Q9 - What do you think is the most important part of this diversification plan?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ocean water desalination	136	34.0	34.8	34.8
	Colorado River transfers that are purchased from the Imperia	36	9.0	9.2	44.0
	Saving water in underground ponds known as aquifers	22	5.5	5.6	49.6
	Recycled water	78	19.5	19.9	69.6
	Additional conservation	43	10.8	11.0	80.6
	Expanding local reservoirs to store more rainfall and import	71	17.8	18.2	98.7
	None	5	1.3	1.3	100.0
	Total	391	97.8	100.0	
Missing	DK/REF	9	2.3		
Total		400	100.0		

Q10 - How do you rate your opinion of this plan to use all of the things mentioned to diversify our water sources and improve supply reliability?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree strongly	154	38.5	39.6	39.6
	Agree somewhat	76	19.0	19.5	59.1
	Neither agree nor disagree	98	24.5	25.2	84.3
	Disagree somewhat	40	10.0	10.3	94.6
	Disagree strongly	21	5.3	5.4	100.0
	Total	389	97.3	100.0	
Missing	DK/REF	11	2.8		
Total		400	100.0		

Q11 - Do you believe that ocean water desalination is important to maintaining a reliable supply of water?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, very important	211	52.8	52.8	52.8
	Yes, somewhat important	114	28.5	28.5	81.3
	No, not very important	38	9.5	9.5	90.8
	No, not at all important	25	6.3	6.3	97.0
	DK/REF	12	3.0	3.0	100.0
	Total	400	100.0	100.0	

Q12a--Message Influence: Desalinated water is a drought-proof local supply of water.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very favorably influenced	207	51.7	53.2	53.2
	Somewhat favorably influenced	68	17.0	17.5	70.7
	A little influenced	69	17.3	17.7	88.4
	Not really influenced very much	18	4.5	4.6	93.1
	Not at all influenced	27	6.8	6.9	100.0
	Total	389	97.3	100.0	
Missing	DK/REF	11	2.8		
Total		400	100.0		

Q12b--Message Influence: Desalination ensures a reliable, high quality supply of water that will help to sustain jobs and the health of our local economy.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very favorably influenced	178	44.5	45.4	45.4
	Somewhat favorably influenced	86	21.5	21.9	67.3
	A little influenced	65	16.3	16.6	83.9
	Not really influenced very much	30	7.5	7.7	91.6
	Not at all influenced	33	8.3	8.4	100.0
	Total	392	98.0	100.0	
Missing	DK/REF	8	2.0		
Total		400	100.0		

Q12c--Message Influence: Desalination will reduce the region's demand for supplies of imported water from Northern California and the Colorado River.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very favorably influenced	188	47.0	48.3	48.3
	Somewhat favorably influenced	83	20.8	21.3	69.7
	A little influenced	58	14.5	14.9	84.6
	Not really influenced very much	29	7.2	7.5	92.0
	Not at all influenced	31	7.8	8.0	100.0
	Total	389	97.3	100.0	
Missing	DK/REF	11	2.8		
Total		400	100.0		

Q12d--Message Influence: Desalinated water is competitive with the cost of developing other new sources of water supplies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very favorably influenced	103	25.8	28.8	28.8
	Somewhat favorably influenced	80	20.0	22.3	51.1
	A little influenced	98	24.5	27.4	78.5
	Not really influenced very much	30	7.5	8.4	86.9
	Not at all influenced	47	11.8	13.1	100.0
	Total	358	89.5	100.0	
Missing	DK/REF	42	10.5		
Total		400	100.0		

Q12e: Message Influence: Desalinated water reduces the San Diego region's dependence on supplies from the Metropolitan Water District

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very favorably influenced	193	48.3	49.9	49.9
	Somewhat favorably influenced	76	19.0	19.6	69.5
	A little influenced	69	17.3	17.8	87.3
	Not really influenced very much	26	6.5	6.7	94.1
	Not at all influenced	23	5.8	5.9	100.0
	Total	387	96.8	100.0	
Missing	DK/REF	13	3.3		
Total		400	100.0		

Q13- How much more would you be willing to pay per month, as an addition to your water bill now, to add desalination to our region's water supplies?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	\$20 or more additional per month	45	11.3	11.9	11.9
	\$15-\$19	32	8.0	8.4	20.3
	\$10-\$14	81	20.3	21.4	41.7
	\$5-\$9	73	18.3	19.3	60.9
	More than \$0 but less than \$5	34	8.5	9.0	69.9
	I am not willing to pay any additional amount	114	28.5	30.1	100.0
	Total	379	94.8	100.0	
Missing	DK/REF	21	5.3		
Total		400	100.0		

Q13b--Precise amount willing to pay

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.7	.7
	2.00	1	.3	.7	1.4
	3.00	2	.5	1.4	2.7
	4.00	5	1.3	3.4	6.2
	5.00	20	5.0	13.7	19.9
	6.00	3	.8	2.1	21.9
	7.00	8	2.0	5.5	27.4
	8.00	5	1.3	3.4	30.8
	9.00	6	1.5	4.1	34.9
	10.00	29	7.2	19.9	54.8
	12.00	9	2.3	6.2	61.0
	13.00	3	.8	2.1	63.0
	14.00	5	1.3	3.4	66.4
	15.00	13	3.3	8.9	75.3
	16.00	1	.3	.7	76.0
	19.00	3	.8	2.1	78.1
	20.00	13	3.3	8.9	87.0
	21.00	1	.3	.7	87.7
	22.00	1	.3	.7	88.4
	25.00	10	2.5	6.8	95.2
29.00	1	.3	.7	95.9	
40.00	1	.3	.7	96.6	
42.00	1	.3	.7	97.3	
50.00	4	1.0	2.7	100.0	
	Total	146	36.5	100.0	
Missing	.00	1	.3		
	System	253	63.2		
	Total	254	63.5		
	Total	400	100.0		

Q14: During the past year, would you say your household's water usage has been...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increasing	55	13.8	13.9	13.9
	Staying about the same	235	58.8	59.3	73.2
	Decreasing	106	26.5	26.8	100.0
	Total	396	99.0	100.0	
Missing	DK/REF	4	1.0		
Total		400	100.0		

Q14a - What one thing most motivated your household to reduce your water usage?

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	We Are Watching Our Budget/Trying To Save Money	28	7.0	26.9	26.9	
	Calls To Conserve By Water Agencies	9	2.3	8.7	35.6	
	Messages In The Media	4	1.0	3.8	39.4	
	Conserving Water Is The "Right" Thing To Do	50	12.5	48.1	87.5	
	We Are Anticipating Higher Rates In The Future And Want To B	6	1.5	5.8	93.3	
	smaller household/need less water	7	1.8	6.7	100.0	
	Total	104	26.0	100.0		
	Missing	DK/REF	2	.5		
	System	294	73.5			
Total		296	74.0			
Total		400	100.0			

Q14b - Do you think that your reduced use of water is permanent or temporary?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Permanent	93	23.3	88.6	88.6
	Temporary	12	3.0	11.4	100.0
	Total	105	26.3	100.0	
Missing	DK/Refused	1	.3		
	System	294	73.5		
	Total	295	73.8		
Total		400	100.0		

Q14c- Will increase use if weather becomes warmer and drier than it was this past year

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	228	57.0	57.6	57.6
	No	168	42.0	42.4	100.0
	Total	396	99.0	100.0	
Missing	DK	4	1.0		
Total		400	100.0		

Q14d--Will increase use if the economy rebounds

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	75	18.8	19.4	19.4
	No	311	77.8	80.6	100.0
	Total	386	96.5	100.0	
Missing	DK	14	3.5		
Total		400	100.0		

Q14e--Will increase use if family grows in size

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	244	61.0	63.7	63.7
	No	139	34.8	36.3	100.0
	Total	383	95.8	100.0	
Missing	DK	17	4.3		
Total		400	100.0		

Q14f-- Will increase use if get a better job or promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	44	11.0	11.4	11.4
	No	341	85.3	88.6	100.0
	Total	385	96.3	100.0	
Missing	DK	15	3.8		
Total		400	100.0		

Q14g--Will increase use if move to a larger home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	214	53.5	55.2	55.2
	No	174	43.5	44.8	100.0
	Total	388	97.0	100.0	
Missing	DK	12	3.0		
Total		400	100.0		

Q14h--Will increase use if water agencies stop asking us to conserve

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	89	22.3	22.8	22.8
	No	301	75.3	77.2	100.0
	Total	390	97.5	100.0	
Missing	DK	10	2.5		
Total		400	100.0		

Q15 - Do you think it is your civic responsibility as a resident of San Diego County to use water as efficiently as possible?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	379	94.8	95.0	95.0
	No	20	5.0	5.0	100.0
	Total	399	99.8	100.0	
Missing	DK/REF	1	.3		
Total		400	100.0		

Q16a-1 - Do you regard voting in public elections as your civic responsibility as a resident of San Diego County?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	32	8.0	8.0	8.0
	Yes	368	92.0	92.0	100.0
	Total	400	100.0	100.0	

Q16b-1- Do you regard jury duty as your civic responsibility as a resident of San Diego County?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	53	13.3	13.3	13.3
	Yes	347	86.8	86.8	100.0
	Total	400	100.0	100.0	

Q16c-1 - Do you regard not littering/not polluting as your civic responsibility as a resident of San Diego County?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	13	3.3	3.3	3.3
	Yes	387	96.8	96.8	100.0
	Total	400	100.0	100.0	

Q16d-1 - Do you regard recycling used materials as your civic responsibility as a resident of San Diego County?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	18	4.5	4.5	4.5
	Yes	382	95.5	95.5	100.0
	Total	400	100.0	100.0	

Q16a-2-- Is voting in public elections more or less of a civic responsibility than water conservation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More responsibility	197	49.3	63.5	63.5
	Less responsibility	113	28.2	36.5	100.0
	Total	310	77.5	100.0	
Missing	DK	58	14.5		
	System	32	8.0		
	Total	90	22.5		
Total		400	100.0		

Q16b-2-- Is serving on a jury more or less of a civic responsibility than water conservation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More responsibility	91	22.8	30.1	30.1
	Less responsibility	211	52.8	69.9	100.0
	Total	302	75.5	100.0	
Missing	DK	45	11.3		
	System	53	13.3		
	Total	98	24.5		
Total		400	100.0		

Q16c-2-- Is not polluting/not littering more or less of a civic responsibility than water conservation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More responsibility	198	49.5	67.3	67.3
	Less responsibility	96	24.0	32.7	100.0
	Total	294	73.5	100.0	
Missing	DK	93	23.3		
	System	13	3.3		
	Total	106	26.5		
Total		400	100.0		

Q16d-2-- Is recycling used materials more or less of a civic responsibility than water conservation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More responsibility	162	40.5	56.8	56.8
	Less responsibility	123	30.8	43.2	100.0
	Total	285	71.3	100.0	
Missing	DK	97	24.3		
	System	18	4.5		
	Total	115	28.7		
Total		400	100.0		

Q17 - Do you believe that it is possible to further treat recycled water currently used for irrigation to make the water pure and safe for drinking?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	283	70.8	76.5	76.5
	No	87	21.8	23.5	100.0
	Total	370	92.5	100.0	
Missing	DK	30	7.5		
Total		400	100.0		

Q18--Do you think that drinking water already contains recycled water?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	224	56.0	66.7	66.7
	No	112	28.0	33.3	100.0
	Total	336	84.0	100.0	
Missing	DK	64	16.0		
Total		400	100.0		

Q18-open-coded--What is it that makes you think that recycled water is already a part of the drinking water supply?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Heard that water is recycled/news stories	37	9.3	19.4	19.4
	Water tastes/smells bad	30	7.5	15.7	35.1
	See signs, recycling plants, technology is available	15	3.8	7.9	42.9
	All water in nature is recycled	18	4.5	9.4	52.4
	"I just know it" common sense, hope we are doing it	33	8.3	17.3	69.6

	Do not trust government	9	2.3	4.7	74.3
	Water shortage likely causes it to be used	15	3.8	7.9	82.2
	Downstream causes us to get recycled water/runoff creates need to recycle water	6	1.5	3.1	85.3
	Already lots of pollution in water	13	3.3	6.8	92.1
	Personal knowledge through work, militay, travels	12	3.0	6.3	98.4
	inexpensive way to go/makes economic sense/good management	3	.8	1.6	100.0
	Total	191	47.8	100.0	
Missing	Other	5	1.3		
	DK	3	.8		
	System	201	50.2		
	Total	209	52.3		
Total		400	100.0		

Q19 - How would you feel about using advanced treated recycled water as an addition to the supply of drinking water?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	142	35.5	37.2	37.2
	Somewhat favor	149	37.3	39.0	76.2
	Somewhat oppose	48	12.0	12.6	88.7
	Strongly oppose	43	10.8	11.3	100.0
	Total	382	95.5	100.0	
Missing	DK/REF	18	4.5		
Total		400	100.0		

Q19a-- Sought explanation of recycle process

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ultra-filtration	2	.5	20.0	20.0
	Reverse osmosis	8	2.0	80.0	100.0
	Total	10	2.5	100.0	
Missing	System	390	97.5		
Total		400	100.0		

Q20a--More likely to accept recycled water if learn that California's drinking water standards are among the most strict in the nation, and advanced treated recycled water in the region would comply with those standards

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	188	47.0	72.9	72.9
	No	64	16.0	24.8	97.7
	DK	6	1.5	2.3	100.0
	Total	258	64.5	100.0	
Missing	System	142	35.5		
Total		400	100.0		

Q20b -- More likelto accept recycled water if learn that recycled water is currently used to supplement drinking water in other U.S. communities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	169	42.3	69.0	69.0
	No	76	19.0	31.0	100.0
	Total	245	61.3	100.0	
Missing	DK	13	3.3		
	System	142	35.5		
	Total	155	38.8		
Total		400	100.0		

Q20c-- More likely to accept recycled water if learn that recycled water could supply as much as 10% of our local drinking water supplies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	182	45.5	72.5	72.5
	No	69	17.3	27.5	100.0
	Total	251	62.7	100.0	
Missing	DK	7	1.8		
	System	142	35.5		
	Total	149	37.3		
Total		400	100.0		

Q21 - Have you heard about the City of San Diego Water Purification Demonstration Project?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	80	20.0	20.5	20.5
	No	310	77.5	79.5	100.0
	Total	390	97.5	100.0	
Missing	DK	7	1.8		
	System	3	.8		
	Total	10	2.5		
Total		400	100.0		

Q21a-What have you heard about Water Purification Demonstration Project?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Recycled water for home and drinking use	24	6.0	53.3	53.3
	Recycled water for non-drinking use	16	4.0	35.6	88.9
	Use other than recycling	5	1.3	11.1	100.0
	Total	45	11.3	100.0	

Missing	DK/Refused	22	5.5	
	Other	13	3.3	
	System	320	80.0	
	Total	355	88.8	
Total		400	100.0	

Q22 - Do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose the Water Purification Demonstration Project?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	158	39.5	40.9	40.9
	Somewhat favor	153	38.3	39.6	80.6
	Somewhat oppose	45	11.3	11.7	92.2
	Strongly oppose	30	7.5	7.8	100.0
	Total	386	96.5	100.0	
Missing	DK/REF	11	2.8		
	System	3	.8		
	Total	14	3.5		
Total		400	100.0		

Q23 - Are you aware that Orange County has used this same water purification process for several years to turn recycled water into tap water?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	62	15.5	15.6	15.6
	No	335	83.8	84.4	100.0
	Total	397	99.3	100.0	
Missing	System	3	.8		
Total		400	100.0		

Q24. How often do you drink bottled water? Would you say...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Often	190	47.5	47.6	47.6
	Sometimes	92	23.0	23.1	70.7
	Rarely	83	20.8	20.8	91.5
	Never	34	8.5	8.5	100.0
	Total	399	99.8	100.0	
Missing	DK/REF	1	.3		
Total		400	100.0		

Q25. How often do you drink regular tap water? Would you say...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Often	189	47.3	47.4	47.4
	Sometimes	46	11.5	11.5	58.9
	Rarely	62	15.5	15.5	74.4
	Never	102	25.5	25.6	100.0
	Total	399	99.8	100.0	
Missing	DK/REF	1	.3		
Total		400	100.0		

Q26 - Does your household pay its own water bill, or does someone else, like your landlord or homeowner's association, pay the water bill?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Household pays the water bill	271	67.8	67.8	67.8
	Landlord/Homeowners' Association/Other pays	129	32.3	32.3	100.0
Total		400	100.0	100.0	

Q27 - Do you believe the cost of water is....

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too expensive	169	42.3	44.4	44.4
	Fair/reasonable	199	49.8	52.2	96.6
	Inexpensive	13	3.3	3.4	100.0
	Total	381	95.3	100.0	
Missing	DK/REF	19	4.8		
Total		400	100.0		

Q28-1 - What do you think have been the biggest causes of water rate increases #1?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increased Reliance On Imported Water	11	2.8	3.1	3.1
	Water Shortage Due To Less Rain In San Diego Than Normal	75	18.8	20.9	24.0
	Population Growth	28	7.0	7.8	31.8
	Court Orders Reducing Local Water Supply	1	.3	.3	32.0
	Price Increases From The Metropolitan Water District	26	6.5	7.2	39.3
	Increasing Operational Costs At Local Water Agencies	32	8.0	8.9	48.2
	Increasing Costs At San Diego Water Authority	11	2.8	3.1	51.3
	Less Snow In Mountains	5	1.3	1.4	52.6
	Less Water In Colorado River	8	2.0	2.2	54.9
	Decreased Water Usage-Conservation	13	3.3	3.6	58.5
	More Water Being Used By Customers	72	18.0	20.1	78.6
	Infrastructure Issues	14	3.5	3.9	82.5

	overall economic issues	7	1.8	1.9	84.4
	low/declining water supply	4	1.0	1.1	85.5
	bureaucracy/mismanagement/gre ed/politics	52	13.0	14.5	100.0
	Total	359	89.8	100.0	
Missing	Other	15	3.8		
	DK/REF	26	6.5		
	Total	41	10.3		
Total		400	100.0		

Q28-2 - What do you think have been the biggest causes of water rate increases #2?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increased Reliance On Imported Water	2	.5	2.7	2.7
	Water Shortage Due To Less Rain In San Diego Than Normal	7	1.8	9.5	12.2
	Population Growth	7	1.8	9.5	21.6
	Price Increases From The Metropolitan Water District	6	1.5	8.1	29.7
	Increasing Operational Costs At Local Water Agencies	12	3.0	16.2	45.9
	Increasing Costs At San Diego Water Authority	7	1.8	9.5	55.4
	Less Snow In Mountains	5	1.3	6.8	62.2
	Less Water In Colorado River	4	1.0	5.4	67.6
	More Water Being Used By Customers	19	4.8	25.7	93.2
	Infrastructure Issues	1	.3	1.4	94.6
	overall economic issues	1	.3	1.4	95.9
	bureaucracy/mismanagement/gre ed/politics	3	.8	4.1	100.0
	Total	74	18.5	100.0	
Missing	Other	4	1.0		

System	322	80.5	
Total	326	81.5	
Total	400	100.0	

Q29 - Rate increases necessary (Smith)--rate increases not necessary (Jones)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Smith--increases necessary to maintain reliability	240	60.0	62.5	62.5
	Jones--rate increase not necessary and should be stopped	144	36.0	37.5	100.0
	Total	384	96.0	100.0	
Missing	DK/REF	16	4.0		
Total		400	100.0		

Q30 - How concerned are you about the prospect of continued increases in water rates?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all concerned	31	7.8	7.8	7.8
	Minor concern	26	6.5	6.6	14.4
	Neutral	83	20.8	21.0	35.4
	Somewhat concerned	94	23.5	23.8	59.2
	Very concerned	161	40.3	40.8	100.0
	Total	395	98.8	100.0	
Missing	DK/REF	5	1.3		
Total		400	100.0		

Q31 - Are you aware that the San Diego County Water Authority has filed a lawsuit alleging that Metropolitan Water District of Southern California is overcharging San Diego County ratepayers for the cost of transporting imported water?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	134	33.5	33.5	33.5
	No	266	66.5	66.5	100.0
	Total	400	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	Owned	260	65.0	65.7	65.7
	Rent/other status	136	34.0	34.3	100.0
	Total	396	99.0	100.0	
Missing	DK/REF	4	1.0		
Total		400	100.0		

HOU - How would you describe your housing type?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single family home	274	68.5	69.0	69.0
	Condominium	61	15.3	15.4	84.4
	Apartment	61	15.3	15.4	99.7
	Mobile home	1	.3	.3	100.0
	Total	397	99.3	100.0	
Missing	DK/REF	3	.8		
Total		400	100.0		

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	62	15.5	15.7	15.7
	2	135	33.8	34.3	50.0
	3	72	18.0	18.3	68.3
	4	68	17.0	17.3	85.5
	5	31	7.8	7.9	93.4
	6	17	4.3	4.3	97.7
	7	7	1.8	1.8	99.5
	8	1	.3	.3	99.7
	9	1	.3	.3	100.0
	Total	394	98.5	100.0	
Missing	26	1	.3		
	Refused	5	1.3		
	Total	6	1.5		
Total	400	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,	47	11.8	11.9	11.9
	at least one year of college, trade or vocational school,	107	26.8	27.0	38.9
	graduated college with a bachelor's degree,	142	35.5	35.9	74.7
	at least one year of graduate work beyond a bachelor's degree	100	25.0	25.3	100.0
	Total	396	99.0	100.0	
Missing	DK/REF	4	1.0		
Total		400	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	17	4.3	4.3	4.3
	25 to 34	54	13.5	13.7	18.0
	35 to 44	77	19.3	19.5	37.5
	45 to 54	88	22.0	22.3	59.7
	55 to 64	69	17.3	17.5	77.2
	65 to 74	53	13.3	13.4	90.6
	75 and over	37	9.3	9.4	100.0
	Total	395	98.8	100.0	
Missing	DK/REF	5	1.3		
Total		400	100.0		

Language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	382	95.5	95.5	95.5
	Spanish	18	4.5	4.5	100.0
Total		400	100.0	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	238	59.5	62.6	62.6
	black, not of Hispanic origin	41	10.3	10.8	73.4
	Hispanic or Latino	82	20.5	21.6	95.0
	Asian or Pacific Islander	19	4.8	5.0	100.0
	Total	380	95.0	100.0	
Missing	Native American	5	1.3		
	another ethnic group	2	.5		
	DK/REF	13	3.3		
Total		20	5.0		
Total		400	100.0		

Total Household Income

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	under \$25,000	44	11.0	11.7	11.7	
	\$25,000 up to but not including \$50,000	85	21.3	22.6	34.3	
	\$50,000 up to (but not including) \$75,000	80	20.0	21.3	55.6	
	\$75,000 up to (but not including) \$100,000	77	19.3	20.5	76.1	
	\$100,000 up to (but not including) \$150,000	54	13.5	14.4	90.4	
	\$150,000 up to (but not including) \$250,000	26	6.5	6.9	97.3	
	\$250,000 and above	10	2.5	2.7	100.0	
	Total	376	94.0	100.0		
	Missing	DK/REF	24	6.0		
	Total		400	100.0		

OPEN-ENDED RESPONSES

Other Important Issue				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	367	91.8	91.8	91.8
Balance budget	1	.3	.3	92.0
Beaches	1	.3	.3	92.3
Budget	1	.3	.3	92.5
Chemicals in the coastal areas.	1	.3	.3	92.8
City employees and outrages pension plans	1	.3	.3	93.0
City government not tending to needed issues	1	.3	.3	93.3
Cuts to public services	1	.3	.3	93.5
Drugs that introduced to kids	1	.3	.3	93.8
Finding revenue resources to receive proper services	1	.3	.3	94.0
Heat wave	1	.3	.3	94.3
Lack of info on healthy living, not provided	1	.3	.3	94.5
Lack of leadership. No visions of the city.	1	.3	.3	94.8
Lack of resources	1	.3	.3	95.0
Nuclear power plant	1	.3	.3	95.3
Pension	1	.3	.3	95.5
Pension deficit	1	.3	.3	95.8
Pension pay for city workers.	1	.3	.3	96.0
Pension reform	4	1.0	1.0	97.0
Pensions	2	.5	.5	97.5
Retirement funds	1	.3	.3	97.8
School budget cuts.	1	.3	.3	98.0
School district	1	.3	.3	98.3

Schools	1	.3	.3	98.5
The casinos	1	.3	.3	98.8
The city being broke because of the unions	1	.3	.3	99.0
They want to chop up Balboa Park	1	.3	.3	99.3
Too crowded because of the tourists.	1	.3	.3	99.5
Truth in politics	1	.3	.3	99.8
Unity factor	1	.3	.3	100.0
Total	400	100.0	100.0	

Q7a-other--Other efforts by SDCWA to mke water supply more reliable

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	368	92.0	92.0	92.0
Agreement with Sacramento water transfer	1	.3	.3	92.3
Asking for more money	1	.3	.3	92.5
Aware of outside sources	1	.3	.3	92.8
Buying water from other resources.	1	.3	.3	93.0
Challenging the Metropolitan Water District pricing	1	.3	.3	93.3
Clean the water	1	.3	.3	93.5
Conservation	1	.3	.3	93.8
Expanding the region	1	.3	.3	94.0
Get Metropolitan to re write contract to guarantee our rates	1	.3	.3	94.3
Getting better rates from Metropolitan	1	.3	.3	94.5
Law suit over Metropolitan.	1	.3	.3	94.8
Lawsuit over wholesale rates	1	.3	.3	95.0

Lawsuit with LA Metropolitan district to allow more access to the water.	1	.3	.3	95.3
Metro water district demands no negotiations/don't ask, just pay more	1	.3	.3	95.5
Negotiation between Metropolitan	1	.3	.3	95.8
Negotiations with metro LA.	1	.3	.3	96.0
News posting	1	.3	.3	96.3
Other than paying LA	1	.3	.3	96.5
Pipeline work	1	.3	.3	96.8
Posideon Company	1	.3	.3	97.0
Renegotiation from different sources	1	.3	.3	97.3
Testing safety of water supply	1	.3	.3	97.5
The dealing with Metropolitan water authority	1	.3	.3	97.8
The filtration of the water	1	.3	.3	98.0
The news	1	.3	.3	98.3
The water police	1	.3	.3	98.5
There is not a lot they can do, depends on when they can get it at the price they pay for i	1	.3	.3	98.8
To be able to supply our own water	1	.3	.3	99.0
Trying to look at all alternatives	1	.3	.3	99.3
Trying to lower rates.	1	.3	.3	99.5
Trying to use resources from northern California, and to recycle water from other reservoir	1	.3	.3	99.8
Water reclamation-purple pipes	1	.3	.3	100.0
Total	400	100.0	100.0	

Q8-other--Other critical thing that SDCWA can do to increase water supply

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	332	83.0	83.0	83.0
Accountability	1	.3	.3	83.3
Add more filtration systems	1	.3	.3	83.5
Better filtration systems	1	.3	.3	83.8
Bring down floating icebergs, or move state of CA to wetter location	1	.3	.3	84.0
Budgeting	1	.3	.3	84.3
Colorado River and open canals	1	.3	.3	84.5
Compensate residents for conserving better	1	.3	.3	84.8
Competitive prices	1	.3	.3	85.0
Contingency plan for disaster	1	.3	.3	85.3
Continual observation of water usage.	1	.3	.3	85.5
Control disposal of wastes	1	.3	.3	85.8
Do not do sewer to tap	1	.3	.3	86.0
Don't pollute the water.	1	.3	.3	86.3
Eco friendly sustainability	1	.3	.3	86.5
Filtration	1	.3	.3	86.8
Filtration system	1	.3	.3	87.0
Fluoride, add it to the water supply	1	.3	.3	87.3
Get a good plan in place.	1	.3	.3	87.5
Get from a better source	1	.3	.3	87.8
Greater water allotment from Colorado River to San Diego	1	.3	.3	88.0
I disagree with the fluoride treatment	1	.3	.3	88.3
If they're purchasing their water from a reliable source.	1	.3	.3	88.5
Improve efficiency	1	.3	.3	88.8
Improve waste control	1	.3	.3	89.0

Incentive based conservation - recycling grey water	1	.3	.3	89.3
Install residential filtration systems	1	.3	.3	89.5
Keep oceans and drains clean	1	.3	.3	89.8
Keep-exploring	1	.3	.3	90.0
Limit public access to our reservoir to avoid contamination	1	.3	.3	90.3
Limit the water use from businesses, not the small home owners	1	.3	.3	90.5
Look for other ways to find water	1	.3	.3	90.8
Lower rates.	1	.3	.3	91.0
Lower residential rates	1	.3	.3	91.3
Lower the price	1	.3	.3	91.5
Making sure that there are staff that are knowledgeable	1	.3	.3	91.8
Making sure that we don't tap out the sources	1	.3	.3	92.0
Making the prices better	1	.3	.3	92.3
Monitoring the amount of water being used	1	.3	.3	92.5
More connections to water supplies	1	.3	.3	92.8
More filtration	1	.3	.3	93.0
More rainfall	1	.3	.3	93.3
More regulation	1	.3	.3	93.5
More regulations and follow what's in place already	1	.3	.3	93.8
Negotiating good contracts with county authority	1	.3	.3	94.0
Not allow the farmers up north to hold everyone hostage with the water	1	.3	.3	94.3
Not putting in so much chemicals	1	.3	.3	94.5

Not to recycle it	1	.3	.3	94.8
Nothing.	1	.3	.3	95.0
Open up rivers	1	.3	.3	95.3
Population	1	.3	.3	95.5
Protection against terrorism	1	.3	.3	95.8
Protection law about pollution.	1	.3	.3	96.0
Really no solution no natural water supply	1	.3	.3	96.3
Reasonable rates	1	.3	.3	96.5
Renewing and maintaining the existence that we have.	1	.3	.3	96.8
Secure water rights	1	.3	.3	97.0
Security	1	.3	.3	97.3
Stop federal judges from interfering	1	.3	.3	97.5
Stop wasting it and too much water is going to the golf courses	1	.3	.3	97.8
Take the fluoride out	1	.3	.3	98.0
Testing	1	.3	.3	98.3
The cost is outrageous	1	.3	.3	98.5
They are doing the best job they can	1	.3	.3	98.8
Transparency in regard to what actually our water has in it	1	.3	.3	99.0
Transportation of water from the source	1	.3	.3	99.3
Water purification	1	.3	.3	99.5
Water with fluoride in it	1	.3	.3	99.8
We need more rain	1	.3	.3	100.0
Total	400	100.0	100.0	

Q14a-other--Other thing that motivated water use reduction

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	392	98.0	98.0	98.0
I need less water these days.	1	.3	.3	98.3
Less people in house	2	.5	.5	98.8
Lost his wife	1	.3	.3	99.0
Not being home that much.	1	.3	.3	99.3
Shortage and the drought	1	.3	.3	99.5
We don't need as much water now	1	.3	.3	99.8
Were getting older and don't use that muc	1	.3	.3	100.0
Total	400	100.0	100.0	

Q18a-open - What is it that makes you think that recycled water is already a part of the drinking water supply?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	201	50.2	50.2	50.2
A bad feeling about it & I've seen documentaries using recycled for drinking	1	.3	.3	50.5
A friend I used to know worked for a water treatment plant.	1	.3	.3	50.7
A friend told me that it was recycled	1	.3	.3	51.0
All grey water becomes recycled	1	.3	.3	51.2
All the water on earth is recycled.	1	.3	.3	51.5
I consider all water recycled.				
All water is not from an original source	1	.3	.3	51.7
All water is recycled	1	.3	.3	52.0
All water is recycled in one way or another	1	.3	.3	52.3
All water is recycled.	1	.3	.3	52.5

Always thought water was recycled	1	.3	.3	52.8
At night there is an odor that comes from the water that is not there during the day.	1	.3	.3	53.0
Because I always hear it	1	.3	.3	53.3
Because I believe we have the technology to carry that out	1	.3	.3	53.5
Because I heard in the news that it might be happening	1	.3	.3	53.8
Because I know we have water recycling plants	1	.3	.3	54.0
Because I read about it	1	.3	.3	54.3
Because if I was in charge I would do that, it just makes sense	1	.3	.3	54.5
Because if it's odor and the smell	1	.3	.3	54.8
Because it goes down to sewer, and some is retreated before it goes to ocean	1	.3	.3	55.0
Because it is so dry here	1	.3	.3	55.3
Because it s recycled	1	.3	.3	55.5
Because it tastes nasty and it smells weird.	1	.3	.3	55.8
Because nobody knows what is going on. They might be.	1	.3	.3	56.0
Because of how many people are here and how much water we have	1	.3	.3	56.3
Because of the ground water getting into the drinking supply.	1	.3	.3	56.5
Because our water is nasty	1	.3	.3	56.8
Because sometimes it's not as pure	1	.3	.3	57.0
Because the constraints that we have force us to use other resources	1	.3	.3	57.3

Because the plant off Miramar road is a recycled water plant.	1	.3	.3	57.5
Because the technology is there	1	.3	.3	57.8
Because the water has been used already	1	.3	.3	58.0
Because there are chemicals that are put in it	1	.3	.3	58.3
Because there is lots of press about it and there are all these waste water treatment plant	1	.3	.3	58.5
Because there's not enough water, a lot of people used recycled water	1	.3	.3	58.8
Because they can do whatever they want!	1	.3	.3	59.0
Because they have plants	1	.3	.3	59.3
Because we always have to use filters.	1	.3	.3	59.5
Because we aren't allowed to drink fountain water.	1	.3	.3	59.8
Because we have had a project in the past that mentioned the water	1	.3	.3	60.0
Because we live downstream from Las Vegas and other urban areas.	1	.3	.3	60.3
Because we need it so badly	1	.3	.3	60.5
Because we'd probably run out of water if it wasn't	1	.3	.3	60.8
Because, a lot of our water comes from Colorado, and a lot of cities recycle water	1	.3	.3	61.0
Better taste	1	.3	.3	61.3
Cause I don't believe what they say.	1	.3	.3	61.5
Cheapest way to charge more	1	.3	.3	61.8
Chemicals	1	.3	.3	62.0

Colorado River	1	.3	.3	62.3
Common sense	2	.5	.5	62.7
Common sense.	1	.3	.3	63.0
Could be that is happening. But not too sure.	1	.3	.3	63.2
Doesn't taste good	1	.3	.3	63.5
Don't know for sure	1	.3	.3	63.7
Don't trust government	1	.3	.3	64.0
Due to the fact of the drought, it enables us to keep a viable water supply.	1	.3	.3	64.3
Everything is recycled	1	.3	.3	64.5
Everything's recycled; they're not making any new water.	1	.3	.3	64.8
Family member works with water district and has confirmed that we receive recycled water	1	.3	.3	65.0
From having a military background they will not tell us until it's tested	1	.3	.3	65.3
General knowledge.	1	.3	.3	65.5
Good water management	1	.3	.3	65.8
Grey water is getting into the regular supply	1	.3	.3	66.0
Has already been going on	1	.3	.3	66.3
Have plant for purification	1	.3	.3	66.5
Heard about it a few years ago	1	.3	.3	66.8
Heard or seen on TV and the quality of the water doesn't taste the same.	1	.3	.3	67.0
I am not sure of the quality of it.	1	.3	.3	67.3
I am not sure what happens at the plant that might be happening now	1	.3	.3	67.5

I believe I watched something on it on PBS.	1	.3	.3	67.8
I believe that is what the plant is doing.	1	.3	.3	68.0
I don't know.	1	.3	.3	68.3
I don't think they produce it but if you irrigate and the water is from a reservoir it is	1	.3	.3	68.5
I feel that I read it somewhere	1	.3	.3	68.8
I had heard that was one of the ways we are getting water	1	.3	.3	69.0
I have a gut feeling.	1	.3	.3	69.3
I have a hunch	1	.3	.3	69.5
I have friends in the water business.	1	.3	.3	69.8
I have read data that drinking water is recycled	1	.3	.3	70.0
I hear that it is.	1	.3	.3	70.3
I hope we are already doing that	1	.3	.3	70.5
I just don't like the taste and I have an osmosis filter in my house	1	.3	.3	70.8
I just don't trust it. I don't drink water straight from the tap.	1	.3	.3	71.0
I know that they treat the drinking water that we have but I'm sure some of it is recycled.	1	.3	.3	71.3
I know the technologies that are used to accomplish these goals.	1	.3	.3	71.5
I know when I read the Otay thing that they use osmosis	1	.3	.3	71.8
I may have read it somewhere, i.e. local article	1	.3	.3	72.0
I read an article from my water company.	1	.3	.3	72.3

I read something that said that it already does	1	.3	.3	72.5
I read that it is.	1	.3	.3	72.8
I really don't know, we have poor quality water & I wouldn't trust them not to do it.	1	.3	.3	73.0
I think I've heard about it on the news.	1	.3	.3	73.3
I think that if it wasn't at this point that there would be a lot of people that would be p	1	.3	.3	73.5
I thought I read something like that in the paper. It has kind of a bad press.	1	.3	.3	73.8
I went to a water recycling plant and I saw how they do that in school and yes it can work	1	.3	.3	74.0
I would say natural cycle.	1	.3	.3	74.3
I wouldn't be shocked, everyone wants to save money	1	.3	.3	74.5
I'm hoping that they have done something like that by now.	1	.3	.3	74.8
I'm just guessing.	1	.3	.3	75.0
I've seen it discussed	1	.3	.3	75.3
If they have the ability then they're probably doing it	1	.3	.3	75.5
In our area we have quite a few lakes and all the signs say we use recycled water	1	.3	.3	75.8
It happens naturally, and there are municipalities on the east coast that recycle water.	1	.3	.3	76.0
It just makes more since	1	.3	.3	76.3
It just makes sense	3	.8	.8	77.0
It seems like it would be pretty hard to separate it.	1	.3	.3	77.3

It should be	1	.3	.3	77.5
It tastes bad	1	.3	.3	77.8
It tastes different than it used to.	1	.3	.3	78.0
It tastes nasty!	1	.3	.3	78.3
It tastes terrible; if you put it in steam it leaves crystals	1	.3	.3	78.5
It's a feeling.	1	.3	.3	78.8
It's already part of their conservation program	1	.3	.3	79.0
It's in the drinking fountains in the parks.	1	.3	.3	79.3
It's recycled by nature.	1	.3	.3	79.5
It's safer to drink	1	.3	.3	79.8
Just a hunch	1	.3	.3	80.0
Just assumed	1	.3	.3	80.3
Just because the fact that there is so much overflow. Where does the water go, I would hop	1	.3	.3	80.5
Just by the mere fact that it's always recycled.	1	.3	.3	80.8
Just conversation I've had had with friends.	1	.3	.3	81.0
Just from what I've read	1	.3	.3	81.3
Just makes sense	1	.3	.3	81.5
Just my general distrust of utilities in general.	1	.3	.3	81.8
Just things I've heard	1	.3	.3	82.0
Just things I've read	1	.3	.3	82.3
Just to save money somewhere, politics.	1	.3	.3	82.5
Kearny Mesa treatment plant	1	.3	.3	82.8
Knowledge	1	.3	.3	83.0
Lack of resources	1	.3	.3	83.3

Maybe because if it's a big deal they incorporate it into the drinking water	1	.3	.3	83.5
Mistakes	1	.3	.3	83.8
Mostly from what I have read.	1	.3	.3	84.0
My understanding that medications taken by people not broken down in the purification proce	1	.3	.3	84.3
Natural evolution	1	.3	.3	84.5
News	1	.3	.3	84.8
News article	1	.3	.3	85.0
Our water comes from Lake Henshaw/some of our water gets into that lake	1	.3	.3	85.3
Potable water	1	.3	.3	85.5
Public information.	1	.3	.3	85.8
Rumors from others	1	.3	.3	86.0
Running low on water so I'm pretty sure that they recycle it.	1	.3	.3	86.3
San Diego water taste different than other cities I've been to	1	.3	.3	86.5
Saw it on the water reports	1	.3	.3	86.8
Saw it on TV	1	.3	.3	87.0
Something I read previously that gave me that impression	1	.3	.3	87.3
Sometimes people that govern test and we are made to behave a guinea pigs.	1	.3	.3	87.5
Such a wide range of what is considered recycled water.	1	.3	.3	87.8
Suspicion	1	.3	.3	88.0
Talking to people	1	.3	.3	88.3
Taste	3	.8	.8	89.0
Taste bad.	1	.3	.3	89.3

Taste is different	1	.3	.3	89.5
Taste the difference.	1	.3	.3	89.8
Tastes bad	1	.3	.3	90.0
The demand for water is very high and every drop we could recycle we probably are	1	.3	.3	90.3
The fact that it has to be clean and it comes from different sources.	1	.3	.3	90.5
The ground-water/water table is affected by unknown elements	1	.3	.3	90.8
The parts of millions of nitrates that already exist in the tap water	1	.3	.3	91.0
The taste	4	1.0	1.0	92.0
The taste is bad.	1	.3	.3	92.3
The taste is becoming worse and worse.	1	.3	.3	92.5
The water has to be safe for consumption	1	.3	.3	92.8
The way things are right now, it comes in cycles!	1	.3	.3	93.0
There are companies that recycle water here.	1	.3	.3	93.3
There are times during the month that you can taste the chlorine or the smell of the water	1	.3	.3	93.5
There is a redistribution system that is currently in use	1	.3	.3	93.8
There is a stronger smell from the water	1	.3	.3	94.0
There must be a reason why people joke about tap water as being bad.	1	.3	.3	94.3
They have to. There are too many people. We're not ready yet.	1	.3	.3	94.5
They promoted it!	1	.3	.3	94.8

They talk about it so much. The news.	1	.3	.3	95.0
They will do whatever it takes to make a buck	1	.3	.3	95.3
They would have to recycle it because it comes in dirty.	1	.3	.3	95.5
Think I read it	1	.3	.3	95.8
Think it gets into the system somehow	1	.3	.3	96.0
Thought I heard it in the news	1	.3	.3	96.3
Through education	1	.3	.3	96.5
Toilet to tap issue.	1	.3	.3	96.8
Treatments are part of our system	1	.3	.3	97.0
Various conversations with informed people who told me about it	1	.3	.3	97.3
Water doesn't taste the same as it used to	1	.3	.3	97.5
Water filtration recycling plants already in existence	1	.3	.3	97.8
Water is here, it's always recycled	1	.3	.3	98.0
Water saving efforts	1	.3	.3	98.3
Water treatment plants	1	.3	.3	98.5
We have an increasing population & recycled is used to meet demand	1	.3	.3	98.8
We have such little water. We need to recycle	1	.3	.3	99.0
We won't be able to use water	1	.3	.3	99.3
Well all water is recycled	1	.3	.3	99.5
Wouldn't be surprised	1	.3	.3	99.8
You've just heard that	1	.3	.3	100.0
Total	400	100.0	100.0	

Q21a-other--What other thing have you heard about Water Purification Demonstartion Project

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	375	93.8	93.8	93.8
A road show that highlights a public awareness campaign	1	.3	.3	94.0
An article in the Union Tribune	1	.3	.3	94.3
Can't recall the details	1	.3	.3	94.5
Desalination of Ocean Water	1	.3	.3	94.8
Doing it in the university district to show we can recycle water	1	.3	.3	95.0
Don't know	1	.3	.3	95.3
For all uses	1	.3	.3	95.5
I just heard that there was one.	1	.3	.3	95.8
I think they are just trying it out.	1	.3	.3	96.0
I want a tour	1	.3	.3	96.3
If it's feasible to put back into the system instead of the ocean	1	.3	.3	96.5
It takes primary treated water	1	.3	.3	96.8
It works.	1	.3	.3	97.0
Its suppose to be very good	1	.3	.3	97.3
Not very much	1	.3	.3	97.5
Showing what is and what will be happening	1	.3	.3	97.8
Something in the process of being done	1	.3	.3	98.0
That they're experimenting with this.	1	.3	.3	98.3
They added chlorine to the supply of water	1	.3	.3	98.5
They can come out to my area to work on the project	1	.3	.3	98.8
They were going to try and use sewage water to reduce it.	1	.3	.3	99.0
They're using water for irrigation	1	.3	.3	99.3

Trying to set up more purifiers.	1	.3	.3	99.5
What you hear on the news. It will generally increase over the years	1	.3	.3	99.8
You can go educate yourself on how it is treated.	1	.3	.3	100.0
Total	400	100.0	100.0	

Q28-other--Other cause of water rate increases

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	280	70.0	70.0	70.0
Administration pension and salaries	1	.3	.3	70.3
Amount we have to import.	1	.3	.3	70.5
Bad management by the water companies	1	.3	.3	70.8
Because are not using ocean water	1	.3	.3	71.0
Because the government stinks	1	.3	.3	71.3
Broken infrastructure	1	.3	.3	71.5
Broken pipes	1	.3	.3	71.8
Broken water lines	1	.3	.3	72.0
Building recycling plants.	1	.3	.3	72.3
Bureaucracy	1	.3	.3	72.5
Bureaucracy of it all	1	.3	.3	72.8
Bureaucrats and poor planning	1	.3	.3	73.0
Business models, they do their business and decide what we pay.	1	.3	.3	73.3
Busting of pipes and water spewing.	1	.3	.3	73.5
Capitalism	1	.3	.3	73.8
Change in weather	1	.3	.3	74.0

Clean water add up	1	.3	.3	74.3
Climate changes contribute to the shortages	1	.3	.3	74.5
Corporate greed	1	.3	.3	74.8
Corrupt & inept politicians/bureaucrats.	1	.3	.3	75.0
Crooked politicians	1	.3	.3	75.3
Decisions made with political views.	1	.3	.3	75.5
Deteriorating water mains in San Diego County	1	.3	.3	75.8
Economy	1	.3	.3	76.0
Economy fluctuation	1	.3	.3	76.3
Employee pension	1	.3	.3	76.5
Everything is going up	1	.3	.3	76.8
Executives from the San Diego water company have had increases in there	1	.3	.3	77.0
Filtration processes	1	.3	.3	77.3
Fire season	1	.3	.3	77.5
Getting the public used to high water bills for these new methods	1	.3	.3	77.8
Golf courses	1	.3	.3	78.0
Government agencies	1	.3	.3	78.3
Government interference and environmental interference	1	.3	.3	78.5
Government requirements on companies providing water	1	.3	.3	78.8
Greed	6	1.5	1.5	80.3
Greed and too much waste of water	1	.3	.3	80.5
Greed, availability & transport of water	1	.3	.3	80.8
Greedy money grubbers	1	.3	.3	81.0

Greedy people that want more money	1	.3	.3	81.3
Greedy politicians	1	.3	.3	81.5
Haven't look into better utilization of water.	1	.3	.3	81.8
High bonuses for the board members	1	.3	.3	82.0
How water is used	1	.3	.3	82.3
Improper planning	1	.3	.3	82.5
Improving the piping	1	.3	.3	82.8
Increase cost in imported water	1	.3	.3	83.0
Increase in heat	1	.3	.3	83.3
Increased demand	1	.3	.3	83.5
Inflation	1	.3	.3	83.8
Infrastructure failure	1	.3	.3	84.0
Infrastructure leaks and water contamination	1	.3	.3	84.3
Infrastructure problems	1	.3	.3	84.5
Infrastructure.	1	.3	.3	84.8
Lack of management in water utilities	1	.3	.3	85.0
Lack of organizational control on spending, too much overhead	1	.3	.3	85.3
Lack of our politicians actions	1	.3	.3	85.5
Lack of planning	1	.3	.3	85.8
Lack of supply	1	.3	.3	86.0
Lack of technology	1	.3	.3	86.3
Less water	1	.3	.3	86.5
Limited amount of resources	1	.3	.3	86.8
Loss of water from No. California	1	.3	.3	87.0
Mismanagement	4	1.0	1.0	88.0
Monopoly	1	.3	.3	88.3
Must be treated more and cost more	1	.3	.3	88.5

Need for conservation based on the city consumption	1	.3	.3	88.8
No desalination plant	1	.3	.3	89.0
No one's monitoring the use of their use of water.	1	.3	.3	89.3
Not good management	1	.3	.3	89.5
Pensions	1	.3	.3	89.8
Politicians	1	.3	.3	90.0
Politicians and fat cats in the private sector	1	.3	.3	90.3
Politicians and the lack of responsibility.	1	.3	.3	90.5
Politics	4	1.0	1.0	91.5
Politics and the variants of the supplies of water	1	.3	.3	91.8
Poor management	2	.5	.5	92.3
Poor planning	1	.3	.3	92.5
Price fixing by the Metropolitan district	1	.3	.3	92.8
Research	1	.3	.3	93.0
Running out of natural resources	1	.3	.3	93.3
Sewage	3	.8	.8	94.0
Sewage charge	1	.3	.3	94.3
Sewage, more sewage needed, more water	1	.3	.3	94.5
Sewer	1	.3	.3	94.8
Sewer costs	1	.3	.3	95.0
Sewer fee	1	.3	.3	95.3
Shortness of water due to heat	1	.3	.3	95.5
Supply	1	.3	.3	95.8
Taxes	2	.5	.5	96.3
The cost of making sure it is safe	1	.3	.3	96.5
The cost of sewage	1	.3	.3	96.8
The economy	1	.3	.3	97.0

The fluoride added in the water	1	.3	.3	97.3
The politicians	1	.3	.3	97.5
The water board has gone crazy	1	.3	.3	97.8
Transportation	1	.3	.3	98.0
Updating of the system.	1	.3	.3	98.3
Very poor financial management	1	.3	.3	98.5
Waste	1	.3	.3	98.8
Wasting water.	1	.3	.3	99.0
Water is being shipped to china	1	.3	.3	99.3
Water main breaks	1	.3	.3	99.5
We live in a desert	1	.3	.3	99.8
Wildfires	1	.3	.3	100.0
Total	400	100.0	100.0	