

NORTH TEXAS WATER SURVEY

September 25-28, 2008

N = 606 respondents

margin of error: \pm 4.1%

BASELICE
& Associates, Inc.

 **enviromedia**
SOCIAL MARKETING

OBJECTIVES



**To measure the recall of the Water I.Q.,
Know Your Water slogan.**



**To assess water conservation habits and
willingness to conserve / save more water.**

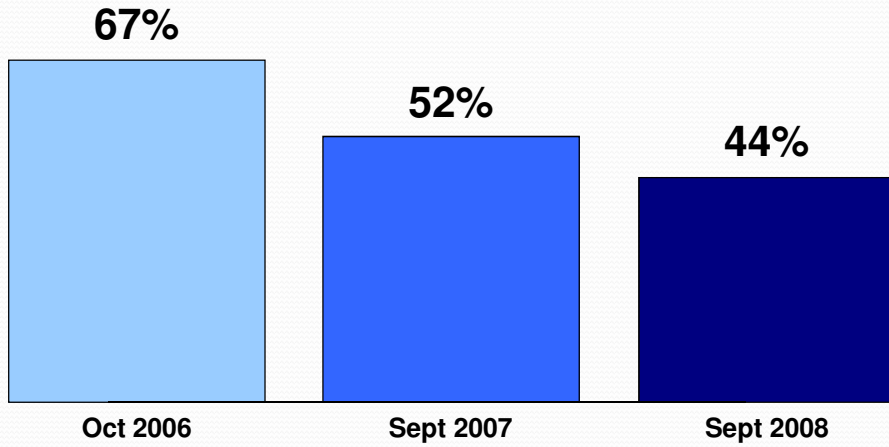


**To measure residents viewpoints on
watering restrictions and gauge
amount of outdoor water use.**

SEEN / READ / HEARD WATER MESSAGES

Q1. Have you seen, read, or heard any ads or public service messages recently related to water or water conservation?

(% Yes)

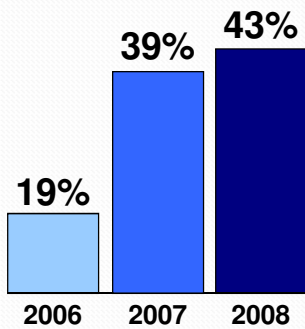


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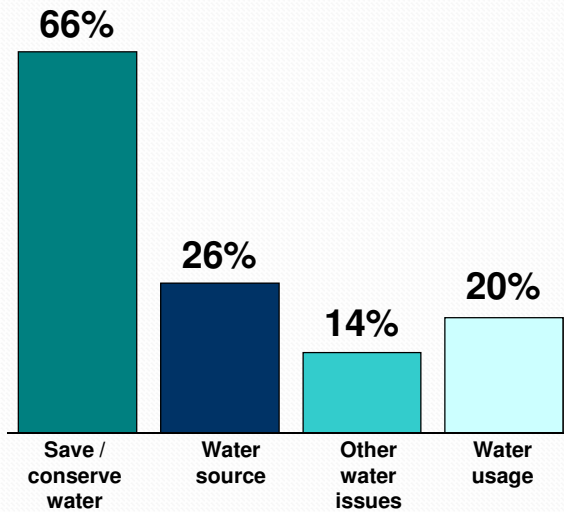
SEEN, READ, OR HEARD – WATER I.Q.

Q2. Have you seen, read, or heard the slogan Water I.Q., Know Your Water?

(% Yes)



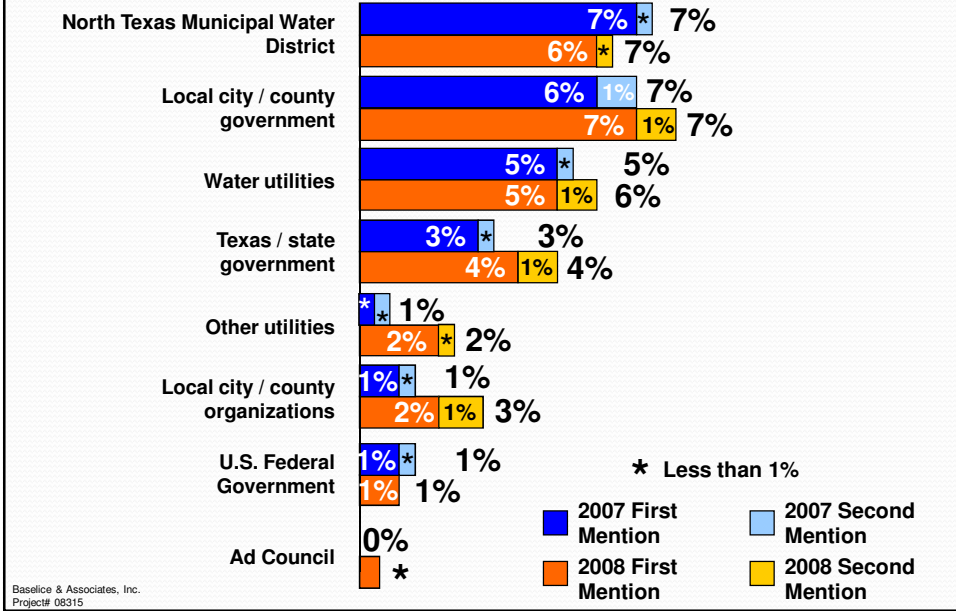
Q3. Please tell me in your own words, what the slogan Water I.Q., Know Your Water means to you?



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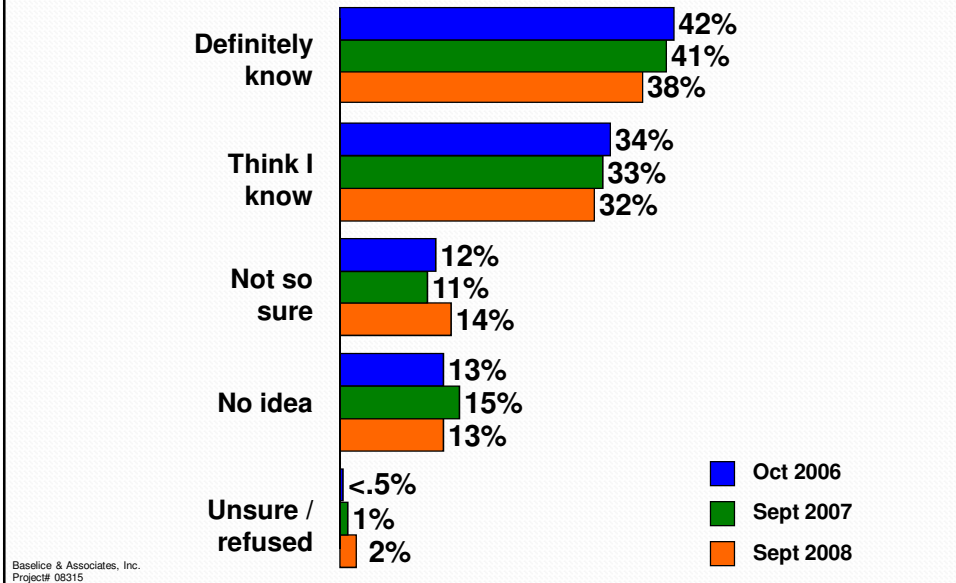
WATER I.Q. SPONSOR

Q4. Who sponsors the Water I.Q.: Know your water public service messages?



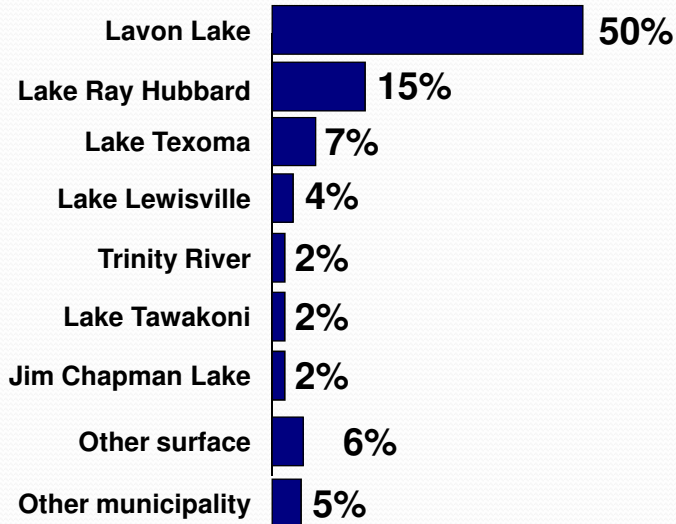
THINKING ABOUT PUBLIC EDUCATION I

Q5. Which of the following best describes your knowledge of the natural source of your drinking water?



THINKING ABOUT PUBLIC EDUCATION... II

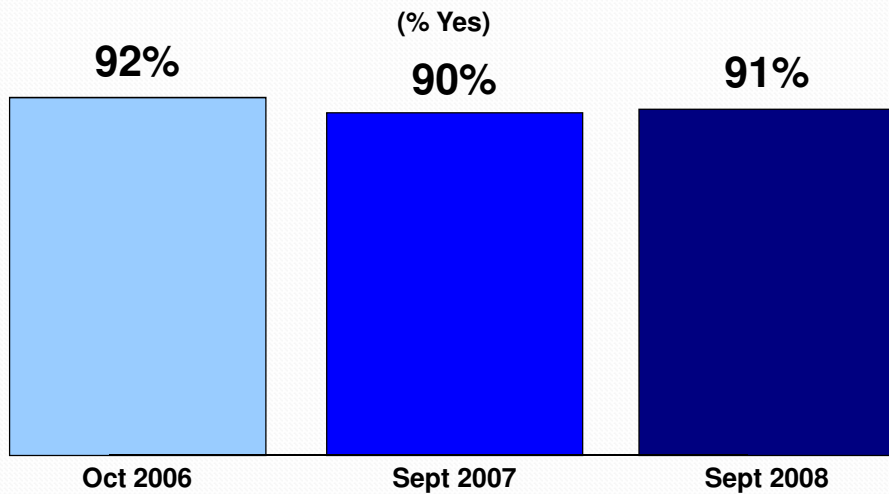
Q6. Still thinking about the natural source of where your water comes from, can you name one of the main natural water sources that supplies water to homes in your area...



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CONSERVING / SAVING WATER I

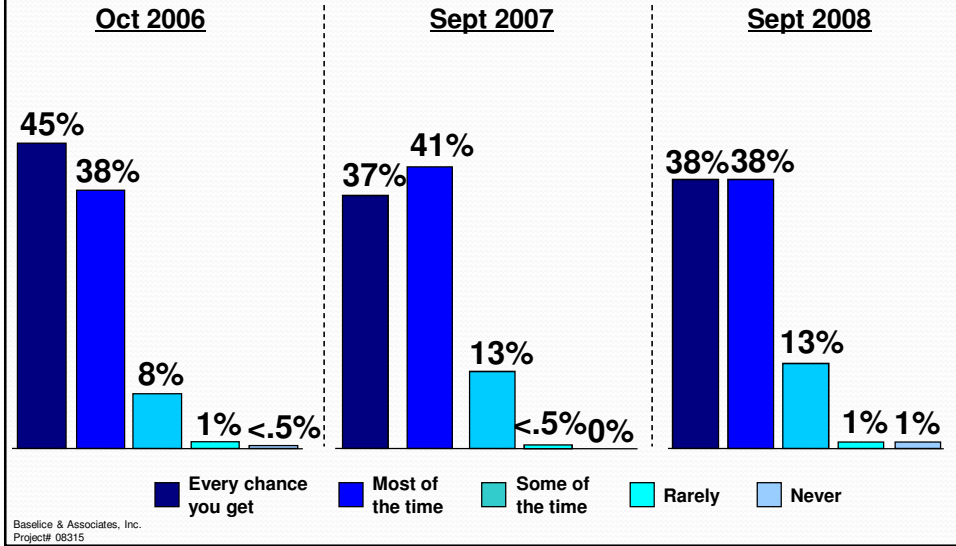
Q7A. Water conservation is defined as the protection of water resources and the reduction of water consumption so water is made available for the future. Do you (Version X: conserve / Version Y: save) water now?



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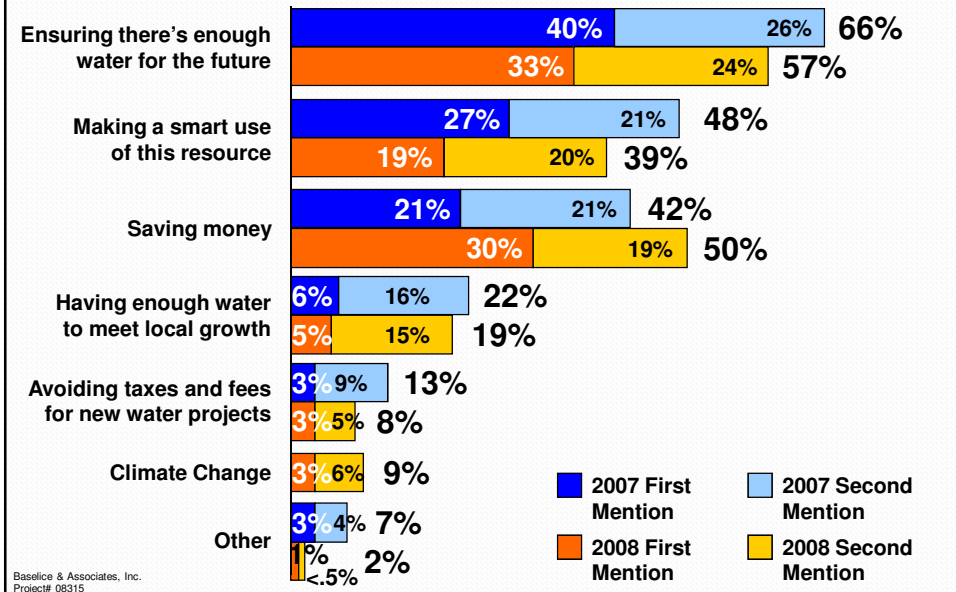
CONSERVING/SAVING WATER II

Q7B. Which of the following best describes how often you (Ver X: conserve / Ver Y: save) water?



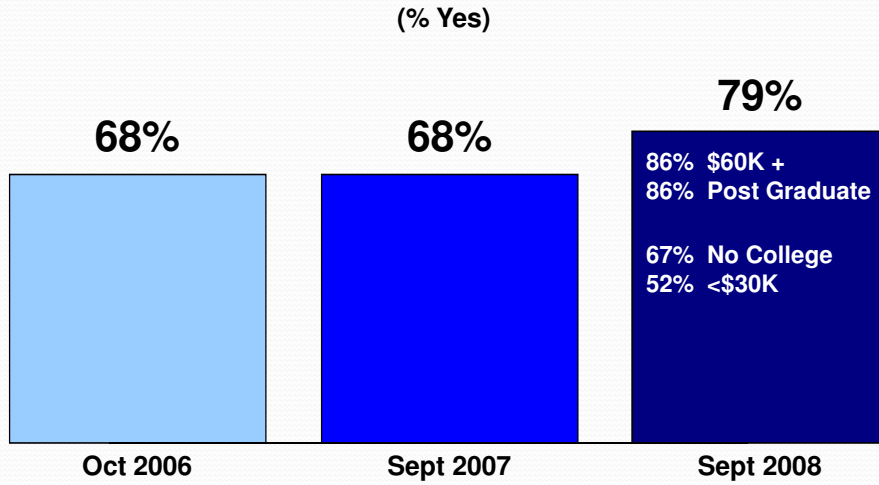
WATER CONSERVATION MOTIVES

Q8. Which one of the following motivates you most to (Ver X: conserve / Ver Y: save) water?



CONSERVING / SAVING WATER I

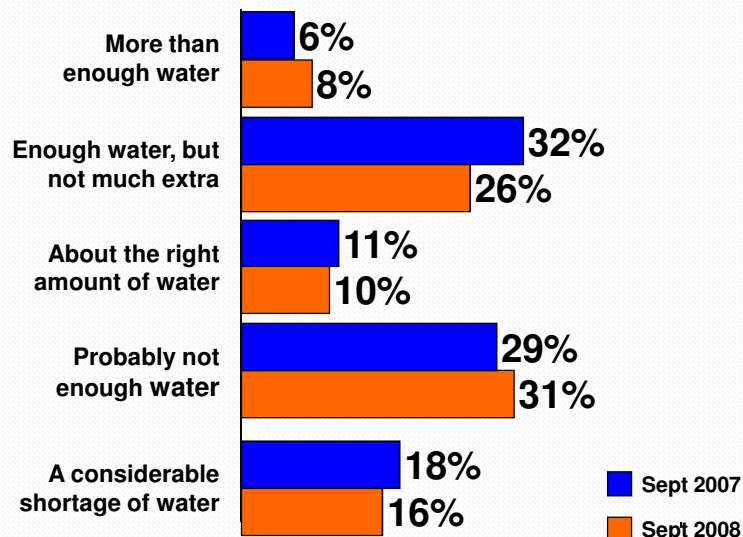
Q9. Regardless of how much you do to conserve water, do you think you could do more to (Version X: conserve / Version Y: save) water?



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CONSERVING / SAVING WATER II

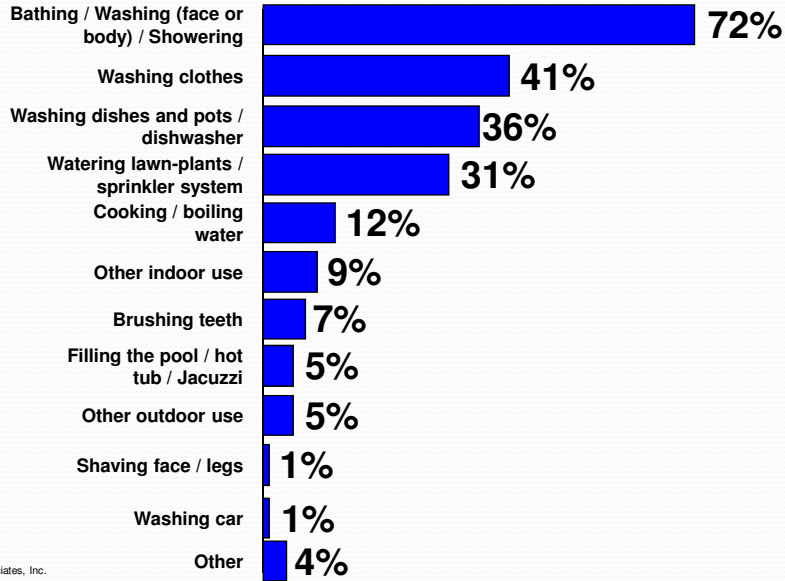
Q10. Thinking about the amount of water available to North Texas in the future, would you say there will be...



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HOUSEHOLD WATER USE I

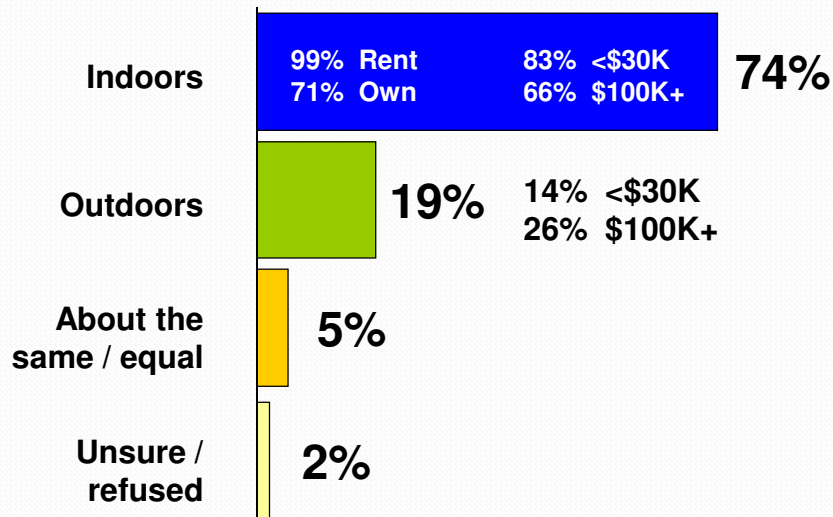
Q11. Please tell me in your own words the first thing that comes to mind regarding one of the main ways you use water at your home?



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HOUSEHOLD WATER USE II

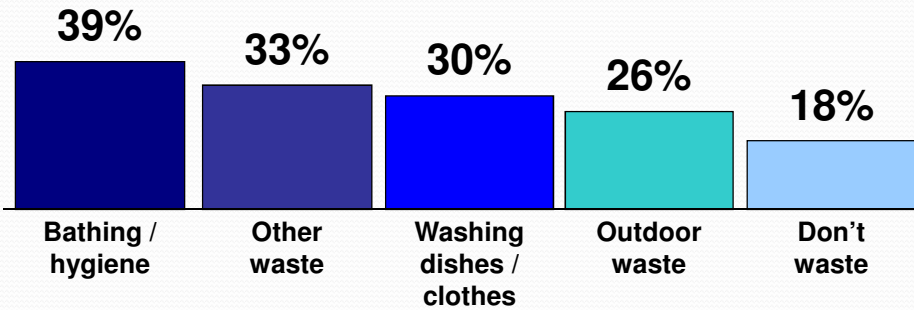
Q12. Do you think your household uses more water ...



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BIGGEST HOUSEHOLD WATER WASTE

Q13. In your own words, please describe what you consider to be the biggest (Ver X: use or waste / Ver Y: waste or use) of water at your household?

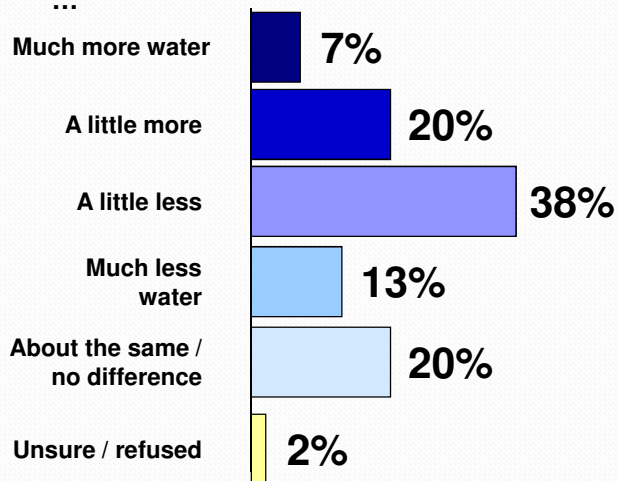


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HOUSEHOLD WATER USE II

Q14. Comparing this summer to last summer, do you think your household used

...



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WHY USE MORE / LESS WATER

Q15A. Why do you think you used more water?

	First Mention		Second Mention	
	Cases	Percent	Cases	Percent
Lack of rain/drought	38	6.3%	6	1.0%
Additional members added to household/frequent visitors	29	4.8%	3	.5%
Yard work/watering lawn	24	4.0%	17	2.8%
Hotter weather/higher temperatures	20	3.3%	10	1.7%
No water rationing/lack of restrictions	18	3.0%	7	1.2%
Addition of pool/pond in yard	2	.3%	0	.0%
Relocation brought new watering needs	4	.7%	1	.2%
To keep foundation from cracking	4	.7%	4	.7%
Have not had an increase in water use	3	.5%	0	.0%
Water left accidentally on increased water use	1	.2%	1	.2%
Faulty equipment/leak	4	.7%	1	.2%
Increased amount of drinking water	1	.2%	2	.3%
Change in personal schedule allowed more time at home	4	.7%	1	.2%
New plants needed more water	2	.3%	1	.2%
No first response	0	.0%	8	1.3%
Dk/no answer	8	1.3%	100	16.5%
Not asked	444	73.3%	444	73.3%
SUBTOTAL	606	100.0%	606	100.0%
TOTAL	606	100.0%	606	100.0%

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WHY USE MORE / LESS WATER

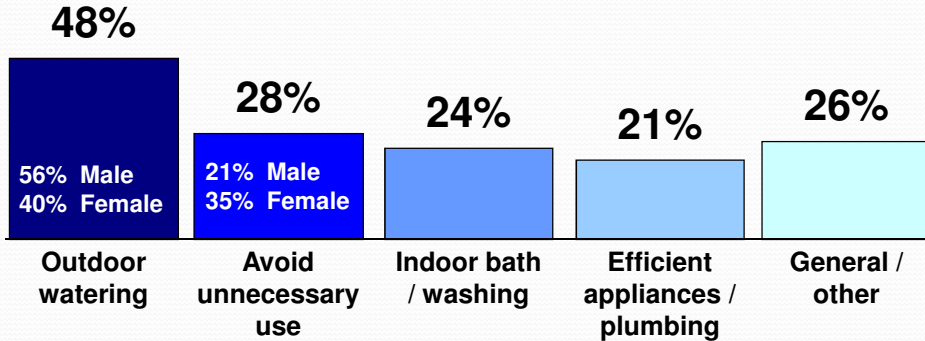
Q15B. Why do you think you used less water?

	First Mention		Second Mention	
	Cases	Percent	Cases	Percent
Conscience effort for water conservation	67	11.1%	17	2.8%
Watered lawn/plants less	63	10.4%	38	6.3%
More rain than previous year	48	7.9%	16	2.6%
Less people in household	23	3.8%	6	1.0%
To save money	18	3.0%	1	.2%
Not as hot/dry	17	2.8%	5	.8%
Change of location/smaller residence	9	1.5%	4	.7%
Purchase of water efficient appliances	8	1.3%	11	1.8%
Less rain than previous year	6	1.0%	4	.7%
Did not use pool as much	5	.8%	3	.5%
General change in lifestyle	5	.8%	4	.7%
Extended vacation/not at home as much	5	.8%	4	.7%
Stayed in habit from restrictions the year before	4	.7%	7	1.2%
Showering less/shorter showers	4	.7%	5	.8%
Water rationing by city/government	3	.5%	3	.5%
Using more bottled water	3	.5%	1	.2%
Fixed faulty plumbing/leak	3	.5%	2	.3%
Drier conditions did not require as much watering	2	.3%	0	.0%
Swayed by advertisements and public awareness	2	.3%	4	.7%
No first response	0	.0%	10	1.7%
Dk/no answer	10	1.7%	160	26.4%
Not asked	301	49.7%	301	49.7%
SUBTOTAL	606	100.0%	606	100.0%
TOTAL	606	100.0%	606	100.0%

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WATER CONSERVATION TIPS

Q16. What is the most effective way or helpful water conservation tip you can think of?

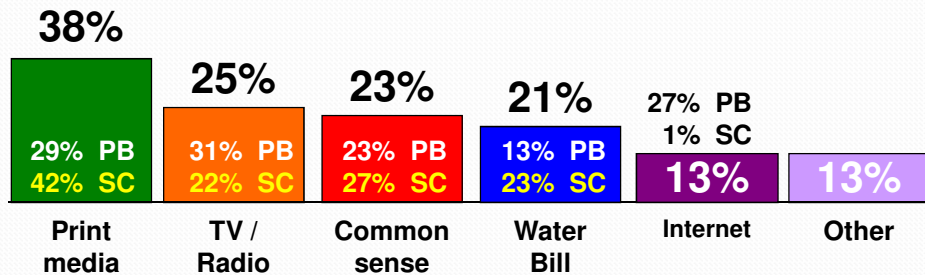


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WATER CONSERVATION TIPS

Q17. And how or from where do you get tips and ideas on ways to (Version X: conserve / Version Y: save) water?

PB = Pre-Boomer
SC = Senior Citizens



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WATER RESTRICTIONS VIEWPOINT

Q18. Which one of the following viewpoints about watering restrictions comes closest to your own?

I prefer watering restrictions that are recommended and voluntary

69% No idea of water source
55% Definitely know water source

61%

I prefer watering restrictions that are mandatory and enforced

29% No idea of water source
40% Definitely know water source

35%

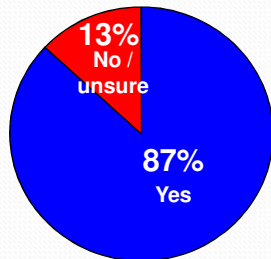
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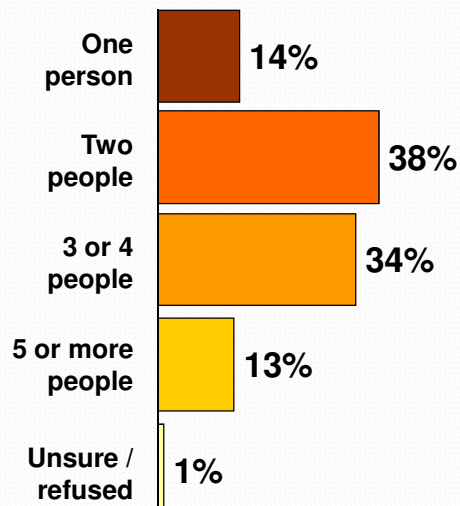
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OWN / RENT

Q19. Do you own or rent your place of residence?



Q20. And how many people reside at this residence?

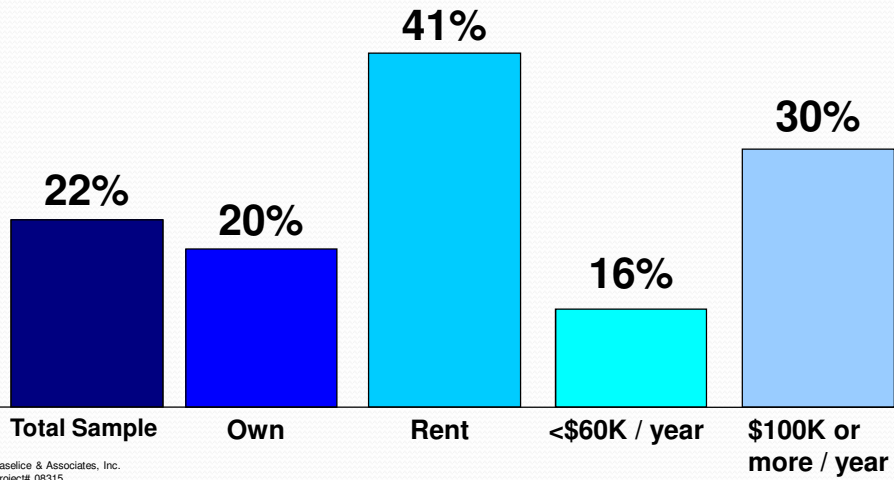


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SWIMMING POOL AT RESIDENCE

Q21. Do you have a swimming pool at your place of residence?

(% Yes)



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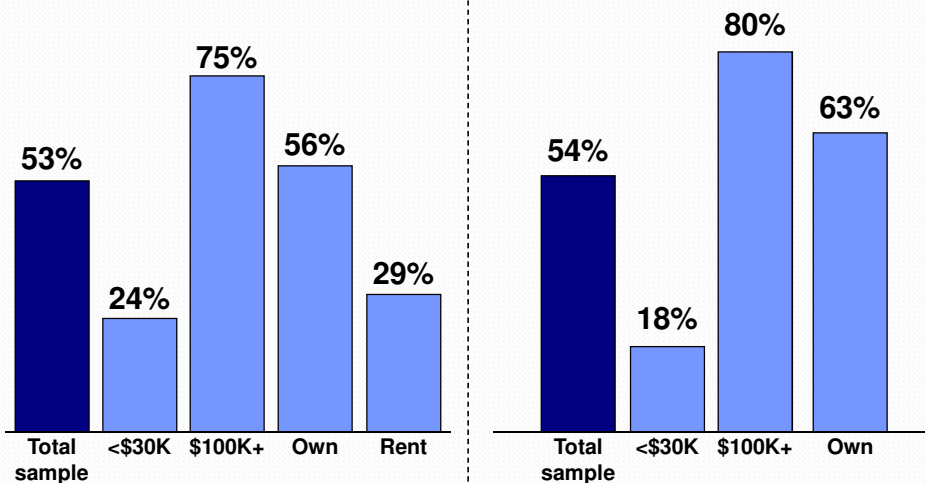
AUTOMATIC SPRINKLER SYSTEM

Q22. Do you have an automatic sprinkler system?

(% "yes")

Sept 2007

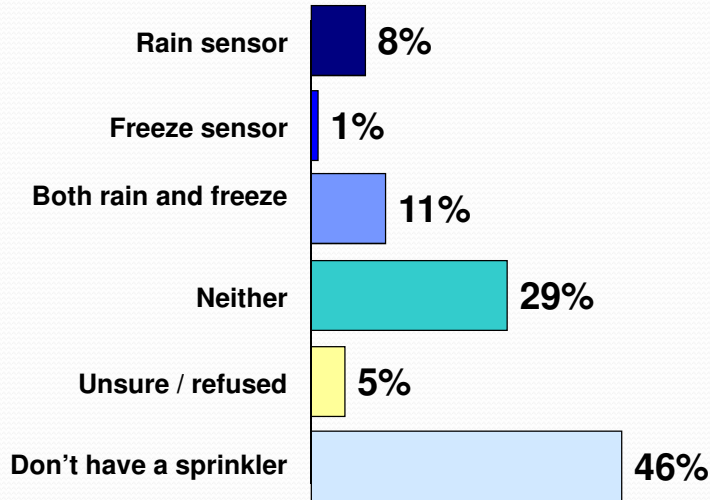
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IRRIGATION SYSTEM SENSORS

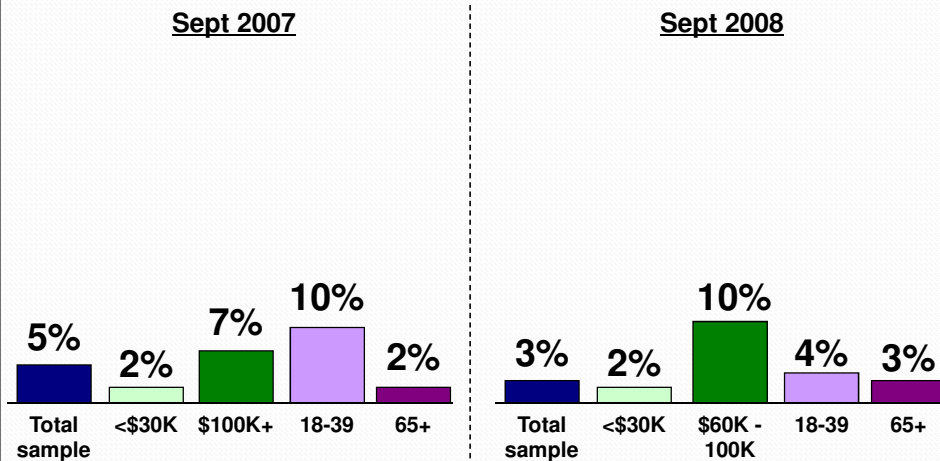
Q23. Does your irrigation system have a rain sensor, a freeze sensor, both a rain and freeze sensor, or neither?



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AUTOMATIC SPRINKLER SYSTEM

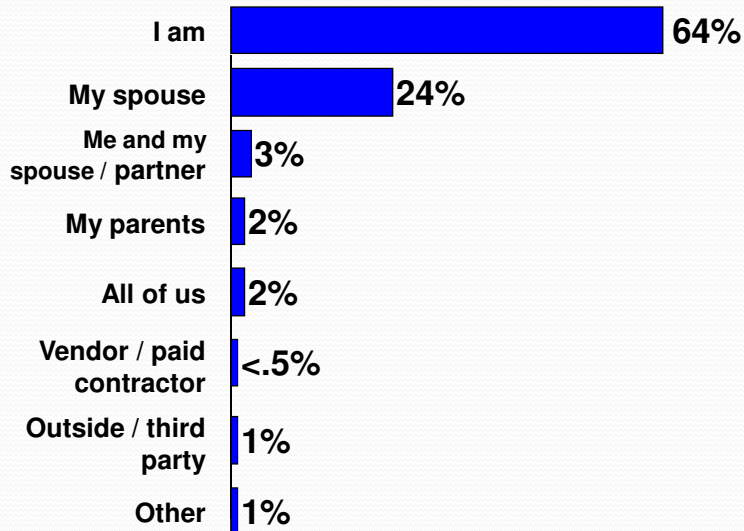
Q24. Do you plan to install an automatic sprinkler system?
(% "yes")



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TRACKING WATER USE I

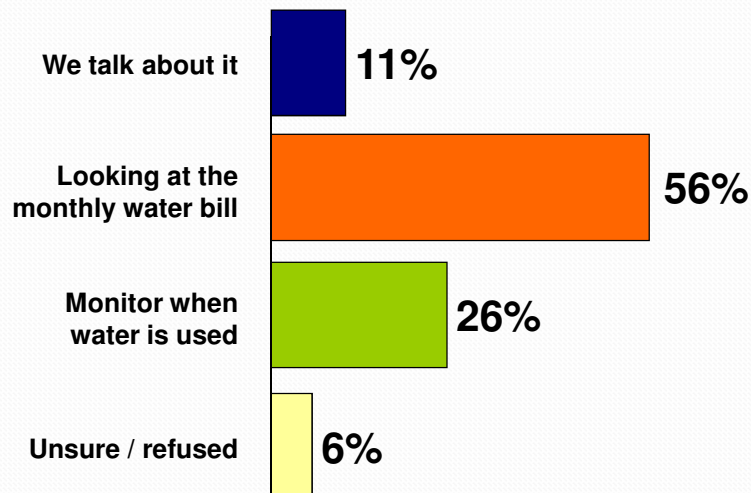
Q25. Who in your household is most responsible for tracking outdoor water use? (n=527 homeowners)



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TRACKING WATER USE II

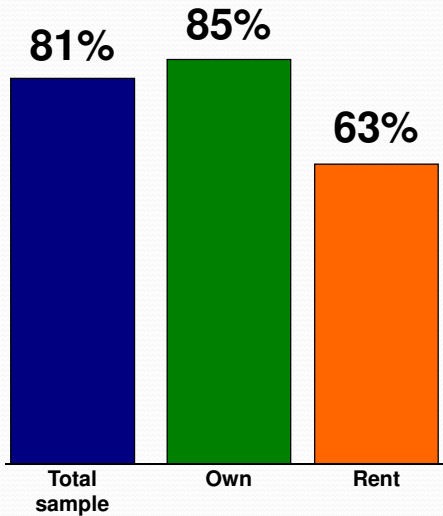
Q26. Which of the following best describes how you or others at home track the water use in your household?



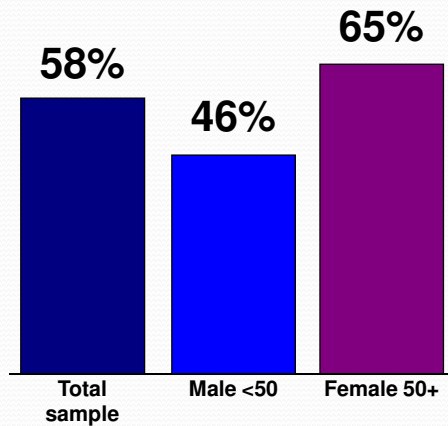
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WATER BILL

Q27. Do you read your water bill each month to see how much it is?



Q28. Do you read your water bill each month to see how many gallons of water you use?



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CONCLUSIONS



The more respondents know about the source of their water, the more apt they are to conserve water. Nineteen out of twenty people (95%) who definitely know their water source currently conserve water -- compared to 84% of respondents who have no idea from where their water comes.



Four out of nine (44%) of NTMWD residents claim to have seen, read or heard ads or public service messages related to water or water conservation. Recall is higher among respondents who get their ideas to conserve from the internet (59%), males 50+ (53%), and respondents who say they are very conservative (54%) than it is among respondents who get their information from the print media (39%) or are between the ages of 18-39 (41%) or are very liberal (38%).



Although 91% of respondents indicate they conserve water, only 38% state they conserve water every chance they get, and 39% say they used a little less water this summer compared to last summer. Also, 79% admit they could do more to save water.

CONCLUSIONS

4

Conserving water every time one gets the chance is 38% overall, and 43% among respondents who state all of their household water comes from Lake Lavon. Among the respondents who said all of their household water comes from Lake Ray Hubbard, 33% said they conserved water every time they get the chance.

5

Approximately half (43%) of the respondents recall Water I.Q., Know Your Water. Respondents who have seen, read or heard ads on water conservation are more likely (78%) than those who have not seen ads on water conservation (57%) to state Water I.Q. means to conserve / save water.

6

The main motivating factors for people to save water are ensuring there's enough water for the future (57%) and saving money (50%).

7

The more educated and higher the household income of the respondents, the more likely they are to say there will not be enough water in the future.