

TEXAS STATEWIDE WATER CONSERVATION SURVEY

October 5 - 20, 2014

N = 1,103 respondents

margin of error: \pm 3.0%

August 3 - 9, 2004

N = 1,228 respondents

margin of error: \pm 2.8%

[2004 percentages denoted in brackets]

OBJECTIVES



To measure general and specific attitudes about water.

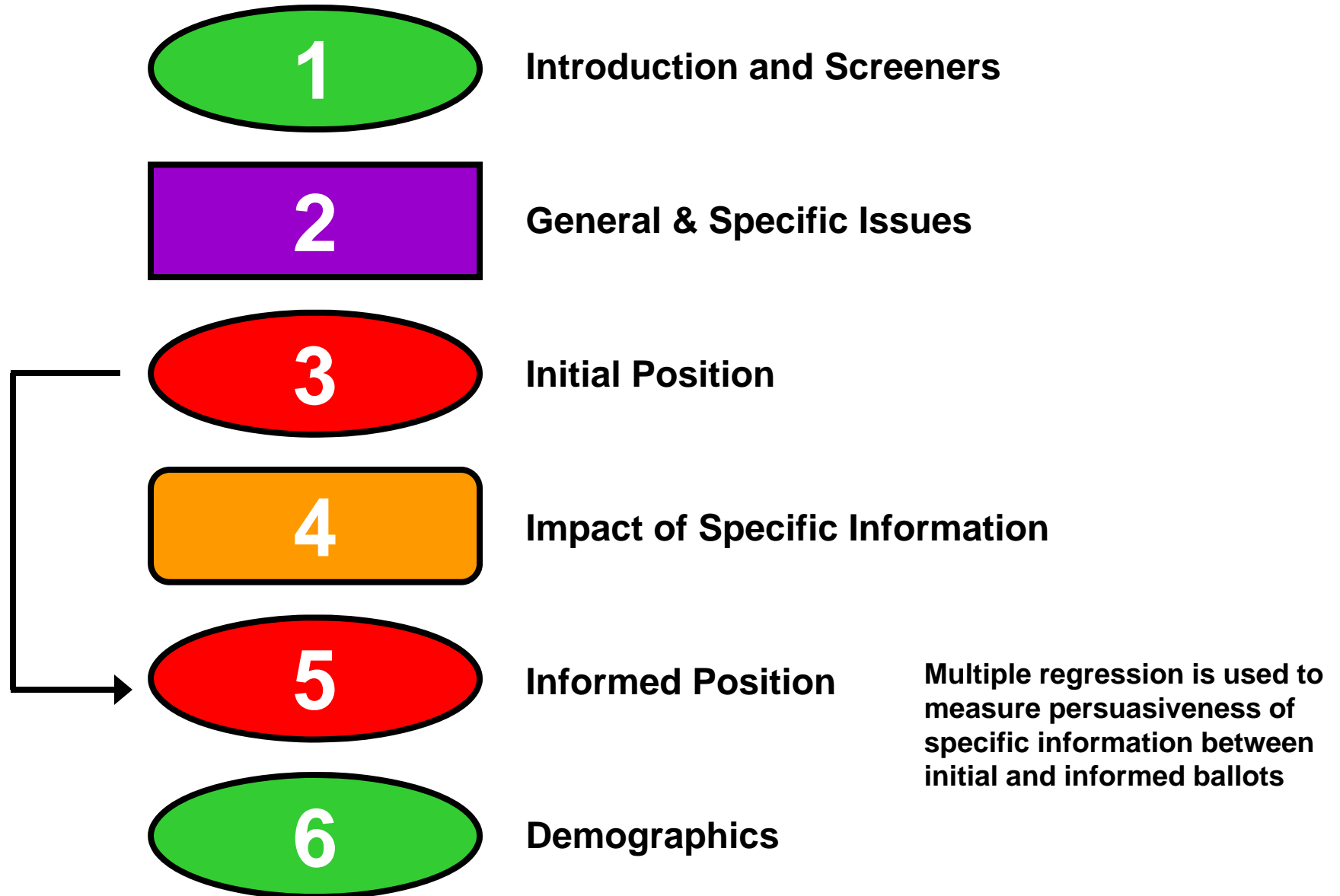


To determine opinions about water conservation in terms of personal habits and government education.



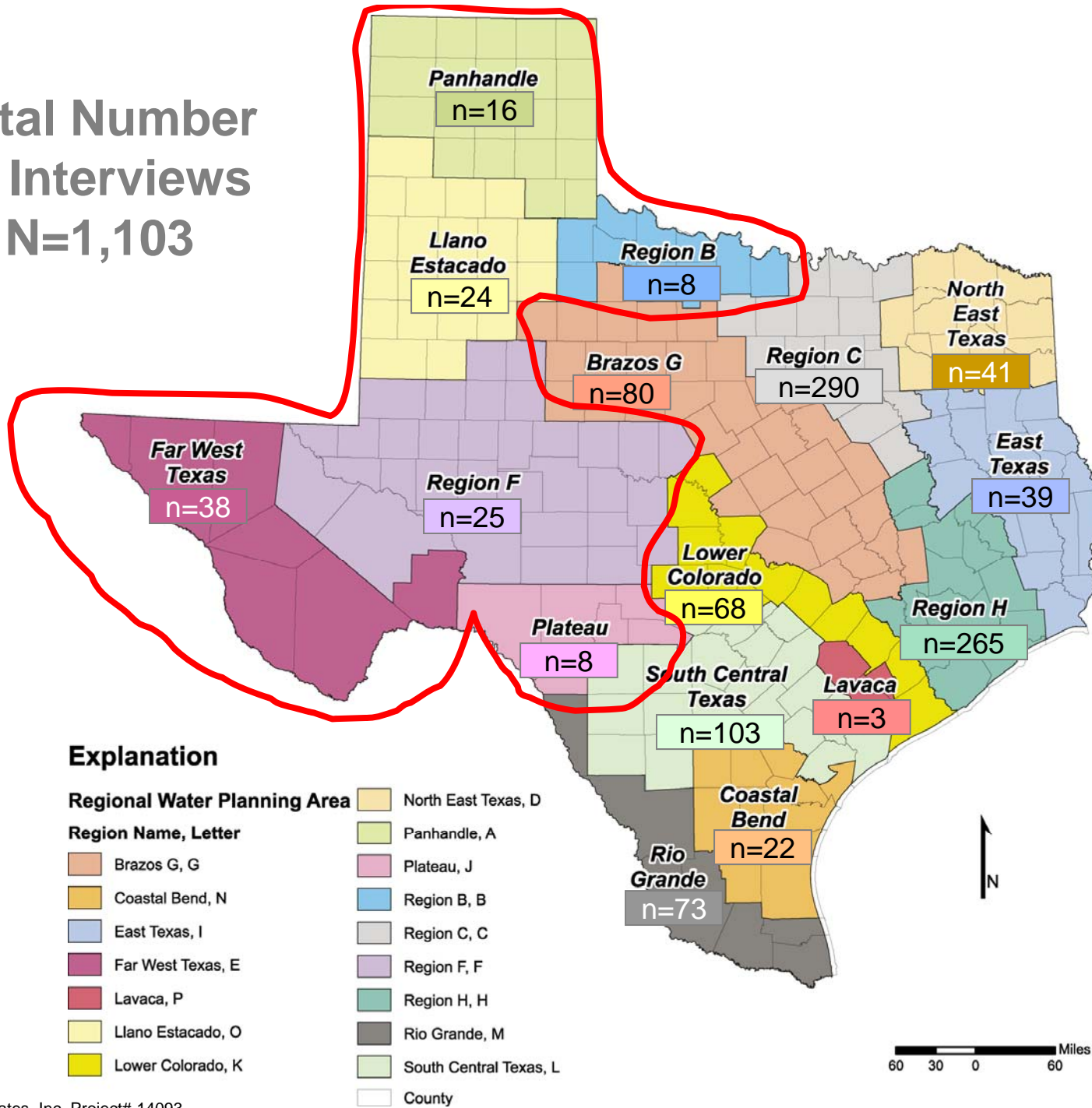
To measure the persuasiveness of attitudinal and informative statements on increased likelihood of conserving water.

QUESTIONNAIRE FORMAT

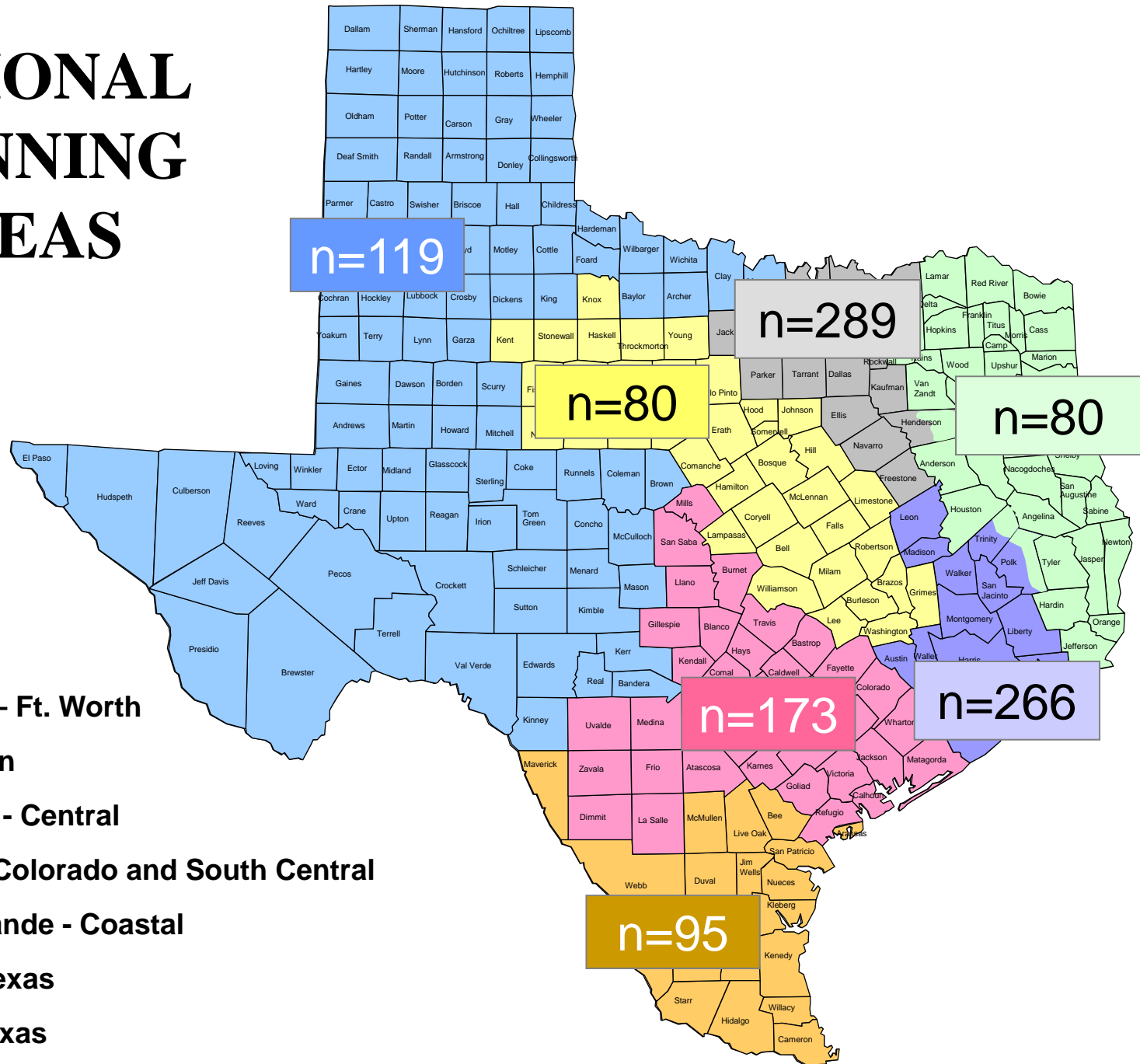


Total Number of Interviews

N=1,103



REGIONAL PLANNING AREAS



Percent of Interviews

- 26% Dallas – Ft. Worth
- 24% Houston
- 7% Brazos - Central
- 16% Lower Colorado and South Central
- 9% Rio Grande - Coastal
- 11% West Texas
- 7% East Texas

TEXAS COMBINED MEDIA MARKETS

Percent of Interviews

28% Dallas-Ft. Worth

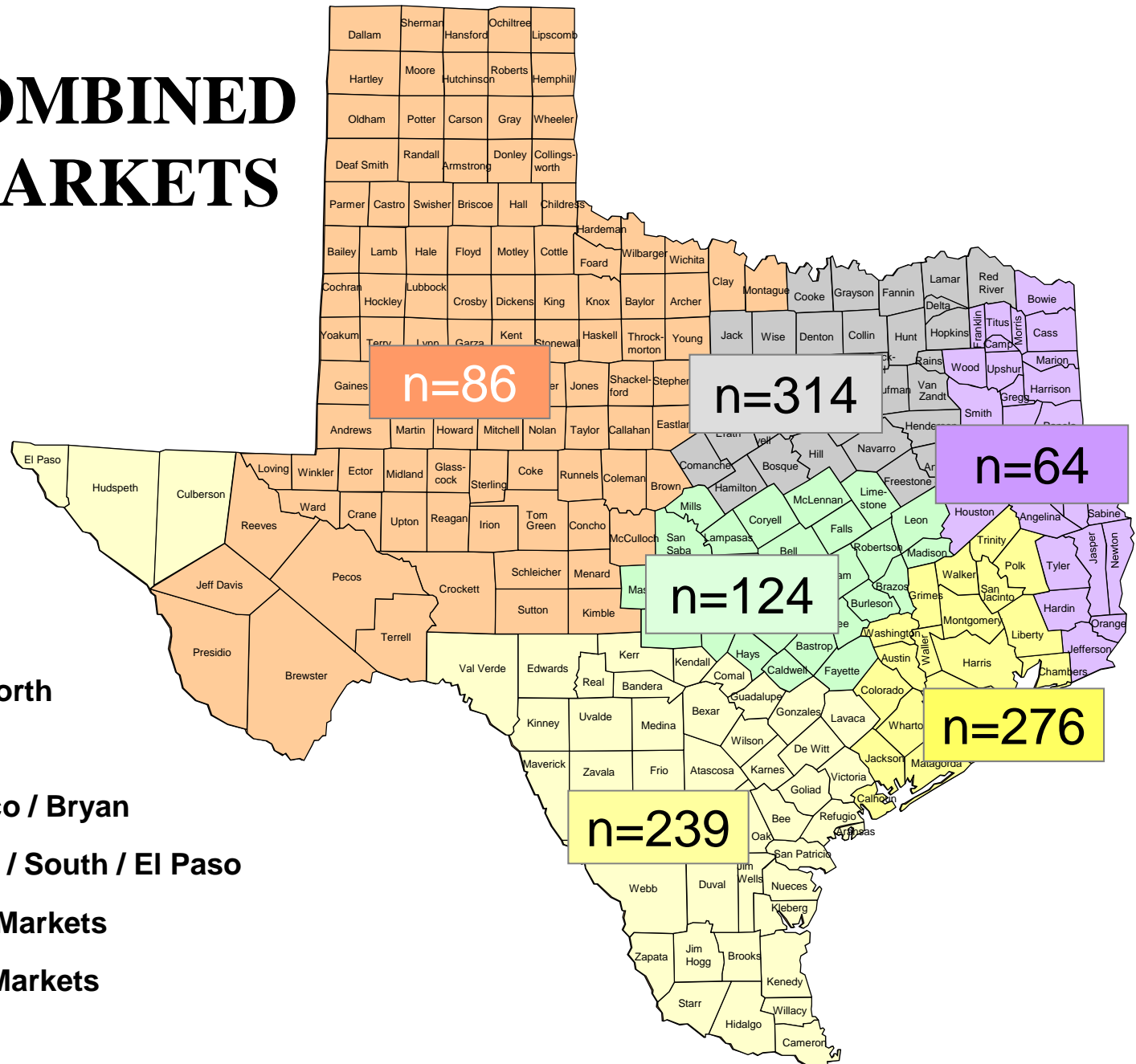
25% Houston

11% Austin / Waco / Bryan

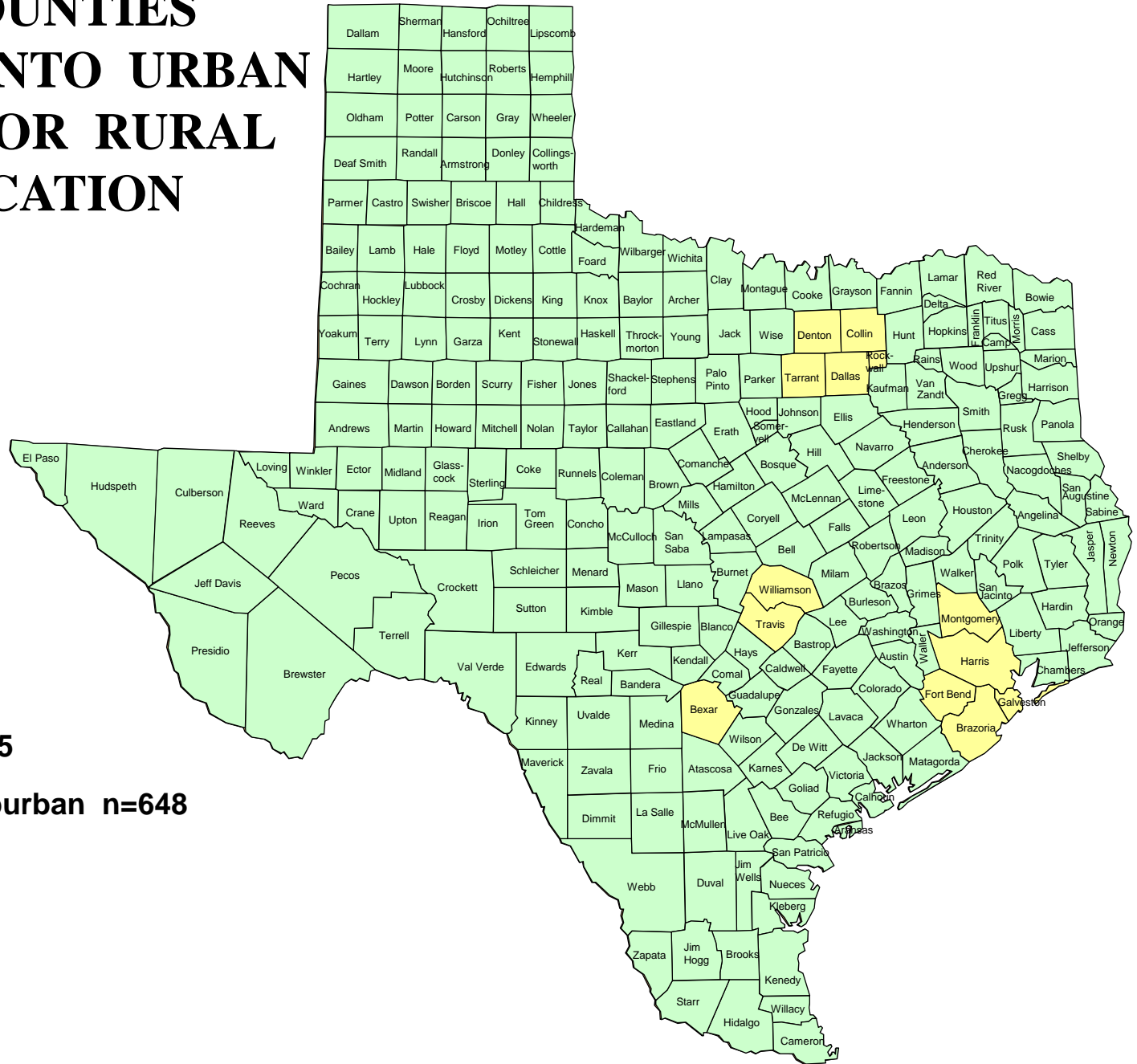
22% San Antonio / South / El Paso

8% West Texas Markets

6% East Texas Markets



TEXAS COUNTIES SEGMENTED INTO URBAN / SUBURBAN OR RURAL CLASSIFICATION

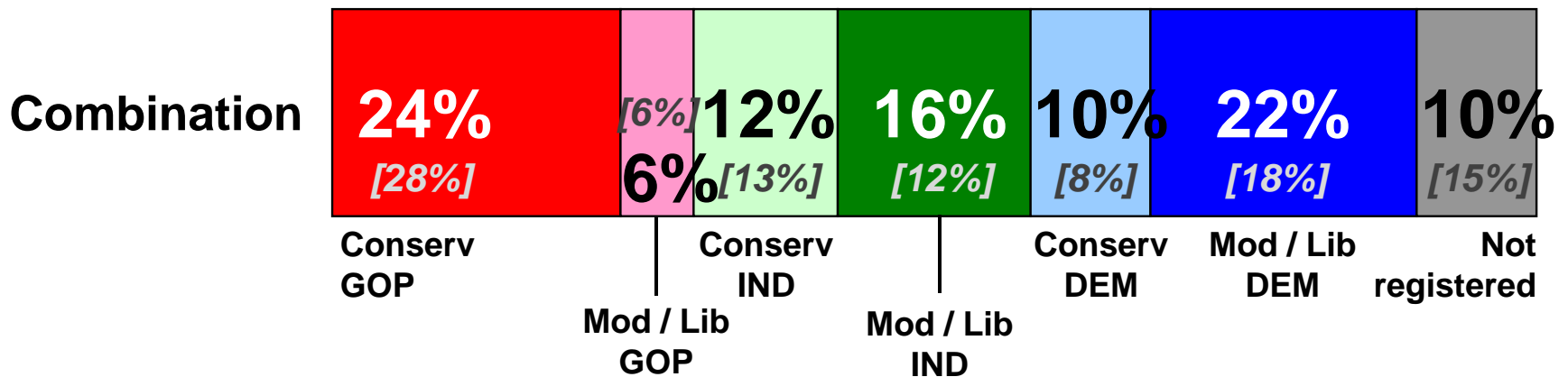
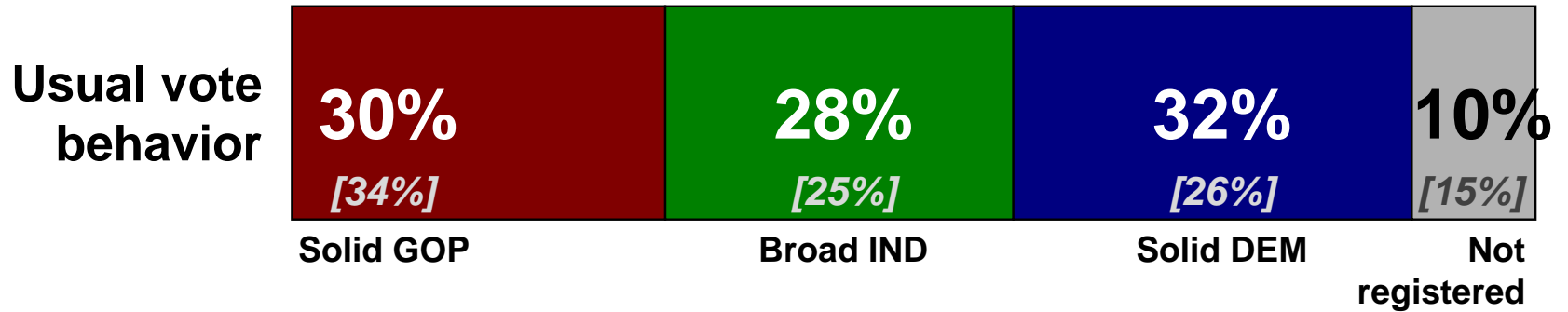


Percent of Interviews

41% Rural n=455

59% Urban / Suburban n=648

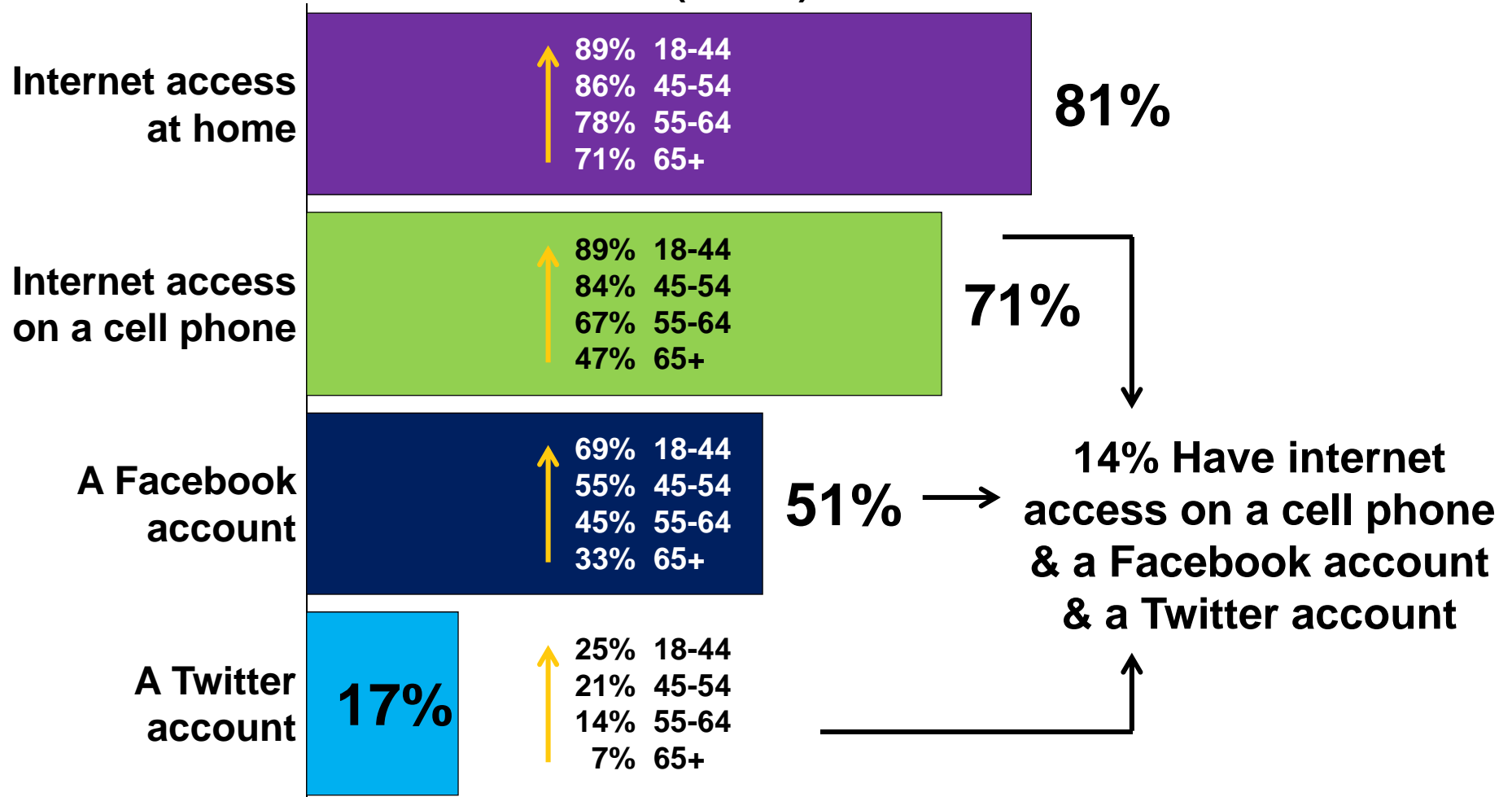
VOTE BEHAVIOR & IDEOLOGY



INTERNET & SOCIAL MEDIA

D13. Do you have...

(% Yes)



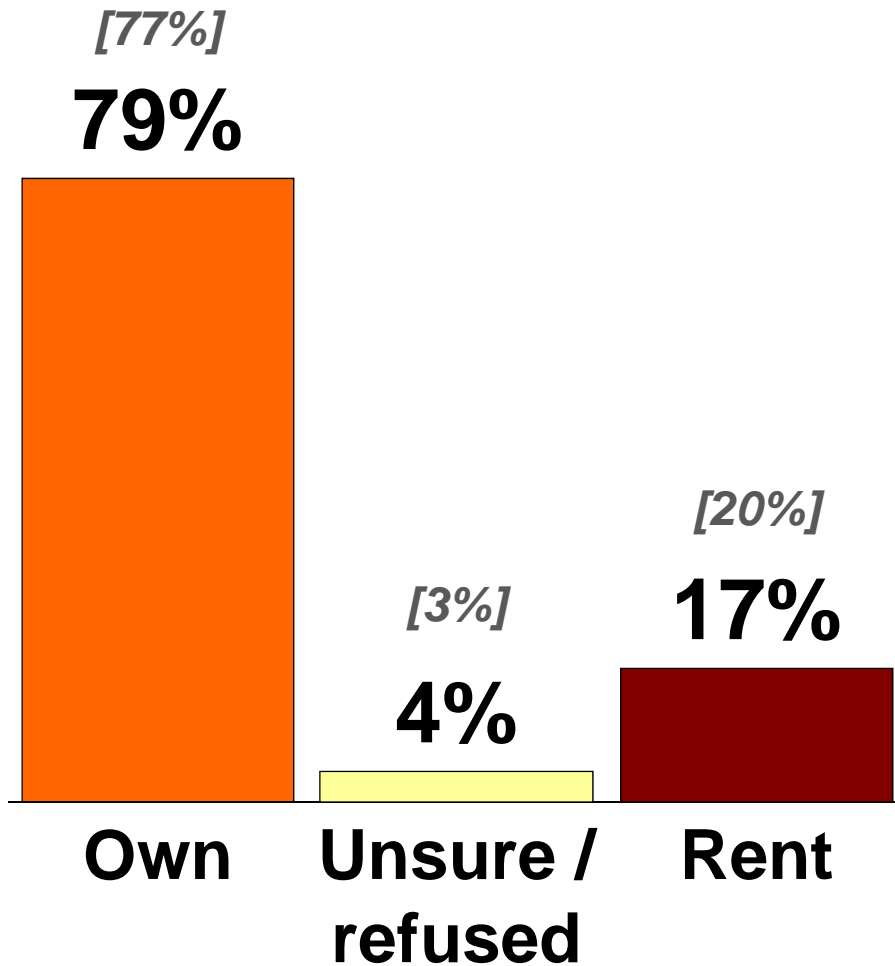
INTERNET & SOCIAL MEDIA

	Base	Has cell net, FB & Twitter	Has 1 or 2 of the 3	No cell net, FB or Twitter
Total	1103	14%	65%	22%
RAGE55 - Age				
18-44	319	23%	71%	7%
45-54	231	15%	73%	11%
55-64	246	11%	67%	22%
65 or older	290	5%	52%	43%
Age unknown	17	-	35%	65%
RINCOME - Annual Household Income				
Under \$40,000	254	10%	57%	33%
\$40,000 - \$79,999	280	13%	66%	21%
\$80,000 - \$124,999	210	15%	76%	9%
\$125,000 and over	188	23%	68%	8%
Income unknown	171	6%	58%	36%
OWNINC80 - HOME OWNERSHIP / HH INCOME				
Own/under \$80K	390	9%	61%	31%
Own/\$80K or over	386	18%	73%	9%
Rent/under \$80K	146	20%	61%	18%
Rent/\$80K or over	25	25%	62%	13%
Mixed unsure/refused	155	5%	61%	35%
COLLEGE - EDUCATION				
No college	312	7%	56%	38%
Some college	259	12%	69%	19%
College graduate	532	18%	68%	14%

DEMOGRAPHICS

Own / Rent

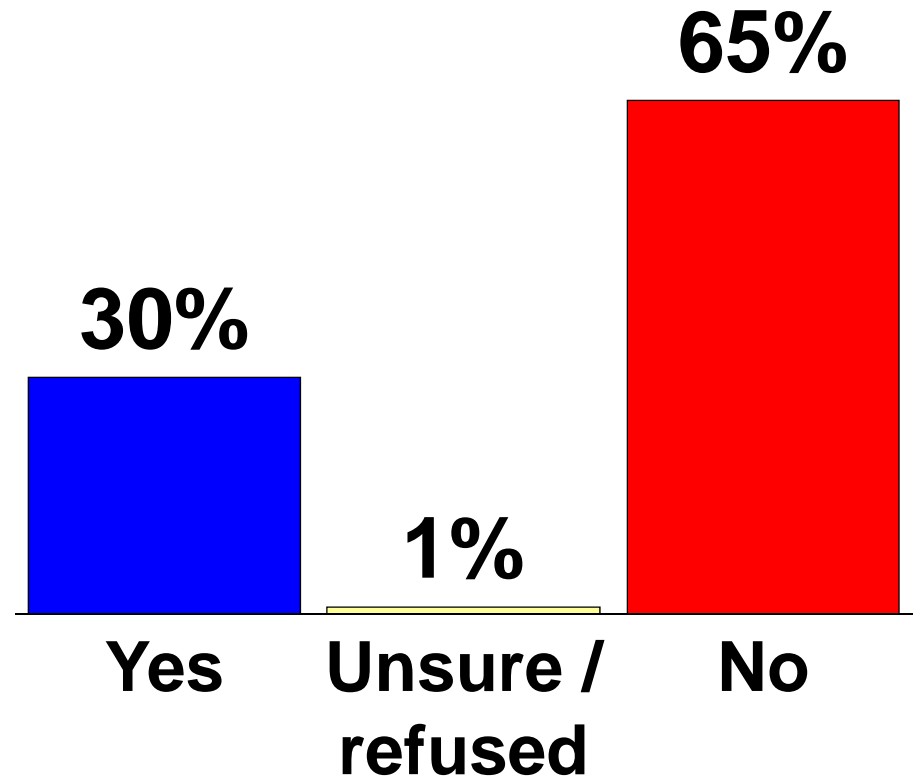
D3. Do you own or rent your place of residence?



Sprinkler System

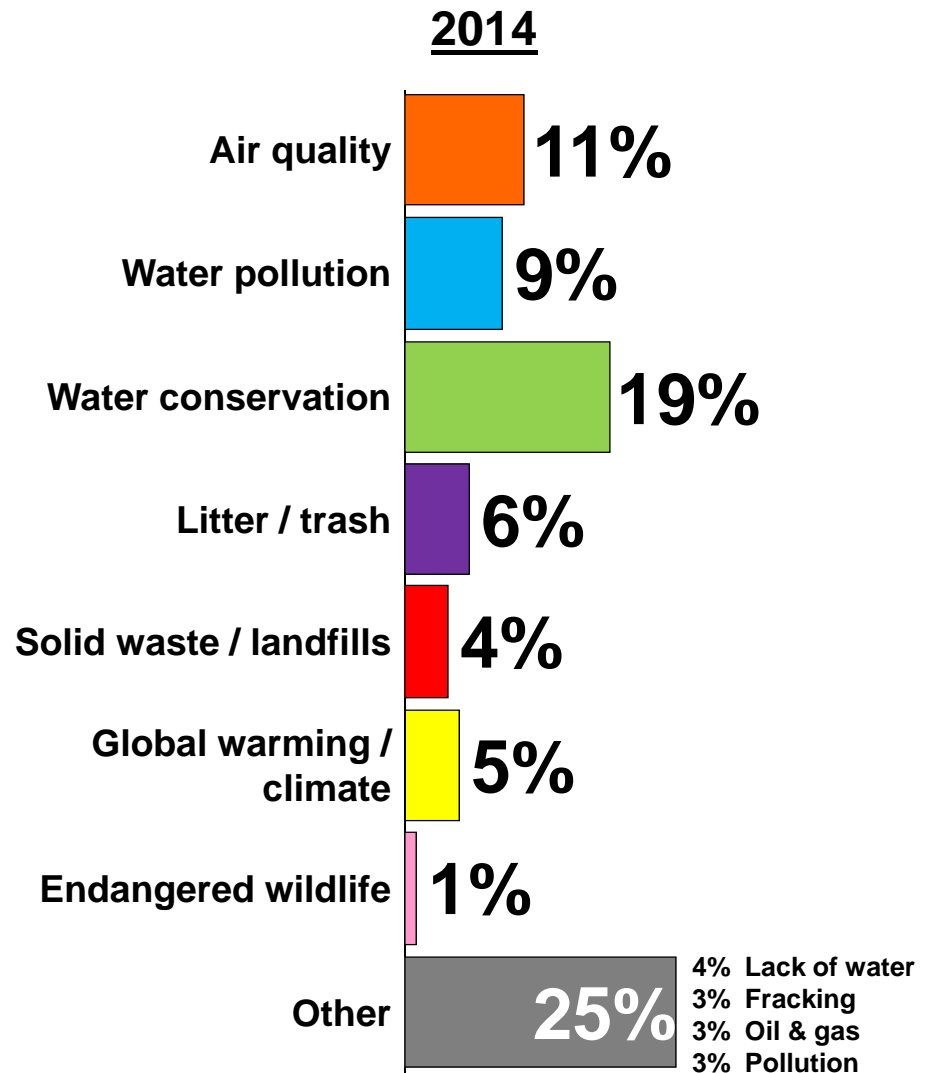
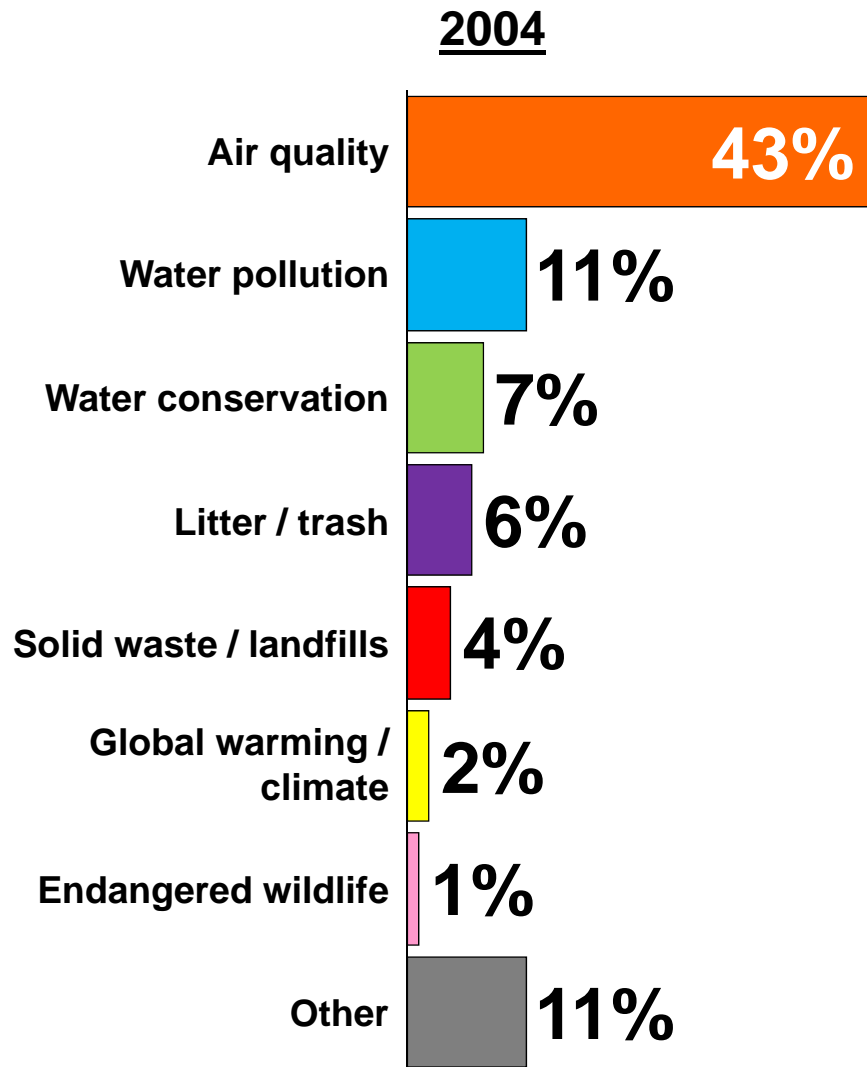
D4. If own or rent a home, ask:
Do you have an automatic sprinkler system that you set yourself?

(4% Not asked)



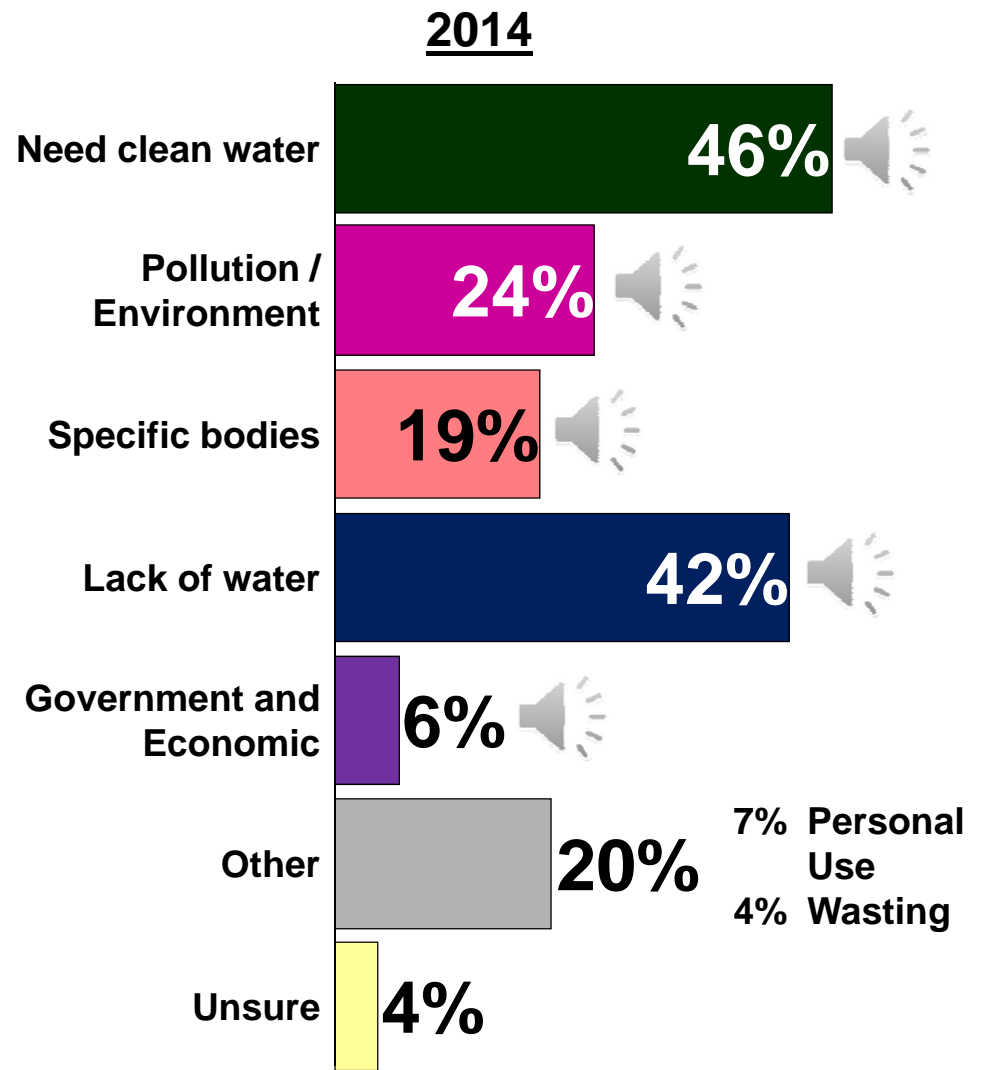
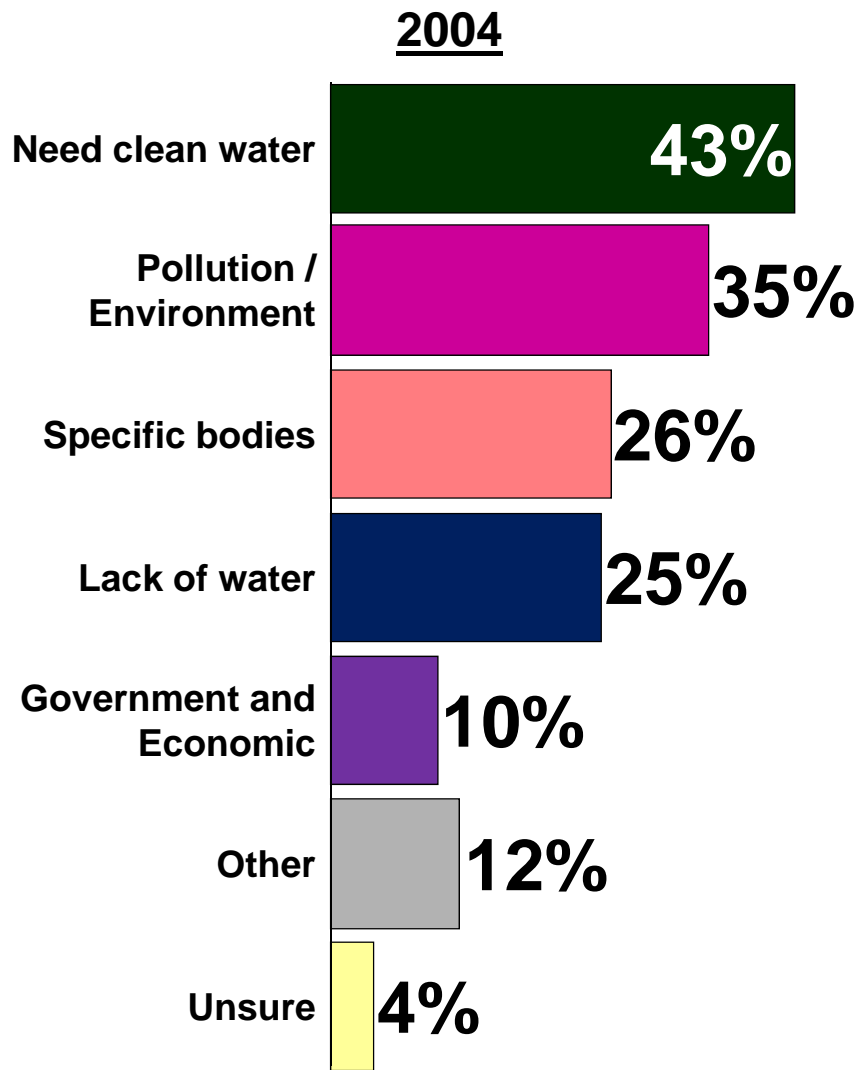
BIGGEST ENVIRONMENTAL PROBLEM

Q1. What do you think the biggest environmental problem is in Texas?



WATER IN TEXAS

Q2. When you think of water in Texas, what is the first thing that comes to your mind?

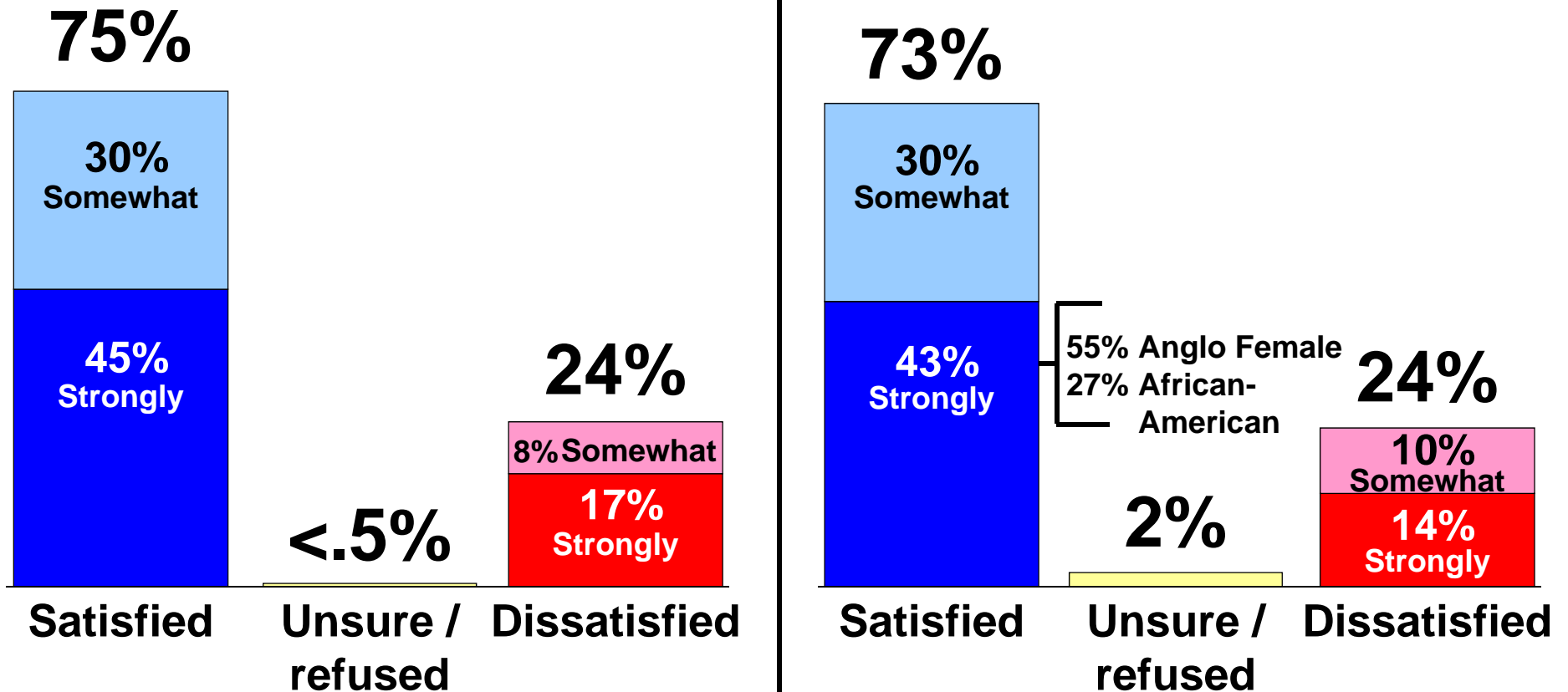


QUALITY OF WATER

Q3. Would you say you are satisfied or dissatisfied with the quality of water you have access to?

2004

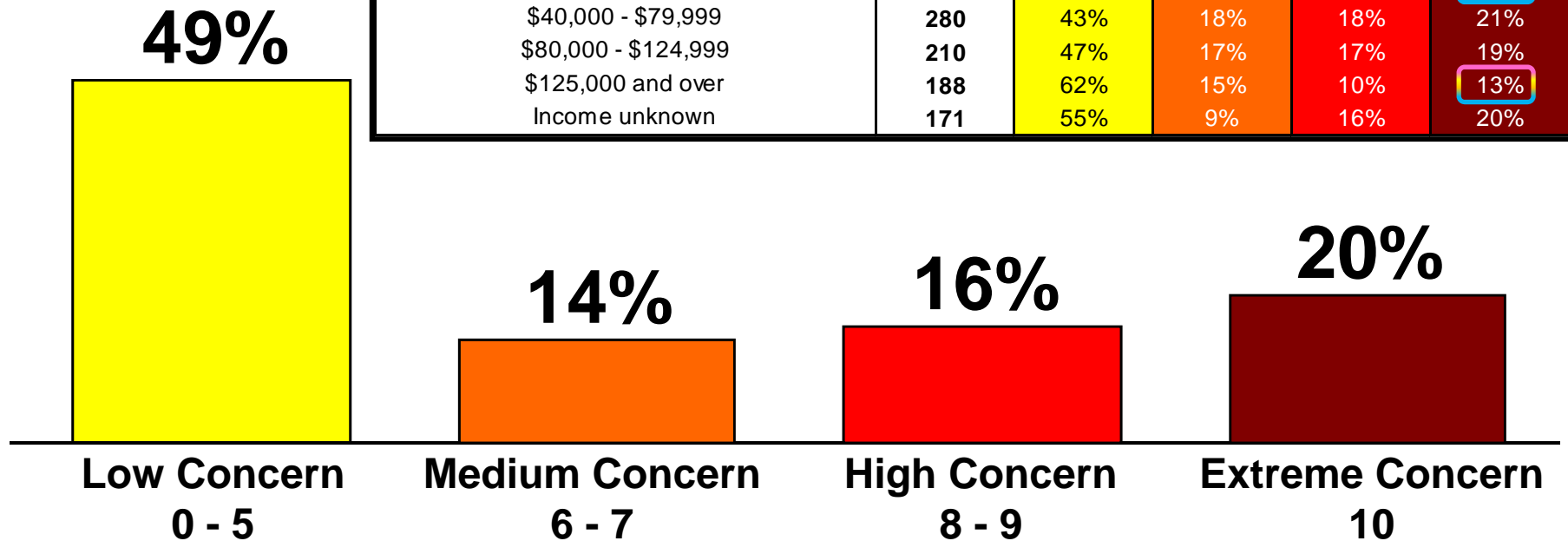
2014



WATER BILL CONCERN

Q4. On a scale of zero to ten, with zero being NOT AT ALL CONCERNED and ten being EXTREMELY CONCERNED, how concerned are you about your water bill?

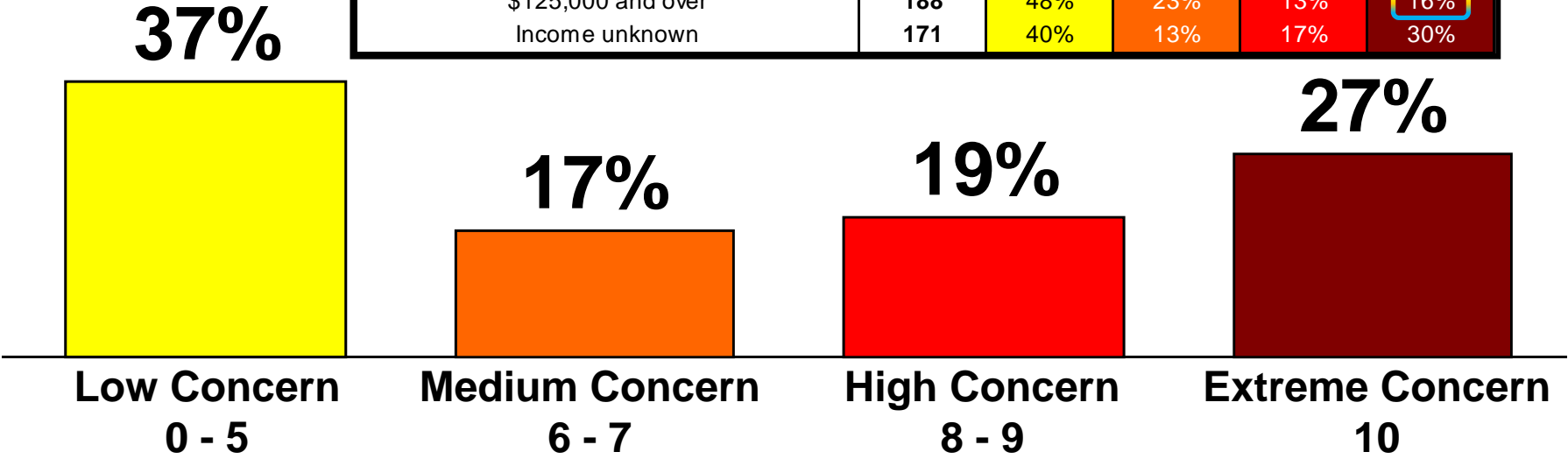
	Base	Low Concern (0-5)	Med Concern (6-7)	High Concern (8-9)	Extreme Concern (10)
Total	1103	49%	14%	16%	20%
RRACE - Race and Ethnicity					
Anglo	522	58%	16%	13%	13%
African-American	152	35%	12%	20%	32%
Hispanic	304	39%	13%	23%	24%
Other	125	53%	11%	12%	24%
RINCOME - Annual Household Income					
Under \$40,000	254	44%	11%	19%	26%
\$40,000 - \$79,999	280	43%	18%	18%	21%
\$80,000 - \$124,999	210	47%	17%	17%	19%
\$125,000 and over	188	62%	15%	10%	13%
Income unknown	171	55%	9%	16%	20%



ELECTRIC BILL CONCERN

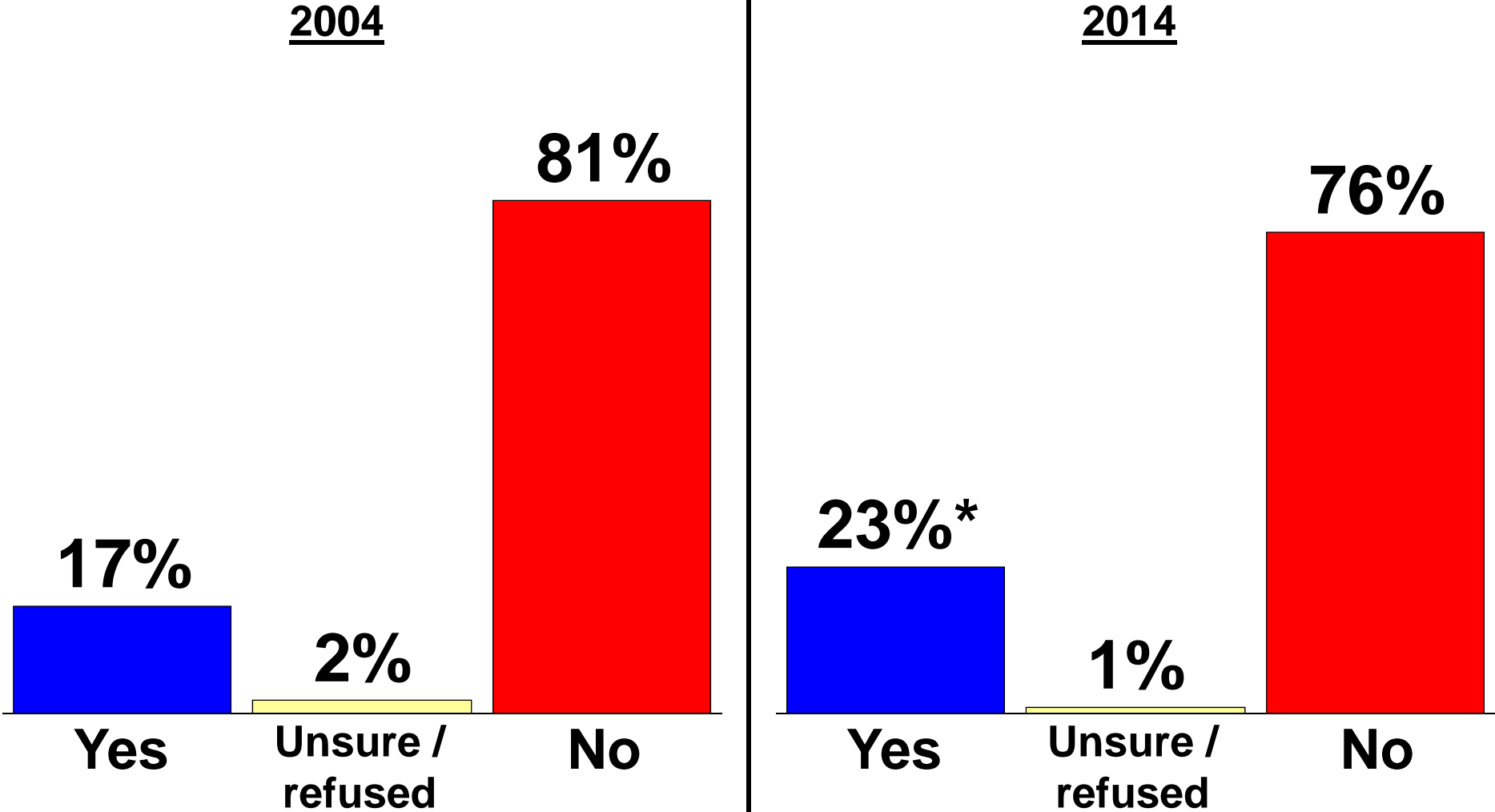
Q5. On a scale of zero to ten, with zero being NOT AT ALL CONCERNED and ten being EXTREMELY CONCERNED, how concerned are you about your electric bill?

	Base	Low Concern (0-5)	Med Concern (6-7)	High Concern (8-9)	Extreme Concern (10)
Total	1103	37%	17%	19%	27%
RRACE - Race and Ethnicity					
Anglo	522	43%	19%	17%	21%
African-American	152	27%	9%	19%	45%
Hispanic	304	30%	18%	22%	30%
Other	125	40%	16%	21%	23%
RINCOME - Annual Household Income					
Under \$40,000	254	32%	13%	23%	32%
\$40,000 - \$79,999	280	36%	17%	21%	27%
\$80,000 - \$124,999	210	32%	20%	20%	28%
\$125,000 and over	188	48%	23%	13%	16%
Income unknown	171	40%	13%	17%	30%



SEEN / READ / HEARD FUTURE NEEDS

Q6. Have you seen, read or heard anything about what the state of Texas plans to do to meet future water needs?

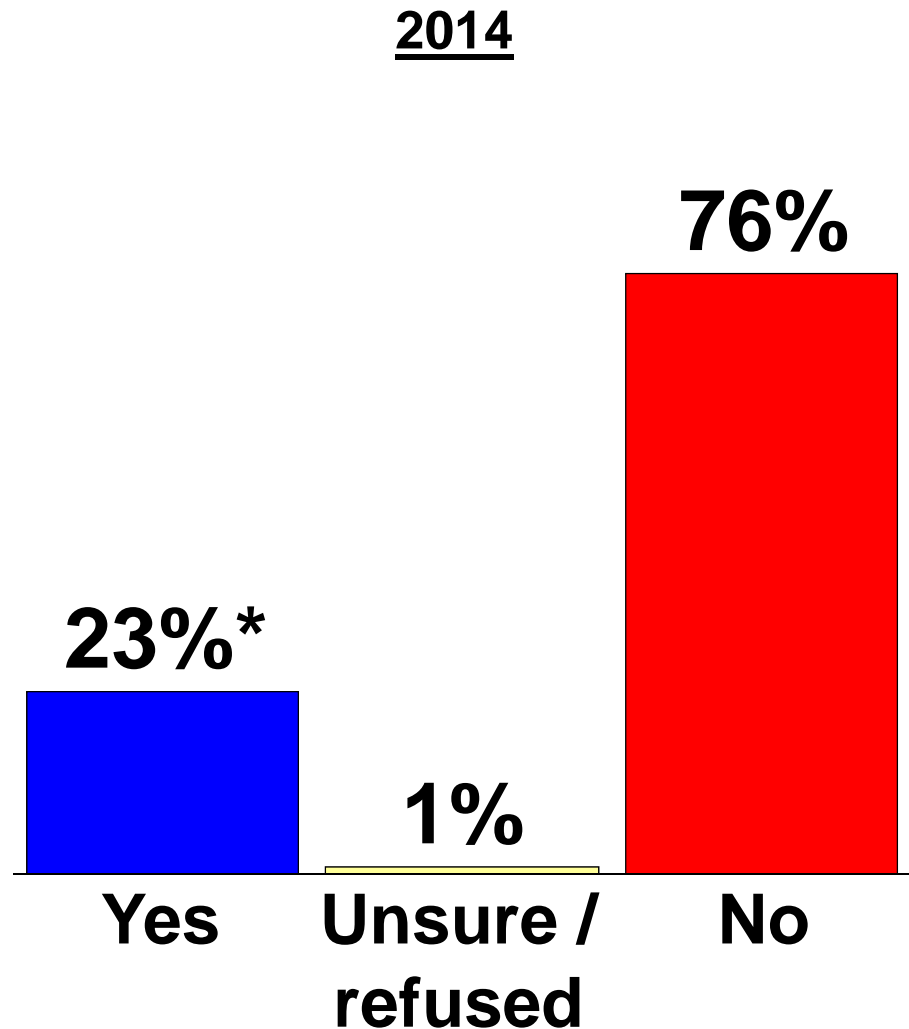


*Statistically significant increase since 2004

SEEN / READ / HEARD FUTURE NEEDS

Q6. Have you seen, read or heard anything about what the state of Texas plans to do to meet future water needs?

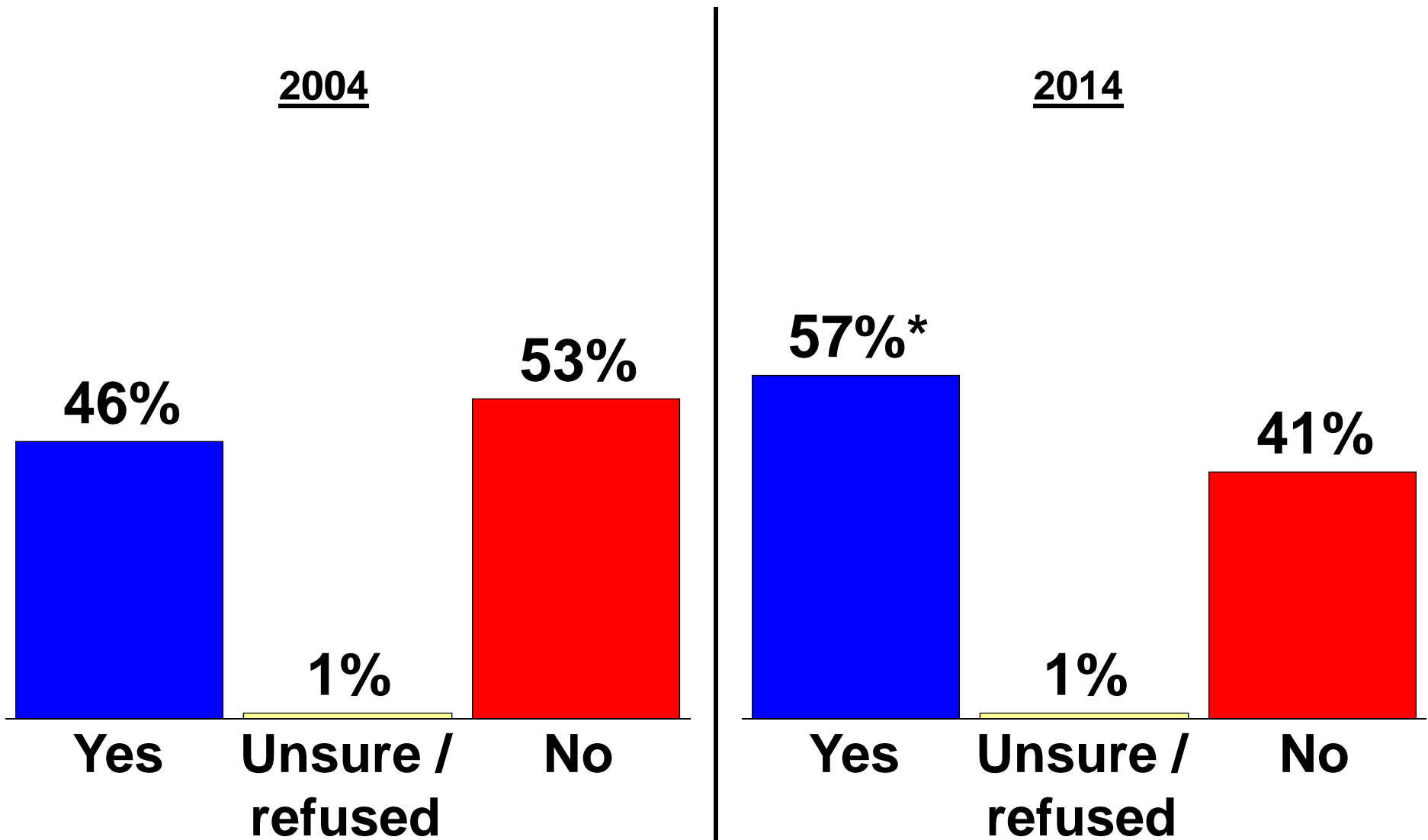
	Base	Yes	No / unsure / refused	Yes - No / Unsure / Refused
Total	1103	23%	77%	-55%
RR9655 - Age / Gender				
Male / 18-54	286	24%	76%	-53%
Male / 55+	249	33%	67%	-35%
Female / 18-54	264	13%	87%	-74%
Female / 55+	287	23%	77%	-55%
Age unknown	17	18%	82%	-64%
RRACE - Race and Ethnicity				
Anglo	522	29%	71%	-41%
African-American	152	11%	89%	-79%
Hispanic	304	17%	83%	-65%
Other	125	23%	77%	-53%
RINCOME - Annual Household Income				
Under \$40,000	254	16%	84%	-68%
\$40,000 - \$79,999	280	22%	78%	-56%
\$80,000 - \$124,999	210	24%	76%	-51%
\$125,000 and over	188	30%	70%	-41%
Income unknown	171	25%	75%	-51%
RPARTYTS - SOLID vs. BROAD VOTERS				
Solid GOP	327	28%	72%	-44%
Broad IND	314	25%	75%	-50%
Solid DEM	356	18%	82%	-64%
Not Registered	107	16%	84%	-67%



*Statistically significant increase since 2004

AWARENESS OF CONSERVATION

Q7. Are you aware of any efforts to conserve water in your part of Texas?



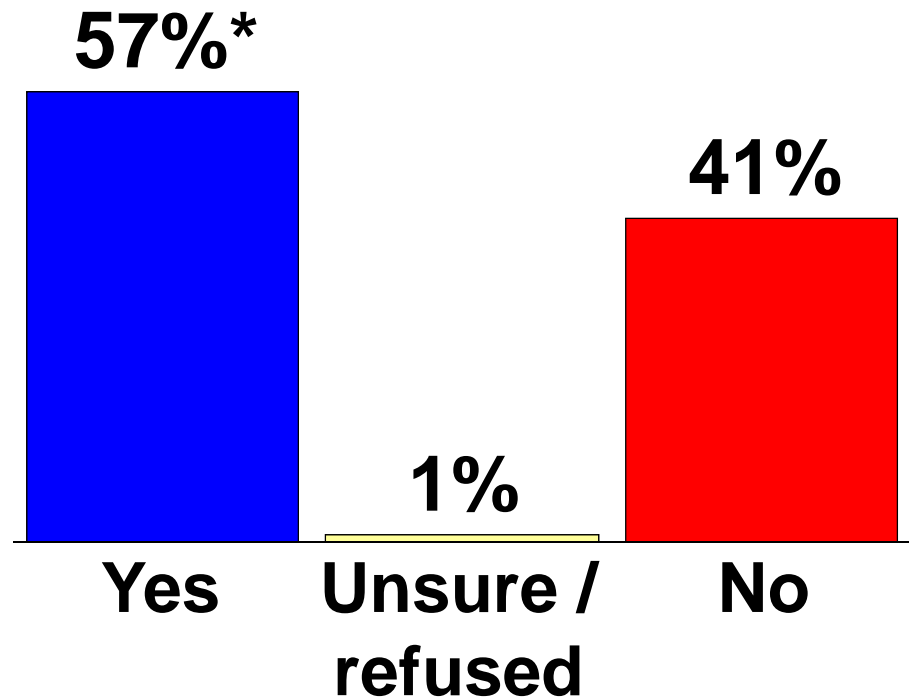
*Statistically significant increase since 2004

AWARENESS OF CONSERVATION

Q7. Are you aware of any efforts to conserve water in your part of Texas?

	Base	Yes	No / unsure / refused	Yes - No / Unsure / Refused
Total	1103	57%	43%	15%
RR9655 - Age / Gender				
Male / 18-54	286	59%	41%	19%
Male / 55+	249	62%	38%	24%
Female / 18-54	264	47%	53%	-7%
Female / 55+	287	62%	38%	24%
Age unknown	17	53%	47%	6%
RRACE - Race and Ethnicity				
Anglo	522	63%	37%	26%
African-American	152	43%	57%	-14%
Hispanic	304	53%	47%	5%
Other	125	63%	37%	27%
RINCOME - Annual Household Income				
Under \$40,000	254	51%	49%	1%
\$40,000 - \$79,999	280	55%	45%	10%
\$80,000 - \$124,999	210	59%	41%	18%
\$125,000 and over	188	63%	37%	26%
Income unknown	171	64%	36%	27%
RPARTYTS - SOLID vs. BROAD VOTERS				
Solid GOP	327	66%	34%	32%
Broad IND	314	56%	44%	12%
Solid DEM	356	55%	45%	9%
Not Registered	107	45%	55%	-10%

2014

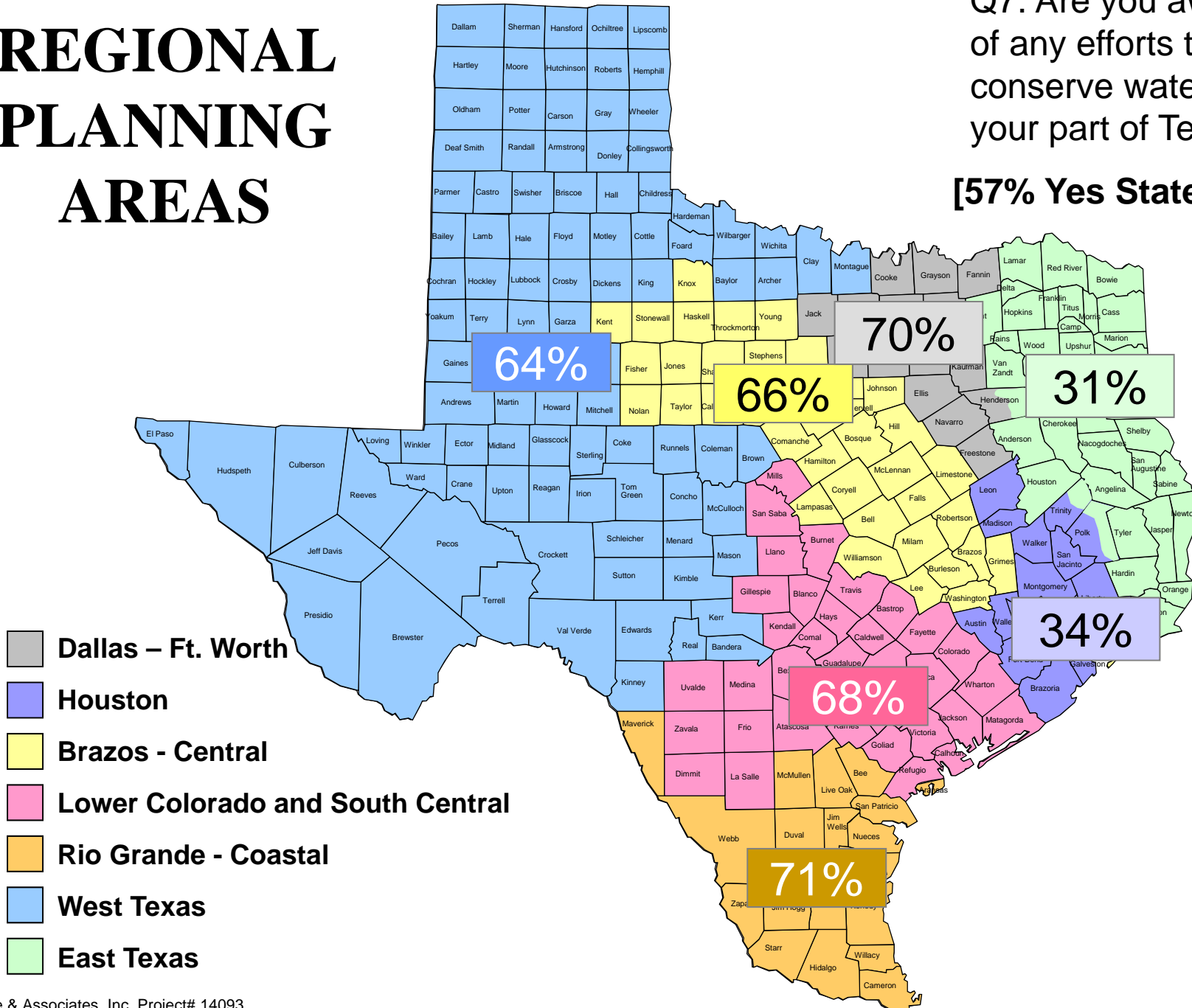


*Statistically significant increase since 2004

REGIONAL PLANNING AREAS

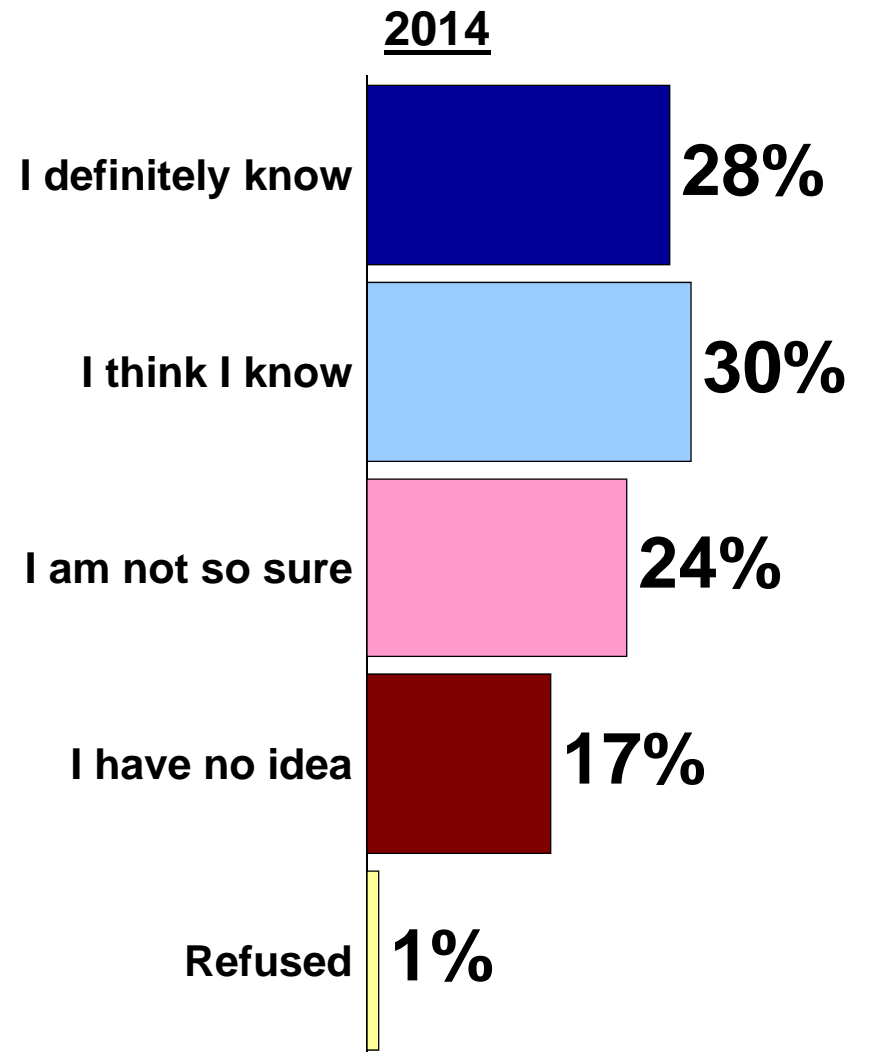
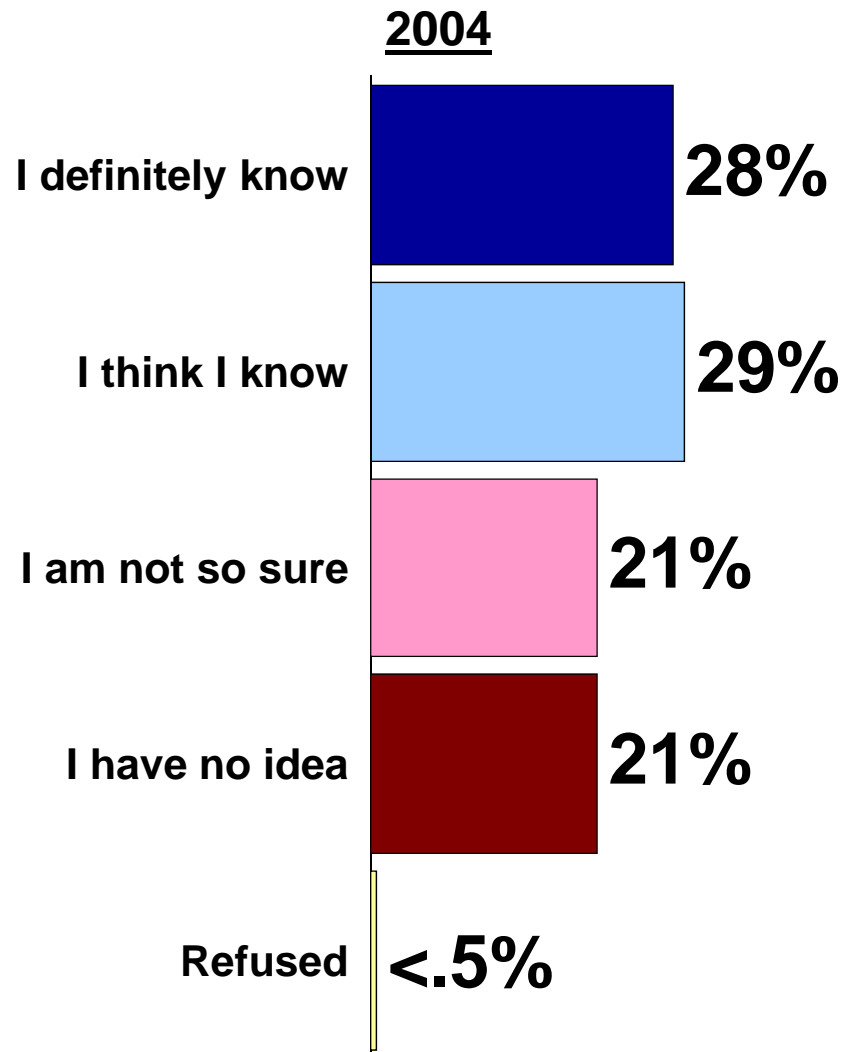
Q7. Are you aware of any efforts to conserve water in your part of Texas?

[57% Yes Statewide]



SOURCE FOR DRINKING WATER

Q8. Water conservation is defined as the protection of water resources and the reduction of water consumption so water is made available for the future. Which of the following best describes your knowledge of the natural source for your drinking water?



SOURCE FOR DRINKING WATER

Q8. Water conservation is defined as the protection of water resources and the reduction of water consumption so water is made available for the future. Which of the following best describes your knowledge of the natural source for your drinking water?

2004

Subgroup	Definitely Know
Male	32%
Female	24%
Male / Urban-Suburban	31%
Male / Rural	34%
Female / Urban-Suburban	24%
Female / Rural	25%
Male / 18-49	26%
Male / 50+	40%
Female / 18-49	20%
Female / 50+	28%

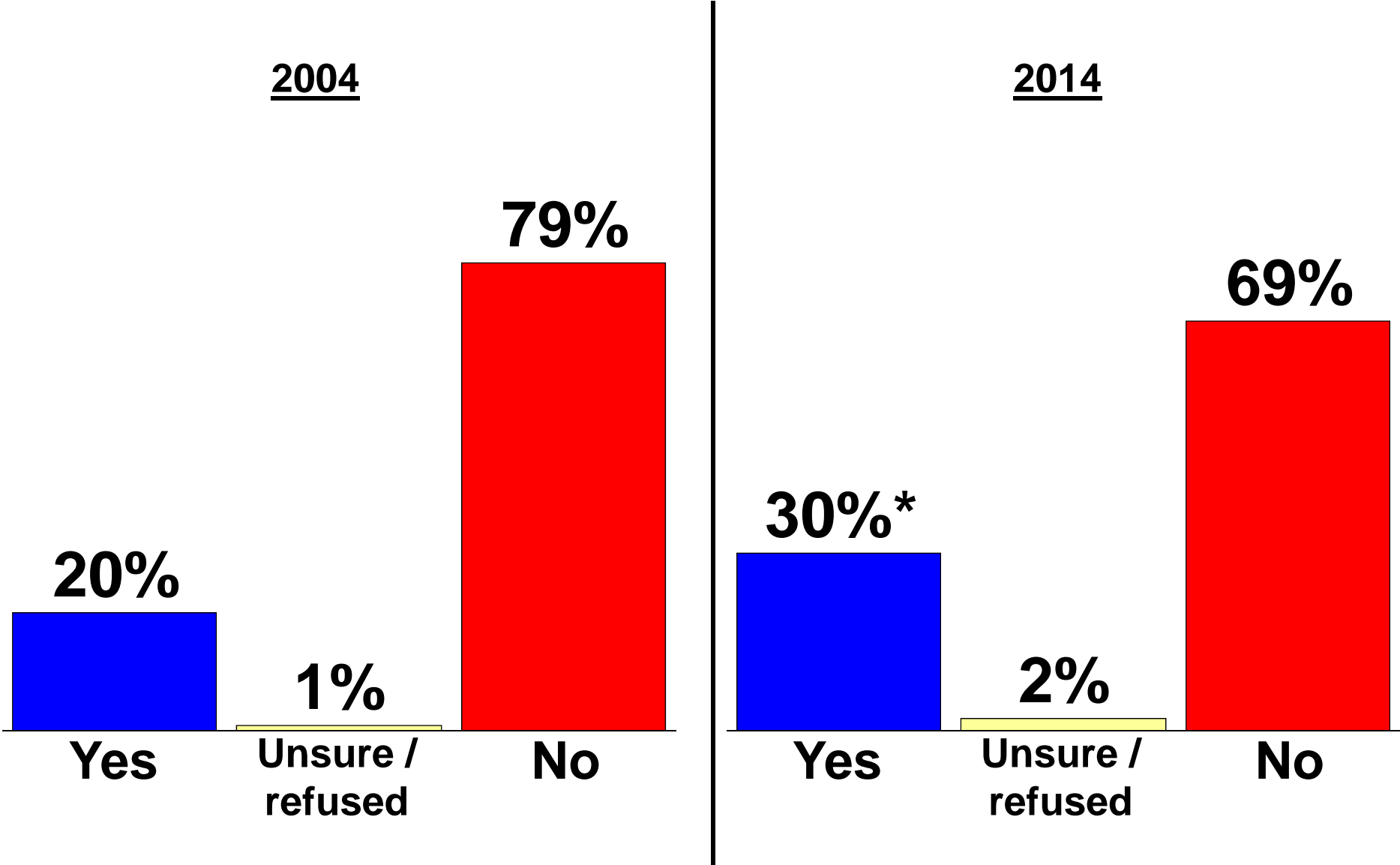
2014

Subgroup	Definitely Know
Male	37%
Female	19%
Male / Urban-Suburban	35%
Male / Rural	40%
Female / Urban-Suburban	17%
Female / Rural	22%
Male / 18-54	34%
Male / 55+	41%
Female / 18-54	14%
Female / 55+	23%

		Q7 - Are you aware of any efforts to conserve water in your part of Texas?			
		Base	Yes	No	Unsure / Refused
Q8 - Water conservation is defined as the protection of water resources and the reduction of water consumption so water is made available for the future. Which of the following best describes your knowledge of the natural source for your drinking water...	Base	1103	634	456	13
		100%	57%	41%	1%
	I definitely know	308	230	75	2
		100%	75%	25%	1%
	I think I know	335	218	113	5
		100%	65%	34%	1%
	I am not so sure	266	117	146	3
		100%	44%	55%	1%
I have no idea	188	67	119	3	
	100%	35%	63%	2%	
Refused	7	3	4	-	
	100%	41%	59%	-	

CONSERVATION SLOGAN / AD AWARENESS

Q9. Are you aware of any slogans or ads about water conservation?

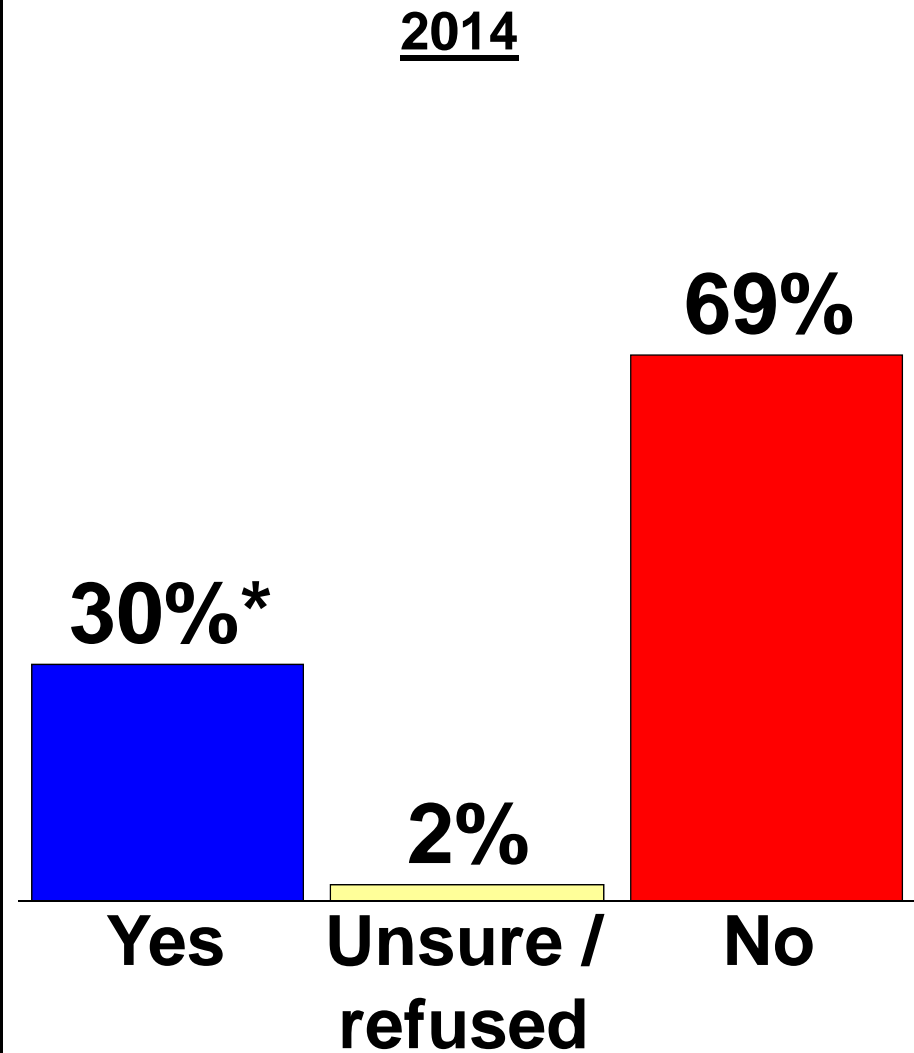


*Statistically significant increase since 2004

CONSERVATION SLOGAN / AD AWARENESS

Q9. Are you aware of any slogans or ads about water conservation?

	Base	Yes	No / unsure / refused	Yes - No / Unsure / Refused
Total	1103	30%	70%	-40%
RR9655 - Age / Gender				
Male / 18-54	286	35%	65%	-30%
Male / 55+	249	29%	71%	-42%
Female / 18-54	264	27%	73%	-45%
Female / 55+	287	28%	72%	-43%
Age unknown	17	18%	82%	-64%
RRACE - Race and Ethnicity				
Anglo	522	31%	69%	-39%
African-American	152	21%	79%	-57%
Hispanic	304	32%	68%	-36%
Other	125	30%	70%	-39%
RINCOME - Annual Household Income				
Under \$40,000	254	28%	72%	-44%
\$40,000 - \$79,999	280	27%	73%	-45%
\$80,000 - \$124,999	210	30%	70%	-40%
\$125,000 and over	188	31%	69%	-39%
Income unknown	171	35%	65%	-30%
RPARTYTS - SOLID vs. BROAD VOTERS				
Solid GOP	327	32%	68%	-36%
Broad IND	314	28%	72%	-44%
Solid DEM	356	29%	71%	-41%
Not Registered	107	28%	72%	-44%

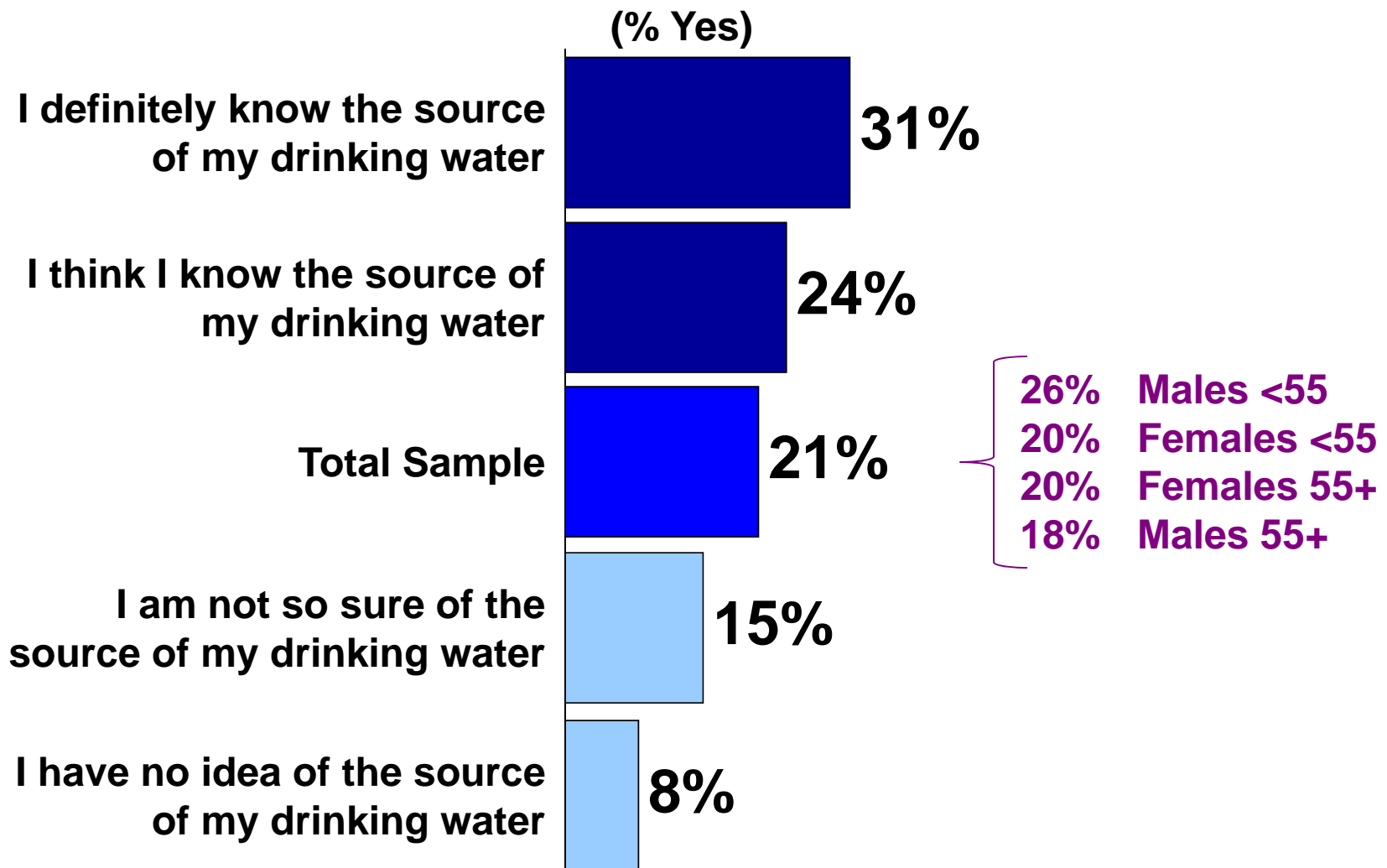


*Statistically significant increase since 2004

		Q9 - Are you aware of any slogans or ads about water conservation?			
		Base	Yes	No	Unsure / Refused
Q8 - Water conservation is defined as the protection of water resources and the reduction of water consumption so water is made available for the future. Which of the following best describes your knowledge of the natural source for your drinking water...	Base	1103 100%	328 30%	756 69%	19 2%
	I definitely know	308 100%	127 41%	171 56%	9 3%
	I think I know	335 100%	121 36%	209 62%	6 2%
	I am not so sure	266 100%	51 19%	211 79%	3 1%
	I have no idea	188 100%	26 14%	161 85%	1 1%
	Refused	7 100%	2 30%	5 70%	- -

SEEN / READ / HEARD WATER I. Q.

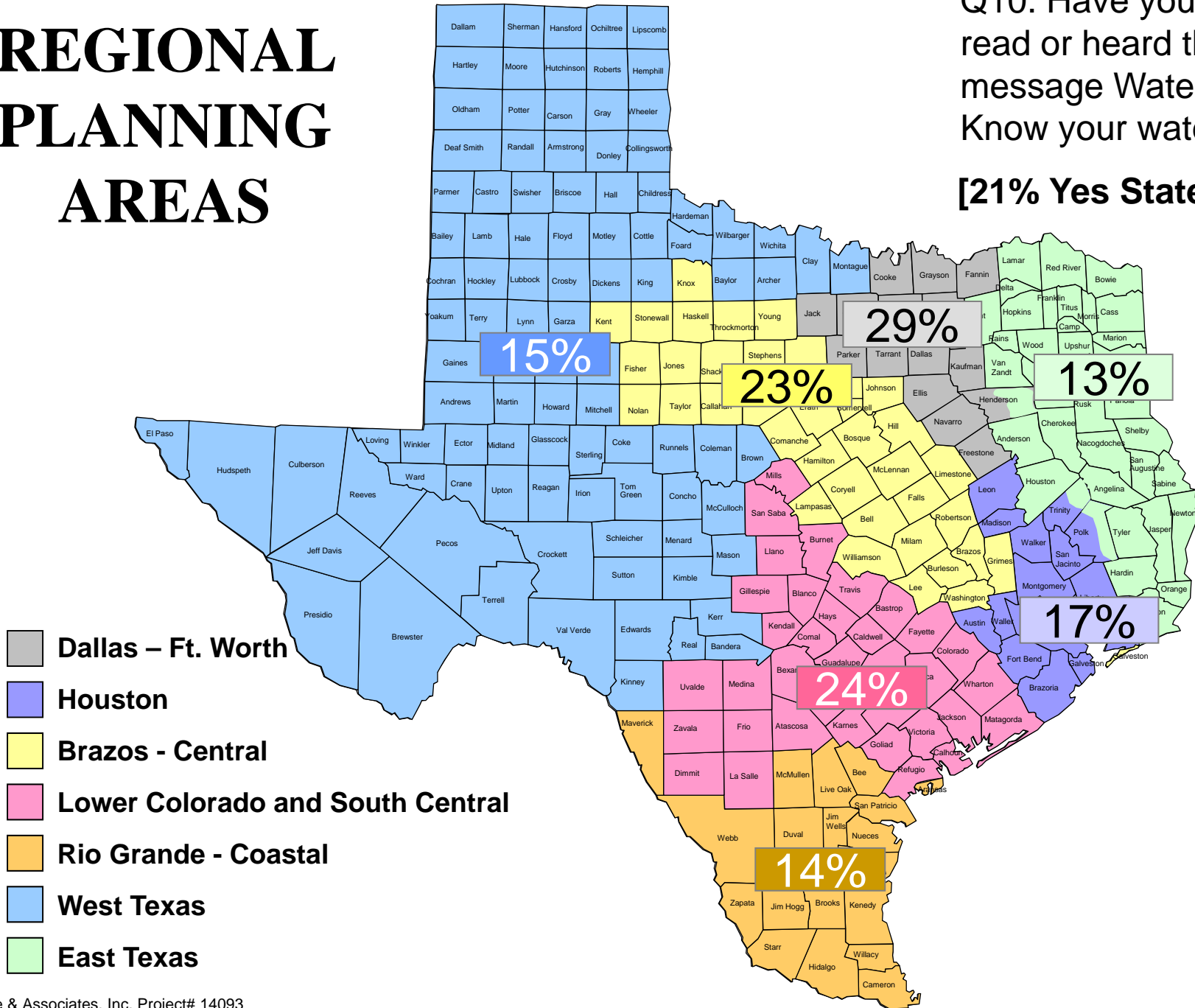
Q10. Have you seen, read or heard the message Water I.Q. Know your water?



REGIONAL PLANNING AREAS

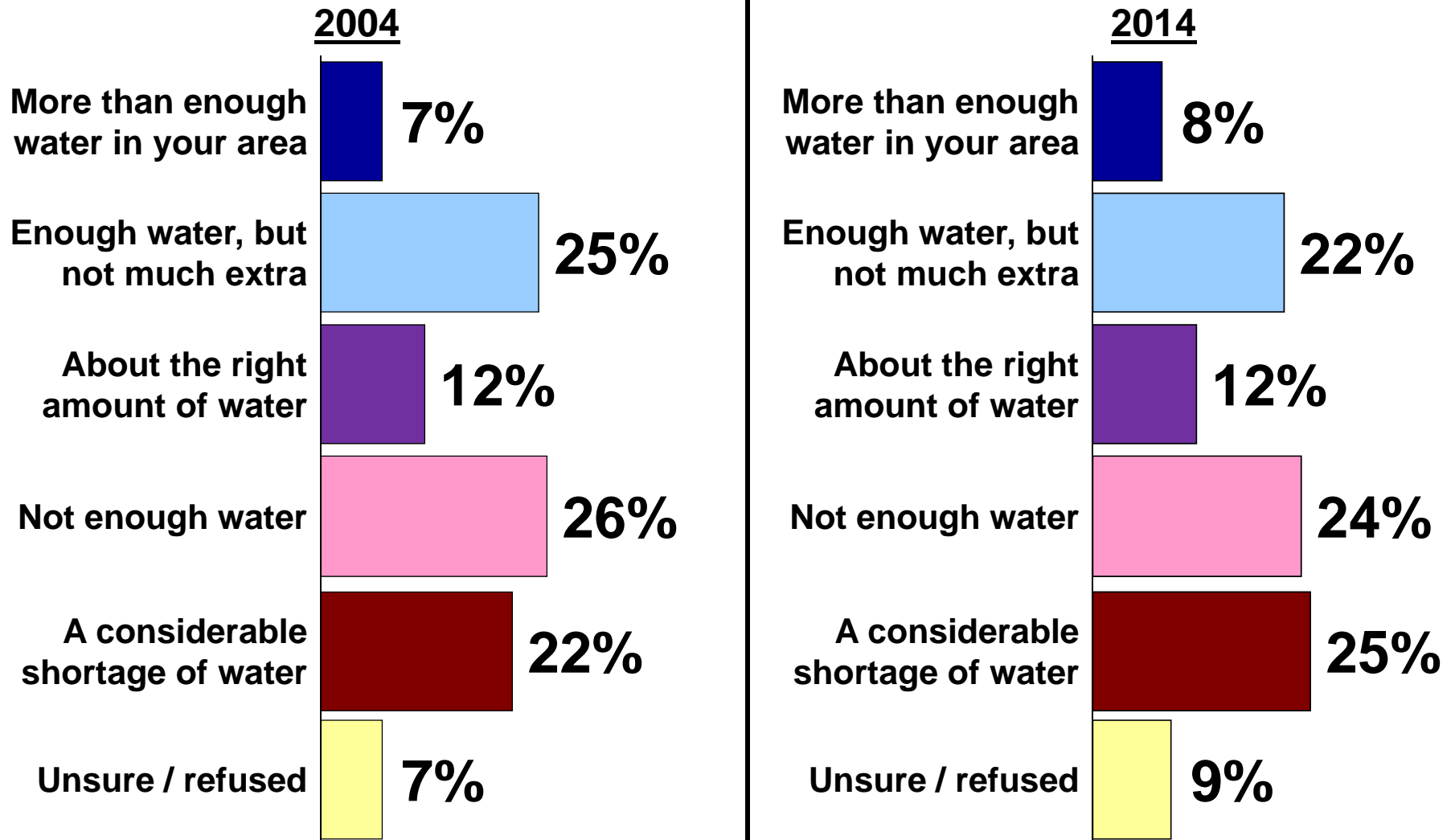
Q10. Have you seen, read or heard the message Water I.Q. Know your water?

[21% Yes Statewide]



AMOUNT OF WATER

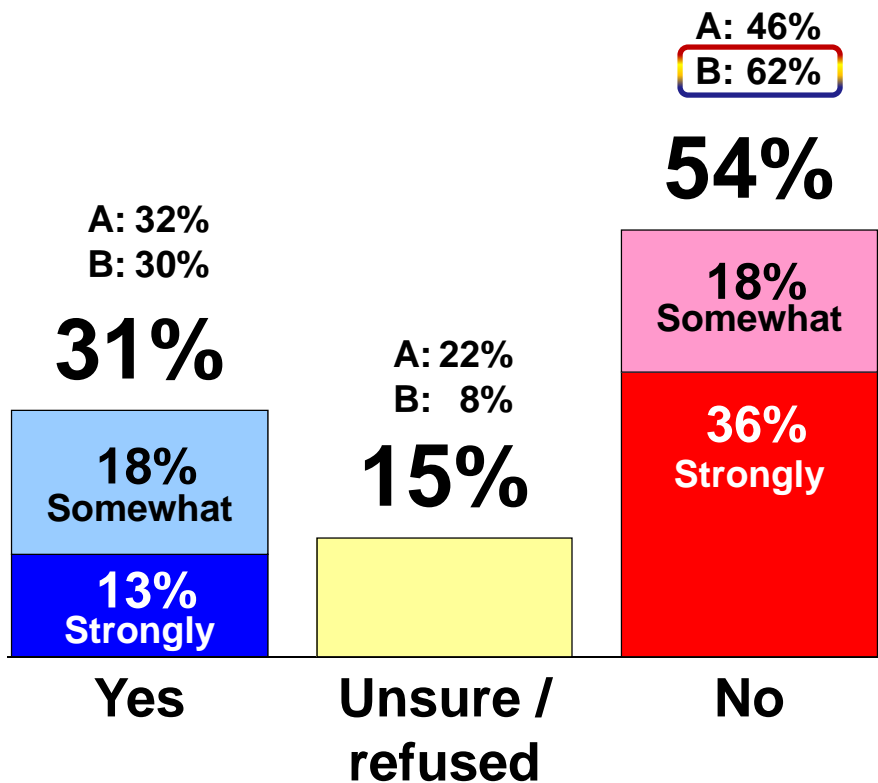
Q11. Thinking about the amount of water in your area 25 years from now, would you say there will be:



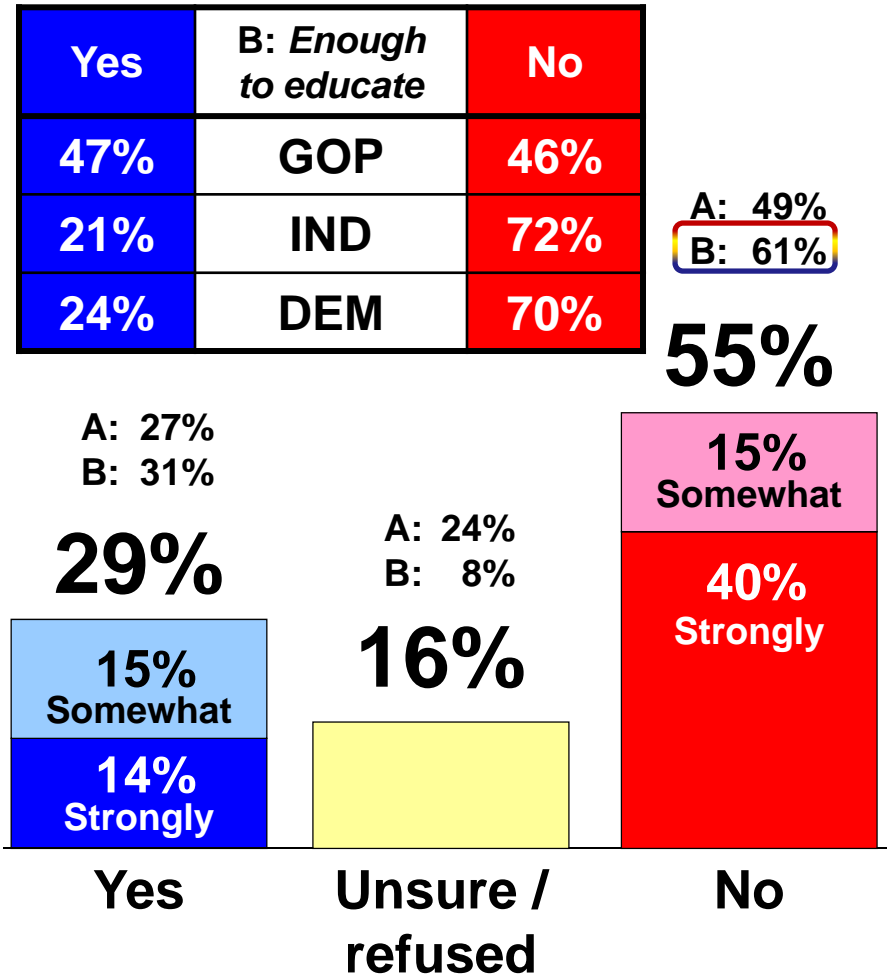
STATE GOVERNMENT

Q12X. Do you believe the Texas state government is doing enough to (Ver B: educate the public on ways to) conserve water?

2004
(n=1228)



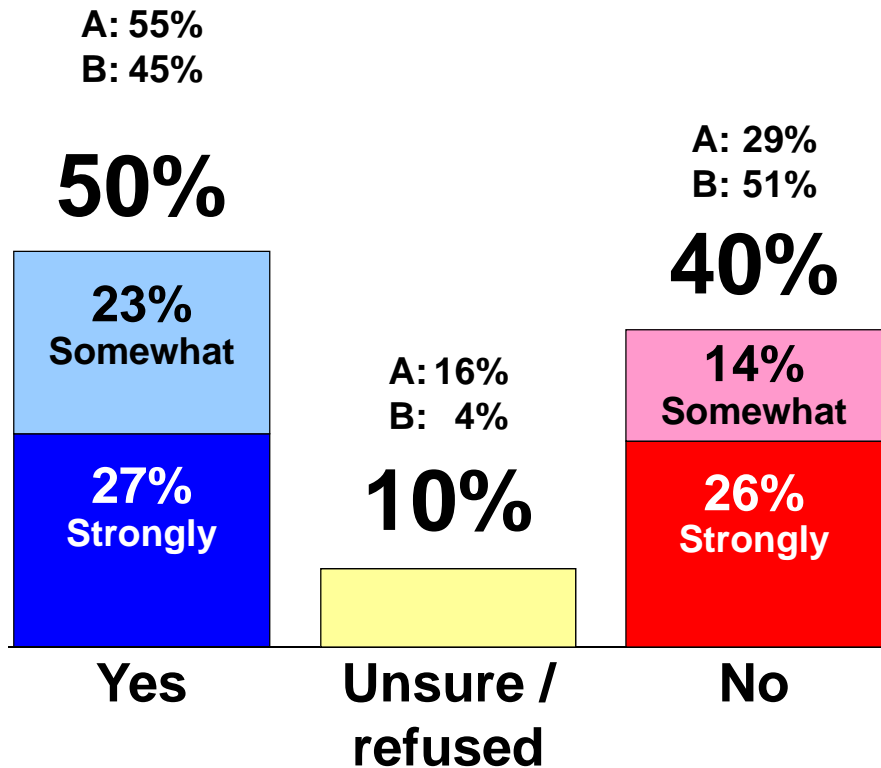
2014
(n=551)



LOCAL WATER SUPPLIER

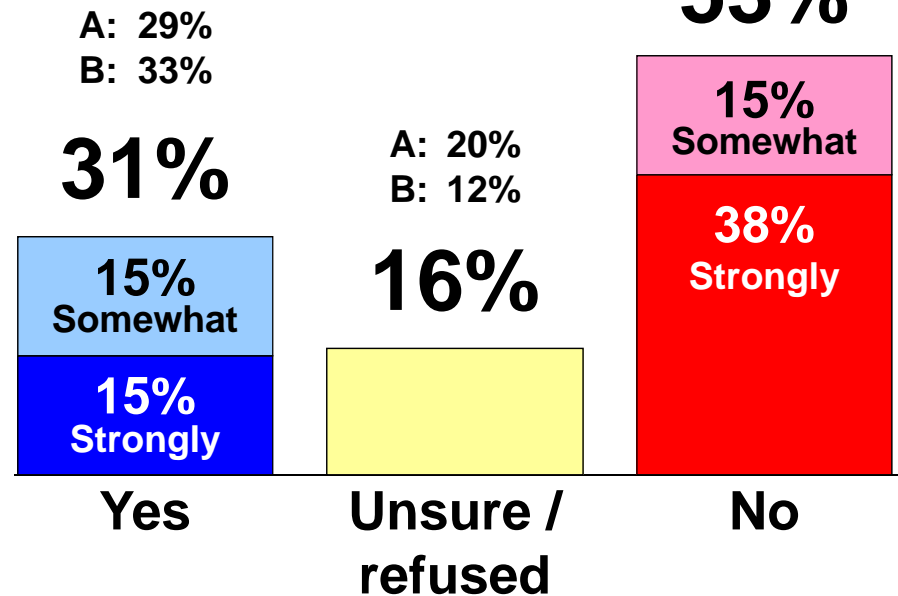
Q12Y. Do you believe your local water supplier is doing enough to (Ver B: educate the public on ways to) conserve water?

2004
(n=1228)



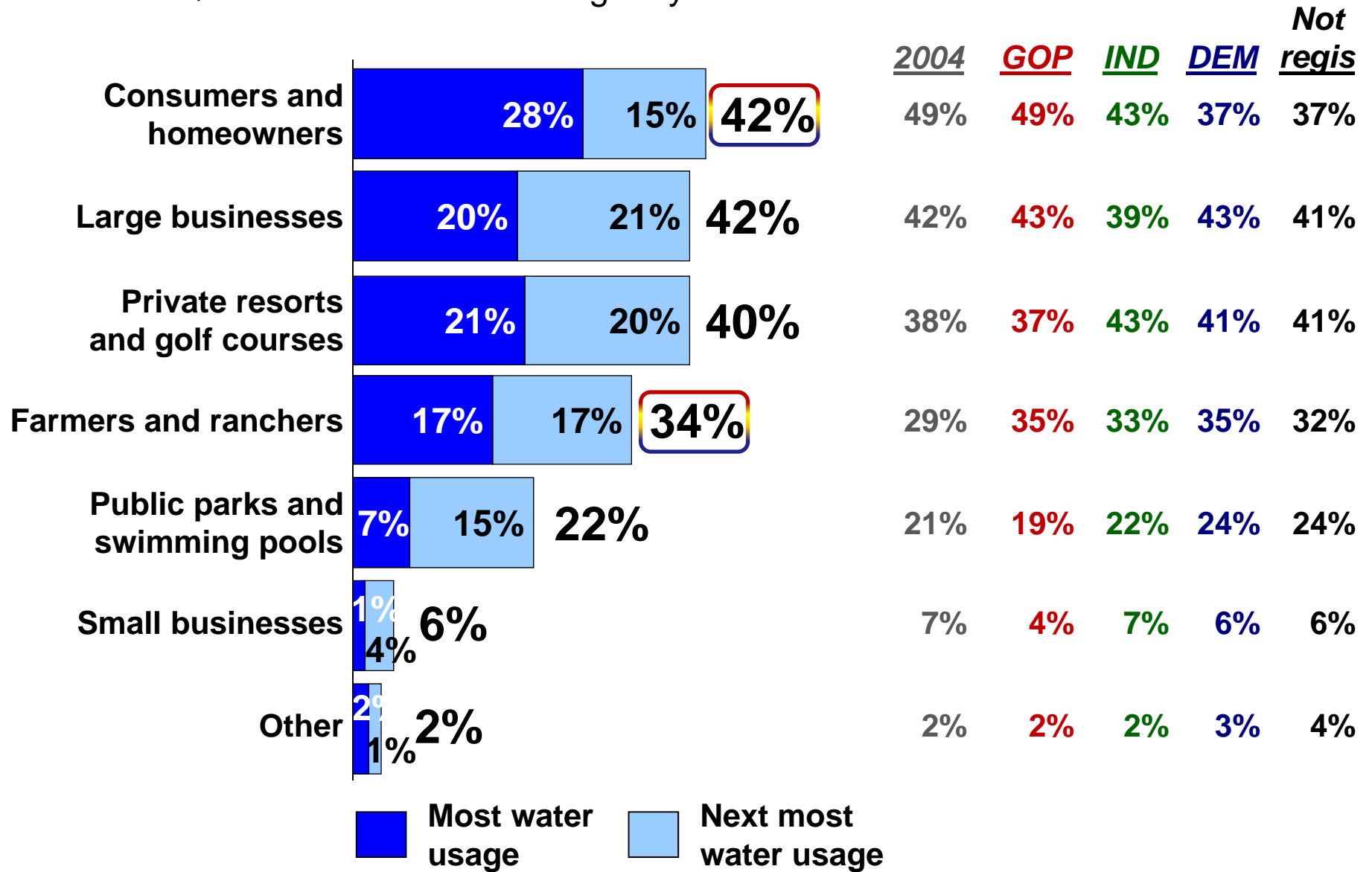
2014
(n=552)

Yes	A & B Combined	No
40%	GOP	40%
29%	IND	54%
26%	DEM	64%



WATER USAGE

Q13. Which of the following do you think uses the most water?

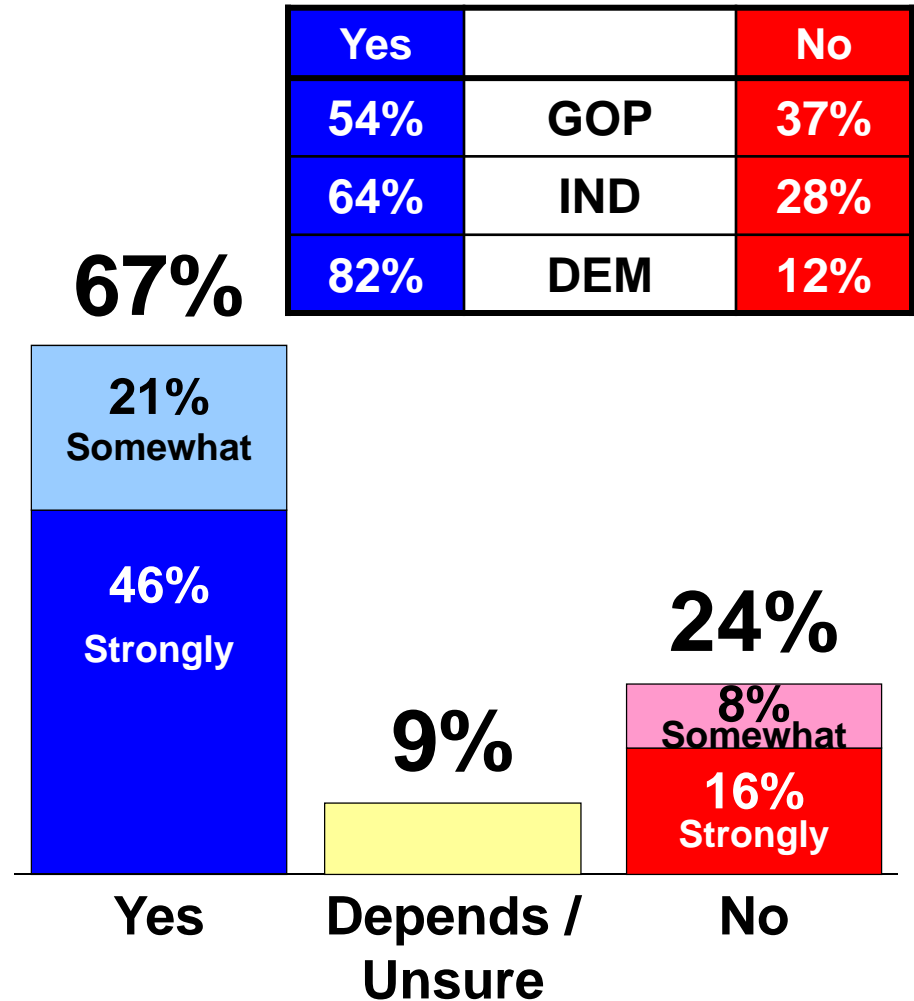
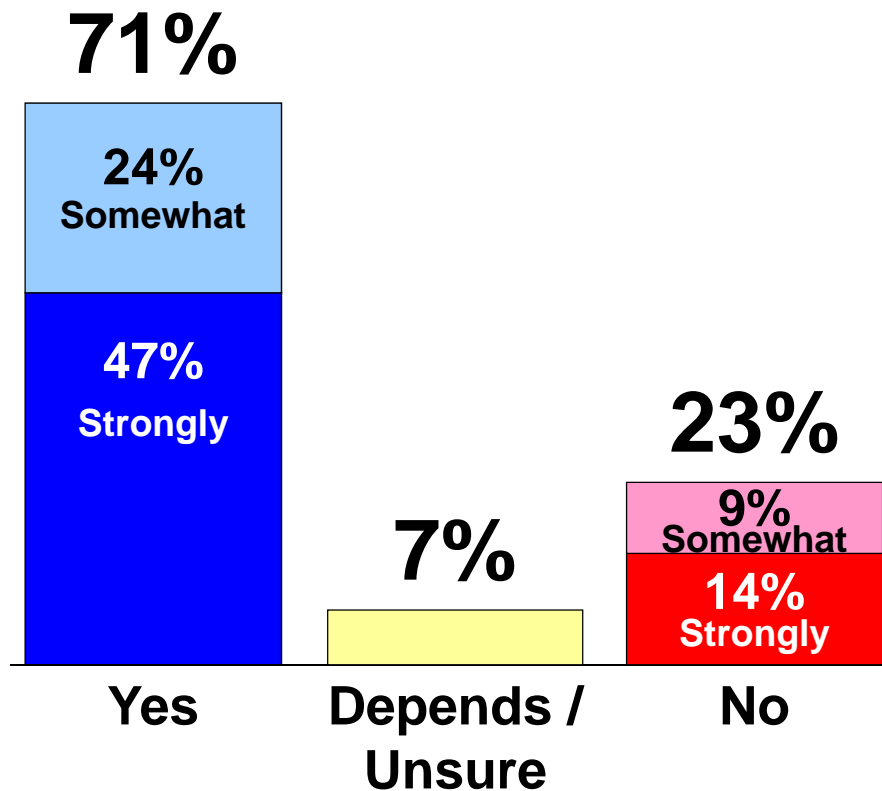


WATER CONSERVATION FUNDING

Q14. Do you believe there should be statewide funding provided to implement water conservation strategies?

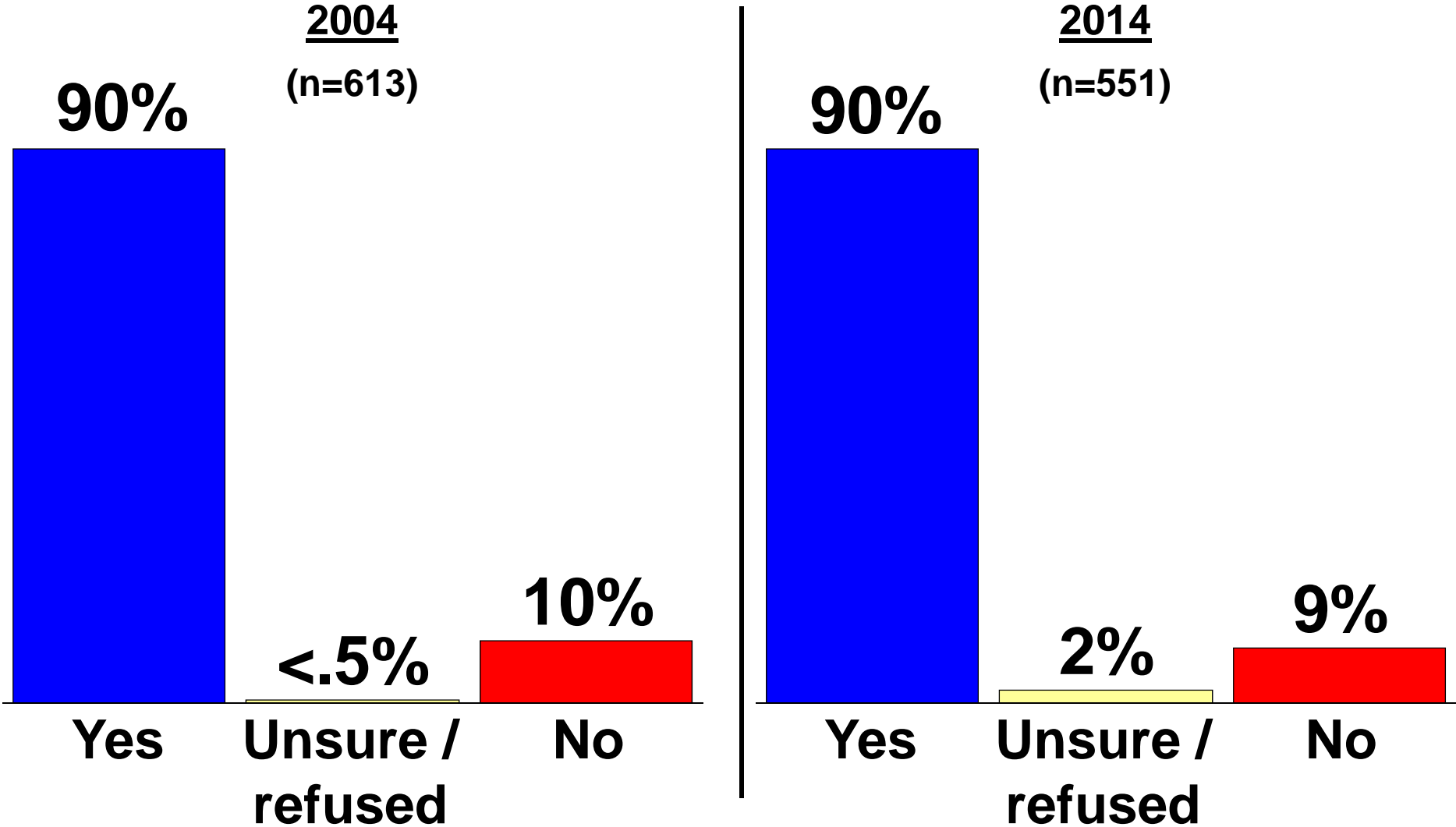
2004

2014



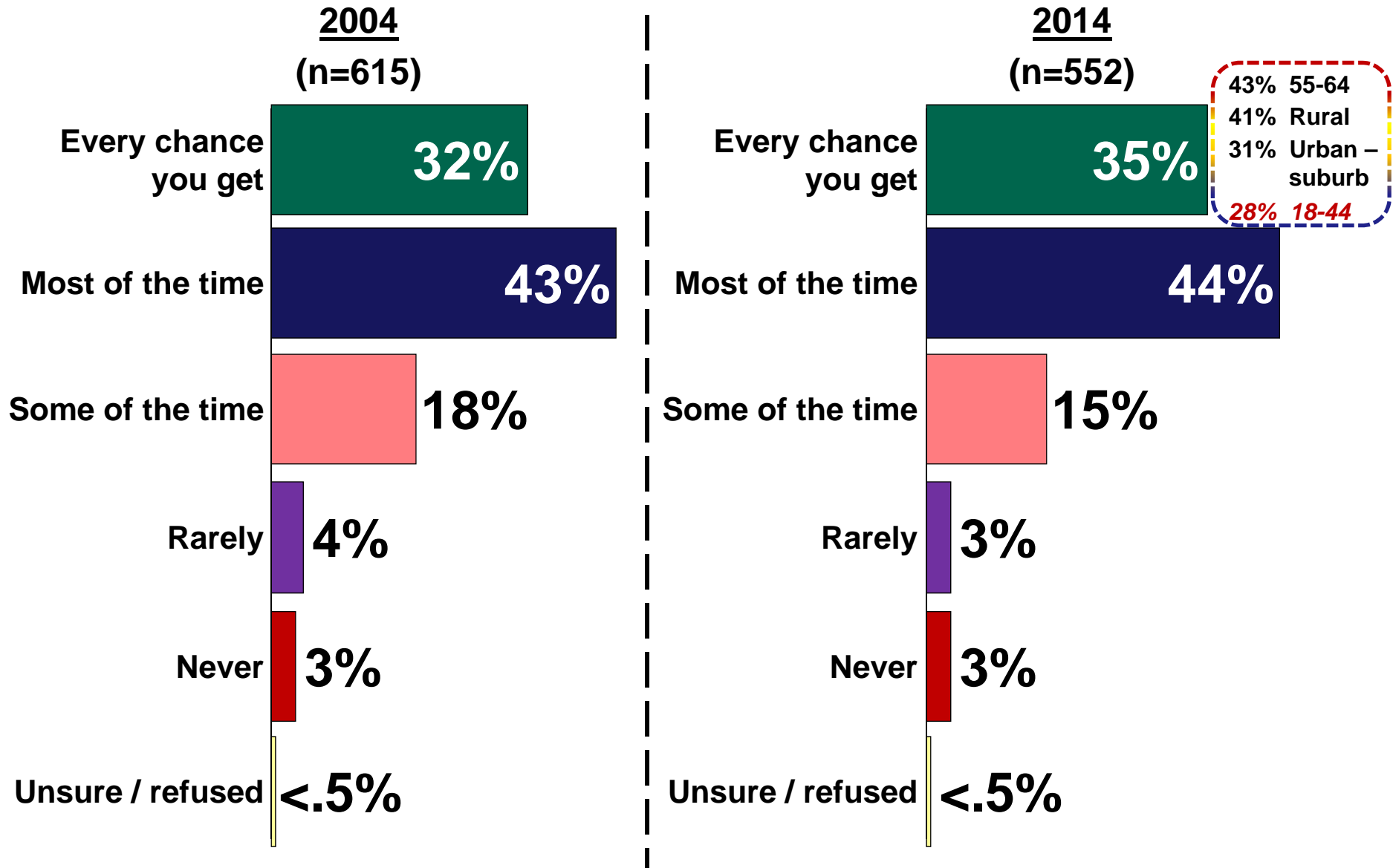
RESPONDENT WATER CONSERVATION

Q15X. Do you conserve water now?



HOW OFTEN CONSERVE WATER

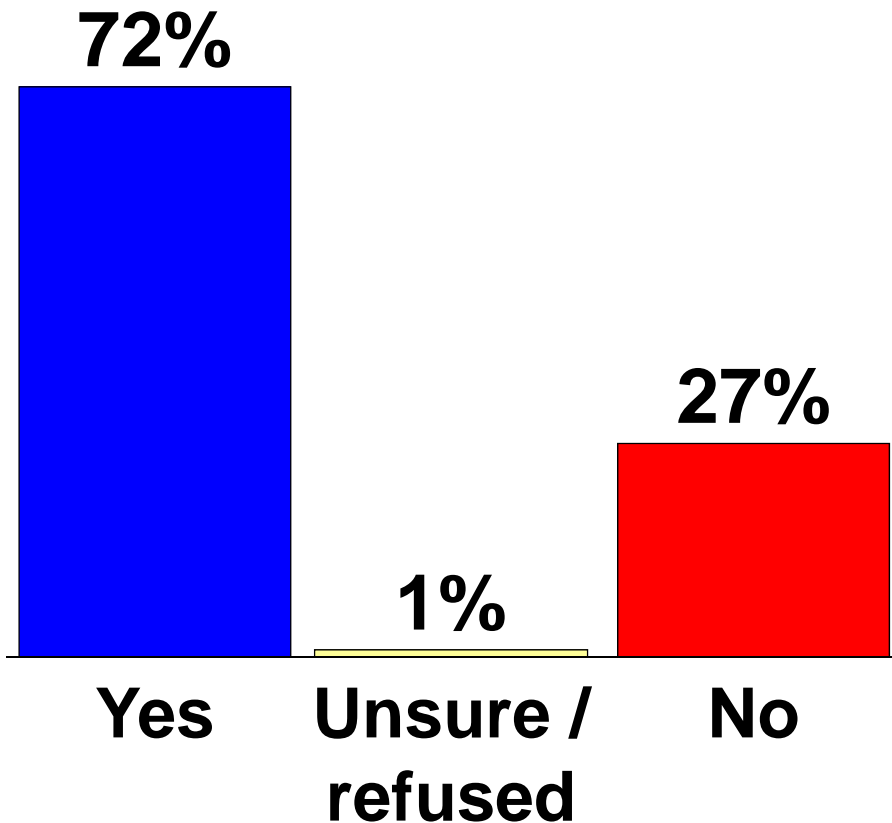
Q15Y. Which of the following best describes how often you conserve water?



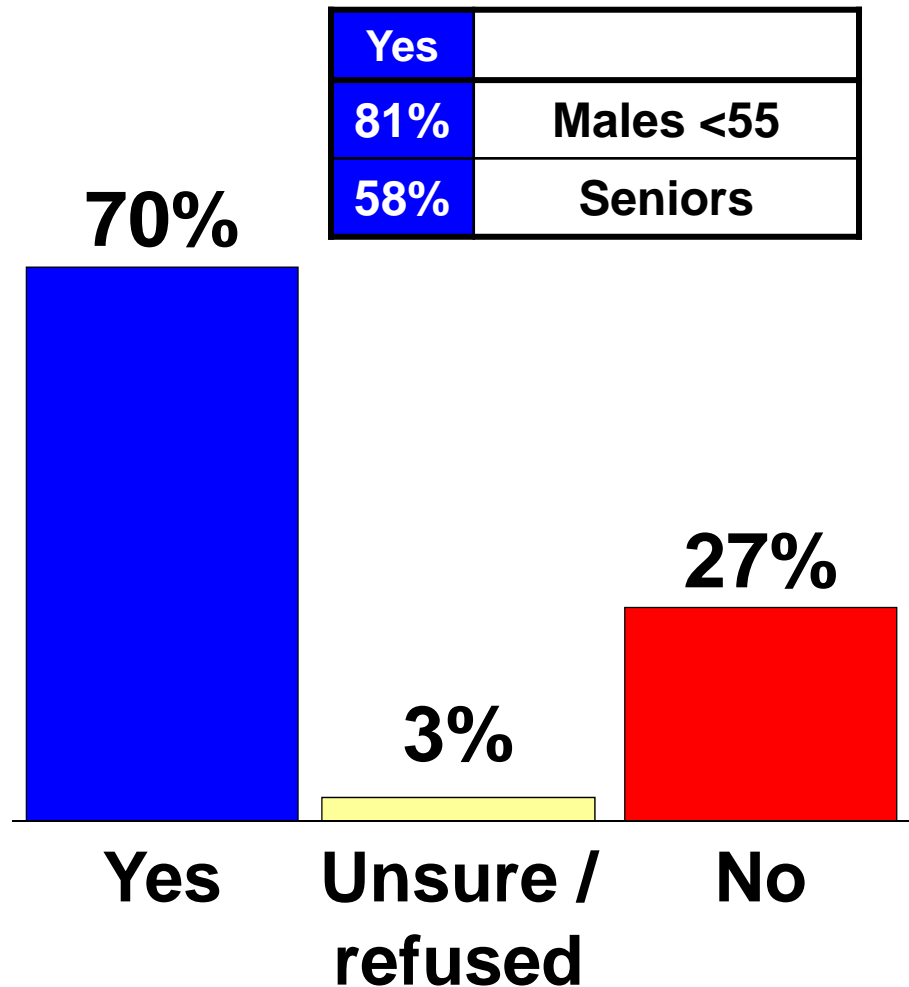
DO MORE TO CONSERVE WATER

Q16. Regardless of how much you do to conserve water, do you think you could do more to conserve water?

2004

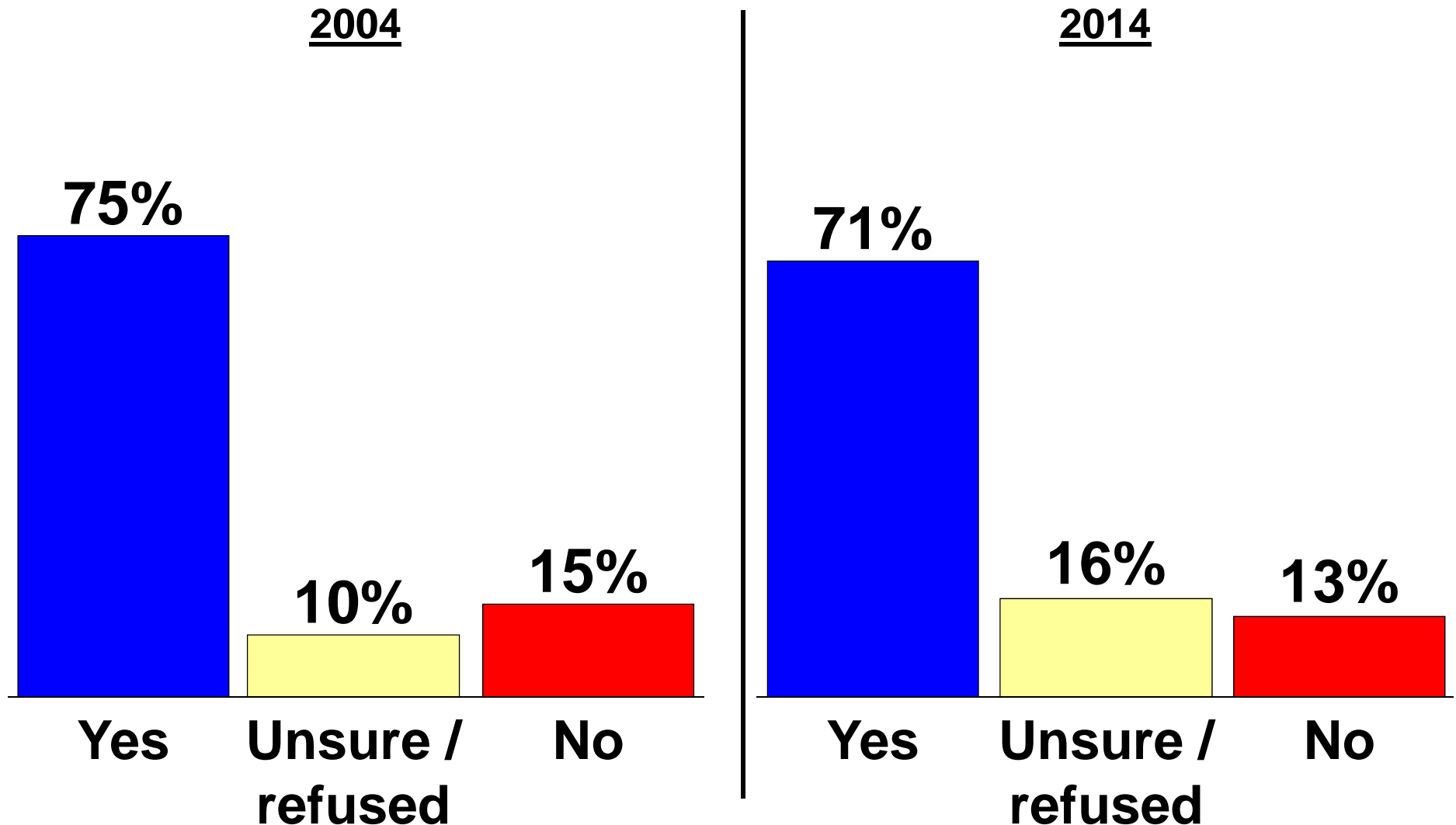


2014



NEIGHBORS DO MORE TO CONSERVE WATER

Q17. Regardless of how much your neighbors may do to conserve water, do you think they could do more to conserve water?



HOUSEHOLD WATER USE

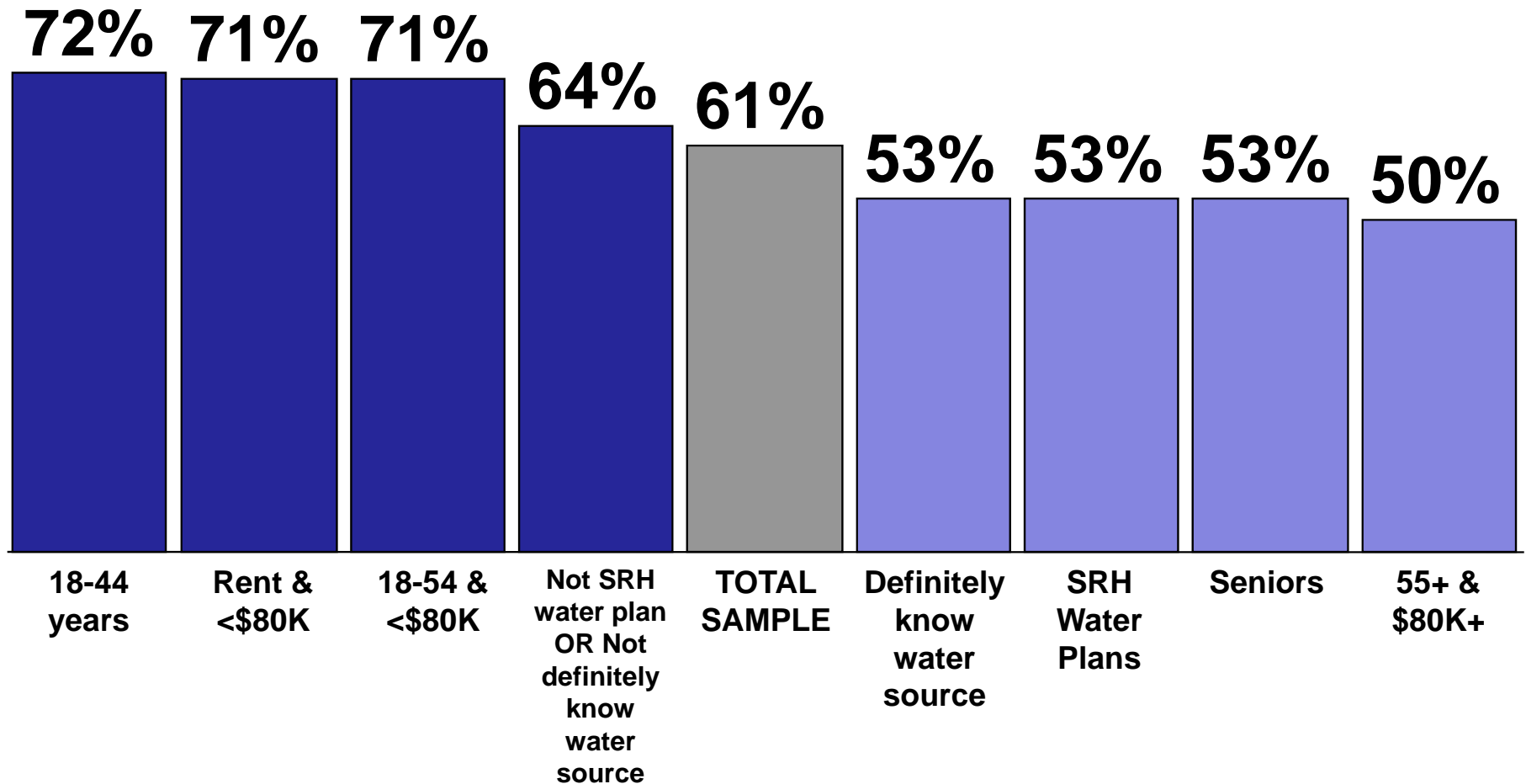
Q18-25. Please tell me if each of the following describes you and your household's water use very well, somewhat well, not that well or not at all.

		Total Well	Total Not Well	Does Not Apply / Unsure	Net Impact
Q18	I water my lawn two or more times per week.	30%	60%	10%	-30%
Q19	I water my lawn during the day between 10am and 6pm.	12%	76%	12%	-64%
Q20	When watering the lawn, water runs onto the pavement, gutter, sidewalk, or driveway.	22%	64%	14%	-42%
Q21	I don't repair leaky faucets as soon as I detect the problem.	36%	58%	6%	-22%
Q22	I take showers lasting longer than five minutes.	61%	35%	4%	+26%
Q23	I don't repair running or leaking toilets right away.	36%	59%	5%	-23%
Q24	I don't manually operate my sprinkler system control box.	23%	40%	38%	-17%
Q25	I don't have any native plants in my yard.	38%	47%	15%	-10%

HOUSEHOLD WATER USE

Q22. I take showers lasting longer than five minutes.

Describes well
(Very Well % plus Somewhat Well %)



VALUE OF WATER

Q26-31. Please tell me if each of the following makes you consider water to be extremely valuable, very valuable, somewhat valuable, or not valuable.

		Total Valuable	Total Not Valuable	Depends / Unsure	Net Value
Q26	Water is used to raise cattle.	85%	14%	1%	+70%
Q27	Water is used to grow cotton and other crops.	83%	16%	2%	+67%
Q28	Water is used to create electricity.	74%	22%	3%	+52%
Q29	Water is used for recreation.	36%	61%	3%	-25%
Q30	Water is used in the manufacturing industry.	62%	35%	3%	+27%
Q31	Water is used in the oil and gas industry.	62%	34%	5%	+28%

MORE / LESS LIKELY STATEMENTS - I

■ More likely
 ■ Less likely
 ■ No Diff / Unsure
 Net Impact

Q32. Ensuring there's enough water (Ver A: for the future / Ver B: to meet the needs of our growing population).



Q33. Ensuring there's enough water during a drought.



Q34. Saving money on your water bill.*



Q35. Being reminded that water is valuable and shouldn't be wasted.



*Denotes slightly different question wording: "Receiving savings on your water bill – 2004"

MORE / LESS LIKELY STATEMENTS - II

■ More likely
 ■ Less likely
 ■ No Diff / Unsure
 Net Impact

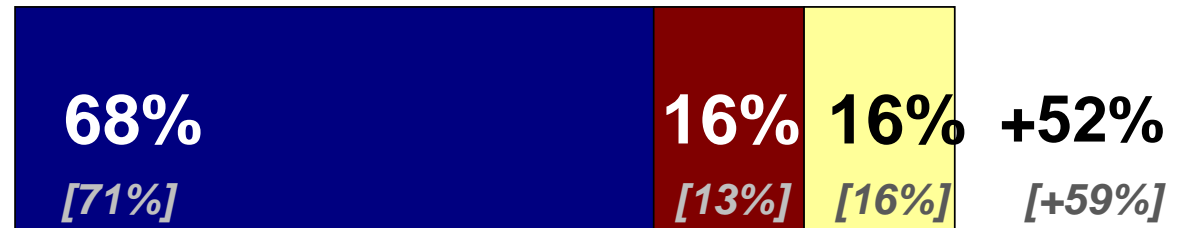
Q36. Receiving rebates for installing water saving equipment such as low-flow shower heads and toilets.



Q37. Being fined for using too much water.



Q38. Being asked to water your lawn less often.

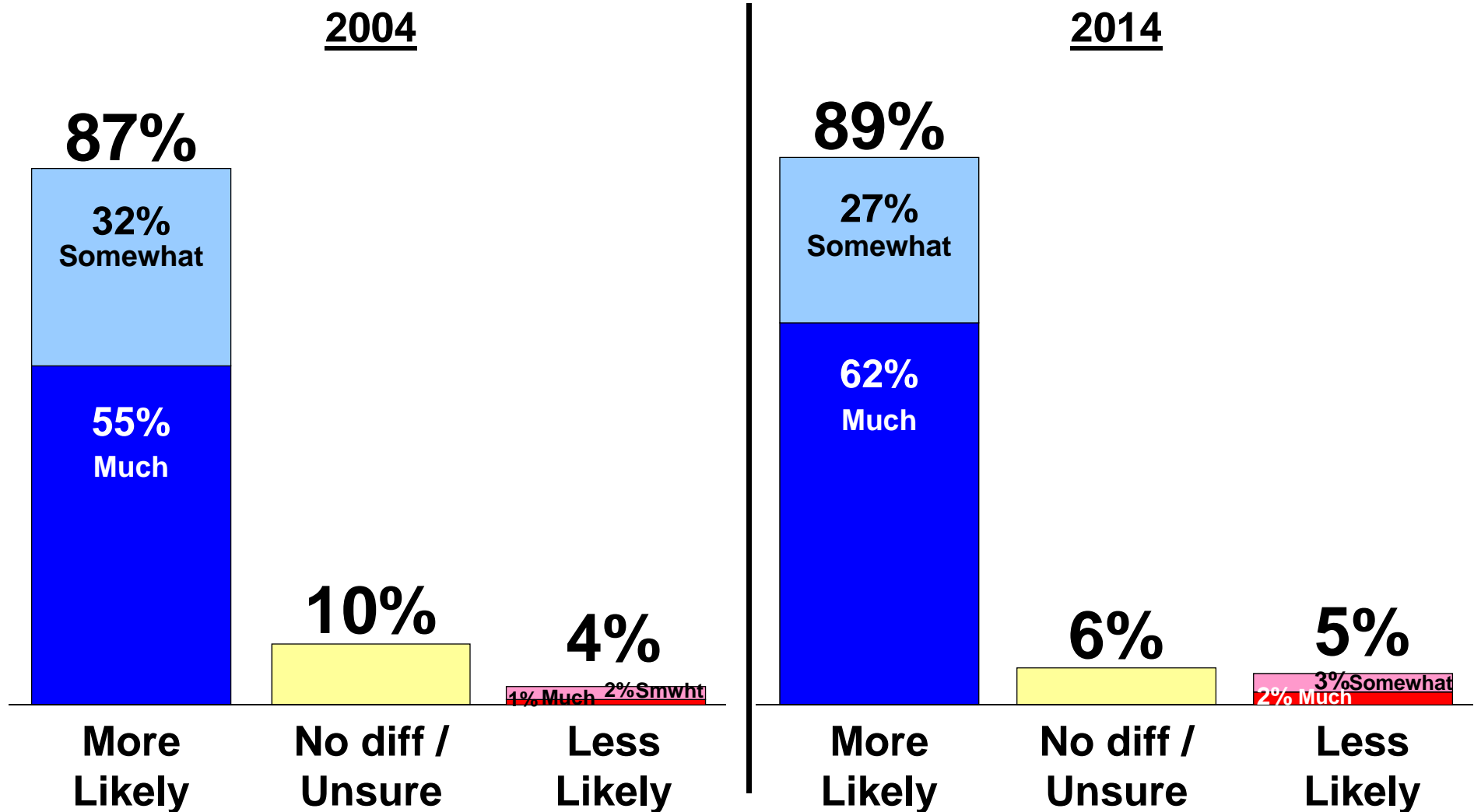


Q39. Having enough water supply to attract new businesses and jobs.

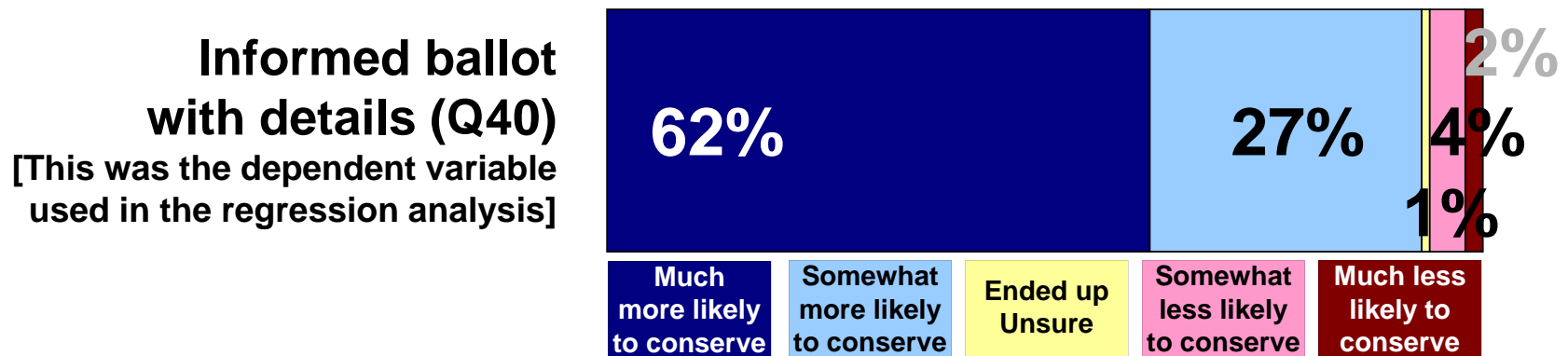
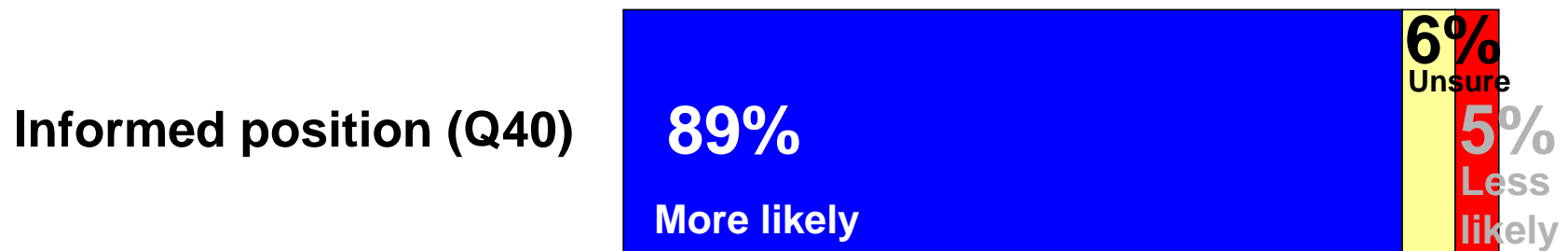
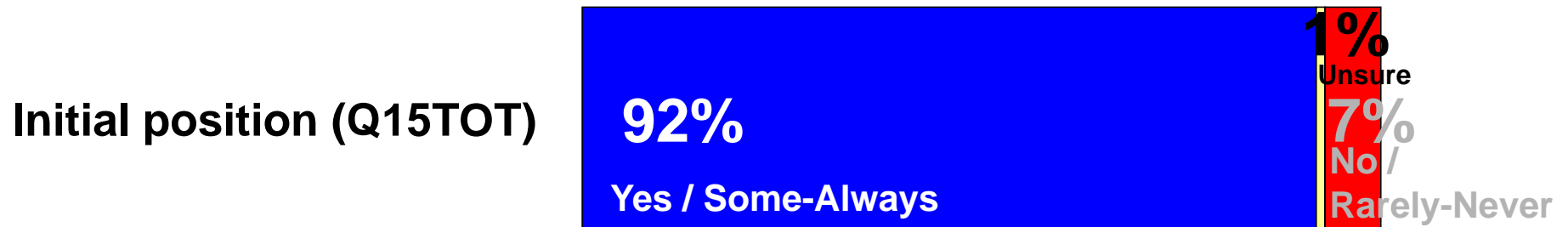


INFORMED POSITION ON CONSERVING WATER

Q40. Having heard more about it, will you be much more likely, somewhat more likely, somewhat less likely or much less likely to conserve water in the future?

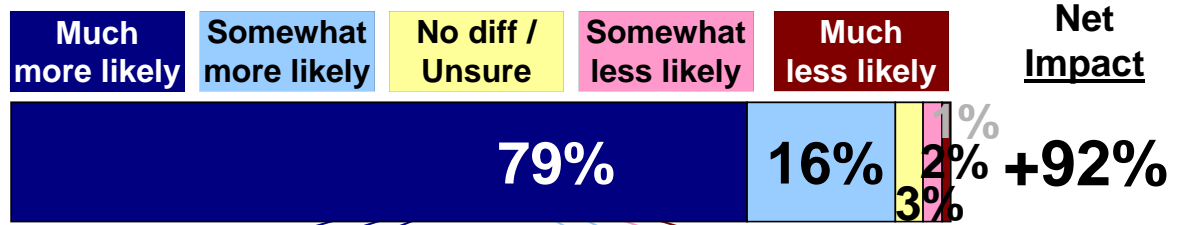


COMPARISON OF INITIAL & INFORMED POSITIONS ON CONSERVING WATER

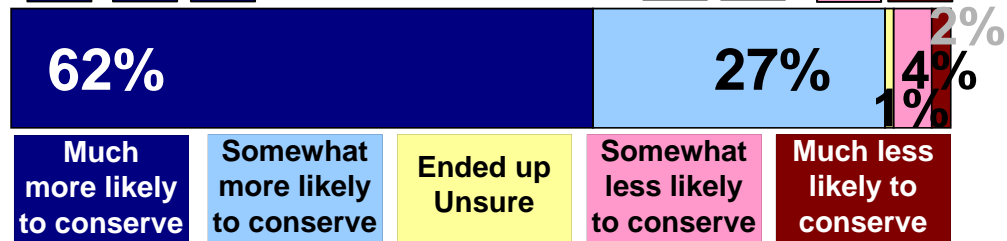


REGRESSION (CORRELATION) ANALYSIS

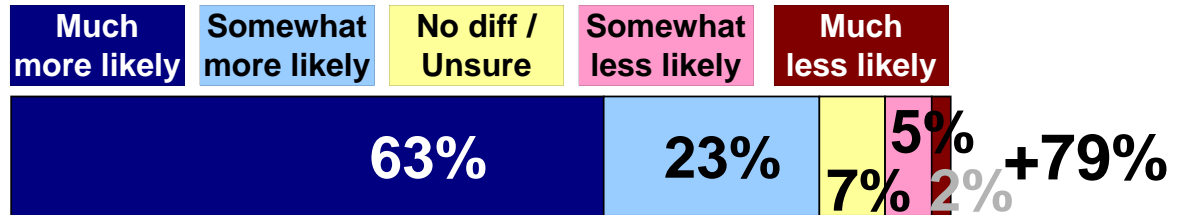
Q33. Ensuring there's enough water during a drought.



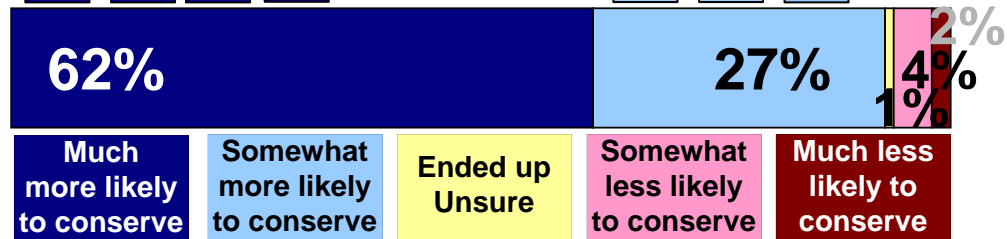
Informed ballot with details (Q40)



Q35. Being reminded that water is valuable and shouldn't be wasted.

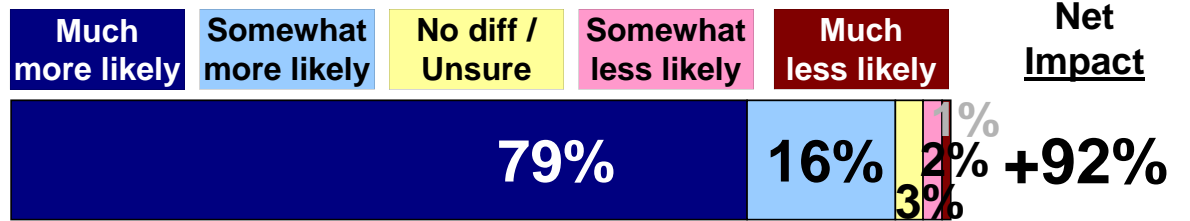


Informed ballot with details (Q40)



CALCULATING PERSUASION SCORES

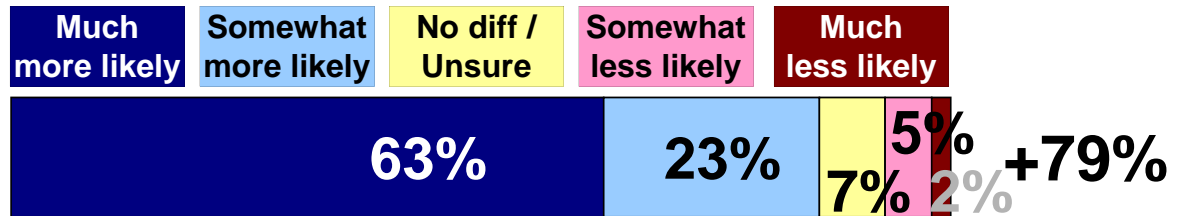
Q33. Ensuring there's enough water during a drought.



$$\frac{\text{Persuasion Factor}}{0.1288} \times \frac{\text{Net Impact}}{+92\%} = \frac{\text{Persuasion Score}}{11.8}$$

5th highest score out of 14 statements

Q35. Being reminded that water is valuable and shouldn't be wasted.



$$\frac{\text{Persuasion Factor}}{0.3637} \times \frac{\text{Net Impact}}{+79\%} = \frac{\text{Persuasion Score}}{28.7}$$

The highest score out of 14 statements

<h2>Summary of Persuasion Scores</h2> <p><i>The top two scores are highlighted in light blue. Persuasion Scores are relative measures that should be compared within a subgroup, not compared between different subgroups.</i></p>		Total Sample (N=1103)	Males <55 (n=286)	Males 55+ (n=249)	Females <55 (n=264)	Females 55+ (n=287)	Anglos (n=522)	Afr-Amer (n=152)	Hispanic (n=304)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
Q26	Water is used to raise cattle.	2.0	6.6	5.4	0.9	1.2	5.0	18.2	9.1
Q27	Water is used to grow cotton and other crops.	2.6	2.1	4.4	1.4	1.0	0.8	0.1	9.2
Q28	Water is used to create electricity.	2.1	2.0	5.6	1.7	4.5	0.4	10.3	7.7
Q29	Water is used for recreation.	-0.3	-1.7	-1.4	-1.4	-1.6	-1.8	-0.2	-0.8
Q30	Water is used in the manufacturing industry.	1.9	0.7	3.4	0.3	0.6	1.9	1.1	0.3
Q31	Water is used in the oil and gas industry.	1.5	0.1	2.0	0.5	3.1	2.0	0.2	0.2
Q32	Ensuring there's enough water (Ver A: for the future / Ver B: to meet the needs of our growing population).	22.4	14.1	13.3	24.0	18.6	11.6	24.7	19.1
Q33	Ensuring there's enough water during a drought.	11.8	19.8	15.0	17.1	1.6	10.6	0.5	9.1
Q34	Saving money on your water bill.	18.3	12.1	13.0	7.4	8.4	5.2	21.3	27.0
Q35	Being reminded that water is valuable and shouldn't be wasted.	28.7	20.6	13.7	26.8	15.4	22.8	9.0	12.5
Q36	Receiving rebates for installing water saving equipment such as low-flow shower heads and toilets.	23.9	18.3	12.2	22.6	13.0	19.3	17.2	16.4
Q37	Being fined for using too much water.	3.6	1.2	6.4	3.7	13.1	6.0	6.4	0.4
Q38	Being asked to water your lawn less often.	7.4	0.1	14.7	6.6	2.8	9.2	1.9	9.5
Q39	Having enough water supply to attract new businesses and jobs.	0.1	5.2	4.6	4.5	9.8	2.0	9.3	4.0

<h2>Summary of Persuasion Scores</h2> <p><i>The top two scores are highlighted in light blue. Persuasion Scores are relative measures that should be compared within a subgroup, not compared between different subgroups.</i></p>		Total Sample (N=1103)	Have Sprinkler System (n=326)	No Sprinkler System (n=716)	GOP (n=327)	DEM (n=356)	IND (n=314)	Not Registered (n=107)	Conserve some (n=83)	Conserve Some + Most (n=326)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
Q26	Water is used to raise cattle.	2.0	0.7	1.9	10.8	3.9	3.3	0.9	1.3	2.6
Q27	Water is used to grow cotton and other crops.	2.6	2.3	1.6	2.1	6.8	1.3	0.1	4.0	9.0
Q28	Water is used to create electricity.	2.1	4.2	2.1	3.5	3.3	0.4	4.3	13.4	2.0
Q29	Water is used for recreation.	-0.3	-1.5	-1.4	-0.5	-1.2	0.0	0.1	-0.9	-1.6
Q30	Water is used in the manufacturing industry.	1.9	2.9	1.8	1.9	1.6	1.1	0.1	1.2	0.6
Q31	Water is used in the oil and gas industry.	1.5	2.4	1.4	4.4	0.2	1.9	2.2	0.4	1.4
Q32	Ensuring there's enough water (Ver A: for the future / Ver B: to meet the needs of our growing population).	22.4	12.7	21.7	8.2	21.6	12.0	25.4	31.0	16.8
Q33	Ensuring there's enough water during a drought.	11.8	3.9	13.3	20.1	3.5	1.5	9.3	26.7	2.5
Q34	Saving money on your water bill.	18.3	7.4	18.2	9.0	15.9	5.5	16.1	2.5	15.3
Q35	Being reminded that water is valuable and shouldn't be wasted.	28.7	21.1	25.0	10.3	16.2	30.0	22.2	28.4	27.2
Q36	Receiving rebates for installing water saving equipment such as low-flow shower heads and toilets.	23.9	15.9	21.6	15.7	15.1	18.9	6.1	3.8	12.2
Q37	Being fined for using too much water.	3.6	1.4	4.2	4.2	4.1	2.4	2.0	6.0	5.3
Q38	Being asked to water your lawn less often.	7.4	4.5	7.2	8.3	0.2	7.3	6.9	14.3	2.0
Q39	Having enough water supply to attract new businesses and jobs.	0.1	1.8	1.6	7.6	1.3	10.0	4.7	0.3	3.1

Summary of Persuasion Scores

The top two scores are highlighted in light blue. Persuasion Scores are relative measures that should be compared within a subgroup, not compared between different subgroups.

		Total Sample (N=1103)	DFW (n=289)	Houston (n=266)	Brazos / Central (n=80)	South Central (n=173)	Rio Grande / Coastal (n=95)	West Texas (n=119)	East Texas (n=80)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
Q26	Water is used to raise cattle.	2.0	0.0	0.4	6.1	4.9	0.9	5.9	14.6
Q27	Water is used to grow cotton and other crops.	2.6	0.2	10.3	7.4	2.2	20.4	4.9	5.5
Q28	Water is used to create electricity.	2.1	4.8	5.4	1.8	11.1	4.1	1.5	3.1
Q29	Water is used for recreation.	-0.3	0.0	0.0	-8.1	-1.0	-0.9	-3.9	0.0
Q30	Water is used in the manufacturing industry.	1.9	0.7	4.8	1.3	2.2	0.0	1.2	3.1
Q31	Water is used in the oil and gas industry.	1.5	0.8	1.0	2.7	3.8	0.8	1.3	8.1
Q32	Ensuring there's enough water (Ver A: for the future / Ver B: to meet the needs of our growing population).	22.4	12.0	3.4	18.0	46.0	4.8	20.8	4.3
Q33	Ensuring there's enough water during a drought.	11.8	9.0	8.2	1.7	4.6	7.5	11.9	3.3
Q34	Saving money on your water bill.	18.3	9.0	11.0	1.1	11.9	47.5	2.0	3.4
Q35	Being reminded that water is valuable and shouldn't be wasted.	28.7	19.6	31.9	14.9	11.6	15.9	1.0	8.5
Q36	Receiving rebates for installing water saving equipment such as low-flow shower heads and toilets.	23.9	25.8	14.2	5.3	12.7	9.7	14.1	20.1
Q37	Being fined for using too much water.	3.6	0.7	2.1	19.0	6.1	4.7	8.6	3.7
Q38	Being asked to water your lawn less often.	7.4	6.9	3.7	4.1	0.2	2.7	3.3	3.5
Q39	Having enough water supply to attract new businesses and jobs.	0.1	1.3	2.2	4.0	5.3	8.3	3.0	7.5

Summary of Persuasion Scores

The top two scores are highlighted in light blue. Persuasion Scores are relative measures that should be compared within a subgroup, not compared between different subgroups.

		Total Sample (N=1103)	<\$40K (n=254)	\$40K - \$79K (n=280)	\$80K - \$124K (n=210)	\$125K+ (n=188)	Has Cell net, FB, & Twit (n=149)	Has 1 or 2 (n=716)	No Cell net, FB, & Twit (n=238)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
Q26	Water is used to raise cattle.	2.0	0.1	2.0	9.4	5.1	1.7	0.9	6.2
Q27	Water is used to grow cotton and other crops.	2.6	1.3	2.4	1.7	1.6	0.9	4.6	4.9
Q28	Water is used to create electricity.	2.1	1.6	2.5	2.6	0.3	3.5	0.8	2.7
Q29	Water is used for recreation.	-0.3	-0.4	-2.6	-0.6	-0.8	-3.4	-1.5	-0.2
Q30	Water is used in the manufacturing industry.	1.9	0.6	2.7	3.5	1.5	0.5	3.0	2.6
Q31	Water is used in the oil and gas industry.	1.5	0.9	0.0	4.8	0.8	0.0	0.8	5.0
Q32	Ensuring there's enough water (Ver A: for the future / Ver B: to meet the needs of our growing population).	22.4	29.8	11.2	21.8	4.2	19.8	17.6	10.0
Q33	Ensuring there's enough water during a drought.	11.8	4.2	11.5	18.9	25.3	16.5	7.0	10.6
Q34	Saving money on your water bill.	18.3	20.3	10.7	9.6	0.1	23.0	13.7	11.3
Q35	Being reminded that water is valuable and shouldn't be wasted.	28.7	22.2	24.4	8.0	15.6	22.5	22.1	24.4
Q36	Receiving rebates for installing water saving equipment such as low-flow shower heads and toilets.	23.9	10.7	15.1	22.2	14.7	0.0	22.6	19.8
Q37	Being fined for using too much water.	3.6	1.6	7.8	0.5	4.5	0.1	3.6	2.0
Q38	Being asked to water your lawn less often.	7.4	1.9	9.1	0.8	9.7	8.5	8.1	1.8
Q39	Having enough water supply to attract new businesses and jobs.	0.1	7.8	6.0	0.1	10.4	0.0	4.8	10.1

<h2>Summary of Persuasion Scores</h2> <p><i>The top two scores are highlighted in light blue. Persuasion Scores are relative measures that should be compared within a subgroup, not compared between different subgroups.</i></p>		Total Sample (N=1103)	Definitely know water source (n=308)	Think I know water source (n=335)	Not sure water source (n=266)	No idea water source (n=188)	Aware of water conserv. efforts (n=634)	Not aware of water conserv. efforts (n=231)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
Q26	Water is used to raise cattle.	2.0	1.3	0.2	0.5	6.0	0.6	3.5
Q27	Water is used to grow cotton and other crops.	2.6	2.7	0.7	3.2	10.4	3.3	1.6
Q28	Water is used to create electricity.	2.1	8.0	0.9	2.3	4.5	2.5	0.2
Q29	Water is used for recreation.	-0.3	-0.7	-0.3	-1.1	-0.2	-0.2	-0.2
Q30	Water is used in the manufacturing industry.	1.9	3.8	0.3	0.6	1.0	0.6	2.4
Q31	Water is used in the oil and gas industry.	1.5	0.1	0.0	1.2	3.0	0.4	3.1
Q32	Ensuring there's enough water (Ver A: for the future / Ver B: to meet the needs of our growing population).	22.4	14.6	1.3	31.4	28.6	17.2	21.6
Q33	Ensuring there's enough water during a drought.	11.8	13.5	18.9	5.8	0.7	7.8	9.1
Q34	Saving money on your water bill.	18.3	4.6	17.4	4.4	27.2	14.1	17.9
Q35	Being reminded that water is valuable and shouldn't be wasted.	28.7	24.5	19.4	16.9	8.4	32.8	12.9
Q36	Receiving rebates for installing water saving equipment such as low-flow shower heads and toilets.	23.9	15.1	14.7	10.3	23.2	22.1	15.0
Q37	Being fined for using too much water.	3.6	1.4	4.1	10.4	5.4	1.5	3.2
Q38	Being asked to water your lawn less often.	7.4	3.3	5.6	7.2	3.7	2.0	9.0
Q39	Having enough water supply to attract new businesses and jobs.	0.1	0.7	2.5	0.8	5.7	3.7	5.2

<h2>Summary of Persuasion Scores</h2> <p><i>The top two scores are highlighted in light blue. Persuasion Scores are relative measures that should be compared within a subgroup, not compared between different subgroups.</i></p>		Total Sample (N=1103)	S / R / H Water I.Q. (n=231)	No S / R / H Water I.Q. (n=872)	Low concern water bill (n=543)	Medium concern water bill (n=156)	High concern water bill (n=187)	Extreme concern water bill (n=223)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
Q26	Water is used to raise cattle.	2.0	7.3	3.5	2.3	10.8	5.7	0.4
Q27	Water is used to grow cotton and other crops.	2.6	0.9	4.3	4.9	7.9	3.8	3.0
Q28	Water is used to create electricity.	2.1	4.7	0.2	1.0	2.1	5.3	6.3
Q29	Water is used for recreation.	-0.3	-1.2	-0.7	-0.1	-7.1	-1.6	-1.2
Q30	Water is used in the manufacturing industry.	1.9	3.9	2.7	0.5	2.0	2.3	5.1
Q31	Water is used in the oil and gas industry.	1.5	0.7	2.0	0.2	1.7	3.9	2.4
Q32	Ensuring there's enough water (Ver A: for the future / Ver B: to meet the needs of our growing population).	22.4	1.7	26.5	26.9	3.1	3.5	12.2
Q33	Ensuring there's enough water during a drought.	11.8	5.1	12.6	14.7	24.9	16.2	11.2
Q34	Saving money on your water bill.	18.3	0.0	22.5	13.7	0.7	12.6	2.5
Q35	Being reminded that water is valuable and shouldn't be wasted.	28.7	38.6	20.3	12.5	22.2	27.0	30.1
Q36	Receiving rebates for installing water saving equipment such as low-flow shower heads and toilets.	23.9	24.5	17.7	15.9	9.4	17.3	21.7
Q37	Being fined for using too much water.	3.6	6.6	5.2	0.2	11.5	5.1	7.1
Q38	Being asked to water your lawn less often.	7.4	3.5	7.1	4.4	10.1	6.0	8.3
Q39	Having enough water supply to attract new businesses and jobs.	0.1	4.8	1.5	2.5	5.6	8.7	0.3

WATER CONSERVATION MESSAGE MATRIX

- Anglo
- Definitely knows water source
- Aware of conservation effects
- Know SRH water I.Q.

- Minority
- No idea of water source
- Not aware of conservation effects
- Not SRH water I.Q.

Being reminded that water is valuable and shouldn't be wasted (Q35).

Ensuring there's enough water (Ver A: for the future / Ver B: to meet the needs of our growing population). (Q32).

Receiving rebates for installing water saving equipment such as low-flow shower heads and toilets (Q36).

Saving money on your water bill (Q34).

CONCLUSIONS

1

57% of Texas residents are aware of efforts in their part of the state to conserve water (46% in 2004).

2

67% believe there should be statewide funding to implement conservation strategies (71% in 2004).

3

61% do not think state government is doing enough to educate the public on ways to conserve water (62% in 2004).

4

While over 9 out of 10 respondents indicate they conserve water now, 70% believe they could do more.

5

There is a correlation between knowing the natural source of one's drinking water and awareness of efforts to conserve water. Specifically, 75% of those who definitely know the source of their water are aware of efforts to conserve water, whereas only 35% of those who have no idea of their water source are aware of efforts to conserve water.