



**Otay Water District
2008 Residential
Customer Opinion and
Awareness Survey
Report**



**Prepared for
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Table of Contents

	Page
Executive Summary	iii
Introduction and Methodology	1
Sample	2
Survey Findings	4
Demographics/Respondent Characteristics	4
Customer Satisfaction: Water Quality, Reliability, Cost	5
Bill Payment/Water and Sewer Rates	12
District Publications and Website	18
Water Conservation	23
Recycled Water	39
Comparative Rating of Utilities	42
Conclusions	44
Appendices	
Questionnaire	45
Frequencies and Open-Ended Responses	

Otay Water District 2008 Residential Customer Opinion and Awareness Survey

Executive Summary

The Otay Water District has elected to conduct a statistically reliable customer opinion and customer awareness telephone survey among residential customers. The purpose of the survey is twofold – first, to provide information concerning customer satisfaction, customer awareness of and reaction to the communication efforts of the District, customer understanding and opinions about water and sewer rates, customer concern and activities with regard to water conservation, feelings about water quality and the reliability of the District to maintain reliable sources of water, and second, to compare the results of this 2008 study with the results of the 2005 and 2006 studies where the data are comparable.

Specifically, the primary areas of interest are:

- Overall customer satisfaction
- Quality of water supply
- Reliability of water supply
- Reliability of service
- Awareness of water and sewer rates
- Awareness of formal communication efforts including website
- Awareness of conservation activities/programs
- Attitudes toward conservation
- Water recycling and attitudes about increasing the water supply
- Basic demographic statistics/sampling characteristics
- Comparison of attitudes about the value of other utilities

Rea & Parker Research was selected to conduct the study, as it was for the 2005 and 2006 studies. The purpose of the research is to:

- Obtain scientifically reliable and sufficiently robust results to determine the level of knowledge among residents of the Otay Water District concerning critical water-related issues;
- Determine water use patterns among activities that are known to consume significant quantities of water, especially with regard to outdoor irrigation.
- Determine opinions and perceptions of various issues, including:
 - Perceptions of water reliability
 - Attitudes about water and sewer rates
 - Knowledge and awareness concerning sources of water
 - Level of support for the District's efforts regarding water recycling
 - Formal District communication efforts including the official website
- Obtain demographic data about the population for use in descriptive analysis and crosstabulations of data that can result in new, optimally targeted and tailored public awareness programs.

- Compare the results of this survey with the results of the 2005 and 2006 surveys of District customers.

Sample

The survey was conducted by a random telephone sample of 310 respondents, which equates to a margin of error of +/-5.6% at the 95% confidence level.

Respondents are predominantly White (52 percent) and Hispanic/Latino (30 percent) and earn an annual median household income of \$83,500 (30 percent earning \$100,000 or more and 5 percent earning under \$25,000). They have a median age of 47 years and have been customers of the Otay Water District for a median of 8 years. Among these respondents, 50 percent possess a Bachelor's degree or more, with 22 percent having a high school education or less. Survey respondents are largely homeowners (88 percent) with a mean household size of 2.88.

Survey Findings

This survey report has been divided into six essential information components as follows:

- Demographic Statistics/Sampling Characteristics
- Customer Satisfaction: Water Quality, Reliability, and Cost
- Bill Payment and Water and Sewer Rates
- District Publications and Website
- Water Conservation
- Recycled Water
- Comparative Rating of Utilities: Best Value for Money Paid

Customer Satisfaction: Water Quality and Reliability

- Customers of the Otay Water District demonstrate a high level of satisfaction with the District as their provider of water service with nearly two-thirds rating the District as excellent (26 percent) or very good (37 percent). Similarly high ratings were found in the 2005 and 2006 surveys.
- Sewer customers indicated slightly lower satisfaction (52 percent) in 2006, but are now similar to the general customer base with 65 percent rating their satisfaction with the District as excellent (30 percent) or very good (35 percent).
- Otay Water District customers have much faith (86 percent very or somewhat confident) in the District's ability to provide enough water.
- Customers have a substantial amount of trust (nearly three fourths have either a great deal of trust or a good amount of trust) in the ability of the Otay Water District to provide clean, safe water. Customers are more trustful in 2008 than they were in the 2005 and 2006 surveys.
- Drinking tap water directly without filtration is relatively uncommon (18 percent), with most customers using bottled water (43 percent) or filtered tap water (39 percent) for drinking purposes. These patterns of water quality are consistent with the findings of the 2005 and 2006 surveys.
- Customers do not wish to change their preference for bottled water even after they learn that the cost of bottled water far exceeds the cost of tap water. The preference is largely influenced by the taste of bottled water.

Bill Payment and Water and Sewer Rates

- Nearly 90 percent of customers pay their own water bill instead of having it paid by a third party such as a landlord or homeowner's association. This represents a slight reduction in the proportion of those who pay their own bill in the previous surveys of 2005 and 2006.
- Nearly three-fourths of the customers do not want to receive their water bill by e-mail.
- Customers perceive that there has been an upward trend in water rates. Customers in the 2005 and 2006 surveys perceived an upward trend in water rates but not to the extent as current customers.
- Over 60 percent of the respondents feel that this perceived upward trend in water rates has motivated them to conserve water.
- Sewer only customers have expressed a great deal of uncertainty about whether sewer rates have increased or stayed the same. There is much greater uncertainty than what was expressed in the 2006 survey.

District Publications and Website

- Otay Water District customers demonstrate a decline in the readership of the monthly newsletter that accompanies the water bill (from 48 percent who read it at least most months in 2006 to 31 percent who read it at least most months in 2008)
- There is a parallel decline in the readership of the annual Consumer Confidence Report.
- Respondents do not recall very much of what they read in the newsletter and Consumer Confidence Report.
- Over one-fourth of District customers have visited the Otay Water District website—an 8 percent increase from 2005, and 75 percent of those who have visited the website accessed it rate it as excellent or good. This high rating follows the pattern of the 2006 survey.

Water Conservation

- A substantial proportion (84 percent) of Otay Water District customers is aware of reports that indicate that San Diego County is presently experiencing a drought.
- Interest in water conservation is at least moderate among 94 percent of all Otay Water District customers. This represents a higher level of interest than what was expressed in the 2005 and 2006 surveys.
- Over one-half of customers indicated that their level of awareness of water conservation has increased from the previous two survey periods.
- Nearly 60 percent of customers feel that it is the responsibility of the property owner to have and maintain the water pressure regulator and over one-fourth feel it is the responsibility of the Otay Water District.
- Customers are quite mixed in terms of whether they think their property has a separate regulator from the one that controls the household's water pressure.
- Among those with lawns, nearly 60 percent could be motivated to reduce the size of their lawn by having reduced water bills and by a more easily maintained yard (over one-third could not be motivated by either of these two incentives).
- Among customers with landscaping, nearly one-fourth would be willing to replace some portion of their grass lawn with synthetic turf if they were provided with an incentive of \$1 per square foot (an increase from the 2005 General Survey). Among these almost

- one-half did not indicate that they would do so for easier maintenance or reduced invoices.
- Nearly one-half of respondents would be willing to replace their existing plants with water wise plants within the next 6 months if they were provided a \$1 per square foot incentive.
 - Among those with landscaping, 6 percent have a weather based controller and 80 percent have automatically controlled sprinkler systems. This is consistent with the 2006 survey. These customers have adjusted their automatic controller an average of 4.40 times during the past year.
 - Over 40 percent of the District's customers have seen or heard of the Water Conservation Garden at Cuyamaca College and over 20 percent have actually visited it.
 - One half of the visitors to the Garden have changed their landscaping to some extent as a result of their visit(s).
 - Of those who never visited the Garden, over 40 percent indicate that they are too busy to do so.
 - About two-thirds of the Otay Water District customers recall having seen or heard messages about water conservation outdoors in the past year. This represents an increase of 10 percent since the 2006 survey.
 - Among those who remember seeing or hearing conservation messages, they typically responded by adjusting their sprinklers and using water only as necessary. This pattern of response is much different from the 2006 response where a large proportion of customers indicated that they were already conserving water or they were not going to make any reductions in water use as a result of these messages.
 - In particular, the decline in the percentage of respondents who indicated that they already were conserving is indicative of the increased awareness that what were once considered to be sufficient household conservation measures are no longer viewed as such.

Recycled Water

- About 40 percent of Otay Water District customers know that sewer water is wastewater used for recycling.
- Over 40 percent erroneously think that storm drain run off is wastewater to be used for recycling.
- Customers who live within a specified geographic area in the northern section of the Otay Water District were asked whether they favored or opposed the use of recycled water. Recycled water is strongly supported as a source of alternative water supply under most circumstances by customers who live in this area.
- Out of four potential uses of recycled water, two are very strongly supported, as follows:
 - Watering landscape along freeways and golf courses (100 percent either strongly favor or somewhat favor such use)
 - Watering residential front yards (96 percent—76 percent strongly)
- Using recycled water in recreational lakes received somewhat less support (80 percent favor—62 percent strongly favor and 18 percent somewhat favor with 20 percent in opposition).
- Customers do not support the use of recycled water for drinking purposes (40 percent strongly oppose and 14 percent somewhat oppose).

- While continuing to exhibit strong support for recycled water, these findings do show more support in the North District for these uses of recycled water than existed among all customers of the Otay Water District for the use of recycled water in the 2006 survey.

Comparative Rating of Utilities: Best Value for Money Paid

- Otay Water District customers rate trash collection as the utility with the best value for the money paid followed by the water utility.
- When utilities are ranked first, second, and third, water utilities have the highest composite ranking.

Conclusions

There are strong indications of support for the work of the Otay Water District and the importance of water among all utilities from the District's customer base. The results of the 2008 survey continue to show that this support has been building over the years.

Residents are very willing to consider alternative sources (in particular, water conservation and increased use of recycled water) to a very significant degree in order to protect and ensure that reliability into the future.

The results of this survey should be viewed as ratification by the public of the importance and quality of the work done by the District and as an expression of the high value to the public of the work in which the Otay Water District is engaged.

Introduction and Methodology

In 1956, the Otay Water District was authorized by the State Legislature and gained its entitlement to imported water. Today, the District serves the needs of over 191,500 people by purchasing water from the Metropolitan Water District of Southern California. The Otay Water District takes delivery of the water through several connections to large pipelines owned and operated by the San Diego County Water Authority. Since its inception, the Otay Water District also has collected and reclaimed wastewater generated within the Jamacha Drainage Basin and pumped the reclaimed water south to the Salt Creek Basin where it is used for irrigation and other non-potable uses.

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- Obtain demographic data about the population for use in descriptive analysis and crosstabulations of data that can result in new, optimally targeted and tailored public awareness programs.
- Compare the results of this survey with the results of the 2005 and 2006 surveys of District customers.

Sample

The survey was conducted by a random telephone sample of 310 respondents in order to secure a margin of error not to exceed +/-5.6 percent @ 95 percent confidence. This figure represents the widest interval that occurs when the survey question represents an approximate 50 percent-50 percent 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, 66.0 percent of respondent households recall having seen or heard messages about water conservation. This means that there is a 95 percent chance that the true proportion of the total population of the District's service area that has seen or heard these messages is between 60.4 percent and 71.6 percent (66.0 percent +/- 5.6 percent).

The overall survey sample consists of three separate random samples. The first sample of 50 respondents was randomly drawn from customers who are contracted with the Otay Water District to receive sewer services, the second sample of 50 respondents was randomly drawn from a specified geographic area in the Northern section of the Otay Water District where the issue of recycling is particularly relevant because the District is considering the use of recycled water in this area in the future, and the third sample of 210 respondents was drawn from the District's general customer base. For the sewer customers and the customers in the northern area, the sample size of 50 provides a margin of error of +/- 13.8 percent and the water only sample size of

210 provides a margin of error of +/- 6.7 percent – all at the 95 percent level of confidence. These margins of error pertain to the corresponding subsamples of the population, with the +/- 5.6 percent margin of error applicable to the entire resident population.

Survey respondents were screened to exclude those who have not lived in San Diego County for at least one year. When respondents asked about who was sponsoring the survey, they were told “this project is sponsored by the Otay Water District, and it’s about issues related to your household water supply.” This information was provided to only 1 percent of the respondents.

The survey was conducted in both English and Spanish. Spanish language respondents comprised 9 percent of the survey population. The distribution of respondents according to gender was 51 percent male and 49 percent female.

The survey was conducted from June 2, 2008 to June 8, 2008. The total survey response rate was 30.5 percent based upon completed interviews in comparison to all eligible (and estimated to be eligible) phone numbers, including busy signals, answering machines, call backs, and no answers. Cooperation among those eligible respondents who were actually contacted was 89.4 percent (**Table 1**). The survey instrument is provided in the Appendix.

This report is divided into seven essential information components as follows:

- Demographic statistics/sampling characteristics
- Customer satisfaction: water quality and reliability
- Bill payment/Water and sewer rates
- District publications and website
- Water conservation
- Water recycling
- Comparative Rating of Utilities

Each section of the report begins with a very brief abstract, or summary of highlights within the ensuing section, in order to orient the reader to what is to follow.

Charts have been prepared for each of these major components depicting the basic survey results. Subgroup analyses for different age groups, various levels of education, gender, home ownership/rental status, household size, residential tenure in the community, different income categories, and ethnicity of residents of the service area will be presented in succinct bulleted format when statistical significance and relevance warrants such treatment.

Lists of open-ended responses to survey questions as well as the survey instrument are contained in the Appendices.

Table 1 Otay Water District 2008 Residential Customer Opinion and Awareness Survey Telephone Call Disposition Report	
Unknown Eligibility	
No Answer	844
Busy	45
Answering Machine	661
Call Back	339
Language Barrier	19
Total Unknown	1932
Ineligible	
NQ No Service Call	11
Disconnect	199
Fax/Wrong Number	74
Refusal	139
Total Ineligible	423
Eligible	
Complete	310
Mid-term	5
Total Eligible	315
Cooperation Rate: Complete/Eligible	98.4%
Response Rate: Complete/(Eligible + ((Eligible/Eligible + Ineligible)(Unknown)))	27.2%

Survey Findings

Demographic Statistics/Respondent Characteristics

Table 2 presents selected demographic and sampling characteristics of the survey respondents. Respondents are predominantly White (52 percent) and Hispanic/Latino (30 percent) and earn an annual median household income of \$83,500 (30 percent earning \$100,000 or more and 5 percent earning under \$25,000). They have a median age of 47 years and have been customers of the

Otay Water District for a median of 8 years. Among these respondents, 50 percent possess a Bachelor's degree or more, with 22 percent having a high school education or less. Survey respondents are largely homeowners (88 percent) with a mean household size of 2.88.

Respondent characteristics for the sample surveys conducted in 2005 and 2006 differ from the 2008 respondent characteristics in the following ways:

- The median incomes in 2005 and 2008 are similar but the median income level is lower in the 2006 survey.
- The percentage of households earning an annual income under \$25,000 was 2 percent in 2005 compared to 6 percent in 2006 and 5 percent in 2008.
- Nearly one fourth of respondents in 2006 and 2008 had a high school diploma or less while in 2005 14 percent had this level of education.
- The average household size in 2008 is lower than both average household sizes in 2005 and 2006.

Customer Satisfaction: Water Quality, Reliability, and Cost

SUMMARY: *Otay Water District customers demonstrate a high level of satisfaction with the District as their provider of water service with nearly two-thirds rating the District as excellent (26 percent) or very good (37 percent). Similarly high ratings were found in the 2005 and 2006 surveys. Customers have a great deal of confidence in the ability of local water agencies to provide enough water for their customers (86 percent either very confident or somewhat confident). Otay Water District customers also have a substantial amount of trust in the ability of the District to provide clean, safe water for its customers (three-fourths have either a great deal of trust or a good amount of trust). Customers are more trustful of the Otay Water District in the current survey than they were in the two previous survey periods (2005 and 2006).*

Similar to the two previous survey years, drinking tap water directly without filtration is relatively uncommon, with most customers using bottled water or filtered tap water for drinking purposes. Upon learning that the cost of bottled water far surpasses the cost of tap water, respondents still did not wish to change their preference for bottled water – and this preference is largely rooted in the perceived taste difference between bottled and tap water.

Chart 1 shows that customers of the Otay Water District demonstrate a high level of satisfaction with the District as their provider of water service. In fact, 63 percent rate the Otay Water District as either excellent (26 percent) or very good (37 percent). These ratings are consistent with the overall satisfaction expressed in the 2005 and 2006 General Surveys. Sewer customers indicated slightly lower satisfaction (52 percent) in 2006, but are now similar to the general

customer base with 65 percent rating their satisfaction with the District as excellent (30 percent) or very good (35 percent).

Table 2 Respondent Characteristics			
Characteristic	2008	2006	2005
Ethnicity			
<i>White</i>	52%	55%	54%
<i>Hispanic/Latino</i>	30%	29%	24%
<i>Asian/Pacific Islander</i>	8%	9%	15%
<i>Black/African-American</i>	6%	6%	5%
<i>Native American/Other</i>	4%	1%	2%
Annual Household Income			
<i>Median</i>	\$83,500	\$77,500	\$85,000
<i>% over \$100,000</i>	30%	33%	34%
<i>% under \$25,000</i>	5%	6%	2%
Age			
<i>Median</i>	47 years	49 years	47 years
Years Customer of Otay Water District			
<i>Median</i>	8 years	10 years	--
Education			
<i>High School or Less</i>	22%	22%	14%
<i>At Least One Year College, Trade, Vocational School</i>	28%	24%	33%
<i>Bachelor's Degree</i>	33%	35%	25%
<i>At Least One Year of Graduate Work</i>	17%	19%	28%
Own/Rent			
<i>Home Owner</i>	88%	90%	92%
<i>Renter</i>	12%	10%	8%
Persons Per Household			
<i>Mean</i>	2.88	3.27	3.43
<i>Called Otay Water District for Service</i>	10%	17%	19%

Chart 1
Overall Satisfaction with Otay Water District

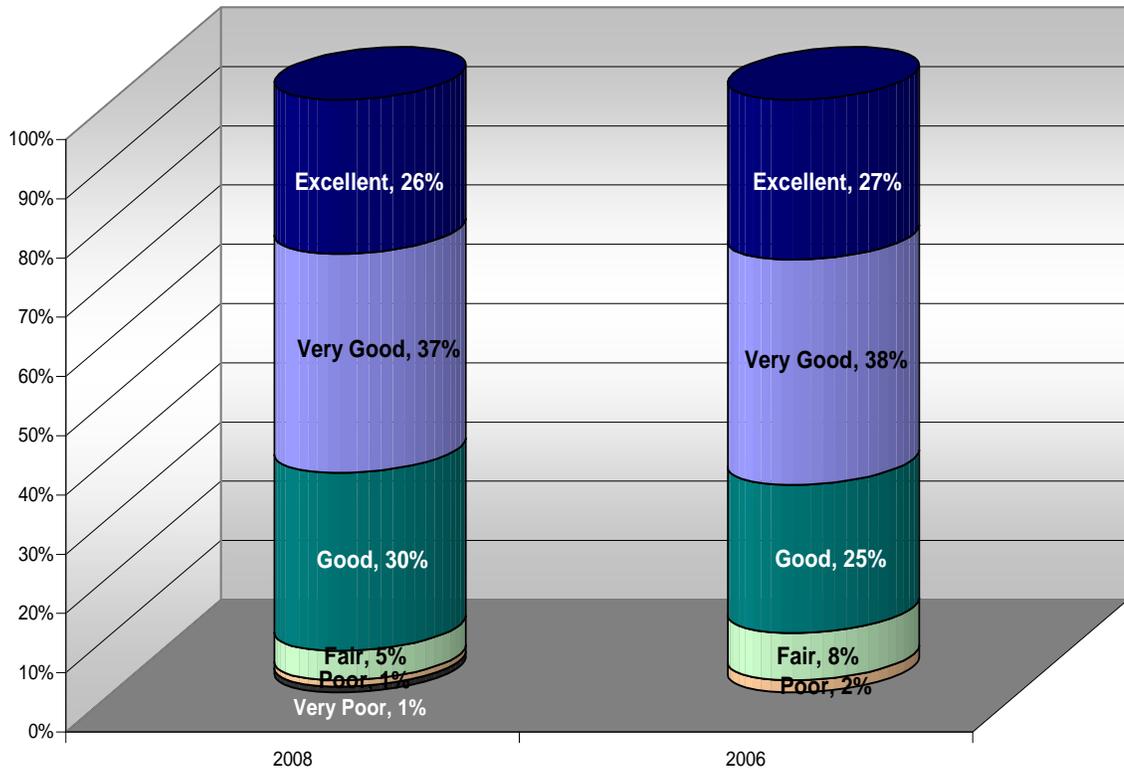


Chart 2 indicates that there is a great deal of confidence in the ability of local water agencies to provide enough water for its customers (86 percent very confident or somewhat confident and 14 percent expressing a lack of confidence). These ratings demonstrate a slight decline from the level of confidence portrayed in the 2005 and 2006 General Surveys. For example, in the 2006 survey, 94 percent expressed confidence and only 6 percent indicated a lack of confidence in the ability of local water agencies to provide enough water.

- Long term customers of 15 years or more (93 percent) are more likely to be confident in the ability of local water agencies to provide enough water than shorter term customers of less than 15 years (35 percent).

Chart 2
Confidence in Ability of Local Water Agencies to Provide Enough Water

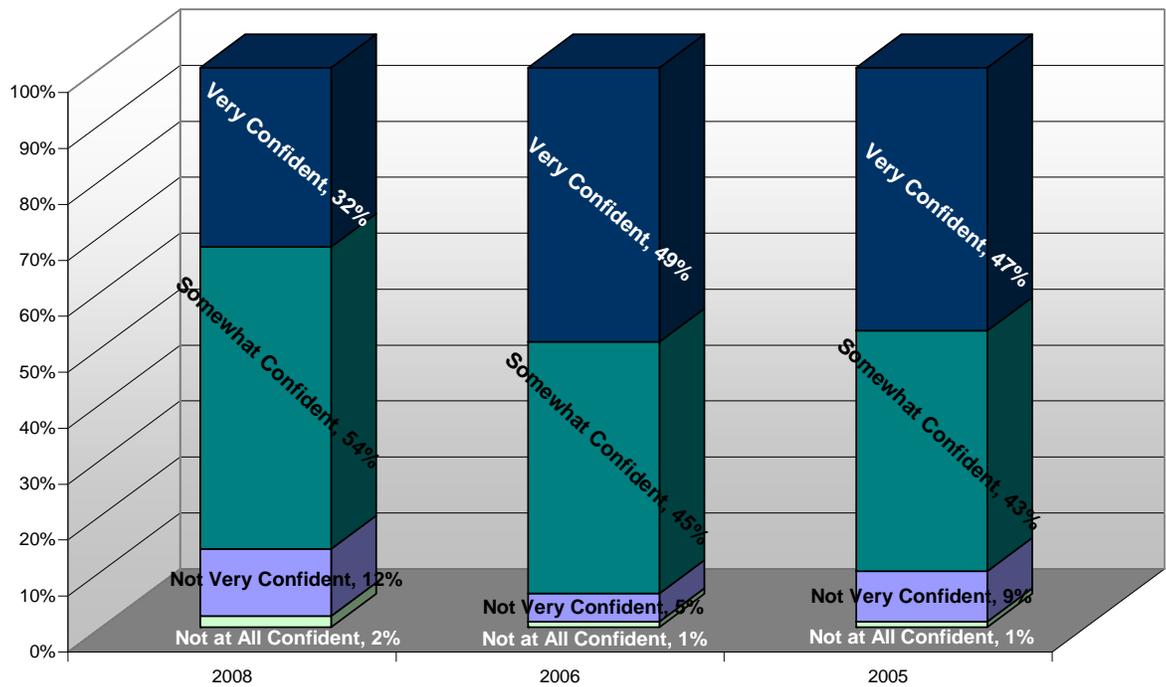
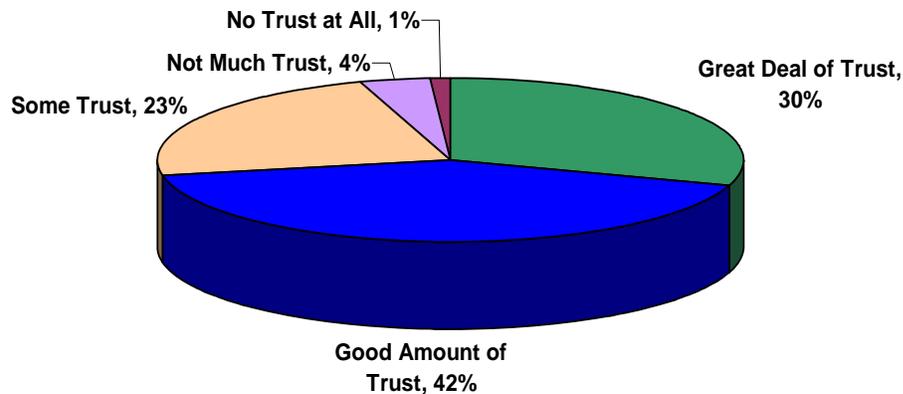


Chart 3 shows that 72 percent have a substantial amount of trust in the ability of the Otay Water District to provide clean, safe, water for its customers (30 percent a great deal of trust and 42 percent a good amount of trust). Only 5 percent expressed a lack of trust (4 percent not much trust and 1 percent no trust at all). The customers in the current survey are more trustful of the Otay Water District to provide clean water than in the previous two survey periods. For example, in 2006 and 2005, respondents were asked about their confidence in the Otay Water District to prevent contamination of the water supply. In 2006, 29 percent had “not much” or “no confidence”. In 2005, that percentage was 22 percent in contrast to the 5 percent lack of trust in 2008.

- Customers who called the Otay Water District for service or other help have more trust in the Otay Water district to provide clean, safe, water for its customers than customers who have not called the District (callers: either a great deal of trust or a good amount of trust (81 percent); non-callers: either a great amount of trust or a good amount of trust (71 percent)).

Chart 3
Trust in Ability of Otay Water District to Provide Clean, Safe Water



In 2006 and 2005, respondents were asked about their confidence in Otay Water District to prevent contamination of water supply. In 2006, 29% had "not much" or "no" confidence. In 2005, that percentage was 22%. It should also be noted that there was only one clearly positive option in those surveys, skipping from "great deal of confidence" to "some confidence."

Chart 4 shows that District area residents tend not to use tap water directly for drinking purposes (43 percent bottled, 39 percent filtered tap water, and 18 percent tap water). This is consistent with the pattern exhibited by District service area customers in the 2005 as well as the 2006 general surveys.

Preferences for drinking water are as follows:

- Tap water is most commonly used by smaller households of 1 or 2 persons (29 percent).
- Larger households (3 or more persons) prefer bottled water (45 percent).
- Customers who are aware of reports that indicate that San Diego County is presently experiencing a drought prefer tap water (19 percent) and filtered water (41 percent).
- Customers who are not aware of reports that indicate that San Diego County is presently experiencing a drought prefer bottled water (63 percent).
- Older customers prefer tap water and filtered water while younger customers prefer bottled water (65 and older prefer tap water (41 percent); 55 and older prefer filtered water (42 percent); 18-24 prefer bottled water (67 percent).
- Whites have the greatest preference for tap water (25 percent).
- Latinos indicate the greatest preference for bottled water (58 percent).

- Short term customers of the Otoy Water District prefer bottled water (1-8 years – 53 percent)

Chart 4
Main Source of Drinking Water in Household

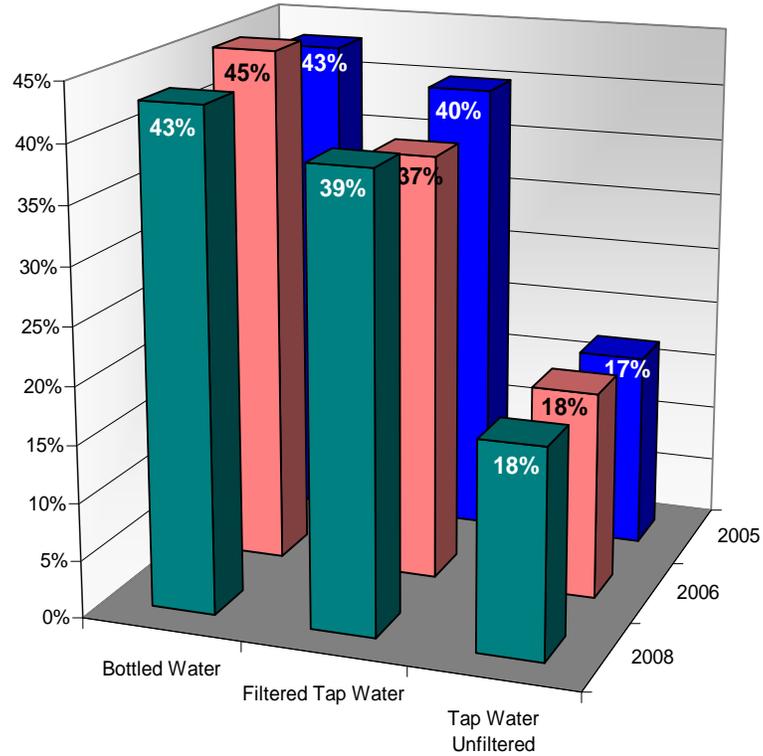


Chart 5 indicates that upon learning that bottled water costs at least \$4 per gallon and the cost of tap water is less than one penny per gallon, 71 percent of respondents still did not wish to change their preference for bottled water. **Chart 6** shows that nearly three-fifths (58 percent) are largely influenced by taste, while 22 percent cited safety and cleanliness, followed by 18 percent who use bottled water for its convenience.

Chart 5
Change Drinking Water Upon Learning about Cost Differential

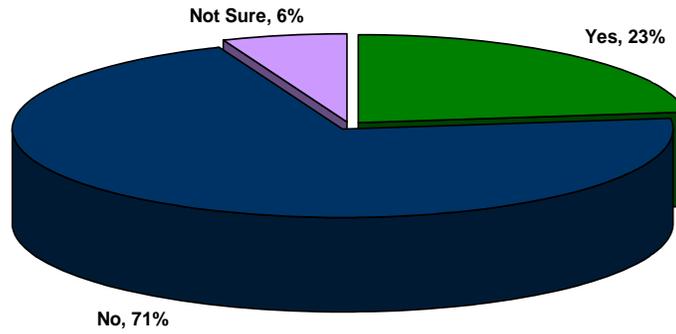
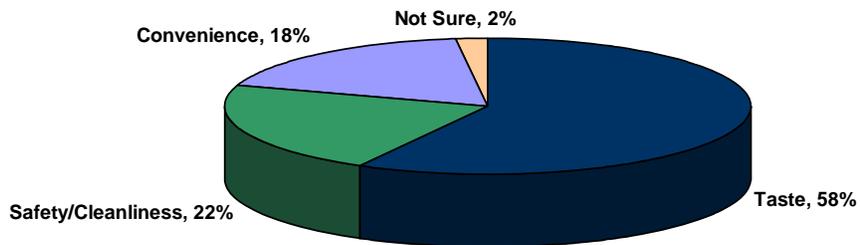


Chart 6
Reason for Not Changing Drinking Water
(among 71% who indicated that they would not change)



The following groups feel that the taste of bottled water makes it worth the extra cost:

- Home owners (64 percent) versus renters (25 percent).
- Higher income customers (\$75,000 and over – 78 percent) versus lower income customers (under \$50,000 -- 56 percent).
- Customers whose preferred language of interview is English (63 percent) versus customers whose preferred language of interview is Spanish (23 percent).
- Renters feel that the safety and cleanliness associated with bottled water make it worth the extra cost (renters: 50 percent; owners: 16 percent).

Bill Payment and Water and Sewer Rates

SUMMARY: *Nearly 90 percent of customers pay their own water bill instead of having it paid by a third party such as a landlord or homeowner's association. This represents a slight reduction in the proportion of those who pay their own bill from the 2005 and 2006 surveys. Nearly three-fourths of the customers do not want to receive their water bill by e-mail.*

Customers perceive that there has been an upward trend in water rates. Customers in the 2005 and 2006 surveys also perceived an upward trend in water rates but not to the extent as current customers do. Over 60 percent of the respondents feel that this upward trend in water rates has motivated them to conserve water. Sewer only customers have expressed a great deal of uncertainty about whether sewer rates have increased or stayed the same. In fact, over one-half of sewer customers are unsure about whether or not sewer rates have changed. This represents much greater uncertainty than expressed in the 2006 survey. Also, there is a substantial decline from 2005 and 2006 results in the percentage of sewer customers who believe sewer rates have increased.

Nearly 90 percent of respondents (88 percent) pay their own water bill instead of having it paid by a landlord or homeowners association, for example. This represents somewhat of a reduction in the percentage of respondents who paid their own bill in the 2005 and 2006 General Surveys (97 percent and 95 percent, respectively--**Chart 7**). **Chart 8** shows that nearly three-fourths (74 percent) of respondents are not interested in receiving their monthly bill by e-mail.

Chart 7
Household Pays Own Water Bill

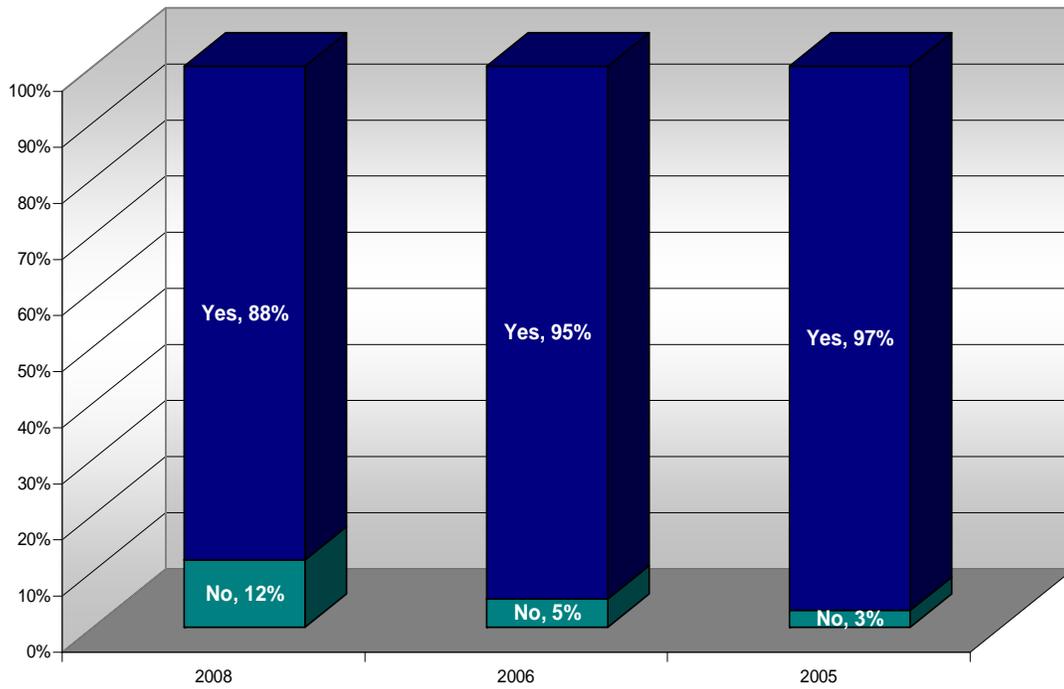
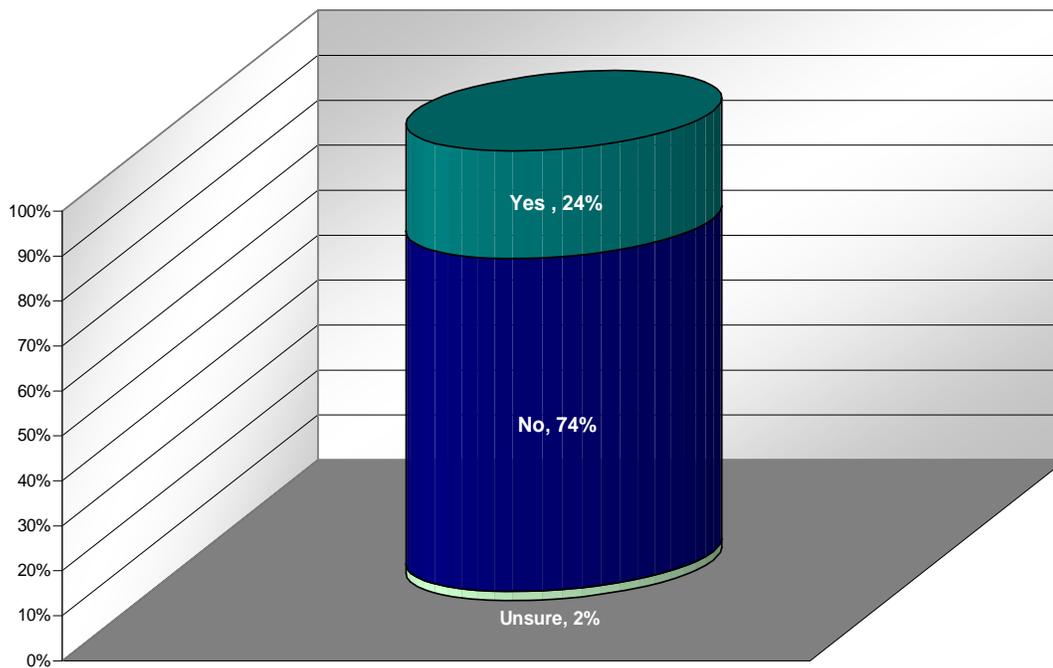


Chart 8
Interest in Receiving Monthly Bill by E-Mail

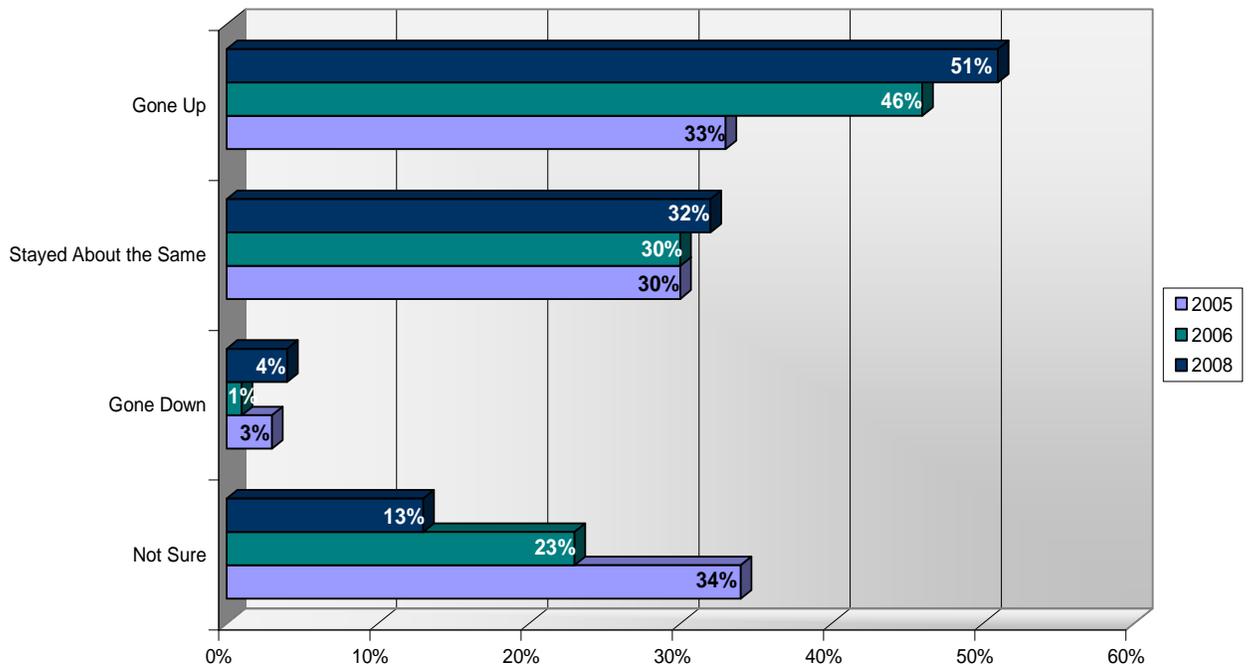


The following two relationships are significant with regard to whether someone in the household pays the water bill as opposed to another party such as a landlord.

- Respondents or other members of one’s household who pay the water bill are more likely to have called the District for service or help (callers to the Otay Water District -- 90 percent pay own bill versus non-callers to the District -- 73 percent).
- Water bill payers are more likely to be homeowners (homeowners – 90 percent versus renters – 73 percent)

Water Rates: **Chart 9** indicates that more than half (51 percent) of respondents believe that water rates have increased over the past year, 32 percent think that rates have stayed the same, and 13 percent are not sure. A smaller percentage of respondents in the 2005 and 2006 surveys thought that water rates increased than did the respondents in the 2008 survey (for example, 33 percent in 2005 or 18 percent less than the 51 percent in 2008). It is also noteworthy that the percentage of respondents who are not sure have steadily declined since the 2005 survey from 34 percent to 13 percent in 2008.

Chart 9
Trend in Water Rates Over Past Year

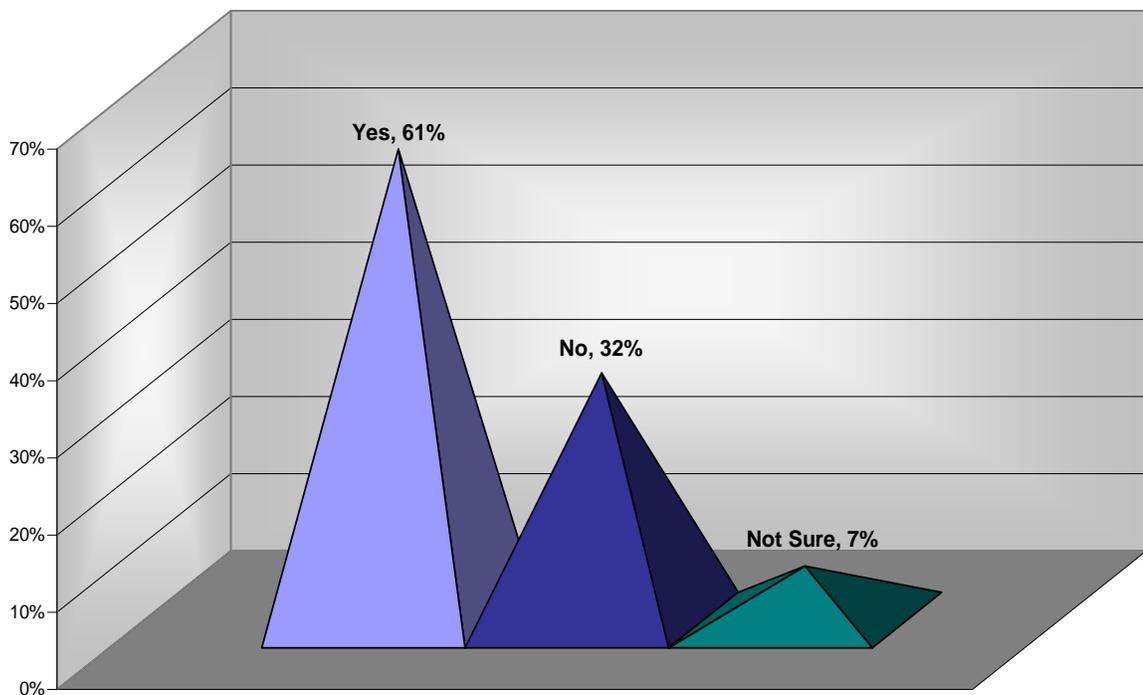


- Customer who called the Otay Water District for service or other help (64 percent) are more likely to believe that water rates have gone up in the past year than customers who have not called the District (50 percent).

Among those who think that water rates have increased, over three-fifths (61 percent) feels that these higher rates have motivated them to conserve water (**Chart 10**).

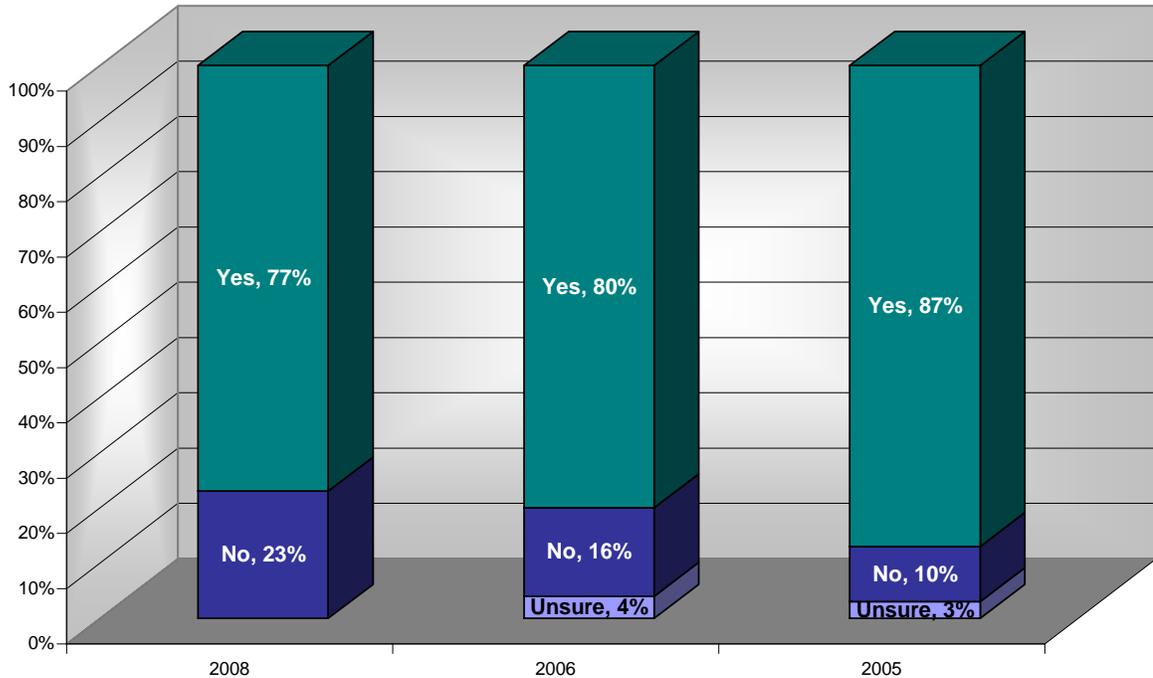
- Customers who are not aware of reports that indicate San Diego County is presently experiencing a drought are also less likely to be motivated to conserve water as a result of higher water rates (not aware of reports – 67 percent; aware of reports – 59 percent).

Chart 10
Higher Water Rates Motivated Conservation
 (among 51% who thought rates had increased)



Sewer Rates: Among sewer customers of the Otay Water District, over three-fourths (77 percent) are aware that their invoice from the Otay Water District includes sewer service charges (**Chart 11**). This is similar to the results of the 2006 General Survey where 80 percent of respondents were so aware. However, this level of awareness has declined since the 2005 General Survey. In 2005, residents of Chula Vista were asked if they were aware that their monthly bill included sewer fees (The Otay Water District, in fact, collects these fees for the City of Chula Vista). In 2005, the awareness among Chula Vista residents was 87 percent -- 10 percent higher than the awareness level in the 2008 General Survey.

Chart 11
Aware that Monthly Invoice Includes Sewer Service Charges
 (among sewer customers-- n= 50 in 2008, n = 75 in 2006, and n = 201 in 2005)



According to **Chart 12**, 23 percent think that sewer rates have increased, another 23 percent think that they have remained the same, and the remaining 54 percent are unsure. There has been a decline in the percentage of respondents who think sewer rates have gone up – a 9 percent decline from 32 percent in the 2005 survey and an 18 percent decline from 41 percent in the 2006 survey. It is also noteworthy that there is an increase in the percentage of those who are unsure about whether or not sewer rates have changed. – from 36 percent in 2006 to 54 percent in 2008.

- Females (30 percent) are more likely to believe that sewer rates have gone up in the last year than are males (13 percent).

Finally, among those sewer customers who think that both water and sewer rates have increased, 25 percent believe that these rates have increased equally, another 25 percent think that sewer rates have increased more than water rates, no one believes that water rates have increased more, and 50 percent are unsure (**Chart 13**).

Chart 12
Trend in Sewer Rates Over Past Year
 (among sewer customers--n = 50 in 2008, n=75 in 2006 and n=201 in 2005)

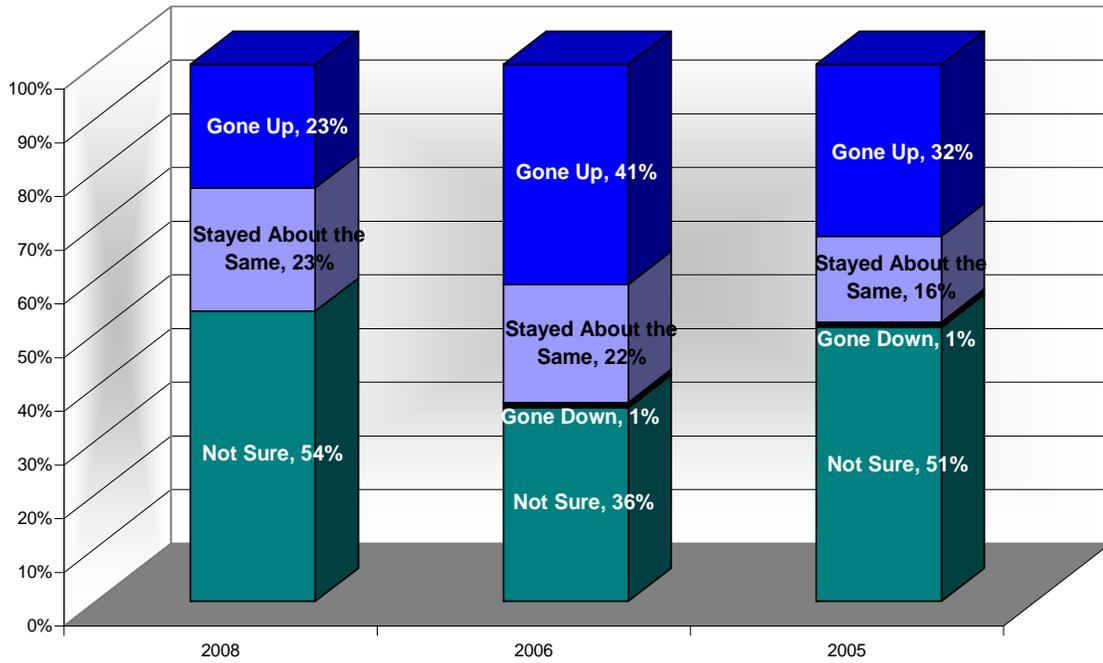
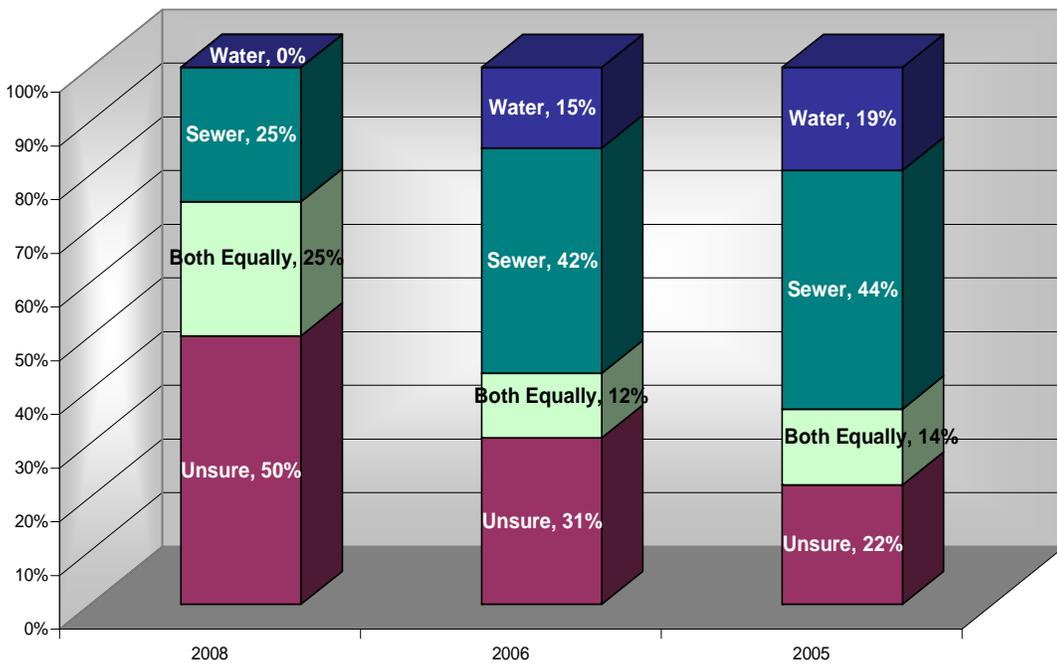


Chart 13
Which Increase Larger--Water or Sewer
 (among those who thought that both had increased--n = 4 in 2008, n = 13 in 2006, and n = 36 in 2005)



These findings are substantially different from the results of the 2005 and 2006 surveys. For example, there is a 19 percent decline from 2005 to 2008 among those who think sewer rates have increased more than water rates. Also, the percentage of sewer customers, who are unsure about which rates have increased more, have increased by 28 percent from the 2005 survey (22 percent in 2005 to 50 percent in 2008).

District Publications and Website

SUMMARY: *Otay Water District customers demonstrate a decline in the readership of the monthly newsletter that accompanies the water bill. Also, there is a parallel decline in the readership of the annual Consumer Confidence Report. Respondents indicate that they do not recall very much of what they read in the newsletter and Consumer Confidence Report.*

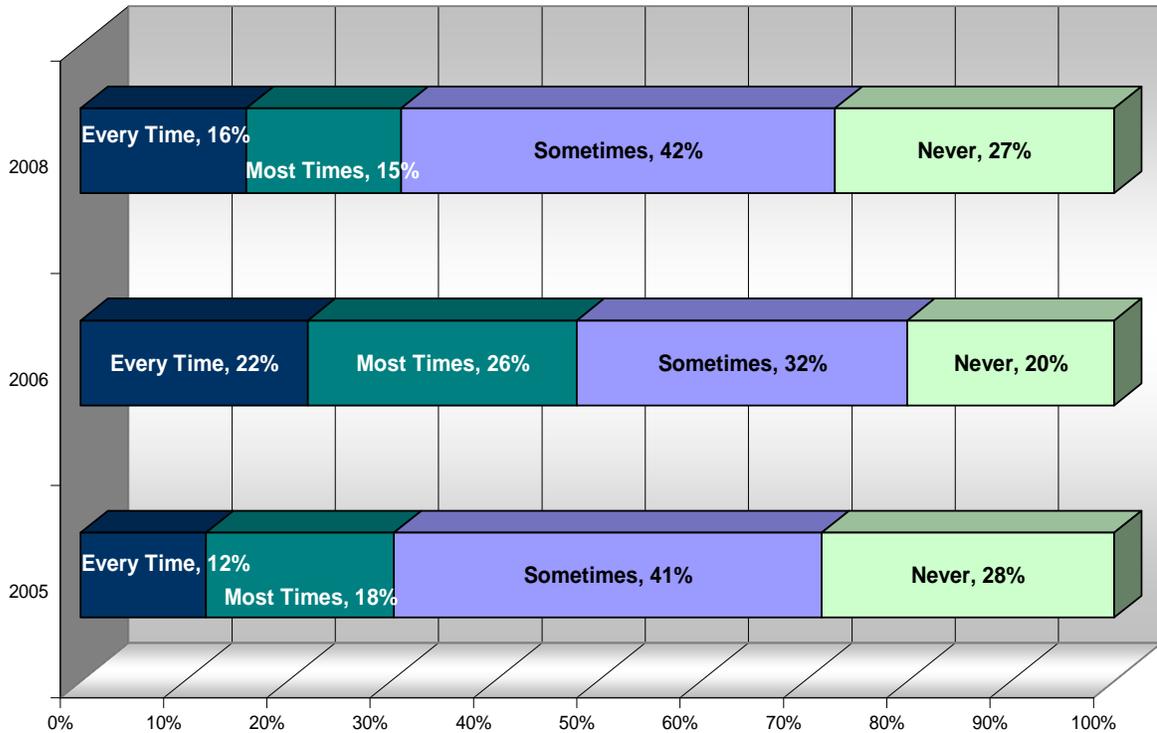
Over one-fourth of customers have visited the Otay Water District website -- an increase in the level of visitation from the previous two survey periods. Respondents give the website high ratings similar to the ratings provided in the 2005 and 2006 surveys.

Chart 14 shows that 16 percent of water bill payers always read the newsletter that accompanies the bill each month, 15 percent read it most months, and another 42 percent read it sometimes, leaving 27 percent who never read it. This readership pattern parallels the 2005 survey results but represents a decline in readership from the 2006 survey. For example, those who read the newsletter most of the time and every month declined from 48 percent in 2006 to 31 percent in 2008. Also, the percentage of customers who never read the newsletter increased by 7 percent over the 2006 survey (20 percent in 2006 to 27 percent in 2008).

The following relationships, associated with reading bill inserts either every time or most of the time, are significant.

- Customers who are aware of reports that indicate that San Diego County is presently experiencing a drought (32 percent) read bill inserts and newsletters more so than customers who are not aware of such drought reports (15 percent).
- Customers who prefer English as their language of interview (32 percent) read bill inserts more so than do customers who prefer Spanish as their language of interview (17 percent).
- Smaller households tend to read bill inserts more so than larger households (1-2 persons – 40 percent; 4 or more persons – 11 percent).
- Homeowners (33 percent) tend to read bill inserts more so than do renters (15 percent).
- Older customers are more likely to read bill inserts than are younger customers (55 and over – 43 percent); under 34 – 20 percent)
- Asians (44 percent) and Whites (39 percent) are more likely to read bill inserts than are Blacks (8 percent) and Latinos (11 percent).

Chart 14
Read Newsletter that Comes with Monthly Bill

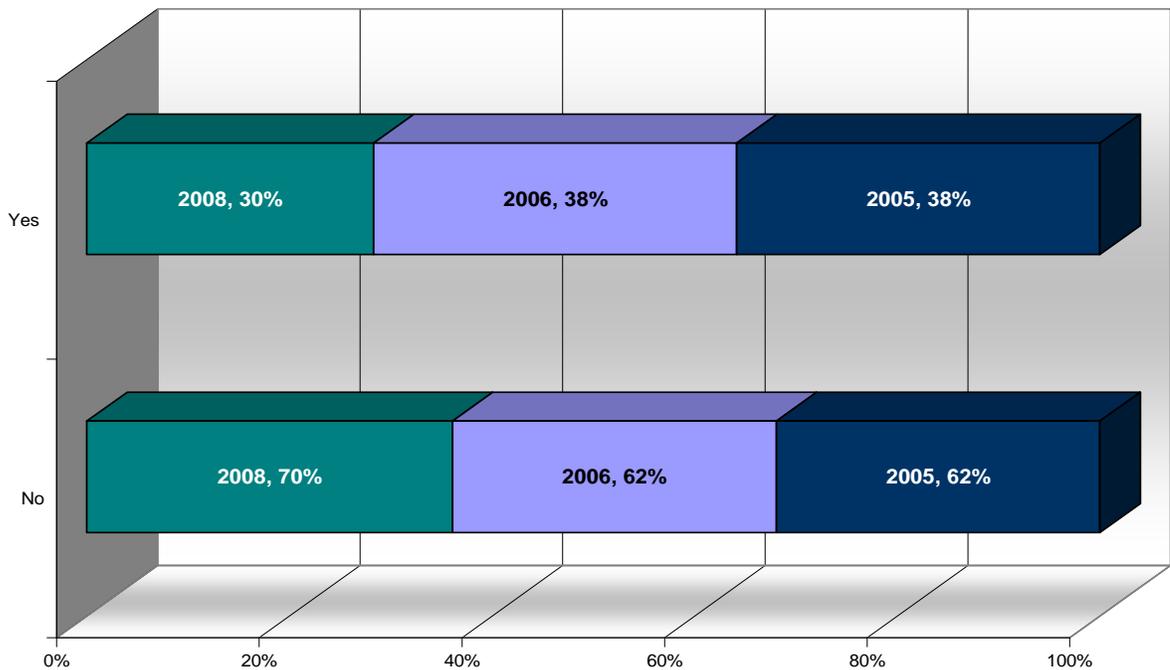


The annual Consumer Confidence Report is read by 30 percent of Otay Water District customers (**Chart 15**). This readership has declined by 8 percent from the levels found in the 2005 and 2006 surveys (38 percent in 2005 and 2006 to 30 percent in 2008).

The following relationships, associated with reading the Annual Consumer Confidence Report, are as follows:

- Homeowners (33 percent) tend to read this report more so than do renters (12 percent).
- Asians (44 percent) and Whites (40 percent) are more likely to read this report than are Blacks (18 percent) and Latinos (19 percent).
- Customers with higher incomes tend to read the Consumer Confidence Report more so than customers with lower incomes (\$75,000 and over – 37 percent; under \$25,000 – 20 percent).
- Customers whose preferred language of interview is English (33 percent) are more likely to read this report than are customers whose preferred language of interview is Spanish (7 percent).

Chart 15
Read Annual Consumer Confidence Report



Over 70 percent (71 percent) do not think it is important that the consumer Confidence Report and Newsletter be available in Spanish (**Chart 16**).

- It is more important for Latinos (38 percent) and Blacks (33 percent) to have these publications available in Spanish than it is for Whites (12 percent) and Asians (13 percent).
- Customers whose preferred language of interview is Spanish would like these publications to be available in Spanish more so than customers whose preferred language of interview is English (Spanish interview – 43 percent; English interview – 18 percent).
- It is more important for shorter term residents of the Otay Water District than it is for longer term residents to have the publications available in Spanish (37 percent for residents of 1-4 years; 16 percent for residents of 5 years or more).

Chart 17 shows that those respondents, who read the Newsletter and Consumer Confidence Report at least sometimes, do not recall very much of what they read. For example, over three-fifths could not recall anything they read and another 12 percent said they are unsure. Those who do recall what they read recall information about conservation (11 percent) and miscellaneous news about the Otay Water District (6 percent).

Chart 16
Important That Consumer Confidence Report and Newsletter be Available in Spanish

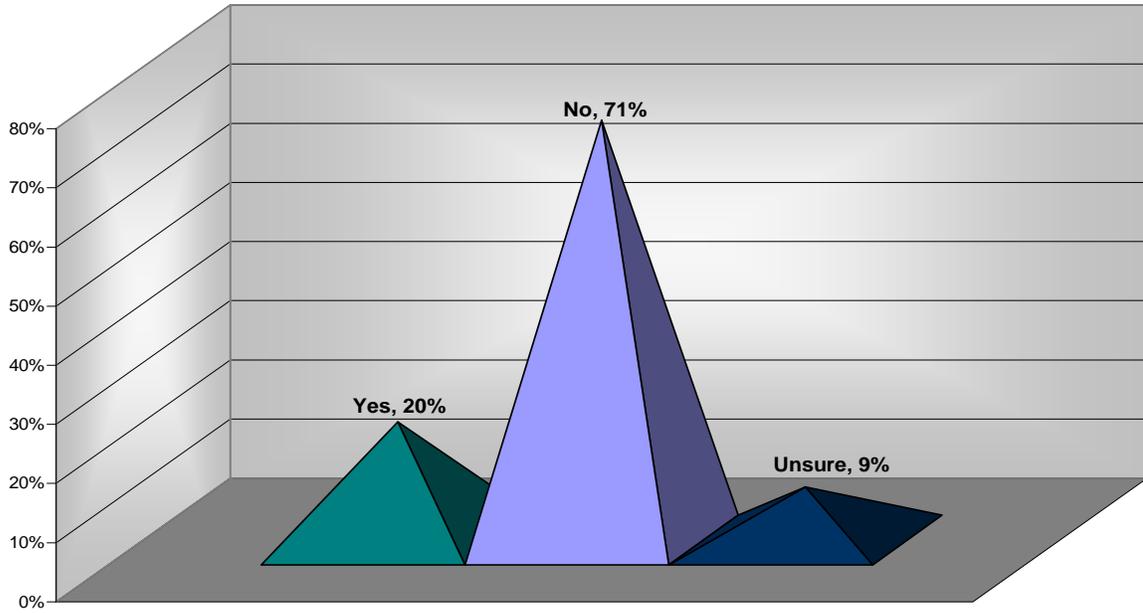


Chart 17
Subject Matter Recalled from Reading Newsletter or Consumer Confidence Report
 (among n = 264 who at least sometimes read one of these publications)

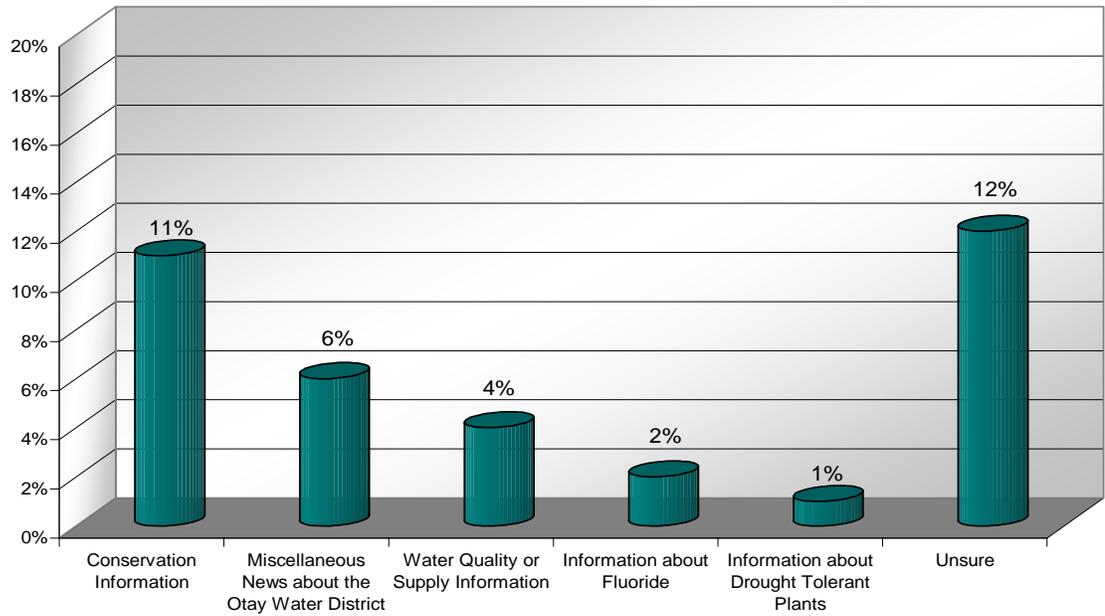


Chart 18 shows that the percentage of customers who visited the Otay Water District website in 2008 has increased from the percentage of such visitors in 2005 and 2006. In fact, there is an 8 percent increase in website users from 2005 to 2008 (19 percent in 2005 to 27 percent in 2008). **Chart 19** indicates that website visitors give the Otay Water District website high ratings—75 percent excellent or good and no one providing a rating of poor. Similar ratings were obtained in the 2005 and 2006 surveys.

Chart 18
Visited Otay Water District Website

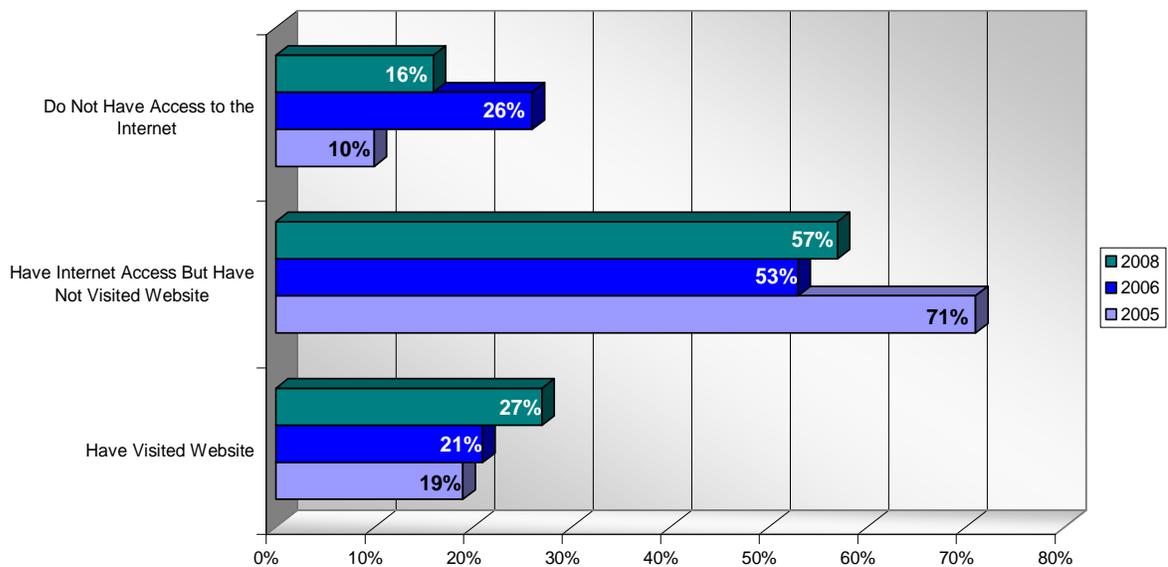
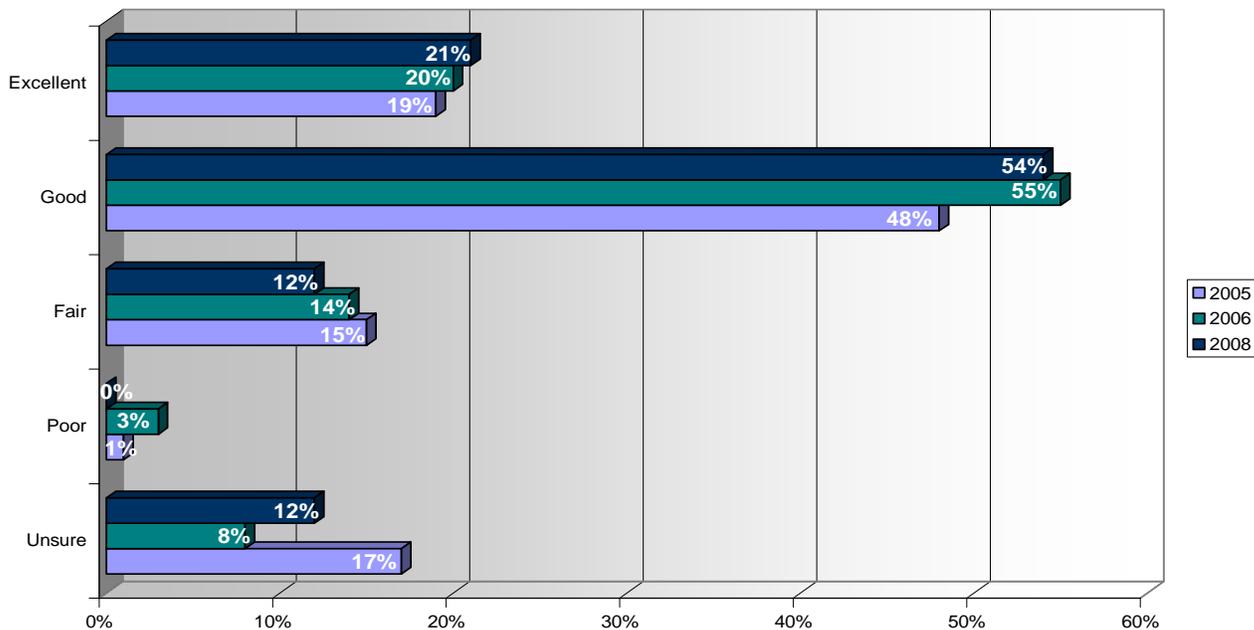


Chart 19
Quality of Otay Water District Website
 (among n = 83 who have visited website)



Website visitors exhibited the following significant patterns:

- Website visitation increases with education (16 percent for customers with high school or less versus 36 percent for customers with a college education or more).
- Website visitation also increases with income (20 percent for customers who earn under \$50,000 annually versus 36 percent for customers who earn \$50,000 or more).
- Younger customers are the more frequent visitors of the website (50 percent for those 18-24 versus 23 percent for those 45 and older).
- Customers who prefer English as their language of interview visit the website to a greater extent than do those who prefer Spanish as their language of interview (English: 28 percent; Spanish: 17 percent).

Water Conservation

SUMMARY: A substantial proportion of Otay Water District customers (84 percent) are aware of reports that indicate that San Diego County is presently experiencing a drought. Interest in conservation is at least moderate among 94 percent of all Otay Water District customers (58 percent high interest and 36 percent moderate interest). This represents a higher level of interest than what was expressed in the 2005 and 2006 surveys. Over one-half of customers indicated that their level of awareness of water conservation has increased from the previous two survey periods.

Nearly 60 percent of customers feel that it is the responsibility of the property owner to have and maintain the water pressure regulator and over one-fourth feel it is the responsibility of Otay Water District Customer Satisfaction Survey Report 2008

the Otay Water District. Customers are quite mixed in terms of whether they think their property has a separate regulator from the one that controls the household's water pressure.

Among those with lawns, nearly 60 percent could be motivated to reduce the size of their lawn by having reduced water bills and by a more easily maintained yard. It is noteworthy that over one-third of those with lawns could not be motivated to reduce the size of their lawn by these two incentives. Nearly one-fourth of those with landscaping would be willing to replace some portion of their grass lawn with synthetic turf if they were provided with an incentive of \$1 per square foot. This represents an increase from the 2005 General Survey. Nearly one-half of respondents would be willing to replace their existing plants with water wise plants within the next 6 months if they were provided a \$1 per square foot incentive.

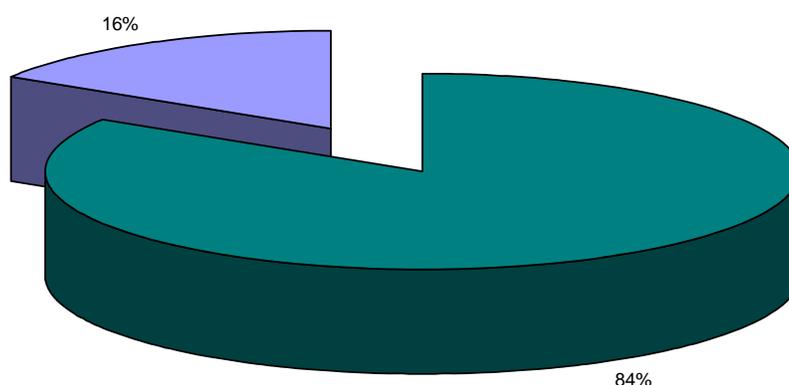
Among those with landscaping, 6 percent have a weather based controller and nearly 80 percent have automatically controlled sprinkler systems. Those with automatic systems adjusted them an average of 4.40 times during the past year. These findings are consistent with the 2006 survey.

Over 40 percent of the District's customers have seen or heard of the Water Conservation Garden at Cuyamaca College and over 20 percent have actually visited it. For over one-half of the visitors, their visitation entailed a formal tour. Nearly one-half of those who visited the Garden made changes to their landscaping. Of those who never visited the Garden, over 40 percent indicated that they are too busy to do so.

About two-thirds of the Otay Water District customers recall having seen or heard messages about water conservation outdoors in the past year. This represents an increase of 10 percent since the 2006 survey. Among those who have heard or seen such messages, they typically responded by adjusting their sprinklers and using water only as necessary. This level of response is much different from the 2006 response where a large proportion of respondents indicated that they were already conserving water (presumably not influenced by the water conservation messages) or they were not going to make any reductions in water use as a result of these messages.

A series of questions was posed to residents of the Otay Water District service area concerning water usage and conservation. When residents were asked if they are aware of reports indicating that San Diego County is presently experiencing a drought, they responded affirmatively (84 percent) (Chart 20).

Chart 20
Awareness of Reports of Drought in San Diego County

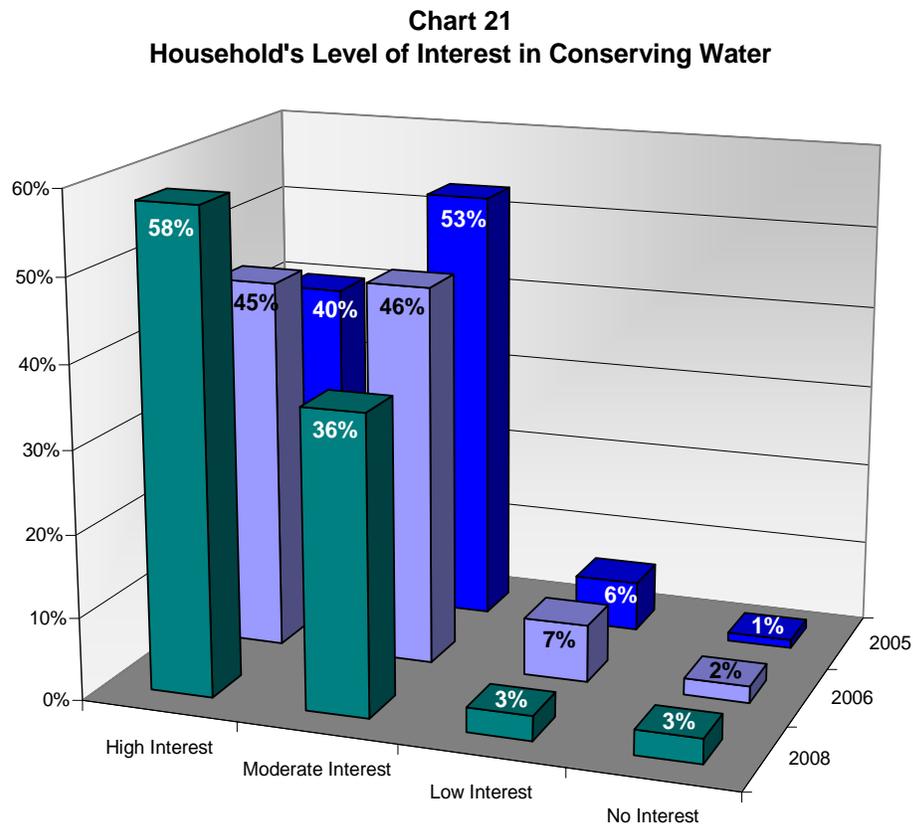


The following relationships, associated with awareness of drought reports, are significant:

- Homeowners (87 percent) are more likely to be aware of drought reports than are renters (63 percent).
- Awareness of drought-related reports increases with education (74 percent for customers with high school or less versus 94 percent for customers with a college education or more).
- Older customers are more aware of drought-related reports than are younger customers (55 and over – 93 percent; 18-34 – 57 percent).
- Whites (93 percent), Asians (91 percent), and Blacks (88 percent) tend to be aware of drought-related reports more so than are Latinos (70 percent).
- Customers who earn \$75,000 or more annually (93 percent) tend to be more aware of drought-related reports than are customers who earn less than \$75,000 (75 percent).
- Customers whose preferred language of interview is English are more likely to be aware of drought-related reports than are customers whose preferred language of interview is Spanish (English: 88 percent; Spanish: 55 percent).

Respondents were asked about their level of interest in conserving water with no indication about whether this question pertained to indoor or outdoor usage – 58 percent of households characterized their level of interest as high, 36 percent as moderate, 3 percent as low, and another 3 percent have no interest. This represents a higher level of interest than was expressed in the

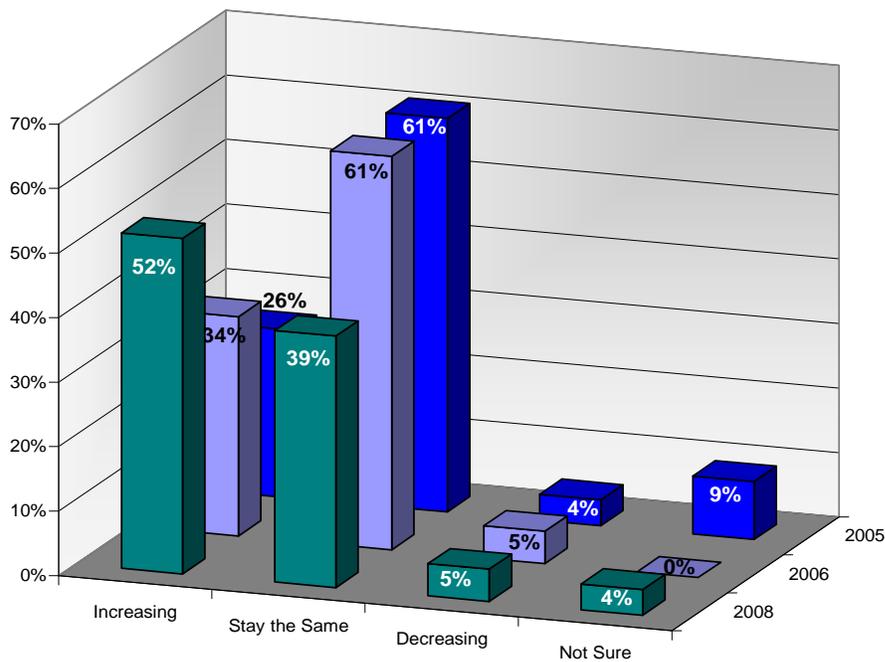
2005 survey (40 percent expressed high interest) and in the 2006 survey (45 percent expressed high interest) (**Chart 21**).



When asked how their awareness of water conservation had changed during the past year, a majority (52 percent) indicated that it had increased while 39 percent said that it had remained the same (**Chart 22**). It is clear that the level of awareness has increased substantially over the previous surveys (34 percent felt that their awareness of water conservation increased in 2006 and only 26 percent felt this way in 2005).

- Customers who are aware of reports that indicate that San Diego County is presently experiencing a drought are more likely to indicate that their household's awareness of water conservation has been increasing during the past year (aware of reports: 55 percent; not aware of reports: 33 percent).

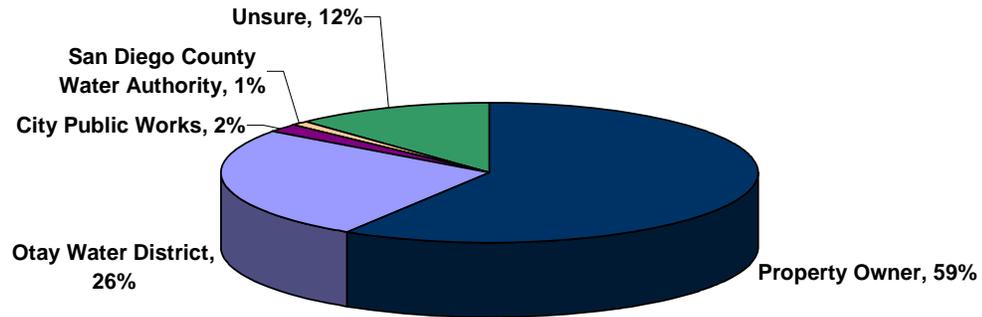
Chart 22
Household's Awareness of Water Conservation During Past Year



It was explained to the respondents that residential plumbing codes require that a pressure regulator be installed. They were told that regulators are typically installed with the initial construction of the home and are set to control water pressure for the property at normal level for residential uses. **Chart 23** shows that nearly three-fifths (59 percent) of the respondents feel that it is the responsibility of the property owner to have and maintain the water pressure regulator and over one-fourth of the respondents (26 percent) feel that it is the responsibility of the Otay Water District.

- Males (64 percent) are more likely to feel that is the responsibility of the property owner to have and maintain the water pressure regulator more so than do females (54 percent).
- Longer term residents of the Otay Water District tend to feel that the pressure regulator is the responsibility of the property owner more so than do shorter term residents (9 or more years of residency – 69 percent; 8 or fewer years – 51 percent).

Chart 23
Party Responsible for Water Pressure Regulator



Considerable attention was devoted in this survey to outdoor water usage and conservation. **Chart 24** shows that 84 percent of customers have some landscaping area for which their household is responsible.

The following relationships indicate the subgroups that have the greatest responsibility for landscaping:

- Income level over \$75,000 (96 percent)
- Asians (94 percent) and Whites (92 percent)
- Those who have resided in the Otay Water District or 5 years or more (89 percent).
- Homeowners (87 percent)
- English preferred as language of interview (87 percent)

Chart 24
Household is Responsible for Maintaining Landscaping

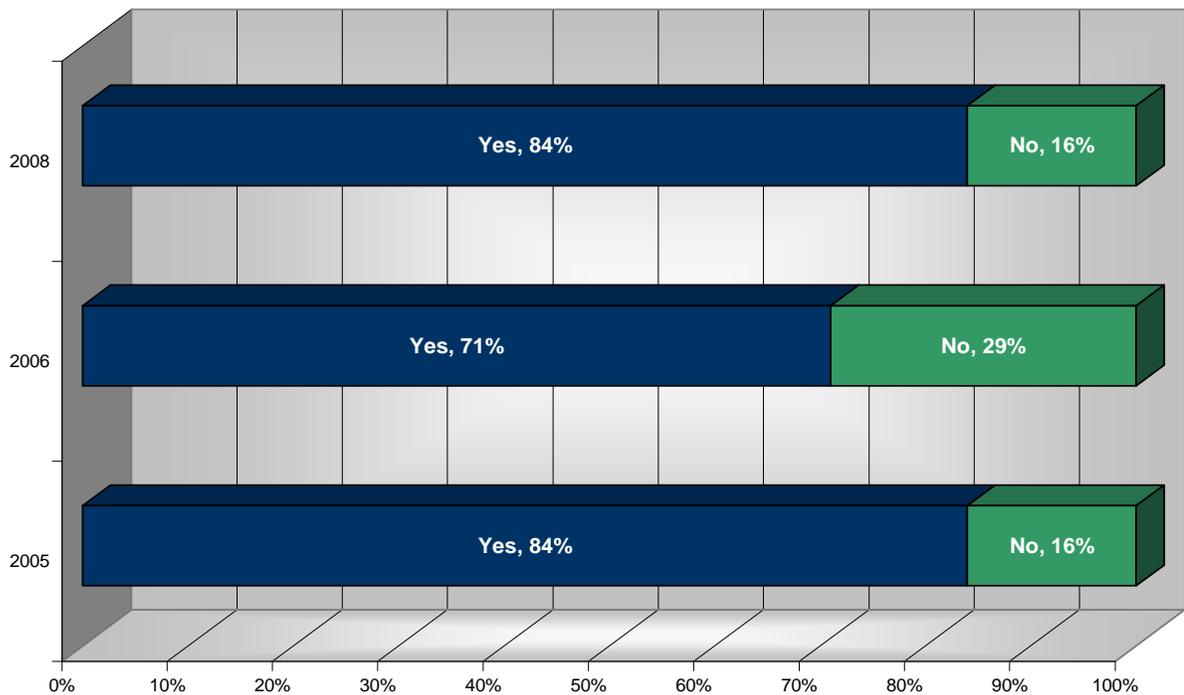


Chart 25 indicates that respondents are very mixed about whether their property has a separate pressure regulator from the one that controls the household’s water pressure. While over one-third of the respondents (37 percent) answered this question affirmatively, another one-third answered no, and the remaining respondents are unsure (30 percent).

- Customers who called the Otay Water District for service or other help believe that the irrigation and household pressure regulators are different more so than do customers who did not call the District (callers: 44 percent); non-callers: 36 percent).
- Older customers believe that the household and irrigation pressure regulators are different more so than do younger customers (35 and over: 40 percent; under 35: 22 percent).
- Longer term customers of the Otay Water District believe that the water pressure regulators are different more so than do shorter term customers (9 years or longer: 74 percent; 8 years or fewer: 60 percent).

Chart 25
Separate Pressure Regulator for Irrigation System

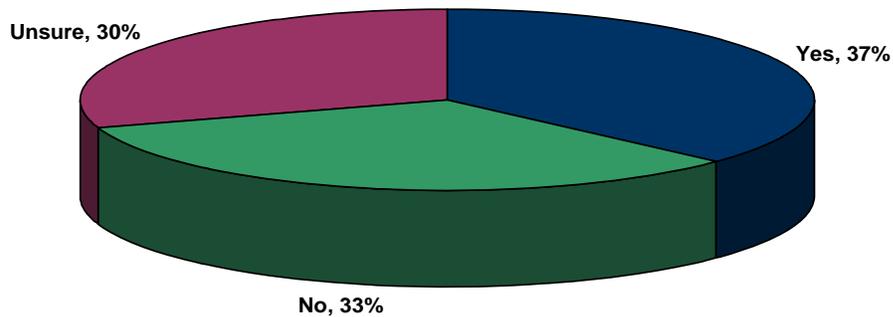


Chart 26 demonstrates that among those with landscaping, 88 percent have a lawn and almost three-fifths (58 percent) of those with lawns could be motivated to reduce the size of their lawn by having reduced water bills (32 percent) and by a more easily maintained yard (26 percent). Neither of these two incentives would motivate 34 percent of the customers to reduce their lawn area. In general, customers are less motivated to reduce the size of their lawns than they were in the 2006 survey.

The following subgroups are more likely to have landscaping that includes a lawn:

- Males (93 percent) are more likely to have landscaping that includes a lawn than are females (81 percent).
- Larger households tend to have landscaping that includes a lawn more so than do smaller households (4 persons and over: 94 percent); 3 persons and under: 83 percent).

The following relationships, associated with the motivation to reduce the size of lawns, are significant:

- Customers who are aware of drought-related reports are more likely to be motivated to reduce the size of their lawn by a reduced water bill more so than are customers who are not aware of such reports (aware of reports: 33 percent; not aware of reports: 22 percent).
- Customers who are aware of drought-related reports are more likely to be motivated to reduce the size of their lawn by a more easily maintained yard than are customers who

are not aware of these reports (aware of reports: 27 percent; not aware of reports: 17 percent).

Chart 26
Incentives to Reduce Size of Lawn

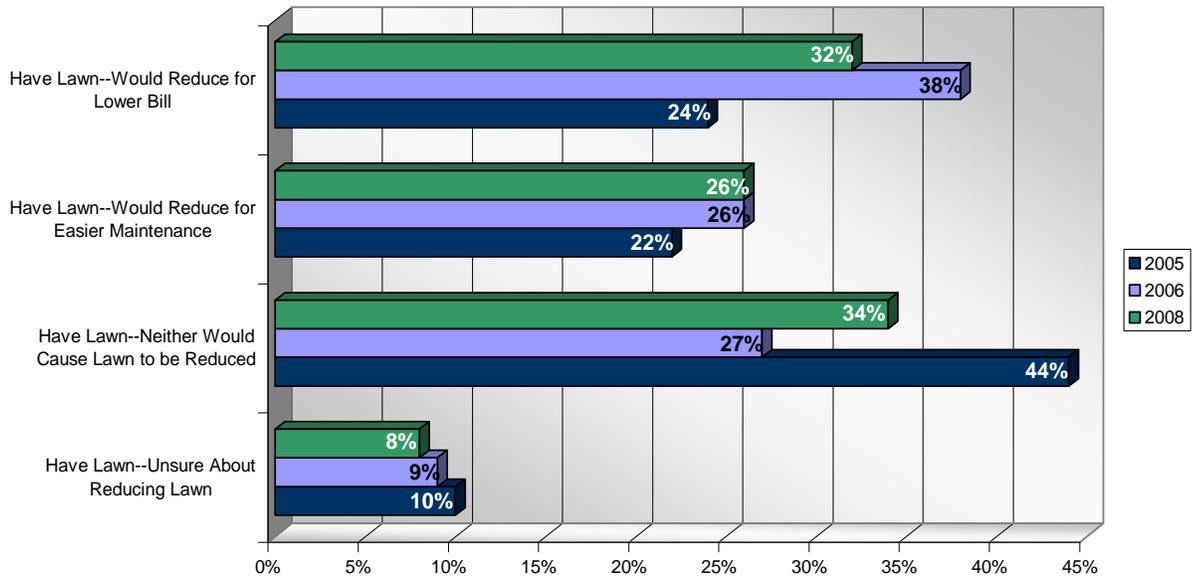


Chart 27 shows that 23 percent of those with landscaping would be willing to replace some portion of their grass lawn with synthetic turf if they were provided an incentive of \$1 per square foot. About one third of these respondents would do so at the end of three months (8 percent), another third at the end of 6 months (7 percent), and another third after 12 months (8 percent). This represents an increase from the 2005 survey where only 17 percent were so inclined to replace some of their lawn in response to the \$1 per square foot incentive. Among these 23 percent are almost one-half (10 percent) who were not inclined to reduce their lawn for easier maintenance or lower bills.

- Males (12 percent) are more likely to respond to the monetary incentive within the next 3 months than are females (3 percent).

Chart 28 indicates that less than one-half (45 percent) of the respondents are willing to replace their existing plants with water-wise plants within the next 6 months if they were provided a \$1 per square foot incentive.

Chart 27
% for Whom \$1 Per Square Foot Incentive Would Cause Replacement of Some Portion of Grass Lawn with Synthetic Turf

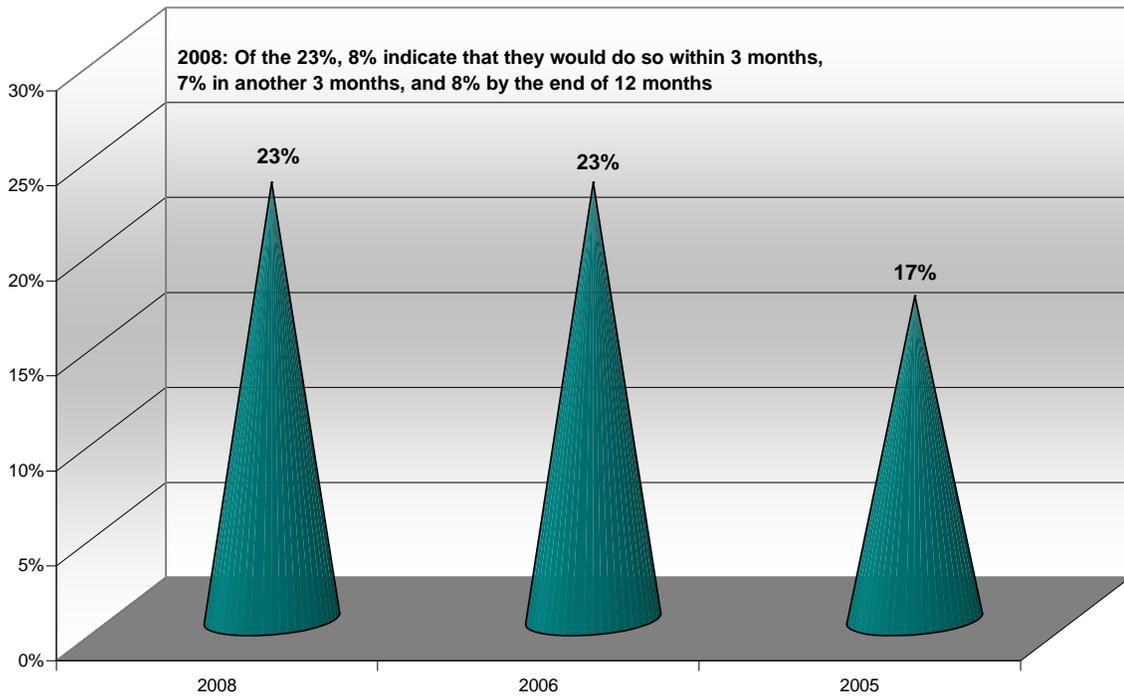
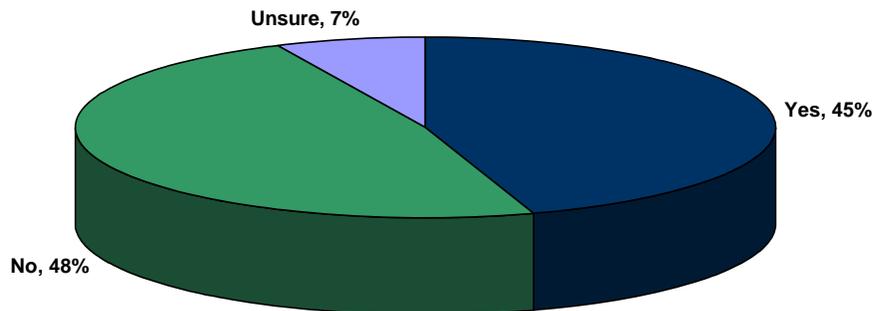
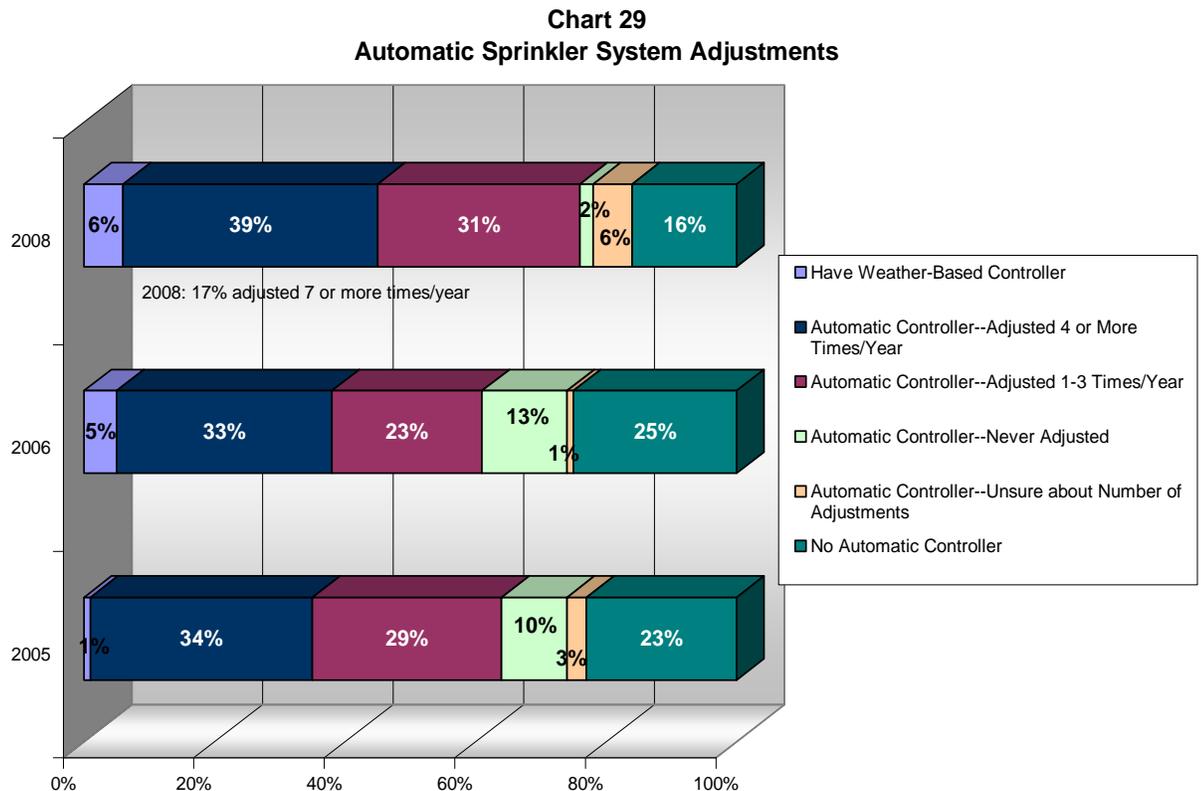


Chart 28
% for Whom \$1 per Square Foot Incentive Would Cause Replacement of Existing Plants with Water-Wise Plants



In **Chart 29**, it is demonstrated that 6 percent of the respondents have a weather-based controller 78 percent have automatic sprinklers. This finding is consistent with the 2006 survey. Customers with automatic sprinklers adjust their sprinklers an average of 4.40 times per year. The following relationships, associated with making adjustments in automatic sprinkler systems, are significant:

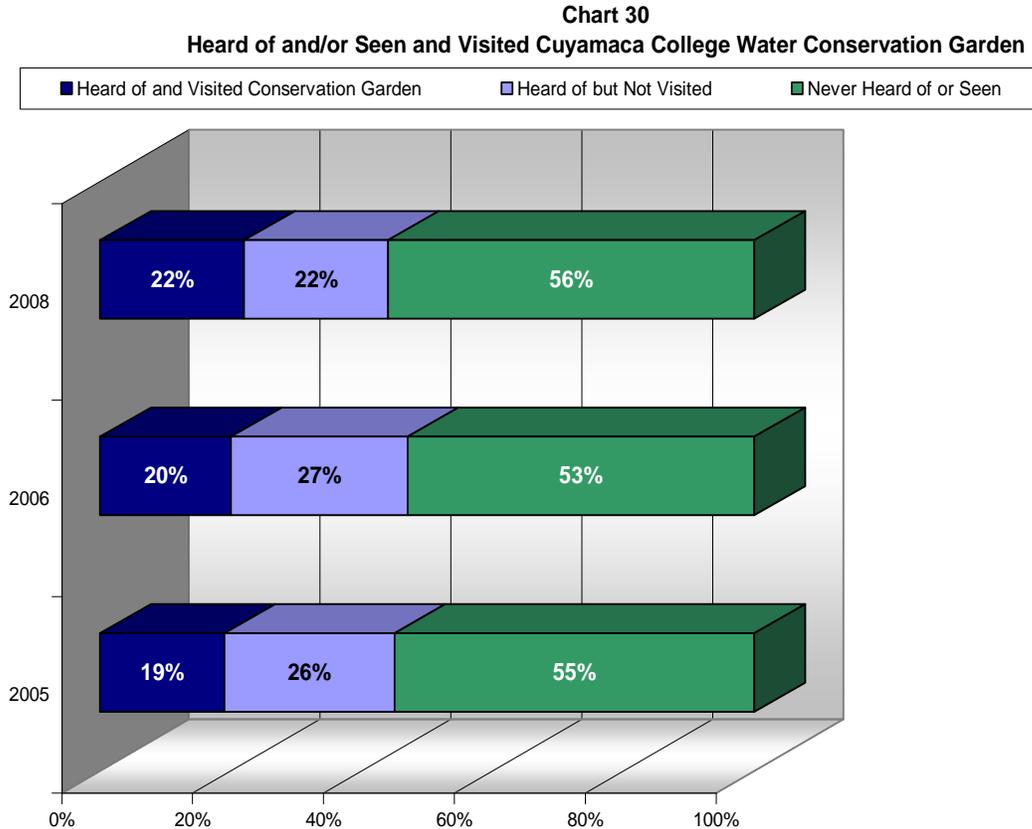
- Customers who are aware of drought-related reports are more likely to make adjustments to their automatic sprinklers than are customers who are not aware of such reports (aware of reports: 87 percent; not aware of reports: 60 percent).
- Males (91 percent) are more likely to make adjustments to their automatic sprinklers than are females (76 percent).



A Water Conservation Garden is located at Cuyamaca College in El Cajon. The Garden demonstrates various drought resistant and water efficient plants in an attractive and educational environment. Respondents were asked if they had ever seen or heard about the Garden and 44 percent responded in a positive fashion; 22 percent of all respondents have, in fact, visited the garden. This is consistent with the visiting patterns found in the 2005 and 2006 surveys (**Chart 30**).

The following groups are most likely to have seen or heard about the Cuyamaca Garden:

- Respondents who are 45 years of age and over (57 percent) compared to those under the age of 45 (30 percent).
- Homeowners (48 percent) compared to renters (21 percent).
- Blacks (65 percent) and Whites (60 percent).
- Longer term residents of the Otay Water District compared to shorter term residents (9 or more years: 54 percent; 8 years or fewer – 34 percent).



Among the 22 percent who have visited the Garden, over one-half (55 percent) have taken a formal tour of the Water Conservation Garden, 17 percent have taken classes at the Garden, and over one-third (36 percent) brought a child with them to the Garden (**Chart 31**).

Chart 31
Activities Engaged in at Conservation Garden (among 22% who have visited)

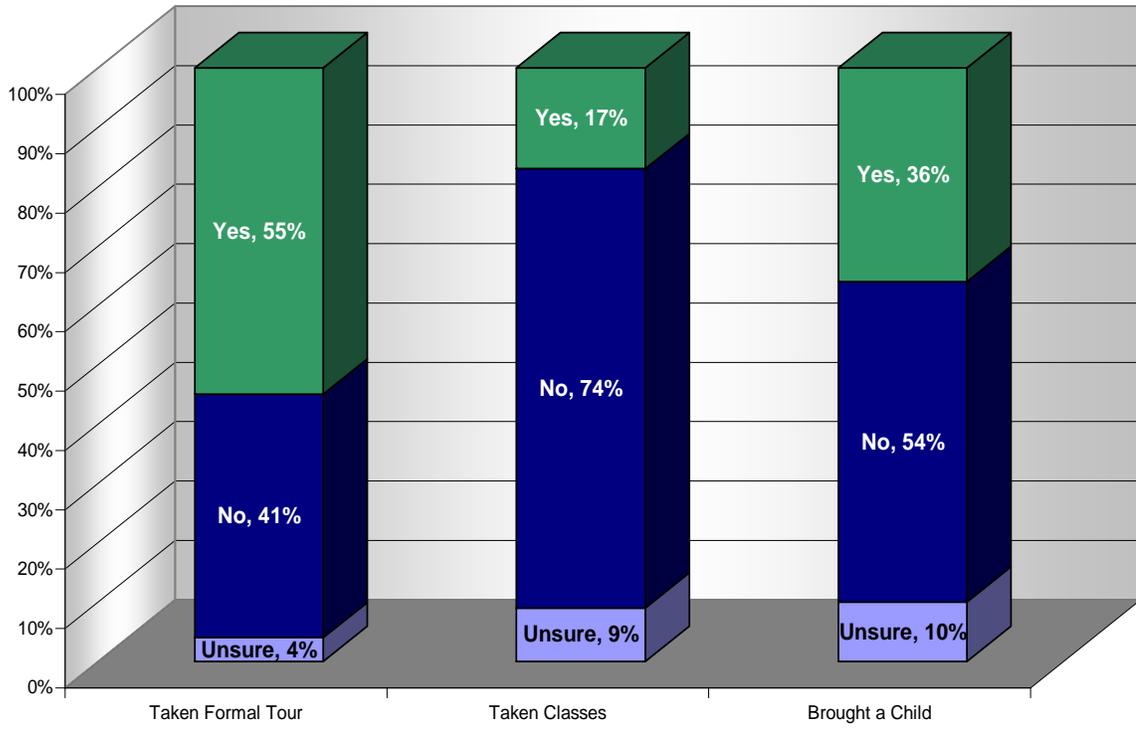


Chart 32 shows that nearly one-half (48 percent) of those, who visited the Cuyamaca Water Conservation Garden, made changes to their landscaping that resulted from that visit.

- Higher income respondents are more likely to make changes to their landscaping as a result of visiting the Garden than are lower income respondents (\$50,000 and over: 56 percent; under \$50,000: 27 percent).

Among the 78 percent who have not visited the Garden, 41 percent indicated that they did not do so because they are too busy, 18 percent were not interested, and another 18 percent could offer no specific reason for not visiting the Garden (**Chart 33**).

In recent years, water agencies have asked local media to request that residents and businesses take steps to conserve water used outdoors. **Chart 34** shows that 66 percent of the Otay Water District customers recall having seen or heard such messages – an increase of 10 percent over the 2006 survey.

Chart 32
Changes Made to Landscaping Resulting from Visiting Conservation Garden

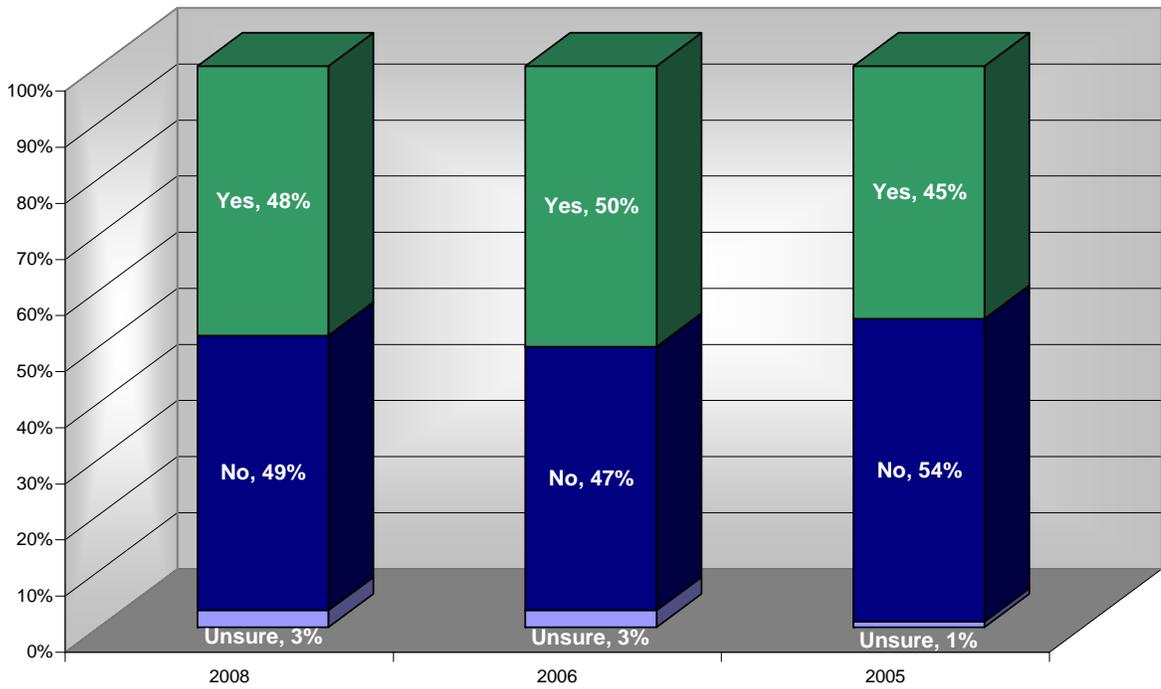


Chart 33
Reason for Not Visiting Conservation Garden
 (among 78% who have not visited)

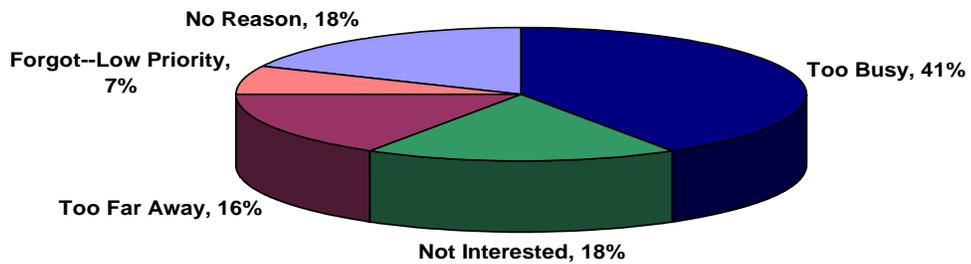
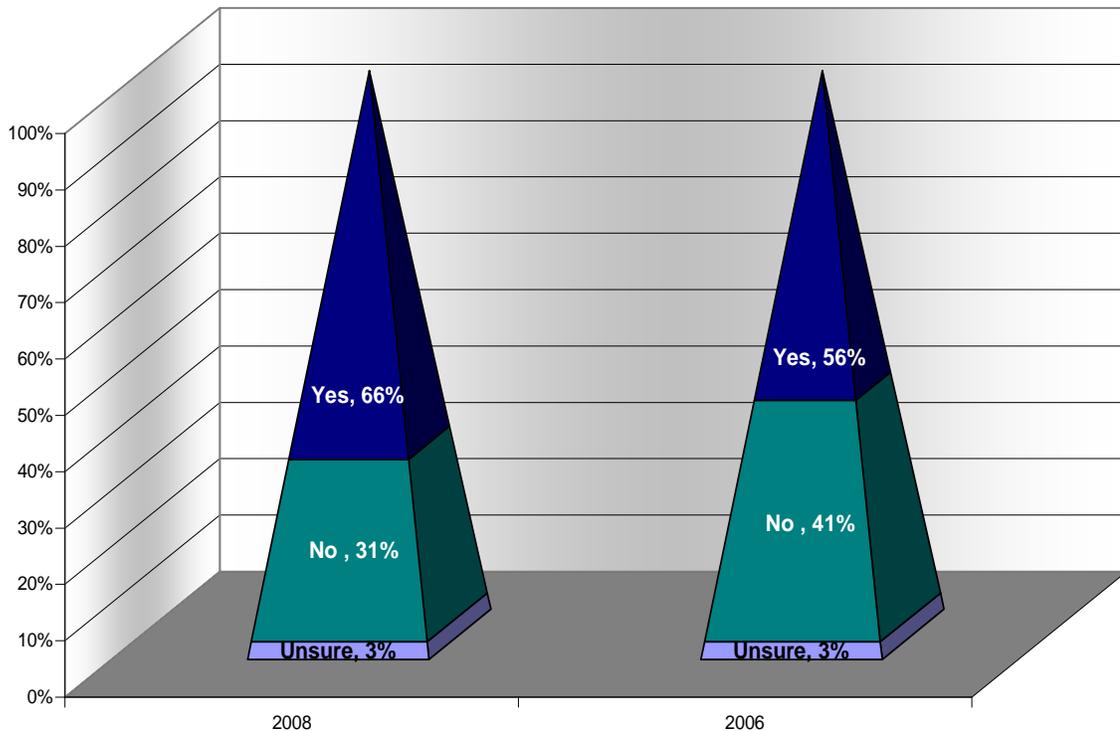


Chart 34
Recall Seeing or Hearing Messages about Outdoor Water Conservation



The following subgroups are most likely to have heard or seen outdoor water usage conservation messages during the past year.

- Homeowners (69 percent) compared to renters (41 percent)
- Whites and Blacks (each 75 percent)
- Respondents who elected to complete the survey in English (68 percent) compared to those who elected to complete the Spanish version (47 percent).
- Customers who are aware of reports that indicate that San Diego County is presently experiencing a drought (70 percent) compared to those who are not aware of these reports (41 percent).

Among the 66 percent who recall having seen or heard these messages, 30 percent indicated that they have responded by adjusting their sprinklers in terms of the length of time and time of day the sprinklers run, 23 percent said they now only use water as necessary, 10 percent reduced their lawn and/or added drought tolerant plants, 15 percent made no reduction in their water use, and 2 percent indicated that they were already conserving water. This pattern of conservation represents a substantial difference from the 2006 survey. In 2006, 35 percent said they were already conserving (presumably not influenced by the messages), 20 percent indicated that they

were not going to make any reductions in water use as a result of these messages, and only 18 percent (12 percent less than in 2008) adjusted their sprinklers in response to the conservation messages (**Chart 35**). In particular, the decline in the percentage of respondents who indicated that they already were conserving is indicative of the increased awareness that what were once considered to be sufficient household conservation measures are no longer viewed as such.

Chart 35
Major Step Taken in Response to Outdoor Conservation Messages
 (among 66% in 2008 and 56% in 2006 who recall messages)

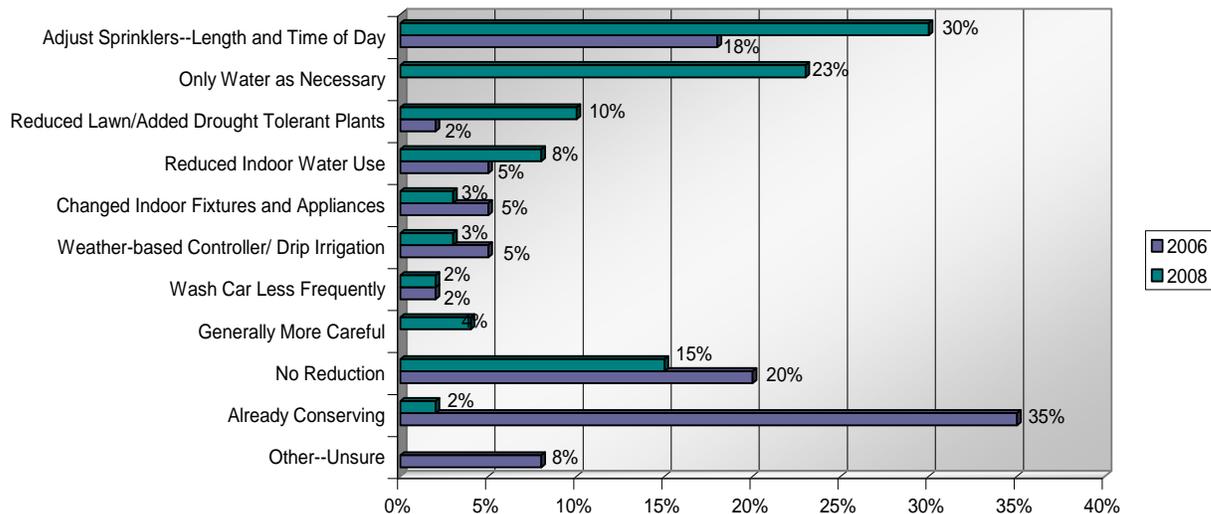
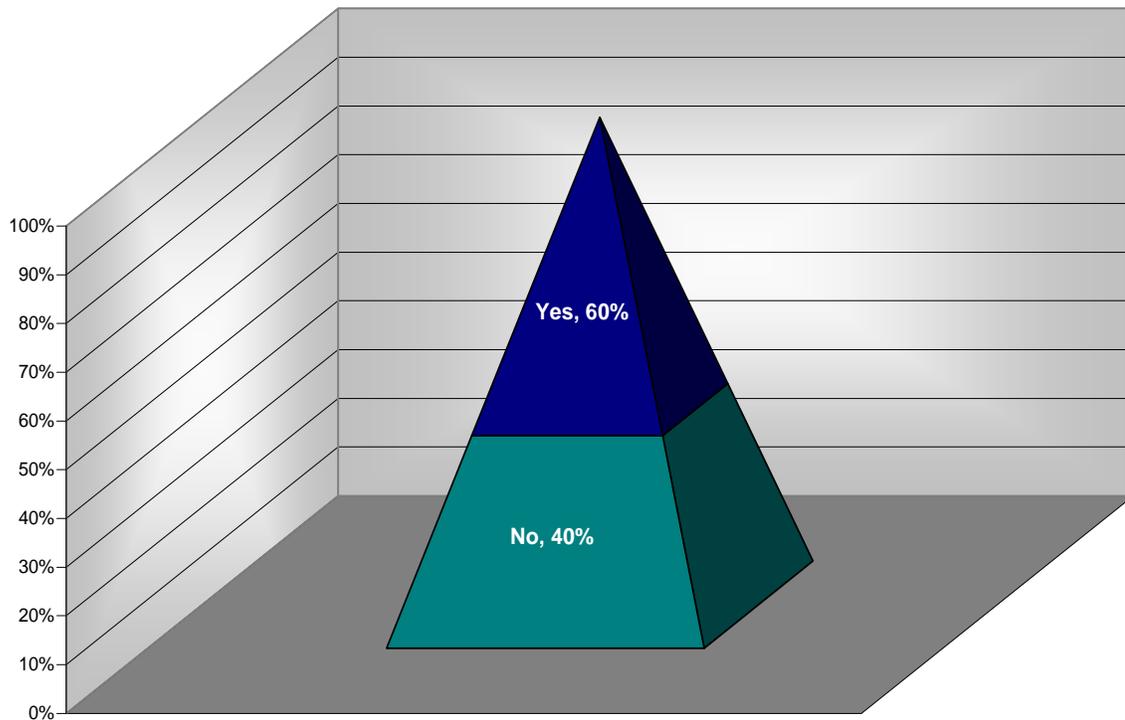


Chart 36 shows that 60 percent of the respondents recall messages about the 20 Gallon Challenge. The following subgroups were most likely to have heard or seen messages about the 20 Gallon Challenge:

- Longer term residents of the Otay Water District compared to shorter term residents (9 years or more – 50 percent; 8 or fewer years (31 percent)
- Males (44 percent) compared to females (35 percent).
- Those who elected to complete the survey in English (42 percent) compared to those who elected to complete the Spanish version (16 percent).

Chart 36
Recall Messages about 20 Gallon Challenge



Recycled Water

SUMMARY: Only 40 percent of the Otay Water District customers know that sewer water is wastewater used for recycling. Over 40 percent erroneously think that storm drain run-off constitutes the wastewater used in the recycling process. This level of knowledge is consistent with the 2006 results.

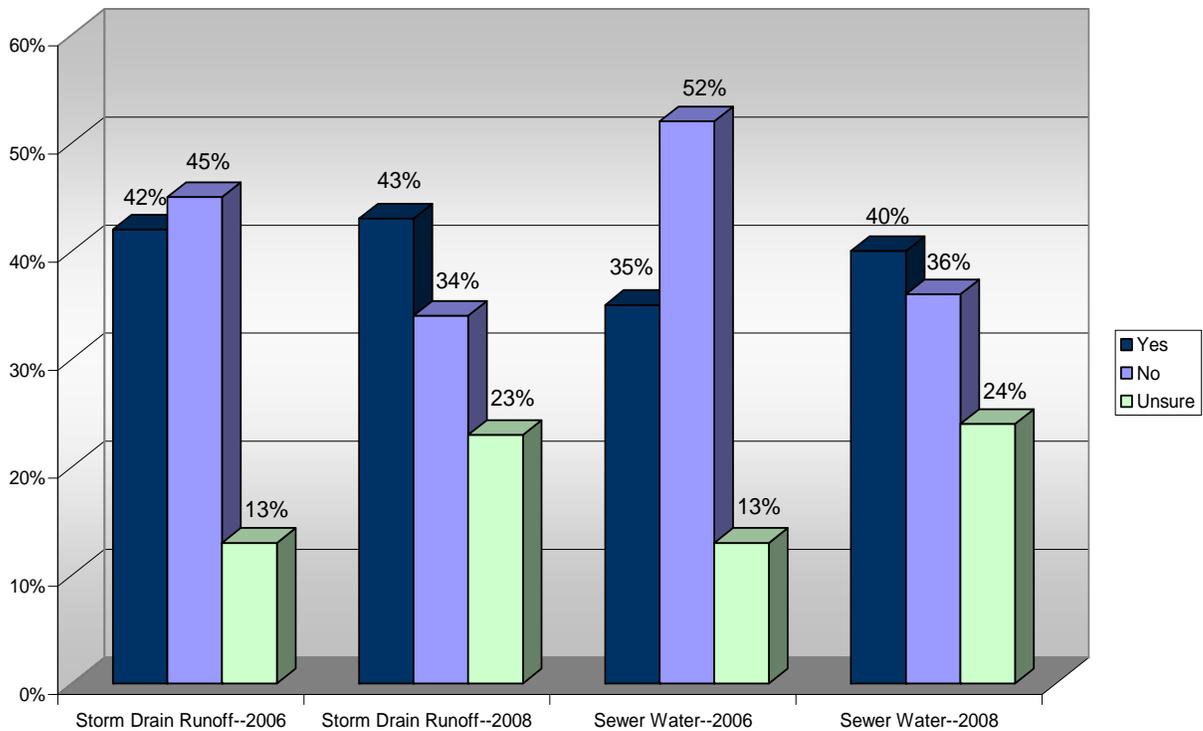
Customers who live within a specified geographic area in the northern section of the Otay Water District were asked whether they favored or opposed expanding the use of recycled water. These customers were selected for this series of questions because the District is considering the use of recycled water in this area in the future. Recycled water is strongly supported by customers in this northern area as a source of alternative water supply under most circumstances. The strongest support for recycled water occurs when it is used for watering landscape along freeways and golf courses and watering residential front yards. There is less support for replenishing recreational lakes with recycled water. There is little support for using recycled water as an alternative source of drinking water. While continuing to exhibit strong support for recycled water, these findings do show more support in the North District for these uses of recycled water than existed among all customers of the Otay Water District for the use of recycled water in the 2006 survey.

Chart 37 indicates that 40 percent of the Otay Water District customers know that sewer water is wastewater that is used for recycling. On the other hand, 43 percent think that storm drain run-off constitutes the wastewater used in the recycling process. While the level of knowledge is consistent with the 2006 results, nearly one-fourth of the respondents expressed uncertainty about the composition of wastewater (10 percent more than expressed uncertainty than in 2006).

The following groups tend to be more aware that sewer water is wastewater used for recycling:

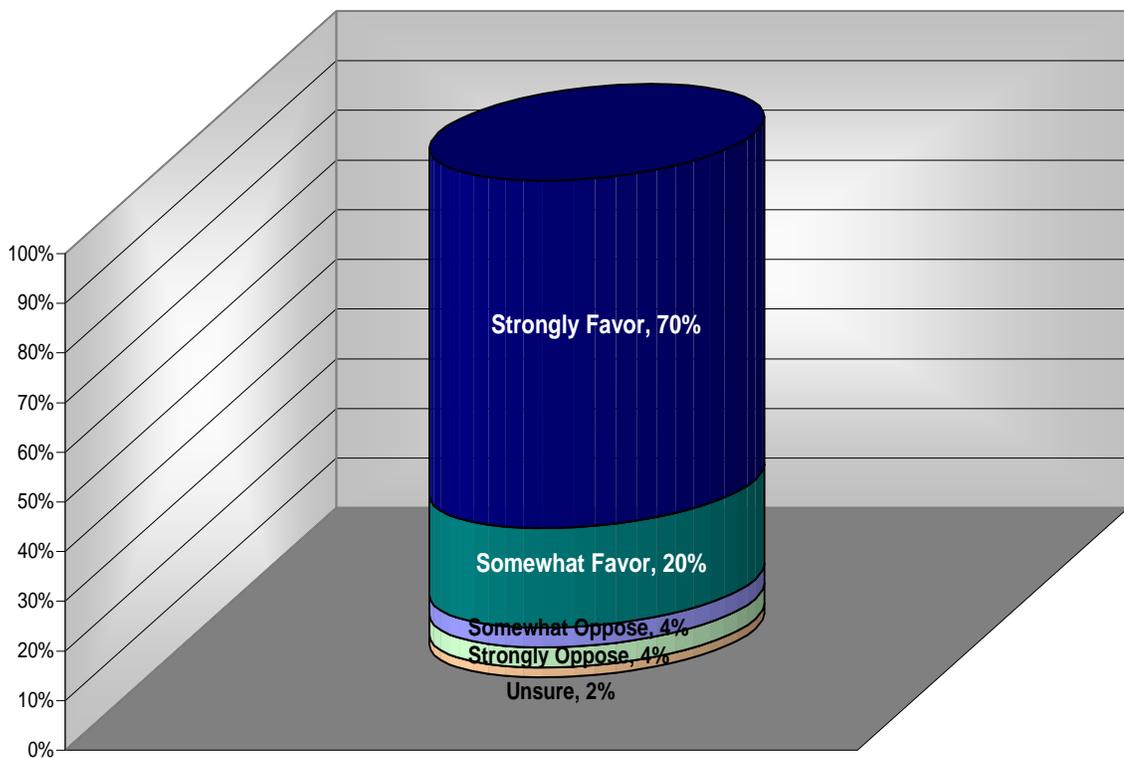
- Males (48 percent) compared to females (32 percent)
- Household members who pay their own water bill (42 percent) versus paid by landlords or other parties (27 percent)
- Customers who are aware of reports that indicate that San Diego County is presently experiencing a drought (44 percent) compared to those who are not aware of these reports (19 percent)
- Those who elected to complete the survey in English (41 percent) compared to those who elected to complete the Spanish version (29 percent).

Chart 37
Recycled Water Consists of ...



Customers who live within a specified geographic area in the northern section of the Otay Water District were asked whether they favored or opposed expanding the use of recycled water. These customers were selected for this line of questions because the District is considering the use of recycled water in this area in the future. **Chart 38** shows that 90 percent of those who live in the northern part of the Otay Water District either strongly favor (70 percent) or somewhat favor (20 percent) expanding the use of recycled water to include irrigating landscape in public areas such as parks, playgrounds, and schools.

Chart 38
Favor or Oppose Expansion of Use of Recycled Water into Northern Part of Otay Water District
(n = 50 residents of North District)

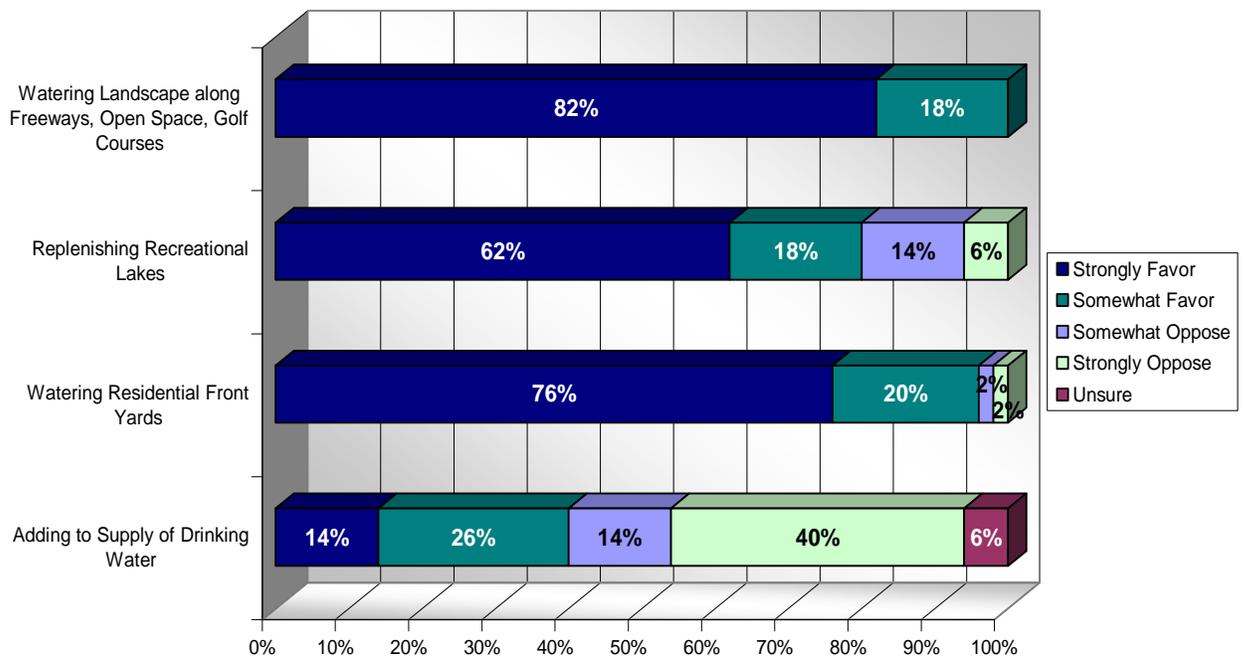


Recycled water is strongly supported as a source of alternative water supply under most circumstances. **Chart 39** shows that the strongest support for recycled water occurs when it is used for watering landscape along freeways and golf courses (100 percent -- 82 percent strongly

favor) and watering residential front yards (96 percent – 76 percent strongly). Use of recycled water for replenishing recreational lakes is less supported (80 percent – 62 percent strongly). There is little support for using recycled water as a source of drinking water – 54 percent of customers either strongly oppose or somewhat oppose this potential use of recycled water. While continuing to exhibit strong support for recycled water, these findings do show more support in the North District for these uses of recycled water than existed among all customers of the Otay Water District for the use of recycled water in the 2006 survey.

In each case, those who correctly identified sewer water as the source of recycled water were less favorably inclined toward using recycled water than were those respondents who thought recycled water to be derived from storm drain runoff.

Chart 39
Favor or Oppose Recycled Water for...



Comparative Rating of Utilities: Best Value for Money Paid

SUMMARY: *Otay Water District customers rate trash collection as the utility with the best value for the money paid by customers followed by water utilities. Using a composite ranking that takes first, second, and third rankings for each utility into account, water becomes the utility with the best value followed closely by trash collection. Customers rate the other utilities far below trash collection and water provision in terms of value.*

Chart 40 indicates that 34 percent of Otay Water District customers rate trash collection as the utility with the best value for the money paid followed by the water utility (27 percent). **Chart 41** further analyzes the customers' ratings regarding the utility with the best value by accounting for second and third rankings. Using a composite ranking that takes first, second, and third rankings for each utility into account, water becomes the utility with the best value followed closely by trash collection. Other utilities are far behind by comparison.

- Customers whose preferred language of interview is Spanish feel that their water is the best value for the money more so than do those who preferred English (Spanish: 36 percent; English: 25 percent).

Chart 40
Utility Cited as Best Value by Otay Water District Customers

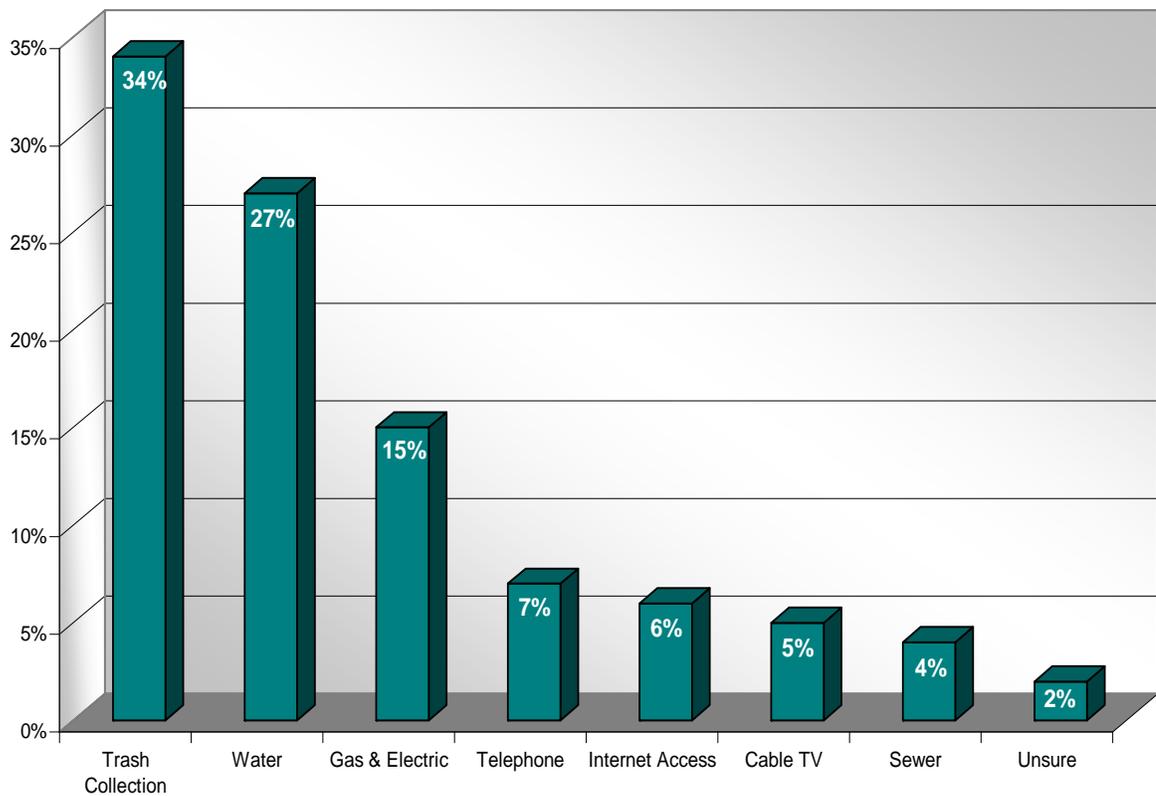
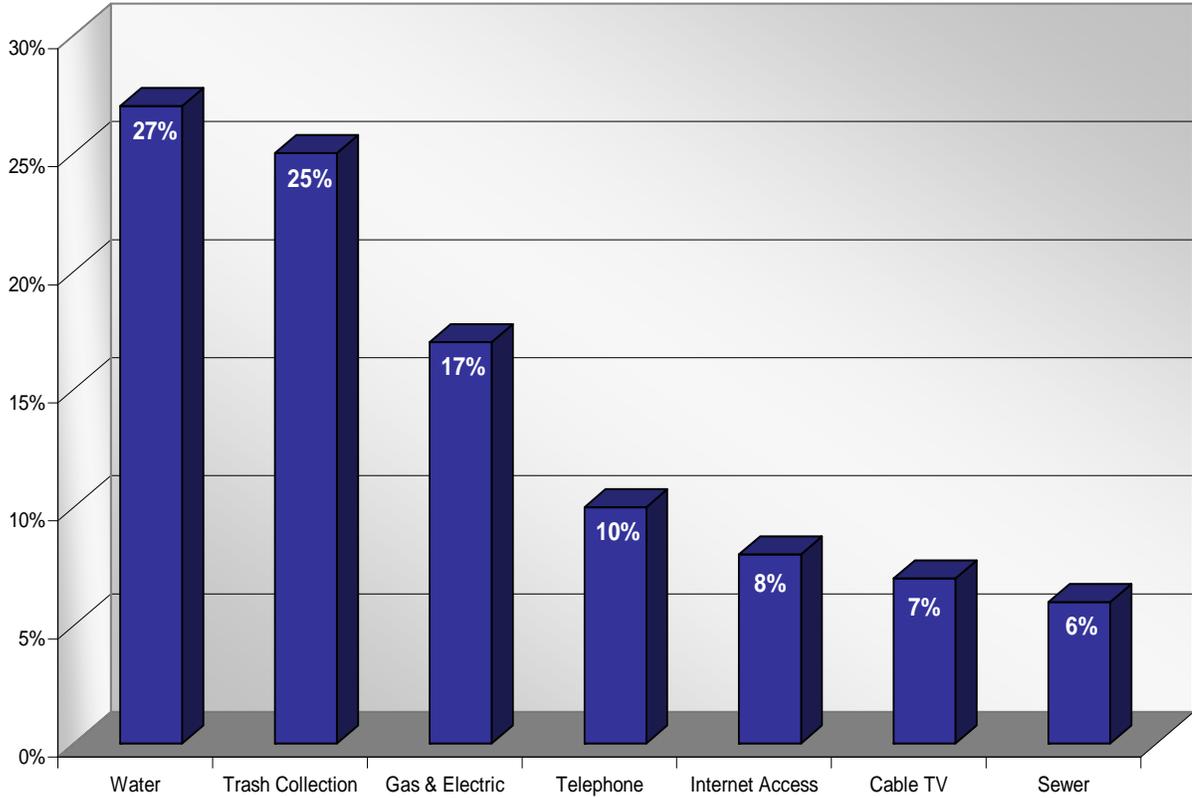


Chart 41
Weighted Ranking of Utilities for Best Value

Utilities ranked 1-2-3 and tallied 3 points for first, 2 points for second, and 1 point for third



Conclusions

There are strong indications of support for the work of the Otay Water District and the importance of water among all utilities from the District's customer base. The results of the 2008 survey continue to show that this support has been building over the years.

Residents are very willing to consider alternative sources (in particular, water conservation and increased use of recycled water) to a very significant degree in order to protect and ensure that reliability into the future.

The results of this survey should be viewed as ratification by the public of the importance and quality of the work done by the District and as an expression of the high value to the public of the work in which the Otay Water District is engaged.

Otay Water District

General Survey 2008

INT. Hello, my name is _____. I'm calling on behalf of the Otay Water District. We're conducting a study about some issues having to do with your household water supply and we're interested in your opinions. **[IF NEEDED:]** Are you at least 18 years of age or older? **[IF 18+ HOUSEHOLDER NOT AVAILABLE NOW, ASK FOR FIRST NAME AND MAKE CB ARRANGEMENTS]**

VER. **[VERSION OF INTERVIEW:]** 1 - VERSION A 2 - VERSION B*

* = RESPONSE OPTIONS REVERSED ON VERSION B FOR ALL QUESTIONS INDICATED

IC. Let me assure you that no names or addresses are associated with the telephone numbers, and all of your responses are completely anonymous. The questions take about ten minutes. To ensure that my work is done honestly and correctly, this call may be monitored. Do you have a few minutes right now?

[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.

TOP. **[ONLY IF ASKED FOR MORE INFORMATION ABOUT TOPIC OR WHO'S SPONSORING IT?:]** This project is sponsored by the Otay Water District, and it's about some issues related to your household water supply. **[IF SPONSOR INFORMATION GIVEN TO RESPONDENT, "TOPIC"=1]**

CUST. How long have you been a customer of the Otay Water District? **[IF LESS THAN ONE YEAR, THANK AND CODE NQR-RES]**

_____ YEARS

0 -----> "NQR-RES"

99 - DK/REF, BUT AT LEAST ONE YEAR

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...

1 - English or

2 - Spanish?

Q1. These first few questions deal with the use of water in your household. Which of the following is currently the main source of drinking water in your home...

1 - tap water, -----> **GO TO Q2**

2 - tap water that you filter at home-----**GO TO Q2**

3 - bottled water?

4 - OTHER VOLUNTEERED, SPECIFY: _____ -----> **GO TO Q2**

9 - DK/REF -----> **GO TO Q2**

Q1a. If you were to learn that the cost of bottled water is at least \$4 per gallon and that the cost of tap water is less than a penny a gallon, would that change your choice of drinking water?

1 - YES----- **GO TO Q2**

2 - NO ----- **GO TO Q1b**

9 - DK/REF-----**GO TO Q2**

Q1b. **[If Q1a = 2]** What is it about bottled water that you feel makes it worth the extra cost? **DO NOT VOLUNTEER**

1 - TASTE,

2 - CONVENIENCE

3 – SAFETY/CLEANLINESS

8 - OTHER VOLUNTEERED, SPECIFY:

9 - DK/REF

Q2. How would you describe your household's level of interest in conserving water at home? Would you say...*

1 - a high level of interest,

2 - a moderate level,

3 - a low level, or

4 - no interest at all?

9 - DK/REF

Q3. During the past year, would you say your household's awareness of water conservation has been...* **[REVERSE 1 - 3 ONLY]**

1 - increasing,

2 - staying about the same,

3 - decreasing,

4 - or are you not sure? [INCLUDES DK/REF]

Q4. These next questions are related to the water supply in San Diego County. How confident are you in the ability of local water agencies to provide enough water to the district? Would you say...* **[REVERSE]**

1 - very confident,

2 - somewhat confident,

3 - not very confident,

4 - not at all confident,

5 - or are you not sure? [INCLUDES DK/REF]

Q5. How much trust do you have in the ability of the Otay Water District to provide clean, safe water to the district? 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]

Q6. Does your household pay its own water bill, or does someone else, like a landlord or homeowners' association, pay the water bill for you?

- 1 - RESPONDENT/OTHER MEMBER OF HOUSEHOLD PAYS
- 2 - LANDLORD/HOMEOWNERS' ASSOC./OTHER -----> **GO TO Q9**
- 9 - DK/REF -----> **GO TO Q9**

[ASK Q6a TO Q6j IF Q6 = 1 - HH PAYS WATER BILL:]

Q6a. In the past year, do you believe that your water rates have...

- 1 - gone up,
- 2 - gone down,
- 3 - stayed about the same,
- 4 - or are you not sure?
- 9 - REF

Q6b. Have **[for Q6a=1]**/ Would **[for Q6a >1]** higher water rates motivate(d) you to conserve more water?

- 1 – YES
- 2 - NO
- 9 - DK/REF

Q6c. **[IF RESIDENT WITH OTAY SEWER—OTHERWISE, GO TO Q6f]**

Are you aware that your monthly invoice from the Otay Water District includes charges for your sewer service?

- 1 - YES
- 2 - NO
- 9 - DK/REF

Q6d. In the past year, have your sewer rates...

- 1 - gone up,
- 2 - gone down, -----> **GO TO Q6f**
- 3 - stayed the same, -----> **GO TO Q6f**
- 4 - or are you not sure? -----> **GO TO Q6f**
- 9 - REF -----> **GO TO Q6f**

Q6e. **[IF Q6a = 1 and Q6d = 1 - GONE UP:]** Which increase do you believe has been larger...* **[REVERSE 1-2 ONLY]**

- 1 - sewer,
- 2 - water,
- 3 - both equally,
- 4 - or are you not sure?
- 9 - REF

Q6f Would you be interested in receiving your monthly bill from the Otay Water District by e-mail instead of through the Postal Service?

- 1 - YES
- 2 - NO
- 9 - DK/REF

Q6g. Do you read the newsletter or bill inserts that come in the mail with your monthly water bill...

- 1 - every time,
- 2 - most times,
- 3 - sometimes, or
- 4 - never?
- 9 - DK/REF

Q6h The Otay Water District provides each customer household with an annual Consumer Confidence Report before July 1st of each year. Have you ever read this report?

1 - YES

2 - NO

9 - DK/REF

[IF Q6g >3 and Q6h >1, GO TO Q7, otherwise continue with Q6i]

Q6i. Is it important to you that these publications be made available in Spanish?

1 - YES

2 - NO

9 - DK/REF

Q6j. Can you tell me anything that you might recall reading in these newsletters or in the Consumer Confidence Report? **[RECORD UP TO 2 RESPONSES]**

Q7. Residential plumbing codes require that a pressure regulator be installed. Regulators are typically installed with the initial construction of the home and are set to control water pressure for your property at a normal level for residential uses.

Whose responsibility do you think it is for your having and maintaining the water pressure regulator? **[ROTATE]**

1—Otay Water District

2---City Public Works Department

3---The property owner

4—San Diego County Water Authority

5---Someone else, specify_____

9—DK/REF

Q8. These next few questions deal with saving water outdoors. Does your residence have any outdoor landscaping that someone in your household is directly responsible for maintaining?

1 - YES

2 - NO/APT/CONDO/NO YARD RESPONSIBILITIES -----> **GO TO Q9**

9 - DK/REF -----> **GO TO Q9**

Q8a. **[IF Q8 = 1:]** Does your irrigation system have a separate pressure regulator from the one that controls your household's water pressure?

1—YES

2—NO

9—DK/REF

Q8b. Does your landscaping include a lawn?

1 - YES

2 - NO -----> **GO TO Q8e**

9 - DK/REF -----> **GO TO Q8e**

Q8c. **[IF YES]** Reducing the size of your lawn helps save water. Which of the following would be most likely to motivate you to reduce the size of your lawn:...*

1 - having a reduced water bill due to using less water,

2 - having a more easily maintained yard,

3 - or neither?

9 - DK/REF

Q8d. The Otay Water District offers a \$1 per square foot financial incentive to install synthetic turf and take out your grass lawn. Would you be likely to remove any of your grass lawn and replace it with synthetic turf under this rebate program in the next

[IF NECESSARY, USE TERM "ARTIFICIAL TURF"]

1=YES

2=NO

9=DK/REF

1. 3 months **IF YES, GO TO Q8e, IF NO CONTINUE TO Q8d2**

2. 6 months **IF YES, GO TO Q8e, IF NO CONTINUE TO Q8d3**

3. 12 months

Q8e. **[IF Q8 = 1 and Q8b > 1. OTHERWISE GO TO Q8f]** The District offers a \$1 per square foot financial incentive for you to install water-wise, drought tolerant plants. Are you likely to remove any of your existing plants and replace them with water-wise plants under this program within the next 6 months?

1-YES

2-NO

9-DK/REF

Q8f. Do you have an automatically-controlled sprinkler system for your landscaping?

1 - YES

2 - NO -----> **GO TO Q9**

9 - DK/REF -----> **GO TO Q9**

Q8g. **[IF YES:]** During the past 12 months, how often has anyone made adjustments to the automatic controller for your sprinkler system?

1 - NOT AT ALL

2 - 1 TO 3 TIMES

3 - 4 to 6 TIMES

4 -7 OR MORE TIMES

5 - USE WEATHER-BASED CONTROLLER

9 - DK/REF

Q9a-g. I am going to mention six 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	SECOND	THIRD
a. Trash collection	1	1	1

b. Water	2	2	2
c. Sewer	3	3	3
d. Telephone	4	4	4
e. Cable or Satellite TV	5	5	5
f. Internet access	6	6	6
g. Gas & Electric	7	7	7

ASK EVERYONE:

Q10. Have you ever seen or heard anything about the Water Conservation Garden at Cuyamaca College?

1 - YES

2 - NO-----> **GO TO Q11**

9 - DK/REF -----> **GO TO Q11**

Q10a. **[IF YES:]** Have you ever visited the garden?

1 - YES

2 - NO -----> **GO TO Q10f**

9 - DK/REF -----> **GO TO Q10f**

Q10b-d. Have you or other of your household members during these past 6 years

1=YES 2=NO 3=DK/REF

- b. taken a formal tour of the garden?
- c. taken one of the classes offered?
- d. taken a child to the garden with you?

Q10e. Have you made any changes to your watering or landscaping practices as a result of visiting the Garden?

1 – YES

2 - NO

9 - DK/REF

GO TO Q11

Q10f. Why have you not visited the Garden?

[ASK Q11 ONLY IF Q6 = 1 (HH responsible for landscaping)]

Q11. **[ASK Q11 ONLY IF Q6 = 1 (HH responsible for landscaping) Otherwise, GO TO Q12**

Do you recall having seen or heard any OUTDOOR water usage conservation messages during the past year?

1 - YES

2 - NO -----> **GO TO Q12**

9 - DK/REF -----> **GO TO Q12**

Q11a. **[IF Q11=1:]** What is the major step your household has taken to reduce outdoor water usage as a response to these messages?
[PROBE FOR AND RECORD ONLY ONE STEP]

99 - DK/REF

Q12. Do you recall seeing or hearing messages about the 20 Gallon Challenge?

1 - YES

2 – NO

9 - DK/REF

Q13: How would you rate your overall satisfaction with the Otay Water District as your water service provider?

1---Excellent

2---Very Good

3—Good

4---Fair

5—Poor

6---Very Poor

9—DK/REF

Q14. Have you ever visited the Otay Water District website?

1 - YES

2 – HAVE ACCESS TO INTERNET, BUT HAVE NOT VISITED WEBSITE
-----> **GO TO Q15**

3—DO NOT HAVE ACCESS TO THE INTERNET----->**GO TO Q15**

9 - DK/REF -----> **GO TO Q15**

Q14a. **[IF YES:]** How would you rate the website? Would you say...

1 - excellent,

2 - good,

3 - fair, or

4 - poor?

9 - DK/REF

Q15a-b. These next questions are about recycled water, which is wastewater that has been highly treated and is used for a variety of purposes other than drinking water. Which of the following would you think makes up the wastewater that is used for recycling?

1=Yes

2=No

3=DK/REF

a. sewer water

b. storm drain runoff

Q16. [IF RESIDENT OF NORTH DISTRICT—OTHERWISE, GO TO Q18]

The Otay Water District is exploring the expansion of recycled water into your part of the district for use in irrigating landscape in public areas such as parks, playgrounds and schools, thereby freeing up more drinking water for residential use. Would you favor or oppose such a plan? **[CLARIFY:]** Do you strongly or somewhat {favor/oppose} that?

- 1—strongly favor
- 2—somewhat favor
- 3—somewhat oppose
- 4—strongly oppose
- 9—DK/REF

Q17a-d. The use of recycled water is another way to increase our water supply. Would you favor or oppose the use of recycled water for the following types of uses... **[CLARIFY:]** Do you strongly or somewhat {favor/oppose} that?

Do you favor or oppose using recycled water...

	strgly	smwt	smwt	strgly	DK/
	<u>favor</u>	<u>favor</u>	<u>oppose</u>	<u>oppose</u>	<u>REF</u>
a) for watering landscaping along freeways open space, parks and golf courses?	1	2	3	4	9
b) for replenishing recreational lakes?	1	2	3	4	9
c) for watering residential front yards?	1	2	3	4	9
d) as an addition to the supply of drinking water	1	2	3	4	9

ASK ALL:

Q18. Are you aware of reports that indicate that San Diego County is presently experiencing a drought?

- 1 – YES
- 2 – NO
- 9 - DK/REF

In closing, these questions are for comparison purposes only.

CALL

Have you called the Otay Water District for service or other help during the past 6 months?

1 - YES

2 - NO

9 - DK/REF

PPH. How many persons, including yourself, live in your household?

99 - DK/REF

TEN. Is your residence owned by someone in your household, or is it rented?

1 - OWN

2 - RENT/OTHER STATUS

9 - 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

AGE. Please tell me when I mention the category that contains your age...

1 - 18 to 24,

2 - 25 to 34,

3 - 35 to 44,

4 - 45 to 54,

- 5 - 55 to 64, or
- 6 - 65 or over?
- 9 - DK/REF

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

INC. Now, we don't want to know your exact income, but just roughly, could you tell me if your annual household income before taxes is...

- 1 - under \$25,000,
- 2 - \$25,000 up to but not including \$50,000,
- 3 - \$50,000 up to (but not including) \$75,000,
- 4 - \$75,000 up to (but not including) \$100,000, or
- 5 - \$100,000 up to but not including \$150,000?
- 9 - DK/REF

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

Frequencies

Notes		
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Comments		
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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		<p style="text-align: center;">FREQUENCIES</p> <p>VARIABLES=district top cust sex lp q1 q1a q1b q2 q3 q4 q5 q6 q6a q6b q6c q6d q6e q6f q6g q6h q6i q6j1coded q6j.1 q6j2coded q6j.2 q7 q8 q8a q8b q8c q8d.1 q8d.2 q8d.3 q8e q8f q8g q9.1 q9.2 q9.3 q10 q10a q10b q10c q10d q10e q10fcoded q10f q11 q11acoded q11a q12 q13 q14 q14a q15a q15b q16 q17a q17b q17c q17d q18 call pph ten edu age eth ethtxt inc lan /ORDER= ANALYSIS .</p>
Resources	Elapsed Time	0:00:00.01
	Processor Time	0:00:00.03

district

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Otay Water District (not sewer--not North district)	210	67.7	67.7	67.7
	North District	50	16.1	16.1	83.9
	Sewer customers	50	16.1	16.1	100.0
	Total	310	100.0	100.0	

TOP: Was sponsor information given to respondent?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	1.0	1.0	1.0
	No	307	99.0	99.0	100.0
	Total	310	100.0	100.0	

CUST: How long have you been a customer of the Otay Water District?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	17	5.5	5.5	5.5
	2	2	.6	.6	6.1
	2	12	3.9	3.9	10.0
	3	28	9.0	9.0	19.0
	4	1	.3	.3	19.4
	4	17	5.5	5.5	24.8

5	23	7.4	7.4	32.3
6	17	5.5	5.5	37.7
7	22	7.1	7.1	44.8
8	27	8.7	8.7	53.5
9	16	5.2	5.2	58.7
10	37	11.9	11.9	70.6
11	6	1.9	1.9	72.6
12	4	1.3	1.3	73.9
13	1	.3	.3	74.2
14	3	1.0	1.0	75.2
15	6	1.9	1.9	77.1
16	3	1.0	1.0	78.1
17	2	.6	.6	78.7
18	1	.3	.3	79.0
19	3	1.0	1.0	80.0
20	17	5.5	5.5	85.5
21	3	1.0	1.0	86.5
23	5	1.6	1.6	88.1
24	3	1.0	1.0	89.0
25	3	1.0	1.0	90.0
27	1	.3	.3	90.3
28	2	.6	.6	91.0
30	12	3.9	3.9	94.8

32	2	.6	.6	95.5
33	1	.3	.3	95.8
35	1	.3	.3	96.1
37	1	.3	.3	96.5
40	1	.3	.3	96.8
42	1	.3	.3	97.1
45	1	.3	.3	97.4
70	1	.3	.3	97.7
99	7	2.3	2.3	100.0
Total	310	100.0	100.0	

sex					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	158	51.0	51.0	51.0
	Female	152	49.0	49.0	100.0
	Total	310	100.0	100.0	

LP: What language would you prefer to speak in?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	283	91.3	91.3	91.3
	Spanish	27	8.7	8.7	100.0
	Total	310	100.0	100.0	

Q1: Which of the following is currently the main source of drinking water in your home?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	tap water	55	17.7	17.7	17.7
	tap water that you filter at home	121	39.0	39.0	56.8
	bottled water	134	43.2	43.2	100.0
	Total	310	100.0	100.0	

Q1a: If you were to learn that the cost of bottled water is at least \$4 per gallon and that the cost of tap water is less than a penny a gallon, would that change your choice of drinking water?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	31	10.0	23.1	23.1
	No	95	30.6	70.9	94.0
	Don't Know	8	2.6	6.0	100.0
	Total	134	43.2	100.0	
Missing	System	176	56.8		
Total		310	100.0		

Q1b: What is it about bottled water that you feel makes it worth the extra cost?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Taste	55	17.7	57.9	57.9
	Convenience	17	5.5	17.9	75.8

	Safety/Cleanliness	21	6.8	22.1	97.9
	Don't Know	2	.6	2.1	100.0
	Total	95	30.6	100.0	
Missing	System	215	69.4		
	Total	310	100.0		

Q2: How would you describe your household's level of interest in conserving water at home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High level of interest	178	57.4	57.8	57.8
	Moderate level	110	35.5	35.7	93.5
	Low level	11	3.5	3.6	97.1
	No interest at all	9	2.9	2.9	100.0
	Total	308	99.4	100.0	
Missing	Don't Know	2	.6		
	Total	310	100.0		

Q3: During the past year, would you say your household's awareness of water conservation has been?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increasing	161	51.9	51.9	51.9
	Staying about the same	122	39.4	39.4	91.3
	Decreasing	15	4.8	4.8	96.1
	Not sure	12	3.9	3.9	100.0

	Total	310	100.0	100.0	
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Q4: How confident are you in the ability of local water agencies to provide enough water to the district?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very confident	87	28.1	31.9	31.9
	Somewhat confident	148	47.7	54.2	86.1
	Not very confident	33	10.6	12.1	98.2
	Not at all confident	5	1.6	1.8	100.0
	Total	273	88.1	100.0	
Missing	Not sure	37	11.9		
Total		310	100.0		

Q5: How much trust do you have in the ability of the Otay Water District to provide clean, safe water to the district?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Great deal of trust	88	28.4	30.0	30.0
	Good amount of trust	122	39.4	41.6	71.7
	Some trust	67	21.6	22.9	94.5
	Not much trust	13	4.2	4.4	99.0
	No trust at all	3	1.0	1.0	100.0
	Total	293	94.5	100.0	
Missing	Not sure	17	5.5		

Total	310	100.0		
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Q6: Does your household pay its own water bill, or does someone else, like a landlord or homeowners' association, pay the water bill for you?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Respondent/Other member of household pays	270	87.1	87.9	87.9
	Lanlord/Homeowner's Assoc./Other	37	11.9	12.1	100.0
	Total	307	99.0	100.0	
Missing	Don't know	3	1.0		
Total		310	100.0		

Q6a: In the past year, do you believe that your water rates have?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gone up	138	44.5	51.1	51.1
	Gone down	11	3.5	4.1	55.2
	Stayed about the same	87	28.1	32.2	87.4
	Not sure	34	11.0	12.6	100.0
	Total	270	87.1	100.0	
Missing	System	40	12.9		
Total		310	100.0		

Q6b: Have or Would higher rates motivate you to conserve more water?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	163	52.6	60.4	60.4
	No	87	28.1	32.2	92.6
	Don't Know/Refused	20	6.5	7.4	100.0
	Total	270	87.1	100.0	
Missing	System	40	12.9		
Total		310	100.0		

Q6c: Are you aware that your monthly invoice from the Otay Water District includes charges for your sewer service?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	33	10.6	76.7	76.7
	No	10	3.2	23.3	100.0
	Total	43	13.9	100.0	
Missing	System	267	86.1		
Total		310	100.0		

Q6d: In the past year, have your sewer rates?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gone up	10	3.2	23.3	23.3
	Stayed the same	10	3.2	23.3	46.5

	Not sure	23	7.4	53.5	100.0
	Total	43	13.9	100.0	
Missing	System	267	86.1		
	Total	310	100.0		

Q6e: Which increase do you believe has been larger?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sewer	1	.3	25.0	25.0
	Both equally	1	.3	25.0	50.0
	Not sure	2	.6	50.0	100.0
	Total	4	1.3	100.0	
Missing	System	306	98.7		
	Total	310	100.0		

Q6f: Would you be interested in receiving your monthly bill from the Otay Water District by e-mail instead of through the postal service?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	64	20.6	23.7	23.7
	No	200	64.5	74.1	97.8
	Don't Know	6	1.9	2.2	100.0
	Total	270	87.1	100.0	
Missing	System	40	12.9		

Total	310	100.0		
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Q6g: Do you read the newsletter or bill inserts in the mail with your monthly water bill?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every time	43	13.9	16.0	16.0
	Most times	39	12.6	14.5	30.5
	Sometimes	113	36.5	42.0	72.5
	Never	74	23.9	27.5	100.0
	Total	269	86.8	100.0	
Missing	Don't Know/Refused	1	.3		
	System	40	12.9		
	Total	41	13.2		
Total		310	100.0		

Q6h: The Otay Water District provides each customer household with an annual Consumer Confidence Report before July 1st of each year. Have you ever read this report?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	75	24.2	30.1	30.1
	No	174	56.1	69.9	100.0
	Total	249	80.3	100.0	
Missing	Don't Know/Refused	21	6.8		
	System	40	12.9		

	Total	61	19.7		
	Total	310	100.0		

Q6i: Is it important to you that these publications be made available in Spanish?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	54	17.4	20.5	20.5
	No	186	60.0	70.5	90.9
	Don't Know/Refused	24	7.7	9.1	100.0
	Total	264	85.2	100.0	
Missing	System	46	14.8		
	Total	310	100.0		

Recall from Newsletter-1--coded					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Conservation information	20	6.5	7.6	7.6
	Water quality and supply	8	2.6	3.0	10.6
	Fluoride	5	1.6	1.9	12.5
	Drought tolerant plants	2	.6	.8	13.3
	District news and information	12	3.9	4.5	17.8
	Cannot recall anything	184	59.4	69.7	87.5
	Don't know	33	10.6	12.5	100.0
	Total	264	85.2	100.0	

Missing	System	46	14.8		
Total		310	100.0		

Q6j.1: Can you tell me anything that you might recall reading in these newsletters or in the Consumer Confidence Report?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		46	14.8	14.8	14.8
	"In July can have benefit"	1	.3	.3	15.2
	About the gloom and doom of water shortages.	1	.3	.3	15.5
	Automatic sprinkler rebates in newsletter	1	.3	.3	15.8
	Can't recall anything.	1	.3	.3	16.1
	Can't recall.	1	.3	.3	16.5
	Check water to see if water is clean.	1	.3	.3	16.8
	Chemical analysis in water in report	1	.3	.3	17.1
	Conservation	1	.3	.3	17.4
	Conservation Garden	1	.3	.3	17.7
	Conservation report.	1	.3	.3	18.1
	Conservation water.	1	.3	.3	18.4
	Conserve level water reservoir.	1	.3	.3	18.7
	Conserve water.	2	.6	.6	19.4
	Cuyamaca College has a water conservation program.	1	.3	.3	19.7
	Different ways of distribution	1	.3	.3	20.0

Does not know	20	6.5	6.5	26.5
Doesn't know	1	.3	.3	26.8
Doesn't remember.	2	.6	.6	27.4
Doesn't remember	1	.3	.3	27.7
Don't read.	1	.3	.3	28.1
Don't recall.	8	2.6	2.6	30.6
Don't remember	1	.3	.3	31.0
Don't know	7	2.3	2.3	33.2
Don't remember.	2	.6	.6	33.9
Dont know.	1	.3	.3	34.2
Dont recall	1	.3	.3	34.5
Flouride in the water.	2	.6	.6	35.2
Gallons of water usage.	1	.3	.3	35.5
Give tips on how to save water.	1	.3	.3	35.8
How much confidence the consumer has in the water company	1	.3	.3	36.1
How to conserve water.	1	.3	.3	36.5
How to save water.	1	.3	.3	36.8
I can recall it talking about conservation	1	.3	.3	37.1
I do not remember.	1	.3	.3	37.4
I don't know right now.	1	.3	.3	37.7
I don't know.	1	.3	.3	38.1
I don't read.	1	.3	.3	38.4
I don't recall	2	.6	.6	39.0

I don't recall.	2	.6	.6	39.7
I don't remember.	1	.3	.3	40.0
I don't recall anything.	1	.3	.3	40.3
I oppose that you add fluoride to the water.	1	.3	.3	40.6
Just basic information.	1	.3	.3	41.0
N/A	9	2.9	2.9	43.9
Nature center in Chula Vista.	1	.3	.3	44.2
New yard, new landscaping.	1	.3	.3	44.5
No	131	42.3	42.3	86.8
No.	18	5.8	5.8	92.6
Not much money.	1	.3	.3	92.9
Not off hand.	1	.3	.3	93.2
Nothing.	1	.3	.3	93.5
Pipe line and improving it.	1	.3	.3	93.9
Programs for conserving water.	1	.3	.3	94.2
Recycling facts.	1	.3	.3	94.5
Review how much water they use.	1	.3	.3	94.8
Saving water.	2	.6	.6	95.5
Some sort of program.	1	.3	.3	95.8
Sprinkler usage.	1	.3	.3	96.1
The level of contaminants in water.	1	.3	.3	96.5
The rate and cost.	1	.3	.3	96.8
The treatment stuff	1	.3	.3	97.1

Things going on.	1	.3	.3	97.4
Tips on conservation.	1	.3	.3	97.7
upcoming turning light bulbs.	1	.3	.3	98.1
Water conservation garden at Cuyamaca College.	1	.3	.3	98.4
Water quality	1	.3	.3	98.7
Water quality.	1	.3	.3	99.0
We conserve the water.	1	.3	.3	99.4
What goes on in the district.	1	.3	.3	99.7
Zeriscape.	1	.3	.3	100.0
Total	310	100.0	100.0	

Recall from Newsletter-2--coded					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Conservation information	11	3.5	50.0	50.0
	Water quality and supply	4	1.3	18.2	68.2
	Drought tolerant plants	1	.3	4.5	72.7
	District news and information	6	1.9	27.3	100.0
	Total	22	7.1	100.0	
Missing	System	288	92.9		
Total		310	100.0		

q6j.2:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		288	92.9	92.9	92.9
	About the plants.	1	.3	.3	93.2
	Availability of water.	1	.3	.3	93.5
	Award for people who cut down on water.	1	.3	.3	93.9
	Conservation tips in newsletter	1	.3	.3	94.2
	Conservation/scholarship for college.	1	.3	.3	94.5
	Cuyamaca Conservation	1	.3	.3	94.8
	Good quality of water.	1	.3	.3	95.2
	High School Graduates	1	.3	.3	95.5
	How to conserve.	1	.3	.3	95.8
	I would like to ask Otay Water why they don't add any anti corrosives to the water to soften it.	1	.3	.3	96.1
	Install water conservation.	1	.3	.3	96.5
	Less pressure in water.	1	.3	.3	96.8
	Office location and hours.	1	.3	.3	97.1
	Other things of interest in Chula Vista	1	.3	.3	97.4
	Outside water and toilet.	1	.3	.3	97.7
	Rebates	1	.3	.3	98.1
	Scholarship for kids.	1	.3	.3	98.4
	Several ways of conserving water.	1	.3	.3	98.7
	Used to limited things.	1	.3	.3	99.0
Water conservation.	1	.3	.3	99.4	

	Water tips.	1	.3	.3	99.7
	Weekend workshops.	1	.3	.3	100.0
	Total	310	100.0	100.0	

Q7: Whose responsibility do you think it is for your having and maintaining the water pressure regulator?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Otay Water District	71	22.9	26.3	26.3
	City Public Works Department	5	1.6	1.9	28.1
	The property owner	159	51.3	58.9	87.0
	San Diego County Water Authority	4	1.3	1.5	88.5
	Don't Know/Refused	31	10.0	11.5	100.0
	Total	270	87.1	100.0	
Missing	System	40	12.9		
	Total	310	100.0		

Q8: Does your residence have any outdoor landscaping that someone in your household is directly responsible for maintaining?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	226	72.9	84.0	84.0
	No/Apt/Condo/ No yard responsibilities	43	13.9	16.0	100.0
	Total	269	86.8	100.0	
Missing	Don't know/Refused	1	.3		

	System	40	12.9		
	Total	41	13.2		
Total		310	100.0		

Q8a: Does your irrigation system have a separate pressure regulator from the one that controls your household's water pressure?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	83	26.8	36.7	36.7
	No	74	23.9	32.7	69.5
	Don't Know	69	22.3	30.5	100.0
	Total	226	72.9	100.0	
Missing	System	84	27.1		
Total		310	100.0		

Q8b: Does your landscaping include a lawn?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	197	63.5	87.6	87.6
	No	28	9.0	12.4	100.0
	Total	225	72.6	100.0	
Missing	Don't know/Refuse	1	.3		
	System	84	27.1		
	Total	85	27.4		

Total	310	100.0		
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Q8c: Which of the following would be most likely to motivate you to reduce the size of your lawn?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Having a reduced water bill due to using less water	63	20.3	32.0	32.0
	Having a more easily maintained yard	51	16.5	25.9	57.9
	Neither	68	21.9	34.5	92.4
	Don't Know/Refused	15	4.8	7.6	100.0
	Total	197	63.5	100.0	
Missing	System	113	36.5		
Total		310	100.0		

Q8d.1: Would you be likely to remove any of your grass lawn and replace it with synthetic turf under this rebate program in the next 3 months?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	5.2	8.1	8.1
	No	160	51.6	81.2	89.3
	Don't Know	21	6.8	10.7	100.0
	Total	197	63.5	100.0	
Missing	System	113	36.5		
Total		310	100.0		

Q8d.2: Would you be likely to remove any of your grass lawn and replace it with synthetic turf under this rebate program in the next 6 Months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	14	4.5	7.7	7.7
	No	146	47.1	80.7	88.4
	Don't Know/Refused	21	6.8	11.6	100.0
	Total	181	58.4	100.0	
Missing	System	129	41.6		
Total		310	100.0		

Q8d.3: Would you be likely to remove any of your grass lawn and replace it with synthetic turf under this rebate program in the next 12 Months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	5.2	9.6	9.6
	No	130	41.9	77.8	87.4
	Don't Know/Refused	21	6.8	12.6	100.0
	Total	167	53.9	100.0	
Missing	System	143	46.1		
Total		310	100.0		

Q8e: Are you likely to remove any of your existing plants and replace them with water-wise plants under this program within the next 6 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Yes	13	4.2	44.8	44.8
	No	14	4.5	48.3	93.1
	Don't Know/Refused	2	.6	6.9	100.0
	Total	29	9.4	100.0	
Missing	System	281	90.6		
Total		310	100.0		

Q8f: Do you have an automatically-controlled sprinkler system for your landscaping?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	187	60.3	82.7	82.7
	No	37	11.9	16.4	99.1
	Don't Know/ Refused	2	.6	.9	100.0
	Total	226	72.9	100.0	
Missing	System	84	27.1		
Total		310	100.0		

Q8g: During the past 12 months, how often has anyone made adjustments to the automatic controller for your sprinkler system?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	5	1.6	2.7	2.7
	1 to 3 times	69	22.3	36.9	39.6
	4 to 6 times	49	15.8	26.2	65.8

	7 or more times	38	12.3	20.3	86.1
	Use weather-based controller	13	4.2	7.0	93.0
	Don't Know/Refused	13	4.2	7.0	100.0
	Total	187	60.3	100.0	
Missing	System	123	39.7		
	Total	310	100.0		

Q9.1: 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	Trash Collection	104	33.5	33.5	33.5
	Water	82	26.5	26.5	60.0
	Sewer	13	4.2	4.2	64.2
	Telephone	19	6.1	6.1	70.3
	Cable or Satellite TV	17	5.5	5.5	75.8
	Internet access	21	6.8	6.8	82.6
	Gas & Electric	47	15.2	15.2	97.7
	Don't Know/Refused	7	2.3	2.3	100.0
	Total	310	100.0	100.0	

Q9.2: Which one is second?

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Trash Collection	42	13.5	13.9	13.9
	Water	92	29.7	30.4	44.2
	Sewer	23	7.4	7.6	51.8
	Telephone	37	11.9	12.2	64.0
	Cable or Satellite TV	24	7.7	7.9	71.9
	Internet access	26	8.4	8.6	80.5
	Gas & Electric	57	18.4	18.8	99.3
	Bundled Tele, Cable, Internet	2	.6	.7	100.0
	Total	303	97.7	100.0	
Missing	System	7	2.3		
Total		310	100.0		

Q9.3: Which one is third?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trash Collection	53	17.1	17.5	17.5
	Water	57	18.4	18.8	36.3
	Sewer	27	8.7	8.9	45.2
	Telephone	48	15.5	15.8	61.1
	Cable or Satellite TV	26	8.4	8.6	69.6
	Internet access	41	13.2	13.5	83.2
	Gas & Electric	43	13.9	14.2	97.4
	Bundled Tele, Cable, Internet	2	.6	.7	98.0

	Don't Know/Refused	6	1.9	2.0	100.0
	Total	303	97.7	100.0	
Missing	System	7	2.3		
	Total	310	100.0		

Q10: Have you ever seen or heard anything about the Water Conservation Garden at Cuyamaca College?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	137	44.2	44.2	44.2
	No	172	55.5	55.5	99.7
	Don't Know/Refused	1	.3	.3	100.0
	Total	310	100.0	100.0	

Q10a: Have you ever visited the garden?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	69	22.3	50.4	50.4
	No	68	21.9	49.6	100.0
	Total	137	44.2	100.0	
Missing	System	173	55.8		
	Total	310	100.0		

Q10b: Have you or other of your household members during these past 6 years, Taken a formal tour of the garden?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	38	12.3	55.1	55.1
	No	28	9.0	40.6	95.7
	Don't Know/Refused	3	1.0	4.3	100.0
	Total	69	22.3	100.0	
Missing	System	241	77.7		
Total		310	100.0		

Q10c: Taken one of the classes offered?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	3.9	17.4	17.4
	No	51	16.5	73.9	91.3
	Don't Know/Refused	6	1.9	8.7	100.0
	Total	69	22.3	100.0	
Missing	System	241	77.7		
Total		310	100.0		

Q10d: Taken a child to the garden with you?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	25	8.1	36.2	36.2
	No	37	11.9	53.6	89.9

	Don't Know/Refused	7	2.3	10.1	100.0
	Total	69	22.3	100.0	
Missing	System	241	77.7		
	Total	310	100.0		

Q10e: Have you made any changes to your watering or landscaping practices as a result of visiting the Garden?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	33	10.6	47.8	47.8
	No	34	11.0	49.3	97.1
	Don't Know	2	.6	2.9	100.0
	Total	69	22.3	100.0	
Missing	System	241	77.7		
	Total	310	100.0		

Reason for not visiting garden-coded					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too far away	11	3.5	16.2	16.2
	Too busy	28	9.0	41.2	57.4
	Forget--haven't gotten around to it	5	1.6	7.4	64.7
	Not interested	12	3.9	17.6	82.4
	No reason	12	3.9	17.6	100.0

	Total	68	21.9	100.0	
Missing	System	242	78.1		
	Total	310	100.0		

Q10f: Why have you not visited the Garden?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		242	78.1	78.1	78.1
	Always very busy.	1	.3	.3	78.4
	Busy mom.	1	.3	.3	78.7
	Busy working.	1	.3	.3	79.0
	Busy.	1	.3	.3	79.4
	Did not get the chance yet.	1	.3	.3	79.7
	DK	1	.3	.3	80.0
	Don't have time.	2	.6	.6	80.6
	Don't Know.	1	.3	.3	81.0
	Have not had the time to go there.	1	.3	.3	81.3
	Haven't gone out that way yet	1	.3	.3	81.6
	Haven't gone.	1	.3	.3	81.9
	I'm not interested in going.	1	.3	.3	82.3
	I am moving.	1	.3	.3	82.6
	I am not interested.	1	.3	.3	82.9
	I don't want and will not any time soon.	1	.3	.3	83.2

I don't want to go.	1	.3	.3	83.5
I got lost.	1	.3	.3	83.9
I have never taken the time to visit the Garden.	1	.3	.3	84.2
I have no interest in visiting the Garden.	1	.3	.3	84.5
I have no time.	1	.3	.3	84.8
I have not gotten around to it.	1	.3	.3	85.2
I have not have the time to go.	1	.3	.3	85.5
I haven't found the time to.	1	.3	.3	85.8
I haven't got up there.	1	.3	.3	86.1
I haven't had time.	1	.3	.3	86.5
I haven't taken the time to do it.	1	.3	.3	86.8
I havent had no time to visit	1	.3	.3	87.1
I just don't go out there	1	.3	.3	87.4
I never think about it.	1	.3	.3	87.7
I rarely go out.	1	.3	.3	88.1
I was going to but I had to go to a funeral.	1	.3	.3	88.4
It did not look very interesting.	1	.3	.3	88.7
It is too far away.	1	.3	.3	89.0
Just don't have time.	1	.3	.3	89.4
Just haven't had the chance to.	1	.3	.3	89.7
Just haven't went.	1	.3	.3	90.0
N/A	1	.3	.3	90.3
Never came to mind about going there	1	.3	.3	90.6

Never got around to it.	1	.3	.3	91.0
No interest in going.	1	.3	.3	91.3
No real reason. My son is gone and I haven't had time.	1	.3	.3	91.6
no reason	1	.3	.3	91.9
No reason at all.	1	.3	.3	92.3
No reason.	3	1.0	1.0	93.2
No special reasons.	1	.3	.3	93.5
No specific interest.	1	.3	.3	93.9
No time and no interest.	1	.3	.3	94.2
No time for such.	1	.3	.3	94.5
No time.	2	.6	.6	95.2
No Time.	2	.6	.6	95.8
Not a priority.	1	.3	.3	96.1
Not interested.	1	.3	.3	96.5
Not on my to do list.	1	.3	.3	96.8
Not on the way.	1	.3	.3	97.1
Only vaguely aware.	1	.3	.3	97.4
Out of the way.	1	.3	.3	97.7
Rarely in the area.	1	.3	.3	98.1
Really busy with work and my baby.	1	.3	.3	98.4
They have an open house but I always seem to forget to go.	1	.3	.3	98.7
Too busy.	1	.3	.3	99.0

	Too Busy.	1	.3	.3	99.4
	Too far away.	2	.6	.6	100.0
	Total	310	100.0	100.0	

Q11: Do you recall having seen or heard any OUTDOOR water usage conservation messages during the past year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	178	57.4	65.9	65.9
	No	83	26.8	30.7	96.7
	Don't Know/Refused	9	2.9	3.3	100.0
	Total	270	87.1	100.0	
Missing	System	40	12.9		
	Total	310	100.0		

Major step taken in outdoor water conservation--coded

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Already conserving	3	1.0	1.7	1.7
	Adjusted sprinkler--water at night--better maintenance	54	17.4	30.3	32.0
	Only water as necessary	42	13.5	23.6	55.6
	Weather based system/drip irrigation	5	1.6	2.8	58.4
	Reduced indoor usage	15	4.8	8.4	66.9
	Changed indoor fixtures-appliances	6	1.9	3.4	70.2

	Reduced yard--replaced lawn--drought toelrant plants	17	5.5	9.6	79.8
	Wash car less often	3	1.0	1.7	81.5
	General care--attention	7	2.3	3.9	85.4
	No steps taken	26	8.4	14.6	100.0
	Total	178	57.4	100.0	
Missing	System	132	42.6		
	Total	310	100.0		

Q11a: What is the major step your household has taken to reduce outdoor water usage as a response to these messages?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		132	42.6	42.6	42.6
	3 times a week water lawns instead of everyday.	1	.3	.3	42.9
	adjust sprinklers	1	.3	.3	43.2
	Adjust sprinklers to weather.	1	.3	.3	43.5
	Adjusted down landscaping meter.	1	.3	.3	43.9
	Advice o how to save water.	1	.3	.3	44.2
	An automatic timer.	1	.3	.3	44.5
	Are already very careful.	1	.3	.3	44.8
	Be careful about watering the lawn and wash car less.	1	.3	.3	45.2
	Being more responsible with water.	1	.3	.3	45.5
	Change shower heads.	1	.3	.3	45.8

Change sprinklers only in front and setting.	1	.3	.3	46.1
Changed setting on sprinkler system.	1	.3	.3	46.5
Checks sprinklers	1	.3	.3	46.8
Cut back on sprinklers. Change toilet flushing.	1	.3	.3	47.1
Cut back on watering the lawn.	1	.3	.3	47.4
Cut down lawn drought tolerant plants.	1	.3	.3	47.7
Cut down on my lawn irrigation.	1	.3	.3	48.1
Cut down time watering yards.	1	.3	.3	48.4
Cut down with watering yards and wash clothes with full loads.	1	.3	.3	48.7
Cutting the lawn	1	.3	.3	49.0
DK	3	1.0	1.0	50.0
Doesn't know.	1	.3	.3	50.3
Don't have grass and half the plants.	1	.3	.3	50.6
Don't have water usage outdoor.	1	.3	.3	51.0
Don't know.	1	.3	.3	51.3
Don't water grass as much and in evenings.	1	.3	.3	51.6
Don't water the back as much.	1	.3	.3	51.9
Don't water the garden when it rains.	1	.3	.3	52.3
Don't use dishwasher	1	.3	.3	52.6
Don't water outside at all.	1	.3	.3	52.9
Drift system, they eject it everyday.	1	.3	.3	53.2
Drought plants, cactus etc.	1	.3	.3	53.5
Drought plants.	1	.3	.3	53.9

During cold weather reduce sprinkler time.	1	.3	.3	54.2
Efficient shower heads.	1	.3	.3	54.5
Have a timer on sprinkler system and adjust it often.	1	.3	.3	54.8
Helix water district and Otay water district, and just being careful.	1	.3	.3	55.2
Home owners association takes care of outdoor watering.	1	.3	.3	55.5
I cemented part of my backyard.	1	.3	.3	55.8
I do not have any more vegetables in the garden because they require a lot of water and I hve timed my sprinkler better.	1	.3	.3	56.1
I do not water my garden as often.	1	.3	.3	56.5
I don't do as many loads of laundry.	1	.3	.3	56.8
I don't use outdoor water.	1	.3	.3	57.1
I don't think of myself as a water waster	1	.3	.3	57.4
I had cut down on my watering in the garden and do small washes.	1	.3	.3	57.7
I hand water my garden and I have not changed that.	1	.3	.3	58.1
I put in a drip system	1	.3	.3	58.4
I turn the water off when I brush.	1	.3	.3	58.7
I use less water in the winter for my lawn.	1	.3	.3	59.0
I went down from 3 minutes to 2 minutes watering our lawn.	1	.3	.3	59.4
Install a timer for my sprinklers.	1	.3	.3	59.7
Installed low flush toilets, and full loads of dishes and laundry	1	.3	.3	60.0
Irrigate the lawn at night.	1	.3	.3	60.3

Irrigation control for plants.	1	.3	.3	60.6
Irrigation system I adjusted to be less time on.	1	.3	.3	61.0
Irrigation time is less.	1	.3	.3	61.3
Just be very careful.	1	.3	.3	61.6
Just becoming more aware.	1	.3	.3	61.9
Just make sure sprinkler system is off when raining.	1	.3	.3	62.3
Just making sure the systems are off during rainy days.	1	.3	.3	62.6
Less irrigation to our lawn.	1	.3	.3	62.9
Less water usage.	1	.3	.3	63.2
Less watering.	1	.3	.3	63.5
Limiting the amount of water used.	1	.3	.3	63.9
Low flow new faucets on hoses, just be careful.	1	.3	.3	64.2
Low water consumption toilets and we bought a 13 gallon washer and do not wash the dishes until the dishwasher is full.	1	.3	.3	64.5
Maintain cycle in watering yards.	1	.3	.3	64.8
Manual sprinklers.	1	.3	.3	65.2
Manually set sprinklers very carefully.	1	.3	.3	65.5
Manually watering grass.	1	.3	.3	65.8
N/A	1	.3	.3	66.1
Need to conserve water.	1	.3	.3	66.5
No	1	.3	.3	66.8
No carwash.	1	.3	.3	67.1
No sters.	1	.3	.3	67.4

No, I want to lower my bill.	1	.3	.3	67.7
None	3	1.0	1.0	68.7
None, live in condo.	1	.3	.3	69.0
None.	3	1.0	1.0	70.0
Not filling up jacuzzi or wash cars as often.	1	.3	.3	70.3
Not flush the toilet all the time. Water the lawn less often.	1	.3	.3	70.6
Not have sprinklers on as often.	1	.3	.3	71.0
Not using sprinklers as often.	1	.3	.3	71.3
Nothing	1	.3	.3	71.6
Nothing, already was saving money.	1	.3	.3	71.9
Nothing.	7	2.3	2.3	74.2
Only water when we have to	1	.3	.3	74.5
Planted plants mentioned earlier.	1	.3	.3	74.8
Reduce irrigation time	1	.3	.3	75.2
Reduce sprinkle time, be careful.	1	.3	.3	75.5
Reduce sprinkler time.	1	.3	.3	75.8
Reduce sprinkler use.	1	.3	.3	76.1
Reduce time on sprinklers.	1	.3	.3	76.5
Reducing the time of the sprinklers.	1	.3	.3	76.8
Regulate my sprinklers.	1	.3	.3	77.1
Removed plants and put in drought tolerant ones.	1	.3	.3	77.4
reprogram sprinklers	1	.3	.3	77.7
Save rainwater, laundry, and dish water for irrigation.	1	.3	.3	78.1

Short showers	1	.3	.3	78.4
Shorter showers and changed laundry times	1	.3	.3	78.7
Shorter showers, not using dishwasher, not letting water run.	1	.3	.3	79.0
Showers are shorter.	1	.3	.3	79.4
Some drip irrigation.	1	.3	.3	79.7
Sprinklers adjustments.	1	.3	.3	80.0
Sprinklers on every other day.	1	.3	.3	80.3
Sweep patio instead of hosing down.	1	.3	.3	80.6
Sweeping walk ways instead of using the hose.	1	.3	.3	81.0
Switch sprinkler to less minutes and days.	1	.3	.3	81.3
Take shorter showers.	1	.3	.3	81.6
Taking out my lawn and tree.	1	.3	.3	81.9
The sprinkler's pressure is being replaced and we are fixing the leaks.	1	.3	.3	82.3
The sprinkler only goes off once per week	1	.3	.3	82.6
To make sure the equipment is working well and up to the standards.	1	.3	.3	82.9
Turn off sprinkler system.	1	.3	.3	83.2
Turn off water to sprinklers when it rains.	1	.3	.3	83.5
Turn on the sprinklers manually and at night.	1	.3	.3	83.9
Turn the sprinklers down and use with less pressure.	1	.3	.3	84.2
Turning down water usage and knowing when to water.	1	.3	.3	84.5
Use less than 20 gallons a month.	1	.3	.3	84.8

Use less water when watering plants	1	.3	.3	85.2
Use less water.	1	.3	.3	85.5
Use sprinkler and check for broken sprinkler heads.	1	.3	.3	85.8
Use the sprinklers less time.	1	.3	.3	86.1
Using only the necessary water when washing the dishes, the laundry and when showering.	1	.3	.3	86.5
Wash clothes during the weekend. Wash dishes only once a day. Take a bath instead of a shower.	1	.3	.3	86.8
Wash clothes with a full load.	1	.3	.3	87.1
Wasted less unnecessary water	1	.3	.3	87.4
Water every other day.	1	.3	.3	87.7
Water less and at night.	2	.6	.6	88.4
Water less and only at night.	1	.3	.3	88.7
Water less.	1	.3	.3	89.0
Water plants on patio only.	1	.3	.3	89.4
Water saving shower heads.	1	.3	.3	89.7
Water the lawn less.	1	.3	.3	90.0
Water the lawn with the least amount of water.	1	.3	.3	90.3
Water when its not super hot but I keep my yard watered	1	.3	.3	90.6
Water yard by hose sometimes.	1	.3	.3	91.0
Watering less.	1	.3	.3	91.3
We've been controlling the amount that goes out and less time watering.	1	.3	.3	91.6
We've cut down on watering the lawn and washing clothes and we take baths instead of showers.	1	.3	.3	91.9

We've decreased irrigation.	1	.3	.3	92.3
We are just careful.	1	.3	.3	92.6
We built a yard to use less water.	1	.3	.3	92.9
We cut down water in the front yard	1	.3	.3	93.2
We don't water outside.	1	.3	.3	93.5
We don't leave water running	1	.3	.3	93.9
We don't use much water but we've wahed our car less often	1	.3	.3	94.2
We had new sprinkler regulators put in today.	1	.3	.3	94.5
We have cut down the timers on the sprinklers on our lawn.	1	.3	.3	94.8
We have more concrete than grass.	1	.3	.3	95.2
We have reduced the length of time and the number of time we irrigate our lawn.	1	.3	.3	95.5
We have turned off automatic sprinklers and no over watering on our plants.	1	.3	.3	95.8
We havent taken any step toward water conservation	1	.3	.3	96.1
We keep an eye on the sprinklers and the wheather patterns and adjust the accordingly	1	.3	.3	96.5
We let most of the backyard die off.	1	.3	.3	96.8
We lowered our use of water.	1	.3	.3	97.1
We monitor the drip irrigation.	1	.3	.3	97.4
We moved to a smaller parcel of land.	1	.3	.3	97.7
We only water every three days	1	.3	.3	98.1
We only water when necessary.	1	.3	.3	98.4
We replaced a big lawn with turf.	1	.3	.3	98.7

	We try to keep an eye out for broken sprinklers, and use natural plants.	1	.3	.3	99.0
	We try to not over water our plants.	1	.3	.3	99.4
	We work with the climate.	1	.3	.3	99.7
	When it rains, shut sprinklers off. Laid Pete Moss and wood chips.	1	.3	.3	100.0
	Total	310	100.0	100.0	

Q12: Do you recall seeing or hearing messages about the 20 Gallon Challenge?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	122	39.4	39.4	39.4
	No	184	59.4	59.4	98.7
	Don't Know/Refused	4	1.3	1.3	100.0
	Total	310	100.0	100.0	

Q13: How would you rate your overall satisfaction with the Otay Water District as your water service provider?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	79	25.5	25.6	25.6
	Very good	116	37.4	37.5	63.1
	Good	92	29.7	29.8	92.9
	Fair	17	5.5	5.5	98.4
	Poor	3	1.0	1.0	99.4

	Very poor	2	.6	.6	100.0
	Total	309	99.7	100.0	
Missing	Don't Know/Refused	1	.3		
	Total	310	100.0		

Q14: Have you ever visited the Otay Water District website?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	83	26.8	27.2	27.2
	Have access to internet, but have not visited website	172	55.5	56.4	83.6
	Do not have access to the internet	50	16.1	16.4	100.0
	Total	305	98.4	100.0	
Missing	Don't Know/Refused	5	1.6		
	Total	310	100.0		

Q14a: How would you rate the website?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	17	5.5	20.5	20.5
	Good	45	14.5	54.2	74.7
	Fair	11	3.5	13.3	88.0
	Don't Know/Refused	10	3.2	12.0	100.0
	Total	83	26.8	100.0	

Missing	System	227	73.2		
Total		310	100.0		

Q15a: Sewer water					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	123	39.7	39.7	39.7
	No	111	35.8	35.8	75.5
	Don't Know/Refused	76	24.5	24.5	100.0
	Total	310	100.0	100.0	

Q15b: Storm Drain Runoff					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	133	42.9	42.9	42.9
	No	104	33.5	33.5	76.5
	Don't Know/Refused	73	23.5	23.5	100.0
	Total	310	100.0	100.0	

Q16: OWD is exploring the expansion of recycled water into your part of the district for use in irrigating landscape in public areas thereby freeing up more drinking water. Would you favor or oppose such a plan?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly favor	35	11.3	70.0	70.0
	Somewhat favor	10	3.2	20.0	90.0

	Somewhat oppose	2	.6	4.0	94.0
	Strongly oppose	2	.6	4.0	98.0
	Don't Know/Refused	1	.3	2.0	100.0
	Total	50	16.1	100.0	
Missing	System	260	83.9		
Total		310	100.0		

Q17a: Would you favor or oppose the use of recycled water for watering landscaping along freeways open spaces, parks and golf courses?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Favor	41	13.2	82.0	82.0
	Somewhat Favor	9	2.9	18.0	100.0
	Total	50	16.1	100.0	
Missing	System	260	83.9		
Total		310	100.0		

Q17b: Use of recycled water for replenishing recreational lakes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Favor	31	10.0	62.0	62.0
	Somewhat Favor	9	2.9	18.0	80.0
	Somewhat Oppose	7	2.3	14.0	94.0
	Strongly Oppose	3	1.0	6.0	100.0

	Total	50	16.1	100.0	
Missing	System	260	83.9		
	Total	310	100.0		

Q17c: Use of recycled water for watering residential front yards?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Favor	38	12.3	76.0	76.0
	Somewhat Favor	10	3.2	20.0	96.0
	Somewhat Oppose	1	.3	2.0	98.0
	Strongly Oppose	1	.3	2.0	100.0
	Total	50	16.1	100.0	
Missing	System	260	83.9		
	Total	310	100.0		

Q17d: Use of recycled water as an addition to the supply of drinking water?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Favor	7	2.3	14.0	14.0
	Somewhat Favor	13	4.2	26.0	40.0
	Somewhat Oppose	7	2.3	14.0	54.0
	Strongly Oppose	20	6.5	40.0	94.0
	Don't Know/Refused	3	1.0	6.0	100.0
	Total	50	16.1	100.0	

Missing	System	260	83.9		
	Total	310	100.0		

Q18: Are you aware of reports that indicate that San Diego County is presently experiencing a drought?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	260	83.9	84.4	84.4
	No	48	15.5	15.6	100.0
	Total	308	99.4	100.0	
Missing	Don't Know/Refused	2	.6		
	Total	310	100.0		

CALL: Have you called the Otay Water District for service or other help during the past 6 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	9.7	9.7	9.7
	No	278	89.7	89.7	99.4
	Don't Know/Refused	2	.6	.6	100.0
	Total	310	100.0	100.0	

PPH: How many persons, including yourself, live in your household?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	5.8	6.0	6.0

	2	76	24.5	25.5	31.5
	3	61	19.7	20.5	52.0
	4	82	26.5	27.5	79.5
	5	35	11.3	11.7	91.3
	6	15	4.8	5.0	96.3
	7	5	1.6	1.7	98.0
	8	1	.3	.3	98.3
	9	5	1.6	1.7	100.0
	Total	298	96.1	100.0	
Missing	Don't Know/Refused	12	3.9		
	Total	310	100.0		

TEN: Is your residence owned by someone in your household, or is it rented?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	265	85.5	87.5	87.5
	Rent/Other status	38	12.3	12.5	100.0
	Total	303	97.7	100.0	
Missing	Don't Know/Refused	7	2.3		
	Total	310	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	65	21.0	22.2	22.2
	At least one year of college, trade or vocational school	83	26.8	28.3	50.5
	Graduated college with a bachelor's degree	96	31.0	32.8	83.3
	At least one year of graduate work beyond a bachelor's degree	49	15.8	16.7	100.0
	Total	293	94.5	100.0	
Missing	Don't Know/Refused	17	5.5		
Total		310	100.0		

AGE: Please tell me when I mention that category that contains your age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24	6	1.9	2.1	2.1
	25 to 34	36	11.6	12.4	14.4
	35 to 44	86	27.7	29.6	44.0
	45 to 54	80	25.8	27.5	71.5
	55 to 64	44	14.2	15.1	86.6
	65 and over	39	12.6	13.4	100.0
	Total	291	93.9	100.0	
Missing	Don't Know/Refused	19	6.1		
Total		310	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	151	48.7	52.2	52.2
	Black, not of Hispanic origin	17	5.5	5.9	58.1
	Hispanic or Latino	88	28.4	30.4	88.6
	Asian or Pacific Islander	22	7.1	7.6	96.2
	Another ethnic group	11	3.5	3.8	100.0
	Total	289	93.2	100.0	
Missing	Don't Know/Refused	21	6.8		
Total		310	100.0		

ethtxt					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		299	96.5	96.5	96.5
	Indian	3	1.0	1.0	97.4
	Middle Eastern	6	1.9	1.9	99.4
	Native American	2	.6	.6	100.0
	Total	310	100.0	100.0	

INC: Could you tell me your annual income before taxes?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$25,000	11	3.5	5.0	5.0
	\$25,000 up to but not including \$50,000	31	10.0	14.0	19.0

	\$50,000 up to but not including \$75,000	47	15.2	21.3	40.3
	\$75,000 up to but not including \$100,000	65	21.0	29.4	69.7
	\$100,000 up to but not including \$150,000	67	21.6	30.3	100.0
	Total	221	71.3	100.0	
Missing	Don't Know/Refused	89	28.7		
	Total	310	100.0		

LAN: Language of Interview					
		Frequency	Percent	Valid Percent	Cumulative Percent
	English	279	90.0	90.0	90.0
Valid	Spanish	31	10.0	10.0	100.0
	Total	310	100.0	100.0	