Introduction

Tuerff-Davis EnviroMedia Inc. conducted a comprehensive Water Awareness Research Study to help illustrate the importance of knowing where our water supply comes from and how it is consumed. This research pinpoints critical attitudes and behaviors among Texas citizens and those affected by the Governor's Water Conservation Implementation Task Force's recommended Best Management Practices.

A combination of qualitative and quantitative research was strategically conducted to benchmark statewide attitudes and perceptions about water efficiency. Since attitudes, climates and water supplies vary in Texas unlike in any other state, the research studies were segmented geographically according to the Texas Water Development Board's 16 Regional Water Planning Areas. EnviroMedia's water awareness strategy focused on three research target groups for all regions: regulated community, stakeholders and citizens.

Research was conducted during the following dates:

In-Depth Interviews	July–August 2004
Quantitative Survey	August 2004
Focus Groups	October 18–21, 2004

The following pages provide a complete analysis of the findings. These findings may be used as benchmarks for ongoing campaign results and as a resource from which to develop the most effective messaging and umbrella brand for the state's potential future water awareness and conservation efforts.

EnviroMedia assembled a top team of independent research experts to help conduct this research study. Baselice and Associates conducted the quantitative survey, and Wilson Research Strategies conducted the focus groups. EnviroMedia's in-house research team conducted the in-depth interviews and provided the overall research project management and strategic analysis.

The data contained in this report is the sole property of the Texas Water Development Board.

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Research Overview

The Water Awareness Research Study provides a detailed look at water issues in Texas. The Study contains three components: Water Stakeholder Interviews, a Quantitative Consumer Survey and Focus Group Testing.

Executive summaries, detailed findings and copies of all raw data, questionaires and formal deliverables are provided in hard copy and in electronic format in this Study.

The following is an overview of each research component's key findings.

Key Findings

Water Stakeholder Interviews

From analysis of the 100 water stakeholder interviews, it is clear that concern about water supply runs very high and that stakeholders believe conservation is considered the most important environmental issue for Texas.

Virtually every stakeholder would like to see a statewide public education campaign to increase water conservation among the public. Funding for water conservation is highly desirable with fees on bottled water or a flat fee on all water meters as the preferred mechanisms.

A majority of stakeholders perceive each of the Water Task Force's nine conservation strategies as effective; with public information and outreach strategies identified as most effective.

Quantitative Consumer Survey

The research derived from a statewide quantitative survey of 1,228 Texans underscores that water conservation is also important to the general public, not just to water stakeholders. In fact, the level of agreement is overwhelming – 98 percent of respondents believe that water conservation is important.

The following conclusions by Baselice and Associates further explain the general and specific attitudes about water conservation.

A noteworthy finding is that while nine out of 10 Texans say they take some steps to conserve water now, almost three quarters (72 percent) believe they could do more. This significantly untapped potential should be further explored.

Eighty-seven percent of Texans feel it would be beneficial to increase the awareness of water conservation techniques through a public education campaign similar to "Don't Mess with Texas."

While 46 percent of Texas residents are aware of efforts in their part of the state to conserve water, 71 percent believe the State of Texas should fund the implementation of conservation strategies.

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Fifty-five percent think government (30 percent naming the state government) is most able to ensure Texas has enough water, versus 24 percent who think consumers are most able.

Sixty-two percent do not think state government is doing enough to educate the public on ways to conserve water.

Eight out of nine (87 percent) respondents are more likely to conserve water after learning more about it and hearing some ideas.

Comparing the Water Stakeholders with the Consumer Interviews

The questionnaires for the stakeholders and the consumers for this project were very different by design. The stakeholder group is by definition more aware of water issues and more sophisticated about potential risks and solutions. The questions aimed at them were therefore more detailed and more focused on specific strategies. Consumers are less aware and less knowledgeable about water conservation so the focus in that segment is on their water use and potential messages that might shape that behavior in the future. However, despite these differences, four areas provide a useful comparison of opinions to ascertain the degree to which the stakeholder's attitudes represent the general public opinion.

1. *Biggest Environmental Concerns Are Different*
Not surprisingly, the primary environmental concern among water conservation stakeholders is water quantity. Consumers' top concern is air pollution. However, when prompted about water conservation, consumers said it was very important.

2. *Awareness of Local Water Efforts Is Different*
Stakeholders are far more likely to be aware of local water conservation efforts than are consumers.

3. *State of Texas Role Is Consistent Between Both Segments*
Both stakeholders and consumers believe the State is most able to ensure Texas has enough water, and a significant portion of both groups believe the State must work closely with other levels of government and consumers to accomplish this successfully.

4. *Both Segments Want the State to Do More to Educate the Public and to Provide Funding to Implement Water Strategies*
Both stakeholders and consumers want the State to do more for water conservation, including provide funding to implement water strategies and to initiate a statewide public education campaign.

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Focus Group Overview

The focus groups are a mechanism to test creative messages to determine how to maximize water conservation in Texas. The groups indicate that supporting the need for conservation with specific facts and statistics is an important component in motivating conservation behavior. A combination of saving money on water bills and saving water proved to be the most effective message tested. “Water IQ” is the most popular logo tested, especially when presented with “Know your water” as a tagline.

Marketing Recommendations

EnviroMedia's marketing team has reviewed the research and combined the findings with their own extensive experience in designing and executing marketing campaigns to develop a recommended approach to increasing awareness of water conservation in Texas.

“Water IQ, Know your water” is the recommended branding concept to be used in future water awareness campaigns. The Water IQ brand is a compelling way for the State of Texas to promote the awareness of the importance and relevance of water to the future of Texas. “Water IQ, Know your water” challenges residents to think about their knowledge of water resources and encourages them to learn more about ways they can be more efficient with their water use. The brand is seen as strong and attention–grabbing with universal appeal. The iconic nature of the water drop draws in observers and immediately registers the association of water and knowledge in the mind of the viewer. The brand is versatile and can be used in all forms of communication.

Spanish concepts were evaluated in two Hispanic-dominant markets (Laredo and El Paso). “Water IQ” resonates more among the Spanish speaking audience than its Spanish equivalent and clearly communicates water awareness. The Spanish-speaking audience, reacted similarly to Anglo audiences to the brand, citing its clear graphic elements and challenge to learn more.

However, to deepen the brand’s connection to Hispanic audiences, the recommendation is to fully translate the tagline from “Know your water” to “Conozca su agua.”

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Brand Recommendation

Know your water.

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Conozca su agua.

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Water Conservation
In-Depth Interviews Summary

Research Objective

The primary objective is to benchmark existing attitudes and perceptions regarding water conservation in Texas now and in the future among key stakeholder groups.

Research Methodology

One hundred stakeholders were interviewed individually by telephone during the weeks of July 12 through August 7, 2004. The stakeholders were selected at random from a list compiled by the Texas Water Development Board (TWDB). The list included individuals who are actively involved in water issues and represent a cross section of water regions across Texas and across several major stakeholder groups including:

- Municipalities
- Agriculture
- Industry
- Environmental Groups
- Regional Water Planning Groups
- Federal and State officials
- Professional Water Conservation Agencies

Figure 1 is a matrix that shows the breakdown of stakeholders by affiliated stakeholder group and by water region. A copy of the questionnaire used in the interviews is included at the end of this section.

Figure 1: Stakeholders by Group and Region

GROUP	NUMBER OF INTERVIEWS
Agriculture	12
Environmental	13
Municipalities	8
Industry	9
Counties	11
Water Districts	13
Water Utilities	6
Public Members	6
Electric Generating Utilities	5
River Authorities	7
State Agencies	3
Small Businesses	6
Other (Chair of Region M)	1

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Figure 1: Continued

	REGION	NUMBER OF INTERVIEWS
N	Coastal Bend	5
O	Llano Estacado	6
A	Panhandle	7
E	Far West Texas	5
F	West Texas	7
H	Houston Area	7
D	North East Texas	7
B	North Texas	5
I	East Texas Region	7
C	Dallas Area	9
G	Brazos Region (Waco, etc.)	6
J	Plateau Region (Kerrville Area)	6
K	Lower Colorado Region (Austin)	7
M	Rio Grande Region (Laredo, Brownsville)	5
L	South Central Texas Region (San Antonio)	7
P	Lavaca Region	4

Executive Summary

The primary findings from this report are:

Concern about water quantity in Texas runs very high among those most involved in water issues. This issue ranks number one among stakeholders when asked what the biggest environmental problem in Texas is now and will be in the future.

All but one of the stakeholders believe water conservation is important for Texas. However, no one reason alone is driving its importance.

Some of the reasons water conservation is necessary included drought response, the need to develop new water sources and as part of a comprehensive water policy.

Seventy-seven of the 100 respondents are aware of local water conservation strategies in their area.

Stakeholders believe the state is most responsible for ensuring Texas has enough water. However, they also believe the state needs to work closely with local governments, consumers and "everyone else" to get the job done.

Attitudes are mixed regarding whether the State Water Plan places sufficient emphasis on water conservation.

The most important actions state level officials can do include:

- Provide funding, incentives and/or penalties to encourage conservation
- Create stronger laws and mandates

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Ninety-six of the 100 stakeholders want to see a statewide educational campaign similar to "Don't Mess with Texas" for water conservation.

Ninety of the 100 stakeholders are interested in the state providing funding for water conservation. More than half support fees on bottled water sales and almost half support a flat fee on all water meters. Figure 2 is a matrix showing how much support exists for specific funding mechanisms.

Figure 2: Support for Specific Funding Mechanisms

Fees on bottled water	57%
Flat fee imposed on all water meters	48%
Fee on out of state water suppliers	28%
Increasing the state portion of the sales tax	27%
Using money from the water infrastructure fund	25%
Fees on plumbing fixtures	19%
Fees on water industry goods and services	16%
No support for any funding source	16%
Fee based on water consumption	11%
Write in support for other funding sources	8%

In terms of specific water conservation strategies, a simple index from the results was created that combines stakeholder awareness and perceived effectiveness of nine different strategies, ranked in order as shown in Figure 3.

Figure 3: Water Conservation Strategies Index

Strategy	Aware	Effective	Index
Public information and outreach	97	94	191
Irrigation practices for agriculture*	94	91	185
Financial/technical support	96	89	185
Land management*	91	83	174
Use of greywater	91	84	175
Agriculture water use management*	80	82	162
Large user strategies	69	82	151
Rainwater harvesting	85	63	148
Individual meter replacement/ Deployment	61	76	137

**Note that irrigation practices for agriculture refer to the efficiency of the technology and systems used to irrigate. Land management designates practices such as brush control or conversion to dryland farming. Agriculture water use management includes water audits.*

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Of these nine strategies, all were perceived to be effective by more than two-thirds of the stakeholders, and all but one were perceived as effective by three-quarters.

In addition, when asked separately what the single, most effective strategy for water conservation would be, 38 stakeholders focused on education and public awareness and 29 focused on pricing or rate structures. The remainder was spread among nine other strategies.

Conclusions from the Stakeholder Research

1. Water conservation is the most critical environmental issue in Texas among stakeholders. People who are actively involved in water issues are most concerned about conserving it.
2. Stakeholders believe the state is most responsible for ensuring the water supply in Texas, but they are not convinced the State Water Plan is focused enough on water conservation.
3. Virtually every stakeholder wants to see a statewide campaign to educate the public about the need for water conservation. In fact, education is considered the top strategy for taking conservation to the next level in Texas.
4. Funding for water conservation is highly desirable, with strong support for a bottled water tax and a flat fee on all water meters.
5. Each of the nine water conservation strategies included in the research are favored by most stakeholders. Outside of these strategies, education and public awareness, and pricing or rate structures are preferred by most stakeholders.

See enclosed CD-ROM (disk) at the end of this report for matrix containing complete details on in-depth interviews.

Water Conservation Quantitative Research Report Summary

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Report Summary Contents

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Executive Summary

The primary findings from this report are listed below.

Our research found that 98 percent of respondents believe water conservation is important. Water conservation as an issue has almost universal support among Texans.

Only 28 percent of Texans definitely know the natural source for their drinking water.

Nearly half (48 percent) of respondents believe there will probably not be enough water or that Texas will experience a considerable shortage of water within the next 25 years.

More than half of the respondents (54 percent) do not believe the Texas state government is doing enough about water conservation. Thirty-one percent believe it is doing enough and 15 percent aren't sure.

Seventy-one percent believe statewide funding should be used to implement water conservation strategies.

Nine out of 10 respondents indicate they presently conserve water, and 72 percent believe they could do more.

Eighty-seven percent feel it would be beneficial to Texas residents to increase their awareness of water conservation through a campaign similar to "Don't Mess with Texas."

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Conclusions

Timing is right to elevate the water conservation dialog on a statewide basis. Water conservation behavior is bi-partisan and shows little variance by region, ideology or gender. Income is more of a predictor, with those earning more than $50,000 per year being most likely to conserve.

The study shows a clear potential for increasing water conservation among a willing public. This potential can be maximized through selected key messages and a statewide campaign. Very strong support exists for funding water conservation awareness in all regions of Texas across all demographic and ideological lines.

Research Objectives

The primary objectives of this research were to measure attitudes and perceptions among the general public about water conservation, to benchmark water conservation behavior and to evaluate the potential effectiveness of selected messages.

Research Methodology

EnviroMedia commissioned Baselice and Associates to conduct a representative statewide telephone poll drawn from a random sample of 1,228 consumers from August 1 through 7, 2004. The confidence interval of these results is plus or minus 3 percent. (For the breakdown of interviews by water region, see map on page 17.) The survey instrument is included at the end of this section.

Detailed Findings

The following section of the report summarizes responses to questions asked in the survey.

Complete cross tabulations are found on the CD-ROM (disk) at end of this report.

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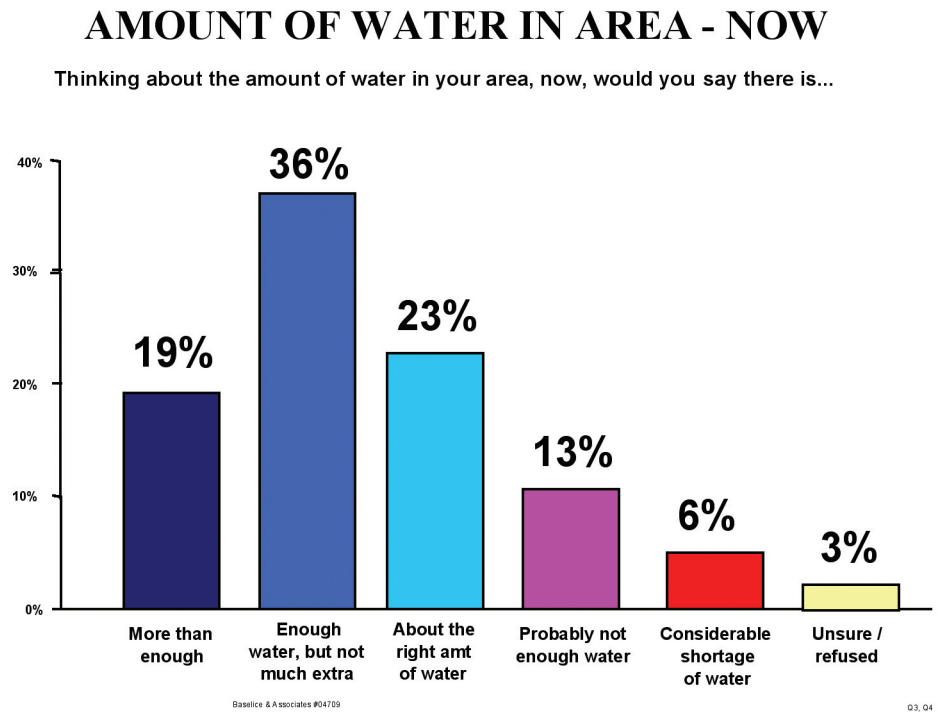
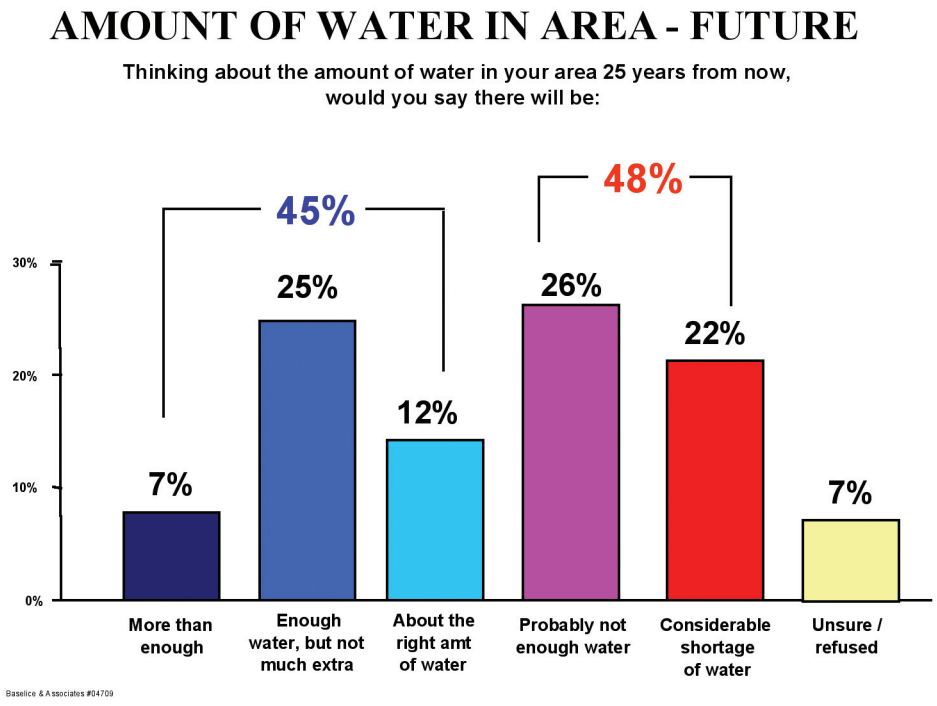
Opinions About Amount of Water Available Now and in the Future

Seventy-eight percent of respondents believe their area has enough water now while 22 percent believe their area does not or they are unsure. However, opinions are almost evenly mixed when asked whether there will be enough water in their area in the future. Forty-five percent believe water supply will be enough and 48 percent do not. Twenty-two percent believe there will be a considerable shortage of water.





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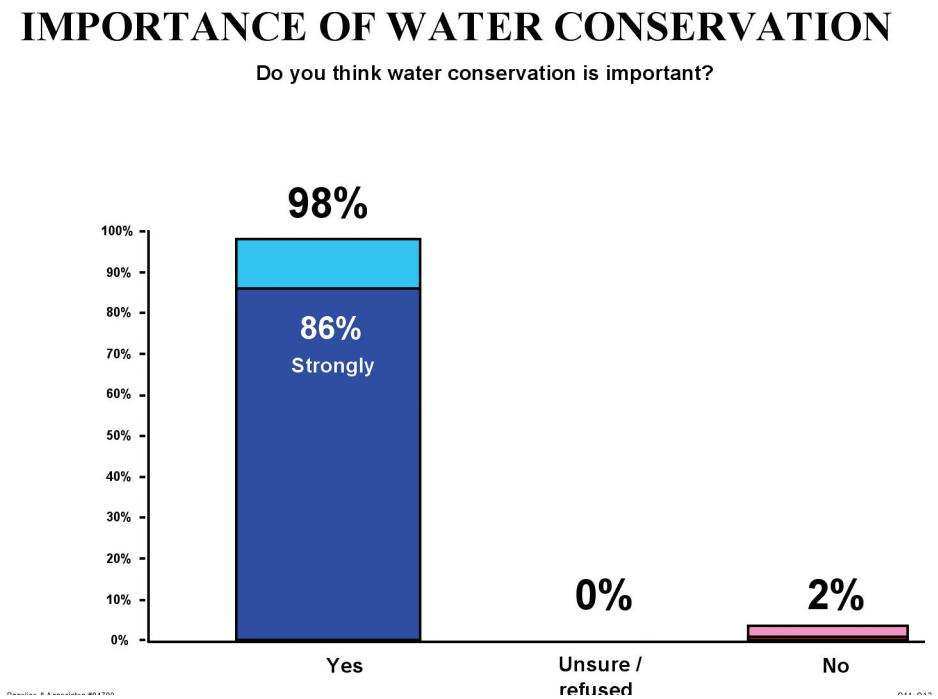
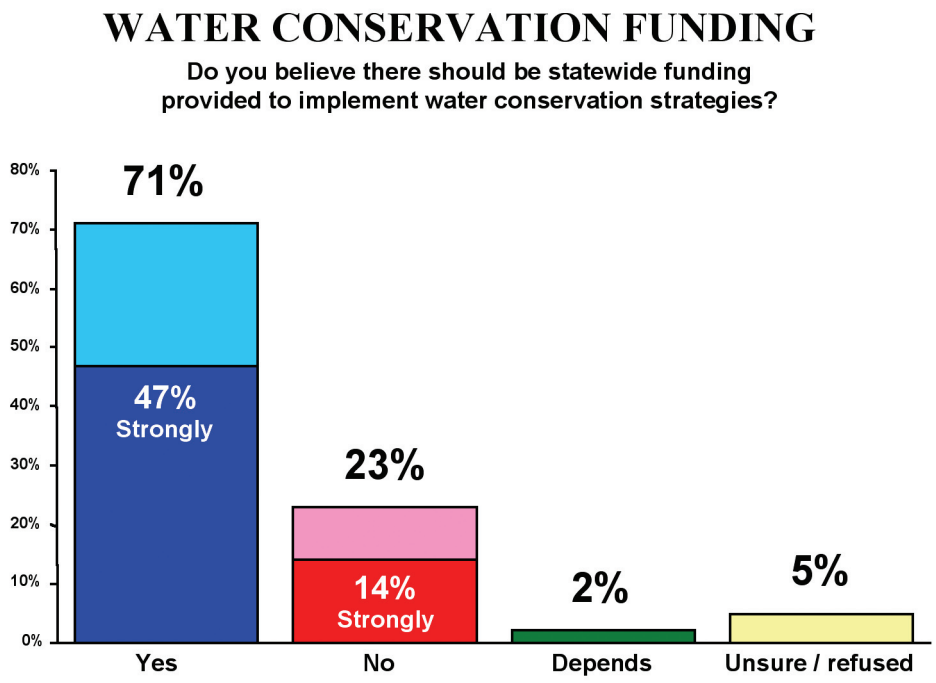
Importance of Water Conservation and Funding

Ninety-eight percent of Texans in this survey feel that water conservation is important, with 86 percent feeling strongly about it.



Further, 71 percent believe statewide funding should be provided to implement water conservation strategies.



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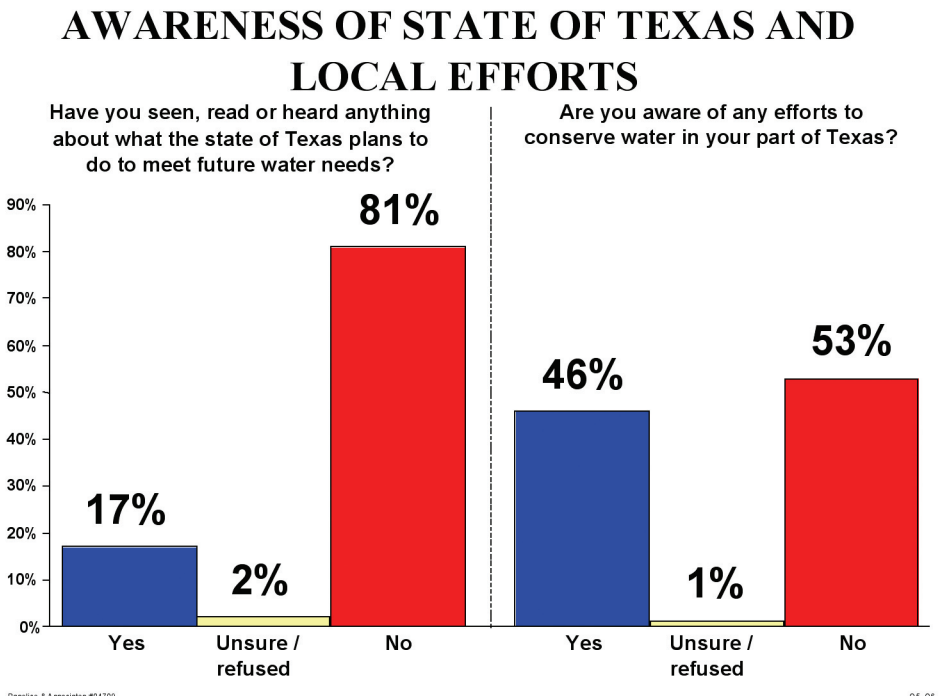
Awareness and Support of Efforts to Conserve Water

Despite their strong feelings about the importance of water conservation, very few respondents are aware of ongoing efforts in Texas.

Only 17 percent have read or heard anything about any State of Texas plans for water. Nearly half (46 percent) are aware of local efforts to conserve water.



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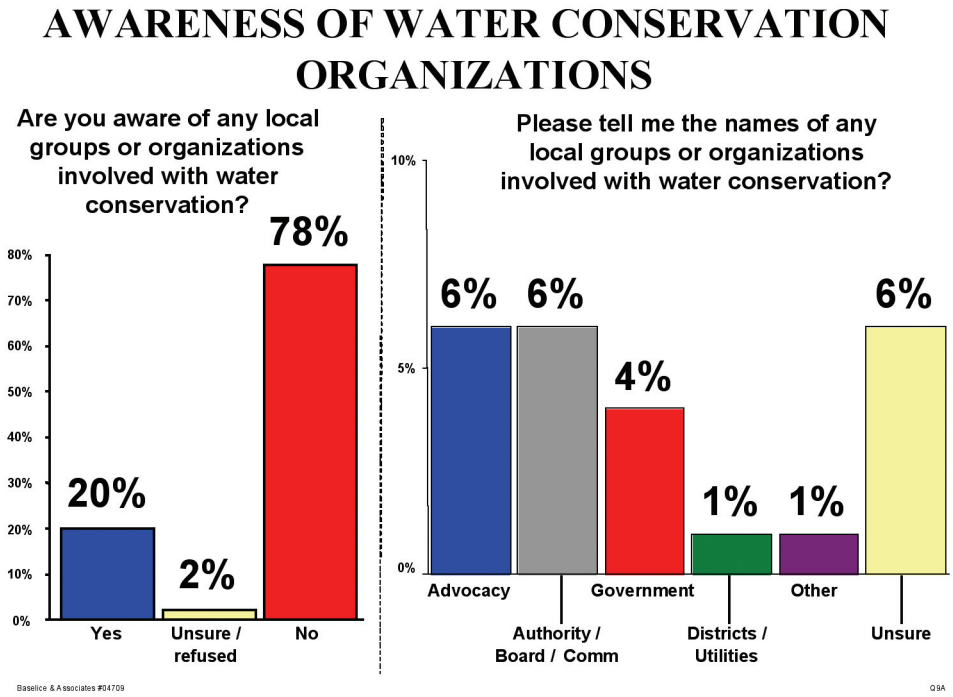
Twenty percent of respondents are aware of any local water conservation groups, and only 18 percent of those could actually name any specific group.



Similarly, only 20 percent were aware of any slogans or ads about water conservation and 14 percent of these could name one specifically.

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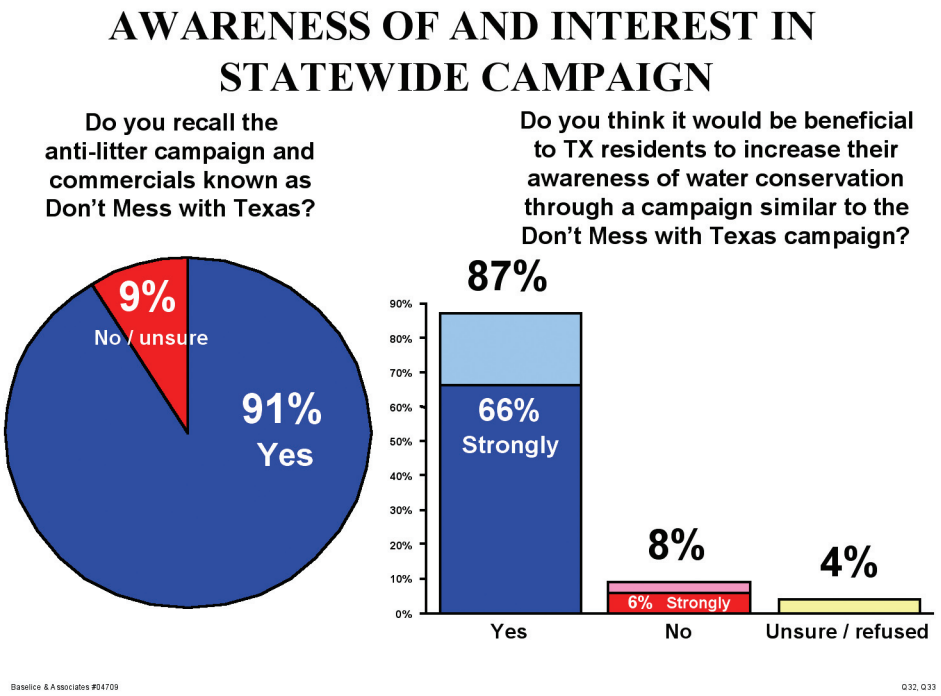
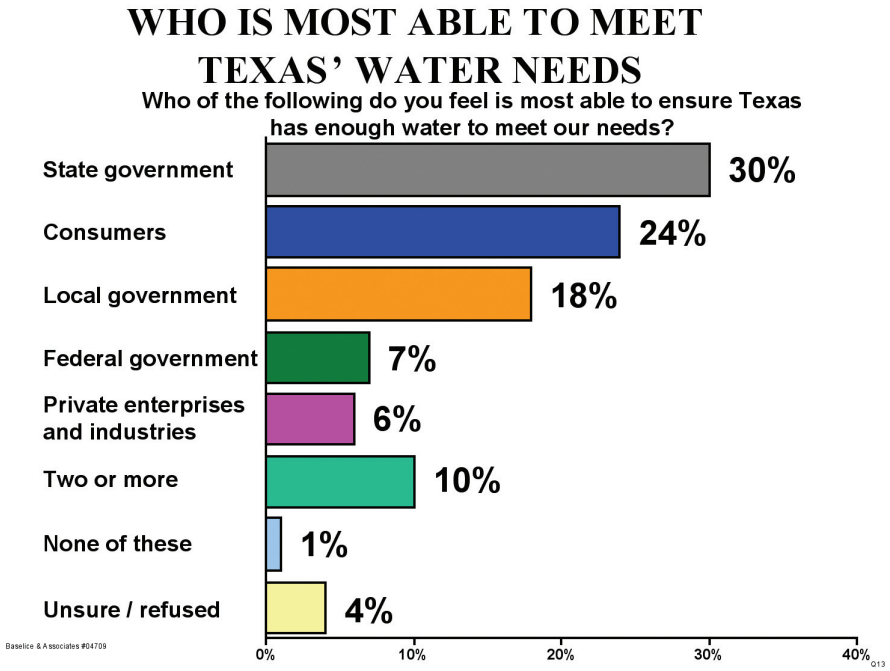
Ninety-one percent of respondents are aware of the litter prevention commercials known as “Don’t Mess with Texas.” Eighty-seven percent believe a similar campaign for water conservation would be beneficial, and 66 percent of those feel strongly about it.



Meeting Water Needs: Who Is Responsible and Are They Doing Enough?

State government, consumers and local government are the top three groups that respondents look to for ensuring Texas has enough water.



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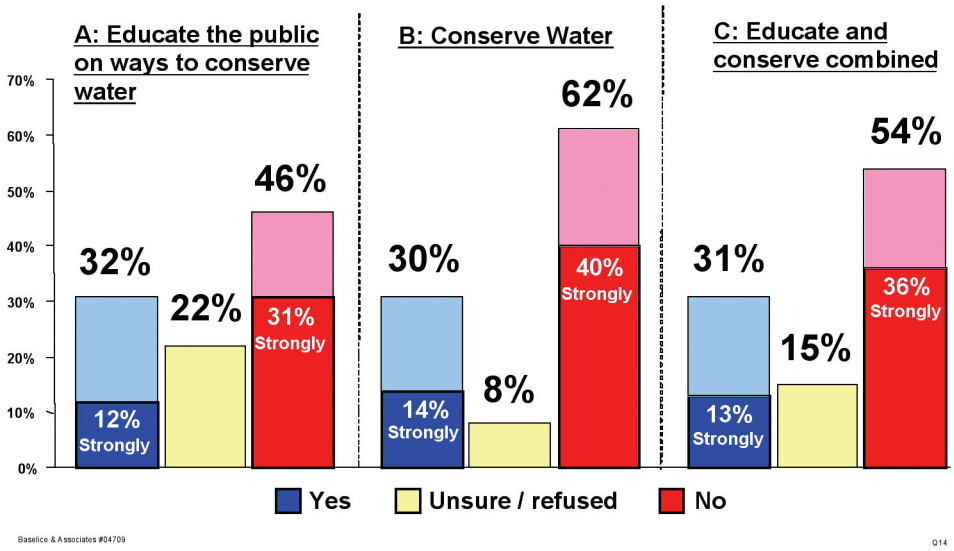
Forty-six percent feel the state government is not doing enough to conserve water. Sixty-two percent of respondents believe it is not doing enough to educate the public on ways to conserve water. Clearly a desire is prevalent to see the state take action in terms of education and in conservation itself.

IS THE STATE OF TEXAS GOVERNMENT DOING ENOUGH?

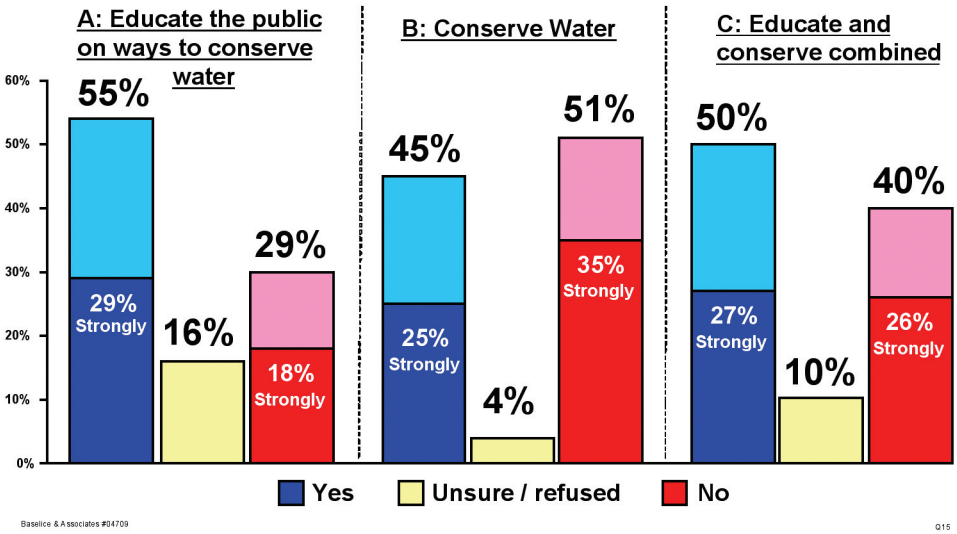
Do you believe the Texas state government is doing enough to (B: educate the public on ways to) conserve water?



A greater percentage of respondents feel their local water supplier is doing enough.

IS THE LOCAL WATER SUPPLIER DOING ENOUGH?

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



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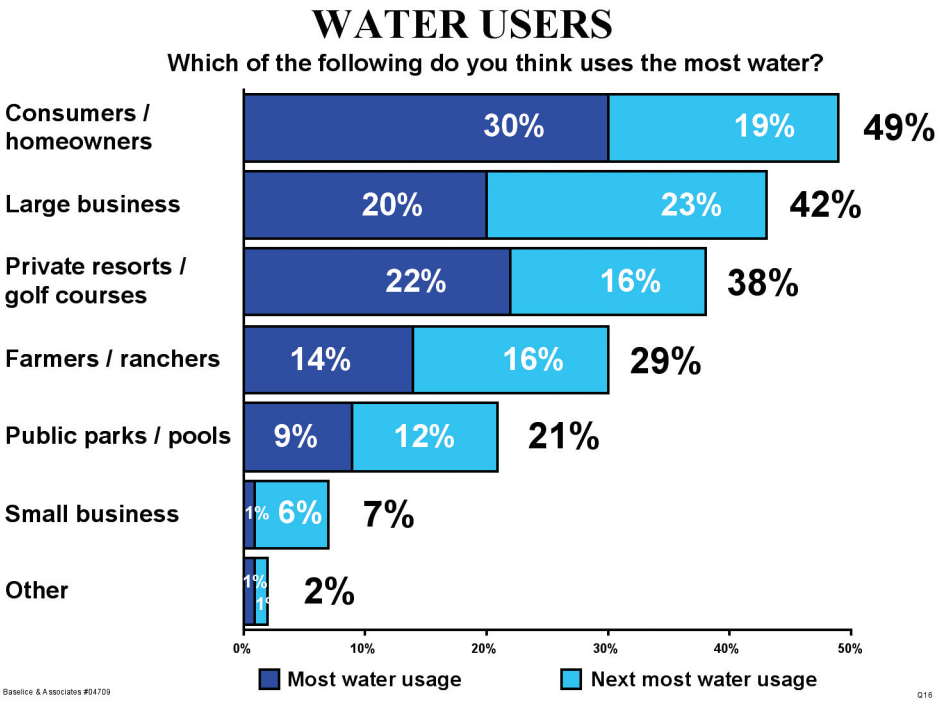
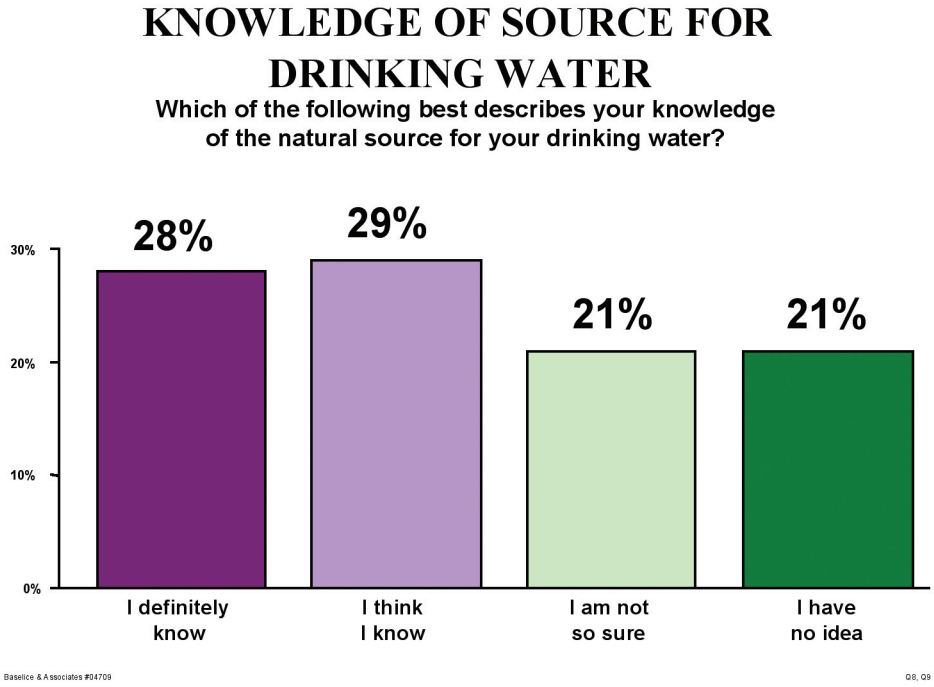
Identifying Users of Water and Source of Drinking Water

When asked who uses the most water, 30 percent of respondents named consumers, followed by large businesses and private resorts and golf courses at about 20 percent each.



Nearly half (42 percent) of respondents cannot identify the source of their own drinking water.



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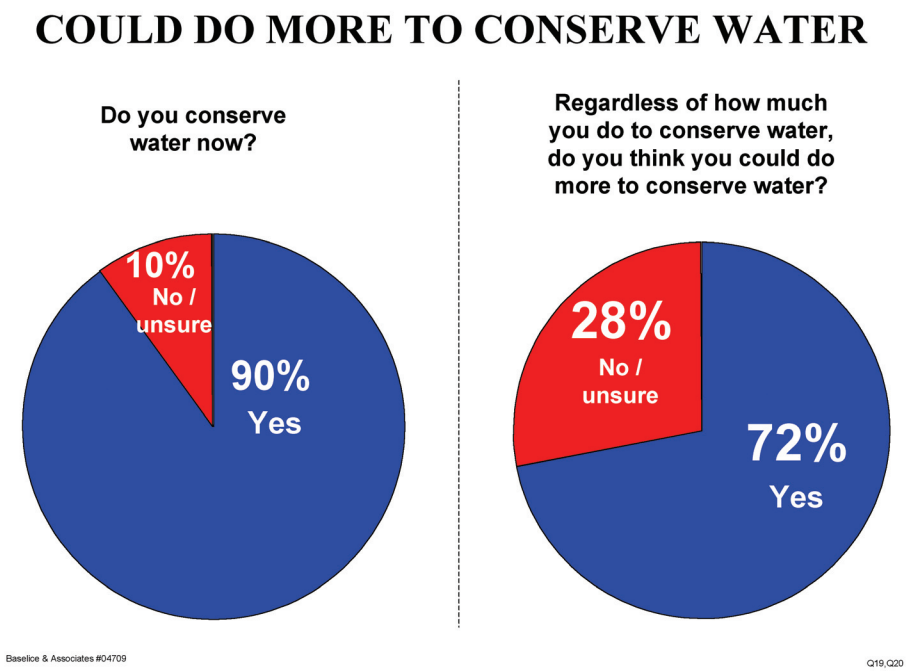
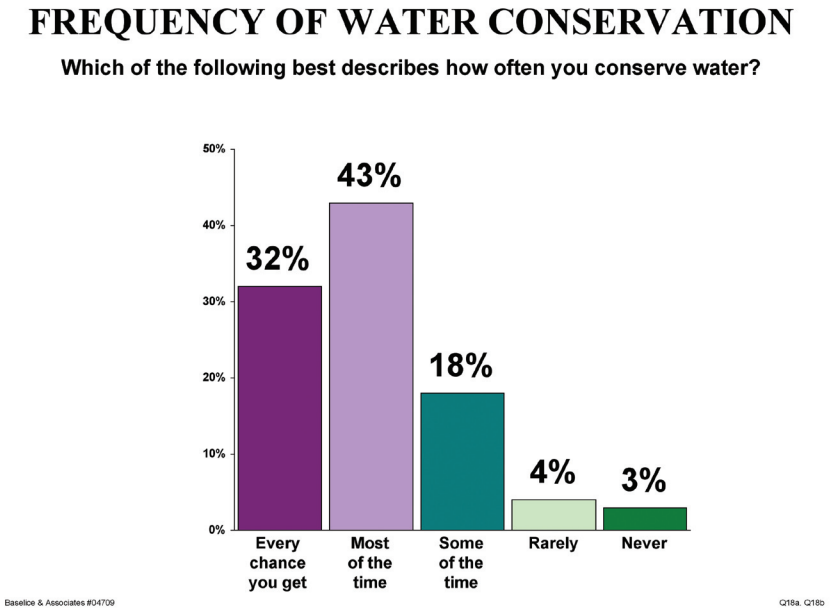
Consumer Conservation Behavior

An overwhelming number of respondents (90 percent) report that they conserve water now, and 72 percent believe they could do more to conserve water.



Nearly a third conserve every chance they get, 61 percent conserve some or most of the time and only 7 percent say rarely or never.



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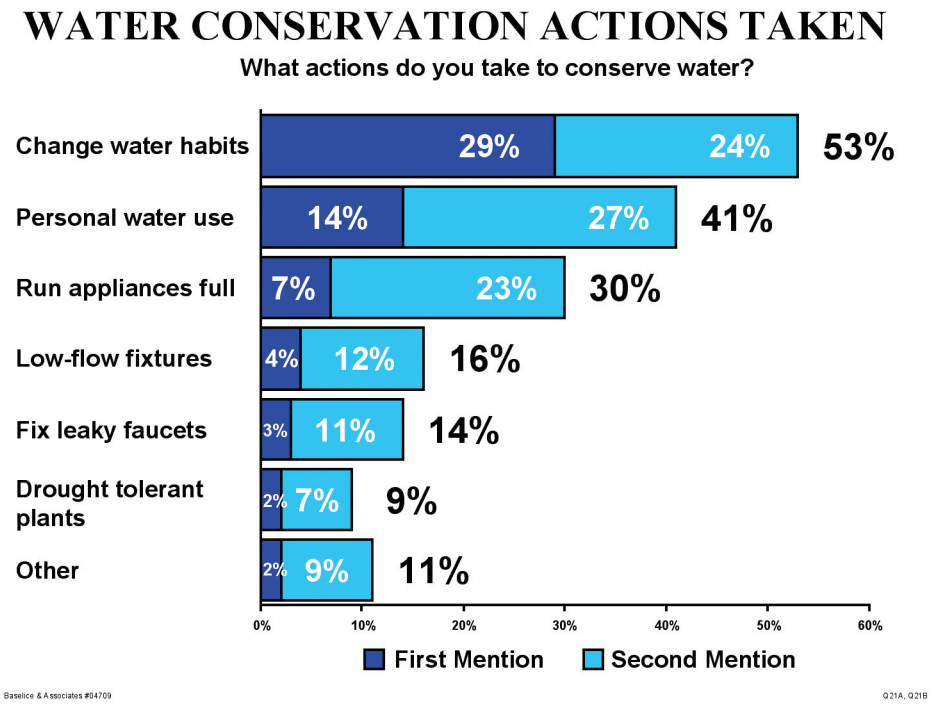
The most frequently reported conservation actions are changing water habits (i.e., hand watering outdoors, watering less frequently), reducing personal water use (i.e., reducing length of shower, turning off faucet when brushing teeth) and waiting to run appliances until they are full.



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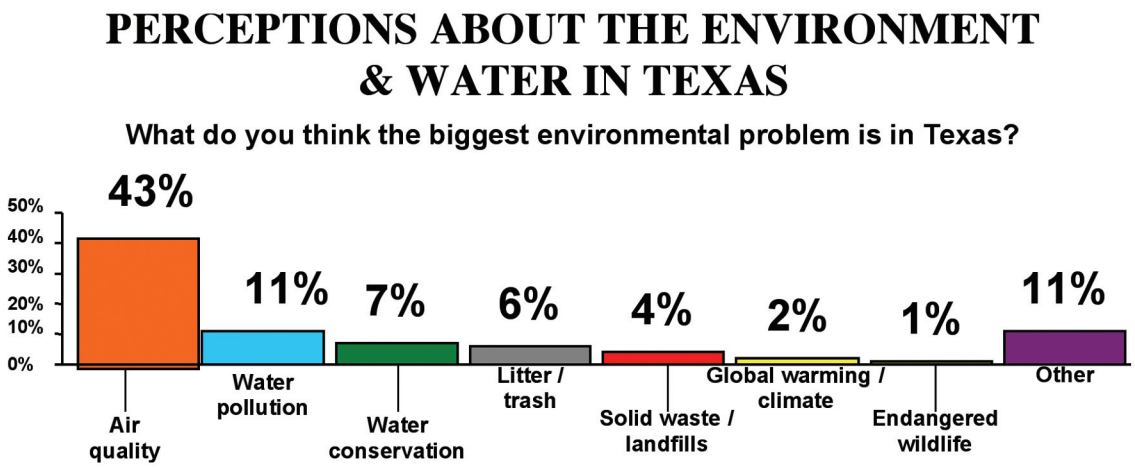
Profile of Texans Most Likely to Be Persuaded

Part of the research task was focused on identifying segments of the Texas population that are most likely to be persuaded to increase their water conservation behaviors. Our findings indicate that people with medium to higher annual household incomes of over $50,000, with a lawn, living outside of East Texas can be considered "most likely" to take more water conserving actions. East Texas receives more rain than the rest of the state and thus is not as inherently concerned about water than other Texas regions.

The research does not indicate significant differences in opinions in other regions, in political ideology or gender. Water conservation is truly an issue embraced almost universally by Texas citizens.

Biggest Environmental Problem in Texas

Respondents in this survey named air quality as Texas' biggest environmental problem (43 percent). Water pollution (11 percent) and water conservation (7 percent) rank a distant second and third. While air pollution is the predominant environmental concern in the state, a clear majority of Texans of all types want the state to do more to ensure the availability of clean water for their future.



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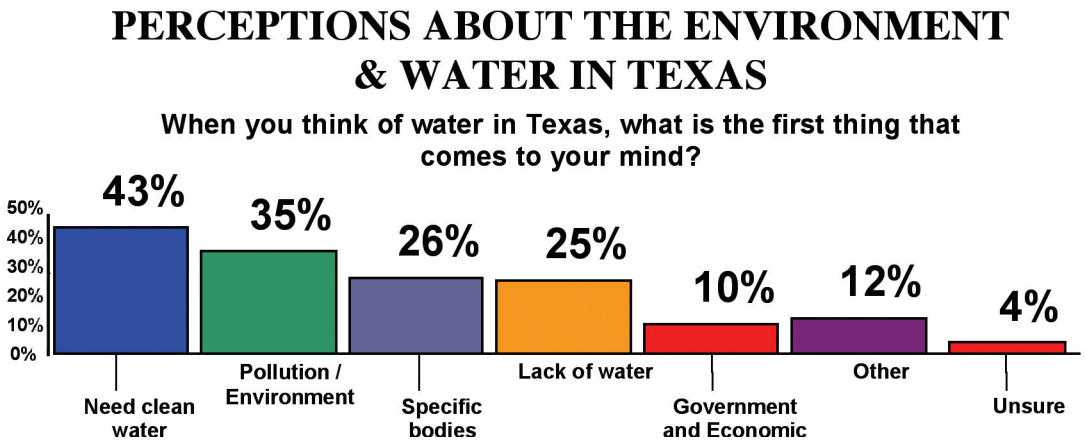
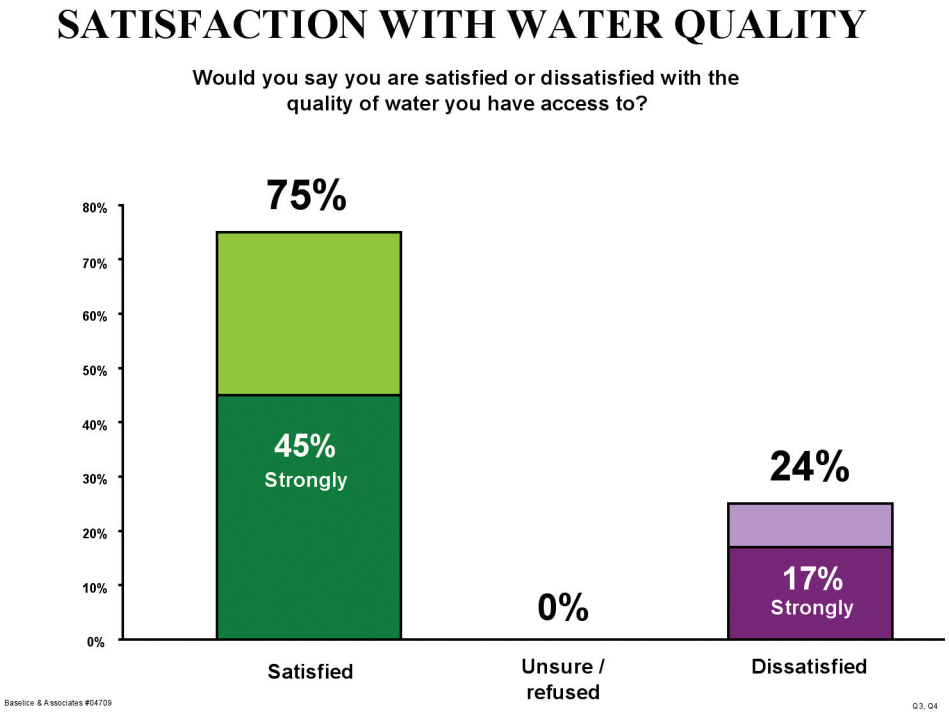
Top of Mind Responses About Water in Texas

When asked "What comes to mind when you think about water in Texas," "need for clean water" is the most frequently given response followed by general comments about water pollution and the environment. Lack of water was also one of the top answers along with the names of specific bodies of water including lakes and rivers.



Satisfaction with Water Quality

Seventy-five percent of the respondents are satisfied with their water quality while only 24 percent are not.



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APPENDIX:

Preliminary Message Testing

Any exposure is helpful for water conservation. After learning more about water conservation and hearing some ideas, eight out of nine (87 percent) respondents are more likely to conserve water.

Overall, the most persuasive messages were that “water conservation is good for the environment” and “being made aware of ways that neighbors can encourage one another to conserve water.” This “neighbors” message was most persuasive for women respondents. Male respondents were most persuaded by being made aware of the threat of not having enough water. Receiving savings on their water bill was also an effective message.

The following table shows the messages tested in this survey and their relative effectiveness with the overall sample as well as with a number of key subgroups.

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Figure 1: Message Testing

Q#	QUESTION WORDING	Total Sample (N=1,228)	Males <50 (n=323)	Males 50+ (n=266)	Females <50 (n=284)	Fems 50 + (n=313)	Anglos (n=797)	African-Americans (n=94)	Hispanics (n=238)	Conducted in Spanish (n=57)	Have lawn (n=875)	No lawn (n=331)	Republicans (n=413)	Democrats (n=315)	Independents (n=233)	Not Registered (n=77)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
1	Receiving savings on your water bill.	11.1	2.8	10.1	21.1	1.5	10.6	5.6	6.2	12.5	5.9	13.9	6.0	6.5	7.3	8.6
2	Being made aware of the threat of not having enough water.	9.8	20.7	1.2	4.8	3.0	12.7	4.0	12.9	18.9	5.5	14.2	13.7	3.1	11.0	3.9
3	Receiving rebates for installing water saving equipment such as low-flow shower heads and toilets.	9.8	5.8	6.5	6.2	7.4	7.1	5.8	7.7	9.9	9.5	7.4	5.3	6.4	5.6	11.4
4	Being fined for using too much water.	1.0	1.7	5.4	1.9	1.0	1.2	1.1	0.0	2.8	1.1	0.2	2.5	8.1	3.5	1.6
5	Getting tips on ways to save water such as not running the dishwasher until it is full or washing a load of laundry only when the machine is full.	9.9	1.0	9.0	15.0	7.2	5.4	12.8	0.2	10.1	10.6	1.2	6.0	8.0	4.6	6.8
6	Planting types of plants that can withstand a drought.	11.2	6.6	4.9	3.4	11.1	13.8	5.0	1.7	24.1	13.6	0.3	2.9	10.4	12.6	4.6
7	Being made aware of ways that neighbors can encourage one another to conserve water.	18.6	15.3	4.1	22.6	14.1	12.4	16.4	12.3	1.1	13.9	17.6	13.4	17.7	5.8	7.6
8	Being asked to water your lawn less often.	9.3	7.8	8.6	1.4	4.3	7.2	9.5	7.6	5.1	7.3	7.4	10.6	5.4	9.0	8.0
9	Being made aware that water conservation is good for the environment.	22.3	13.7	17.8	16.5	11.6	19.5	0.5	28.0	13.9	23.4	8.1	11.9	13.5	18.3	13.0

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Figure 1: Continued

Q#	QUESTION WORDING	Conserve some (n=112)	Cons. Some + Most (n=374)	Dallas - Ft. Worth (n=310)	Houston (n=279)	Brazos - Central (n=97)	Low Col. - S. Central (n=191)	Rio Grande - Coastal (n=103)	West Texas (n=148)	East Texas (n=100)	HH < $30,000 (n=282)	HH $30,000 to $49,999 (n=268)	HH $50,000 to $79,999 (n=245)	HH $80,000 + (n=230)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
1	Receiving savings on your water bill.	6.4	0.2	7.0	14.0	13.5	4.2	11.4	3.3	17.6	4.3	10.3	16.9	1.5
2	Being made aware of the threat of not having enough water.	4.2	3.6	13.6	3.1	6.6	8.7	6.0	3.8	1.7	4.5	25.2	2.4	2.9
3	Receiving rebates for installing water saving equipment such as low-flow shower heads and toilets.	9.0	11.3	11.3	0.5	8.9	15.5	1.6	15.0	7.1	11.3	2.1	0.2	16.4
4	Being fined for using too much water.	3.6	2.2	1.6	0.1	4.5	3.2	1.2	4.5	1.3	2.3	1.8	2.9	4.4
5	Getting tips on ways to save water such as not running the dishwasher until it is full or washing a load of laundry only when the machine is full.	4.9	17.7	13.3	5.1	4.1	10.4	8.5	0.2	14.1	3.2	1.9	6.5	5.1
6	Planting types of plants that can withstand a drought.	4.9	1.2	8.9	7.5	3.0	11.5	1.7	8.0	0.2	4.0	15.3	3.6	9.4
7	Being made aware of ways that neighbors can encourage one another to conserve water.	7.9	14.0	8.1	17.1	13.7	10.4	20.4	3.4	3.1	9.9	21.8	10.1	5.6
8	Being asked to water your lawn less often.	14.5	11.6	7.8	2.6	11.2	7.7	13.1	2.6	2.9	11.0	5.5	3.8	7.8
9	Being made aware that water conservation is good for the environment.	0.6	11.9	20.2	4.1	20.8	18.9	15.0	15.2	16.1	6.6	8.5	18.7	21.7

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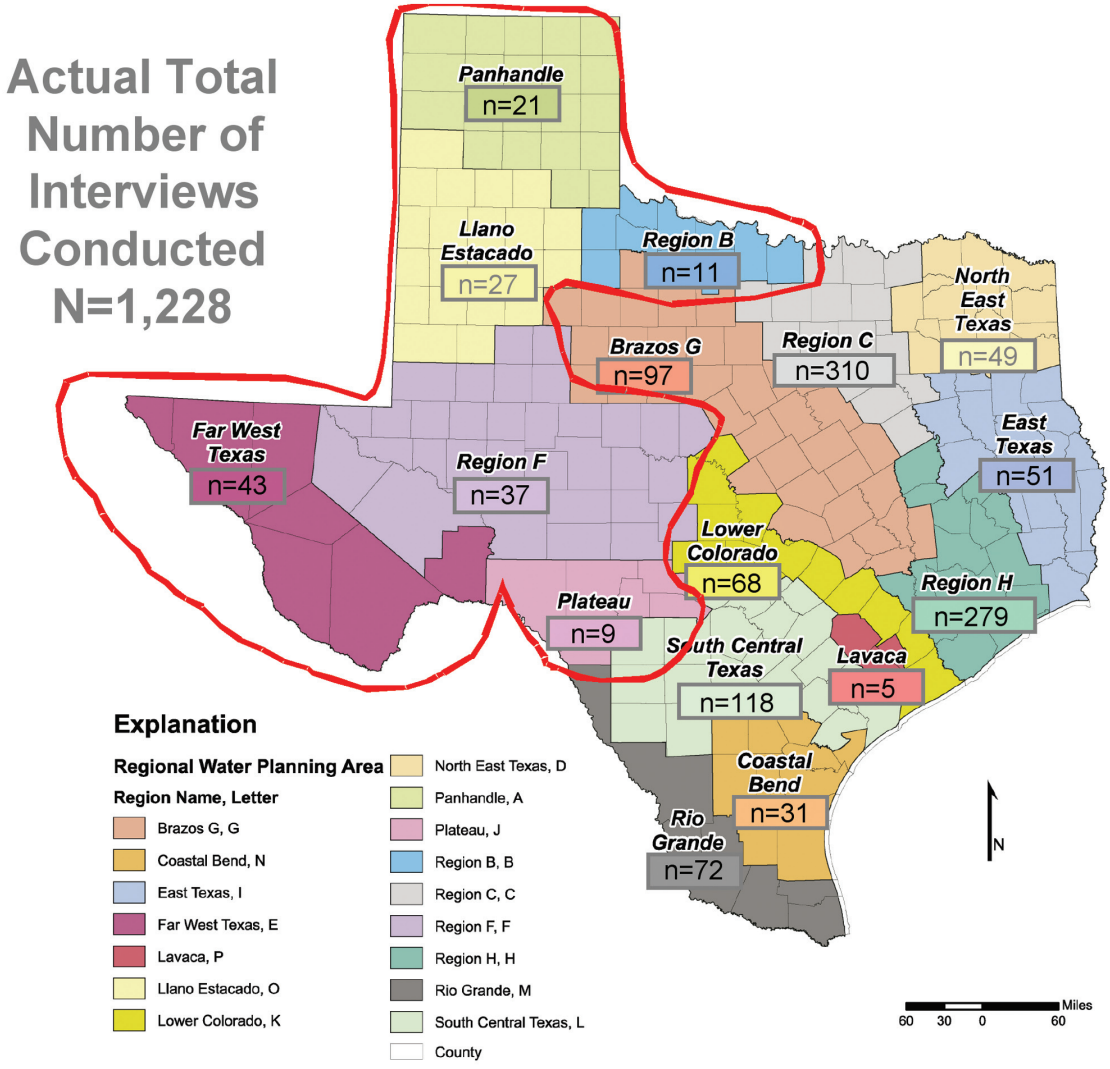

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1. Pat Suter	N		Environment
2. Dellman Ellison	O		Agriculture
3. Rudie Tate	A		Agriculture
4. Greg Carter	N		Electric generators
5. Bobby Nedbaleck	N		Agriculture
6. Billy Dick	N		Municipalities
7. Dan Coffey	A		Municipalities
8. Lonnie Stewart		N	Water Districts
9. Jim Derrington	A		River Authorities
10. Tonya Kluskings	A		Environmental
11. CE Williams	A		Water Districts
12. Michael Davidson	E		Environmental
13. Caroline Runge	F		Environmental
14. John Bartos	H		Environmental
15. Richard Le Tourneau	D		Environmental
16. Denise Jett	A		Industries
17. MayorKelly Couch	B		Municipality
18. Joe Johnson		B	Industries
19. Dr. Richard Harrel		I	Environment
20. Mark Howell		B	State agency
21. Wilson Scaling		B	Agriculture
22. Mary Vogelson		C	Environment
23. Mary Phelps		B	Environment
24. Robert Johnson		C	Municipal
25. Robert Mcarthy		C	H20 district
26. Roy Eaton		C	Small business
27. Robert Berndt		C	Counties
28. bobby Praylor		C	water utilities
29. John Dirgin		D	Counties
30. William Justiss		d	Agriculture
31. George Frost		D	Public
32. Gary Jackson		D	River Auth.
33. John Bradley		D	Agric/Industry
34. Paul Zweiacker		C	Industry
35. Irvin Rice		C	public
36. Wendell Moody		F	public
37. Janet Adams		E	Water utilities
38. Albert Miller		E	Water districts
39. Becky Brewster		E	Municipalities
40. Jesse Acosta		E	Counties
41. Connie Stamridge		C	Water Utiliites
42. David Inman		D	TDA (agency)
43. Bert Steigler		F	Agriculture
44. Cindy Crawley		F	Water District
45. Will Wilde		F	Municipalities
46. Lloyd Behm		G	Water District
47. Mark Bryson		G	Industries

48. Horace Grace	G	Small Business
49. Johnny Jones	F	Counties
50. Melissa Mullins	G	Agency (TPWD)
51. Jim Adams	H	River Authority
52. Tony Jones	G	Counties
53. Mary Alice Gonzalez	H	Small Business
54. Jack Harris	H	Counties
55. Scott Mack	G	Public
56. Michael Harbordt	I	Industries
57. Jack Searcy	H	water Districts
58. David Jenkins	H	Agriculture
59. Carolyn Johnson	H	Industries
60. Brad Barnes	C	Agriculture
61. Buddy Sipes	F	Industries
62. Hermon E Reed Jr.	I	Agriculture
63. Kelly	I	Water Utilities
64. George P. Campbell	I	County/Other
65. Glenda Kindle	I	Public
66. Gene Smith	J	Municipalities
67. Zach Davis	J	Agriculture
68. Greg Etter	J	River Authorities
69. Dale Henry	K	Counties
70. Jennifer Walker	K	Environmental
71. Jobald Kabir	K	River Authorities
72. Thully Shahan	J	Environmental
73. Neil Hudgins	K	Water Districts
74. Harold Streicher	K	Small Business
75. Jaime Gomez	M	Electric Generator
76. Jim Steiert	O	Environmental
77. Lee Sweeten	J	Water District
78. Rick Gangluff	K	Electric Generators
79. Evelyn Bonavita	L	Public
80. Con Mims	L	River Authority
81. Milton Stolte	L	Agriculture
82. Ron Naumann	L	Water Utilities
83. Barry Miller	L	Water Districts
84. Jay Millikin	L	Counties
85. Mike Fields	L	Electric Generators
86. Mary Lou Campbell	M	Environmental
87. Sonny Hinojosa	M	water districts
88. Donald K. McGhee	M	Small Business
89. W. B. “Sonny” Sansom	J	Counties
90. Dallas Brewer	O	Counties
91. Ronnie Pace	J	Industries
92. Jason Coleman	O	Water District
93. Pat Hertz	P	Water Utilities
94. John Butschek	P	Municipalities
95. Bob Weiss	P	Water Districts

96. Bill Harbin	O	Electric Generators
97. Don McCelroy	O	Small Business
98. Pat Bryzowski	P	River Authorities
99. Barbara Johnson	K	Industry
100. Robert Kunkel	N	Industry
101. Bobbie Kidd	A	Water Districts
102. Glenn Jarvis	M	Other

Note: Not all responses were included in report. Only 100 respondents' answers were used in order to balance representation of stakeholders and or regions represented

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TWDB In-Depth Interviews

INTRODUCTION:
We are conducting high-level opinion interviews with community leaders, elected officials and stakeholders for a major state agency. We'd like to ask for 10 minutes of your time to answer a few questions so we can make sure that all points of view are included. Your name will be listed as someone who has been interviewed, but your answers to these questions will never be associated with your name or title. They will only be reported in aggregate with others. Is this a good time or do you want to schedule an appointment later today or tomorrow?

TWDB IDI Questions

Awareness

1) What do you think are the biggest environmental problems in Texas?

2) Which one of these do you believe is the most important for our future?

Perceptions/Attitudes

3) Do you believe there will be enough water in Texas over the next ten years? (Yes/No/Don't Know)
   b) Twenty-five years? (Yes/No/Don't Know)
   c) Fifty years? (Yes, No, Don't Know)

4) Do you think water conservation is important? (Yes/No/Don't Know)

5) OK, I am going read a list of reasons for water conservation and ask you if you think it is a good reason for conservation.

   a. Drought response ?
   b. Reducing or replacing the need for new water sources or infrasturucture?
   c. Overall long-term water strategy?
   d. All of the above ?

6) Who do you think is most able to ensure that Texas has enough water to meet future water needs?
   (State government, local government, agriculture, consumers, industry, a combination, or other)

7) Do you feel the State Water Plan (Water for Texas- 2002) places enough emphasis on water conservation? (Yes/No/ Don't Know)

8) Now we are going to talk about actually implementing water conservation strategies and ask you what you think are the best actions for each group to take to conserve water.

   a) What do you think is the best way to get local stakeholders to implement water conservation strategies?

   b) What should the state be doing to help local water conservation groups?

   c) What is the most important thing that state level officials (if asked, say elected officials and agencies like the Water Development Board) can do to help encourage water conservation?

9) Do you think it would be beneficial to raise awareness of water conservation for consumers through a campaign similar to "Don't Mess with Texas?
   a. (Yes/No)
   b. Why or Why not?

10) Do you believe there should be statewide funding provided to implement water conservation strategies? (Yes/No/Don't Know)

11) OK, I am going to read a list of where this funding might come from and ask you to tell me which ones you would be in favor of.
   a. Meter charges, (Yes/No)
   b. Increased sales tax, (Yes/No)
   c. Fee on out-of-state water suppliers, (Yes/No)
   d. Fee on bottled water, (Yes/No)
   e. Fee on plumbing fixtures, (Yes/No)
   f. Fee on water industry goods and services, (Yes/No)
   g. The Water Infrastructure Fund (Yes/No)
   h. None of the above

Actions

12) Are you aware of any water conservation strategies in your area?
   a. (Yes/No)
   b. What are those?

13) I am going to list several water conservation strategies. You can answer "yes" or "no" if you have heard of them and then you can tell me if you think they would or would not be effective in Texas :

   a) Individual metering of all municipal water users? (Yes/No)
      Do you think it would be effective ? (Yes,/No/Maybe)

b) Rainwater harvesting? (Yes/No)
Do you think it would be effective ? (Yes,/No/Maybe)

c) Use of graywater? (Yes/No)
Do you think it would be effective? (Yes,/No/Maybe)

d) Public information and outreach about water conservation? (Yes/No)
Do you think it would be effective? (Yes,/No/Maybe)

e) Financial and/or technical support for conservation? (Yes/No)
Do you think it would be effective? (Yes,/No/Maybe)

f) Water conservation strategies for large users such as water use surveys and more efficient technologies? (Yes/No)
Do you think it would be effective? (Yes,/No/Maybe)

g) Agricultural water use management strategies such as water use audits? (Yes/No)
Do you think it would be effective? (Yes,/No/Maybe)

h) Land management practices such as brush control or conversion to dryland farming? (Yes/No)
Do you think it would be effective? (Yes,/No/Maybe)

i) Water conserving irrigation practices? (Yes/No)
Do you think it would be effective? (Yes,/No/Maybe)

14) What is the single most important water conservation strategy <u>you</u> think will be most effective to help meet future water demands?

<u>Demographics</u>

15) What is your age?

16) What is your level of education?

17) Are you male or female?

18) Do you have any kids?

19) Do you own a home or rent?

20) Is your family's household income more than or less than $25,000?

21) Are you Hispanic, White, African-American, Asian or other?

#	Region	Stakeholder Group	Question 1. What do you think are the biggest environmental problems in Texas?	Question 2. Which one of these do you believe is the most important to our future?	Question 3a. Enough water in 10 years?	Question 3b. Enough water in 25 years?	Question 3c. Enough water in 50 years?	Question 4. Do you think water conservation is important?	Question 5. Role of conservation a) drought b) reduce need for new sources/ infrastructure c) long term strategy, d) all of the above?
1	A	Agriculture	N/A	N/A	Yes	Yes	N/A	Yes	D
2	A	Environmental	Water, water quality, environmental flows, population growth	Water	Yes	Maybe	Maybe	Yes, Very	D
3	A	Industry	Air emissions	Same	Yes	Yes	No	Yes	D
4	A	Municipalities	No big problems up here	N/A	Yes	Yes	N/A	Yes	A
5	A	River Authorities	Shortage of water	Population and everybody wanting to keep their yards green. Too much beautifying	Yes	No	No	Yes	D

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6	A	Water District	Don't know	Don't know	Yes	Yes	Yes	Yes	D
7	A	Water District	CAFO's polluting water supply	N/A	Yes	Yes	Maybe, it will be a different world	Yes	D
8	B	Agriculture	Federal Government and state government bureaucrats	Government control rather than local stewardship of land	Yes, with brush control	Yes	Yes	Yes	D
9	B	Environmental	Water	Water	No	No	No	Yes	D
10	B	Industry	Don't know	Don't know	Yes	Yes	Don't know	Yes	D

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11	B	Municipalities	Shortage of water	Same	Yes	Maybe	No	Yes	D
12	B	State Agency	Land use and water use	Habitat management	Yes	Yes	Yes	Yes	D
13	C	Agriculture	Water	Water	Yes, with aggressive conservation	Yes, with conservation	Yes with conservation	Yes	D
14	C	Counties	Air	Air	Yes	Yes	Yes	Yes	C/D
15	C	Environmental	Population growth and residents moving in from places with different climates an plenty of water 2) landscape irrigation 3) suburban sprawl 4) lack of state mandates 5) city ordinances/ regulations that prevent conservation practices such as landscape requirements, prevention of using graywater etc.	Wasteful lifestyles and lack of comprehensive land use planning	Maybe	Maybe	Maybe	Yes, people must be made aware that they are not entitle to use million gallons just to have green lawns for their mansions	D

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16	C	Industry	Air pollution	Air pollution	Yes	Yes	No	Yes	D
17	C	Municipalities	Air and water	Same	Yes	Maybe	No	Yes	D
18	C	Public	Amount of water	None	Yes	Yes	Yes	No. Water is a renewable resource. Do gooders use the word conservation. We use "wise use"	N/A
19	C	Small Business	Ground, water pollution and air pollution	Air pollution	Yes	Yes	Yes	Yes	D
20	C	Water Utilities	Air	Air	Yes	Maybe	No	Yes	D

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21	C	Water Utilities	Litter and water quality	Water	Yes	Yes	No	Yes	D
22	D	Agriculture	Air and trash	Trash in ditches	Yes	Yes	Yes	Yes	D
23	D	Agriculture	Population, water, human waste, roads	Population	Yes	Yes	Yes	Yes	D
24	D	Counties	Litter, solid waste, landfills	Same	Yes	Yes	Yes	Yes	D
25	D	Environmental	Water quality and quantity , air mercury pollution of water, clean air, habitat destruction. Desire to build new reservoirs	Water supply	Yes	Yes in some regions	Yes in some regions no in others	Yes	D

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26	D	Public	Air and water pollution	Water pollution	Yes	Yes	Yes	Yes	D
27	D	River Authorities	Don't know	Don't know	Yes, if we build more dams	Yes, if we build more dams	Yes, if we build more dams	Yes	D
28	D	State Agency	Air pollution	Air pollution	Yes	Yes	Yes	Yes	D
29	E	Counties	Water and air pollution	Water	Yes, but distribution is problem , we need federal distribution system like interstate highways	Yes	Yes, but much more expensive	Yes	D - must conserve recharge to aquifers also
30	E	Environmental	Air pollution and lack of state leadership in environmental issues "Rick Perry and the Legislature	Air	Yes	Yes	Yes	Yes	D

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31	E	Municipalities	Air pollution and illegal dumping	Air pollution and illegal dumping	Yes	Yes	Maybe	Yes	D, must be part of daily lives
32	E	Water District	Water and litter	Water	Yes	Yes	Yes but it won't be cheap	Yes, extremely	D
33	E	Water Utilities	Overpumping	Overpumping of aquifers, depleting of springs	No	No	No	Yes	D
34	F	Agriculture	Strident environmentalists, lack of understanding on both sides	Water	No	No	No	Yes but it cost money	D
35	F	Counties	Air pollution	Air pollution	Yes	Yes	Yes	Yes	D

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36	F	Environmental	Drought, not enough water	N/A	No	No	No	Yes	D
37	F	Industry	Adequate supply of water	Same	Yes	Maybe	No	Yes	D
38	F	Municipalities	GW contamination	GW contamination	Yes	No	No	Yes	D
39	F	Public	Water shortages	Water shortages	Yes	Maybe	Maybe	Yes	D
40	F	Water District	Population pressure, moving water from one region to another	The movement of water from one region to another	Yes, if managed correctly	Yes	Yes	Yes, the number one thing	D, it needs to ingrained as a natural response

#	Region	Stakeholder Group	Question 1. What do you think are the biggest environmental problems in Texas?	Question 2. Which one of these do you believe is the most important to our future?	Question 3a. Enough water in 10 years?	Question 3b. Enough water in 25 years?	Question 3c. Enough water in 50 years?	Question 4. Do you think water conservation is important?	Question 5. Role of conservation a) drought b) reduce need for new sources/ infrastructure c) long term strategy, d) all of the above?
41	G	Counties	Traffic and air pollution	Air pollution	Yes	Yes	Yes	Yes	D
42	G	Industry	Air and water	No one issue	Yes	Maybe	Maybe	Yes	D
43	G	Public	Air	Air	Yes	Yes	Yes	Yes	D
44	G	Small Business	Water and air	Water and air	Yes, move and distribute is key, we need pipelines via private industry. Without that, we are doomed. We need desal.	Yes	Yes	Yes	D
45	G	State Agency	Water and air	Water	Maybe	Maybe	Maybe, an accelerated crisis is coming our way	Yes, extremely	D

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46	G	Water District	Air pollution	Air	Yes	Yes	Yes	Yes	D
47	H	Agriculture	Erosion and coastal subsidence, degradation of floodplains and recharge areas, urban sprawl, loss of habitat, farmland. Lack of planning, lack of public transportation, air quality	Coastal subsidence, decrease in bay and estuary productivity, loss of habitat, farmland	Yes	No	No	Yes, through tiered pricing	D
48	H	Counties	Air pollution	Air pollution	Yes	Maybe	Maybe	Yes	D
49	H	Environmental	Water and air	Water	Yes	Yes	No	Yes	D
50	H	Industry	Water supply for 50 years	Water supply	Yes	Maybe	No	Yes	D

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51	H	River Authorities	Environmental groups trying to secure instream flows for animals	Invasive plants	Yes	Yes	Yes	Yes	D
52	H	Small Business	N/A	N/A	Maybe	No	No	Yes	D
53	H	Water District	Water	Water	Maybe	Maybe, depends on technologies	Maybe, depends on technologies	Somewhat	D
54	I	Agriculture	Rural water systems	Rural water systems	Yes	Yes	Yes	Yes	D
55	I	Counties	Air and water	Don't know	Yes	No	No	Yes, but not a cure all	D

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56	I	Environmental	Point source discharges in water and air pollution	Lack of enforcement on environmental laws. Industrial pollution, shortage of inspectors, and lack of follow through on violators	No	No	No	Yes	D
57	I	Municipalities	Reliable water supply	Reliable water supply	Yes, if we are good custodians	Yes	Yes	Yes	D
58	I	Public	Water and air	Water and air	No	No	No	Yes	D
59	I	Water Utilities	Water quality	Water quality	Yes	No	No	Yes	D
60	I	Industry	Response in Texas to global climate change. Industry will have to go through major hoops.	Water	Yes, but distribution is the concern	Yes	Yes	Yes	D

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61	J	Agriculture	proper management of resources, accurate manner of managing water	accurate water data	Yes	Yes	yes, with proper management	Yes	D
62	J	Counties	N/A	N/A	Yes	No	No	Yes	D
63	J	Environmental	Pollution, lack of water, freshwater inflows, instream flows, lack of water, urbanites wanting too much water	Maintaining streamflow and freshwater to bays and estuaries	Maybe if it rains	Yes, with desal	yes , with desal	Yes	D
64	J	Industry	Air pollution in cities	Don't know	Yes	Yes	Don't know	Yes	D
65	J	River Authorities	N/A	N/A	Yes	Yes	Yes	Somewhat	D

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66	J	Water District	Not a lot of thought, pollution from Mexico	Don't know	Yes	Maybe	No	Yes	D
67	K	Counties	Water, focus on environment over humans	Water, focus on environment over humans	Yes	Yes	Yes	Yes	D
68	K	Electric Generating Utilities	Air quality	Air	Yes, but not in the right places	Yes, but not in the right places	Yes, but not in the rights places	Yes	D
69	K	Environmental	Water quantity and air quality	Both	Yes, but we are at crucial phase where we have to decide where it goes (to which group)	Yes, but we are at crucial phase where we have to decide where it goes (to which group)	Yes, but we are at crucial phase where we have to decide where it goes (to which group)	Yes	D
70	K	Industry	Air	Air	Yes	Yes	No	Yes	D

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71	K	River Authorities	Air and water	Air quality	Yes	Yes	Yes	Yes	D
72	K	Small Business	Water quality, air pollution, GW contamination	Don't know	Yes, desal is needed	Yes, desal is needed	Yes, desal is needed	Yes	D
73	K	Water District	Water	Water	Maybe	Maybe depends on technology such as desal	Maybe	Yes	D
74	L	Agriculture	Don't know	Don't know	Yes	Maybe	No	Yes	D
75	L	Counties	Water quality and quantity, air quality	All	Maybe	Maybe	No	Yes	D

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76	L	Electric Generating Utilities	Air	Air	Yes but distribution is problem	Yes but distribution is problem	Yes but distribution is problem	Yes	D
77	L	Public	Unbridled growth and lack of planning	Unbridled growth and lack of planning	Yes	Yes	Yes, probably	Yes	D
78	L	River Authorities	Instream flows, spring flows	Instream flows, spring flows	Yes, but environmental needs would suffer because home and industry will come first	Yes, but environmental needs would suffer because home and industry will come first	Yes, but environmental needs would suffer because home and industry will come first	Yes, absolutely	D
79	L	Water District	Abandoned oil wells	Same, since it effects water	Yes	No	No	Yes, extremely. Makes new water now.	D
80	L	Water Utilities	Water pollution and people pollution	Water and pollution	Yes, if conservation is enforced	Yes, with conservation	Yes, with conservation	Yes	D

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81	M	Electric Generating Utilities	Don't know	Don't know	Yes	Yes	No	Yes, very	D
82	M	Environmental	water pollution, urban sprawl and lack of open space and habitat, air pollution, water availability	All	Yes	Yes, if used wisely with desalination	Yes	Yes	D
83	M	Other	Instream flows	Instream flows	Yes	Yes	Yes	Yes	D
84	M	Small Business	Lack of potable water, leaking oil well casings	Lack of potable water	Yes	Maybe	No	Yes	D
85	M	Water District	Water	Water	Yes	Maybe	No	Yes	D

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86	No	Agriculture	Water	Water	Yes	Yes	N/A	Yes	All
87	No	Electric Generating Utilities	Salination of water supply from oil and gas exploration. Disposal of brine if you desalinate it.	Salination of water supply from oil and gas exploration. Disposal of brine if you desalinate it.	Yes	Yes	Yes, will require more creativity	Yes	D
88	No	Environmental	The Coast. Pollution coming down the rivers, not enough streamflow reaching the bays and estuaries; Rivers drying up.	Lack of freshwater reaching bays and estuaries	Yes	No	N/A	Yes	D
89	No	Municipalities	Population, too many people	Population, too many people	Yes	Yes	N/A	Yes	B - is most important and D - All of the above
90	No	Water District	Oil and gas pollution, disposal wells	Disposal wells	Yes	Yes	N/A	N/A	C

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91	O	Agriculture	Air in Houston	N/A	Yes	Yes	N/A	Yes	C - can not conserve water in a drought
92	O	Counties	Don't know	Don't know	No	No	No	Yes	D
93	O	Electric Generating Utilities	Don't know	Don't know	Yes	Yes	Yes	Yes	D
94	O	Environmental	River flows instream and overconsumption of resources	River flows instream and overconsumption of resources	Maybe	No	No	Yes	D
95	O	Small Business	N/A	N/A	No, if we continue to need lawns and agriculture	No	No	Yes	D

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96	O	Water District	Instream environmental flows; oil field pollution from many years ago	Don't know	Yes, there is enough but not as much as we want	Yes, there is enough but not as much as we want	Yes, there is enough but not as much as we want	Yes	D
97	P	Municipalities	N/A	N/A	Yes, with good managements	Yes, with good managements	Yes, with good managements	Yes	D
98	P	River Authorities	Air pollution, agriculture discharges into water	Don't know	Yes	Yes	No	Yes	D
99	P	Water District	Lack of interest in future resources	Lack of interest in future resources	No	No	No	Yes	D
100	P	Water Utilities	N/A	N/A	Yes	Yes	Yes	Yes - Somewhat	D

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1	Consumers	No	Drought, they need to see a need before they do it	N/A	Education for urban dwellers/ research for agricultural operations	Yes	No	None
2	State mandates through local water authorities with follow through by end users of water	No	Education and examples of good technologies. Some method to balance revenue needs of smaller cities who depend on water sales (volume) to pay for other city services)	Mass education, radio spots discussing water needs	Incentives for municipalities , matching grants for improved infrastructure, efficient fixture giveaways, etc. Tax breaks for cities/counties with good conservation practices (e.g. use a	Yes	Yes	Yes
3	Consumers	No	Increase costs through rates money talks"	Help find unaccounted for water, water audits etc	Incentives for water efficient landscaping such as xeriscapes discourage swimming pools	Yes	Yes	Yes
4	Local Government	Yes	Education	Provide resources	Must give favorable response to conservation. Do not make it mandatory.	Yes	Yes	No
5	State government needs to lead everybody	Yes	Education, Awareness	Promote education	Teach the children	Yes	Yes	Yes

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6	Local and state government	Yes, working towards it	Incentive programs with regulations. Must be seen as a benefit to individual or public. Economic incentives such as tax credits, incentives for municipalities	Put together good incentive programs	Put together good incentive programs	Yes	Yes, but only in partnership with local entities to ensure local buy in	No because it would be unfair to agricultural (residential would make sense
7	Everybody	No	Raise the price EDUCATION of young people	Make funds available for education	Don't know	Yes	Yes	YES, This would send a price signal to consumers and reduce usage also
8	Everybody working together. E.g. cities provide money for landowners who also put up some matching funds. Local buy in is critical	Don't know	Let local people promote it through organizations/boards. Education followed with demonstration projects. Continue with regional planning. It must be localized and regionalized not state wide.	Provide help in establishing GW districts	Put private sector people on commissions and citizen advisory panels. Be sure to include agricultural representative who actually farm or ranch for production	Yes	Yes	Yes, it must be a flat fee so everybody pays the same
9	Everybody from citizens to politicians	Yes	Education, people need information on why it is needed . They need a set of suggestions also	Sit down and work with them	Stricter regulations on surface and groundwater pumping	Yes	Yes	Yes
10	State government	Yes	Rationing of water, watering schedules, fines for wasting water	Support regional planning groups	Advertising	Yes	Yes	Yes

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11	Everybody has to learn to share	Maybe	Public awareness through media newspapers, radio. Make sure public is informed	Give incentives come up with new ways to conserve	Continue keeping regional planning groups and regional planning process	Yes	Maybe	No
12	State government	No	Higher prices	Be responsive to their concerns in an active way	Impose mandatory conservation measures	Yes	Yes	Yes
13	Regional planning groups	No	Education of young people. Conservation ethic must be instilled at early age	Reduce bureaucracy, be easier to work with	Price and or rebates	Yes	Yes, it must	No
14	State and cities must be able to develop new water sources	Yes	TV and Radio	TV and Radio	TV and Radio	Yes	Yes	Yes
15	TWDB needs more control over water quality	Yes	Incentives for audits, incentives for leak repair. Fines of wasteful use. Provide money for rebate programs. Enforcement of plumbing codes	Legislative mandates for conservation. Prevent water from becoming a commodity that is sold. Make sure it remains a natural resource problems so that GATT rules do not require sale to	Pass tougher laws for water providers. Have real enforcement of mandatory conservation laws. Make sure the laws are uniform so that people can not buy their way out of it	Yes	Yes, providers should pay for it	Yes

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16	State government TWDB use regional plans	Yes	Tiered rates for consumers	Education with good solid facts	Education of average person	Yes	Yes	No
17	State and local government	Yes	Ordinances and education; pricing structure	Recommend strategies and goals	Recommend certain conservation requirements to be implemented at the local level	Yes	Yes	Yes
18	Local governments	Yes	Cost of water	N/A	Don't subsidize water. Ration it. Water is a business and if they sell less they have to raise the rates to cover fixed costs	Yes	No	No
19	Major water suppliers	Yes	Pricing, and enforcement of water conservation ordinances	N/A	Continued emphasis on regional plans and BMPS, work with TML, TAC, etc.	Yes	Yes	Yes
20	Local government or water providers	Yes	Education program	Education program	Assist in education program	Yes	Yes	Yes

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21	Local government	No	Price incentives and education	Education and technology research	Education	Yes	Yes	Yes
22	State government with everybody working together	First round no, but now much better. First round was too concentrated on water supply folks and real estate folks	Price of water and tiered water rates	Don't know	Don't know	Yes	Yes	Yes
23	Everybody, get everybody to the table	Yes, but it is questionable as to how things will play out in real life	Pricing, tiered prices for more use such as El Paso	Data with examples of good projects	Education on the real cost of water	Yes	Yes, but must be distributed through local groups	None
24	Everybody working together	No	Price of water	State needs to provide better information on water use, water availability, water projections, etc. State and local groups have no idea of how much well water is used. This hinders local efforts.	Don't know. Low water appliance; do more harm than good	Yes	No	No
25	Everybody, mix conservation with new technologies such as desalination	No	Education with incentives for conservation e.g. if you meet conservation goals you receive priority on infrastructure loans and grants	Don' think we have local water conservation groups	Education tiered water rates	Yes	Yes	Yes

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26	TWDB	No, but it is getting there	Raise the rates	Education	Place minimum on water rates to keep price high	Yes	Yes	Yes
27	River authorities - we need to entrap water. Don't let it get to the gulf	Yes	Publicity and information but many people will not change no matter what you do	N/A	Publicity and information but many people will not change no matter what you do	Yes	Yes	No
28	State government	Yes	Drought	N/A	Provide funding for cities to provide measures and incentives and provide funding for new infrastructure	Yes	Yes, cities and counties need it	No, you would have a riot putting a fee on a well
29	Regional planning groups	Maybe too much, needs more emphasis on distribution and developing new sources	Education and mandatory conservation through pricing. Work with plumbing industry to develop better residential fixtures like we have in commercial buildings	Provide more support and allow more flexibility to planning groups; too many dictates from TWDB	Provide incentives for innovation and develop building codes that encourage conservation	Yes, Mexico's program is very impressive	(Yes) Si, como no, though community development block grants	Yes
30	Regional planning groups	Yes	Set regional targets and withhold funds if targets are not met	Provide funding and grants	Incentives coupled with penalties	Yes, absolutely. If you can find a slogan like "Don't mess with Texas" it will change the way people think. Awareness that water is valuable	Yes	Yes

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31	Combination of GW districts with regional planning groups and state cooperation	No	Have local water suppliers enact restrictions, raise the price, fixture replacement programs like El Paso	Provide funding	Provide funding	Yes, kids have know DMWT since they were "itty bitty"	Yes	Yes
32	Local water conservation districts	No	Raise the price	Provide unbiased research on water supply and where it is going	Address legal issues such as rule of capture, provide funds for distribution systems and funds for new water sources	Yes, El Paso program has done wonders	Yes	Yes
33	Local GW districts	No	Education and incentives/ rate structure	Education and funding for rural areas	Education and providing funding for rural areas	Yes	Yes	No
34	Everybody must work together. Keep up regional planning system. State must set priorities. We need state funds; we need desal	No	State agencies need to stay out of each others way (e.g. TCEQ regulations on water quality)	Cities need money to improve infrastructure	Fund conservation and make it a high priority over misdirected projects like the Trans Texas Corridor	Provide funds for conservation projects or improvements such as better irrigation equipment for agriculture	Yes. Municipalities themselves need to conserver (e.g. watering in middle of day)	No, not fair for agriculture
35	State and local government	No	Education and price of water	Education and price of water	Stop wasting money on studies using old distorted data. Local districts could have provided better data for these studies	Yes, start in second grade	Yes	Yes

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36	Local government and regional water planning initiatives	Yes, but needs more emphasis on education	Rates and education	Provide financial incentives for joint projects; provide funds for legal defense of conservation district rules	Provide financial incentives for agricultural conservation	Yes, Our biggest job is educating the people	Yes	Yes
37	State government	No	Education-coordinated effort	Raise the price of water	TWDB should go to legislature with comprehensive state plan to get peoples attention	Yes	Yes added to peoples bill per 1,000 gallons	No
38	State and local government	No	Education	Outreach efforts to provide facts and figures on water use and conservation potential	Provide incentives both monetary and recognition	Yes	Yes, but require local matching funds	No
39	All	No	Raise the price, outreach materials, meet with public	Provide publications and materials, provide funding	Help educate the public; help coerce the public; provide information on landscaping and plumbing, etc.	Yes	Yes, along with funds to update water systems and pay for O&M costs needed by needless new regulations (radio nuclide rules)	Yes
40	State and local government in collaboration	Yes, conservation task force is great!	Keep people involved through regional planning process	Double technical assistance	Launch statewide educational campaign. Get to the kids, make conservation a required part of curriculum like Texas History	Yes	Yes	No

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41	16 planning regions working with TWDB	No	Reduce water pressure to make them think. Turn off water occasionally; implement reward system for conservation	Be more aware of what regions are doing, pay more attention and be active	Be more aware of what regions are doing, pay more attention and be active	Yes, make it unique	Yes	No
42	Individual end supplier	Yes	Education	Education	Educate everybody that conservation does not require infrastructure, etc.	Yes	Yes	No
43	State through regional planning process	Yes	Mandates by local governments	Educate public trough regional process	Educate public through regional process	Yes	Yes	Yes
44	Legislature needs to make one region move it to another, put it where it needs to be.	No, but it needs to be implemented; water is cheap.	Tighten up leakage, provide penalties for leakage, monitoring and penalties for municipalities. They will pass it on. Pricing structure	Listen to environmental groups. Bring everybody to the table. Use science	Start advertising, tie conservation into loans, monitor cities, eliminate rule of capture.	Yes	Yes	No
45	Consumers	No	Fee structures, incentives, fines make them save money if they conserve	Push education message about conservation	Put policies in place for conservation	Yes	Yes	No

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46	Local entities must be responsible, more localized than the planning groups. GW districts are good model and they are working good.	Yes, new plan	Pricing, eliminate rate structures that encourage waste	Already done a lot by expanding authority of GC districts	Encourage implementations of tiered rate structures via rewards and penalties	Yes, this is how state could help	Only through rewards for good performance for cities and utilities fixing leaks. Make sure work is documented and monitored.	No
47	State and local government laws and agreements	No, needs to factor in true environmental costs; cost of water does not reflect subsidies. Make sure price is true cost of water.	No, needs to factor in true environmental costs; cost of water does not reflect subsidies. Make sure price is true cost of water.	Good water law, plug environment into water law	Education for children. School curriculum, think outside the box	Yes, would be more effective in dry areas than east Texas	Yes, but monies should also be used to purchase environmental water rights.	No, not a flat fee
48	State government with federal then local	Yes	Focus on large users such as agricultural and industrial. "It is hard to do when there is water"	Pass rules, regulations, grants and loans	Awareness of grants and loans	Yes	Yes, if done judiciously; make sure it works	No
49	All	No	Enforcement for mandatory conservation. Must have a stick.	Work with them to develop conservation regulations.	Set goals and have mandatory regulations.	Yes	Yes	Yes
50	River authorities	Not now but new one will	Education is the key. We need a big push about what conservation can do and why it is needed.	Provide a nice ready to roll packages for cities and make funds available for them to implement programs.	Provide funds and incentives don't just make new laws.	Yes	Yes, but it must be targeted to certain department and vetted by the regional planning groups to ensure money is being used correctly.	Yes

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51	Legislature	No, but moving that way	Education	N/A	Education of public, Education of fourth graders, and price	Yes	No, supply sources are more important	No
52	Local and state government	Not sure	Media, education, and local government	N/A	Make it part of platform for politics and speeches	Yes	Yes	Yes
53	Legislature	Don't know	Price, tiered rates	Get chambers of commerce pushing conservation	Legislative action-re-examine rule of capture, revert water rights to the state	Yes, but where would money come from	Yes	No
54	All	Yes, provides good knowledge and is bringing people together	Get them involved	Public awareness	Public awareness	Maybe	Yes	No
55	Local and state government and water suppliers	Yes	Education by media, flyers, meetings with state officials (workshops)	Provide education	Education and stress in planning effort work with regional groups	Yes	No	No

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56	TWDB	No	Mandate it	Don't know	Pass and enforce laws on water efficiency for new construction	Yes	No	No
57	State needs to play coordinating role with the numerous water groups already around	Yes	Enforcing mandatory conservation laws	GW district rules clash with municipality rules. They need revision.	State can support local authorities and suggest stronger local control and regulation	Yes	Yes	Yes
58	State government	N/A, needs more accurate facts and figures	Encourage reuse, get restaurants to stop putting water on tables, encourage more water efficient landscaping	N/A	Funding for infrastructure repair, encourage infrastructure repair	Yes, bumper stickers worked really well	Yes	No
59	Local and state government	No	Rates	Education	Mandatory conservation laws such as plumbing codes	Yes, broad bases	Yes	Yes
60	State and local government	Currently NO but second round (right now) will	Price water appropriately; education	Dedicate money for elementary and junior high education	Re-evaluate role of river authorities using water to make power	Yes	Don't know	No

#	Question 6. Who is most able to make sure Texas has enough water to meet future needs? (state gov't, local gov't, agriculture, consumers, industry, combination, other)?	Question 7. Does Water Plan place enough emphasis on water conservation?	Question 8a. What is best way to get local stakeholders to implement water conservation?	Question 8b. What should the state be doing to help local water conservation groups?	Question 8c. What is the most important thing state level officials can do to help encourage water conservation	you think it would be beneficial to raise awareness of water conservation for consumers through a campaign similar to "Don't Mess	Question 10. Should statewide funding be provided for water conservation?	Funding sources. Question 11a. Meter Charges?
61	everybody working together with government coordinating the effort	maybe, you can never overemphasize conservation	incentives for long range brush control programs	manage GC districts on an aquifer wide basis rather than by political boundaries	work with fed government on long term land management programs	Yes	Yes	Yes
62	State	Don't know	Water awareness program	TX A&M could help out with agents	Don't know	Yes	Yes	No
63	Local GW districts, water planning groups	No, needs more teeth and funding	Price or drought, brush management will create more water than billion dollar pipeline, get local landowner buy in, incentives	Help cities upgrade infrastructure	Fund public education program	Yes	Yes	No
64	State with rationalization	Yes, the new one	Education (tiered pricing hurts business)	Education	Get credibility on water availability models	Yes	Only if homeowner or landowner puts up matching funds. Monitoring would also be critical	Yes, with restrictions
65	Private entities and river authorities	Yes	Economics and price	N/A	Let market dictate results	Yes	No	No

#	Question 6. Who is most able to make sure Texas has enough water to meet future needs? (state gov't, local gov't, agriculture, consumers, industry, combination, other)?	Question 7. Does Water Plan place enough emphasis on water conservation?	Question 8a. What is best way to get local stakeholders to implement water conservation?	Question 8b. What should the state be doing to help local water conservation groups?	Question 8c. What is the most important thing state level officials can do to help encourage water conservation	you think it would be beneficial to raise awareness of water conservation for consumers through a campaign similar to "Don't Mess	Question 10. Should statewide funding be provided for water conservation?	Funding sources. Question 11a. Meter Charges?
66	Local water conservation districts	No, not deep enough on land management and rainwater collection	Get people to use crops that actually make money	Better support for local water districts, require stronger conservation emphasis in water district plans, mandates, more power for CH 36 districts. Mandate conservation.	Better support for local water districts, require stronger conservation emphasis in water district plans, mandates, more power for CH 36 districts. Mandate conservation.	Yes, educate young kids. Put emphasis on all natural resources in science classes.	Yes, but it depends on what strings are attached	No
67	Landowners of rural land. They know the land and how it works	No, brush management needs to be continuous	Raise the price EDUCATION of young people	N/A	State agencies need to clear all cedar trees etc from state land, encourage ponds and dams and other vessels for rainwater collection	No	No	No
68	State government needs to improve regional plans and build something. Plans are top down ruled by consultants and TWDB. "Just writing plans and not building things"	No	Incentives for business	State government needs to improve regional plans and build something. Plans are top down ruled by consultants and TWDB. "Just writing plans and not building things"	Communication and incentives	Yes	Yes	No
69	State government with stakeholder input and oversight	No	Centralized state effort with resources for small municipalities	WCTF is doing great. Provide expertise with regional extension agents for conservation	Pass laws to encourage conservation, plumbing landscaping laws, fund state conservation plans	Yes	Yes	Yes
70	state government	Yes	Price	Help them find better vocabulary and message that will appeal to business bottom line	Provide financial incentives, make people aware of BMPs	Absolutely great idea. In conjunction with school kids because children are the great enforcers	Maybe	No

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71	Combination of political subdivisions and state government	Yes	Bottom up approach, education about state water plan	Good education program	Help implement task force recommendations	Yes	Yes, but require significant matching	No
72	GW districts need state backing	Don't know	Education, people are concerned about losing the rights to water if they conserve and do not use	Funding for conservation and/or education	Education and price	Yes, but include water quality	Yes	Yes
73	Regional planning groups, river authorities, GCDs	Don't know	Incentives, cost sharing. Let them know about conservation	Let GCDs prove themselves	Education and funds	Yes	Yes	No
74	State government	Yes	Raise water rates	Don't know	Rebates, money talks, raise the price, cut the water off to make them think	Yes, has worked well	Yes, come from the top through regional planning groups	Yes
75	Legislature	No	Pricing structure (frustrated at trying to set up WCD in county)	GAMs	Public education	Yes	Yes	Yes

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76	state government, regional planning groups need to share	No, needs to focus more on agriculture	Economic incentives, pricing, rates for ultra low use, pricing, rewards, incentives for municipalities, help small towns, allow reuse of water to let you use it.	Raise profile of water conservation	Examine right of capture and raise profile of water conservation	Yes, but without economic incentives people's behavior will not change. Reward is more important	Yes, target it to agriculture. Make a value of water that is saved	Yes
77	Local, state, federal governments and citizens	No	Mandates at state or local level. Have a goal. State mandate with local goals	Mandate good BMPS	Mandates at state or local level. Have a goal. State mandate with local goals	Yes	Yes	Yes
78	Legislature, government, river authorities, WCDS, TCEQ, TWDB	No	Mandates for utilities to establish. Use hammer on utilities and carrot on customers	Make the BMPS available	Fund conservation programs for public educational and outreach	NO, DMWT was not successful, a hammer is more important. Legislature could tell a city to conserve water and then use state funds to incentivize public	Yes, for incentives	Yes
79	GCDS	Yes	Combination of financial incentives and disincentives	Grant GWCDS more power to enforce conservation	Help GWCDS with enforcement, statewide conservation program	Yes	Yes	No
80	Legislature must make things uniform throughout the state	No, needs enforcement	State should mandate conservation and enforce it. Setup penalties	Pass mandates, provide authority to providers to enforce conservation. Funds for customers	Pass mandatory conservation at utility level (gpd per capita) and leave it up to utilities to do it	Yes, the importance of water must be ingrained in everybody	Yes	Yes

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81	State and local government needs more urgency	Yes	Serious water situations, water restrictions	Support them with advertising dollars, get the word out	Get the word out that water is a scarce commodity	Yes, use Mexico as a model	Yes	No
82	State government and regional planning groups	No	Sell them on it, price of water	Price of water, sell the public on conservation	Keep on talking about it, look at more effective laws and education programs	Yes	Don't know	N/A
83	Combination of state and local government	Yes	Public awareness, legislation	Provide funding	Public awareness, legislation, funding	Yes	Yes	Yes
84	State government	Yes	Develop dynamic funding mechanisms, look at taxes, user fees	Increase funding	Funding for agricultural and industries	Yes, must show that agriculture and industries are already doing all they can so that consumers can follow. This is a team effort.	Yes	Yes
85	State	Yes	Water shortage and publicity	Keep regional planning groups going	Public awareness	Yes	Yes	No

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86	Combination, everybody. You can not put the burden on any one person's doorstep"	No	Raise the prices . As long as it is cheap they will waste it	N/A	Public awareness. A reporting system for urban counties and cities and water supply companies to measure water in and water out to find where the leaks and inefficiencies are. No point in using faulty delivery systems	Yes	No	No
87	Local government, river authorities	No	Drought, raise the price	Encourage voluntary use of BMPs	Set the tone that conservation is important. Follow up with legislation	Yes, make sure to regionalize it and mesh it with local programs	Yes	No
88	State government with consumers cooperating	No	Raise the price	Mandate water conservation to provide teeth and support for local efforts	Mandate water conservation so that the local government will do the same. We would do it if there was a state law. Local officials will not do it on their own.	Yes. Gets in people's psyche. All publicity is important	Yes	No
89	Combination	Yes	Cost, hit em in pocketbook	N/A	Subsidize water audits by independent contractors or provide staff to conduct water audits on large and medium users and water systems. Lots of unaccounted water. We lose a lot. Water audits most cost	Yes, Texans are proud and want to do right. It is easy for large cities to advertise but the state needs to advertise to help the small cities and towns. Small towns do not have staff, skills, or money.	Yes	No
90	Groundwater districts	Plan is joke period no	Raise the price	N/A	Nothing, they do not set rates	No, people want their yards green want water on demand. Rates are the only way to encourage conservation	No	No

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91	Not government	Yes	Education	N/A	Be more user friendly	Yes	Yes	Yes
92	State legislature and all the citizens	Yes	Public education about irrigation and household technologies	N/A	Educate the whole state about critical dry areas. Educate people	Yes	Yes	Yes
93	Local citizens	Just barely	Education and price of water	Funding and support for education	Funding and support of education	Yes, seems like DMWT has worked	Yes	Yes
94	WCDs	No	Education, wean cities from reliance on water sales	Rebates, incentives, funding. Dollars for infrastructure repair, affordable water metering for wells that do not clog up	Education, funding for incentives, give WCDs more authority and back them up	Yes	Yes	Yes
95	State needs to ensure that GCDS require accountability from users and monitor usage and waste; local GCDS are the only ones able. State plan implemented locally.	Yes, private industry and farmers take care of it as a business decision.	Marketplace and price	Education	Cities and state government need to set example with better landscaping. Education-people do not have a clue about accountability (measure e.g. use-amount used/amount available)	Yes, from kindergarten to continuing education (i.e.. Farmer renewal of application license)	No	No

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96	GCDs	Yes, but could use more	Education by region	Good communication back and forth. Be sure not to hinder local efforts through good intentions. Provide funding without impeding things	Fund statewide awareness campaign	Yes	Yes	Yes
97	People it is a matter of economics	N/A	Economics, cost	N/A	Economics, people in community . The government itself needs control	Yes, if DMWT was successful	Maybe, depends on how it is spent and who controls it	No
98	State with cooperation of river authorities	No	Education via a reward system for conservation education at elementary level	Funds for incentives	Ensure that policies are not an empty mandate; demand results and review	Yes	Yes	Yes
99	Legislature	Yes, needs more on distribution	Drought get them thinking	Give WCDS more power	Review rule of capture, strengthen WCD power, get all regions together and coalesce into state plan. Give state some teeth to regulate	Yes	Yes	No
100	All	Yes	Don't know	N/A	Be selective about mandates and fees	Yes, educate at early age	Yes	No

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#	Question 11b. Increased Sales tax?	Question 11c. Fee on out -of - state water suppliers?	Question 11d. Fee on bottled water?	Question 11e. Fee on plumbing fixtures?	Question 11f. Fee on water industry goods and services?	Question 11g.The Water Infrastructure Fund?	Question 11h. None of the above or OTHER?
1	No	No	No	No	No	No	None
2	No	Maybe	No	No	Maybe	No	Assessed fines for non-compliance with mandated conservation measures. Fees on new wells
3	Yes	Don't know	Yes	No	No	Yes	
4	No	Yes	No	Yes	Yes	No	
5	No	Yes	No	No	No	No	

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6	Yes	Yes	Yes	No	No	Yes	
7	No	Yes	Yes	No	No	No	
8	Yes	No	Yes	No	No	Yes	
9	No	Yes	Yes	No	No	Yes	
10	No	Don't know	Yes	No	No	No	

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11	No	Yes	Yes	No	Don't know	Don't know	
12	No	Yes	No	No	No	Yes	Include all water supply companies
13	No	No	No	No	No	No	None of the above
14	No	Yes	Yes	No	No	Yes	N/A
15	No	Yes	Yes	No	Yes	Yes	Providers should pay for it. They make money off of people using water and often encourage development and sprawl that creates demand for their product. Hit the developers promoting

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16	Yes	Yes	Yes	Yes	No	No	
17	No	No	No	No	No	Yes, if leveraging federal dollars	Use federal dollars
18	No	No	No	No	No	No	None
19	No	Don't know	Yes	Yes	No	Yes	N/A
20	No	Yes	No	No	No	Yes	

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21	No	No	Yes	No	No	Yes	N/A
22	Yes	Don't know	Yes	No	No	No	Raise the price
23	No	No	Maybe	No	No	No	Fund it via tiered water rates
24	No	No	No	No	No	No	None
25	Yes	No	Yes	No	No	Maybe	

#	Question 11b. Increased Sales tax?	Question 11c. Fee on out -of - state water suppliers?	Question 11d. Fee on bottled water?	Question 11e. Fee on plumbing fixtures?	Question 11f. Fee on water industry goods and services?	Question 11g.The Water Infrastructure Fund?	Question 11h. None of the above or OTHER?
26	Yes, most preferable	Yes	Yes	Yes	Yes	Yes	Have state fee on water use over a certain point
27	No	No	Yes	No	Yes	Don't know	Water users should pay
28	Yes	No	Yes	Yes	No	No	Surcharge on every customer but not per meter
29	Yes	No	Yes	No	No	Don't know	N/A
30	No	No	Yes, the bottles increase solid waste also	No, new fixtures are often used to save water	No	Yes	

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31	No	Yes	Yes	No	No	Yes	N/A
32	Yes	No	Yes, very good	No, they promote conservation	No	No, not at this time	N/A
33	Yes	No	Yes	No	No	Yes	N/A
34	Yes	Yes	Yes	No	No	No	Set as a statewide funding priority. We need funds for modeling etc,; we need a statewide pool of money
35	No	No	No	No	No	No	N/A

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36	No	Yes	Yes	No	Yes	No	
37	No	No	No	No	No	No	Add 1 cent per 1,000 gallons to peoples water bills
38	Yes	No	Yes	Yes	No	No	N/A
39	Yes	Yes	Yes	Yes	No	No	N/A
40	Yes	No	Yes	No	No	No	N/A

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41	No	No	No	No	No	No	None
42	No	No	No	No	No	No	None
43	No	Yes	Yes	No	No	No	N/A
44	No	No	Yes	No	No	No	No
45	No	Yes	Yes	No	No	No	N/A

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46	No	No	Yes	Yes	Yes	No	Penalties on higher end users
47	Yes	No	Yes	No	Yes	No	Raise the price
48	No	No	Yes	Yes	Yes	No, too much demand for not enough money	N/A
49	No	Yes	No	No	Yes	Yes	Use general revenue because this will save the state money. Conservation is cheaper than dams and pipelines.
50	No	No	No	No	No	No	N/A

#	Question 11b. Increased Sales tax?	Question 11c. Fee on out -of - state water suppliers?	Question 11d. Fee on bottled water?	Question 11e. Fee on plumbing fixtures?	Question 11f. Fee on water industry goods and services?	Question 11g.The Water Infrastructure Fund?	Question 11h. None of the above or OTHER?
51	No	No	No	No	No	No	None
52	No	No	No	Yes	Yes	Don't know	N/A
53	No	No	Yes	No	No	No	N/A
54	No	Don't know	Yes	No	No	No	N/A
55	No	No	No	No	No	No	None

#	Question 11b. Increased Sales tax?	Question 11c. Fee on out -of - state water suppliers?	Question 11d. Fee on bottled water?	Question 11e. Fee on plumbing fixtures?	Question 11f. Fee on water industry goods and services?	Question 11g.The Water Infrastructure Fund?	Question 11h. None of the above or OTHER?
56	No	No	No	No	No	No	None
57	No	No	No	No	No	No	N/A
58	No	No	Yes, "tax the crap out of them"	No	No	No	N/A
59	No	Don't know	Yes	Yes	No	No	Don't know
60	No	Don't know	No	No	No	No	Usage at the meter (the more you use the more you pay)

#	Question 11b. Increased Sales tax?	Question 11c. Fee on out -of - state water suppliers?	Question 11d. Fee on bottled water?	Question 11e. Fee on plumbing fixtures?	Question 11f. Fee on water industry goods and services?	Question 11g.The Water Infrastructure Fund?	Question 11h. None of the above or OTHER?
61	No	Yes	No	No	No	No	N/A
62	Yes	Yes	Yes	Yes	No	No	N/A
63	Yes	No	Yes	No	No	No	N/A
64	No	No	No	No	No	No	N/A
65	No	No	No	No	No	No	None

#	Question 11b. Increased Sales tax?	Question 11c. Fee on out -of - state water suppliers?	Question 11d. Fee on bottled water?	Question 11e. Fee on plumbing fixtures?	Question 11f. Fee on water industry goods and services?	Question 11g.The Water Infrastructure Fund?	Question 11h. None of the above or OTHER?
66	No	No	Yes	No	No	No	N/A
67	No	No	No	No	No	No	None
68	Yes	No	Yes	No	No	No	N/A
69	No	Yes	No	No	Yes	Yes	N/A
70	No	Don't know	Yes	No	No	No	N/A

#	Question 11b. Increased Sales tax?	Question 11c. Fee on out -of - state water suppliers?	Question 11d. Fee on bottled water?	Question 11e. Fee on plumbing fixtures?	Question 11f. Fee on water industry goods and services?	Question 11g.The Water Infrastructure Fund?	Question 11h. None of the above or OTHER?
71	Yes	No	No	No	No	No	N/A
72	No	No	Yes	Yes	Yes	Don't know	N/A
73	No	No	No	No	No	No	None
74	No	Don't know	No	Don't know	Don't know	Don't know	N/A
75	No	Yes	No	No	No	No	N/A

#	Question 11b. Increased Sales tax?	Question 11c. Fee on out -of - state water suppliers?	Question 11d. Fee on bottled water?	Question 11e. Fee on plumbing fixtures?	Question 11f. Fee on water industry goods and services?	Question 11g.The Water Infrastructure Fund?	Question 11h. None of the above or OTHER?
76	No	No	No	No	No	No	N/A
77	No	Don't know	Yes	Don't know	Don't know	Don't know	N/A
78	No	No	Yes	No	No	No	N/A
79	No	No	Yes	No	No	No	N/A
80	No	Don't know	Yes	No	No	No	Fee based on consumption

#	Question 11b. Increased Sales tax?	Question 11c. Fee on out -of - state water suppliers?	Question 11d. Fee on bottled water?	Question 11e. Fee on plumbing fixtures?	Question 11f. Fee on water industry goods and services?	Question 11g.The Water Infrastructure Fund?	Question 11h. None of the above or OTHER?
81	Yes	No	No	No	No	No	N/A
82	N/A	N/A	N/A	N/A	N/A	N/A	N/A
83	Yes	No	Yes	No	No	Yes	N/A
84	Yes	Yes	No, absolutely not	Yes	No	Don't know	Fee based on consumption
85	No	No	No	No	No	No	Tariff on Mexican imports

#	Question 11b. Increased Sales tax?	Question 11c. Fee on out -of - state water suppliers?	Question 11d. Fee on bottled water?	Question 11e. Fee on plumbing fixtures?	Question 11f. Fee on water industry goods and services?	Question 11g.The Water Infrastructure Fund?	Question 11h. None of the above or OTHER?
86	No	No	No	No	No	No	None. Should come from large cities and urban counties
87	No	No	Yes	Yes	No	Yes	
88	No	Yes	Yes	Yes	Yes	Yes	None
89	Yes	Yes	Yes	No	No	Yes	None
90	No	No	No	No	No	No	None, no funding should be made

#	Question 11b. Increased Sales tax?	Question 11c. Fee on out -of - state water suppliers?	Question 11d. Fee on bottled water?	Question 11e. Fee on plumbing fixtures?	Question 11f. Fee on water industry goods and services?	Question 11g.The Water Infrastructure Fund?	Question 11h. None of the above or OTHER?
91	No	No	No	No	No	No	None
92	Yes	Yes	Yes	No	No	N/A	N/A
93	No	Don't know	Yes	Yes	Yes	Yes	Use GR monies because it is for all the citizens
94	No	Don't know	Yes	Yes	Yes	Don't know	Charge water marketers
95	No	No	No	No	No	No	None

#	Question 11b. Increased Sales tax?	Question 11c. Fee on out -of - state water suppliers?	Question 11d. Fee on bottled water?	Question 11e. Fee on plumbing fixtures?	Question 11f. Fee on water industry goods and services?	Question 11g.The Water Infrastructure Fund?	Question 11h. None of the above or OTHER?
96	No	Yes	Yes	Yes	Yes	Yes	N/A
97	No	No	No	No	No	No	None
98	No	No	Yes	No	No	Yes	N/A
99	Yes	Don't know	Yes	No	No	No	Income tax
100	Yes	No	No	No	No	No	N/A

#	Question 11b. Increased Sales tax?	Question 11c. Fee on out -of - state water suppliers?	Question 11d. Fee on bottled water?	Question 11e. Fee on plumbing fixtures?	Question 11f. Fee on water industry goods and services?	Question 11g.The Water Infrastructure Fund?	Question 11h. None of the above or OTHER?

#	Question 12a. Are you aware of any water conservation strategies in your area?	Question 12b. What are those?	Question 13a. Have you heard of the following strategies? Individual Metering? Would it be effective ?	Question 13b. Rainwater Harvesting? Would it be effective?	Question 13c. Use of Graywater? Would it be effective?	Question 13d. Public Information and Outreach campaigns? Would it be effective?	Question 13e. Financial and/or technical support for conservation/ Would it be effective?	Question 13f. Large user group programs such as water surveys and more efficient technologies? Would it be effective?
1	Yes	LEPA irrigation/ pet system that measures soil moisture, air moisture, crop stage for optimal yield	No, Yes	Yes, Yes	No, Maybe	Yes, Yes	Yes, No	No, Yes
2	Yes	Gw district advertising on radio. GW rules on well spacing, 50/50 rule that 50% of GW must be there in 50 years with monitoring of GW wells	No, Yes	Yes	Yes	Yes	Yes	Yes
3	No drought response only and they never use that	Yes	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
4	Yes	Education and statewide requirement on low use plumbing fixtures	No, Yes	Yes, No	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
5	Yes	Water reuses, Agricultural irrigation,	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes

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6	Yes, agricultural programs such as LEPA irrigation	Yes, agricultural programs such as LEPA irrigation	No, Yes	Maybe	Yes	Yes	Yes	Yes
7	Yes	Agricultural irrigation	No, Yes	Yes, Maybe	Yes, very good but too hard to get a permit through TCEQ. State needs to make it easier to use. TOO MANY HOOPS	Yes, Yes	Yes, Yes	Yes, Yes
8	No	Yes	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
9	Yes, agricultural seminars and brush clearing	Agricultural seminars on brush clearing	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
10	Yes	Rationing/ water schedules	No, Yes	No, No	No, No	No, Yes	Yes, Yes	Yes, Yes

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11	Yes	City runs adds in time of drought	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
12	Yes	Drought contingency plan that includes regulations on car washing lawn watering and water in restaurants	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
13	Yes	Rebates for plumbing fixtures	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
14	Yes	Texas Smartscape Landscaping Program	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
15	Yes, tiered pricing, lawn watering restrictions. Fines for errant sprinkler systems wasting water	N/A	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes

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16	Yes	New sprinkler system requirements such as temperature gauges and rain gauges, tiered rates, lawn watering restrictions, and plumbing fixtures	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
17	Yes	Ordinances for conservation and tiered pricing	No, Yes	Yes, limited	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
18	Yes	N/A	No, Yes	Yes, No	Yes, No	Yes, No	Yes, No	Yes, Yes
19	Yes	Dallas Media Program, Smartscape Landscaping Education and Program, and tiered pricing	No, Yes	Yes, No	Yes, Yes	Yes, Yes	Yes, Maybe	No, Maybe
20	Yes	Landscape irrigation restrictions	No, Yes	Yes, Yes	Yes, Maybe	Yes, Yes	Yes, Yes	Yes, Yes

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21	No	N/A	No, Yes	Yes, maybe but reservoirs are collectors	yes, No	Yes, Yes	Yes, Yes	Yes, Yes
22	Yes, industrial reuse of water	Yes, industrial reuse of water	No, Yes	Yes, Yes	Yes, Don't know	Yes, Yes	No, Yes	Yes, Yes
23	Yes, reuse of waste water for oil fields	Yes, reuse of waste water for oil fields	No, Yes	Yes, Maybe	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
24	No	N/A	No, Yes	No, Yes	Yes, No	Yes, Yes	Yes, No	Yes, Yes
25	Yes, some	Some effort at education	No, Yes	Yes, Maybe	Yes, but only direct reuse not bed and banks	Yes, Yes	Yes, Yes	Yes, Yes

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26	No	N/A	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
27	Yes	Getting smaller cities to implement conservations	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
28	Yes	Plumbing fixtures, reuse of wastewater	No, No	No, no reservoirs collect water	Yes, Yes	Yes, Yes	Yes, Yes	No, Yes
29	Yes	Reinjecting aquifer, fixture programs , reverse osmosis	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
30	Yes	Step rate structures, reuse of water, incentives for xeriscaping	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	No, Yes

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31	Yes	Tiered rates information flyers, drought contingency plans, lawn watering restrictions	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
32	Yes	Pricing, education on xeriscaping, promoting low flow showerheads	Yes, Yes	No, Don't know	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
33	Yes		Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	No, Yes
34	Yes	LEPA irrigation low energy precise irrigation	Yes, Yes	Yes, No	Yes, Yes	Yes, Yes	Yes, Yes	No, Yes
35	Underground water conservation district - education of kiddies	Education of kids	Yes, No	Yes, No	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes

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36	Yes	Brush control, agricultural equipment	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	No, No
37	Yes	Change to tiered rates	Yes, No	Yes, No	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
38	Yes	Lawn watering restrictions and plumbing codes	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	No, Yes
39	Yes	We raised our rates, plumbing codes, lawn watering restrictions	No, Yes	Yes, No	Yes, Yes	Yes, Yes	Yes, Yes	No, Yes
40	No	N/A	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	No, Yes

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41	No	No	No, No	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
42	Yes	Plumbing fixtures, reuse of wastewater	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
43	Yes - only in drought	Drought contingency plan	Yes, Yes	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
44	Yes	Water wise education at 5th grade levels	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
45	Yes	Landscaping, education, educational literature and drought contingency plan	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes

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46	Yes	Education of school kids	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
47	No	Raising the price has helped reduce consumption	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
48	Reuse of industrial water, irrigation technologies	Reuse of industrial water, irrigation practices	No, Yes	No, No	Yes, Yes	Yes, Yes	Yes, Yes	No, Yes
49	Yes	Education, fee based incentives	Yes	Yes	Yes	Yes	Yes	Yes
50	Yes	Low flush toilets are available, better faucets, industrial reuse (environmental regulations based on concentration of flow provide a disincentive) (federal law)	No, Yes	Yes, No	Yes, Yes	Yes, Yes	Yes, Yes	No, Yes

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51	No		Yes, Maybe	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
52	No	N/A	No, No	Yes, No	Yes, Yes	Yes, Yes	Yes, Yes	No, Yes
53	Yes, children's education and tiered water rates	Children's education and tiered water rates	No, Yes	Yes, No	Yes, Yes	Yes, Yes	Yes, Maybe	No, Yes
54	Yes, metering of wells and conservation practices in greenhouses (reuse of water)	Yes, metering of wells and conservation practices in greenhouses (reuse of water)	No, Yes	No, No	No, Don't know	Yes, Yes	Yes, Yes	No, Don't know
55	Outreach by city governments	Outreach by city governments	Yes, Yes	Yes, No	Yes, Yes	Yes, Yes	Technical yes, financial no	Yes, Yes

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56	No		Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
57	Yes	Mandatory watering restrictions are strongly enforced	Yes, No	Yes, No	Yes, Yes	Yes, Yes	No, Yes	No, Yes
58	No	Agricultural REUSE	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	No, Yes
59	No	None	No, Yes	No, No	Yes, No	Yes, Yes	Yes, Yes	Yes, Yes
60	Yes	Water reuse, water recycle	No, Maybe	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	No, No

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61	Yes	brush management	no, no	No, Don't know	no No, No	no, yes	no, yes	No, Don't know
62	No	None	No, Maybe	Yes, Maybe	No, Maybe	Yes, Yes	Yes, Yes	No, Don't know
63	Yes	Brush clearing using fed funds	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
64	Yes	Pilot brush control, educational materials, water masters	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	No, Maybe
65	Yes		Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes

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66	Yes	PUBLIC EDUCATION TIERED WATER RATES	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
67	Yes	Brush management	No, No	Yes, Yes	No, No	Yes, No	Yes, No	No, No
68	Yes	Reuse and fixtures	Yes, No	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, No
69	Yes	Fixture replacements, irrigation audits	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
70	Yes	Reuse of water for irrigation and water fixtures	No, Yes	Yes, No	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes

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71	Yes	Industry, Municipal, agricultural	Yes, No	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, No
72	Yes	GW district-publicity about conservation	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	No, Don't know
73	Yes	Land management for rice irrigation	No, No	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	No, No
74	yes,	Irrigation practices	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
75	Yes	Rates, public education	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes

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76	Yes	Progressive water rates and rural conservation districts	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
77	Yes	Outside watering restrictions, rebates in city from water company, xeriscaping incentives	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
78	Yes	programs in large cities but small cities are not doing it	Yes, Yes	Yes, yes in rural; no in urban	Yes, yes in rural; no in urban	Yes, No	Yes, Yes	Yes, Yes
79	No	None	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
80	No, we do not have funds for any	None (lacking funds)	Yes, No	Yes, No	Yes, No	Yes, Yes	Yes, Yes	Yes, Yes

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81	No		No, No	Yes, Maybe	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
82	Yes	Cirulars with bills and drought plans	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
83	No	Agricultural and municipal strategies	Yes, Yes	Yes, Maybe	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
84	Yes	Canal lining, rehab of irrigation systems	No, No	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
85	Yes	RPG, irrigation canal lines via fed funding	No, Maybe	Yes, No	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes

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86	Yes	Updated plumbing in houses, LEPA irrigation , center pivot irrigation	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	No, Maybe
87	Yes	Desalination projects/ industries reducing use in times of drought in corpus	Yes, Yes	Yes, No	Yes, Maybe	Yes, Yes	Yes, Yes	Yes, Yes
88	Yes	Yes. City water department packets of faucets and bags for commodes. Publicity campaign about not watering during heat of day.	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	NO, YES
89	Yes	TWDB literature, City of Corpus programs	Yes, Yes	Yes, Maybe	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
90	No	N/A	No, No (already mandatory)	Yes, Maybe	Yes, No	Yes, No	Yes, No	No, No

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91	Yes	LEPA irregation low energy precise irrigation	No, No	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
92	Yes	Lubbock watering restrictions, irrigation technologies, TV ads	Yes, Yes	No, Maybe	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
93	Yes	Agricultural irrigation, drought tolerant crops, home landscaping and home fixtures	No, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	No, Yes
94	Yes	Innovative irrigation techniques	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	No, Don't know
95	Yes	Irrigation practices	No, Yes	N/A	N/A	N/A	N/A	N/A

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96	Yes	Education via newsletters, newspaper articles. Urban lawn watering suggestions, ad landscaping. Agriculture -low interest loans for irrigation equipment	Yes, Maybe	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
97	Yes	Reclaiming of irrigation water, and pricing controls in city	No, No	No, Yes	No, Yes	Yes, Yes	Yes, No - it is better to raise the price of water	No, No
98	Yes	Industrial reuse of water, aquifer storage recovery, community retrofit programs, brush control, education	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
99	No	None	No, Yes	Yes, No	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes
100	No	None	No, No	Yes, Yes	No, Yes	No, No	No, Maybe	No, Don't know

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#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
1	Yes, Yes	Yes, Yes	Yes, Yes	Education	64	Bachelors in Science	Male	Yes	Own
2	Yes	Yes Research on more efficient crops "reasonable yield with minimal water	Maybe, incentives should only be paid to existing irrigated acres otherwise the incentive encourages the plowing of new cropland and therefore actually increases water use	EDUCATION and awareness. Make people understand the new science such as the Playa lakes now recharge the Ogallala	46	High School	Female	Yes	Own
3	Yes, Yes	Yes, Yes	Yes, Yes	Landscape regulations and tax breaks incentives for desert plants (xeriscaping	43	Masters	Female	No	Own
4	Yes, Yes	Yes, Yes	Yes, Yes	Reduce Agric use. Cites are a drop in the bucket. Urban focus is wrong	52	Masters	Male	Yes	Own
5	Yes, Yes	Yes, Yes	Yes, Yes	Agricultural irrigation and desalination of seawater	50	Bachelors	Male	Yes	Rent

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
6	Yes	Yes	Yes	Communication and educations	52	Bachelors	Male	Yes	Own
7	Yes, Yes	Yes, Yes	Yes, Yes	Penalty for not conserving	47	High school	Male	Yes	Own
8	Yes, Yes	YES must be watershed wide. This creates water by letting springs and creeks run and brush does not soak up water	Yes, Yes	Get the public interested, get consumers interested . Get consumers to understand agricultural water needs and uses and the progress agriculture has made in conservation	66	Bachelors in Science	Male	No	Own
9	Yes, Yes	Yes, Yes	Yes, Yes	Education of public / recycle as much as possible / better technologies for desalination and filtration and more efficiency	58	Bachelors	Female	No	Own
10	Yes, Yes	Yes, Yes	Yes, Yes	Educating and outreach	54	Bachelors	Male	Yes	Own

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
11	Yes, Yes	Yes, Yes	Yes, Yes	Public information and outreach. Keep environmentalists from limiting ability to develop new sources (build new dams etc)	62	Masters	Male	Yes	Own
12	Yes, Yes	Yes, Yes	Yes, Yes	Irrigation practices	48	Masters	Male	Yes	Own
13	Yes, maybe. It will be difficult to achieve	Yes, Yes	Yes, Yes	Industrial conservation along with developing new water sources	49	College	Male	Yes	Own
14	Yes, Yes	Yes, Yes	Yes, No	TV and radio campaigns	39	Bachelors	Male	Yes	Yes
15	Yes, Yes	Yes, Yes	Yes, Yes	Raise the price	54	Masters	Female	Yes	Own

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
16	Yes, Yes	Yes, Yes	Yes, Yes	Outdoor irrigation strategies for urban users, price, get to individual water users	62	PhD	Male	Yes	Own
17	Yes, Yes	Yes, Yes	Yes, Yes	Mandate water efficient home appliances; Restrict urban landscape watering	56	Masters	Male	Yes	Own
18	No, No	No, No	Yes, No	Price water is a business	86	PhD	Male	Yes	Own
19	No, No	Yes, Yes	Yes, Maybe	Tiered pricing	66	Bachelors	Male	Yes	Own
20	No, Yes	Yes, No	Yes, Yes	Reuse, population pressure will make new resources necessary	49	Masters	Male	Yes	Own

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
21	Yes, Yes	Yes, Yes	Yes, Yes	Price - make it more expensive	45	Bachelors in Science	Female	Yes	Own
22	No, Yes	Yes, no fund has been misused to get land cleared at government expense	Yes, Yes	Raise the price	67	High school	Male	Yes	Own
23	Yes, Yes	No, Don't know	Yes, Yes	Conservation and reuse, desalination	56	Bachelors in Science	Male	Yes	Own
24	Yes, Maybe	Yes, but do not use government funds	Yes, Yes	Price. The cost of water and sewer must be covered through revenue	52	Bachelors	Male	Yes	Own
25	Yes, Yes	Maybe Probably not as cost effective as using better technologies. Must have safeguards and be for water conservation not just incentive to clear habitat.	Yes, Yes	Statewide conservation plan mixed with innovative technologies. In the 1930's oil was ten cents a gallon. The price of wasted water must go up. Not the base rate people pay to survive. Just raise it after certain baseline.	55	Bachelors	Male	Yes	Own

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
26	Yes, Yes	Yes, Yes	Yes, Yes	Educate average citizen that water is a valuable resource and we must all use less. Population is growing, everybody has to do their part.	61	Masters	Male	Yes	Own
27	Yes, Yes	Yes, Yes	Yes, Yes	Increase the price	68	Juris Doctorate	MALE	Yes	Own
28	Yes, Yes	Yes, Yes	Yes, Yes	make people aware of water shortage	53	Bachelors in Science	Male	Yes	Own
29	Yes, Yes	Yes, Yes	Yes, Yes	Get national government involved in developing a national water distribution system like the interstate system	60	Bachelors	Male	Yes	Own
30	Yes, Yes	Yes, Yes	Yes, Yes	Quit growing grass and playing golf. Laws and/or incentives to reduce irrigated urban landscapes.	N/A	N/A	N/A	N/A	N/A

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
31	Yes, Yes	Yes, Yes	Yes, Yes	Consumer education	46	Masters	Female	Yes	Own
32	Yes, Yes	Yes, Yes	Yes, Yes	Education of individual consumer	54	Bachelors	Male	Yes	Own
33	Yes, Yes	Yes, Yes	Yes, Yes	Education and stop the state from hindering use of graywater (E.G. TCEQ)	58	Junior college	Female	Yes	Own
34	Yes, yes but water district needs authority to enforce strong state regulations to let us find out the information	Yes, Yes	Yes, Yes	Eliminate water marketing where they take water to a different region, don't subsidies growth in arid areas like San Angelo. Curtail infrastructure leakage in municipal areas.	73	Bachelors	Male	Yes	Own
35	Yes, Yes	Yes, Yes	Yes, Yes	Continue to monitor resource through state water plan	62	Bachelors	Male	Yes	Own

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
36	No, No	Yes, Yes	Yes, Yes	Financial incentives for agricultural water conservation equipment. Raising awareness is Key	59	Masters	Female	Yes	Own
37	Yes, Yes	Yes, Maybe	Yes, Yes	Raise the price; tiered rates	69	Bachelors	Male	Yes	Own
38	No, Yes	Yes, Yes	Yes, Yes	Pricing of water. We noticed a drop in consumption when the rates went up	50	Bachelors	Male	Yes	Own
39	Yes, Yes	Yes, Yes	Yes, Yes	Raise the price, educations of consumers, change crop, fixture standards, all of these	68	Masters	Male	Yes	Own
40	Yes, Yes	Yes, yes but must be done properly to be effective	Yes, Yes	Make sure that everyone realizes that water conservation is everybody's problem. Include water in public school curriculum, and get to adults through advertising. Keep public involved in decision making.	44	Bachelors	Female	Yes	Own

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
41	Yes, Yes	Yes, Yes	Yes, Yes	Balance supply and demand with population projections	58	College	Male	Yes	Own
42	No, Yes	Yes, Yes	Yes, Yes	Education, find new supplies, find groundwater, use judiciously	45	Bachelors	Male	No	Own
43	Yes, Yes	Yes, Yes	Yes, Yes	Reuse strategies	45	PhD - dentist	Male	Yes	Own
44	Yes, Yes	Yes, Yes	Yes, Yes	Education of public	60	Masters	Male	Yes	Own
45	No, Yes	Yes, but it must be done correctly	Yes, Yes	Municipal leak detection, reduce water system leakage, plan at multiple levels, make sure there is water for wildlife	37	Masters	Female	Yes	Own

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
46	Yes, Yes	Yes, Yes	Yes, Yes	Education; get the next two or three generations. This will get the big use urban areas like San Antonio, El Paso, and Houston	66	Bachelors in Science	Male	Yes	Own
47	Yes, Yes	Yes, Yes	Yes, Yes	Price forces innovation	54	Bachelors in Science	Male	Yes	Yes
48	Yes, Yes not punitive	Yes, Yes	Yes, Yes	Water reuse	72	Masters	Male	Yes	Own
49	Yes	Yes, but need environmental safe guards, not just an excuse to clear habit	Yes	Make conservation mandatory. Nobody is making any new water. It is less painful to do it now. Other western states have mandatory conservation.	50	Juris Doctorate	Male	No	Own
50	Yes, Yes	Yes, Don't know	Yes, Yes	Education of public	57	Bachelors in Science	Female	Yes	Own

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
51	Yes, Yes	Yes, Yes	Yes, Yes	Public education and price	70	Bachelors in Science	Male	Yes	Own
52	No, Yes	No, No	No, No	Education, new technologies, media, and a combination of many things	48	College	Female	No	Own
53	No, Don't know	No, Don't know	No, Don't know	Technology such as desalination	76	Juris Doctorate	Male	Yes	Own
54	Yes, Yes	Yes, Don't know	Yes, Yes	Raise awareness of water and water shortage	70	Masters	Male	Yes	Own
55	Yes, Yes	Yes, Yes	Yes, Yes	Education, plumbing codes, promote reuse	63	Bachelors	Male	No	Own

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
56	Yes, Yes	Yes, Yes	Yes, Yes	Population control and slow industrial growth	69	PhD	Male	Yes	Own
57	Yes, Yes	Yes, Yes	Yes, Yes	Promote water conservation as a statewide level because local cities will not do it because they want to lure business and do not want to admit to a water shortage." Hit the public over the head with the message".	76	Post graduate	Male	Yes	Own
58	No, Yes	No, Don't know	Yes, Yes	Monitor largest users of water such as prisons, rice farmers. Kill game preserve idea on upper niches	67	Some college	Female	Yes	Own
59	Yes, Yes	Yes, Yes	Yes, Yes	Rates	42	High School	Male	Yes	Own
60	Yes, Yes	Yes, Don't know	Yes, Don't know	Education and value water appropriately	62	Post graduate	Male	Yes	Own

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
61	No, Don't know	Yes, Yes	Yes, Yes	Brush management	51	N/A	Male	Yes	Own
62	No, Yes	Yes, Maybe	Yes, Yes	Agricultural and industrial reuse	68	Junior degree	Male	Yes	Own
63	Yes, Yes	Yes, Yes	Yes, Yes	Spreader dams, brush control, management on recharge areas, land stewardship, focus on brush mgmt at watershed level. Make sure 95% of rain ends up in ground, lake, or river.	59	Junior degree	Male	Yes	Own
64	Yes, Yes	Yes, Yes	Yes, Yes	Education in elementary schools	47	Bachelors in Science	Male	Yes	Own
65	Yes, Yes	Yes, Yes	Yes, Yes	Price	46	PhD	Male	Yes	Own

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
66	No, Don't know	Yes, Yes	Yes, Yes	Education in elementary schools, rainwater harvesting, xeriscaping, tax credits for good practices	53	Bachelors	Male	Yes	Own
67	Yes, no landowners already know what to do if government will leave them alone	Yes, Yes	Yes, Yes	Raise the price use the money for water collection vessels	72	High School	Male	Yes	Own
68	Yes, No	Yes, Yes	Yes, Yes	Capture floodwaters in off channel reservoirs, capture rain, capture freshwater flows	52	Bachelors in Science	Male	Yes	Own
69	Yes, Yes	Yes, Maybe	Yes, Yes	Outdoor watering restrictions, use of greywater, rainwater and irrigation audits	33	Bachelors	Female	Yes	Yes
70	Yes, Yes	Yes, Yes	Yes, Yes	Appliance standards, and landscaping standards	51	MBA	Female	Yes	Own

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
71	Yes, Yes	Yes, Yes	Yes, Yes	Precision land leveling for rice fields	54	PhD	Male	Yes	Own
72	Yes, No	Yes, Yes	Yes, Yes	Education	56	Junior degree	Male	Yes	Own
73	No, Yes	Yes, Yes	Yes, Yes	Land managements, public education for the people	24	Bachelors in Science	Male	No	Own
74	Yes, Yes	Yes, Yes	Yes, Yes	Education on TV, price, publicity campaign	63	High School	Male	Yes	Own
75	Yes, Yes	Yes, Yes	Yes, Yes	Water rates	64	Masters	Male	Yes	Own

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Question 13h. Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
76	Yes, Yes	Yes, Yes	Yes, Yes	Residential-incentive rate with rewards	47	Masters	Male	Yes	Own
77	Yes, Yes	Yes, Yes	Yes, Yes	Conservation mandates for local governments, reuse of water	66	Bachelors	Female	Yes	Own
78	Yes, Yes	Yes, Yes	Yes, Yes	Mandates with funded incentives	61	Bachelors	Male	Yes	Own
79	Yes, Yes	Yes, Yes but must be at statewide level	Yes, Yes	Economic incentives and disincentives	51	College	Male	Yes	Own
80	Yes, Yes	Yes, Yes	Yes, Yes	Mandates and enforce them	71	College	Male	Yes	Own

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
81	Yes, Yes	Yes, Yes	Yes, Yes	Desal technologies	48	College	Male	Yes	Own
82	Yes, Yes	Yes, Yes	Yes, Yes	Education of public; do not encourage industries that use water. Change agricultural mindset	72	College	Female	Yes	Own
83	Yes, No	Yes, Yes	Yes, Yes	Education	N/A	Juris Doctorate	Male	N/A	Yes
84	Yes, Yes	Yes, Yes	Yes, Yes	Differs by region. Use of desal for brackish water. Develop equitable funding mechanisms (e.g. fees on consumption)	47	Masters	Male	Yes	Own
85	Yes, Yes	Yes, Yes	Yes, Yes	Yes, Yes	44	College	No	Own	Own

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Question 13h. Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
86	Yes, no (record keeping, reporting, yes but AUDIT is a scary word)	Yes, Yes	Yes, Yes	Get everybody to belly up. A statewide reporting system to measure water use efficiency. Most important is measuring loss of water. Plumbing, retrofits, etc. can have huge impact if everybody does it. A lot of efficiency can be	63	College	Male	Yes	Own
87	Yes, Yes	Yes, Yes	Yes, Yes	improve irrigation and delivery systems leaks (canals, etc.) in RGV. Money should come from cites for more efficient agricultural use and then have legislation to make sure agriculture retains water right even if they sell water to cities and/or	42	Bachelors in Science	Male	Yes	Own
88	No, Yes	Yes, Yes	Yes, Yes	Raise the price, make it pay for itself	78	PhD	Female	Yes	Own
89	Yes, Yes	Yes, Maybe	Yes, Yes	Rate structure, you use more, you pay more	50	High School	Male	Yes	Own
90	Yes, No	Yes, Yes	Yes, Yes	Raise the price. That is the only way to conserve. It is like the rice of gasoline, people conserve when it costs more.	52	Bachelors	Male	Yes	Own

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Question 13h. Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
91	Yes, No	Yes, Yes	Yes, Yes	Education. It is now a blame game. you have to make them want to turn the faucet off when they brush their teeth.	45	High School	Male	Yes	Own
92	Yes, Yes	Yes, Yes	Yes, Yes	Education of citizens	55	College	Male	Yes	Own
93	No, Yes	No, Yes	No, Yes	Public awareness of water problems	57	Bachelors in Science	Male	Yes	Own
94	Yes, Yes	Yes, Yes	Yes, Yes	Incentives, tougher WD regulations	54	Bachelors in Science	Male	Yes	Own
95	N/A	Yes, Yes	Yes, Yes	Education - get people's head out of sand	N/A	N/A	N/A	N/A	N/A

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?
96	Yes, Yes	Yes, Yes	Yes, Yes	Education. Let them know a time certain when we will run out of water	32	Bachelors in Science	Male	Yes	Own
97	No, No	N/A	N/A	Pricing through economics	75	College	Male	Yes	Own
98	Yes, Yes	Yes, Yes	Yes, Yes	Education with incentives; reuse of water	38	Bachelors in Science	Male	Yes	Own
99	Yes, Yes	Yes, Yes	Yes, Yes	Legislature need to let public know about water crisis. Let public know about immediate problem, and scare them with real numbers	70	High School	Male	Yes	Own
100	No, No	No, No	No, No	Educate them through TV, etc.	68	College	Female	Yes	Own

#	Question 13g. Agricultural water use management strategies such as water use audits? Would it be effective?	Question 13h. Land Management practices such as bush control and conversion to dryland farming? Would they be effective?	Question 13i. Water conserving irrigation practices? Would it be effective?	Question 14. What is the single most important water conservation strategy you think will be most effective ?	Question 15. Age?	Question 16. Level of Education?	Question 17. Gender?	Question 18. Do you have any children?	Question 19. Do you own a home or rent?

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
1	More	N/A
2	More	N/A
3	Over	N/A
4	Yes	N/A
5	More	N/A

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
6	More	N/A
7	Yes	N/A
8	More	White
9	More	White
10	More	White

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
11	More	White
12	More	White
13	More	White
14	More	White
15	More	White

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
16	More	White
17	More	White
18	More	White
19	More	White
20	More	White

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
21	More	White
22	More	White
23	More	White
24	More	White
25	More	White

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
26	More	White
27	More	White
28	More	White
29	More	Hispanic
30	N/A	N/A

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
31	More	White
32	More	White
33	More	White
34	More	White
35	More	White

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
36	More	White
37	More	White
38	More	White
39	More	White
40	More	White

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
41	More	White
42	More	White
43	More	White
44	More	White
45	More	White

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
46	More	White
47	More	White
48	More	White
49	More	White
50	More	African American

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
51	More	White
52	More	White
53	More	White
54	More	African American
55	More	White

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
56	More	White
57	More	White
58	More	White
59	More	White
60	More	White

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
61	More	White
62	More	White
63	More	White
64	More	White
65	More	White

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
66	More	White
67	More	White
68	More	White
69	More	White
70	More	White

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
71	More	Other
72	More	White
73	More	White
74	More	White
75	More	White

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
76	More	White
77	More	White
78	More	White
79	More	White
80	More	White

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
81	More	Hispanic
82	More	White
83	Yes	White
84	More	White
85	More	Mexican American

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
86	More	White
87	More	White
88	More	White
89	Yes	White
90	More	White

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
91	More	White
92	More	White
93	More	White
94	More	White
95	N/A	N/A

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?
96	More	White
97	More	White
98	More	White
99	More	White
100	More	White

#	Question 20. Household income more or less than $25,000?	Question 21. Are you Hispanic, white, African-American, Asian, or other?

TEXAS WATER CONSERVATION SURVEY

ENVIROMEDIA
BASELICE & ASSOCIATES, INC. STUDY # 04709wat.qF
CONFIDENTIAL DOCUMENT
N= 1,200 Adults

Hello, I am _____ of Baselice & Associates, a national survey research firm, and we're talking to people long distance today about issues facing us all. We would like to include your responses to this survey, which will be kept confidential, with the responses of several hundred other Texans such as yourself.

IF SPANISH SPEAKING RESPONDENT, SAY IN SPANISH: AVamos ha llamar despues en Español.@

A. Are you a resident of _____ County and at least 18 years of age?
<u>If No, ask</u>: Is there someone else at home who is an adult resident of _____ County?
(If Yes, ask: May I speak with him/her? And return to introduction)

B. Are you, or is anyone in your household, employed in the news media, a market research firm, an elected official, or employed by a political campaign?

Yes **(thank & terminate)**
No **(continue)**

---

1. What do you think the biggest environmental problem is in Texas? **(Do not read, check off from list)**

1 Water conservation
2 Water pollution
3 Air quality
4 Global warming/climate
5 Endangered wildlife
6 Litter / trash
7 Solid waste / landfills
18 Other (specify) _____
19 Unsure / refused **(vol)**

---

2. When you think of water in Texas, what is the first thing that comes to your mind? **(Probe: Please tell me more about that)**

_____

_____

Rotate next two questions

3. Thinking about the amount of water in your area, now, would you say there is... **(Read top-to-bottom / bottom-to-top)**?

1 More than enough water in your area
2 Enough water, but not much extra
3 About the right amount of water
4 Probably not enough water
5 A considerable shortage of water
6 Unsure/ refused **(vol)**

---

4. Would you say you are satisfied or dissatisfied with the quality of water you have access to?
If choice made, ask: Is that strongly or somewhat (satisfied / dissatisfied)?

1 Satisfied / Strongly
2 Satisfied / Somewhat
TOTAL SATISFIED

3 Dissatisfied / Somewhat
4 Dissatisfied / Strongly
TOTAL DISSATISFIED

5 Unsure/ refused **(vol)**

---

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

1 Yes
2 No
3 Unsure / refused **(vol)**

---

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

1 Yes
2 No
3 Unsure / refused **(vol)**

---

7. **Read to all:**
Water conservation is defined as the protection of water resources and the reduction of water consumption so water is made available for the future.

---

8. Which of the following best describes your knowledge of the natural source for your drinking water? **(Read top-to-bottom / bottom-to-top)**

1 I definitely know
2 I think I know
3 I am not so sure
4 I have no idea
5 Refused

---

9. Are you aware of any local groups or organizations involved with water conservation?

1 Yes **(Go to Q9A)**
2 No
3 Unsure / refused **(vol)**

IF VALUE 1 (Yes) IN Q9, ASK Q9A:

9A. Please tell me the names of any local groups or organizations involved with water conservation?

_____

_____

---

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

1 Yes **(Go to Q10A)**
2 No
3 Unsure / refused **(vol)**

IF VALUE 1 (Yes) IN Q10, ASK Q10A:

10A. What slogans or ads do you recall?

_____

_____

---

11. Thinking about the amount of water in your area twenty-five years from now, would you say there will be:
(Read top-to-bottom / bottom-to-top)?

1 More than enough water in your area
2 Enough water, but not much extra
3 About the right amount of water
4 Not enough water
5 A considerable shortage of water
6 Unsure/ refused **(vol)**

---

12. Do you think water conservation is important? **If choice made, ask**: And do you feel strongly about that?

1 Yes / Strongly
2 Yes / Somewhat
TOTAL YES

3 No / Somewhat
4 No / Strongly
TOTAL NO

5 Unsure / refused **(vol)**

---

13. Who of the following do you feel is most able to ensure Texas has enough water to meet our needs?
(Read and randomize choices)

1 Federal Government
2 State Government
3 Local Government
4 Private enterprises and industries
5 Consumers like you
6 Two or more **(vol)**
7 None of these **(vol)**
8 Unsure / refused **(vol)**

Split Sample Questions 14 and 15

14. Do you believe the Texas state government is doing enough to **(B: educate the public on ways to)** conserve water? **If choice made, ask**: And do you feel strongly about that?

Q14A	Q14B	**Total**	
1	1	1	Yes / Strongly
2	2	2	Yes / Somewhat
			TOTAL YES
3	4	3	No / Somewhat
4	4	4	No / Strongly
			TOTAL NO
5	5	5	Unsure / refused **(vol)**

---

15. Do you believe your local water supplier is doing enough to **(B: educate the public on ways to)** conserve water? **If choice made, ask**: And do you feel strongly about that?

Q15A	Q15B	**Total**	
1	1	1	Yes / Strongly
2	2	2	Yes / Somewhat
			TOTAL YES
3	4	3	No / Somewhat
4	4	4	No / Strongly
			TOTAL NO
5	5	5	Unsure / refused **(vol)**

---

16. Which of the following do you think uses the most water? **(Read and randomize choices)**
If choice made, ask: And which uses the next most?

Q16A Most	Q16B Next Most	**Total**	
1	1		Consumers and homeowners
2	2		Farmers and ranchers
3	3		Small businesses
4	4		Large businesses
5	5		Public parks and swimming pools
6	6		Private resorts and golf courses
7	7		Other **(vol)**
8	8		Unsure **(vol) (to 17)**
			Not asked

---

17. Do you believe there should be statewide funding provided to implement water conservation strategies?
If choice made, ask: And do you feel strongly about that?

1 Yes / Strongly
2 Yes / Somewhat
TOTAL YES

3 No / Somewhat
4 No / Strongly
TOTAL NO

5 Depends **(vol)**
6 Unsure / refused **(vol)**

Split Sample 18a and 18b.

18.a Do you conserve water now?

1 Yes
2 No
3 Unsure / refused **(vol)**

18b. Which of the following best describes how often you conserve water?
(Read top-to-bottom / bottom-to-top)

1 Every chance you get
2 Most of the time
3 Some of the time
4 Rarely
5 Never
6 Unsure / refused **(vol)**

---

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

1 Yes
2 No
3 Unsure / refused **(vol)**

---

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

1 Yes
2 No
3 Unsure / refused **(vol)**

IF VALUE 1 (Yes) in Q18a or VALUES 1-3 in18b, ASK Q21A

21.A What actions do you take to conserve water? **(Do not read - record into the best fit category)**

1 Changed outdoor watering habits / watering less frequently / hand watering / reusing water.

2 Planted drought tolerant plants or changed your landscape to include low-water-use alternative ground covers and plants.

3 Checked for and repaired leaky faucets in and around your home.

4 Installed low-flow fixtures such as shower heads, toilets or other appliances, inside your home.

5 Run appliances, such as the dishwasher and clothes washer, only when full.

6 Changed personal water use by reducing the length of your shower or turning off the faucet when brushing your teeth.

7 Other **(specify)**

99 Unsure / refused **(vol)**

IF VALUEs 1-7 in Q21A, ASK Q21B

21.B What other actions do you take to conserve water? **(Do not read - record into the best fit category)**

1 Changed outdoor watering habits / watering less frequently / hand watering / reusing water.

2 Planted drought tolerant plants or changed your landscape to include low-water-use alternative ground covers and plants.

3 Checked for and repaired leaky faucets in and around your home.

4 Installed low-flow fixtures such as shower heads, toilets or other appliances, inside your home.

5 Run appliances, such as the dishwasher and clothes washer, only when full.

6 Changed personal water use by reducing the length of your shower or turning off the faucet when brushing your teeth.

7 Other **(specify)**

99 Unsure / refused **(vol)**

Now I would like to read you some ideas for conserving water. For each item I read, please tell me if it is something that would make you much more likely, somewhat more likely, somewhat less likely or much less likely to conserve water. Here is the first one... **(Randomize questions)**

		MORE LIKELY			**LESS LIKELY**					
		Much	Smwht	**Total**	Smwht	Much	**Total**	No Diff. **(vol)**	Unsure **(vol)**	Net Impact
22.	Receiving savings on your water bill.	1	2	**t**	3	4	**t**	5	6	
23.	Being made aware of the threat of not having enough water.	1	2	**t**	3	4	**t**	5	6	
24.	Receiving rebates for installing water saving equipment such as low-flow shower heads and toilets.	1	2	**t**	3	4	**t**	5	6	
25.	Being fined for using too much water.	1	2	**t**	3	4	**t**	5	6	
26.	Getting tips on ways to save water such as not running the dishwasher until it is full or washing a load of laundry only when the machine is full.	1	2	**t**	3	4	**t**	5	6	
27.	Planting types of plants that can withstand a drought.	1	2	**t**	3	4	**t**	5	6	
28.	Being made aware of ways that neighbors can encourage one another to conserve water.	1	2	**t**	3	4	**t**	5	6	
29.	Being asked to water your lawn less often.	1	2	**t**	3	4	**t**	5	6	
30.	Being made aware that water conservation									

is good for the environment. 1 2 **t** 3 4 **t** 5 6

(End randomization)

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

1 More likely / much
2 More likely / somewhat
TOTAL MORE LIKELY

3 Less likely / somewhat
4 Less likely / much
TOTAL LESS LIKELY

5 No difference **(vol)**
6 Unsure / refused **(vol)**

---

32. Do you recall the anti-litter campaign and commercials known as Don't Mess with Texas?

1 Yes
2 No
3 Unsure / refused **(vol)**

---

33. Do you think it would be beneficial to Texas residents to increase their awareness of water conservation through a campaign similar to the Don't Mess with Texas campaign? **If choice made, ask**: And do you feel strongly about that?

1 Yes / Strongly
2 Yes / Somewhat
TOTAL YES

3 No / Somewhat
4 No / Strongly
TOTAL NO

5 Unsure / refused **(vol)**

Now just a few questions to make sure we have a representative sample --

D1. What is your age, please? (i.e. Record 48 years old as 0 4 8)
(Record Unsure/Refused as 9 9 9)

(Record age)

D2. What is the highest level of education you have completed? **(Do not read, record only)**

1 Less than high school
2 High school grad / vocational school
3 Some college
4 College graduate
5 Post graduate (masters or higher)
6 Unsure
7 Refused

D3. Do you own or rent your place of residence? **(Do not read, record only)**

1 Own
2 Rent
3 Unsure
4 Refused

D4. Do you have a lawn that you yourself water?

1 Yes
2 No
3 Unsure **(vol)**
4 Refused **(vol)**

D5. Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

1 Yes
2 No
3 Unsure **(vol)**
4 Refused **(vol)**

D6. And is your race Anglo, African-American, Asian, or some other race?

1 Anglo / White
2 African-American / Black
3 Asian
4 Hispanic / Latino **(vol)**
5 American Indian **(vol)**
6 Other **(vol)**
7 Unsure **(vol)**
8 Refused **(vol)**

D7. Do you consider yourself to beY **(Read list by rotating top-to-bottom / bottom-to-top)**

1 Very conservative
2 Somewhat conservative
3 Moderate
4 Somewhat liberal
5 Very liberal
6 Unsure / refused **(vol)**

D8. We want to classify people into broad income groups only. Was your total household income last year before taxes... ? **(Read list and fit income into correct category)**

1 Under $20,000
2 $20,000 but less than $30,000
3 $30,000 but less than $40,000
4 $40,000 but less than $50,000
5 $50,000 but less than $60,000
6 $60,000 but less than $80,000
7 $80,000 but less than $100,000
8 $100,000 & over
9 Unsure **(vol)**
10 Refused **(vol)**

D9. Sex **(By observation)** **Ask of everyone**: Are you employed outside the house, self-employed, not employed, a homemaker, or retired?

1 Male / employed
2 Male / not-employed
3 Male / unsure - refused to say
4 Female / employed
5 Female / not-employed
6 Female / unsure - refused to say

D10. Are you registered to vote?

1 Yes
2 No
3 Unsure / refused **(vol)**

IF D11=1 (Yes), THEN ASK D12:

D11. Which party's candidates have you tended to vote for most often...(**Rotate first two choices**) [Note: Record libertarian, reform party or other parties as value 3]

1 Republican
2 Democrat
3 Or do you vote independent of party
4 Unsure / Refused **(vol)**

D12. Would it be OK to contact you again to ask your opinions on environmental or public health issues?

1 Yes
2 No
3 Unsure / refused **(vol)**

IF VALUE 1 (Yes) in D13, ASK D14

D13. Would you prefer for us to call you or to email you?

1 Call
2 Email
3 Either / both
4 Neither / other
5 Unsure / refused **(vol)**

IF VALUE 2 or 3 in D13, ASK D15

D14. What is your email address?

_____

Interviewer to repeat the email address after typing it in.

Thank you for your time. That is all the questions we have for you today.

TEXAS WATER CONSERVATION SURVEY

ENVIROMEDIA
BASELICE & ASSOCIATES, INC. STUDY # 04709wat.qF
CONFIDENTIAL DOCUMENT
N= 1,200 Adults

Hello, I am _____ of Baselice & Associates, a national survey research firm, and we're talking to people long distance today about issues facing us all. We would like to include your responses to this survey, which will be kept confidential, with the responses of several hundred other Texans such as yourself.

IF SPANISH SPEAKING RESPONDENT, SAY IN SPANISH: AVamos ha llamar despues en Español.@

A. Are you a resident of _____ County and at least 18 years of age?
<u>If No, ask</u>: Is there someone else at home who is an adult resident of _____ County?
(If Yes, ask: May I speak with him/her? And return to introduction)

B. Are you, or is anyone in your household, employed in the news media, a market research firm, an elected official, or employed by a political campaign?

Yes **(thank & terminate)**
No **(continue)**

---

1. What do you think the biggest environmental problem is in Texas? **(Do not read, check off from list)**

1 Water conservation
2 Water pollution
3 Air quality
4 Global warming/climate
5 Endangered wildlife
6 Litter / trash
7 Solid waste / landfills
18 Other (specify) _____
19 Unsure / refused **(vol)**

---

2. When you think of water in Texas, what is the first thing that comes to your mind? **(Probe: Please tell me more about that)**

_____

_____

Rotate next two questions

3. Thinking about the amount of water in your area, now, would you say there is... **(Read top-to-bottom / bottom-to-top)**?

1 More than enough water in your area
2 Enough water, but not much extra
3 About the right amount of water
4 Probably not enough water
5 A considerable shortage of water
6 Unsure/ refused **(vol)**

---

4. Would you say you are satisfied or dissatisfied with the quality of water you have access to?
If choice made, ask: Is that strongly or somewhat (satisfied / dissatisfied)?

1 Satisfied / Strongly
2 Satisfied / Somewhat
TOTAL SATISFIED

3 Dissatisfied / Somewhat
4 Dissatisfied / Strongly
TOTAL DISSATISFIED

5 Unsure/ refused **(vol)**

---

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

1 Yes
2 No
3 Unsure / refused **(vol)**

---

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

1 Yes
2 No
3 Unsure / refused **(vol)**

---

7. **Read to all:**
Water conservation is defined as the protection of water resources and the reduction of water consumption so water is made available for the future.

---

8. Which of the following best describes your knowledge of the natural source for your drinking water? **(Read top-to-bottom / bottom-to-top)**

1 I definitely know
2 I think I know
3 I am not so sure
4 I have no idea
5 Refused

---

9. Are you aware of any local groups or organizations involved with water conservation?

1 Yes **(Go to Q9A)**
2 No
3 Unsure / refused **(vol)**

IF VALUE 1 (Yes) IN Q9, ASK Q9A:

9A. Please tell me the names of any local groups or organizations involved with water conservation?

_____

_____

---

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

1 Yes **(Go to Q10A)**
2 No
3 Unsure / refused **(vol)**

IF VALUE 1 (Yes) IN Q10, ASK Q10A:

10A. What slogans or ads do you recall?

_____

_____

---

11. Thinking about the amount of water in your area twenty-five years from now, would you say there will be:
(Read top-to-bottom / bottom-to-top)?

1 More than enough water in your area
2 Enough water, but not much extra
3 About the right amount of water
4 Not enough water
5 A considerable shortage of water
6 Unsure/ refused **(vol)**

---

12. Do you think water conservation is important? **If choice made, ask**: And do you feel strongly about that?

1 Yes / Strongly
2 Yes / Somewhat
TOTAL YES

3 No / Somewhat
4 No / Strongly
TOTAL NO

5 Unsure / refused **(vol)**

---

13. Who of the following do you feel is most able to ensure Texas has enough water to meet our needs?
(Read and randomize choices)

1 Federal Government
2 State Government
3 Local Government
4 Private enterprises and industries
5 Consumers like you
6 Two or more **(vol)**
7 None of these **(vol)**
8 Unsure / refused **(vol)**

Split Sample Questions 14 and 15

14. Do you believe the Texas state government is doing enough to **(B: educate the public on ways to)** conserve water? **If choice made, ask**: And do you feel strongly about that?

Q14A	Q14B	**Total**	
1	1	1	Yes / Strongly
2	2	2	Yes / Somewhat
			TOTAL YES
3	4	3	No / Somewhat
4	4	4	No / Strongly
			TOTAL NO
5	5	5	Unsure / refused **(vol)**

---

15. Do you believe your local water supplier is doing enough to **(B: educate the public on ways to)** conserve water? **If choice made, ask**: And do you feel strongly about that?

Q15A	Q15B	**Total**	
1	1	1	Yes / Strongly
2	2	2	Yes / Somewhat
			TOTAL YES
3	4	3	No / Somewhat
4	4	4	No / Strongly
			TOTAL NO
5	5	5	Unsure / refused **(vol)**

---

16. Which of the following do you think uses the most water? **(Read and randomize choices)**
If choice made, ask: And which uses the next most?

Q16A Most	Q16B Next Most	**Total**	
1	1		Consumers and homeowners
2	2		Farmers and ranchers
3	3		Small businesses
4	4		Large businesses
5	5		Public parks and swimming pools
6	6		Private resorts and golf courses
7	7		Other **(vol)**
8	8		Unsure **(vol) (to 17)**
			Not asked

---

17. Do you believe there should be statewide funding provided to implement water conservation strategies?
If choice made, ask: And do you feel strongly about that?

1 Yes / Strongly
2 Yes / Somewhat
TOTAL YES

3 No / Somewhat
4 No / Strongly
TOTAL NO

5 Depends **(vol)**
6 Unsure / refused **(vol)**

Split Sample 18a and 18b.

18.a Do you conserve water now?

1 Yes
2 No
3 Unsure / refused **(vol)**

18b. Which of the following best describes how often you conserve water?
(Read top-to-bottom / bottom-to-top)

1 Every chance you get
2 Most of the time
3 Some of the time
4 Rarely
5 Never
6 Unsure / refused **(vol)**

---

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

1 Yes
2 No
3 Unsure / refused **(vol)**

---

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

1 Yes
2 No
3 Unsure / refused **(vol)**

IF VALUE 1 (Yes) in Q18a or VALUES 1-3 in18b, ASK Q21A

21.A What actions do you take to conserve water? **(Do not read - record into the best fit category)**

1 Changed outdoor watering habits / watering less frequently / hand watering / reusing water.

2 Planted drought tolerant plants or changed your landscape to include low-water-use alternative ground covers and plants.

3 Checked for and repaired leaky faucets in and around your home.

4 Installed low-flow fixtures such as shower heads, toilets or other appliances, inside your home.

5 Run appliances, such as the dishwasher and clothes washer, only when full.

6 Changed personal water use by reducing the length of your shower or turning off the faucet when brushing your teeth.

7 Other **(specify)**

99 Unsure / refused **(vol)**

IF VALUEs 1-7 in Q21A, ASK Q21B

21.B What other actions do you take to conserve water? **(Do not read - record into the best fit category)**

1 Changed outdoor watering habits / watering less frequently / hand watering / reusing water.

2 Planted drought tolerant plants or changed your landscape to include low-water-use alternative ground covers and plants.

3 Checked for and repaired leaky faucets in and around your home.

4 Installed low-flow fixtures such as shower heads, toilets or other appliances, inside your home.

5 Run appliances, such as the dishwasher and clothes washer, only when full.

6 Changed personal water use by reducing the length of your shower or turning off the faucet when brushing your teeth.

7 Other **(specify)**

99 Unsure / refused **(vol)**

Now I would like to read you some ideas for conserving water. For each item I read, please tell me if it is something that would make you much more likely, somewhat more likely, somewhat less likely or much less likely to conserve water. Here is the first one... **(Randomize questions)**

		MORE LIKELY			**LESS LIKELY**					
		Much	Smwht	**Total**	Smwht	Much	**Total**	No Diff. **(vol)**	Unsure **(vol)**	Net Impact
22.	Receiving savings on your water bill.	1	2	**t**	3	4	**t**	5	6	
23.	Being made aware of the threat of not having enough water.	1	2	**t**	3	4	**t**	5	6	
24.	Receiving rebates for installing water saving equipment such as low-flow shower heads and toilets.	1	2	**t**	3	4	**t**	5	6	
25.	Being fined for using too much water.	1	2	**t**	3	4	**t**	5	6	
26.	Getting tips on ways to save water such as not running the dishwasher until it is full or washing a load of laundry only when the machine is full.	1	2	**t**	3	4	**t**	5	6	
27.	Planting types of plants that can withstand a drought.	1	2	**t**	3	4	**t**	5	6	
28.	Being made aware of ways that neighbors can encourage one another to conserve water.	1	2	**t**	3	4	**t**	5	6	
29.	Being asked to water your lawn less often.	1	2	**t**	3	4	**t**	5	6	
30.	Being made aware that water conservation									

is good for the environment. 1 2 **t** 3 4 **t** 5 6

(End randomization)

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

1 More likely / much
2 More likely / somewhat
TOTAL MORE LIKELY

3 Less likely / somewhat
4 Less likely / much
TOTAL LESS LIKELY

5 No difference **(vol)**
6 Unsure / refused **(vol)**

---

32. Do you recall the anti-litter campaign and commercials known as Don't Mess with Texas?

1 Yes
2 No
3 Unsure / refused **(vol)**

---

33. Do you think it would be beneficial to Texas residents to increase their awareness of water conservation through a campaign similar to the Don't Mess with Texas campaign? **If choice made, ask**: And do you feel strongly about that?

1 Yes / Strongly
2 Yes / Somewhat
TOTAL YES

3 No / Somewhat
4 No / Strongly
TOTAL NO

5 Unsure / refused **(vol)**

Now just a few questions to make sure we have a representative sample --

D1. What is your age, please? (i.e. Record 48 years old as 0 4 8)
(Record Unsure/Refused as 9 9 9)

(Record age)

D2. What is the highest level of education you have completed? **(Do not read, record only)**

1 Less than high school
2 High school grad / vocational school
3 Some college
4 College graduate
5 Post graduate (masters or higher)
6 Unsure
7 Refused

D3. Do you own or rent your place of residence? **(Do not read, record only)**

1 Own
2 Rent
3 Unsure
4 Refused

D4. Do you have a lawn that you yourself water?

1 Yes
2 No
3 Unsure **(vol)**
4 Refused **(vol)**

D5. Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

1 Yes
2 No
3 Unsure **(vol)**
4 Refused **(vol)**

D6. And is your race Anglo, African-American, Asian, or some other race?

1 Anglo / White
2 African-American / Black
3 Asian
4 Hispanic / Latino **(vol)**
5 American Indian **(vol)**
6 Other **(vol)**
7 Unsure **(vol)**
8 Refused **(vol)**

D7. Do you consider yourself to beY **(Read list by rotating top-to-bottom / bottom-to-top)**

1 Very conservative
2 Somewhat conservative
3 Moderate
4 Somewhat liberal
5 Very liberal
6 Unsure / refused **(vol)**

D8. We want to classify people into broad income groups only. Was your total household income last year before taxes... ? **(Read list and fit income into correct category)**

1 Under $20,000
2 $20,000 but less than $30,000
3 $30,000 but less than $40,000
4 $40,000 but less than $50,000
5 $50,000 but less than $60,000
6 $60,000 but less than $80,000
7 $80,000 but less than $100,000
8 $100,000 & over
9 Unsure **(vol)**
10 Refused **(vol)**

D9. Sex **(By observation)** **Ask of everyone**: Are you employed outside the house, self-employed, not employed, a homemaker, or retired?

1 Male / employed
2 Male / not-employed
3 Male / unsure - refused to say
4 Female / employed
5 Female / not-employed
6 Female / unsure - refused to say

D10. Are you registered to vote?

1 Yes
2 No
3 Unsure / refused **(vol)**

IF D11=1 (Yes), THEN ASK D12:

D11. Which party's candidates have you tended to vote for most often...(**Rotate first two choices**) [Note: Record libertarian, reform party or other parties as value 3]

1 Republican
2 Democrat
3 Or do you vote independent of party
4 Unsure / Refused **(vol)**

D12. Would it be OK to contact you again to ask your opinions on environmental or public health issues?

1 Yes
2 No
3 Unsure / refused **(vol)**

IF VALUE 1 (Yes) in D13, ASK D14

D13. Would you prefer for us to call you or to email you?

1 Call
2 Email
3 Either / both
4 Neither / other
5 Unsure / refused **(vol)**

IF VALUE 2 or 3 in D13, ASK D15

D14. What is your email address?

_____

Interviewer to repeat the email address after typing it in.

Thank you for your time. That is all the questions we have for you today.

TEXAS WATER CONSERVATION SURVEY

ENVIROMEDIA
BASELICE & ASSOCIATES, INC. STUDY # 04709wat.q%
CONFIDENTIAL DOCUMENT
N= 1,228 Adults

Hello, I am _____ of Baselice & Associates, a national survey research firm, and we're talking to people long distance today about issues facing us all. We would like to include your responses to this survey, which will be kept confidential, with the responses of several hundred other Texans such as yourself.

IF SPANISH SPEAKING RESPONDENT, SAY IN SPANISH: AVamos ha llamar despues en Español.@

A. Are you a resident of _____ County and at least 18 years of age?
If No, ask: Is there someone else at home who is an adult resident of _____ County?
(If Yes, ask: May I speak with him/her? And return to introduction)

B. Are you, or is anyone in your household, employed in the news media, a market research firm, an elected official, or employed by a political campaign?

Yes **(thank & terminate)**
No **(continue)**

---

1. What do you think the biggest environmental problem is in Texas? **(Do not read, check off from list)**

7%	Water conservation
11%	Water pollution
43%	Air quality
2%	Global warming/climate
1%	Endangered wildlife
6%	Litter / trash
4%	Solid waste / landfills
11%	Other (specify) _____
14%	Unsure / refused **(vol)**

NOTE: ALL CLOSE-ENDED RESULTS ROUNDED TO THE NEAREST WHOLE PERCENTAGE
* DENOTES LESS THAN ONE PERCENT

2. When you think of water in Texas, what is the first thing that comes to your mind? **(Probe: Please tell me more about that)**

TO BE CODED

_____

_____

Rotate next two questions

3. Thinking about the amount of water in your area, now, would you say there is... **(Read top-to-bottom / bottom-to-top)**?

19%	More than enough water in your area
36%	Enough water, but not much extra
23%	About the right amount of water
13%	Probably not enough water
6%	A considerable shortage of water
3%	Unsure/ refused **(vol)**

---

4. Would you say you are satisfied or dissatisfied with the quality of water you have access to?
If choice made, ask: Is that strongly or somewhat (satisfied / dissatisfied)?

45%	Satisfied / Strongly
30%	Satisfied / Somewhat
75%	TOTAL SATISFIED
8%	Dissatisfied / Somewhat
17%	Dissatisfied / Strongly
24%	TOTAL DISSATISFIED
*	Unsure/ refused **(vol)**

---

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

17%	Yes
81%	No
2%	Unsure / refused **(vol)**

---

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

46%	Yes
53%	No
1%	Unsure / refused **(vol)**

---

7. **Read to all:**
Water conservation is defined as the protection of water resources and the reduction of water consumption so water is made available for the future.

---

8. Which of the following best describes your knowledge of the natural source for your drinking water?
(Read top-to-bottom / bottom-to-top)

28%	I definitely know
29%	I think I know
21%	I am not so sure
21%	I have no idea
*	Refused

---

9. Are you aware of any local groups or organizations involved with water conservation?

20% Yes **(Go to Q9A)**
78% No
2% Unsure / refused **(vol)**

IF VALUE 1 (Yes) IN Q9, ASK Q9A:

9A. Please tell me the names of any local groups or organizations involved with water conservation?

TO BE CODED

_____
_____

---

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

20% Yes **(Go to Q10A)**
79% No
1% Unsure / refused **(vol)**

IF VALUE 1 (Yes) IN Q10, ASK Q10A:

10A. What slogans or ads do you recall?

TO BE CODED

_____
_____

---

11. Thinking about the amount of water in your area twenty-five years from now, would you say there will be: **(Read top-to-bottom / bottom-to-top)**?

7% More than enough water in your area
25% Enough water, but not much extra
12% About the right amount of water
26% Not enough water
22% A considerable shortage of water
7% Unsure/ refused **(vol)**

---

12. Do you think water conservation is important? **If choice made, ask**: And do you feel strongly about that?

86% Yes / Strongly
12% Yes / Somewhat
98% TOTAL YES

1% No / Somewhat
1% No / Strongly
2% TOTAL NO

* Unsure / refused **(vol)**

---

13. Who of the following do you feel is most able to ensure Texas has enough water to meet our needs? **(Read and randomize choices)**

7%	Federal Government
30%	State Government
18%	Local Government
6%	Private enterprises and industries
24%	Consumers like you
10%	Two or more **(vol)**
1%	None of these **(vol)**
4%	Unsure / refused **(vol)**

Split Sample Questions 14 and 15

14. Do you believe the Texas state government is doing enough to **(B: educate the public on ways to)** conserve water? **If choice made, ask**: And do you feel strongly about that?

n=613 Q14A	n=615 Q14B	**Total**	
12%	14%	13%	Yes / Strongly
19%	17%	18%	Yes / Somewhat
32%	30%	31%	TOTAL YES
15%	21%	18%	No / Somewhat
31%	40%	36%	No / Strongly
46%	62%	54%	TOTAL NO
22%	8%	15%	Unsure / refused **(vol)**

---

15. Do you believe your local water supplier is doing enough to **(B: educate the public on ways to)** conserve water? **If choice made, ask**: And do you feel strongly about that?

n=613 Q15A	n=615 Q15B	**Total**	
29%	25%	27%	Yes / Strongly
25%	20%	23%	Yes / Somewhat
55%	45%	50%	TOTAL YES
12%	16%	14%	No / Somewhat
18%	35%	26%	No / Strongly
29%	51%	40%	TOTAL NO
16%	4%	10%	Unsure / refused **(vol)**

---

16. Which of the following do you think uses the most water? **(Read and randomize choices)**
If choice made, ask: And which uses the next most?

n=613 Q16A Most	n=615 Q16B Next Most	**Total**	
30%	19%	49%	Consumers and homeowners
14%	16%	29%	Farmers and ranchers
1%	6%	7%	Small businesses
20%	23%	42%	Large businesses
8%	12%	21%	Public parks and swimming pools
22%	16%	30%	Private resorts and golf courses
1%	1%	2%	Other **(vol)**
4%	3%	7%	Unsure **(vol) (to 17)**
	4%	4%	Not asked

---

17. Do you believe there should be statewide funding provided to implement water conservation strategies? **If choice made, ask**: And do you feel strongly about that?

47%	Yes / Strongly
24%	Yes / Somewhat
71%	TOTAL YES
9%	No / Somewhat
14%	No / Strongly
23%	TOTAL NO
2%	Depends **(vol)**
5%	Unsure / refused **(vol)**

Split Sample 18a and 18b.

18.a Do you conserve water now? (n=613 cases)

90%	Yes
10%	No
*	Unsure / refused **(vol)**

18b. Which of the following best describes how often you conserve water? (n=615 cases)
(Read top-to-bottom / bottom-to-top)

32%	Every chance you get
43%	Most of the time
18%	Some of the time
4%	Rarely
3%	Never
*	Unsure / refused **(vol)**

---

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

72% Yes
27% No
1% Unsure / refused **(vol)**

---

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

75% Yes
15% No
10% Unsure / refused **(vol)**

IF VALUE 1 (Yes) in Q18a or VALUES 1-3 in18b, ASK Q21A

21.A What actions do you take to conserve water? **(Do not read - record into the best fit category)**

First Mention	Total Mentions	
31%		Changed outdoor watering habits / watering less frequently / hand watering / reusing water.
2%		Planted drought tolerant plants or changed your landscape to include low-water-use alternative ground covers and plants.
3%		Checked for and repaired leaky faucets in and around your home.
4%		Installed low-flow fixtures such as shower heads, toilets or other appliances, inside your home.
7%		Run appliances, such as the dishwasher and clothes washer, only when full.
16%		Changed personal water use by reducing the length of your shower or turning off the faucet when brushing your teeth.
3%		Other **(specify)**
34%		Unsure / refused **(vol)**

Now I would like to read you some ideas for conserving water. For each item I read, please tell me if it is something that would make you much more likely, somewhat more likely, somewhat less likely or much less likely to conserve water. Here is the first one... **(Randomize questions)**

		MORE LIKELY			LESS LIKELY			No		Net
		Much	Smwht	**Total**	Smwht	Much	**Total**	Diff. **(vol)**	Unsure **(vol)**	Impact
22.	Receiving savings on your water bill.	69%	21%	**89%**	3%	1%	**4%**	5%	1%	+85%
23.	Being made aware of the threat of not having enough water.	68%	21%	**89%**	3%	3%	**6%**	4%	1%	+82%
24.	Receiving rebates for installing water saving equipment such as low-flow shower heads and toilets.	51%	26%	**77%**	8%	5%	**13%**	8%	2%	+63%
25.	Being fined for using too much water.	55%	17%	**73%**	8%	14%	**21%**	4%	2%	+51%
26.	Getting tips on ways to save water such as not running the dishwasher until it is full or washing a load of laundry only when the machine is full.	54%	26%	**79%**	4%	3%	**7%**	12%	1%	+72%
27.	Planting types of plants that can withstand a drought.	51%	29%	**79%**	6%	4%	**10%**	8%	3%	+69%
28.	Being made aware of ways that neighbors can encourage one another to conserve water.	36%	34%	**70%**	11%	8%	**18%**	8%	3%	+52%
29.	Being asked to water your lawn less often.	43%	29%	**71%**	7%	6%	**13%**	14%	2%	+59%
30.	Being made aware that water conservation is good for the environment.	53%	32%	**85%**	4%	3%	**7%**	7%	1%	+78%

(End randomization)

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

55%	More likely / much
32%	More likely / somewhat
87%	TOTAL MORE LIKELY
2%	Less likely / somewhat
1%	Less likely / much
4%	TOTAL LESS LIKELY
8%	No difference **(vol)**
1%	Unsure / refused **(vol)**

32. Do you recall the anti-litter campaign and commercials known as Don=t Mess with Texas?

91%	Yes
8%	No
1%	Unsure / refused **(vol)**

---

33. Do you think it would be beneficial to Texas residents to increase their awareness of water conservation through a campaign similar to the Don=t Mess with Texas campaign? **If choice made, ask**: And do you feel strongly about that?

66%	Yes / Strongly
21%	Yes / Somewhat
87%	TOTAL YES
3%	No / Somewhat
6%	No / Strongly
8%	TOTAL NO
4%	Unsure / refused **(vol)**

Now just a few questions to make sure we have a representative sample --

D1. What is your age, please? (i.e. Record 48 years old as 0 4 8)
(Record Unsure/Refused as 9 9 9)

8%	18-24
5%	25-29
8%	30-34
7%	35-39
10%	40-44
11%	45-49
9%	50-54
11%	55-59
7%	60-64
6%	65-69
5%	70-74
5%	75-79
3%	80-84
1%	85-89
*	90 or over
3%	Unsure / Refused

D2. What is the highest level of education you have completed? **(Do not read, record only)**

8%	Less than high school
24%	High school grad / vocational school
25%	Some college
26%	College graduate
15%	Post graduate (masters or higher)
*	Unsure
1%	Refused

D3. Do you own or rent your place of residence? **(Do not read, record only)**

77%	Own
20%	Rent
1%	Unsure
2%	Refused

D4. Do you have a lawn that you yourself water?

71%	Yes
27%	No
*	Unsure **(vol)**
1%	Refused **(vol)**

D6. Do you consider yourself to be of Hispanic or Latino descent, such as Mexican, Puerto Rican, Cuban, or some other Central or Latin American background?

19%	Yes
79%	No
*	Unsure **(vol)**
2%	Refused **(vol)**

D7. And is your race Anglo, African-American, Asian, or some other race?

66%	Anglo / White
8%	African-American / Black
1%	Asian
17%	Hispanic / Latino **(vol)**
1%	American Indian **(vol)**
3%	Other **(vol)**
*	Unsure **(vol)**
3%	Refused **(vol)**

D8. Do you consider yourself to beY **(Read list by rotating top-to-bottom / bottom-to-top)**

25%	Very conservative
31%	Somewhat conservative
21%	Moderate
11%	Somewhat liberal
6%	Very liberal
6%	Unsure / refused **(vol)**

D9. We want to classify people into broad income groups only. Was your total household income last year before taxes... ? **(Read list and fit income into correct category)**

12%	Under $20,000
11%	$20,000 but less than $30,000
11%	$30,000 but less than $40,000
10%	$40,000 but less than $50,000
9%	$50,000 but less than $60,000
11%	$60,000 but less than $80,000
8%	$80,000 but less than $100,000
11%	$100,000 & over
5%	Unsure **(vol)**
11%	Refused **(vol)**

D10. Sex **(By observation)** **Ask of everyone**: Are you employed outside the house, self-employed, not employed, a homemaker, or retired?

34%	Male / employed
14%	Male / not-employed
1%	Male / unsure - refused to say
26%	Female / employed
24%	Female / not-employed
1%	Female / unsure - refused to say

D11. Are you registered to vote?

85% Yes
13% No
2% Unsure / refused **(vol)**

IF D11=1 (Yes), THEN ASK D12:

D12. Which party's candidates have you tended to vote for most often...**(Rotate first two choices)** [Note: Record libertarian, reform party or other parties as value 3]

34% Republican
26% Democrat
19% Or do you vote independent of party
6% Unsure / Refused **(vol)**
15% Not registered

D13. Would it be OK to contact you again to ask your opinions on environmental or public health issues?

82% Yes
15% No
3% Unsure / refused **(vol)**

IF VALUE 1 (Yes) in D13, ASK D14

D14. Would you prefer for us to call you or to email you?

62% Call
17% Email
3% Either / both
* Neither / other
0% Unsure / refused **(vol)**
18% Not asked

IF VALUE 2 or 3 in D13, ASK D15

D15. What is your email address?

List to be provided.

Interviewer to repeat the email address after typing it in.

Thank you for your time. That is all the questions we have for you today.

TEXAS WATER CONSERVATION STATEWIDE SURVEY

August 3-9, 2004

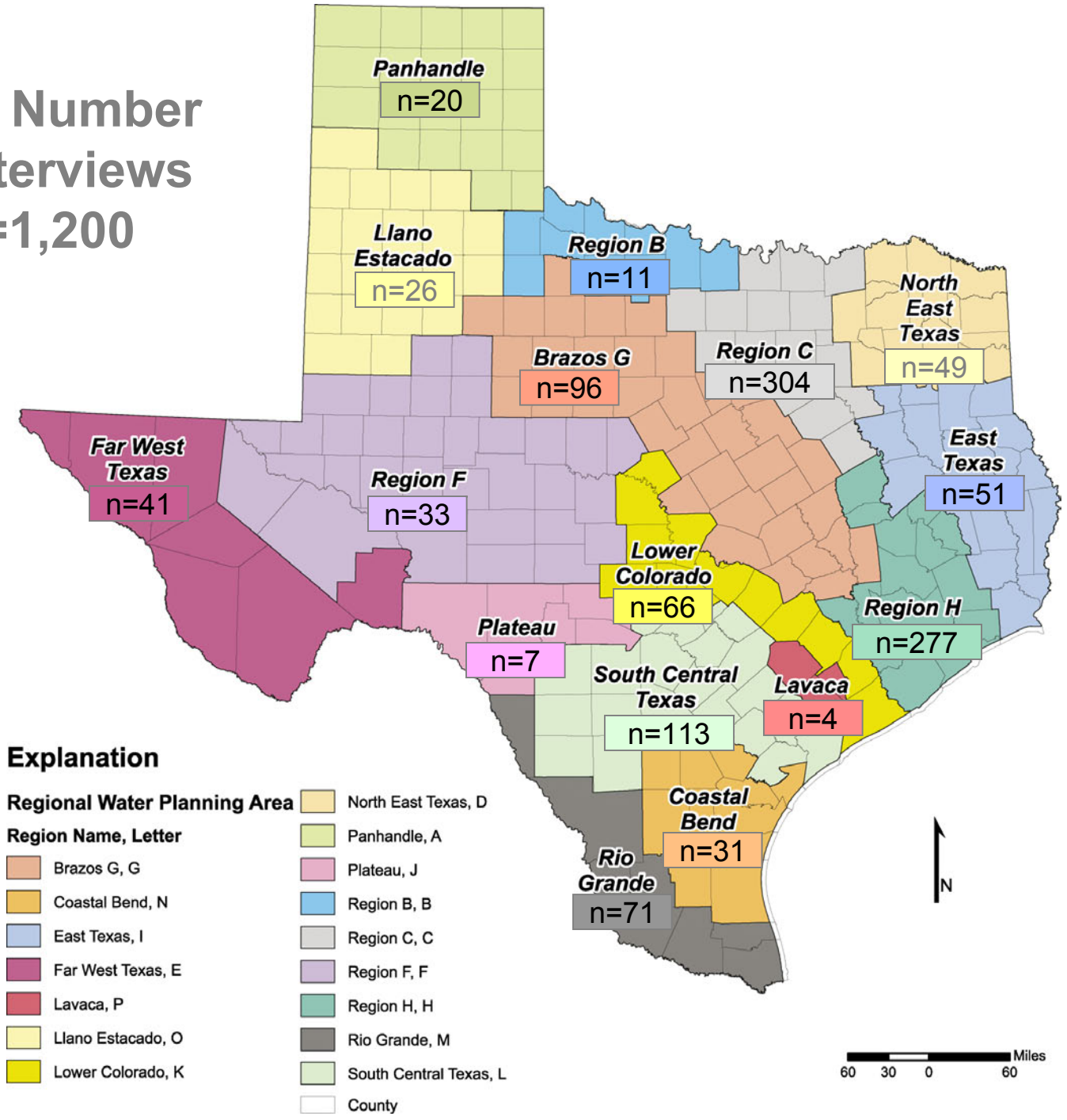
N = 1,228 respondents

margin of error: ± 2.8%

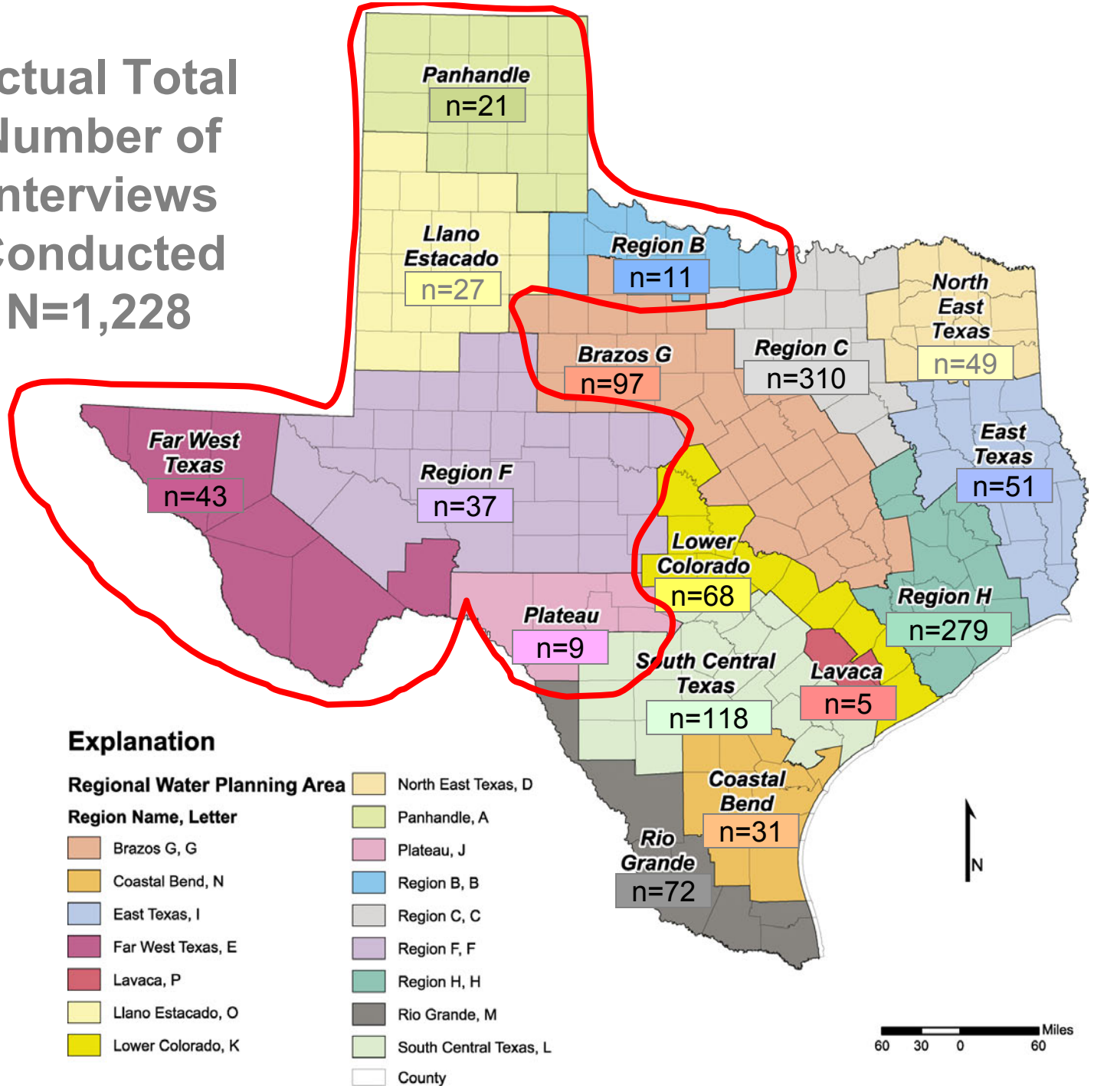
OBJECTIVES

- To measure general and specific attitudes about water.
- To determine opinions about water conservation in terms of personal habits and government education.
- To measure the persuasiveness of attitudinal and informative statements on increased likelihood of conserving water.

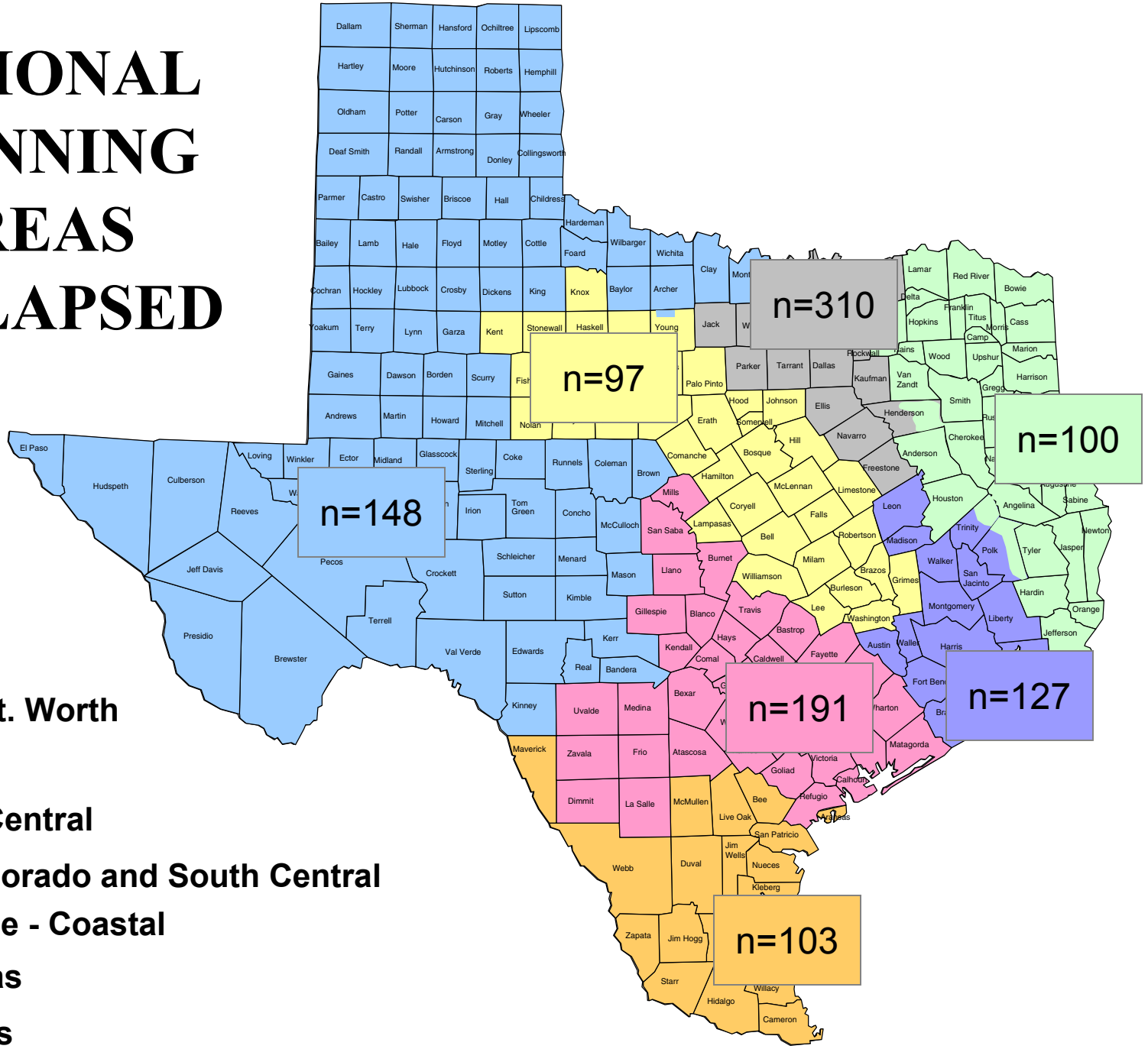
Total Number of Interviews N=1,200



Actual Total Number of Interviews Conducted N=1,228



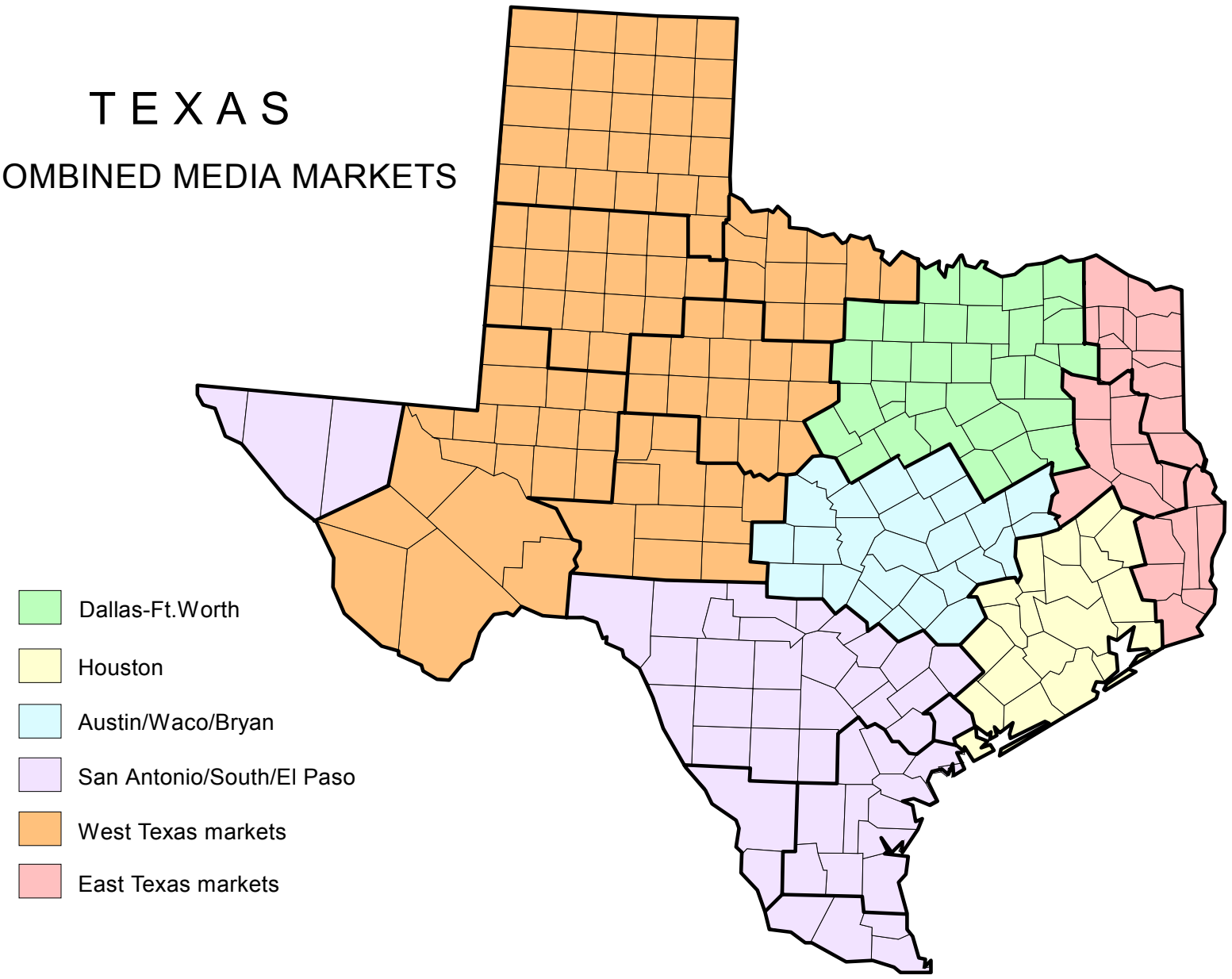
REGIONAL PLANNING AREAS COLLAPSED



- Dallas – Ft. Worth
- Houston
- Brazos - Central
- Lower Colorado and South Central
- Rio Grande - Coastal
- West Texas
- East Texas

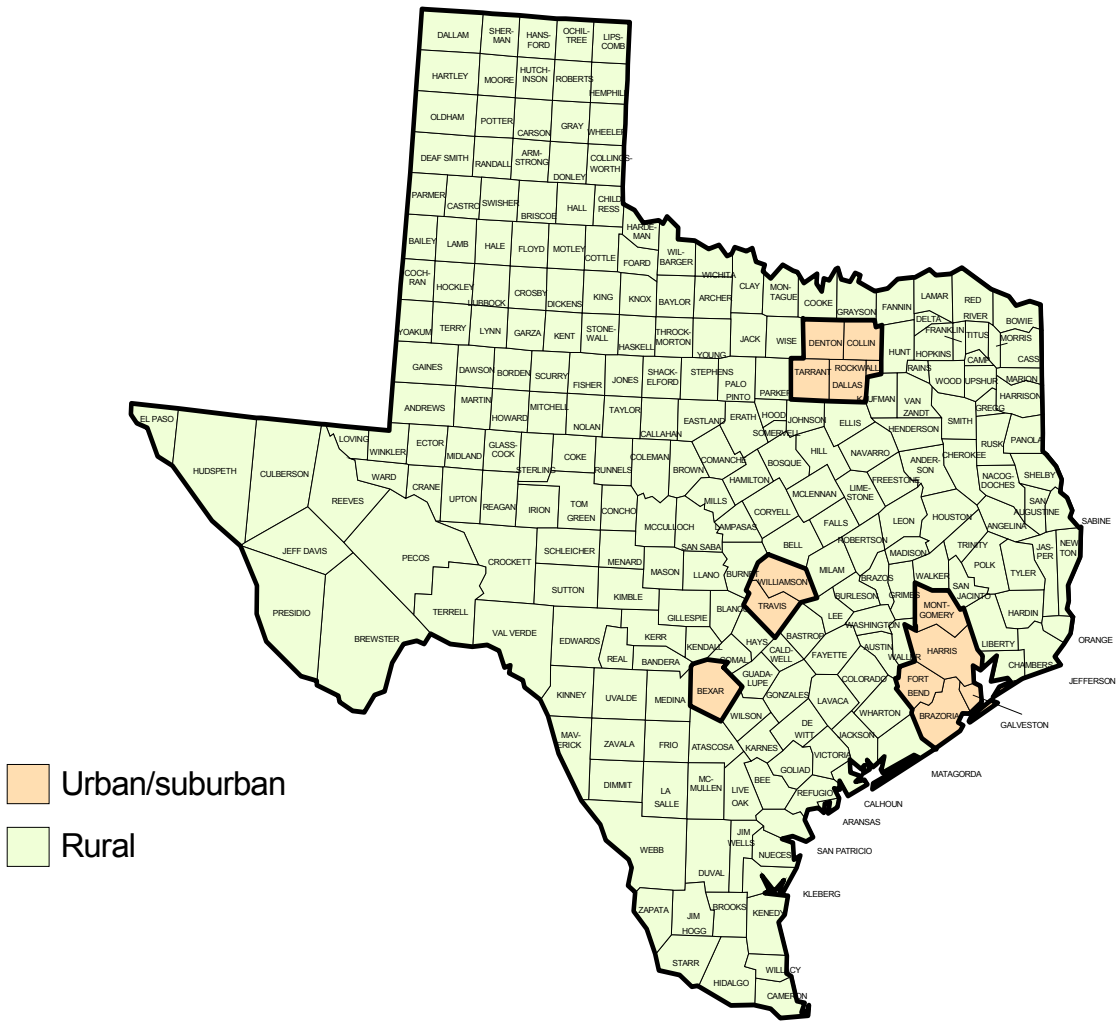
T E X A S

COMBINED MEDIA MARKETS



RRRADI98.PRZ

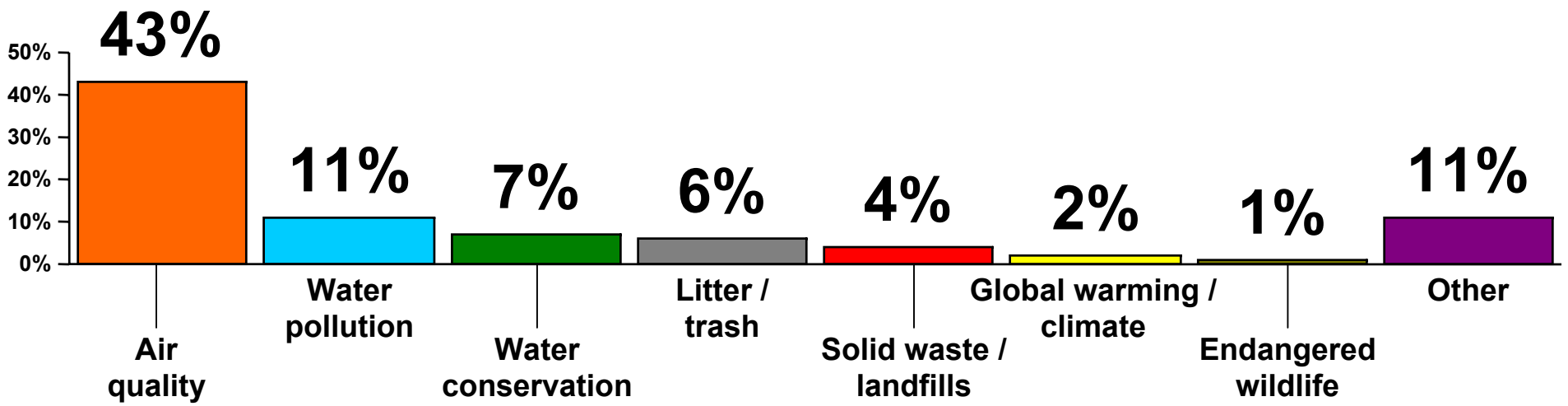
TEXAS COUNTIES SEGMENTED INTO URBAN/SUBURBAN OR RURAL CLASSIFICATION



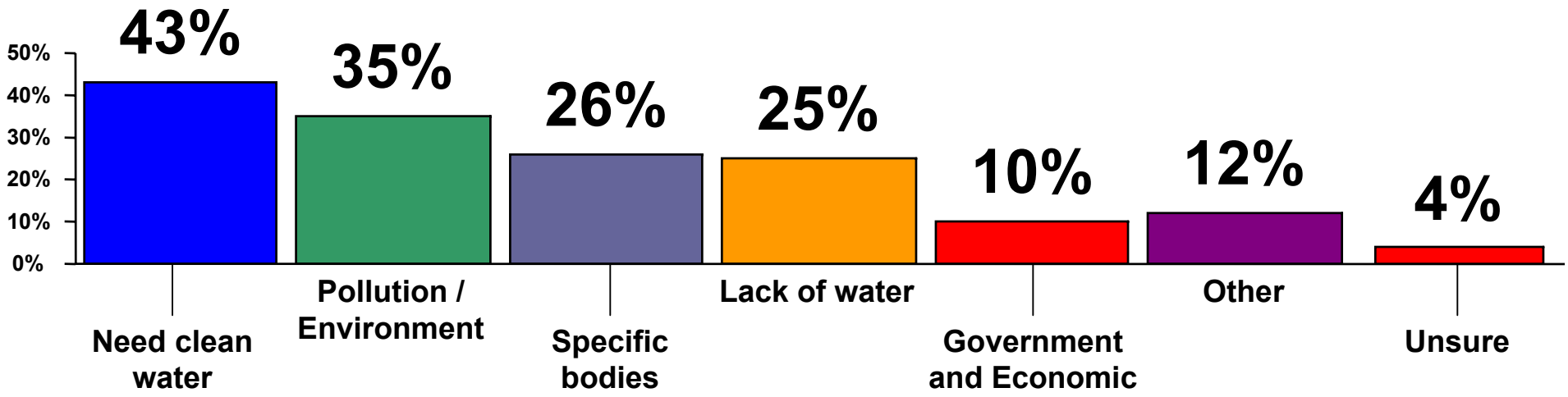
TXURBAN.PRZ

ENVIRONMENTAL PROBLEMS & WATER IN TEXAS

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



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

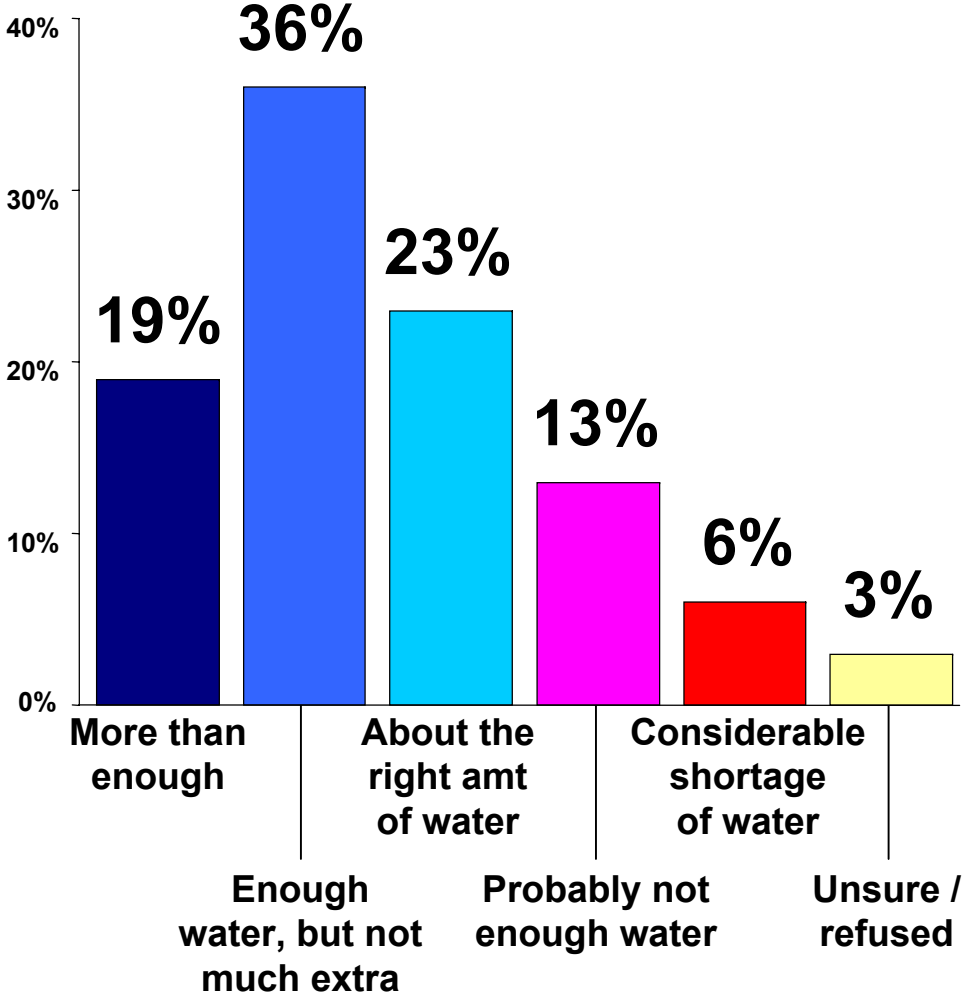


Baselice & Associates #04709

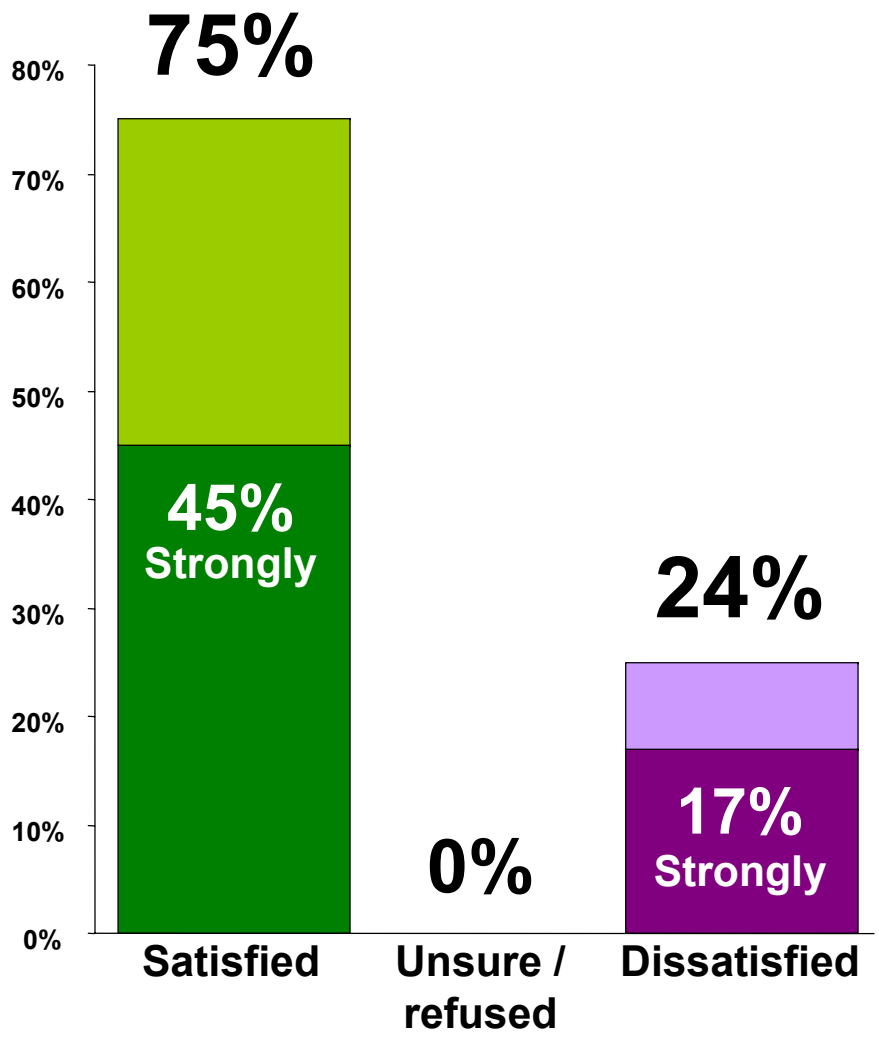
Q1,Q2

AMOUNT & QUALITY OF WATER IN AREA

Thinking about the amount of water in your area, now, would you say there is...



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



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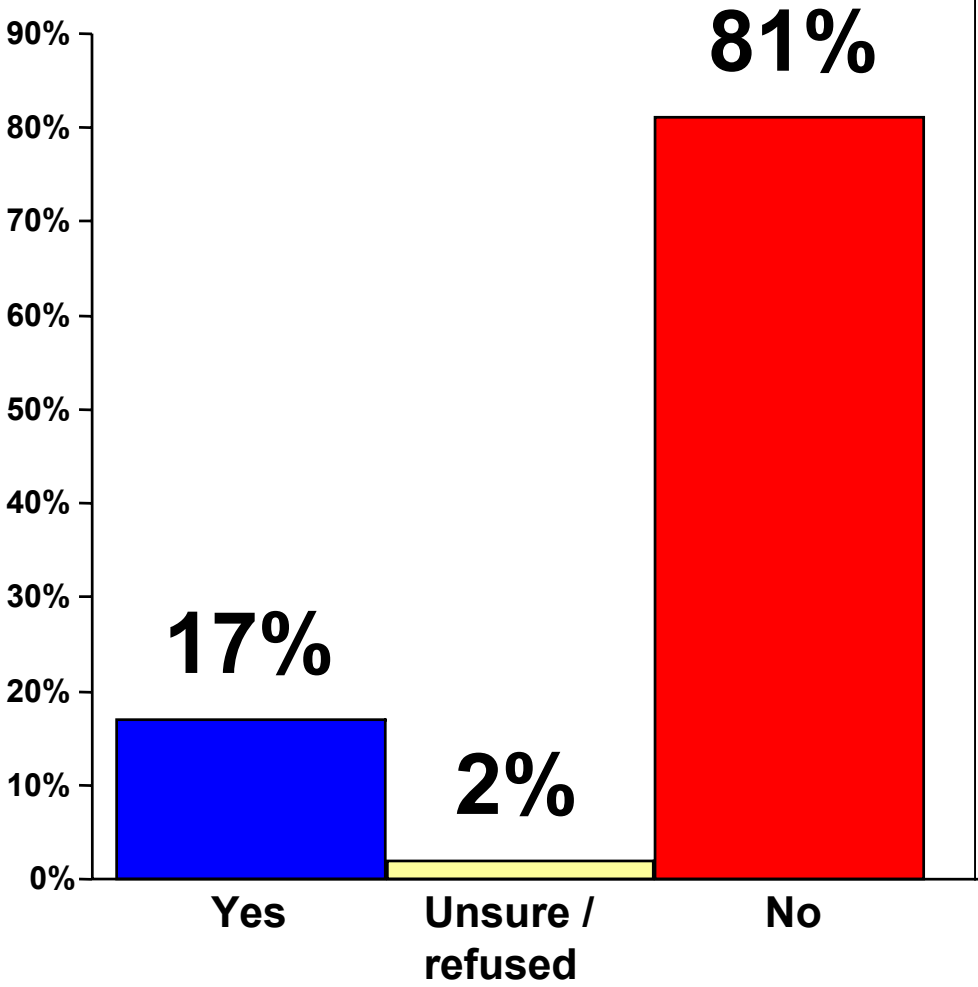
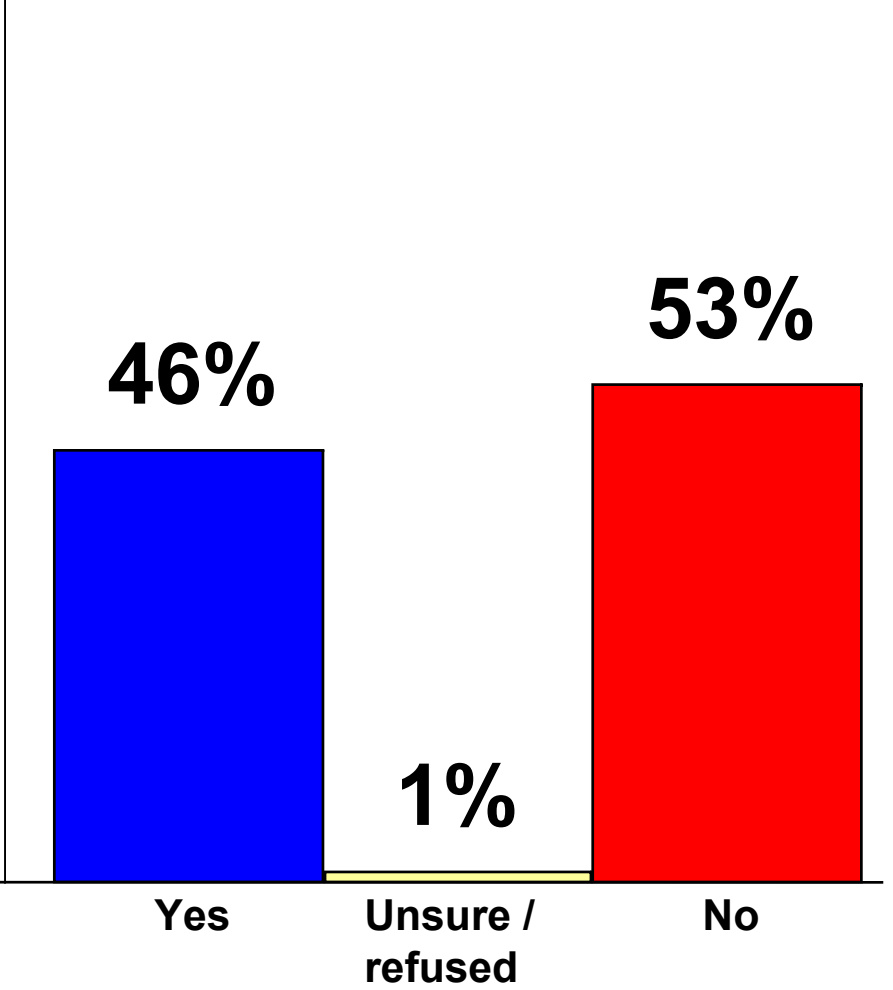
Q3, Q4

FUTURE WATER NEEDS & CONSERVATION

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

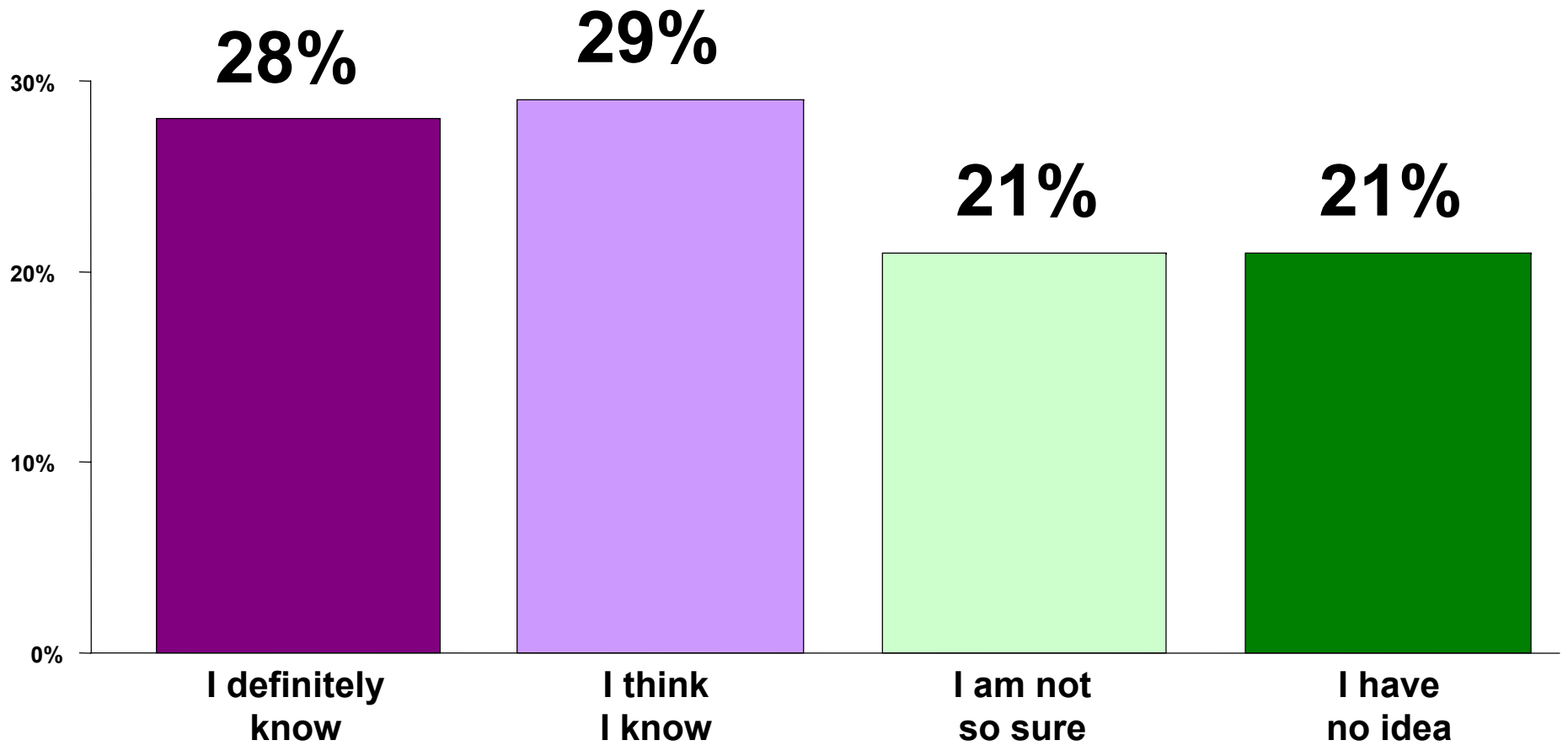


Are you aware of any efforts to conserve water in your part of Texas?



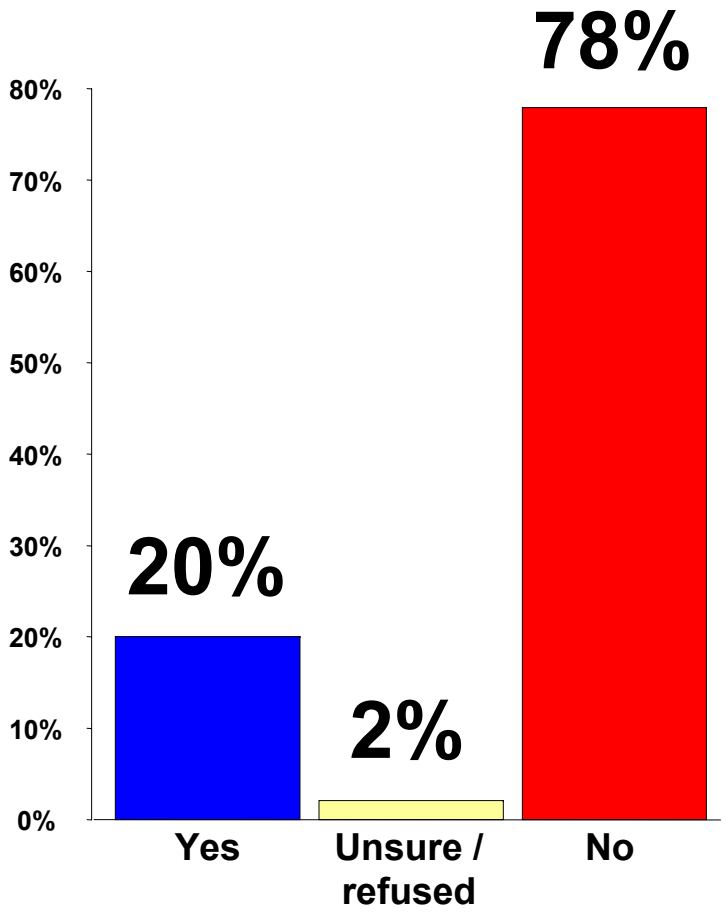
SOURCE FOR DRINKING WATER

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

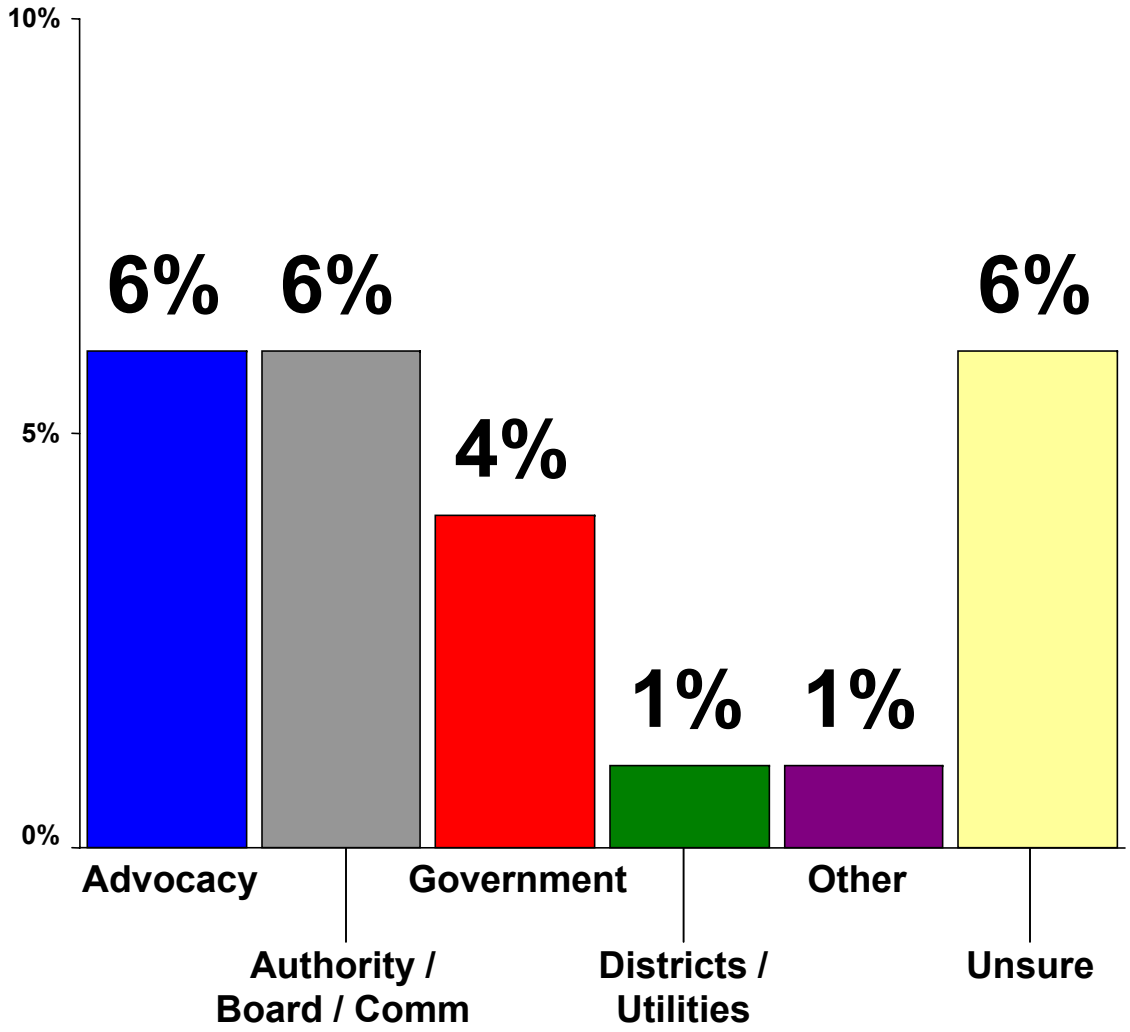


WATER CONSERVATION ORGANIZATIONS

Are you aware of any local groups or organizations involved with water conservation?

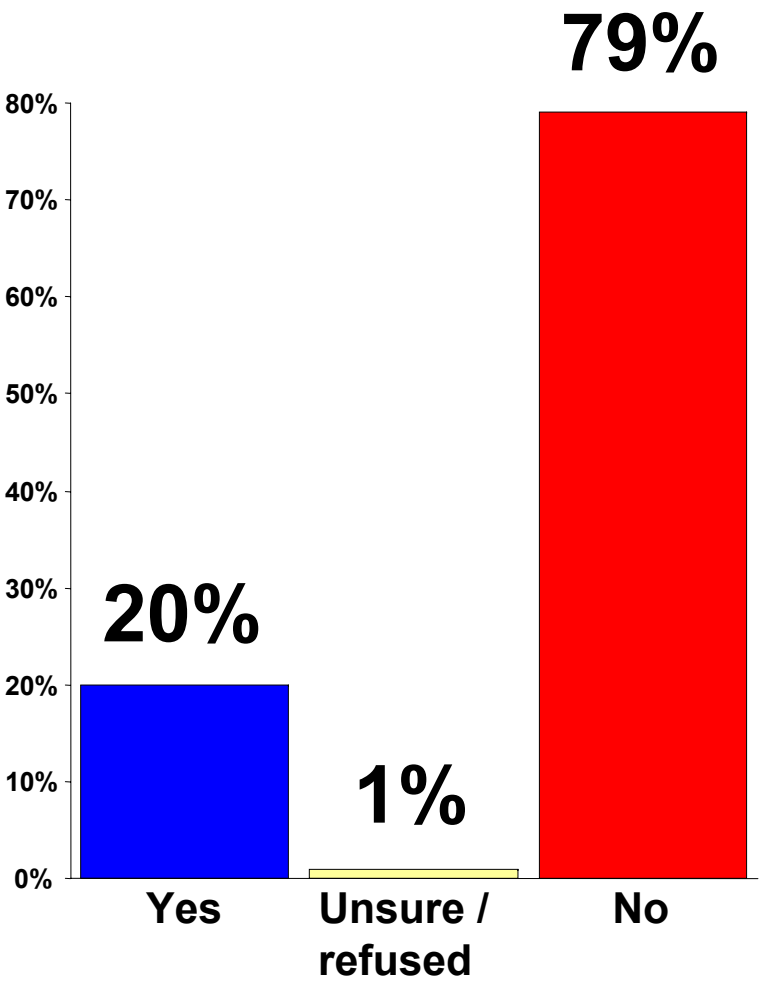


Please tell me the names of any local groups or organizations involved with water conservation?

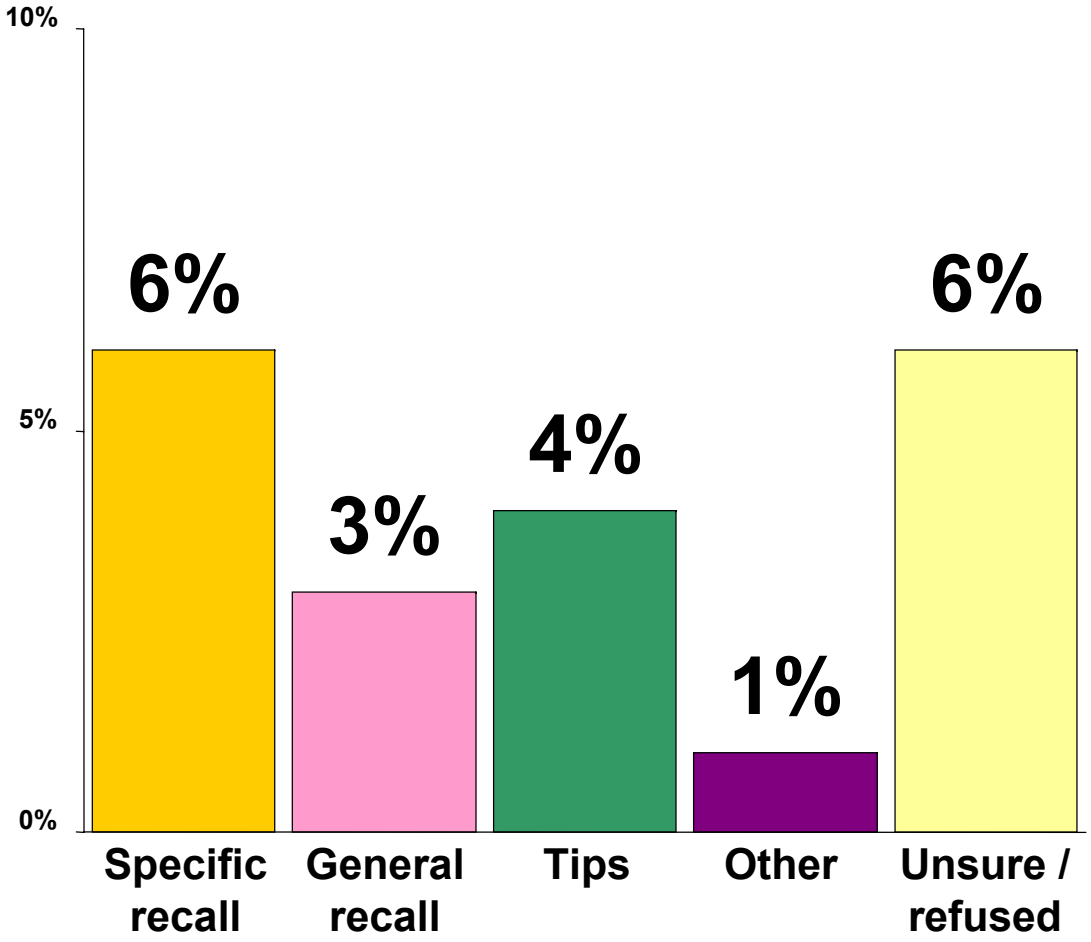


WATER CONSERVATION SLOGANS AND ADS

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



What slogans or ads do you recall?



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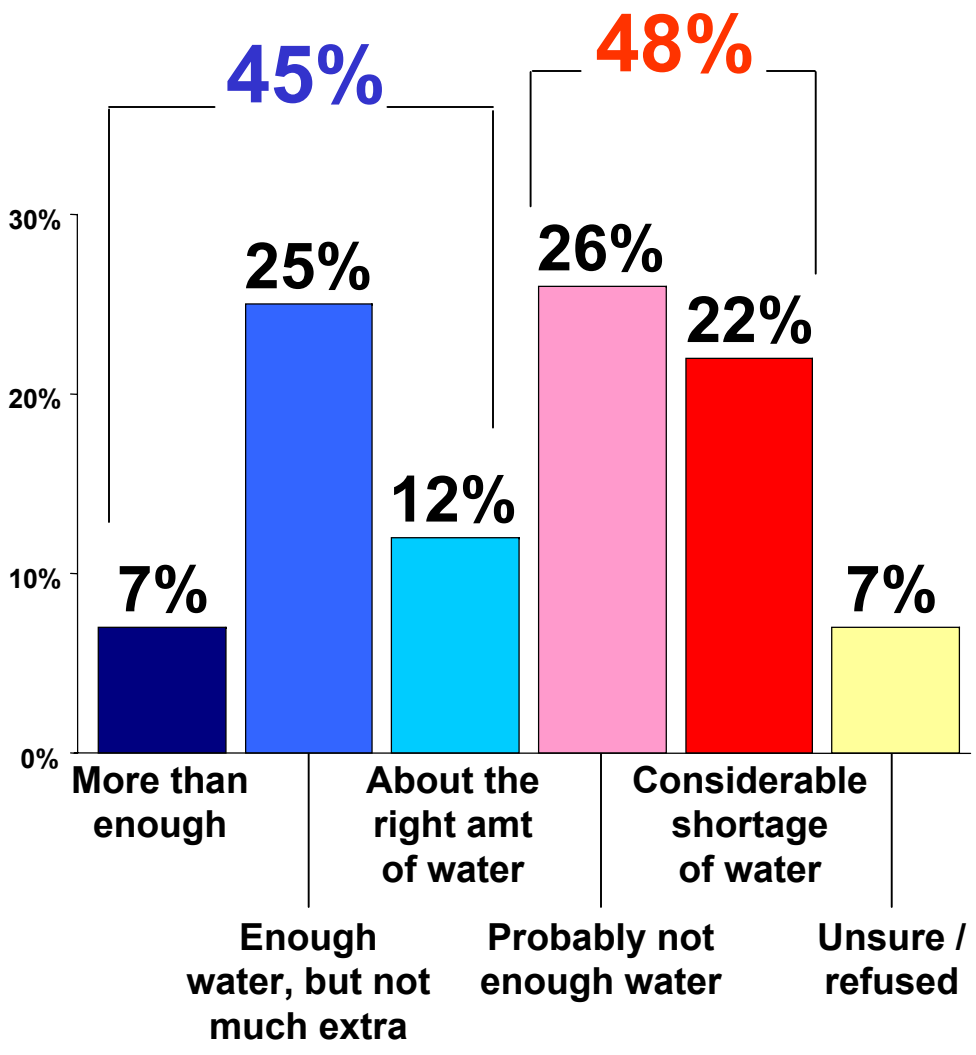
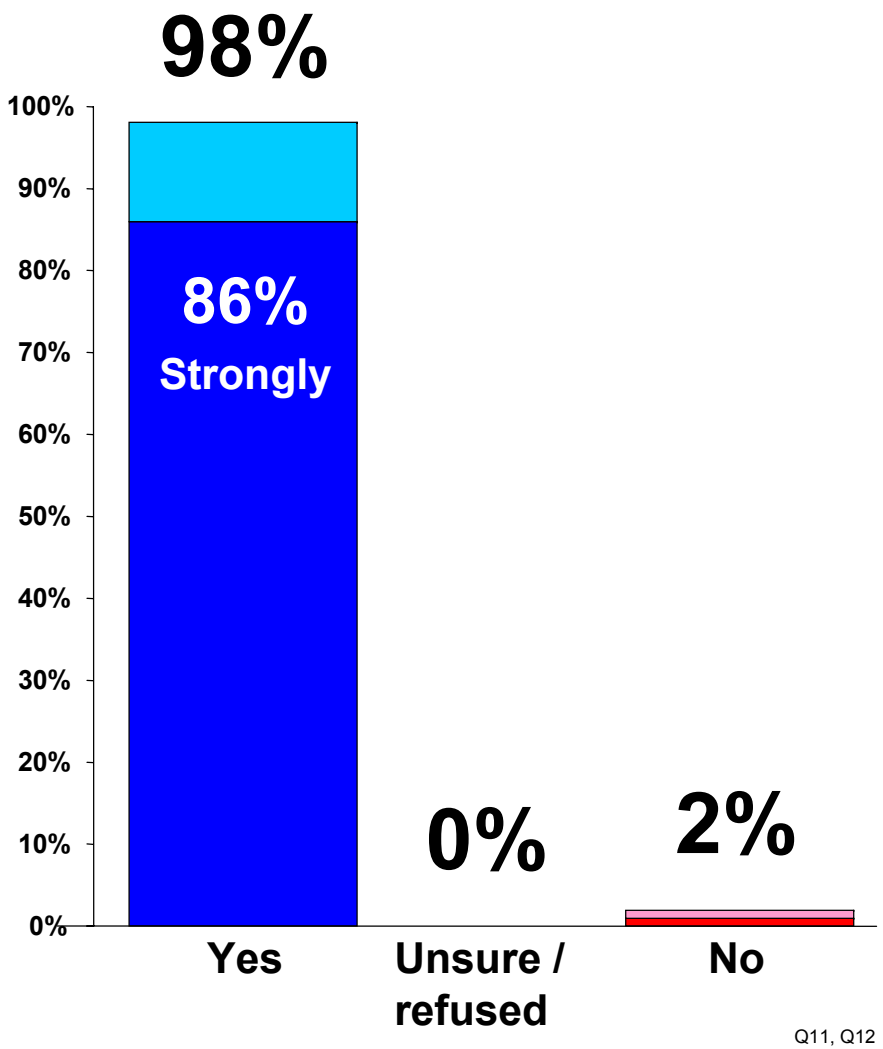
Q10, Q10A

FUTURE WATER SUPPLY & CONSERVATION

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



Do you think water conservation is important?



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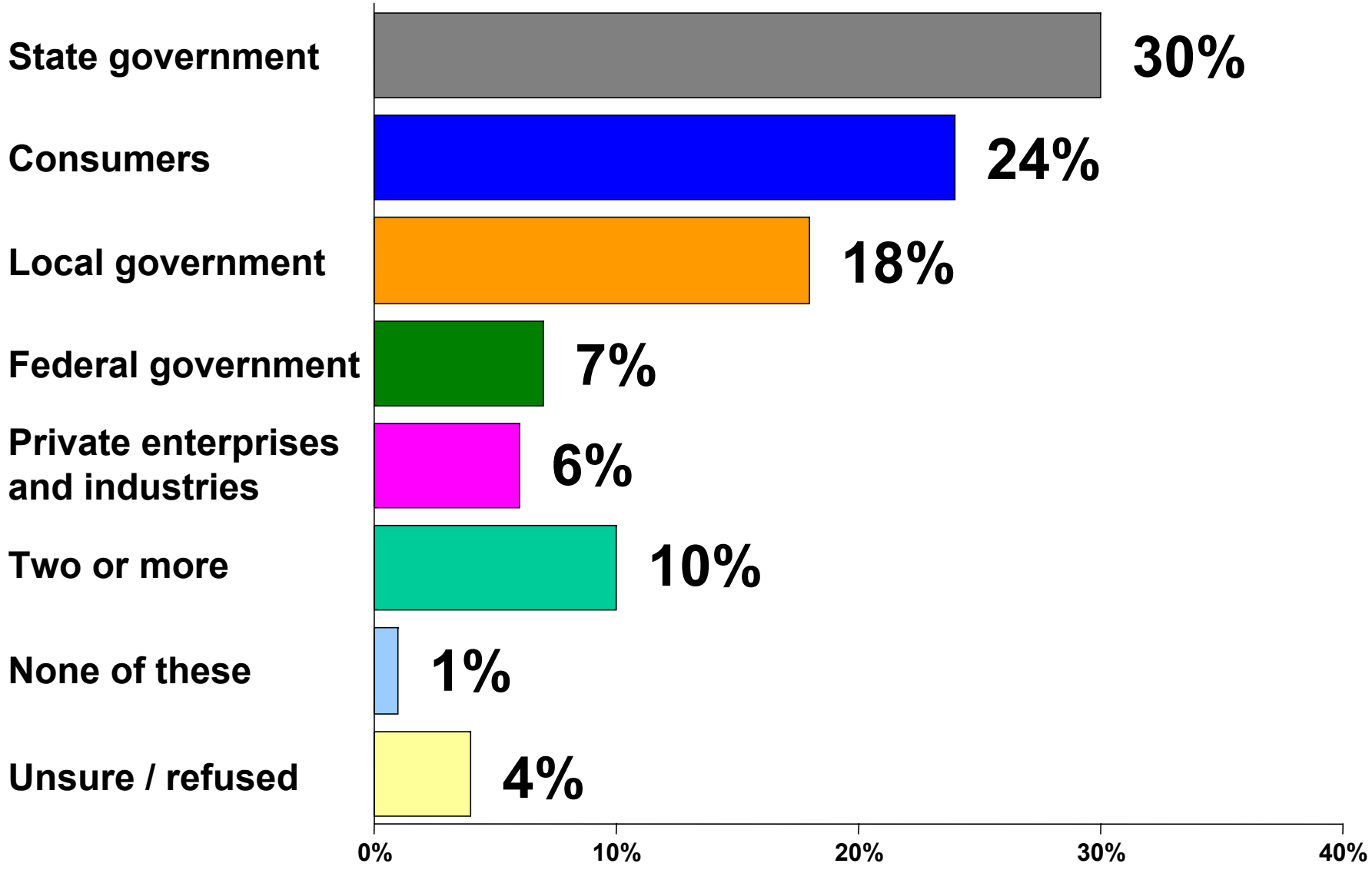
Q11, Q12

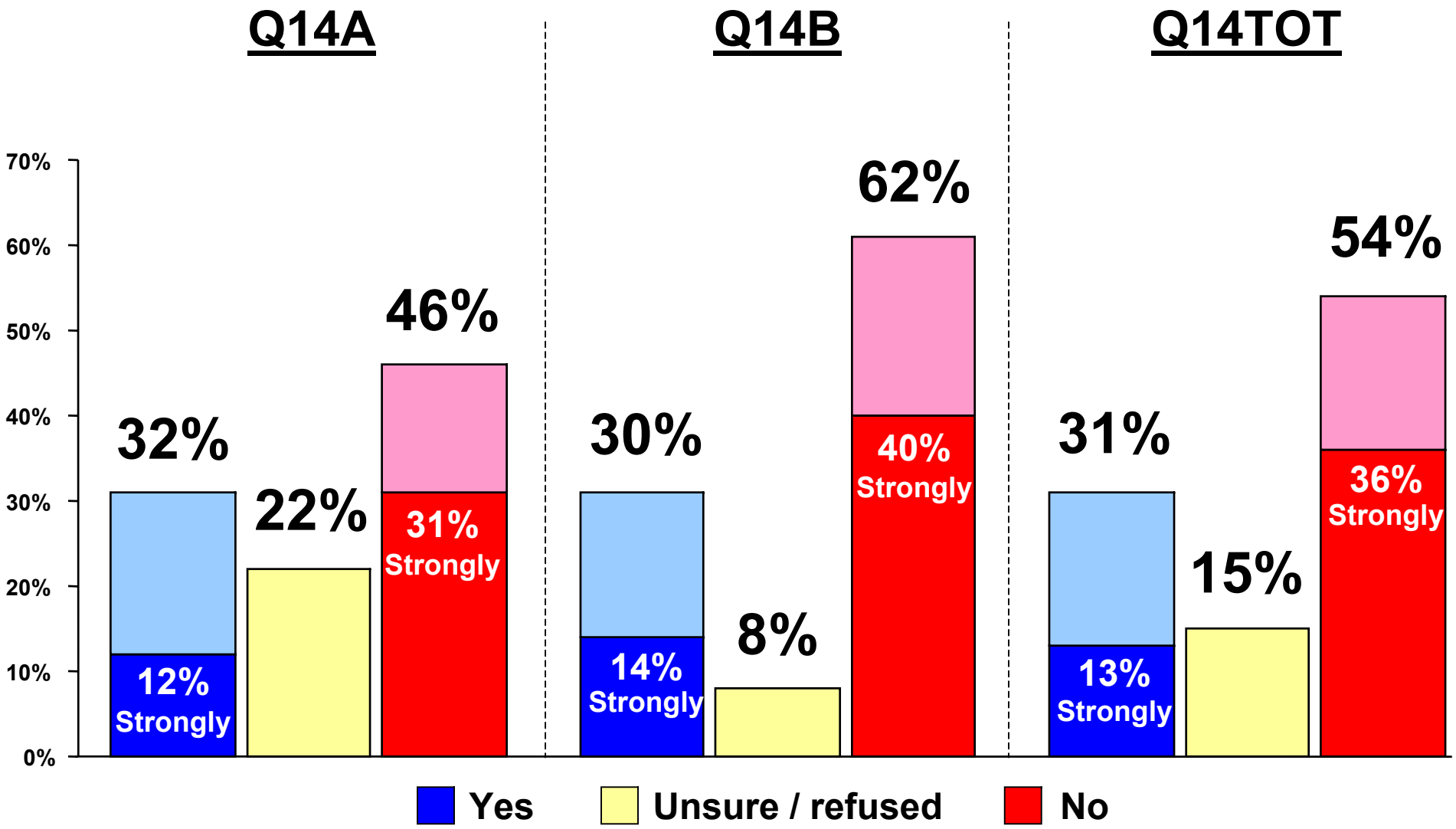
MOST ABLE TO MEET TEXAS' WATER NEEDS

Who of the following do you feel is most able to ensure Texas has enough water to meet our needs?



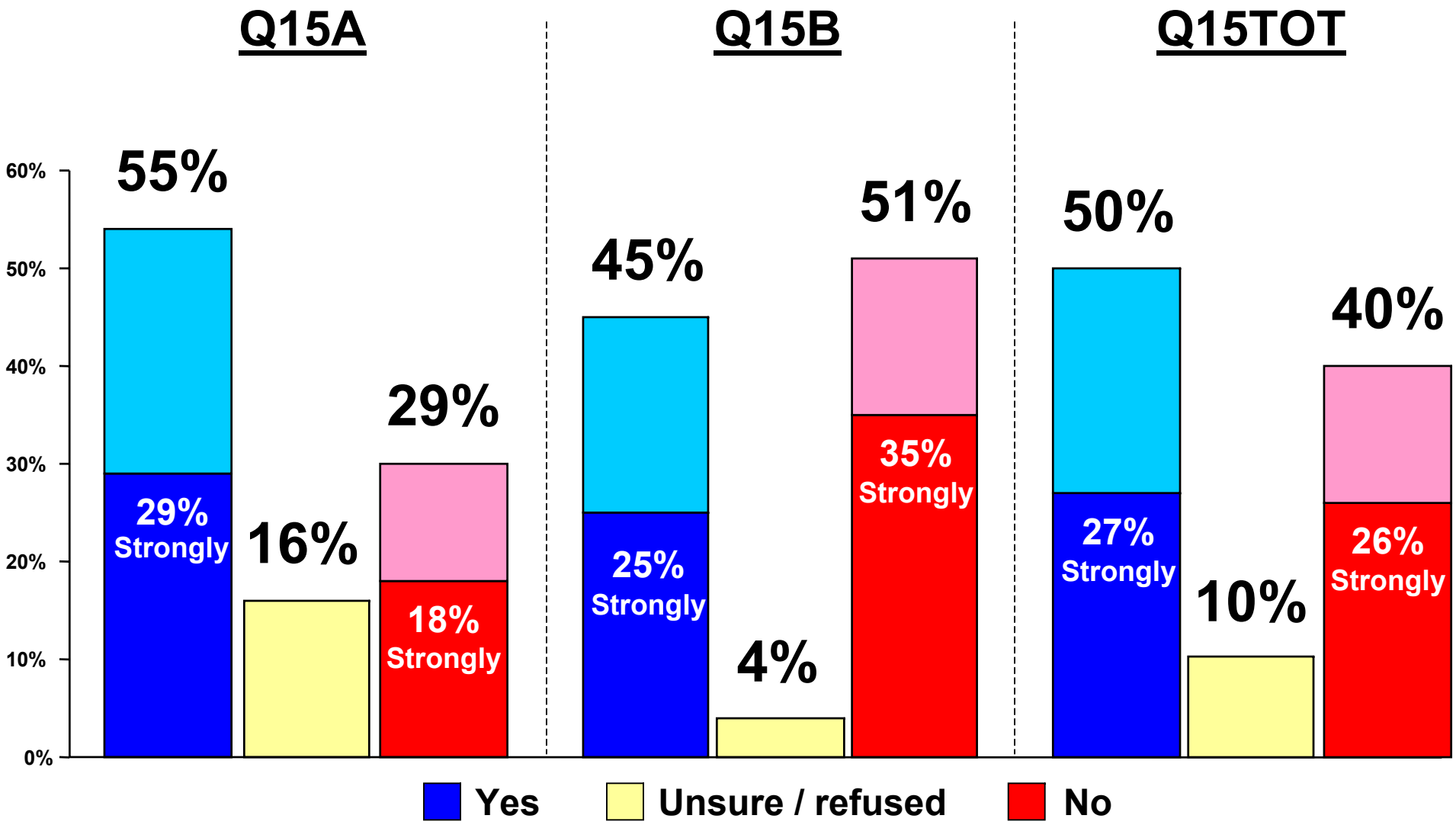
STATE GOVERNMENT

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



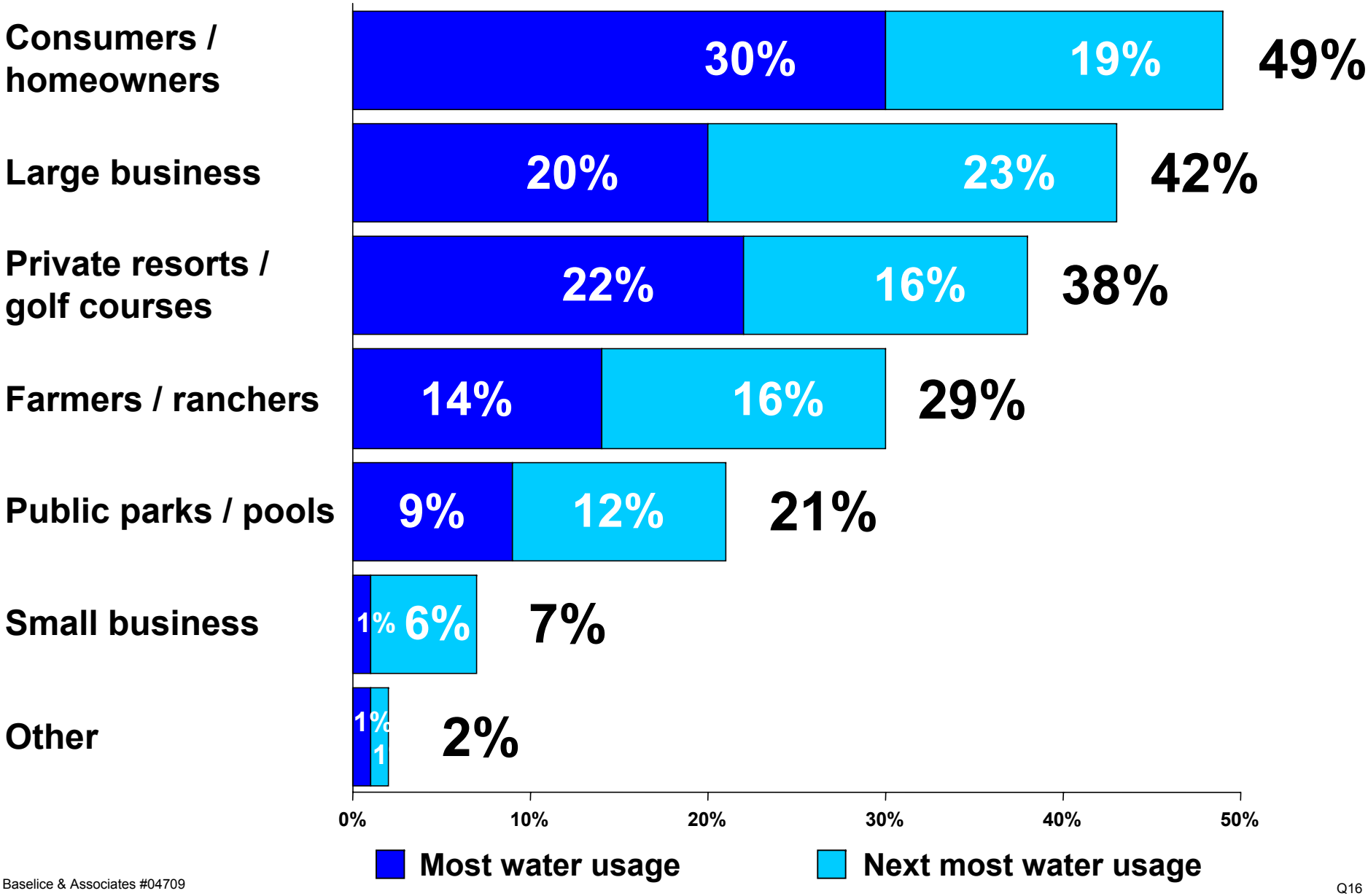
LOCAL WATER SUPPLIER

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



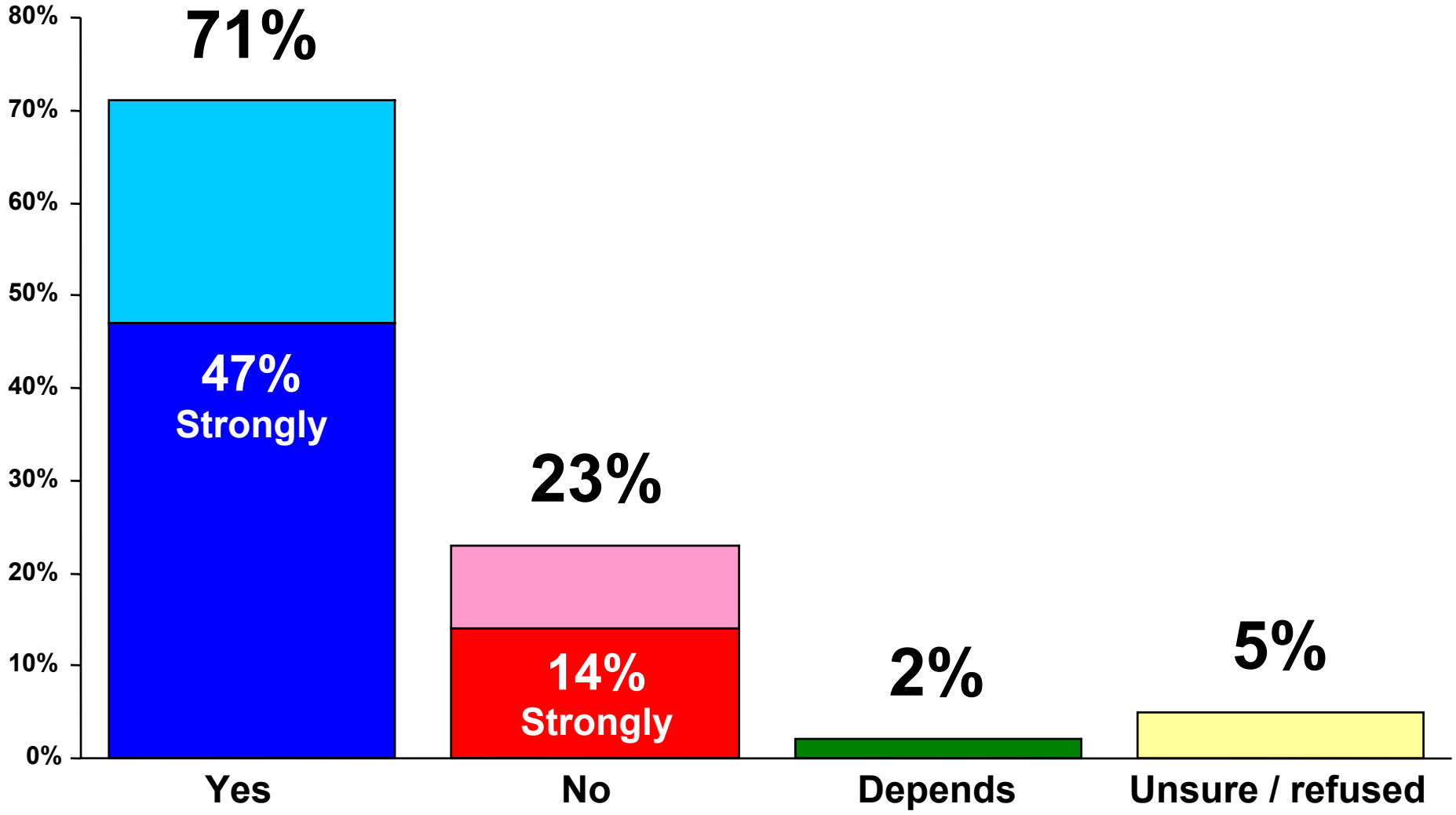
WATER USAGE

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



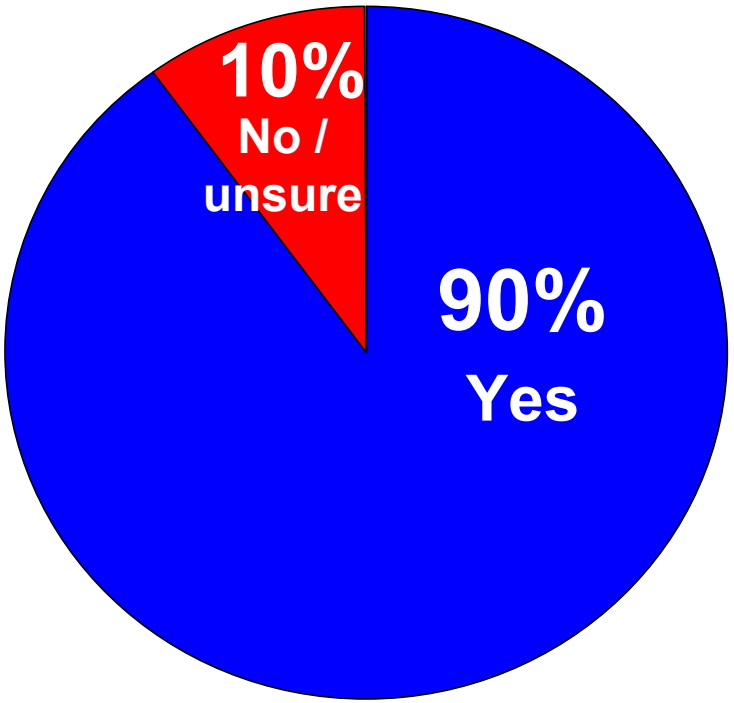
WATER CONSERVATION FUNDING

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

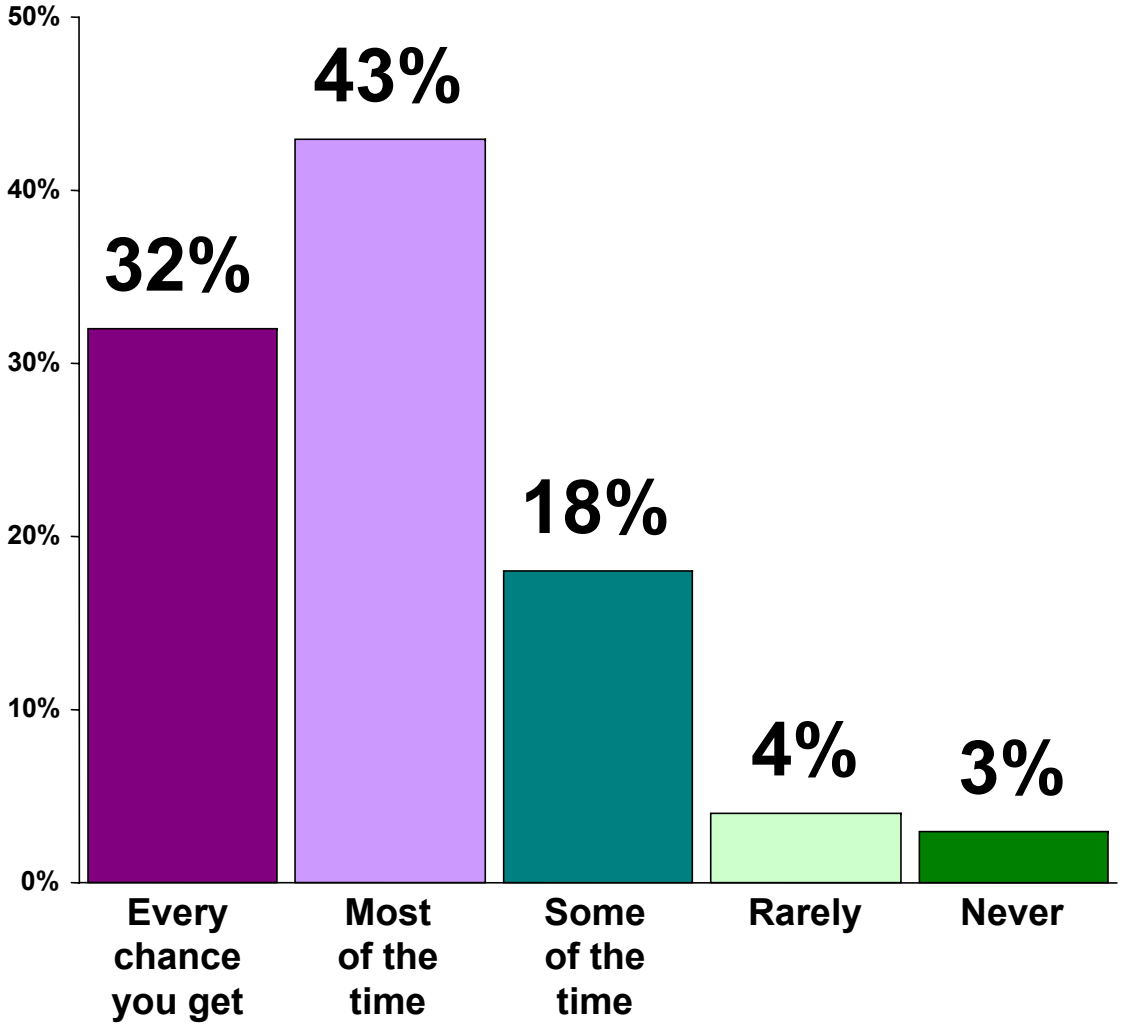


RESPONDENT WATER CONSERVATION

Do you conserve water now?



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



Q18a. Q18b

SOME + MOST CONSERVE WATER SUBGROUPS

	Every chance you get	Most or sometimes	Rarely	
TOTAL	**32%**	**61%**	**4%**	**Cases 615**
Plateau		100%		3
Refused water source		100%		1
Rent/$50K or over		89%	5%	19
Region B	17%	83%		6
Region H	10%	79%	5%	39
Depends stwd fund	18%	73%		11
Region F	22%	72%	6%	18
$50K+/no college	26%	71%		34
$50K+/college grad	23%	71%	4%	160
Male/college grad	22%	71%	3%	132
18-49/$50K or over	25%	70%	2%	132
Yes/somewhat stwd fund	25%	70%	3%	148
No/somewhat stwd fund	18%	70%	7%	57
Male/$50K or over	24%	69%	3%	127
Bexar	32%	68%		25
College graduate	26%	68%	3%	254
Liberal	25%	68%	4%	99
Under 50/urban-suburb	24%	67%	4%	159
40-49	27%	67%	3%	125
$50,000 - $79,999	26%	67%	3%	129
$80,000 or over	26%	67%	5%	116
I think I know water source	29%	67%	4%	167
Male/employed	28%	66%	3%	204
Male/Under 50	24%	66%	6%	160
Fem int/male respnd	26%	66%	4%	174

	Every chance you get	Most or sometimes	Rarely	
TOTAL	**32%**	**61%**	**4%**	**Cases 615**
Region C	26%	65%	2%	54
Region H-Houston	26%	65%	5%	132
Houston	26%	65%	6%	137
Male/urban-suburb	26%	65%	4%	170
Own/$50K or over	29%	65%	4%	224
Female/$50K or over	29%	65%	5%	118
Female/college grad	30%	65%	3%	122
Conservative male	26%	65%	5%	186
Anglo	28%	64%	4%	394
Unsure/refused own/rent	32%	64%	5%	22
Yes have lawn	30%	64%	3%	434
< $50K/college grad	27%	64%	3%	67
North East Texas	30%	63%	7%	27
Male	29%	63%	5%	317
Male/unsure-refused	38%	63%		8
18-39	27%	63%	5%	171
Female/under 50	31%	63%	3%	136
Other ethnicity	26%	63%	4%	46
50+/$50K or over	29%	63%	6%	107
Republican	30%	63%	5%	216
Brazos	34%	62%	4%	50
Brazos-Central	34%	62%	4%	50
Urban/suburban	31%	62%	4%	318
Age/Income unknown	32%	62%	5%	107
Conservative	31%	62%	4%	353
Yes-reg to vote	31%	62%	4%	511

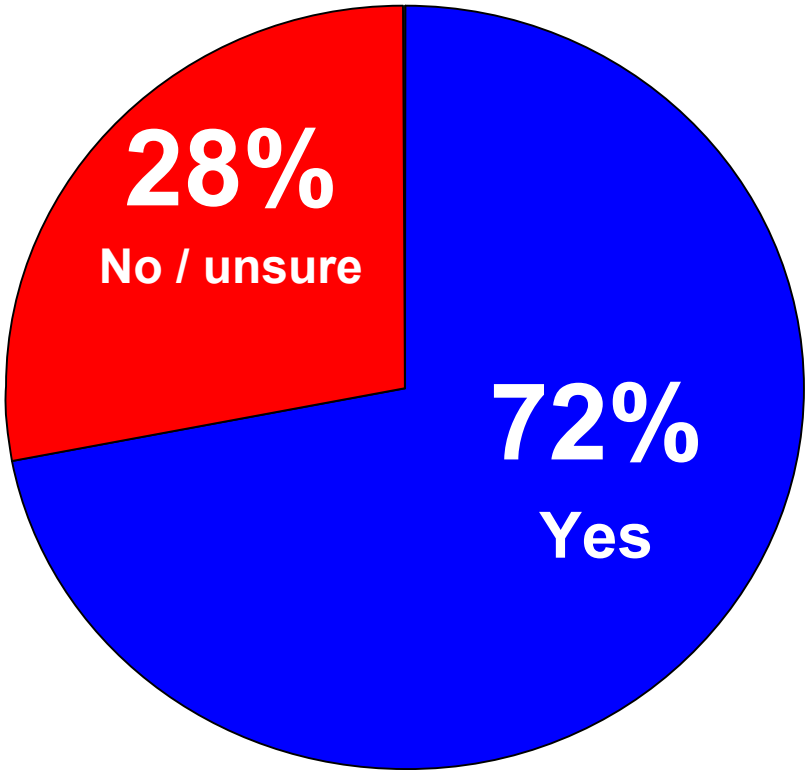
SOME + MOST CONSERVE WATER SUBGROUPS

	Every chance you get	Most or sometimes	Rarely	Cases
TOTAL	**32%**	**61%**	**4%**	**615**
Yes-aware efforts	35%	62%	1%	279
Region C-Dal FtW	31%	61%	4%	165
East Texas	31%	61%	5%	64
Male/rural	31%	61%	5%	147
Under 50/rural	31%	61%	5%	137
English	32%	61%	4%	582
Spanish	36%	61%	3%	33
Own	32%	61%	4%	475
Unsure/refused total HH	33%	61%	4%	99
Educ/Income unknown	33%	61%	4%	99
Mixed unsure/refsed own rent	32%	61%	5%	108
Income unknown (sex)	33%	61%	4%	99
Independent	31%	61%	3%	149
Yes aware water consrv. groups'	34%	61%	3%	124
No aware water consrv. Groups	31%	61%	4%	480
No/strongly stwd fund	32%	61%	6%	90
Fem int/fem respnd	34%	61%	4%	176
Version B	32%	61%	4%	615
TOTAL - MEAN	**32%**	**61%**	**4%**	**615**
West Texas	36%	60%	3%	75
Dallas-Ft. Worth	32%	60%	3%	187
San Antonio/South	34%	60%	4%	104
East Texas markets	33%	60%	4%	52
Rural	33%	60%	4%	297
Age unknown for age/urb/sub	35%	60%	5%	20
Female/employed	32%	60%	3%	154

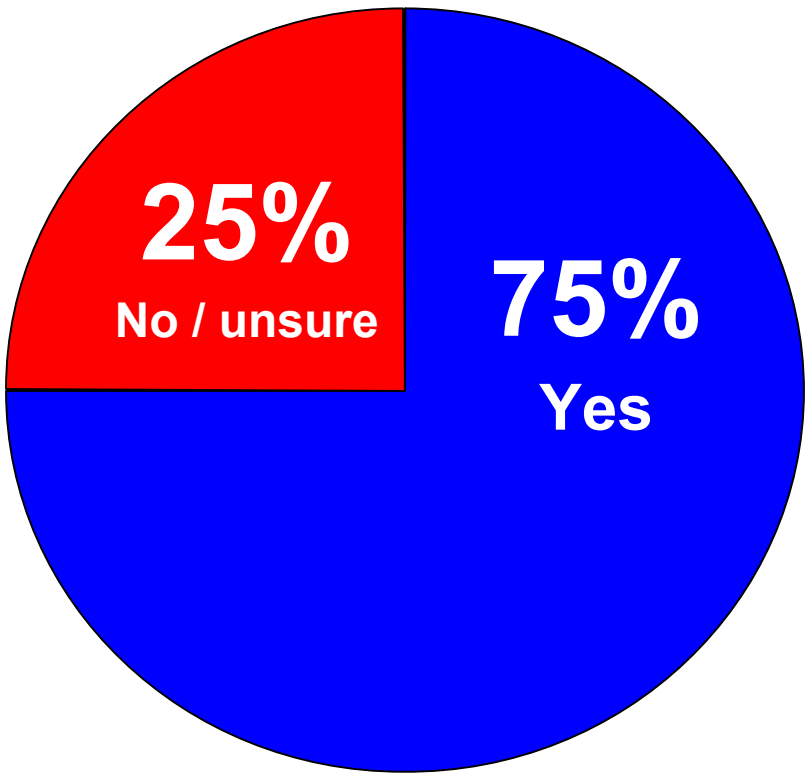
	Every chance you get	Most or sometimes	Rarely	Cases
TOTAL	**32%**	**61%**	**4%**	**615**
Age unknown for age	35%	60%	5%	20
Male/50+	33%	60%	4%	147
Age unknown for age/sex	35%	60%	5%	20
$30,000 - $49,999	29%	60%	5%	136
Moderate/Lib male	32%	60%	5%	131
Democrat	33%	60%	5%	146
No/unsure/refused-aware efforts	29%	60%	7%	336
No idea water source	32%	60%	1%	134
Dallas	31%	59%	6%	68
Harris	32%	59%	5%	93
East Texas	32%	59%	3%	37
Austin/Waco/Bryan	34%	59%	7%	58
Female/urban-suburb	36%	59%	4%	148
Female/rural	35%	59%	3%	150
Female	35%	59%	4%	298
No college	34%	59%	4%	222
Conservative female	36%	59%	4%	167
Moderate/Lib female	34%	59%	4%	131
Definitely know water source	35%	59%	4%	174
Male int/male respnd	32%	59%	6%	143
Tarrant	37%	58%	2%	43
Coastal Bend	33%	58%		12
West Texas markets	38%	58%	3%	77
50+/rural	34%	58%	4%	152
65 or over	38%	58%	2%	125
Rent	31%	58%	7%	118
18-49/under $50K	31%	58%	7%	131

COULD DO MORE TO CONSERVE WATER

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

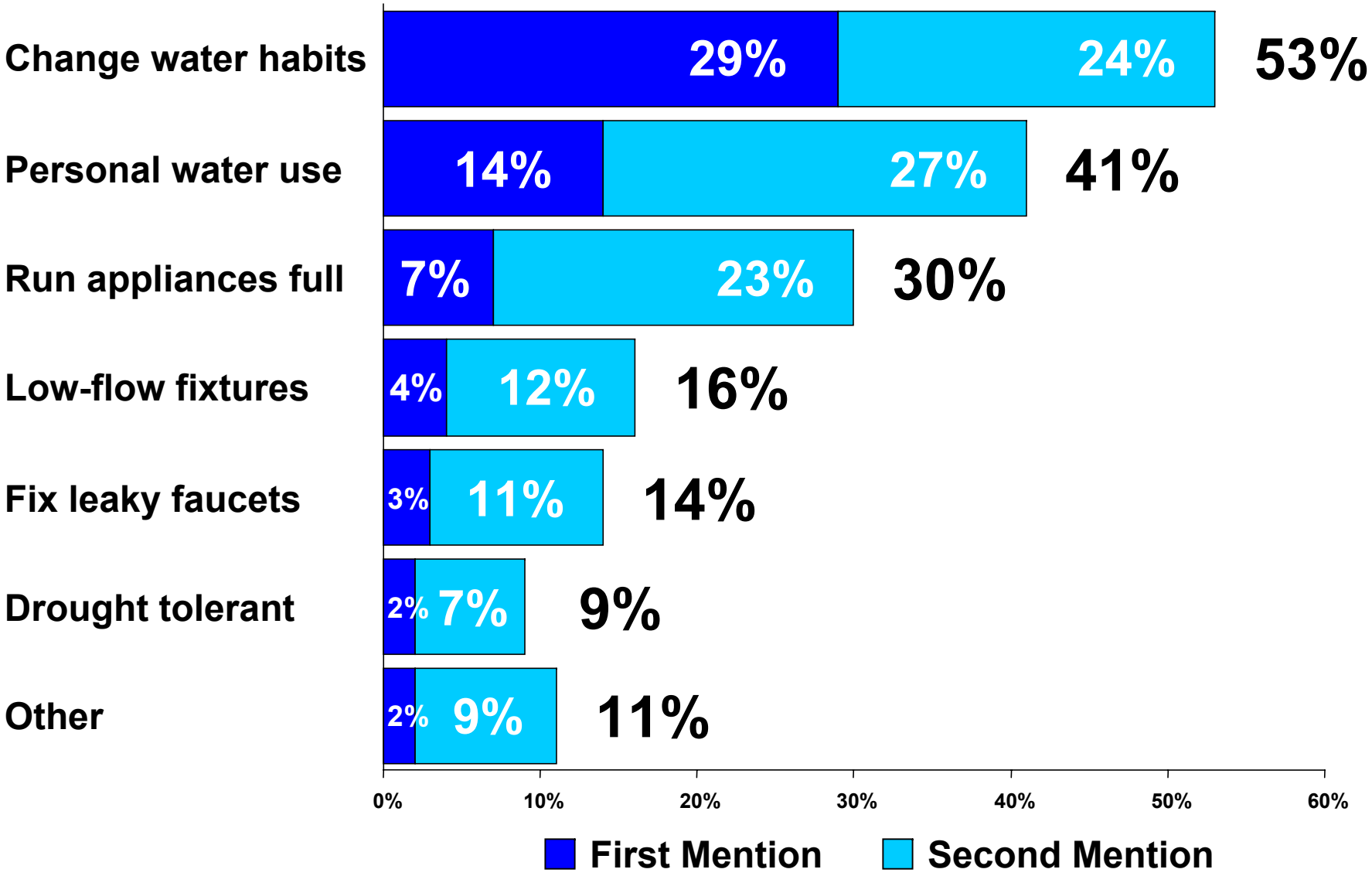


Regardless of how much your neighbors may do to conserve water, do you think they could do more to conserve water?

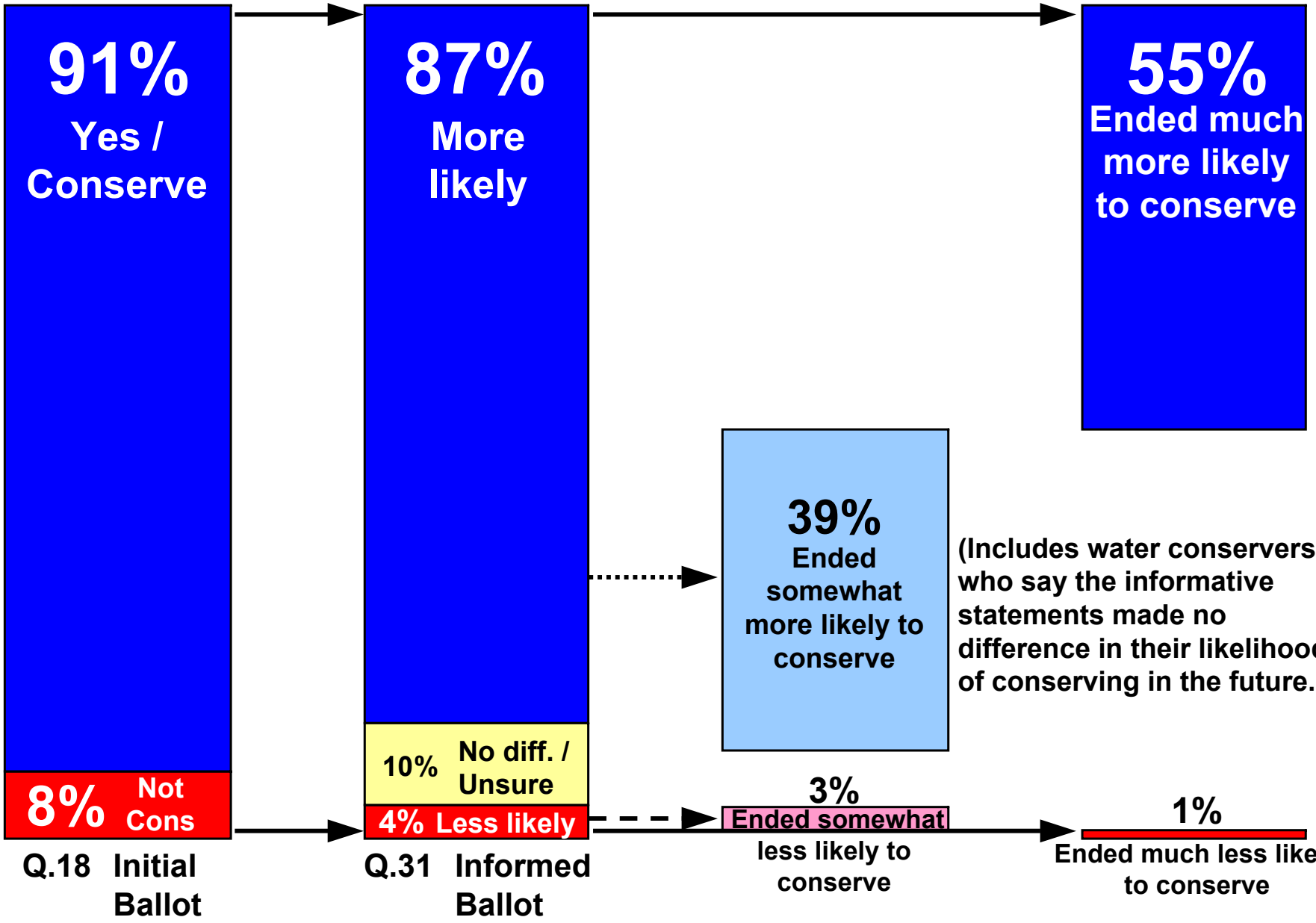


ACTIONS TO CONSERVE WATER

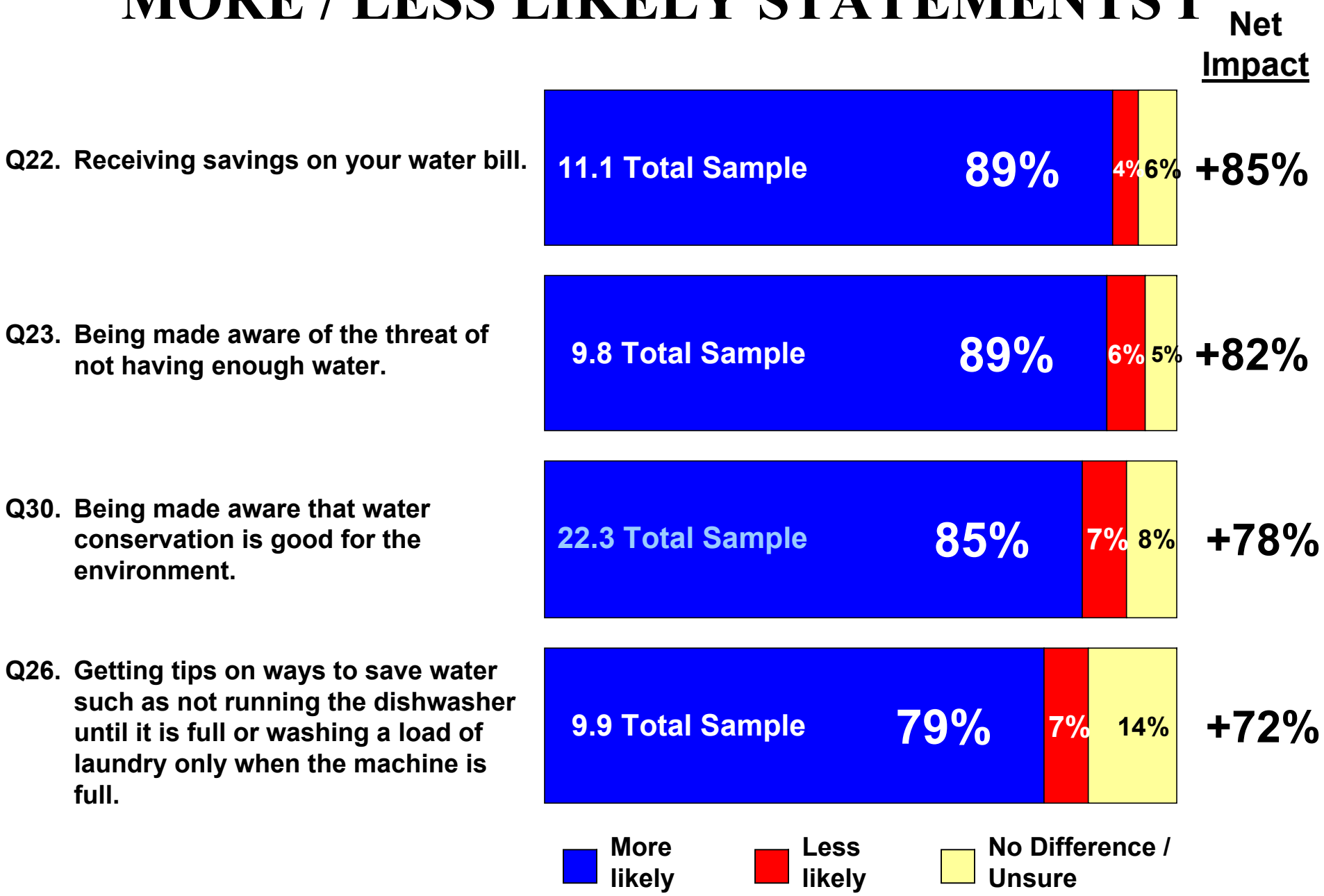
What actions do you take to conserve water?



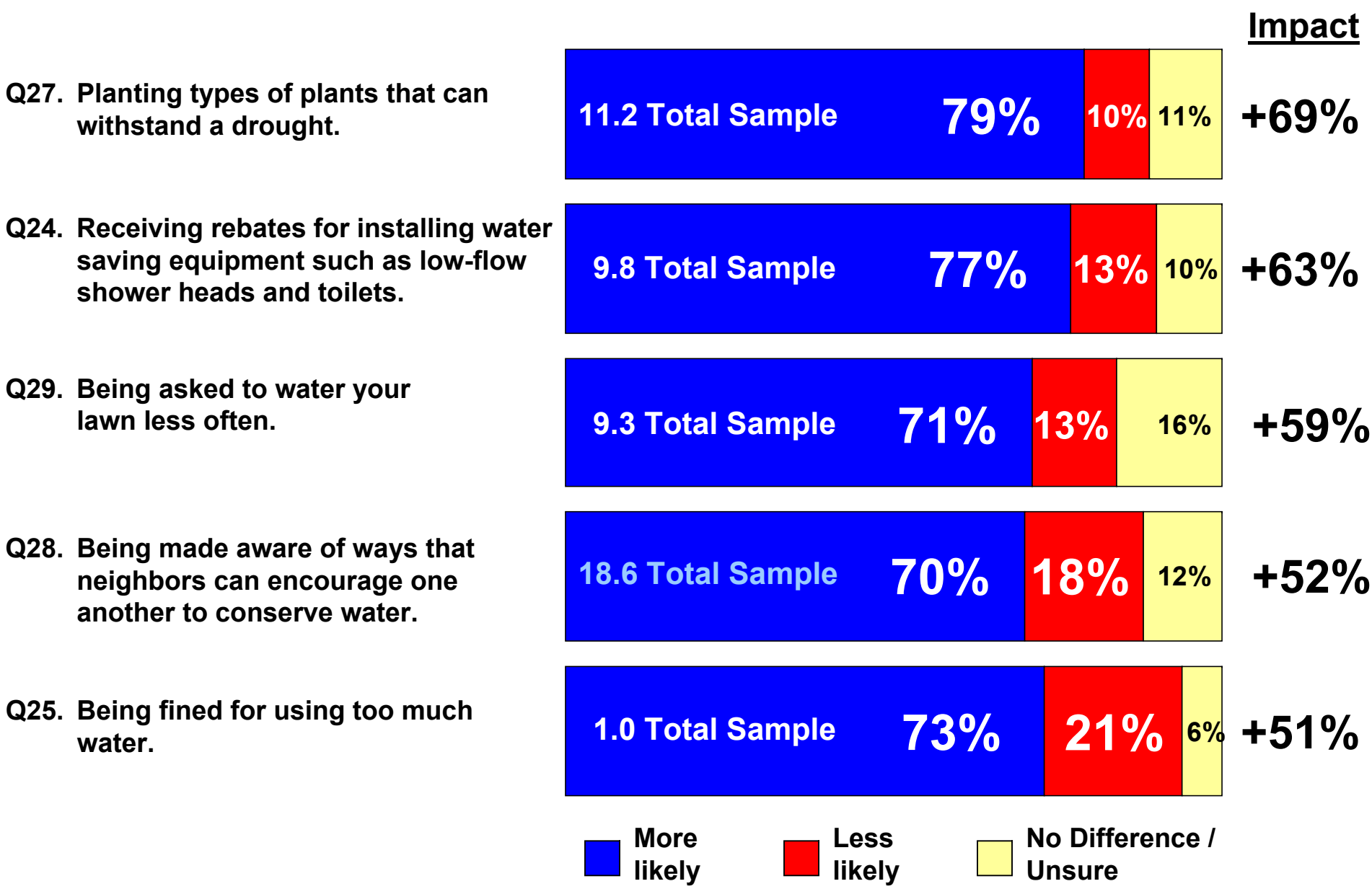
COMPARISON OF INITIAL & INFORMED BALLOTS ON CONSERVING WATER



MORE / LESS LIKELY STATEMENTS I

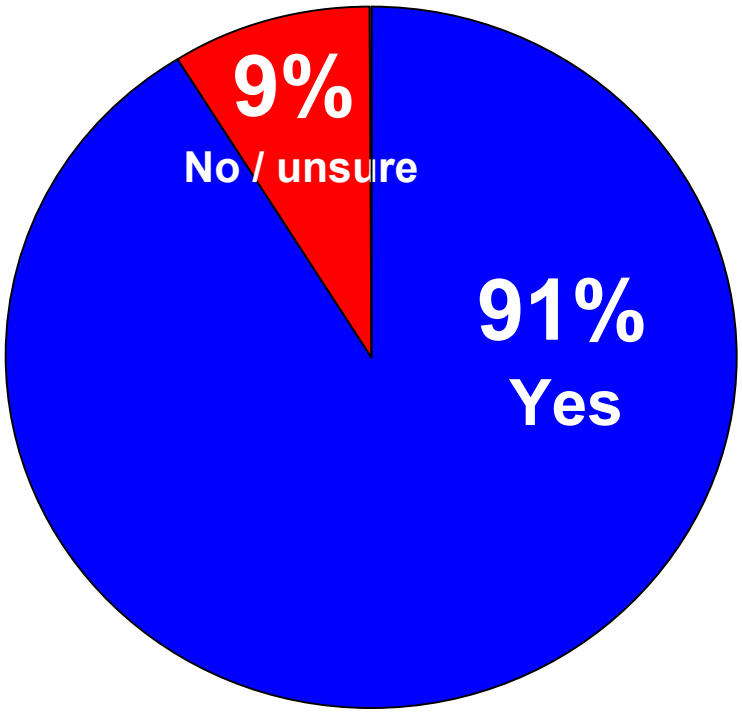


MORE / LESS LIKELY STATEMENTS II

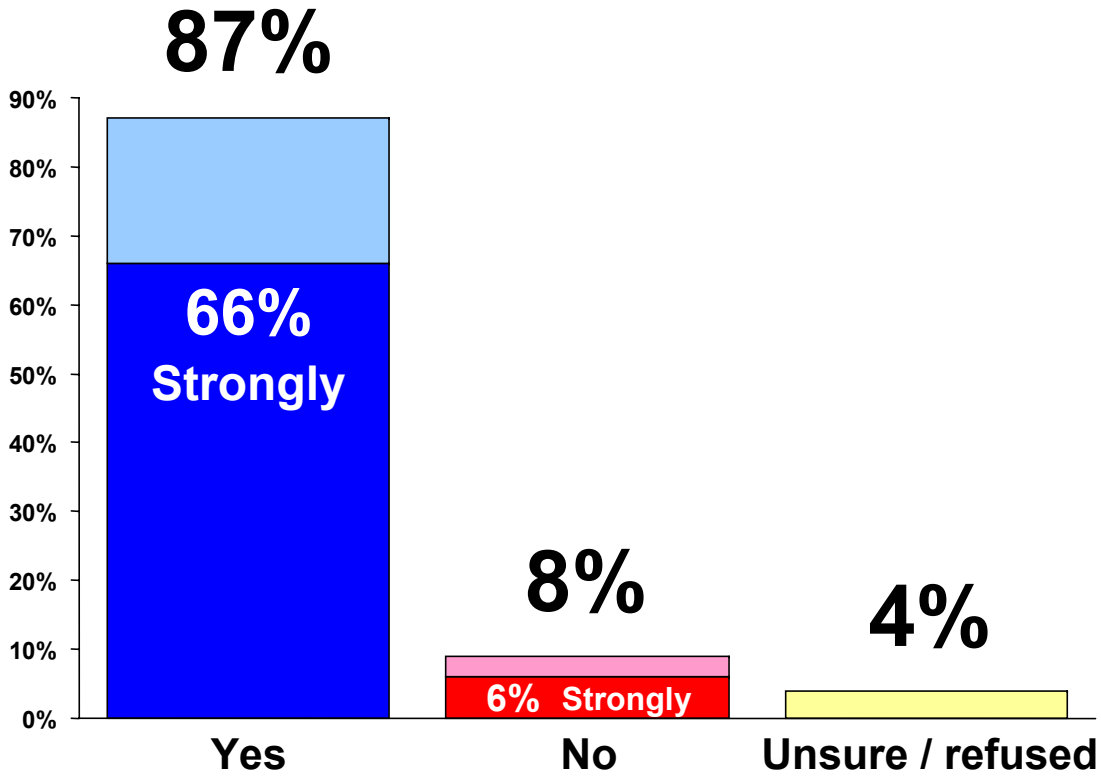


WATER CONSERVATION CAMPAIGN

Do you recall the anti-litter campaign and commercials known as Don't Mess with Texas?



Do you think it would be beneficial to TX residents to increase their awareness of water conservation through a campaign similar to the Don't Mess with Texas campaign?



Q#	QUESTION WORDING	Total Sample (N=1,228)	Males <50 (n=323)	Males 50+ (n=266)	Females <50 (n=284)	Fems 50 + (n=313)	Anglos (n=797)	African-Americans (n=94)	Hispanics (n=238)	Conducted in Spanish (n=57)	Have lawn (n=875)	No lawn (n=331)	Republicans (n=413)	Democrats (n=315)	Independents (n=233)	Not Registered (n=77)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
22	Receiving savings on your water bill.	11.1	2.8	10.1	21.1	1.5	10.6	5.6	6.2	12.5	5.9	13.9	6.0	6.5	7.3	8.6
23	Being made aware of the threat of not having enough water.	9.8	20.7	1.2	4.8	3.0	12.7	4.0	12.9	18.9	5.5	14.2	13.7	3.1	11.0	3.9
24	Receiving rebates for installing water saving equipment such as low-flow shower heads and toilets.	9.8	5.8	6.5	6.2	7.4	7.1	5.8	7.7	9.9	9.5	7.4	5.3	6.4	5.6	11.4
25	Being fined for using too much water.	1.0	1.7	5.4	1.9	1.0	1.2	1.1	0.0	2.8	1.1	0.2	2.5	8.1	3.5	1.6
26	Getting tips on ways to save water such as not running the dishwasher until it is full or washing a load of laundry only when the machine is full.	9.9	1.0	9.0	15.0	7.2	5.4	12.8	0.2	10.1	10.6	1.2	6.0	8.0	4.6	6.8
27	Planting types of plants that can withstand a drought.	11.2	6.6	4.9	3.4	11.1	13.8	5.0	1.7	24.1	13.6	0.3	2.9	10.4	12.6	4.6
28	Being made aware of ways that neighbors can encourage one another to conserve water.	18.6	15.3	4.1	22.6	14.1	12.4	16.4	12.3	1.1	13.9	17.6	13.4	17.7	5.8	7.6
29	Being asked to water your lawn less often.	9.3	7.8	8.6	1.4	4.3	7.2	9.5	7.6	5.1	7.3	7.4	10.6	5.4	9.0	8.0
30	Being made aware that water conservation is good for the environment.	22.3	13.7	17.8	16.5	11.6	19.5	0.5	28.0	13.9	23.4	8.1	11.9	13.5	18.3	13.0

Q#	QUESTION WORDING	Conserve some (n=112)	Cons. Some + Most (n=374)	Dallas - Ft. Worth (n=310)	Houston (n=279)	Brazos - Central (n=97)	Low Col. - S. Central (n=191)	Rio Grande - Coastal (n=103)	West Texas (n=148)	East Texas (n=100)	HH < $30,000 (n=282)	HH $30,000 to $49,999 (n=268)	HH $50,000 to $79,999 (n=245)	HH $80,000 + (n=230)
		Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score	Persuasion Score
22	Receiving savings on your water bill.	6.4	0.2	7.0	14.0	13.5	4.2	11.4	3.3	17.6	4.3	10.3	16.9	1.5
23	Being made aware of the threat of not having enough water.	4.2	3.6	13.6	3.1	6.6	8.7	6.0	3.8	1.7	4.5	25.2	2.4	2.9
24	Receiving rebates for installing water saving equipment such as low-flow shower heads and toilets.	9.0	11.3	11.3	0.5	8.9	15.5	1.6	15.0	7.1	11.3	2.1	0.2	16.4
25	Being fined for using too much water.	3.6	2.2	1.6	0.1	4.5	3.2	1.2	4.5	1.3	2.3	1.8	2.9	4.4
26	Getting tips on ways to save water such as not running the dishwasher until it is full or washing a load of laundry only when the machine is full.	4.9	17.7	13.3	5.1	4.1	10.4	8.5	0.2	14.1	3.2	1.9	6.5	5.1
27	Planting types of plants that can withstand a drought.	4.9	1.2	8.9	7.5	3.0	11.5	1.7	8.0	0.2	4.0	15.3	3.6	9.4
28	Being made aware of ways that neighbors can encourage one another to conserve water.	7.9	14.0	8.1	17.1	13.7	10.4	20.4	3.4	3.1	9.9	21.8	10.1	5.6
29	Being asked to water your lawn less often.	14.5	11.6	7.8	2.6	11.2	7.7	13.1	2.6	2.9	11.0	5.5	3.8	7.8
30	Being made aware that water conservation is good for the environment.	0.6	11.9	20.2	4.1	20.8	18.9	15.0	15.2	16.1	6.6	8.5	18.7	21.7

CONCLUSIONS

- While 46% of Texas residents are aware of efforts in their part of state to conserve water, 71% believe there should be statewide funding to implement conservation strategies.
- 55% think government (30% state) is most able to ensure Texas has enough water, versus 24% who think consumers are most able.
- 62% do not think state government is doing enough to educate the public on ways to conserve water.
- While over 9 out of 10 respondents indicate they conserve water now, 72% believe they could do more.
- 87% believe it would be beneficial to Texas residents to increase their awareness of water conservation through a campaign similar to the Don’t Mess With Texas campaign.

CONCLUSIONS

Eight out of nine (87%) respondents are more likely to conserve water after learning more about it and hearing some ideas. The most persuasive information is:

Being made aware that water conservation is good for the environment (Q30).

Being made aware of ways that neighbors can encourage one another to conserve water (Q28).

Females are persuaded most by *Being made aware of ways neighbors can encourage one another* (Q28), but males are persuaded most by *Being made aware of the threat of not having enough water (Q23).*

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Texas Water Development Board
Focus Group Report

Prepared for

EnviroMedia

Testing Creative Concepts

Logos, Taglines and Messaging

November 2004

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TWDB FOCUS GROUP REPORT

TO: Robin Rather, Director of Research
EnviroMedia

FROM: Kevin Jessop
WRS Research

SUBJECT: TWDB Focus Group Report

DATE: Friday, May 27, 2005

Methodology

Five focus groups were conducted over a period of four nights (October 18-21, 2004). The groups were held in five different geographic locations in the state of Texas.

Date	Location	Moderator
Monday, October 18	Houston	Kevin Jessop
Tuesday, October 19	Dallas	Kevin Jessop
Wed., October 20	Lubbock	Chris Wilson
Wed., October 20	Laredo	Ruben Cuellar
Thursday, October 21	El Paso	Ruben Cuellar

The respondents were all college graduates, had annual household incomes of $50,000 or more, and were between the ages of 18 to 49. The groups skewed slightly male. Group members were required to have a lawn (and at least three members needed to care or maintain their lawn).

Respondents could not participate if they:

- Worked for an advertising agency
- Worked for a market research firm
- Worked for a lawn/garden maintenance company
- Worked for water utilities company
- Had taken part in a focus group in last 6 months

Research Goals and Objectives

- Assess awareness of water as a finite resource including:
  - Attitudes and uses of water
  - Awareness of water resources
  - Attitudes toward water conservation
- Test creative concepts for a water awareness campaign:
  - Attitudes toward proposed campaign messaging
  - Attitudes toward creative concepts: taglines and logos (in both English and Spanish where relevant)

Report Objectives

The purpose of this report is to provide a thorough understanding of the results of the five focus groups.

The report provides an in-depth exploration of each of the focus groups' creative sections. However, an overall summary of all other results (i.e., the non-creative sections of the focus group) is presented at the front of this report.

Executive Summary

- Awareness of water resources was very low (apart from El Paso where the group displayed a high knowledge of their water source). In general, people do not know where their water comes from.
- The possibility of the state of Texas running out of water has not crossed people's minds and is generally thought to be unbelievable.
- Water supply is considered to be a conservation issue. The border group of El Paso was very water conservation-savvy.
- Most people conserve water but do not necessarily do so in an effort to conserve – e.g. they don't run the water while brushing their teeth, because they don't want to waste water.
    - However, the Laredo group displayed a lower awareness of water conservation issues and a lower propensity to conserve water themselves.
- Awareness of water-related campaigns was very low in the Houston and the Dallas groups, but high in El Paso.
- Of the concept logos and taglines tested, *Water IQ, Know Your Water* (the version incorporating the graphic of the water ripples) was the favorite among the Houston, Dallas and Lubbock groups.
    - The logo was seen as challenging, the graphic was attention-catching and the tagline complemented the logo text perfectly.
- The groups held on the Texas border, Laredo and El Paso preferred different English concept logos and taglines.
    - *Water, The Source of Life* (the footnote version) was the favorite in El Paso.
    - *Water, It's Life* (the "seventy" branding using the partly depleted seventy) was preferred among the Laredo group.
- Spanish concepts were evaluated among the largely Hispanic El Paso and Laredo groups. More interest was generally shown in the English concepts in the El Paso group – but in the Laredo group, more time was spent evaluating the Spanish versions.
    - The Laredo and El Paso groups preferred the *Agua, La Fuente De Vida* of all of the Spanish concepts.
- The "seventy" branded concepts were somewhat controversial. With the exception of Laredo, most groups rejected these concepts because of uncertainty as to what seventy meant (70% of your body is water). However, observations of the groups reveal that these concepts prompted the most discussion and excitement.
- In every group, the message "getting tips on ways to save water" was among the favorite and most effective messages.
    - A unifying factor among group participants is that they like facts to back up messages – they simply refuse to rely on anything else other than fact. Getting tips on ways to save water is factual and practical.
- Being made aware of the threat of not having enough water is not considered to be a particularly effective message across all groups.
    - "Threat" is a word that does not resonate with most respondents.
- Three of the four groups preferred combining messages (with the exception of Lubbock, they did not mention combining messages).

  - Single messages are not as effective as a combination of messages, e.g. this is what you can do, and this is how you do it.
  - Combining the message of "receiving savings on your water bill" with "getting tips on how to save water" was seen as a logical and effective combination among the Houston, Dallas and Lubbock groups.
- The quality of water in Texas is generally thought to vary from city to city. Most groups (apart from El Paso) felt the quality of their water was an issue.

General Group Observations

Each of the five groups had their own individual dynamics and personalities. Some groups were more responsive, some groups displayed more knowledge of conservation issues, and some groups were more creative.

The following bullet points summarize the major differences among the five focus groups.

- The El Paso group demonstrated an extremely high level awareness of water conservation issues. They had been exposed many conservation campaigns in the past and were used to implementing conservation into their every-day lifestyle. This is likely to be a direct factor of their geographic location, i.e., desert-like environment.
- The border group of Laredo was least enthusiastic – their awareness of water conservation issues was very low.
- Houston and Dallas were low on awareness of water sources, but were very enthusiastic when considering water conservation and water conservation campaigns. They generally had not been exposed to previous conservation campaigns but were very interested in the subject matter.
- The Lubbock group consisted of individuals who displayed many differing opinions.

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The Focus Group Summary

Attitudes toward the uses of water

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Water Uses and Conservation Summary

Associations with Water

What would you associate with the word "water"?

- Group participants were asked what they most would associate with the word water. Respondents offered words that were both physically descriptive of water and words that were associated with the functions and quality of water. There were some negative associations with the quality of water across most groups. Words used were:
  - Life
  - Tranquility
  - Flow
  - Prosperity
  - Drought
  - Pollution
  - Cleaning
  - Drinking
  - Ocean
  - Lawns
  - Irrigation
  - Rain
  - Bathing
  - Swimming
  - Wet
  - Fire

When you think about water in Texas specifically, what comes to mind?

- The physical *imagery* that is associated with water in Texas is:
  - Rivers
  - Aquifers
  - Pollution
  - Sewage
  - Lakes

- Many respondents had negative associations with the *quality* of water in Texas. This was for a number of reasons. The border group of Laredo tended to blame the quality of water on Mexico, specifically mentioning the effect of Mexican industry on the quality of water. Negative associations with the quality of water are:
  - Pollution (from Mexico)
  - Dirty
  - Bad taste
  - Old pipes
  - Foggy
  - Smell
  - Inconsistent throughout Texas (varies by city)

- There was also a general conservation focus when considering water in the state of Texas. Words mentioned were:
  - Shortage
  - Seasonal
  - Too much in some places
  - Flood
  - Save
  - Plenty
  - Scarcity

Uses of Water – Critical and Frivolous

Respondents were asked to consider how they use water. Of these various uses, they were then asked to decide which they thought were critical uses of water and what they thought to be frivolous or largely non-essential uses of water.

The following table illustrates the critical versus frivolous uses of water:

Critical	Frivolous
Drinking	Recreation
Bathing	Washing car
Cleaning	Swimming
Washing Clothes	Lawn
Hygiene	Decoration
Agriculture	
Fighting fires	
Cooking	

Critical Versus Frivolous Uses of Water

Water Resources

What do you know about your water resources?

- The groups displayed a mixed knowledge of their water source. The larger cities of Dallas and Houston tended to display less knowledge of the origin of their water compared with the smaller cities. Lubbock respondents were vocal in their knowledge of their water resource. El Paso was highly knowledgeable with regard to their source of water.

- Common non-specific sources of water mentioned were wells, aquifers and various lakes.

- A common perception of local water quality is that it is poor or polluted. The group of Laredo associated the border country of Mexico with pollution, contamination and waste. This perception is largely driven by Mexican industry.

- For most groups, although not Houston, the quantity of water is considered a seasonal issue simply because in summer, there is less available. In Lubbock and Dallas, this is when conservation efforts are made by the City.

- In terms of water consumption, the perception is that the agriculture industry tends to be the biggest consumer of water. Consumer use (while seen as being voluminous) is not seen as being as high as industry (specifically the energy industry) or agriculture.

- Laredo had a *very* low awareness of water issues.

Environmental Problems in Texas

- The biggest environmental problems in Texas were thought to be:
  - Air pollution
  - Water pollution (from pesticides and subsequent run-off)
  - Trash
  - Acid rain
  - Oil and gas pollution

- Running out of water is something that most people have **never** thought about.

- Because of the necessity of water, when prompted about water supply, it was considered an important environmental issue.

"No water, no people, no life"

- Respondents were asked if they thought they would run out of water in the next 2 decades:
  - Although water supply is very much an important issue, most people cannot see the water in Texas running out in the next two decades because:
    - It is always going to rain.
    - People always figure out a way (reliance on technology).
    - Very low probability, look at the past for an example.
    - It is unbelievable and will never happen.

Conservation

- Group participants were asked what water conservation meant. The most popular responses were:
  - Waste prevention
  - Addressing shortage
  - Reducing use
  - Re-using
  - Cutting back
  - It is political

- Water conservation is not generally seen as being a current environmental issue, although it is seen as necessary. Reasons for this are:
  - Water conservation as an environmental issues receives low visibility - to some, it is a matter of out of sight, out of mind.
  - To others, it is something that just happens without them having to think about it.

- Most people do currently conserve water – although they are not thinking conservation, they are thinking about wasting water.
    - People's behaviors have adapted and changed over the years, and the majority actually conserves water without even thinking about it.
        - Parents are likely to teach their children to be responsible with water by telling them not to leave their taps running when they brush their teeth, etc.

- The attitude to water conservation is effectively reflected in the following verbatim:

"I don't conserve it, but I don't waste it."

- People do many things to conserve water:
    - Proactively install low flow fixtures.
    - Cut down sprinkler usage (mostly driven by city restrictions).
    - Wash only when washing machine or dishwasher is full.
    - Use a carwash, not wash car themselves.
    - Turning sprinklers off on rainy days.
    - Listen and learn from their kids.
    - El Paso displayed various water-recycling/conservation behaviors – e.g., using water-saving appliances.

Conserving more water

Respondents suggested a variety of ways of conserving more water:

- Cost played a part in motivating people to conserve more water:
    - The more water you use, the more you pay – incremental amounts like with electricity (tiered pricing).
    - Fines – people should be fined more heavily for misuse. The idea of a water warden was not met negatively.
    - Raising the cost of water (although this would not be popular!).

- Water rationing was seen as a way to conserve more water (only watering lawns on certain days, etc).

- Lead by example:
    - By taking part in an exercise, such as being without water for one day, could motivate people into conserving more.

- A water awareness campaign would make people conserve more water.

- Taking action against businesses and industry who are seen as wasting water.

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Creative Section

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Creative Section

Introduction

The focus of this section is an assessment of various creative messages and concepts that were tested in the groups. An in-depth look at the creative section of the focus group follows examining each geographic region separately.

Summary Matrix

The following matrix surmises the most popular messages and creative concepts among the five focus groups:

	Houston	Dallas	Laredo	Lubbock	El Paso
Receiving savings on your water bill.	1	1		1	
Being made aware of the threat of not having enough water					
Getting tips on ways to save water such as not running the dishwasher until it is full or washing a load of laundry only when the machine is full.					
Being made aware that water conservation is good your personal environment (family, friends, community).					
Being made aware that your actions impact your water quality and water quantity.					
Logos and taglines	WATER IQ Know your water.	WATER IQ 1 Know your water. water	seventy 1 Agua	WATER IQ Know your water.	1 Water 1 Agua

The dotted lines in the matrix above show effective combinations of messages.

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Houston

Group Breakdown

- 4 males
- 3 females

Awareness of previous campaigns

Respondents of the Houston group were asked if they were aware of any water-related campaigns, either past or present. Awareness was *extremely* low and the respondents initially did not make the connection between water campaigns and conservation. Instead, they focused on water-related products such as:

- The Culligan Man (water filtration system)
- Brita Water Filters
- Ozarka bottled water
- Coors (made from spring-water)
- Pure water filter systems

Not a single conservation campaign was spontaneously mentioned.

Messaging

Five messages that could be used in a water awareness program were tested among the group to gain an understanding of the reaction to that message and any preference to a single message.

The table below indicates the message tested, the reaction to that particular message and an indication of the rank (in terms of favorability) of that message.

Message	Reaction	Rank
1. Receiving savings on your water bill.	• *"Everyone likes to do something when you receive something… it hits you in the wallet."* • This message was agreed by the group to be very effective because of its direct message of saving money (which directly impacts the end-user). • This message is aimed at the consumer and middle class and is seen as something that is easy to understand. • In terms of grabbing attention, it was thought that if a dollar amount was displayed then perhaps it wouldn't be as effective because the amount of money that one can save is going to generally be low. However, receiving savings is enough to grab people's attention and pull them in to read the fine print. • An effective way of communicating this message would is the less you use, the more you save (tied in with a tiered rate system). • In terms of effectiveness, this was considered to be the best message. It immediately conveys a measurable effect – something that is tangible. To this particular group, saving money was a great attention grabber.	1
2. Being made	• *"Just like with this flu shot epidemic, people don't*	3

aware of the threat of not having enough water.	*necessarily trust that it is the truth…it is hyped up."* • This message was associated with being a scare tactic, and scare tactics are something that people do not appreciate. • Since the group had never before thought about not having enough water, this message would be ineffective since it is addressing something that they do not necessarily believe will happen. *"We have all been saying that we have never thought about not having enough water. If you can explain to us what it is like to not have water, but if my mind says that we are always going to have enough water, then that doesn't scare me."* • The word "threat" has negative connotations and people do not particularly like that word – it could create panic and turn people away. • This message was considered to be aimed at the consumer but with a bias towards people where water can affect their livelihood (such is in agriculture). • This was seen as a message that needed to be backed up by facts or statistics since the group would not consider this message to be true unless it had information to back it up (this could include visual-based facts). • Although this message is easy to understand, to make this message more effective, it would need to show that the threat was imminent or that it would happen in the next couple of years. People don't usually think long-term.	
3. Getting tips on ways to save water, such as washing a full load of laundry only when the machine is full.	• The initial reaction to this message was mixed. It was seen as being able to prompt people into action because it offered something practical, but it needed to be combined with something else, such as the first message (receiving savings on your water bill) in order to grab people's attention. • When asked who they though this message was aimed at, the initial reaction was housewives or women because of stereotyping. However, the men seemed to like this message more than the women. • In terms of effectiveness of the message, it was suggested that this one should be combined with another message (such as message 5). To make the message more effective, it is not enough to demonstrate how to save water, but the effects of saving water on the environment need to be shown too – again, arming the target audience with as much relevant information as possible.	2 (tie)
4. Being made aware that water conservation is good for your personal environment.	• The reaction to this message was initially negative, indicating that it was not seen as being particularly effective, "nice but who cares?" • This message was seen as being a good side message, something that could be combined with another message (such as message 1) in order to make it work. • This message would need to be backed up by fact, such as how it is good for the personal environment.	5

	• This message was seen as being aimed at members of the community and young kids because "it would plant the seeds in their mind". • In terms of effectiveness, this one was considered to be too vague.	
5. Being made aware that your actions impact your water quality and quantity.	• *"That's interesting because I think that a lot of the time I don't think that really we connect our personal actions with affecting the quality of the water."* • In terms of being an effective message, it was thought that if it was also demonstrated which action could affect the quality and quantity of the water, and then the effectiveness of the messaging would be greatly enhanced. Again, a fact needs to be used to back the message. • It was mentioned that people are really visual and therefore a visual fact would complement this message and enhance the message. • This message was seen as being aimed at industry as well as consumers. • Women liked this message more than men.	2 (tie)

This group was very clear in stating that an effective message needs to be backed up by fact or statistics. Most of the messages on their own were seen as being vague. However, if a fact or visual was shown to complement the message, the effectiveness would be enhanced – people don't generally tend to pay attention to a message that isn't believable.

Receiving savings on the water bill was thought to be the best message because most people can relate it to their wallets. For that reason, it was seen as being very good at grabbing attention. However, small dollar savings do not need to be mentioned (because if the savings are only a few dollars, then this will actually have a negative effect on the success and penetration of the message). Just communicating the word savings is enough to grab people's attention – then any other messaging can be communicated in the fine print.

Message 3, tips on how to save water, and was seen as being a message that needs to be combined with another. The message actually communicates a tangible and practical way to save water, but it was generally thought that another message needs to be communicated indicating why we need to save water in the first place. That is why this message was seen to compliment message 5, being made aware that your actions impact the water quality and quantity (this message was seen as being particularly effective because this group had never really considered what it would be like to be without water).

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Concepts

Concept logos and taglines were distributed among the group. Upon the moderator leaving the room, the group immediately began to assess and rank the concepts.

The three favored concepts were:

1. *Water IQ, Know Your Water*
2. *Water, Think About It*
3. *Water, Clearly Essential*

The initial unguided discussion produced interest in the *Water IQ* concept (the version that incorporates the water drop and ripples graphic). One respondent even connected this logo with a water awareness message: *"That would be a good one if they followed it up with something like tips on saving water."* Discussion around the concept showed that the group thought the logo was strong and eye, catching and that it could be universally used to communicate a variety of messages. *"You could do a whole campaign on that."*

The particular effectiveness of *Water IQ, Know Your Water* is attributed to that fact that the group feels that as individuals, they are ignorant to water conservation and that this particular message prompts awareness of water-related issues. Maybe the logo could be softened – the capitalization of all of the letters could be considered a little aggressive as it seems as if the logo is shouting at the reader. This could be done by either changing the color of the font to gray or maybe even changing the case of the lettering. This logo beat the two runner-up concepts (*Water, Think About It* and *Water, Clearly Essential*), because the word 'water' on its own does not make you think as much as Water IQ – this prompts more thought and consideration. The strength of Water IQ is that is inspires more active thought (i.e., challenge). As one respondent put it, Water IQ was perceived as a friendly challenge to test how much they knew about the subject.

Although the tagline, *Know Your Water*, was seen to be relevant, it is the actual Water IQ part of the logo which seems to be driving the effectiveness of this concept. The IQ is seen as challenging the observer to see how much they really do know. The tagline is seen as being one that directly prompts questions from the reader and actively makes them think about water as a resource – it challenges you to think. The tagline and the logo are perfectly suited. It was seen as a more practical concept that could prompt action.

The two other favorites, or runners-up, were the logos that featured the word water that incorporates the droplet of water into the letter 'a'. Because of the color of the logo, the fact that it is in lower-case letters and the paired tagline, these concepts were considered to be softer than the Water IQ concept. The single word water does not initiate as much thought as Water IQ, and therefore these concepts do not make the observer think as much. However, the tagline, *Think About It,* prompts the observer to do just that. It was noted that some people (although not those in the group) may be more receptive to subtle logos like these.

The taglines to these two concepts were seen as perhaps being more relevant to people who are thinkers and who are already thinking about things like this. These were seen as being concepts that appeal more emotionally.

As with the other groups, the initial reaction to the seventy themed logos was *"I don't get it.*" However, it did prompt a lot of initial discussion. Because of this lack of understanding, the group dismissed these two concepts first. The group did realize that 'seventy' referred to something water-related – the percentage of the Earth's ocean coverage was the most popular

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response. *"Since this message is kind of obscure to us, then for Joe Q public, they will be confused also."*

The concepts featuring the footnotes were also dismissed, (even though they liked the message, *Water, The Source Of Life*) because they did not understand what the symbol for a footnote meant.

The initial reaction to the head graphic with the drop of water inside was that the water droplet actually looked like a small brain, the group named the concept "pea-brain."

WaterLogic was dismissed mainly because it was seen as being similar to Water IQ, but the messaging wasn't as strong.

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Dallas

Group Breakdown

- 5 males
- 5 females

Awareness of previous campaigns

Respondents of the Houston group were asked if they were aware of any water-related campaigns, either past or present. The awareness was very low and prompted only two responses in total. Campaigns mentioned included:

- A TV campaign about saving water by catching rain water in tuna cans to assess how much water the lawn has had.
- A brochure sent out by the city showing the effects of wasted water.

Messaging

Five messages that could be used in a water awareness program were tested among the group to gain an understanding of the reaction to that message and any preference to a single message.

The table below indicates the message tested, the reaction to that particular message and an indication of the rank (in terms of favorability) of that message.

Message	Reaction	Rank
1. Being made aware of the threat of not having enough water.	• This message prompted the initial response of being a scare tactic. • The message was also not seen as being believable – not as something that would happen in the respondent's lifetime. • *"It is more of an abstract thing – how does it apply to my life?"* • There was a suggestion that this kind of message has been heard before – it was a regurgitation of an old threat which is no longer believable. • Because of the groups negative reaction to the message, the target of this message was not realized, apart from a general audience (although the majority of the group could not actually say who the target audience actually were). • The message was liked the least because it was unbelievable and it is also a message *"that people don't want to believe either."*	5
2. Getting tips on ways to save water, such as washing a full load of laundry only when the machine is full.	• This message was met well by the respondents. • *"When you get a message like that, you tend to incorporate it more into your daily life."* • The message is seen as something that is actionable can prompt thought about conservation. • The easy-to-understand message would be effective because it was asking the target audience to do something that was easy and that would be of benefit. • However, there was some concern that the message may	2

	prompt action which only had a short lifecycle, i.e. people would only participate for a short while (because of the novelty value) before resorting back to their old ways. Some respondents disagreed and used the example of brushing their teeth – turning the faucet off while brushing teeth is now habit, something that it was not several years ago. This kind of messaging could promote water-saving habits. • The message is seen as being aimed at the consumer. • This message would only affect people who pay a water bill.	
3. Receiving savings on your water bill.	• This was seen as being a common-sense message and was immediately associated with the previous message, 'getting tips on how to save water'. *"If you could take those tips, and equate that to a savings on my bill, then that would register with me."* • Although this message is the most popular (because savings grab attention), by combining it with the previous message, it is seen as a very effective tool.	1
4. Being made aware that water conservation is good for your personal environment.	• This message was immediately met with the reaction that it needs to be more specific – *how* is it good for my personal environment? It was clear that the group wanted to know exactly how it would affect the personal environment. • One respondent mentioned, which instigated agreement among the group, that the average person does not care.	4
5. Being made aware that your actions impact your water quality and quantity.	• Although people are generally concerned about the quality of their water (the fact that so many people buy bottled water drives this opinion) this message was not seen as being particularly effective because the average person does not care about this. • However, *some* people are going to be concerned about the quality and quantity of the water. Again, they need be told *how* their actions impact quality and quantity. • The fact that the message says *your* water makes a difference to the respondents because it makes the message really personal and relevant.	3

As with the Houston group, there was a call for these messages to be backed up by fact. If a message is unbelievable then it is going to be ineffective. A combination of messages 2 and 3 was seen as being extremely effective in terms of grabbing attention and changing behavior. The price-based message grabs attention because everybody wants to save money, but people want to know *how* they can do this – message 2 perfectly demonstrates how they can save money (and water) and could prompt behavior changing action.

The first message, *'being made aware of the threat of not having enough water'*, demonstrates how an unbelievable message is an ineffective message. Also, the negativity associated with the message does not prompt positive behavior.

Concepts
Concept logos and taglines were distributed among the group and each concept was examined.

The three favored concepts were:
1. *Water IQ, Know Your Water*
2. *Water, Think About It*
3. *Water, Clearly Essential*

The unifying factor of the three most liked concepts, was the simplicity of design. The visual design and the content of the logos and taglines was not hard to understand – and therefore they are thought of to be effective.

Water IQ, Know Your Water, was seen as a concept that could be equated with water awareness. It was seen as a concept that could educate, *"Like it's going to teach you something about water"*. The graphic of the water drop and the ripple was pleasing to the eye and most respondents vocally agreed that they liked it. This concept was the most popular. The group was very clear on the importance of the visual. The drop of water graphic sets it apart from the alternate Water IQ logo (which does not feature a water graphic at all). Having this graphic produces an immediate visual association with the subject, water. There was a similarity between the tagline, *Know Your Water* and *Think About It.* It was thought that Water IQ would work well with the think about it tagline too. However, reaction from the group suggests that *Know Your Water* was the most popular tagline. There seems to be a natural connection between the Water IQ and the tagline. The word 'IQ' was associated with being smart.

Water, Think About It was the second most-popular concept (and was generally favored among women). The styling of the logo was pleasing to the eye, and the tagline, *Think About It* resonated well with the respondents in the context of raising water awareness. As with the *Water IQ* logo, a visual representation of water is featured which the respondents like as it immediately conjures up an image of the subject matter.

With the third most popular concept, *Water, Clearly Essential*, positive reception among the group was driven by the graphic. The message was only commented upon by one respondent. Perhaps clearly essential does not drive the desired behavior of actually taking time to consider water as a resource and how we use it (which *Think About It* and *Know Your Water* clearly does).

Initially, the 'seventy' themed campaign produced the most initial discussion – the ambiguous nature of the term 'seventy' prompted this. However, the majority of the groups said that they didn't like the two concepts simply because they didn't understand it. The tagline, *It's Life,* was thought to possibly be too light in color.

WaterLogic was dismissed as looking like a company name as opposed to something that would be used in a water awareness campaign. *WaterLogic* was not seen as containing as clear message as *Water IQ*, although they are similar. *WaterLogic* was seen as needing more explanation.

The logo featuring the head graphic was not well-liked. It was thought to look like a company logo.

The concepts featuring the footnote styling were disliked because of the size of the fonts and the '1' was seen as throwing people off.

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KNOW Your Water was said to look like a radio station but the concept was not liked. The reaction among the group was flat.

These concepts were expected to be seen among a variety of mediums including water bills, newspapers, billboards and TV (public TV was mentioned) and a variety of magazines (perhaps aimed at the more educated audience). The highly visual nature of the concepts drives a bias towards print-based mediums.

The group played around with the idea of how else they would best communicate this messaging if they were in charge of this particular water awareness campaign. The general consensus was that they would do it in a very visual style communicating what it would be like to have no water. Interestingly, when talking about the five messages earlier, 'being made aware of the threat of not having enough water' was the least liked message. However, the group's proposed visual communications were not necessarily associated with solely being made aware of the threat of not having enough water – it was more of an action or reaction of a number of messages (of which tips and receiving savings were the most popular). It was more of a visual cue than an actual message.

The group indicated that the messages, whatever they may be, all sit under the umbrella brand of the concept logo – which is generally how a campaign works. It was mentioned that different people are likely to be motivated by money. Other people (not the group, but who the group suggested) may be more likely to take action simply for the better of the environment, as opposed to saving money. The group was very aware of the inner-workings of the campaign and how messaging and branding work together. By associating messages (using various forms of advertising) with the logo, one would only have to see the simple logo and be able to relate the logo back to a series of messages. This would *"tie everything together."*

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Laredo

Group Breakdown

- 4 males
- 2 females

Awareness of previous campaigns

There was no one defining campaign that all respondents of the Laredo group had knowledge of. There was awareness of water conservation campaigns, but this was limited to a per respondent level. The campaigns that the group were aware of were:

- One respondent said that he remembered a Mexican commercial – "drop by drop, you waste the water".
- General TV commercial which was aired recently – featuring a man turning off the hose that was running in the street illustrating that everybody can do their part to save water.
- Culligan Man
- Recent TV commercial of a goldfish in a tank with oil being dumped into it – the effect of pollution on water life. This is a federal commercial.
- "Water is Life" – slogan seen in San Antonio for their water company.
- TV commercial stating that one single drop of oil could contaminate a lot of water in a water system – maybe it was by the Texas Commission of Environmental Quality.

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Messaging

Five messages that could be used in a water awareness program were tested among the group to gain an understanding of the reaction to that message and any preference to a single message.

The table below indicates the message tested, the reaction to that particular message and an indication of the rank (in terms of favorability) of that message.

Message	Reaction	Rank
1. Receiving savings on your water bill.	• This message was liked because saving money is seen as an incentive. • It was seen as being aimed at the consumer and people who owned a home. • If the idea was implemented to include a fact such as *"this month, you saved four gallons so you save $x",* then it would be an effective message. People would like to know how much water they are saving. One respondent said that this would get you to the point where you were being more conservative on your use of water.	
2. Being made aware of the threat of not having enough water.	• This message was seen as being able to get an individual to think more about water. • However, maybe it would only catch certain people's attention, such as environmentalists. It was reported that the best way to catch someone's attention it to put a dollar sign next to the message.	
3. Getting tips on ways to save water, such as	• One respondent took this message literally and suggested that in terms of communication, the message should simply read, getting tips on ways to save water.	1

washing a full load of laundry only when the machine is full.	• When this message was tested, it prompted the desire for a combination of fact-based messages (see below).	
4. Being made aware that water conservation is good for your personal environment.	• One respondent thought this would work well as a combination of another 2 messages – receiving savings and getting tips on ways to save water. • One respondent favored this message saying that if you value your friends and community then the message will make you reflect.	
5. Being made aware that your actions impact your water quality and quantity.	• This message was considered to be a little vague – *"what type of actions?"* Again, the need for a fact to support the message was called for.	5

The group touched upon the effect of combining messages and the importance of having fact-based messaging. A campaign starting with "Did you know…[fact]" would be very effective and then a combination of the above messages could be applied. One message on its own was seen as not being too effective.

As with other groups, there was a need for the messages to be backed up by facts in order for the recipient to relate to the message and prompt action. The group discussed a hypothetical message communication campaign headed by "Did You Know…". This effectively shows the need for fact-based messaging.

Concepts

Both English and Spanish concept logos and taglines were distributed among the group. A general observation of the group was that they were not particularly communicative in terms of their preference of various concepts. The reasoning for their preference was vague and largely unexplained.

Firstly, the English concepts were discussed. The final favorites (in order of preference) were:

1. *Seventy, Water. It's life (featuring the word graphic)*
2. *Know Your Water (incorporating the head graphic) (tie for first place)*
3. *WaterLogic*
4. *Water IQ (the blue stamp)*

The "seventy" concepts provoked questions as to the meaning of seventy. It was mentioned that if you didn't understand what seventy meant then you were unlikely to understand the campaign. Although the group was not particularly vocal in terms of their preference toward a favorite, the concept featuring seventy percent of the word, 'seventy', was favored over the other 'seventy' (which was dismissed by all). Three respondents of a total of six said that 'seventy' featuring seventy percent of the word was the best concept.

The Spanish concepts were then tested. The favorites, in rank order, were:

1. Agua, La Fuente de Vida.

2. The head graphic featuring the slogan, *Sabes Tu Agua* (change the wording, see below)
3. *Setenta, Agua Es La Vida* (featuring seventy percent of the word)

The most popular concept was *Agua, La Fuente De Vida* was well liked. However, it was suggested that the font for the word 'agua' was changed to the font used in the *'Agua, Para Tu Vida'* concept.

The initial reaction to *Sabes, Tu Agua,* (both concepts) was that it was worded incorrectly. The group decided that it needed question marks incorporated into the design. The group thought that the word 'Sabes' be substituted with the word 'Conoce'. The general consensus was that the word 'know' cannot be literally translated. The logo should also be made more informal, *Conoce Su Agua*.

Agua IQ, Sabes Tu Agua was again flagged by the group as being a bad translation (the concept looking like a blue stamp). The *Agua IQ* concept featuring the water drop graphic was perceived as being humorous due to the mix of English and Spanish – it was deemed not to be a good idea. The respondents knew what IQ meant in English, but by combining it with Spanish words causes some sort of disconnect.

Agua CI, Sabes Tu Agua was flagged not just because of the translation of 'sabes' but it was thought that a lot of the people would not understand what CI meant. One person was able to explain that it was a translation of IQ.

AguaLogica, Es La Clarida was met with positive responses from four of the six group members. However, it was dismissed later on. This was seen as something that looks more like a company name and was not liked as part of a conservation program.

The group vocalized a preference to using H_2O to refer to water because it translates in both languages. One respondent suggested a concept ad of "H_20 + Conscience = Life" and stated that this would translate very well into Spanish.

The concepts were seen as all being aimed at the general public – the consumer.

The taglines prompted thoughts of responsibility and conservation among the groups. It was acknowledged that they were there to educate them about their water source. *"It makes you really think that water does have a value in life."*

These concepts are largely expected to be seen on billboards. However, the group had other ideas too: bumper stickers, magazines, shirts, hats, TV Commercials (the end of a TV commercial). *"Should be aimed at the MTV crowd because they are younger."* The most effective place to place these concepts was largely thought to be TV and billboards because of their high visibility.

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Lubbock

Group Breakdown

- 7 males
- 3 females

Awareness of previous campaigns

When asked about specific water campaigns, there was a low awareness among the group. However, during the course of the discussion, a city council TV campaign and an Agricultural Extension TV campaign were mentioned. The city council ran a TV campaign which basically communicated that they were going to fine people for excessive water use (this was something that the group as a whole had seen). The campaign encourages people to use a hotline to inform the city of people who were using water excessively (e.g., watering the lawn at the wrong time of day) and a $10 reward was an offer for the 'informant'.

Interestingly, when asked about specific water campaigns, logos and slogans, only one member of the group mentioned 'a little water drop character', otherwise the group couldn't think of any.

Campaigns mentioned in the group were:

- City Council TV Campaign, targeting excessive water users
- Agricultural Extension TV campaign, tips on how to save water (take a Star tuna fish can, put it in your yard, when that is full then your yard has had plenty of water – this campaign was mentioned by one participant of the Dallas group) – public service announcement
- A little water drop character

Messaging

Five messages that could be used in a water awareness program were tested among the group to gain an understanding of the reaction to that message and any preference to a single message.

The table below indicates the message tested, the reaction to that particular message and an indication of the rank (in terms of favorability) of that message.

Message	Reaction	Rank
1. Receiving savings on your water bill.	• The prospective target audience for this message prompted a somewhat heated debate – some group members thought that 'rich' people would not care for saving money on their water bill, whereas some thought that everybody likes to save. • However, this particular message was deemed by the majority of the group to be the most effective.	1
2. Being made aware of the threat of not having enough water.	• *"I think that this message probably depends upon your values. If you have kids then you are going to care about it."* • This message was seen to be aimed at families. • In terms of the effectiveness of this message, the group generally agreed that this would not be effective because of their lack of receptiveness to 'threats' (something that	5

	has been mentioned in the other groups). • This message was seen as being, perhaps, more aimed towards women because *"women lean more towards nurture and therefore we are thinking about their kids and their future."*	
3. Getting tips on ways to save water, such as washing a full load of laundry only when the machine is full.	• One member of the group thought that this was a good way to communicate a water awareness message because he was more receptive to that. *"If someone comes on [the TV] and says, 'here's ways to save water and have a better place for your family and here are some ways to conserve…then I am more open to that."* • This was generally seen as being an effective message (although not as effective as the 'savings' message).	2
4. Being made aware that water conservation is good for your personal environment.	• Their was an affinity with the word, 'personal', *"Not a lot of people like to think globally, so we like to think like right here, right now and about me, and that is how our society works."*	
5. Being made aware that your actions impact your water quality and quantity.	• NO COMMENTS.	

The Lubbock group wasn't as vocal as the other groups when examining the messages.

Although it was mentioned by one respondent, there was no desire to combine messages (something that we have seen in the other groups). The favorite single message among the respondents was 'receiving savings on your water bill'. This is a tangible and measurable message that impacts the end-user directly. Receiving tips on how to save water was the second most popular message, although it was not as popular as in other groups. People like to be told how to do something in order for it to drive behavior.

Concepts

Concept logos and taglines were distributed among the group. Upon the moderator leaving the room, the group passed around the concepts and examined them more in-depth.

An observation of this group is that they were more critical of the concepts than any other groups. They would frequently select a personal favorite but want to modify it in some way.

The four final favored concepts were:

1. *Water IQ, Know Your Water*
2. *KNOW Your Water*
3. *Water, Clearly Essential*
4. *WaterLogic, Clearly Essential*

The first reaction to the concepts concerned the "seventy" brand. Questions not only derived from not understanding the meaning of "seventy" but also the logo featuring seventy percent of the word, 'seventy', was initially seen as being a printing error. However, the respondents vocally communicated what they thought "seventy" referred to. Comments included, seventy percent of the Earth is covered in water and (the correct interpretation) seventy percent of the body is made up of water. "Seventy" could be interpreted as being a company name. The 'seventy' concept featuring seventy percent of the word was rejected by the group. It was suggested that the word "seventy" should be outlined so you could more clearly see the water draining out of the word – otherwise it looks like a computer error.

The "seventy" concept was popular among two respondents. The tagline, *Water. It's life,* seems to resonate well with one because water does actually represent life (without no water, there would be no life). The 'seventy' logo featuring the three waves also was favored by some of the group as the waves were seen as being a simple rendering of water.

Water IQ, Know Your Water, featuring the graphic of the water drop and the ripple, was favored by one respondent because he reported that it was the *"only concept where you can relate to water without even reading it."* By a process of elimination, this concept came out as the majority winner. Some respondents stated that they felt the graphic and tagline would work better if it dropped *"Water IQ"* but retained *"Know Your Water"* and the ripple graphic. Nobody disliked this message.

KNOW Your Water was the second most favored concept (*"But I would drop the raindrop out of the 'O' because it kind of looks cheesy"*) because it was seen as carrying a short and to-the-point message.

WaterLogic, Clearly Essential was seen by one respondent as standing out the most because he could relate the content of the focus group to water logic. *That's what we have been talking about."* And to the respondent, *clearly essential,* sums up the essence of water. Another who favored this logo said that WaterLogic represented common sense in terms of saving water.

Know Your Water featuring the graphic of the head containing the water group was not liked by the group.

Water, Think About It was rejected by the group although their reason was not explored.

The concepts featuring the footnote were dismissed – they reminded the respondents of the periodic table (agreed by most of the group).

The concepts were seen as being effectively communicated via billboard. Unlike the other groups, one respondent mentioned that it would not be a good idea to communicate these via water bill because some people just pay their water bills online.

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El Paso

Group Breakdown

- 6 males
- 4 females

Awareness of previous campaigns

Awareness of water conservation campaigns in El Paso was relatively high – there was a high level of familiarity of various past campaigns among the respondents. Campaigns that they were aware of took advantage of varying mediums:

- Radio
- Billboards
- TV
- Water bills
- On book covers at schools

Some of the campaigns seemed to be memorable to individual respondents and jingles and catch-phrases were remembered from campaigns that were running years ago. It was agreed that the various campaigns were all aimed at communicating water conservation. Some people believed, especially with the "Willy Water Waster" campaign, that the campaigns were primarily aimed at children. Specific campaigns recalled were:

- "Be Water Tight"
- "Fix The Drip"
- "No, no, no, don't waste my water" (radio jingle)
- Willy Water Waster – mascot of El Paso water (on billboards)
- Tips on how to save water (fliers in water bills)

Messaging

Five messages that could be used in a water conservation program were tested among the group to gain an understanding of the reaction to that message and any preference to a single message.

The table below indicates the message tested, the reaction to that particular message and an indication of the rank (in terms of favorability) of that message.

Message	Reaction	Rank
1. Being made aware of the threat of not having enough water.	• This message was liked the least because it was considered to be too negative and scary. *"When things are too harsh and too scary, you tend to block them out and think, well, that's not going to happen – I didn't see that."* • *"This message communicates that we are running out of water."* • A respondent indicated that it was rare to see any negative messages or associations with having no water – most campaigns use positive messaging to prompt action. • The message was perceived to be vague – *"It doesn't tell me anything, like when we are going to run out of water".* • As a message, it was not that easy to understand because of the ambiguity associated with it. It could be considered to be a very political message – maybe a scare tactic	1

	because it is a 'threat' and the threat is associated with something that may or may not happen. • The word 'danger' was suggested to replace 'threat' • Actually running out of water might not happen but it is possible (the word 'threat' implies that). Threat is a 'question mark'. • The message is aimed at everyone.	
2. Getting tips on ways to save water, such as washing a full load of laundry only when the machine is full.	• This message was liked the best because it is easy to understand, practical and a 'no-brainer'. • The message was associated as being useful and something that makes use of common sense. • This message could motivate people into action because it provides practical solutions and actions. • This message was seen as being most effective because not only was it a very practical and factual-based message, it was also aimed at all ages (not just homeowners who don't necessarily waste the water). • The message was seen as being aimed at everyone who does laundry – maybe it has a slight female bias.	5
3. Being made aware that water conservation is good for your personal environment.	• It was seen by the group as being a common-sense message – but only for people who are similar to the respondents in terms of attitude and demographic profile. It was acknowledged that not everybody has common sense and therefore this message could be ineffective to some of the population. • There was some concern over the definition of 'personal environment' – as a term, it is a bit vague. • The importance of associating practicality and water conservation was voiced by group members. This message does not offer anything practical which could prompt the recipient of the message into action. • Wasn't thought to be effective in prompting conservation action. It was considered to be too vague. The respondents indicated that this needs to be backed up by facts –*"if you don't do such and such by a particular date, then this will happen."* • The message was thought to be aimed at everybody – the 'homeowner' specifically.	
4. Receiving savings on your water bill.	• Initially, this message was interpreted *"if you do your best to use water wisely, then you will save money."* • Questions regarding the specificities of this message were raised. It was mentioned that water bills in El Paso were not actually that high, so how much **exactly** would someone be saving? The actual amount saved was perceived as not being that significant. • Again, the need for being specific was mentioned, by combining this message with others – *"…being specific, that's what really catches people. Do this with your laundry and you can save $10 on every gallon."* Simply saving money isn't really enough.	

	• The message is aimed at people who pay a water bill (not everybody pays a water bill). • This message alone wasn't thought to be enough to get the recipient to take the required action. *"You have to put it in black and white and show them how much they will be saving."* Everybody has heard the 'save money' hook before. • There was also an indication that the people who the respondents see as wasting water are the people who do not pay the water bill such as children.	
5. Being made aware that your actions impact your water quality and quantity.	• Generally seen as being a good message – people are keen to see what happens to the water quality and quantity as a result of things that they do. • This message was seen as being a start but it needed to be expanded (in order to make it more specific) in order for people to take action. Perhaps visual cues were seen as being something that could help communicate this particular message (showing an action and then showing the impact of this action). • Again, alone, this would not be that effective in communicating the message, but if the message was backed-up with specifics then it would be effective. • This message is seen as being aimed at everyone who uses water.	

There was strong agreement that these messages are all aimed at both sexes although message 2 could possibly have a slight female bias because the tip example related to laundry.

The group's strong desire for the messaging to be practical and fact-based meant that message number two was the clear winner as it provided actionable messaging. However, the effectiveness of the messaging could be strongly enhanced by combining messages. Message number 5, "being made aware that your actions impact your water quality and quantity", was largely seen as a message that could be combined with message 2, "getting tips on ways to save water", for maximum impact.

The importance of making the message visible, practical and actionable was clearly shown by the respondents. A message that is backed up by a fact is more likely to make it more believable and prompt action compared to one that is not. Also, a message that contains a fact or an action is easier to understand than one that doesn't – ambiguity reduces the effectiveness of the message.

Although negative messaging was ruled out as a 'scare tactic', it was thought that a message that showed the positive and negative effects of conservation-related actions would be an effective communiqué: *"Sometimes I think that you need to see both sides of the spectrum. It can be this good, or it can be this bad."*

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Concepts

Concept logos and taglines were distributed among the group. In this particular group, both Spanish and English concepts were tested. The respondents were given four or five minutes to discuss the concepts among themselves.

Immediately, it was thought that the English versions were more effective than the Spanish versions. The Spanish versions seemed to have certain translation issues and the nuances of communication seemed to be better suited to the English language. The particular market of El Paso was populated by more people who could speak English or who were bi-lingual than those who could speak just Spanish.

The top five English concepts decided by the group were (in rank order):

1. *Water, The Source Of Life*.
2. *WaterLogic*, *Clearly Essential.*
3. Head graphic, *Know Your Water (mixture of graphic and other tagline)*
4. *Water*, *Clearly Essential*.
5. *Water*, *Think About It.*

} Not in rank order

Water, The Source of Life, was the most popular concept. As the respondents were sorting through the concepts, one respondent read the logo and tagline aloud. The group very vocally acknowledged that they liked this concept. At this stage, the logo wasn't thoroughly examined as no one questioned the footnote appearing beside *Water*. We can therefore assume that the actual messaging, Water, The Source of Life, and not necessarily the creative presentation of this, was something that resonated among the group. The affinity with *The Source of Life* could be partly attributed to the geographic location and climate of this group, where water could be considered more of a scarcity due to the desert setting of El Paso. In this kind of environment, there really is the feeling that water is, indeed, the source of life. The respondents later took note of the graphical orientation of this concept, and although it wasn't noted as being a foot note, it was understood *"with that number on there, it makes you kind of think that it is the first definition in the dictionary – it is the source of life"*. The tagline drove the popularity of this concept. However, once the respondents saw the Spanish concepts, they decided that the tagline, the source of life, could be replaced by the English equivalent of la fuente da vida, the fountain of life. This was the general consensus among the group.

The logo featuring the head graphic instigated a lot of reaction to the current tagline, *Know Your Water*. The logo featuring the head graphic was made more effective by replacing the current tagline, *know your water*, with the tagline, *think about it*. *Be Water Smart*, was another tagline that the group came up with and was thought to be particularly effective when combined with the head graphic. One respondent said "What about 'NO Your Water'" with the word 'no' having a double meaning in terms of thinking about water restrictions and understanding water. This was thought as being a little softer than just the word 'know'. Another suggested tagline was *Make It Worth The Water.*

Water, Clearly Essential and *WaterLogic, Clearly Essentia*l were both popular concepts. The group opted for the WaterLogic logo. The connection with the tagline was made that water is both clear (in terms of imagery) and that it is essential (in terms of practicality). *WaterLogic* seems to contain an actual message or action whereas *Water* does not.

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Water IQ, unlike the Houston, Dallas and Lubbock groups, was not liked and was immediately rejected. The tagline, *Know Your Water*, prompted the response, *"Know what about it?"* The group did not seem to connect with this at all. The graphic (with the ripple) was liked but the tagline was not liked. The block graphic of Water IQ was very unpopular.

Among the initial respondent discussion, concerns were expressed over the 'seventy' themed concepts. There was a lack of understanding of what the term 'seventy' pertained to and it was initially thought to represent a brand of water. The concept wasn't liked because the respondents did not know what 'seventy' means. *"Why is it Seventy? It must be the name of the product, or the brand, or the amount of years we have left. I don't know."* However, it was later revealed that they actually liked the graphics and the presentation of this concept. It was suggested that the concept featuring 70 percent of the logo should have the whole word outlined, so that it is clearer that 30 percent of the word is missing. This concept was misunderstood as representing water as a resource running out. This message was considered to be too obscure and was liked the least in both the English and Spanish translations. However, after it was revealed that 70% of the human body consists of water, it was voiced that this would make an excellent teaser campaign based on the fact that the lack of understanding of 'seventy' could prompt people to talk about it.

The Spanish concepts that the group decided that they liked the best are:

1. *Agua, La Fuente De Vida*
2. *Sabes, Tu Agua*
3. *Agua, Piensalo*
4. *Agua, Para Tu Vida*

When examining the Spanish concepts, it was noted almost immediately that the English equivalent of the Spanish tagline, *La Fuente De Vida,* was not present. The Fountain of Life was considered to be a good message (in both Spanish and English). In fact, the respondents liked the tagline, *la fuente de vida,* so much that they decided that the English translation should replace the tagline in the most popular English concept tested. This concept was considered to be the most popular of the Spanish concepts. The respondents not only liked the tagline, but the graphics seemed to suit the concept too. It was thought that the word, *agua*, should be in capital letters, using the capital 'A' to incorporate the graphic of a water drop.

Sabes, Tu Agua prompted some discussion with regards to the creative. It was thought that the word, Sabes, would look better in a different font – the same font as used for the word 'agua' in the other concepts. The group thought that the way that this concept was presented it was informal in tone. However, there seemed to be some concern over the grammatical presentation of the concept as it may need question marks incorporated.

Agua, CI was thought to be a bad translation of IQ. It was thought, given that most people on the border speak both Spanish and English, that people would understand IQ, but only Spanish speakers would understand CI. As with the English equivalent of this concept, Agua IQ was not particularly liked.

AguaLogica, *Es La Claridad,* was not generally liked. While the graphic was somewhat pleasing, the tagline did not translate well. However, it was mentioned that AguaLogica sounded like a company name (*"a company that might deliver drinking water"*). The head graphic (with the water drop inside it) would work better if it had the Spanish equivalent of the slogan, *think about it.*

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Overall, these concepts were expected to be seen on a billboard. After further discussion, residents of El Paso could actually see these concepts as moving billboards (i.e., on the side of a bus). These concepts could also be seen on inserts (water bills), newspaper ads and on TV (public service announcements).

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Conclusions and Recommendations

- Running out of water is something that most people have not considered and do not believe – communicating something that is unbelievable is not effective.
- Receiving savings is a great way to attract people's attention, and by combining saving money with saving water (how to and the effects of) produces an effective message.
- The target audience, typically the more educated and affluent people, rely on proven facts and statistics to shape their opinion. When considering the associated messaging to complement a water awareness campaign, the audiences' preference for facts should be incorporated into the mix.
- People do not respond well to threats. Something that makes them feel uncomfortable has the propensity to be blocked out. Educate them, don't threaten them.
- Water IQ as a logo (with the ripple graphic) is bold and attention grabbing. A combination of the content of the logo text and the tagline, *know your water*, challenges those who are not to savvy on conservation to think about water in a more reflective light. This logo may not be as effective on people who already know their water such as El Paso. It is recommended that the logo be softened so that it is less aggressive.
- In the Hispanic markets, it may not actually be necessary to communicate a campaign in Spanish – these groups showed a disconnect between English concepts and their Spanish counterparts.
    - This was a product of translation.
    - It was acknowledged that more people in the target demographic speak both English and Spanish in the border towns.

Disclaimer

- Finally, these groups are qualitative in nature, and one single group does not necessarily reflect the overall opinion of that particular market. This should be considered when interpreting these results.