TEXAS STATEWIDE WATER CONSERVATION SURVEY

October 5 - 20, 2014

N = 1,103 respondents

margin of error: ± 3.0%

August 3 - 9, 2004
N = 1,228 respondents
margin of error: ± 2.8%
[2004 percentages denoted in brackets]

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enviromedia® CHANGE STARTS HERE

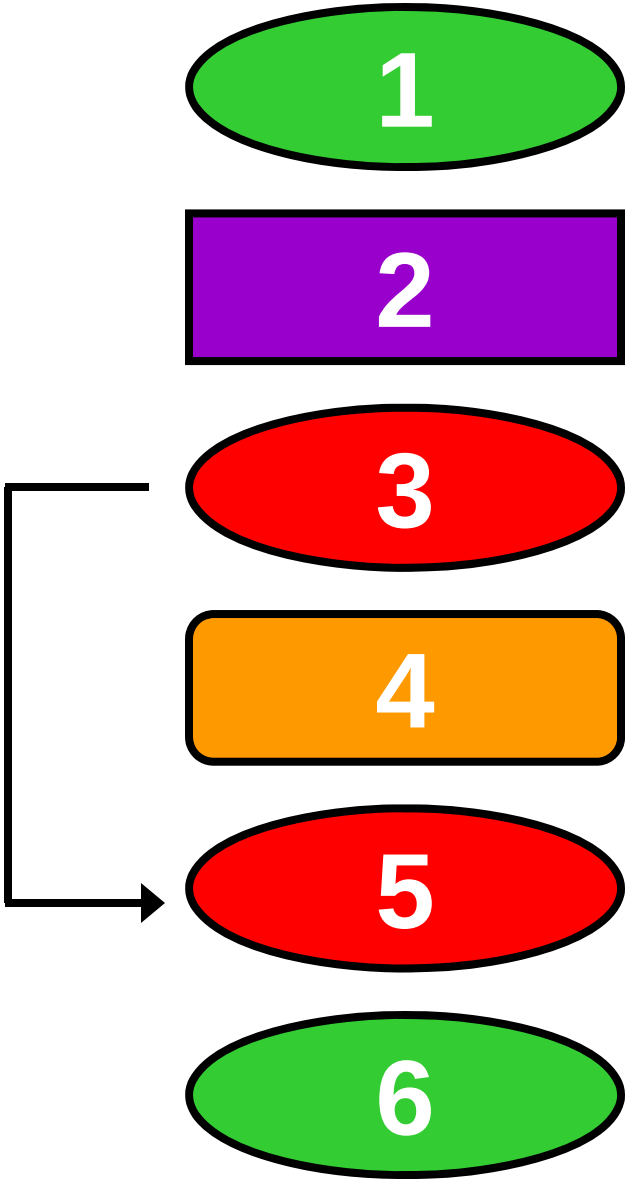
OBJECTIVES

1. **To measure general and specific attitudes about water.**

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

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

QUESTIONNAIRE FORMAT



Introduction and Screeners

General & Specific Issues

Initial Position

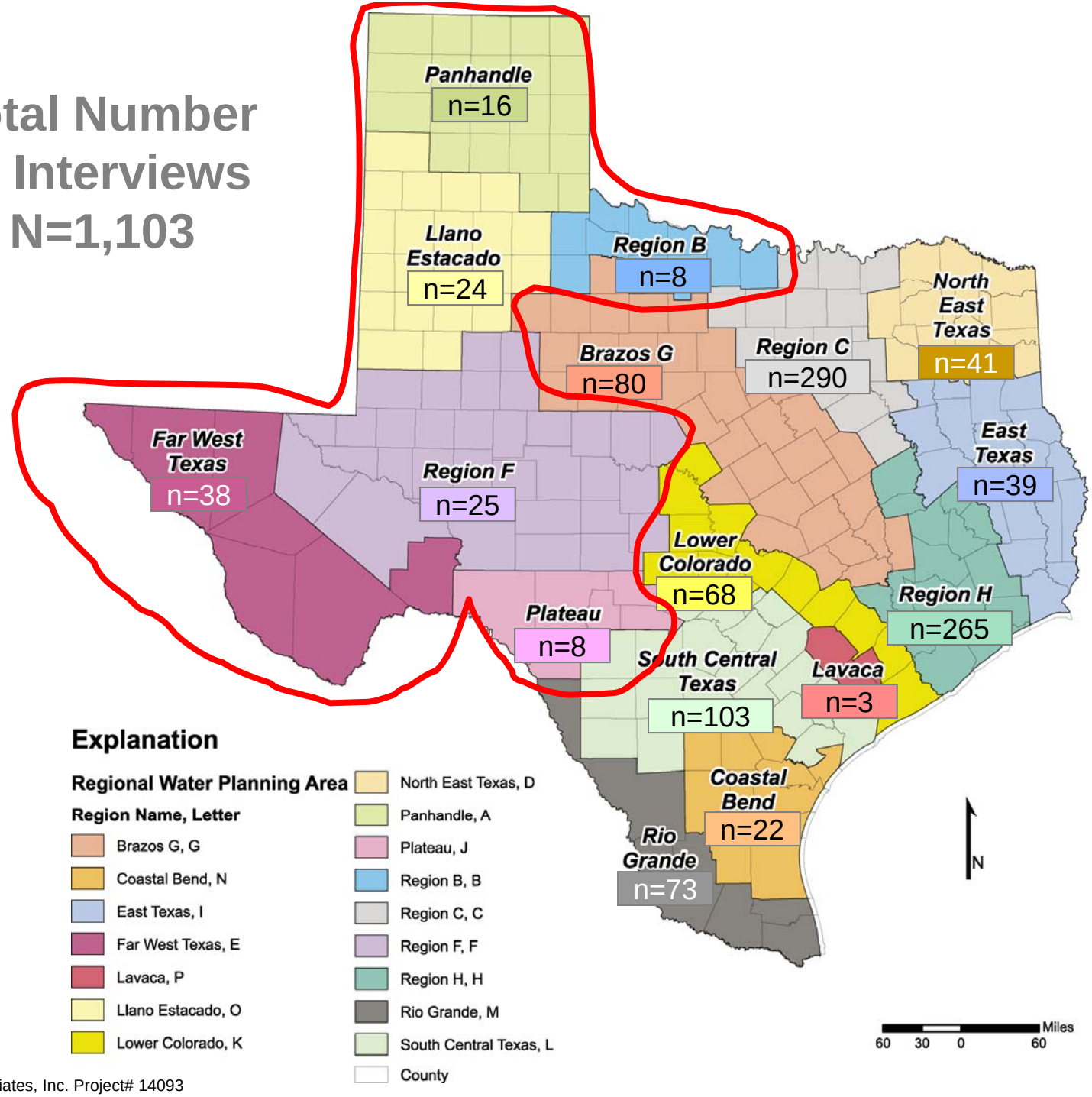
Impact of Specific Information

Informed Position

Demographics

Multiple regression is used to measure persuasiveness of specific information between initial and informed ballots

Total Number of Interviews N=1,103



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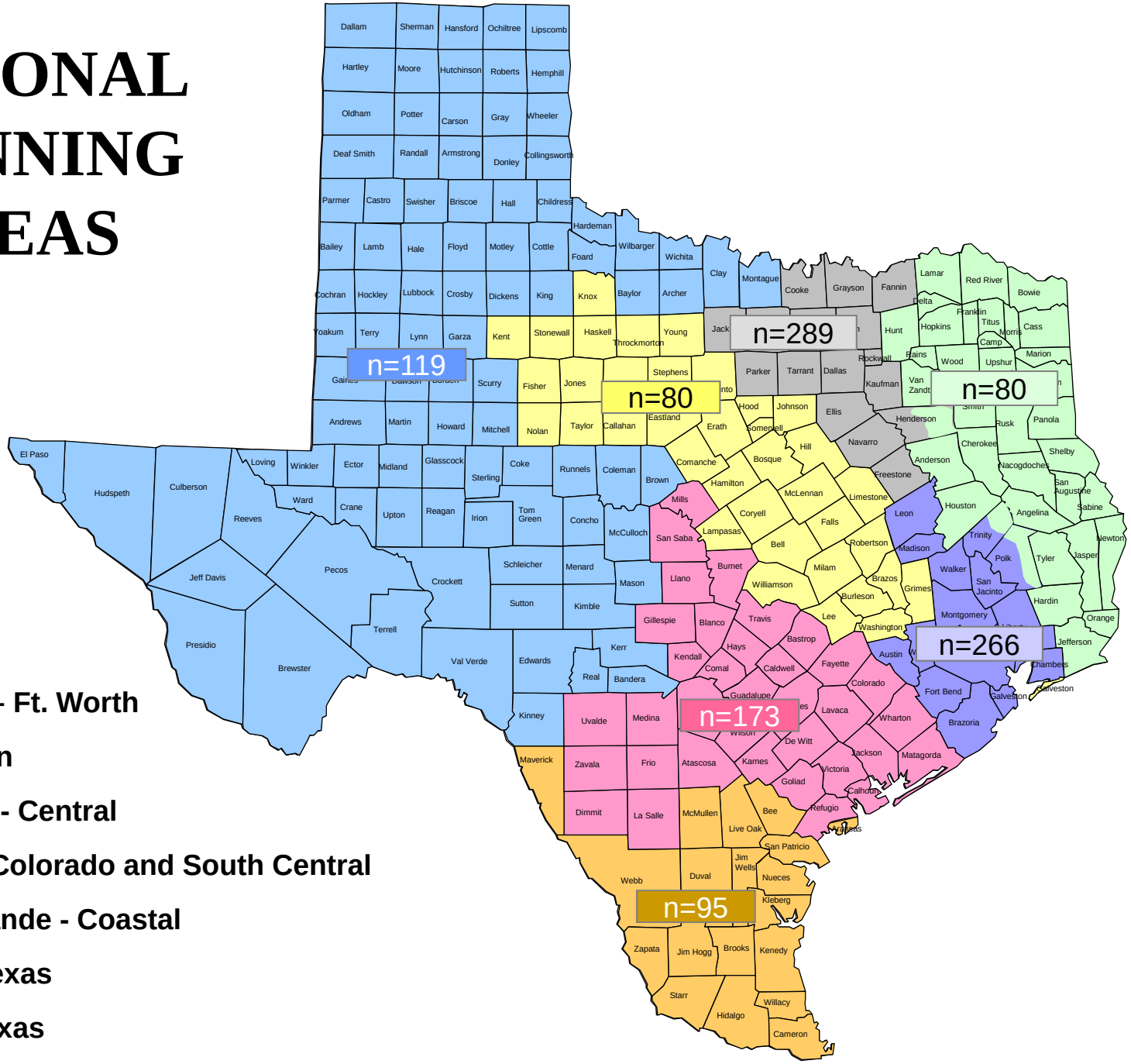
REGIONAL PLANNING AREAS



Percent of Interviews

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

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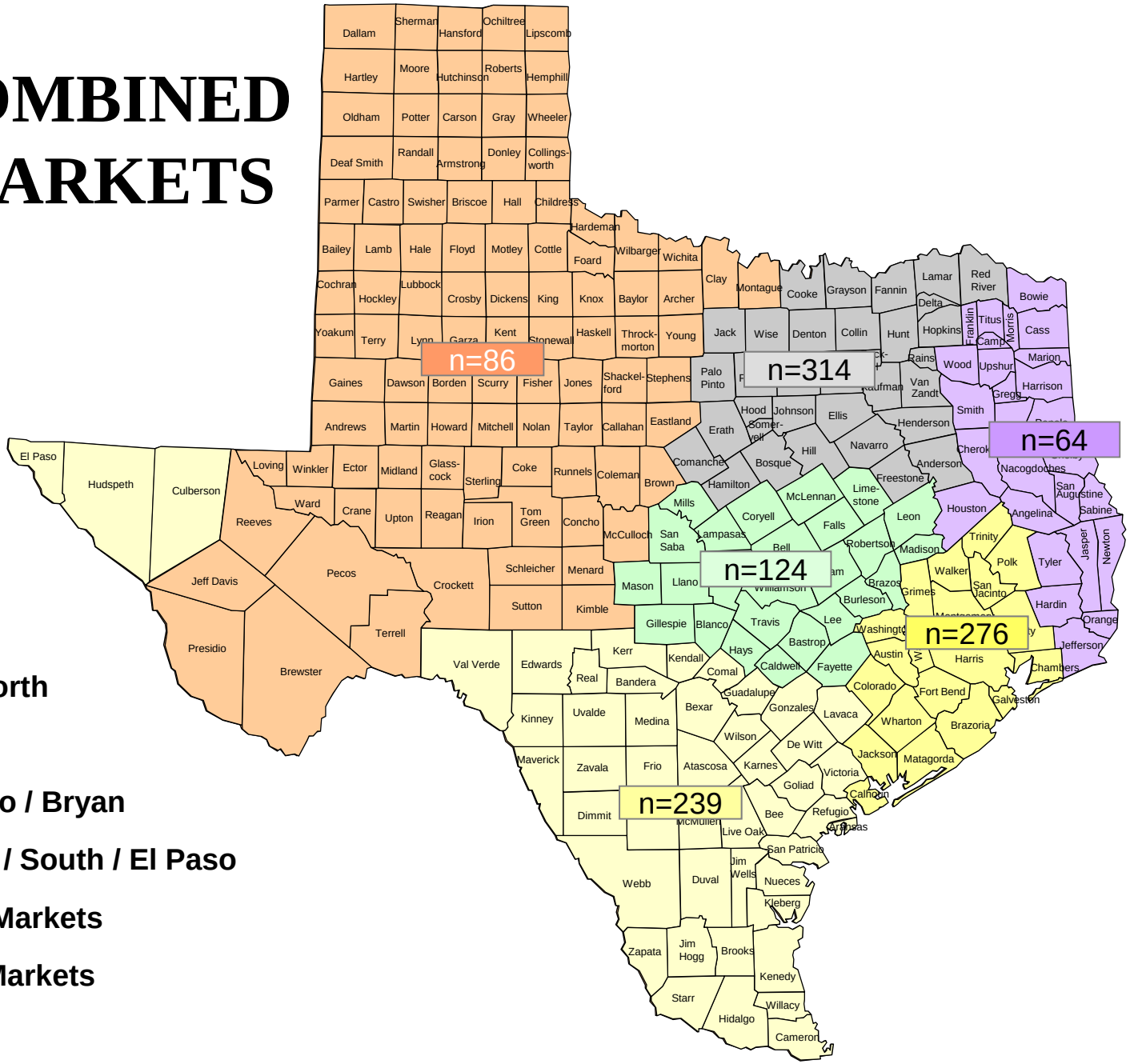
TEXAS COMBINED MEDIA MARKETS



Percent of Interviews

28%	**Dallas-Ft. Worth**
25%	**Houston**
11%	**Austin / Waco / Bryan**
22%	**San Antonio / South / El Paso**
8%	**West Texas Markets**
6%	**East Texas Markets**

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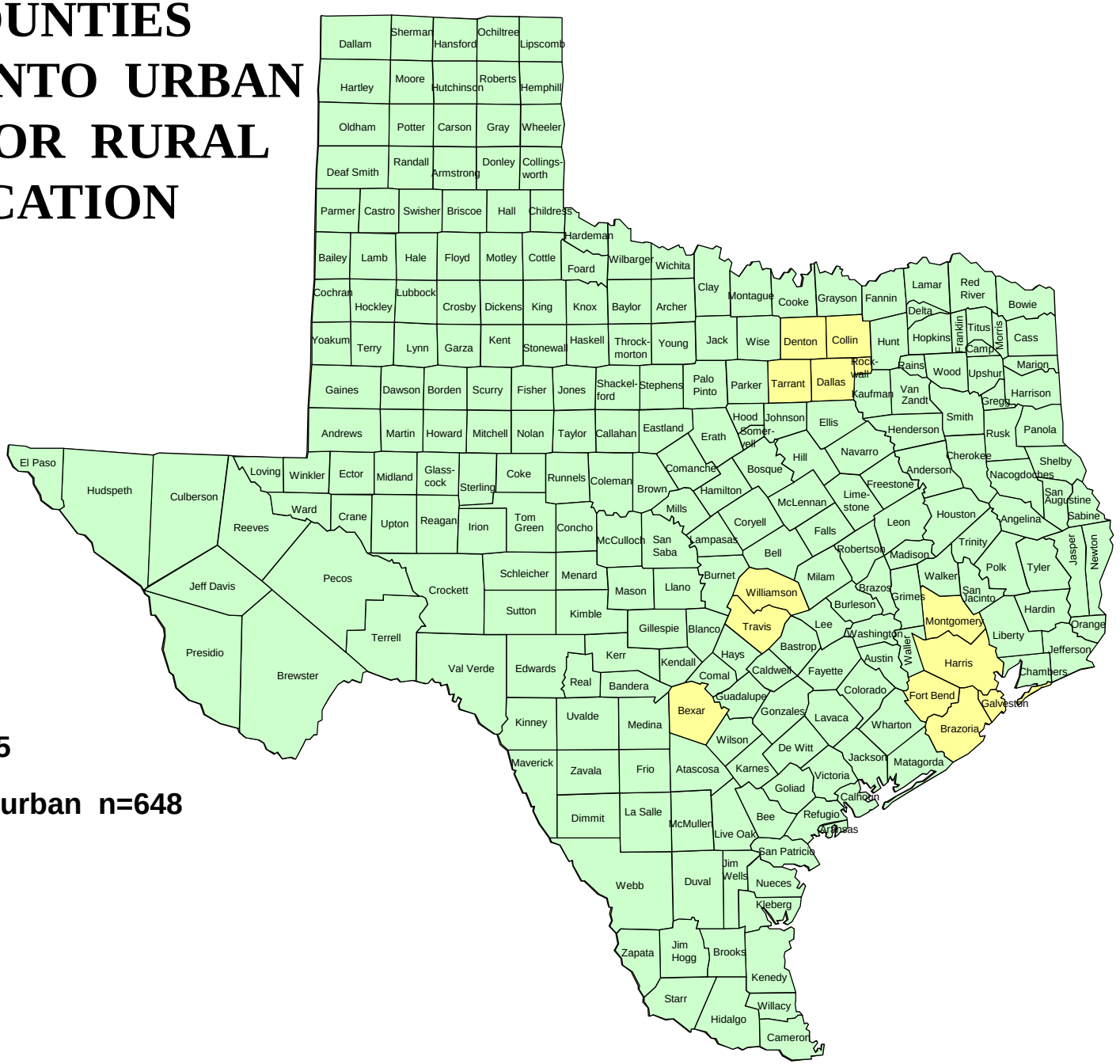
TEXAS COUNTIES SEGMENTED INTO URBAN / SUBURBAN OR RURAL CLASSIFICATION



Percent of Interviews

41% Rural n=455

59% Urban / Suburban n=648

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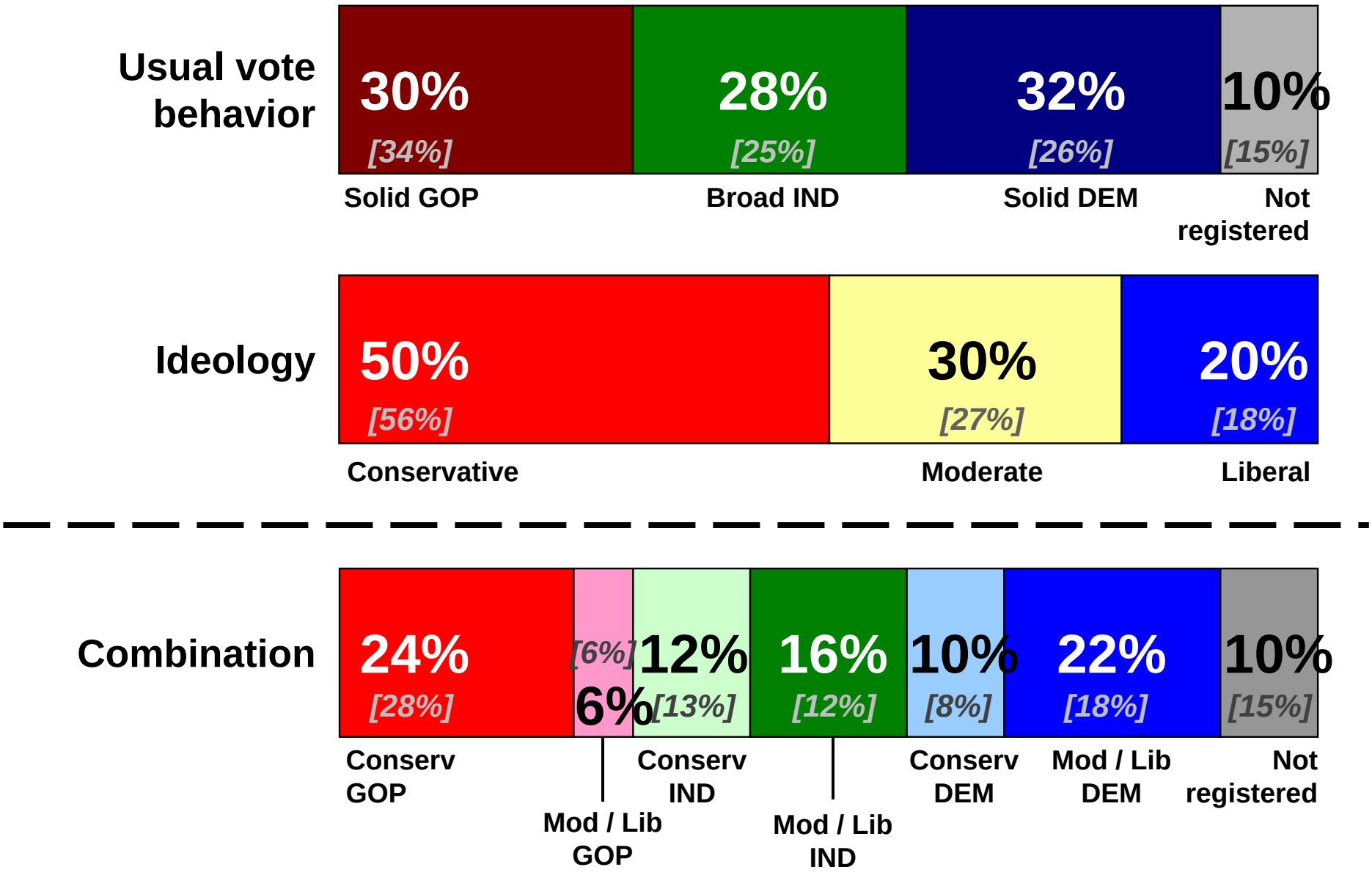
VOTE BEHAVIOR & IDEOLOGY



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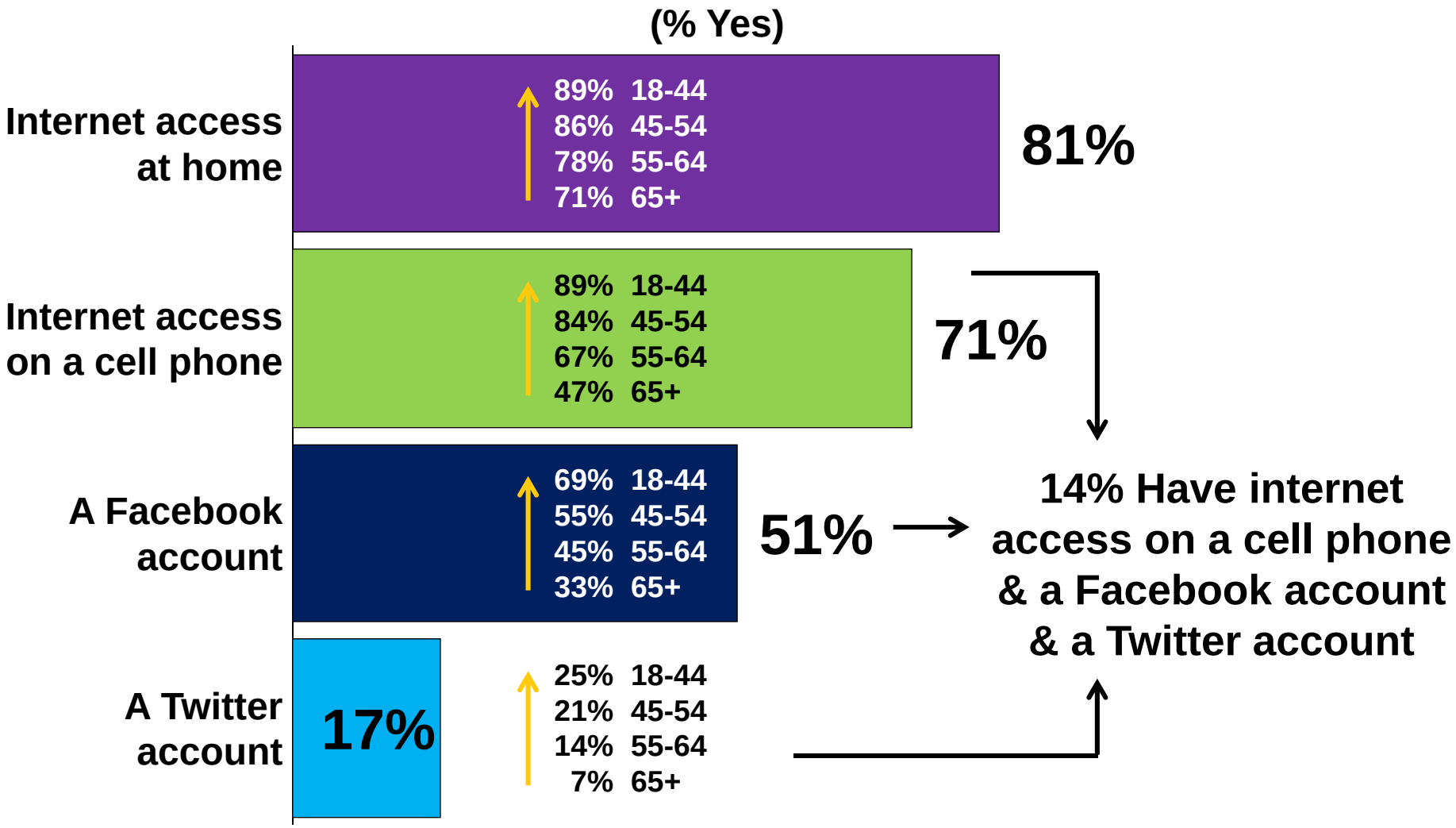
INTERNET & SOCIAL MEDIA

D13. Do you have…



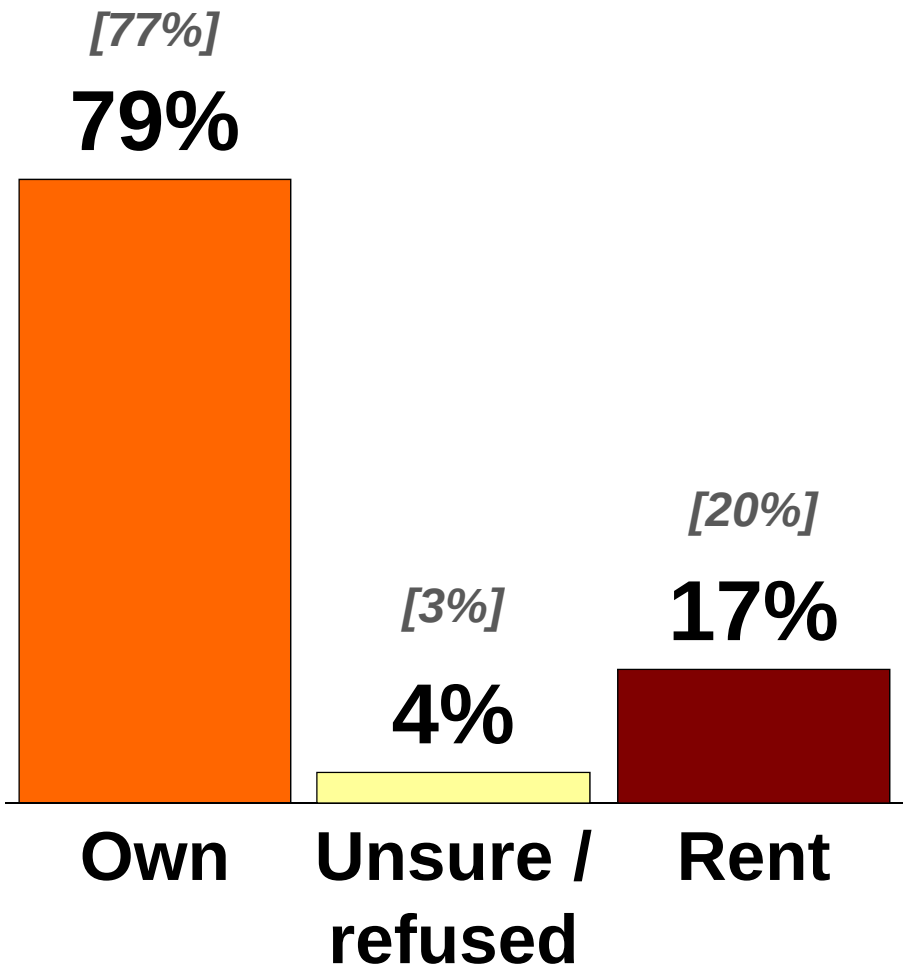
INTERNET & SOCIAL MEDIA

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

DEMOGRAPHICS

Own / Rent

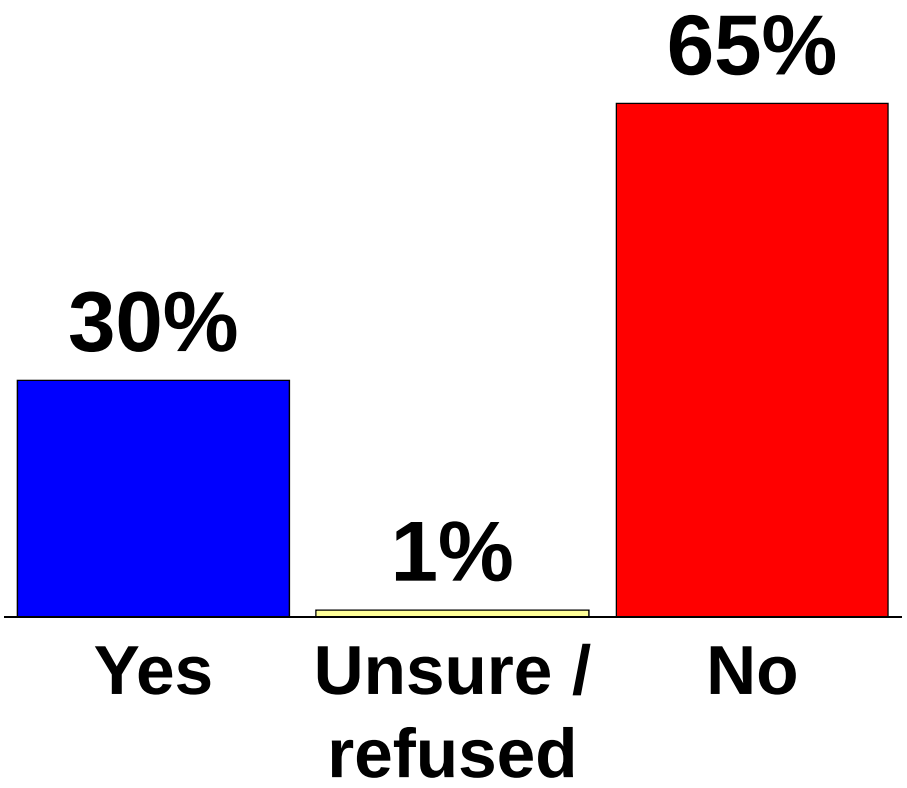
D3. Do you own or rent your place of residence?



Sprinkler System

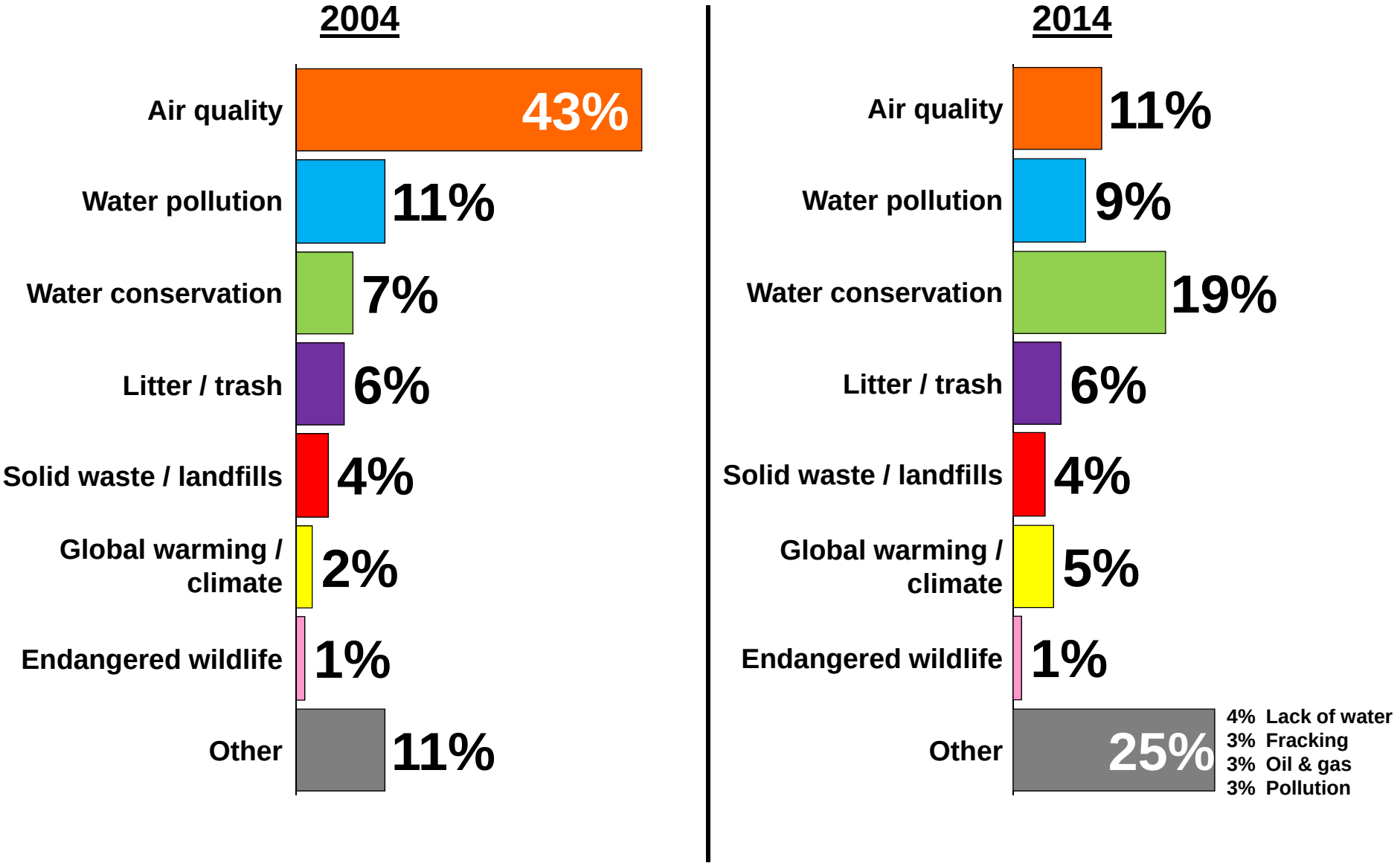
D4. If own or rent a home, ask:
Do you have an automatic sprinkler system that you set yourself?

(4% Not asked)



BIGGEST ENVIRONMENTAL PROBLEM

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



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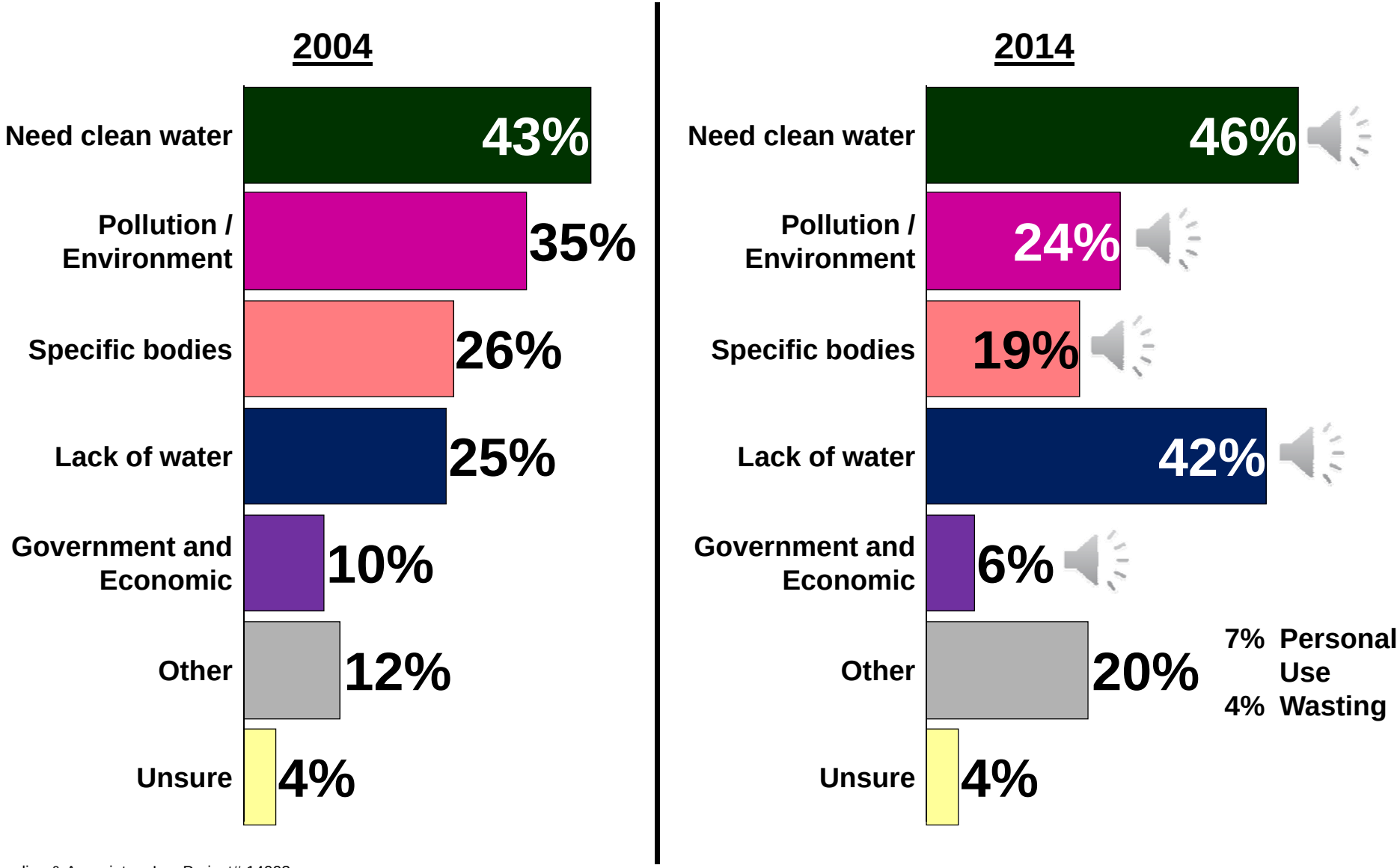
WATER IN TEXAS

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



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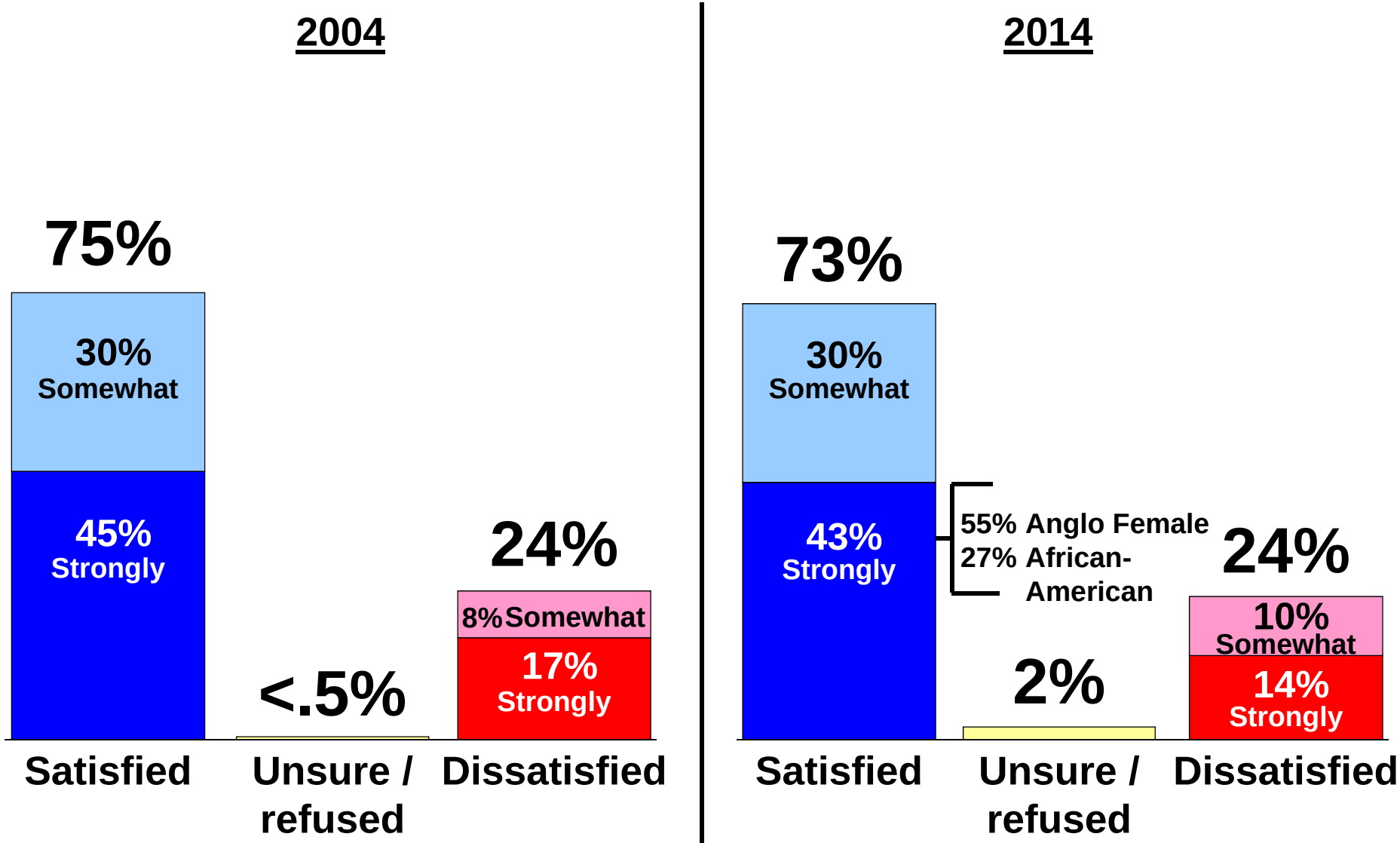
QUALITY OF WATER

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



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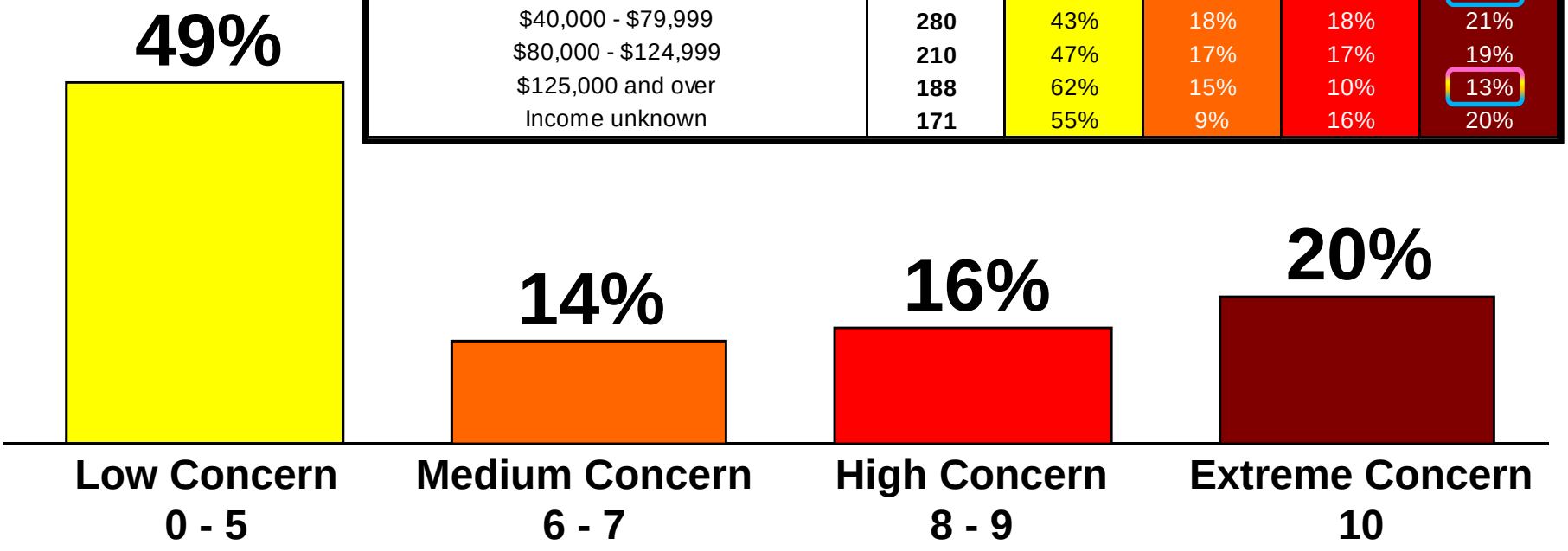
WATER BILL CONCERN

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

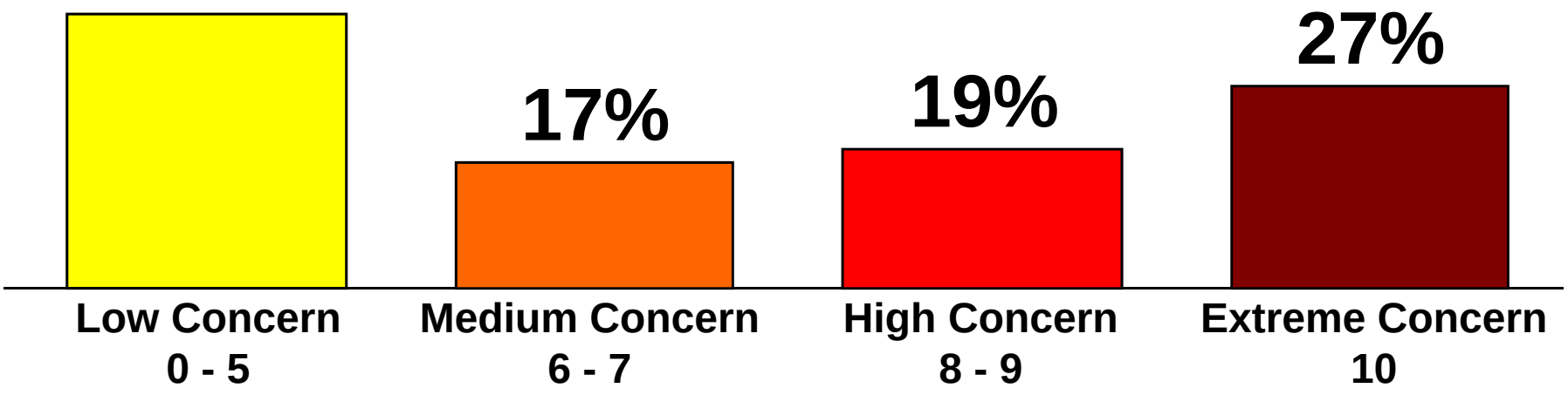
	Base	Low Concern (0-5)	Med Concern (6-7)	High Concern (8-9)	Extreme Concern (10)
Total	**1103**	**49%**	**14%**	**16%**	**20%**
RRACE - Race and Ethnicity					
Anglo	**522**	58%	16%	13%	13%
African-American	**152**	35%	12%	20%	32%
Hispanic	**304**	39%	13%	23%	24%
Other	**125**	53%	11%	12%	24%
RINCOME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



ELECTRIC BILL CONCERN

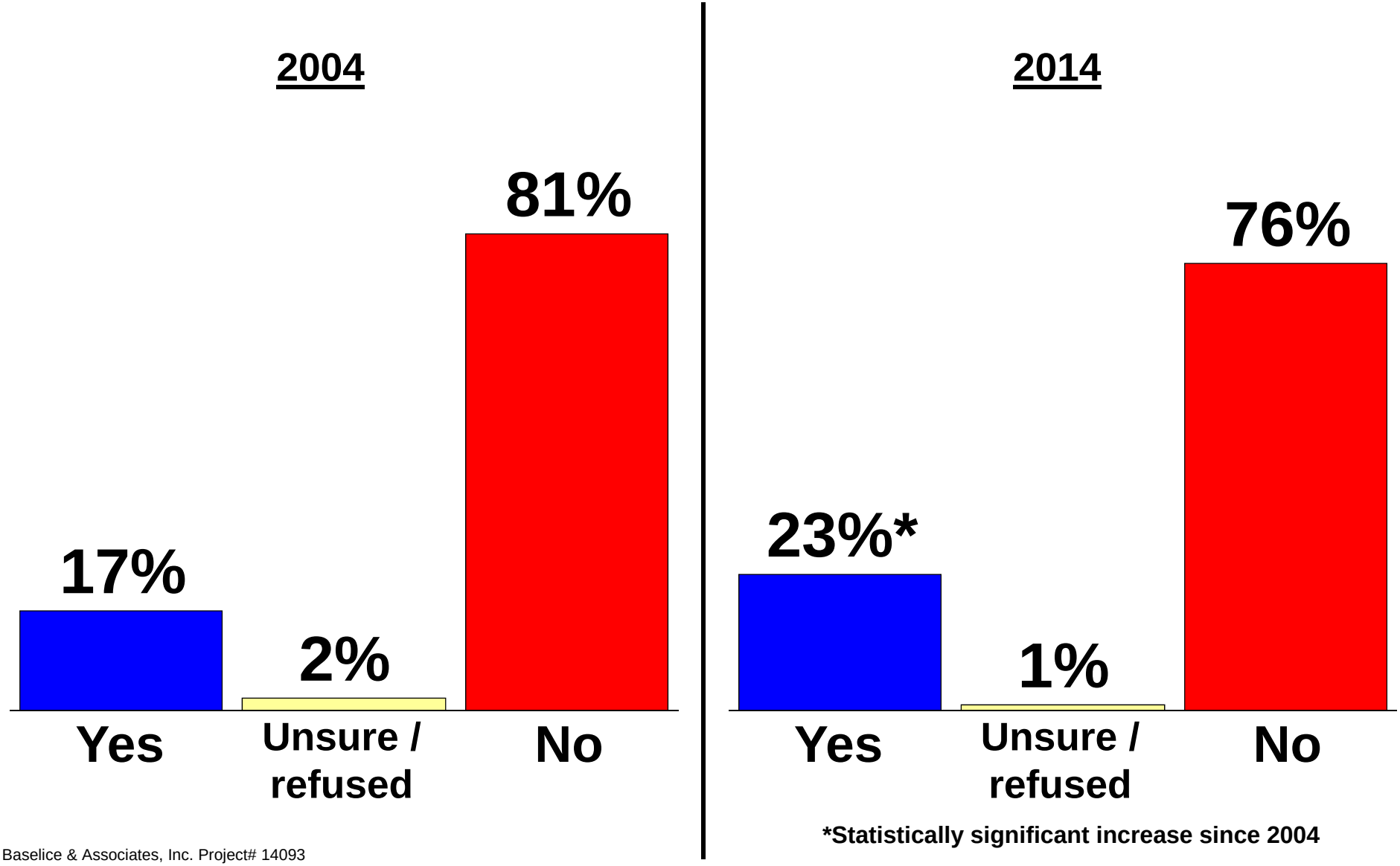
Q5. On a scale of zero to ten, with zero being NOT AT ALL CONCERNED and ten being EXTREMELY CONCERNED, how concerned are you about your electric bill?

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



SEEN / READ / HEARD FUTURE NEEDS

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



*Statistically significant increase since 2004

SEEN / READ / HEARD FUTURE NEEDS

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

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

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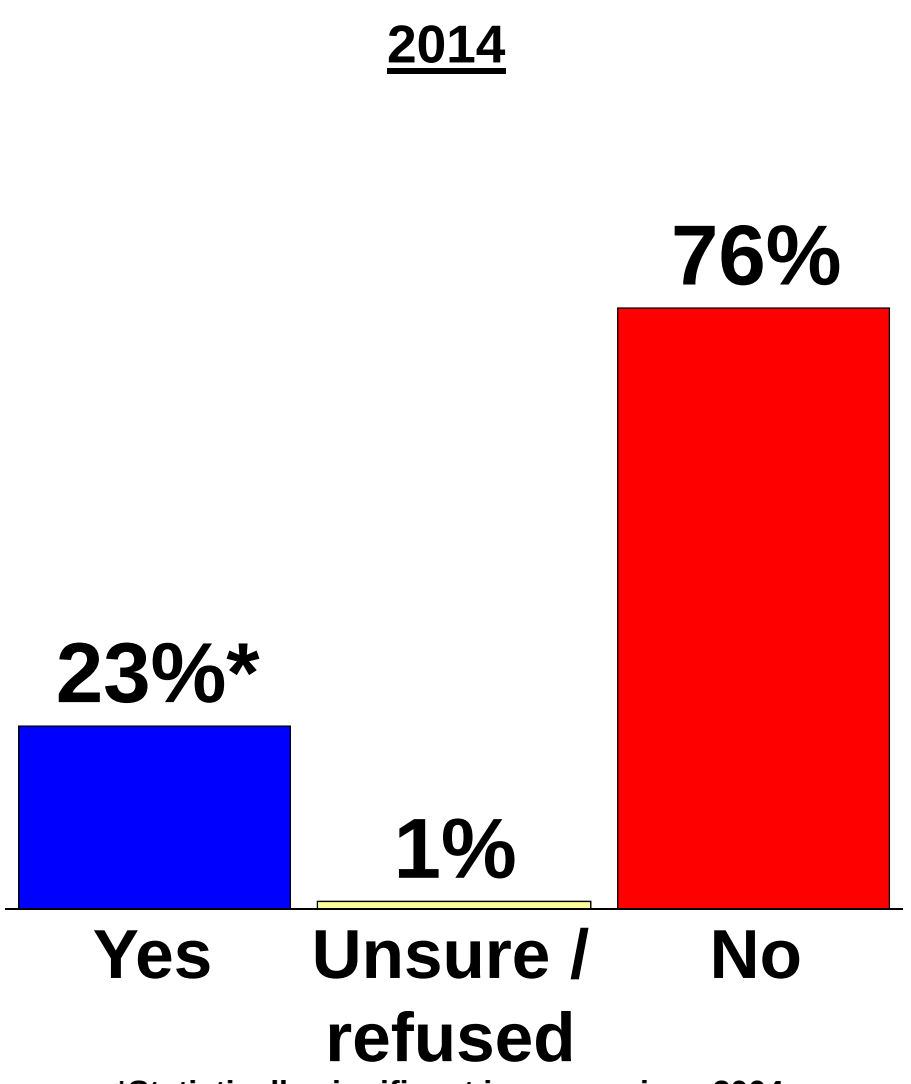
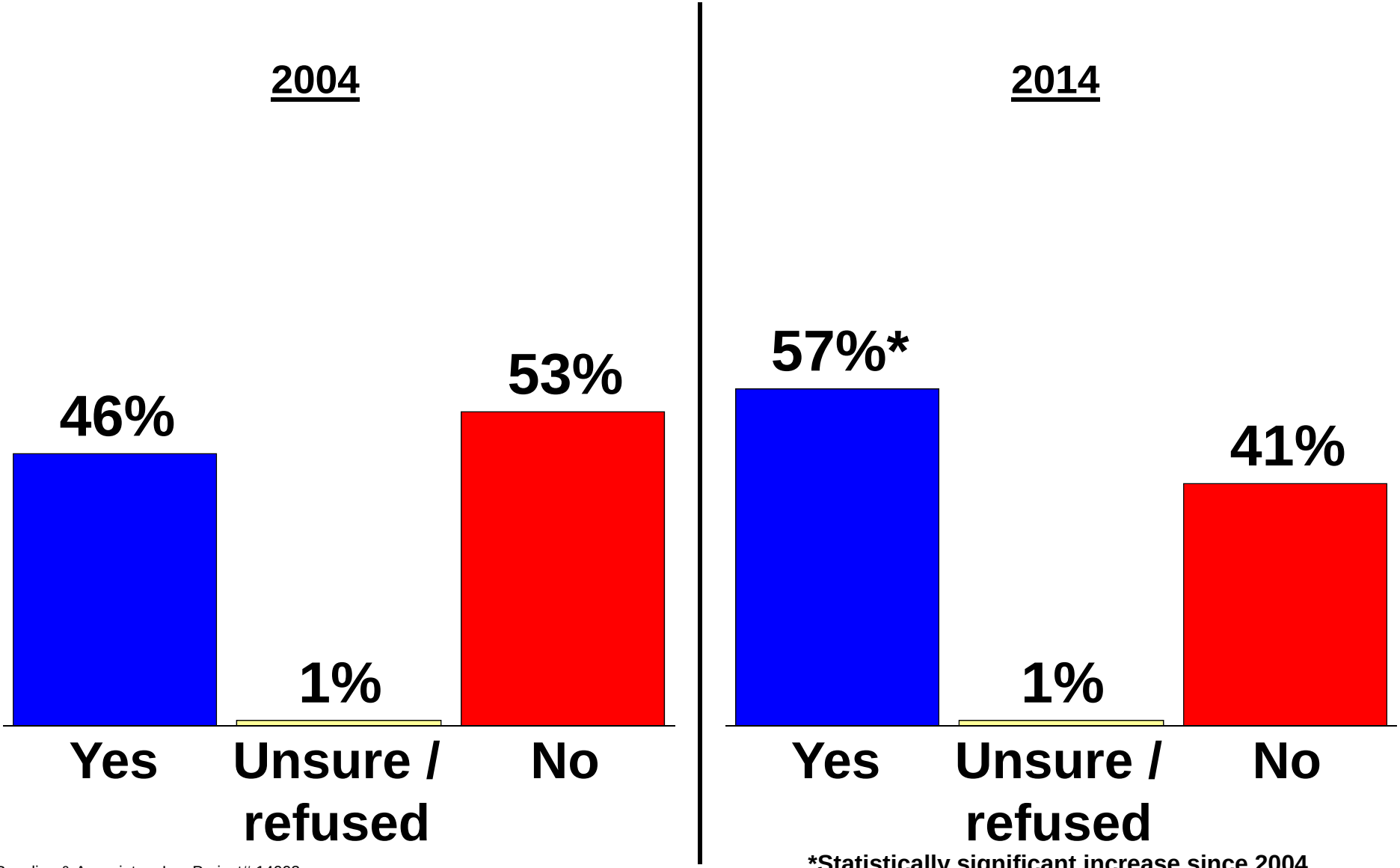


*Statistically significant increase since 2004

AWARENESS OF CONSERVATION

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

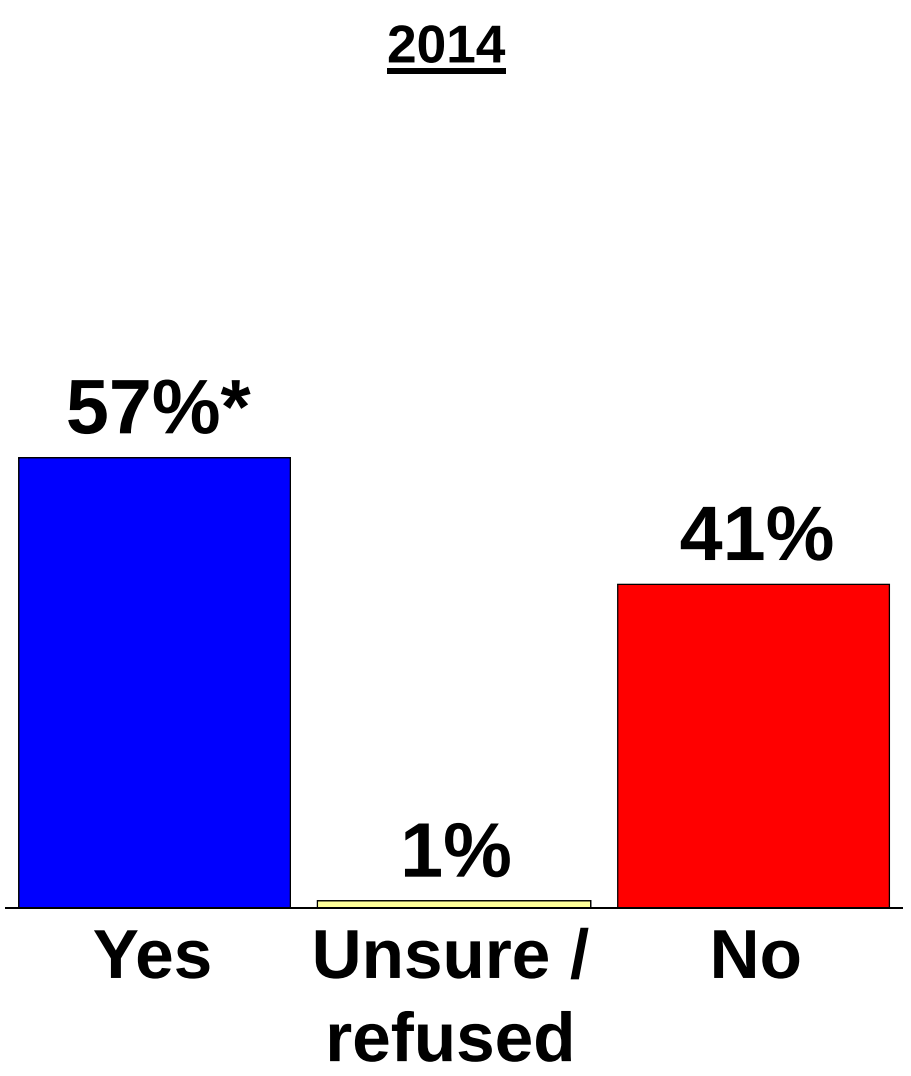


*Statistically significant increase since 2004

AWARENESS OF CONSERVATION

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

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



*Statistically significant increase since 2004

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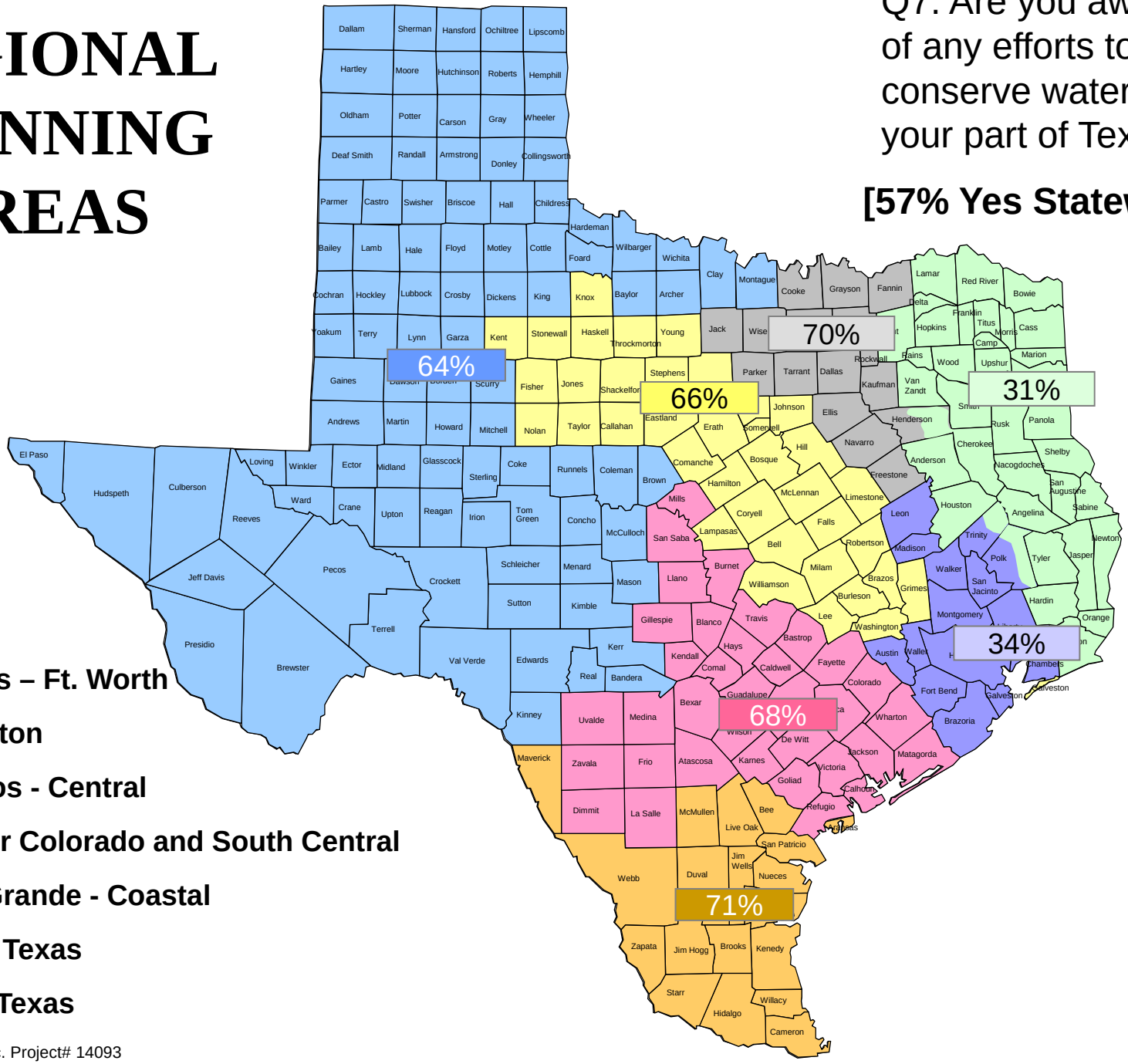
REGIONAL PLANNING AREAS

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

[57% Yes Statewide]



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

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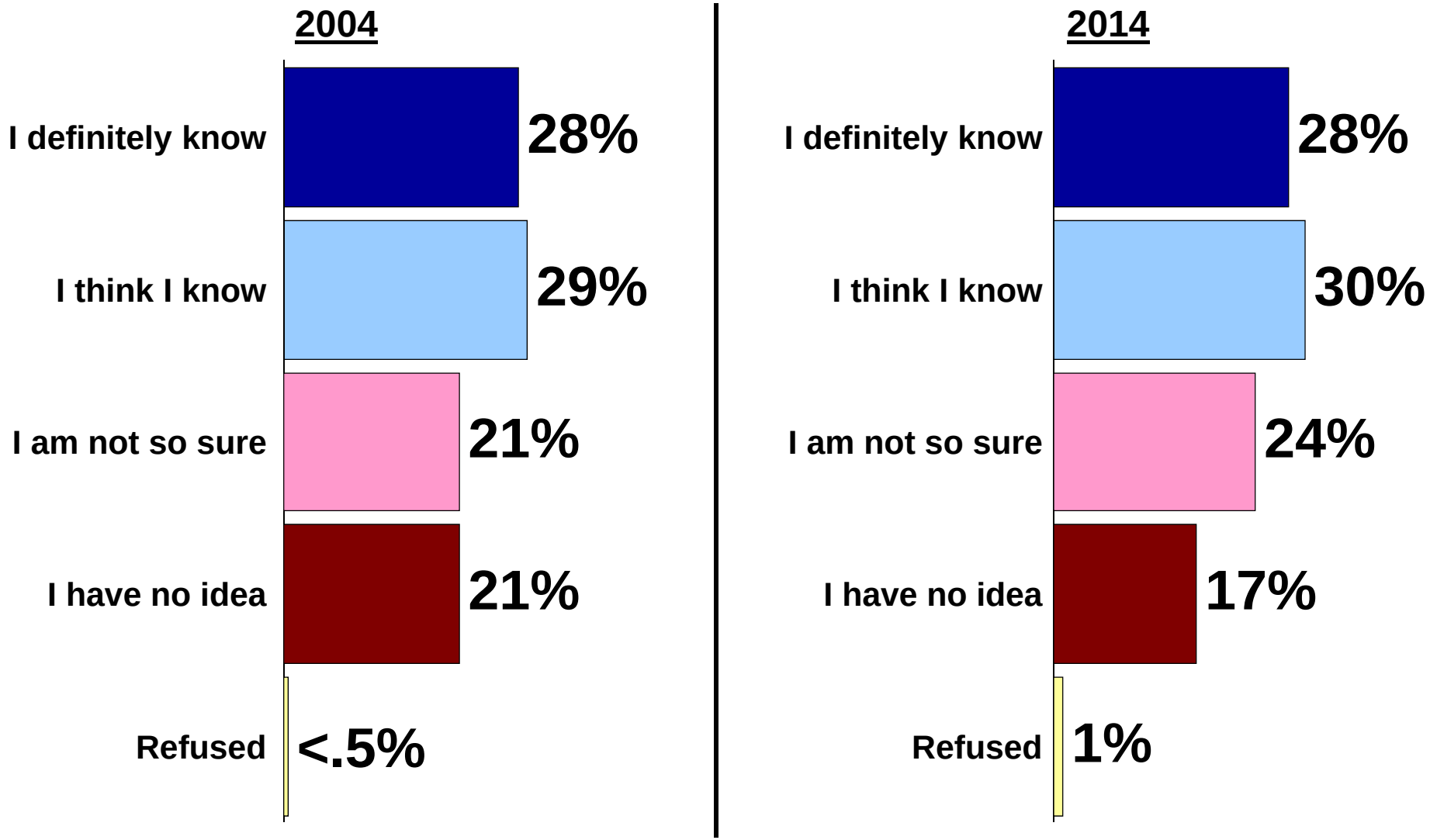
SOURCE FOR DRINKING WATER

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



SOURCE FOR DRINKING WATER

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

2004

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

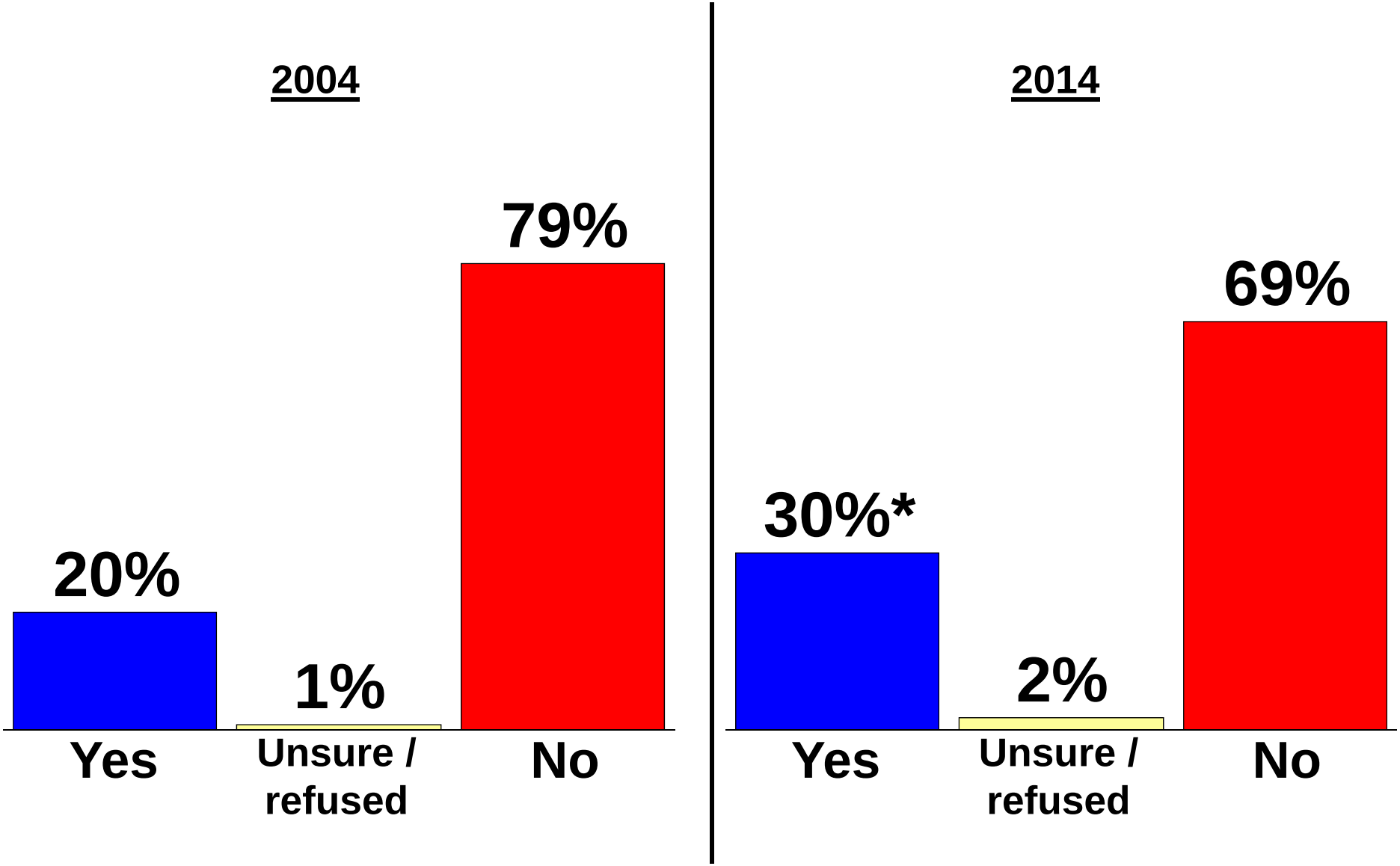
2014

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

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

CONSERVATION SLOGAN / AD AWARENESS

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

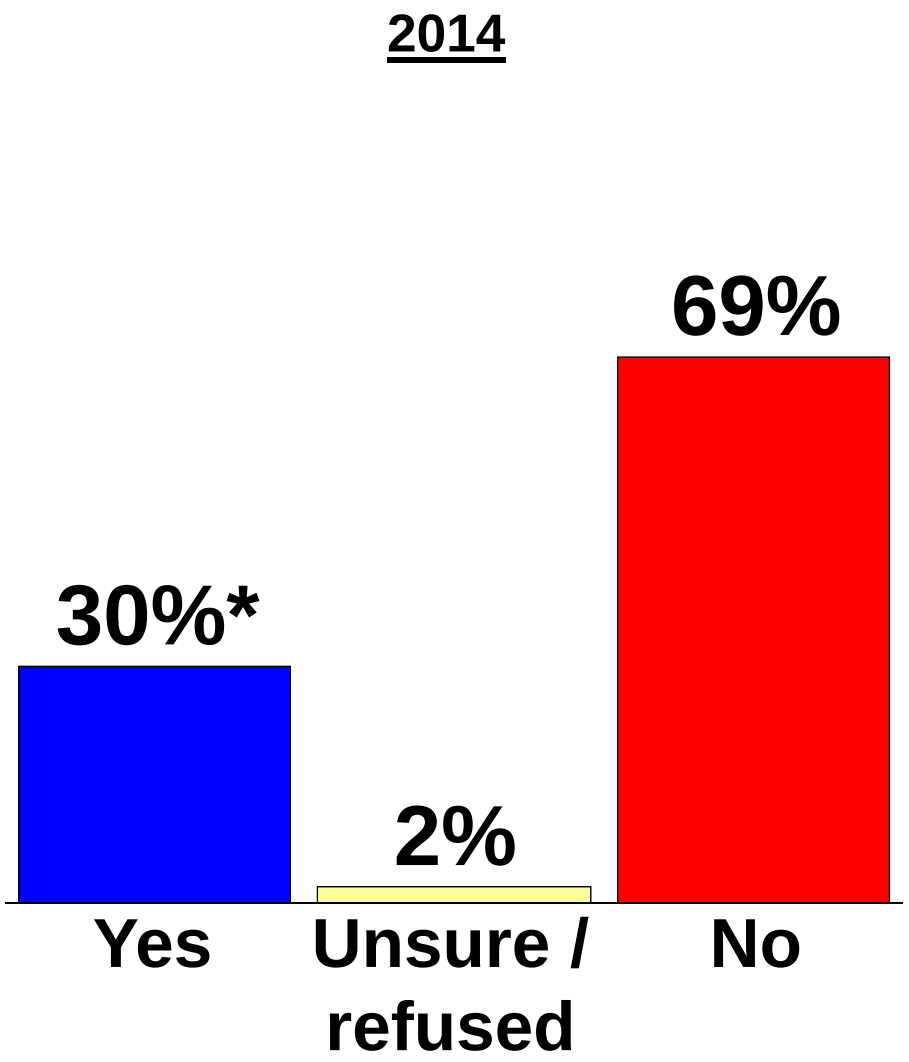


*Statistically significant increase since 2004

CONSERVATION SLOGAN / AD AWARENESS

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

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

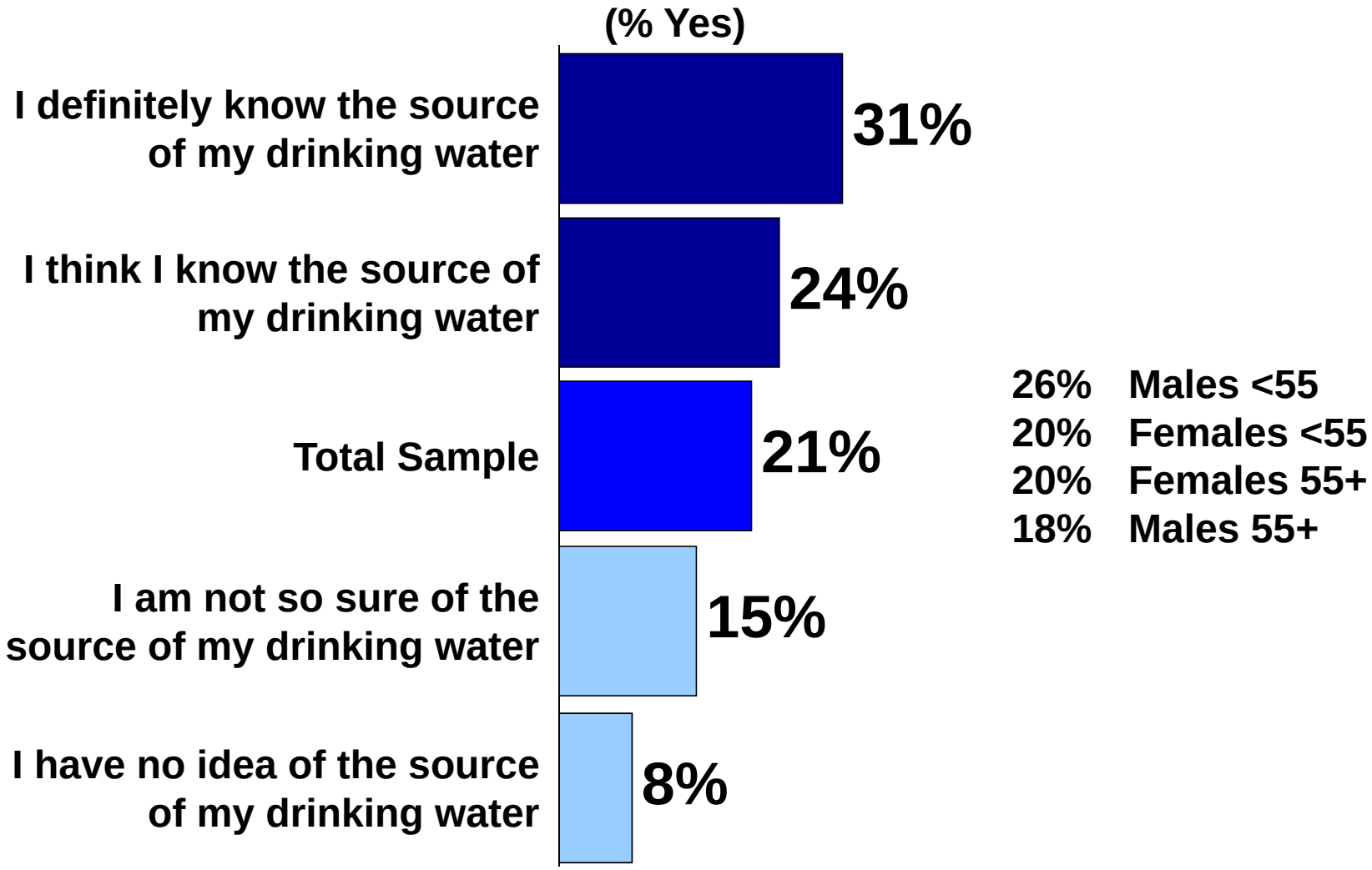


***Statistically significant increase since 2004**

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

SEEN / READ / HEARD WATER I. Q.

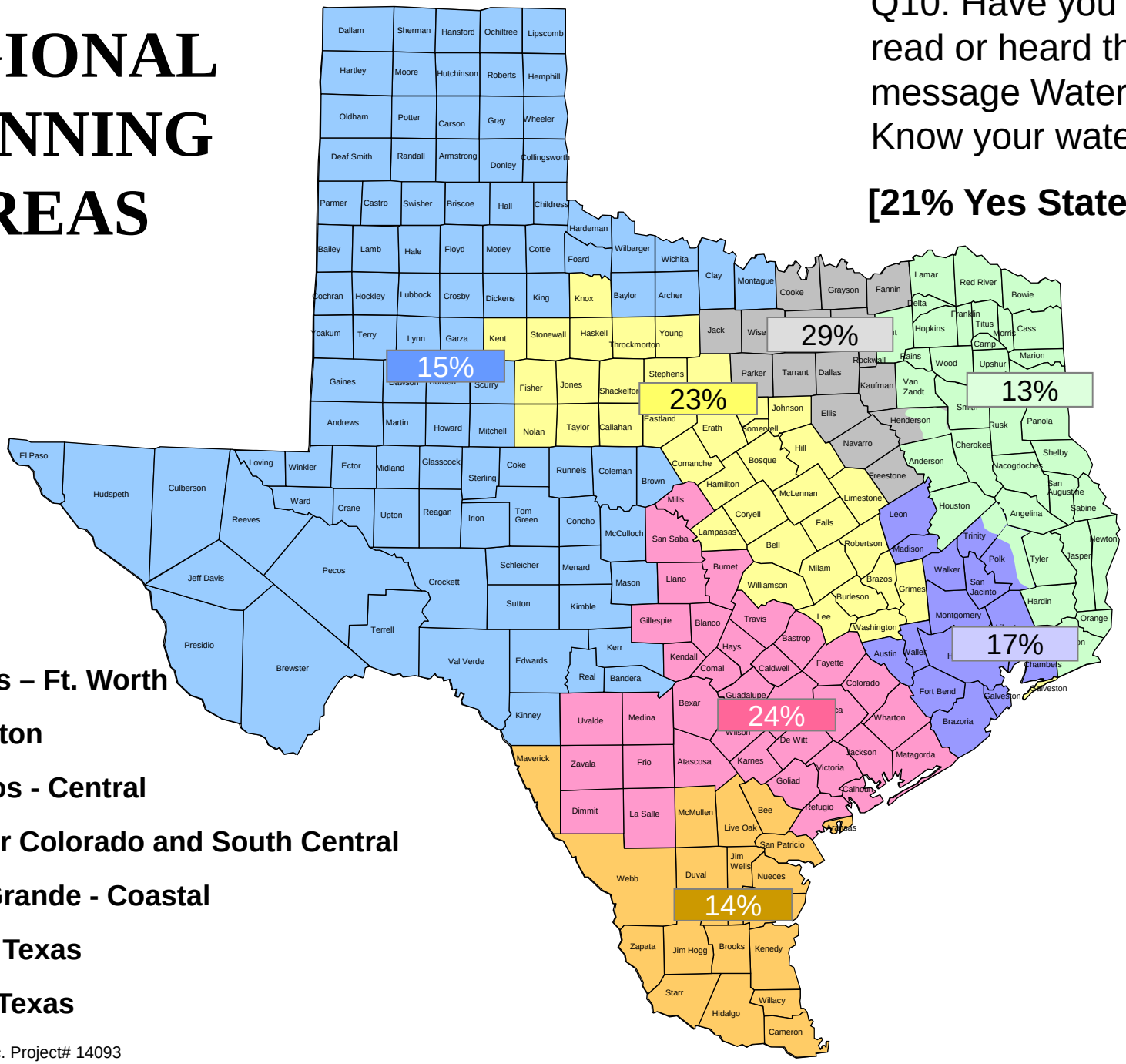
Q10. Have you seen, read or heard the message Water I.Q. Know your water?



REGIONAL PLANNING AREAS

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

[21% Yes Statewide]



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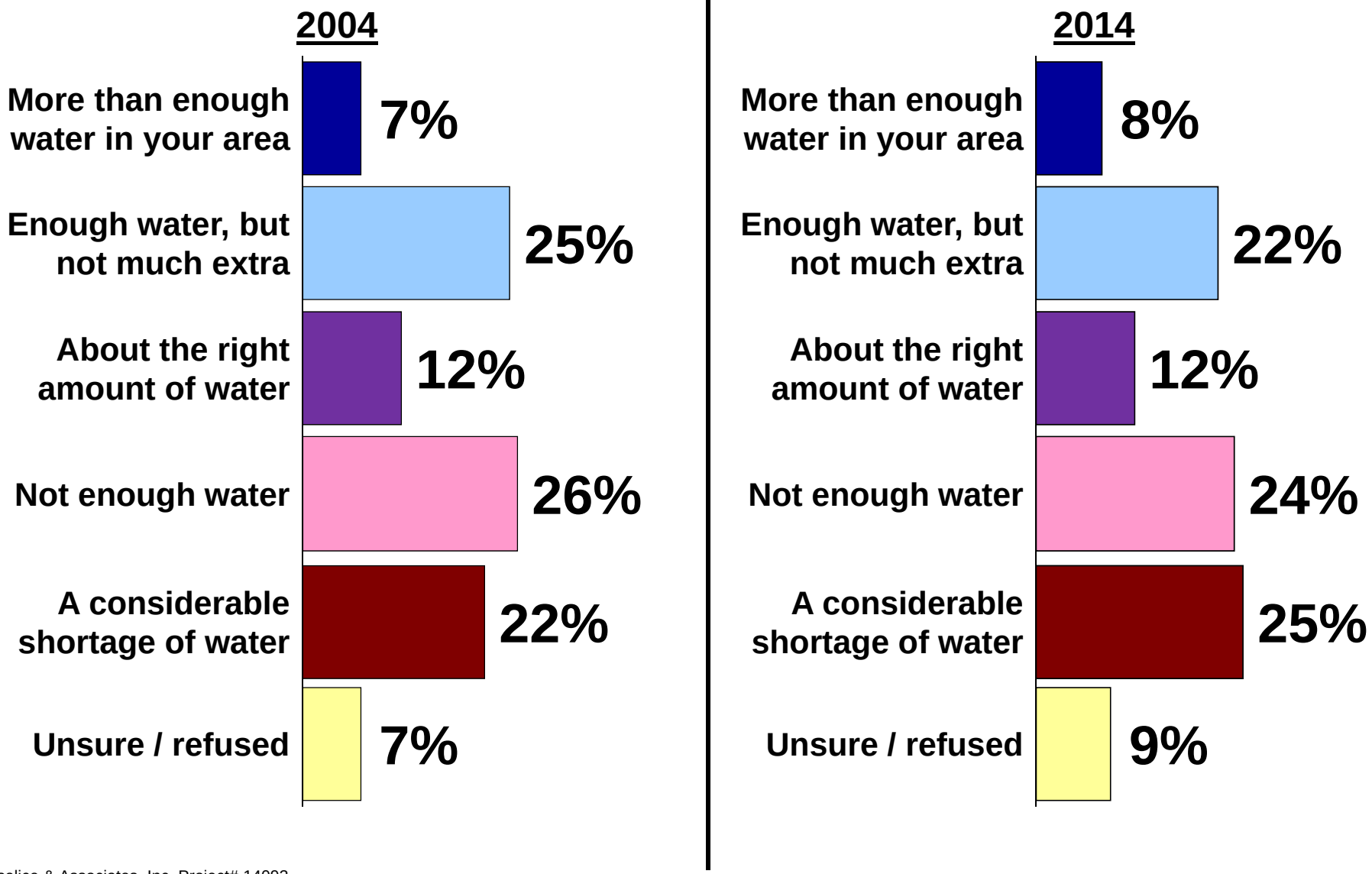
AMOUNT OF WATER

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

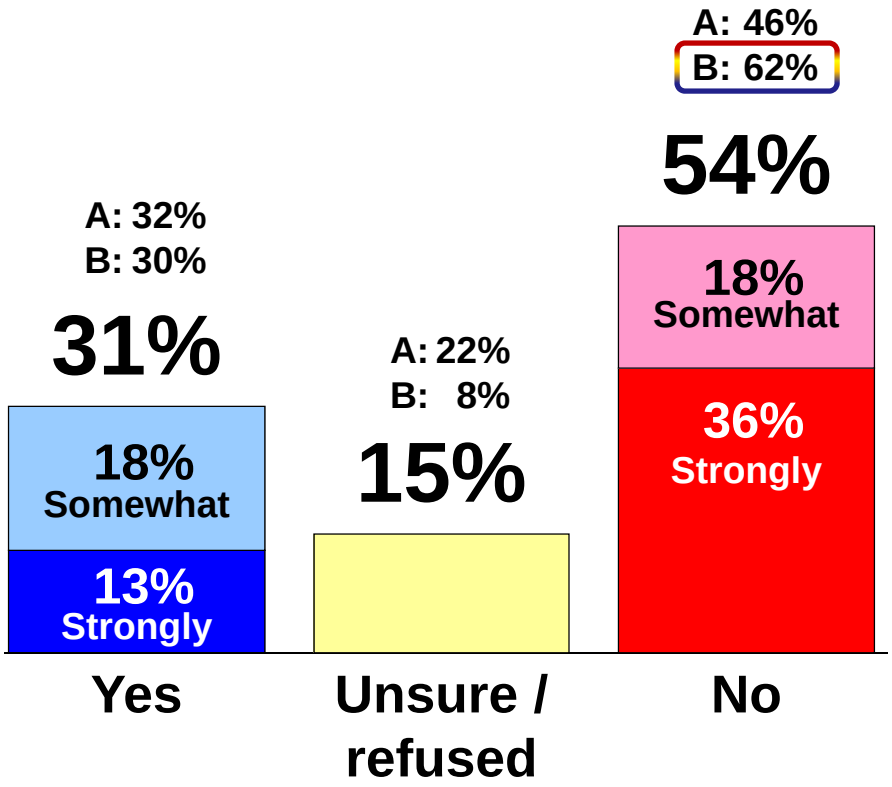


STATE GOVERNMENT

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

2004

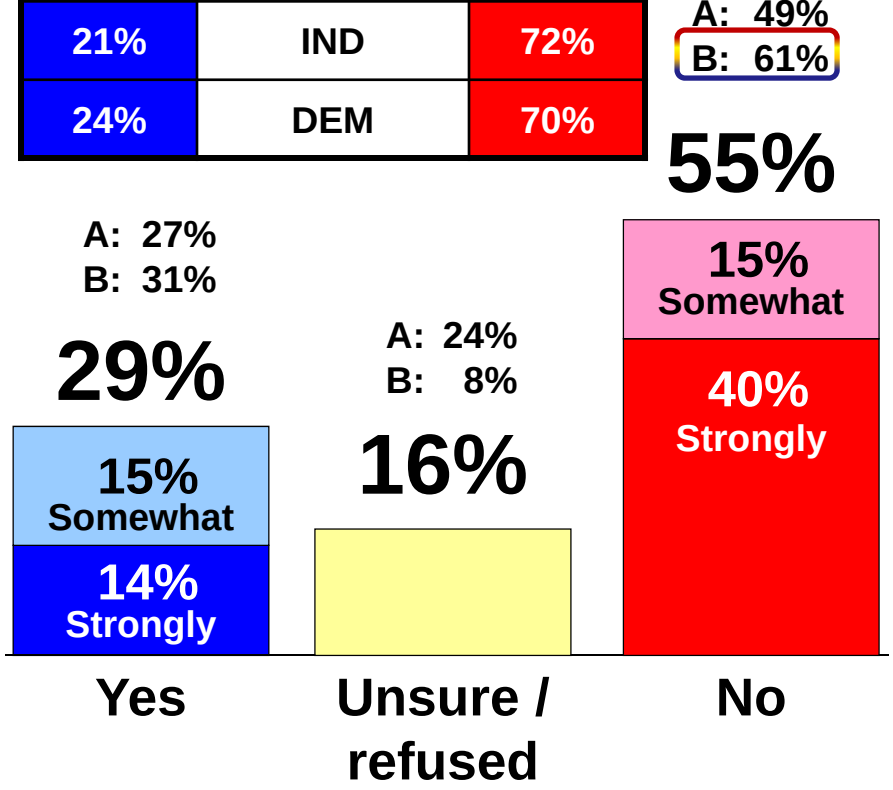
(n=1228)



2014

(n=551)

Yes	B: *Enough to educate*	No
47%	GOP	46%
21%	IND	72%
24%	DEM	70%



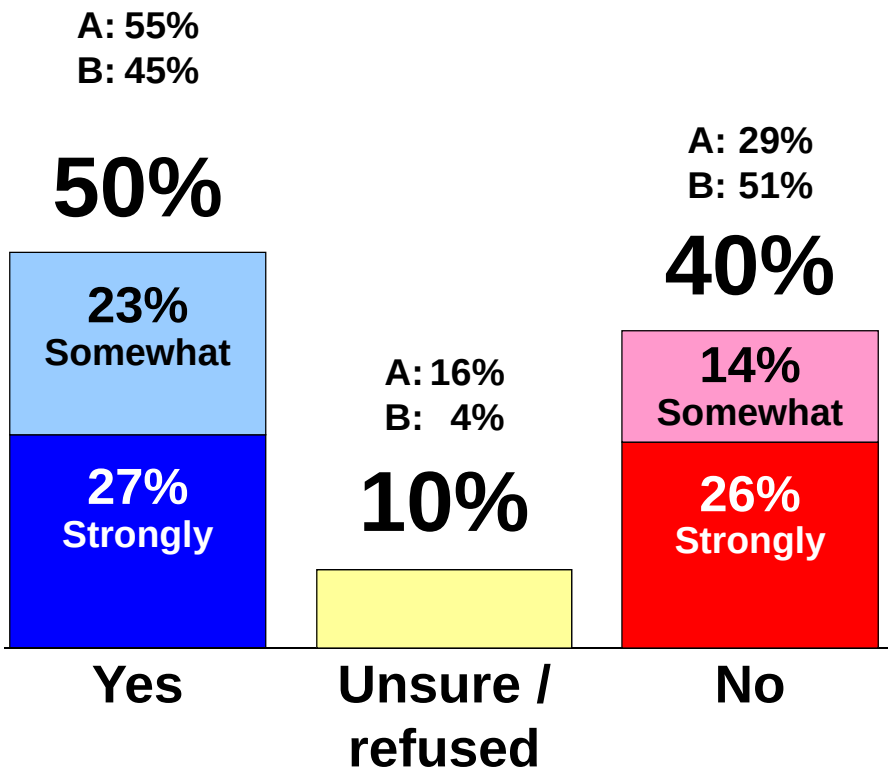
Baselice & Associates, Inc. Project# 14093

LOCAL WATER SUPPLIER

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

2004

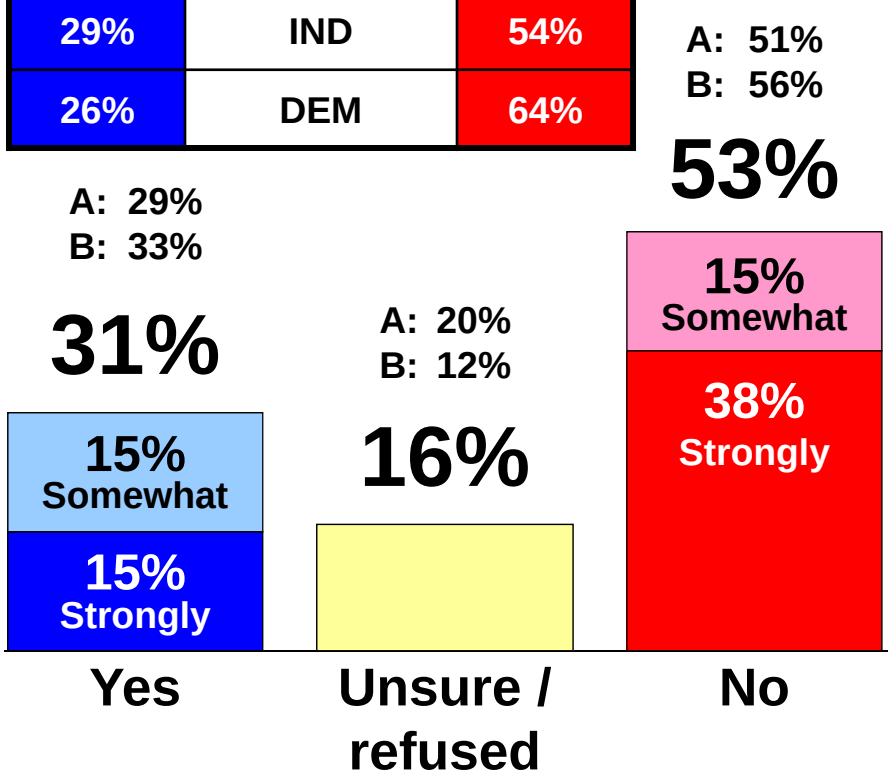
(n=1228)



2014

(n=552)

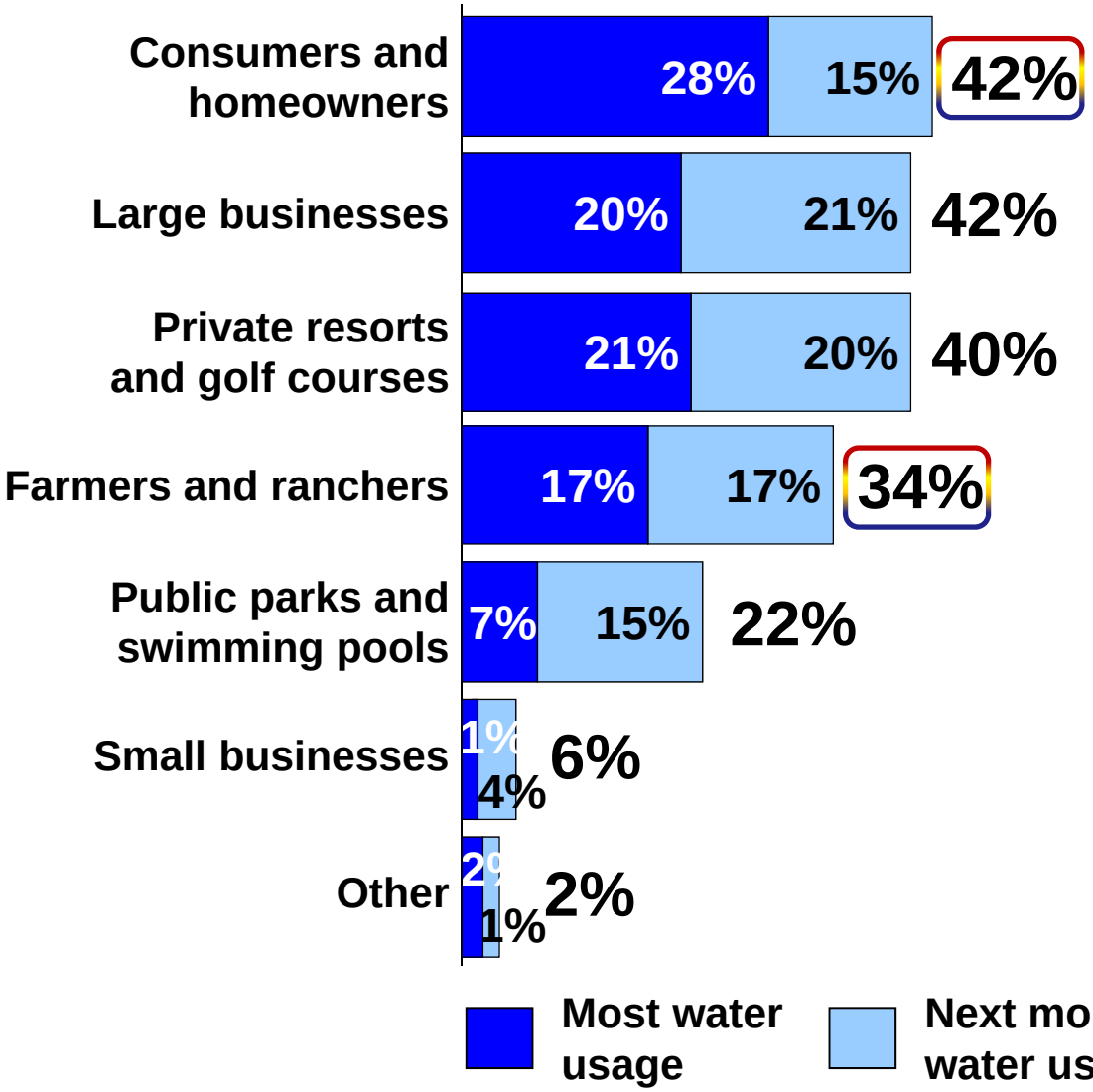
Yes	A & B Combined	No
40%	GOP	40%
29%	IND	54%
26%	DEM	64%



Baselice & Associates, Inc. Project# 14093

WATER USAGE

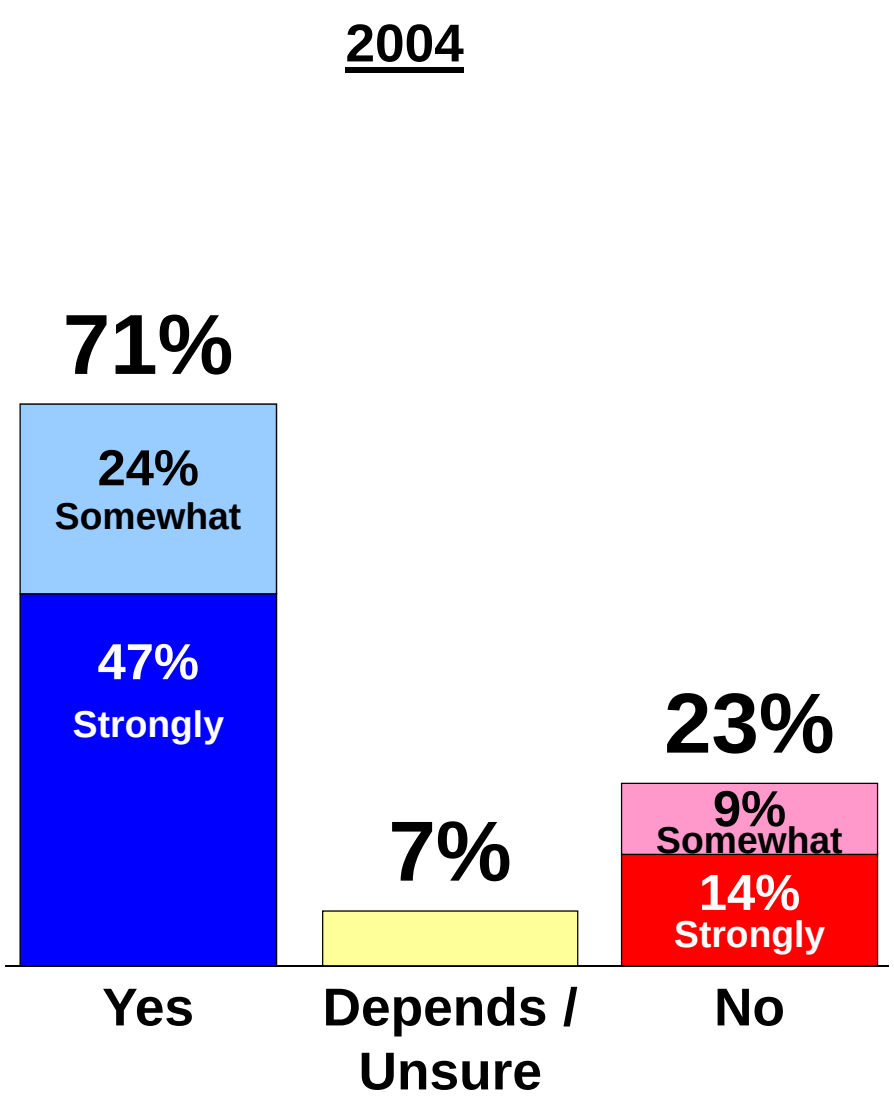
Q13. Which of the following do you think uses the most water?

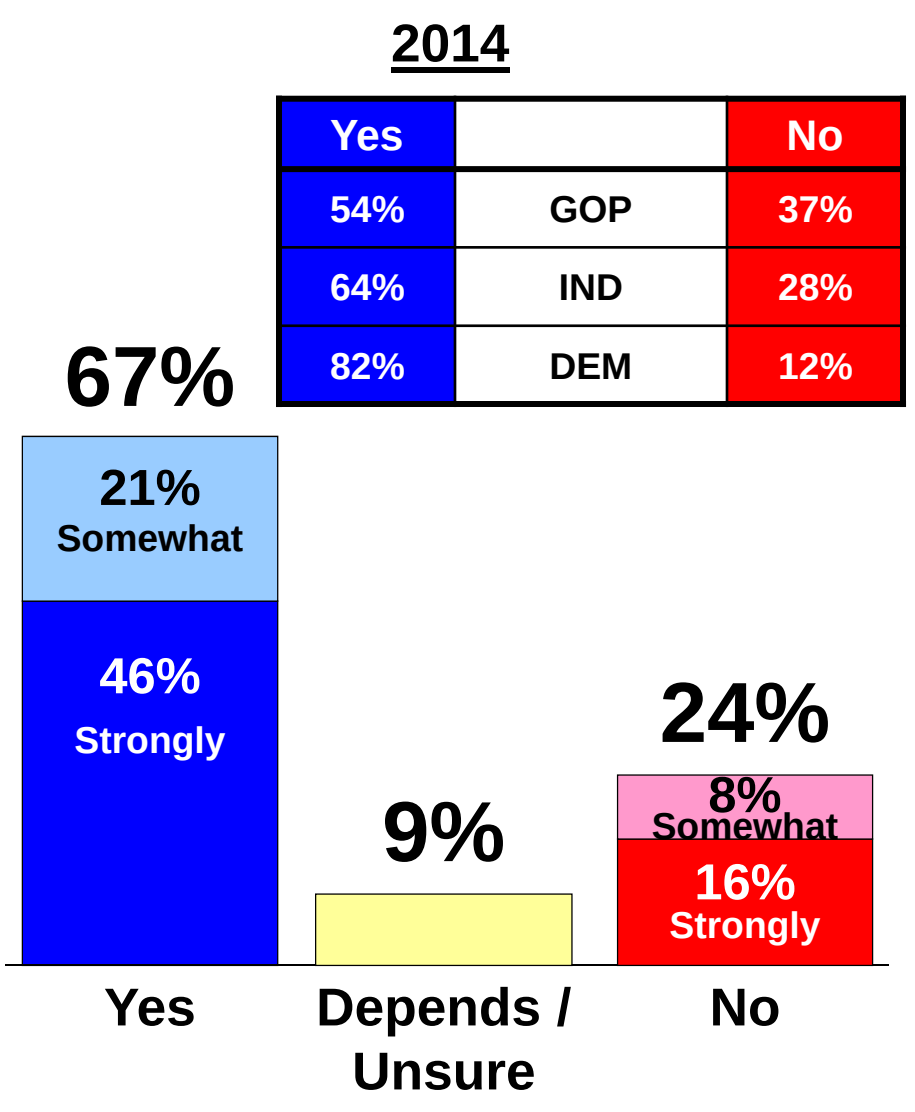


	2004	GOP	IND	DEM	Not regis
Consumers and homeowners	49%	49%	43%	37%	37%
Large businesses	42%	43%	39%	43%	41%
Private resorts and golf courses	38%	37%	43%	41%	41%
Farmers and ranchers	29%	35%	33%	35%	32%
Public parks and swimming pools	21%	19%	22%	24%	24%
Small businesses	7%	4%	7%	6%	6%
Other	2%	2%	2%	3%	4%

WATER CONSERVATION FUNDING

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

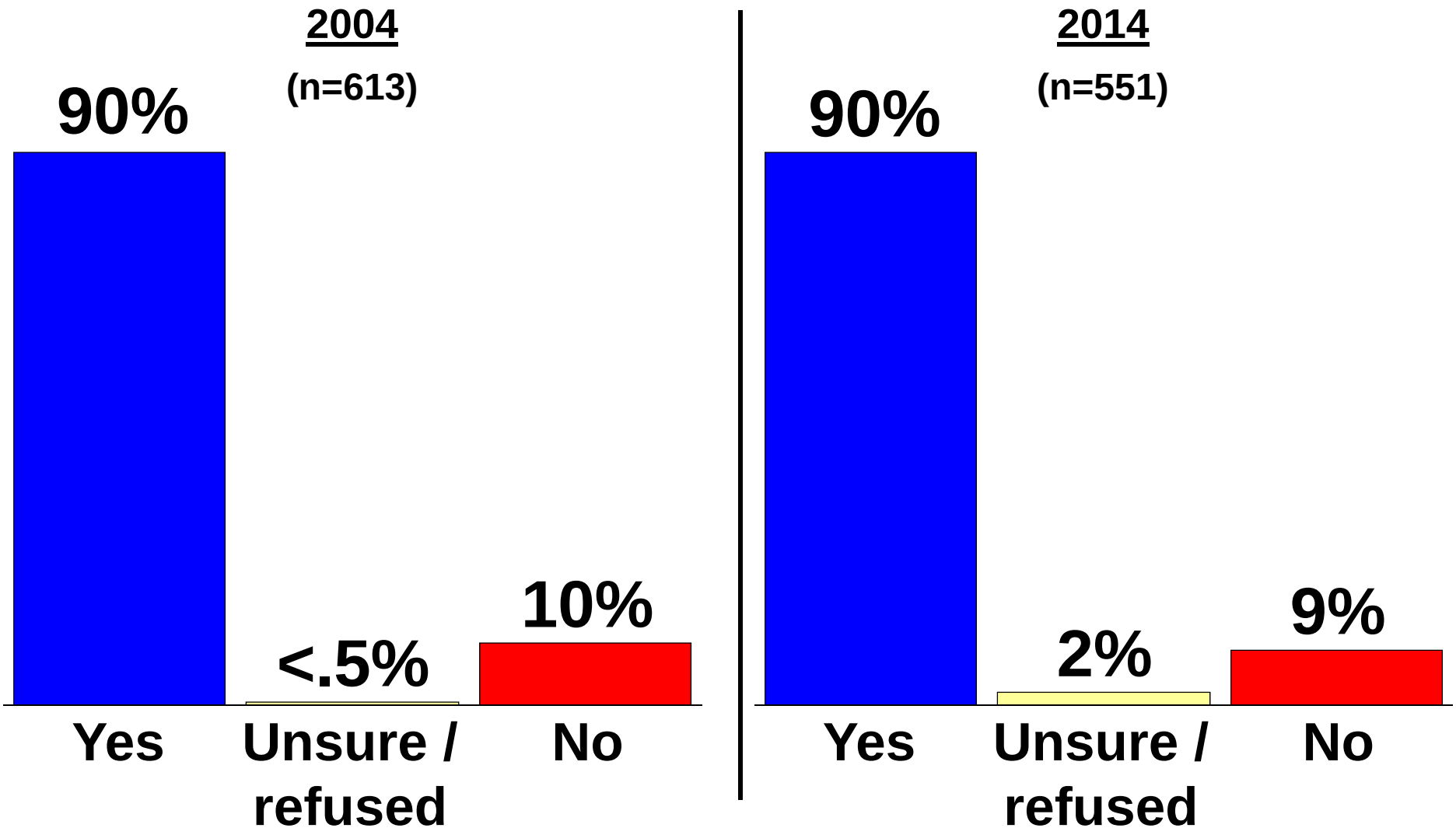




Baselice & Associates, Inc. Project# 14093

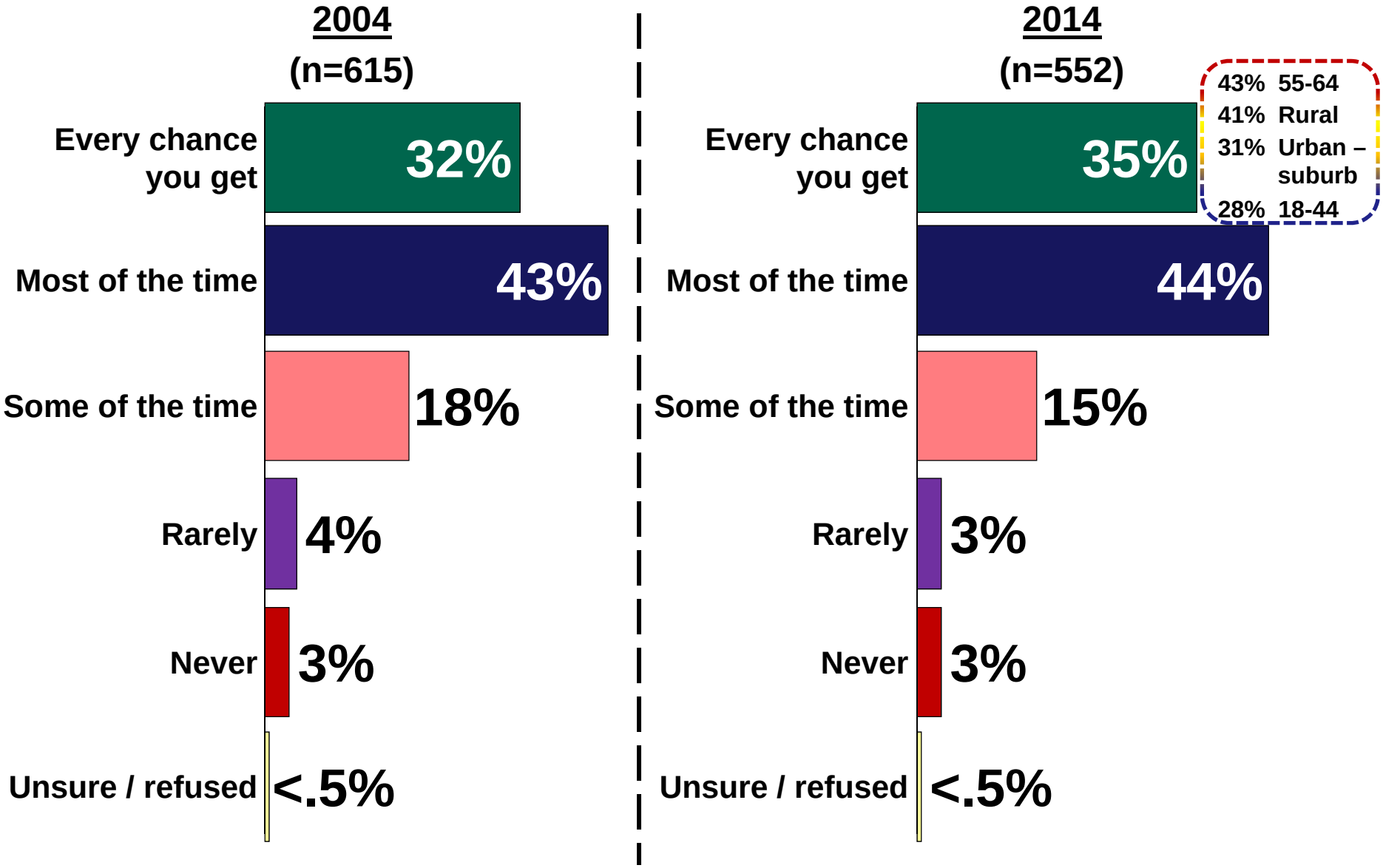
RESPONDENT WATER CONSERVATION

Q15X. Do you conserve water now?



HOW OFTEN CONSERVE WATER

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



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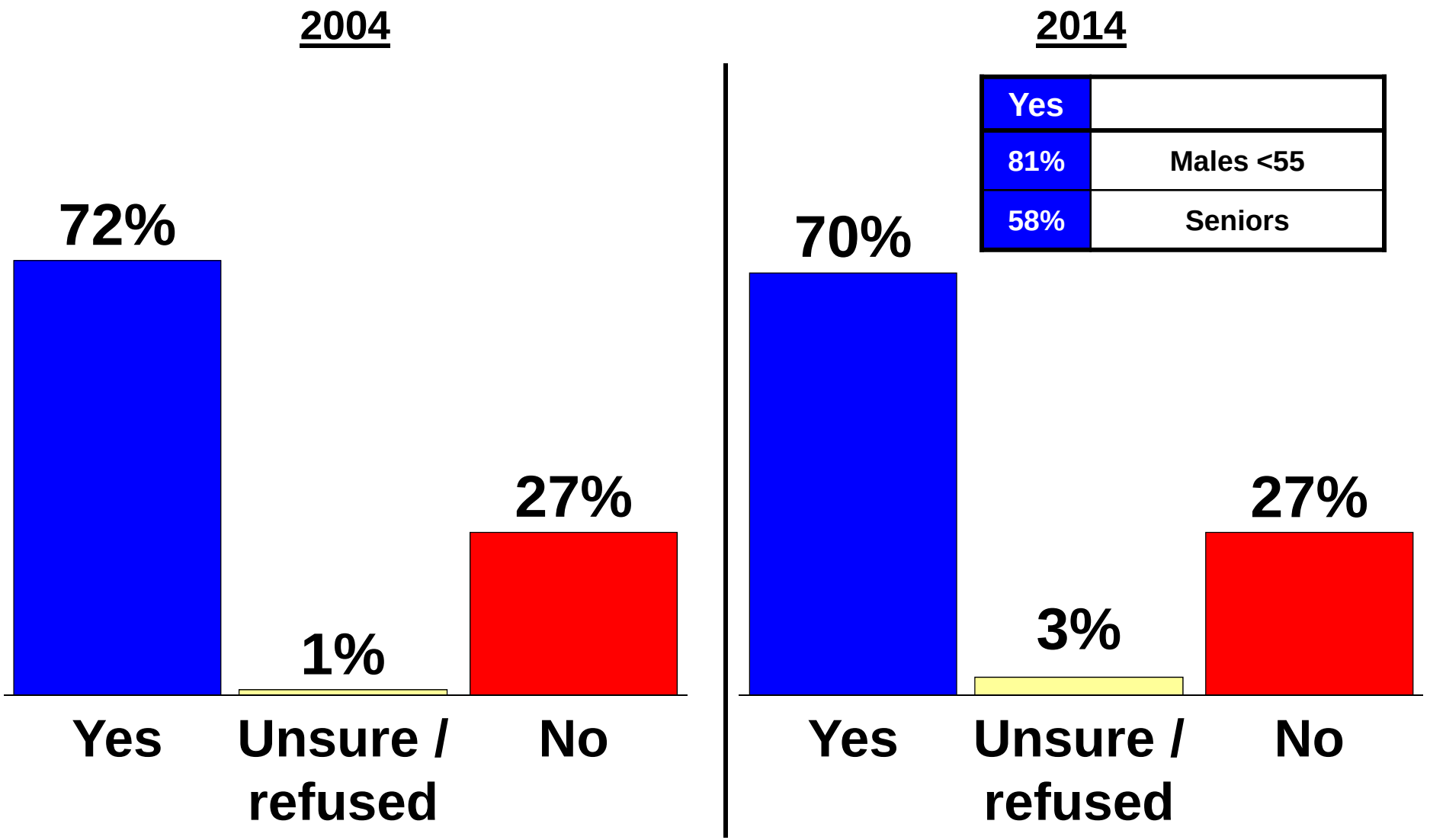
DO MORE TO CONSERVE WATER

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



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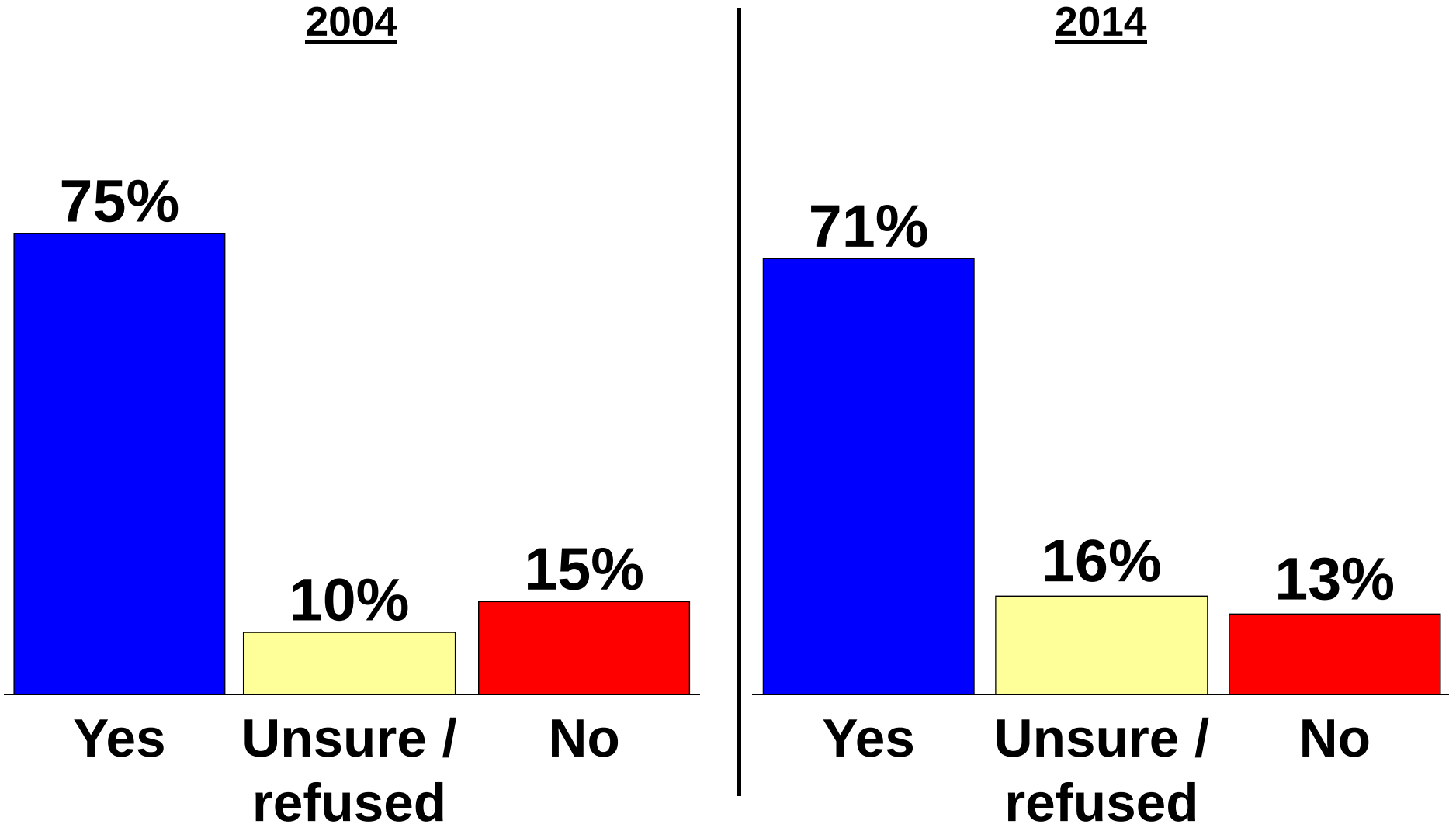
NEIGHBORS DO MORE TO CONSERVE WATER

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



Baselice & Associates, Inc. Project# 14093

HOUSEHOLD WATER USE

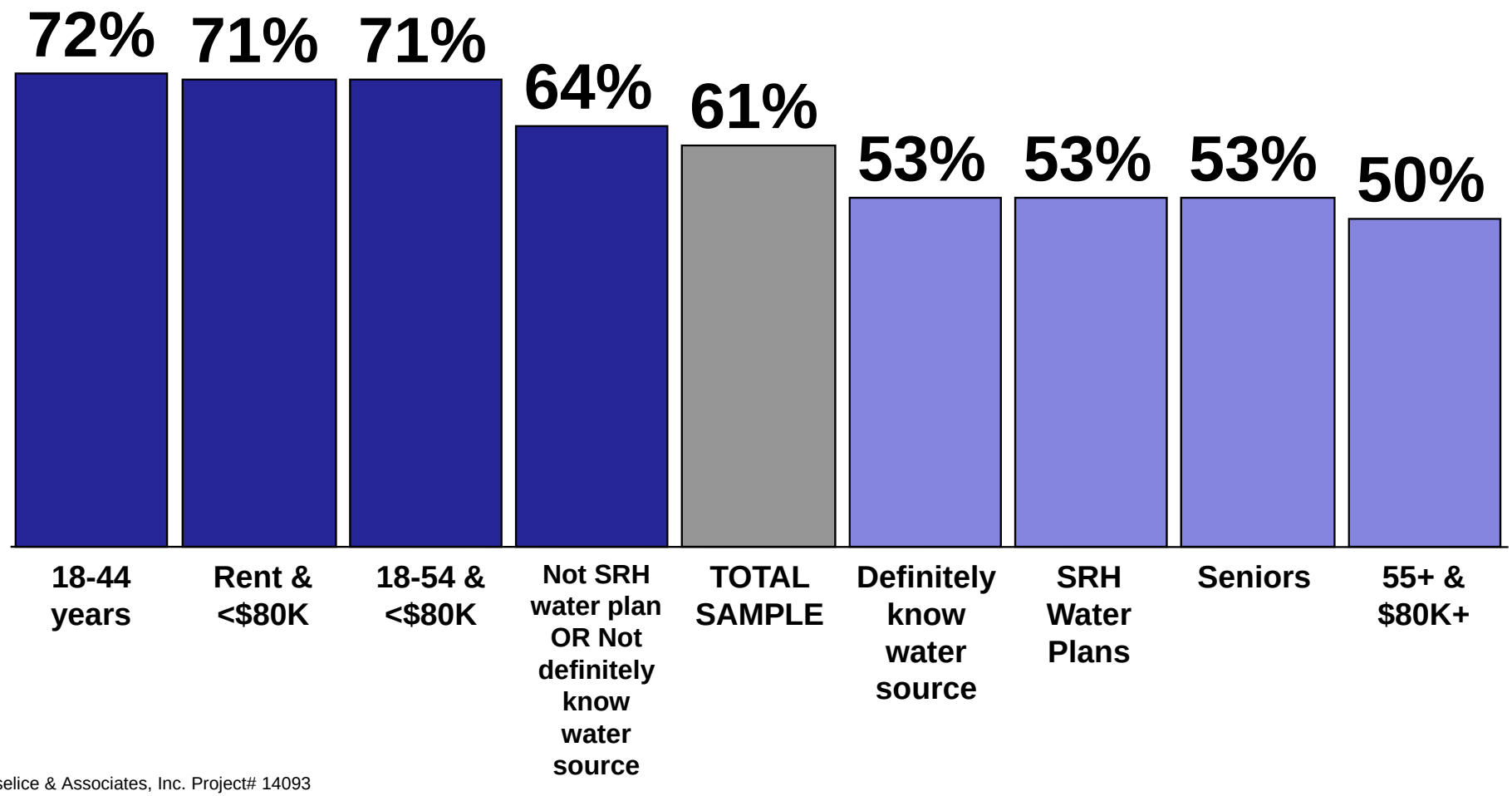
Q18-25. Please tell me if each of the following describes you and your household's water use very well, somewhat well, not that well or not at all.

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

HOUSEHOLD WATER USE

Q22. I take showers lasting longer than five minutes.

Describes well
(Very Well % plus Somewhat Well %)

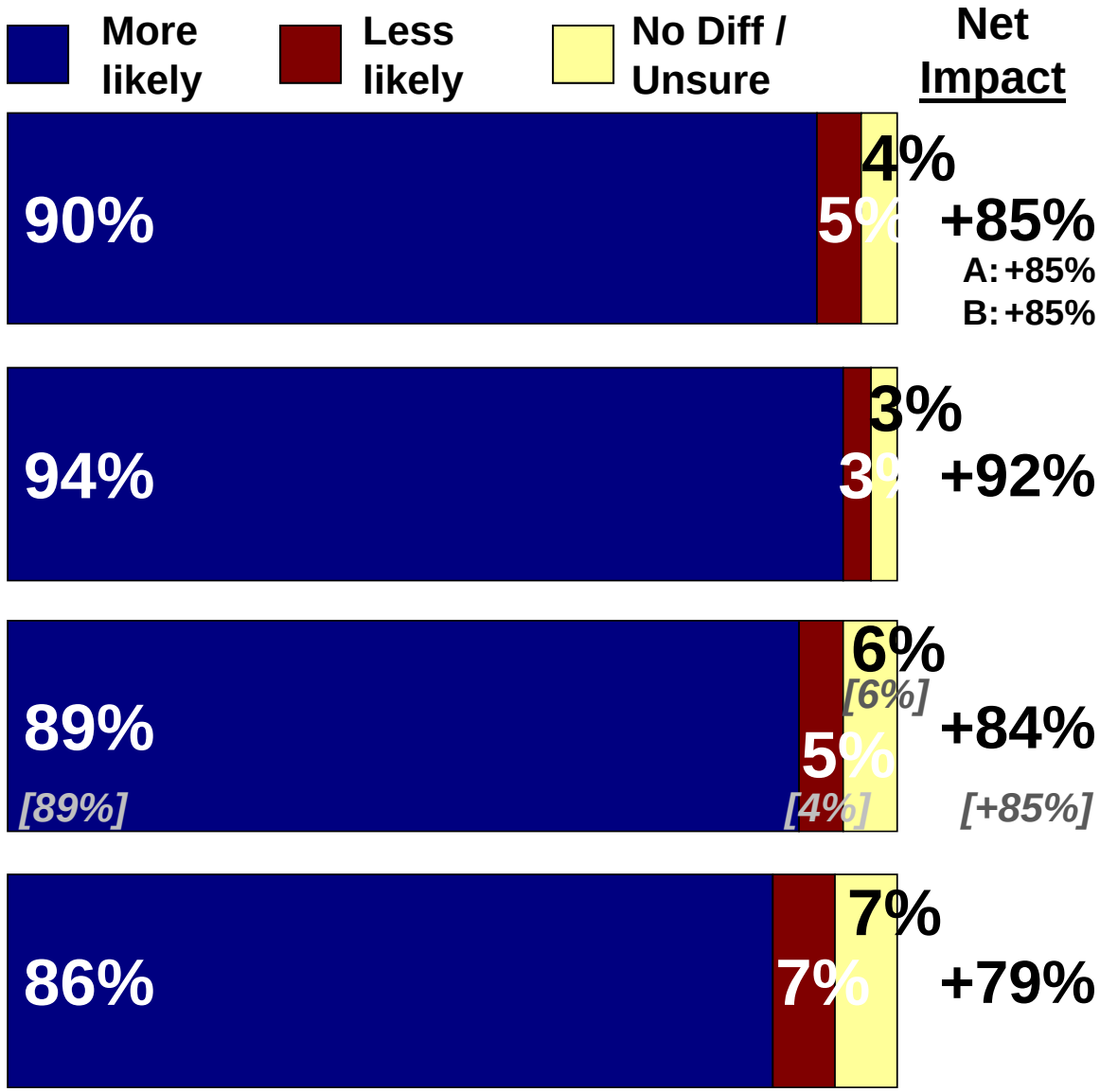


VALUE OF WATER

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

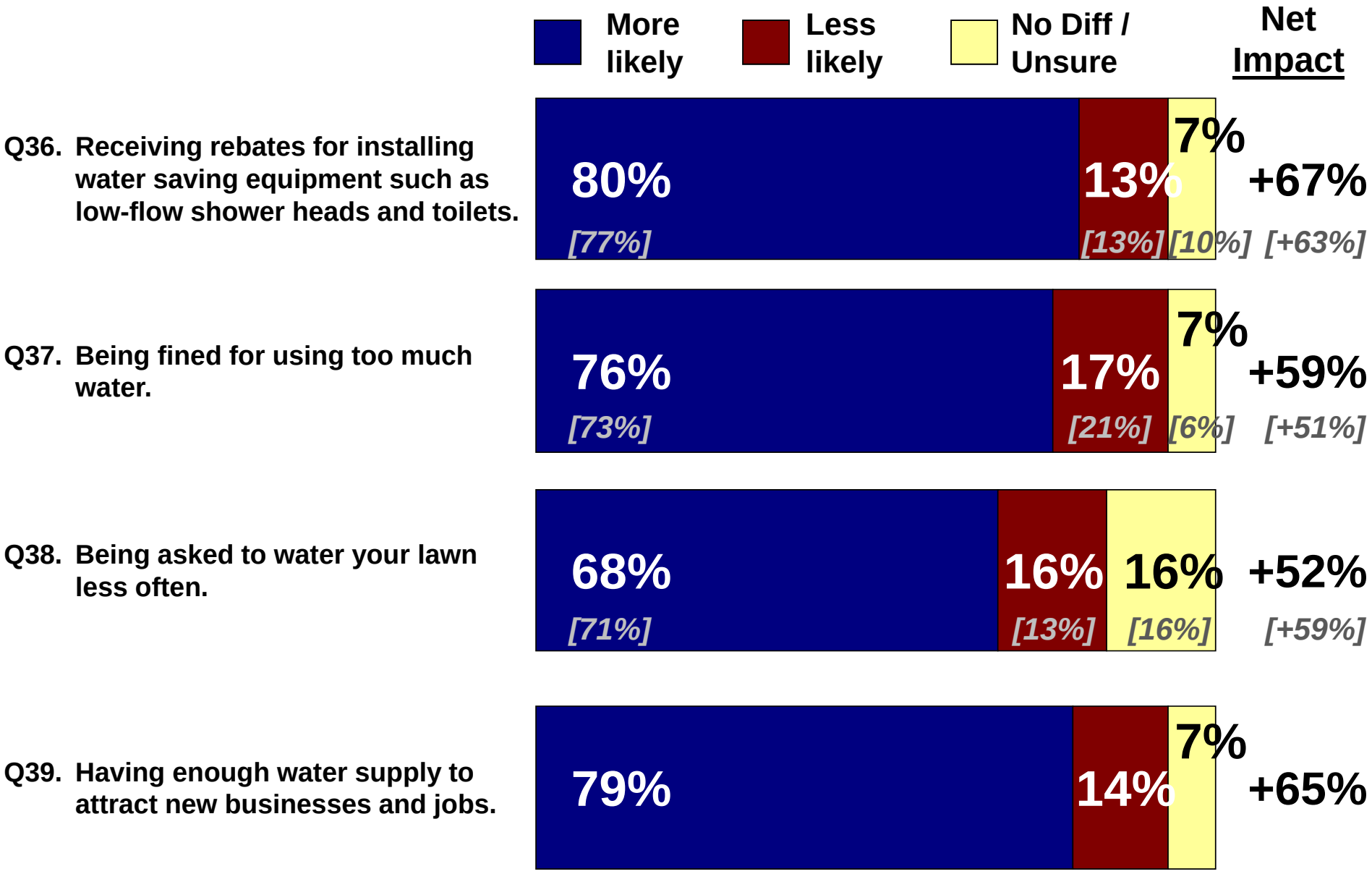
		Total Valuable	Total Not Valuable	Depends / Unsure	Net Value
Q26	Water is used to raise cattle.	85%	14%	1%	+70%
Q27	Water is used to grow cotton and other crops.	83%	16%	2%	+67%
Q28	Water is used to create electricity.	74%	22%	3%	+52%
Q29	Water is used for recreation.	36%	61%	3%	-25%
Q30	Water is used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

MORE / LESS LIKELY STATEMENTS - I



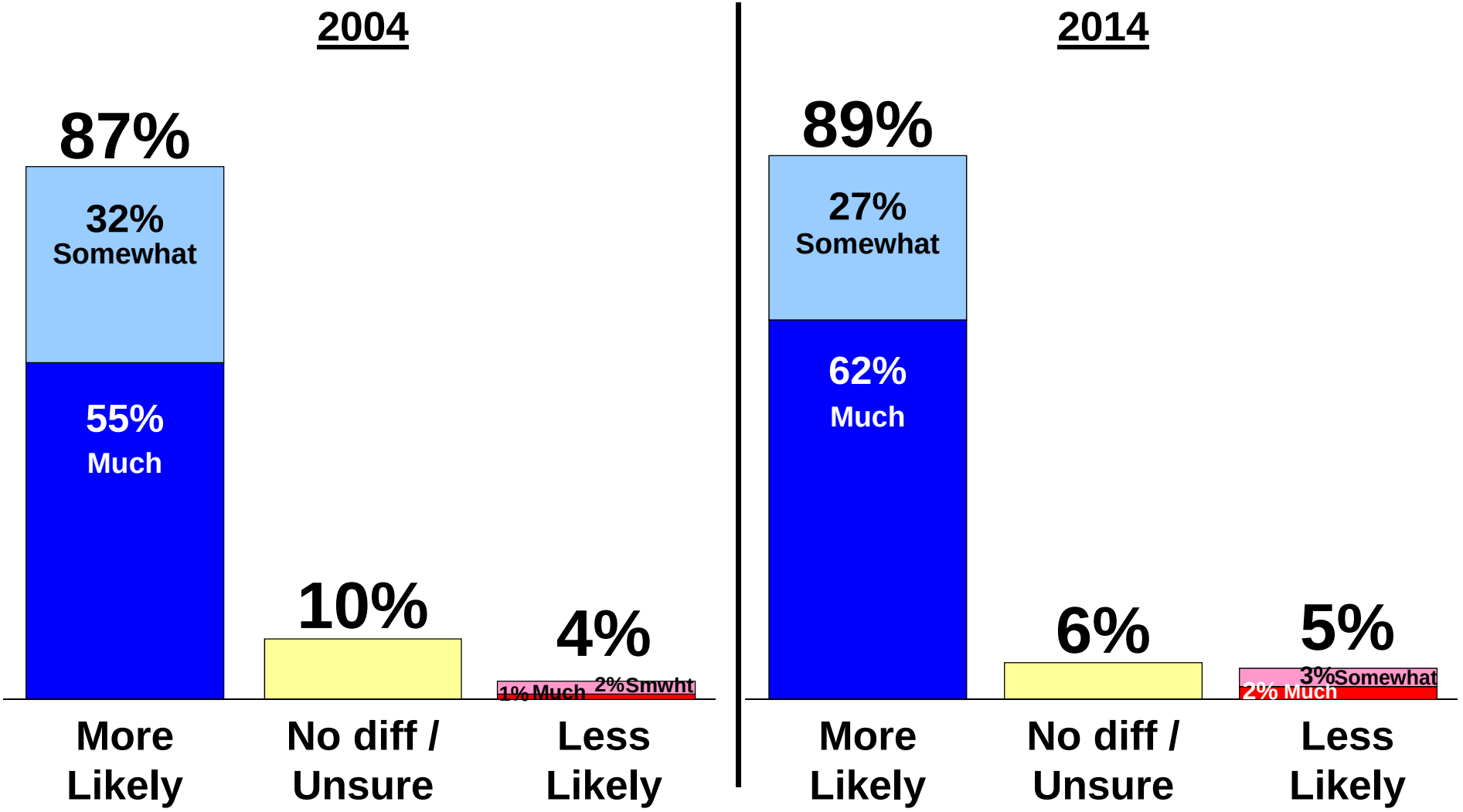
*Denotes slightly different question wording:
"Receiving savings on your water bill – 2004"

MORE / LESS LIKELY STATEMENTS - II



INFORMED POSITION ON CONSERVING WATER

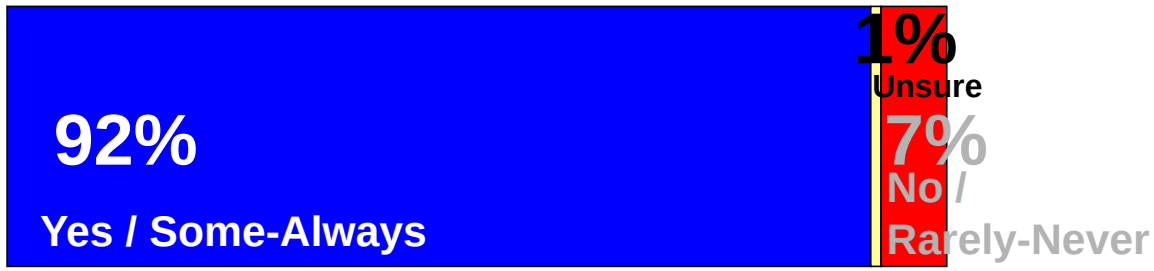
Q40. Having heard more about it, will you be much more likely, somewhat more likely, somewhat less likely or much less likely to conserve water in the future?



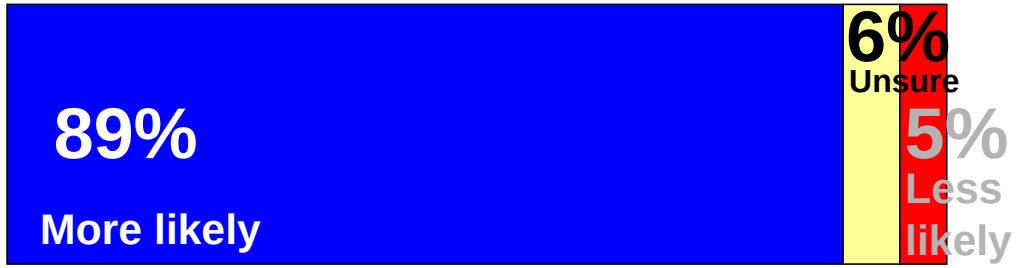
Baselice & Associates, Inc. Project# 14093

COMPARISON OF INITIAL & INFORMED POSITIONS ON CONSERVING WATER

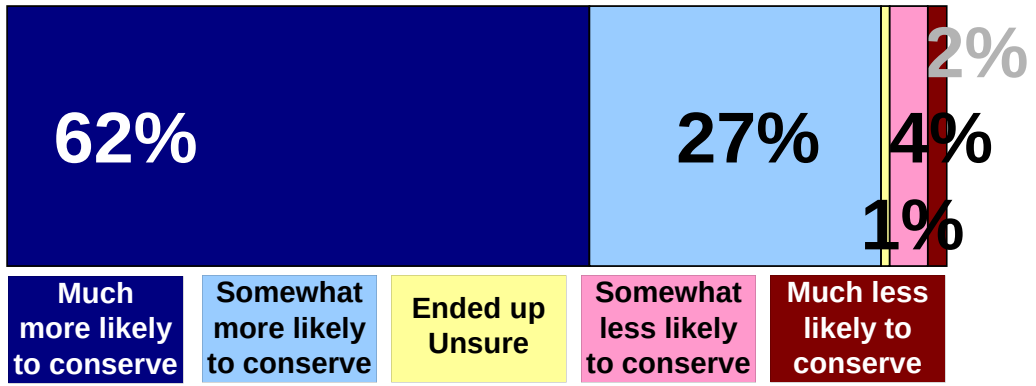
Initial position (Q15TOT)



Informed position (Q40)

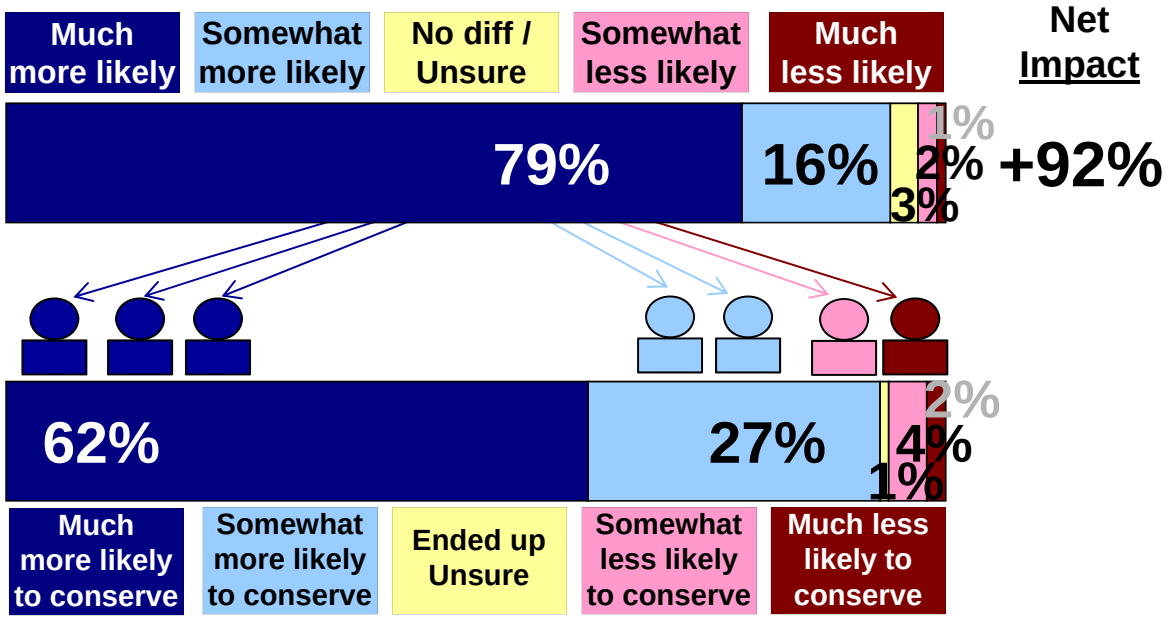


Informed ballot with details (Q40)
[This was the dependent variable used in the regression analysis]

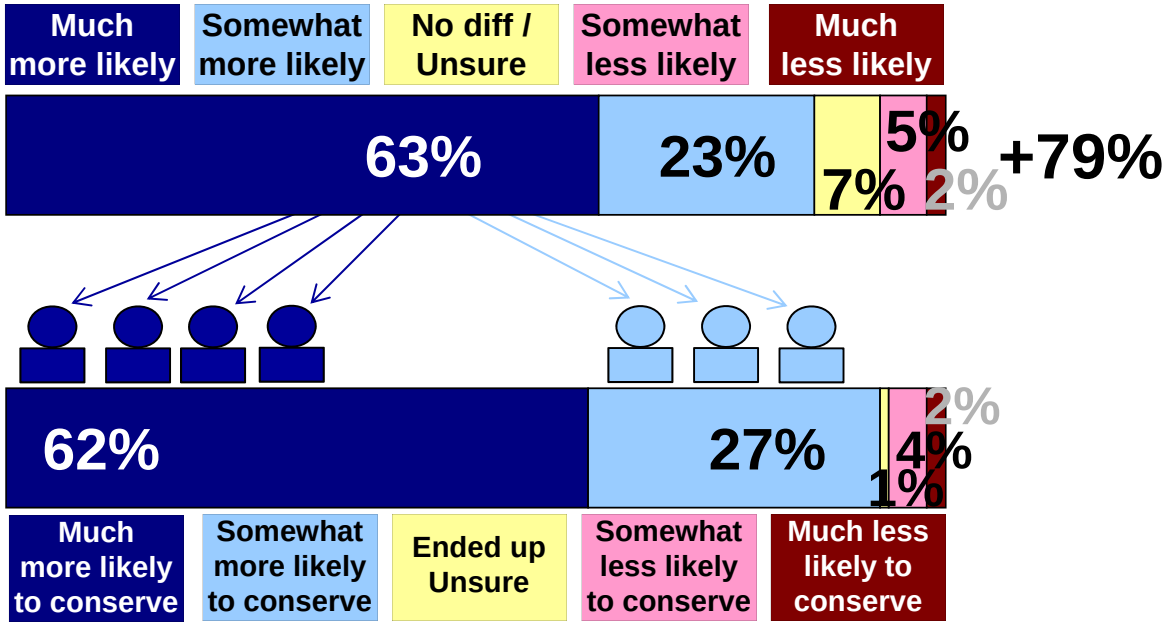


REGRESSION (CORRELATION) ANALYSIS

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

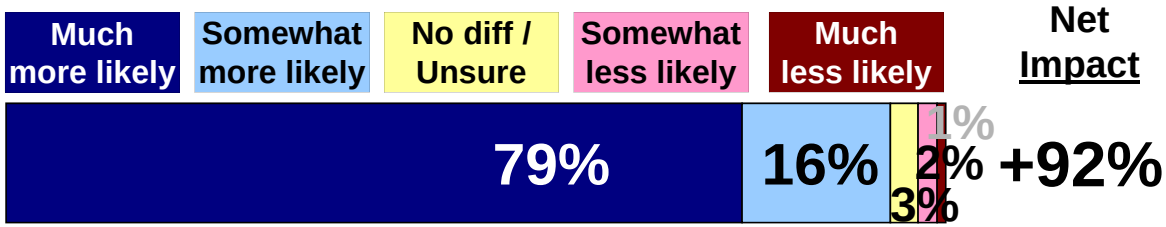


Q35. Being reminded that water is valuable and shouldn't be wasted.



CALCULATING PERSUASION SCORES

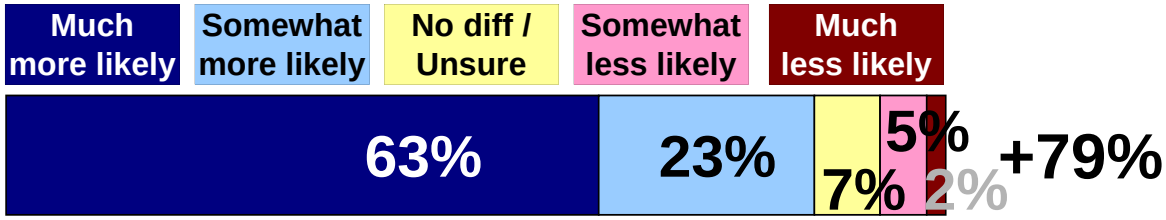
Q33. Ensuring there's enough water during a drought.



Persuasion Factor		Net Impact		Persuasion Score
0.1288	X	+92%	=	11.8

5th highest score out of 14 statements

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



Persuasion Factor		Net Impact		Persuasion Score
0.3637	X	+79%	=	28.7

The highest score out of 14 statements

Summary of Persuasion Scores

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

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

Summary of Persuasion Scores

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

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

Summary of Persuasion Scores

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

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

Summary of Persuasion Scores

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

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

Summary of Persuasion Scores

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

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

Summary of Persuasion Scores

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

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

WATER CONSERVATION MESSAGE MATRIX

- Anglo
- Definitely knows water source
- Aware of conservation effects
- Know SRH water I.Q.
- High concern over water bill

- Minority
- No idea of water source
- Not aware of conservation effects
- Not SRH water I.Q.
- Low concern over water bill

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

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

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

Saving money on your water bill (Q34).

CONCLUSIONS

1. **57% of Texas residents are aware of efforts in their part of the state to conserve water (46% in 2004).**

2. **67% believe there should be statewide funding to implement conservation strategies (71% in 2004).**

3. **61% do not think state government is doing enough to educate the public on ways to conserve water (62% in 2004).**

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

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