

Resident Surveys
Metropolitan Water District
of Southern California
As Presented to the MWD Communications
and Legislation Committee
February 12, 2018

- ▶ Telephone survey of residents in the Metropolitan Water District of Southern California
- ▶ Interviews conducted on both landlines and cell phones, by trained, professional interviewers in both English and Spanish
- ▶ Interviewing took place December 12-21, 2017
 - 1,000 total interviews
 - Overall margin of error ± 3.1 percentage points
- ▶ Where applicable, results compared to previous surveys:
 - Telephone Survey of Metropolitan Water District of Southern California Residents; Nov. 29-Dec. 11, 2016; n=1000; MoE ± 3.10 ; EMC #16-6189
 - Telephone Survey of Metropolitan Water District of Southern California Residents; Dec. 10-28, 2015, n=1000; MoE ± 3.10 ; EMC #15-5810

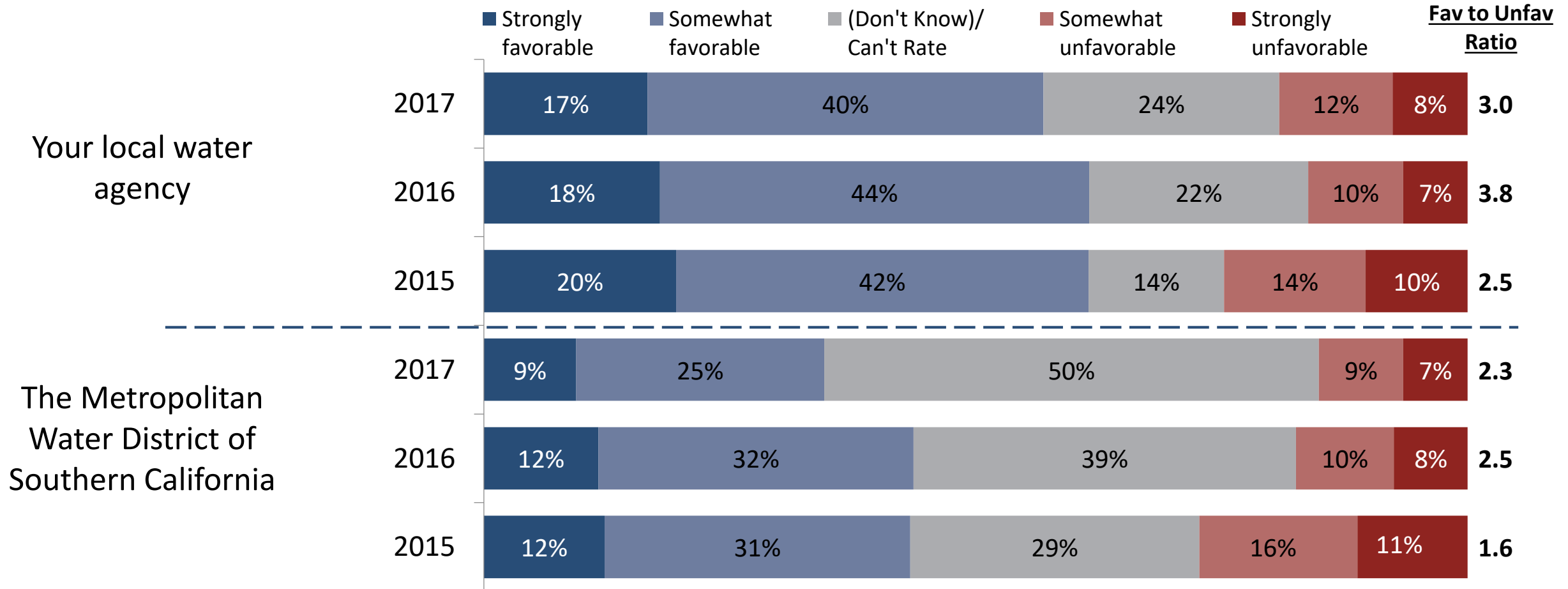
Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

- ▶ Overall awareness of Metropolitan has declined, but favorability and job ratings remain positive.
- ▶ Residents see Metropolitan as an agency that works to ensure Southern California has the water it needs and provides people with the tools and tips needed to help conserve water.
- ▶ Water is no longer a primary top of mind issue, which reflects in residents' attitudes and behaviors.
- ▶ Overall efforts to conserve water have decreased slightly, and seven-in-ten residents say they have made permanent changes in their conservation behavior.
- ▶ Proposed incentives to conserve water test well, especially rebates for water-efficient fixtures and appliances.
- ▶ Despite lower awareness and commitment to conservation, proposed projects and policies are still highly supported, including infrastructure investments and the use of purified recycled water.

Brand Ratings

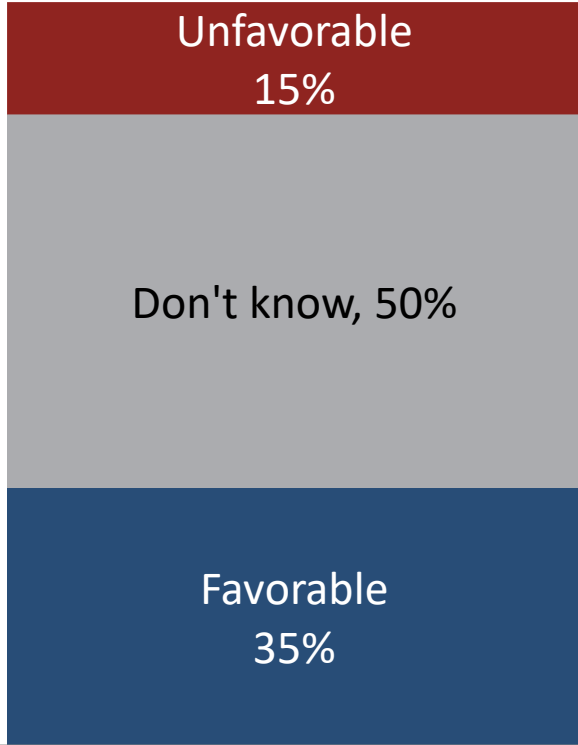
Brand ratings remain positive, but more residents say they have not heard of or can't rate Metropolitan Water.



Q4-Q5. Would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of

Metropolitan Rating after Information

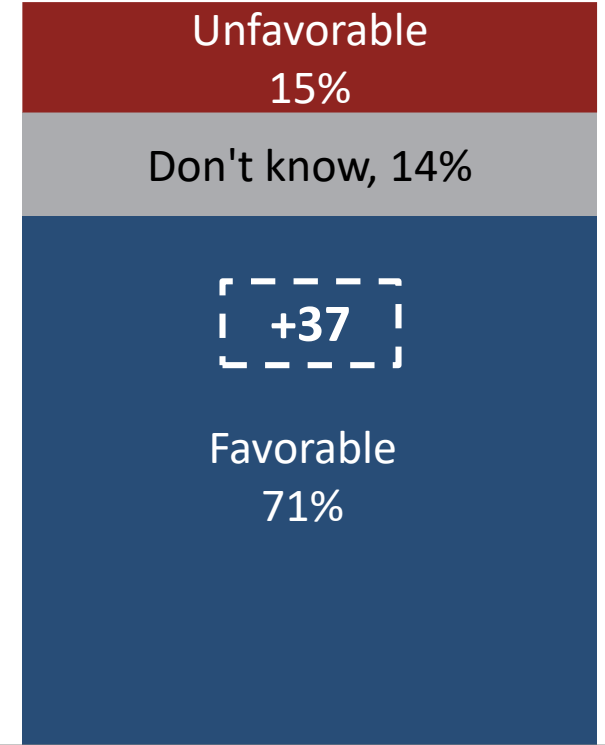
After hearing more information about Metropolitan, brand ratings increase significantly.



Initial Rating

Read to Everyone:

The Metropolitan Water District of Southern California, also known as Metropolitan, is a regional water agency that imports water from Northern California and the Colorado River. Metropolitan treats the water and then supplies drinking water to local agencies who serve more than nineteen million residents in Los Angeles, Orange, Riverside, San Bernardino, San Diego, and Ventura counties. Metropolitan also provides conservation programs and helps those agencies develop local water supplies.



After Information

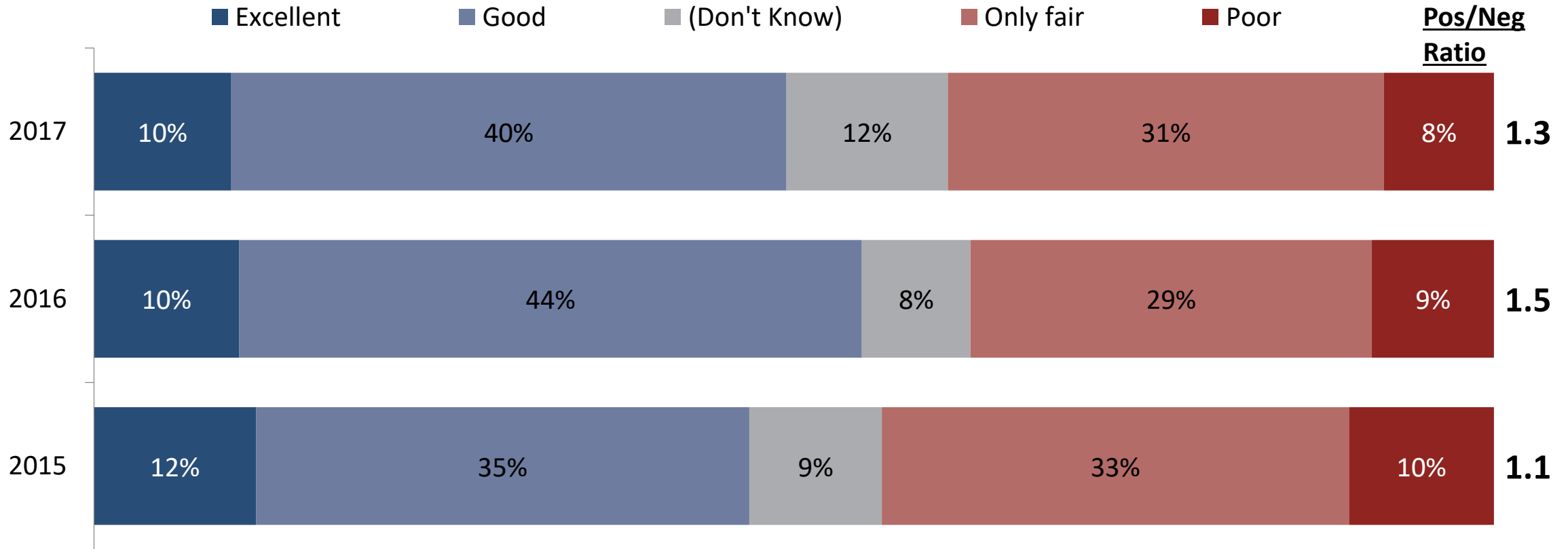
Q5. I'm going to read you a list of several people and organizations. Please tell me if you have a favorable or unfavorable opinion of each one. If you have never heard of one, please just say so.

Q8. Hearing this, do you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of The Metropolitan Water District of Southern California?

Metropolitan Job Rating

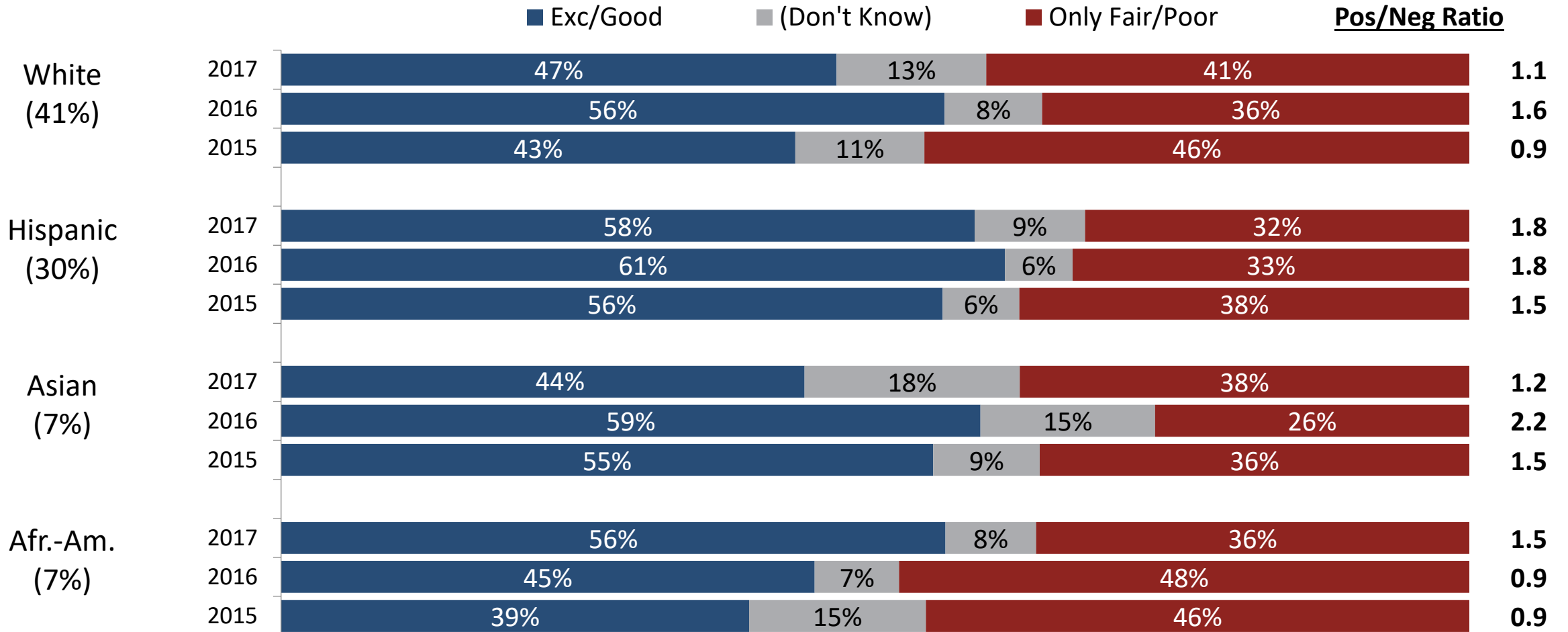
Metropolitan's job rating remains positive.

Metropolitan Water District



Job Rating by Demographic Group

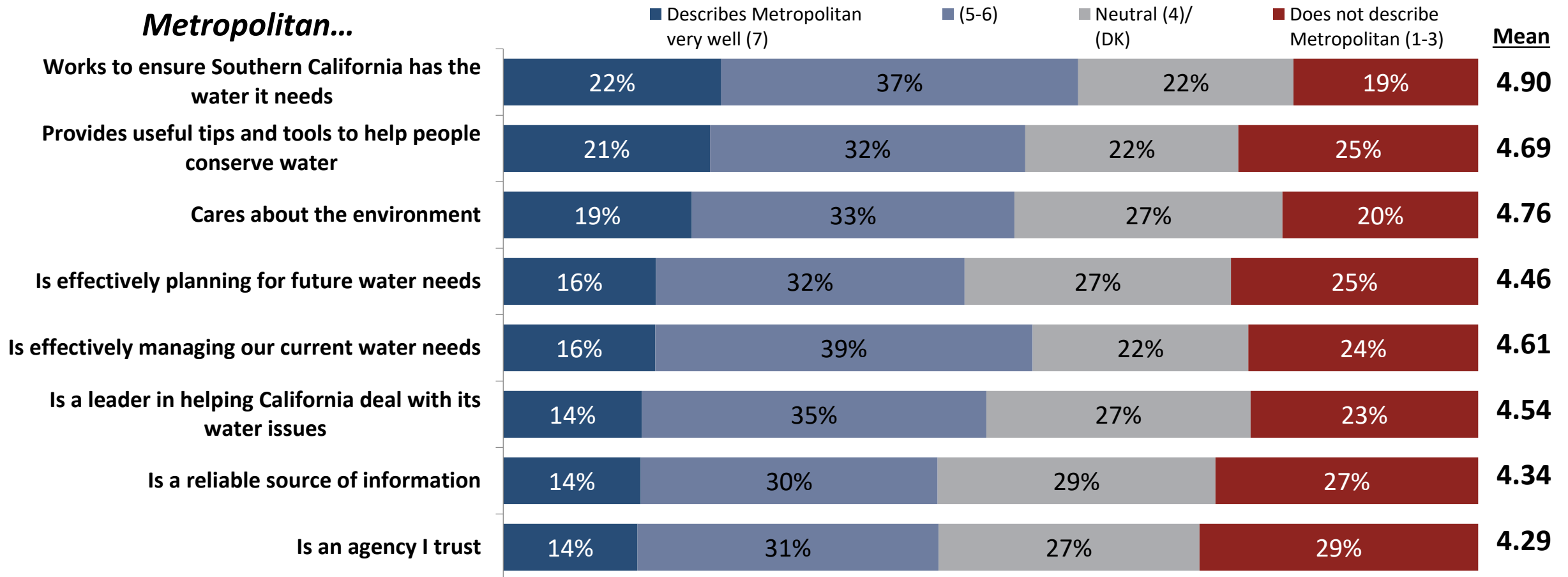
Hispanic residents rate Metropolitan more positively than other ethnicities.



Metropolitan Brand Attributes

A majority of residents think Metropolitan works to ensure the water supply, provides useful tips for conservation, and cares about the environment.

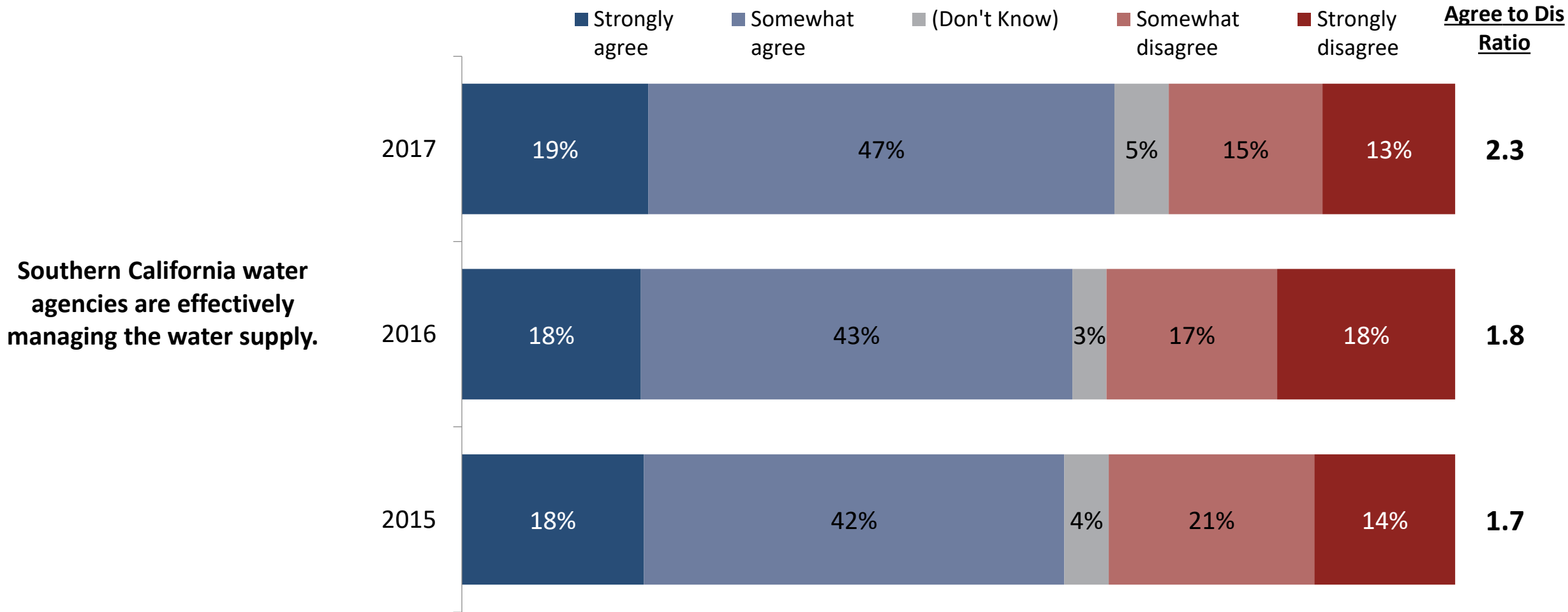
Metropolitan...



Q10-Q17. Using a scale of one to seven, please tell me how well each one describes the Metropolitan Water District of Southern California, where one means the statement does not describe Metropolitan at all and a seven means the phrase describes Metropolitan very well. Even if you are unfamiliar with Metropolitan, please answer to the best of your ability.

Water Management Attitudes

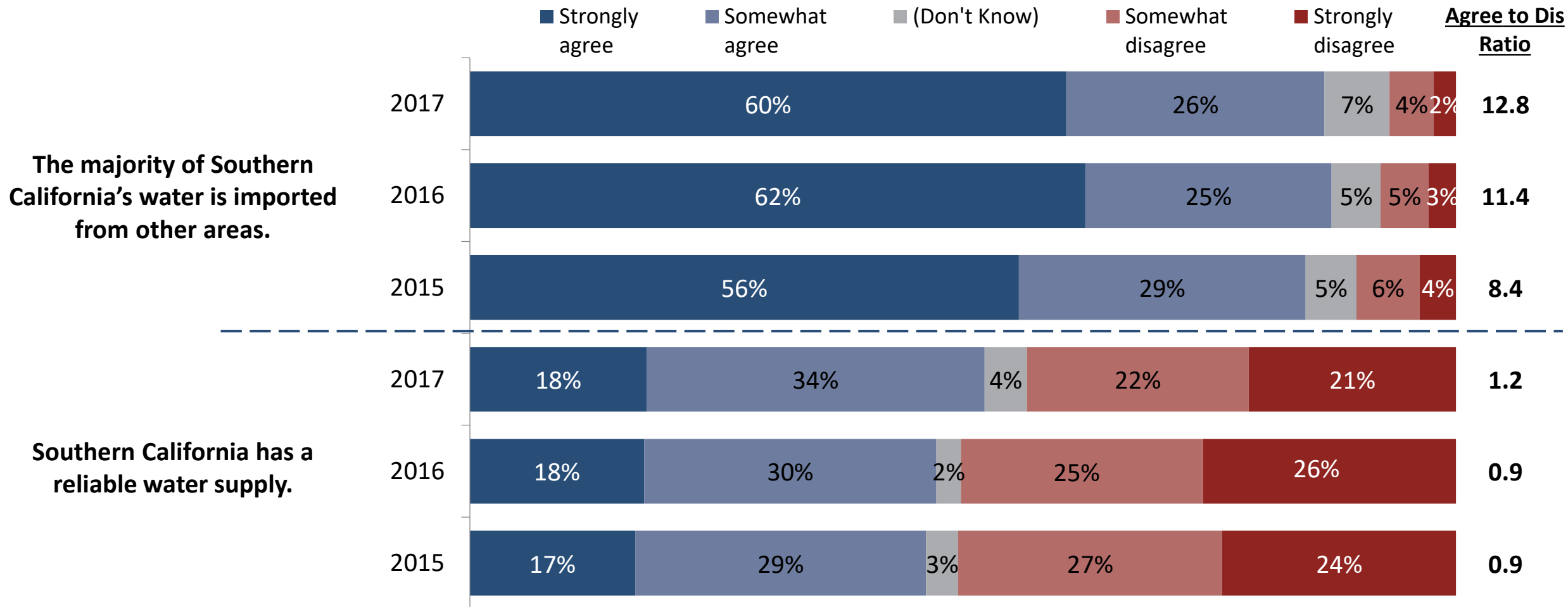
About two-thirds of residents think Southern California agencies are effectively managing the water supply.



Q18-Q24. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.

Water Supply Attitudes

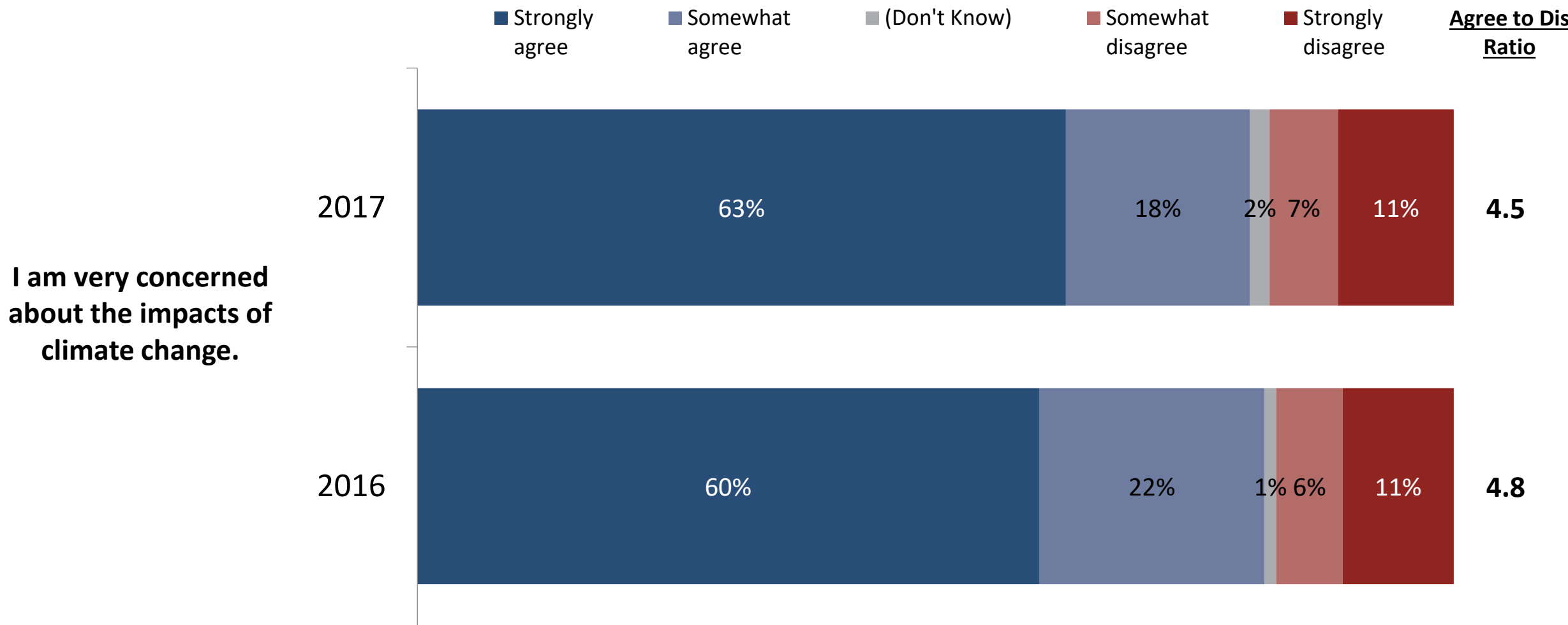
A slight majority now agree that Southern California has a reliable water supply.



Q18-Q24. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.

Climate Change Attitudes

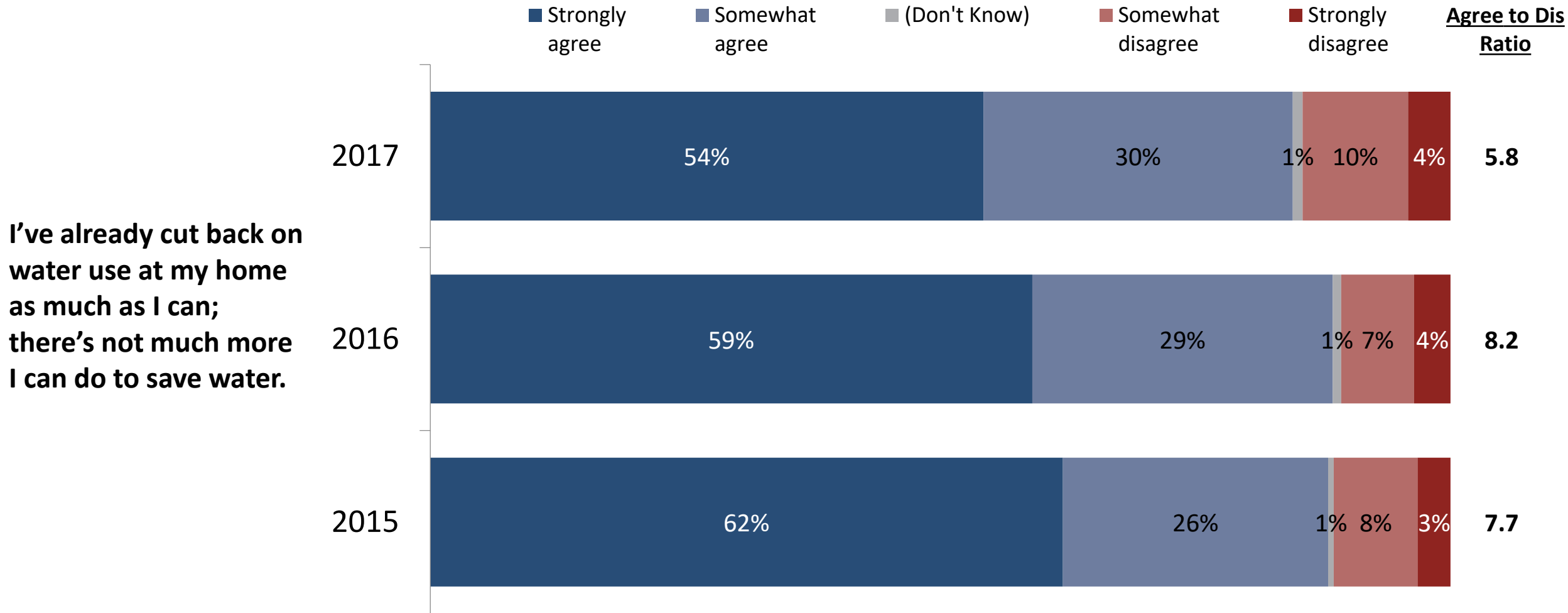
Eight-in-ten residents are concerned with the impacts of climate change.



Q18-Q24. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.

Water Conservation Attitudes

There is a slight drop in the number of residents that say they have done all they can to cut back on water usage.

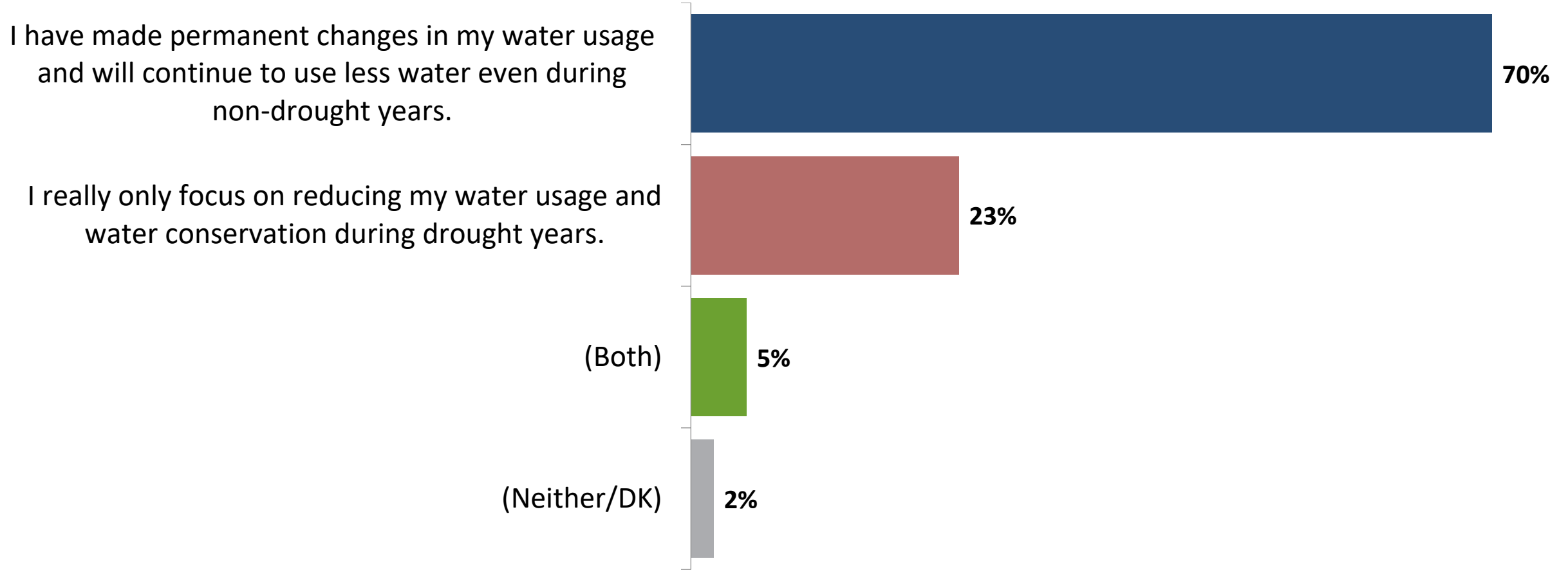


I've already cut back on water use at my home as much as I can; there's not much more I can do to save water.

Q18-Q24. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.

Conservation Behavior Forced Choice

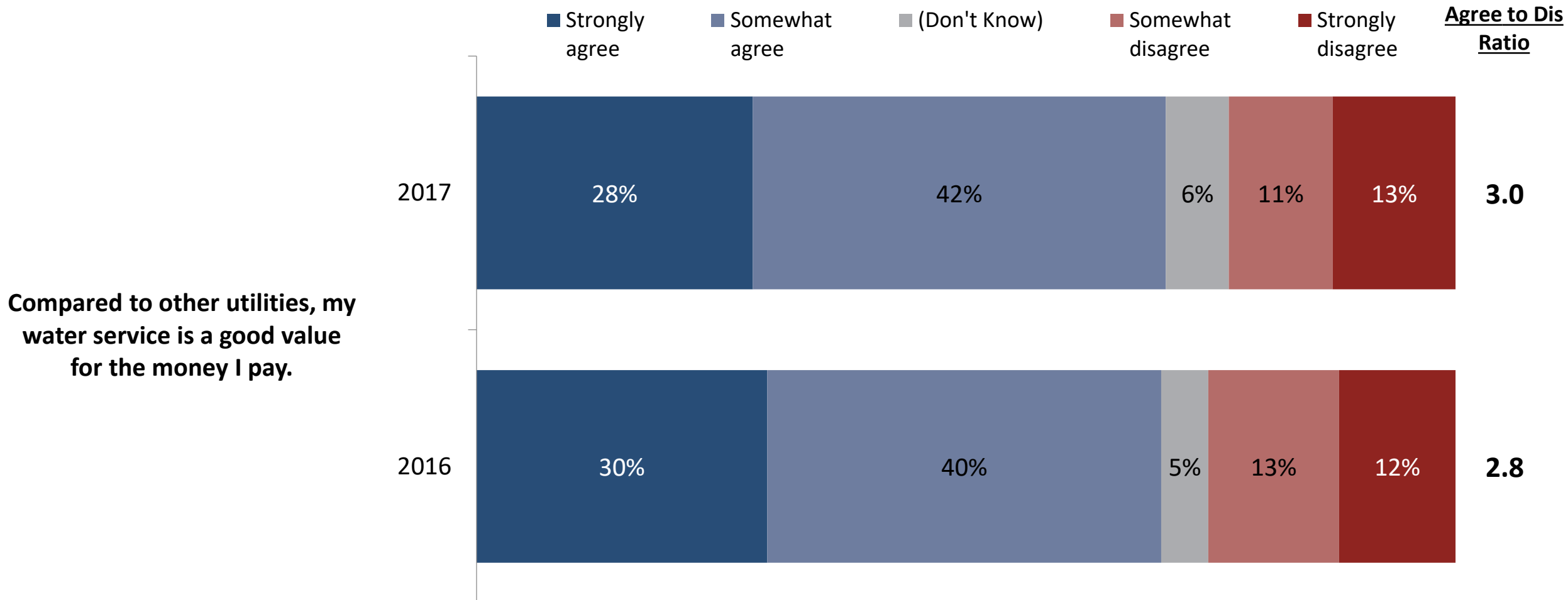
A strong majority of residents say they have made permanent changes in their water usage, as opposed to only making changes during drought years.



Q26. Now I'd like to read you a pair of statements about water conservation. Please tell me which one is closer to your opinion: I have made permanent changes in my water usage and will continue to use less water even during non-drought years OR I really only focus on reducing my water usage and water conservation during drought years.

Water Value Attitudes

Residents continue to think that their water is a good value compared to other utilities.



Q18-Q24. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.

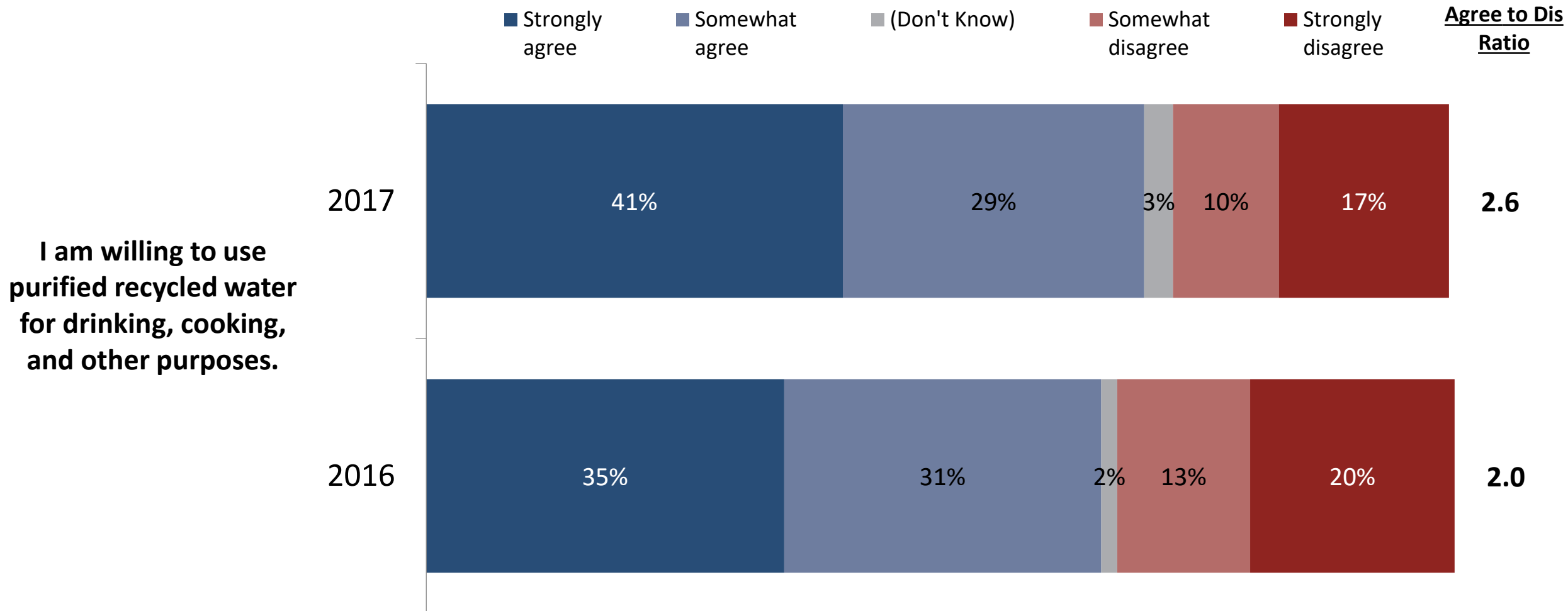
Conservation Motivators

Residents think rebates and monetary savings would provide the strongest motivation for water conservation.

What, if anything, do you think would provide the strongest motivation for people to conserve water, even if there is no drought?	% 2017
Rebates / Incentives / Saving Money	30
Raise Awareness / Educate People	21
Personal Accountability	13
Raise Prices / Charging More For Use	9
Fines / Penalties For Excessive Use	3
Water Programs And Technology	3
Regulate / Limit Usage	2
Other	2
Don't Know / Refused	17

Purified Recycled Water Attitudes

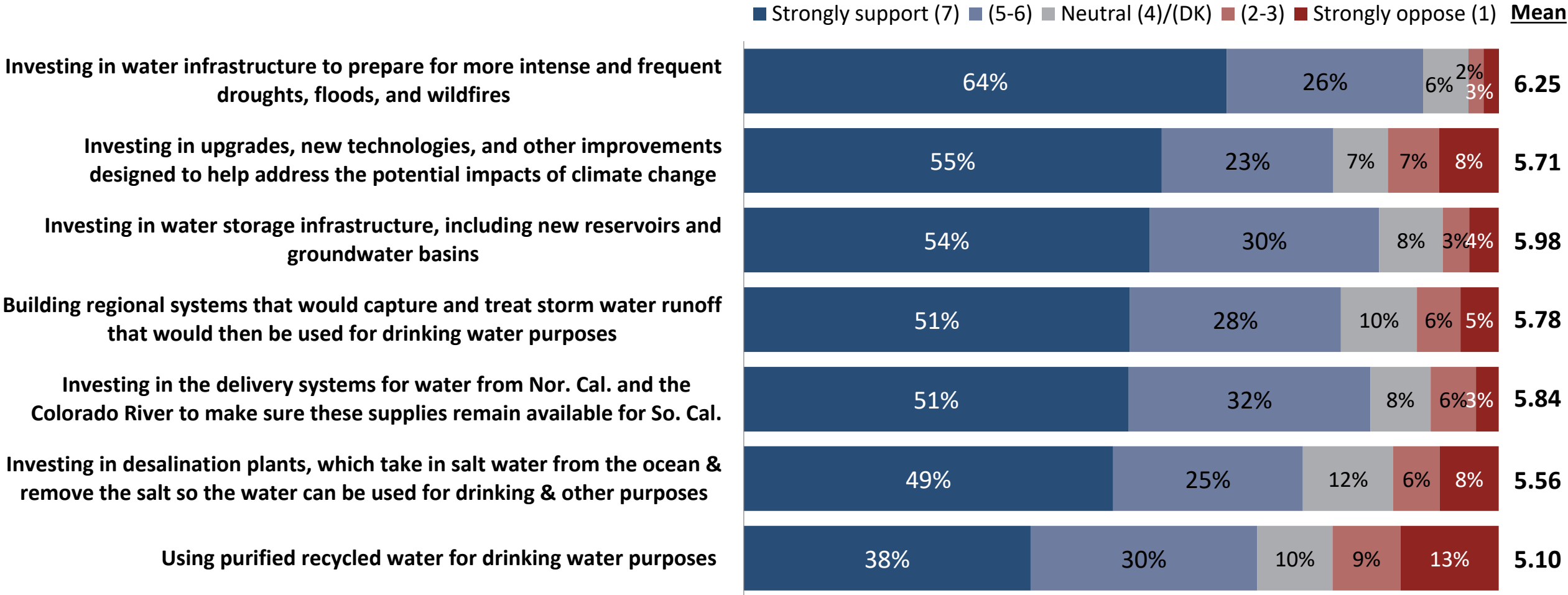
More residents agree that they are willing to use purified recycled water for household purposes, including drinking.



Q18-Q24. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.

Top Supported Projects and Policies

Investing in water infrastructure to prepare for extreme weather and natural disasters is the top supported project.



Q27-Q33. Now I'm going to read you a list of some potential projects or policies for Southern California. Please rate each on a one to seven scale, where one means you strongly oppose that project or policy and seven means you strongly support it.



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