

Metropolitan Water District of Southern California Drought Awareness Survey Results Presentation

August 2021



**Opinion Research on
Elections and Public Policy**



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MWD of Southern California – Drought Awareness Survey

Survey Methodology*

	Survey Details
Mode	Phone (landline and mobile) and Online (email and text to web)
Language	English and Spanish
Length	11 minutes (online) 12 minutes (phone)
Target Respondents	Metropolitan Water District of Southern California service territory voters
Survey Fielding	August 2 – August 9, 2021
Survey Participants	1,000

Sample

The sample was developed from voter files compiled by the six Met area county election officials. We called, emailed and texted voters. We matched the demographics of Metropolitan Water District of Southern California service territory voters.

Data Collection Explained

Interviews were conducted by phone (25%) and online (75%) modes. Participants were invited by email (50%) and text message (50%) for the online method.

Respondents in all modes chose their preferred language, English (87%) and Spanish (13%).

The online survey was accessible by computer, tablet, and smart phone. Phone interviews were conducted via landline (39%) or mobile (61%).

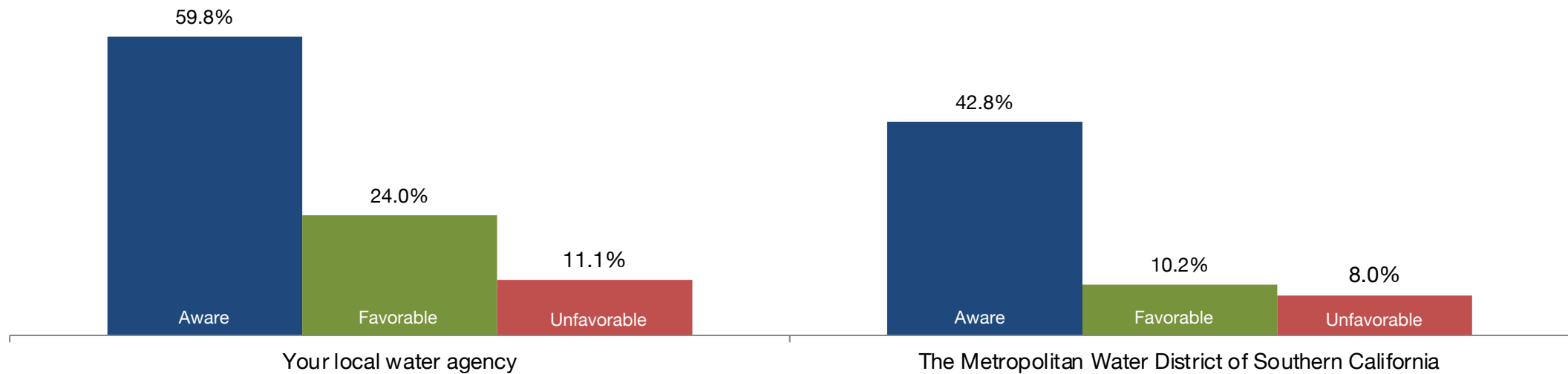
Security measures precluded individuals from completing the survey more than once.

Probolsky Research in a Latina- and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.

**Due to rounding, totals shown on charts may not add up to 100%*

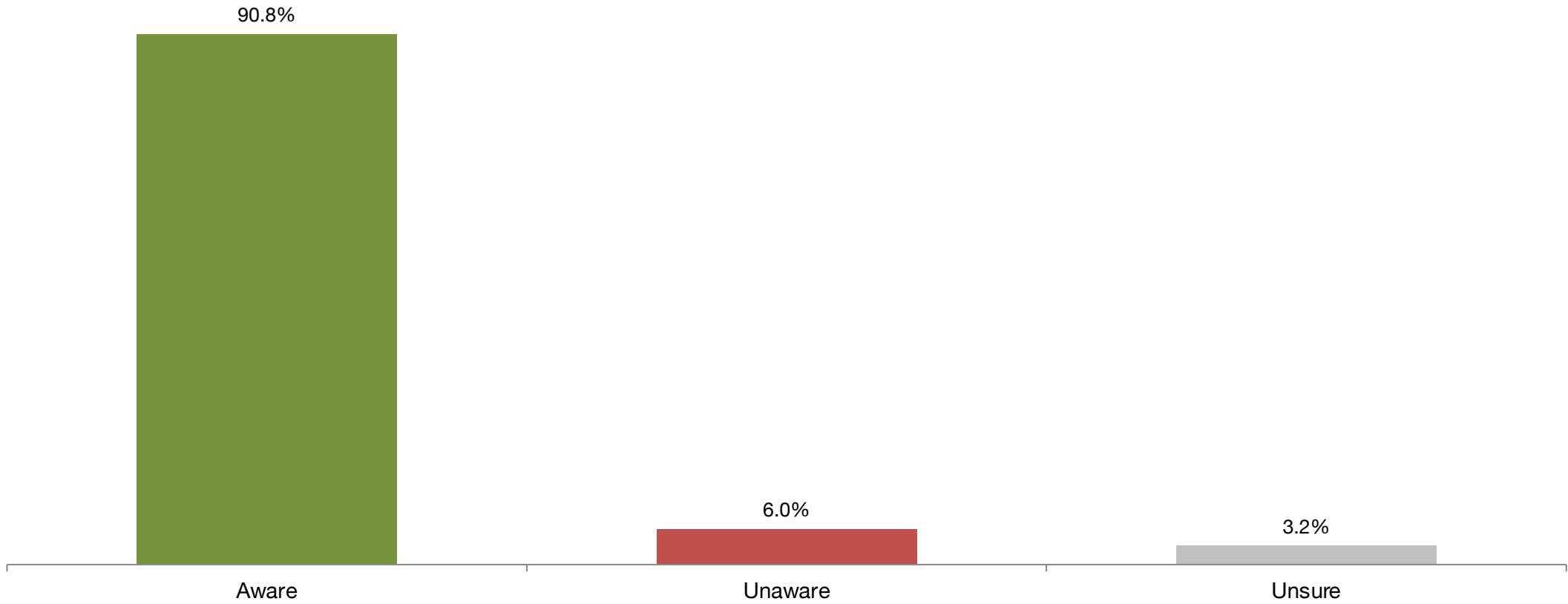
Met's favorables are similar to its unfavorables

Question 1, 2: We have a list of organizations, please indicate if you have heard of them and if you have a favorable or unfavorable opinion of them. If you have no opinion or have never heard of them, that's OK.



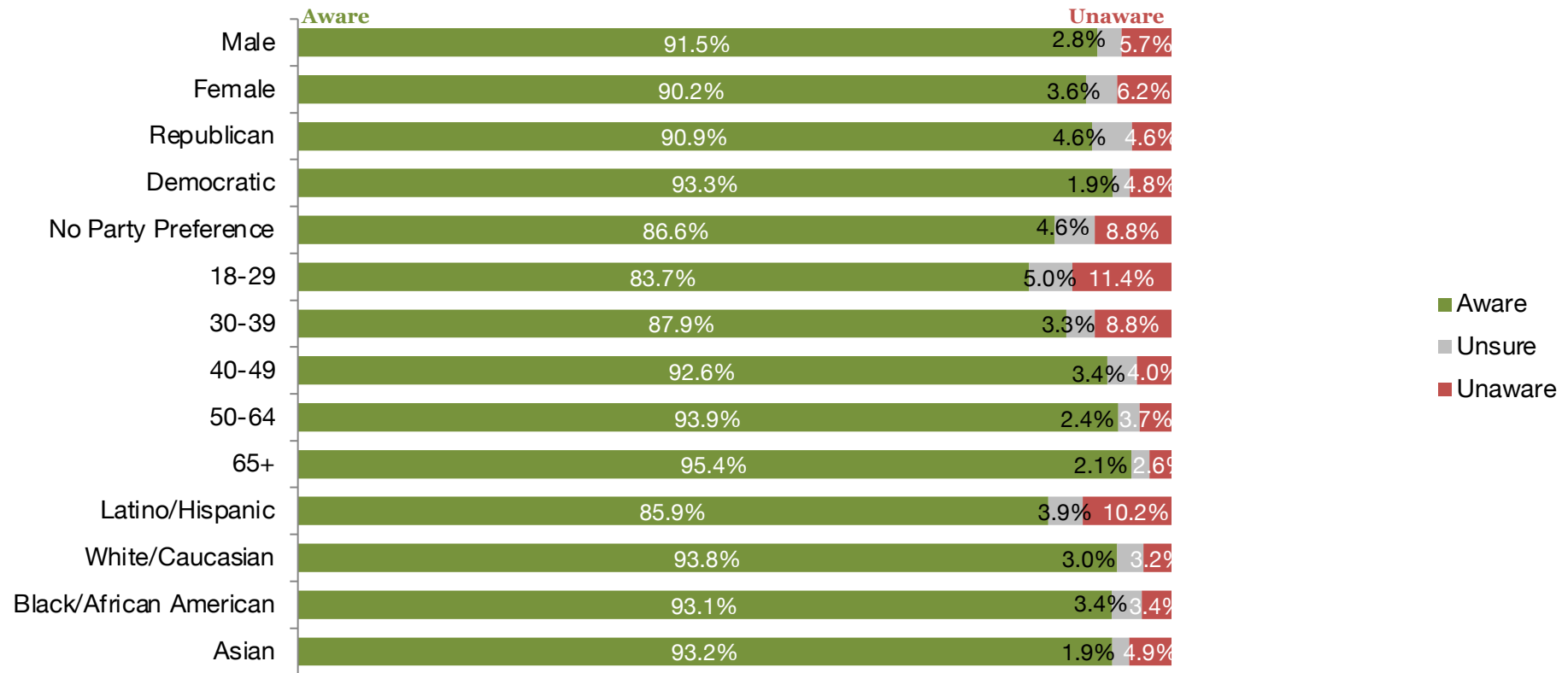
91% say they are aware that California is currently experiencing drought conditions

Question 3: Are you aware that California is currently experiencing drought conditions?



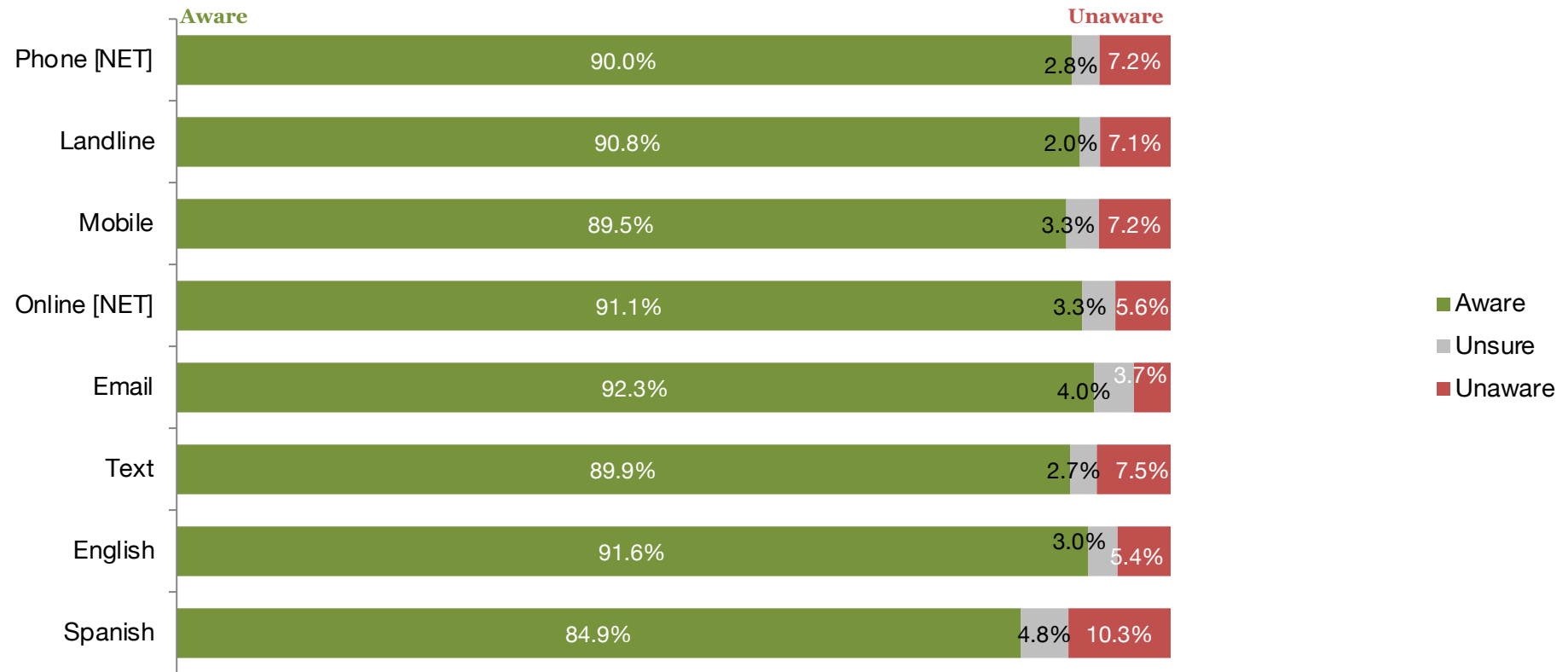
Results by gender, party preference, age group and ethnicity

Question 3: Are you aware that California is currently experiencing drought conditions?



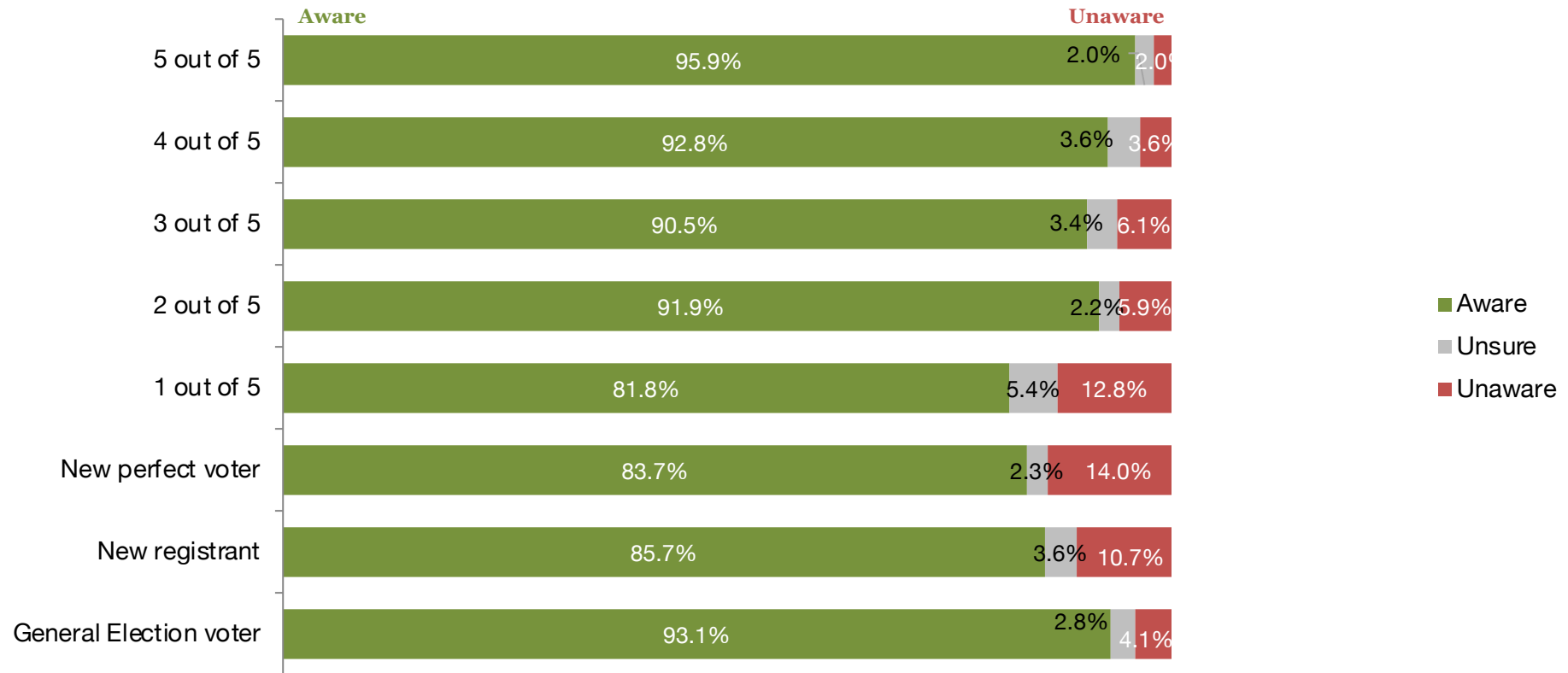
Results by survey mode and language

Question 3: Are you aware that California is currently experiencing drought conditions?



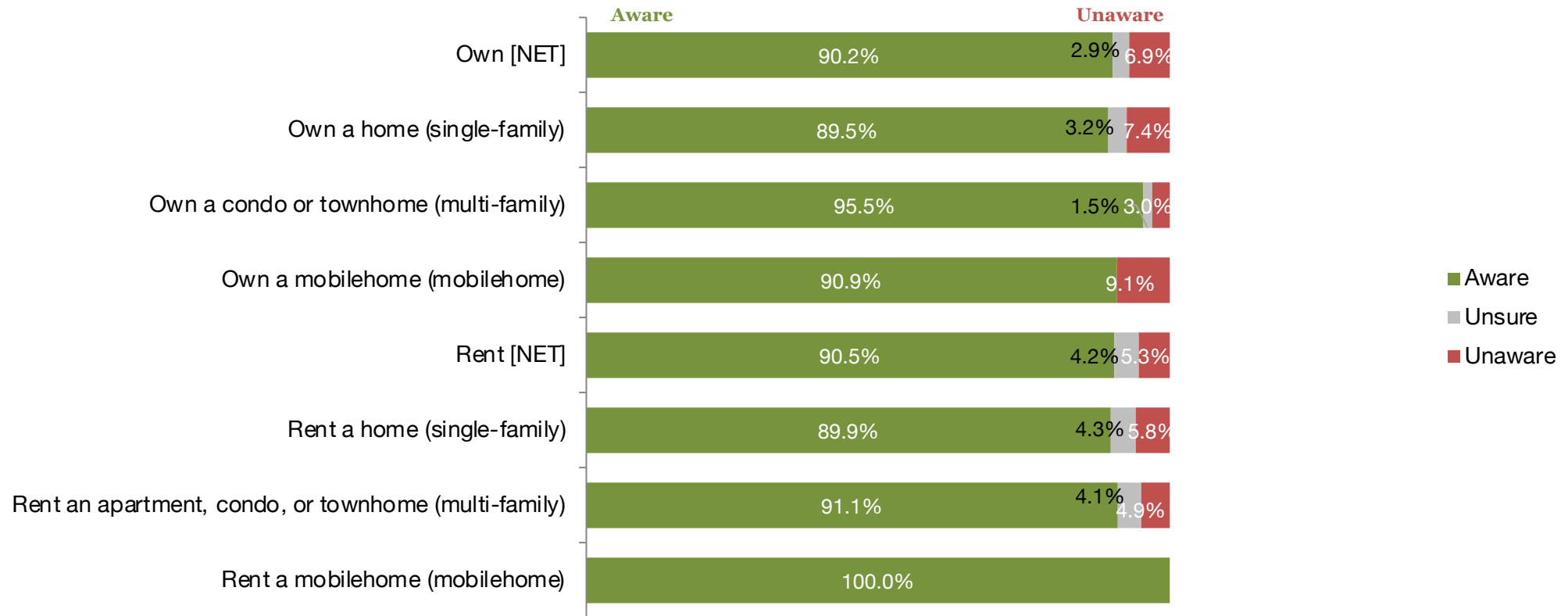
Results by vote propensity and type of voter

Question 3: Are you aware that California is currently experiencing drought conditions?



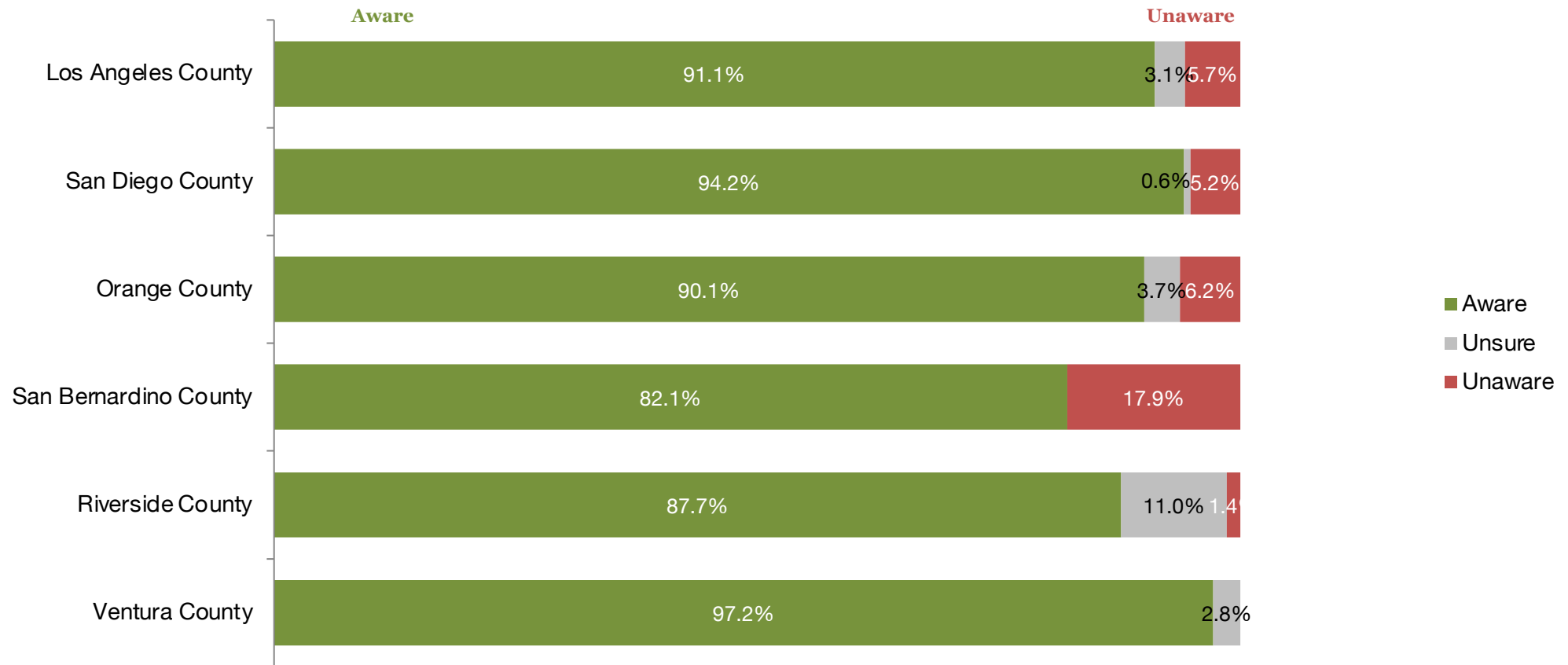
Results by type of home

Question 3: Are you aware that California is currently experiencing drought conditions?



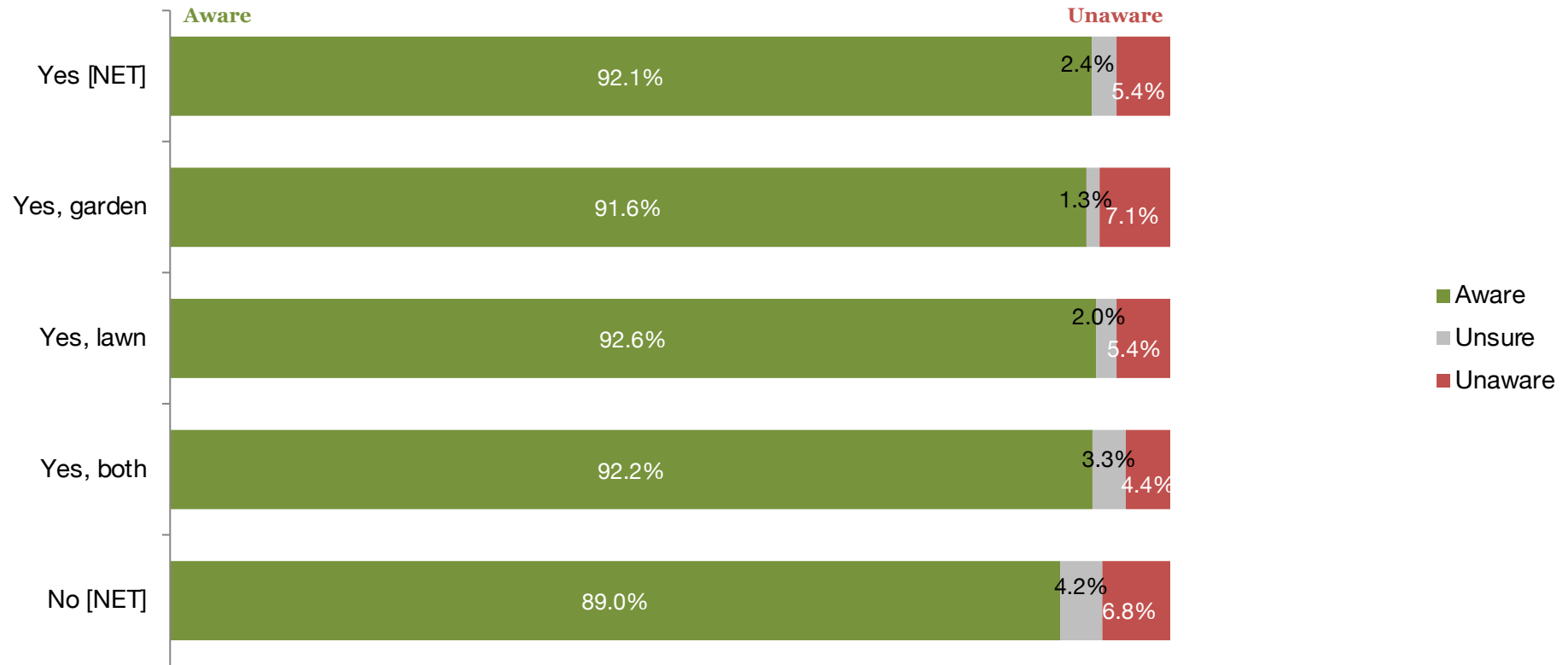
Results by geography

Question 3: Are you aware that California is currently experiencing drought conditions?



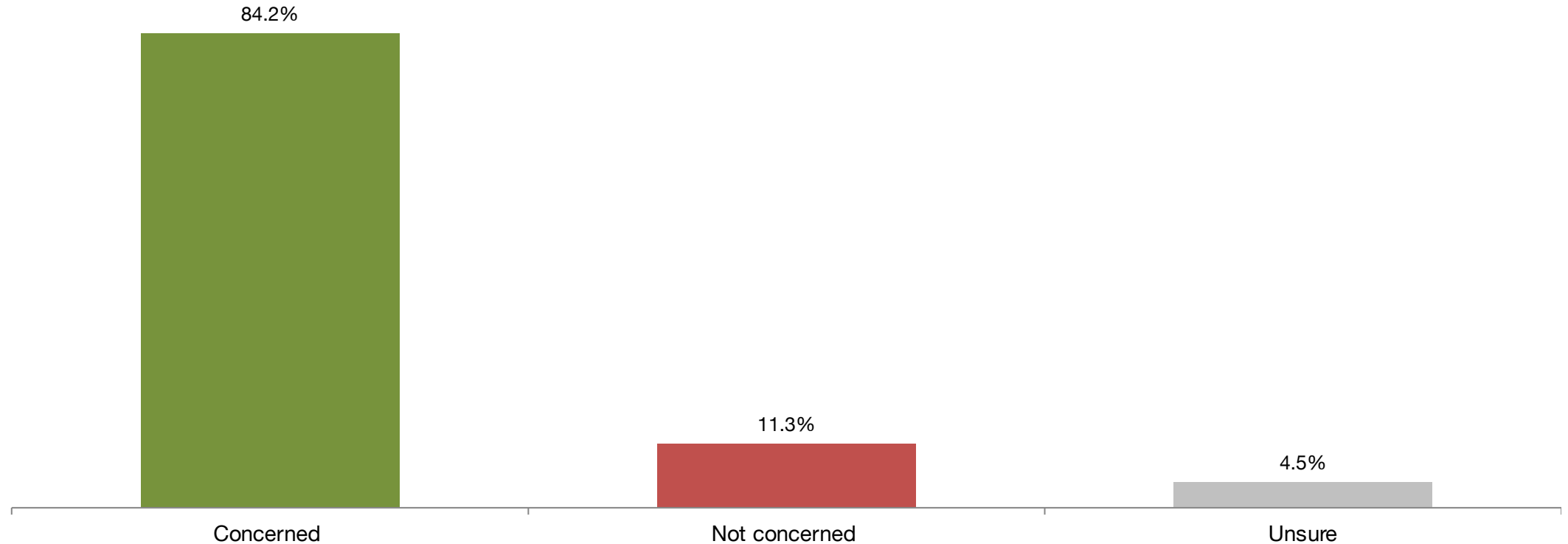
Results by outdoor space

Question 3: Are you aware that California is currently experiencing drought conditions?



84% are concerned about current drought conditions in California

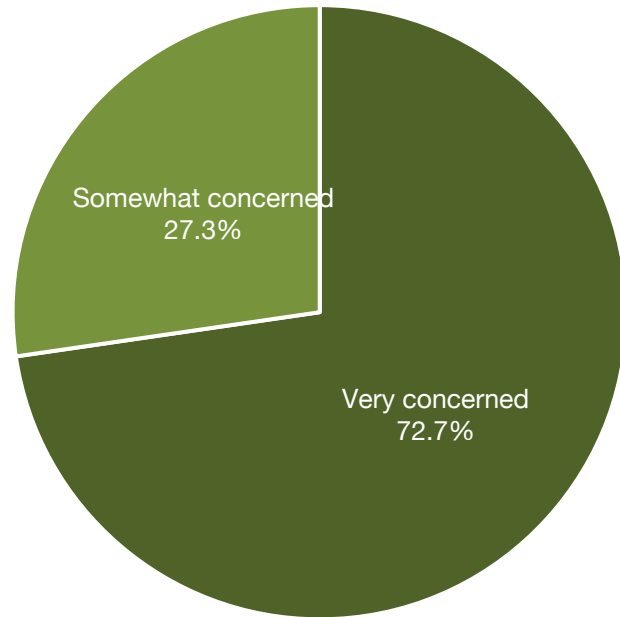
Question 4: Are you concerned about current drought conditions in California?



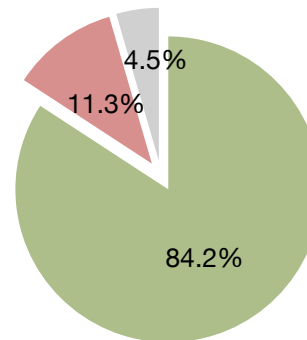
Among those concerned, 73% are very concerned

Question 4: Are you concerned about current drought conditions in California?

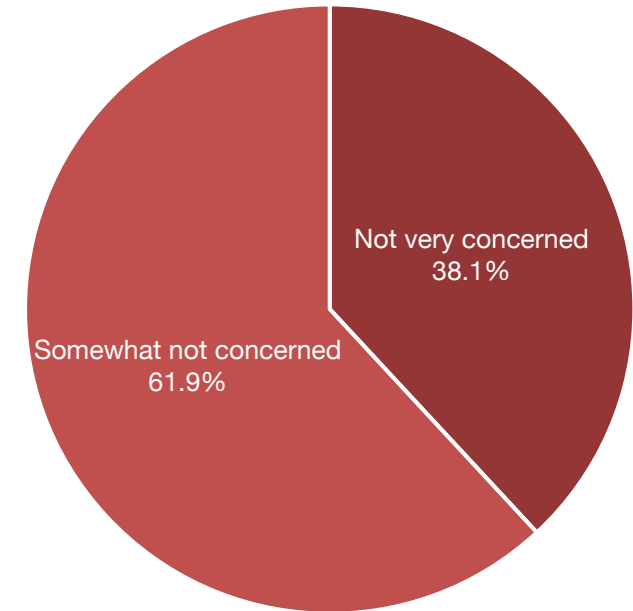
Among those concerned



Total

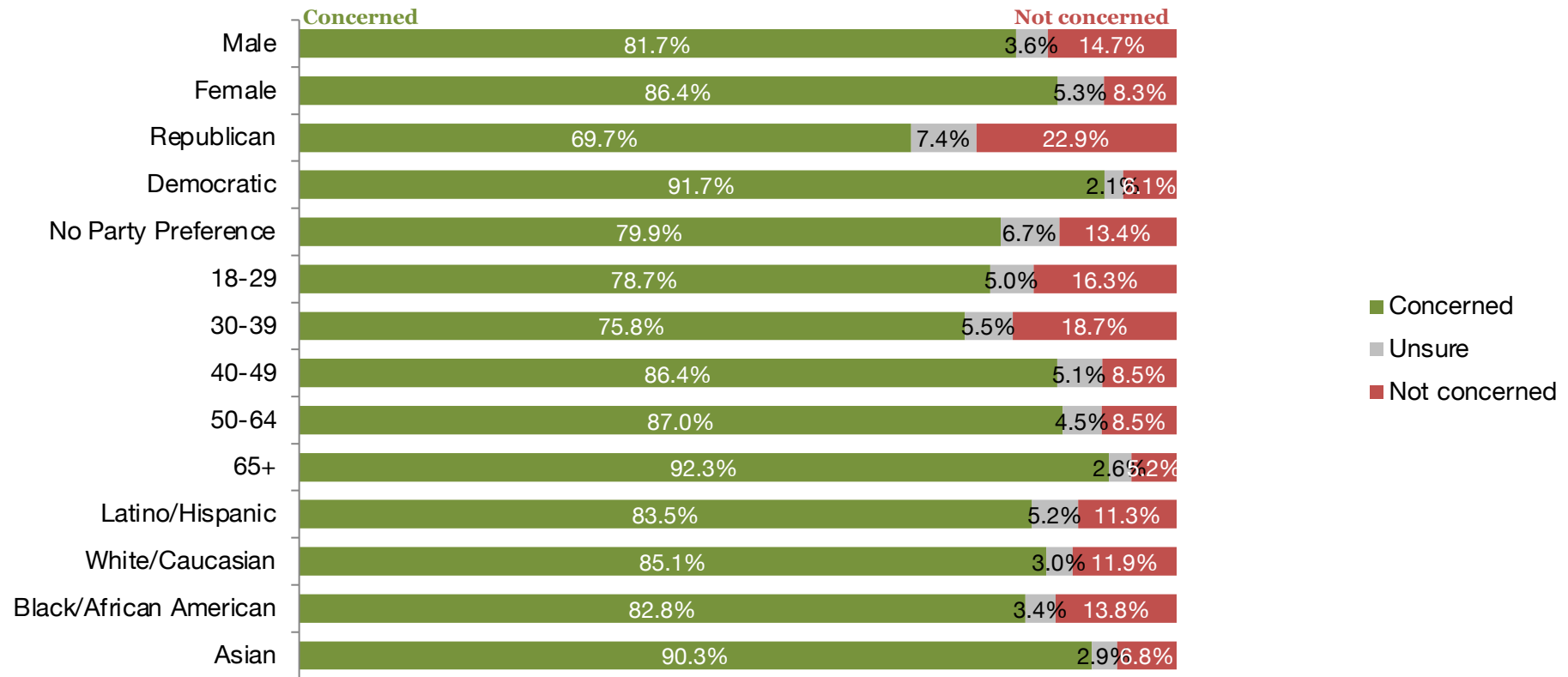


Among those not concerned



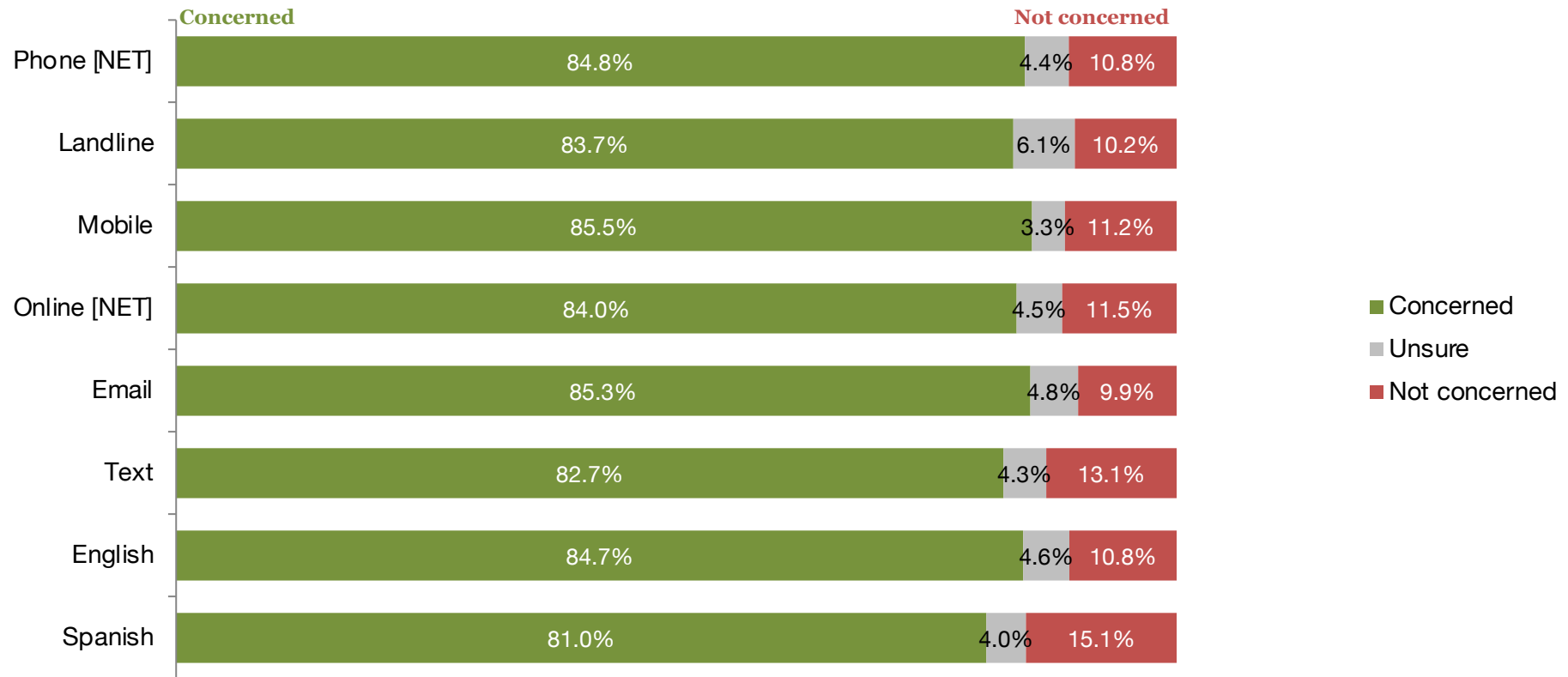
Results by gender, party preference, age group and ethnicity

Question 4: Are you concerned about current drought conditions in California?



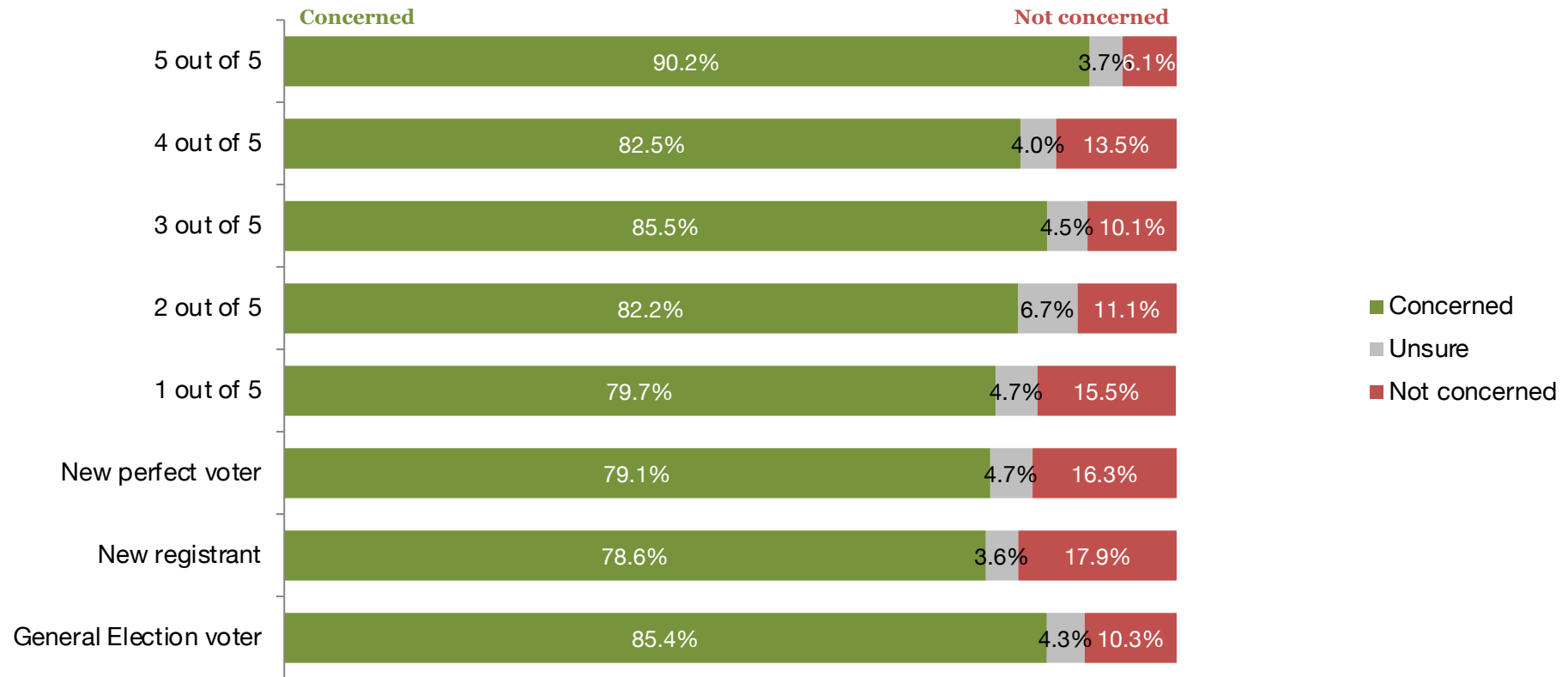
Results by survey mode and language

Question 4: Are you concerned about current drought conditions in California?



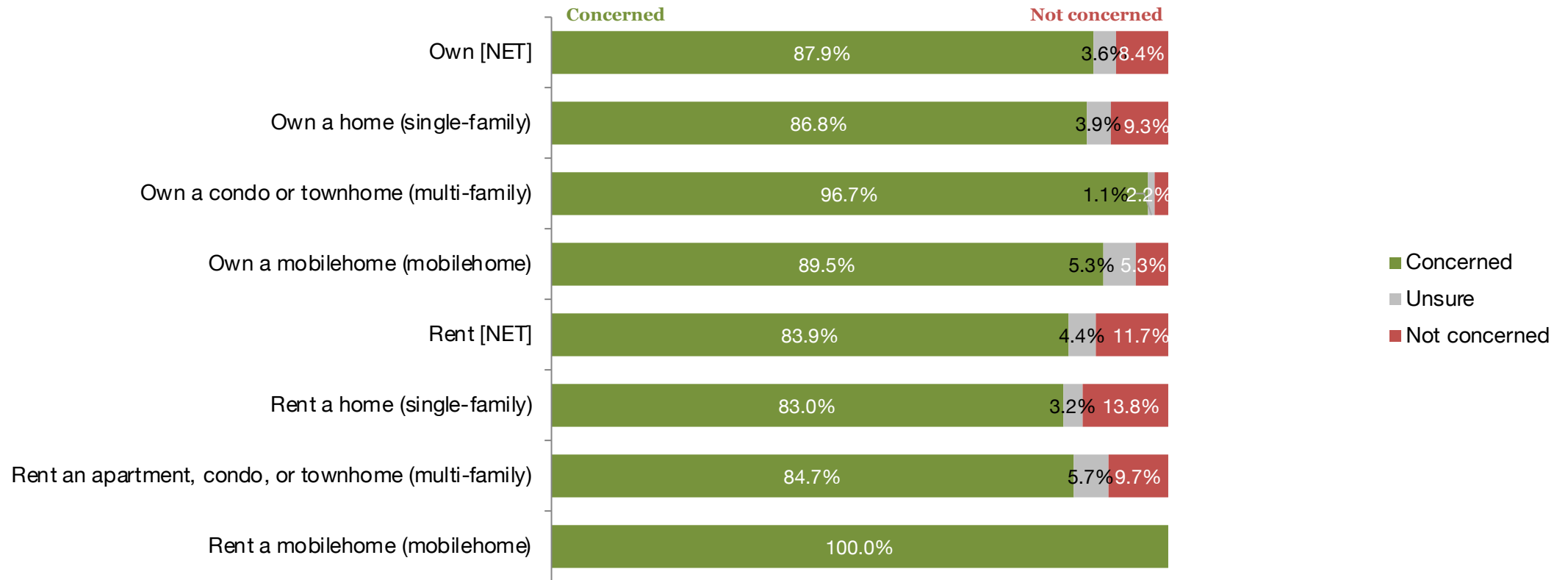
Results by vote propensity and type of voter

Question 4: Are you concerned about current drought conditions in California?



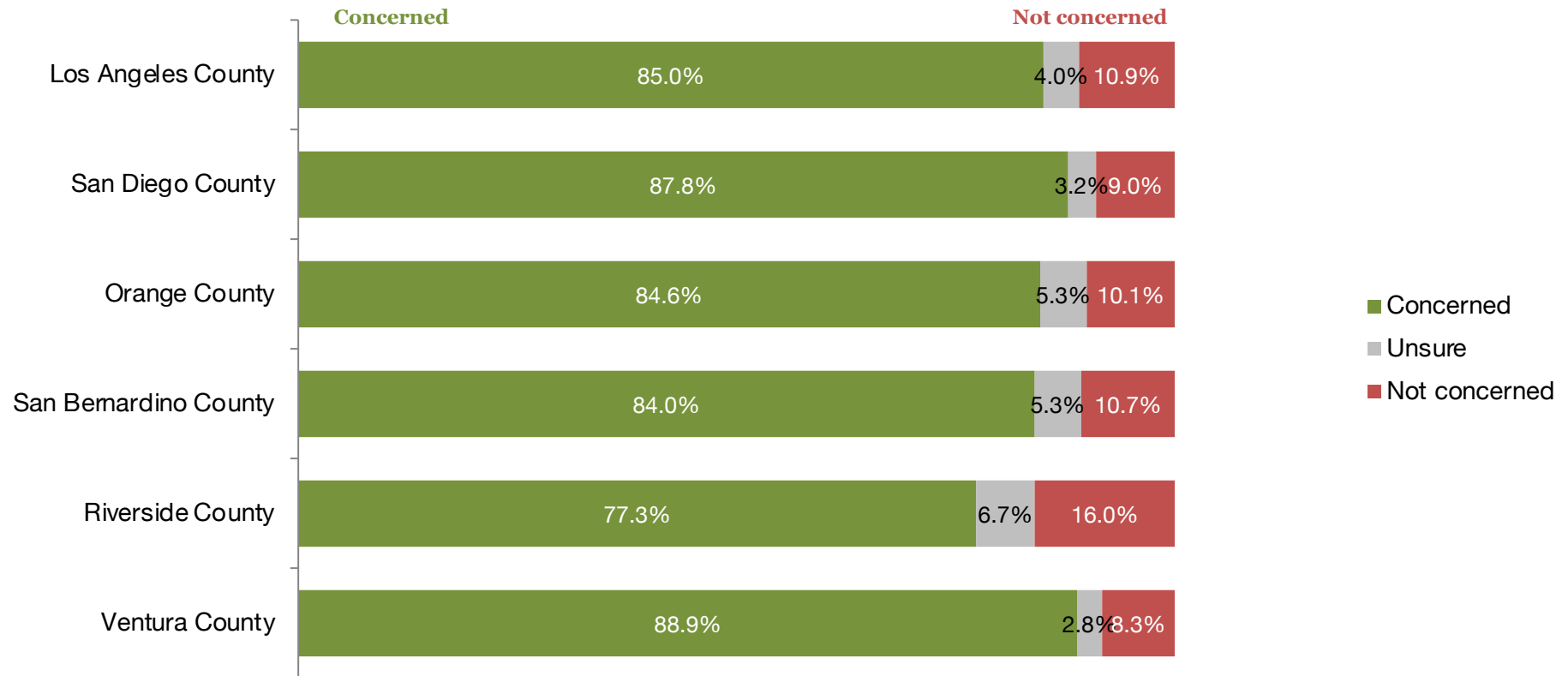
Results by type of home

Question 4: Are you concerned about current drought conditions in California?



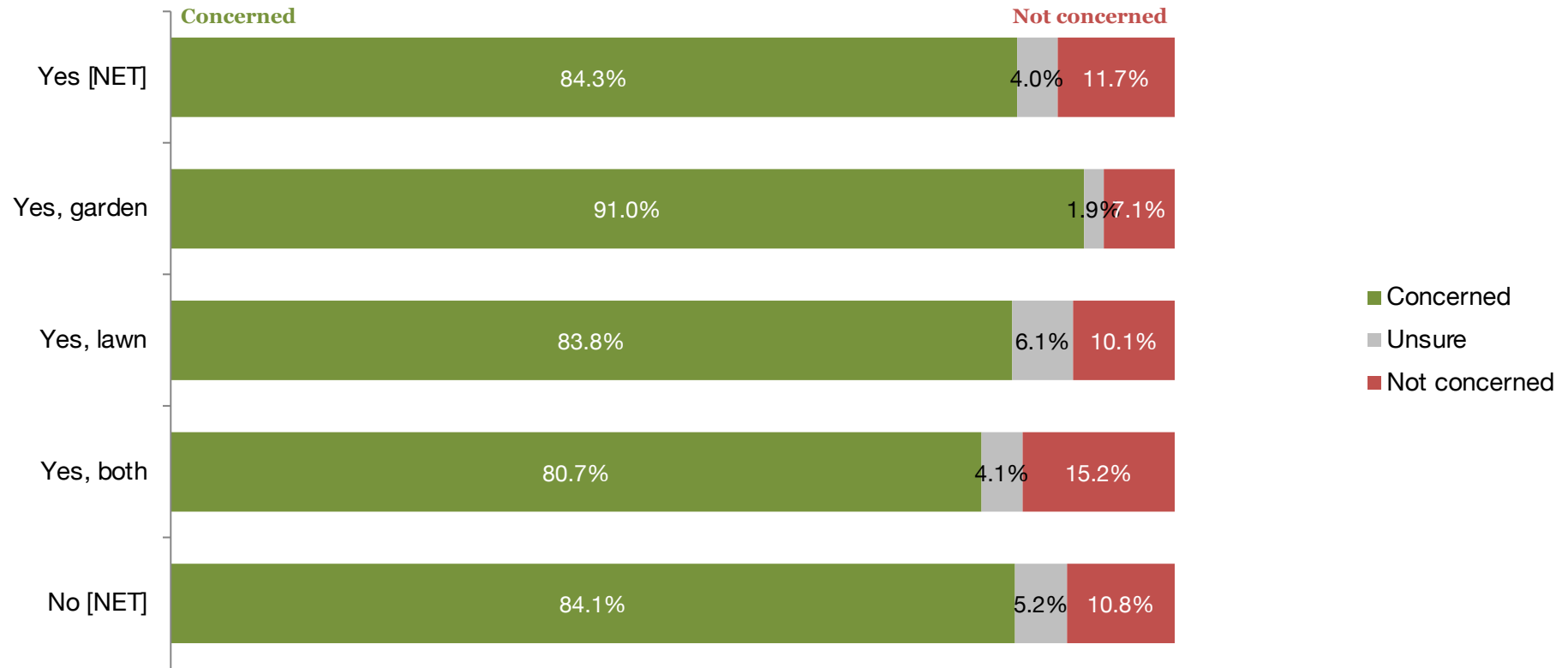
Results by geography

Question 4: Are you concerned about current drought conditions in California?



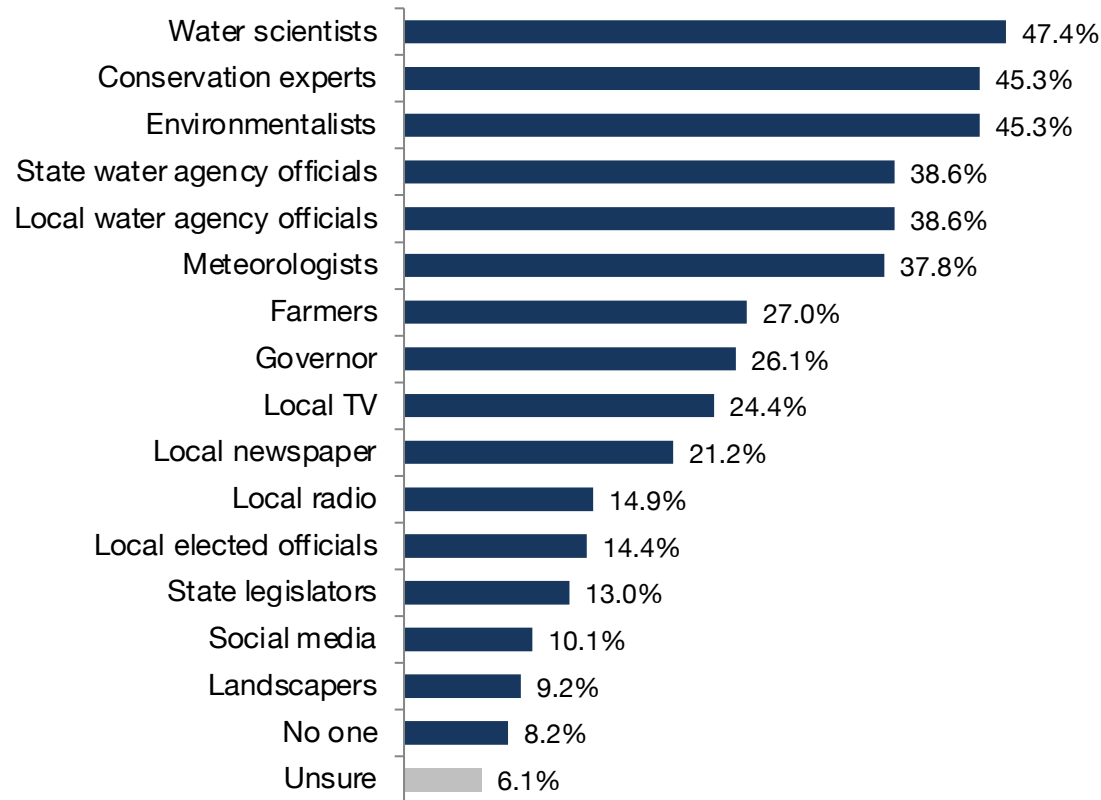
Results by outdoor space

Question 4: Are you concerned about current drought conditions in California?



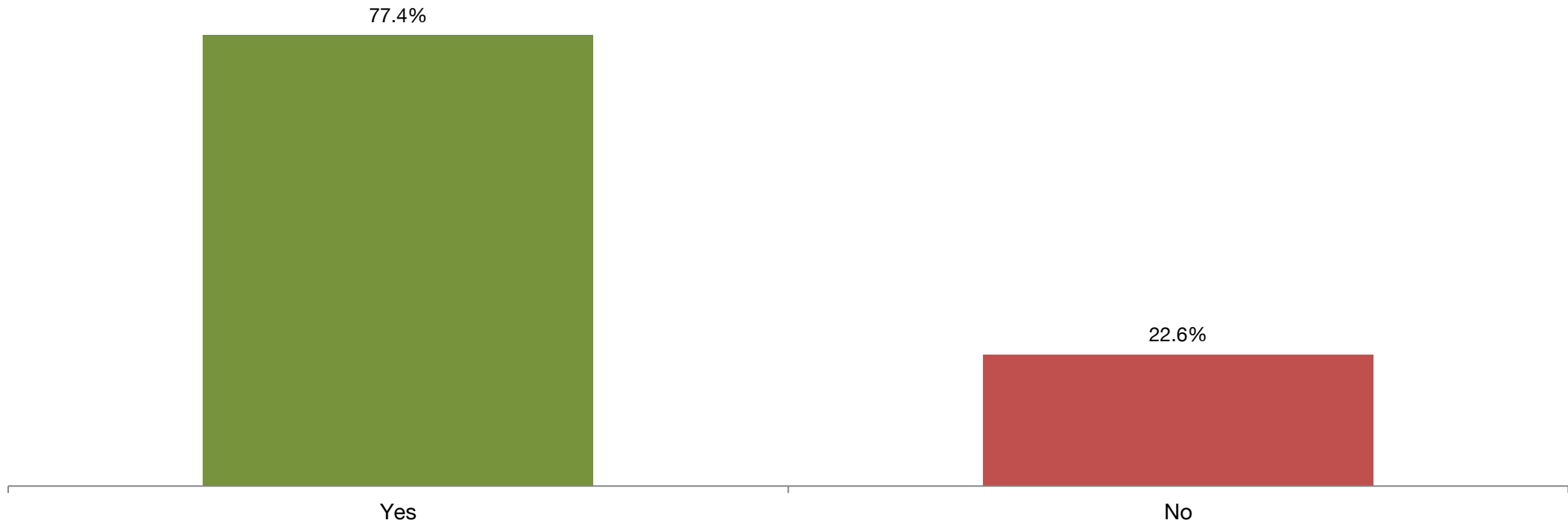
47% say they trust water scientists to tell them about drought information

Question 5: Who do you trust to tell you about drought information? Select all that apply.



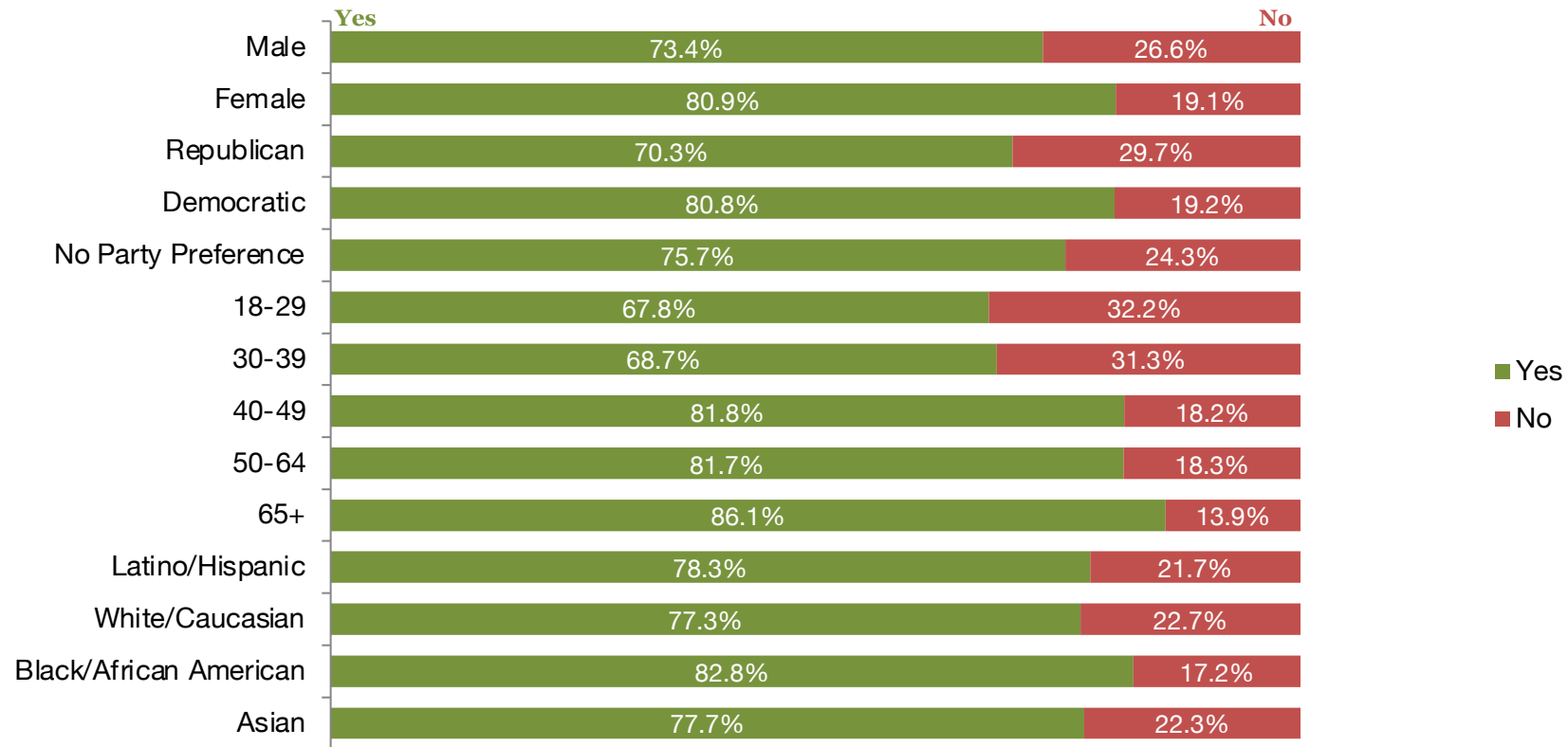
77% say the current drought has caused them to be more efficient with water usage

Question 6: Has California's current drought caused you to be more efficient with your water usage?



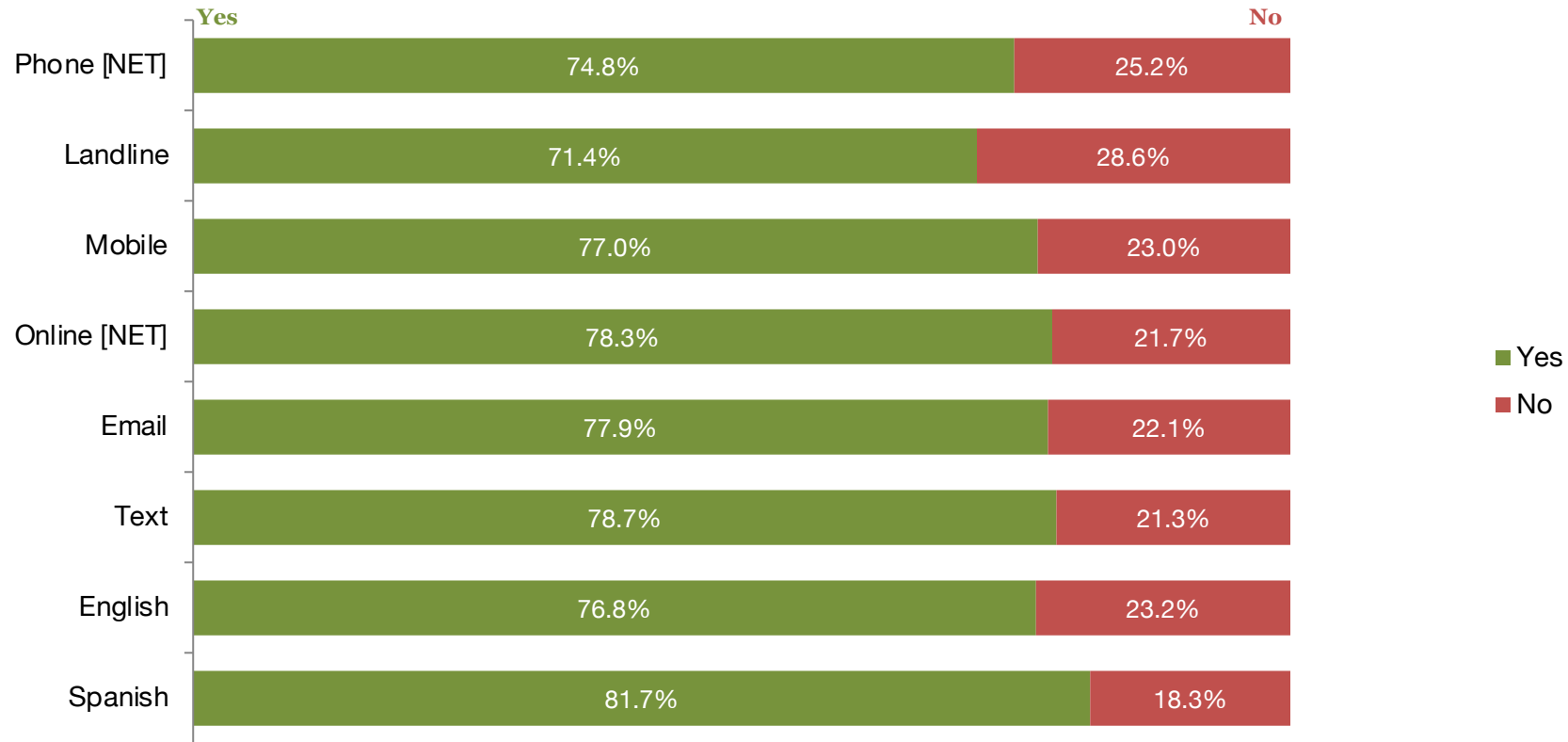
Results by gender, party preference, age group and ethnicity

Question 6: Has California's current drought caused you to be more efficient with your water usage?



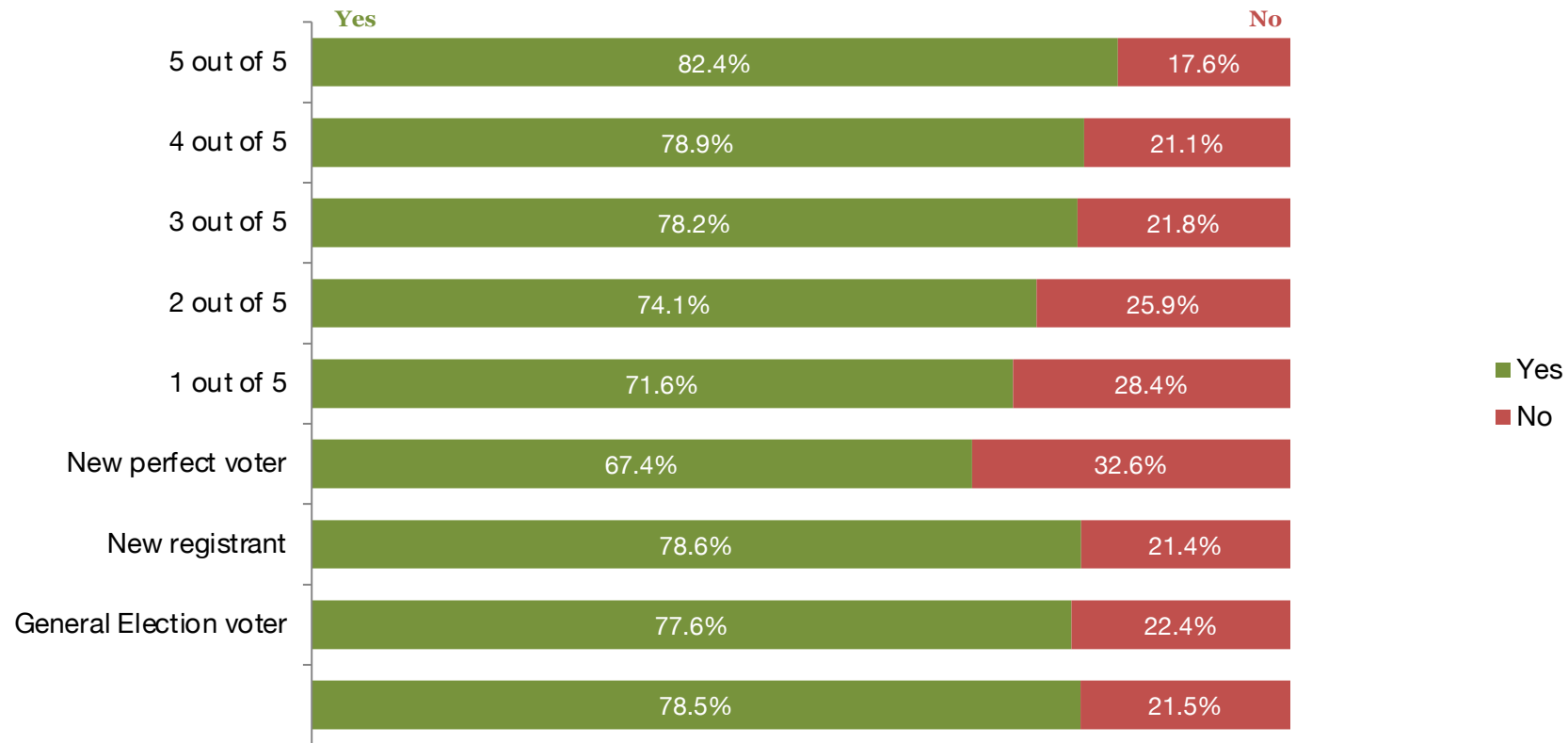
Results by survey mode and language

Question 6: Has California's current drought caused you to be more efficient with your water usage?



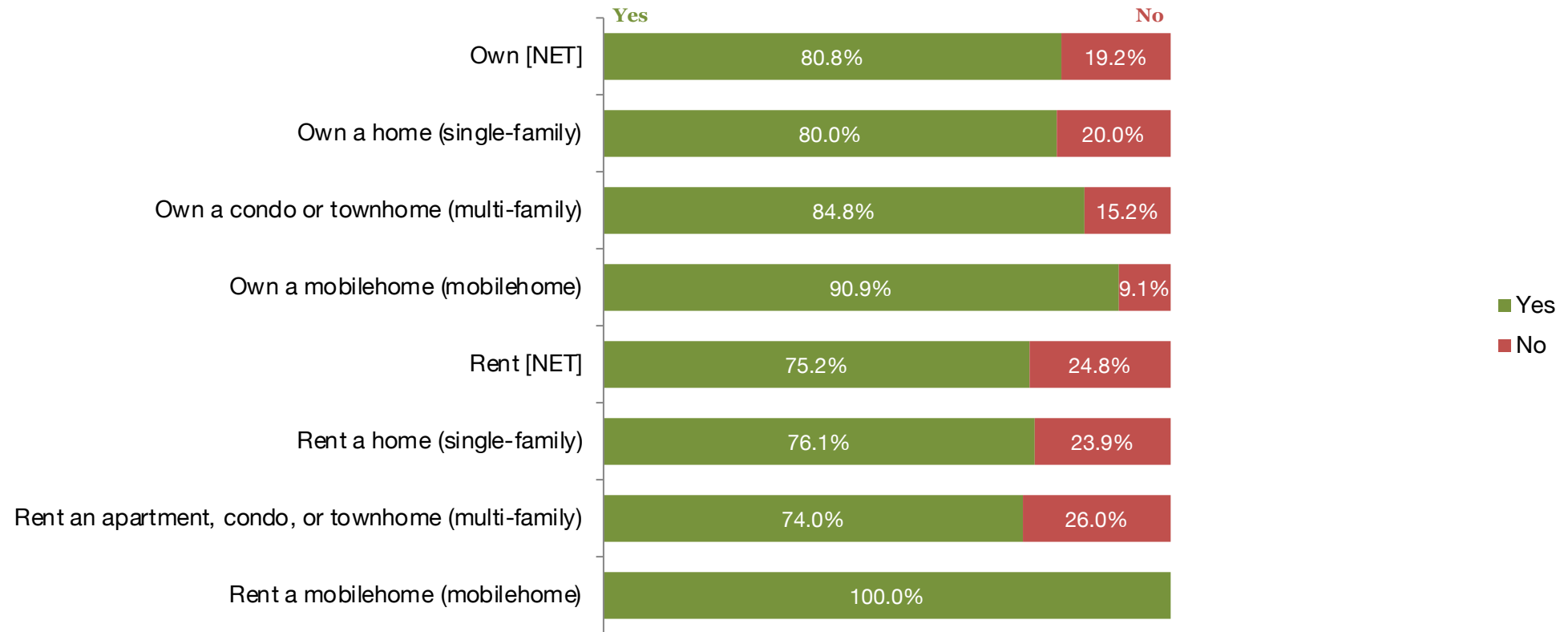
Results by vote propensity and type of voter

Question 6: Has California's current drought caused you to be more efficient with your water usage?



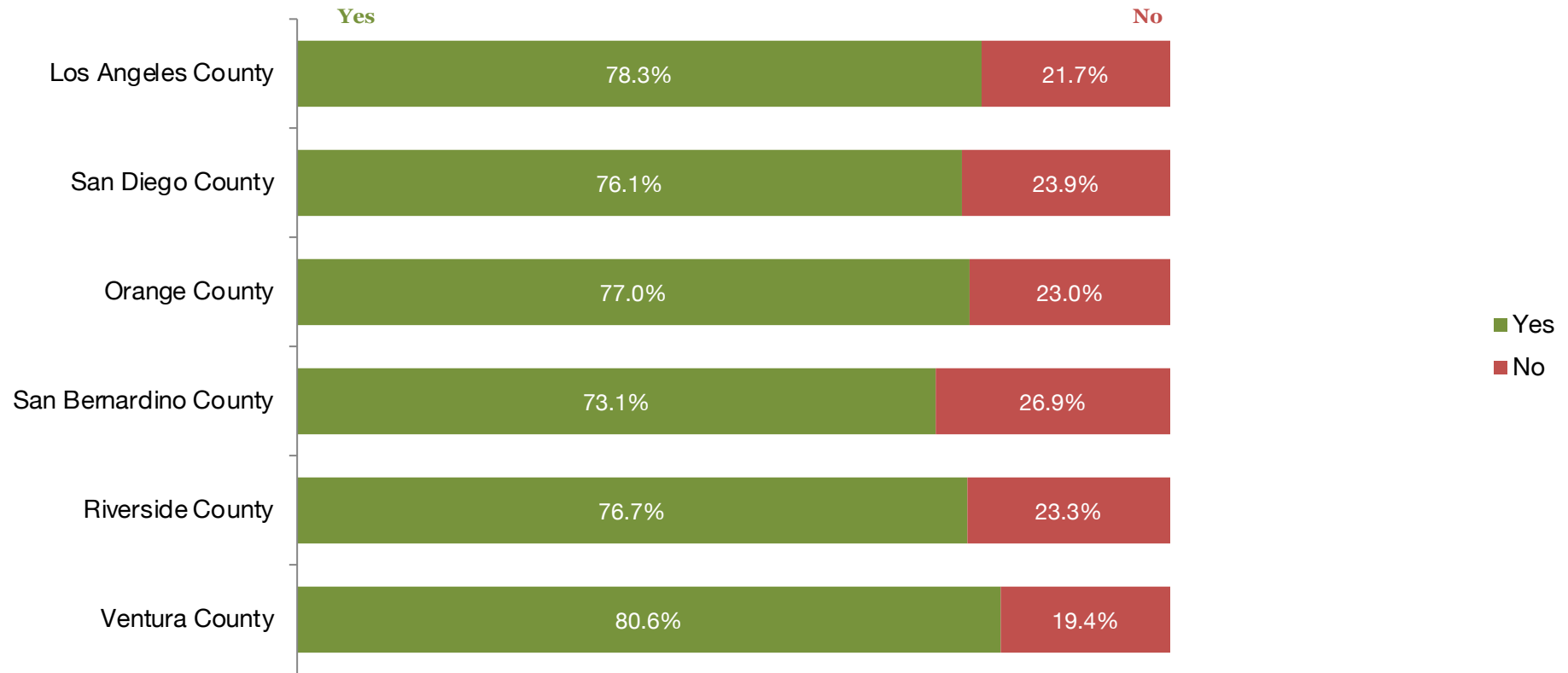
Results by type of home

Question 6: Has California's current drought caused you to be more efficient with your water usage?



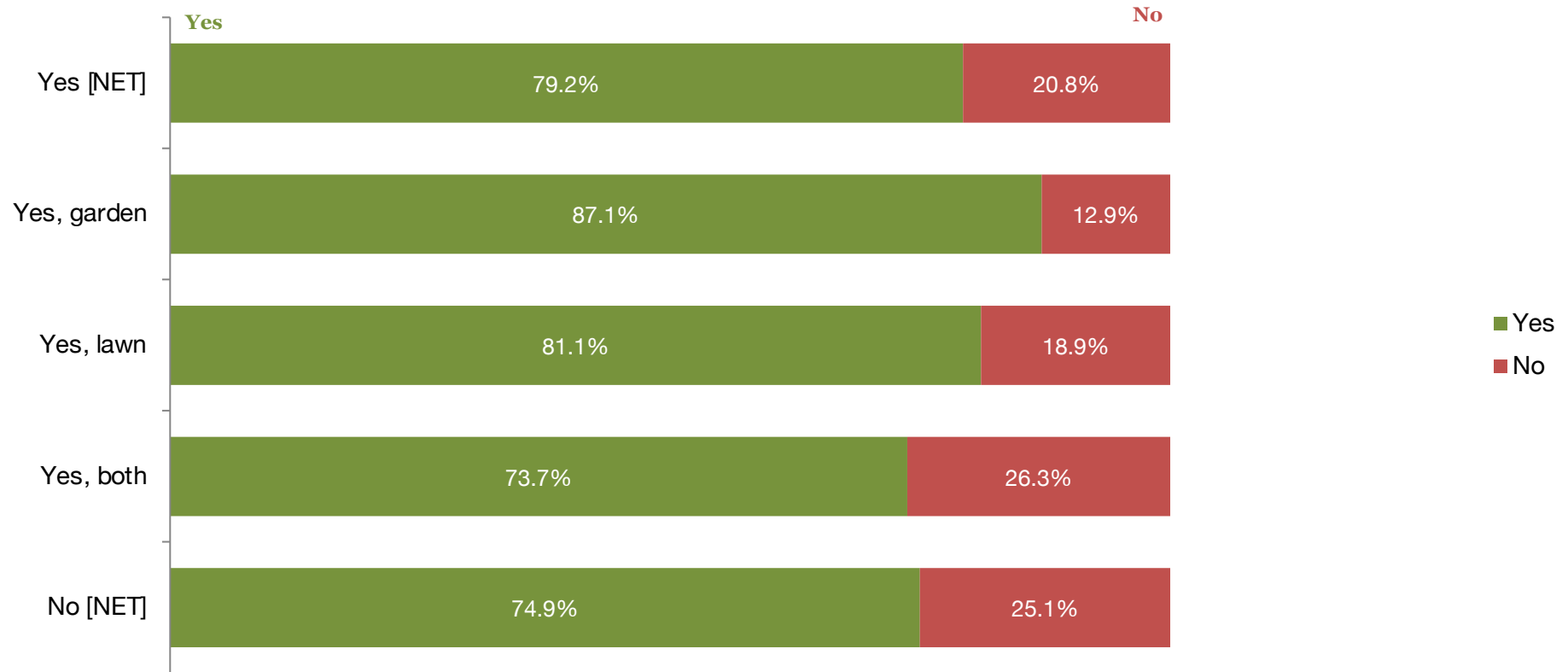
Results by geography

Question 6: Has California's current drought caused you to be more efficient with your water usage?



Results by outdoor space

Question 6: Has California's current drought caused you to be more efficient with your water usage?



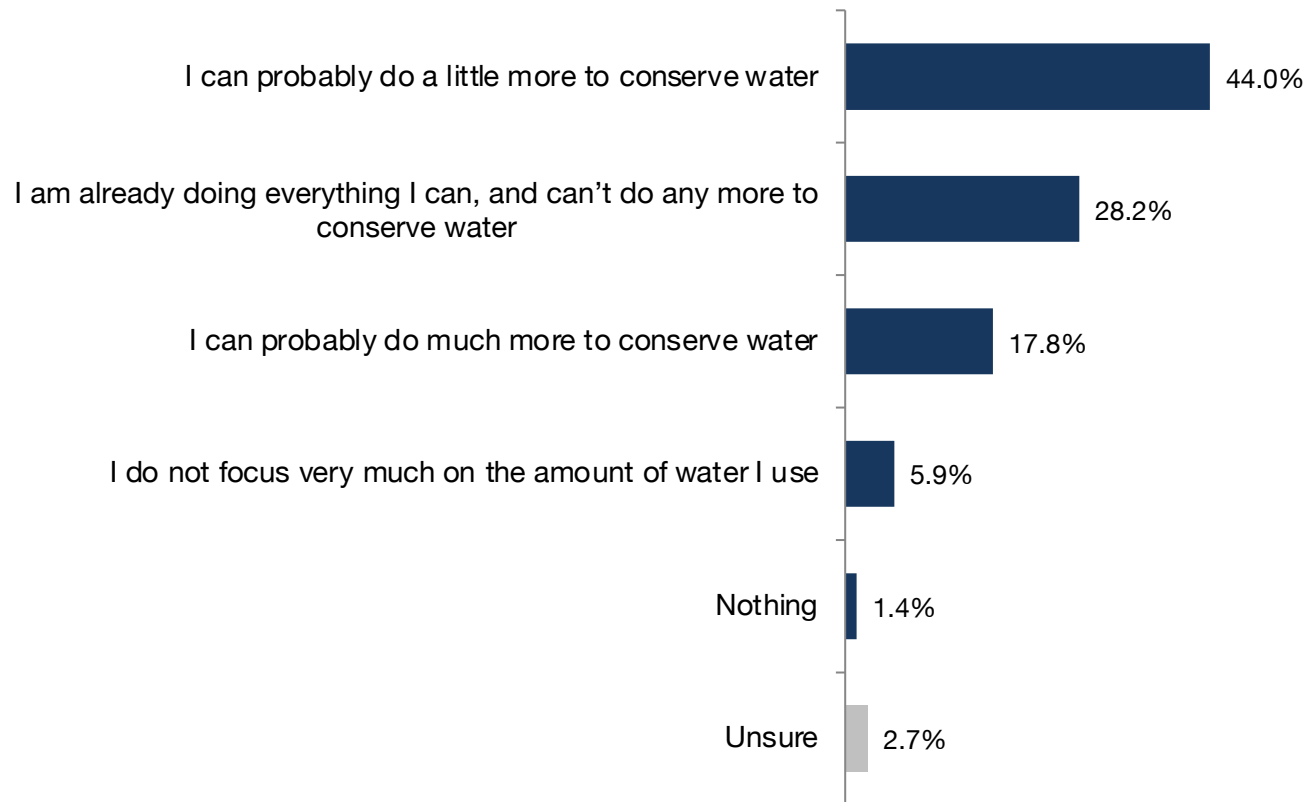
‘Not wasting water’ is the most powerful motivator for being more water efficient

Question 7: Which of the following are the best motivations for being more efficient with your water usage? Select all that apply.



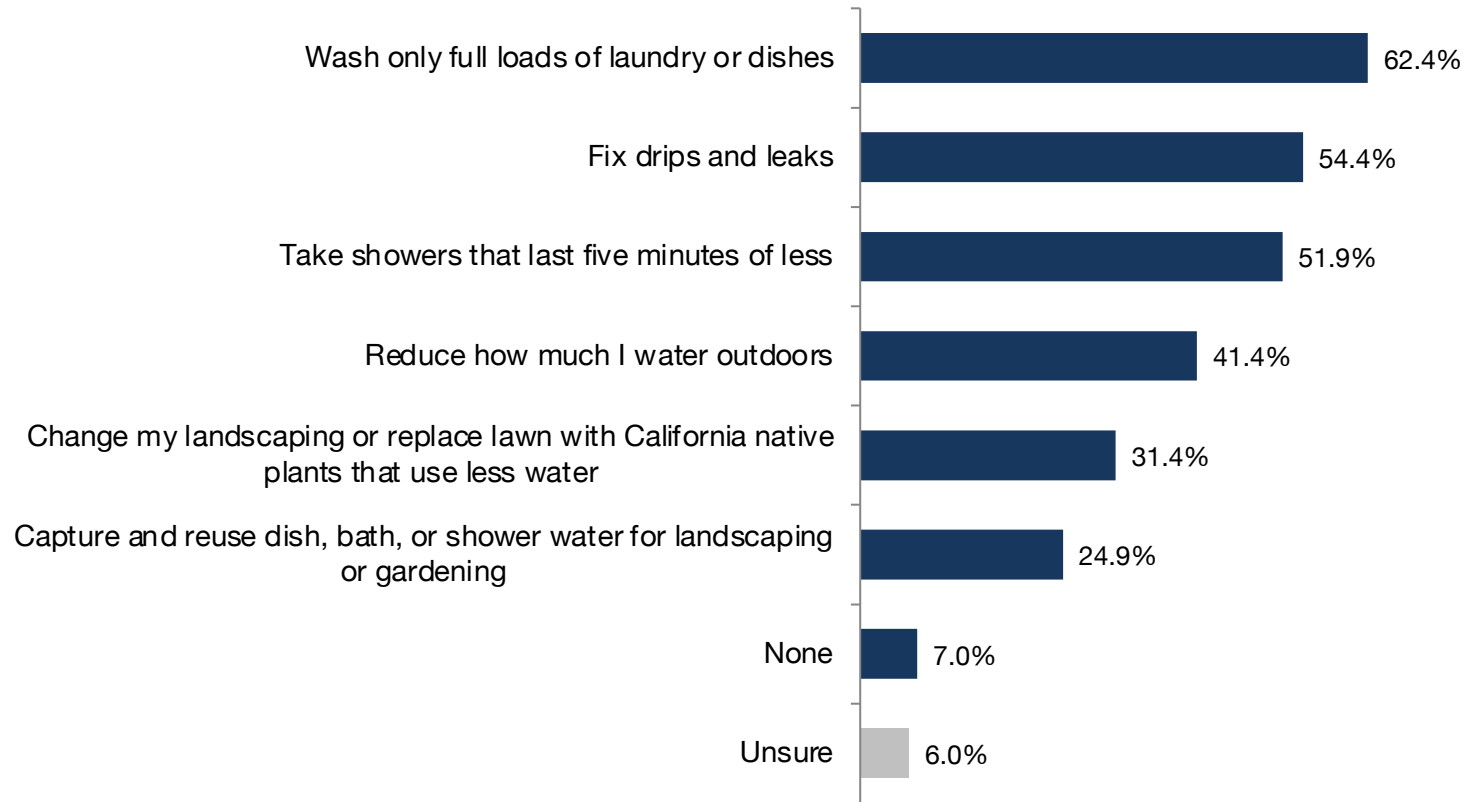
62% say they can do a little more or much more to be more efficient with their water usage

Question 8: Which of the following statements best describes your current efforts to be more efficient with your water usage?



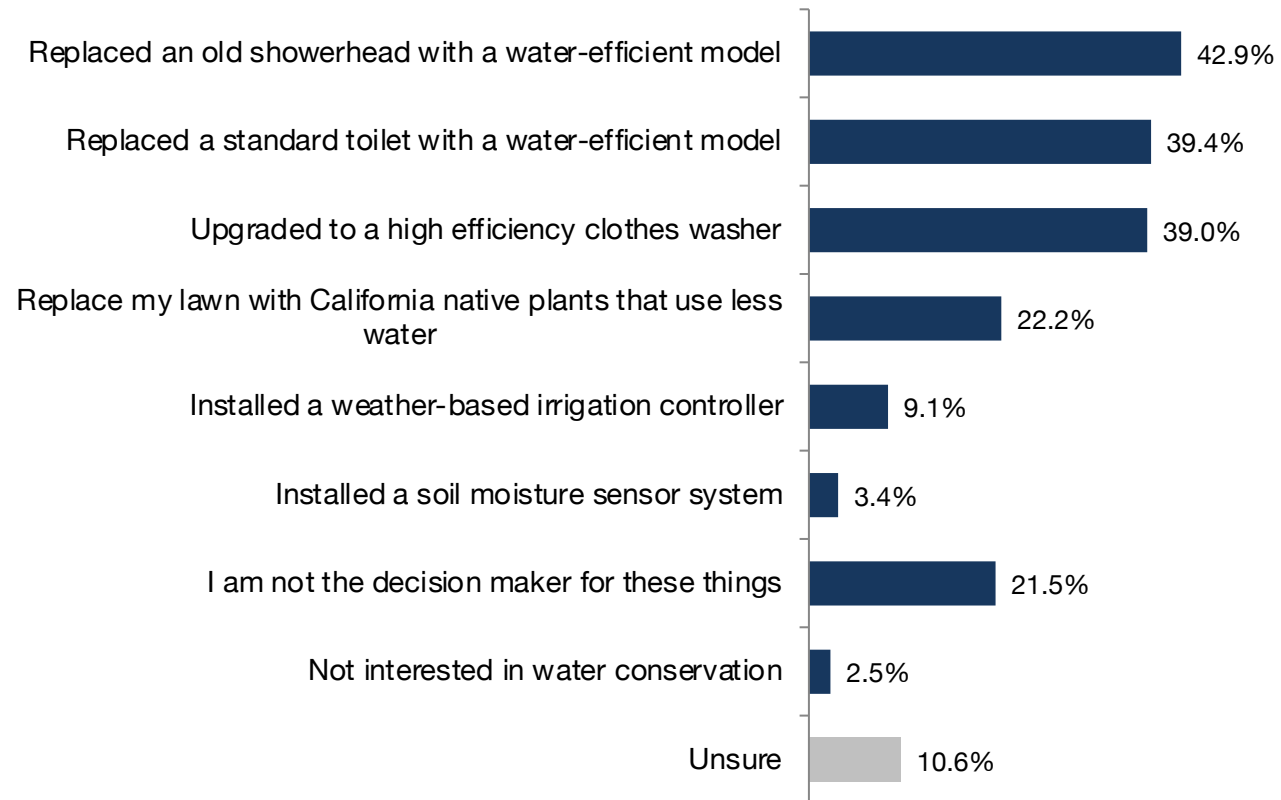
Willingness is high for both behavioral and some physical changes for efficiency

Question 9: Which of the following are you or your household willing to do to be more efficient with your water usage? Select all that apply.



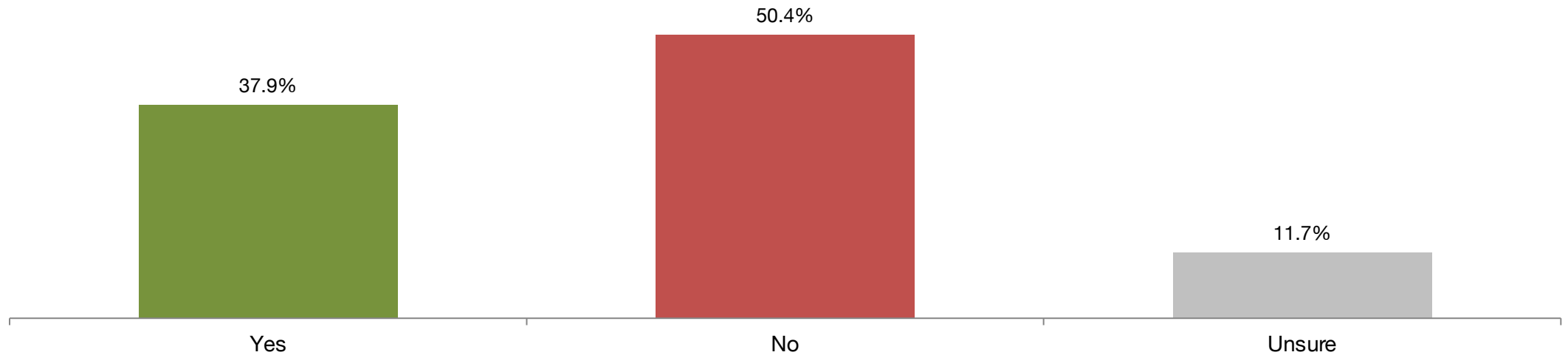
There is significant room for achieving greater water efficiency through new fixtures, appliances and technology

Question 10: Thinking about conserving water and being water efficient, which of the following have you done in the last five years? Select all that apply.



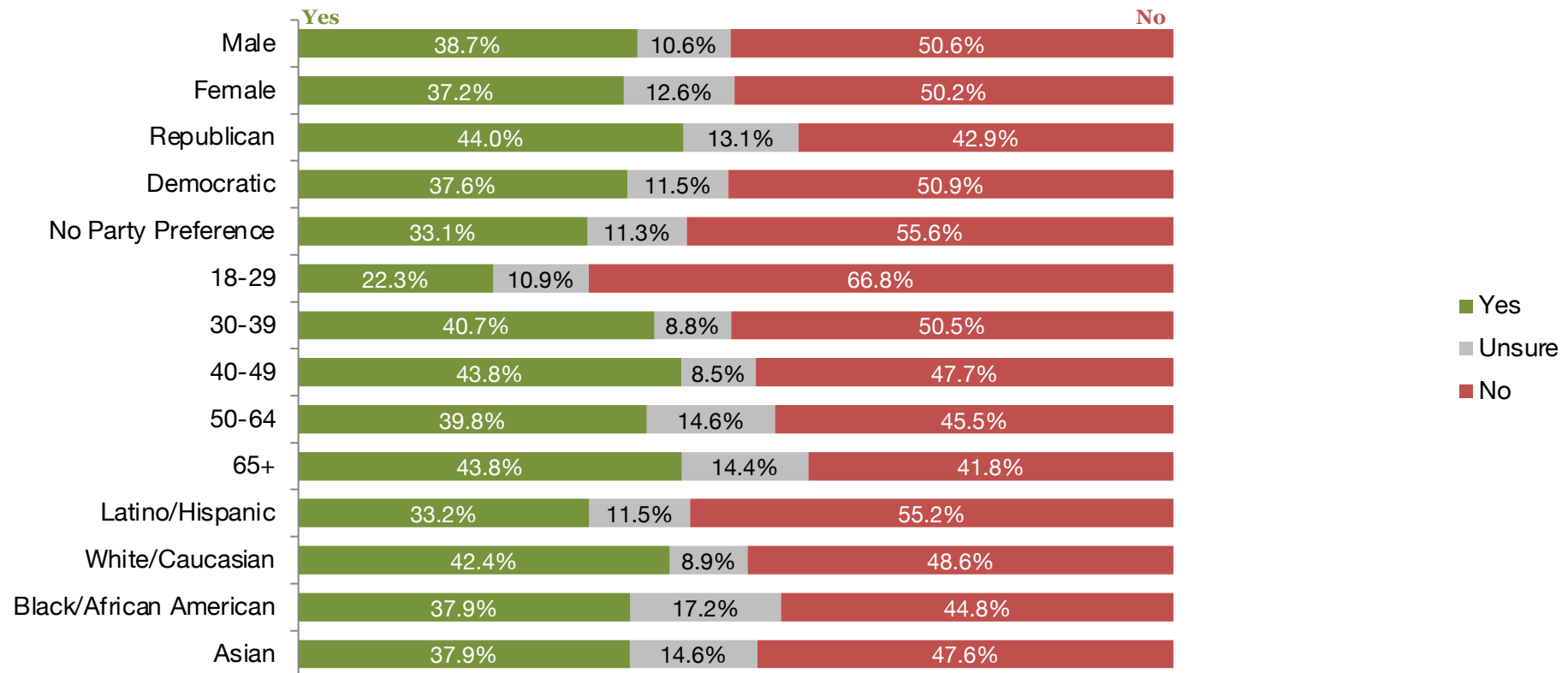
50% are not aware of rebates to help pay for water efficient appliances and fixtures

Question 11: Are you aware that there are rebates available from your local water agency to help you pay for water efficient appliances and fixtures and change your landscaping?



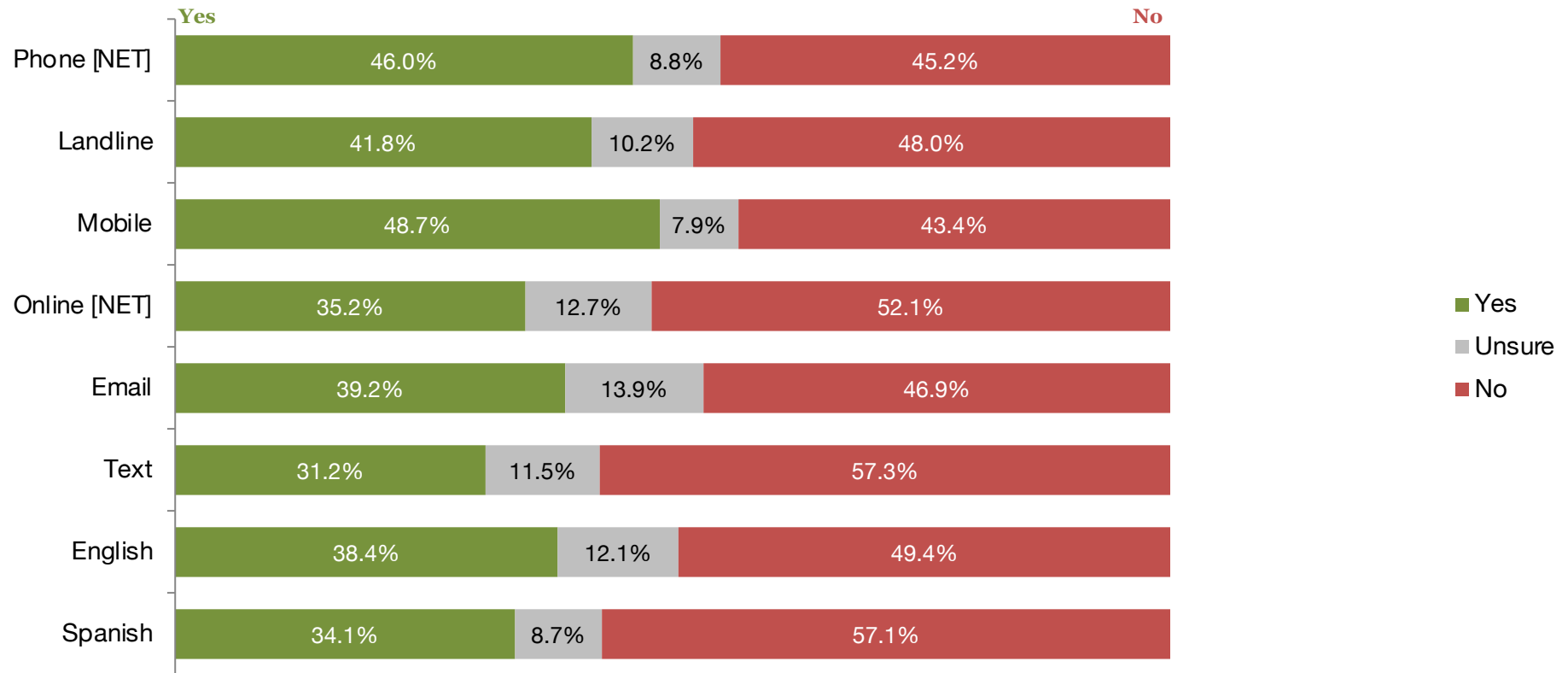
Results by gender, party preference, age group and ethnicity

Question 11: Are you aware that there are rebates available from your local water agency to help you pay for water efficient appliances and fixtures and change your landscaping?



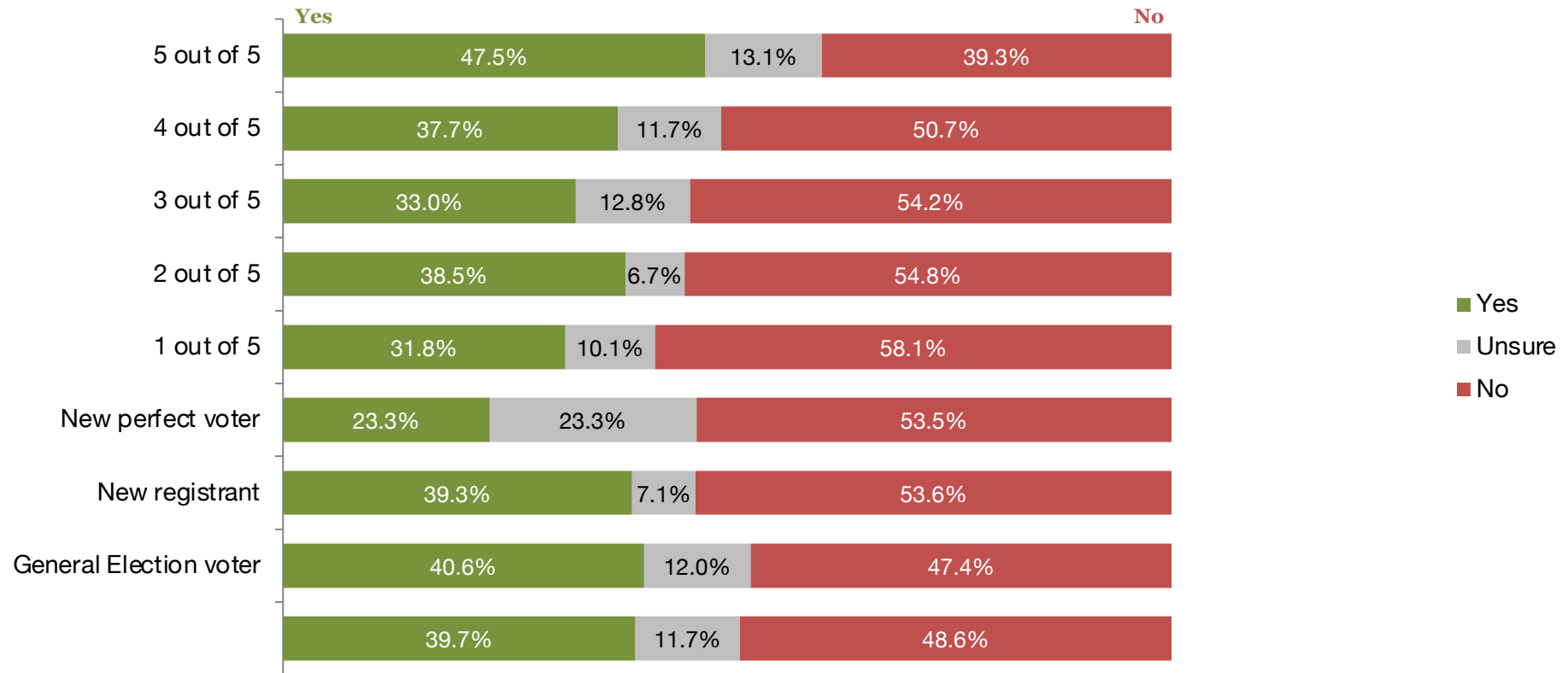
Results by survey mode and language

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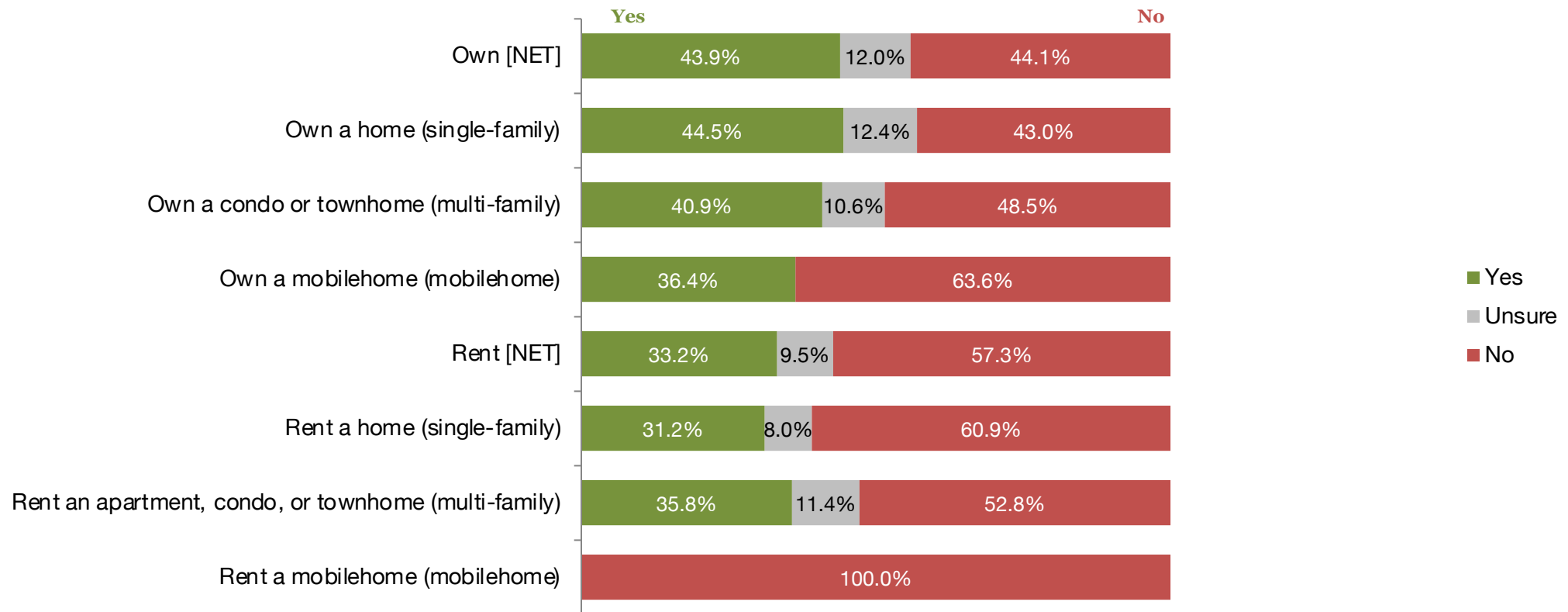
Results by vote propensity and type of voter

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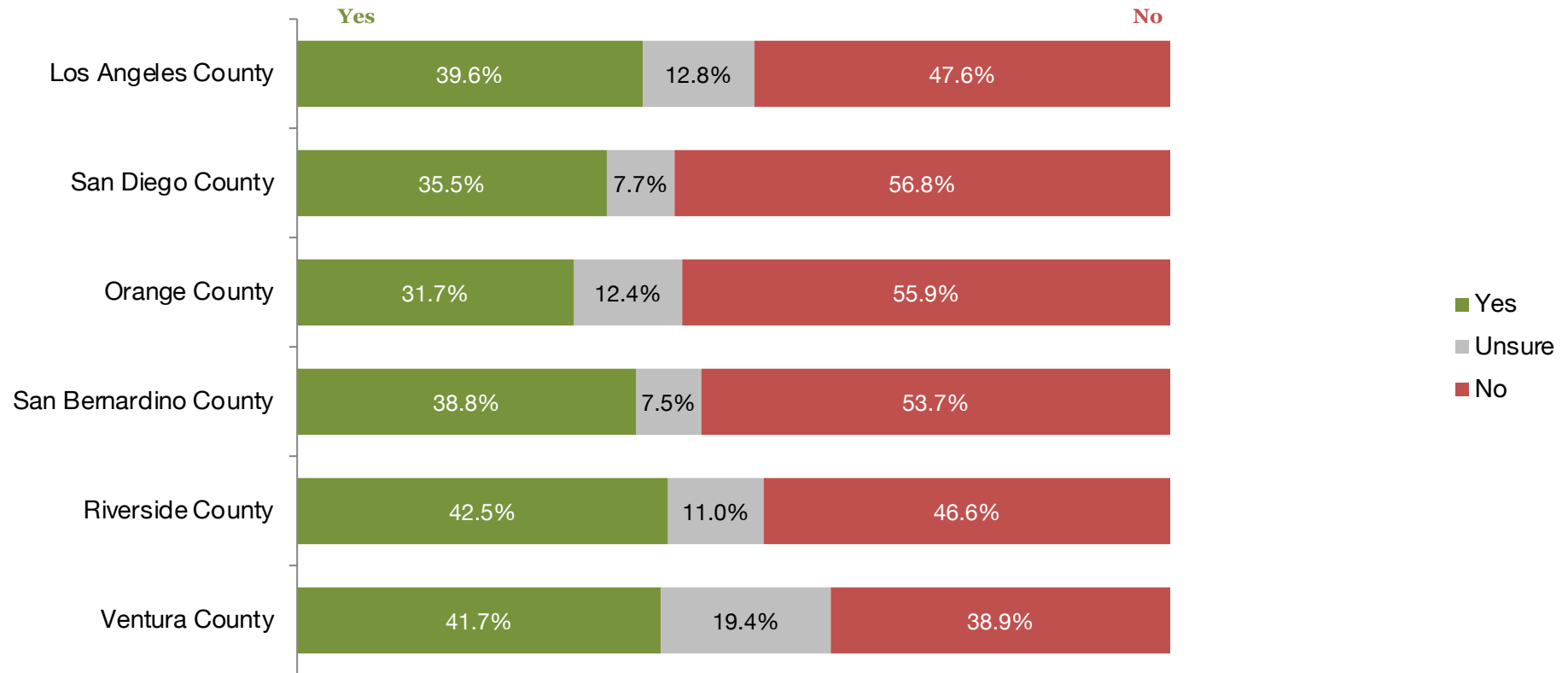
Results type of home

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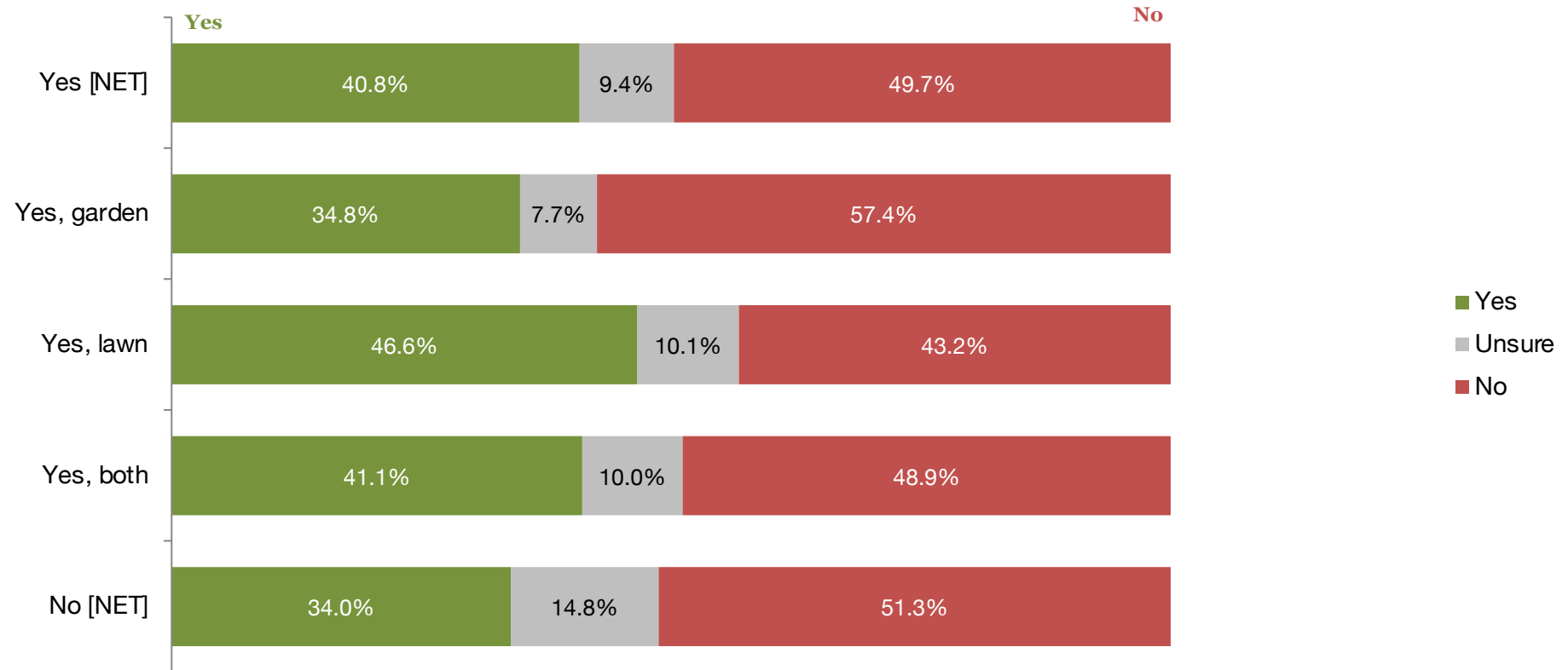
Results by geography

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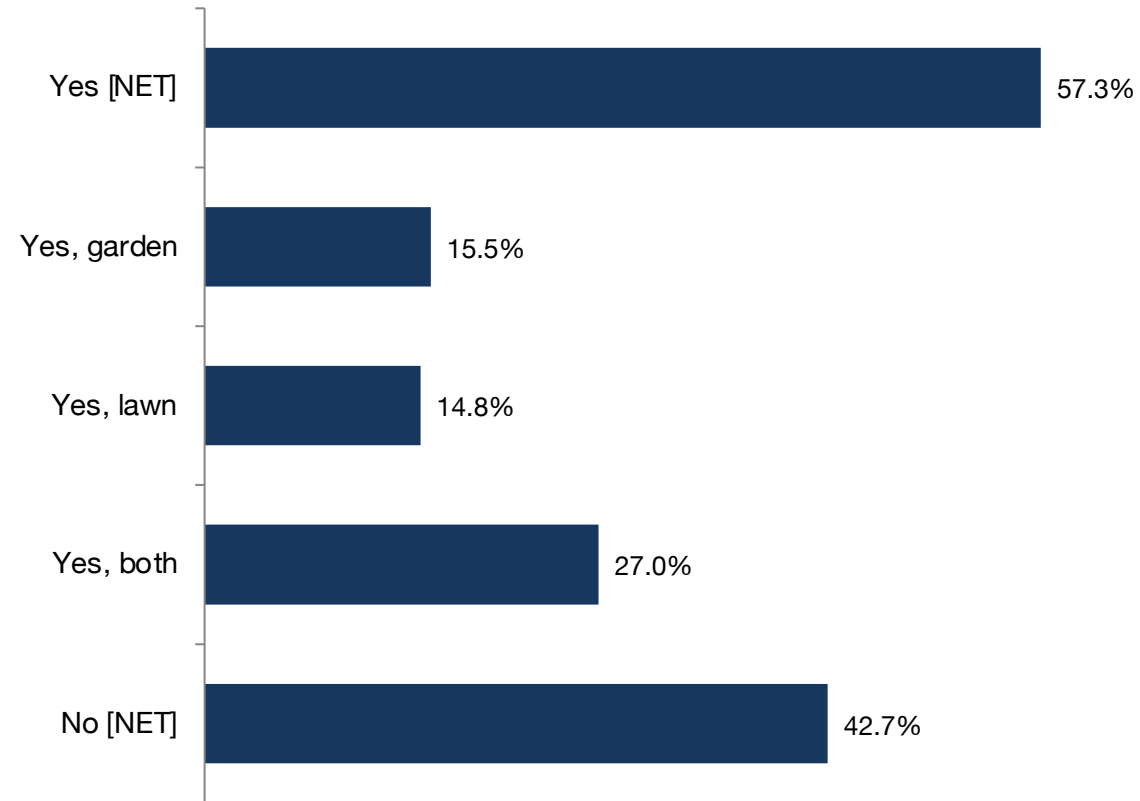
Results by outdoor space

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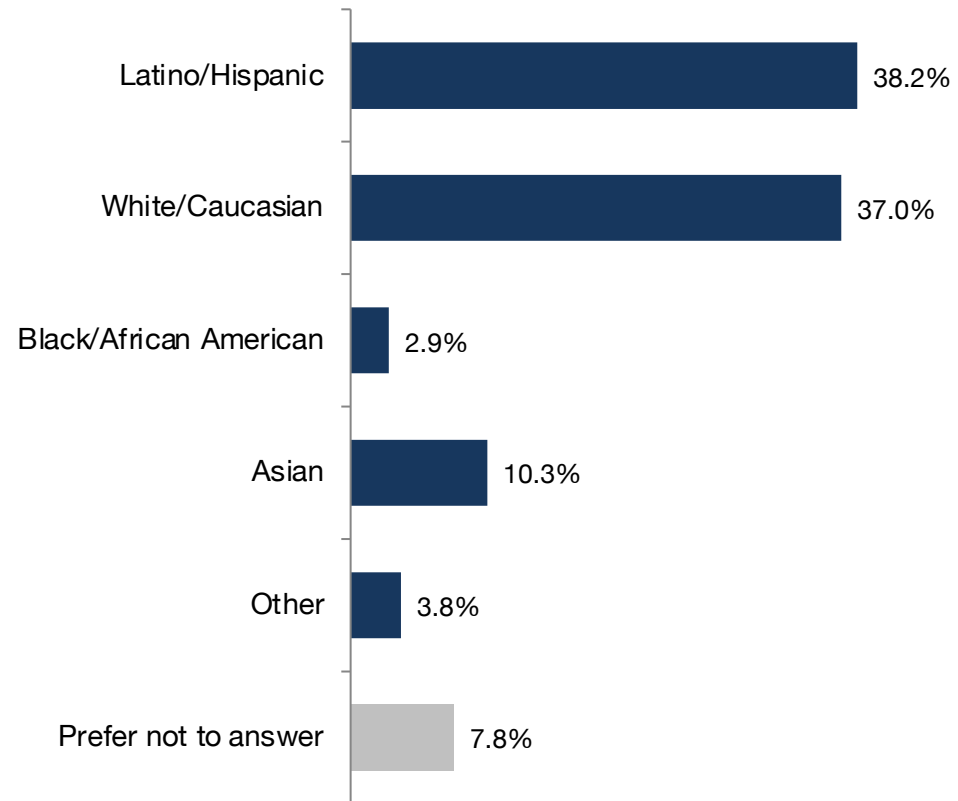
57% have a garden or lawn at their residence

Question 12: Do you have a garden or lawn at your residence that you maintain?



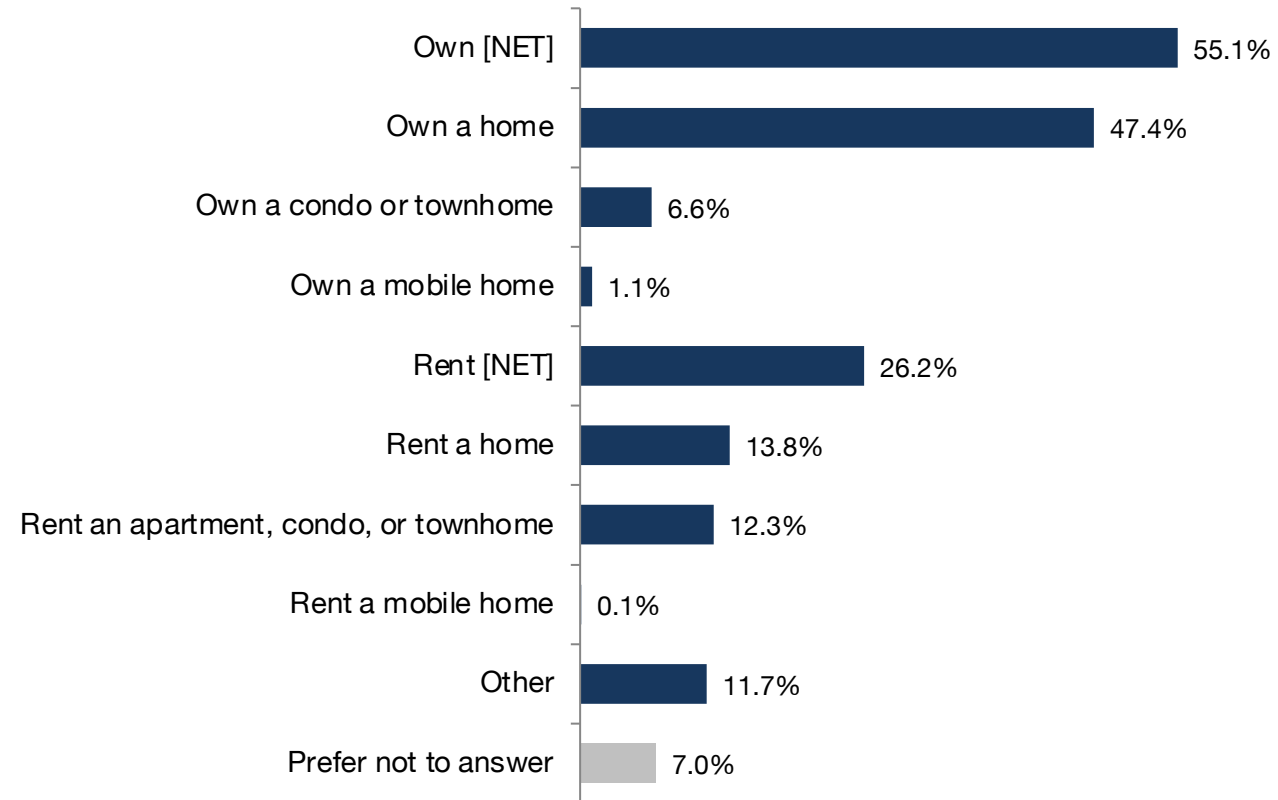
Ethnicity

Question 13: For demographic purposes only, which of the following best describes your ethnic background?



Type of home

Question 14: Do you rent or own your home, condo, townhome or mobile home?



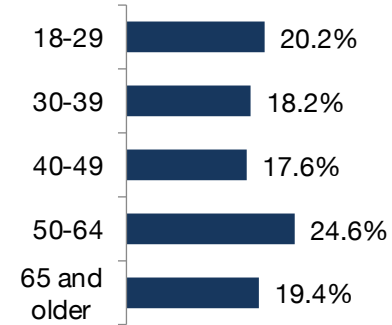
Demographics

Respondent demographics by gender, age group, ethnicity, geography and party preference

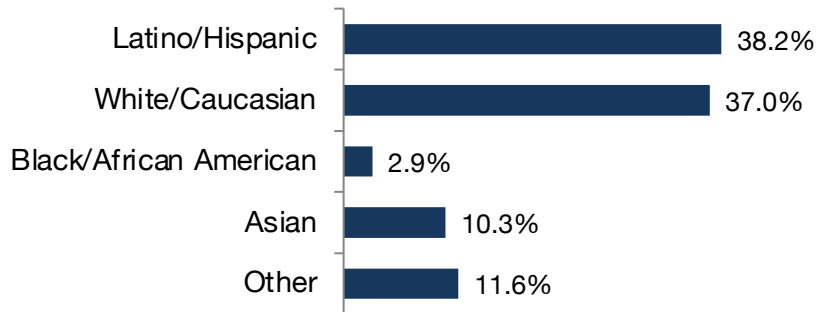
Gender



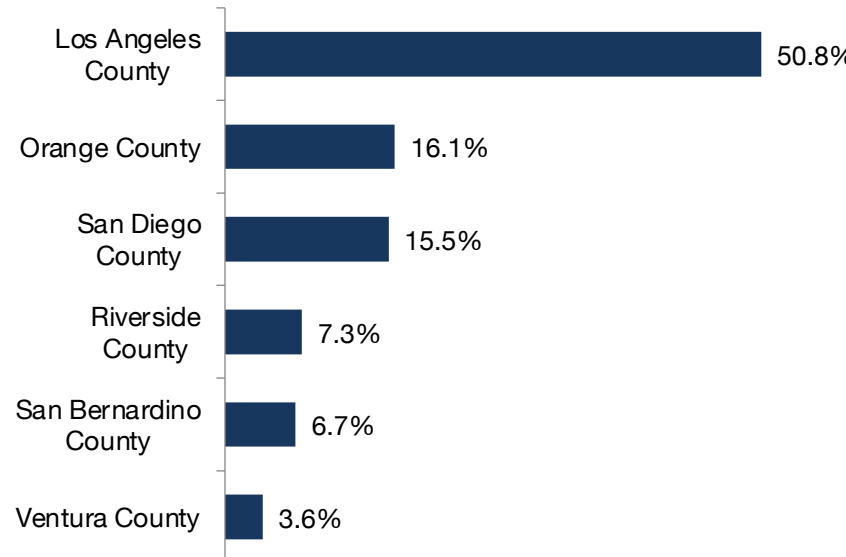
Age group



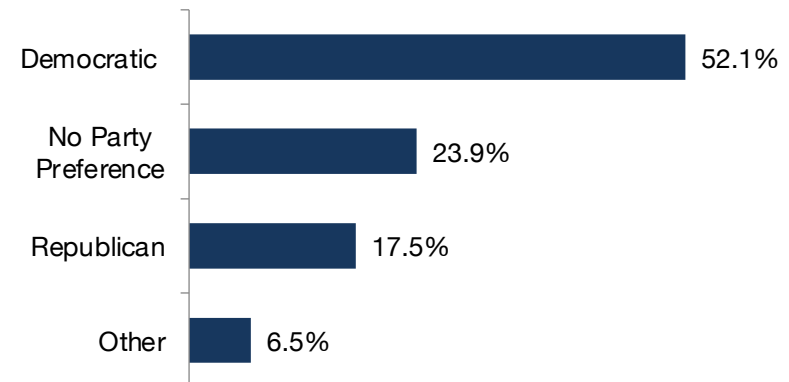
Ethnicity



Geography

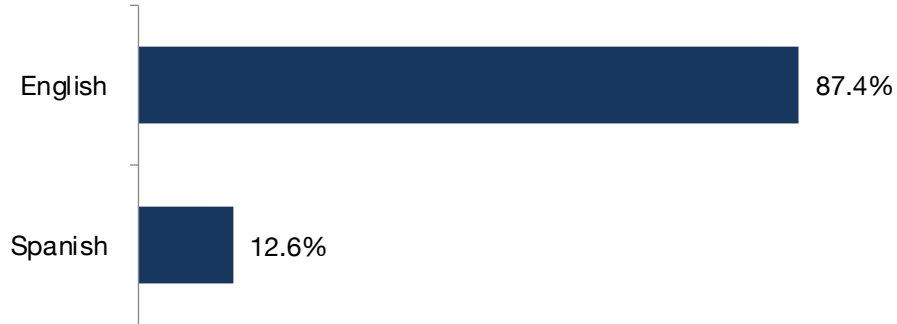


Party Preference

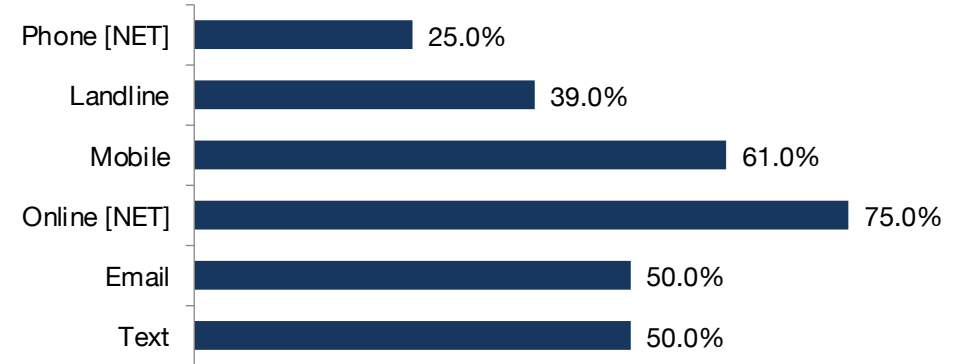


Respondent demographics by language, survey mode, type of home, vote propensity and voter type

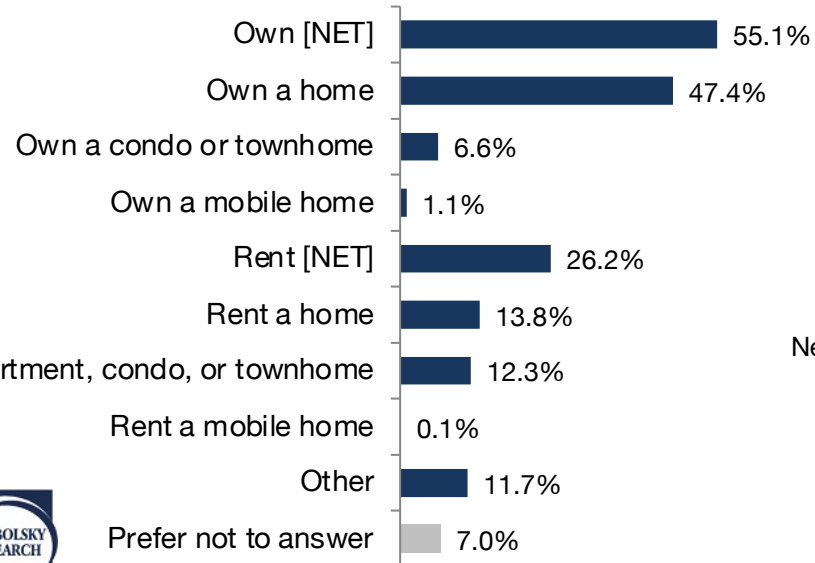
Language



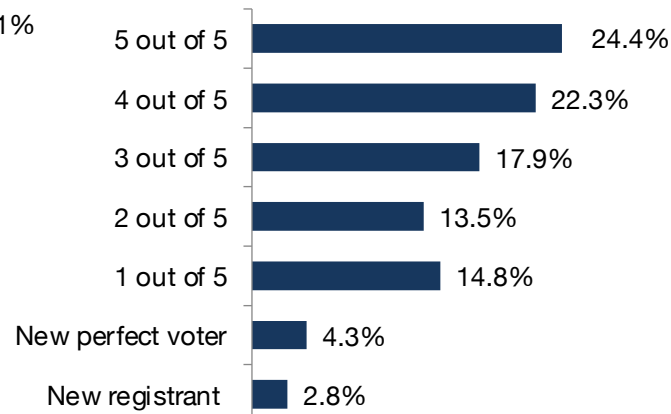
Survey Mode



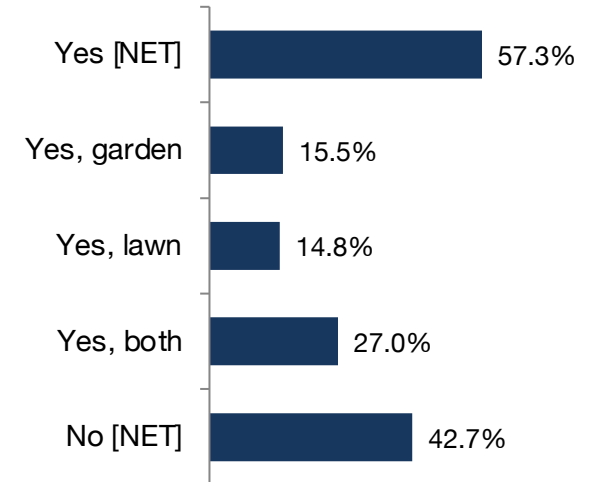
Type of home



Vote Propensity



Home Lawn or Garden



Questions?

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