

RESEARCH
& POLLING
INC

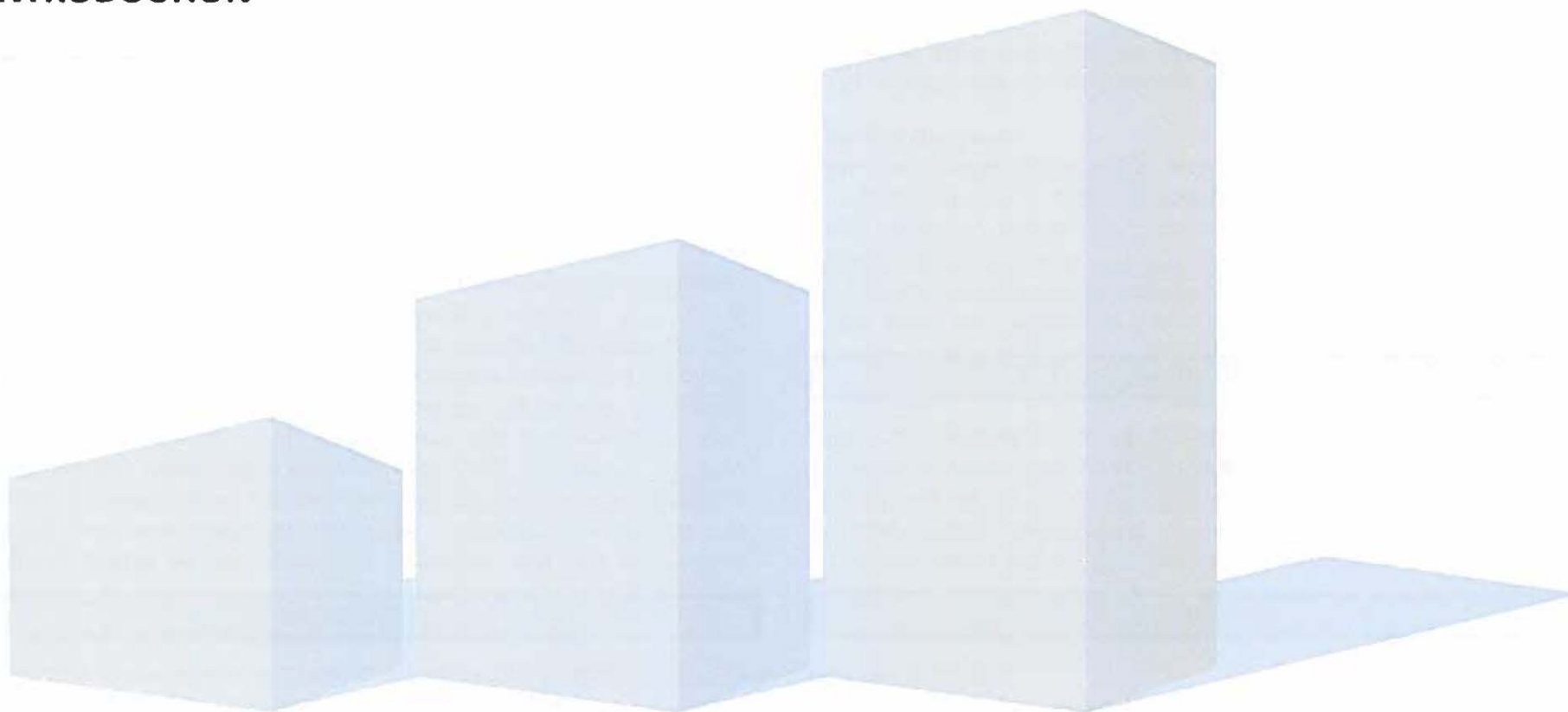


**ALBUQUERQUE BERNALILLO COUNTY WATER UTILITY AUTHORITY
CUSTOMER OPINION SURVEY
MARCH 2016**

TABLE OF CONTENTS

I. INTRODUCTION 3
 Methodology 4
II. EXECUTIVE SUMMARY 5
III. SUMMARY OF RESULTS 9
IV. DATA TABLES 46
V. DEMOGRAPHICS 90
VI. QUESTIONNAIRE 92

I. INTRODUCTION



METHODOLOGY

This research study was commissioned by the Albuquerque Bernalillo County Water Utility Authority. The purpose of this study was to measure customer satisfaction with the services the utility provides and the importance of various services and programs.

THE INTERVIEW

A random sample of 500 residential customers and 100 commercial customers was interviewed by telephone. Residential customers are defined as Bernalillo County residents who are serviced by the Albuquerque Bernalillo County Water Utility Authority (ABCWUA) whether or not they pay a Water Authority bill. In this way we were able to survey renters who receive water service, but do not actually pay for the service. Residential customers were selected through the use of randomly generated list of cell phone numbers as well as a list of phone numbers provided by the ABCWUA. Commercial customers were selected randomly from a list provided by the ABCWUA. All interviews were conducted between January 27th and February 7th, 2016.

The telephone interviewers are professionals who are brought together for a training session prior to each survey. This ensures their complete and consistent understanding of the survey instrument.

MARGIN OF ERROR

In any survey, there are some respondents who will refuse to speak to the professional interviewer. A lower response rate among certain types of individuals can result in a sample wherein certain types of individuals are over-represented or under-represented. The potential for sampling bias increases as the response rate decreases. Research & Polling, Inc. often sets quotas for various segments of the population who are historically undercounted. This has the effect of minimizing, but not necessarily eliminating, sampling bias.

SAMPLE BIAS

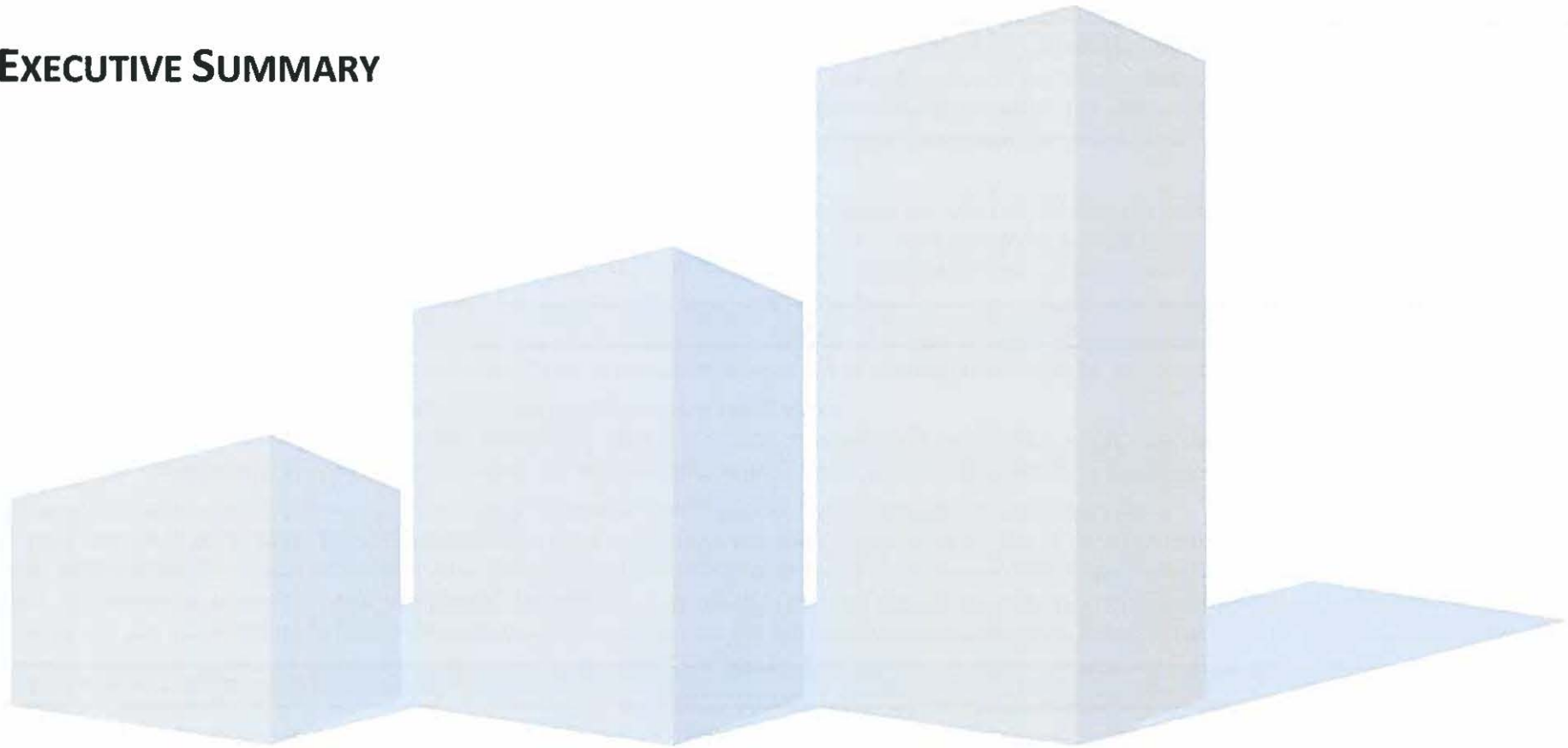
A sample size of 500 at a 95% confidence level provides a maximum margin of error of approximately 4.4%. In theory, in 95 out of 100 cases, the results based on a sample of 500 will differ by no more than 4.4 percentage points in either direction from what would have been obtained by interviewing all ABCWUA customers in the Albuquerque area.

THE REPORT

This report summarizes the results from each question in the survey and reports on any variances in attitude or perception, where significant, among demographic subgroups. The subgroups examined in this report include: age, ethnicity, gender, level of education, household income, region, employment status, length of residency, number of people in the home, home ownership, type of home, water bill payment, and number of children living in the home.

The report also shows trending analysis with comparisons to results observed in previous customer satisfaction surveys dating back to 2008.

II. EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

Similar to the 2014 study, the vast majority of Albuquerque Bernalillo County Water Utility Authority residential (96%) and commercial (93%) customers are satisfied with the services they receive from the Water Authority overall. More specifically, over nine-in-ten residential and commercial customers are satisfied with the reliability of water to their homes and businesses and the reliability of wastewater drainage from their homes and businesses to the City sewer line.

RELIABILITY AND QUALITY OF WATER AND SEWER SERVICES

As stated above, the vast majority of residential and commercial customers are satisfied with the reliability of water to their homes and businesses as well as the reliability of wastewater drainage. More specifically, the majority of residential express satisfaction with the condition of water (60%) *and* sewer (65%) lines; however, approximately one-fifth expresses dissatisfaction. Further, the majority (63%) of residential customers express satisfaction with the effectiveness of the Water Authority to repair leaks and response time for restoration of service and the effectiveness of the Water Authority to respond to overflows or backups (63%) and response time for restoration of service (58%); however, approximately one-in-ten express dissatisfaction.

Over seven-in-ten residential customers (72%) say they are satisfied with effectiveness of the Water Authority to control odors from sewer lines or treatment facilities, while 10% of residential customers are dissatisfied. When it comes to the quality of drinking water, the majority (79%) of residential customers expresses satisfaction; however, 15% are dissatisfied with the quality of drinking water.

Of note, results are similar among commercial customers for each of the above mentioned reliability and quality attributes.

WATER EDUCATION AND CONSERVATION PROGRAMS

The majority of residential (73%) and commercial (66%) customers express satisfaction with education on water issues. Similarly, 69% of residential and 64% of commercial customers express satisfaction with water conservation programs. However, there has been a slight decline in the percentage of residential and commercial customers who say they are *very satisfied* with education on water issues since the 2014 study, as well as a decline in the percentage of residential customers who say they are *very satisfied* with the water conservation programs.

When it comes to conservation, the vast majority of residential and commercial customers agree they follow the “Water by the Numbers” program, as well as agree that households would conserve more water if they had an easier way to monitor usage. Additionally, the vast majority of residential customers (61%) and commercial customers (68%) agree there should be strong financial penalties for people who use too much water; however, approximately one-third of residential and one-quarter of commercial customers *disagree* there should be strong financial penalties for people who use too much water.

WATER RATES

Although the vast majority of residential (78%) and commercial (84%) customers agree that water and sewer services are a good value for the amount of money they pay, there has been a slight decline in customers’ perceptions regarding value since the previous study.

The vast majority of residential and commercial customers also agree that because water is a scarce resource, water rates should be designed to reflect the value of water in our daily lives. However, customers are less apt to agree with statements that deal with increasing water rates to provide a reliable water supply for future generations, to cover the true costs to treat and deliver water to homes and businesses, and to encourage water conservation.

These lower agreement levels may be partially due to the fact that water rates were increased at a time when Water Authority customers were conserving more water than ever. Thus, customers may feel as though they are being punished for their conservation efforts.

It should also be noted that residents of lower socio-economic status are *less* likely to agree with each of the statements regarding rate increases.

IMPORTANCE OF WATER RELATED PROGRAMS AND SERVICES

Similar to previous studies, when asked to rate the importance of various water conservation and environmental issues, over nine-in-ten residential customers (94%) and commercial customers (96%) say providing a long-term water supply for future generations is important. Further, 94% of commercial customers place a high priority on investing in the repair and replacement of old water and sewer lines.

Between approximately seven-in-ten and nine-in-ten residential customers also feel the following issues are important:

- Investing in the repair or replacement of water/sewer lines (86%)
- The quality of the treated water returned back to the river (83%)
- Reusing treated wastewater to irrigate public spaces (83%)
- Balancing population and economic growth with our water availability (79%)
- Balancing customer water demand with protection of habitat for wildlife and vegetation in the Rio Grande corridor (79%)
- Enforcing laws on water waste (77%)
- Making water available to attract and keep high-tech industries that offer good paying jobs (69%)

Over eight-in-ten commercial customers also feel the following issues are important:

- Balancing population and economic growth with our water availability (88%)
- The quality of the treated water returned back to the river (87%)
- Reusing treated wastewater to irrigate public spaces (85%)
- Enforcing laws on water waste (83%)
- Making water available to attract and keep high-tech industries that offer good paying jobs (81%)
- Balancing customer water demand with protection of habitat for wildlife and vegetation in the Rio Grande corridor (80%)

BILLING SERVICES

Consistent with previous studies, the vast majority of customers express satisfaction with bill payment options (87% residential, 83% commercial), understanding the bill format and water usage graph (83% residential, 88% commercial), and the accuracy of their water billing statements (82% residential, 86% commercial). However, it should be noted that, overall, satisfaction with billing services among residential and commercial customers has declined slightly from the 2014 study.

CUSTOMER SERVICE REPRESENTATIVES

Among the 17% of residential and 20% of commercial customers who have contacted the Water Authority, the vast majority say they have spoken with an employee on the phone or in person. Sixty-nine percent of residential customers and 85% of commercial customers give a rating of *good* or *excellent* to the customer service representative they spoke to when contacting the Water Authority. It should be noted that 30% of residential customers give a rating of *fair* to *very poor*; however, due to the small sample size, these results should be viewed with caution.

More specifically, when it comes to the courtesy of the customer service representative, 80% of residential and 91% of commercial customers express satisfaction, while 66% of residential and 92% of commercial customers express satisfaction with the knowledge and ability of the representative to answer their questions or resolve issues. Further, 65% of residential and 78% of commercial customers express satisfaction with the wait time to speak to a customer service representative.

CLIMATE CHANGE

When it comes to customer agreement levels with various statements regarding climate change and the Water Authority, over nine-in-ten residential (91%) and commercial (95%) customers agree the **Water Utility should plan and take the steps necessary to ensure that our community has safe, adequate water for the next ten to forty years.** Nearly six-in-ten residential (59%) and commercial (58%) customers agree **the impact of climate change on the water cycle will make it more difficult for the water utility to meet our community's water needs in the next ten to forty years;** however, 26% of residential and 31% of commercial customers disagree.

Further, the majority of residential (57%) and commercial (51%) customers agree **future extreme weather events will negatively impact the water utility's ability to provide safe, healthy drinking water.** It should be noted, however, that 24% of residential and 31% of commercial customers disagree future extreme weather events will negatively impact the water utility's ability to provide safe, healthy drinking water.

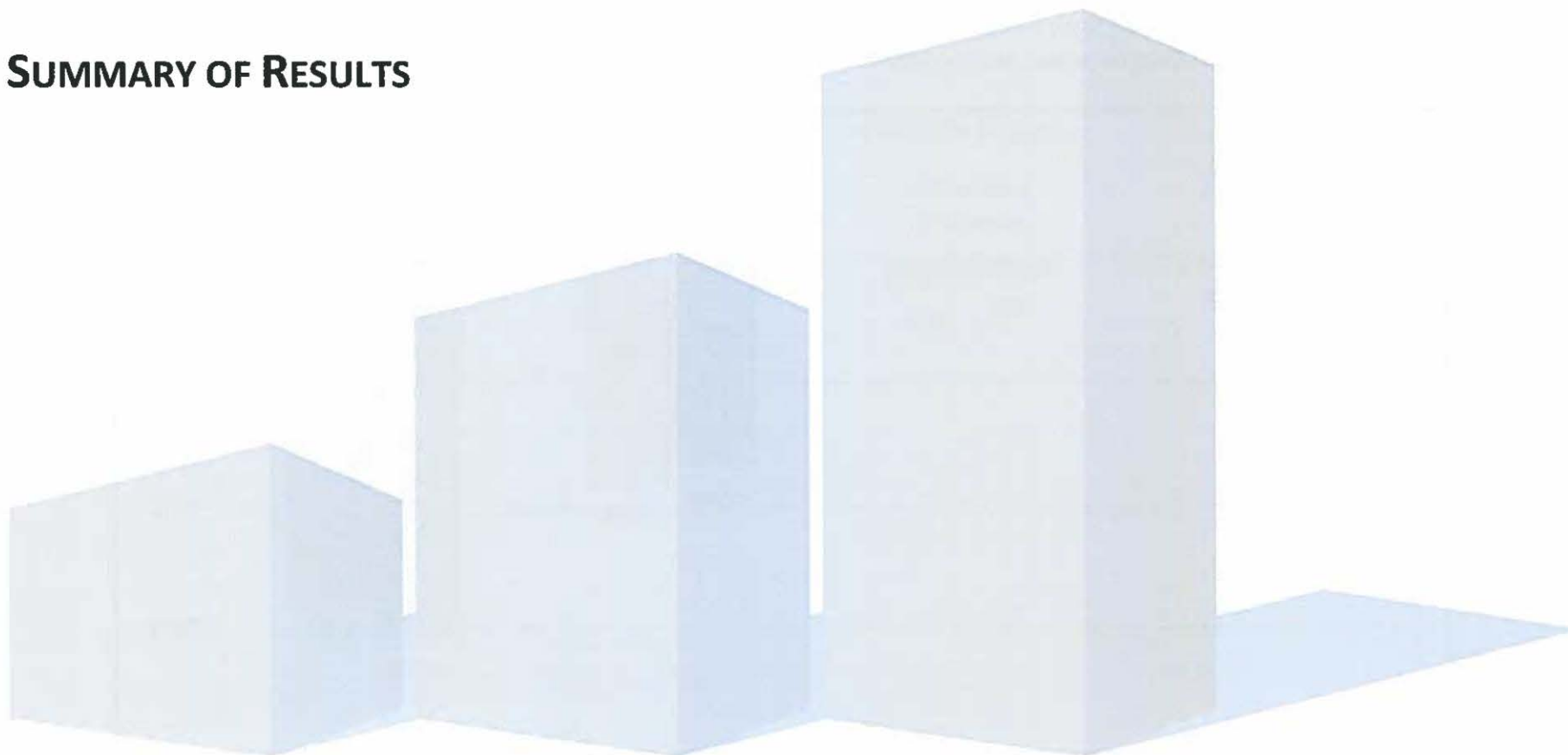
FINAL THOUGHTS

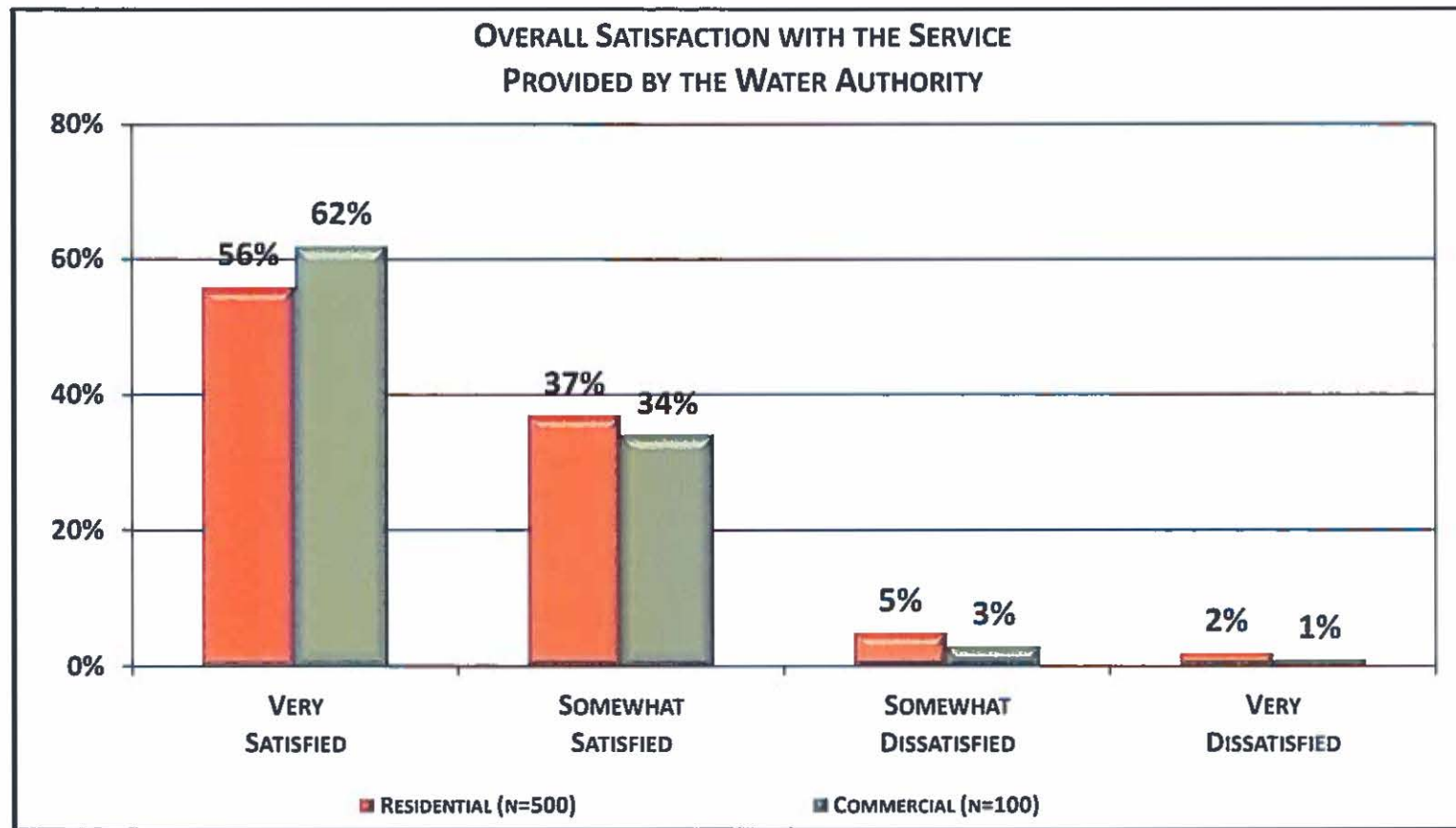
The vast majority of both residential and commercial customers place a great deal of importance on the ABCWUA planning ahead to ensure a reliable water supply for the region's future. In fact, over 90% of customers agree *the water utility should plan and take the necessary steps to ensure that our community has safe, adequate supplies of water for the next 10 to 40 years.* Further, over nine-in-ten customers say it is important for the ABCWUA to provide a long-term water supply for future generations.

However, when it comes to increasing water rates to cover the cost of providing a reliable water supply for future generations, 42% oppose it. The same 42% say they are not willing to pay anything *extra on their water bill to ensure the community has future access to abundant, safe water for the next 10 to 40 years.* On its face, there seems to be a disconnect between the near universal support for planning ahead to ensure reliable water supply for future generations and the customers' reluctance to be willing to pay of it. This disconnect, is, in all likelihood, at least partially due to the weak state of our economy. But, the disconnect is *not* due to a lack of confidence that area residents have in the ABCWUA, in that over 90% of customers are satisfied overall with the services provided by the Water Authority.

If, in the future, the ABCWUA determines that it is necessary to ask for a rate increase to repair the existing infrastructure and plan ahead for the future needs of the water and sewer system, the ABCWUA will need to continue to educate its customers on the costs associated with these improvements and enhancements. The survey demonstrates that customers feel it is important to maintain a reliable system and plan for future needs; however, they will still have to be convinced of the necessity of a rate increase to pay for it.

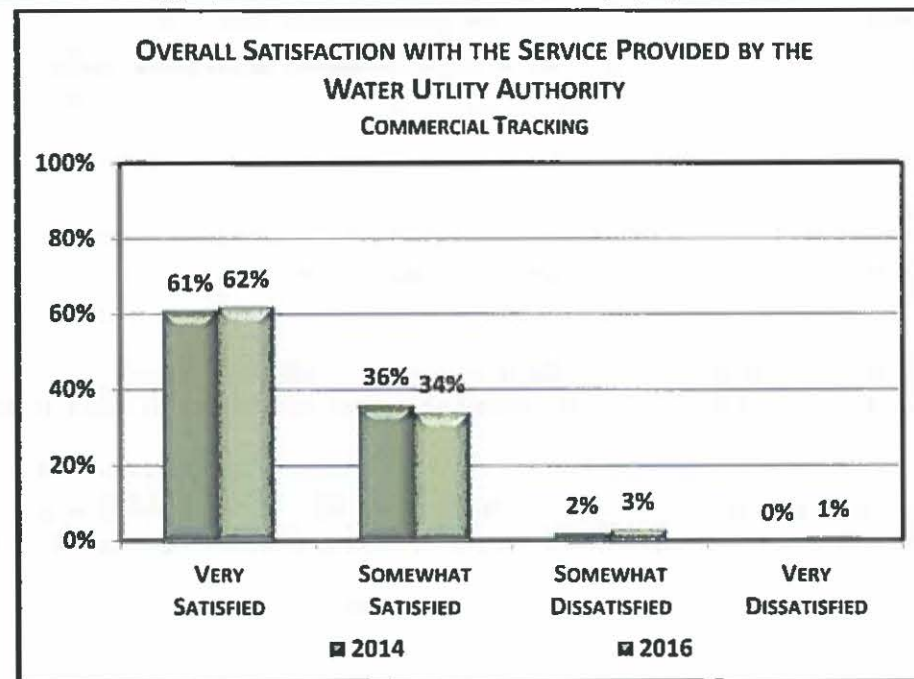
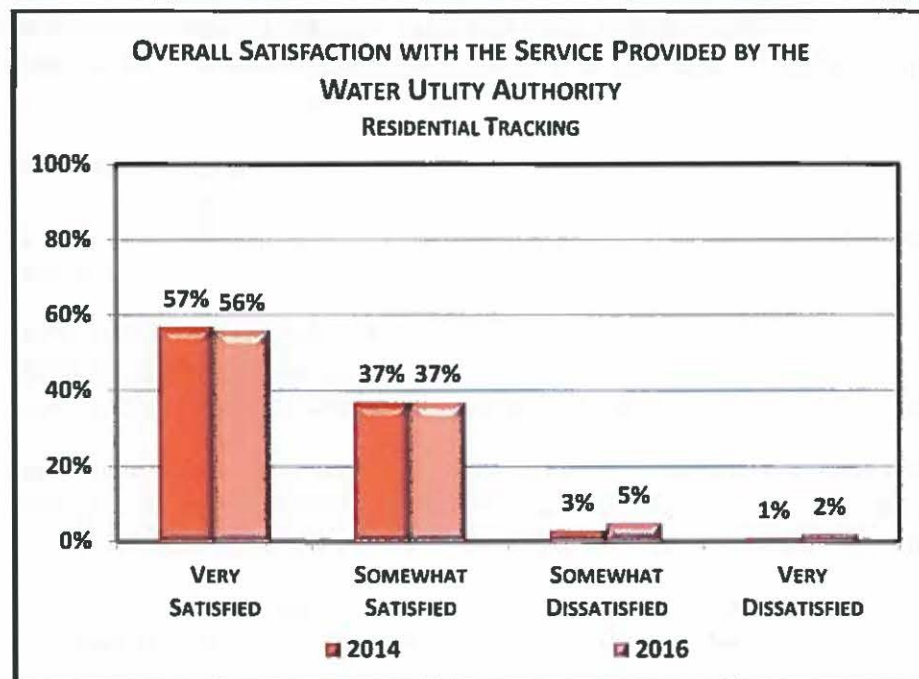
III. SUMMARY OF RESULTS





Residential customers were asked to rate their overall satisfaction with the service provided by the Water Authority. Nearly all (93%) residential customers express satisfaction, with 37% reporting they are *somewhat satisfied* and 56% reporting that they are *very satisfied*.

The overwhelming majority (96%) of commercial customers also say that they are satisfied with the service they receive (62% are *very satisfied*). Only 3% of commercial customers express being *somewhat dissatisfied* and just 1% of commercial customers say they are *very dissatisfied*.



As shown on the graphs above, overall satisfaction levels among both residential and commercial customers are almost identical to those observed two years ago.

RESIDENTIAL: SATISFACTION WITH VARIOUS SERVICES RECEIVED FROM THE WATER AUTHORITY QUALITY, RELIABILITY, INFRASTRUCTURE, AND CONSERVATION TOTAL RESIDENTIAL SAMPLE (N=500) RANKED BY HIGHEST PERCENTAGE "VERY SATISFIED"					
	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DON'T KNOW/ WON'T SAY
RELIABILITY AND AVAILABILITY OF WATER TO YOUR HOME	78%	19%	2%	1%	1%
RELIABLE DRAINAGE OF WASTEWATER FROM YOUR HOME TO THE CITY SEWER LINE	70%	22%	3%	2%	3%
QUALITY OF DRINKING WATER	46%	33%	8%	7%	5%
EDUCATION ON WATER ISSUES	32%	41%	5%	5%	17%
WATER CONSERVATION PROGRAMS	32%	37%	8%	6%	17%
CONDITION OF THE SEWER LINES THROUGHOUT THE CITY SUCH AS THE NUMBER OF OVERFLOWS/BACKUPS YOU OBSERVE AT THE CITY SEWER LINES OR MANHOLES (DOES NOT INCLUDE RUNOFF OR DRAINAGE TO STORM SEWERS/STREETS)	30%	35%	9%	6%	21%
CONDITION OF THE WATER LINES THROUGHOUT THE CITY SUCH AS THE NUMBER OF LEAKS YOU OBSERVE	26%	34%	11%	9%	20%
EASE OF NAVIGATING AND FINDING INFORMATION ON THE WATER AUTHORITY'S WEBSITE	16%	12%	4%	2%	65%

Residential customers were asked if they are *very satisfied*, *somewhat satisfied*, *somewhat dissatisfied*, or *very dissatisfied* with the various aspects of the services they receive from the Water Authority regarding quality, reliability, infrastructure, and conservation programs.

Nearly all (97%) residential customers express satisfaction with the **reliability and availability of water provided to their homes**, with 78% saying they are *very satisfied*. It should be noted that those in the Valley/Downtown area (69%), renters (67%), and those who do not reside in a single family home (63%) are less likely than others to be *very satisfied* with the reliability and availability of water to their homes.

Over nine-in-ten (92%) residential customers say they are satisfied with the **reliable drainage of wastewater from their homes**, with 70% who say they are *very satisfied*. Again, renters (59%) and those who do not reside in a single family home (51%) are less likely to be *very satisfied* with the reliable drainage of wastewater from their homes.

Nearly four-fifths (79%) of residential customers report that they are either *somewhat satisfied* (33%) or *very satisfied* (46%) with the **quality of drinking water** provided through the Water Authority. It should be noted that residential customers living in the Mid-Heights (52%) and Far Heights (52%) regions are more likely than those in the Westside (35%) and Valley/Downtown (41%) regions to say they are *very satisfied* with the quality of drinking water. Similarly, homeowners (48%) are more likely than renters (35%) to say they are *very satisfied*.

Seven-in-ten (73%) residential customers express satisfaction regarding **education on water issues**, while only one-in-ten say they are *somewhat dissatisfied* (5%) or *very dissatisfied* (5%). Additionally, over two-thirds (69%) of residential customers report being *somewhat* (37%) or *very satisfied* (32%) satisfied with **water conservation programs**, while 14% report dissatisfaction.

The majority (65%) of residential customers report satisfaction regarding the **condition of sewer lines throughout the City**, though 15% say they are dissatisfied. It should be noted that those living within City limits (65%) are more likely to be satisfied than those residing outside City limits (57%).

Six-in-ten residential customers express satisfaction with the **condition of water lines throughout the City**. However, 20% report dissatisfaction with the condition of water lines throughout the City. Those in the Mid-Heights region (47%) are less likely to say they are satisfied than those in the Valley/Downtown (68%), Westside (70%), and Far Heights (57%) regions.

Over one-quarter (28%) of residential customers express satisfaction regarding the **ease of navigating and finding information on the Water Authority's website**, while only 6% say they are dissatisfied. It is important to note that the vast majority (65%) of customers did not offer an opinion.

RESIDENTIAL TRACKING: SATISFACTION WITH VARIOUS SERVICES RECEIVED FROM THE WATER AUTHORITY QUALITY, RELIABILITY, INFRASTRUCTURE, AND CONSERVATION TOTAL RESIDENTIAL SAMPLE (N=500) RANKED BY HIGHEST PERCENTAGE 2016 "VERY SATISFIED"						
		VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DON'T KNOW/ WON'T SAY
RELIABILITY AND AVAILABILITY OF WATER TO YOUR HOME	2016	78%	19%	2%	1%	1%
	2014	83%	16%	1%	-	-
	2012	86%	12%	1%	1%	-
	2010	83%	15%	-	-	1%
	2008	83%	15%	1%	-	-
	2006	87%	11%	-	-	1%
RELIABLE DRAINAGE OF WASTEWATER FROM YOUR HOME TO THE CITY SEWER LINE	2016	70%	22%	3%	2%	3%
	2014	73%	21%	1%	1%	3%
	2012	76%	16%	2%	1%	5%
	2010	75%	19%	3%	-	2%
	2008	73%	23%	1%	1%	2%
QUALITY OF DRINKING WATER	2016	46%	33%	8%	7%	5%
	2014	42%	36%	13%	5%	4%
	2012	48%	31%	12%	6%	3%
	2010	50%	31%	12%	5%	3%
	2008	48%	34%	9%	6%	3%
	2006	50%	32%	10%	6%	2%
EDUCATION ON WATER ISSUES*	2016	32%	41%	5%	5%	17%
	2014	38%	40%	6%	3%	13%
	2012	44%	40%	4%	1%	10%
	2010	41%	39%	5%	1%	14%
	2008	34%	31%	8%	3%	23%
	2006	36%	30%	8%	4%	22%
WATER CONSERVATION PROGRAMS	2016	32%	37%	8%	6%	17%
	2014	36%	36%	7%	5%	15%
	2012	43%	33%	6%	2%	15%

RESIDENTIAL TRACKING:						
SATISFACTION WITH VARIOUS SERVICES RECEIVED FROM THE WATER AUTHORITY (CONTINUED)						
QUALITY, RELIABILITY, INFRASTRUCTURE, AND CONSERVATION						
TOTAL RESIDENTIAL SAMPLE (N=500)						
RANKED BY HIGHEST PERCENTAGE 2016 "VERY SATISFIED"						
		VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DON'T KNOW/ WON'T SAY
CONDITION OF THE SEWER LINES THROUGHOUT THE CITY SUCH AS THE NUMBER OF OVERFLOWS/BACKUPS YOU OBSERVE AT THE CITY SEWER LINES OR MANHOLES (DOES NOT INCLUDE RUNOFF OR DRAINAGE TO STORM SEWERS/STREETS)	2016	30%	35%	9%	6%	21%
	2014	22%	38%	14%	3%	22%
	2012	26%	35%	9%	7%	24%
	2010	30%	38%	8%	2%	22%
	2008	28%	29%	10%	6%	27%
CONDITION OF THE WATER LINES THROUGHOUT THE CITY SUCH AS THE NUMBER OF LEAKS YOU OBSERVE	2016	26%	34%	11%	9%	20%
	2014	18%	39%	20%	9%	14%
	2012	25%	31%	17%	9%	19%
	2010	26%	43%	12%	3%	15%
	2008	26%	30%	17%	6%	21%
EASE OF NAVIGATING AND FINDING INFORMATION ON THE WATER AUTHORITY'S WEBSITE	2016	16%	12%	4%	2%	65%
	2014	17%	13%	4%	2%	64%
	2012	15%	7%	2%	0%	75%
	2010	13%	11%	5%	1%	69%
	2008	10%	9%	2%	1%	78%

* In 2006-2010 this question was asked as "Education on water issues and water conservation programs."

When combining the *somewhat* and *very satisfied* responses, there has been little change in residential customers' satisfaction levels with the reliability and availability of water to homes, drainage of wastewater, quality of drinking water, condition of water lines throughout the City, and the ease of navigating and finding information on the Water Authority's website.

Since 2012, when 84% of residents said they were *somewhat* or *very satisfied* with education on water issues, there has been a decline, in that currently just under three-quarters (73%) of residents are *very* or *somewhat satisfied* with education on water issues. Some of this may be attributed to the fact that residents are less likely to have an opinion (17% in 2016 compared to 10% in 2012).

Similarly, there has also been a decline since 2012 in the percentage of residents who are *very satisfied* with water conservation programs (32% currently compared to 43% in 2012). Conversely, there has been a slight increase in the percentage of residents who say they are satisfied with the condition of sewer lines throughout the City (65% currently compared to 60% in 2014).

COMMERCIAL: SATISFACTION WITH VARIOUS SERVICES RECEIVED FROM THE WATER AUTHORITY QUALITY, RELIABILITY, INFRASTRUCTURE, AND CONSERVATION TOTAL COMMERCIAL SAMPLE (N=100) RANKED BY HIGHEST PERCENTAGE "VERY SATISFIED"					
	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DON'T KNOW/ WON'T SAY
RELIABILITY AND AVAILABILITY OF WATER TO YOUR BUSINESS	88%	10%	2%	-	-
RELIABLE DRAINAGE OF WASTEWATER FROM YOUR BUSINESS TO THE CITY SEWER LINE	69%	22%	2%	2%	5%
QUALITY OF DRINKING WATER	45%	23%	13%	8%	12%
WATER CONSERVATION PROGRAMS	44%	20%	6%	3%	27%
EDUCATION ON WATER ISSUES	41%	25%	6%	4%	25%
CONDITION OF THE SEWER LINES THROUGHOUT THE CITY SUCH AS THE NUMBER OF OVERFLOWS/BACKUPS YOU OBSERVE AT THE CITY SEWER LINES OR MANHOLES (DOES NOT INCLUDE RUNOFF OR DRAINAGE TO STORM SEWERS/STREETS)	35%	36%	11%	3%	14%
CONDITION OF THE WATER LINES THROUGHOUT THE CITY SUCH AS THE NUMBER OF LEAKS YOU OBSERVE	31%	29%	17%	7%	15%
EASE OF NAVIGATING AND FINDING INFORMATION ON THE WATER AUTHORITY'S WEBSITE	21%	13%	6%	1%	59%

Commercial customers were asked if they are *very satisfied*, *somewhat satisfied*, *somewhat dissatisfied*, or *very dissatisfied* with the various aspects of the services they receive from the Water Authority regarding quality, reliability, infrastructure, and conservation programs.

Nearly all commercial customers are *very* or *somewhat satisfied* with the **reliability and availability of water to their businesses** (98%), as well as **reliable drainage of wastewater from their businesses to the City sewer line** (91%).

Approximately two-thirds of commercial customers are satisfied with the **condition of sewer lines throughout the City** (71%), the **quality of drinking water** (68%), and **education on water issues** (66%).

Approximately six-in-ten commercial customers are satisfied with **water conservation programs** (64%) and the **condition of water lines throughout the City** (60%).

When it comes to the **ease of navigating and finding information on the Water Utility Authority's website**, one-third (34%) of commercial customers express satisfaction, while 7% are dissatisfied. It should be noted that the majority (59%) of commercial customers did not offer an opinion.

COMMERCIAL TRACKING: SATISFACTION WITH VARIOUS SERVICES RECEIVED FROM THE WATER AUTHORITY QUALITY, RELIABILITY, INFRASTRUCTURE, AND CONSERVATION TOTAL COMMERCIAL SAMPLE (N=100) RANKED BY HIGHEST PERCENTAGE 2016 "VERY SATISFIED"						
		VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DON'T KNOW/ WON'T SAY
RELIABILITY AND AVAILABILITY OF WATER TO YOUR BUSINESS	2016	88%	10%	2%	-	-
	2014	92%	7%	1%	-	-
	2012	84%	14%	1%	-	1%
	2010	88%	12%	-	-	-
	2008	83%	17%	-	-	-
	2006	88%	10%	-	-	2%
RELIABLE DRAINAGE OF WASTEWATER FROM YOUR BUSINESS TO THE CITY SEWER LINE	2016	69%	22%	2%	2%	5%
	2014	75%	22%	1%	1%	1%
	2012	72%	21%	2%	-	5%
	2010	81%	16%	3%	-	1%
	2008	66%	23%	7%	2%	2%
QUALITY OF DRINKING WATER	2016	45%	23%	13%	8%	12%
	2014	51%	22%	9%	2%	17%
	2012	48%	32%	9%	3%	9%
	2010	48%	25%	11%	7%	10%
	2008	50%	23%	15%	5%	7%
	2006	48%	35%	4%	2%	11%
WATER CONSERVATION PROGRAMS	2016	44%	20%	6%	3%	27%
	2014	43%	21%	10%	-	26%
	2012	32%	35%	6%	-	28%
EDUCATION ON WATER ISSUES*	2016	41%	25%	6%	4%	25%
	2014	47%	26%	4%	2%	21%
	2012	37%	33%	6%	-	25%
	2010	35%	28%	5%	-	31%
	2008	32%	25%	9%	7%	28%
	2006	31%	29%	3%	2%	35%

COMMERCIAL TRACKING:						
SATISFACTION WITH VARIOUS SERVICES RECEIVED FROM THE WATER AUTHORITY (CONTINUED)						
QUALITY, RELIABILITY, INFRASTRUCTURE, AND CONSERVATION						
TOTAL COMMERCIAL SAMPLE (N=100)						
RANKED BY HIGHEST PERCENTAGE 2016 "VERY SATISFIED"						
		VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DON'T KNOW/ WON'T SAY
CONDITION OF THE SEWER LINES THROUGHOUT THE CITY SUCH AS THE NUMBER OF OVERFLOWS/BACKUPS YOU OBSERVE AT THE CITY SEWER LINES OR MANHOLES (DOES NOT INCLUDE RUNOFF OR DRAINAGE TO STORM SEWERS/STREETS)	2016	35%	36%	11%	3%	14%
	2014	39%	29%	5%	4%	23%
	2012	36%	28%	6%	5%	26%
	2010	37%	34%	4%	2%	23%
	2008	27%	36%	9%	8%	21%
CONDITION OF THE WATER LINES THROUGHOUT THE CITY SUCH AS THE NUMBER OF LEAKS YOU OBSERVE	2016	31%	29%	17%	7%	15%
	2014	24%	32%	23%	9%	13%
	2012	19%	30%	19%	15%	18%
	2010	28%	36%	11%	12%	12%
	2008	16%	43%	19%	8%	15%
EASE OF NAVIGATING AND FINDING INFORMATION ON THE WATER AUTHORITY'S WEBSITE	2016	21%	13%	6%	1%	59%
	2014	25%	17%	2%	0%	57%
	2012	12%	19%	2%	0%	67%
	2010	10%	9%	1%	0%	80%
	2008	3%	5%	2%	2%	88%

* In 2006-2010 this question was asked as "Education on water issues and water conservation programs."

Among commercial customers, there has been an increase in the percentage of customers who say they are *somewhat* or *very dissatisfied* with the quality of drinking water. However, the percentage who says they are *somewhat* or *very satisfied* with the condition of water sewer lines throughout the City has increased over the past four years.

Further, since the 2014 study, there has been a decrease in the percentage of commercial customers who are *somewhat* or *very satisfied* with ease of navigating and finding information on the Water Authority's website (34% currently compared to 42% in 2014).

Some caution must be taken when comparing the results of the commercial customers overtimes due to the relatively small sample size (n=100) and associated high margin of sampling error.

SATISFACTION WITH VARIOUS SERVICES RECEIVED FROM THE WATER AUTHORITY: REGARDING EFFECTIVENESS RESIDENTIAL TOTAL SAMPLE (N=500) COMMERCIAL TOTAL SAMPLE (N=100) RANKED BY HIGHEST PERCENTAGE RESIDENTIAL "VERY SATISFIED"					
	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DON'T KNOW/ WON'T SAY
EFFECTIVENESS TO CONTROL ODORS FROM SEWER LINES OR TREATMENT FACILITIES					
RESIDENTIAL	46%	26%	6%	4%	19%
COMMERCIAL	53%	23%	9%	1%	15%
EFFECTIVENESS OF THE WATER UTILITY TO REPAIR LEAKS AND RESPONSE TIME FOR RESTORATION OF SERVICE					
RESIDENTIAL	29%	34%	9%	2%	26%
COMMERCIAL	43%	24%	4%	2%	26%
EFFECTIVENESS OF THE WATER UTILITY TO RESPOND TO OVERFLOWS OR BACKUPS AND RESPONSE TIME FOR RESTORING SERVICE					
RESIDENTIAL	26%	32%	7%	2%	33%
COMMERCIAL	40%	22%	7%	0%	31%

RESIDENTIAL CUSTOMERS

Seven-in-ten (72%) residential customers report satisfaction with the effectiveness of the Water Authority to control odors from sewer lines and treatment facilities (46% are *very satisfied*), while just one-in-ten report dissatisfaction. Those living within City limits (73%) are more likely to be satisfied than those living outside City limits (57%).

Sixty-three percent of residential customers report satisfaction concerning the effectiveness of the Water Authority to repair leaks and response time for restoration of service (29% are *very satisfied*). It should be noted that over one-quarter (26%) of residential customers did not offer an opinion.

When it comes to responding to overflow or backup problems and response time for restoring service, 58% of residential customers report either being *somewhat* (32%) or *very satisfied* (26%) with the effectiveness of the Water Authority; however, it is important to note that one-third (33%) of residential customers have no opinion on this issue.

COMMERCIAL CUSTOMERS

Three-quarters (76%) of commercial customers report satisfaction regarding the effectiveness of the Water Authority to control odors from sewer lines or treatment facilities, while one-in-ten express dissatisfaction.

Two-thirds (67%) of commercial customers report satisfaction with the effectiveness of the Water Authority to repair leaks and response time for restoration of services; however, 26% did not offer an opinion.

Approximately six-in-ten (62%) commercial customers report they are *somewhat satisfied* (22%) or *very satisfied* (40%) with the effectiveness of the Water Authority to respond to overflows or backups and response time for restoring service. It should be noted that 31% of commercial customers did not offer an opinion.

RESIDENTIAL TRACKING: SATISFACTION WITH VARIOUS SERVICES RECEIVED FROM THE WATER AUTHORITY: REGARDING EFFECTIVENESS TOTAL RESIDENTIAL SAMPLE (N=500) RANKED BY HIGHEST PERCENTAGE 2016 "VERY SATISFIED"						
		VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DON'T KNOW/ WON'T SAY
EFFECTIVENESS TO CONTROL ODORS FROM SEWER LINES OR TREATMENT FACILITIES	2016	46%	26%	6%	4%	19%
	2014	40%	34%	5%	3%	18%
	2012	43%	25%	6%	3%	24%
	2010	56%	25%	4%	1%	14%
	2008	48%	28%	5%	3%	16%
EFFECTIVENESS OF THE WATER UTILITY TO REPAIR LEAKS AND RESPONSE TIME FOR RESTORATION OF SERVICES	2016	29%	34%	9%	2%	26%
	2014	32%	35%	7%	4%	22%
	2012	31%	29%	8%	3%	29%
	2010	32%	32%	7%	1%	28%
	2008	26%	29%	4%	4%	37%
EFFECTIVENESS OF THE WATER UTILITY TO RESPOND TO OVERFLOWS OR BACKUPS AND RESPONSE TIME FOR RESTORING SERVICE	2016	26%	32%	7%	2%	33%
	2014	25%	32%	5%	3%	35%
	2012	25%	27%	7%	1%	40%
	2010	31%	25%	5%	2%	39%
	2008	24%	24%	4%	3%	45%

As shown above, over time there have been relatively small fluctuations in residents' satisfaction levels with various attributes regarding effectiveness to control odors from sewer lines or treatment facilities, to repair leaks and response time for restoration of service, and to respond to overflows or backups and response time for restoring service.

COMMERCIAL TRACKING: SATISFACTION WITH VARIOUS SERVICES RECEIVED FROM THE WATER AUTHORITY: REGARDING EFFECTIVENESS TOTAL COMMERCIAL SAMPLE (N=100) RANKED BY HIGHEST PERCENTAGE 2016 "VERY SATISFIED"						
		VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DON'T KNOW/ WON'T SAY
EFFECTIVENESS TO CONTROL ODORS FROM SEWER LINES OR TREATMENT FACILITIES	2016	53%	23%	9%	1%	15%
	2014	59%	24%	3%	1%	14%
	2012	50%	33%	4%	2%	12%
	2010	45%	32%	9%	3%	11%
	2008	44%	33%	10%	3%	11%
EFFECTIVENESS OF THE WATER UTILITY TO REPAIR LEAKS AND RESPONSE TIME FOR RESTORATION OF SERVICES	2016	43%	24%	4%	2%	26%
	2014	50%	19%	8%	4%	20%
	2012	41%	34%	3%	1%	22%
	2010	33%	24%	1%	-	42%
	2008	42%	29%	7%	4%	19%
EFFECTIVENESS OF THE WATER UTILITY TO RESPOND TO OVERFLOWS OR BACKUPS AND RESPONSE TIME FOR RESTORING SERVICE	2016	40%	22%	7%	0%	31%
	2014	49%	17%	3%	2%	29%
	2012	30%	29%	1%	-	41%
	2010	32%	27%	-	-	41%
	2008	32%	32%	7%	3%	27%

Since the 2012 study, commercial customers are slightly less likely to say they are *somewhat* or *very satisfied* with the effectiveness of the Water Authority to control odors from sewer lines or treatment facilities (76% currently compared to 83% in 2014 and 2012).

**SATISFACTION WITH VARIOUS SERVICES RECEIVED FROM THE WATER AUTHORITY:
REGARDING BILLING**

RESIDENTIAL TOTAL RESPONSES (N=477)

COMMERCIAL TOTAL SAMPLE (N=100)

RANKED BY HIGHEST PERCENTAGE RESIDENTIAL "VERY SATISFIED"

		VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DON'T KNOW/ WON'T SAY
BILLING PAYMENT OPTIONS						
	RESIDENTIAL	56%	31%	4%	2%	7%
	COMMERCIAL	60%	23%	2%	1%	15%
UNDERSTANDING THE BILL FORMAT AND WATER USAGE GRAPH						
	RESIDENTIAL	49%	34%	4%	4%	8%
	COMMERCIAL	65%	23%	2%	0%	10%
BILLING STATEMENT ACCURACY						
	RESIDENTIAL	46%	36%	7%	4%	7%
	COMMERCIAL	61%	25%	0%	1%	12%

RESIDENTIAL CUSTOMERS

When it comes to billing, residential customers express high levels of satisfaction, as nearly nine-in-ten (87%) report satisfaction regarding **billing payment options**, while only 6% express dissatisfaction. Further, approximately eight-in-ten residential customers express satisfaction regarding **understanding the bill format and water usage graph** (83%) and **billing statement accuracy** (82%).

It should be noted that residents of the Valley/Downtown area (35%) are less likely to be *very satisfied* with billing statement accuracy than those in the Mid-Heights (59%), Far Heights (45%), and Westside (51%) regions.

COMMERCIAL CUSTOMERS

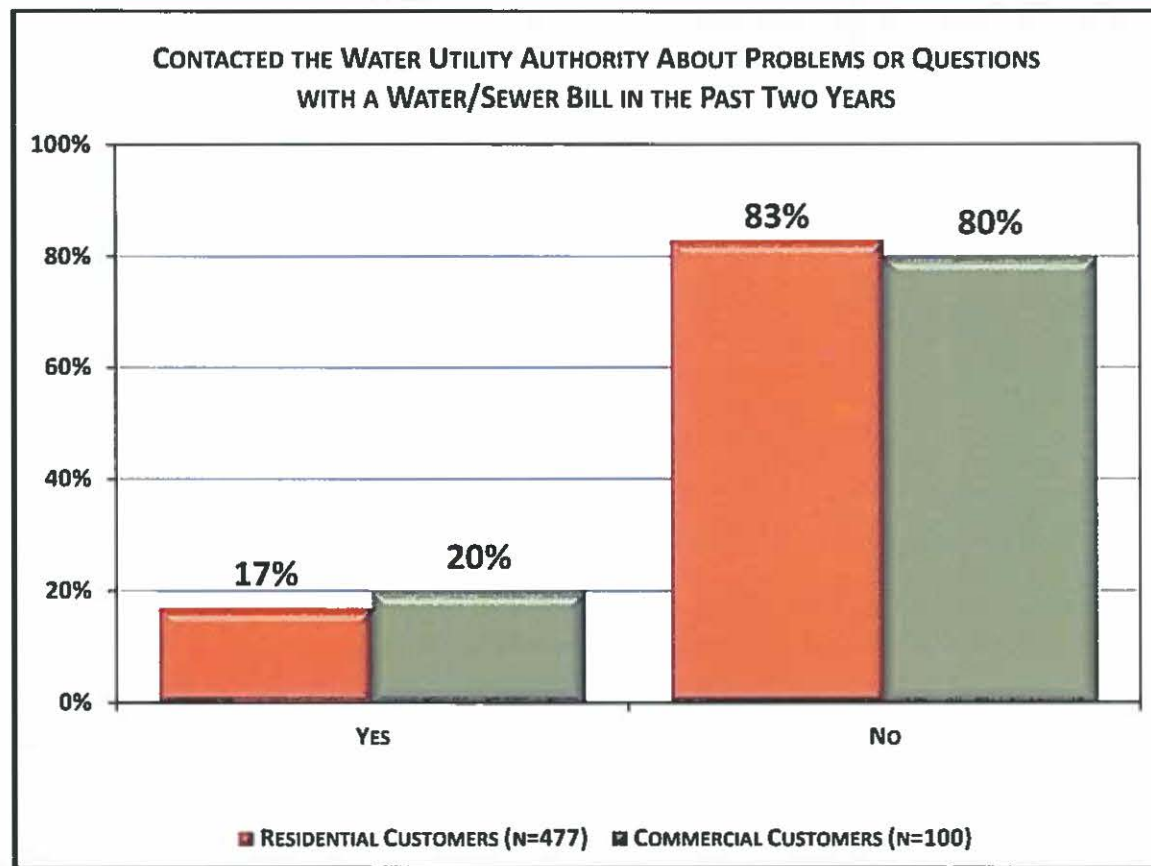
Similar to residential customers, commercial customers also express high levels of satisfaction regarding billing. In fact, nearly nine-in-ten (88%) commercial customers say they are satisfied with **understanding the bill format and water usage graph**, and 86% say they are satisfied with **billing statement accuracy**. Further, over four-fifths (83%) of commercial customers say they are either *somewhat* (23%) or *very satisfied* (60%) with **billing payment options**.

RESIDENTIAL TRACKING: SATISFACTION WITH VARIOUS SERVICES RECEIVED FROM THE WATER AUTHORITY: REGARDING BILLING TOTAL RESIDENTIAL RESPONSES (N=477) RANKED BY HIGHEST PERCENTAGE 2016 "VERY SATISFIED"						
		VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DON'T KNOW/ WON'T SAY
BILLING PAYMENT OPTIONS	2016	56%	31%	4%	2%	7%
	2014	57%	32%	2%	2%	7%
	2012	58%	24%	2%	2%	15%
	2010	63%	29%	1%	0%	7%
	2008	57%	28%	3%	1%	11%
	2006	55%	27%	3%	1%	14%
UNDERSTANDING THE BILL FORMAT AND WATER USAGE GRAPH	2016	49%	34%	4%	4%	8%
	2014	52%	38%	3%	1%	6%
	2012	59%	28%	5%	1%	8%
	2010	56%	35%	3%	1%	5%
	2008	56%	30%	5%	1%	7%
BILLING STATEMENT ACCURACY	2016	46%	36%	7%	4%	7%
	2014	53%	38%	2%	2%	4%
	2012	57%	31%	4%	2%	7%
	2010	61%	31%	3%	1%	4%
	2008	54%	33%	5%	3%	5%
	2006	53%	36%	4%	1%	5%

As shown above, there has been little significant variation in residents' satisfaction with billing payment options; however, the percentage of residential customers who say they are *somewhat* or *very satisfied* has decreased when it comes to understanding the bill format and water usage graph, as well as billing statement accuracy.

COMMERCIAL TRACKING: SATISFACTION WITH VARIOUS SERVICES RECEIVED FROM THE WATER AUTHORITY: REGARDING BILLING TOTAL COMMERCIAL SAMPLE (N=100) RANKED BY HIGHEST PERCENTAGE 2016 "VERY SATISFIED"						
		VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DON'T KNOW/ WON'T SAY
UNDERSTANDING THE BILL FORMAT AND WATER USAGE GRAPH	2016	65%	23%	2%	-	10%
	2014	72%	17%	5%	-	7%
	2012	59%	28%	5%	1%	8%
	2010	56%	35%	3%	1%	5%
	2008	56%	30%	5%	1%	7%
BILLING STATEMENT ACCURACY	2016	61%	25%	0%	1%	12%
	2014	65%	25%	2%	-	8%
	2012	57%	31%	4%	2%	7%
	2010	61%	31%	3%	1%	4%
	2008	54%	33%	5%	3%	5%
	2006	53%	36%	4%	1%	5%
BILLING PAYMENT OPTIONS	2016	60%	23%	2%	1%	15%
	2014	72%	15%	3%	1%	10%
	2012	58%	24%	2%	2%	15%
	2010	63%	29%	1%	0%	7%
	2008	57%	28%	3%	1%	11%
	2006	55%	27%	3%	1%	14%

As shown above, there has been little significant variation in commercial customers' satisfaction with billing payment options; however, it should be noted that the percentage of commercial customers who say they are *very satisfied* with each aspect regarding billing has declined since the 2014 study.



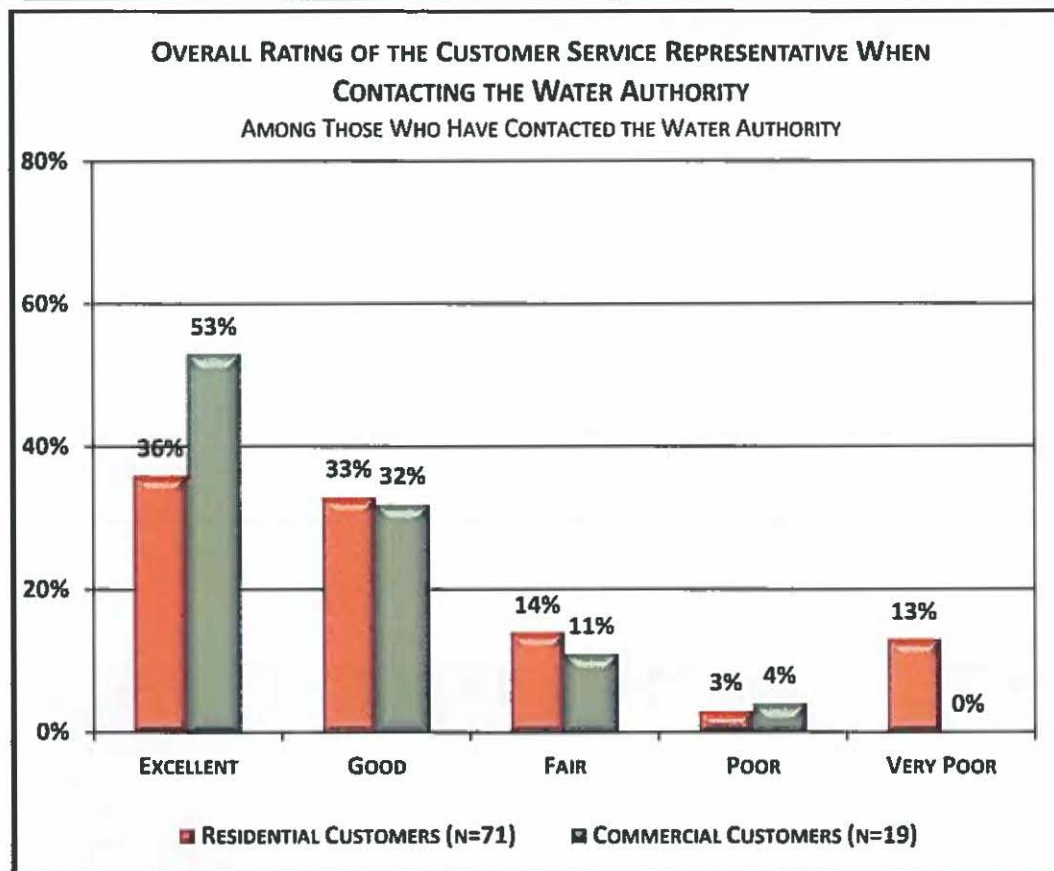
As shown above, 17% of residential customers and 20% of commercial customers say they have contacted the Water Authority about problems or questions with a water bill within the last two years.

MEANS OF COMMUNICATION WITH WATER AUTHORITY AMONG THOSE WHO CONTACTED THE WATER AUTHORITY		
	RESIDENTIAL RESPONSES (N=80)	COMMERCIAL RESPONSES (N=20)
SPOKE WITH EMPLOYEE ON THE PHONE	76%	86%
SPOKE WITH EMPLOYEE IN PERSON	17%	41%
USED WATER UTILITY WEBSITE	7%	-
USED WATER UTILITY'S VOICEMAIL SERVICE	6%	4%
USED E-MAIL	1%	5%
NOT SURE (VOLUNTEERED)	1%	-
COMMUNICATED IN SOME OTHER WAY	-	4%

NOTE: PERCENTAGES EXCEED 100% DUE TO MULTIPLE RESPONSES

Residential and commercial customers were asked, in their recent dealings with the Water Authority, if they had spoken directly to an employee either over the phone or in-person, or if they communicated by a different means, such as e-mail, voicemail, or the Water Utility's website.

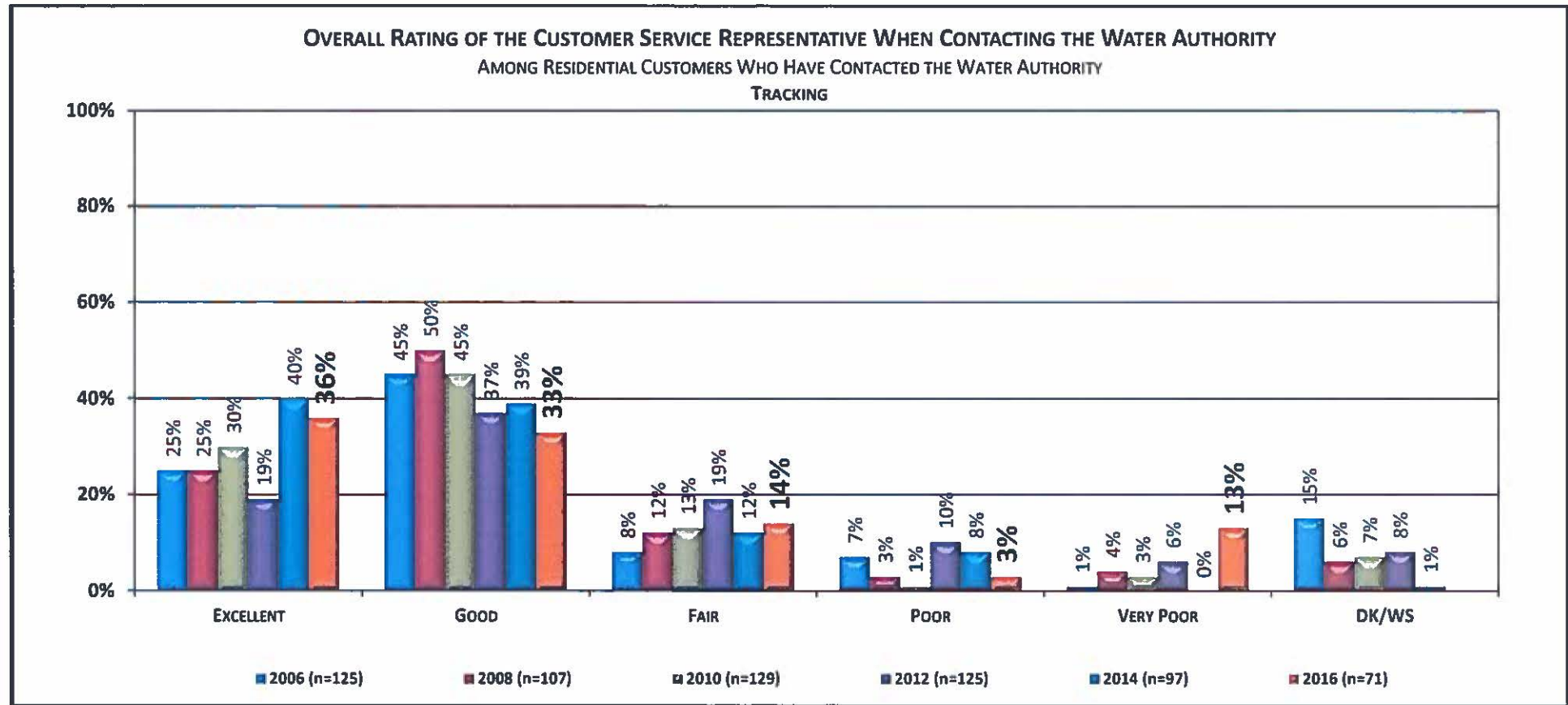
The vast majority of residential (76%) and commercial (86%) customers who have contacted the Water Authority say they have spoken with a Water Authority employee on the phone, while approximately one-fifth (17%) of residential and two-fifths (41%) of commercial customers spoke with an employee in person.



Residential and commercial customers who have contacted a Water Authority service representative in the past two years were asked if the overall customer service they received was *excellent*, *good*, *fair*, *poor*, or *very poor*. Seven-in-ten (69%) residential customers rate the service they received as *good* (33%) or *excellent* (36%). Fourteen percent of residential customers gave a *fair* rating, and 16% gave a *poor* (3%) or *very poor* (13%) rating.

Among commercial customers that have contacted the Water Utility Authority in the past two years, 85% give a rating of *good* (32%) or *excellent* (53%), while 11% give a *fair* rating and just 4% give a *poor* rating.

It should be noted that only seventy-one residential customers and nineteen commercial customers who were surveyed had spoken with a customer service representative.



Overall, there has been a decrease in the percentage of residential customers who give a *good* or *excellent* rating to the customer service representative they spoke with (69% currently compared to 79% in 2014). Further, 13% of residential customers gave a *very poor* rating to the customer service representative they spoke with, indicating this may be an area that should be further investigated by the Water Authority. That being said, it should be noted that, over the past six studies, this question was asked among a small sample of customers. Thus, results should be viewed with caution as the variation may be explained by sampling error.

SATISFACTION WITH THE CUSTOMER SERVICE REPRESENTATIVES ON KEY ATTRIBUTES					
AMONG THOSE WHO HAVE EXPERIENCE WITH CUSTOMER SERVICE REPRESENTATIVES RANKED BY HIGHEST PERCENTAGE 2016 RESIDENTIAL "VERY SATISFIED"					
	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DON'T KNOW/ WON'T SAY
COURTESY OF THE CUSTOMER SERVICE REPRESENTATIVE					
RESIDENTIAL RESPONSES (N=71)	51%	29%	3%	12%	5%
COMMERCIAL RESPONSES (N=19)	80%	11%	-	4%	5%
KNOWLEDGE AND ABILITY TO ANSWER YOUR QUESTIONS OR RESOLVE YOUR ISSUES					
RESIDENTIAL RESPONSES (N=71)	37%	29%	13%	16%	4%
COMMERCIAL RESPONSES (N=19)	82%	10%	4%	4%	-
LENGTH OF WAIT TO SPEAK WITH A CUSTOMER SERVICE REPRESENTATIVE					
RESIDENTIAL RESPONSES (N=71)	24%	41%	12%	10%	15%
COMMERCIAL RESPONSES (N=19)	58%	20%	11%	-	12%

Residential and commercial customers who have had an experience with Water Authority customer service representatives in the last two years were asked to rate their overall satisfaction with various services.

Four-in-five (80%) residential customers say that they are satisfied with the **courtesy of the customer service representative**, with the majority (51%) of respondents saying they are *very satisfied*. Fifteen percent of respondents say they are dissatisfied with the courtesy of the customer service representative. Among commercial customers, satisfaction levels are higher, with 91% expressing satisfaction with the courtesy of the customer service representative (80% say they are *very satisfied*).

Two-thirds (66%) of residential customers say they are satisfied with the **customer service representatives' knowledge and ability to answer questions or resolve issues**, with 37% who say they are *very satisfied*. However, it should be noted that three-in-ten (29%) residential respondents express dissatisfaction with the customer service representatives' knowledge and ability to answer questions or resolve issues. Again, satisfaction levels are higher among commercial customers, as 92% express satisfaction with the customer service representatives' knowledge and ability to answer questions or resolve issues, while just 8% say they are dissatisfied.

Finally, residential and commercial customers were asked about their level of satisfaction regarding the **length of wait to speak with a customer service representative**. Just under two-thirds (65%) of residential respondents say they are satisfied with the length of the wait they experienced, while nearly one-quarter (22%) express dissatisfaction. Among commercial respondents, 78% express satisfaction, while 11% say they are dissatisfied with the length of wait to speak to a customer service representative.

RESIDENTIAL: PERCEIVED IMPORTANCE OF WATER CONSERVATION AND ENVIRONMENTAL ISSUES TOTAL RESIDENTIAL SAMPLE (N=500) RANKED BY HIGHEST PERCENTAGE "VERY IMPORTANT"							
	VERY IMPORTANT 5	4	3	2	NOT AT ALL IMPORTANT 1	DON'T KNOW/ WON'T SAY	MEAN †
PROVIDING A LONG-TERM WATER SUPPLY FOR FUTURE GENERATIONS	81%	13%	4%	1%	1%	1%	4.7
THE QUALITY OF TREATED WATER RETURNED BACK TO THE RIVER	65%	18%	10%	1%	1%	5%	4.5
INVESTING IN THE REPAIR AND REPLACEMENT OF OLD WATER AND SEWER LINES	64%	22%	9%	2%	2%	2%	4.5
REUSING TREATED WASTEWATER TO IRRIGATE PUBLIC SPACES	63%	20%	12%	1%	1%	4%	4.5
ENFORCING LAWS ON WATER WASTE	60%	17%	13%	3%	4%	2%	4.3
BALANCING POPULATION AND ECONOMIC GROWTH WITH OUR WATER AVAILABILITY	56%	23%	12%	3%	2%	3%	4.3
BALANCING CUSTOMER WATER DEMAND WITH PROTECTION OF HABITAT FOR WILDLIFE AND VEGETATION IN THE RIO GRANDE CORRIDOR	55%	24%	15%	2%	1%	3%	4.3
MAKING WATER AVAILABLE TO ATTRACT AND KEEP HIGH-TECH INDUSTRIES THAT OFFER GOOD-PAYING JOBS	46%	23%	17%	5%	6%	2%	4.0

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT AT ALL IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

Residential customers were asked to rate the importance of various water programs and services using a five-point scale where a score of five means *very important* and a score of one means *not at all important*. Overall, the vast majority of residential customers rate each of the various water programs and services as important.

Ninety-four percent of residential customers place a high priority on providing a long-term water supply for future generations. In fact, 81% of residential respondents say this is *very important* (a score of 5). It should be noted that females (87%) compared to males (74%) and Hispanics (87%) compared to Anglos (77%) are more likely to say providing a long-term water supply for future generations is *very important*.

OVER FOUR-FIFTHS OF RESIDENTIAL CUSTOMERS ALSO SAY THE FOLLOWING ARE IMPORTANT (A SCORE OF 4 OR 5):

- Investing in the repair and replacement of old water and sewer lines (86%)
 - Those on the Westside (72%) and those living outside City limits (75%) are more likely than others to say this is *very important*
- The quality of treated water returned back to the river (83%)
 - Those ages 18 to 64 (68%) and those earning over \$75,000 (74%) are more likely than others to say this is *very important*
- Reusing treated waste water to irrigate public spaces (83%)
 - Those with a graduate degree (70%) are more likely than others to say this is *very important*

BETWEEN APPROXIMATELY SEVEN-IN-TEN AND EIGHT-IN-TEN RESIDENTIAL CUSTOMERS RATE EACH OF THE FOLLOWING AS IMPORTANT (A SCORE OF 4 OR 5):

- **Balancing population and economic growth with our water availability (79%)**
 - Females (60%) and those in the Mid-Heights (63%) region are more likely than others to say this is *very important*
- **Balancing customer water demand with protection of habitat for wildlife and vegetation in the Rio Grande corridor (79%)**
 - Females (63%) and younger residents are more likely than others to say this is *very important*
- **Enforcing laws on water waste (77%)**
 - Those on the Westside (68%) are more likely than others to say this is *very important*
- **Making water available to attract and keep high-tech industries that offer good paying jobs (69%)**
 - Hispanics (54%), those ages 35 to 49 (59%), those in the Valley/Downtown area (56%), renters (57%), and those of lower socio-economic status are more likely than others to say this is *very important*

RESIDENTIAL TRACKING:
PERCEIVED IMPORTANCE OF WATER CONSERVATION AND ENVIRONMENTAL ISSUES

TOTAL RESIDENTIAL SAMPLE (N=500)
RANKED BY HIGHEST PERCENTAGE 2016 "VERY IMPORTANT"

		VERY IMPORTANT 5	4	3	2	NOT AT ALL IMPORTANT 1	DON'T KNOW/ WON'T SAY	MEAN †
PROVIDING A LONG-TERM WATER SUPPLY FOR FUTURE GENERATIONS	2016	81%	13%	4%	1%	1%	1%	4.7
	2014	85%	10%	4%	1%	1%	0%	4.8
	2012	81%	12%	5%	1%	1%	1%	4.7
	2010	78%	13%	4%	2%	2%	1%	4.7
	2008	84%	11%	3%	-	1%	1%	4.8
	2006	82%	11%	3%	2%	1%	-	4.7
THE QUALITY OF TREATED WATER RETURNED BACK TO THE RIVER	2016	65%	18%	10%	1%	1%	5%	4.5
	2014	65%	18%	8%	2%	1%	6%	4.5
	2012	64%	18%	7%	3%	2%	8%	4.5
	2010	62%	20%	8%	2%	1%	6%	4.5
	2008	64%	19%	9%	2%	2%	4%	4.5
INVESTING IN THE REPAIR AND REPLACEMENT OF OLD WATER AND SEWER LINES	2016	64%	22%	9%	2%	2%	2%	4.5
	2014	64%	24%	7%	1%	2%	2%	4.5
	2012	61%	25%	11%	2%	1%	1%	4.4
	2010	59%	25%	9%	2%	3%	2%	4.4
	2008	64%	19%	9%	2%	2%	4%	4.5
	2006	51%	31%	14%	1%	1%	2%	4.3
REUSING TREATED WASTEWATER TO IRRIGATE PUBLIC SPACES	2016	63%	20%	12%	1%	1%	4%	4.5
	2014	70%	16%	9%	1%	2%	2%	4.5
	2012	67%	20%	6%	2%	2%	3%	4.5
	2010	67%	18%	9%	2%	2%	2%	4.5
	2008	67%	16%	8%	3%	4%	3%	4.5
	2006	64%	21%	9%	1%	2%	1%	4.4
ENFORCING LAWS ON WATER WASTE	2016	60%	17%	13%	3%	4%	2%	4.3
	2014	63%	19%	10%	3%	4%	1%	4.3
	2012	61%	20%	11%	5%	2%	1%	4.3
	2010	62%	21%	11%	2%	2%	1%	4.4
	2008	67%	18%	8%	3%	3%	*	4.5
	2006	64%	22%	8%	4%	3%	1%	4.4

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT AT ALL IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

RESIDENTIAL TRACKING: PERCEIVED IMPORTANCE OF WATER CONSERVATION AND ENVIRONMENTAL ISSUES (CONTINUED) TOTAL RESIDENTIAL SAMPLE (N=500) RANKED BY HIGHEST PERCENTAGE 2016 "VERY IMPORTANT"								
		VERY IMPORTANT 5	4	3	2	NOT AT ALL IMPORTANT 1	DON'T KNOW/ WON'T SAY	MEAN †
BALANCING POPULATION AND ECONOMIC GROWTH WITH OUR WATER AVAILABILITY	2016	56%	23%	12%	3%	2%	3%	4.3
	2014	69%	18%	7%	3%	1%	3%	4.5
	2012	61%	21%	9%	2%	4%	3%	4.4
	2010	57%	23%	8%	4%	7%	1%	4.2
	2008	58%	22%	11%	3%	2%	4%	4.4
	2006	62%	25%	10%	0%	2%	1%	4.5
BALANCING CUSTOMER WATER DEMAND WITH PROTECTION OF HABITAT FOR WILDLIFE AND VEGETATION IN THE RIO GRANDE CORRIDOR	2016	55%	24%	15%	2%	1%	3%	4.3
	2014	48%	22%	17%	4%	7%	3%	4.0
	2012	48%	24%	16%	6%	6%	1%	4.0
	2010	38%	24%	25%	2%	9%	3%	3.8
	2008	38%	19%	23%	8%	9%	4%	3.7
	2006	39%	27%	22%	5%	4%	3%	3.9
MAKING WATER AVAILABLE TO ATTRACT AND KEEP HIGH-TECH INDUSTRIES THAT OFFER GOOD-PAYING JOBS	2016	46%	23%	17%	5%	6%	2%	4.0
	2014	57%	17%	19%	2%	3%	3%	4.3
	2012	54%	18%	18%	4%	6%	0%	4.1
	2010	46%	30%	13%	3%	7%	1%	4.0
	2008	31%	26%	24%	9%	9%	2%	3.6
	2006	33%	30%	25%	5%	6%	1%	3.8

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT AT ALL IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

Generally speaking, the perceived importance of many of the water conservation and environmental issues tested has remained fairly stable. However, when it comes to enforcing laws on water waste, balancing population and economic growth with water availability, and making water available to attract and keep high-tech industries that offer good-paying jobs, residential customers are slightly less apt to say these issues are important compared to the 2014 study, which represents an all-time high since tracking began.

COMMERCIAL: PERCEIVED IMPORTANCE OF WATER CONSERVATION AND ENVIRONMENTAL ISSUES TOTAL COMMERCIAL SAMPLE (N=100) RANKED BY HIGHEST PERCENTAGE "VERY IMPORTANT"							
	VERY IMPORTANT 5	4	3	2	NOT AT ALL IMPORTANT 1	DON'T KNOW/ WON'T SAY	MEAN †
PROVIDING A LONG-TERM WATER SUPPLY FOR FUTURE GENERATIONS	85%	11%	4%	0%	0%	0%	4.8
BALANCING POPULATION AND ECONOMIC GROWTH WITH OUR WATER AVAILABILITY	77%	11%	11%	0%	2%	0%	4.6
THE QUALITY OF TREATED WATER RETURNED BACK TO THE RIVER	75%	12%	7%	1%	1%	5%	4.7
INVESTING IN THE REPAIR AND REPLACEMENT OF OLD WATER AND SEWER LINES	72%	22%	4%	2%	0%	1%	4.6
ENFORCING LAWS ON WATER WASTE	72%	11%	9%	2%	1%	6%	4.6
REUSING TREATED WASTEWATER TO IRRIGATE PUBLIC SPACES	70%	15%	5%	2%	5%	3%	4.5
MAKING WATER AVAILABLE TO ATTRACT AND KEEP HIGH-TECH INDUSTRIES THAT OFFER GOOD-PAYING JOBS	64%	17%	13%	4%	1%	1%	4.4
BALANCING CUSTOMER WATER DEMAND WITH PROTECTION OF HABITAT FOR WILDLIFE AND VEGETATION IN THE RIO GRANDE CORRIDOR	57%	23%	8%	9%	1%	2%	4.3

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT AT ALL IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

Commercial customers were also asked to rate the importance of various water programs and services using a five-point scale where a score of five means *very important* and a score of one means *not at all important*.

Similar to residential customers, the vast majority of commercial customers rate providing a long-term water supply for future generations (96%) as important. Further, the vast majority of commercial customers also rate investing in the repair and replacement of old water and sewer lines (94%) as important.

BETWEEN APPROXIMATELY EIGHT-IN-TEN AND NINE-IN-TEN COMMERCIAL CUSTOMERS ALSO RATE THE FOLLOWING AS IMPORTANT (A SCORE OF FOUR OR FIVE):

- Balancing population and economic growth with water availability (88%)
- The quality of treated water returned back to the river (87%)
- Reusing treated wastewater to irrigate public spaces (85%)
- Enforcing laws on water waste (83%)
- Making water available to attract and keep high-tech industries that offer good paying jobs (81%)
- Balancing customer water demand with protection of habitat for wildlife and vegetation in the Rio Grande corridor (80%)

COMMERCIAL TRACKING: PERCEIVED IMPORTANCE OF WATER CONSERVATION AND ENVIRONMENTAL ISSUES TOTAL COMMERCIAL SAMPLE (N=100) RANKED BY HIGHEST PERCENTAGE 2016 "VERY IMPORTANT"								
		VERY IMPORTANT 5	4	3	2	NOT AT ALL IMPORTANT 1	DON'T KNOW/ WON'T SAY	MEAN †
PROVIDING A LONG-TERM WATER SUPPLY FOR FUTURE GENERATIONS	2016	85%	11%	4%	0%	0%	0%	4.8
	2014	88%	4%	4%	1%	0%	3%	4.8
	2012	86%	8%	3%	1%	2%	0%	4.8
	2010	79%	17%	2%	2%	0%	0%	4.7
	2008	78%	12%	6%	1%	2%	1%	4.7
	2006	84%	12%	4%	0%	0%	0%	4.8
BALANCING POPULATION AND ECONOMIC GROWTH WITH OUR WATER AVAILABILITY	2016	77%	11%	11%	0%	2%	0%	4.6
	2014	69%	18%	7%	3%	1%	3%	4.5
	2012	61%	21%	9%	2%	4%	3%	4.4
	2010	57%	23%	8%	4%	7%	1%	4.2
	2008	58%	22%	11%	3%	2%	4%	4.4
THE QUALITY OF TREATED WATER RETURNED BACK TO THE RIVER	2016	75%	12%	7%	1%	1%	5%	4.7
	2014	59%	18%	12%	2%	2%	8%	4.4
	2012	62%	25%	10%	1%	1%	1%	4.5
	2010	66%	20%	10%	0%	1%	4%	4.6
	2008	55%	19%	11%	5%	1%	9%	4.3
INVESTING IN THE REPAIR AND REPLACEMENT OF OLD WATER AND SEWER LINES	2016	72%	22%	4%	2%	0%	1%	4.6
	2014	69%	19%	7%	1%	2%	3%	4.6
	2012	59%	28%	12%	0%	1%	0%	4.4
	2010	59%	20%	17%	2%	1%	2%	4.4
	2008	62%	26%	6%	2%	2%	2%	4.5
	2006	46%	40%	12%	1%	0%	1%	4.3
ENFORCING LAWS ON WATER WASTE	2016	72%	11%	9%	2%	1%	6%	4.6
	2014	63%	17%	11%	4%	5%	1%	4.3
	2012	63%	15%	12%	2%	6%	2%	4.3
	2010	59%	19%	12%	2%	7%	1%	4.2
	2008	59%	14%	19%	4%	3%	1%	4.2

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT AT ALL IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

COMMERCIAL TRACKING:
PERCEIVED IMPORTANCE OF WATER CONSERVATION AND ENVIRONMENTAL ISSUES (CONTINUED)

TOTAL COMMERCIAL SAMPLE (N=100)
RANKED BY HIGHEST PERCENTAGE 2016 "VERY IMPORTANT"

		VERY IMPORTANT 5	4	3	2	NOT AT ALL IMPORTANT 1	DON'T KNOW/ WON'T SAY	MEAN†
REUSING TREATED WASTEWATER TO IRRIGATE PUBLIC SPACES	2016	70%	15%	5%	2%	5%	3%	4.5
	2014	66%	15%	9%	5%	5%	1%	4.3
	2012	69%	17%	9%	3%	2%	0%	4.5
	2010	72%	13%	11%	2%	2%	1%	4.5
	2008	70%	16%	8%	3%	2%	1%	4.5
	2006	62%	22%	10%	2%	2%	2%	4.4
MAKING WATER AVAILABLE TO ATTRACT AND KEEP HIGH-TECH INDUSTRIES THAT OFFER GOOD-PAYING JOBS	2016	64%	17%	13%	4%	1%	1%	4.4
	2014	57%	17%	19%	2%	3%	3%	4.3
	2012	54%	18%	18%	4%	6%	0%	4.1
	2010	46%	30%	13%	3%	7%	1%	4.0
	2008	31%	26%	24%	9%	9%	2%	3.6
	2006	33%	30%	25%	5%	6%	1%	3.8
BALANCING CUSTOMER WATER DEMAND WITH PROTECTION OF HABITAT FOR WILDLIFE AND VEGETATION IN THE RIO GRANDE CORRIDOR	2016	57%	23%	8%	9%	1%	2%	4.3
	2014	48%	22%	17%	4%	7%	3%	4.0
	2012	48%	24%	16%	6%	6%	1%	4.0
	2010	38%	24%	25%	2%	9%	3%	3.8
	2008	38%	19%	23%	8%	9%	4%	3.7
	2006	39%	27%	22%	5%	4%	3%	3.9

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT AT ALL IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

Overall, commercial customers are more apt to say several of the water conservation and environmental issues are important compared to past studies, such as investing in the repair and replacement of old water and sewer lines, enforcing laws on water waste, making water available to attract and keep high-tech industries that offer good paying jobs, and balancing customer water demand with the protection of habitat for wildlife and vegetation in the Rio Grande corridor.

RESIDENTIAL: CUSTOMER LEVEL OF AGREEMENT WITH STATEMENTS ABOUT WATER RATES AND SERVICES (SUMMARY TABLE) TOTAL RESIDENTIAL SAMPLE (N=500) RANKED BY HIGHEST PERCENTAGE "STRONGLY AGREE"					
	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/ WON'T SAY
I FOLLOW THE "WATER BY THE NUMBERS" PROGRAM WHEN SETTING MY IRRIGATION SCHEDULE.	52%	19%	3%	4%	22%
THE COST OF WATER IS AN IMPORTANT FACTOR FOR ME WHEN DECIDING HOW MUCH WATER TO USE.	42%	34%	12%	8%	4%
HOUSEHOLDS WOULD CONSERVE MORE WATER IF THEY HAD AN EASIER WAY TO MONITOR THEIR WATER USE.	40%	32%	13%	8%	8%
WATER AND SEWER SERVICES ARE A GOOD VALUE FOR THE AMOUNT OF MONEY I PAY.	38%	40%	10%	7%	4%
THERE SHOULD BE STRONG FINANCIAL PENALTIES FOR PEOPLE WHO USE TOO MUCH WATER.	35%	26%	21%	14%	4%
BECAUSE WATER IS A SCARCE RESOURCE, WATER RATES SHOULD BE DESIGNED TO REFLECT THE VALUE OF WATER IN OUR DAILY LIVES.	32%	40%	15%	8%	5%
WATER RATES SHOULD BE INCREASED TO COVER THE COST OF PROVIDING A RELIABLE WATER SUPPLY FOR FUTURE GENERATIONS.	20%	35%	21%	21%	3%
WATER RATES SHOULD BE INCREASED TO COVER THE TRUE COSTS TO TREAT AND DELIVER WATER TO OUR HOMES AND BUSINESSES.	18%	38%	21%	19%	4%
WATER RATES SHOULD BE INCREASED TO ENCOURAGE WATER CONSERVATION.	11%	23%	28%	35%	2%

Residential customers were asked if they *strongly agree*, *somewhat agree*, *somewhat disagree*, or *strongly disagree* with various statements regarding water rates and services.

Nearly eight-in-ten (78%) residential customers either *somewhat* (40%) or *strongly agree* (38%) the water and sewer services are a good value for the amount of money they pay. Of note, those residing in the Far Heights region (74%), those outside City limits (70%), and renters (72%) are less likely than others to agree the water and sewer services are a good value for the amount of money they pay.

OVER SEVEN-IN-TEN RESIDENTIAL CUSTOMERS AGREE WITH THE FOLLOWING:

- The cost of water is an important factor for me when deciding how much water to use (76%)
 - Females (81%), Hispanics (82%), and those living outside City limits (85%) more likely than others to agree
- Households would conserve more water if they had an easier way to monitor their water use (72%)
 - Those earning less than \$35,000 (80%) and those earning over \$75,000 (77%) are more likely than others to agree
- Because water is a scarce resource, water rates should be designed to reflect the value of water in our daily lives (72%)
 - Females (78%), Hispanics (78%), and younger residents are more likely than others to agree
- I follow the Water by the Numbers program when setting my irrigation schedule (71%)
 - Females (74%), older residents, homeowners (75%), and those of higher socio-economic status are more likely than others to agree

APPROXIMATELY THREE-FIFTHS OF RESIDENTIAL CUSTOMERS AGREE WITH THE FOLLOWING:

- There should be strong financial penalties for people who use too much water (61%)
 - Females (68%), those ages 50 and older (66%), and homeowners (64%) are more likely than others to agree
- Water rates should be increased to cover the true costs to treat and deliver water to our homes and businesses (56%)
- Water rates should be increased to cover the cost of providing a reliable water supply for future generations (55%)
 - Those earning over \$75,000 (77%) and those with a graduate degree (67%) are more likely than others to agree

Approximately one-third (34%) of residential customers *strongly* (11%) or *somewhat* (23%) agree water rates should be increased to encourage water conservation; however, the majority (63%) disagree (35% *strongly disagree*). Interestingly, those ages 18 to 34 (40%), those in the Mid-Heights (41%), those within City limits (35%), and those of higher socio-economic status are more likely to agree water rates should be increased to encourage water conservation.

RESIDENTIAL TRACKING: CUSTOMER LEVEL OF AGREEMENT WITH STATEMENTS ABOUT WATER RATES AND SERVICES (SUMMARY TABLE) TOTAL RESIDENTIAL SAMPLE (N=500) RANKED BY HIGHEST PERCENTAGE 2016 "STRONGLY AGREE"						
		STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/ WON'T SAY
I FOLLOW THE WATER BY THE NUMBERS PROGRAM WHEN SETTING MY IRRIGATION SCHEDULE	2016	52%	19%	3%	4%	22%
	2014	60%	17%	4%	5%	14%
	2012	62%	16%	4%	6%	12%
THE COST OF WATER IS AN IMPORTANT FACTOR FOR ME WHEN DECIDING HOW MUCH WATER TO USE	2016	42%	34%	12%	8%	4%
	2014	44%	32%	14%	8%	2%
	2012	43%	32%	14%	10%	0%
HOUSEHOLDS WOULD CONSERVE MORE WATER IF THEY HAD AN EASIER WAY TO MONITOR THEIR WATER USE	2016	40%	32%	13%	8%	8%
	2014	50%	32%	9%	6%	3%
	2012	45%	30%	12%	7%	7%
WATER AND SEWER SERVICES ARE A GOOD VALUE FOR THE AMOUNT OF MONEY I PAY	2016	38%	40%	10%	7%	4%
	2014	42%	45%	6%	4%	3%
	2012	43%	41%	9%	4%	2%
	2010	51%	38%	5%	3%	3%
	2008	41%	45%	7%	5%	3%
	2006	41%	46%	5%	3%	4%
THERE SHOULD BE STRONG FINANCIAL PENALTIES FOR PEOPLE WHO USE TOO MUCH WATER	2016	35%	26%	21%	14%	4%
	2014	42%	32%	13%	11%	2%
	2012	41%	30%	14%	12%	3%
BECAUSE WATER IS A SCARCE RESOURCE, WATER RATES SHOULD BE DESIGNED TO REFLECT THE VALUE OF WATER IN OUR DAILY LIVES	2016	32%	40%	15%	8%	5%
	2014	30%	44%	13%	7%	6%
	2012	30%	37%	14%	15%	4%
	2010	28%	43%	19%	8%	2%
	2008	30%	42%	11%	12%	6%
	2006	28%	36%	18%	12%	7%

RESIDENTIAL TRACKING: CUSTOMER LEVEL OF AGREEMENT WITH STATEMENTS ABOUT WATER RATES AND SERVICES (CONTINUED) (SUMMARY TABLE) TOTAL RESIDENTIAL SAMPLE (N=500) RANKED BY HIGHEST PERCENTAGE 2016 "STRONGLY AGREE"						
		STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/ WON'T SAY
WATER RATES SHOULD BE INCREASED TO COVER THE COST OF PROVIDING A RELIABLE WATER SUPPLY FOR FUTURE GENERATIONS	2016	20%	35%	21%	21%	3%
	2014	25%	42%	18%	13%	2%
	2012	25%	34%	18%	19%	3%
	2010	19%	39%	27%	13%	2%
	2008	20%	39%	17%	19%	5%
	2006	16%	35%	25%	20%	5%
WATER RATES SHOULD BE INCREASED TO COVER THE TRUE COSTS TO TREAT AND DELIVER WATER TO OUR HOMES AND BUSINESSES	2016	18%	38%	21%	19%	4%
	2014	20%	43%	21%	11%	4%
	2012	21%	32%	20%	23%	5%
	2010	19%	37%	24%	18%	3%
	2008	24%	39%	14%	19%	3%
	2006	21%	36%	18%	12%	7%
WATER RATES SHOULD BE INCREASED TO ENCOURAGE WATER CONSERVATION	2016	11%	23%	28%	35%	2%
	2014	14%	24%	31%	30%	2%
	2012	12%	23%	22%	39%	4%
	2010	11%	22%	29%	37%	1%
	2008	11%	26%	25%	35%	2%
	2006	12%	28%	22%	35%	3%

Overall, residential customers' agreement levels with several of the statements about water rates and services have declined since the 2014 study:

- There should be strong financial penalties for people who use too much water (-13 percentage points)
- Water rates should be increased to cover the cost of providing a reliable water supply for future generations (-12 percentage points)
- Households would conserve more water if they had an easier way to monitor their water use (-10 percentage points)
- Water and sewer services are a good value for the amount of money they pay (-9 percentage points).

COMMERCIAL:
CUSTOMER LEVEL OF AGREEMENT WITH STATEMENTS ABOUT WATER RATES AND SERVICES
(SUMMARY TABLE)

TOTAL COMMERCIAL SAMPLE (N=100)
RANKED BY HIGHEST PERCENTAGE "STRONGLY AGREE"

	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/ WON'T SAY
I FOLLOW THE WATER BY THE NUMBERS PROGRAM WHEN SETTING MY IRRIGATION SCHEDULE	59%	14%	3%	2%	21%
WATER AND SEWER SERVICES ARE A GOOD VALUE FOR THE AMOUNT OF MONEY I PAY	50%	34%	9%	5%	3%
BECAUSE WATER IS A SCARCE RESOURCE, WATER RATES SHOULD BE DESIGNED TO REFLECT THE VALUE OF WATER IN OUR DAILY LIVES	41%	35%	14%	10%	1%
HOUSEHOLDS WOULD CONSERVE MORE WATER IF THEY HAD AN EASIER WAY TO MONITOR THEIR WATER USE	41%	35%	8%	6%	9%
THERE SHOULD BE STRONG FINANCIAL PENALTIES FOR PEOPLE WHO USE TOO MUCH WATER	38%	30%	18%	9%	6%
THE COST OF WATER IS AN IMPORTANT FACTOR FOR ME WHEN DECIDING HOW MUCH WATER TO USE	34%	30%	23%	12%	2%
WATER RATES SHOULD BE INCREASED TO ENCOURAGE THE COST OF PROVIDING A RELIABLE WATER SUPPLY FOR FUTURE GENERATIONS	28%	35%	24%	12%	1%
WATER RATES SHOULD BE INCREASED TO COVER THE TRUE COSTS TO TREAT AND DELIVER WATER TO OUR HOMES AND BUSINESSES	31%	35%	19%	12%	4%
WATER RATES SHOULD BE INCREASED TO ENCOURAGE WATER CONSERVATION	13%	28%	29%	29%	1%

Commercial customers were also asked if they *strongly agree*, *somewhat agree*, *somewhat disagree*, or *strongly disagree* with various statements regarding water rates and services. Over eight-in-ten (84%) commercial customers either *somewhat* (34%) or *strongly agree* (50%) the water and sewer services are a good value for the amount of money they pay.

APPROXIMATELY THREE-QUARTERS OF COMMERCIAL CUSTOMERS AGREE WITH THE FOLLOWING:

- Households would conserve more water if they had an easier way to monitor their water use (76%)
- Because water is a scarce resource, water rates should be designed to reflect the value of water in our daily lives (76%)
- I follow the Water by the Numbers program when setting my irrigation schedule (73%)

APPROXIMATELY TWO-THIRDS OF COMMERCIAL CUSTOMERS AGREE WITH THE FOLLOWING:

- There should be strong financial penalties for people who use too much water (68%)
- Water rates should be increased to cover the true costs to treat and deliver water to our homes and businesses (66%)
- The cost of water is an important factor for me when deciding how much water to use (64%)
- Water rates should be increased to cover the cost of providing reliable water supply for future generations (63%)

Approximately two-fifths of commercial customers *strongly* (13%) or *somewhat* (28%) agree water rates should be increased to encourage water conservation; however, the majority (58%) disagree (29% *strongly disagree*).

COMMERCIAL TRACKING:
CUSTOMER LEVEL OF AGREEMENT WITH STATEMENTS ABOUT WATER RATES AND SERVICES
(SUMMARY TABLE)

TOTAL COMMERCIAL SAMPLE (N=100)
RANKED BY HIGHEST PERCENTAGE 2016 "STRONGLY AGREE"

		STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/ WON'T SAY
I FOLLOW THE WATER BY THE NUMBERS PROGRAM WHEN SETTING MY IRRIGATION SCHEDULE	2016	59%	14%	3%	2%	21%
	2014	50%	10%	3%	6%	31%
	2012	41%	10%	3%	5%	42%
WATER AND SEWER SERVICES ARE A GOOD VALUE FOR THE AMOUNT OF MONEY I PAY	2016	50%	34%	9%	5%	3%
	2014	44%	39%	12%	1%	4%
	2012	44%	46%	4%	2%	5%
	2010	45%	37%	9%	4%	5%
	2008	50%	33%	9%	5%	2%
	2006	28%	61%	7%	2%	2%
BECAUSE WATER IS A SCARCE RESOURCE, WATER RATES SHOULD BE DESIGNED TO REFLECT THE VALUE OF WATER IN OUR DAILY LIVES	2016	41%	35%	14%	10%	1%
	2014	34%	46%	11%	8%	1%
	2012	34%	41%	7%	16%	3%
	2010	30%	42%	13%	11%	4%
	2008	28%	39%	16%	16%	2%
	2006	31%	53%	6%	6%	4%
HOUSEHOLDS WOULD CONSERVE MORE WATER IF THEY HAD AN EASIER WAY TO MONITOR THEIR WATER USE	2016	41%	35%	8%	6%	9%
	2014	53%	34%	6%	4%	3%
	2012	41%	35%	15%	7%	3%
THERE SHOULD BE STRONG FINANCIAL PENALTIES FOR PEOPLE WHO USE TOO MUCH WATER	2016	38%	30%	18%	9%	6%
	2014	41%	38%	10%	8%	3%
	2012	37%	30%	17%	14%	3%

COMMERCIAL TRACKING:
CUSTOMER LEVEL OF AGREEMENT WITH STATEMENTS ABOUT WATER RATES AND SERVICES (CONTINUED)
(SUMMARY TABLE)

TOTAL COMMERCIAL SAMPLE (N=100)
RANKED BY HIGHEST PERCENTAGE 2016 "STRONGLY AGREE"

		STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/ WON'T SAY
THE COST OF WATER IS AN IMPORTANT FACTOR FOR ME WHEN DECIDING HOW MUCH WATER TO USE	2016	34%	30%	23%	12%	2%
	2014	42%	33%	12%	9%	4%
	2012	36%	32%	12%	18%	3%
WATER RATES SHOULD BE INCREASED TO COVER THE TRUE COSTS TO TREAT AND DELIVER WATER TO OUR HOMES AND BUSINESSES	2016	31%	35%	19%	12%	4%
	2014	39%	36%	10%	13%	2%
	2012	37%	35%	12%	13%	4%
	2010	32%	39%	10%	13%	6%
	2008	20%	44%	14%	21%	2%
	2006	33%	47%	11%	6%	3%
WATER RATES SHOULD BE INCREASED TO COVER THE COST OF PROVIDING A RELIABLE WATER SUPPLY FOR FUTURE GENERATIONS	2016	28%	35%	24%	12%	1%
	2014	36%	42%	14%	7%	1%
	2012	34%	41%	12%	11%	3%
	2010	27%	36%	17%	19%	1%
	2008	44%	12%	19%	22%	4%
	2006	31%	53%	6%	6%	4%
WATER RATES SHOULD BE INCREASED TO ENCOURAGE WATER CONSERVATION	2016	13%	28%	29%	29%	1%
	2014	23%	30%	20%	25%	2%
	2012	16%	28%	23%	34%	0%
	2010	16%	21%	20%	42%	1%
	2008	16%	30%	18%	36%	2%
	2006	19%	41%	19%	19%	2%

Commercial customers are more likely to agree they follow the "Water by the Numbers" program when setting my irrigation schedule (73% currently compared to 60% in 2014 and 51% in 2012); however, generally speaking, when it comes to the various statements regarding water rate increases, commercial customers are less apt to agree than in previous studies.

CUSTOMER LEVEL OF AGREEMENT WITH STATEMENTS ABOUT CLIMATE CHANGE AND THE WATER UTILITY					
TOTAL SAMPLE					
	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW/ WON'T SAY
THE WATER UTILITY SHOULD PLAN AND TAKE THE NECESSARY STEPS TO ENSURE THAT OUR COMMUNITY HAS SAFE, ADEQUATE SUPPLIES OF WATER FOR THE NEXT 10 TO 40 YEARS.					
2016 RESIDENTIAL SAMPLE (N=500)	71%	20%	3%	2%	4%
2016 COMMERCIAL RESPONSES (N=100)	67%	28%	0%	2%	2%
THE IMPACT OF CLIMATE CHANGE ON THE WATER CYCLE WILL MAKE IT MORE DIFFICULT FOR THE WATER UTILITY TO MEET OUR COMMUNITY'S WATER NEEDS IN THE NEXT 10 TO 40 YEARS.					
2016 RESIDENTIAL SAMPLE (N=500)	32%	27%	14%	12%	15%
2016 COMMERCIAL RESPONSES (N=100)	27%	31%	15%	16%	11%
FUTURE EXTREME WEATHER EVENTS WILL NEGATIVELY IMPACT THE WATER UTILITY'S ABILITY TO PROVIDE SAFE, HEALTHY DRINKING WATER.					
2016 RESIDENTIAL SAMPLE (N=500)	25%	32%	12%	12%	19%
2016 COMMERCIAL RESPONSES (N=100)	20%	31%	17%	14%	18%

RESIDENTIAL CUSTOMERS

Residential customers were asked if they *strongly agree*, *somewhat agree*, *somewhat disagree*, or *strongly disagree* with various statements regarding climate change and the Water Utility.

Approximately nine-in-ten (91%) residential customers either *somewhat* (20%) or *strongly* (71%) agree the Water Utility should plan, and take the necessary steps, to ensure that our community has safe, adequate supplies of water for the next ten to forty years.

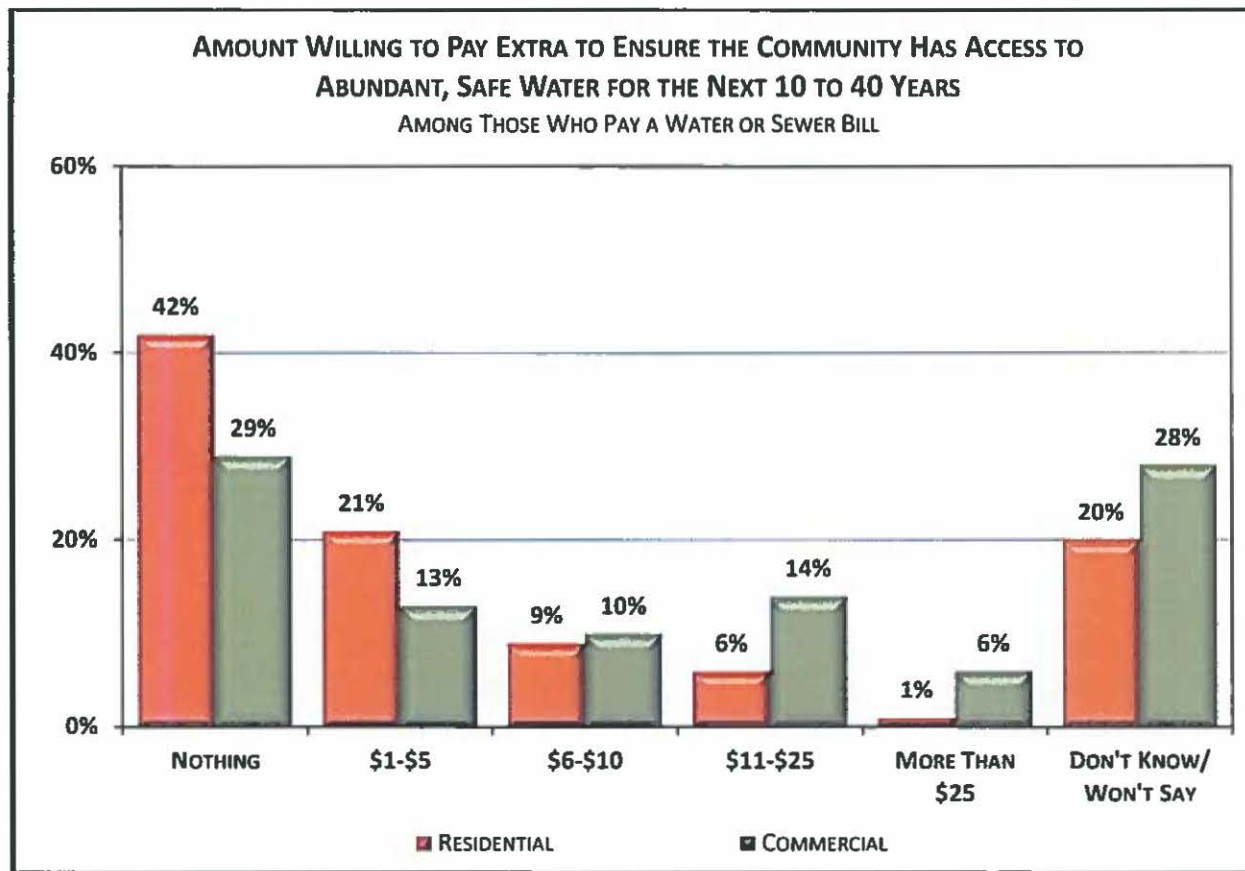
The majority of residential customers at least *somewhat agree* the impact of climate change on the water cycle will make it more difficult for the Water Utility to meet our community's water needs in the next ten to forty years (59%) and that future extreme weather events will negatively impact the Water Utility's ability to provide safe, healthy drinking water (57%). However, it should be noted that nearly one-fifth of customers have no opinion in regards to future extreme weather events negatively impacting the Water Utility's ability to provide safe, healthy drinking water.

COMMERCIAL CUSTOMERS

Commercial customers were also asked if they *strongly agree*, *somewhat agree*, *somewhat disagree*, or *strongly disagree* with various statements regarding climate change and the Water Utility.

Over nine-in-ten (95%) commercial customers *somewhat* (28%) or *strongly* (67%) agree the Water Utility should plan, and take the necessary steps, to ensure that our community has safe, adequate supplies of water for the next ten to forty years.

The majority of commercial customers at least *somewhat agree* the impact of climate change on the water cycle will make it more difficult for the Water Utility to meet our community's water needs in the next ten to forty years (58%), while 31% disagree. Further, 51% agree that future extreme weather events will negatively impact the Water Utility's ability to provide safe, healthy drinking water, while 31% disagree and 18% have no opinion.



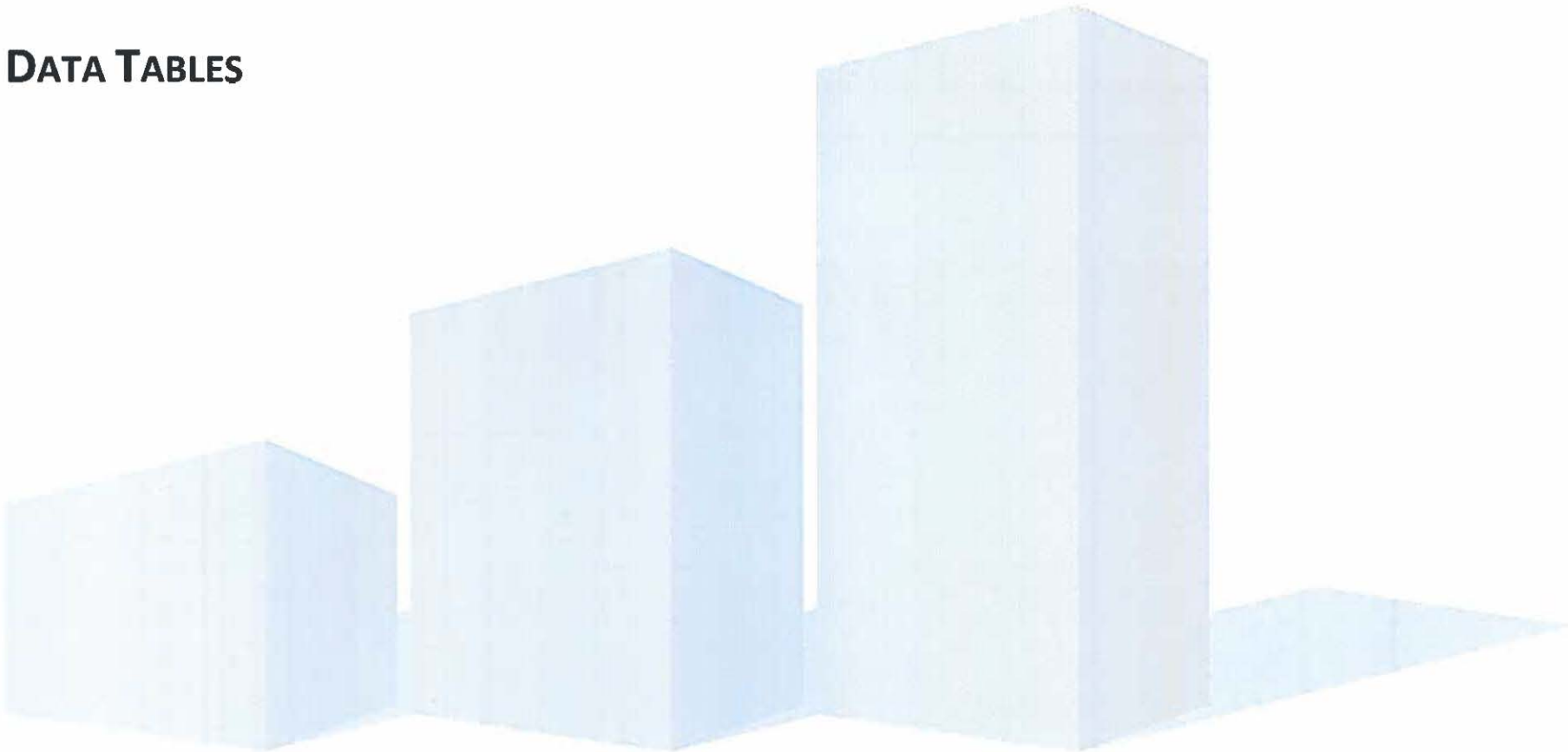
Residential and commercial customers were asked, in an unaided, open-ended manner, how much more they would be willing to pay each month on their water bill to ensure the community has access to abundant, safe water for the next ten to forty years.

Over two-fifths (42%) of residential and three-in-ten (29%) commercial customers say they would not be willing to pay anything more. One-fifth (21%) of residential and 13% of commercial customers say they would be willing to pay one to five dollars more per month.

Nine percent of residential customers and 10% of commercial customers say they would be willing to pay between \$6 and \$10 more per month, while 7% of residential customers and 20% of commercial customers say they would be willing to pay \$11 or more per month to ensure the community has access to abundant, safe water for the next ten to forty years.

Of note, residential customers of higher socio-economic status are more likely than those of lower socio-economic status to be willing to pay more each month.

IV. DATA TABLES



CONTACTED THE WATER UTILITY AUTHORITY ABOUT PROBLEMS OR QUESTIONS WITH A WATER/SEWER BILL IN THE PAST TWO YEARS
AMONG THOSE WHO PAY A WATER OR SEWER BILL

QUESTION 1: HAVE YOU CONTACTED THE WATER UTILITY AUTHORITY ABOUT PROBLEMS OR QUESTIONS WITH A WATER (SEWER) BILL WITHIN THE PAST TWO YEAR?

	TOTAL RESPONSES (N=477)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
Yes	17%	12%	21%	17%	16%	19%	19%	16%	13%	16%	18%	15%	12%	18%	15%	14%	18%
No/DON'T KNOW/WON'T SAY	83%	88%	79%	83%	84%	81%	81%	84%	87%	84%	82%	85%	88%	82%	85%	86%	82%

	TOTAL RESPONSES (N=477)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
Yes	17%	10%	19%	16%	21%	8%	15%	19%	14%	10%	20%	18%	16%	25%
No/DON'T KNOW/WON'T SAY	83%	90%	81%	84%	79%	92%	85%	81%	86%	90%	80%	82%	84%	75%

	TOTAL RESPONSES (N=477)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
Yes	17%	25%	13%	18%	11%	22%	12%	17%	17%	13%	16%	17%	13%	29%
No/DON'T KNOW/WON'T SAY	83%	75%	87%	82%	89%	78%	88%	83%	83%	87%	84%	83%	87%	71%

OVERALL SATISFACTION WITH SERVICE RECEIVED
AMONG THOSE WHO CONTACTED THE WATER UTILITY AUTHORITY

QUESTION 2: HOW SATISFIED WERE YOU WITH THE SERVICE YOU RECEIVED, WERE YOU VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED?

	TOTAL RESPONSES (N=80)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	31%	24%	36%	27%	30%	14%	22%	39%	42%	52%	6%	37%	21%	36%	17%	37%	34%
SOMEWHAT SATISFIED	36%	48%	29%	26%	51%	30%	69%	23%	16%	17%	43%	48%	50%	28%	46%	18%	43%
SOMEWHAT DISSATISFIED	14%	7%	18%	21%	7%	32%	-	11%	28%	14%	19%	7%	10%	18%	19%	15%	8%
VERY DISSATISFIED	19%	21%	18%	26%	12%	24%	9%	28%	14%	17%	32%	8%	20%	18%	18%	30%	15%

	TOTAL RESPONSES (N=80)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	31%	35%	31%	24%	40%	-	10%	37%	49%	-	-	-	31%	33%
SOMEWHAT SATISFIED	36%	-	31%	57%	40%	56%	82%	26%	20%	50%	76%	42%	37%	27%
SOMEWHAT DISSATISFIED	14%	29%	18%	6%	6%	-	-	17%	11%	37%	-	28%	13%	16%
VERY DISSATISFIED	19%	36%	20%	13%	14%	44%	8%	19%	20%	13%	24%	30%	18%	25%

	TOTAL RESPONSES (N=80)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	31%	43%	35%	24%	-	29%	51%	29%	33%	15%	21%	60%	37%	31%
SOMEWHAT SATISFIED	36%	31%	18%	35%	85%	49%	37%	36%	33%	73%	55%	15%	20%	24%
SOMEWHAT DISSATISFIED	14%	13%	6%	34%	-	14%	-	15%	15%	-	8%	25%	20%	16%
VERY DISSATISFIED	19%	13%	40%	7%	15%	7%	12%	20%	19%	12%	16%	-	24%	29%

MEANS OF COMMUNICATING WITH WATER AUTHORITY
AMONG THOSE WHO CONTACTED THE WATER UTILITY AUTHORITY

QUESTION 3: IN ANY OF YOUR RECENT DEALINGS WITH THE WATER UTILITY AUTHORITY, DID YOU SPEAK DIRECTLY TO AN EMPLOYEE EITHER OVER THE PHONE OR IN-PERSON, OR WAS YOUR COMMUNICATION HANDLED ENTIRELY BY ANOTHER MEANS SUCH AS E-MAIL, VOICEMAIL OR THE WATER UTILITY'S WEBSITE?

	TOTAL RESPONSES (N=80)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
SPOKE WITH EMPLOYEE ON THE PHONE	76%	72%	78%	76%	79%	67%	72%	80%	82%	81%	80%	77%	79%	81%	71%	81%	71%
SPOKE WITH EMPLOYEE IN PERSON	17%	20%	15%	16%	10%	21%	10%	26%	7%	19%	9%	23%	4%	21%	12%	26%	12%
USED WATER UTILITY WEBSITE	7%	4%	8%	3%	10%	-	18%	4%	-	-	-	-	21%	5%	6%	-	12%
USED UTILITY'S VOICEMAIL SERVICE	6%	7%	5%	13%	-	12%	9%	-	6%	-	11%	16%	-	-	17%	-	8%
USED E-MAIL	1%	-	1%	-	-	-	-	-	4%	-	-	-	5%	-	-	-	2%
NOT SURE (VOLUNTEERED)	1%	2%	-	-	2%	-	-	-	5%	-	-	-	-	-	-	-	2%

	TOTAL RESPONSES (N=80)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
SPOKE WITH EMPLOYEE ON THE PHONE	76%	66%	72%	89%	78%	100%	62%	77%	76%	85%	63%	72%	76%	76%
SPOKE WITH EMPLOYEE IN PERSON	17%	43%	7%	11%	25%	-	10%	19%	14%	15%	12%	28%	15%	24%
USED WATER UTILITY WEBSITE	7%	-	10%	-	14%	-	28%	3%	3%	-	24%	14%	6%	9%
USED UTILITY'S VOICEMAIL SERVICE	6%	-	15%	-	-	-	-	7%	8%	-	-	-	7%	-
USED E-MAIL	1%	-	-	-	-	-	-	1%	2%	-	-	-	1%	-
NOT SURE (VOLUNTEERED)	1%	-	-	3%	-	-	-	1%	-	-	-	-	1%	-

	TOTAL RESPONSES (N=80)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
SPOKE WITH EMPLOYEE ON THE PHONE	76%	76%	71%	79%	100%	68%	54%	79%	76%	73%	70%	57%	79%	91%
SPOKE WITH EMPLOYEE IN PERSON	17%	16%	24%	16%	-	14%	20%	16%	18%	-	14%	49%	27%	-
USED WATER UTILITY WEBSITE	7%	5%	-	7%	-	25%	-	7%	7%	-	15%	-	-	-
USED UTILITY'S VOICEMAIL SERVICE	6%	9%	7%	5%	-	-	25%	3%	5%	15%	6%	-	4%	9%
USED E-MAIL	1%	-	2%	-	-	-	-	1%	1%	-	-	-	3%	-
NOT SURE (VOLUNTEERED)	1%	2%	-	-	-	-	-	1%	-	12%	-	-	3%	-

OVERALL RATING OF THE CUSTOMER SERVICE REPRESENTATIVE WHEN CONTACTING THE WATER UTILITY AUTHORITY
AMONG THOSE WHO SPOKE WITH AN EMPLOYEE ON THE PHONE OR IN PERSON

QUESTION 4: OVERALL, HOW WOULD YOU RATE THE CUSTOMER SERVICE REPRESENTATIVE YOU SPOKE TO WHEN CONTACTING THE WATER UTILITY? WOULD YOU SAY THEY WERE EXCELLENT, GOOD, FAIR, POOR, OR VERY POOR?

	TOTAL RESPONSES (N=71)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,001 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
EXCELLENT	36%	42%	33%	37%	33%	47%	23%	35%	35%	36%	38%	38%	30%	27%	25%	52%	44%
GOOD	33%	23%	39%	23%	43%	31%	50%	22%	45%	33%	34%	22%	32%	41%	33%	30%	30%
FAIR	14%	24%	8%	17%	14%	14%	15%	15%	8%	9%	18%	17%	15%	11%	34%	-	9%
POOR	3%	-	5%	8%	-	8%	-	3%	4%	7%	-	9%	-	9%	-	-	2%
VERY POOR	13%	10%	14%	12%	9%	-	12%	22%	7%	15%	10%	10%	23%	10%	8%	18%	15%
DON'T KNOW/WON'T SAY	1%	2%	-	2%	-	-	-	2%	-	-	-	4%	-	2%	-	-	-

	TOTAL RESPONSES (N=71)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
EXCELLENT	36%	49%	41%	36%	21%	28%	-	42%	56%	65%	-	-	40%	17%
GOOD	33%	-	31%	34%	57%	28%	71%	28%	23%	22%	50%	34%	32%	38%
FAIR	14%	23%	13%	17%	3%	-	17%	14%	8%	-	35%	28%	15%	10%
POOR	3%	-	4%	9%	-	-	-	4%	9%	-	-	-	1%	16%
VERY POOR	13%	28%	12%	4%	16%	44%	12%	11%	5%	13%	15%	30%	11%	19%
DON'T KNOW/WON'T SAY	1%	-	-	-	4%	-	-	1%	-	-	-	8%	1%	-

	TOTAL RESPONSES (N=71)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
EXCELLENT	36%	26%	46%	58%	-	31%	60%	34%	35%	59%	24%	62%	27%	51%
GOOD	33%	45%	19%	20%	85%	26%	25%	34%	35%	-	43%	13%	27%	32%
FAIR	14%	17%	16%	-	-	30%	-	15%	12%	41%	14%	25%	17%	6%
POOR	3%	-	2%	15%	-	-	-	4%	4%	-	3%	-	8%	-
VERY POOR	13%	13%	17%	7%	15%	9%	16%	12%	13%	-	13%	-	20%	11%
DON'T KNOW/WON'T SAY	1%	-	-	-	-	5%	-	1%	1%	-	2%	-	-	-

**SATISFACTION WITH THE CUSTOMER SERVICE REPRESENTATIVE ON KEY ATTRIBUTES:
KNOWLEDGE AND ABILITY TO ANSWER YOUR QUESTIONS OR RESOLVE YOUR ISSUE
AMONG THOSE WHO SPOKE WITH AN EMPLOYEE ON THE PHONE OR IN PERSON**

QUESTION 5: SPECIFICALLY, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVED FROM THE CUSTOMER SERVICE REPRESENTATIVE? PLEASE TELL ME IF YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED. KNOWLEDGE AND ABILITY TO ANSWER YOUR QUESTIONS OR RESOLVE YOUR ISSUE.

	TOTAL RESPONSES (N=71)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	37%	36%	38%	28%	45%	25%	34%	40%	39%	48%	26%	45%	19%	42%	23%	39%	42%
SOMEWHAT SATISFIED	29%	32%	28%	24%	32%	39%	34%	22%	33%	21%	38%	33%	40%	26%	26%	37%	24%
SOMEWHAT DISSATISFIED	13%	17%	11%	28%	3%	22%	12%	11%	12%	7%	23%	18%	-	18%	8%	13%	12%
VERY DISSATISFIED	16%	10%	19%	14%	15%	-	12%	27%	16%	15%	13%	4%	41%	15%	16%	11%	21%
DON'T KNOW/WON'T SAY	4%	6%	4%	6%	5%	14%	8%	-	-	9%	-	-	-	-	27%	-	-

	TOTAL RESPONSES (N=71)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	37%	35%	33%	36%	54%	28%	26%	40%	52%	-	32%	18%	38%	33%
SOMEWHAT SATISFIED	29%	-	31%	51%	24%	28%	63%	24%	26%	35%	37%	24%	31%	23%
SOMEWHAT DISSATISFIED	13%	23%	20%	9%	-	-	-	16%	12%	52%	-	-	12%	16%
VERY DISSATISFIED	16%	28%	16%	4%	22%	44%	12%	15%	10%	13%	31%	30%	13%	28%
DON'T KNOW/WON'T SAY	4%	15%	-	-	-	-	-	5%	-	-	-	28%	5%	-

	TOTAL RESPONSES (N=71)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	37%	45%	42%	15%	32%	46%	62%	35%	39%	-	30%	50%	37%	41%
SOMEWHAT SATISFIED	29%	33%	27%	25%	32%	27%	16%	31%	29%	41%	42%	10%	19%	24%
SOMEWHAT DISSATISFIED	13%	10%	7%	45%	-	-	-	14%	11%	59%	3%	-	27%	24%
VERY DISSATISFIED	16%	12%	24%	15%	15%	9%	22%	15%	17%	-	20%	15%	17%	11%
DON'T KNOW/WON'T SAY	4%	-	-	-	20%	17%	-	5%	5%	-	5%	25%	-	-

**SATISFACTION WITH THE CUSTOMER SERVICE REPRESENTATIVE ON KEY ATTRIBUTES:
COURTESY OF THE CUSTOMER SERVICE REPRESENTATIVE
AMONG THOSE WHO SPOKE WITH AN EMPLOYEE ON THE PHONE OR IN PERSON**

QUESTION 6: SPECIFICALLY, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVED FROM THE CUSTOMER SERVICE REPRESENTATIVE? PLEASE TELL ME IF YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED. COURTESY OF THE CUSTOMER SERVICE REPRESENTATIVE.

	TOTAL RESPONSES (N=71)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	51%	53%	50%	44%	57%	40%	40%	54%	68%	58%	47%	50%	56%	44%	47%	63%	55%
SOMEWHAT SATISFIED	29%	34%	26%	30%	28%	25%	40%	27%	25%	18%	43%	37%	21%	30%	19%	26%	30%
SOMEWHAT DISSATISFIED	3%	-	5%	-	4%	-	6%	4%	-	-	-	-	12%	-	-	-	10%
VERY DISSATISFIED	12%	5%	16%	18%	6%	22%	5%	14%	7%	15%	10%	9%	11%	23%	8%	11%	5%
DON'T KNOW/WON'T SAY	5%	7%	4%	8%	5%	14%	8%	2%	-	9%	-	4%	-	2%	27%	-	-

	TOTAL RESPONSES (N=71)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	51%	43%	55%	47%	62%	28%	38%	55%	66%	14%	31%	34%	54%	38%
SOMEWHAT SATISFIED	29%	9%	33%	43%	19%	28%	50%	26%	26%	50%	53%	-	28%	34%
SOMEWHAT DISSATISFIED	3%	-	4%	-	9%	-	-	4%	-	-	-	16%	4%	-
VERY DISSATISFIED	12%	33%	7%	10%	7%	44%	12%	10%	9%	37%	15%	14%	9%	28%
DON'T KNOW/WON'T SAY	5%	15%	-	-	4%	-	-	6%	-	-	-	35%	6%	-

	TOTAL RESPONSES (N=71)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	51%	63%	63%	28%	15%	57%	68%	49%	54%	-	48%	75%	45%	45%
SOMEWHAT SATISFIED	29%	30%	20%	43%	49%	12%	16%	30%	25%	100%	29%	-	41%	33%
SOMEWHAT DISSATISFIED	3%	-	5%	-	15%	-	-	3%	3%	-	4%	-	7%	-
VERY DISSATISFIED	12%	7%	12%	29%	-	9%	16%	12%	13%	-	13%	-	6%	22%
DON'T KNOW/WON'T SAY	5%	-	-	-	20%	22%	-	6%	5%	-	6%	25%	-	-

SATISFACTION WITH THE CUSTOMER SERVICE REPRESENTATIVE ON KEY ATTRIBUTES:
LENGTH OF WAIT TO SPEAK WITH A CUSTOMER SERVICE REPRESENTATIVE
AMONG THOSE WHO SPOKE WITH AN EMPLOYEE ON THE PHONE OR IN PERSON

QUESTION 7: SPECIFICALLY, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVED FROM THE CUSTOMER SERVICE REPRESENTATIVE? PLEASE TELL ME IF YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED. LENGTH OF WAIT TO SPEAK WITH A CUSTOMER SERVICE REPRESENTATIVE.

	TOTAL RESPONSES (N=71)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	24%	21%	25%	18%	25%	18%	17%	26%	29%	29%	3%	28%	30%	22%	25%	32%	20%
SOMEWHAT SATISFIED	41%	41%	40%	40%	44%	40%	42%	38%	45%	40%	69%	39%	26%	38%	22%	48%	51%
SOMEWHAT DISSATISFIED	12%	13%	11%	10%	17%	14%	15%	8%	16%	6%	11%	13%	21%	8%	11%	12%	9%
VERY DISSATISFIED	10%	5%	12%	11%	4%	8%	12%	12%	4%	8%	10%	9%	23%	11%	8%	-	17%
DON'T KNOW/WON'T SAY	15%	20%	11%	20%	11%	20%	14%	17%	5%	17%	8%	11%	-	21%	35%	7%	2%

	TOTAL RESPONSES (N=71)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	24%	17%	20%	36%	25%	-	12%	27%	39%	14%	-	16%	22%	30%
SOMEWHAT SATISFIED	41%	27%	51%	35%	35%	74%	46%	37%	35%	35%	50%	18%	44%	25%
SOMEWHAT DISSATISFIED	12%	15%	12%	17%	6%	26%	17%	10%	2%	24%	34%	-	14%	-
VERY DISSATISFIED	10%	19%	4%	9%	16%	-	12%	10%	10%	13%	-	30%	6%	28%
DON'T KNOW/WON'T SAY	15%	23%	13%	3%	18%	-	13%	16%	14%	15%	16%	35%	14%	17%

	TOTAL RESPONSES (N=71)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	24%	20%	27%	16%	15%	41%	60%	20%	25%	-	31%	34%	16%	16%
SOMEWHAT SATISFIED	41%	58%	32%	40%	49%	16%	25%	42%	40%	59%	26%	41%	40%	61%
SOMEWHAT DISSATISFIED	12%	19%	7%	14%	-	12%	-	13%	10%	41%	12%	-	12%	17%
VERY DISSATISFIED	10%	-	14%	15%	15%	9%	16%	9%	10%	-	15%	-	10%	6%
DON'T KNOW/WON'T SAY	15%	3%	20%	16%	20%	22%	-	16%	15%	-	17%	25%	22%	-

SATISFACTION WITH VARIOUS SERVICES RECEIVED FROM THE WATER AUTHORITY:
BILLING STATEMENT ACCURACY
AMONG THOSE WHO PAY A WATER/SEWER BILL

QUESTION 8: OVERALL, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVE FROM THE WATER UTILITY? PLEASE TELL ME IF YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED.
BILLING STATEMENT ACCURACY.

	TOTAL RESPONSES (N=477)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	46%	50%	43%	48%	48%	57%	39%	45%	50%	49%	41%	41%	58%	35%	51%	59%	45%
SOMEWHAT SATISFIED	36%	36%	36%	35%	38%	27%	47%	34%	31%	31%	31%	43%	32%	41%	33%	28%	40%
SOMEWHAT DISSATISFIED	7%	7%	7%	8%	5%	6%	8%	8%	4%	5%	16%	8%	2%	11%	5%	3%	5%
VERY DISSATISFIED	4%	2%	7%	4%	2%	7%	1%	6%	5%	8%	4%	4%	2%	5%	6%	6%	3%
DON'T KNOW/WON'T SAY	7%	6%	7%	5%	7%	2%	5%	7%	10%	7%	8%	3%	7%	7%	5%	4%	8%

	TOTAL RESPONSES (N=477)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	46%	52%	43%	50%	42%	39%	35%	50%	48%	47%	37%	49%	48%	37%
SOMEWHAT SATISFIED	36%	31%	39%	35%	37%	45%	49%	32%	34%	40%	50%	26%	35%	41%
SOMEWHAT DISSATISFIED	7%	7%	7%	7%	5%	4%	10%	6%	6%	9%	2%	10%	6%	8%
VERY DISSATISFIED	4%	5%	6%	1%	6%	7%	-	5%	3%	-	2%	13%	5%	4%
DON'T KNOW/WON'T SAY	7%	5%	5%	7%	10%	4%	6%	7%	8%	4%	9%	3%	6%	10%

	TOTAL RESPONSES (N=477)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	46%	47%	50%	46%	42%	42%	55%	45%	47%	41%	47%	59%	47%	41%
SOMEWHAT SATISFIED	36%	32%	32%	32%	53%	37%	37%	36%	36%	35%	41%	20%	31%	35%
SOMEWHAT DISSATISFIED	7%	7%	7%	10%	2%	8%	1%	8%	6%	11%	6%	4%	6%	10%
VERY DISSATISFIED	4%	8%	4%	4%	-	7%	4%	5%	4%	5%	2%	4%	7%	7%
DON'T KNOW/WON'T SAY	7%	7%	7%	8%	4%	6%	5%	7%	7%	7%	4%	13%	8%	6%

SATISFACTION WITH VARIOUS SERVICES RECEIVED FROM THE WATER AUTHORITY:
BILLING PAYMENT OPTIONS
AMONG THOSE WHO PAY A WATER/SEWER BILL

QUESTION 9: OVERALL, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVE FROM THE WATER UTILITY? PLEASE TELL ME IF YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED.
BILLING PAYMENT OPTIONS.

	TOTAL RESPONSES (N=477)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	56%	58%	54%	57%	55%	61%	52%	56%	58%	58%	54%	57%	59%	47%	57%	64%	58%
SOMEWHAT SATISFIED	31%	33%	30%	29%	33%	25%	37%	31%	28%	30%	29%	27%	32%	42%	28%	30%	26%
SOMEWHAT DISSATISFIED	4%	4%	3%	5%	3%	7%	5%	2%	2%	-	7%	8%	1%	3%	2%	2%	6%
VERY DISSATISFIED	2%	-	4%	4%	1%	5%	2%	1%	2%	4%	1%	-	1%	3%	4%	1%	1%
DON'T KNOW/WON'T SAY	7%	5%	9%	6%	8%	2%	3%	10%	11%	8%	10%	8%	6%	6%	8%	3%	10%

	TOTAL RESPONSES (N=477)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	56%	60%	53%	58%	56%	51%	60%	56%	54%	64%	53%	56%	57%	46%
SOMEWHAT SATISFIED	31%	29%	32%	30%	31%	36%	31%	31%	33%	25%	35%	32%	30%	43%
SOMEWHAT DISSATISFIED	4%	2%	4%	6%	3%	8%	5%	3%	3%	7%	7%	-	3%	7%
VERY DISSATISFIED	2%	4%	1%	1%	4%	2%	1%	2%	1%	2%	2%	10%	2%	-
DON'T KNOW/WON'T SAY	7%	5%	11%	5%	7%	3%	4%	8%	10%	2%	3%	3%	8%	3%

	TOTAL RESPONSES (N=477)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	56%	60%	54%	53%	61%	56%	52%	57%	56%	52%	61%	56%	55%	46%
SOMEWHAT SATISFIED	31%	29%	34%	27%	26%	35%	40%	30%	31%	29%	32%	12%	31%	35%
SOMEWHAT DISSATISFIED	4%	3%	2%	8%	8%	-	-	4%	3%	10%	3%	7%	1%	10%
VERY DISSATISFIED	2%	1%	1%	5%	-	5%	1%	2%	2%	-	1%	4%	3%	3%
DON'T KNOW/WON'T SAY	7%	8%	9%	7%	5%	4%	7%	7%	7%	10%	3%	21%	10%	6%

SATISFACTION WITH VARIOUS SERVICES RECEIVED FROM THE WATER AUTHORITY:
UNDERSTANDING THE BILL FORMAT AND WATER USAGE GRAPH
AMONG THOSE WHO PAY A WATER/SEWER BILL

QUESTION 10: OVERALL, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVE FROM THE WATER UTILITY? PLEASE TELL ME IF YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED. UNDERSTANDING THE BILL FORMAT AND WATER USAGE GRAPH.

	TOTAL RESPONSES (N=477)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	49%	53%	46%	45%	54%	52%	49%	50%	48%	43%	46%	54%	59%	40%	48%	53%	54%
SOMEWHAT SATISFIED	34%	35%	34%	36%	32%	34%	38%	32%	32%	37%	33%	33%	30%	39%	29%	32%	36%
SOMEWHAT DISSATISFIED	4%	3%	6%	5%	3%	4%	3%	5%	6%	5%	4%	6%	4%	7%	3%	6%	2%
VERY DISSATISFIED	4%	3%	6%	3%	3%	4%	3%	6%	2%	6%	4%	3%	2%	2%	9%	4%	3%
DON'T KNOW/WON'T SAY	8%	7%	9%	11%	8%	6%	7%	7%	12%	10%	13%	4%	5%	12%	11%	4%	6%

	TOTAL RESPONSES (N=477)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	49%	50%	51%	50%	49%	43%	54%	50%	47%	58%	53%	54%	50%	42%
SOMEWHAT SATISFIED	34%	30%	35%	37%	36%	42%	36%	33%	36%	29%	30%	31%	35%	32%
SOMEWHAT DISSATISFIED	4%	2%	7%	3%	5%	5%	4%	4%	5%	3%	-	10%	4%	4%
VERY DISSATISFIED	4%	7%	1%	3%	6%	-	1%	5%	3%	3%	5%	5%	4%	8%
DON'T KNOW/WON'T SAY	8%	11%	6%	7%	4%	10%	4%	8%	10%	6%	12%	-	7%	14%

	TOTAL RESPONSES (N=477)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	49%	47%	48%	47%	56%	54%	47%	50%	50%	42%	55%	51%	48%	39%
SOMEWHAT SATISFIED	34%	36%	35%	32%	33%	29%	37%	34%	34%	40%	35%	19%	33%	39%
SOMEWHAT DISSATISFIED	4%	5%	4%	6%	-	6%	4%	4%	4%	5%	3%	4%	4%	7%
VERY DISSATISFIED	4%	7%	1%	7%	5%	5%	3%	4%	5%	-	3%	7%	6%	2%
DON'T KNOW/WON'T SAY	8%	5%	10%	8%	5%	6%	9%	7%	7%	13%	4%	19%	9%	13%

**OVERALL SATISFACTION WITH THE SERVICES PROVIDED BY THE WATER AUTHORITY:
EDUCATION ON WATER ISSUES**

QUESTION 11: OVERALL, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVE FROM THE WATER UTILITY? PLEASE TELL ME IF YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED.
EDUCATION ON WATER ISSUES.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	32%	31%	33%	33%	32%	34%	27%	34%	32%	36%	26%	26%	38%	36%	22%	38%	30%
SOMEWHAT SATISFIED	41%	43%	39%	39%	45%	30%	55%	36%	39%	35%	39%	49%	45%	32%	49%	35%	46%
SOMEWHAT DISSATISFIED	5%	4%	5%	4%	6%	8%	3%	5%	5%	5%	4%	7%	3%	3%	3%	9%	4%
VERY DISSATISFIED	5%	4%	7%	5%	4%	2%	4%	7%	6%	7%	6%	2%	2%	8%	5%	4%	4%
DON'T KNOW/WON'T SAY	17%	18%	17%	20%	13%	26%	11%	18%	18%	16%	24%	16%	12%	21%	21%	14%	16%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	32%	41%	26%	31%	25%	32%	28%	32%	31%	27%	31%	48%	32%	29%
SOMEWHAT SATISFIED	41%	33%	42%	46%	46%	41%	53%	38%	42%	48%	45%	35%	41%	38%
SOMEWHAT DISSATISFIED	5%	1%	6%	5%	10%	6%	4%	5%	5%	6%	2%	7%	5%	-
VERY DISSATISFIED	5%	7%	5%	3%	6%	4%	2%	6%	5%	5%	8%	-	4%	14%
DON'T KNOW/WON'T SAY	17%	18%	21%	15%	14%	17%	13%	18%	18%	14%	15%	10%	17%	18%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	32%	32%	35%	21%	26%	42%	29%	32%	33%	21%	31%	25%	36%	30%
SOMEWHAT SATISFIED	41%	33%	41%	48%	46%	36%	40%	41%	42%	36%	45%	35%	33%	42%
SOMEWHAT DISSATISFIED	5%	4%	4%	8%	6%	3%	8%	4%	4%	10%	4%	6%	6%	6%
VERY DISSATISFIED	5%	7%	4%	7%	6%	3%	2%	6%	5%	3%	5%	2%	8%	3%
DON'T KNOW/WON'T SAY	17%	23%	15%	15%	16%	16%	21%	17%	16%	29%	15%	31%	17%	18%

**OVERALL SATISFACTION WITH THE SERVICES PROVIDED BY THE WATER AUTHORITY:
WATER CONSERVATION PROGRAMS**

QUESTION 12: OVERALL, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVE FROM THE WATER UTILITY? PLEASE TELL ME IF YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED.
WATER CONSERVATION PROGRAMS.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	32%	29%	35%	32%	34%	31%	29%	35%	33%	29%	35%	34%	42%	34%	31%	29%	32%
SOMEWHAT SATISFIED	37%	43%	31%	35%	39%	35%	44%	35%	31%	36%	26%	45%	38%	30%	39%	42%	38%
SOMEWHAT DISSATISFIED	8%	8%	8%	7%	10%	8%	11%	7%	9%	12%	5%	8%	7%	8%	6%	10%	8%
VERY DISSATISFIED	6%	5%	7%	5%	6%	2%	4%	8%	7%	5%	10%	6%	2%	4%	8%	6%	6%
DON'T KNOW/WON'T SAY	17%	15%	19%	22%	11%	25%	13%	14%	20%	18%	23%	8%	12%	24%	15%	13%	15%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	32%	39%	30%	33%	25%	24%	36%	32%	33%	39%	34%	29%	32%	33%
SOMEWHAT SATISFIED	37%	31%	35%	42%	44%	44%	47%	33%	38%	35%	38%	44%	37%	36%
SOMEWHAT DISSATISFIED	8%	6%	9%	8%	11%	2%	6%	10%	6%	15%	10%	2%	9%	4%
VERY DISSATISFIED	6%	5%	6%	4%	9%	7%	2%	6%	6%	3%	7%	4%	5%	11%
DON'T KNOW/WON'T SAY	17%	19%	20%	13%	11%	23%	8%	18%	16%	8%	12%	21%	17%	16%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	32%	26%	33%	34%	34%	34%	24%	34%	32%	33%	32%	31%	35%	31%
SOMEWHAT SATISFIED	37%	30%	38%	40%	37%	38%	40%	36%	36%	40%	41%	25%	32%	35%
SOMEWHAT DISSATISFIED	8%	10%	6%	13%	12%	5%	9%	8%	8%	7%	7%	7%	7%	17%
VERY DISSATISFIED	6%	8%	6%	4%	4%	6%	3%	7%	7%	2%	5%	11%	8%	2%
DON'T KNOW/WON'T SAY	17%	26%	17%	9%	14%	17%	24%	15%	17%	19%	16%	26%	17%	15%

**OVERALL SATISFACTION WITH THE SERVICES PROVIDED BY THE WATER AUTHORITY:
EASE OF NAVIGATING AND FINDING INFORMATION ON THE WATER AUTHORITY'S WEBSITE**

QUESTION 13: OVERALL, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVE FROM THE WATER UTILITY? PLEASE TELL ME IF YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED.
EASE OF NAVIGATING AND FINDING INFORMATION ON THE WATER AUTHORITY'S WEBSITE.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	16%	13%	19%	19%	16%	24%	23%	11%	10%	14%	15%	22%	20%	17%	14%	17%	16%
SOMEWHAT SATISFIED	12%	14%	11%	11%	13%	18%	16%	9%	7%	7%	10%	19%	15%	13%	17%	7%	14%
SOMEWHAT DISSATISFIED	4%	6%	3%	5%	3%	2%	6%	4%	4%	5%	3%	4%	3%	6%	2%	2%	5%
VERY DISSATISFIED	2%	1%	3%	1%	2%	-	2%	4%	1%	-	4%	6%	-	2%	-	5%	1%
DON'T KNOW/WON'T SAY	65%	66%	65%	64%	67%	56%	53%	73%	78%	73%	69%	50%	62%	62%	67%	68%	65%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	16%	18%	15%	20%	12%	10%	23%	15%	13%	27%	23%	20%	17%	4%
SOMEWHAT SATISFIED	12%	6%	11%	19%	18%	19%	17%	10%	9%	19%	24%	9%	12%	20%
SOMEWHAT DISSATISFIED	4%	3%	6%	3%	4%	4%	8%	3%	5%	8%	-	1%	4%	2%
VERY DISSATISFIED	2%	2%	1%	3%	2%	4%	-	2%	2%	2%	-	5%	2%	2%
DON'T KNOW/WON'T SAY	65%	72%	66%	55%	63%	63%	53%	69%	71%	44%	53%	66%	65%	71%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	16%	10%	14%	24%	21%	19%	11%	17%	16%	15%	22%	9%	12%	12%
SOMEWHAT SATISFIED	12%	10%	9%	18%	20%	11%	15%	12%	13%	4%	15%	4%	7%	16%
SOMEWHAT DISSATISFIED	4%	3%	4%	10%	2%	2%	3%	4%	3%	12%	3%	6%	3%	6%
VERY DISSATISFIED	2%	-	2%	2%	2%	5%	2%	2%	2%	4%	1%	-	3%	4%
DON'T KNOW/WON'T SAY	65%	76%	71%	47%	55%	63%	69%	65%	66%	65%	59%	81%	75%	63%

**OVERALL SATISFACTION WITH THE SERVICES PROVIDED BY THE WATER AUTHORITY:
RELIABILITY AND AVAILABILITY OF WATER TO YOUR HOME**

QUESTION 14: OVERALL, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVE FROM THE WATER UTILITY? PLEASE TELL ME IF YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED.
RELIABILITY AND AVAILABILITY OF WATER TO YOUR HOME/BUSINESS.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	78%	76%	79%	76%	81%	75%	76%	81%	78%	72%	83%	74%	91%	69%	79%	81%	81%
SOMEWHAT SATISFIED	19%	22%	17%	23%	16%	25%	21%	16%	16%	24%	13%	22%	9%	26%	19%	17%	16%
SOMEWHAT DISSATISFIED	2%	1%	2%	1%	1%	-	2%	2%	2%	1%	3%	3%	-	4%	1%	2%	-
VERY DISSATISFIED	1%	-	1%	-	1%	-	1%	1%	1%	1%	-	1%	-	1%	1%	1%	1%
DON'T KNOW/WON'T SAY	1%	*	1%	*	1%	-	-	-	3%	1%	1%	1%	-	1%	-	-	1%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	78%	79%	78%	79%	79%	66%	76%	80%	81%	75%	80%	67%	78%	76%
SOMEWHAT SATISFIED	19%	20%	18%	19%	17%	24%	23%	18%	17%	24%	17%	28%	20%	18%
SOMEWHAT DISSATISFIED	2%	2%	2%	1%	2%	4%	-	2%	1%	-	-	5%	1%	4%
VERY DISSATISFIED	1%	-	1%	1%	2%	2%	1%	*	*	-	2%	-	1%	1%
DON'T KNOW/WON'T SAY	1%	-	1%	1%	-	5%	1%	-	*	2%	-	-	1%	-

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	78%	77%	82%	81%	72%	71%	67%	80%	79%	63%	82%	76%	80%	68%
SOMEWHAT SATISFIED	19%	19%	15%	17%	26%	26%	28%	18%	18%	28%	16%	22%	16%	28%
SOMEWHAT DISSATISFIED	2%	3%	1%	-	2%	3%	3%	1%	1%	5%	2%	2%	1%	3%
VERY DISSATISFIED	1%	1%	1%	-	-	-	-	1%	1%	-	*	-	2%	-
DON'T KNOW/WON'T SAY	1%	1%	1%	2%	-	-	2%	*	*	3%	1%	-	*	1%

* LESS THAN 1% REPORTED.

**OVERALL SATISFACTION WITH THE SERVICES PROVIDED BY THE WATER AUTHORITY:
RELIABLE DRAINAGE OF WASTEWATER FROM YOUR HOME TO THE CITY SEWER LINE**

QUESTION 15: OVERALL, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVE FROM THE WATER UTILITY? PLEASE TELL ME IF YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED.
RELIABLE DRAINAGE OF WASTEWATER FROM YOUR HOME/BUSINESS TO THE CITY SEWER LINE.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	70%	69%	70%	68%	73%	69%	66%	74%	71%	63%	74%	73%	74%	64%	72%	69%	75%
SOMEWHAT SATISFIED	22%	25%	20%	22%	22%	15%	26%	21%	24%	24%	16%	24%	22%	27%	17%	24%	20%
SOMEWHAT DISSATISFIED	3%	2%	4%	5%	1%	9%	3%	2%	1%	8%	3%	-	3%	3%	5%	3%	2%
VERY DISSATISFIED	2%	1%	2%	2%	2%	4%	2%	1%	2%	3%	1%	-	-	2%	-	3%	2%
DON'T KNOW/WON'T SAY	3%	2%	3%	3%	3%	2%	4%	2%	2%	1%	5%	4%	1%	3%	6%	1%	2%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	70%	71%	71%	72%	67%	64%	65%	72%	73%	66%	66%	64%	69%	78%
SOMEWHAT SATISFIED	22%	20%	22%	21%	25%	25%	27%	21%	22%	28%	23%	27%	23%	12%
SOMEWHAT DISSATISFIED	3%	8%	2%	-	1%	1%	3%	3%	1%	4%	4%	9%	3%	-
VERY DISSATISFIED	2%	1%	2%	3%	3%	2%	1%	2%	2%	-	2%	-	2%	2%
DON'T KNOW/WON'T SAY	3%	1%	2%	4%	3%	8%	4%	2%	2%	3%	4%	-	2%	7%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	70%	73%	74%	63%	62%	72%	59%	72%	72%	51%	73%	66%	72%	66%
SOMEWHAT SATISFIED	22%	16%	20%	29%	27%	22%	29%	21%	20%	40%	21%	23%	21%	23%
SOMEWHAT DISSATISFIED	3%	5%	1%	4%	6%	3%	7%	2%	3%	7%	3%	4%	3%	4%
VERY DISSATISFIED	2%	4%	2%	-	3%	-	3%	2%	2%	2%	1%	-	3%	5%
DON'T KNOW/WON'T SAY	3%	3%	2%	4%	2%	3%	2%	3%	3%	-	2%	7%	2%	3%

**OVERALL SATISFACTION WITH THE SERVICES PROVIDED BY THE WATER AUTHORITY:
QUALITY OF DRINKING WATER**

QUESTION 16: OVERALL, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVE FROM THE WATER UTILITY? PLEASE TELL ME IF YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED.
QUALITY OF DRINKING WATER.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	46%	48%	44%	52%	45%	37%	40%	52%	51%	43%	42%	50%	57%	41%	35%	52%	52%
SOMEWHAT SATISFIED	33%	35%	32%	28%	38%	39%	37%	28%	32%	35%	29%	29%	33%	30%	41%	32%	34%
SOMEWHAT DISSATISFIED	8%	6%	10%	7%	6%	13%	9%	7%	5%	8%	11%	6%	6%	12%	11%	5%	5%
VERY DISSATISFIED	7%	5%	9%	6%	6%	3%	6%	9%	8%	9%	8%	7%	2%	9%	5%	8%	7%
DON'T KNOW/WON'T SAY	5%	5%	6%	7%	5%	8%	8%	4%	4%	6%	9%	7%	1%	8%	8%	4%	2%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	46%	49%	46%	44%	48%	35%	29%	52%	49%	49%	49%	40%	47%	41%
SOMEWHAT SATISFIED	33%	28%	31%	41%	35%	40%	38%	31%	32%	34%	37%	33%	33%	34%
SOMEWHAT DISSATISFIED	8%	8%	11%	5%	8%	5%	21%	6%	11%	11%	5%	-	8%	8%
VERY DISSATISFIED	7%	9%	6%	5%	7%	11%	2%	7%	6%	3%	2%	5%	7%	10%
DON'T KNOW/WON'T SAY	5%	6%	6%	4%	2%	9%	11%	4%	3%	4%	7%	22%	5%	8%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	46%	40%	49%	51%	52%	36%	35%	48%	47%	38%	45%	40%	51%	48%
SOMEWHAT SATISFIED	33%	36%	32%	30%	31%	39%	40%	32%	34%	31%	37%	35%	31%	23%
SOMEWHAT DISSATISFIED	8%	6%	10%	9%	9%	3%	11%	8%	8%	12%	6%	12%	6%	15%
VERY DISSATISFIED	7%	13%	7%	6%	1%	3%	9%	7%	7%	9%	5%	5%	10%	9%
DON'T KNOW/WON'T SAY	5%	4%	2%	3%	7%	19%	6%	5%	5%	10%	7%	8%	2%	6%

**OVERALL SATISFACTION WITH THE SERVICES PROVIDED BY THE WATER AUTHORITY:
CONDITION OF THE WATER LINES THROUGHOUT THE CITY SUCH AS THE NUMBER OF LEAKS YOU OBSERVE**

QUESTION 17: OVERALL, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVE FROM THE WATER UTILITY? PLEASE TELL ME IF YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED.
CONDITION OF THE WATER LINES THROUGHOUT THE CITY SUCH AS THE NUMBER OF LEAKS YOU OBSERVE.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	26%	23%	28%	31%	22%	31%	31%	19%	26%	26%	35%	24%	24%	28%	36%	21%	22%
SOMEWHAT SATISFIED	34%	35%	33%	35%	33%	29%	35%	39%	28%	30%	32%	31%	39%	40%	34%	26%	35%
SOMEWHAT DISSATISFIED	11%	12%	11%	11%	13%	18%	4%	13%	13%	9%	9%	15%	11%	5%	4%	18%	15%
VERY DISSATISFIED	9%	9%	10%	5%	12%	8%	10%	9%	9%	12%	12%	5%	8%	9%	6%	12%	9%
DON'T KNOW/WON'T SAY	20%	21%	18%	19%	20%	13%	20%	20%	24%	22%	12%	24%	17%	19%	19%	22%	19%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	26%	31%	20%	33%	22%	27%	29%	25%	22%	40%	41%	27%	25%	32%
SOMEWHAT SATISFIED	34%	35%	36%	26%	33%	22%	33%	36%	35%	32%	24%	31%	34%	37%
SOMEWHAT DISSATISFIED	11%	6%	15%	14%	12%	15%	6%	12%	13%	14%	1%	10%	12%	7%
VERY DISSATISFIED	9%	5%	12%	9%	10%	9%	11%	9%	10%	-	13%	3%	10%	4%
DON'T KNOW/WON'T SAY	20%	22%	17%	18%	24%	26%	22%	18%	21%	14%	21%	29%	19%	21%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	26%	17%	24%	33%	33%	31%	27%	26%	27%	20%	27%	32%	22%	29%
SOMEWHAT SATISFIED	34%	36%	33%	33%	29%	37%	32%	34%	34%	38%	37%	15%	35%	32%
SOMEWHAT DISSATISFIED	11%	12%	14%	11%	9%	6%	10%	12%	12%	6%	10%	22%	12%	9%
VERY DISSATISFIED	9%	16%	10%	7%	1%	8%	7%	10%	10%	4%	9%	7%	9%	7%
DON'T KNOW/WON'T SAY	20%	19%	19%	16%	27%	18%	23%	19%	18%	32%	18%	23%	21%	24%

OVERALL SATISFACTION WITH THE SERVICES PROVIDED BY THE WATER AUTHORITY:
CONDITION OF THE SEWER LINES THROUGHOUT THE CITY SUCH AS THE NUMBER OF OVERFLOWS/BACKUPS YOU OBSERVE AT CITY SEWER LINES OR MANHOLES

QUESTION 18: OVERALL, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVE FROM THE WATER UTILITY? PLEASE TELL ME IF YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED.
CONDITION OF THE SEWER LINES THROUGHOUT THE CITY SUCH AS THE NUMBER OF OVERFLOWS/BACKUPS YOU OBSERVE AT CITY SEWER LINES OR MANHOLES (DOES NOT INCLUDE RUNOFF OR DRAINAGE TO STORM SEWERS/STREETS).

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	30%	31%	29%	33%	26%	35%	30%	26%	32%	28%	37%	25%	37%	33%	37%	19%	31%
SOMEWHAT SATISFIED	35%	37%	33%	33%	38%	27%	39%	39%	29%	38%	28%	32%	40%	35%	30%	39%	36%
SOMEWHAT DISSATISFIED	9%	6%	11%	8%	10%	9%	6%	11%	8%	7%	11%	12%	4%	9%	1%	10%	10%
VERY DISSATISFIED	6%	5%	6%	4%	5%	8%	9%	3%	3%	7%	5%	7%	4%	8%	6%	4%	5%
DON'T KNOW/WON'T SAY	21%	20%	21%	22%	20%	21%	16%	20%	29%	21%	19%	24%	14%	15%	26%	28%	18%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	30%	32%	29%	31%	28%	29%	28%	30%	27%	46%	44%	23%	29%	32%
SOMEWHAT SATISFIED	35%	33%	36%	31%	39%	35%	35%	35%	36%	28%	34%	35%	36%	25%
SOMEWHAT DISSATISFIED	9%	6%	11%	12%	5%	4%	6%	10%	11%	7%	3%	5%	9%	9%
VERY DISSATISFIED	6%	4%	8%	5%	4%	6%	6%	5%	5%	-	5%	15%	6%	6%
DON'T KNOW/WON'T SAY	21%	26%	16%	21%	25%	26%	24%	20%	20%	19%	14%	23%	20%	28%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	30%	20%	27%	41%	40%	29%	30%	30%	30%	23%	34%	20%	28%	29%
SOMEWHAT SATISFIED	35%	38%	38%	23%	35%	34%	29%	37%	36%	31%	37%	30%	32%	35%
SOMEWHAT DISSATISFIED	9%	7%	9%	15%	5%	5%	6%	9%	8%	15%	8%	10%	7%	13%
VERY DISSATISFIED	6%	7%	6%	3%	-	13%	3%	6%	6%	-	6%	6%	5%	3%
DON'T KNOW/WON'T SAY	21%	28%	20%	17%	20%	19%	32%	18%	19%	32%	15%	34%	29%	19%

**OVERALL SATISFACTION WITH THE SERVICES PROVIDED BY THE WATER AUTHORITY:
EFFECTIVENESS OF THE WATER UTILITY TO REPAIR LEAKS AND RESPONSE TIME FOR RESTORATION OF SERVICE**

QUESTION 19: OVERALL, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVE FROM THE WATER UTILITY? PLEASE TELL ME IF YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED.
EFFECTIVENESS OF THE WATER UTILITY TO REPAIR LEAKS AND RESPONSE TIME FOR RESTORATION OF SERVICE.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	29%	31%	29%	33%	28%	27%	27%	30%	34%	32%	32%	31%	34%	31%	30%	27%	30%
SOMEWHAT SATISFIED	34%	37%	30%	31%	33%	35%	34%	33%	32%	35%	27%	29%	33%	39%	31%	29%	34%
SOMEWHAT DISSATISFIED	9%	7%	10%	8%	7%	8%	12%	7%	7%	9%	6%	10%	7%	7%	5%	11%	10%
VERY DISSATISFIED	2%	1%	4%	1%	3%	2%	1%	4%	-	2%	3%	-	3%	2%	4%	1%	3%
DON'T KNOW/WON'T SAY	26%	25%	27%	27%	29%	28%	26%	25%	27%	23%	32%	30%	23%	21%	30%	32%	24%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	29%	36%	27%	26%	29%	28%	19%	32%	31%	28%	47%	13%	30%	29%
SOMEWHAT SATISFIED	34%	33%	28%	44%	27%	25%	39%	34%	31%	41%	24%	39%	34%	30%
SOMEWHAT DISSATISFIED	9%	5%	11%	9%	10%	4%	17%	7%	7%	7%	5%	11%	9%	2%
VERY DISSATISFIED	2%	2%	3%	2%	3%	2%	1%	3%	3%	-	2%	7%	2%	7%
DON'T KNOW/WON'T SAY	26%	24%	31%	19%	30%	41%	24%	24%	28%	25%	22%	30%	25%	32%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	29%	25%	32%	30%	30%	26%	30%	29%	30%	23%	33%	24%	30%	25%
SOMEWHAT SATISFIED	34%	36%	32%	30%	33%	39%	36%	33%	33%	42%	31%	28%	33%	43%
SOMEWHAT DISSATISFIED	9%	14%	6%	12%	7%	4%	6%	9%	8%	12%	10%	11%	6%	5%
VERY DISSATISFIED	2%	-	4%	2%	1%	3%	1%	3%	3%	-	2%	6%	3%	-
DON'T KNOW/WON'T SAY	26%	25%	26%	26%	28%	28%	27%	26%	26%	24%	25%	31%	28%	26%

**OVERALL SATISFACTION WITH THE SERVICES PROVIDED BY THE WATER AUTHORITY:
EFFECTIVENESS OF THE WATER UTILITY TO RESPOND TO OVERFLOWS OR BACKUPS AND RESPONSE TIME FOR RESTORING SERVICE**

QUESTION 20: OVERALL, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVE FROM THE WATER UTILITY? PLEASE TELL ME IF YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED.
EFFECTIVENESS OF THE WATER UTILITY TO RESPOND TO OVERFLOWS OR BACKUPS AND RESPONSE TIME FOR RESTORING SERVICE.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	26%	26%	27%	28%	23%	30%	24%	26%	26%	25%	25%	29%	35%	24%	29%	26%	26%
SOMEWHAT SATISFIED	32%	36%	28%	32%	31%	33%	32%	33%	29%	32%	24%	33%	31%	38%	32%	28%	32%
SOMEWHAT DISSATISFIED	7%	5%	8%	6%	6%	8%	9%	6%	4%	8%	2%	7%	6%	4%	8%	8%	6%
VERY DISSATISFIED	2%	1%	4%	2%	2%	2%	1%	4%	1%	3%	3%	-	2%	3%	2%	1%	3%
DON'T KNOW/WON'T SAY	33%	32%	33%	32%	37%	27%	33%	31%	41%	32%	45%	31%	26%	31%	28%	37%	34%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	26%	28%	24%	27%	28%	31%	27%	25%	23%	32%	44%	22%	26%	25%
SOMEWHAT SATISFIED	32%	34%	29%	38%	23%	22%	29%	34%	32%	38%	23%	38%	33%	28%
SOMEWHAT DISSATISFIED	7%	5%	8%	7%	9%	5%	15%	5%	7%	3%	5%	7%	7%	4%
VERY DISSATISFIED	2%	3%	2%	2%	3%	2%	1%	3%	3%	-	2%	7%	2%	5%
DON'T KNOW/WON'T SAY	33%	31%	38%	25%	37%	39%	29%	32%	35%	28%	26%	25%	32%	37%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	26%	23%	20%	36%	35%	29%	24%	27%	27%	21%	29%	25%	25%	25%
SOMEWHAT SATISFIED	32%	28%	36%	28%	24%	40%	37%	31%	32%	37%	30%	26%	30%	43%
SOMEWHAT DISSATISFIED	7%	9%	6%	8%	7%	2%	6%	7%	6%	11%	6%	17%	5%	2%
VERY DISSATISFIED	2%	-	4%	2%	1%	3%	1%	3%	3%	-	2%	4%	3%	-
DON'T KNOW/WON'T SAY	33%	40%	34%	25%	33%	27%	33%	32%	33%	31%	32%	28%	38%	29%

**OVERALL SATISFACTION WITH THE SERVICES PROVIDED BY THE WATER AUTHORITY:
EFFECTIVENESS OF THE WATER UTILITY TO CONTROL ODORS FROM SEWER LINES OR TREATMENT FACILITIES**

QUESTION 21: OVERALL, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVE FROM THE WATER UTILITY? PLEASE TELL ME IF YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED.
EFFECTIVENESS OF THE WATER UTILITY TO CONTROL ODORS FROM SEWER LINES OR TREATMENT FACILITIES.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,001 OR LESS	\$50,001 TO \$75,000	\$75,001 TO \$100,000	OVER \$100,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	46%	48%	44%	48%	43%	44%	46%	46%	51%	41%	44%	50%	66%	44%	45%	46%	48%
SOMEWHAT SATISFIED	26%	26%	26%	25%	25%	25%	31%	22%	24%	27%	20%	25%	20%	21%	31%	29%	25%
SOMEWHAT DISSATISFIED	6%	5%	6%	8%	3%	12%	4%	5%	3%	8%	4%	6%	4%	6%	6%	5%	5%
VERY DISSATISFIED	4%	4%	4%	2%	5%	3%	7%	4%	1%	4%	7%	2%	-	7%	3%	1%	4%
DON'T KNOW/WON'T SAY	19%	16%	21%	17%	24%	17%	13%	22%	21%	19%	25%	18%	10%	23%	14%	19%	17%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	46%	46%	49%	42%	53%	43%	44%	47%	48%	47%	49%	48%	46%	42%
SOMEWHAT SATISFIED	26%	27%	19%	31%	22%	22%	26%	27%	24%	30%	22%	28%	27%	15%
SOMEWHAT DISSATISFIED	6%	4%	8%	5%	4%	8%	6%	5%	5%	9%	7%	10%	5%	9%
VERY DISSATISFIED	4%	3%	5%	5%	2%	7%	5%	3%	5%	1%	2%	-	3%	15%
DON'T KNOW/WON'T SAY	19%	21%	18%	16%	20%	21%	20%	18%	18%	14%	19%	15%	19%	19%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	46%	39%	47%	48%	47%	49%	45%	46%	46%	48%	49%	40%	47%	46%
SOMEWHAT SATISFIED	26%	27%	23%	24%	31%	25%	26%	26%	26%	28%	26%	26%	25%	24%
SOMEWHAT DISSATISFIED	6%	2%	7%	8%	3%	9%	9%	5%	6%	3%	5%	6%	4%	11%
VERY DISSATISFIED	4%	6%	5%	6%	1%	-	6%	4%	5%	-	5%	4%	2%	1%
DON'T KNOW/WON'T SAY	19%	26%	18%	14%	18%	17%	14%	20%	18%	21%	16%	23%	22%	19%

OVERALL SATISFACTION WITH THE SERVICE PROVIDED BY THE WATER UTILITY AUTHORITY

QUESTION 22: OVERALL, WOULD YOU SAY YOU ARE VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED WITH THE SERVICES PROVIDED BY THE WATER UTILITY?

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
VERY SATISFIED	56%	55%	57%	55%	61%	57%	58%	54%	60%	58%	52%	58%	66%	46%	59%	62%	58%
SOMEWHAT SATISFIED	37%	40%	34%	37%	35%	34%	38%	38%	33%	34%	40%	35%	31%	44%	35%	32%	36%
SOMEWHAT DISSATISFIED	5%	3%	7%	6%	3%	9%	4%	5%	5%	7%	5%	5%	2%	6%	6%	3%	5%
VERY DISSATISFIED	2%	1%	2%	1%	1%	-	1%	4%	1%	1%	2%	2%	-	4%	-	3%	1%
DON'T KNOW/WON'T SAY	*	*	-	-	*	-	-	-	1%	-	1%	-	-	-	-	-	*

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
VERY SATISFIED	56%	60%	56%	54%	59%	62%	54%	56%	58%	62%	61%	52%	58%	41%
SOMEWHAT SATISFIED	37%	33%	36%	40%	34%	31%	40%	37%	36%	34%	34%	36%	35%	49%
SOMEWHAT DISSATISFIED	5%	5%	6%	5%	5%	-	5%	6%	5%	5%	-	7%	5%	4%
VERY DISSATISFIED	2%	2%	2%	1%	2%	7%	1%	1%	1%	-	5%	5%	1%	5%
DON'T KNOW/WON'T SAY	*	-	-	-	-	-	1%	-	*	-	-	-	*	-

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
VERY SATISFIED	56%	50%	58%	58%	58%	60%	61%	55%	56%	54%	60%	60%	53%	54%
SOMEWHAT SATISFIED	37%	42%	34%	32%	41%	34%	36%	37%	37%	37%	37%	30%	39%	32%
SOMEWHAT DISSATISFIED	5%	7%	4%	10%	1%	3%	1%	6%	5%	4%	2%	9%	5%	10%
VERY DISSATISFIED	2%	1%	3%	-	-	3%	2%	2%	2%	4%	1%	-	2%	4%
DON'T KNOW/WON'T SAY	*	-	*	-	-	-	1%	-	-	1%	*	-	-	-

* LESS THAN 1% REPORTED.

**PERCEIVED IMPORTANCE OF WATER CONSERVATION AND ENVIRONMENTAL ISSUES:
REUSING TREATED WASTEWATER TO IRRIGATE PUBLIC SPACES**

QUESTION 23: PLEASE RATE THE IMPORTANCE OF EACH OF THE FOLLOWING ITEMS USING A 5-POINT SCALE WHERE 5 MEANS VERY IMPORTANT AND 1 MEANS NOT AT ALL IMPORTANT. REUSING TREATED WASTEWATER TO IRRIGATE PUBLIC SPACES.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
5 - VERY IMPORTANT	63%	60%	66%	62%	63%	58%	64%	68%	57%	62%	63%	71%	58%	62%	64%	66%	63%
4	20%	20%	19%	17%	24%	16%	20%	21%	20%	19%	22%	16%	27%	21%	16%	22%	18%
3	12%	14%	9%	15%	9%	19%	10%	9%	13%	16%	13%	9%	7%	11%	15%	8%	13%
2	1%	2%	*	2%	1%	2%	1%	*	1%	-	-	1%	4%	1%	2%	-	1%
1 - NOT AT ALL IMPORTANT	1%	-	1%	1%	1%	-	-	-	4%	2%	-	-	1%	1%	-	1%	1%
DON'T KNOW/WON'T SAY	4%	3%	4%	3%	3%	4%	4%	2%	4%	1%	2%	3%	4%	4%	3%	3%	4%
MEAN †	4.5	4.4	4.5	4.4	4.5	4.4	4.5	4.6	4.3	4.4	4.5	4.6	4.4	4.5	4.5	4.6	4.5

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
5 - VERY IMPORTANT	63%	59%	64%	65%	70%	56%	61%	64%	71%	68%	52%	54%	64%	57%
4	20%	20%	21%	18%	20%	25%	18%	19%	16%	12%	28%	20%	19%	25%
3	12%	16%	12%	11%	6%	13%	15%	11%	9%	16%	8%	20%	11%	18%
2	1%	1%	-	3%	1%	2%	1%	1%	1%	-	5%	-	1%	-
1 - NOT AT ALL IMPORTANT	1%	2%	*	-	1%	-	-	1%	1%	1%	-	-	1%	-
DON'T KNOW/WON'T SAY	4%	3%	3%	3%	2%	4%	5%	3%	2%	2%	7%	6%	4%	1%
MEAN †	4.5	4.4	4.5	4.5	4.6	4.4	4.5	4.5	4.6	4.5	4.4	4.4	4.5	4.4

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
5 - VERY IMPORTANT	63%	53%	68%	76%	55%	62%	61%	64%	63%	62%	65%	70%	57%	65%
4	20%	31%	17%	12%	18%	21%	18%	20%	20%	19%	18%	18%	21%	22%
3	12%	12%	10%	12%	15%	13%	17%	11%	11%	15%	11%	12%	16%	10%
2	1%	1%	1%	-	1%	2%	-	1%	1%	4%	2%	-	1%	-
1 - NOT AT ALL IMPORTANT	1%	1%	1%	-	1%	-	-	1%	1%	1%	-	-	3%	-
DON'T KNOW/WON'T SAY	4%	2%	3%	-	11%	2%	3%	4%	4%	-	4%	-	2%	3%
MEAN †	4.5	4.4	4.5	4.6	4.4	4.5	4.4	4.5	4.5	4.4	4.5	4.6	4.3	4.6

* LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT AT ALL IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**PERCEIVED IMPORTANCE OF WATER CONSERVATION AND ENVIRONMENTAL ISSUES:
ENFORCING LAWS ON WATER WASTE**

QUESTION 24: PLEASE RATE THE IMPORTANCE OF EACH OF THE FOLLOWING ITEMS USING A 5-POINT SCALE WHERE 5 MEANS VERY IMPORTANT AND 1 MEANS NOT AT ALL IMPORTANT, ENFORCING LAWS ON WATER WASTE.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
5 - VERY IMPORTANT	60%	58%	62%	63%	57%	57%	62%	61%	60%	61%	66%	53%	61%	58%	68%	63%	54%
4	17%	18%	17%	13%	21%	10%	20%	18%	19%	14%	11%	22%	24%	16%	15%	18%	18%
3	13%	13%	13%	14%	12%	19%	9%	14%	10%	14%	13%	12%	10%	13%	15%	12%	14%
2	3%	4%	3%	3%	3%	3%	2%	3%	5%	5%	2%	1%	3%	5%	1%	2%	3%
1 - NOT AT ALL IMPORTANT	4%	7%	2%	3%	6%	4%	7%	4%	1%	5%	6%	7%	1%	3%	-	3%	8%
DON'T KNOW/WON'T SAY	2%	1%	4%	3%	1%	7%	1%	1%	5%	1%	1%	4%	2%	4%	1%	2%	2%
MEAN †	4.3	4.2	4.4	4.4	4.2	4.2	4.3	4.3	4.4	4.2	4.3	4.2	4.4	4.3	4.5	4.4	4.1

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
5 - VERY IMPORTANT	60%	58%	62%	61%	59%	65%	59%	59%	61%	56%	52%	73%	59%	63%
4	17%	13%	17%	19%	24%	20%	17%	17%	15%	19%	25%	10%	17%	17%
3	13%	13%	12%	15%	10%	10%	10%	15%	13%	14%	14%	12%	14%	10%
2	3%	5%	3%	3%	2%	1%	5%	3%	3%	2%	2%	5%	3%	7%
1 - NOT AT ALL IMPORTANT	4%	8%	3%	3%	3%	4%	3%	5%	5%	4%	5%	-	5%	1%
DON'T KNOW/WON'T SAY	2%	3%	4%	-	2%	-	6%	2%	3%	4%	2%	-	2%	2%
MEAN †	4.3	4.1	4.4	4.3	4.4	4.4	4.3	4.3	4.3	4.3	4.2	4.5	4.3	4.4

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
5 - VERY IMPORTANT	60%	57%	63%	59%	46%	74%	60%	60%	60%	55%	58%	57%	61%	66%
4	17%	21%	17%	20%	16%	10%	8%	19%	18%	13%	19%	17%	16%	17%
3	13%	13%	12%	14%	18%	13%	15%	13%	13%	13%	13%	16%	13%	11%
2	3%	4%	3%	1%	7%	-	4%	3%	2%	8%	3%	2%	4%	1%
1 - NOT AT ALL IMPORTANT	4%	5%	3%	3%	10%	2%	11%	3%	4%	5%	6%	4%	2%	1%
DON'T KNOW/WON'T SAY	2%	-	2%	3%	4%	1%	2%	2%	2%	5%	1%	4%	4%	3%
MEAN †	4.3	4.2	4.4	4.4	3.8	4.6	4.1	4.3	4.3	4.1	4.2	4.3	4.4	4.5

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT AT ALL IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**PERCEIVED IMPORTANCE OF WATER CONSERVATION AND ENVIRONMENTAL ISSUES:
THE QUALITY OF TREATED WATER RETURNED BACK TO THE RIVER**

QUESTION 25: PLEASE RATE THE IMPORTANCE OF EACH OF THE FOLLOWING ITEMS USING A 5-POINT SCALE WHERE 5 MEANS VERY IMPORTANT AND 1 MEANS NOT AT ALL IMPORTANT. THE QUALITY OF TREATED WATER RETURNED BACK TO THE RIVER.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
5 - VERY IMPORTANT	65%	61%	68%	65%	66%	71%	62%	70%	54%	63%	68%	68%	74%	66%	66%	66%	62%
4	18%	21%	16%	17%	18%	17%	25%	15%	15%	20%	19%	11%	17%	19%	13%	15%	23%
3	10%	11%	8%	11%	8%	9%	10%	6%	15%	10%	7%	14%	7%	9%	9%	7%	11%
2	1%	1%	2%	1%	1%	-	-	3%	1%	2%	1%	1%	1%	1%	3%	2%	-
1 - NOT AT ALL IMPORTANT	1%	1%	1%	1%	2%	-	1%	1%	4%	1%	2%	2%	1%	1%	2%	2%	2%
DON'T KNOW/WON'T SAY	5%	4%	5%	4%	5%	2%	3%	3%	11%	4%	4%	4%	1%	4%	7%	7%	3%
MEAN †	4.5	4.4	4.5	4.5	4.5	4.6	4.5	4.6	4.3	4.5	4.6	4.5	4.6	4.5	4.5	4.5	4.5

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
5 - VERY IMPORTANT	65%	64%	65%	67%	68%	71%	61%	64%	65%	71%	54%	70%	64%	74%
4	18%	17%	24%	13%	16%	19%	18%	18%	17%	16%	34%	17%	19%	15%
3	10%	11%	8%	11%	9%	5%	13%	10%	9%	9%	5%	10%	10%	9%
2	1%	3%	-	2%	1%	-	-	2%	1%	-	2%	-	2%	-
1 - NOT AT ALL IMPORTANT	1%	1%	1%	2%	2%	1%	1%	2%	2%	3%	-	-	2%	-
DON'T KNOW/WON'T SAY	5%	4%	3%	5%	4%	5%	6%	4%	6%	1%	4%	2%	5%	3%
MEAN †	4.5	4.5	4.6	4.5	4.5	4.7	4.5	4.5	4.5	4.5	4.5	4.6	4.5	4.7

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
5 - VERY IMPORTANT	65%	62%	64%	71%	61%	71%	63%	65%	65%	58%	67%	70%	57%	68%
4	18%	17%	19%	17%	20%	17%	27%	16%	18%	24%	19%	16%	16%	23%
3	10%	12%	8%	10%	12%	6%	6%	11%	9%	13%	10%	8%	12%	5%
2	1%	3%	1%	-	-	2%	1%	2%	2%	-	*	-	4%	2%
1 - NOT AT ALL IMPORTANT	1%	1%	2%	1%	3%	-	1%	2%	2%	1%	1%	-	4%	-
DON'T KNOW/WON'T SAY	5%	5%	6%	1%	4%	5%	3%	5%	5%	3%	3%	6%	7%	2%
MEAN †	4.5	4.4	4.5	4.6	4.4	4.6	4.5	4.5	4.5	4.4	4.6	4.7	4.3	4.6

* LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT AT ALL IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**PERCEIVED IMPORTANCE OF WATER CONSERVATION AND ENVIRONMENTAL ISSUES:
INVESTING IN THE REPAIR AND REPLACEMENT OF OLD WATER AND SEWER LINES**

QUESTION 26: PLEASE RATE THE IMPORTANCE OF EACH OF THE FOLLOWING ITEMS USING A 5-POINT SCALE WHERE 5 MEANS VERY IMPORTANT AND 1 MEANS NOT AT ALL IMPORTANT. INVESTING IN THE REPAIR AND REPLACEMENT OF OLD WATER AND SEWER LINES.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
5 - VERY IMPORTANT	64%	60%	68%	63%	66%	62%	65%	68%	60%	59%	73%	60%	72%	55%	72%	62%	67%
4	22%	25%	19%	24%	21%	20%	26%	20%	22%	26%	17%	22%	18%	32%	14%	24%	18%
3	9%	11%	7%	8%	8%	10%	8%	8%	7%	10%	6%	11%	6%	7%	9%	9%	10%
2	2%	2%	1%	2%	1%	1%	1%	1%	3%	1%	3%	2%	3%	1%	3%	3%	*
1 - NOT AT ALL IMPORTANT	2%	2%	2%	1%	1%	4%	-	1%	3%	2%	-	3%	1%	2%	2%	*	2%
DON'T KNOW/WON'T SAY	2%	1%	3%	2%	2%	2%	-	2%	5%	2%	1%	1%	1%	4%	-	2%	2%
MEAN †	4.5	4.4	4.6	4.5	4.5	4.4	4.5	4.5	4.4	4.4	4.6	4.4	4.6	4.4	4.5	4.5	4.5

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
5 - VERY IMPORTANT	64%	61%	70%	64%	60%	69%	65%	63%	65%	71%	62%	62%	63%	75%
4	22%	22%	17%	25%	24%	20%	18%	23%	19%	19%	17%	28%	22%	17%
3	9%	12%	7%	7%	9%	3%	9%	9%	10%	8%	16%	5%	9%	8%
2	2%	-	3%	2%	1%	5%	2%	1%	1%	-	5%	5%	2%	-
1 - NOT AT ALL IMPORTANT	2%	1%	2%	2%	3%	1%	2%	2%	2%	-	-	-	2%	-
DON'T KNOW/WON'T SAY	2%	4%	1%	1%	3%	1%	4%	2%	3%	2%	-	-	2%	-
MEAN †	4.5	4.5	4.5	4.5	4.4	4.5	4.5	4.5	4.5	4.7	4.4	4.5	4.5	4.7

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
5 - VERY IMPORTANT	64%	58%	66%	67%	61%	72%	61%	65%	66%	54%	65%	83%	66%	49%
4	22%	29%	20%	14%	26%	17%	25%	21%	21%	27%	21%	5%	21%	40%
3	9%	6%	9%	13%	9%	6%	9%	9%	8%	11%	11%	8%	6%	3%
2	2%	1%	*	3%	1%	6%	3%	1%	1%	4%	1%	-	3%	3%
1 - NOT AT ALL IMPORTANT	2%	4%	2%	-	-	-	2%	2%	1%	4%	1%	4%	2%	2%
DON'T KNOW/WON'T SAY	2%	3%	2%	3%	3%	-	1%	2%	2%	-	1%	-	3%	3%
MEAN †	4.5	4.4	4.5	4.5	4.5	4.6	4.4	4.5	4.5	4.2	4.5	4.6	4.5	4.4

* LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT AT ALL IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**PERCEIVED IMPORTANCE OF WATER CONSERVATION AND ENVIRONMENTAL ISSUES:
BALANCING CUSTOMER WATER DEMAND WITH PROTECTION OF HABITAT FOR WILDLIFE AND VEGETATION IN THE RIO GRANDE CORRIDOR**

QUESTION 26: PLEASE RATE THE IMPORTANCE OF EACH OF THE FOLLOWING ITEMS USING A 5-POINT SCALE WHERE 5 MEANS VERY IMPORTANT AND 1 MEANS NOT AT ALL IMPORTANT. **BALANCING CUSTOMER WATER DEMAND WITH PROTECTION OF HABITAT FOR WILDLIFE AND VEGETATION IN THE RIO GRANDE CORRIDOR.**

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
5 - VERY IMPORTANT	55%	47%	63%	59%	52%	63%	62%	55%	42%	61%	53%	67%	50%	59%	53%	59%	50%
4	24%	29%	19%	19%	27%	21%	18%	29%	24%	18%	26%	22%	31%	22%	27%	17%	28%
3	15%	17%	13%	16%	15%	11%	17%	11%	21%	18%	15%	9%	11%	13%	13%	18%	15%
2	2%	3%	1%	1%	3%	-	2%	2%	4%	1%	-	2%	6%	1%	2%	3%	3%
1 - NOT AT ALL IMPORTANT	1%	2%	*	*	2%	-	-	2%	2%	*	1%	1%	1%	-	2%	*	2%
DON'T KNOW/WON'T SAY	3%	2%	4%	5%	1%	6%	2%	1%	6%	2%	4%	-	1%	5%	3%	2%	2%
MEAN †	4.3	4.2	4.5	4.4	4.3	4.6	4.4	4.3	4.1	4.4	4.4	4.5	4.3	4.5	4.3	4.4	4.2

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
5 - VERY IMPORTANT	55%	53%	59%	58%	49%	60%	57%	54%	54%	60%	64%	53%	55%	62%
4	24%	23%	22%	26%	27%	29%	19%	24%	29%	20%	14%	23%	23%	28%
3	15%	18%	14%	8%	19%	4%	15%	17%	12%	15%	19%	17%	16%	7%
2	2%	1%	2%	5%	1%	1%	1%	3%	2%	1%	3%	-	2%	-
1 - NOT AT ALL IMPORTANT	1%	-	1%	1%	3%	1%	2%	1%	1%	1%	-	-	1%	-
DON'T KNOW/WON'T SAY	3%	5%	1%	2%	2%	5%	7%	1%	1%	2%	-	7%	3%	2%
MEAN †	4.3	4.3	4.4	4.4	4.2	4.5	4.4	4.3	4.3	4.4	4.4	4.4	4.3	4.6

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
5 - VERY IMPORTANT	55%	52%	50%	68%	59%	58%	53%	56%	54%	62%	58%	60%	47%	62%
4	24%	20%	32%	15%	17%	22%	26%	23%	25%	17%	23%	31%	27%	14%
3	15%	17%	13%	16%	18%	13%	19%	14%	14%	20%	13%	7%	19%	19%
2	2%	2%	2%	1%	2%	2%	-	3%	3%	-	3%	-	2%	1%
1 - NOT AT ALL IMPORTANT	1%	1%	2%	-	1%	-	-	1%	1%	1%	1%	-	2%	2%
DON'T KNOW/WON'T SAY	3%	7%	1%	-	3%	5%	2%	3%	3%	-	3%	2%	3%	3%
MEAN †	4.3	4.3	4.3	4.5	4.3	4.4	4.3	4.3	4.3	4.4	4.4	4.5	4.2	4.4

* LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT AT ALL IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**PERCEIVED IMPORTANCE OF WATER CONSERVATION AND ENVIRONMENTAL ISSUES:
MAKING WATER AVAILABLE TO ATTRACT AND KEEP HIGH-TECH INDUSTRIES THAT OFFER GOOD PAYING JOBS**

QUESTION 26: PLEASE RATE THE IMPORTANCE OF EACH OF THE FOLLOWING ITEMS USING A 5-POINT SCALE WHERE 5 MEANS VERY IMPORTANT AND 1 MEANS NOT AT ALL IMPORTANT. MAKING WATER AVAILABLE TO ATTRACT AND KEEP HIGH-TECH INDUSTRIES THAT OFFER GOOD-PAYING JOBS.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
5 - VERY IMPORTANT	46%	45%	46%	54%	38%	50%	59%	38%	40%	55%	39%	47%	40%	56%	39%	46%	40%
4	23%	21%	26%	20%	26%	15%	24%	29%	20%	20%	21%	30%	23%	21%	22%	25%	26%
3	17%	20%	14%	16%	20%	18%	10%	19%	21%	13%	22%	11%	26%	9%	22%	17%	21%
2	5%	7%	3%	4%	7%	5%	2%	8%	5%	3%	9%	4%	6%	7%	4%	5%	4%
1 - NOT AT ALL IMPORTANT	6%	4%	8%	5%	6%	12%	4%	5%	6%	7%	7%	5%	6%	4%	11%	4%	6%
DON'T KNOW/WON'T SAY	2%	2%	2%	2%	3%	-	2%	*	8%	2%	3%	2%	-	3%	1%	2%	3%
MEAN †	4.0	4.0	4.0	4.1	3.8	3.9	4.3	3.9	3.9	4.2	3.8	4.1	3.9	4.2	3.8	4.1	3.9

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
5 - VERY IMPORTANT	46%	57%	44%	44%	36%	44%	43%	47%	39%	62%	62%	43%	47%	37%
4	23%	19%	24%	24%	27%	35%	25%	22%	27%	17%	12%	31%	24%	19%
3	17%	12%	20%	18%	18%	15%	13%	18%	22%	12%	9%	17%	16%	24%
2	5%	4%	4%	7%	8%	1%	7%	6%	5%	3%	6%	2%	5%	11%
1 - NOT AT ALL IMPORTANT	6%	6%	7%	5%	8%	1%	11%	6%	5%	6%	10%	7%	6%	9%
DON'T KNOW/WON'T SAY	2%	2%	1%	3%	3%	4%	2%	2%	3%	-	2%	-	3%	-
MEAN †	4.0	4.2	4.0	4.0	3.8	4.2	3.8	4.0	3.9	4.3	4.1	4.0	4.0	3.6

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
5 - VERY IMPORTANT	46%	41%	38%	60%	54%	51%	57%	43%	44%	58%	51%	51%	36%	51%
4	23%	23%	26%	19%	23%	20%	25%	23%	24%	18%	23%	17%	22%	27%
3	17%	15%	22%	14%	8%	18%	9%	19%	17%	16%	13%	25%	22%	13%
2	5%	9%	5%	5%	2%	6%	2%	6%	6%	-	5%	1%	7%	6%
1 - NOT AT ALL IMPORTANT	6%	8%	5%	2%	11%	5%	6%	6%	6%	6%	6%	7%	8%	2%
DON'T KNOW/WON'T SAY	2%	2%	3%	1%	2%	1%	1%	3%	2%	3%	1%	-	5%	1%
MEAN †	4.0	3.8	3.9	4.3	4.1	4.1	4.3	3.9	4.0	4.2	4.1	4.0	3.7	4.2

* LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT AT ALL IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**PERCEIVED IMPORTANCE OF WATER CONSERVATION AND ENVIRONMENTAL ISSUES:
BALANCING POPULATION AND ECONOMIC GROWTH WITH OUR WATER AVAILABILITY**

QUESTION 29: PLEASE RATE THE IMPORTANCE OF EACH OF THE FOLLOWING ITEMS USING A 5-POINT SCALE WHERE 5 MEANS VERY IMPORTANT AND 1 MEANS NOT AT ALL IMPORTANT. BALANCING POPULATION AND ECONOMIC GROWTH WITH OUR WATER AVAILABILITY.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
5 - VERY IMPORTANT	56%	53%	60%	55%	56%	57%	60%	55%	55%	56%	54%	60%	57%	53%	54%	63%	54%
4	23%	21%	25%	25%	22%	25%	23%	25%	16%	23%	19%	18%	31%	26%	26%	18%	23%
3	12%	18%	6%	12%	15%	7%	12%	12%	15%	10%	15%	15%	7%	8%	12%	11%	15%
2	3%	4%	2%	4%	3%	4%	4%	3%	3%	3%	6%	4%	2%	4%	2%	5%	2%
1 - NOT AT ALL IMPORTANT	2%	2%	3%	1%	2%	2%	-	3%	5%	4%	2%	1%	2%	3%	3%	1%	2%
DON'T KNOW/WON'T SAY	3%	3%	3%	3%	3%	4%	1%	2%	7%	4%	3%	2%	1%	7%	1%	1%	3%
MEAN †	4.3	4.2	4.4	4.3	4.3	4.4	4.4	4.3	4.2	4.3	4.2	4.4	4.4	4.3	4.3	4.4	4.3

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
5 - VERY IMPORTANT	56%	51%	58%	59%	60%	62%	61%	54%	58%	62%	59%	52%	57%	50%
4	23%	23%	23%	21%	27%	22%	24%	23%	21%	22%	24%	34%	23%	24%
3	12%	13%	13%	10%	9%	14%	6%	13%	13%	7%	10%	9%	12%	9%
2	3%	5%	2%	5%	1%	1%	1%	4%	3%	3%	3%	3%	3%	6%
1 - NOT AT ALL IMPORTANT	2%	3%	1%	2%	4%	-	4%	2%	1%	3%	1%	-	2%	8%
DON'T KNOW/WON'T SAY	3%	5%	3%	3%	-	2%	4%	3%	3%	4%	4%	2%	3%	2%
MEAN †	4.3	4.2	4.4	4.4	4.4	4.5	4.4	4.3	4.4	4.4	4.4	4.4	4.4	4.0

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
5 - VERY IMPORTANT	56%	49%	53%	72%	56%	62%	56%	56%	58%	49%	56%	66%	53%	63%
4	23%	23%	25%	12%	25%	25%	26%	22%	23%	25%	23%	25%	20%	27%
3	12%	14%	15%	8%	10%	6%	11%	12%	12%	13%	14%	6%	14%	3%
2	3%	5%	2%	4%	4%	2%	4%	3%	3%	7%	4%	-	3%	3%
1 - NOT AT ALL IMPORTANT	2%	5%	2%	1%	3%	-	2%	2%	2%	4%	1%	1%	6%	1%
DON'T KNOW/WON'T SAY	3%	4%	3%	2%	3%	5%	-	4%	3%	2%	3%	2%	4%	3%
MEAN †	4.3	4.1	4.3	4.5	4.3	4.6	4.3	4.3	4.4	4.1	4.3	4.6	4.2	4.5

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT AT ALL IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**PERCEIVED IMPORTANCE OF WATER CONSERVATION AND ENVIRONMENTAL ISSUES:
PROVIDING A LONG TERM WATER SUPPLY FOR FUTURE GENERATIONS**

QUESTION 30: PLEASE RATE THE IMPORTANCE OF EACH OF THE FOLLOWING ITEMS USING A 5-POINT SCALE WHERE 5 MEANS VERY IMPORTANT AND 1 MEANS NOT AT ALL IMPORTANT. PROVIDING A LONG-TERM WATER SUPPLY FOR FUTURE GENERATIONS.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
5 - VERY IMPORTANT	81%	74%	87%	87%	77%	86%	87%	76%	77%	82%	81%	83%	83%	80%	83%	80%	81%
4	13%	17%	8%	9%	14%	12%	12%	13%	12%	13%	14%	8%	11%	15%	11%	12%	12%
3	4%	5%	2%	3%	5%	2%	1%	6%	5%	3%	3%	7%	3%	4%	2%	5%	4%
2	1%	*	1%	*	1%	-	-	1%	2%	*	2%	1%	-	-	2%	1%	*
1 - NOT AT ALL IMPORTANT	1%	2%	1%	1%	1%	-	-	2%	2%	2%	-	-	-	1%	-	2%	2%
DON'T KNOW/WON'T SAY	1%	1%	*	1%	*	-	-	1%	1%	-	-	-	3%	-	2%	-	1%
MEAN †	4.7	4.6	4.8	4.8	4.7	4.8	4.9	4.6	4.6	4.7	4.7	4.7	4.8	4.7	4.8	4.7	4.7

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
5 - VERY IMPORTANT	81%	77%	84%	84%	81%	86%	86%	79%	77%	89%	95%	84%	81%	83%
4	13%	15%	12%	10%	10%	14%	11%	13%	15%	10%	5%	16%	13%	9%
3	4%	4%	2%	5%	5%	-	1%	5%	6%	-	-	-	4%	3%
2	1%	1%	-	2%	-	-	2%	1%	*	1%	-	-	1%	-
1 - NOT AT ALL IMPORTANT	1%	1%	2%	-	3%	-	-	2%	1%	-	-	-	1%	3%
DON'T KNOW/WON'T SAY	1%	2%	-	-	1%	-	-	1%	1%	-	-	-	*	2%
MEAN †	4.7	4.7	4.8	4.7	4.7	4.9	4.8	4.7	4.7	4.9	5.0	4.8	4.7	4.7

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
5 - VERY IMPORTANT	81%	79%	78%	82%	88%	91%	83%	80%	81%	79%	84%	93%	72%	85%
4	13%	9%	15%	13%	11%	9%	11%	13%	12%	15%	13%	3%	15%	14%
3	4%	6%	5%	3%	2%	-	3%	4%	4%	5%	4%	4%	6%	1%
2	1%	2%	-	2%	-	-	2%	*	1%	-	-	-	3%	-
1 - NOT AT ALL IMPORTANT	1%	4%	1%	-	-	-	-	1%	1%	1%	-	-	3%	1%
DON'T KNOW/WON'T SAY	1%	-	1%	-	-	-	-	1%	*	-	-	-	2%	-
MEAN †	4.7	4.6	4.7	4.8	4.9	4.9	4.7	4.7	4.7	4.7	4.8	4.9	4.5	4.8

* LESS THAN 1% REPORTED.

† THE MEAN SCORE IS DERIVED BY TAKING THE AVERAGE SCORE BASED ON THE 5-POINT SCALE. THE VERY IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 5; THE NOT AT ALL IMPORTANT RESPONSE IS ASSIGNED A VALUE OF 1. THE DON'T KNOW/WON'T SAY RESPONSES ARE EXCLUDED FROM THE CALCULATION OF THE MEAN.

**CUSTOMER LEVEL OF AGREEMENT WITH STATEMENTS ABOUT WATER RATES AND SERVICES:
WATER AND SEWER SERVICES ARE A GOOD VALUE FOR THE AMOUNT OF MONEY I PAY**

QUESTION 31: PLEASE TELL ME IF YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE, OR STRONGLY DISAGREE WITH THE FOLLOWING STATEMENTS: **WATER AND SEWER SERVICES ARE A GOOD VALUE FOR THE AMOUNT OF MONEY I PAY.**

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
STRONGLY AGREE	38%	40%	37%	38%	40%	44%	35%	41%	35%	42%	32%	38%	53%	41%	41%	45%	30%
SOMEWHAT AGREE	40%	44%	37%	40%	42%	36%	37%	40%	47%	31%	50%	42%	37%	36%	41%	39%	44%
SOMEWHAT DISAGREE	10%	8%	11%	12%	7%	4%	19%	6%	9%	14%	9%	4%	5%	11%	6%	3%	15%
STRONGLY DISAGREE	7%	5%	9%	6%	7%	6%	8%	10%	5%	8%	6%	11%	4%	6%	10%	8%	6%
DON'T KNOW/WON'T SAY	4%	3%	5%	5%	4%	10%	2%	3%	5%	5%	4%	5%	1%	5%	3%	5%	4%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
STRONGLY AGREE	38%	44%	35%	38%	39%	32%	36%	40%	38%	39%	40%	50%	39%	36%
SOMEWHAT AGREE	40%	33%	43%	45%	38%	48%	36%	40%	42%	46%	32%	28%	41%	34%
SOMEWHAT DISAGREE	10%	9%	10%	8%	11%	6%	19%	8%	9%	7%	13%	6%	10%	9%
STRONGLY DISAGREE	7%	11%	7%	5%	6%	11%	-	9%	5%	5%	15%	12%	7%	16%
DON'T KNOW/WON'T SAY	4%	3%	5%	3%	6%	3%	9%	3%	6%	4%	-	4%	4%	5%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
STRONGLY AGREE	38%	35%	38%	40%	42%	42%	43%	38%	38%	37%	40%	39%	37%	38%
SOMEWHAT AGREE	40%	39%	42%	40%	40%	37%	29%	43%	41%	33%	42%	45%	41%	27%
SOMEWHAT DISAGREE	10%	13%	10%	7%	12%	5%	8%	10%	10%	6%	10%	3%	7%	13%
STRONGLY DISAGREE	7%	9%	5%	9%	5%	13%	10%	7%	7%	8%	5%	8%	9%	13%
DON'T KNOW/WON'T SAY	4%	3%	5%	5%	1%	3%	9%	3%	2%	17%	2%	5%	5%	9%

**CUSTOMER LEVEL OF AGREEMENT WITH STATEMENTS ABOUT WATER RATES AND SERVICES:
WATER RATES SHOULD BE INCREASED TO ENCOURAGE WATER CONSERVATION**

QUESTION 32: PLEASE TELL ME IF YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE, OR STRONGLY DISAGREE WITH THE FOLLOWING STATEMENTS: WATER RATES SHOULD BE INCREASED TO ENCOURAGE WATER CONSERVATION.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,001 OR LESS	\$50,001 TO \$75,000	\$75,001 TO \$100,000	OVER \$100,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
STRONGLY AGREE	11%	8%	15%	10%	12%	15%	7%	12%	15%	12%	10%	10%	16%	12%	11%	11%	12%
SOMEWHAT AGREE	23%	26%	19%	23%	24%	25%	29%	21%	17%	21%	17%	30%	30%	17%	26%	30%	19%
SOMEWHAT DISAGREE	28%	30%	27%	27%	30%	28%	29%	28%	28%	33%	25%	29%	25%	36%	18%	23%	34%
STRONGLY DISAGREE	35%	34%	36%	38%	31%	23%	36%	38%	36%	33%	46%	28%	29%	32%	45%	32%	33%
DON'T KNOW/WON'T SAY	2%	2%	3%	2%	3%	8%	-	1%	4%	1%	2%	4%	-	3%	1%	5%	2%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
STRONGLY AGREE	11%	13%	11%	10%	11%	10%	13%	11%	13%	18%	11%	-	12%	4%
SOMEWHAT AGREE	23%	21%	19%	25%	32%	34%	18%	22%	20%	30%	30%	26%	23%	21%
SOMEWHAT DISAGREE	28%	31%	25%	36%	19%	25%	34%	28%	29%	33%	17%	28%	29%	20%
STRONGLY DISAGREE	35%	34%	41%	26%	38%	27%	31%	37%	34%	20%	42%	46%	33%	54%
DON'T KNOW/WON'T SAY	2%	1%	4%	3%	-	5%	3%	2%	3%	-	-	-	3%	1%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
STRONGLY AGREE	11%	7%	12%	12%	20%	7%	12%	11%	11%	15%	11%	16%	13%	8%
SOMEWHAT AGREE	23%	21%	22%	24%	22%	30%	26%	22%	23%	18%	24%	21%	18%	29%
SOMEWHAT DISAGREE	28%	28%	28%	33%	28%	23%	29%	28%	29%	23%	32%	27%	26%	18%
STRONGLY DISAGREE	35%	40%	36%	29%	30%	41%	30%	36%	34%	40%	32%	30%	39%	40%
DON'T KNOW/WON'T SAY	2%	4%	2%	2%	-	-	2%	2%	2%	4%	1%	6%	3%	6%

CUSTOMER LEVEL OF AGREEMENT WITH STATEMENTS ABOUT WATER RATES AND SERVICES:
WATER RATES SHOULD BE INCREASED TO COVER THE COST OF PROVIDING A RELIABLE WATER SUPPLY FOR FUTURE GENERATIONS

QUESTION 33: PLEASE TELL ME IF YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE, OR STRONGLY DISAGREE WITH THE FOLLOWING STATEMENTS: **WATER RATES SHOULD BE INCREASED TO COVER THE COST OF PROVIDING A RELIABLE WATER SUPPLY FOR FUTURE GENERATIONS.**

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,001 OR LESS	\$50,001 TO \$75,000	\$75,001 TO \$100,000	OVER \$100,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
STRONGLY AGREE	20%	20%	21%	22%	18%	17%	21%	21%	23%	24%	19%	18%	29%	26%	17%	21%	18%
SOMEWHAT AGREE	35%	40%	30%	33%	37%	39%	37%	32%	33%	26%	39%	39%	48%	26%	40%	41%	34%
SOMEWHAT DISAGREE	21%	18%	23%	19%	23%	22%	17%	24%	18%	23%	20%	21%	11%	22%	22%	17%	22%
STRONGLY DISAGREE	21%	20%	22%	23%	18%	17%	21%	22%	21%	23%	21%	19%	11%	20%	21%	20%	22%
DON'T KNOW/WON'T SAY	3%	2%	4%	3%	3%	5%	3%	1%	5%	4%	-	3%	1%	6%	-	1%	3%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
STRONGLY AGREE	20%	22%	21%	19%	21%	25%	19%	20%	21%	22%	27%	27%	20%	24%
SOMEWHAT AGREE	35%	27%	35%	36%	46%	38%	37%	34%	34%	33%	33%	37%	36%	24%
SOMEWHAT DISAGREE	21%	20%	20%	27%	15%	19%	24%	20%	22%	25%	18%	12%	20%	27%
STRONGLY DISAGREE	21%	27%	20%	16%	17%	15%	15%	23%	20%	16%	21%	24%	21%	22%
DON'T KNOW/WON'T SAY	3%	4%	3%	2%	1%	3%	6%	2%	2%	5%	-	-	3%	4%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
STRONGLY AGREE	20%	13%	23%	16%	16%	36%	32%	18%	20%	25%	18%	28%	20%	27%
SOMEWHAT AGREE	35%	38%	35%	35%	34%	34%	25%	37%	37%	18%	39%	28%	31%	30%
SOMEWHAT DISAGREE	21%	19%	20%	28%	22%	16%	11%	23%	22%	11%	20%	27%	23%	16%
STRONGLY DISAGREE	21%	25%	21%	16%	28%	14%	28%	19%	18%	39%	21%	15%	23%	19%
DON'T KNOW/WON'T SAY	3%	5%	2%	5%	-	-	5%	3%	2%	8%	1%	2%	3%	9%

**CUSTOMER LEVEL OF AGREEMENT WITH STATEMENTS ABOUT WATER RATES AND SERVICES:
BECAUSE WATER IS A SCARCE RESOURCE, WATER RATES SHOULD BE DESIGNED TO REFLECT THE VALUE OF WATER IN OUR DAILY LIVES**

QUESTION 34: PLEASE TELL ME IF YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE, OR STRONGLY DISAGREE WITH THE FOLLOWING STATEMENTS: BECAUSE WATER IS A SCARCE RESOURCE, WATER RATES SHOULD BE DESIGNED TO REFLECT THE VALUE OF WATER IN OUR DAILY LIVES.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
STRONGLY AGREE	32%	29%	36%	38%	29%	43%	29%	33%	27%	31%	40%	32%	32%	42%	30%	25%	31%
SOMEWHAT AGREE	40%	39%	42%	40%	41%	39%	46%	37%	39%	46%	34%	39%	40%	33%	43%	49%	39%
SOMEWHAT DISAGREE	15%	20%	10%	12%	16%	9%	15%	17%	17%	18%	11%	13%	14%	11%	7%	19%	19%
STRONGLY DISAGREE	8%	10%	6%	6%	9%	5%	6%	9%	11%	2%	11%	11%	12%	7%	13%	6%	7%
DON'T KNOW/WON'T SAY	5%	3%	6%	5%	4%	5%	4%	4%	6%	3%	4%	5%	3%	7%	6%	1%	4%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
STRONGLY AGREE	32%	35%	34%	27%	29%	42%	27%	32%	34%	29%	32%	47%	32%	35%
SOMEWHAT AGREE	40%	39%	40%	40%	45%	40%	50%	38%	36%	47%	37%	33%	40%	40%
SOMEWHAT DISAGREE	15%	14%	16%	17%	12%	10%	10%	17%	14%	16%	10%	15%	15%	12%
STRONGLY DISAGREE	8%	5%	5%	14%	10%	6%	7%	8%	9%	3%	12%	5%	8%	6%
DON'T KNOW/WON'T SAY	5%	7%	5%	2%	4%	2%	7%	5%	7%	4%	9%	-	5%	6%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
STRONGLY AGREE	32%	26%	35%	29%	28%	47%	39%	31%	32%	33%	32%	35%	27%	44%
SOMEWHAT AGREE	40%	49%	36%	38%	48%	32%	39%	41%	41%	32%	43%	43%	39%	31%
SOMEWHAT DISAGREE	15%	18%	14%	22%	12%	6%	14%	15%	14%	19%	16%	11%	17%	8%
STRONGLY DISAGREE	8%	6%	8%	8%	7%	12%	3%	9%	8%	3%	7%	6%	11%	5%
DON'T KNOW/WON'T SAY	5%	1%	7%	4%	5%	3%	6%	5%	4%	12%	2%	5%	6%	11%

CUSTOMER LEVEL OF AGREEMENT WITH STATEMENTS ABOUT WATER RATES AND SERVICES:
WATER RATES SHOULD BE INCREASED TO COVER THE TRUE COSTS TO TREAT AND DELIVER WATER TO OUR HOMES AND BUSINESSES

QUESTION 35: PLEASE TELL ME IF YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE, OR STRONGLY DISAGREE WITH THE FOLLOWING STATEMENTS: **WATER RATES SHOULD BE INCREASED TO COVER THE TRUE COSTS TO TREAT AND DELIVER WATER TO OUR HOMES AND BUSINESSES.**

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,001 OR LESS	\$50,001 TO \$75,000	\$75,001 TO \$100,000	OVER \$100,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
STRONGLY AGREE	18%	15%	21%	18%	16%	14%	11%	23%	22%	17%	25%	21%	20%	16%	19%	23%	16%
SOMEWHAT AGREE	38%	45%	31%	38%	40%	48%	38%	37%	32%	37%	42%	37%	47%	34%	39%	48%	33%
SOMEWHAT DISAGREE	21%	21%	22%	22%	20%	18%	28%	18%	18%	25%	19%	17%	16%	24%	18%	16%	24%
STRONGLY DISAGREE	19%	18%	19%	20%	18%	14%	21%	19%	21%	15%	14%	20%	16%	19%	20%	12%	23%
DON'T KNOW/WON'T SAY	4%	1%	6%	2%	5%	7%	2%	3%	7%	6%	1%	5%	1%	6%	4%	1%	4%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
STRONGLY AGREE	18%	23%	19%	15%	14%	16%	14%	20%	19%	15%	20%	26%	17%	25%
SOMEWHAT AGREE	38%	34%	38%	38%	46%	57%	29%	37%	39%	48%	29%	29%	39%	28%
SOMEWHAT DISAGREE	21%	19%	19%	28%	21%	19%	31%	20%	20%	23%	12%	23%	21%	25%
STRONGLY DISAGREE	19%	18%	21%	18%	15%	6%	18%	21%	19%	11%	37%	15%	19%	16%
DON'T KNOW/WON'T SAY	4%	7%	2%	1%	4%	3%	8%	3%	3%	2%	3%	7%	4%	5%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
STRONGLY AGREE	18%	14%	17%	19%	18%	28%	17%	19%	18%	21%	14%	26%	20%	26%
SOMEWHAT AGREE	38%	37%	43%	43%	31%	28%	38%	38%	38%	36%	41%	29%	38%	36%
SOMEWHAT DISAGREE	21%	27%	19%	21%	24%	14%	19%	22%	23%	13%	21%	22%	17%	25%
STRONGLY DISAGREE	19%	16%	18%	17%	22%	24%	21%	18%	18%	22%	22%	13%	20%	10%
DON'T KNOW/WON'T SAY	4%	6%	2%	-	5%	5%	5%	4%	3%	8%	2%	10%	5%	4%

**CUSTOMER LEVEL OF AGREEMENT WITH STATEMENTS ABOUT WATER RATES AND SERVICES:
HOUSEHOLDS WOULD CONSERVE MORE WATER IF THEY HAD AN EASIER WAY TO MONITOR THEIR WATER USE**

QUESTION 36: PLEASE TELL ME IF YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE, OR STRONGLY DISAGREE WITH THE FOLLOWING STATEMENTS: HOUSEHOLDS WOULD CONSERVE MORE WATER IF THEY HAD AN EASIER WAY TO MONITOR THEIR WATER USE.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
STRONGLY AGREE	40%	38%	42%	41%	39%	39%	39%	42%	40%	36%	44%	46%	48%	36%	38%	49%	37%
SOMEWHAT AGREE	32%	32%	32%	35%	32%	33%	32%	31%	33%	44%	22%	26%	29%	36%	28%	23%	38%
SOMEWHAT DISAGREE	13%	12%	13%	11%	12%	8%	15%	14%	12%	4%	17%	19%	12%	13%	12%	14%	12%
STRONGLY DISAGREE	8%	10%	6%	6%	10%	6%	8%	7%	7%	8%	10%	6%	6%	5%	8%	11%	7%
DON'T KNOW/WON'T SAY	8%	9%	7%	8%	7%	14%	5%	6%	8%	9%	7%	4%	4%	10%	13%	2%	6%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
STRONGLY AGREE	40%	31%	44%	46%	46%	55%	34%	39%	40%	39%	39%	43%	41%	34%
SOMEWHAT AGREE	32%	46%	22%	29%	32%	29%	33%	32%	34%	42%	33%	37%	32%	35%
SOMEWHAT DISAGREE	13%	13%	15%	10%	7%	3%	17%	13%	12%	13%	14%	8%	13%	11%
STRONGLY DISAGREE	8%	3%	10%	10%	8%	3%	11%	7%	9%	3%	11%	2%	8%	3%
DON'T KNOW/WON'T SAY	8%	8%	8%	5%	7%	10%	5%	8%	6%	3%	2%	10%	7%	17%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
STRONGLY AGREE	40%	44%	39%	39%	36%	45%	37%	41%	39%	47%	38%	33%	44%	45%
SOMEWHAT AGREE	32%	18%	33%	40%	36%	37%	37%	31%	32%	37%	31%	38%	27%	39%
SOMEWHAT DISAGREE	13%	15%	13%	14%	17%	3%	10%	13%	14%	5%	16%	9%	12%	6%
STRONGLY DISAGREE	8%	7%	9%	7%	7%	6%	4%	8%	8%	3%	7%	8%	8%	4%
DON'T KNOW/WON'T SAY	8%	16%	7%	-	3%	8%	11%	7%	8%	7%	7%	12%	8%	6%

**CUSTOMER LEVEL OF AGREEMENT WITH STATEMENTS ABOUT WATER RATES AND SERVICES:
THE COST OF WATER IS AN IMPORTANT FACTOR FOR ME WHEN DECIDING HOW MUCH WATER TO USE**

QUESTION 37: PLEASE TELL ME IF YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE, OR STRONGLY DISAGREE WITH THE FOLLOWING STATEMENTS: THE COST OF WATER IS AN IMPORTANT FACTOR FOR ME WHEN DECIDING HOW MUCH WATER TO USE.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
STRONGLY AGREE	42%	34%	48%	44%	35%	41%	38%	46%	40%	46%	47%	38%	46%	42%	43%	29%	48%
SOMEWHAT AGREE	34%	35%	33%	38%	36%	24%	42%	33%	33%	33%	34%	34%	32%	38%	33%	37%	31%
SOMEWHAT DISAGREE	12%	18%	7%	9%	15%	16%	7%	11%	18%	11%	8%	11%	12%	12%	6%	15%	13%
STRONGLY DISAGREE	8%	10%	7%	4%	12%	8%	11%	8%	6%	6%	9%	14%	9%	3%	10%	17%	6%
DON'T KNOW/WON'T SAY	4%	3%	4%	5%	1%	11%	2%	2%	2%	4%	2%	3%	1%	5%	8%	2%	2%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
STRONGLY AGREE	42%	37%	50%	41%	36%	50%	40%	41%	43%	41%	39%	50%	41%	49%
SOMEWHAT AGREE	34%	38%	27%	39%	34%	28%	36%	35%	34%	30%	43%	37%	34%	36%
SOMEWHAT DISAGREE	12%	12%	9%	11%	21%	12%	10%	13%	10%	18%	7%	5%	12%	8%
STRONGLY DISAGREE	8%	6%	11%	8%	8%	6%	8%	9%	10%	5%	11%	9%	9%	1%
DON'T KNOW/WON'T SAY	4%	6%	4%	1%	1%	4%	6%	3%	3%	6%	-	-	3%	6%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
STRONGLY AGREE	42%	38%	46%	40%	39%	42%	44%	41%	41%	43%	36%	47%	44%	52%
SOMEWHAT AGREE	34%	33%	32%	40%	27%	44%	29%	36%	34%	36%	38%	26%	28%	37%
SOMEWHAT DISAGREE	12%	17%	10%	13%	13%	9%	10%	13%	13%	8%	12%	12%	17%	3%
STRONGLY DISAGREE	8%	6%	9%	6%	16%	5%	8%	9%	9%	5%	10%	8%	9%	5%
DON'T KNOW/WON'T SAY	4%	6%	3%	1%	5%	-	8%	3%	3%	9%	4%	7%	3%	3%

**CUSTOMER LEVEL OF AGREEMENT WITH STATEMENTS ABOUT WATER RATES AND SERVICES:
THERE SHOULD BE STRONG FINANCIAL PENALTIES FOR PEOPLE WHO USE TOO MUCH WATER**

QUESTION 38: PLEASE TELL ME IF YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE, OR STRONGLY DISAGREE WITH THE FOLLOWING STATEMENTS: THERE SHOULD BE STRONG FINANCIAL PENALTIES FOR PEOPLE WHO USE TOO MUCH WATER.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
STRONGLY AGREE	35%	29%	40%	36%	37%	33%	33%	37%	36%	35%	38%	39%	35%	34%	38%	42%	29%
SOMEWHAT AGREE	26%	24%	28%	25%	26%	17%	26%	31%	26%	23%	28%	26%	30%	27%	27%	24%	26%
SOMEWHAT DISAGREE	21%	25%	17%	21%	22%	19%	25%	19%	20%	24%	16%	21%	25%	21%	19%	18%	24%
STRONGLY DISAGREE	14%	17%	10%	14%	12%	22%	13%	11%	12%	17%	16%	9%	11%	11%	12%	13%	17%
DON'T KNOW/WON'T SAY	4%	4%	5%	4%	3%	10%	4%	1%	6%	2%	2%	5%	-	6%	4%	2%	4%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
STRONGLY AGREE	35%	37%	33%	39%	34%	40%	35%	34%	36%	28%	40%	48%	35%	31%
SOMEWHAT AGREE	26%	23%	25%	28%	33%	19%	20%	28%	28%	29%	24%	23%	26%	32%
SOMEWHAT DISAGREE	21%	19%	25%	20%	18%	17%	20%	22%	19%	20%	23%	22%	21%	23%
STRONGLY DISAGREE	14%	17%	14%	8%	11%	14%	14%	14%	13%	19%	10%	5%	14%	11%
DON'T KNOW/WON'T SAY	4%	4%	3%	5%	4%	10%	12%	2%	4%	4%	2%	3%	5%	3%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
STRONGLY AGREE	35%	30%	36%	30%	33%	51%	31%	36%	35%	39%	33%	55%	33%	39%
SOMEWHAT AGREE	26%	24%	26%	40%	22%	18%	17%	28%	26%	24%	26%	17%	27%	29%
SOMEWHAT DISAGREE	21%	23%	20%	14%	26%	22%	18%	21%	22%	12%	22%	19%	24%	10%
STRONGLY DISAGREE	14%	14%	15%	16%	12%	9%	27%	11%	13%	19%	16%	8%	11%	17%
DON'T KNOW/WON'T SAY	4%	8%	4%	-	7%	-	7%	4%	4%	6%	4%	-	6%	5%

**CUSTOMER LEVEL OF AGREEMENT WITH STATEMENTS ABOUT WATER RATES AND SERVICES:
I FOLLOW THE WATER BY THE NUMBERS PROGRAM WHEN SETTING MY IRRIGATION SCHEDULE**

QUESTION 39: PLEASE TELL ME IF YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE, OR STRONGLY DISAGREE WITH THE FOLLOWING STATEMENTS: I FOLLOW THE WATER BY THE NUMBERS PROGRAM WHEN SETTING MY IRRIGATION SCHEDULE.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,001 OR LESS	\$50,001 TO \$75,000	\$75,001 TO \$100,000	OVER \$100,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
STRONGLY AGREE	52%	45%	58%	48%	55%	38%	44%	61%	59%	50%	59%	49%	55%	46%	55%	54%	54%
SOMEWHAT AGREE	19%	22%	16%	19%	19%	18%	25%	14%	18%	11%	14%	18%	25%	22%	21%	22%	12%
SOMEWHAT DISAGREE	3%	4%	2%	4%	3%	4%	4%	3%	2%	4%	4%	3%	4%	7%	3%	-	3%
STRONGLY DISAGREE	4%	4%	4%	4%	4%	6%	5%	3%	5%	5%	5%	6%	3%	3%	2%	4%	7%
DON'T KNOW/WON'T SAY	22%	25%	20%	25%	19%	35%	22%	20%	16%	30%	18%	25%	13%	23%	20%	20%	25%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
STRONGLY AGREE	52%	47%	56%	52%	57%	58%	54%	50%	57%	47%	45%	40%	52%	52%
SOMEWHAT AGREE	19%	17%	13%	27%	16%	19%	19%	19%	14%	27%	25%	19%	19%	16%
SOMEWHAT DISAGREE	3%	3%	4%	1%	4%	2%	1%	4%	3%	3%	2%	5%	2%	9%
STRONGLY DISAGREE	4%	4%	4%	3%	7%	4%	4%	5%	4%	2%	8%	5%	5%	-
DON'T KNOW/WON'T SAY	22%	29%	23%	16%	16%	18%	23%	22%	22%	21%	20%	31%	22%	22%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
STRONGLY AGREE	52%	52%	59%	54%	37%	45%	39%	55%	53%	38%	45%	59%	58%	55%
SOMEWHAT AGREE	19%	19%	15%	18%	23%	24%	12%	20%	20%	12%	21%	11%	17%	17%
SOMEWHAT DISAGREE	3%	4%	3%	3%	1%	4%	2%	3%	3%	-	3%	2%	3%	4%
STRONGLY DISAGREE	4%	3%	3%	6%	9%	3%	4%	4%	4%	4%	5%	9%	3%	1%
DON'T KNOW/WON'T SAY	22%	22%	19%	20%	29%	24%	43%	17%	19%	47%	25%	19%	19%	22%

CUSTOMER LEVEL OF AGREEMENT WITH STATEMENTS ABOUT CLIMATE CHANGE AND THE WATER UTILITY:
FUTURE EXTREME WEATHER EVENTS WILL NEGATIVELY IMPACT THE WATER UTILITY'S ABILITY TO PROVIDE SAFE, HEALTHY DRINKING WATER

QUESTION 40: PLEASE TELL ME IF YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE, OR STRONGLY DISAGREE WITH THE FOLLOWING STATEMENTS RELATING TO CLIMATE CHANGE AND THE WATER UTILITY. FUTURE EXTREME WEATHER EVENTS WILL NEGATIVELY IMPACT THE WATER UTILITY'S ABILITY TO PROVIDE SAFE, HEALTHY DRINKING WATER.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
STRONGLY AGREE	25%	23%	27%	27%	24%	26%	28%	25%	23%	29%	29%	30%	20%	31%	24%	27%	21%
SOMEWHAT AGREE	32%	33%	32%	33%	30%	27%	43%	31%	26%	30%	35%	34%	37%	30%	31%	30%	36%
SOMEWHAT DISAGREE	12%	13%	11%	11%	16%	14%	13%	10%	14%	8%	9%	10%	20%	14%	12%	10%	11%
STRONGLY DISAGREE	12%	14%	10%	11%	10%	6%	8%	16%	10%	6%	11%	10%	12%	9%	10%	11%	16%
DON'T KNOW/WON'T SAY	19%	18%	20%	19%	19%	27%	8%	19%	28%	26%	15%	16%	11%	16%	23%	22%	17%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
STRONGLY AGREE	25%	21%	33%	23%	21%	19%	36%	24%	26%	30%	20%	28%	25%	24%
SOMEWHAT AGREE	32%	31%	29%	32%	44%	40%	32%	31%	31%	33%	48%	31%	32%	31%
SOMEWHAT DISAGREE	12%	11%	12%	17%	10%	18%	12%	11%	10%	14%	10%	15%	12%	17%
STRONGLY DISAGREE	12%	10%	12%	8%	13%	8%	3%	14%	11%	13%	12%	4%	12%	4%
DON'T KNOW/WON'T SAY	19%	26%	15%	20%	13%	15%	18%	20%	22%	10%	10%	23%	18%	24%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
STRONGLY AGREE	25%	22%	26%	32%	17%	31%	23%	26%	26%	21%	22%	29%	25%	31%
SOMEWHAT AGREE	32%	29%	33%	29%	41%	30%	36%	31%	33%	30%	37%	30%	27%	33%
SOMEWHAT DISAGREE	12%	15%	10%	11%	11%	16%	6%	13%	13%	8%	15%	3%	14%	7%
STRONGLY DISAGREE	12%	12%	14%	9%	12%	5%	11%	12%	12%	12%	12%	6%	11%	8%
DON'T KNOW/WON'T SAY	19%	21%	17%	19%	18%	18%	24%	18%	18%	28%	15%	32%	23%	21%

**CUSTOMER LEVEL OF AGREEMENT WITH STATEMENT ABOUT CLIMATE CHANGE AND THE WATER UTILITY:
THE IMPACT OF CLIMATE CHANGE ON THE WATER CYCLE WILL MAKE IT MORE DIFFICULT FOR THE WATER UTILITY TO MEET
OUR COMMUNITY'S WATER NEEDS IN THE NEXT 10 TO 40 YEARS**

QUESTION 41: PLEASE TELL ME IF YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE, OR STRONGLY DISAGREE WITH THE FOLLOWING STATEMENTS RELATING TO CLIMATE CHANGE AND THE WATER UTILITY. THE IMPACT OF CLIMATE CHANGE ON THE WATER CYCLE WILL MAKE IT MORE DIFFICULT FOR THE WATER UTILITY TO MEET OUR COMMUNITY'S WATER NEEDS IN THE NEXT 10 TO 40 YEARS.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
STRONGLY AGREE	32%	29%	34%	36%	32%	37%	31%	33%	30%	37%	37%	35%	33%	33%	33%	36%	28%
SOMEWHAT AGREE	27%	27%	27%	29%	23%	28%	33%	24%	22%	26%	21%	23%	34%	29%	30%	24%	26%
SOMEWHAT DISAGREE	14%	14%	14%	12%	19%	14%	11%	16%	14%	9%	18%	15%	14%	12%	17%	11%	15%
STRONGLY DISAGREE	12%	16%	8%	8%	11%	8%	11%	12%	15%	11%	11%	10%	10%	9%	10%	14%	14%
DON'T KNOW/WON'T SAY	15%	13%	17%	15%	15%	13%	14%	15%	19%	16%	12%	17%	9%	16%	11%	15%	18%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
STRONGLY AGREE	32%	31%	38%	31%	25%	31%	33%	32%	31%	29%	42%	44%	31%	42%
SOMEWHAT AGREE	27%	29%	23%	23%	35%	31%	32%	25%	24%	39%	32%	18%	28%	16%
SOMEWHAT DISAGREE	14%	10%	15%	19%	13%	16%	8%	15%	13%	11%	10%	17%	14%	17%
STRONGLY DISAGREE	12%	10%	13%	11%	14%	9%	7%	14%	12%	11%	8%	8%	13%	3%
DON'T KNOW/WON'T SAY	15%	20%	10%	17%	12%	13%	20%	15%	19%	11%	8%	13%	14%	23%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
STRONGLY AGREE	32%	29%	32%	29%	26%	48%	33%	32%	32%	30%	32%	41%	30%	37%
SOMEWHAT AGREE	27%	27%	25%	27%	39%	22%	29%	27%	27%	27%	28%	26%	25%	28%
SOMEWHAT DISAGREE	14%	18%	14%	10%	9%	19%	8%	15%	14%	10%	13%	12%	15%	16%
STRONGLY DISAGREE	12%	14%	16%	6%	8%	6%	10%	12%	12%	8%	11%	2%	15%	6%
DON'T KNOW/WON'T SAY	15%	13%	13%	27%	18%	5%	20%	14%	14%	26%	17%	19%	15%	12%

**CUSTOMER LEVEL OF AGREEMENT WITH STATEMENT ABOUT CLIMATE CHANGE AND THE WATER UTILITY:
THE WATER UTILITY SHOULD PLAN AND TAKE THE NECESSARY STEPS TO ENSURE THAT OUR COMMUNITY HAS SAFE,
ADEQUATE SUPPLIES OF WATER FOR THE NEXT 10 TO 40 YEARS**

QUESTION 42: PLEASE TELL ME IF YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE, OR STRONGLY DISAGREE WITH THE FOLLOWING STATEMENTS RELATING TO CLIMATE CHANGE AND THE WATER UTILITY. THE WATER UTILITY SHOULD PLAN--AND TAKE THE NECESSARY STEPS--TO ENSURE THAT OUR COMMUNITY HAS SAFE, ADEQUATE SUPPLIES OF WATER FOR THE NEXT 10 TO 40 YEARS.

	TOTAL SAMPLE (N=500)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,001 OR LESS	\$50,001 TO \$75,000	\$75,001 TO \$100,000	OVER \$100,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
STRONGLY AGREE	71%	70%	72%	72%	73%	73%	71%	76%	64%	70%	78%	72%	77%	68%	69%	79%	69%
SOMEWHAT AGREE	20%	22%	18%	22%	19%	21%	24%	16%	22%	20%	17%	19%	15%	21%	23%	16%	20%
SOMEWHAT DISAGREE	3%	3%	3%	2%	2%	5%	-	4%	4%	1%	2%	3%	6%	5%	3%	2%	2%
STRONGLY DISAGREE	2%	2%	2%	1%	2%	-	3%	2%	2%	1%	3%	2%	1%	2%	3%	1%	3%
DON'T KNOW/WON'T SAY	4%	3%	4%	3%	4%	1%	3%	2%	9%	8%	-	4%	1%	4%	2%	1%	6%

	TOTAL SAMPLE (N=500)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
STRONGLY AGREE	71%	67%	74%	74%	77%	58%	72%	73%	73%	76%	75%	78%	72%	66%
SOMEWHAT AGREE	20%	23%	19%	18%	14%	28%	24%	18%	19%	20%	20%	18%	20%	25%
SOMEWHAT DISAGREE	3%	3%	3%	4%	1%	5%	-	3%	3%	-	-	4%	3%	3%
STRONGLY DISAGREE	2%	2%	1%	2%	5%	4%	-	2%	3%	-	-	-	2%	-
DON'T KNOW/WON'T SAY	4%	5%	3%	3%	2%	5%	5%	3%	2%	4%	5%	-	3%	6%

	TOTAL SAMPLE (N=500)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
STRONGLY AGREE	71%	60%	70%	88%	68%	80%	59%	74%	72%	60%	72%	86%	65%	73%
SOMEWHAT AGREE	20%	23%	20%	8%	27%	18%	29%	18%	18%	35%	21%	12%	21%	21%
SOMEWHAT DISAGREE	3%	6%	4%	1%	1%	-	1%	3%	3%	-	3%	-	5%	1%
STRONGLY DISAGREE	2%	4%	4%	-	-	-	4%	2%	2%	1%	1%	2%	3%	1%
DON'T KNOW/WON'T SAY	4%	8%	2%	3%	3%	2%	6%	3%	4%	4%	3%	-	6%	3%

AMOUNT WILLING TO PAY EXTRA TO ENSURE THE COMMUNITY HAS ACCESS TO ABUNDANT, SAFE WATER FOR THE NEXT 10 TO 40 YEARS
AMONG THOSE WHO PAY A WATER/SEWER BILL

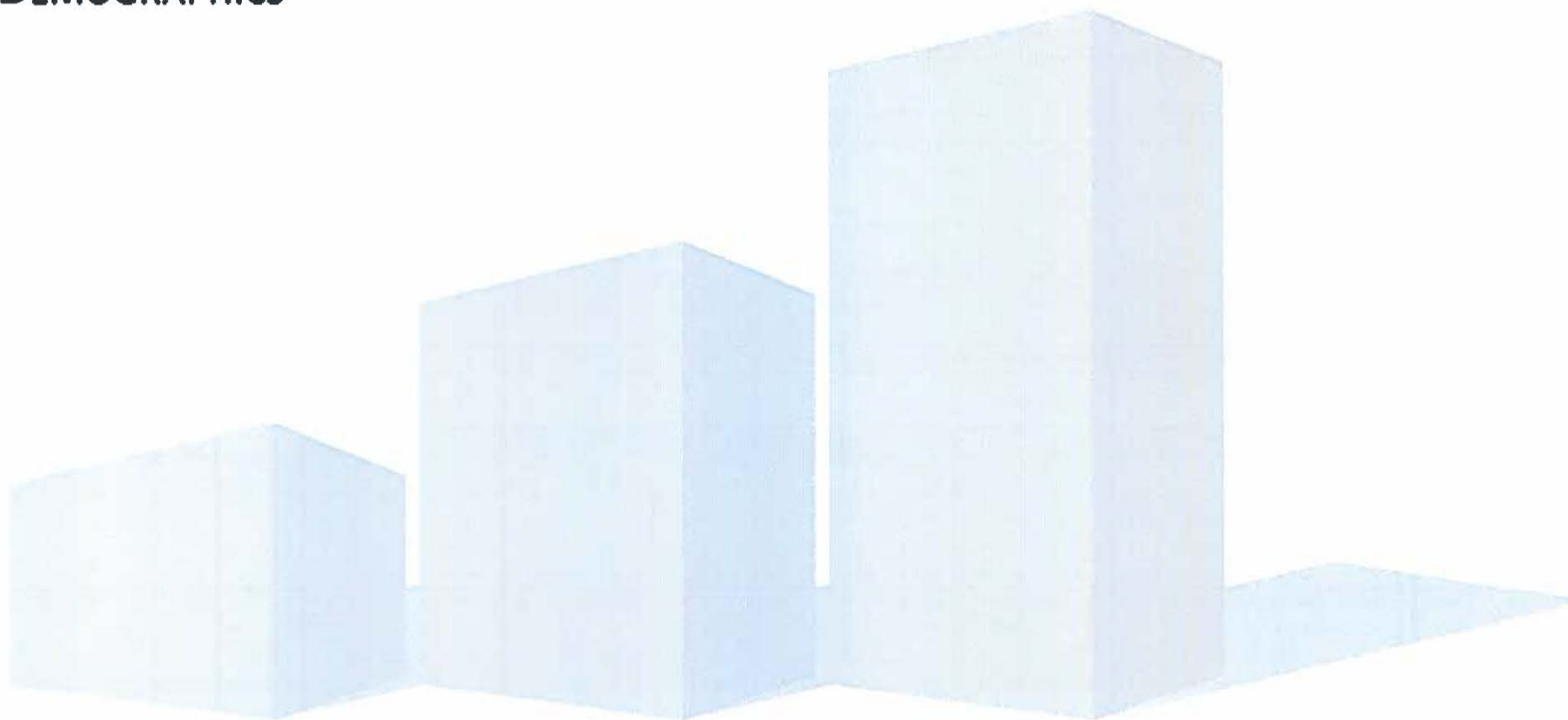
QUESTION 43: HOW MUCH MORE WOULD YOU BE WILLING TO PAY EACH MONTH ON YOUR WATER BILL TO ENSURE THE COMMUNITY HAS ACCESS TO ABUNDANT, SAFE WATER FOR THE NEXT 10 TO 40 YEARS?

	TOTAL RESPONSES (N=477)	GENDER		ETHNICITY		AGE				HOUSEHOLD INCOME				REGION			
		MALE	FEMALE	HISPANIC	ANGLO	18 TO 34 YEARS	35 TO 49 YEARS	50 TO 64 YEARS	65 YEARS OR OVER	\$35,000 OR LESS	\$35,001 TO \$50,000	\$50,001 TO \$75,000	OVER \$75,000	VALLEY/ DOWNTOWN	WESTSIDE	MID- HEIGHTS	FAR HEIGHTS
NOTHING	42%	45%	40%	44%	39%	37%	41%	42%	48%	51%	44%	28%	27%	48%	43%	40%	39%
\$1 - \$5	21%	18%	24%	24%	19%	21%	26%	21%	17%	24%	17%	33%	17%	24%	13%	22%	23%
\$6 - \$10	9%	9%	9%	7%	12%	8%	11%	9%	7%	6%	4%	13%	21%	3%	13%	12%	9%
\$11 - \$25	6%	7%	5%	3%	9%	6%	3%	9%	6%	2%	6%	4%	17%	5%	6%	6%	7%
MORE THAN \$25	1%	2%	1%	1%	2%	3%	3%	-	1%	2%	2%	-	2%	1%	2%	2%	1%
DON'T KNOW/WON'T SAY	20%	20%	20%	20%	19%	25%	16%	19%	22%	15%	27%	22%	16%	18%	24%	17%	22%

	TOTAL RESPONSES (N=477)	EDUCATION				LENGTH OF RESIDENCY			NUMBER OF CHILDREN IN HOUSEHOLD				COMPONENT	
		H.S. GRADUATE OR LESS	SOME COLLEGE/ ASSOCIATE	COLLEGE GRADUATE	GRADUATE DEGREE	10 YEARS OR LESS	11 TO 20 YEARS	MORE THAN 20 YEARS	NONE	ONE	TWO	THREE OR MORE	INSIDE CITY LIMITS	OUTSIDE CITY LIMITS
NOTHING	42%	53%	39%	42%	33%	36%	34%	45%	43%	23%	34%	48%	41%	53%
\$1 - \$5	21%	20%	25%	20%	16%	9%	37%	19%	19%	32%	26%	24%	21%	17%
\$6 - \$10	9%	4%	9%	12%	16%	10%	10%	9%	8%	9%	17%	13%	9%	4%
\$11 - \$25	6%	2%	4%	9%	15%	8%	5%	6%	7%	8%	5%	-	7%	-
MORE THAN \$25	1%	-	2%	-	3%	4%	1%	1%	1%	2%	4%	-	1%	4%
DON'T KNOW/WON'T SAY	20%	21%	20%	16%	18%	33%	13%	20%	22%	27%	15%	15%	20%	21%

	TOTAL RESPONSES (N=477)	NUMBER OF PEOPLE LIVING IN HOUSEHOLD					RENT OR OWN HOME		TYPE OF HOME		EMPLOYMENT			
		ONE	TWO	THREE	FOUR	FIVE OR MORE	RENT	OWN	SINGLE FAMILY HOUSE	OTHER	FULL-TIME	PART-TIME	RETIRED	OTHER
NOTHING	42%	56%	44%	31%	30%	44%	43%	42%	42%	44%	39%	32%	50%	42%
\$1 - \$5	21%	14%	20%	27%	24%	25%	20%	21%	21%	23%	24%	24%	17%	17%
\$6 - \$10	9%	7%	7%	9%	15%	12%	5%	10%	9%	2%	9%	11%	9%	9%
\$11 - \$25	6%	6%	7%	7%	7%	2%	4%	6%	6%	8%	7%	5%	5%	5%
MORE THAN \$25	1%	1%	-	2%	3%	3%	3%	1%	2%	-	1%	6%	-	3%
DON'T KNOW/WON'T SAY	20%	16%	22%	24%	21%	14%	25%	19%	20%	22%	20%	23%	18%	24%

V. DEMOGRAPHICS



DEMOGRAPHICS

TOTAL SAMPLE (N=500)

GENDER

MALE	48%
FEMALE	52%

AGE

18 TO 34 YEARS	17%
35 TO 49 YEARS	27%
50 TO 64 YEARS	35%
65 YEARS OR OVER	20%
DON'T KNOW/WON'T SAY	2%

ETHNICITY

HISPANIC (SPANISH, LATINO)	42%
ANGLO/CAUCASIAN	42%
BLACK/AFRICAN-AMERICAN	2%
NATIVE AMERICAN INDIAN	2%
ASIAN	1%
OTHER DESCENT	5%
WON'T SAY	5%

EDUCATION

HIGH SCHOOL GRADUATE OR LESS	29%
SOME COLLEGE/ASSOCIATE DEGREE/VOCATIONAL CERTIFICATE	33%
COLLEGE GRADUATE (4 YEARS)	21%
GRADUATE DEGREE (MD, PHD, J.D., MASTERS)	14%
WON'T SAY	3%

EMPLOYMENT

EMPLOYED FULL-TIME	47%
RETIRED	27%
EMPLOYED PART-TIME	9%
FULL-TIME HOMEMAKER	6%
WON'T SAY	3%
UNEMPLOYED, LOOKING FOR WORK	3%
DISABLED	2%
FULL-TIME STUDENT	2%
SELF-EMPLOYED	1%

HOUSEHOLD INCOME

\$20,000 OR LESS	12%
\$20,001 TO \$35,000	15%
\$35,001 TO \$50,000	17%
\$50,001 TO \$75,000	18%
\$75,001 TO \$100,000	8%
OVER \$100,000	8%
DON'T KNOW/WON'T SAY	22%

NUMBER OF HOUSEHOLD RESIDENTS

ONE	20%
TWO	38%
THREE	15%
FOUR	14%
FIVE OR MORE	12%
DON'T KNOW/WON'T SAY	1%

NUMBER OF HOUSEHOLD MEMBERS UNDER 18 YEARS

NONE	56%
ONE	20%
TWO	11%
THREE	6%
FOUR	2%
FIVE OR MORE	3%
DON'T KNOW/WON'T SAY	2%

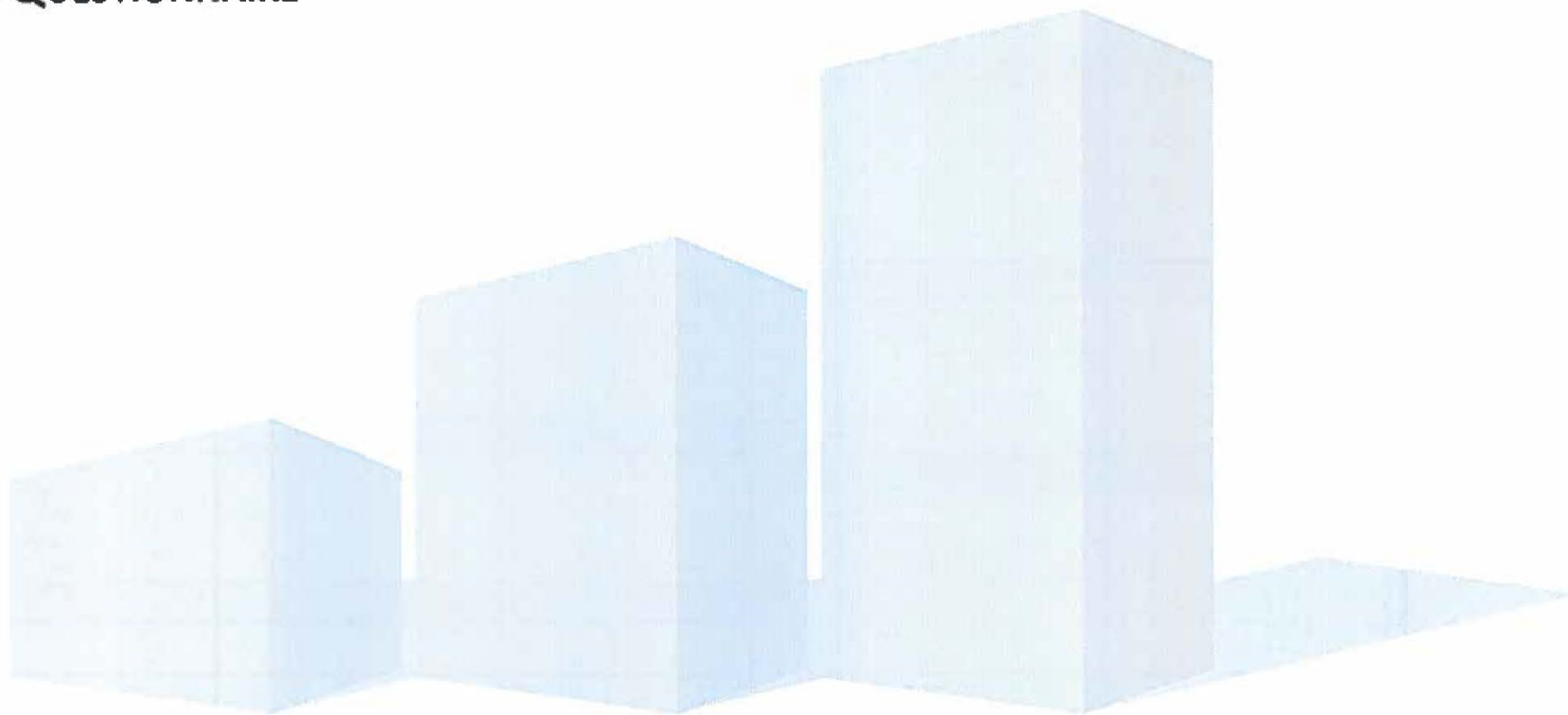
LENGTH OF RESIDENCY

5 YEARS OR LESS	4%
6 TO 10 YEARS	7%
11 TO 20 YEARS	18%
MORE THAN 20 YEARS/NATIVE	71%
DON'T KNOW/WON'T SAY	1%

WILL YOU BE LIVING IN ALBUQUERQUE IN THE NEXT 5 YEARS?

YES	86%
NO	6%
DON'T KNOW/WON'T SAY	9%

VI. QUESTIONNAIRE



ALBUQUERQUE BERNALILLO COUNTY WATER UTILITY AUTHORITY
CUSTOMER OPINION SURVEY 2016
FINAL
N=500 RESIDENTIAL CUSTOMERS
N=100 BUSINESSES CUSTOMERS

COMPONENT:

1. RESIDENTIAL INSIDE CITY LIMITS (N=319)
2. RESIDENTIAL OUTSIDE CITY LIMITS (N=31)
3. CELL PHONE (N=150)
4. COMMERCIAL (N=100)

HELLO. MY NAME IS **YOUR NAME** FROM RESEARCH & POLLING, INC. WE ARE CONDUCTING A CUSTOMER OPINION STUDY FOR THE ALBUQUERQUE BERNALILLO COUNTY WATER UTILITY AUTHORITY, WHICH PROVIDES THE WATER AND SEWER SERVICE TO THE GREATER ALBUQUERQUE METROPOLITAN AREA. I ASSURE YOU WE ARE NOT SELLING ANYTHING, AND WE WOULD GREATLY APPRECIATE YOUR OPINIONS.

A. DOES YOUR HOUSEHOLD RECEIVE WATER UTILITY SERVICES FROM THE ALBUQUERQUE BERNALILLO COUNTY WATER UTILITY AUTHORITY, REGARDLESS OF WHETHER YOU PAY FOR IT OR NOT?

1. YES
2. NO (THANK AND TERMINATE)
3. DON'T KNOW/WON'T SAY (THANK AND TERMINATE)

B. DO YOU LIVE INSIDE OR OUTSIDE THE CITY LIMITS OF ALBUQUERQUE?

1. INSIDE
2. OUTSIDE
3. DON'T KNOW/WON'T SAY (THANK AND TERMINATE)

C. DO YOU OR SOMEONE IN YOUR HOUSEHOLD PAY A WATER OR SEWER BILL TO THE ALBUQUERQUE BERNALILLO COUNTY WATER UTILITY AUTHORITY (OR CITY OF ALBUQUERQUE)?

1. YES
2. NO
3. DON'T KNOW/WON'T SAY (THANK AND TERMINATE)

D. DO YOU RENT OR OWN YOUR HOME?

1. RENT
2. OWN
3. DON'T KNOW/WON'T SAY (THANK AND TERMINATE)

NOTE TO POLLER: DID RESPONDENT ANSWER "NO" IN C AND "OWN" IN D?

1. YES (THANK AND TERMINATE)
2. NO

E. IN WHAT TYPE OF HOME DO YOU RESIDE? (READ CATEGORIES)

1. SINGLE FAMILY HOUSE
2. APARTMENT
3. TOWNHOUSE (SHARED WALL)
4. CONDOMINIUM/CO-OP
5. MANUFACTURED/MOBILE HOME
6. DON'T KNOW/WON'T SAY (DO NOT READ)

NOTE TO POLLER: DID RESPONDENT ANSWER "No" IN C?

1. YES, ANSWERED "No" IN C (SKIP TO Q.11 – READ INTRO BEFORE)
2. NO

1. HAVE YOU CONTACTED THE WATER UTILITY AUTHORITY ABOUT PROBLEMS OR QUESTIONS WITH A WATER (SEWER) BILL WITHIN THE PAST TWO YEARS?

1. YES
2. NO/DON'T KNOW/WON'T SAY (SKIP TO INTRO TO Q.8)

2. HOW SATISFIED WERE YOU WITH THE SERVICE YOU RECEIVED, WERE YOU VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED?

4. VERY SATISFIED
3. SOMEWHAT SATISFIED
2. SOMEWHAT DISSATISFIED
1. VERY DISSATISFIED
5. DON'T KNOW/WON'T SAY

**3. IN ANY OF YOUR RECENT DEALINGS WITH THE WATER UTILITY AUTHORITY, DID YOU SPEAK DIRECTLY TO AN EMPLOYEE EITHER OVER THE PHONE OR IN-PERSON, OR WAS YOUR COMMUNICATION HANDLED ENTIRELY BY ANOTHER MEANS SUCH AS E-MAIL, VOICEMAIL OR THE WATER UTILITY'S WEBSITE?
(DO NOT READ CATEGORIES, TAKE UP TO 3 RESPONSES)**

1. SPOKE WITH EMPLOYEE ON THE PHONE
2. SPOKE WITH EMPLOYEE IN PERSON
3. USED E-MAIL
4. USED WATER UTILITY WEBSITE
5. USED UTILITY'S VOICEMAIL SERVICE
6. COMMUNICATED IN SOME OTHER WAY
7. NOT SURE (VOLUNTEERED)
8. DON'T KNOW/WON'T SAY (VOLUNTEERED)

NOTE TO POLLER: DID RESPONDENT SPEAK TO AN EMPLOYEE ON THE PHONE OR IN-PERSON IN Q.3?

1. YES, SPOKE TO SOMEONE (CONTINUE)
2. NO, DID NOT SPEAK TO ANYONE (SKIP TO INTRO TO Q.8)

4. OVERALL, HOW WOULD YOU RATE THE CUSTOMER SERVICE REPRESENTATIVE YOU SPOKE TO WHEN CONTACTING THE WATER UTILITY? WOULD YOU SAY THEY WERE *EXCELLENT, GOOD, FAIR, POOR, OR VERY POOR*?
- 5. EXCELLENT
 - 4. GOOD
 - 3. FAIR
 - 2. POOR
 - 1. VERY POOR
 - 6. DON'T KNOW/WON'T SAY (*DO NOT READ*)
 - 7. DID NOT SPEAK TO CUSTOMER SERVICE REPRESENTATIVE (*DO NOT READ*) (*SKIP TO INTRO TO Q.8*)

SPECIFICALLY, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVED FROM THE CUSTOMER SERVICE REPRESENTATIVE? PLEASE TELL ME IF YOU ARE *VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED*.

	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DK/ WS
5. KNOWLEDGE AND ABILITY TO ANSWER YOUR QUESTIONS OR RESOLVE YOUR ISSUE	4	3	2	1	5
6. COURTESY OF THE CUSTOMER SERVICE REPRESENTATIVE	4	3	2	1	5
7. LENGTH OF WAIT TO SPEAK WITH A CUSTOMER SERVICE REPRESENTATIVE	4	3	2	1	5

SPECIFICALLY, HOW SATISFIED ARE YOU WITH THE FOLLOWING SERVICES YOU RECEIVED FROM THE CUSTOMER SERVICE REPRESENTATIVE? PLEASE TELL ME IF YOU ARE *VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED, OR VERY DISSATISFIED*.

	VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DK/ WS
8. BILLING STATEMENT ACCURACY	4	3	2	1	5
9. BILLING PAYMENT OPTIONS	4	3	2	1	5
10. UNDERSTANDING THE BILL FORMAT AND WATER USAGE GRAPH	4	3	2	1	5

		VERY SATISFIED	SOMEWHAT SATISFIED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	DK/ WS
11.	EDUCATION ON WATER ISSUES	4	3	2	1	5
12.	WATER CONSERVATION PROGRAMS	4	3	2	1	5
13.	EASE OF NAVIGATING AND FINDING INFORMATION ON THE WATER AUTHORITY'S WEBSITE	4	3	2	1	5
14.	RELIABILITY AND AVAILABILITY OF WATER TO YOUR HOME/BUSINESS	4	3	2	1	5
15.	RELIABLE DRAINAGE OF WASTEWATER FROM YOUR HOME/BUSINESS TO THE CITY SEWER LINE	4	3	2	1	5
16.	QUALITY OF DRINKING WATER	4	3	2	1	5
17.	CONDITION OF THE WATER LINES THROUGHOUT THE CITY SUCH AS THE NUMBER OF LEAKS YOU OBSERVE	4	3	2	1	5
18.	CONDITION OF THE SEWER LINES THROUGHOUT THE CITY SUCH AS THE NUMBER OF OVERFLOWS/ BACKUPS YOU OBSERVE AT CITY SEWER LINES OR MANHOLES (DOES NOT INCLUDE RUNOFF OR DRAINAGE TO STORM SEWERS/STREETS)	4	3	2	1	5
19.	EFFECTIVENESS OF THE WATER UTILITY TO REPAIR LEAKS AND RESPONSE TIME FOR RESTORATION OF SERVICE	4	3	2	1	5
20.	EFFECTIVENESS OF THE WATER UTILITY TO RESPOND TO OVERFLOWS OR BACKUPS AND RESPONSE TIME FOR RESTORING SERVICE	4	3	2	1	5
21.	EFFECTIVENESS OF THE WATER UTILITY TO CONTROL ODORS FROM SEWER LINES OR TREATMENT FACILITIES	4	3	2	1	5
22.	OVERALL, WOULD YOU SAY YOU ARE <i>VERY SATISFIED</i> , <i>SOMEWHAT SATISFIED</i> , <i>SOMEWHAT DISSATISFIED</i> , OR <i>VERY DISSATISFIED</i> WITH THE SERVICES PROVIDED BY THE WATER UTILITY?					
	4. VERY SATISFIED			1. VERY DISSATISFIED		
	3. SOMEWHAT SATISFIED			5. DON'T KNOW/WON'T SAY (<i>DO NOT READ</i>)		
	2. SOMEWHAT DISSATISFIED					

PLEASE RATE THE IMPORTANCE OF EACH OF THE FOLLOWING ITEMS USING A 5-POINT SCALE WHERE 5 MEANS *VERY IMPORTANT* AND 1 MEANS *NOT AT ALL IMPORTANT*. THE FIRST ONE IS...

(RANDOMIZE)	VERY IMPORTANT					NOT AT ALL IMPORTANT	DK/ WS
23. REUSING TREATED WASTEWATER TO IRRIGATE PUBLIC SPACES.....	5	4	3	2	1	6	
24. ENFORCING LAWS ON WATER WASTE.....	5	4	3	2	1	6	
25. THE QUALITY OF TREATED WATER RETURNED BACK TO THE RIVER.....	5	4	3	2	1	6	
26. INVESTING IN THE REPAIR AND REPLACEMENT OF OLD WATER AND SEWER LINES.....	5	4	3	2	1	6	
27. BALANCING CUSTOMER WATER DEMAND WITH PROTECTION OF HABITAT FOR WILDLIFE AND VEGETATION IN THE RIO GRANDE CORRIDOR.....	5	4	3	2	1	6	
28. MAKING WATER AVAILABLE TO ATTRACT AND KEEP HIGH-TECH INDUSTRIES THAT OFFER GOOD-PAYING JOBS.....	5	4	3	2	1	6	
29. BALANCING POPULATION AND ECONOMIC GROWTH WITH OUR WATER AVAILABILITY.....	5	4	3	2	1	6	
30. PROVIDING A LONG-TERM WATER SUPPLY FOR FUTURE GENERATIONS.....	5	4	3	2	1	6	

PLEASE TELL ME IF YOU *STRONGLY AGREE*, *SOMEWHAT AGREE*, *SOMEWHAT DISAGREE*, OR *STRONGLY DISAGREE* WITH THE FOLLOWING STATEMENTS:

(RANDOMIZE)	STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW WOULDN'T SAY
31. WATER AND SEWER SERVICES ARE A GOOD VALUE FOR THE AMOUNT OF MONEY I PAY.....	4	3	2	1	5
32. WATER RATES SHOULD BE INCREASED TO ENCOURAGE WATER CONSERVATION.....	4	3	2	1	5
33. WATER RATES SHOULD BE INCREASED TO COVER THE COST OF PROVIDING A RELIABLE WATER SUPPLY FOR FUTURE GENERATIONS.....	4	3	2	1	5
34. BECAUSE WATER IS A SCARCE RESOURCE, WATER RATES SHOULD BE DESIGNED TO REFLECT THE VALUE OF WATER IN OUR DAILY LIVES.....	4	3	2	1	5
35. WATER RATES SHOULD BE INCREASED TO COVER THE TRUE COSTS TO TREAT AND DELIVER WATER TO OUR HOMES AND BUSINESSES.....	4	3	2	1	5
36. HOUSEHOLDS WOULD CONSERVE MORE WATER IF THEY HAD AN EASIER WAY TO MONITOR THEIR WATER USE.....	4	3	2	1	5
37. THE COST OF WATER IS AN IMPORTANT FACTOR FOR ME WHEN DECIDING HOW MUCH WATER TO USE.....	4	3	2	1	5
38. THERE SHOULD BE STRONG FINANCIAL PENALTIES FOR PEOPLE WHO USE TOO MUCH WATER.....	4	3	2	1	5
39. I FOLLOW THE WATER BY THE NUMBERS PROGRAM WHEN SETTING MY IRRIGATION SCHEDULE.....	4	3	2	1	5

PLEASE TELL ME IF YOU **STRONGLY AGREE**, **SOMEWHAT AGREE**, **SOMEWHAT DISAGREE**, OR **STRONGLY DISAGREE** WITH THE FOLLOWING STATEMENTS:

(RANDOMIZE Q40-Q42)		STRONGLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW WON'T SAY
40.	FUTURE EXTREME WEATHER EVENTS WILL NEGATIVELY IMPACT THE WATER UTILITY'S ABILITY TO PROVIDE SAFE, HEALTHY DRINKING WATER.....	4	3	2	1	5
41.	THE IMPACT OF CLIMATE CHANGE ON THE WATER CYCLE WILL MAKE IT MORE DIFFICULT FOR THE WATER UTILITY TO MEET OUR COMMUNITY'S WATER NEEDS IN THE NEXT 10 TO 40 YEARS	4	3	2	1	5
42.	THE WATER UTILITY SHOULD PLAN—AND TAKE THE NECESSARY STEPS—TO ENSURE THAT OUR COMMUNITY HAS SAFE, ADEQUATE SUPPLIES OF WATER FOR THE NEXT 10 TO 40 YEARS	4	3	2	1	5

NOTE TO POLLER: WHAT DID RESPONDENT ANSWER IN Q.C ?

1. ANSWERED YES
2. ANSWERED NO (SKIP TO INTRO BEFORE Q.44)

43. HOW MUCH MORE WOULD YOU BE WILLING TO PAY EACH MONTH ON YOUR WATER BILL TO ENSURE THE COMMUNITY HAS ACCESS TO ABUNDANT, SAFE WATER FOR THE NEXT 10 TO 40 YEARS?

000. NOTHING
\$ ____ .00 (ROUND TO NEAREST DOLLAR)
999. DON'T KNOW/WON'T SAY

THANK YOU FOR YOUR PATIENCE; WE ARE ALMOST DONE. NOW, I WOULD LIKE TO ASK SOME QUESTIONS FOR STATISTICAL PURPOSES ONLY.

44. INCLUDING YOURSELF, HOW MANY PEOPLE LIVE IN YOUR HOUSEHOLD? (DO NOT READ CATEGORIES)

- | | |
|-------------------------------|-------------------------|
| 1. ONE, MYSELF (SKIP TO Q.46) | 4. FOUR |
| 2. TWO | 5. FIVE OR MORE |
| 3. THREE | 6. DON'T KNOW/WON'T SAY |

45. HOW MANY PEOPLE IN YOUR HOUSEHOLD ARE 18 YEARS OF AGE OR LESS? (DO NOT READ CATEGORIES)

- | | |
|----------|-------------------------|
| 1. NONE | 5. FOUR |
| 2. ONE | 6. FIVE OR MORE |
| 3. TWO | 7. DON'T KNOW/WON'T SAY |
| 4. THREE | |

46. HOW LONG HAVE YOU BEEN A RESIDENT OF ALBUQUERQUE OR BERNALILLO COUNTY? (DO NOT READ CATEGORIES)

- | | |
|--------------------|---------------------------------------|
| 1. 5 YEARS OR LESS | 4. MORE THAN 20 YEARS/NATIVE |
| 2. 6 TO 10 YEARS | 5. DON'T KNOW/WON'T SAY (DO NOT READ) |
| 3. 11 TO 20 YEARS | |

47. WHAT IS YOUR ZIP CODE? (DO NOT READ CATEGORIES)

- | | | |
|--------------------------|-----------|-----------|
| 01. 87102 | 07. 87108 | 13. 87120 |
| 02. 87104 | 08. 87110 | 14. 87121 |
| 03. 87105 | 09. 87111 | 15. 87122 |
| 04. 87106 | 10. 87112 | 16. 87123 |
| 05. 87107 | 11. 87113 | |
| 06. 87109 | 12. 87117 | |
| 99. DON'T KNOW/WON'T SAY | | |
| OTHER (SPECIFY) _____ | | |

48. DO YOU CONSIDER YOURSELF TO BE HISPANIC, ANGLO/CAUCASIAN, BLACK/AFRICAN-AMERICAN, NATIVE AMERICAN INDIAN, ASIAN OR OF OTHER DESCENT?

- | | |
|-------------------------------|------------------|
| 1. HISPANIC (SPANISH, LATINO) | 5. ASIAN |
| 2. ANGLO/CAUCASIAN | 6. OTHER DESCENT |
| 3. BLACK/AFRICAN-AMERICAN | 7. WON'T SAY |
| 4. NATIVE AMERICAN INDIAN | |

49. PLEASE STOP ME WHEN I READ THE CATEGORY THAT BEST DESCRIBES YOUR TOTAL HOUSEHOLD INCOME. (READ CATEGORIES)

- | | |
|-------------------------|---------------------------------------|
| 1. \$20,000 OR LESS | 5. \$75,001 TO \$100,000 |
| 2. \$20,001 TO \$35,000 | 6. OVER \$100,000 |
| 3. \$35,001 TO \$50,000 | 7. DON'T KNOW/WON'T SAY (DO NOT READ) |
| 4. \$50,001 TO \$75,000 | |

50. WHICH OF THE FOLLOWING CATEGORIES BEST DESCRIBES YOUR AGE? (READ CATEGORIES)

- | | |
|-------------------|---------------------------------------|
| 1. 18 TO 34 YEARS | 4. 65 YEARS OR OVER |
| 2. 35 TO 49 YEARS | 5. DON'T KNOW/WON'T SAY (DO NOT READ) |
| 3. 50 TO 64 YEARS | |

51. PLEASE STOP ME WHEN I READ THE HIGHEST LEVEL OF EDUCATION YOU HAVE ATTAINED. (READ CATEGORIES)

- | | |
|---|---|
| 1. SOME HIGH SCHOOL | 4. COLLEGE GRADUATE (4 YEARS) |
| 2. HIGH SCHOOL GRADUATE | 5. GRADUATE DEGREE (MD, PHD, J.D., MASTERS) |
| 3. SOME COLLEGE/ASSOCIATE DEGREE/VOCATIONAL CERTIFICATE | 6. WON'T SAY (DO NOT READ) |

52. ARE YOU CURRENTLY... (READ CATEGORIES) (ONE RESPONSE ONLY)

- | | |
|----------------------------------|-------------------------|
| 01. EMPLOYED FULL-TIME | 05. FULL-TIME HOMEMAKER |
| 02. EMPLOYED PART-TIME | 06. FULL-TIME STUDENT |
| 03. RETIRED | 07. DISABLED |
| 04. UNEMPLOYED, LOOKING FOR WORK | |
| 99. WON'T SAY (DO NOT READ) | |
| OTHER (SPECIFY) _____ | |

53. DO YOU THINK YOU WILL STILL BE LIVING IN ALBUQUERQUE 5 YEARS FROM NOW?

1. YES
2. NO
3. DON'T KNOW/WON'T SAY

54. DO YOU HAVE ANY OTHER COMMENTS OR SUGGESTIONS ABOUT THE SERVICES PROVIDED BY THE ALBUQUERQUE BERNALILLO COUNTY WATER UTILITY AUTHORITY?

99. NO/DON'T KNOW/WON'T SAY

I JUST HAVE ONE MORE QUESTION:

WOULD YOU BE INTERESTED IN REGISTERING TO BE IN OUR RESEARCH PANEL FOR POSSIBLE SELECTION FOR FOCUS GROUPS, MOCK TRIALS AND/OR ONLINE SURVEYS? DEPENDING ON THE STUDY, PARTICIPANTS MAY BE OFFERED INCENTIVES OR CHANCES TO WIN PRIZES. (IF ASKED, TELL THEM THE COMPANY IS RESEARCH & POLLING, INC.)

1. NO (SKIP TO CONCLUSION)
2. YES, (SAY, "MAY I HAVE YOUR NAME AND WE WILL CONTACT YOU TO SIGN UP?")

NAME: (FIRST/LAST) _____

IF NECESSARY, EXPLAIN:

- A FOCUS GROUP IS A WHERE A SMALL GROUP OF PARTICIPANTS DISCUSS A SPECIFIC TOPIC IN AN INFORMAL SETTING.
- A MOCK TRIAL IS A FORUM WHERE ATTORNEYS PRESENT A CASE SUMMARY TO A GROUP OF PARTICIPANTS IN ORDER TO GAIN INSIGHTS INTO THE CASE.
- AN ONLINE/INTERNET SURVEY IS WHERE PARTICIPANTS ARE SENT AN EMAIL WITH A LINK TO A SECURE WEBSITE WHERE THE SURVEY IS LOCATED AND ASKED TO COMPLETE THE SURVEY ONLINE.

IF RESPONDENT HAS MORE QUESTIONS, TELL THEM TO CALL RESEARCH & POLLING, INC. FOR MORE INFORMATION: (505) 821-5454.

THIS CONCLUDES OUR SURVEY. THANK YOU FOR YOUR TIME. HAVE A GOOD DAY.

NOTE TO POLLER, WAS RESPONDENT:

1. MALE
2. FEMALE

RESPONDENT'S PHONE NUMBER _____

POLLER NAME _____

POLLER CODE _____