

# Summary Presentation of Results From a Survey of Registered Voters in the Santa Cruz Water Department

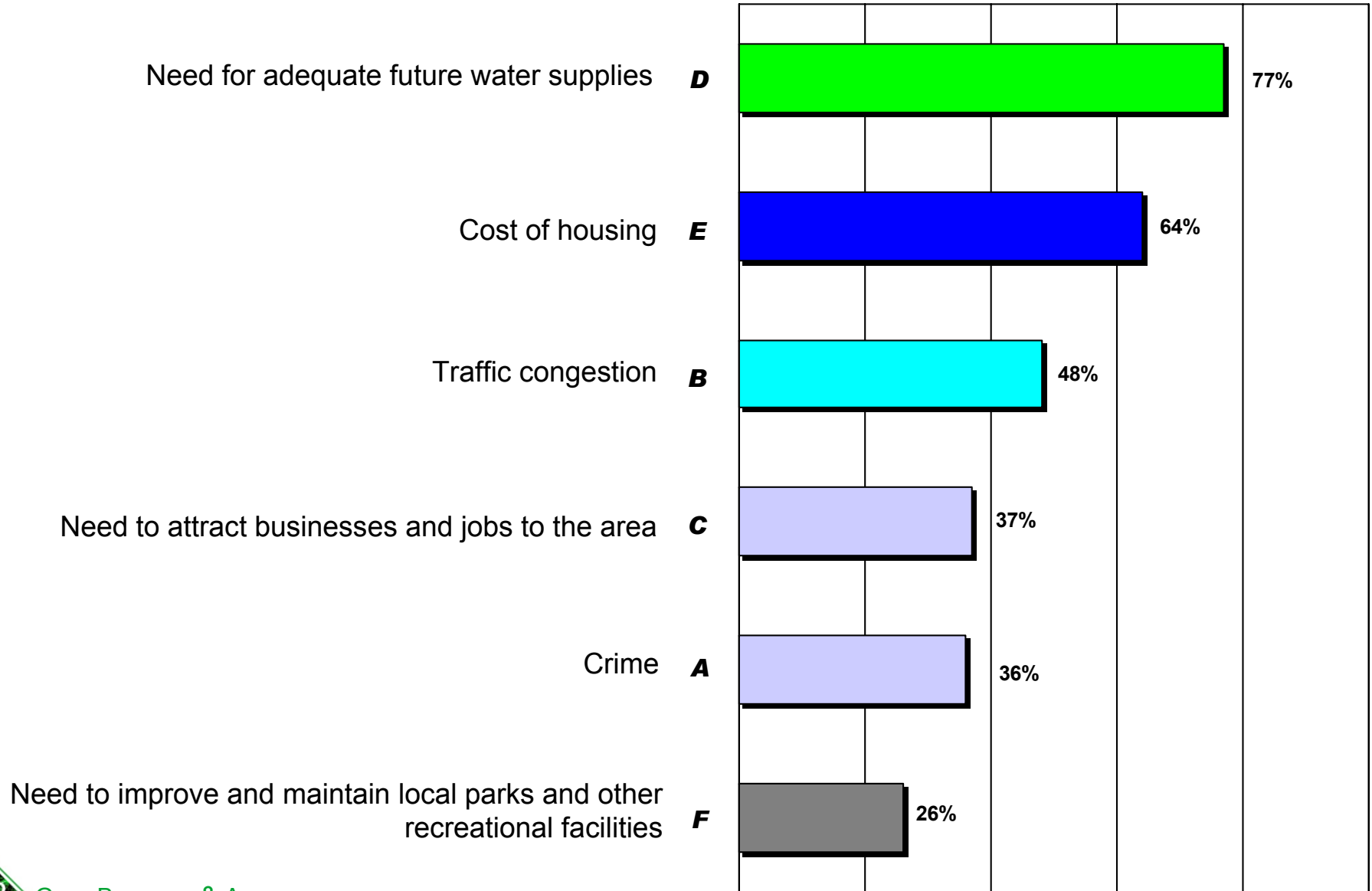
*400 Interviews  
October 2014*

*conducted by*

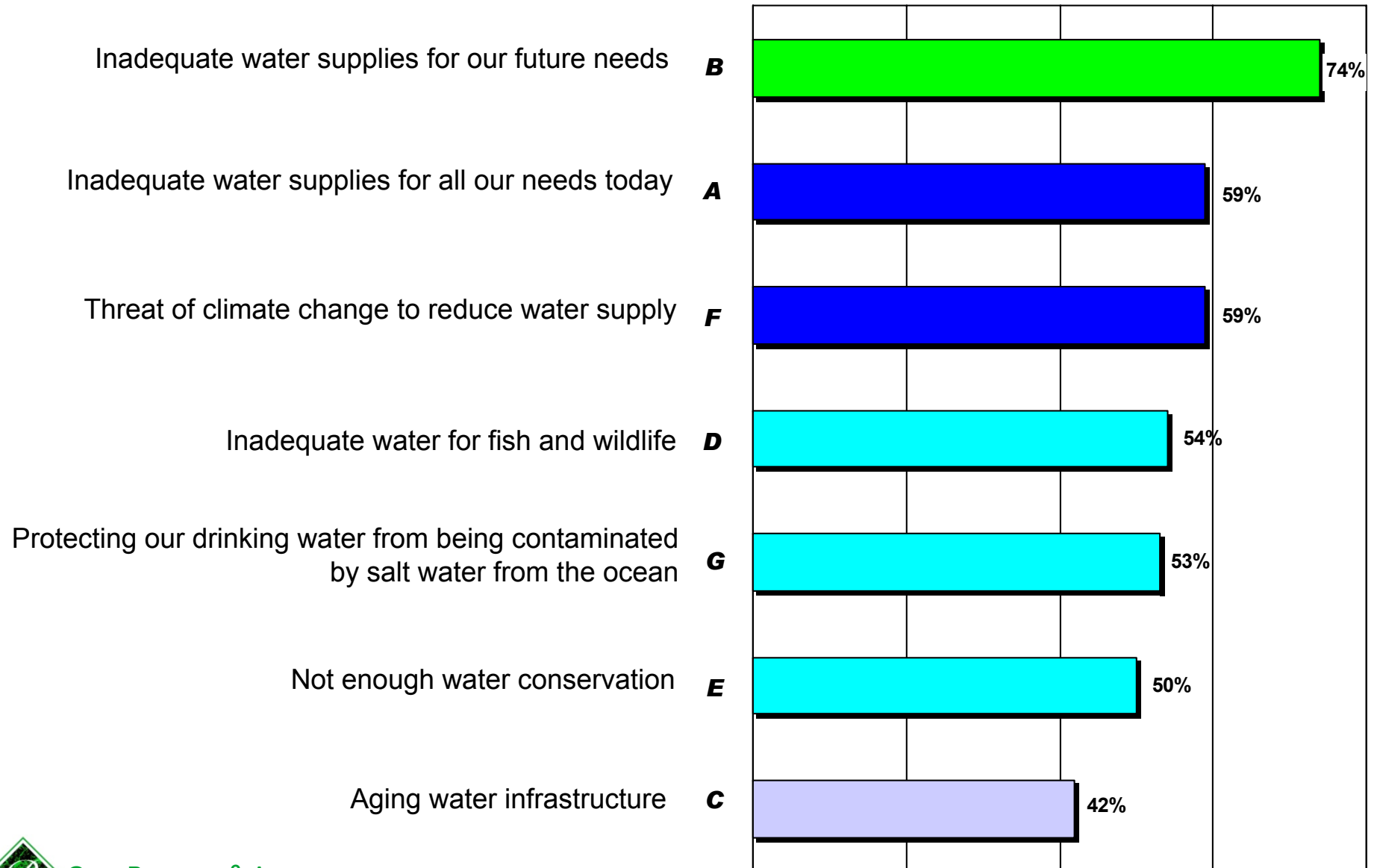


**GENE BREGMAN & ASSOCIATES**  
*Public Opinion & Marketing Research*

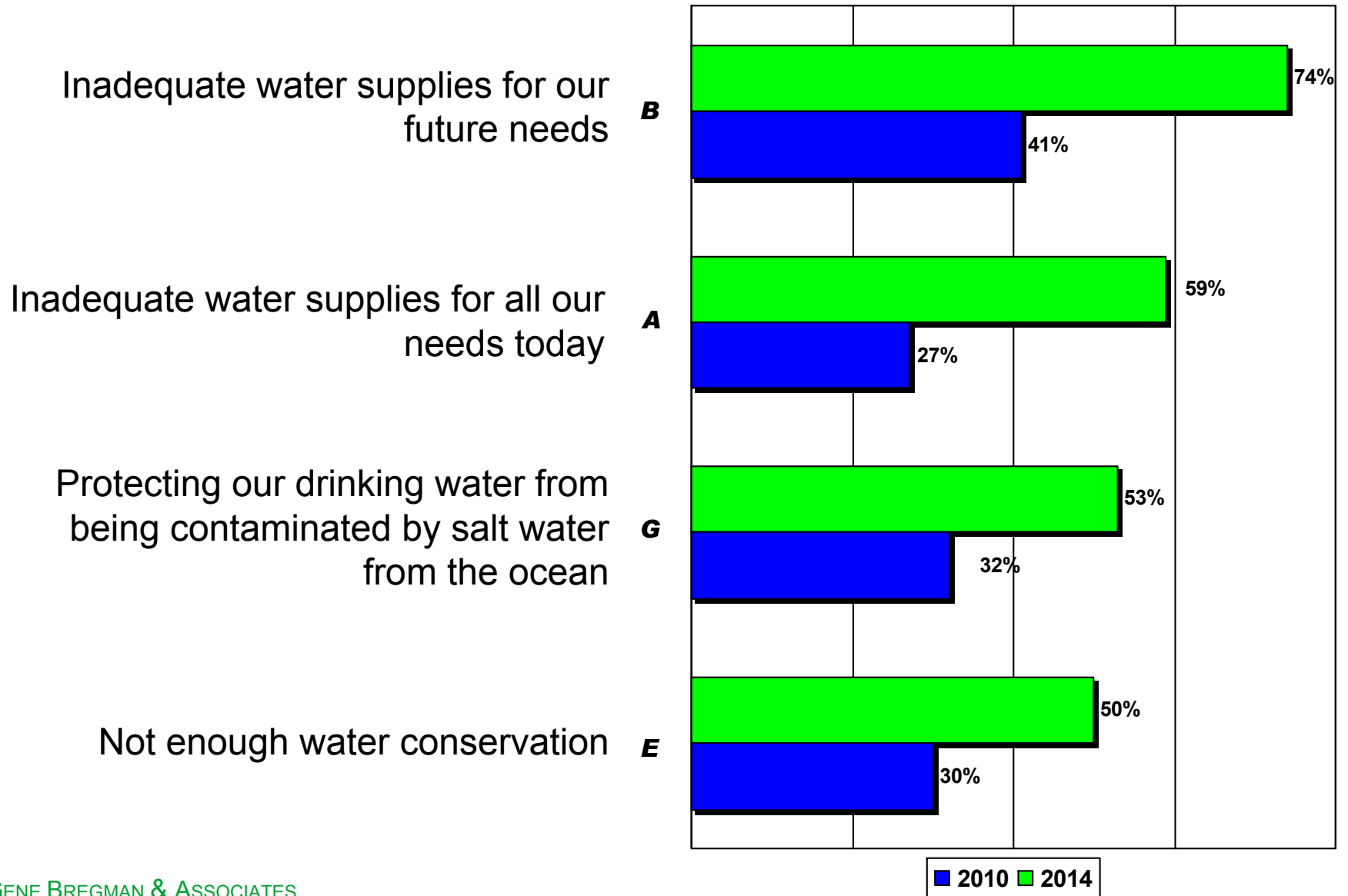
# Very Serious Problems Facing the City of Santa Cruz



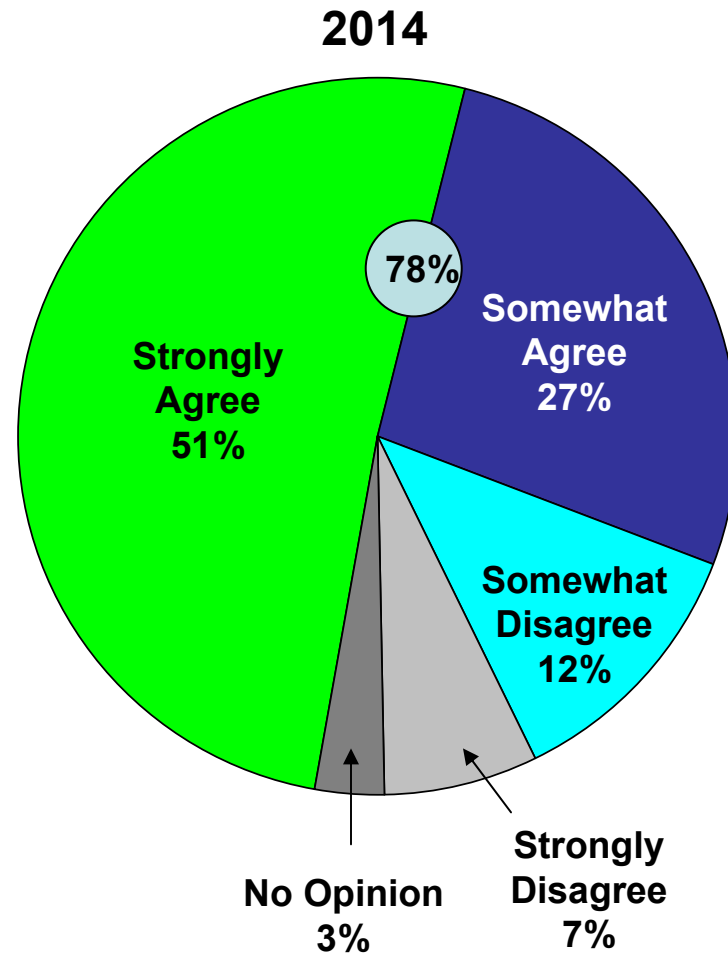
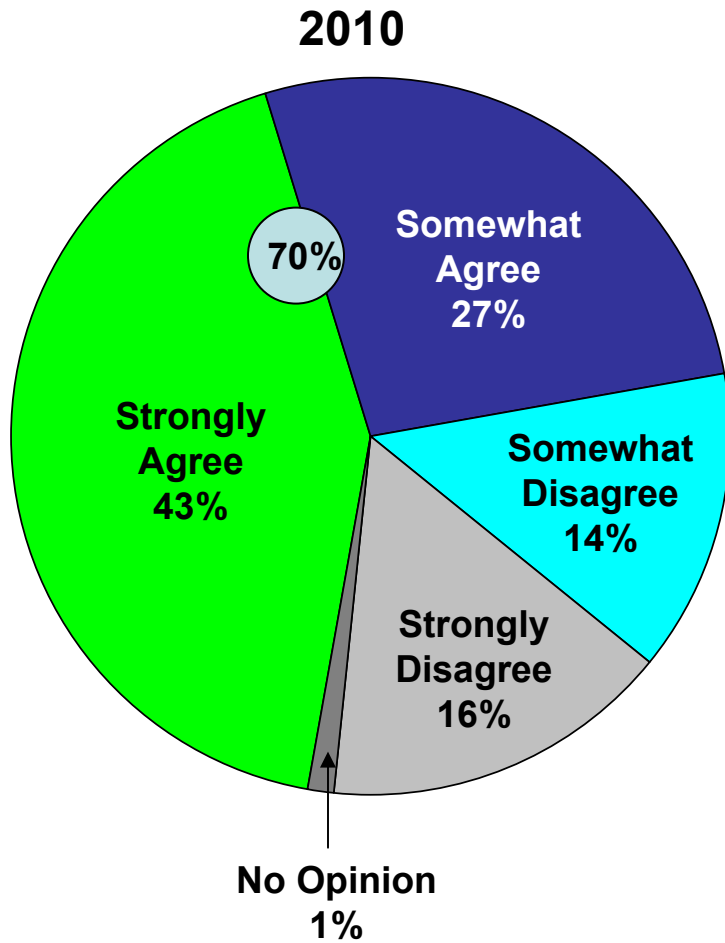
## Very Serious Water Supply Problems



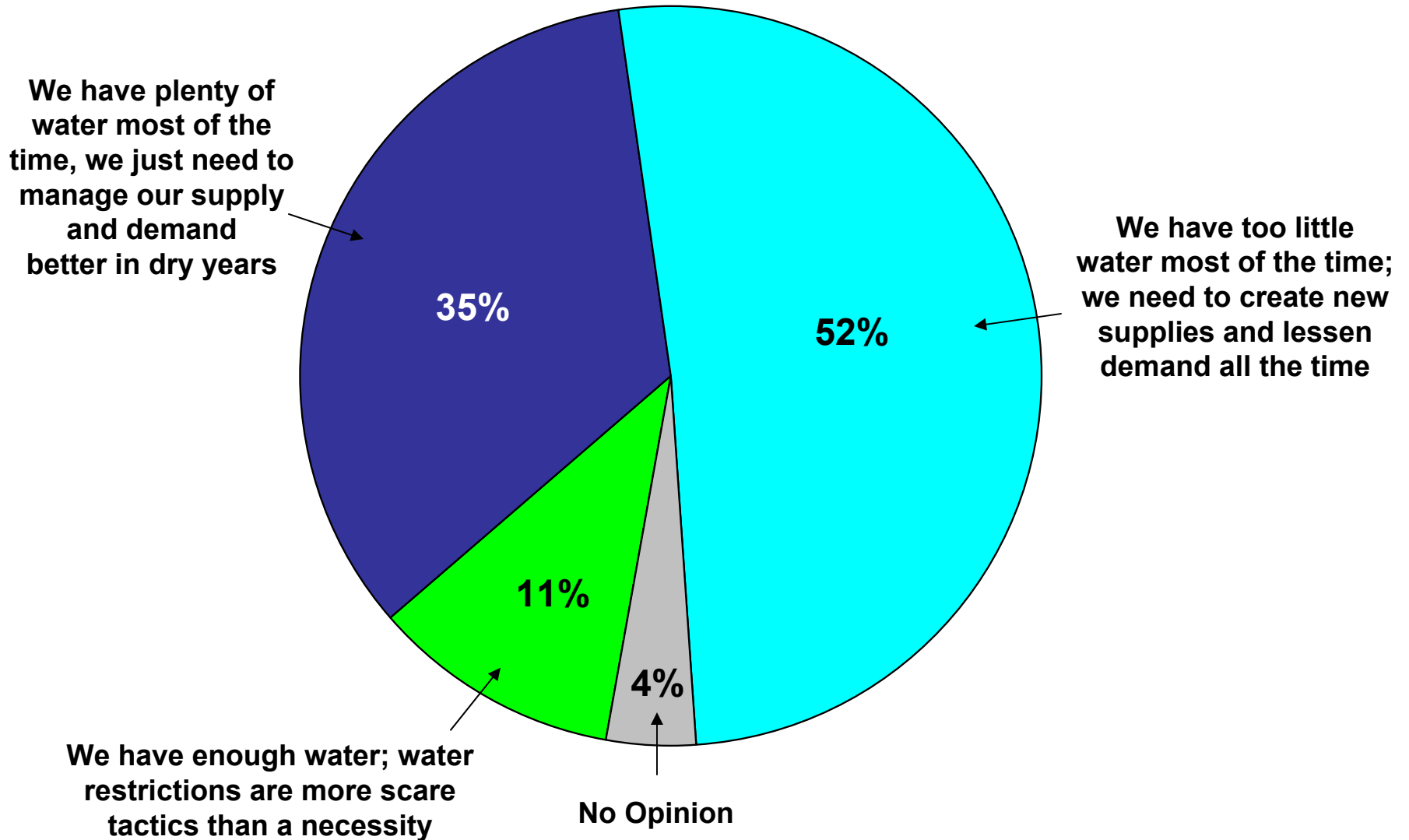
## Comparison of Very Serious Ratings: 2010 vs. 2014



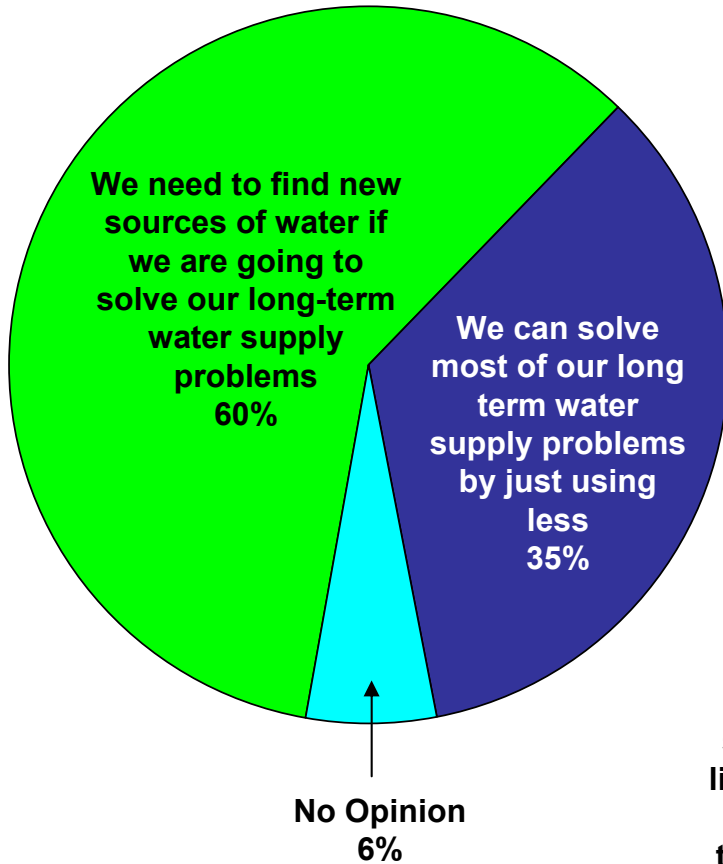
# Agreement with Statement: I've Already Cut Back on Water Use For My Home As Much As I Can



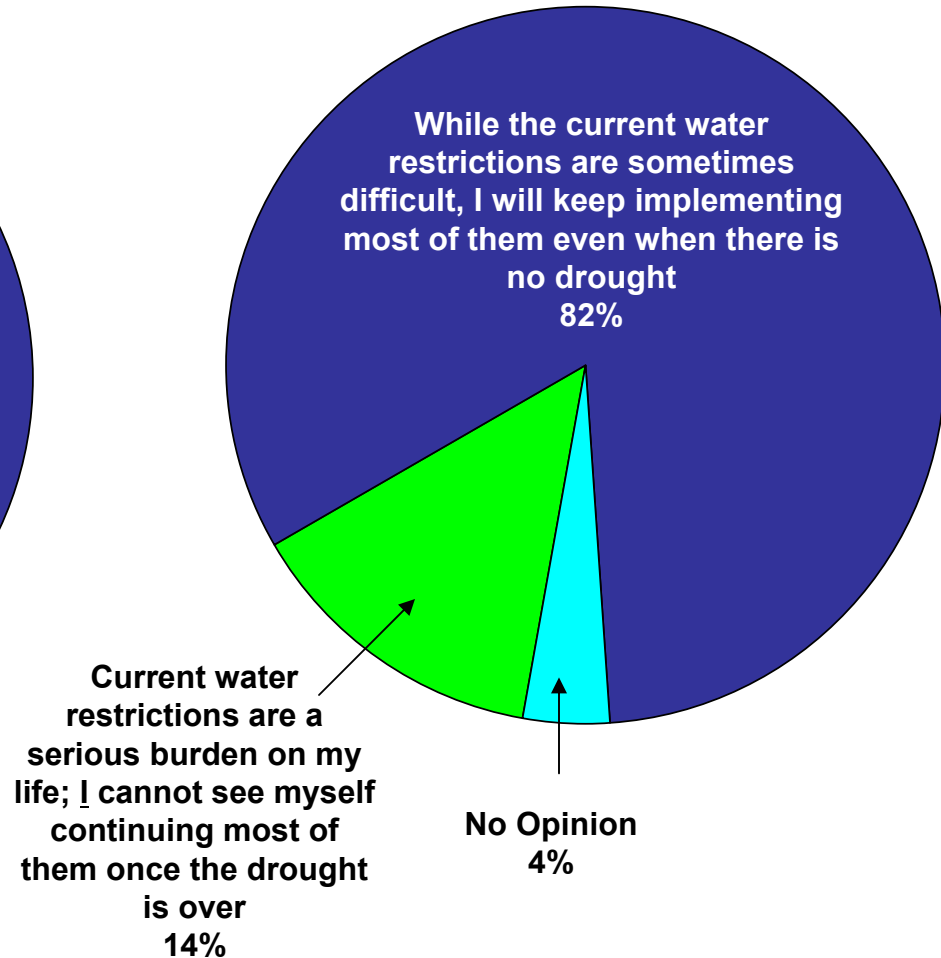
## Opinion of Current Water Supply



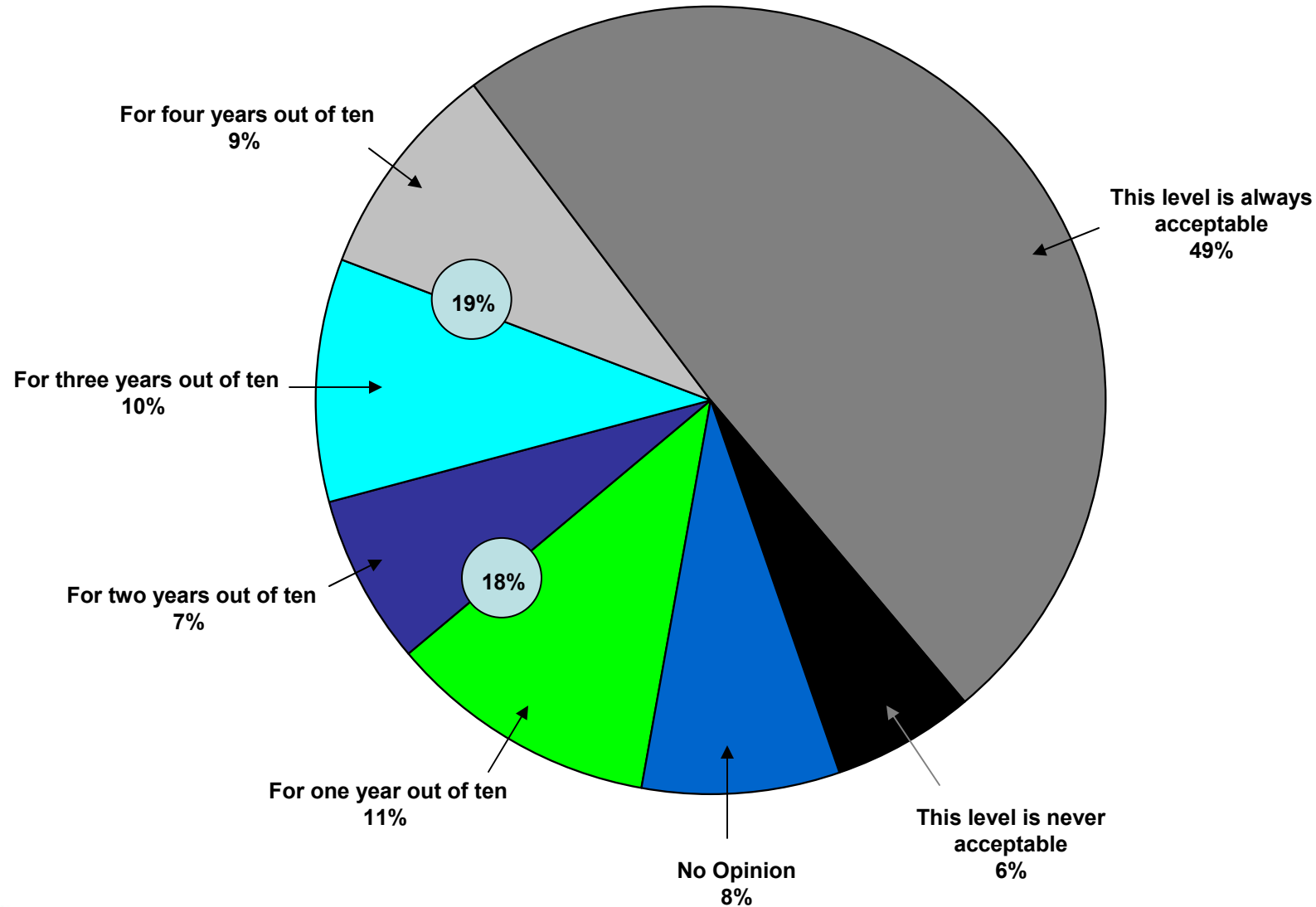
### ***New Sources vs. Less Usage***



### ***Future Implementation of Water Restrictions***

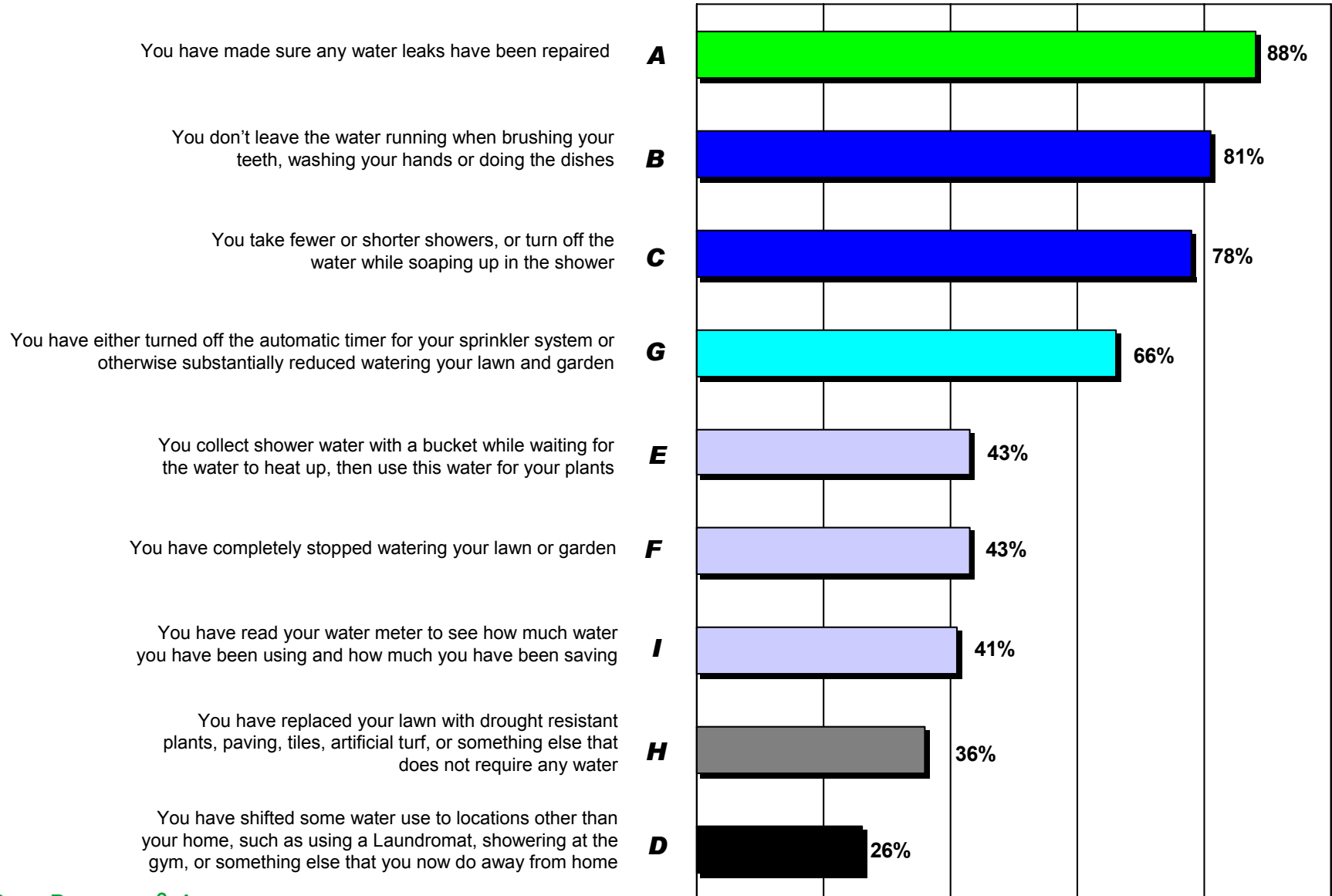


## Acceptability of Current Level of Water Rationing Over Ten Years

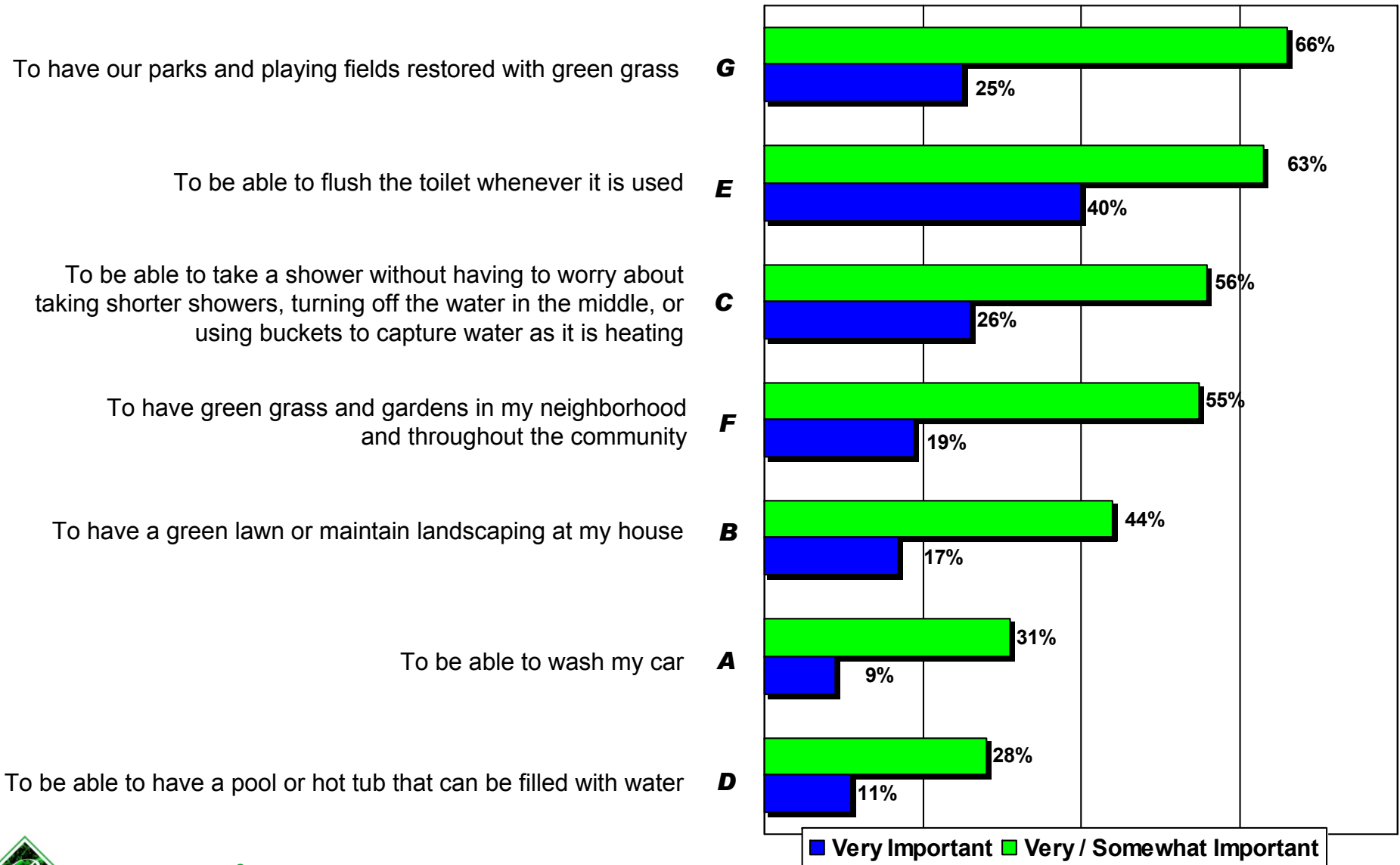




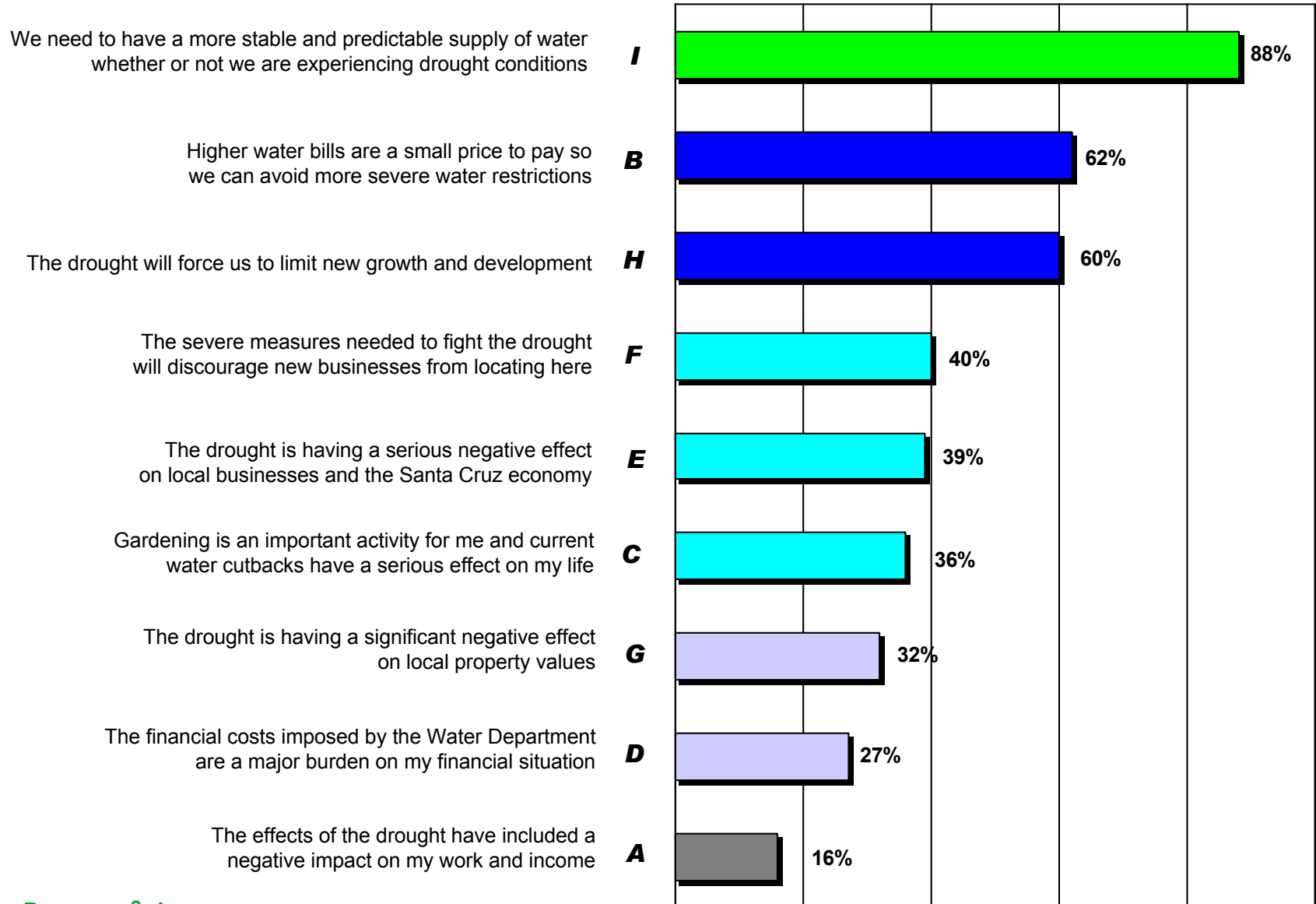
## Ways That People Currently Save Water



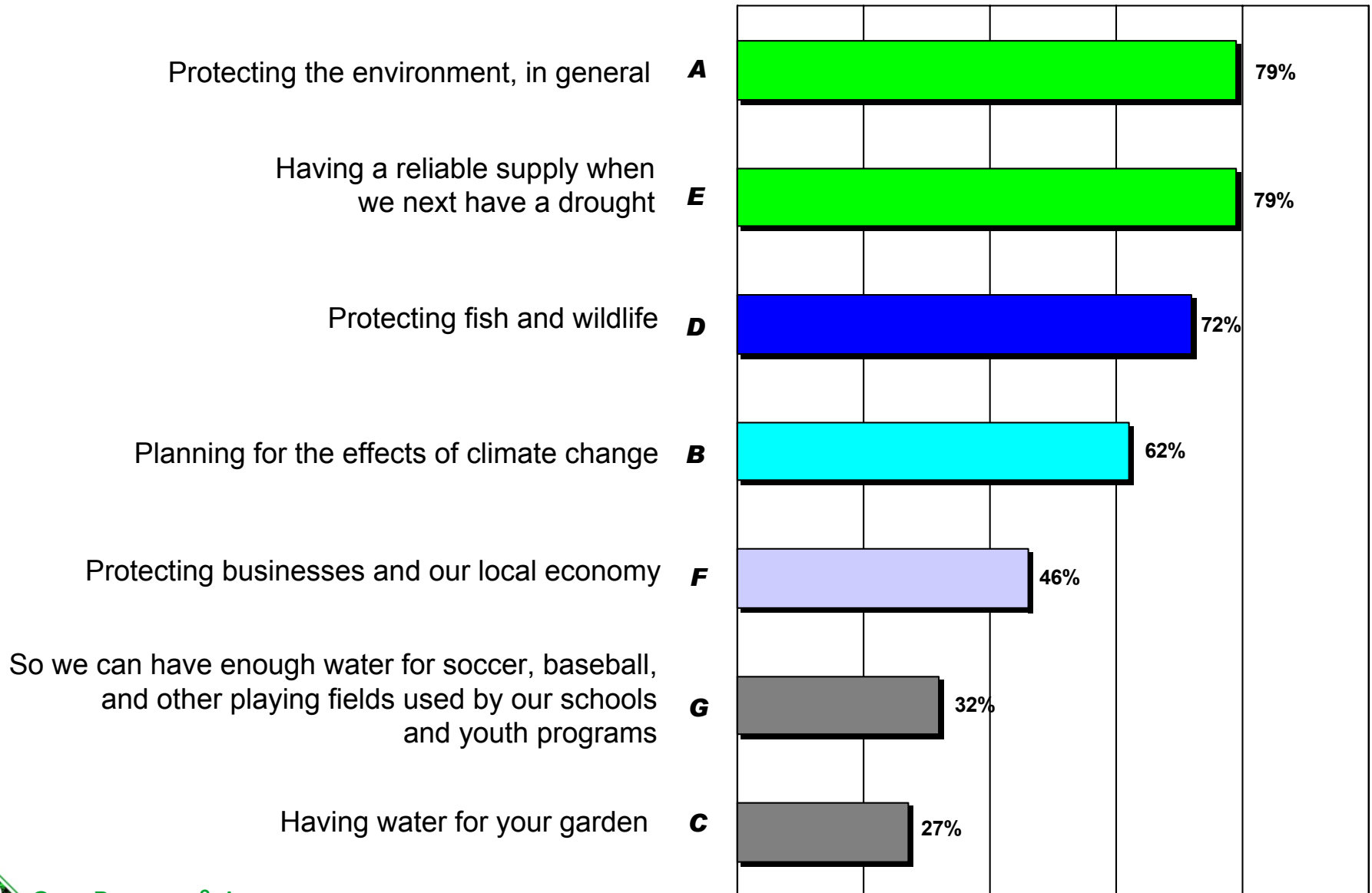
## Importance of Activities Affected by Current Measures to Reduce Water Usage



## Agreement With Statements About Drought



# Very Important Reasons to Continue Water Saving Measures Even After Drought



## ***People Are Worried About Future Water Supplies***

- 88% - Agree we need a more stable and predictable water supply with or without drought
- 79% - Very important to have a reliable supply of water for next drought
- 74% - Very serious problem: Inadequate water supplies for future needs
- 60% - We need new sources of water for long-term water supply problems
- 52% - We have too little water; need to create new supplies and lessen demand



## ***Environmental Concerns Are a High Priority***

- 79% - Very important to protect the environment, in general
- 72% - Very important to protect fish and wildlife
- 62% - Very important to plan for the effects of climate change
- 59% - Very serious problem: Threat of climate change to reduce water supply
- 54% - Very serious problem: Inadequate water for fish and wildlife
- 53% - Very serious problem: Protect drinking water from salt water contamination



## ***Residents Have Reduced and Are Willing to Reduce Water Usage***

- 88% - Have made sure any water leaks are repaired
- 82% - Say current water restrictions are difficult, but they will continue even after drought
- 81% - Do not leave water running when doing various tasks
- 78% - Take shorter or interrupted showers
- 66% - Have substantially reduced watering lawn/garden
- 49% - Current level of water rationing is always acceptable



## ***Some Concerns Remain For Residents***

- 78% - Agree they have cut water usage in their homes as much as they can
- 66% - Important to have parks and playgrounds restored with green grass
- 63% - Important to be able to flush the toilet whenever it is used
- 56% - Important to take showers without any worries





## ***Some Interesting Differences Among Population Groups***

- People under 30, especially men, more often say we can solve our long term water problems by just using less; a majority in all other age groups say we need new sources of water
- Majorities of those who have lived in the area for less than 10 years and those in the 30-39 age group say the current level of water rationing would always be acceptable
- Women are more likely than men to say it will be important to take showers without any worries and that gardening is an important activity; Women under 50 more often say they have been reading their water meters and that being able to flush the toilet is important; and Women 50 and over more often say maintaining a green lawn or landscaping is important to them

