

Water Conservation Opinion Survey 2007-2008

1. Survey Reference Number: (assigned by data entry - not required by customer)		
		Response Count
		335
	<i>answered question</i>	335
	<i>skipped question</i>	0

2. Your Zip Code If no zip code please enter 86000		
		Response Count
		335
	<i>answered question</i>	335
	<i>skipped question</i>	0

3. The following information is optional and voluntary. Please enter this information to enter a weekly drawing for a useful water conservation product.			
		Response Percent	Response Count
Name:	<div></div>	73.2%	153
Phone:	<div></div>	62.2%	130
Address:	<div></div>	70.3%	147
e-mail:	<div></div>	35.4%	74
City/Town:	<div></div>	65.1%	136
ZIP/Postal Code:	<div></div>	97.1%	203
	<i>answered question</i>		209
	<i>skipped question</i>		126

4. 1.) How many people are in your household? if no response enter zero O in box		
		Response Count
		335
	answered question	335
	skipped question	0

5. 2.) How is water delivered to your home?			
		Response Percent	Response Count
City or Town system	<div><div></div></div>	1.8%	6
Private company	<div><div></div></div>	1.2%	4
Well	<div><div></div></div>	100.0%	335
Hauled	<div><div></div></div>	0.9%	3
Other		0.0%	0
enter NR if no response			0
		answered question	335
		skipped question	0

6. 3.) Do you recieve a monthly municipal or private company water bill?			
		Response Percent	Response Count
Yes	<div><div></div></div>	9.0%	30
No	<div><div></div></div>	89.9%	301
Not applicable	<div><div></div></div>	1.2%	4
		answered question	335
		skipped question	0

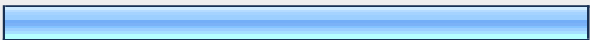
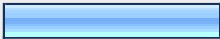
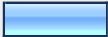

7. 4.) If you pay a monthly water bill, do you look at the details of your monthly water use?			
		Response Percent	Response Count
Yes	<div><div></div></div>	9.9%	33
No	<div><div></div></div>	23.9%	80
Not applicable	<div><div></div></div>	66.3%	222
answered question			335
skipped question			0


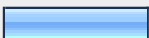
8. 5) Do you live in an area with a homeowners' association that maintains common landscapes?			
		Response Percent	Response Count
Yes	<div><div></div></div>	7.8%	26
No	<div><div></div></div>	91.9%	308
Not applicable	<div><div></div></div>	0.3%	1
answered question			335
skipped question			0


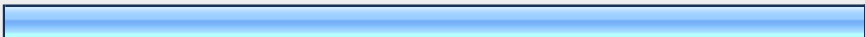
9. 6) How old is your home?			
		Response Percent	Response Count
less than 5 years	<div><div></div></div>	18.5%	62
5 to 10 years	<div><div></div></div>	26.6%	89
10 to 30 years	<div><div></div></div>	43.6%	146
Over 30 years	<div><div></div></div>	11.6%	39
Not Applicable or no response		0.0%	0
answered question			335
skipped question			0

10. 7) How large is you home?			
		Response Percent	Response Count
less than 1800 sq.ft.		51.6%	173
1800 to 3000 sq. ft.		44.2%	148
greater than 3000 sq. ft.		4.2%	14
Not applicable or No response		0.0%	0
		answered question	335
		skipped question	0

11. 8) How big is your lot?			
		Response Percent	Response Count
standard lot about 10,000 sq.ft.		3.3%	11
up to 1 acre		20.0%	67
1 to 2 acres		25.7%	86
over 2 acres		51.0%	171
Not applicable or no response		0.0%	0
		answered question	335
		skipped question	0

12. 9) How much grass or turf lawn do you mow and water?				
			Response Percent	Response Count
none			64.5%	216
under 1000 sq. ft.			23.6%	79
Over 1000 sq. ft.			11.0%	37
No response			0.9%	3
Other (please specify)				0
answered question				335
skipped question				0

13. 10) Do you have planted trees and shrubs in your yard that you water regularly?				
			Response Percent	Response Count
Yes			84.5%	283
not applicable or no response			0.0%	0
No			15.5%	52
answered question				335
skipped question				0

14. 11) Do you hire a lawn service or gardener to care for your yard?				
			Response Percent	Response Count
Yes			4.8%	16
No response or not applicable			0.0%	0
No			95.2%	319
answered question				335
skipped question				0

15. 12) During the growing season, usually April through October, how often do you water you landscape areas?				
			Response Percent	Response Count
	Daily	<div><div></div></div>	18.3%	59
	Weekly	<div><div></div></div>	33.7%	109
	Monthly	<div><div></div></div>	5.9%	19
	Never	<div><div></div></div>	8.7%	28
	Not applicable or no response	<div><div></div></div>	0.3%	1
	I water ___days per week for # ___minutes (please specify)	<div><div></div></div>	38.1%	123
		answered question		323
		skipped question		12

16. 13) If you have an automatic irrigation system with a timer, how often do you reset your timer?				
			Response Percent	Response Count
	Never	<div><div></div></div>	11.8%	25
	Monthly	<div><div></div></div>	6.1%	13
	Seasonally	<div><div></div></div>	47.2%	100
	No set schedule	<div><div></div></div>	8.5%	18
	I'm not sure how to set my timer	<div><div></div></div>	0.9%	2
	Not applicable or No response	<div><div></div></div>	13.2%	28
	Other (please specify)	<div><div></div></div>	13.7%	29
		answered question		212
		skipped question		123

17. 14) What time in the day do you usually water outdoor?				
			Response Percent	Response Count
Morning		<div><div></div></div>	55.9%	175
Afternoon		<div><div></div></div>	4.8%	15
Evening		<div><div></div></div>	47.9%	150
Not applicable or no response		<div><div></div></div>	1.3%	4
Other (please specify)		<div><div></div></div>	1.3%	4
			answered question	313
			skipped question	22

18. 15) Do you have low water use fixtures and /or appliances?				
			Response Percent	Response Count
Yes		<div><div></div></div>	73.7%	247
No		<div><div></div></div>	26.0%	87
Not applicable or no response		<div><div></div></div>	0.9%	3
If yes, what kind of fixtures or appliances?				159
			answered question	335
			skipped question	0

19. THE FOLLOWING INFORMATION IS OPTIONAL AND VOLUNTARY. In your own words, what do you want to know about water and conservation?		
		Response Count
		113
		answered question
		113
		skipped question
		222

20. 17 a) I prefer to recieve water conservation program information by:			
		Response Percent	Response Count
Direct mail	<div></div>	60.3%	188
Utility bill Insert	<div></div>	24.7%	77
Website	<div></div>	18.6%	58
E-mail	<div></div>	19.6%	61
Newspaper	<div></div>	51.3%	160
Television	<div></div>	20.2%	63
Radio	<div></div>	12.8%	40
Public Event	<div></div>	11.5%	36
Other (please specify)	<div></div>	3.5%	11
	answered question		312
	skipped question		23




21. 17b) I'm in favor of lawn areas on the grounds of: Water Wiser Note: 1000 square feet of turf requires about 30,000 gallons of additional water per year to sustain.

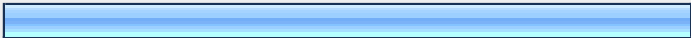
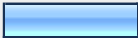

		Response Percent	Response Count
Parks	<div><div></div></div>	84.2%	251
Private Homes	<div><div></div></div>	37.9%	113
Business	<div><div></div></div>	2.3%	7
Ball Parks	<div><div></div></div>	54.4%	162
Schools	<div><div></div></div>	45.6%	136
Roadways	<div><div></div></div>	1.3%	4
Public Buildings	<div><div></div></div>	4.4%	13
Other	<div><div></div></div>	9.1%	27
(please specify)			28
	answered question		298
	skipped question		37

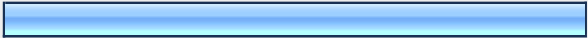
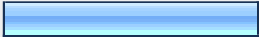

22. 17c) I prefer to learn about outdoor landscape design and irrigation practices from:			
		Response Percent	Response Count
Gardening Class	<div><div></div></div>	21.4%	64
Retail Nursery	<div><div></div></div>	37.8%	113
Homeowner Association	<div><div></div></div>	2.0%	6
My Neighbor	<div><div></div></div>	5.0%	15
Professional Gardener	<div><div></div></div>	26.8%	80
News Articles = Television OL	<div><div></div></div>	55.9%	167
Website	<div><div></div></div>	30.1%	90
Books	<div><div></div></div>	42.1%	126
Selected more than 3 choices	<div><div></div></div>	0.7%	2
If selected less than 3 choices mark the selection mark other and this box	<div><div></div></div>	0.7%	2
Other (please specify)	<div><div></div></div>	4.7%	14
	answered question		299
	skipped question		36

23. 17d) I am most concerned about our region's:			
		Response Percent	Response Count
Water Supply	<div><div></div></div>	73.5%	233
Cost of Water	<div><div></div></div>	8.2%	26
Conservation Practices	<div><div></div></div>	29.7%	94
Water Quality	<div><div></div></div>	25.2%	80
Watersheds	<div><div></div></div>	10.4%	33
Groundwater	<div><div></div></div>	30.3%	96
Private Wells	<div><div></div></div>	16.4%	52
Rapid Growth	<div><div></div></div>	56.5%	179
Other (please specify)	<div><div></div></div>	6.0%	19
		answered question	317
		skipped question	18

24. 17e) I consider these planning principles when landscaping my home:			
		Response Percent	Response Count
Color	<div><div></div></div>	8.6%	27
Maintenance	<div><div></div></div>	63.7%	200
Play Area	<div><div></div></div>	4.1%	13
Water Use	<div><div></div></div>	76.4%	240
Patio Space	<div><div></div></div>	4.8%	15
Fire Safety	<div><div></div></div>	25.8%	81
Shade	<div><div></div></div>	37.6%	118
Cost	<div><div></div></div>	33.8%	106
Other (please specify)	<div><div></div></div>	6.4%	20
		answered question	314
		skipped question	21

25. 18a) We listen for , check regularly and quickly repair any indoor or outdoor water leak.				
			Response Percent	Response Count
Yes			96.1%	322
No			1.5%	5
Does not apply - No response			2.4%	8
			answered question	335
			skipped question	0

26. 18b) We select and install water saving fixtures, showerheads, and indoor appliances.				
			Response Percent	Response Count
Yes			75.8%	254
No			14.6%	49
Does not apply - No response			9.6%	32
			answered question	335
			skipped question	0

27. 18c) We planned our yard to be a low-water use landscape with no grass area.				
			Response Percent	Response Count
Yes			64.2%	215
No			27.8%	93
Does not apply - No resonse			8.1%	27
			answered question	335
			skipped question	0

28. 18d) We know how much water to budget annually for indoor and outdoor use.			
		Response Percent	Response Count
Yes	<div><div></div></div>	36.4%	122
No	<div><div></div></div>	36.1%	121
Does not apply -No resonse	<div><div></div></div>	27.5%	92
answered question			335
skipped question			0



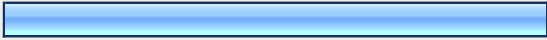
29. 18e) We water our native vegetation monthly(e.g., Ponderosa Pine, Alligator Juniper, Oak).			
		Response Percent	Response Count
Yes	<div><div></div></div>	33.4%	112
No	<div><div></div></div>	43.9%	147
Does Not apply-No Response	<div><div></div></div>	22.7%	76
answered question			335
skipped question			0

30. 18f) We know ho to and understand the principles to conserve water in the landscape.			
		Response Percent	Response Count
Yes	<div><div></div></div>	81.2%	272
No	<div><div></div></div>	11.0%	37
Does not apply- No response	<div><div></div></div>	7.8%	26
answered question			335
skipped question			0

31. 18g) We conserve to preserve our region's water supply and protect the eco-system.				
			Response Percent	Response Count
Yes	<div><div></div></div>		85.7%	287
No	<div><div></div></div>		6.3%	21
Does not apply- No resonse	<div><div></div></div>		8.1%	27
			answered question	335
			skipped question	0

32. 18h) We understand the seven steps to a Xeriscape and the efficiency of a drip system.				
			Response Percent	Response Count
Yes	<div><div></div></div>		52.5%	176
No	<div><div></div></div>		29.9%	100
Does not apply - No response	<div><div></div></div>		17.6%	59
			answered question	335
			skipped question	0

33. 18i) We would like to learn more ways to conserve water in the outdoor landscape.				
			Response Percent	Response Count
Yes	<div><div></div></div>		58.8%	197
No	<div><div></div></div>		20.6%	69
Does not apply - No resonse	<div><div></div></div>		20.6%	69
			answered question	335
			skipped question	0

34. 18j) Our children learn and bring home water conservation information.			
		Response Percent	Response Count
Yes		6.0%	20
No		34.0%	114
Does not apply-No response		60.0%	201
answered question			335
skipped question			0

35. 19) Please mark the box that best fits your agreement. Rank the statement using the following scale (1) I Agree (3) I am Neutral (5) I Disagree								
	1 Agree	2	3 Neutral	4	5 Disagree	No Response	Rating Average	Response Count
a) Water rates should be higher for customers who don't conserve.	48.5% (162)	9.9% (33)	18.6% (62)	3.6% (12)	13.8% (46)	5.7% (19)	3.80	334
b) government should spend tax dollars on water conservation.	37.6% (126)	13.4% (45)	23.6% (79)	2.7% (9)	17.9% (60)	4.8% (16)	3.53	335
c) govenment shoul adopt laws limiting the size of private property lawns.	26.6% (89)	6.0% (20)	17.0% (57)	6.3% (21)	39.1% (131)	5.1% (17)	2.73	335
d) Government should adopt laws limiting the size of public building lawns.	55.5% (186)	8.4% (28)	9.0% (30)	4.5% (15)	19.4% (65)	3.3% (11)	3.79	335
e) Imported water is necessary to meet the need of growing communities.	18.8% (63)	8.7% (29)	30.1% (101)	5.1% (17)	27.2% (91)	10.1% (34)	2.85	335
f) I understand the purpose of the Prescott Active Management Area (AMA).	23.6% (79)	10.1% (34)	31.9% (107)	5.4% (18)	19.1% (64)	9.9% (33)	3.15	335
g) I'm more likely to buy water saving fixtures/appliances if there is an incentive.	44.2% (148)	9.0% (30)	21.5% (72)	3.6% (12)	15.2% (51)	6.6% (22)	3.68	335
h) I will remove a portion of my lawn only if I receive a cash rebate or credit.	7.8% (26)	1.8% (6)	21.9% (73)	3.9% (13)	46.7% (156)	18.0% (60)	2.03	334
i) Installing automatic in-ground	58.2%	11.0%	15.5%	1.8%	7.8%			

sprinklers and timers will save water.	(195)	(37)	(52)	(6)	(26)	3.1% (10)	4.11	335
j) Water conservation is about efficient water use and water supply management.	76.1% (255)	9.3% (31)	5.1% (17)	1.2% (4)	4.8% (16)	3.6% (12)	4.56	335
k) I live in an arid (dry), highland area, and not in a desert.	58.2% (195)	7.2% (24)	8.1% (27)	6.3% (21)	15.5% (52)	4.8% (16)	3.91	335
l) If I harvest rainwater for outdoor watering, I can plant what I want.	27.7% (92)	6.6% (22)	26.8% (89)	7.5% (25)	24.4% (81)	6.9% (23)	3.06	332
m) Outdoor water use accounts for over 50% of household's water consumption.	23.0% (77)	11.6% (39)	31.6% (106)	6.6% (22)	19.4% (65)	7.8% (26)	3.13	335
n) It is too expensive for me to replace high water use toilets and appliances.	19.1% (64)	7.8% (26)	24.2% (81)	8.7% (29)	33.1% (111)	7.2% (24)	2.69	335
o) Water conservation supports the region's economy and natural ecosystem.	52.5% (176)	14.3% (48)	17.6% (59)	2.1% (7)	6.3% (21)	7.2% (24)	4.13	335
p) If I conserve water it will only benefit new growth and development.	30.7% (103)	11.3% (38)	16.7% (56)	7.5% (25)	29.3% (98)	4.5% (15)	3.07	335
q) I conserve water because I am worried about my well going dry.	50.7% (170)	9.9% (33)	13.7% (46)	3.6% (12)	15.8% (53)	6.3% (21)	3.81	335
r) I will conserve water only if the water saved is allocated to meet safe yield.	14.0% (47)	9.0% (30)	31.6% (106)	6.9% (23)	30.4% (102)	8.1% (27)	2.67	335
s) I will conserve water only to save money on my monthly water bill.	3.9% (13)	0.9% (3)	22.7% (76)	7.2% (24)	49.6% (166)	15.8% (53)	1.84	335
t) If people can afford water, they should be allowed to use as much as they want.	6.3% (21)	3.0% (10)	8.1% (27)	6.6% (22)	73.1% (245)	3.0% (10)	1.58	335
u) Limiting growth rather than conservation is how to preserve our water supply.	43.0% (144)	11.9% (40)	16.1% (54)	9.6% (32)	14.9% (50)	4.5% (15)	3.61	335
v) I conserve water;it is important for the wildlife and natural environment.	68.4% (229)	13.1% (44)	11.6% (39)	0.9% (3)	2.1% (7)	3.9% (13)	4.51	335
w) I conserve water to preserve this resource for future generations.	65.0% (217)	13.8% (46)	13.2% (44)	1.2% (4)	3.0% (10)	3.9% (13)	4.42	334
x) watering outdoor gardens using a hand held hose is wasteful.	27.8% (93)	10.1% (34)	29.9% (100)	8.4% (28)	19.4% (65)	4.5% (15)	3.19	335

y) Harvested rainwater should be the only water allowed for outdoor landscapes.	6.6% (22)	3.9% (13)	21.8% (73)	11.9% (40)	51.3% (172)	4.5% (15)	1.98	335
z) Conserving electricity and water conservation are directly related.	48.1% (161)	12.8% (43)	23.3% (78)	3.9% (13)	6.3% (21)	5.7% (19)	3.98	335
aa) Water use is a personal choice requiring no government regulation.	22.7% (76)	6.3% (21)	19.7% (66)	10.7% (36)	37.0% (124)	3.6% (12)	2.66	335
	<i>answered question</i>							335
	<i>skipped question</i>							0