

Town of Chino Valley



Population (year 2000): 7,835.
Estimated population in July 2006: 10,503

Zip Code 86323

385 survey respondents

Water Conservation Opinion Survey 2007-2008

1. Survey Reference Number: (assigned by data entry - not required by customer)		
		Response Count
		385
	<i>answered question</i>	385
	<i>skipped question</i>	1

2. Your Zip Code If no zip code please enter 86000		
		Response Count
		386
	<i>answered question</i>	386
	<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>	80.9%	203
Phone:	<div></div>	69.7%	175
Address:	<div></div>	78.5%	197
e-mail:	<div></div>	41.4%	104
City/Town:	<div></div>	72.5%	182
ZIP/Postal Code:	<div></div>	97.2%	244
	<i>answered question</i>		251
	<i>skipped question</i>		135

4. 1.) How many people are in your household? if no response enter zero O in box		
		Response Count
		382
	<i>answered question</i>	382
	<i>skipped question</i>	4

5. 2.) How is water delivered to your home?			
		Response Percent	Response Count
City or Town system	<div><div></div></div>	23.8%	91
Private company	<div><div></div></div>	17.0%	65
Well	<div><div></div></div>	56.0%	214
Hauled	<div><div></div></div>	4.2%	16
Other	<div><div></div></div>	0.3%	1
enter NR if no response			1
	<i>answered question</i>		382
	<i>skipped question</i>		4

6. 3.) Do you recieve a monthly municipal or private company water bill?			
		Response Percent	Response Count
Yes	<div><div></div></div>	39.3%	150
No	<div><div></div></div>	59.7%	228
Not applicable	<div><div></div></div>	1.0%	4
	<i>answered question</i>		382
	<i>skipped question</i>		4

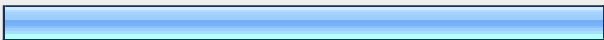



7. 4.) If you pay a monthly water bill, do you look at the details of your monthly water use?			
		Response Percent	Response Count
Yes	<div><div></div></div>	38.7%	148
No	<div><div></div></div>	17.8%	68
Not applicable	<div><div></div></div>	43.5%	166
answered question			382
skipped question			4

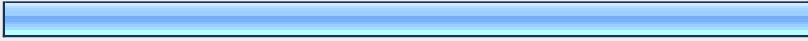

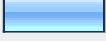
8. 5) Do you live in an area with a homeowners' association that maintains common landscapes?			
		Response Percent	Response Count
Yes	<div><div></div></div>	19.1%	73
No	<div><div></div></div>	80.1%	306
Not applicable	<div><div></div></div>	0.8%	3
answered question			382
skipped question			4




9. 6) How old is your home?			
		Response Percent	Response Count
less than 5 years	<div><div></div></div>	31.2%	119
5 to 10 years	<div><div></div></div>	21.5%	82
10 to 30 years	<div><div></div></div>	39.3%	150
Over 30 years	<div><div></div></div>	8.6%	33
Not Applicable or no response		0.0%	0
answered question			382
skipped question			4

10. 7) How large is you home?			
		Response Percent	Response Count
less than 1800 sq.ft.	<div><div></div></div>	58.4%	223
1800 to 3000 sq. ft.	<div><div></div></div>	39.0%	149
greater than 3000 sq. ft.	<div><div></div></div>	2.6%	10
Not applicable or No response		0.0%	0
	answered question		382
	skipped question		4

11. 8) How big is your lot?			
		Response Percent	Response Count
standard lot about 10,000 sq.ft.	<div><div></div></div>	21.5%	82
up to 1 acre	<div><div></div></div>	28.0%	107
1 to 2 acres	<div><div></div></div>	22.3%	85
over 2 acres	<div><div></div></div>	27.7%	106
Not applicable or no response	<div><div></div></div>	0.5%	2
	answered question		382
	skipped question		4

12. 9) How much grass or turf lawn do you mow and water?				
			Response Percent	Response Count
none			66.2%	253
under 1000 sq. ft.			23.3%	89
Over 1000 sq. ft.			9.9%	38
No response			0.5%	2
Other (please specify)				0
			answered question	382
			skipped question	4

13. 10) Do you have planted trees and shrubs in your yard that you water regularly?				
			Response Percent	Response Count
Yes			89.0%	340
not applicable or no response			0.3%	1
No			10.7%	41
			answered question	382
			skipped question	4

14. 11) Do you hire a lawn service or gardener to care for your yard?				
			Response Percent	Response Count
Yes			6.3%	24
No response or not applicable			0.3%	1
No			93.5%	357
			answered question	382
			skipped question	4

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>	17.5%	64
	Weekly	<div><div></div></div>	26.0%	95
	Monthly	<div><div></div></div>	3.6%	13
	Never	<div><div></div></div>	6.8%	25
	Not applicable or no response	<div><div></div></div>	0.5%	2
	I water ___days per week for # ___minutes (please specify)	<div><div></div></div>	52.1%	190
			answered question	365
			skipped question	21

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>	13.6%	35
	Monthly	<div><div></div></div>	5.8%	15
	Seasonally	<div><div></div></div>	55.0%	142
	No set schedule	<div><div></div></div>	8.5%	22
	I'm not sure how to set my timer	<div><div></div></div>	3.5%	9
	Not applicable or No response	<div><div></div></div>	8.1%	21
	Other (please specify)	<div><div></div></div>	7.8%	20
			answered question	258
			skipped question	128

17. 14) What time in the day do you usually water outdoor?				
			Response Percent	Response Count
Morning		<div><div></div></div>	57.5%	207
Afternoon		<div><div></div></div>	3.3%	12
Evening		<div><div></div></div>	44.7%	161
Not applicable or no response		<div><div></div></div>	1.4%	5
Other (please specify)		<div><div></div></div>	0.8%	3
			answered question	360
			skipped question	26

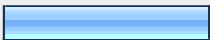



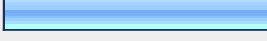
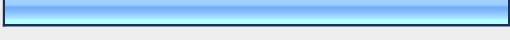

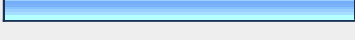



18. 15) Do you have low water use fixtures and /or appliances?				
			Response Percent	Response Count
Yes		<div><div></div></div>	69.9%	267
No		<div><div></div></div>	29.6%	113
Not applicable or no response		<div><div></div></div>	1.0%	4
			If yes, what kind of fixtures or appliances?	158
			answered question	382
			skipped question	4

19. THE FOLLOWING INFORMATION IS OPTIONAL AND VOLUNTARY. In your own words, what do you want to know about water and conservation?		
		Response Count
		121
		answered question
		121
		skipped question
		265

20. 17 a) I prefer to recieve water conservation program information by:			
		Response Percent	Response Count
Direct mail	<div><div></div></div>	61.0%	217
Utility bill Insert	<div><div></div></div>	41.0%	146
Website	<div><div></div></div>	16.0%	57
E-mail	<div><div></div></div>	21.9%	78
Newspaper	<div><div></div></div>	49.2%	175
Television	<div><div></div></div>	18.5%	66
Radio	<div><div></div></div>	11.0%	39
Public Event	<div><div></div></div>	9.3%	33
Other (please specify)	<div><div></div></div>	1.4%	5
	answered question		356
	skipped question		30




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.

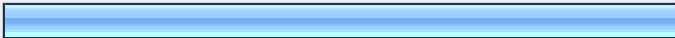
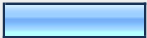

		Response Percent	Response Count
Parks	<div><div></div></div>	84.9%	293
Private Homes	<div><div></div></div>	40.6%	140
Business	<div><div></div></div>	4.6%	16
Ball Parks	<div><div></div></div>	55.7%	192
Schools	<div><div></div></div>	44.3%	153
Roadways	<div><div></div></div>	1.4%	5
Public Buildings	<div><div></div></div>	5.5%	19
Other	<div><div></div></div>	8.1%	28
(please specify)			24
	answered question		345
	skipped question		41

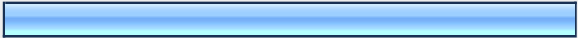
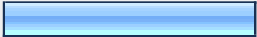

22. 17c) I prefer to learn about outdoor landscape design and irrigation practices from:			
		Response Percent	Response Count
Gardening Class		22.4%	76
Retail Nursery		45.6%	155
Homeowner Association		4.4%	15
My Neighbor		7.1%	24
Professional Gardener		29.1%	99
News Articles = Television OL		55.6%	189
Website		26.5%	90
Books		38.5%	131
Selected more than 3 choices		0.3%	1
If selected less than 3 choices mark the selection mark other and this box		0.9%	3
Other (please specify)		3.2%	11
	answered question		340
	skipped question		46

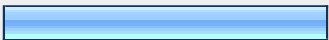


23. 17d) I am most concerned about our region's:			
		Response Percent	Response Count
Water Supply	<div><div></div></div>	74.1%	269
Cost of Water	<div><div></div></div>	22.3%	81
Conservation Practices	<div><div></div></div>	28.1%	102
Water Quality	<div><div></div></div>	32.0%	116
Watersheds	<div><div></div></div>	8.8%	32
Groundwater	<div><div></div></div>	23.4%	85
Private Wells	<div><div></div></div>	10.5%	38
Rapid Growth	<div><div></div></div>	54.5%	198
Other (please specify)	<div><div></div></div>	5.0%	18
		answered question	363
		skipped question	23

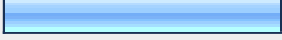

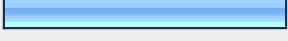
24. 17e) I consider these planning principles when landscaping my home:			
		Response Percent	Response Count
Color	<div><div></div></div>	12.7%	45
Maintenance	<div><div></div></div>	65.6%	233
Play Area	<div><div></div></div>	5.4%	19
Water Use	<div><div></div></div>	78.3%	278
Patio Space	<div><div></div></div>	5.6%	20
Fire Safety	<div><div></div></div>	19.2%	68
Shade	<div><div></div></div>	36.3%	129
Cost	<div><div></div></div>	41.4%	147
Other (please specify)	<div><div></div></div>	5.4%	19
		answered question	355
		skipped question	31


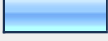

25. 18a) We listen for , check regularly and quickly repair any indoor or outdoor water leak.				
			Response Percent	Response Count
Yes			95.8%	365
No			1.0%	4
Does not apply - No response			3.1%	12
			answered question	381
			skipped question	5

26. 18b) We select and install water saving fixtures, showerheads, and indoor appliances.				
			Response Percent	Response Count
Yes			74.0%	282
No			15.2%	58
Does not apply - No response			10.8%	41
			answered question	381
			skipped question	5

27. 18c) We planned our yard to be a low-water use landscape with no grass area.				
			Response Percent	Response Count
Yes			63.0%	240
No			27.6%	105
Does not apply - No resonse			9.4%	36
			answered question	381
			skipped question	5

28. 18d) We know how much water to budget annually for indoor and outdoor use.				
			Response Percent	Response Count
Yes			35.4%	135
No			37.3%	142
Does not apply -No resonse			27.3%	104
			answered question	381
			skipped question	5



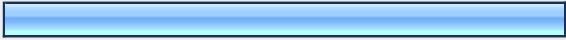
29. 18e) We water our native vegetation monthly(e.g., Ponderosa Pine, Alligator Juniper, Oak).				
			Response Percent	Response Count
Yes			30.4%	116
No			38.6%	147
Does Not apply-No Response			31.0%	118
			answered question	381
			skipped question	5

30. 18f) We know ho to and understand the principles to conserve water in the landscape.				
			Response Percent	Response Count
Yes			79.5%	303
No			11.0%	42
Does not apply- No response			9.4%	36
			answered question	381
			skipped question	5

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>		83.2%	317
No	<div><div></div></div>		6.8%	26
Does not apply- No resonse	<div><div></div></div>		10.0%	38
			answered question	381
			skipped question	5

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>		52.8%	201
No	<div><div></div></div>		28.3%	108
Does not apply - No response	<div><div></div></div>		18.9%	72
			answered question	381
			skipped question	5

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>		57.7%	220
No	<div><div></div></div>		20.5%	78
Does not apply - No resonse	<div><div></div></div>		21.8%	83
			answered question	381
			skipped question	5

34. 18j) Our children learn and bring home water conservation information.			
		Response Percent	Response Count
Yes		5.8%	22
No		32.3%	123
Does not apply-No response		61.9%	236
answered question			381
skipped question			5

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.	45.8% (174)	8.7% (33)	22.1% (84)	4.2% (16)	14.7% (56)	4.5% (17)	3.70	380
b) government should spend tax dollars on water conservation.	39.9% (152)	12.9% (49)	24.7% (94)	2.4% (9)	15.0% (57)	5.2% (20)	3.64	381
c) govenment shoul adopt laws limiting the size of private property lawns.	25.7% (98)	6.0% (23)	18.6% (71)	7.1% (27)	37.3% (142)	5.2% (20)	2.75	381
d) Government should adopt laws limiting the size of public building lawns.	56.4% (215)	8.4% (32)	10.5% (40)	4.7% (18)	17.1% (65)	2.9% (11)	3.85	381
e) Imported water is necessary to meet the need of growing communities.	23.4% (89)	9.7% (37)	29.9% (114)	5.8% (22)	22.6% (86)	8.7% (33)	3.06	381
f) I understand the purpose of the Prescott Active Management Area (AMA).	23.4% (89)	7.9% (30)	34.1% (130)	5.2% (20)	18.6% (71)	10.8% (41)	3.14	381
g) I'm more likely to buy water saving fixtures/appliances if there is an incentive.	46.7% (178)	10.2% (39)	19.7% (75)	2.4% (9)	13.9% (53)	7.1% (27)	3.79	381
h) I will remove a portion of my lawn only if I receive a cash rebate or credit.	8.9% (34)	1.8% (7)	22.0% (84)	3.9% (15)	42.5% (162)	20.7% (79)	2.13	381
i) Installing automatic in-ground	65.1%	7.6%	13.4%	2.1%	4.2%			

l) I conserve water because I have a sprinkler and therefore will conserve water.	(248)	(29)	(51)	(8)	(16)	11.0% (20)	4.69	381
j) Water conservation is about efficient water use and water supply management.	80.3% (306)	8.4% (32)	3.4% (13)	1.0% (4)	2.9% (11)	3.9% (15)	4.69	381
k) I live in an arid (dry), highland area, and not in a desert.	60.9% (232)	9.4% (36)	8.9% (34)	4.7% (18)	11.5% (44)	4.5% (17)	4.08	381
l) If I harvest rainwater for outdoor watering, I can plant what I want.	29.0% (110)	5.8% (22)	27.2% (103)	7.4% (28)	24.8% (94)	5.8% (22)	3.07	379
m) Outdoor water use accounts for over 50% of household's water consumption.	28.7% (109)	11.1% (42)	28.4% (108)	5.3% (20)	18.2% (69)	8.4% (32)	3.29	380
n) It is too expensive for me to replace high water use toilets and appliances.	19.9% (76)	6.3% (24)	27.8% (106)	8.7% (33)	30.2% (115)	7.1% (27)	2.75	381
o) Water conservation supports the region's economy and natural ecosystem.	52.8% (201)	12.3% (47)	20.2% (77)	1.6% (6)	5.8% (22)	7.3% (28)	4.13	381
p) If I conserve water it will only benefit new growth and development.	32.0% (122)	8.4% (32)	16.8% (64)	7.1% (27)	32.3% (123)	3.4% (13)	3.01	381
q) I conserve water because I am worried about my well going dry.	34.6% (132)	8.1% (31)	18.9% (72)	4.2% (16)	19.9% (76)	14.2% (54)	3.39	381
r) I will conserve water only if the water saved is allocated to meet safe yield.	18.1% (69)	7.6% (29)	32.0% (122)	5.5% (21)	27.6% (105)	9.2% (35)	2.82	381
s) I will conserve water only to save money on my monthly water bill.	8.2% (31)	3.7% (14)	20.8% (79)	6.1% (23)	46.8% (178)	14.5% (55)	2.07	380
t) If people can afford water, they should be allowed to use as much as they want.	7.9% (30)	1.8% (7)	9.2% (35)	7.3% (28)	70.9% (270)	2.9% (11)	1.65	381
u) Limiting growth rather than conservation is how to preserve our water supply.	39.9% (152)	10.8% (41)	17.6% (67)	8.1% (31)	19.2% (73)	4.5% (17)	3.46	381
v) I conserve water; it is important for the wildlife and natural environment.	64.6% (246)	13.9% (53)	13.4% (51)	1.0% (4)	2.4% (9)	4.7% (18)	4.44	381
w) I conserve water to preserve this resource for future generations.	60.6% (231)	13.6% (52)	15.0% (57)	1.8% (7)	3.9% (15)	5.0% (19)	4.32	381
x) watering outdoor gardens using a hand held hose is wasteful.	32.9% (125)	8.7% (33)	30.0% (114)	6.1% (23)	18.7% (71)	3.7% (14)	3.32	380

y) Harvested rainwater should be the only water allowed for outdoor landscapes.	7.4% (28)	2.9% (11)	22.6% (86)	12.6% (48)	49.5% (188)	5.0% (19)	2.01	380
z) Conserving electricity and water conservation are directly related.	46.7% (178)	12.1% (46)	24.9% (95)	2.9% (11)	8.4% (32)	5.0% (19)	3.90	381
aa) Water use is a personal choice requiring no government regulation.	22.6% (86)	3.9% (15)	22.3% (85)	10.2% (39)	37.8% (144)	3.1% (12)	2.62	381
	<i>answered question</i>							381
	<i>skipped question</i>							5