

Urban Water Institute Telephone Survey - Report on Results -

February 20, 2013



Probolsky Research LLC
3990 Westerly Place Suite 185
Newport Beach, CA 92660 USA

(949) 855-6400 Newport Beach
(916) 256-4040 Sacramento
(202) 559-0270 Washington DC

www.probolskyresearch.com

Urban Water Institute Telephone Survey

Report on results

From Wednesday, February 13 through Sunday, February 17, 2013, Probolsky Research conducted a telephone survey of California voters.

A total of 750 surveys were collected. A survey of this size yields a margin of error of +/- 3.7% with a 95% degree of confidence. Interviews were conducted with voters on both landline and cell phones and were offered in English and Spanish languages.

Probolsky Research LLC specializes in opinion research on behalf of government, business, special interest and media clients.

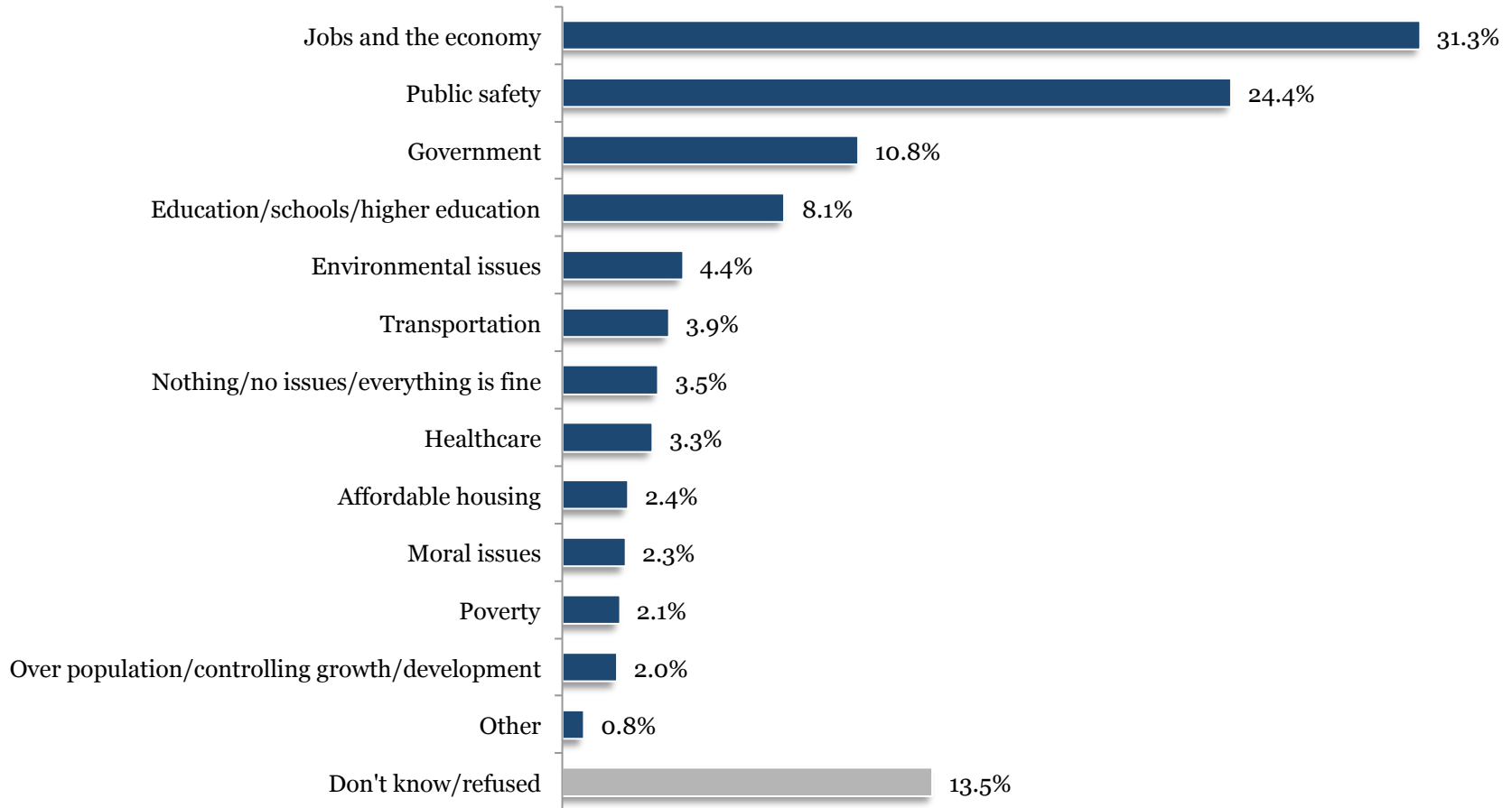
Highlights from the cloud



Jobs and the economy, followed by public safety

Are the most important issues in the community

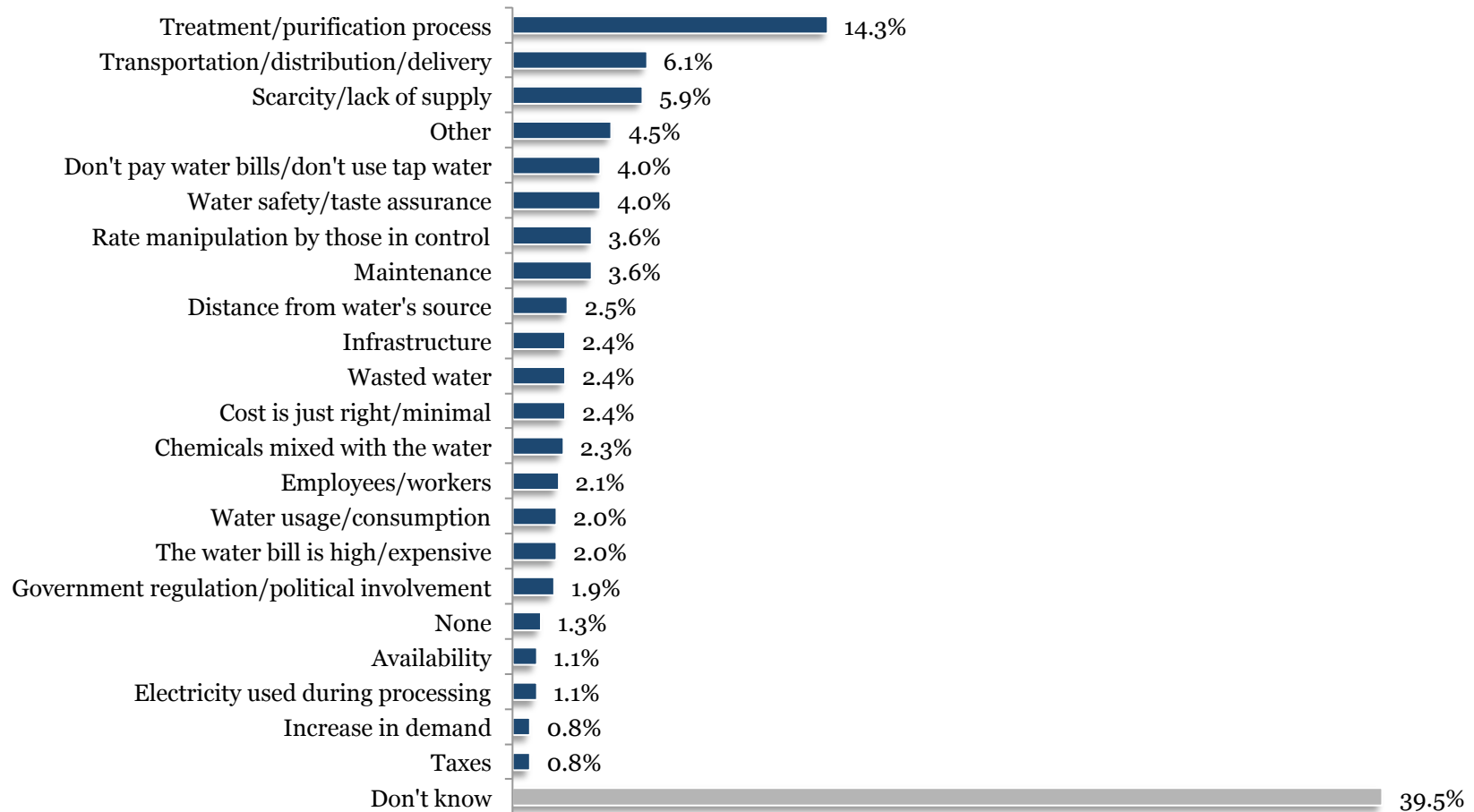
Question: What is the most important issue facing your community today?



A plurality (39.5%) of voters are unsure

As to what are the greatest contributors to water cost

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?



Blissfully ignorant....

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

“I did not think about it because I believe that we just pay the right amount.”

No worries here....

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

“It does not cost too much for me. It's just pretty much a bargain. They have the excellent value of water.”

Make sure the animals have enough....

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

“There are many things that need water. The plants, animals, and humans need it, and there is only little water left.”

It is always the bureaucrats...

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

“The people running the water district are making too much money and there is a lot politics involved.”

“I think we have a corrupt and wasteful Water Board. The price of drinking water is escalated drastically because of the poor management.”

When it's not the bureaucrats...it's the corporations

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

“The regulation on water is too political. The people are trying to make money out of it. It is the financial interest of corporations.”

“It is greed.”

“It's the lack of control of the big companies in terms of what they put in our water systems. We need more regulations for this.”

And when you can't blame bureaucrats or corporations... Blame the lawyers

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

“It is litigation. There are people who like to litigate our water.”

“It is the unrealistic interpretation by the attorneys after a lot of water standards has been passed or approved.”

Blame Sparkletts....

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

“Potable water should be guaranteed to be potable, but it is not like so. People have to drink bottled water. This is a business and it is not good for the people. What contributes most are those who bottle the water and take the same water that we use. We need to change this. Also, those who water their gardens also contributes to it.”

Blame it on the Saudis....

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

“Everything is more expensive due to the consequences of the rising of gas prices.”

A little disconnect....

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

“We usually buy bottled water for daily use, so we do not know.”

“I don't know because we buy our water. We don't use tap water.”

"There are too much workers. They charge too much for the water. Water should be free, and they should not charge us for that."

It's only for the plants....

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

“I'm worried that the water is not good and that's it's dirty or reused water. I'm worried that it's only for plants but is not safe for people.”

Global Warming Deniers are to Blame....

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

“It would be the people claiming that global warming is a hoax. That causes the government to enact legislation, which causes the prices of water, gas and electricity to go up.”

And environmentalists' lawsuits....

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

***“Those are the environmentalists
legislation and lawsuits. The only thing
that raises the price of water is radical
environmentalists' lawsuits.”***

And the Unions....

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

“It is the unions. They get a better lifestyle because they are getting more money out of nowhere. It affects the cost of the drinking water.”

The public is being brainwashed....

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

“It is the gullibility of the general public. They are brainwashed to buy water.”

A real problem – I don't pay so I don't care....

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

“I do not pay for water because I rent.”

And, finally....

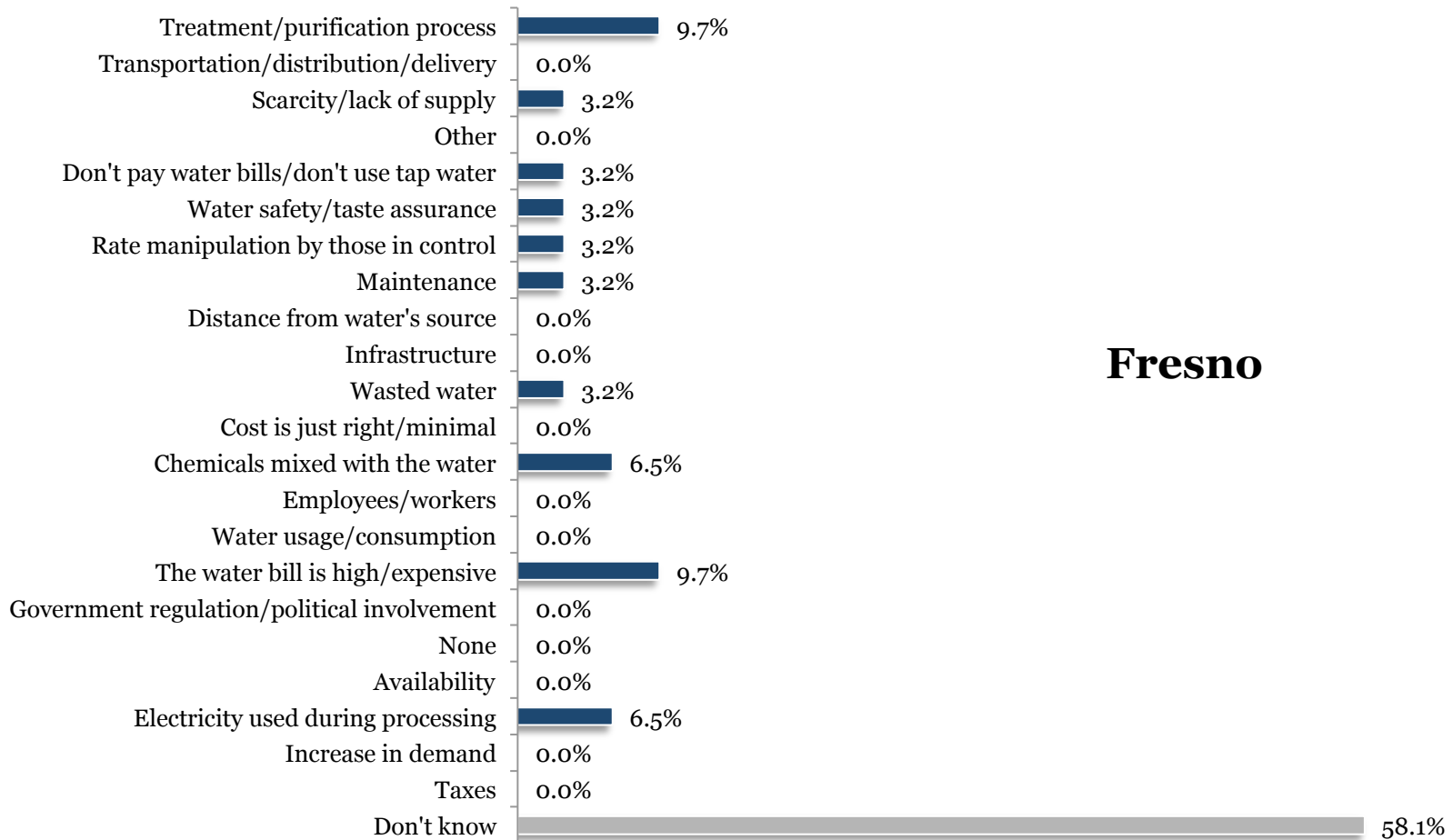
Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

“All I can say is that it is disgusting.”

Responses

By DMA

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

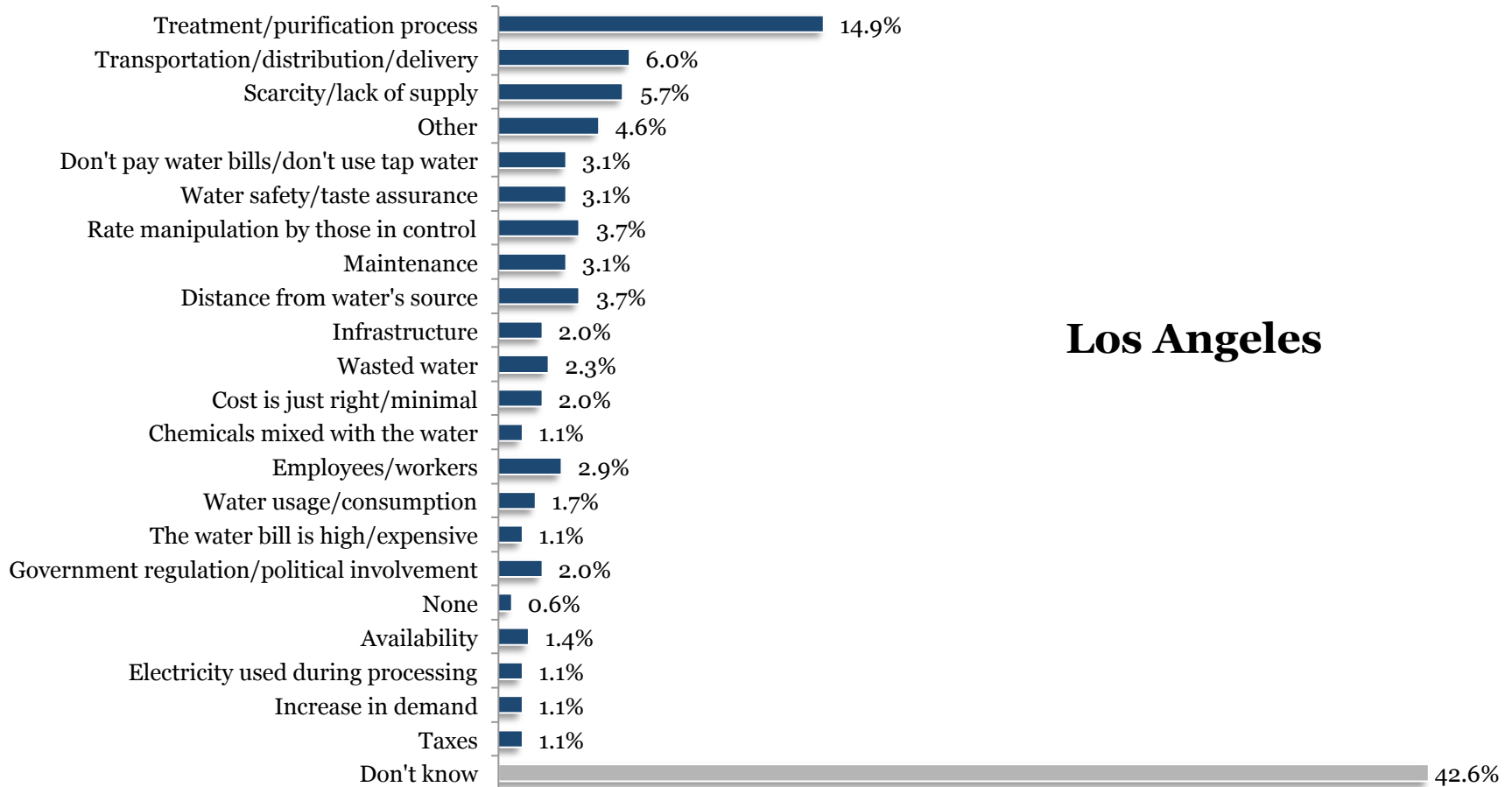


Fresno

Responses

By DMA

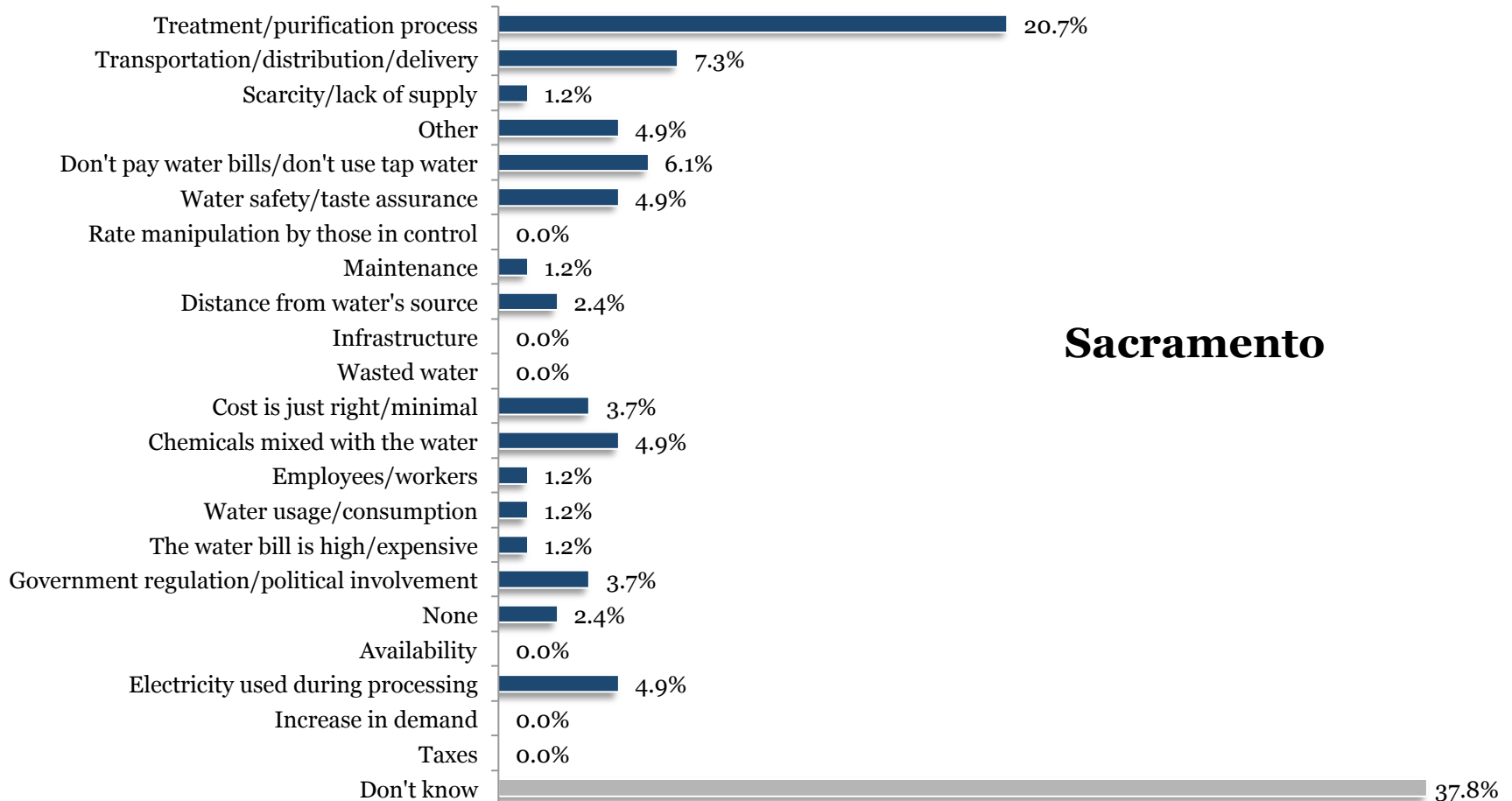
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Responses

By DMA

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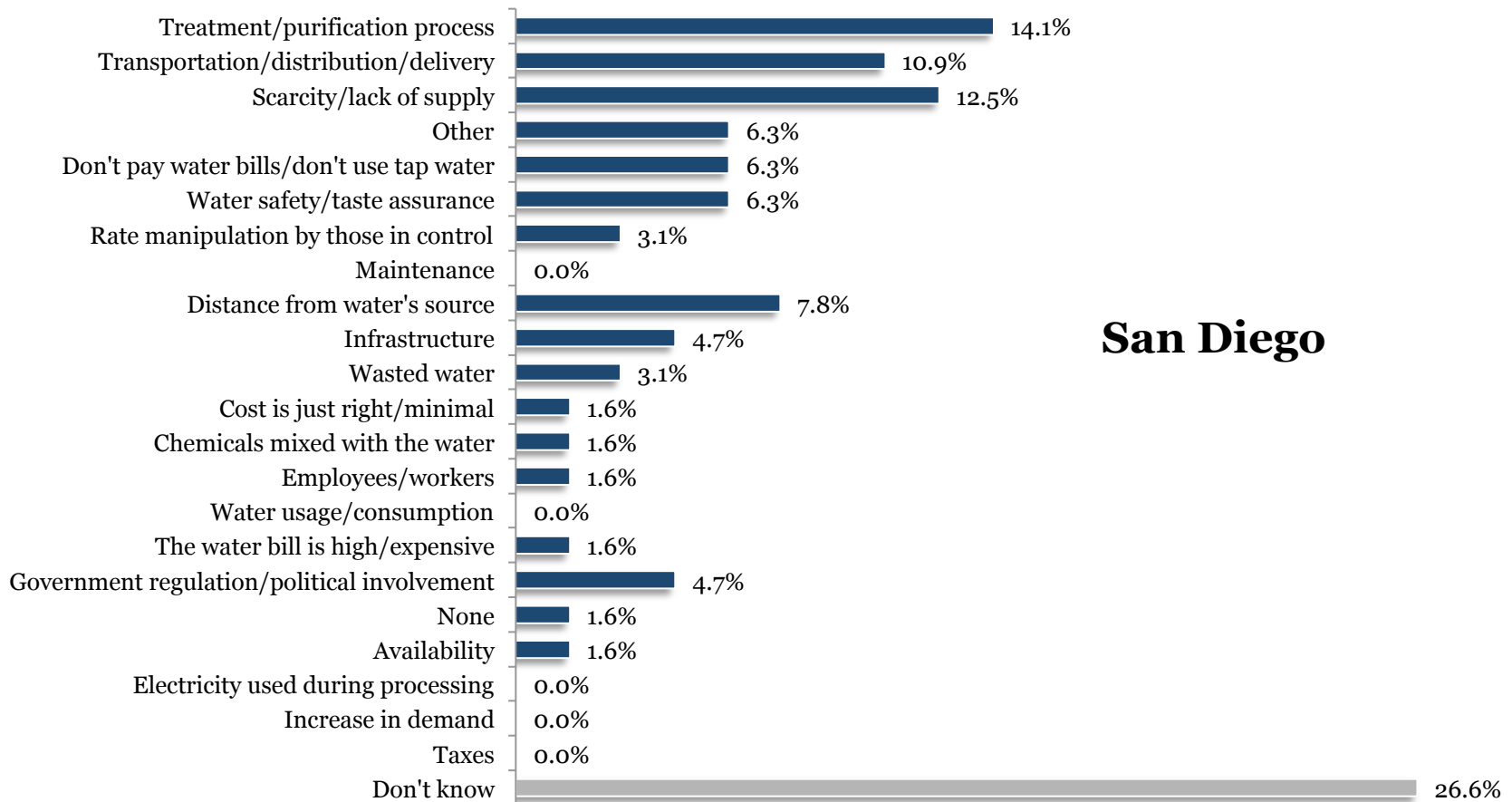


Sacramento

Responses

By DMA

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

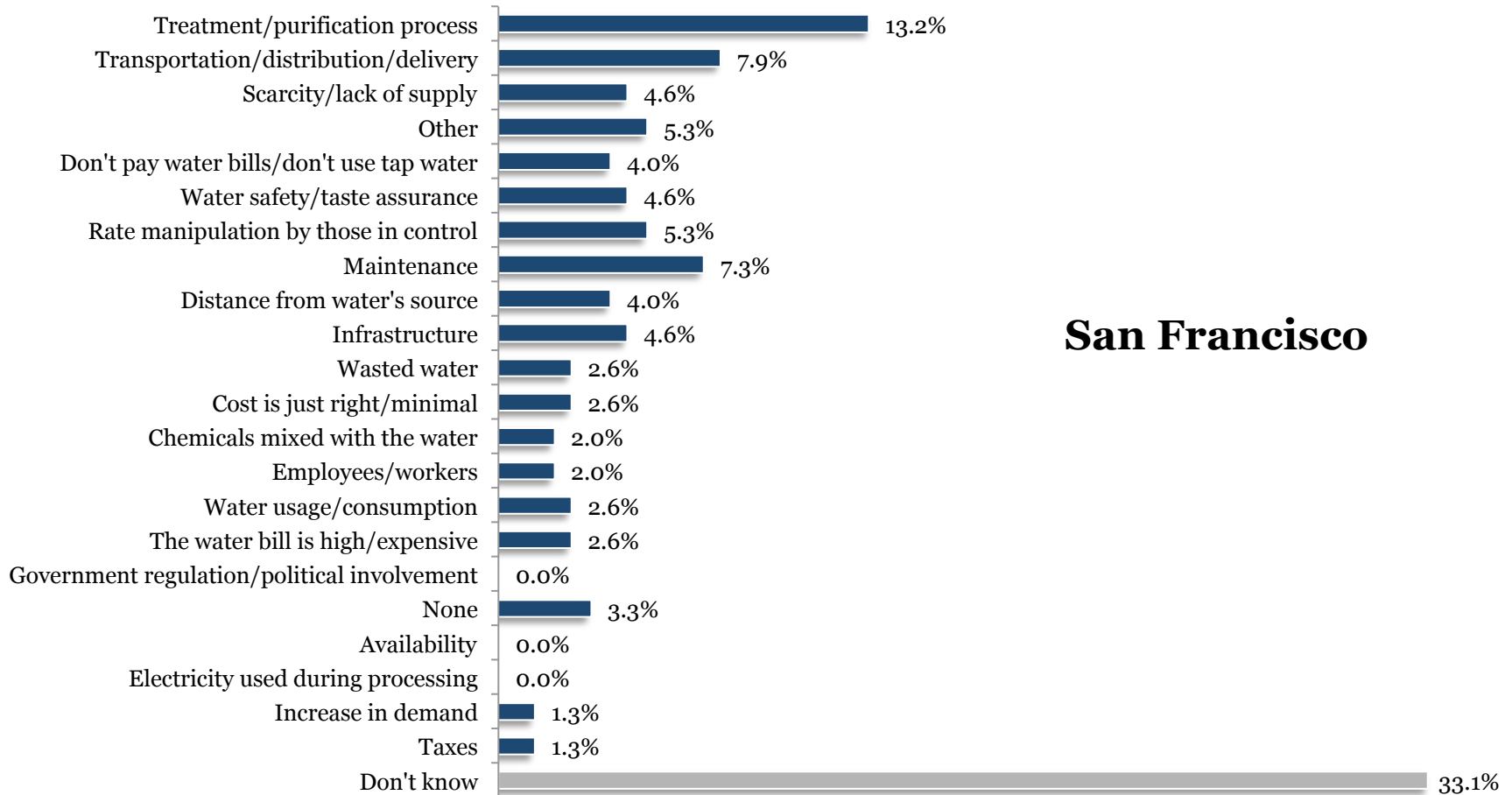


San Diego

Responses

By DMA

Question: In your own words, what do you think most contributes to the cost of the drinking water that comes out of the tap at your home or place of work?

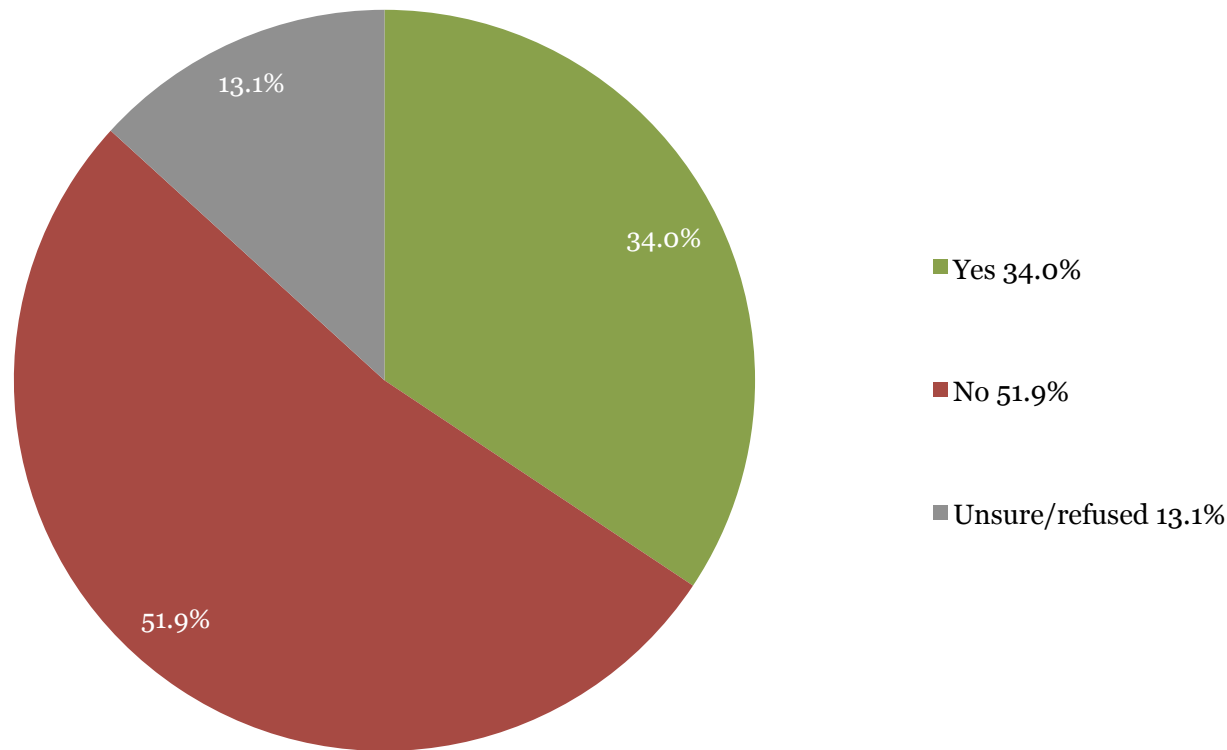


San Francisco

A majority (51.9%) is unwilling to pay higher water rates

To ensure a reliable supply of water

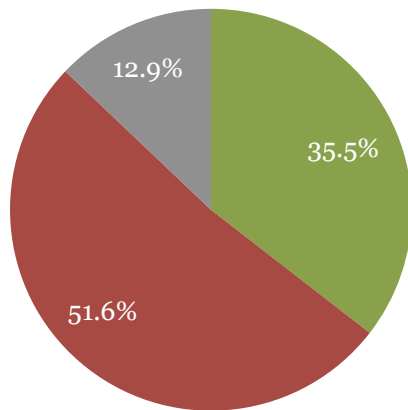
Question: Would you be willing to pay higher water rates to ensure a reliable supply of drinking water?



Responses

By DMA

Question: Would you be willing to pay higher water rates to ensure a reliable supply of drinking water?

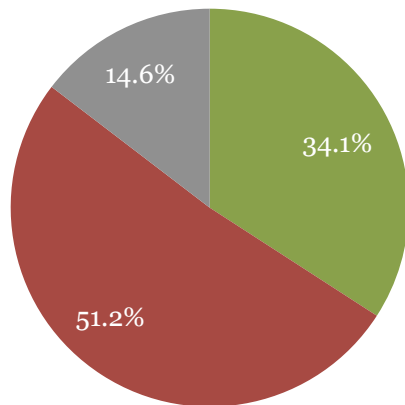


Fresno

■ Yes 35.5%

■ No 51.6%

■ Unsure/refused 12.9%

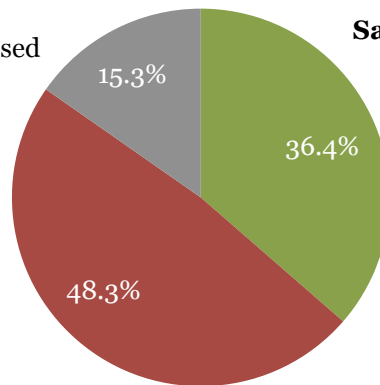


Sacramento

■ Yes 34.1%

■ No 51.2%

■ Unsure/refused 14.6%

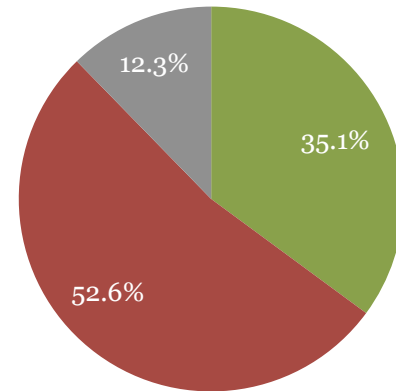


San Francisco

■ Yes 36.4%

■ No 48.3%

■ Unsure/refused 15.3%

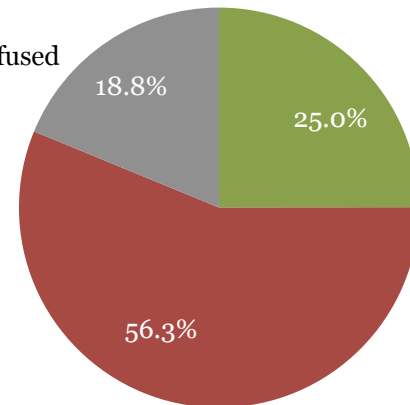


Los Angeles

■ Yes 35.1%

■ No 52.6%

■ Unsure/refused 12.3%



San Diego

■ Yes 25.0%

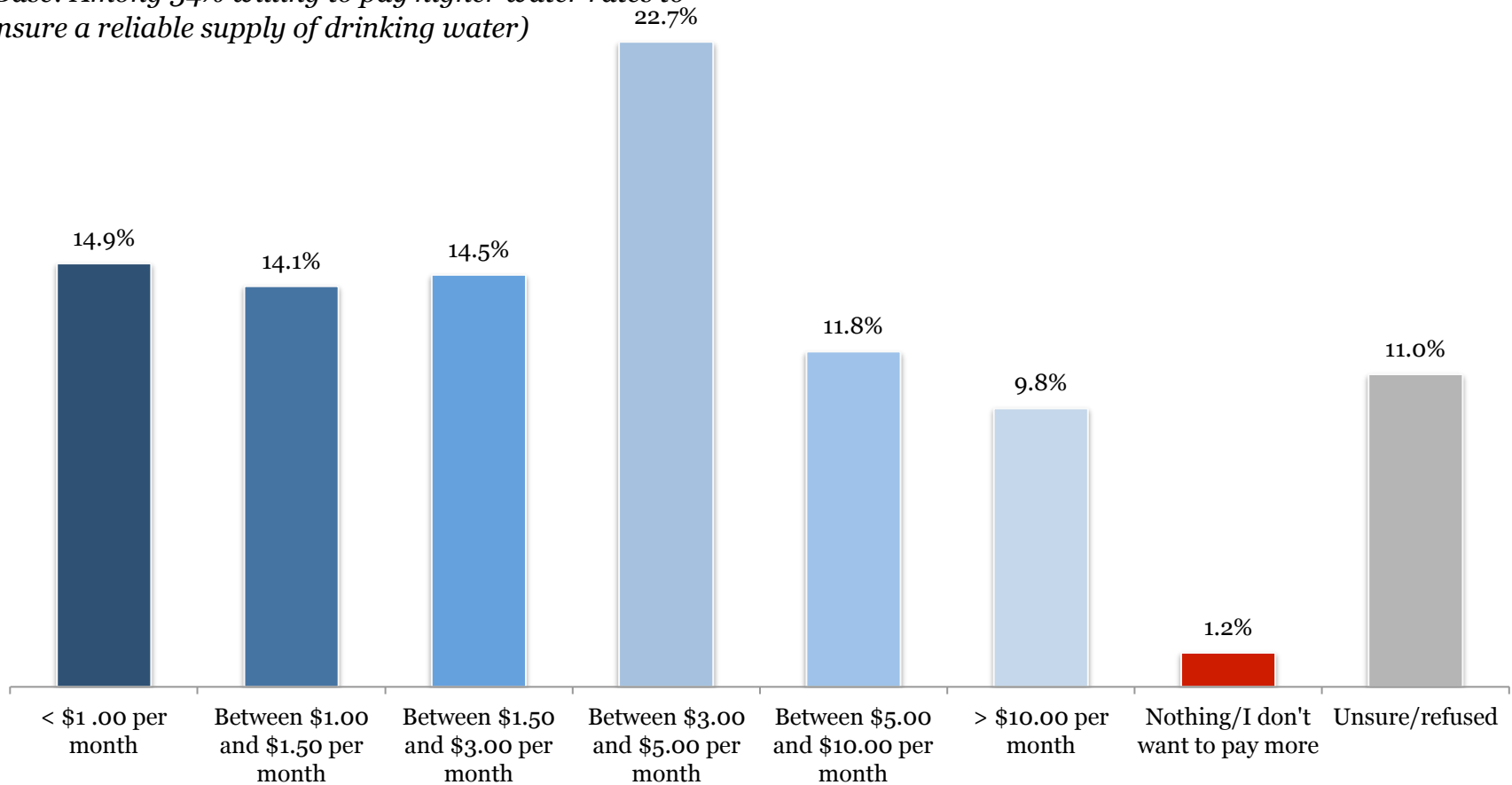
■ No 56.3%

■ Unsure/refused 18.8%

87.8% are willing to pay at least Something more per month

Question: How much more would you be willing to pay?

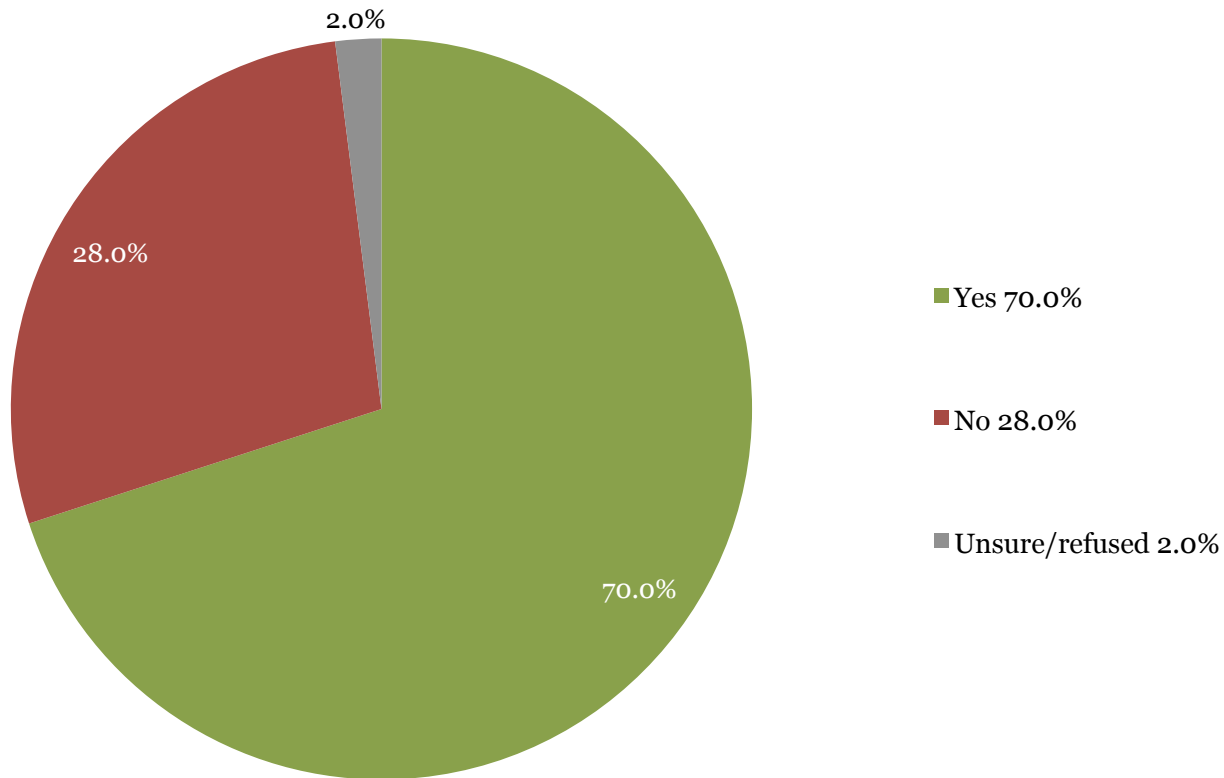
(Base: Among 34% willing to pay higher water rates to ensure a reliable supply of drinking water)



70.0% are aware

That energy costs impact water costs

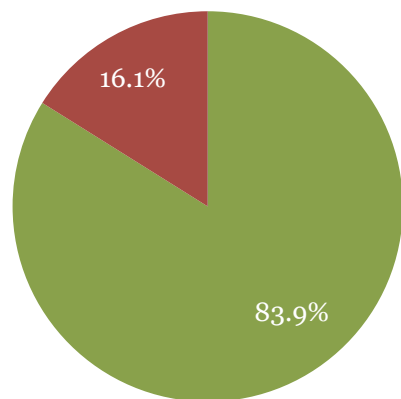
Question: Were you aware that energy costs impact water costs?



Responses

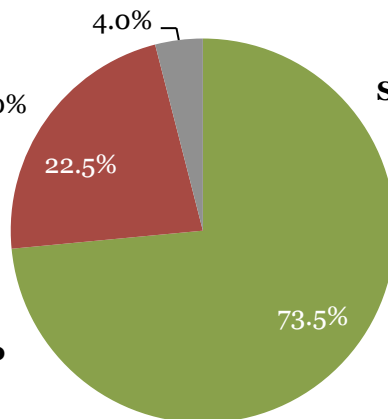
By DMA

Question: Were you aware that energy costs impact water costs?



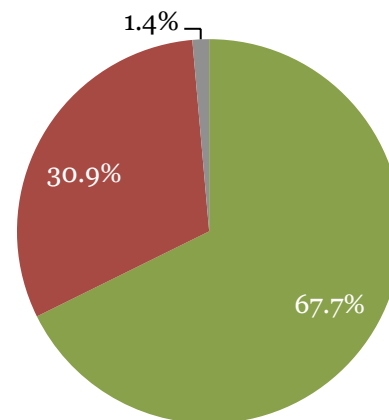
Fresno

- Yes 83.9%
- No 16.1%
- Unsure/refused 0.0%



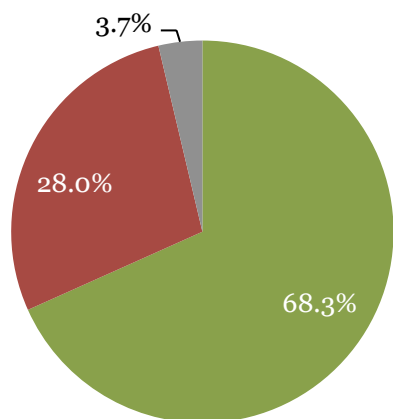
San Francisco

- Yes 73.5%
- No 22.5%
- Unsure/refused 4.0%



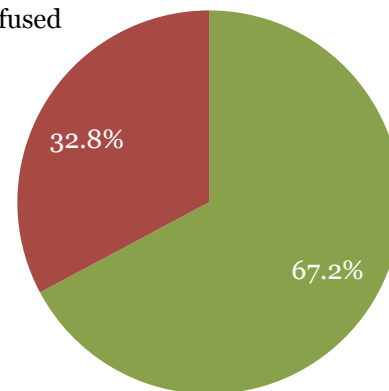
Los Angeles

- Yes 67.7%
- No 30.9%
- Unsure/refused 1.4%



Sacramento

- Yes 68.3%
- No 28.0%
- Unsure/refused 3.7%



San Diego

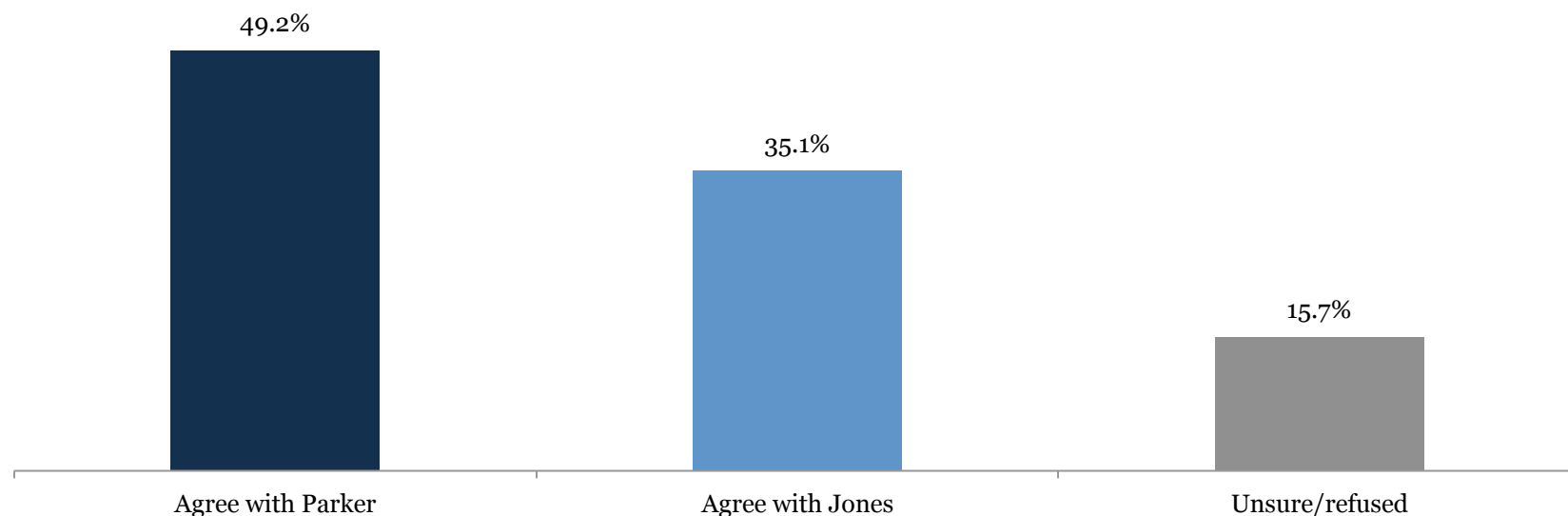
- Yes 67.2%
- No 32.8%
- Unsure/refused 0.0%

49.2% agree with Parker, who says

“There has to be some other way to pay for the rising costs of energy”

Question: A 2011 law requires California to get 33% of its electricity from renewable sources, such as wind, geothermal and solar energy, by the year 2020. Energy generated by renewable sources is projected to cost significantly more than that produced today by coal and natural gas facilities. Energy is required to pump water from its source to users throughout our state. Energy is also required to recycle water for drinking or irrigation purposes and for ocean water desalination. Because of the increased costs of energy that the legislative mandate will dictate over the next seven years, water agencies are bracing for significant increases in the cost to pump and clean water for use by California residents. Now I am going to read to you the statements of two California residents, Parker and Jones. Please listen to what each says and then tell me with whom you agree more.

PARKER says: **“Raising rates is not the best solution** to pay for the increased cost of water due to rising energy prices. Water agencies should just cut costs in other areas or dip into reserves.” JONES says: **“Water agencies have to increase their rates** in order to offset the rising costs of energy. If they don't raise rates, they won't have the funds to pay for regular maintenance of infrastructure or to fully fund reserves that are needed in case of a catastrophe like earthquake or flood.” With whom do you agree more, PARKER or JONES?

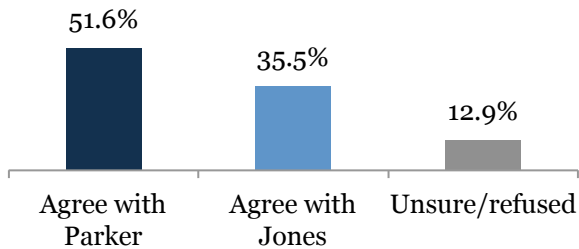


Responses

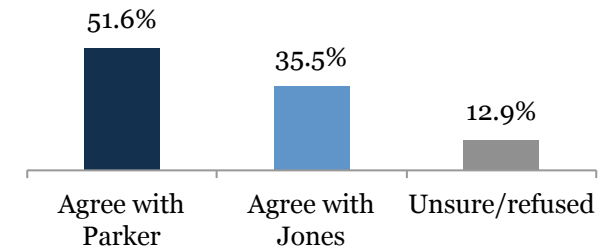
By DMA

PARKER says: "Raising rates is not the best solution to pay for the increased cost of water due to rising energy prices. Water agencies should just cut costs in other areas or dip into reserves." JONES says: "Water agencies have to increase their rates in order to offset the rising costs of energy. If they don't raise rates, they won't have the funds to pay for regular maintenance of infrastructure or to fully fund reserves that are needed in case of a catastrophe like earthquake or flood." With whom do you agree more, PARKER or JONES?

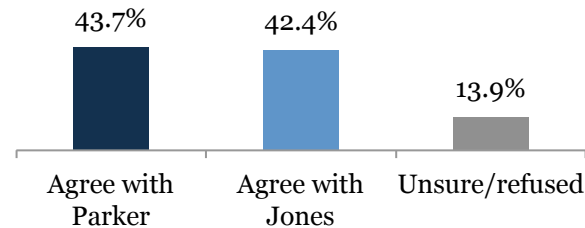
Fresno



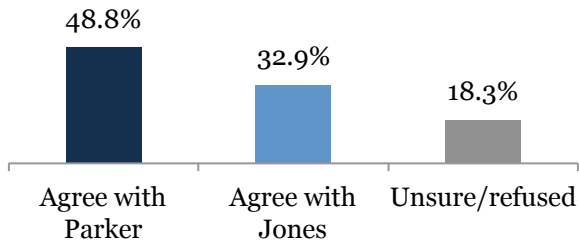
Los Angeles



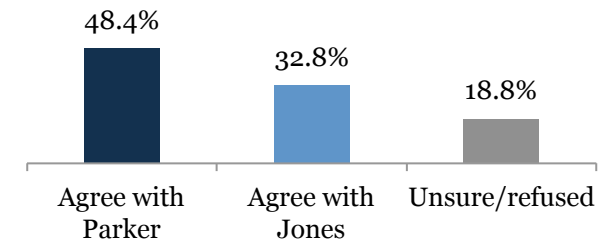
San Francisco



Sacramento



San Diego



Thank you



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