

CALIFORNIANS' VIEWS ON WATER EFFICIENCY AND CONSERVATION

ACWA and Save Our Water recently partnered with Probolsky Research to conduct a statewide survey on water efficiency/conservation attitudes and behaviors. Below is a summary of the poll's key findings and how it can help your customer outreach.

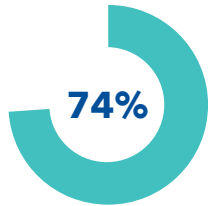
TOP MESSAGING THEMES

- Reinforce the message that actions today will **help future generations**, our children and grandchildren.
- Highlight **specific infrastructure project investments** being funded today that will protect the state from future droughts. Residents are willing to make behavioral and physical changes to conserve and be more efficient, but they want more than policy changes. They want to know you are investing in concrete fixes for the future of water. They are saying, **"OK, I will do my part, but what are you doing for me?"**
- Reinforce themes of community and fairness, such as **"shared responsibility"** and "being in this together."
- Highlight **local water agency experts** in messaging. Local water agencies are the most influential sources for drought messaging and outreach. You have the credibility and are a trusted source of information on the drought.
- **Link drought messaging to other important issues** that are facing California today such as wildfires and climate change.

KEY FINDINGS

- 87%** are concerned about drought conditions in California
- 72%** say California's current drought has had an impact on their water usage
- 65%** say they use more water inside than outside their home
- 54%** are willing to make behavior changes to be more water efficient
- 38%** say they already use a minimal amount of water making it difficult to conserve more
- 54%** do not believe California government leaders manage water resources well
- 42%** say local water officials would influence them to be more water efficient
- 36%** do not believe their local water agency manages water resources well, 34% are unsure, 31% believe their local water agency does manage water resources well
- 66%** are more likely to be water efficient knowing farmers are facing severe reductions
- 40%** of respondents trust water scientists to tell them about the drought. 40% trust water agency officials, 21% trust local elected officials and 13% trust the media.
- 85%** support investing in modernizing and upgrading water infrastructure to ensure local, safe, reliable, high quality water now and in future years.

Residents under 30 are the most likely to increase their water efficiency



survey respondents aged **18-29** believe they can do more to be water efficient

People of color (66%) are likely to increase their water efficiency

Demographic of respondents who believe they can do more to be water efficient.

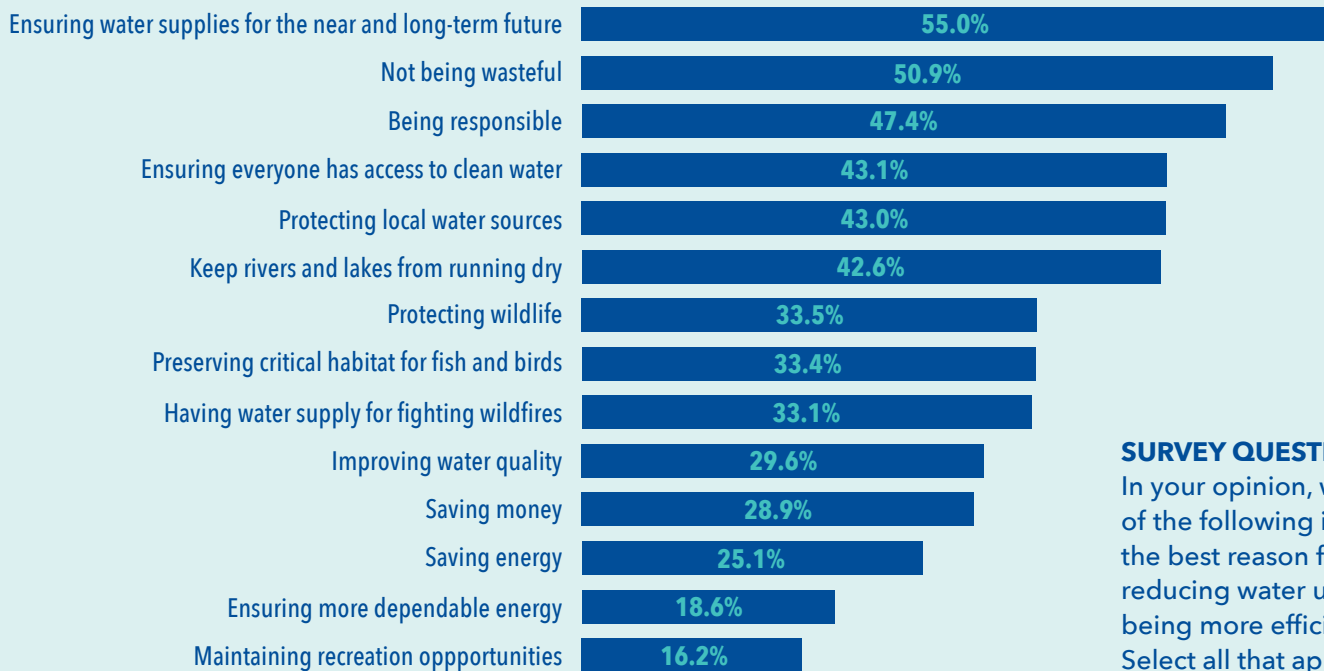


Residents use Facebook and YouTube regularly and get their news from local television, online news outlets and social media



- **52%** of respondents use **YouTube** regularly; **49%** use **Facebook** and **38%** use **Instagram**
- Of the 33% of survey respondents who said they get their news from social media, a majority (51%) say they get their news from Facebook.

BEST REASON TO BE WATER EFFICIENT



SURVEY QUESTION:
In your opinion, which of the following is the best reason for reducing water use and being more efficient? Select all that apply.

METHODOLOGY

From July 15-22, 2021, Probolsky Research conducted a live-interviewer telephone and online survey among California residents. A total of 1,000 residents were surveyed (200 by telephone and 800 online). A survey of this size yields a margin of error of +/-3.2%, with a confidence level of 95%. Interviews were conducted with respondents on both landline (35%) and mobile phones (65%) and were offered in English (85%), Spanish (13%), Chinese (1%) and Vietnamese (1%) languages.