

# Communications and Legislation Committee

Item #6c

Subject: Update on Water Awareness and Conservation Campaign – Research Findings

Purpose: Provide an update on research findings for the 2015 Water Awareness and Conservation Campaign

## Communications and Legislation Committee

Item #6c

Summary: This report provides an update of the research efforts and findings for the 2015 Water Awareness and Conservation Campaign.



# Update on Water Awareness and Conservation Campaign: Research Findings

Communications and Legislation Committee

Item 6c

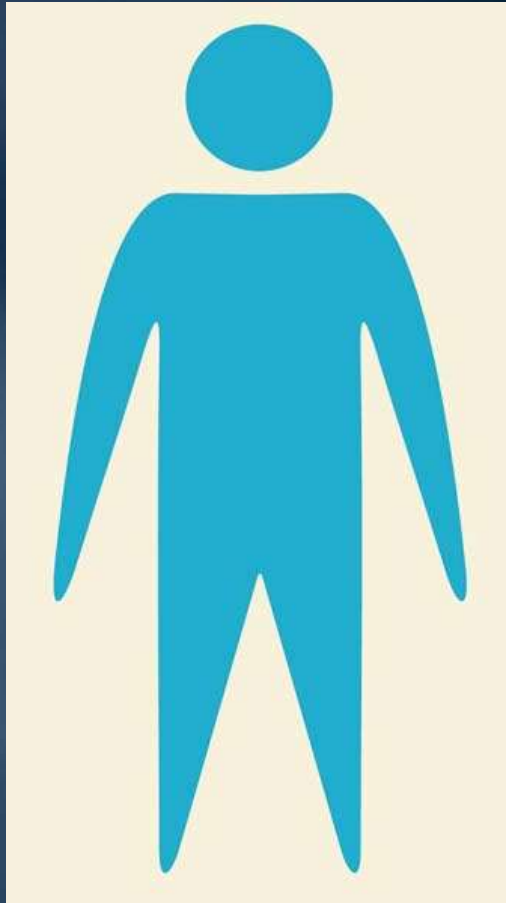
May 11, 2015

# Demographics

- Data source
  - US Census' American Factfinder and the American Community Survey's 2008-2012 5-year summary file
- Metropolitan Statistical Areas
  - Los Angeles-Long Beach-Santa Ana
  - Oxnard-Thousand Oaks-Ventura
  - Riverside-San Bernardino-Ontario
  - San Diego-Carlsbad-San Marcos

# People

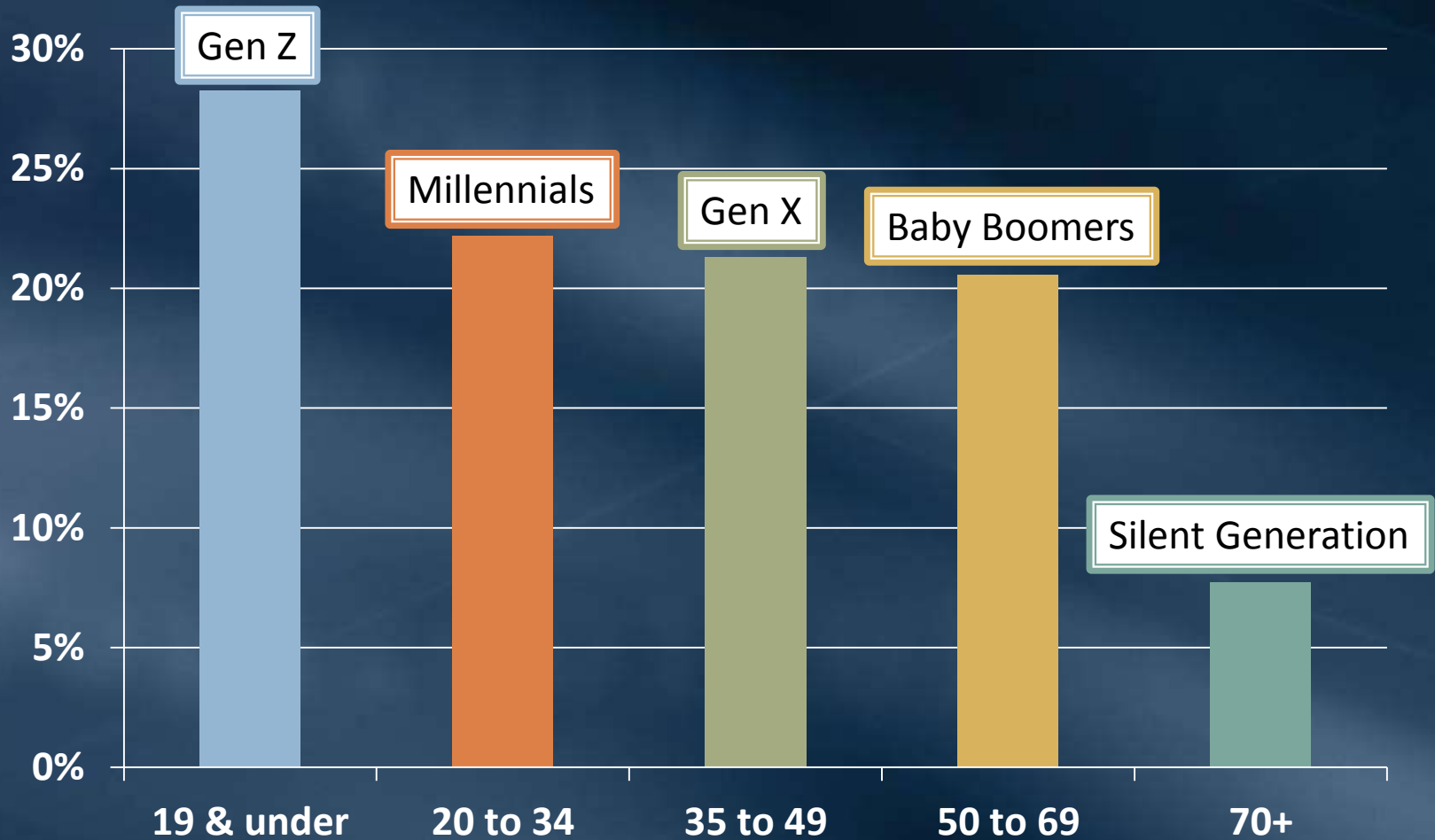
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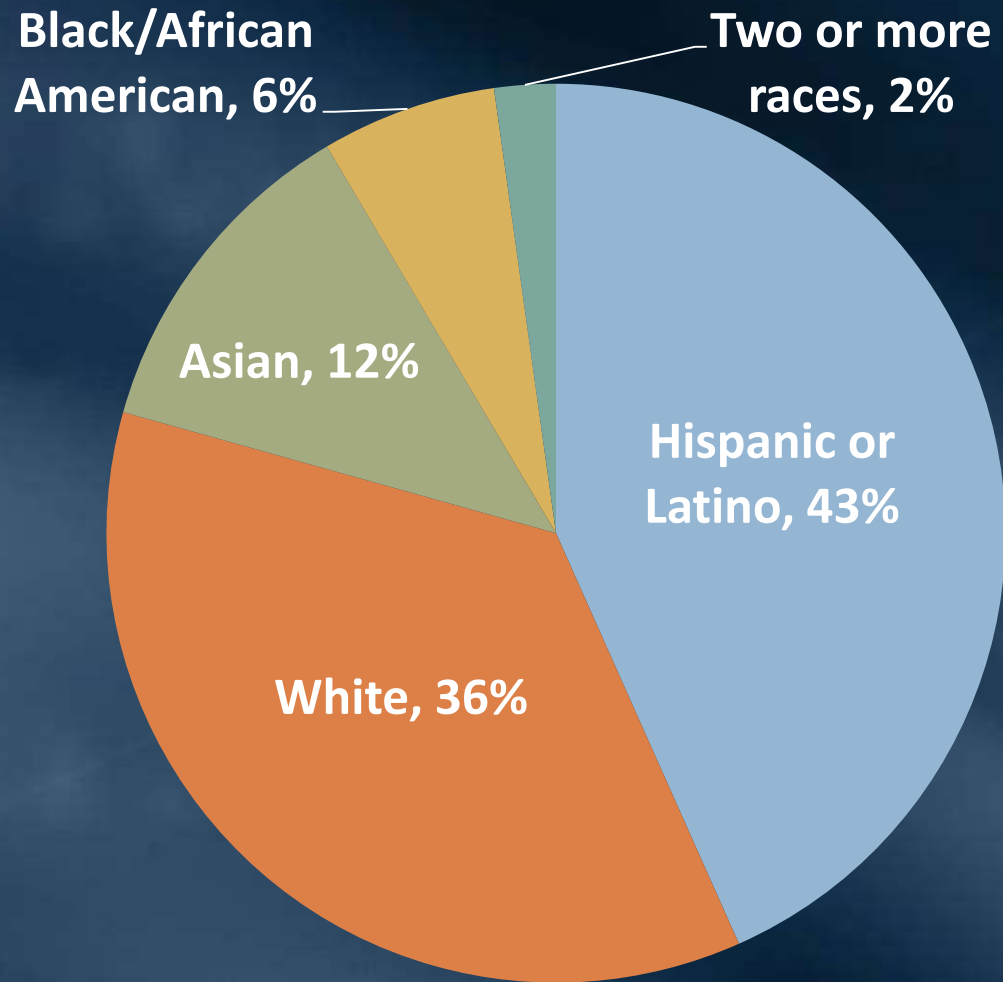
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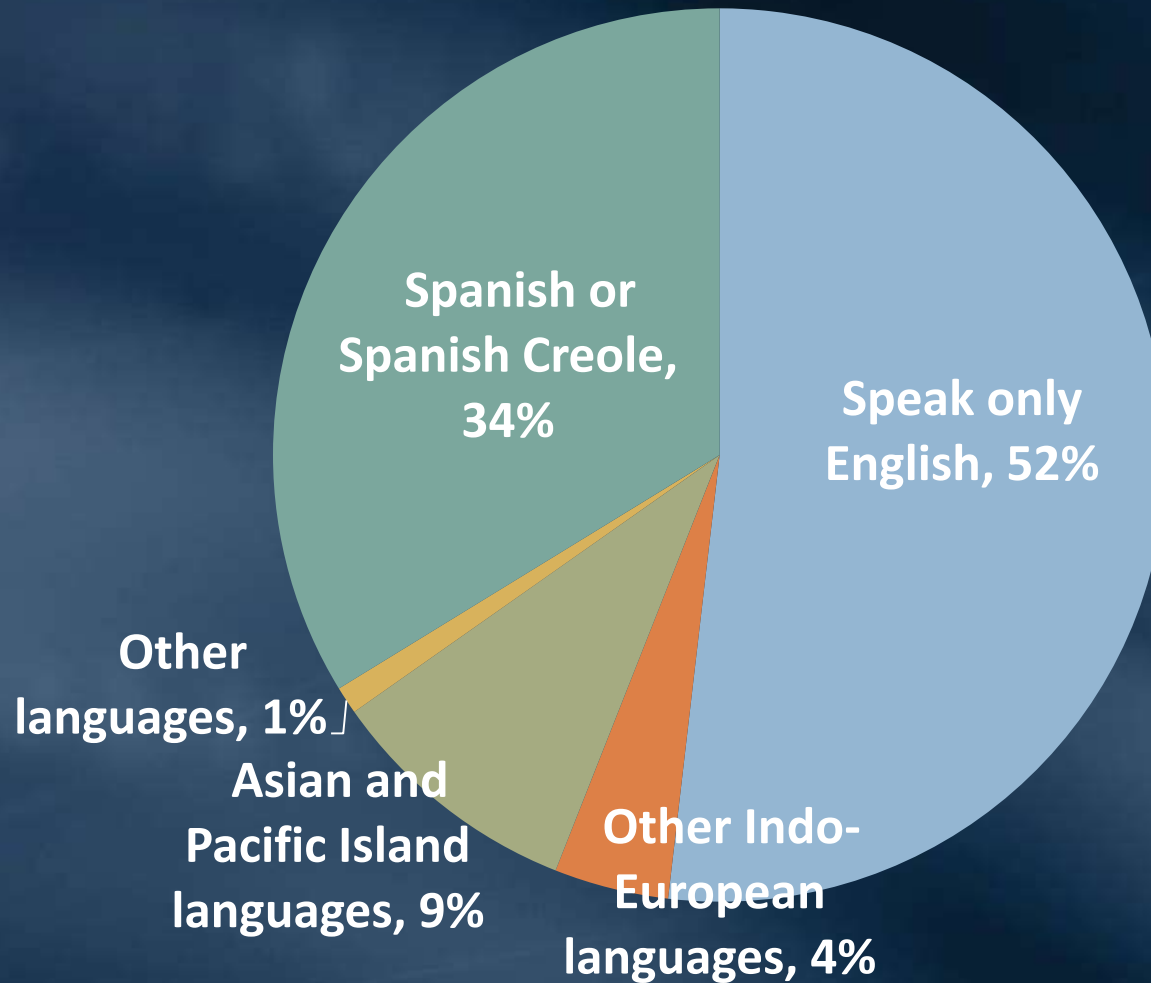
# Age



# Race/Ethnicity

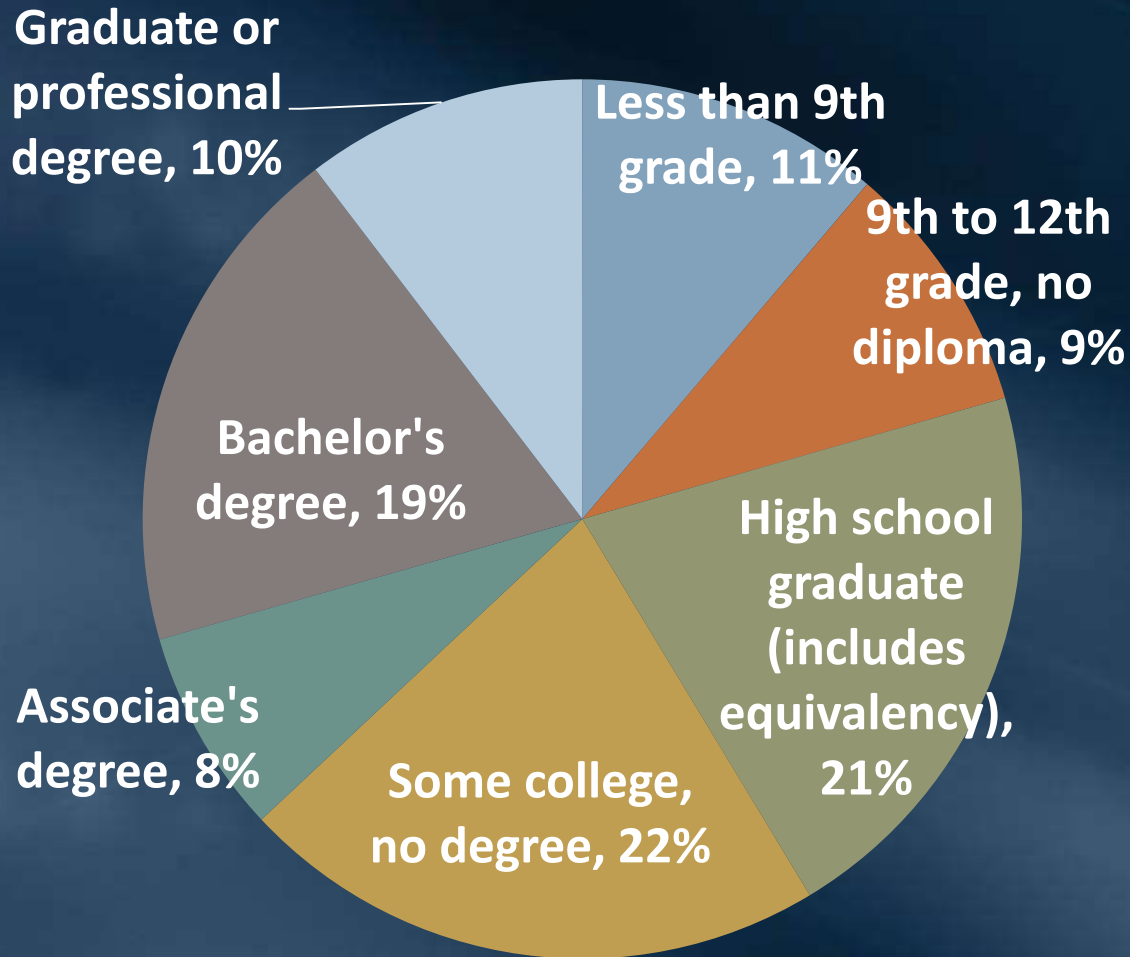


# Language Spoken at Home





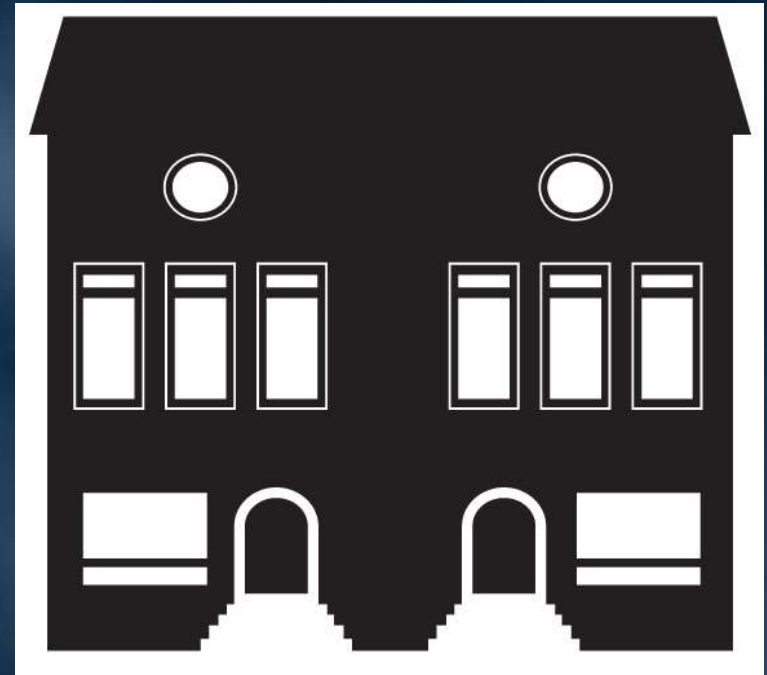
# Education



# Owners and Renters



56%



44%

# Drought Awareness

- Field Poll: 94% “serious water shortage” (*Feb 2015*)
- ACWA/DWR: 81% “serious problem” (*Feb 2015*)
- MWD: 97% “serious shortage” (*Nov 2014*)

# Campaign Survey/Focus Groups

- Online Survey
  - 450 respondents – English and Spanish
- 9 Focus Groups - ~ 85 participants
  - Los Angeles, Riverside, Irvine, San Diego
- Key take-aways
  - Most doing something, and could do more
  - Question their responsibility
  - Negative response to water waste

