



Resident Surveys Metropolitan Water District of Southern California

As Presented to the MWD Communications
and Legislation Committee
February 13th, 2017

Methodology

- ▶ Telephone survey of residents in the Metropolitan Water District of Southern California
- ▶ Interviews conducted on both landlines and cell phones, by trained, professional interviewers in both English and Spanish
- ▶ Interviewing took place November 29 – December 11, 2016
 - 1,000 total interviews
 - Overall margin of error ± 3.1 percentage points
- ▶ Where applicable, results compared to previous survey:
 - Telephone Survey of Metropolitan Water District of Southern California Residents; Dec. 10-28, 2015, n=1000; MoE ± 3.10 ; EMC #15-5810

Please note that due to rounding, some percentages may not add up to exactly 100%.

Key Findings

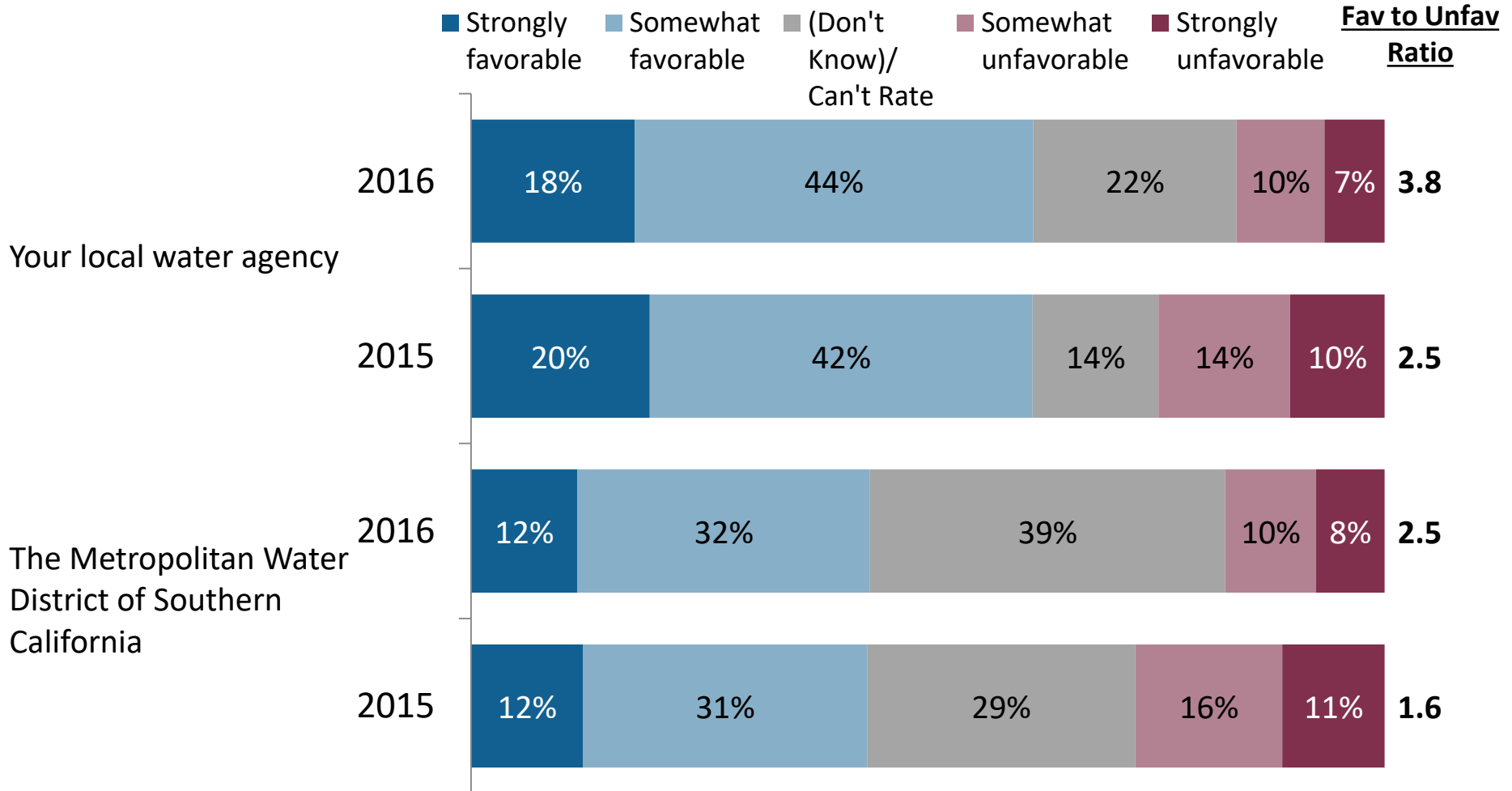
- ▶ Though awareness of Metropolitan remains low, ratings of the district are consistently positive. Metropolitan's job rating has improved since 2015.
- ▶ Respondents view Metropolitan as an agency that cares for the environment and is effectively managing current water needs.
- ▶ Public support for infrastructure investments remains high.
- ▶ Efforts to conserve water have decreased slightly, and a majority of respondents say they have cut back as much as they can.
- ▶ A majority of respondents support the use of purified recycled water for daily purposes, including as potential drinking water.



Ratings and Awareness

Brand Ratings

Compared to 2015, the percentage of negative ratings for both “Your local water agency” and Metropolitan have declined, while Don’t Know/Can’t Rate responses have increased.



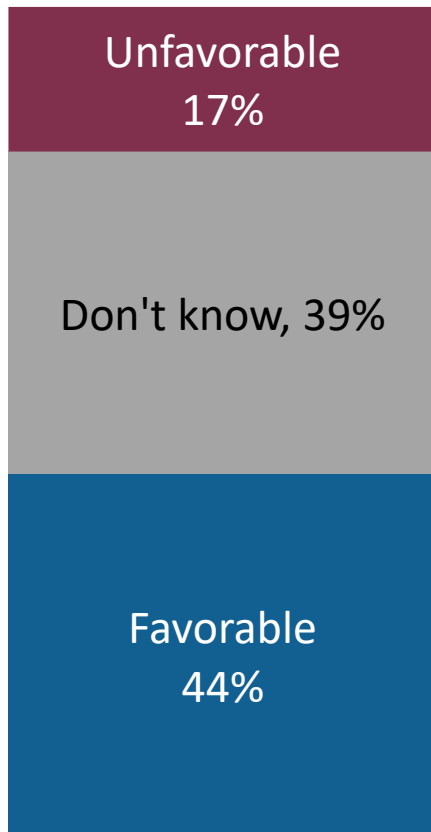
Q5-6. Would you say you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of

Metropolitan Rating after Information

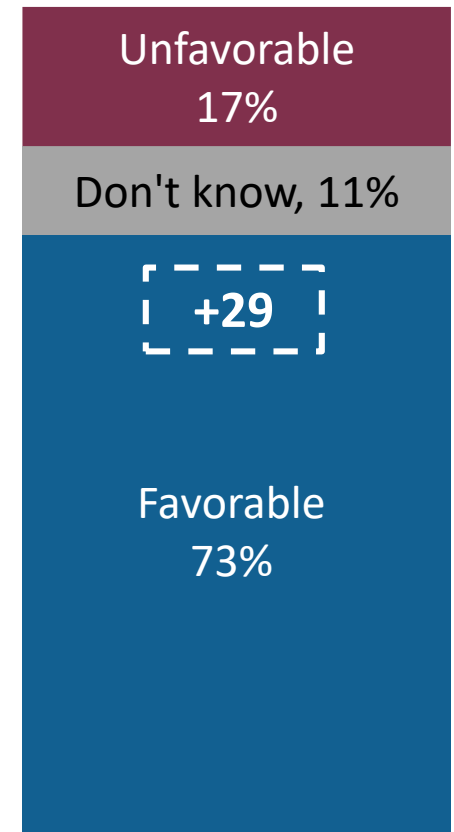
After hearing more information about Metropolitan, the brand rating of the agency increases.

Read to Everyone:

The Metropolitan Water District of Southern California, also known as Metropolitan, is a regional water agency that imports water from Northern California and the Colorado River. Metropolitan treats the water and then supplies drinking water to local agencies who serve more than nineteen million residents in Los Angeles, Orange, Riverside, San Bernardino, San Diego, and Ventura counties. Metropolitan also provides conservation programs and helps those agencies develop local water supplies.



Initial Rating

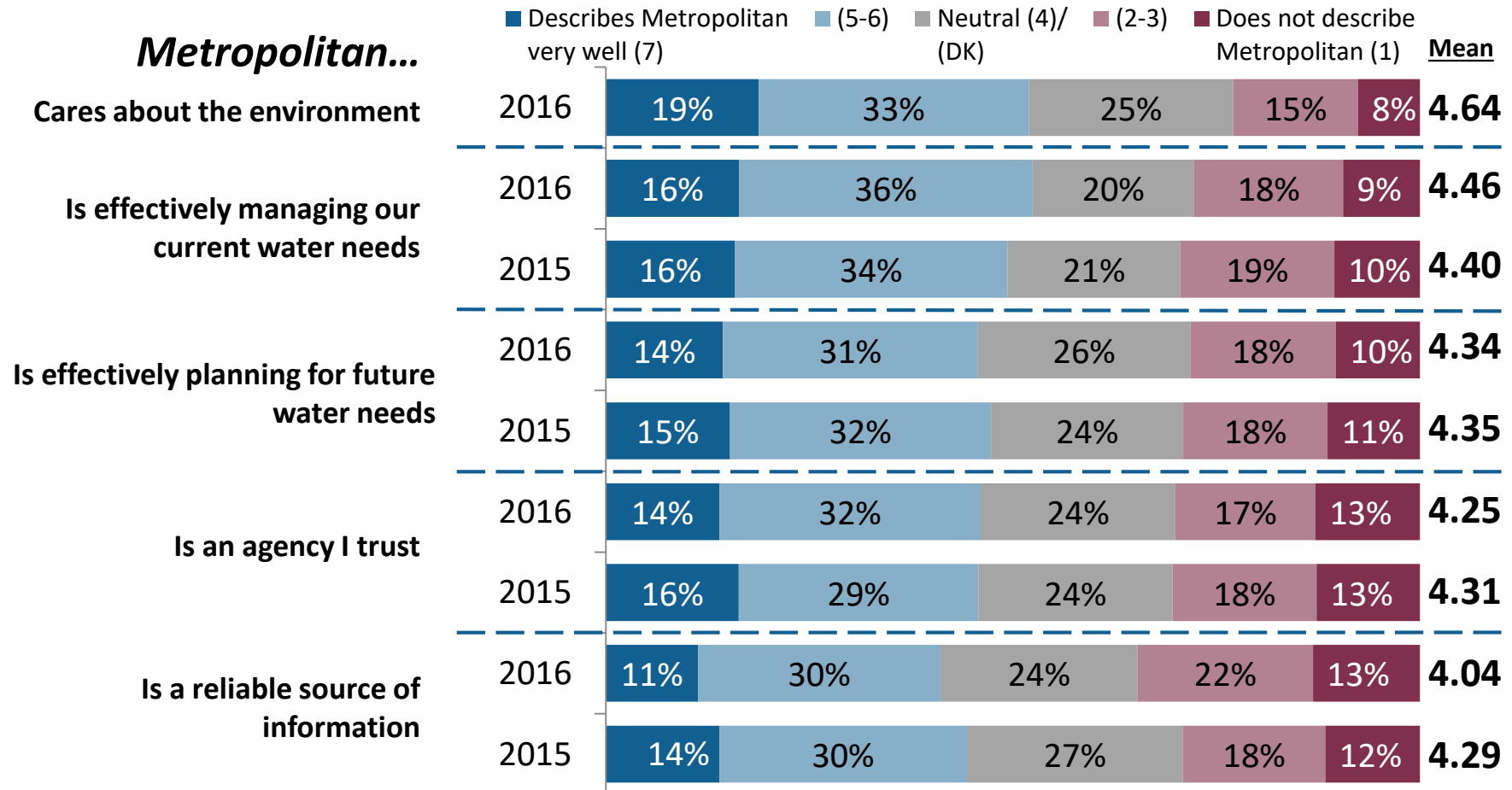


After Information

Q6 & Q9. I'm going to read you a list of several people and organizations. Please tell me if you have a favorable or unfavorable opinion of each one. If you have never heard of one, please just say so.

Metropolitan Brand Attributes

Metropolitan continues to have a net positive rating on all key brand attributes, though overall mean ratings have decreased in some areas.

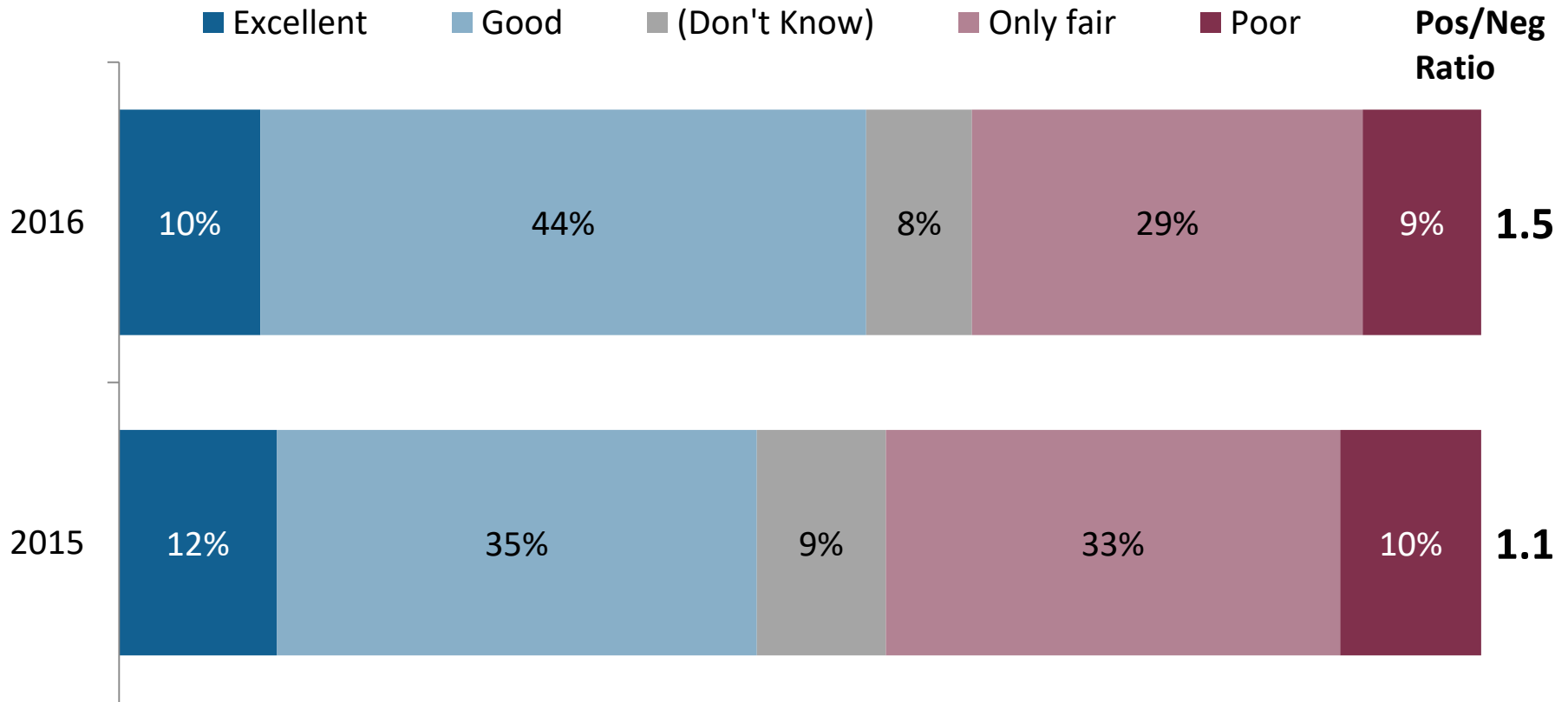


Q11-15. Using a scale of one to seven, please tell me how well each one describes the Metropolitan Water District of Southern California, where one means the statement does not describe Metropolitan at all and a seven means the phrase describes Metropolitan very well. Even if you are unfamiliar with Metropolitan, please answer to the best of your ability.

Metropolitan Job Rating

Metropolitan's job rating has improved since 2015, with a majority now saying the agency is doing an excellent or good job.

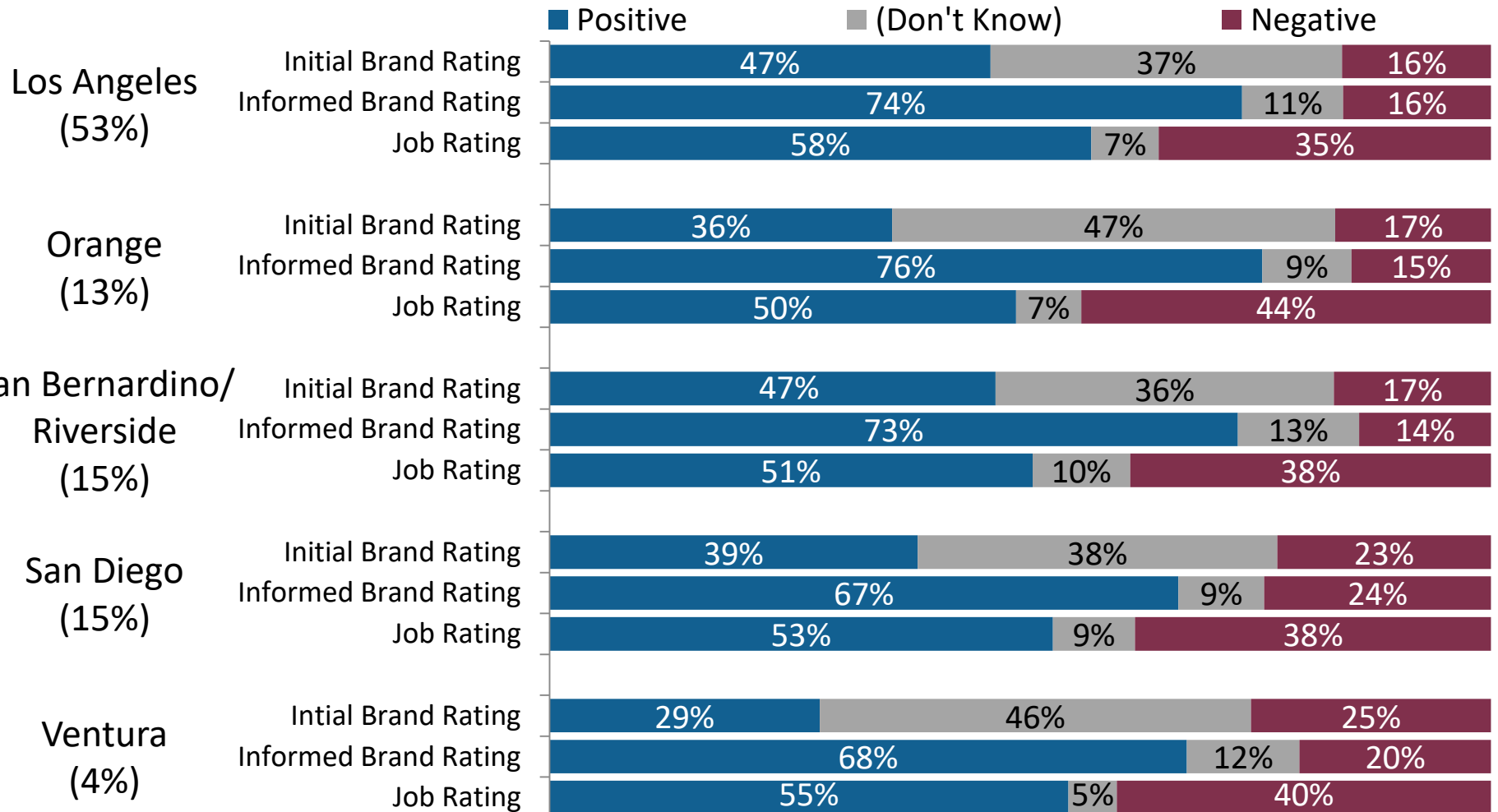
Metropolitan Water District



Q10. Using a scale of excellent, good, only fair, or poor, how would you rate the job the Metropolitan Water District of Southern California is doing overall?

Brand & Job Ratings by Demographic Group

Though residents of LA and San Bernardino/Riverside rate Metropolitan highest, residents of Orange County have the largest jump in brand rating after receiving more information.



Note: "Positive" reflects a "Favorable" rating from Q6 & Q9, and an "Excellent/Good" rating from Q10.
 "Negative" reflects an "Unfavorable" rating from Q6 & Q9, and an "Only fair/Poor" rating from Q10.

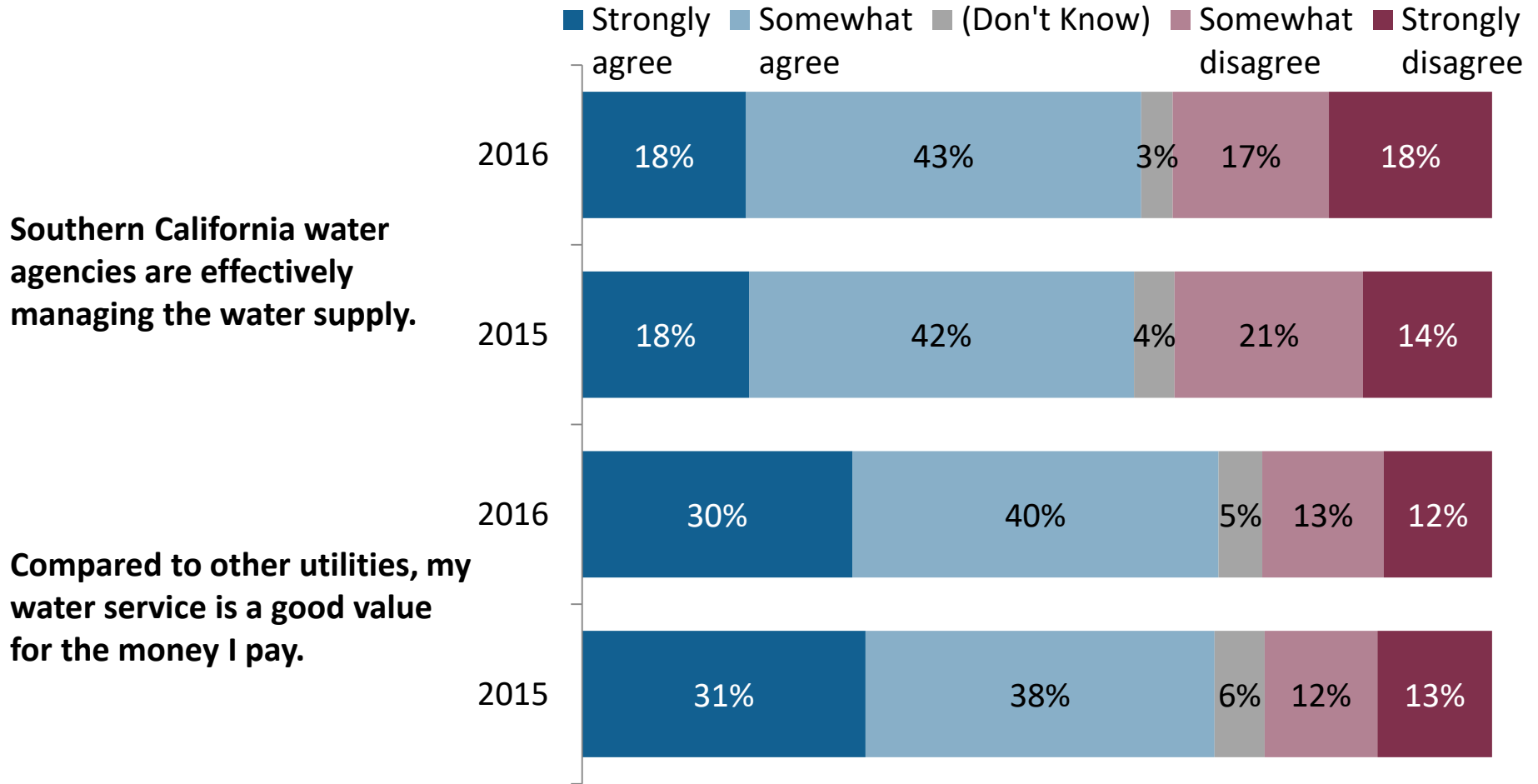




General Water Attitudes

Water Management Attitudes

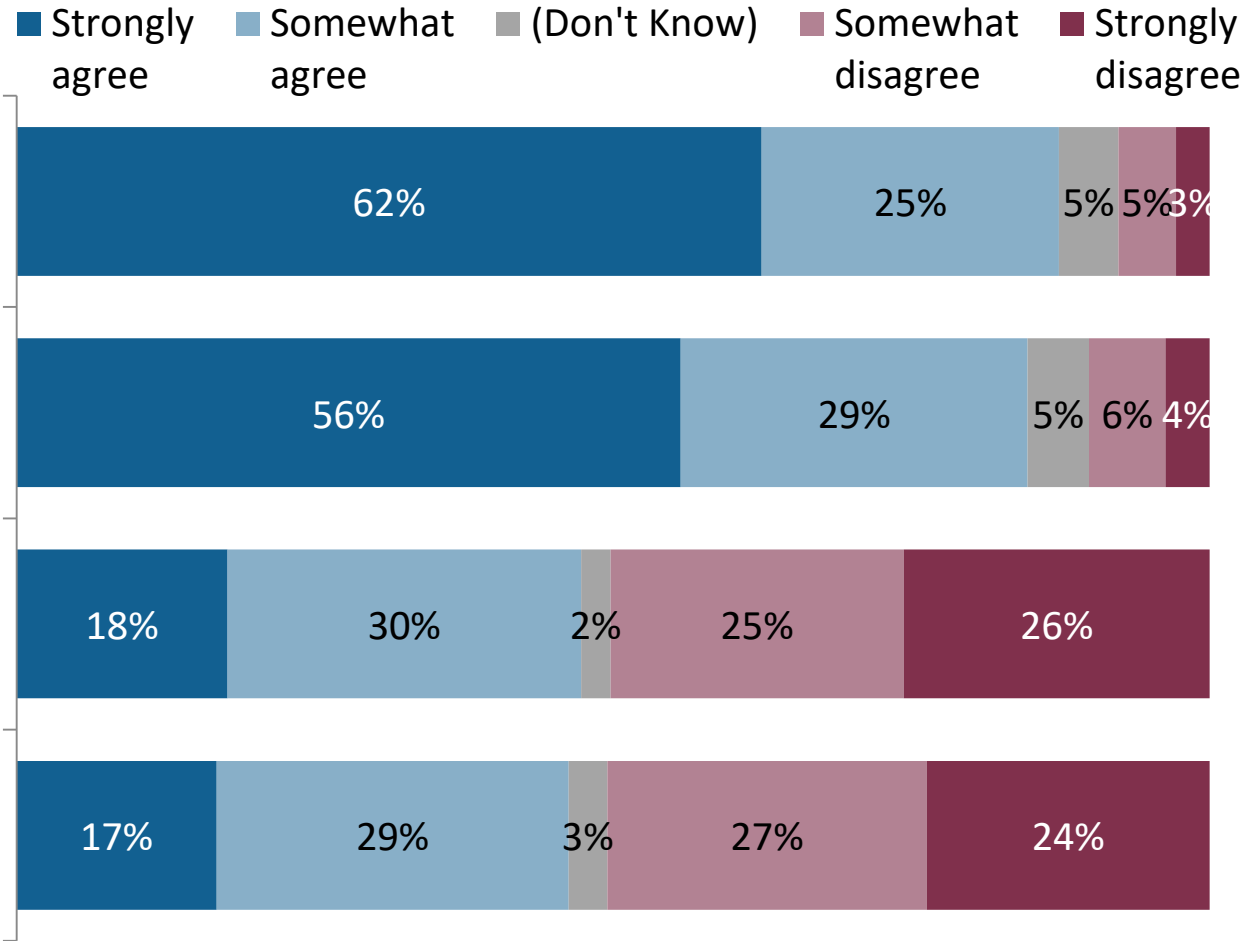
Attitudes regarding water management and value have remained consistent since 2015.



Q16-22. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.

Water Supply Attitudes

More residents are aware that a majority of the water supply is imported; residents remain skeptical of the water supply.



Q16-22. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.

Water Supply Knowledge

A majority of residents say their water comes from the Colorado River or Northern California.

Where does Southern California's water supply come from?	% 2015	% 2016
Colorado/Colorado River	48	28
Northern California/North (unspecified)	32	27
Another state/Outside California	5	8
Reservoirs/Dams	5	7
Mountains (unspecified)	5	6
California/Other parts of California	5	5
Snow/Rain	4	5
Sierra Nevada	4	4
Rivers (unspecified)	4	4
Aqueduct	2	3
Ground water	3	3
Nevada	2	2
Other	15	6
Don't know/No answer	18	19

Q4. To the best of your knowledge, where does Southern California's water supply come from?

Note: In 2015, question was asked after respondents received more info about Metropolitan's services.

In 2015, there were 1,517 total responses; in 2016, only 1,251 responses.

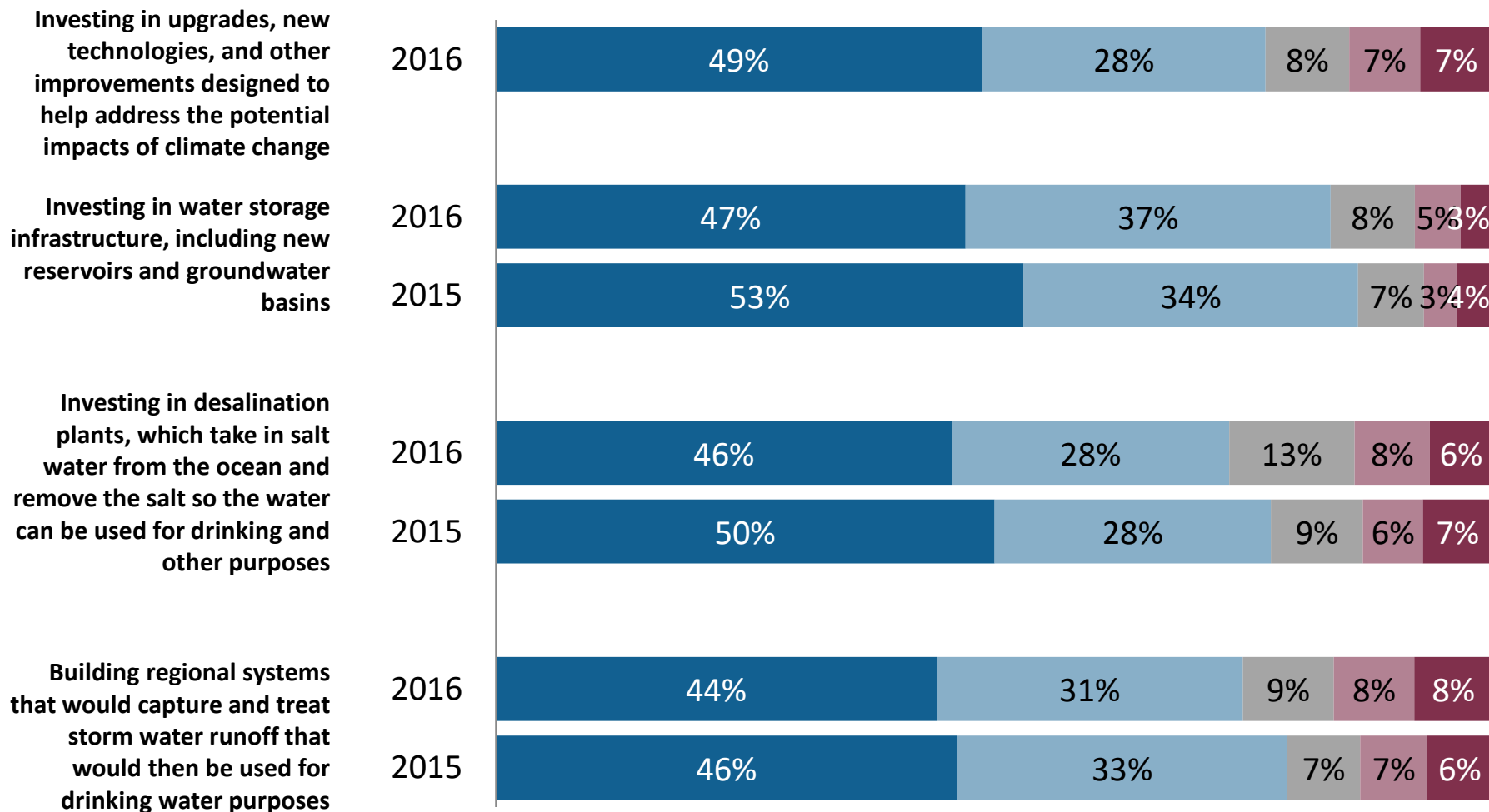


Projects and Policies

Top Supported Projects and Policies

General support for infrastructure investments remains high.

■ Strongly support (7) ■ (5-6) ■ Neutral (4)/(DK) ■ (2-3) ■ Strongly oppose (1)

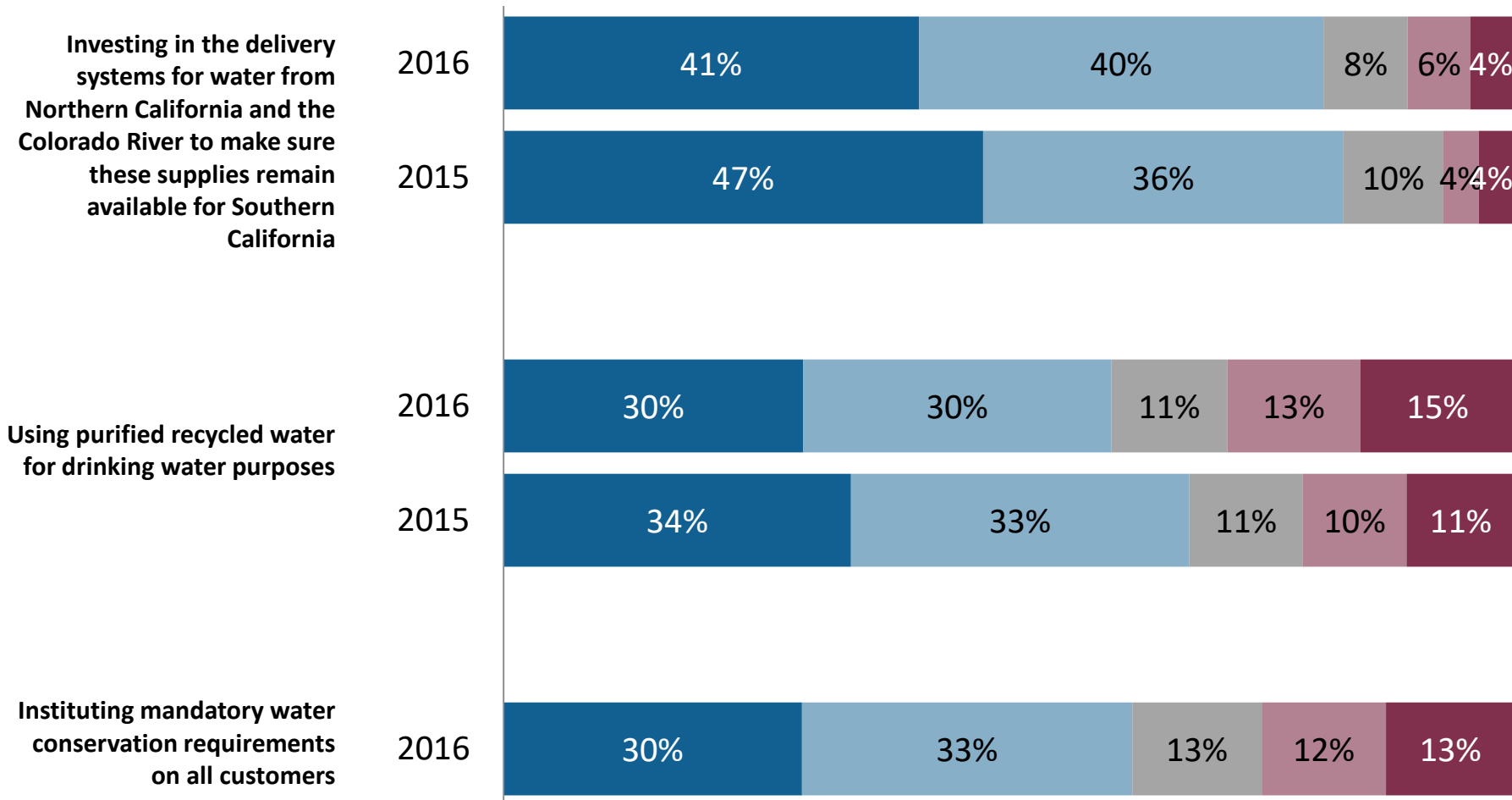


Q23-29. Now I'm going to read you a list of some potential projects or policies for Southern California. Please rate each on a one to seven scale, where one means you strongly oppose that project or policy and seven means you strongly support it.

Top Supported Projects and Policies

Support for using purified recycled water for drinking has decreased from 2015. Support for investing in the delivery system to Southern California is high.

■ Strongly support (7) ■ (5-6) ■ Neutral (4)/(DK) ■ (2-3) ■ Strongly oppose (1)



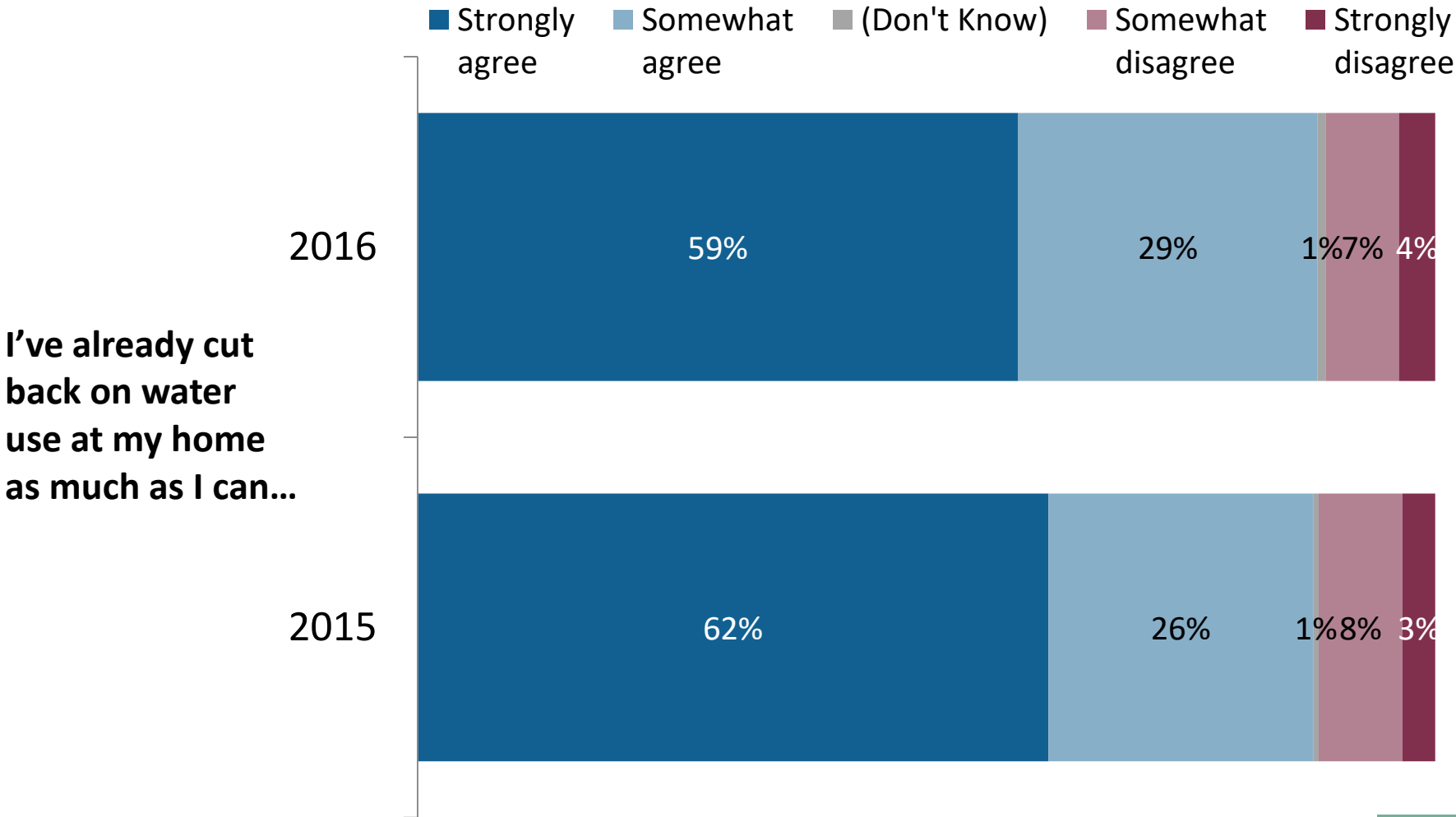
Q23-29. Now I'm going to read you a list of some potential projects or policies for Southern California. Please rate each on a one to seven scale, where one means you strongly oppose that project or policy and seven means you strongly support it.



Water Conservation Attitudes

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A majority of residents say that they have done all they can to conserve water.



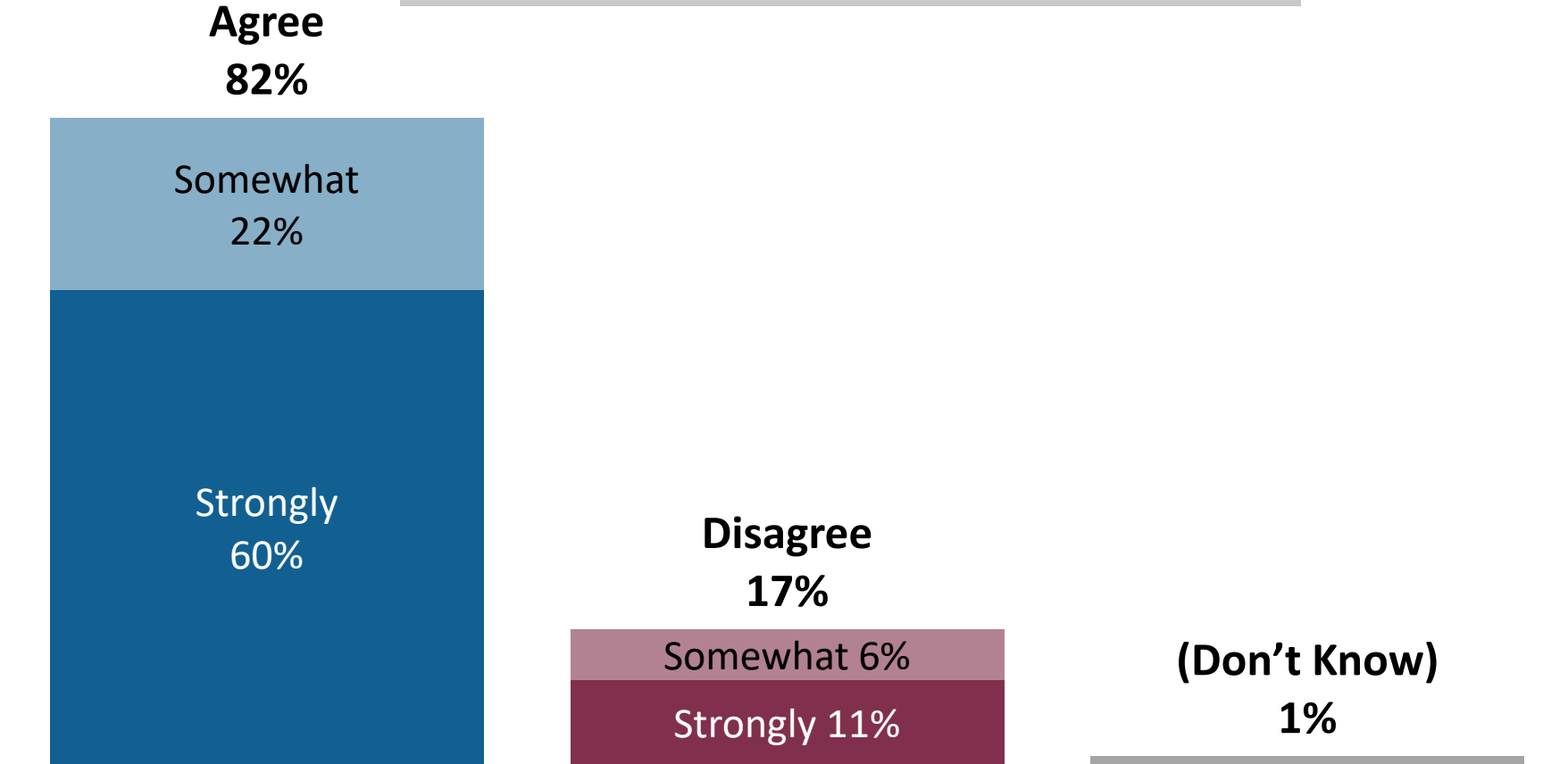
I've already cut back on water use at my home as much as I can...

Q16-22. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.

Climate Change Attitudes

82% of residents agree that they are very concerned about the impacts of climate change, with 60% saying they strongly agree.

I am very concerned about the impacts of climate change.

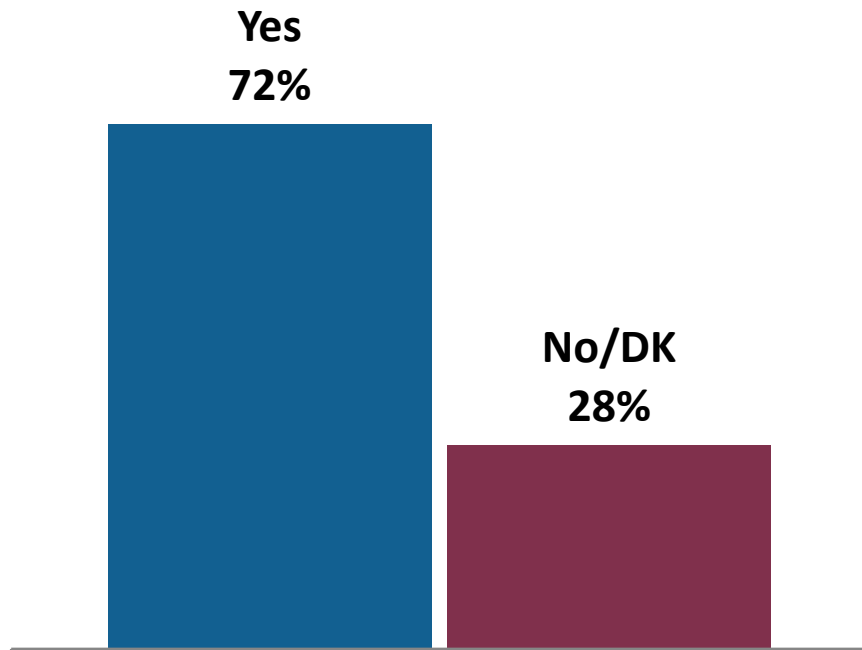


Q16-22. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.

General Ad Awareness

A majority have seen advertisements encouraging people to conserve water. The most common advertisement is a billboard or TV commercial.

Have you seen or heard any advertisements encouraging people to conserve water?



Q37. Have you recently seen or heard any advertisements encouraging people to conserve water?

Q38. What have you seen or heard?

What have you seen or heard?	% 2015 (n=872)	% 2016 (n=720)
Call for water conservation/ Ways to use less water (General)	38	27
Billboard/ Sign	19	23
TV Commercials	18	22
Radio	10	10
Print ad/ Flyer/ Magazine/ Newsletter	5	8
Drought awareness/ Water shortage	11	8
Newspaper/News	9	7
Advertisements/ Public service announcements	8	7
Use drought-free landscapes/Do not water yard	8	6
Reduce time in the shower	4	5
Follow the watering schedules	5	5
Website/Internet	2	4
Politicians/Government Agencies	1	4
Came with the water bill	2	4
Other	19	10
Don't know/No answer	4	3

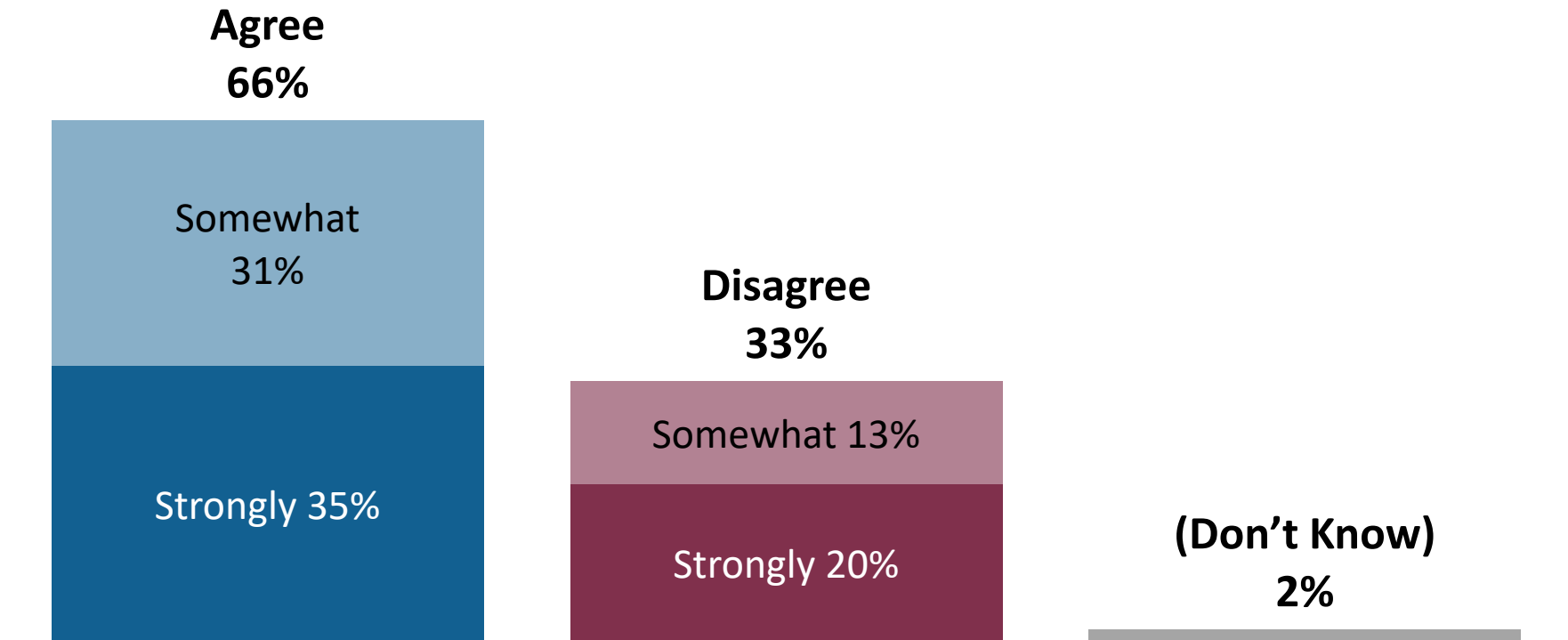


Purified Recycled Water Attitudes

Purified Recycled Water Attitudes

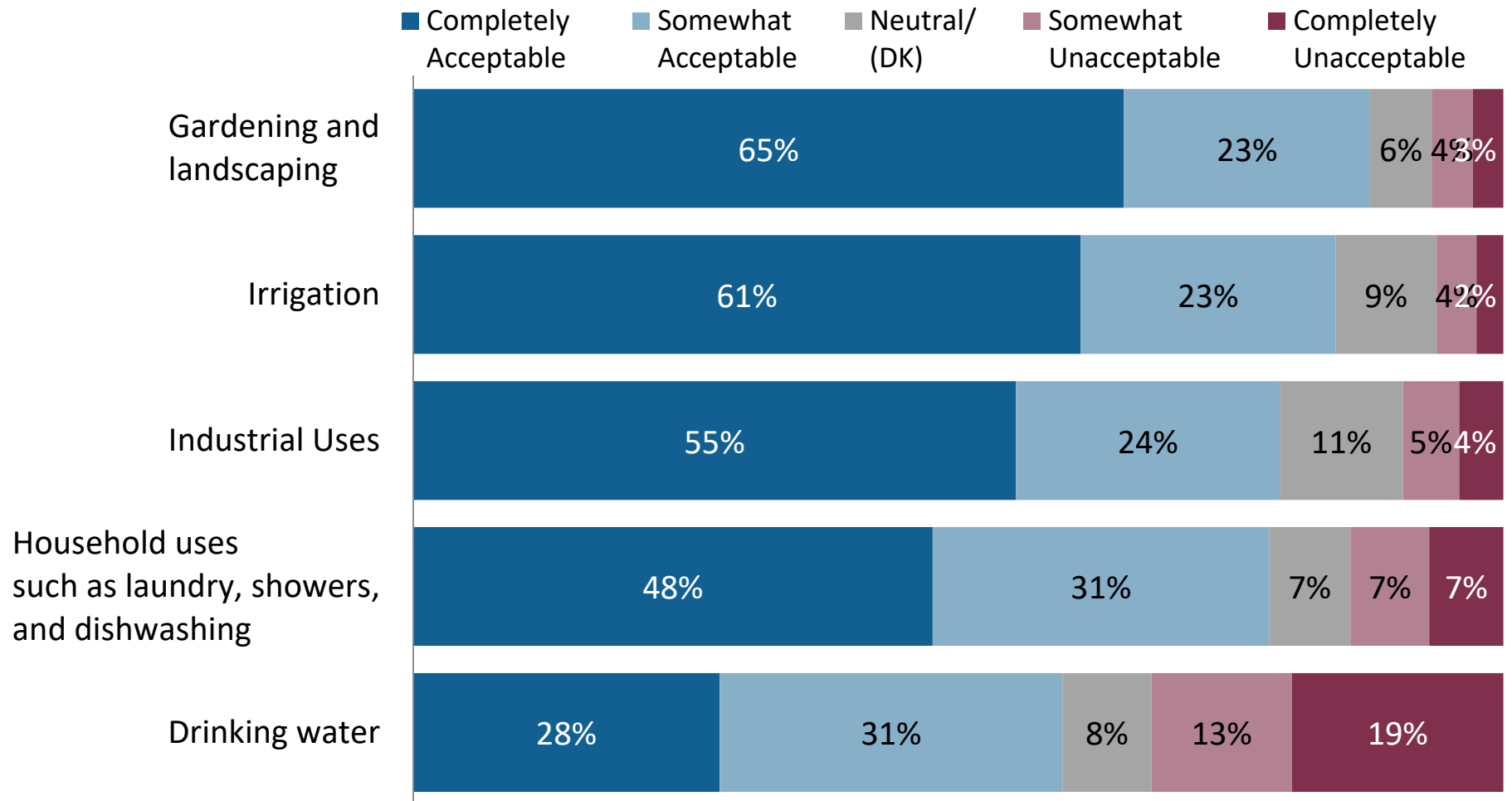
A majority of residents agree that they are willing to use purified recycled water.

I am willing to use purified recycled water for drinking, cooking, and other purposes.



Potential Uses for Purified Recycled Water

60% of residents find the use of purified recycled water for drinking acceptable.



Q30-34. I am going to read you a list of potential uses for recycled water that has been purified. Please indicate whether you consider each item to be a completely acceptable, somewhat acceptable, somewhat unacceptable, or completely unacceptable use for purified recycled water. If you are neutral, please tell me that too.



Conclusions

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- ▶ While Metropolitan's ratings remain positive, there are opportunities to increase awareness and build the Metropolitan brand.
- ▶ Respondents believe that Metropolitan is effectively managing water needs, but remain skeptical of the water supply. Most are aware that the water supply is imported from other areas.
- ▶ Though most generally support using purified recycled water, some are skeptical about using it as drinking water. Additional communications could reassure respondents that it is safe for this purpose.
- ▶ Many respondents are aware of ads and slogans regarding water conservation, but concern for conservation and self-reported conservation action has declined slightly, suggesting a need to continue to reinforce these messages.
- ▶ Infrastructure improvements are generally supported, but additional research would be recommended before pursuing any particular project to provide additional context and analysis of support strength.

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