



# Research on Attitudes, Awareness and Outreach Effectiveness

Communications and Legislation Committee

Item 6-a

December 9, 2019

# Research Plan Objectives

- Observe trends in attitudes and awareness
- Test campaign concepts, assess combinations
- Measure effectiveness for conservation
- Track brand awareness
- Assess usability for Bewaterwise and SoCalWaterSmart websites

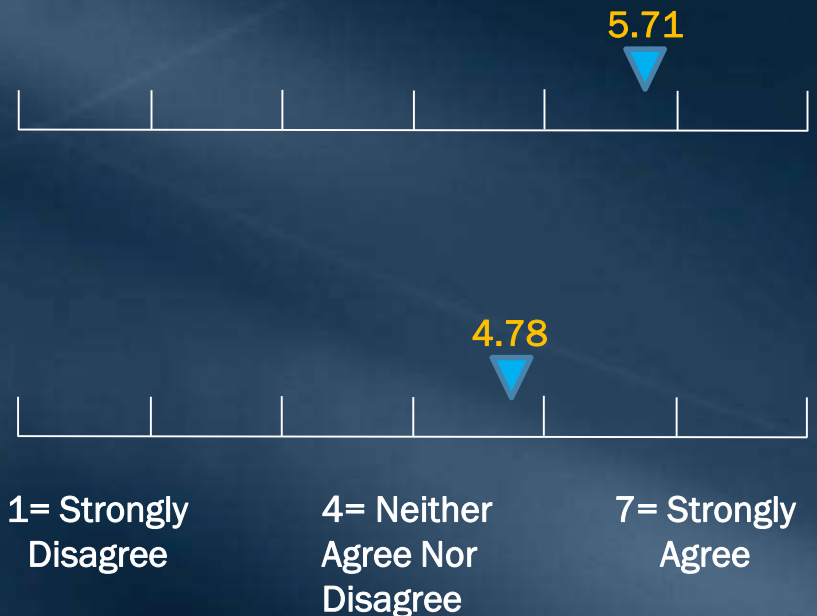


# Attitudes

- High level of concern about water shortages, climate change
- Personal responsibility to conserve water
- Taken all conservation actions possible

56%

moderately, extremely concerned



▼ Mean respondent agreement on a scale of 1 to 7

# Awareness

**99 gallons**

Residential  
daily per  
capita water  
use, South  
Coast Region  
July 2019

*SWRCB Reports*

**0-100 gallons**

70%

How many  
gallons of  
water do you  
think your  
household  
uses per day?

*MWD Survey*

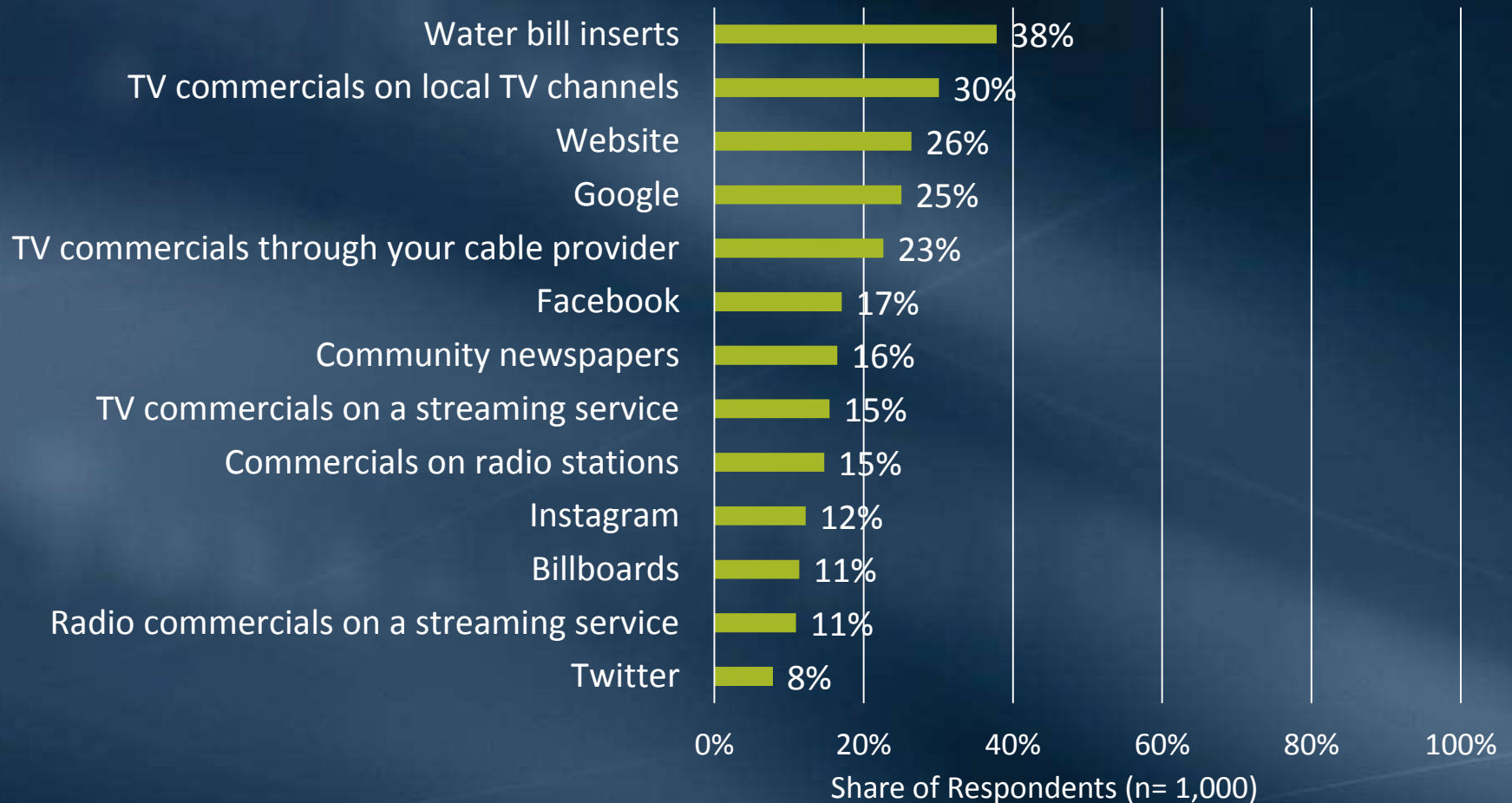
**22 gallons**

How much  
water, per  
person in your  
household, do  
you use on a  
typical day for  
indoor use?

*CMUA Survey*

# Preferred Sources of Information

Which are your preferred sources of information about programs that could help you use less water?



# Key Takeaways

- Southern Californians are knowledgeable and motivated to conserve, but need new and novel actions to further shift behaviors
- Increase clarity on key website topics
- Identify new opportunities to raise awareness of outdoor rebates, shape attitudes, inspire change
- Build customer confidence that water utilities are preparing for challenges



