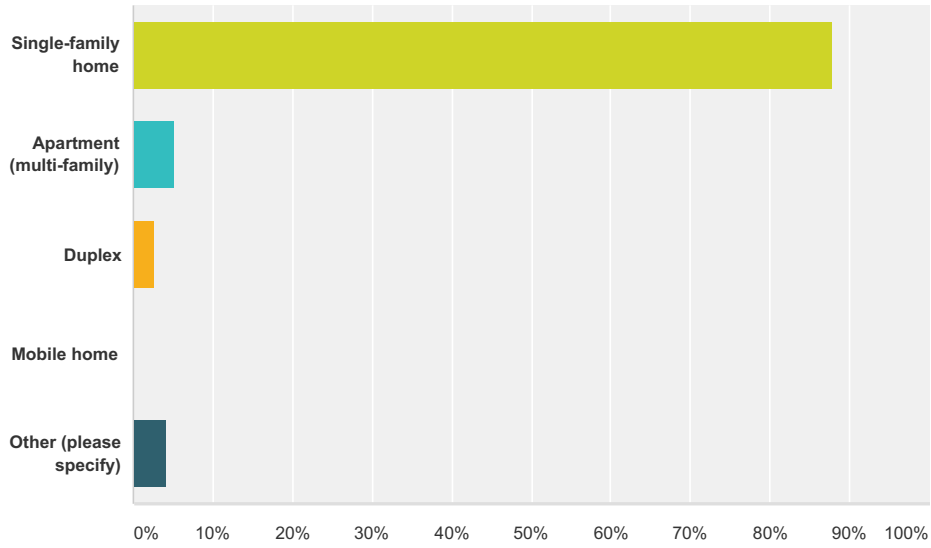


### Q1 In which type of housing do you currently live?

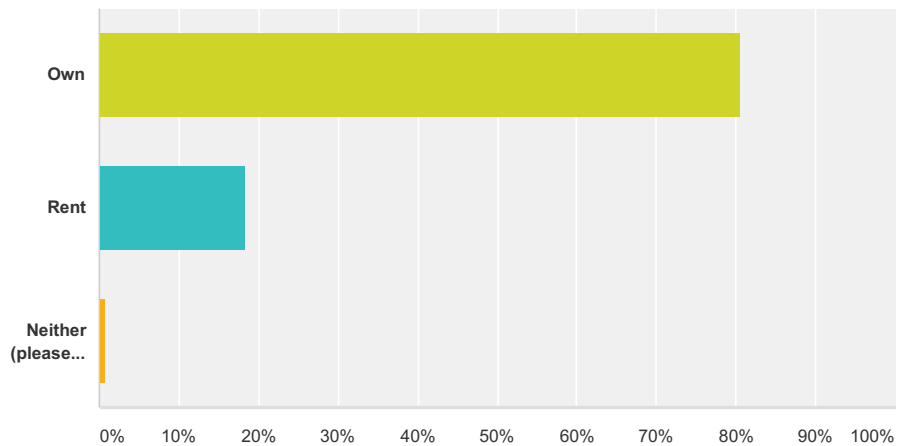
Answered: 544 Skipped: 2



Answer Choices	Responses
Single-family home	87.87% 478
Apartment (multi-family)	5.15% 28
Duplex	2.76% 15
Mobile home	0.00% 0
Other (please specify)	4.23% 23
<b>Total</b>	<b>544</b>

### Q2 Do you rent or own the place where you live?

Answered: 543 Skipped: 3

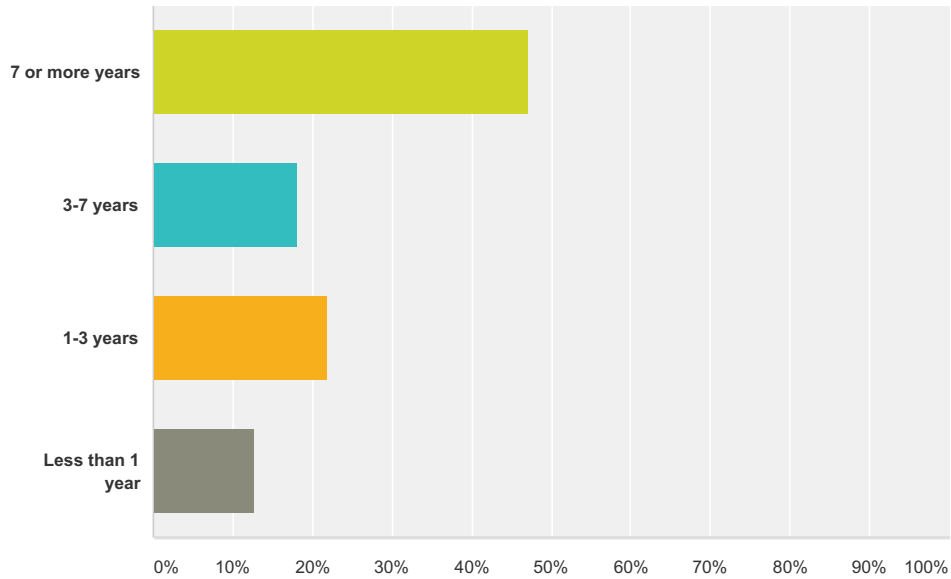


Answer Choices	Responses
----------------	-----------

Own	80.66%	438
Rent	18.42%	100
Neither (please specify)	0.92%	5
<b>Total</b>		<b>543</b>

### Q3 Length of time at current address?

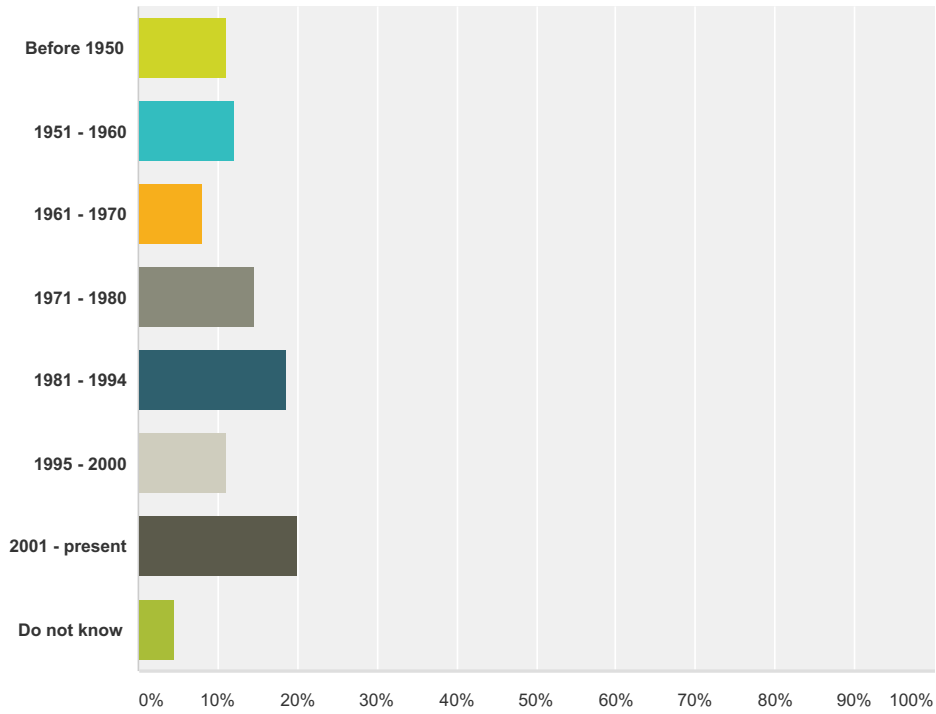
Answered: 544 Skipped: 2



Answer Choices	Responses
7 or more years	47.24% 257
3-7 years	18.20% 99
1-3 years	21.88% 119
Less than 1 year	12.68% 69
<b>Total</b>	<b>544</b>

### Q4 What year was your home built?

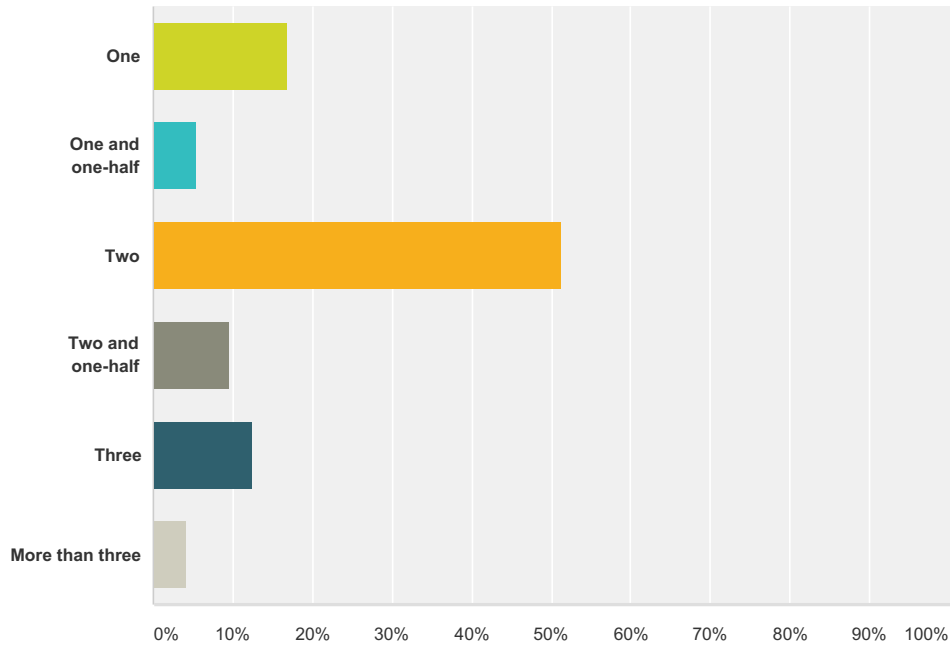
Answered: 544 Skipped: 2



Answer Choices	Responses
Before 1950	11.03% 60
1951 - 1960	12.13% 66
1961 - 1970	8.09% 44
1971 - 1980	14.52% 79
1981 - 1994	18.57% 101
1995 - 2000	11.03% 60
2001 - present	20.04% 109
Do not know	4.60% 25
<b>Total</b>	<b>544</b>

### Q5 How many bathrooms are in your home?

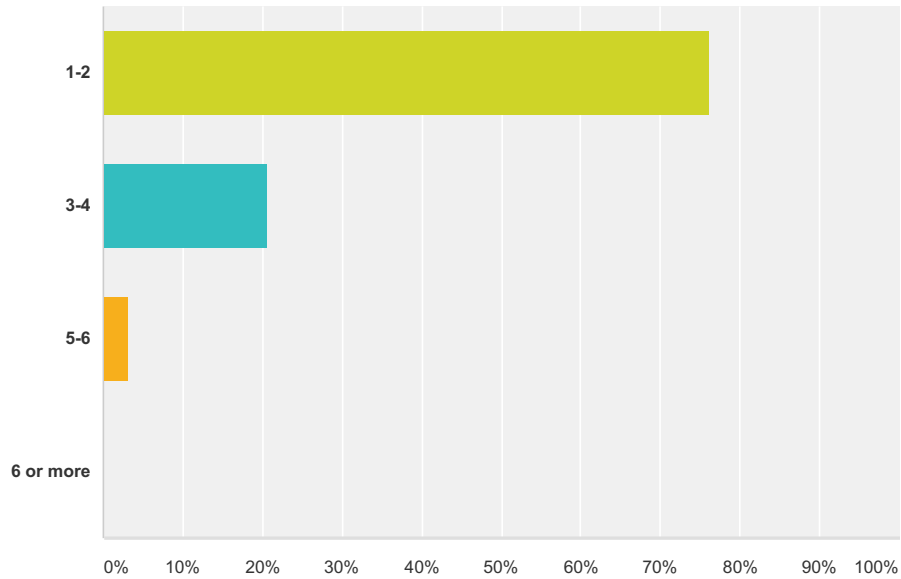
Answered: 543 Skipped: 3



Answer Choices	Responses
One	16.94% 92
One and one-half	5.34% 29
Two	51.38% 279
Two and one-half	9.58% 52
Three	12.52% 68
More than three	4.24% 23
<b>Total</b>	<b>543</b>

**Q6 How many people reside at this home year-round?**

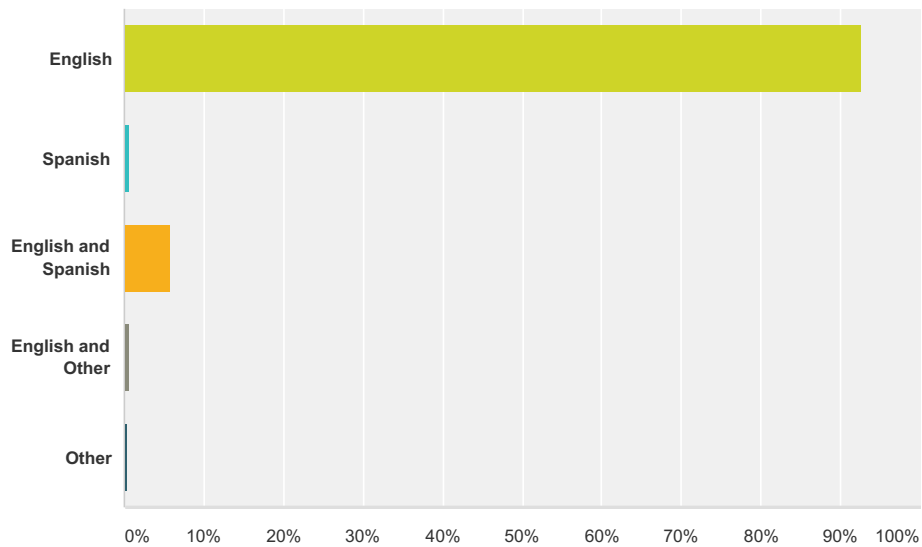
Answered: 540 Skipped: 6



Answer Choices	Responses
1-2	76.11% 411
3-4	20.74% 112
5-6	3.15% 17
6 or more	0.00% 0
<b>Total</b>	<b>540</b>

### Q7 What language is spoken in the home?

Answered: 544 Skipped: 2

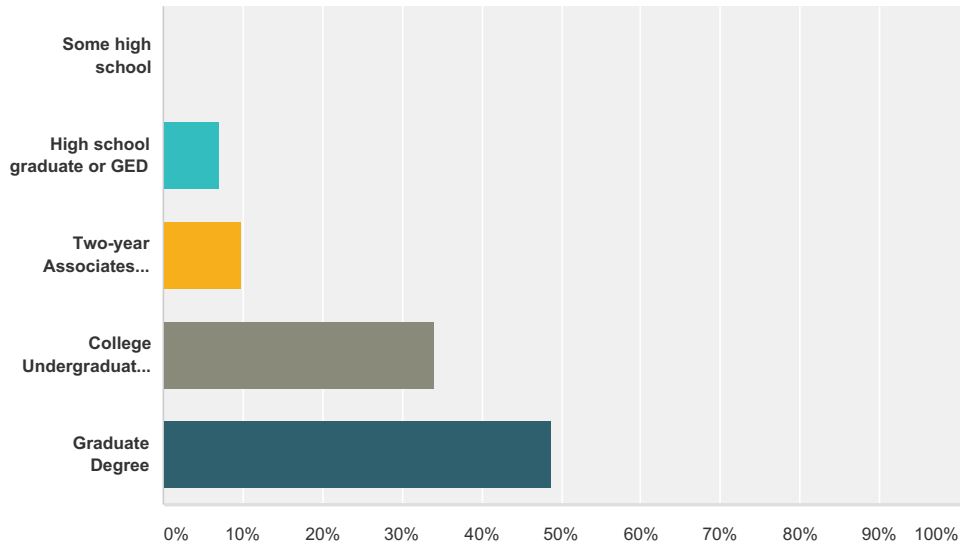


Answer Choices	Responses
English	92.65% 504
Spanish	0.55% 3
English and Spanish	5.88% 32

English and Other	0.55%	3
Other	0.37%	2
<b>Total</b>		<b>544</b>

### Q8 What is the highest level of education you have completed?

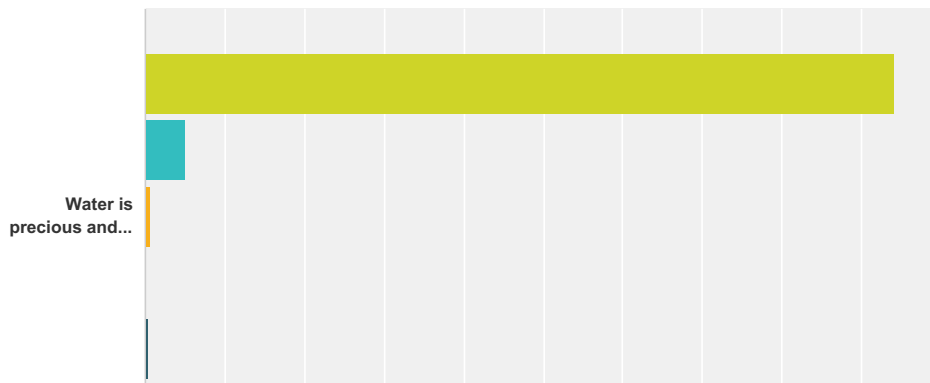
Answered: 507 Skipped: 39

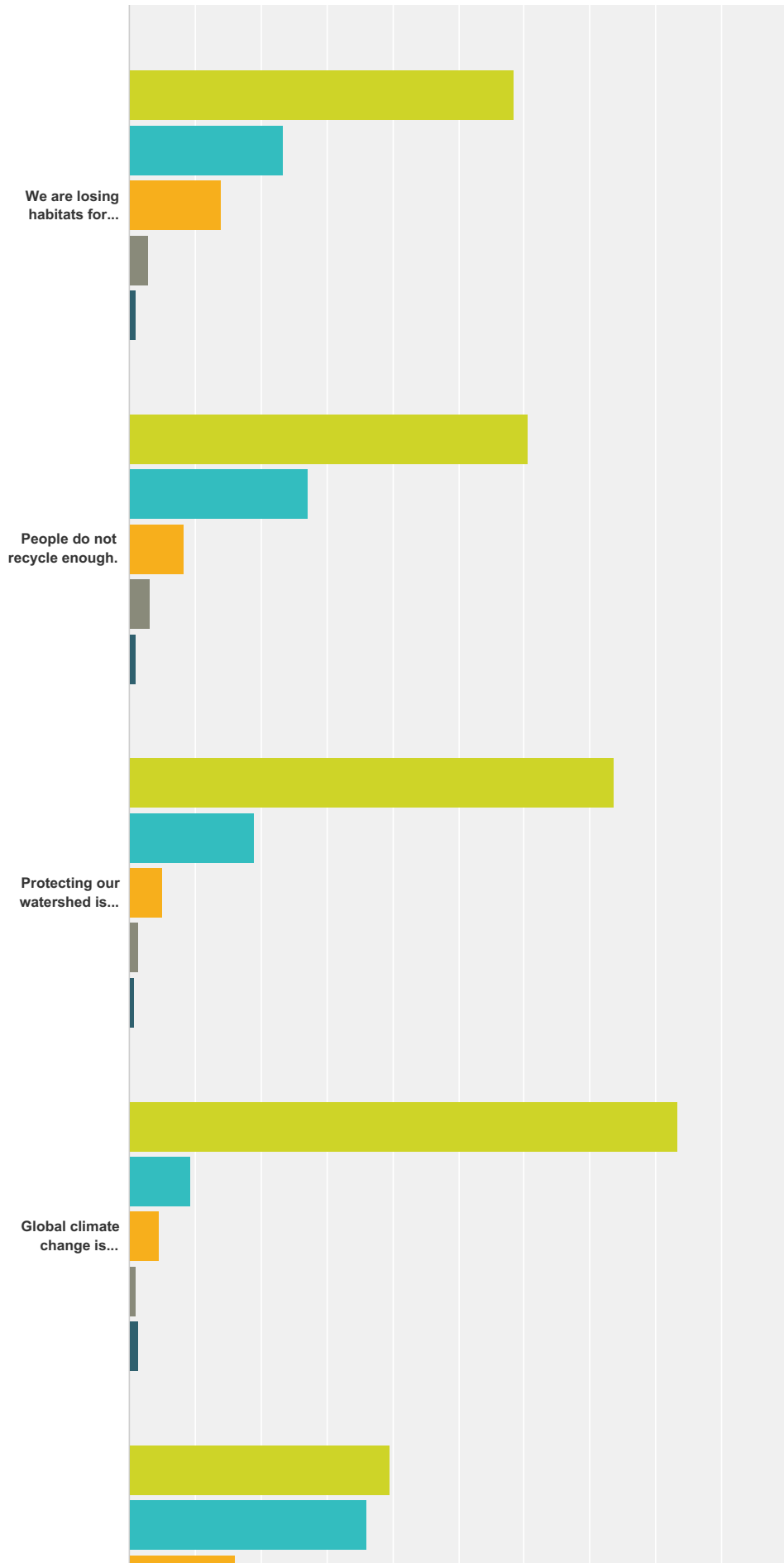


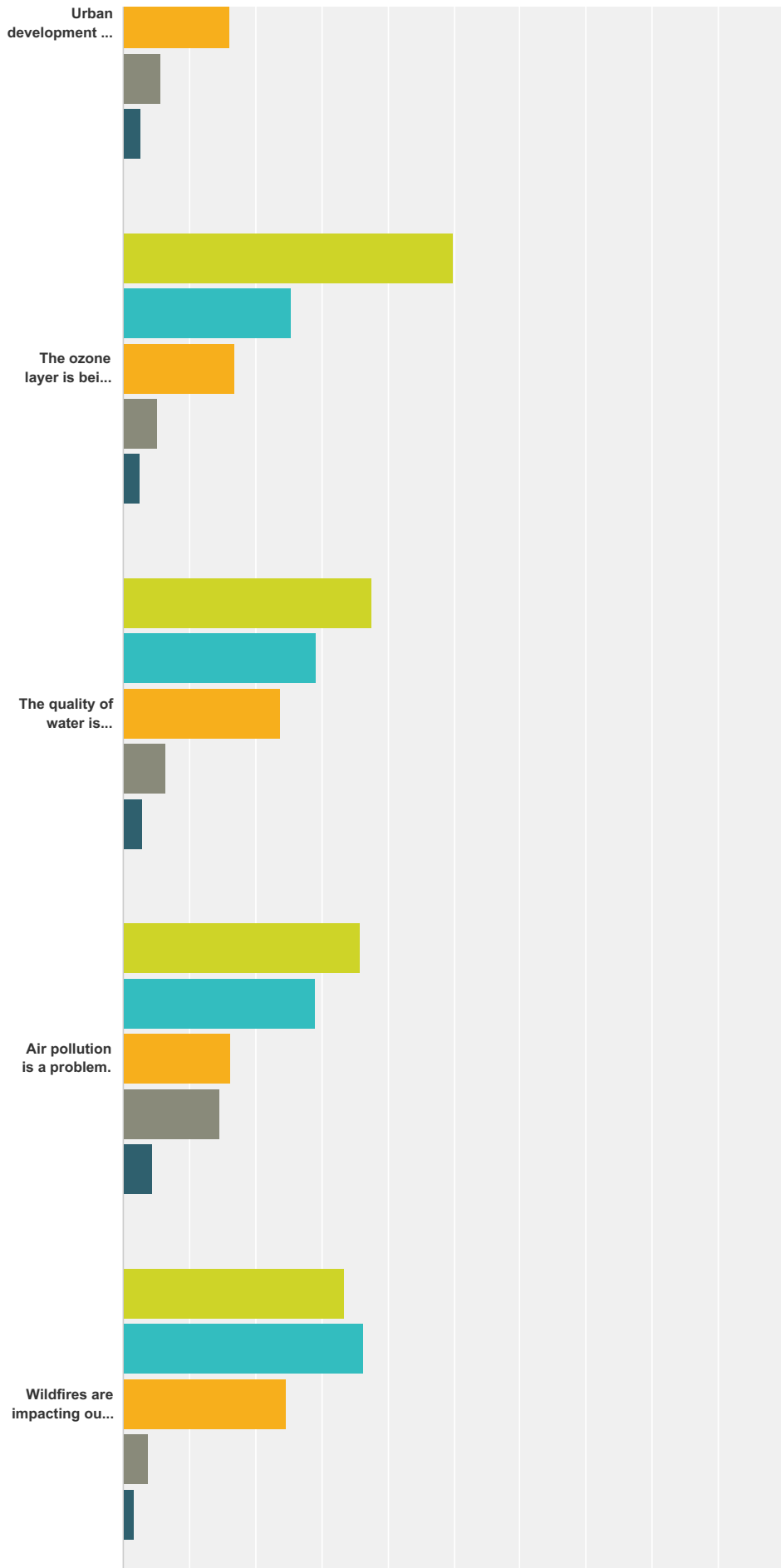
Answer Choices	Responses
Some high school	0.20% 1
High school graduate or GED	7.10% 36
Two-year Associates Degree or technical/vocational schooling	9.86% 50
College Undergraduate Degree (i.e. bachelors)	33.93% 172
Graduate Degree	48.92% 248
<b>Total</b>	<b>507</b>

### Q9 For each statement below, how strongly do you believe it IS or IS NOT an environmental concern in Santa Fe?

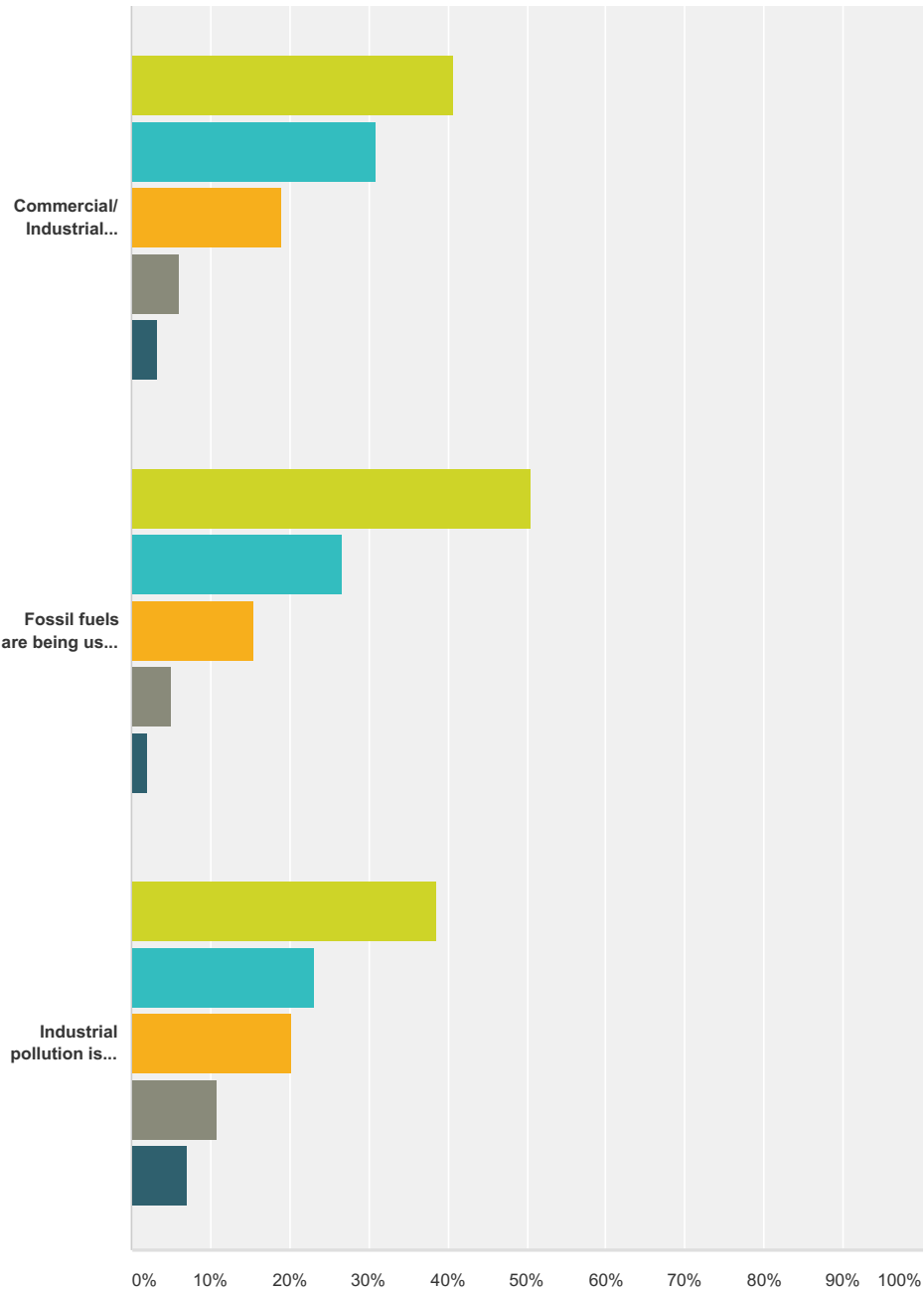
Answered: 527 Skipped: 19











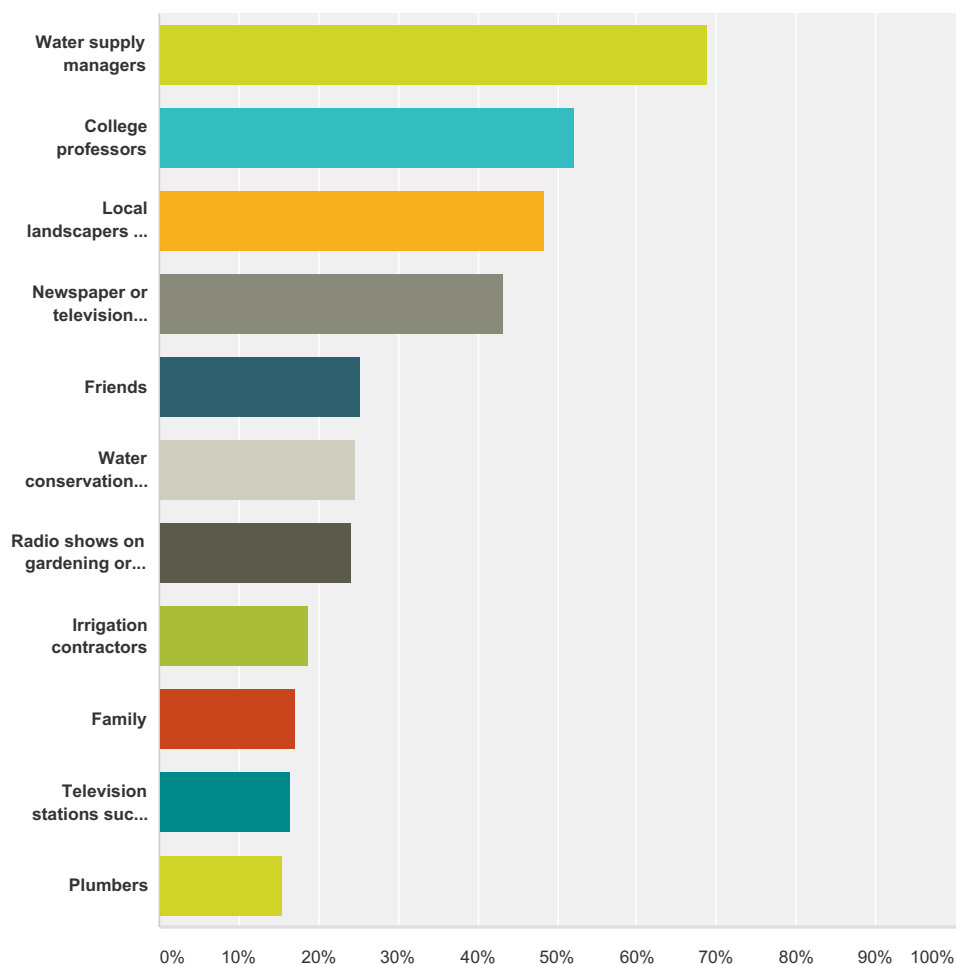
■ Strongly Agree   
 ■ Somewhat Agree   
 ■ Neither Agree or Disagree  
■ Somewhat Disagree   
 ■ Strongly Disagree

	Strongly Agree	Somewhat Agree	Neither Agree or Disagree	Somewhat Disagree	Strongly Disagree	Total
Water is precious and in great demand for many uses.	94.11% 495	4.94% 26	0.57% 3	0.00% 0	0.38% 2	526
We are losing habitats for fish and aquatic animals.	58.56% 308	23.38% 123	14.07% 74	2.85% 15	1.14% 6	526
People do not recycle enough.	60.57% 318	27.05% 142	8.38% 44	3.05% 16	0.95% 5	525
Protecting our watershed is a major problem.	73.66% 386	19.08% 100	4.96% 26	1.53% 8	0.76% 4	524

Global climate change is occurring.	<b>83.40%</b> 437	<b>9.35%</b> 49	<b>4.58%</b> 24	<b>1.15%</b> 6	<b>1.53%</b> 8	524
Urban development is damaging our environment.	<b>39.69%</b> 208	<b>36.07%</b> 189	<b>16.03%</b> 84	<b>5.53%</b> 29	<b>2.67%</b> 14	524
The ozone layer is being depleted.	<b>50.00%</b> 262	<b>25.38%</b> 133	<b>16.98%</b> 89	<b>5.15%</b> 27	<b>2.48%</b> 13	524
The quality of water is becoming worse.	<b>37.48%</b> 196	<b>29.25%</b> 153	<b>23.90%</b> 125	<b>6.50%</b> 34	<b>2.87%</b> 15	523
Air pollution is a problem.	<b>35.82%</b> 187	<b>28.93%</b> 151	<b>16.28%</b> 85	<b>14.56%</b> 76	<b>4.41%</b> 23	522
Wildfires are impacting our water supply.	<b>33.33%</b> 174	<b>36.40%</b> 190	<b>24.71%</b> 129	<b>3.83%</b> 20	<b>1.72%</b> 9	522
Commercial/ Industrial growth is impacting the water supply.	<b>40.80%</b> 213	<b>30.84%</b> 161	<b>18.97%</b> 99	<b>6.13%</b> 32	<b>3.26%</b> 17	522
Fossil fuels are being used up.	<b>50.57%</b> 264	<b>26.82%</b> 140	<b>15.52%</b> 81	<b>4.98%</b> 26	<b>2.11%</b> 11	522
Industrial pollution is a major problem.	<b>38.58%</b> 201	<b>23.22%</b> 121	<b>20.15%</b> 105	<b>10.94%</b> 57	<b>7.10%</b> 37	521

**Q10 Which source(s) do you find credible for information about water conservation? (check all that apply)**

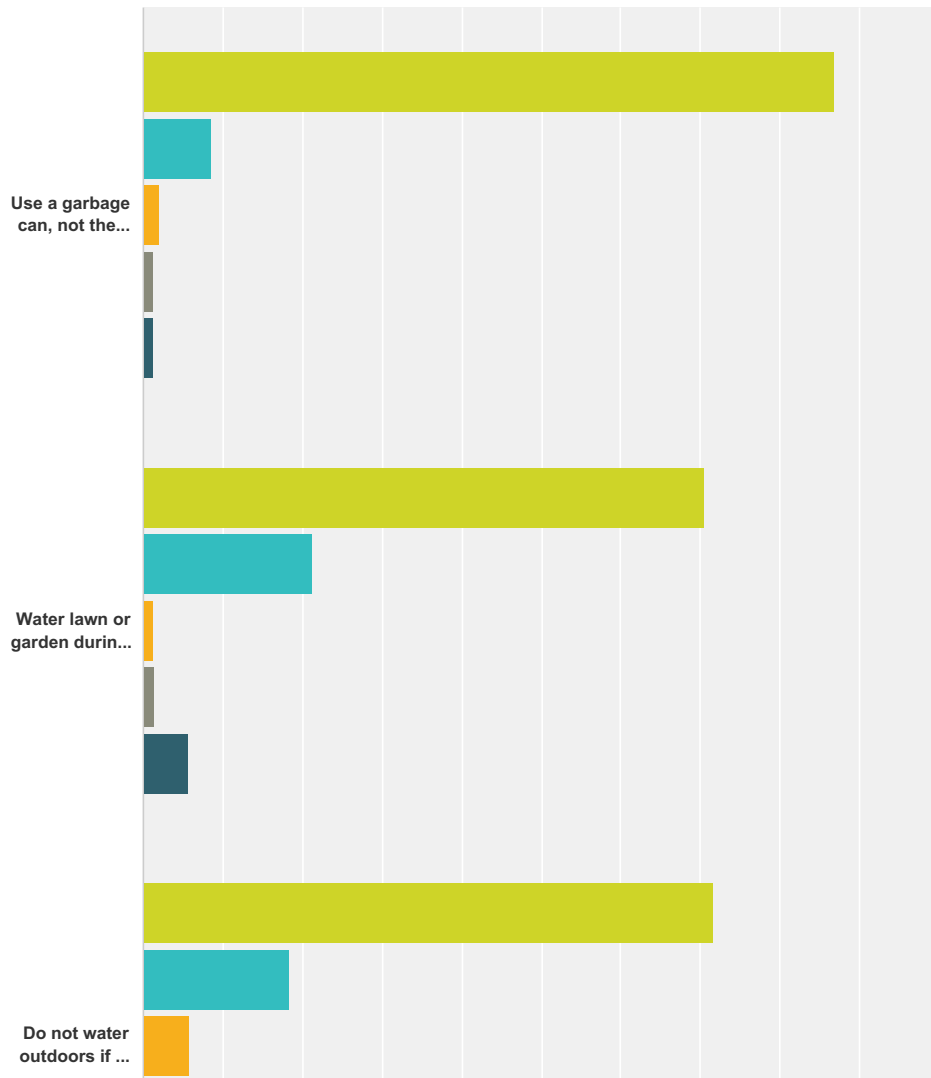
Answered: 463 Skipped: 83

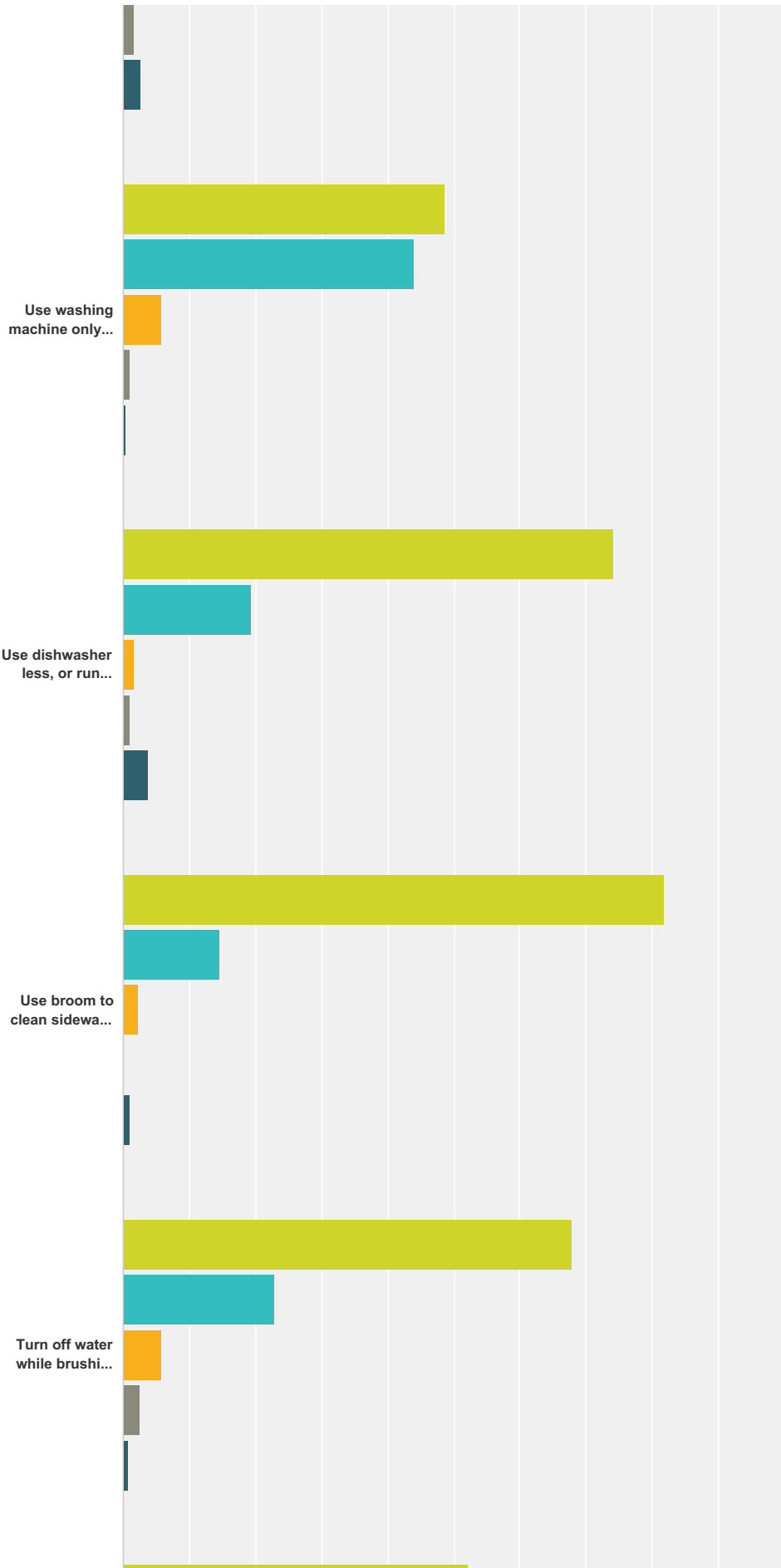


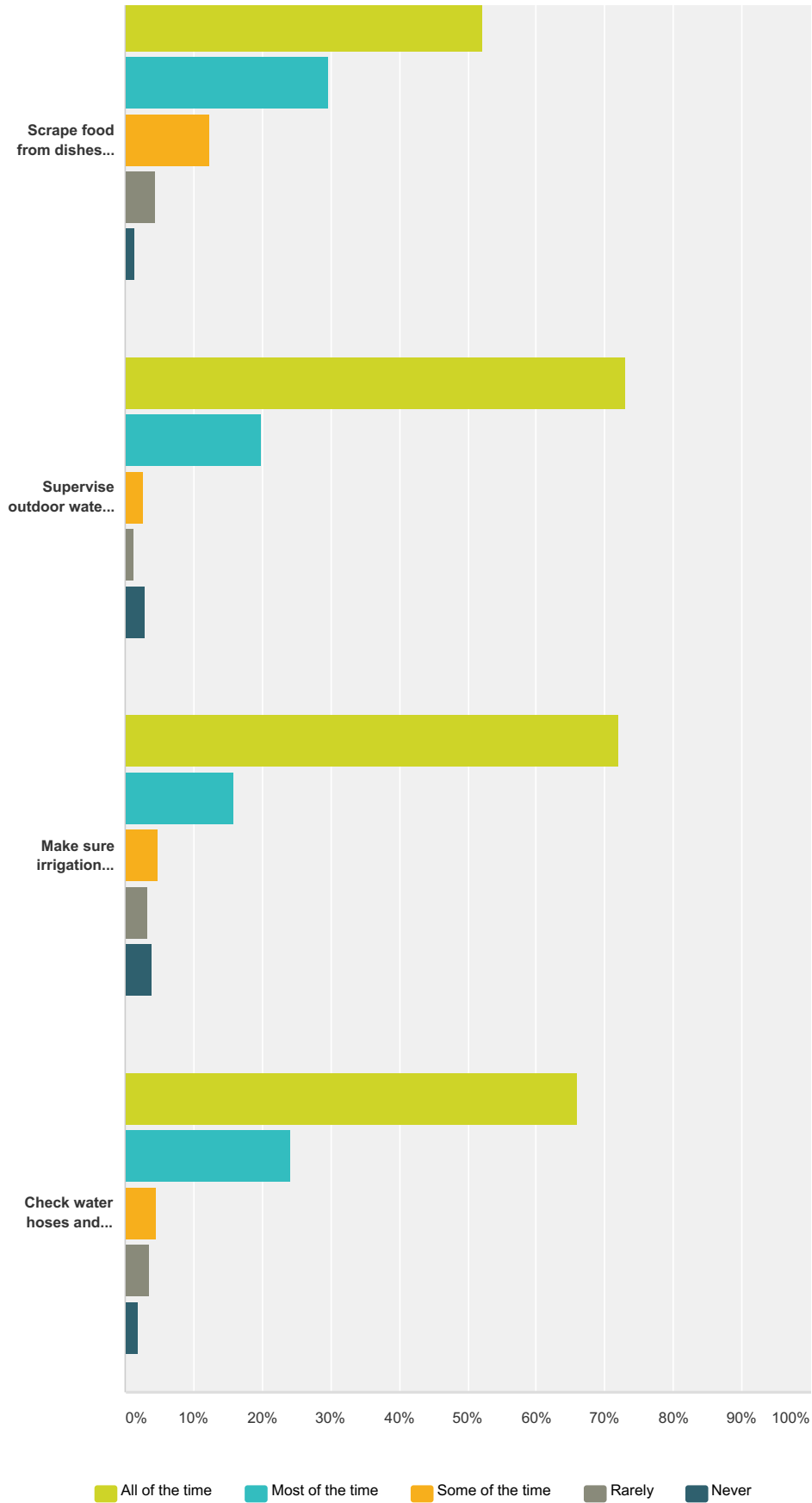
Answer Choices	Responses
Water supply managers	68.90% 319
College professors	52.27% 242
Local landscapers or nurseries	48.38% 224
Newspaper or television reporters	43.20% 200
Friends	25.27% 117
Water conservation information provided by appliance manufacturers	24.62% 114
Radio shows on gardening or the home	24.19% 112
Irrigation contractors	18.79% 87
Family	17.06% 79
Television stations such as HGTV	16.41% 76
Plumbers	15.55% 72
<b>Total Respondents: 463</b>	

### Q11 How often do you perform any of these activities?

Answered: 487 Skipped: 59





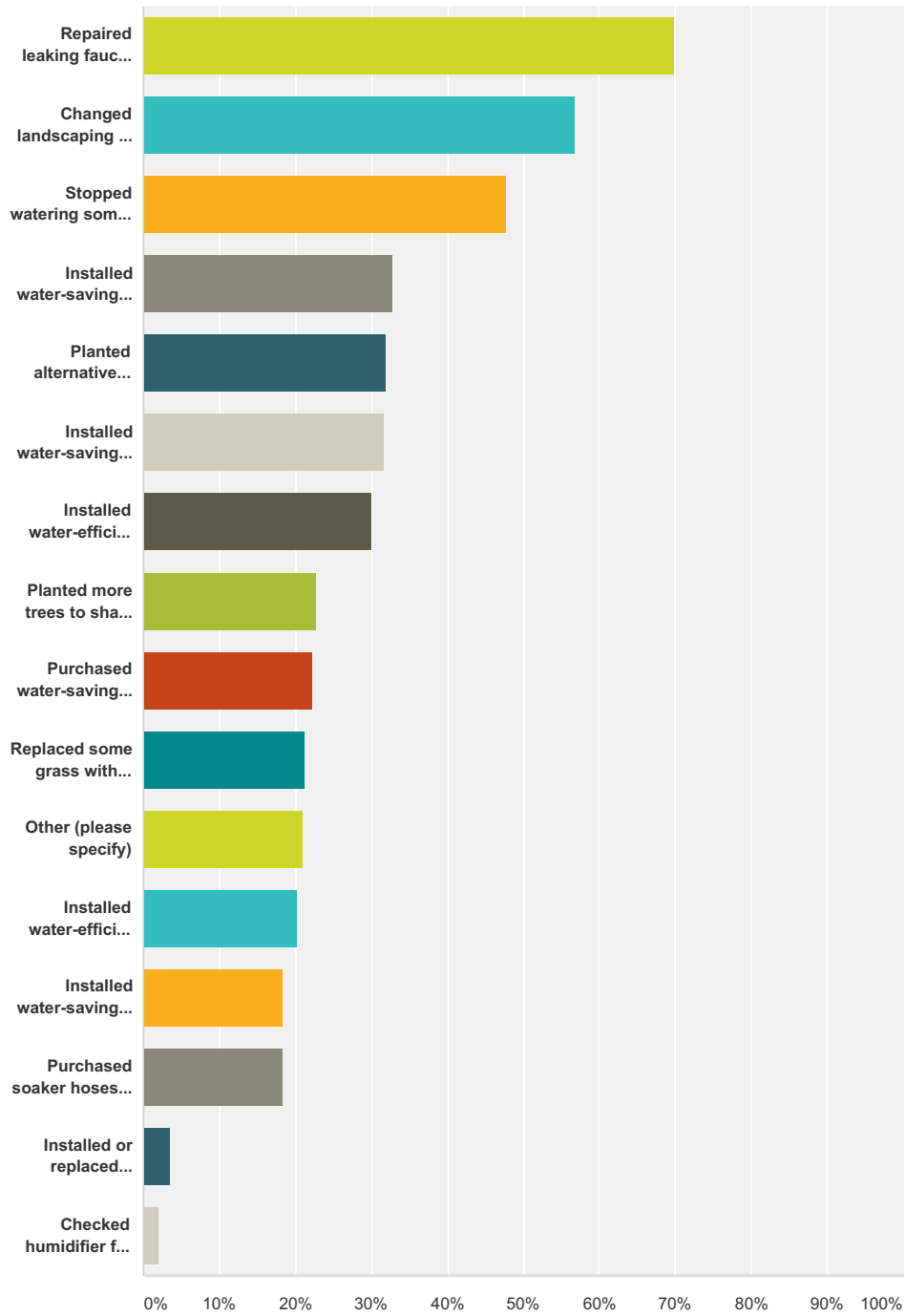


	All of the time	Most of the time	Some of the time	Rarely	Never	Total
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Use a garbage can, not the toilet, to dispose of trash.	<b>86.86%</b> 423	<b>8.62%</b> 42	<b>2.05%</b> 10	<b>1.23%</b> 6	<b>1.23%</b> 6	487
Water lawn or garden during hours that avoid the heat of the day.	<b>70.58%</b> 343	<b>21.19%</b> 103	<b>1.23%</b> 6	<b>1.44%</b> 7	<b>5.56%</b> 27	486
Do not water outdoors if it has rained.	<b>71.60%</b> 348	<b>18.31%</b> 89	<b>5.76%</b> 28	<b>1.65%</b> 8	<b>2.67%</b> 13	486
Use washing machine only with a full load.	<b>48.66%</b> 236	<b>44.12%</b> 214	<b>5.77%</b> 28	<b>1.03%</b> 5	<b>0.41%</b> 2	485
Use dishwasher less, or run only with full load.	<b>74.05%</b> 351	<b>19.41%</b> 92	<b>1.69%</b> 8	<b>1.05%</b> 5	<b>3.80%</b> 18	474
Use broom to clean sidewalk or driveway rather than using the water hose.	<b>81.78%</b> 395	<b>14.70%</b> 71	<b>2.28%</b> 11	<b>0.21%</b> 1	<b>1.04%</b> 5	483
Turn off water while brushing teeth or shaving.	<b>67.90%</b> 330	<b>23.05%</b> 112	<b>5.76%</b> 28	<b>2.47%</b> 12	<b>0.82%</b> 4	486
Scrape food from dishes into garbage instead of rinsing down the drain with water.	<b>52.16%</b> 253	<b>29.69%</b> 144	<b>12.37%</b> 60	<b>4.33%</b> 21	<b>1.44%</b> 7	485
Supervise outdoor water use	<b>73.17%</b> 349	<b>19.92%</b> 95	<b>2.73%</b> 13	<b>1.26%</b> 6	<b>2.94%</b> 14	477
Make sure irrigation water does not run off landscape into gutters and storm drains.	<b>72.00%</b> 342	<b>15.79%</b> 75	<b>4.84%</b> 23	<b>3.37%</b> 16	<b>4.00%</b> 19	475
Check water hoses and outdoor water fixtures for leaks.	<b>65.91%</b> 319	<b>24.17%</b> 117	<b>4.55%</b> 22	<b>3.51%</b> 17	<b>1.86%</b> 9	484

**Q12 Which actions have you performed during the last year? (check all that apply)**

Answered: 459 Skipped: 87



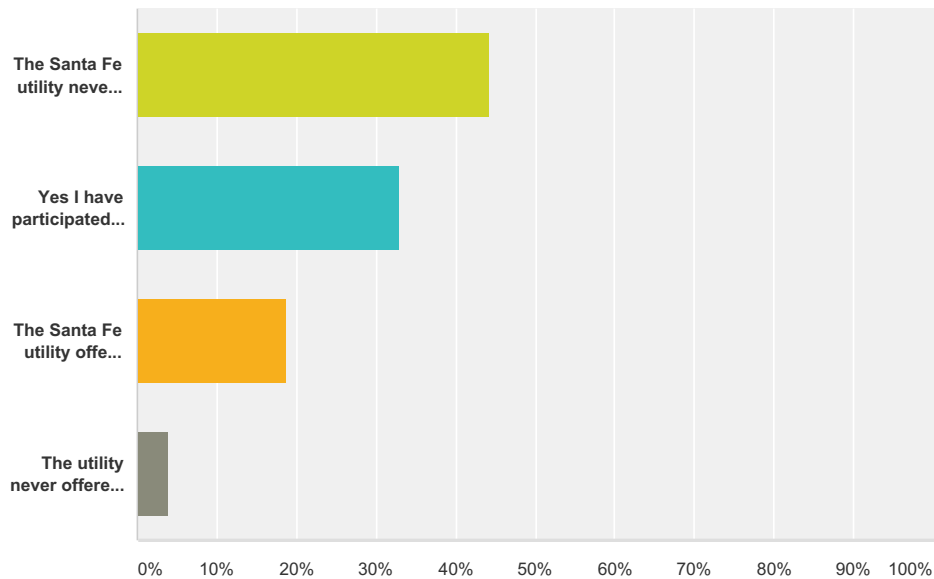
Answer Choices	Responses
Repaired leaking faucets and/ or toilets (1)	69.93% 321
Changed landscaping or yard watering schedule (2)	56.86% 261
Stopped watering some or all of an existing landscape (3)	47.71% 219
Installed water-saving shower heads (4)	32.68% 150
Planted alternative ground covers/trees/shrubs to replace grass (8)	32.03% 147

Installed water-saving toilets or retrofitted existing toilets with water saving devices such as displacement units, early closure flappers, or fill diverters (5)	31.81%	146
Installed water-efficient washing machine (6)	30.07%	138
Planted more trees to shade the landscape and reduce evaporation (10)	22.66%	104
Purchased water-saving hose nozzles (11)	22.44%	103
Replaced some grass with drought tolerant plants and/or architectural features such as decks, patios, etc. (12)	21.35%	98
Other (please specify) (16)	21.13%	97
Installed water-efficient dishwasher (9)	20.26%	93
Installed water-saving faucets or water-saving aerators on existing faucets (7)	18.30%	84
Purchased soaker hoses for outside watering (13)	18.30%	84
Installed or replaced irrigation controller with a rain sensor (14)	3.49%	16
Checked humidifier for leaks (15)	2.18%	10
<b>Total Respondents: 459</b>		

Basic Statistics				
Minimum	Maximum	Median	Mean	Standard Deviation
1.00	16.00	5.00	6.10	4.39

### Q13 Have you ever participated in a Santa Fe utility sponsored rebate program?

Answered: 425 Skipped: 121



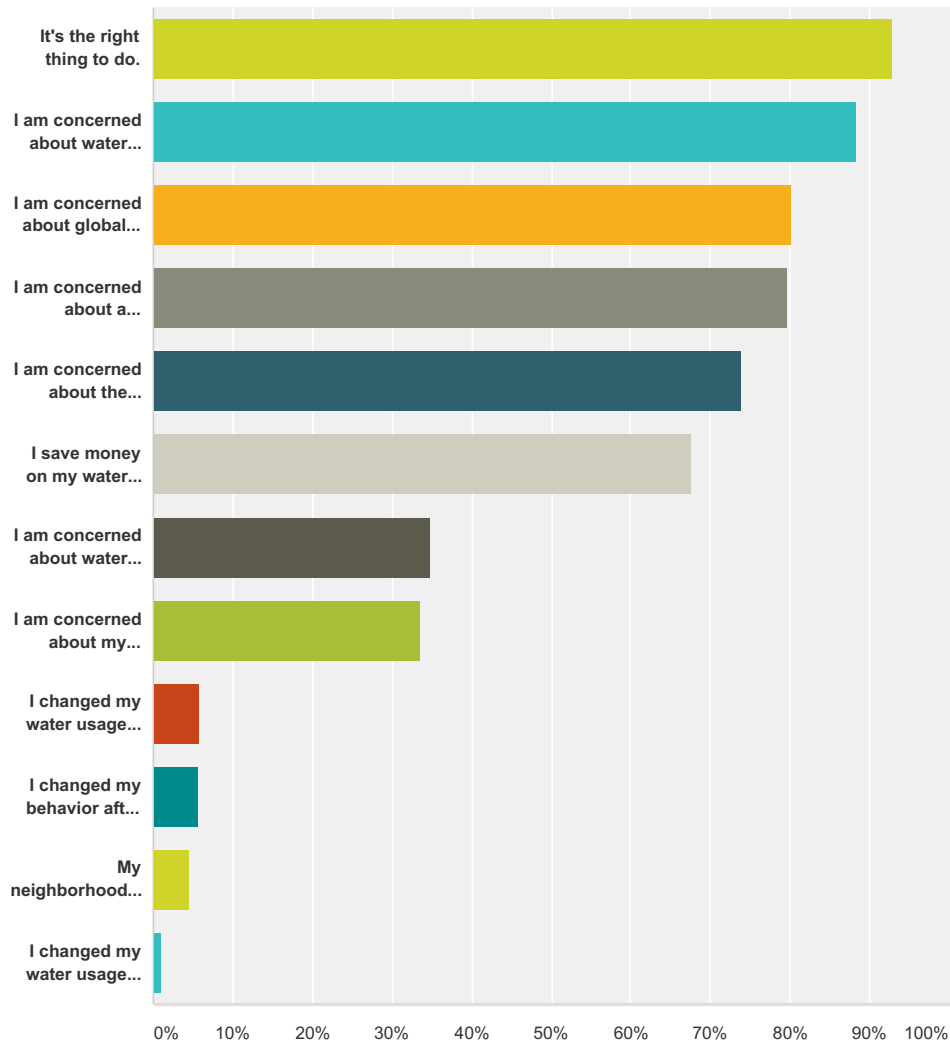
Answer Choices	Responses
The Santa Fe utility never offered one, but I would have participated if it did.	44.24% 188
Yes I have participated in a Santa Fe utility rebate.	32.94% 140
The Santa Fe utility offered it, but I did not participate.	18.82% 80



The utility never offered one, but I would not have participated anyway.	4.00%	17
<b>Total</b>		<b>425</b>

### Q14 Which reason(s) support the conservation steps you take sometimes or all of the time? (check all that apply)

Answered: 483 Skipped: 63

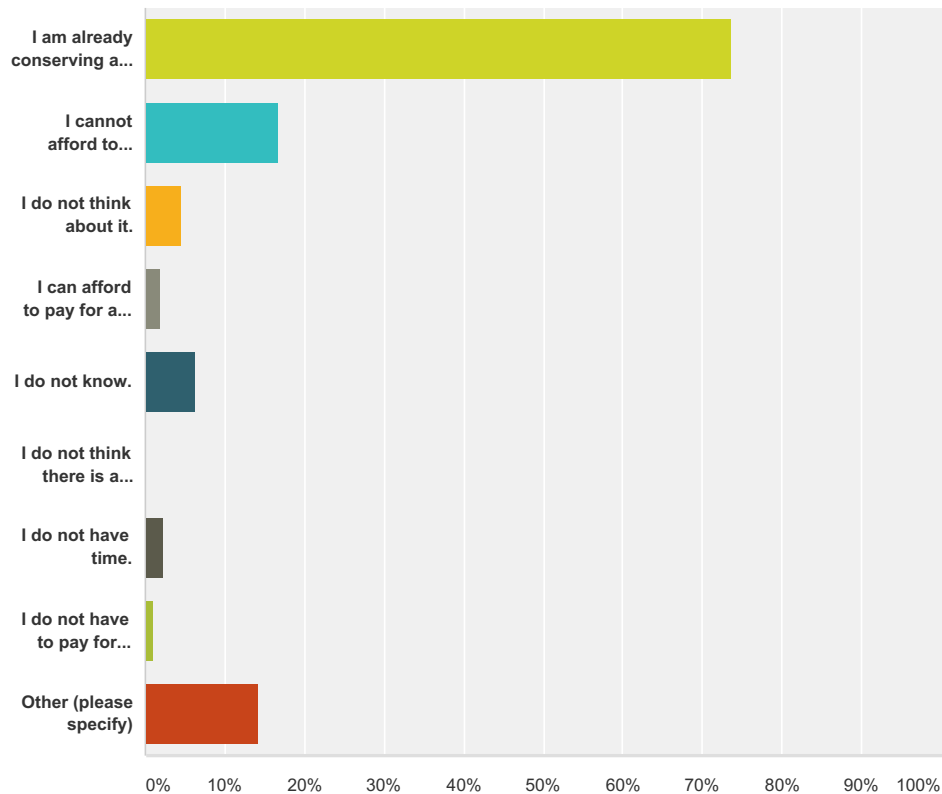


Answer Choices	Responses
It's the right thing to do.	92.96% 449
I am concerned about water availability.	88.41% 427
I am concerned about global climate change and how it may affect water supplies.	80.12% 387
I am concerned about a drought.	79.71% 385
I am concerned about the impact of water withdrawals on the environment.	73.91% 357
I save money on my water bill.	67.70% 327
I am concerned about water restrictions.	34.78% 168
I am concerned about my family's health.	33.54% 162

I changed my water usage after seeing a television show about water conservation.	5.80%	28
I changed my behavior after reading a brochure insert with my water bill.	5.59%	27
My neighborhood is environmentally conscious, and I get pressured to save water.	4.55%	22
I changed my water usage after attending a workshop given by the water utility.	1.04%	5
<b>Total Respondents: 483</b>		

**Q15 Which reason(s) support your decision to rarely or never take conservation steps? (check all that apply)**

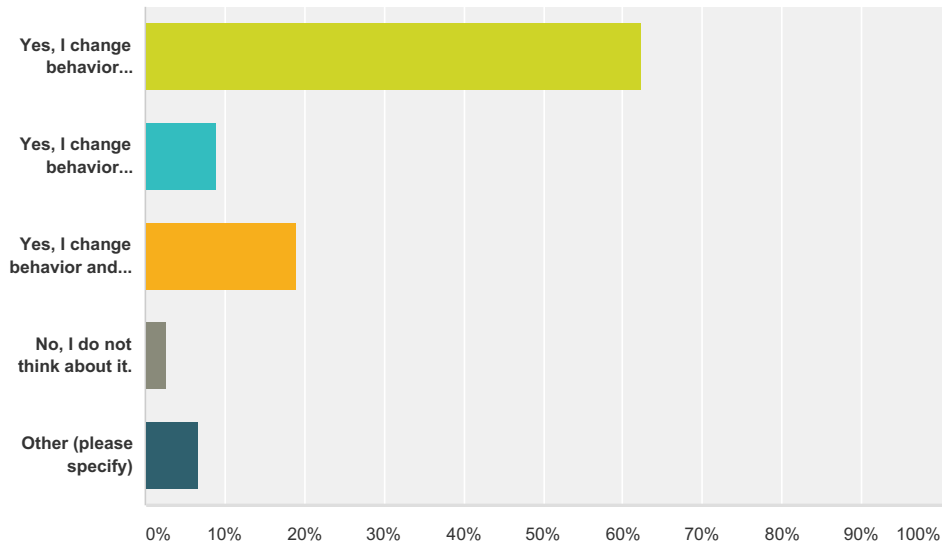
Answered: 353 Skipped: 193



Answer Choices	Responses
I am already conserving as much as I am able.	73.65% 260
I cannot afford to purchase and install water-saving fixtures.	16.71% 59
I do not think about it.	4.53% 16
I can afford to pay for as much water as I want or need.	1.98% 7
I do not know.	6.23% 22
I do not think there is a water supply problem.	0.28% 1
I do not have time.	2.27% 8
I do not have to pay for water.	1.13% 4
Other (please specify)	14.16% 50
<b>Total Respondents: 353</b>	

### Q16 During a drought, do you change your water use behavior and why?

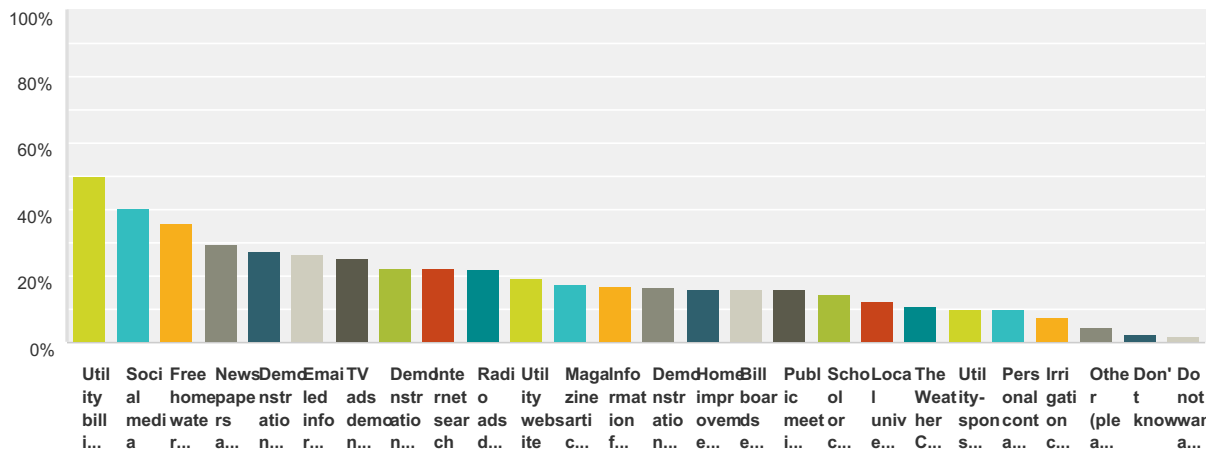
Answered: 474 Skipped: 72



Answer Choices	Responses
Yes, I change behavior because it is the right thing to do.	62.45% 296
Yes, I change behavior because it is mandated by local government (e.g., no carwashing, no lawn irrigation).	9.07% 43
Yes, I change behavior and go beyond any locally mandated conservation rules.	18.99% 90
No, I do not think about it.	2.74% 13
Other (please specify)	6.75% 32
<b>Total</b>	<b>474</b>

### Q17 What would be the most effective way to reach you with information about water conservation?

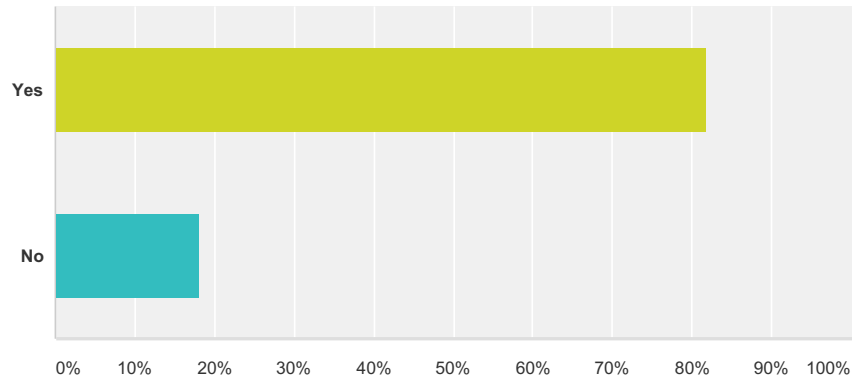
Answered: 481 Skipped: 65



Answer Choices	Responses	
Utility bill inserts about water conservation	50.10%	241
Social media	40.75%	196
Free home water efficiency audits	35.76%	172
Newspapers ads about water conservation techniques	29.31%	141
Demonstration of eco-friendly gardening and landscaping on television or video	27.44%	132
Emailed information	26.61%	128
TV ads demonstrating water conservation tips	25.57%	123
Demonstrations of water-efficient products in hardware or home improvement stores	22.66%	109
Internet search	22.45%	108
Radio ads discussing water conservation techniques	21.83%	105
Utility website	19.54%	94
Magazine articles discussing the value of water conservation with tips for residential consumers	17.46%	84
Information fairs at malls or parks	16.84%	81
Demonstrations of outdoor watering practices (e.g., lawns, driveways, cars) on video	16.42%	79
Home improvement store	16.22%	78
Billboards encouraging consumers to conserve water	16.01%	77
Public meetings or forums	15.80%	76
School or classroom discussions	14.55%	70
Local university extension services	12.47%	60
The Weather Channel	10.81%	52
Utility-sponsored class or conference	10.19%	49
Personal contact with water utility representative	9.77%	47
Irrigation contractor	7.28%	35
Other (please specify)	4.57%	22
Don't know	2.29%	11
Do not want any conservation information	1.87%	9
<b>Total Respondents: 481</b>		

### Q18 Is recycled water used in Santa Fe?

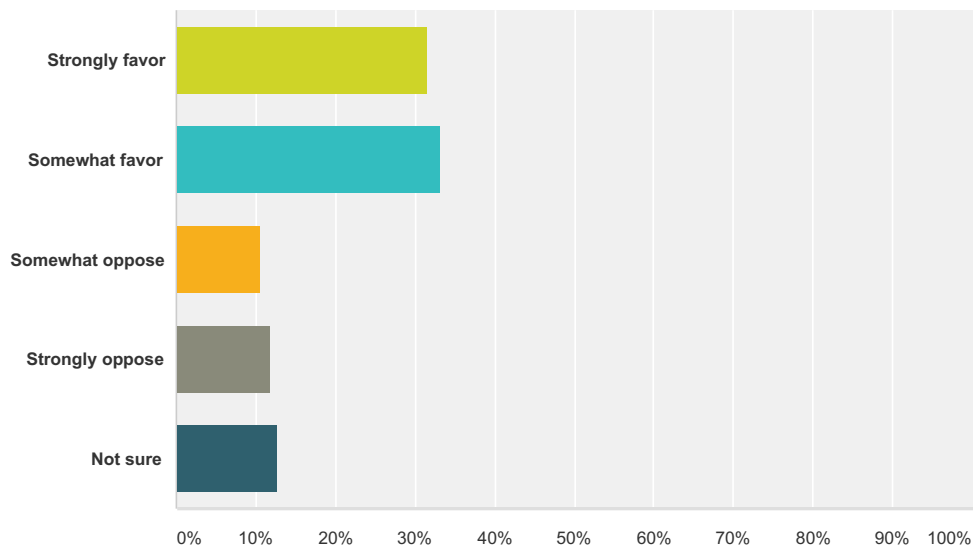
Answered: 447 Skipped: 99



Answer Choices	Responses
Yes	81.88% 366
No	18.12% 81
<b>Total</b>	<b>447</b>

**Q19 As choices for new sources of water continue to decrease, what is your opinion about using recycled and treated water for drinking purposes?**

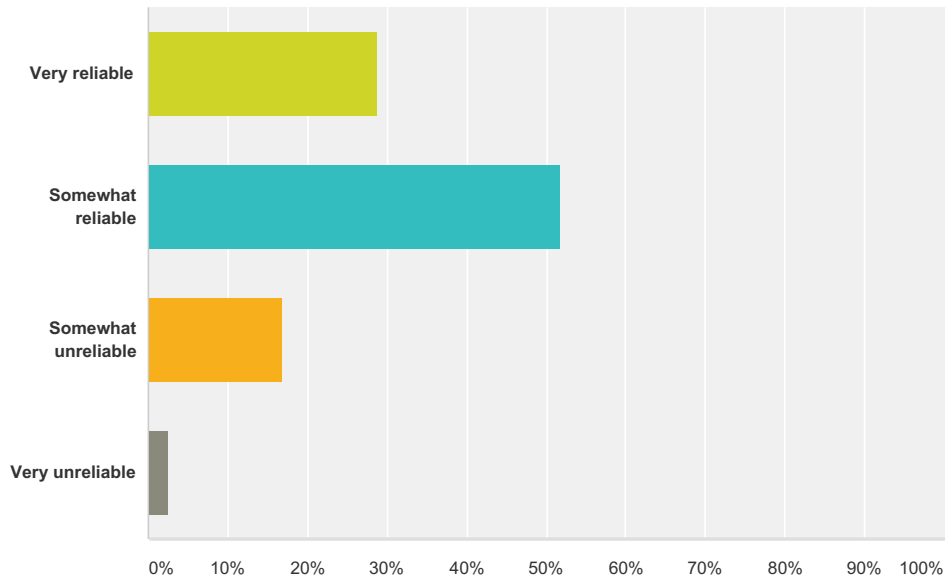
Answered: 481 Skipped: 65



Answer Choices	Responses
Strongly favor	31.60% 152
Somewhat favor	33.26% 160
Somewhat oppose	10.60% 51
Strongly oppose	11.85% 57
Not sure	12.68% 61
<b>Total</b>	<b>481</b>

### Q20 How reliable is Santa Fe's water supply?

Answered: 477 Skipped: 69



Answer Choices	Responses
Very reliable	28.72% 137
Somewhat reliable	51.78% 247
Somewhat unreliable	16.98% 81
Very unreliable	2.52% 12
<b>Total</b>	<b>477</b>

### Q21 Please provide additional comments (optional)

Answered: 125 Skipped: 421