



Legislation and Communications Committee

Regional Survey on Water Conservation

Item 6a

March 11, 2024

Metropolitan Water District of Southern California Water Conservation Survey Results Presentation

March 2024



Market and Opinion Research



Metropolitan Water District – Water Conservation Survey

Survey Methodology*

	Survey Details
Mode	Phone (landline and mobile) (33%) Online (email and text-to-web) (67%)
Language	English (92%) and Spanish (8%)
Length	15 minutes
Target Respondents	Metropolitan Water District of Southern California service area residents
Survey Fielding	November 18 – 30, 2023
Survey Participants	1,000
Margin of Error	+/-3.2%

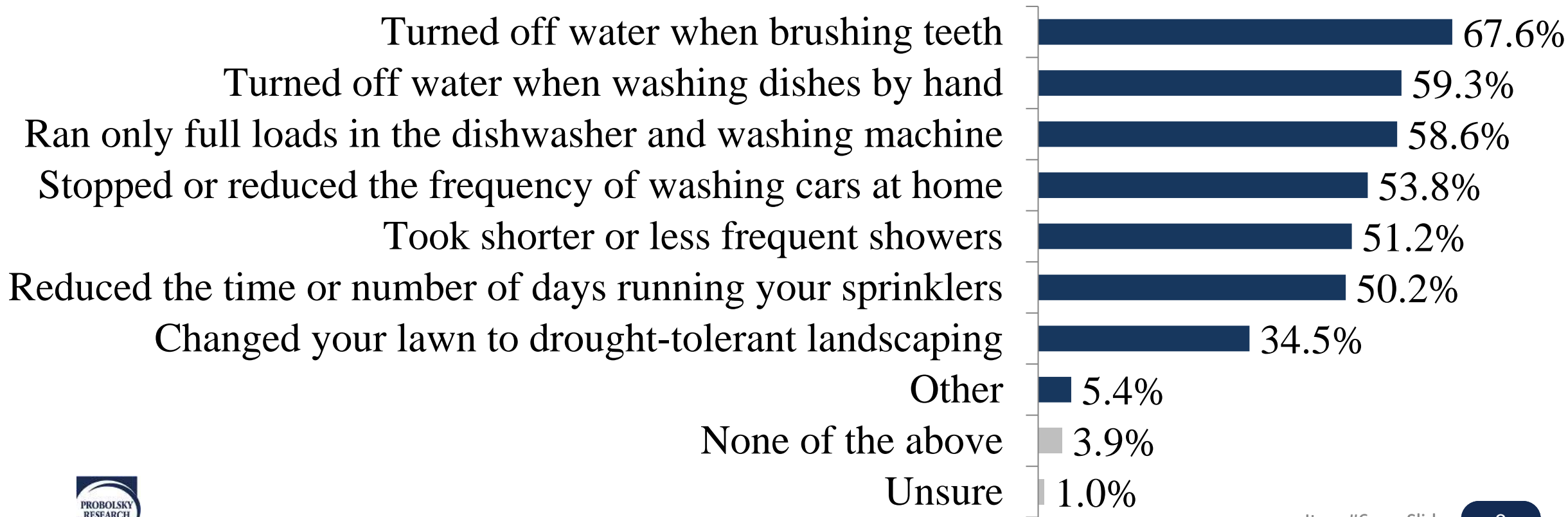
Probolsky Research is a Latina- and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.

**Due to rounding, totals shown on charts may not add up to 100%*



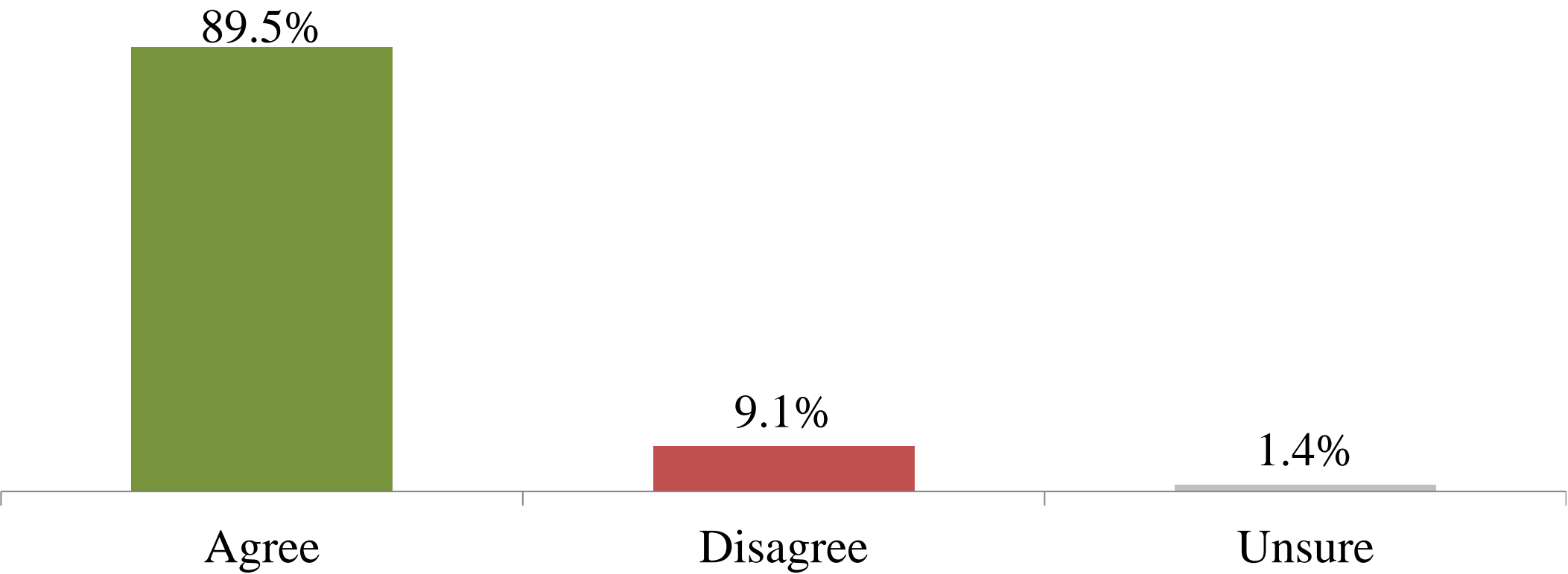
A majority adopted many water saving behaviors during the most recent serious drought in Southern California

Question 1: We are going to list ways to save water at home. Which of these things did you do during the most recent serious drought in Southern California? Select all that apply.



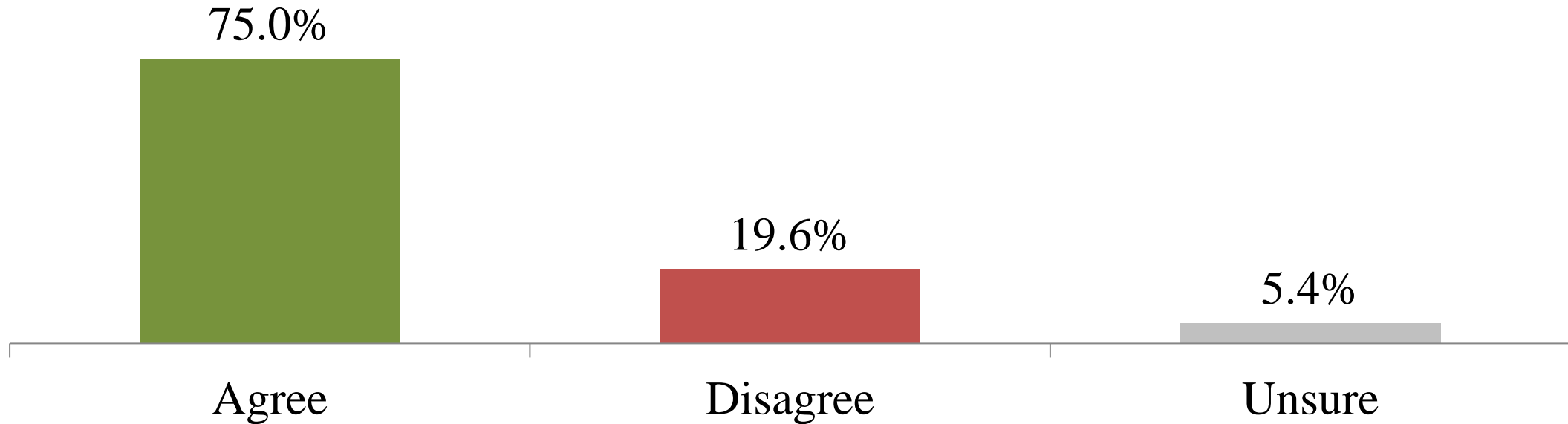
90% agree that it is important to conserve water every day, whether Southern California is in a drought or not

Question 4: Agree or disagree: I think it is important to conserve water every day, whether Southern California is in a drought or not.



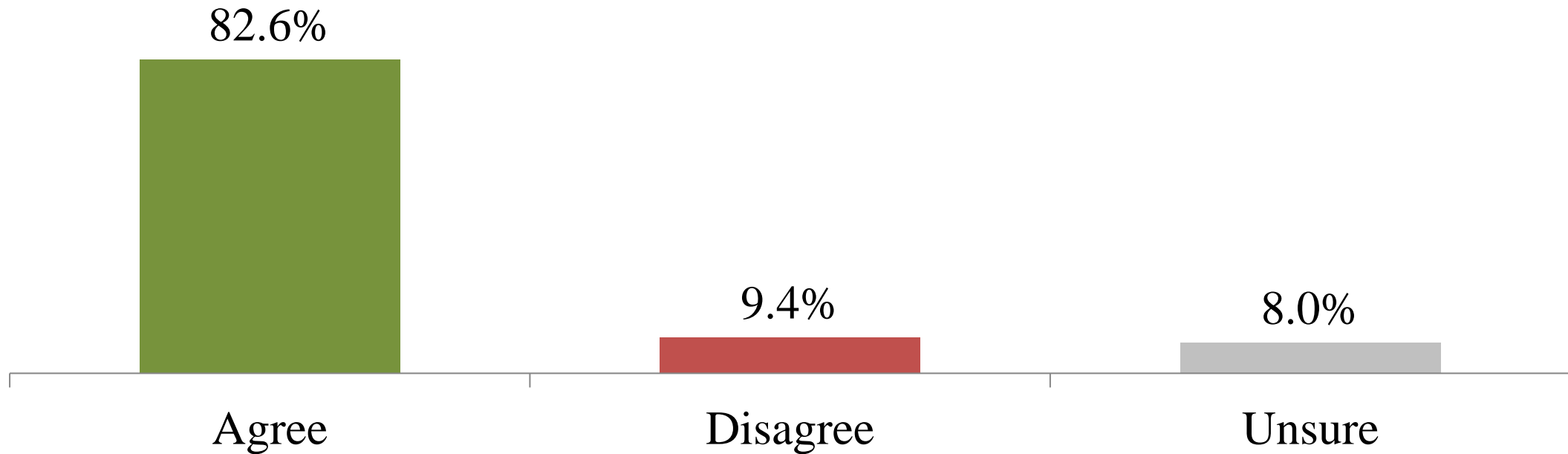
75% agree that climate change will significantly impact Southern California's water supply in the future

Question 5: Agree or disagree: Climate change will significantly impact Southern California's water supply in the future.



83% agree that Southern California will experience more droughts in the future

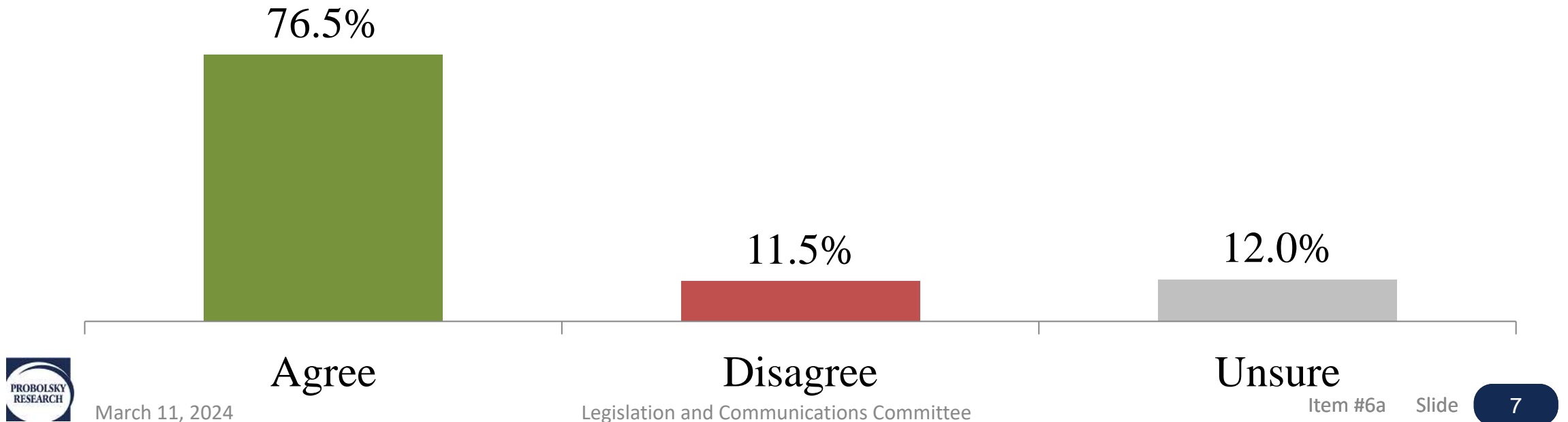
Question 6: Agree or disagree: Southern California will experience more droughts in the future.



77% agree that Southern California will experience more weather whiplash in the future

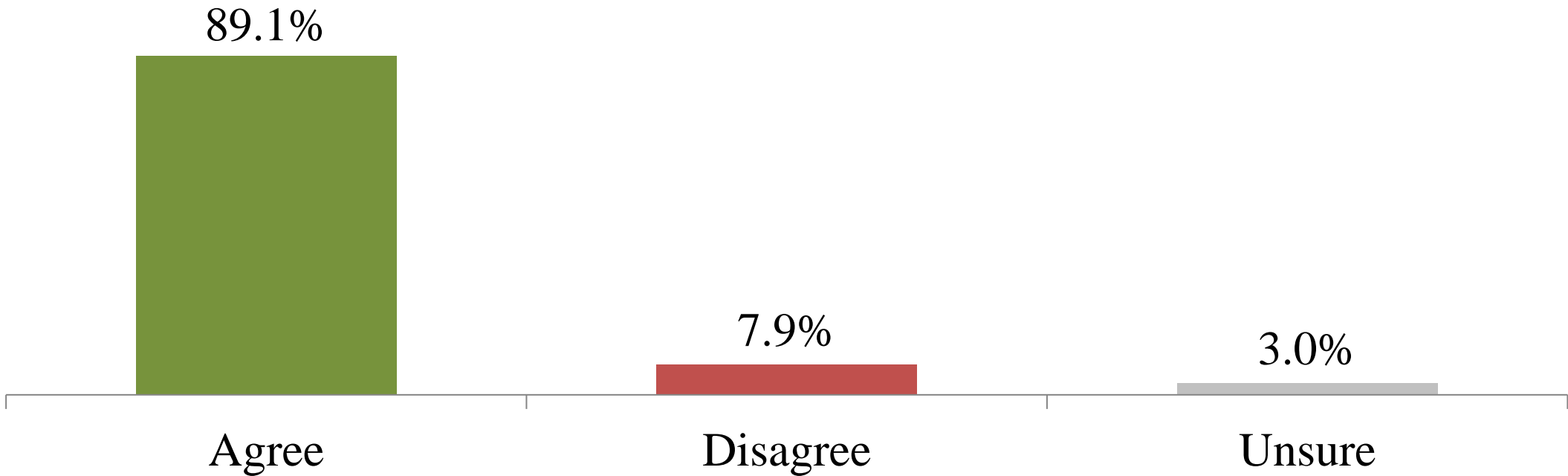
Weather whiplash is a phenomenon where an area experiences extreme weather changes – often in a short span of time, like we did last year. In California, this can mean extreme drought followed by extreme rain and snow years with little to no “average weather” in between.

Question 7: Agree or disagree: Southern California will experience more weather whiplash in the future.



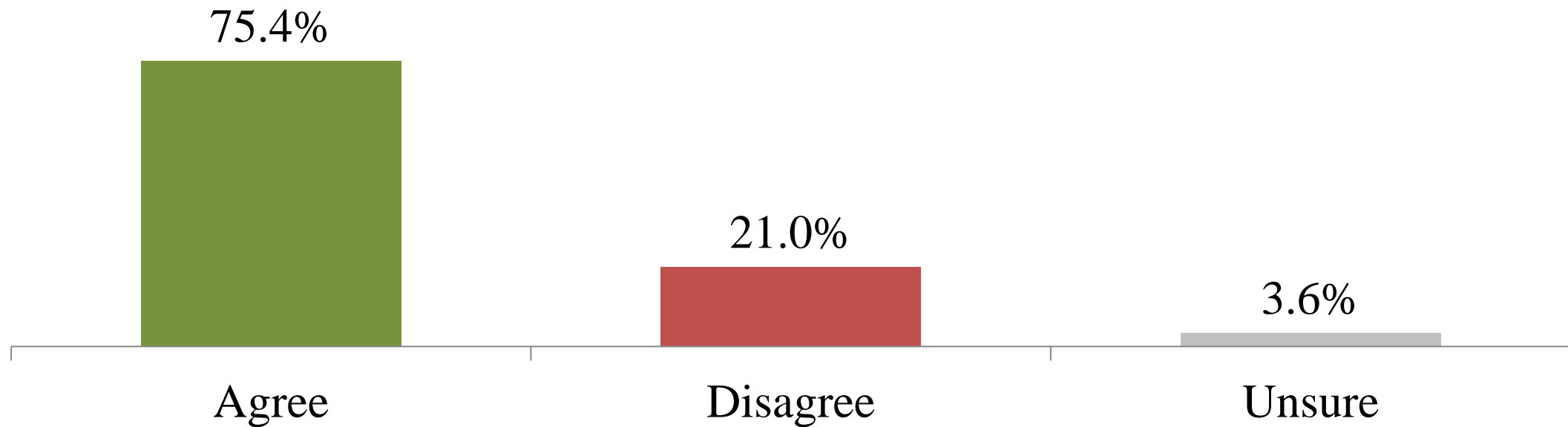
89% agree that they are willing to do their part to conserve water regardless of weather conditions in Southern California

Question 8: Agree or disagree: I am willing to do my part to conserve water regardless of weather conditions in Southern California.



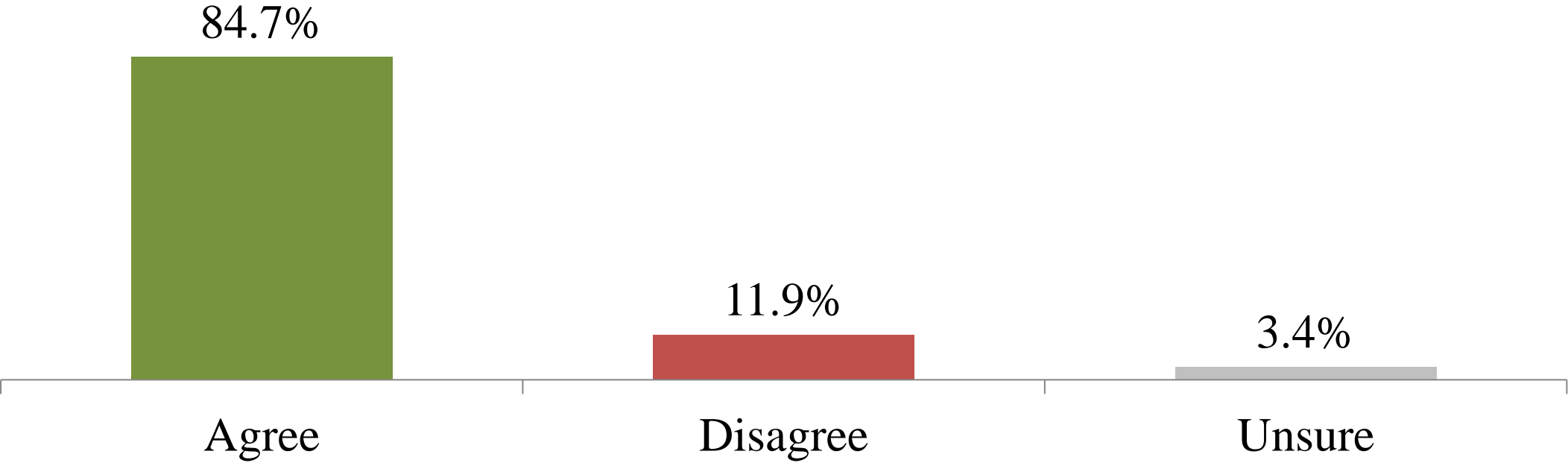
75% agree that they are willing to do more than they currently are to conserve water

Question 9: Agree or disagree: I am willing to do more than I am currently to conserve water.



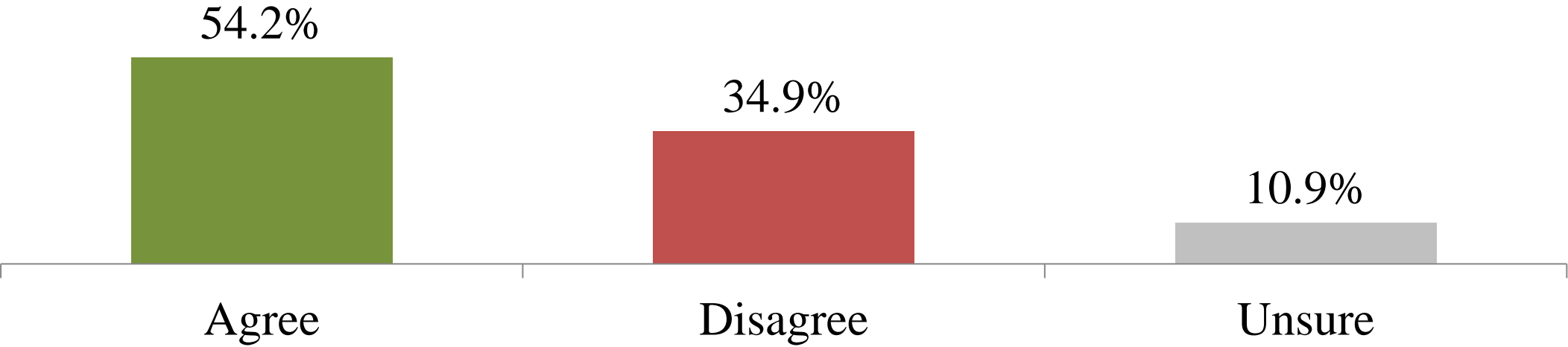
85% agree that they know what steps they can take to conserve more water

Question 10: Agree or disagree: I know what steps I can take to conserve more water.



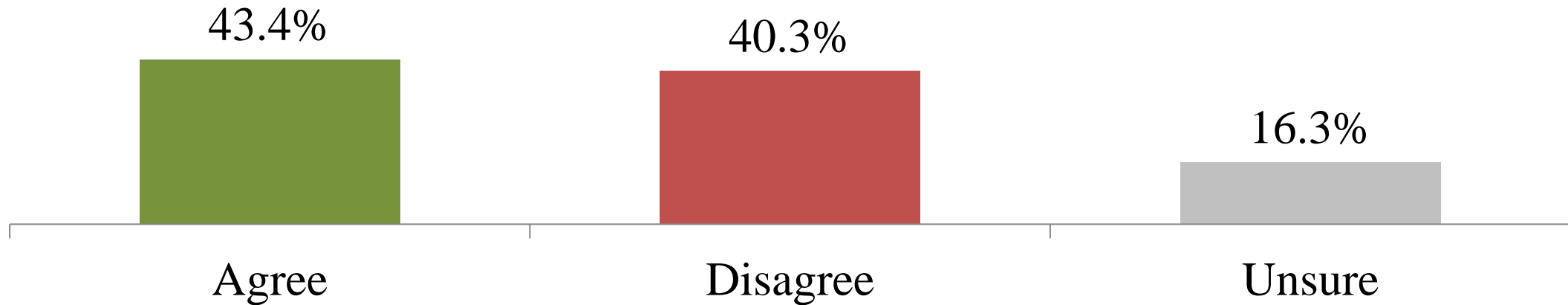
54% agree other Southern California residents are doing their fair share to conserve water

Question 12: Agree or disagree: Other Southern California residents are doing their fair share to conserve water.



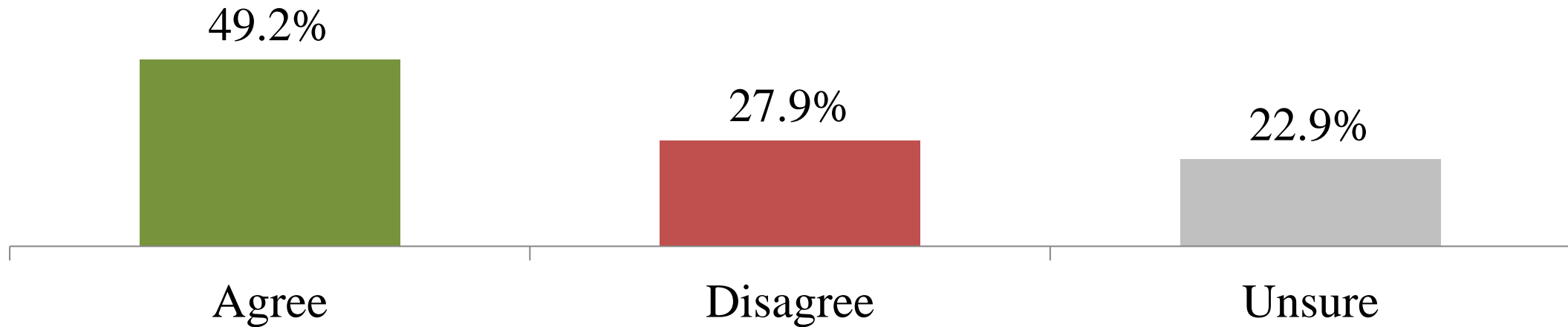
43% agree Southern California businesses are doing their fair share to conserve water

Question 13: Agree or disagree: Southern California businesses are doing their fair share to conserve water.



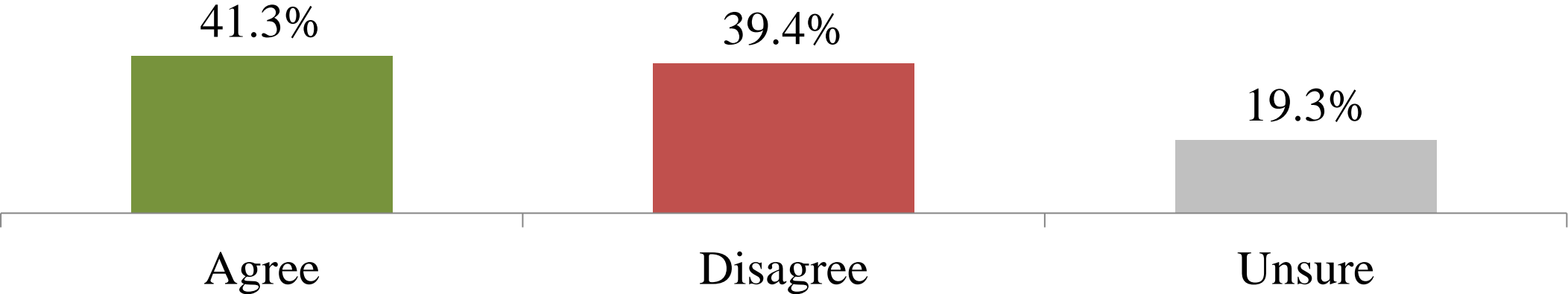
49% agree the agriculture industry in Southern California is doing its fair share to conserve water

Question 14: Agree or disagree: The agriculture industry in Southern California is doing its fair share to conserve water.



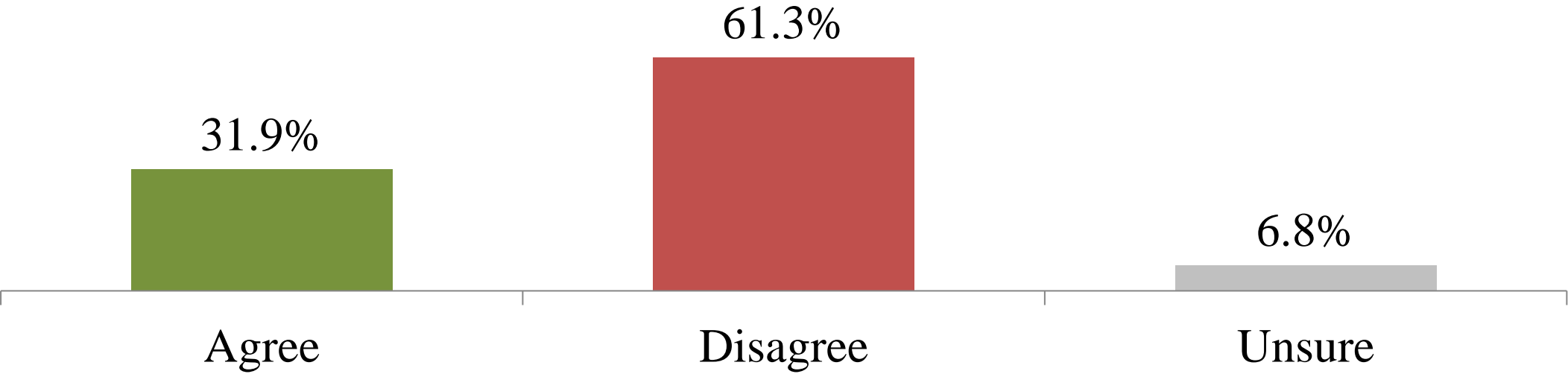
41% agree Southern California water managers are doing enough to properly manage and store available water supplies

Question 15: Agree or disagree: Southern California water managers are doing enough to properly manage and store available water supplies.



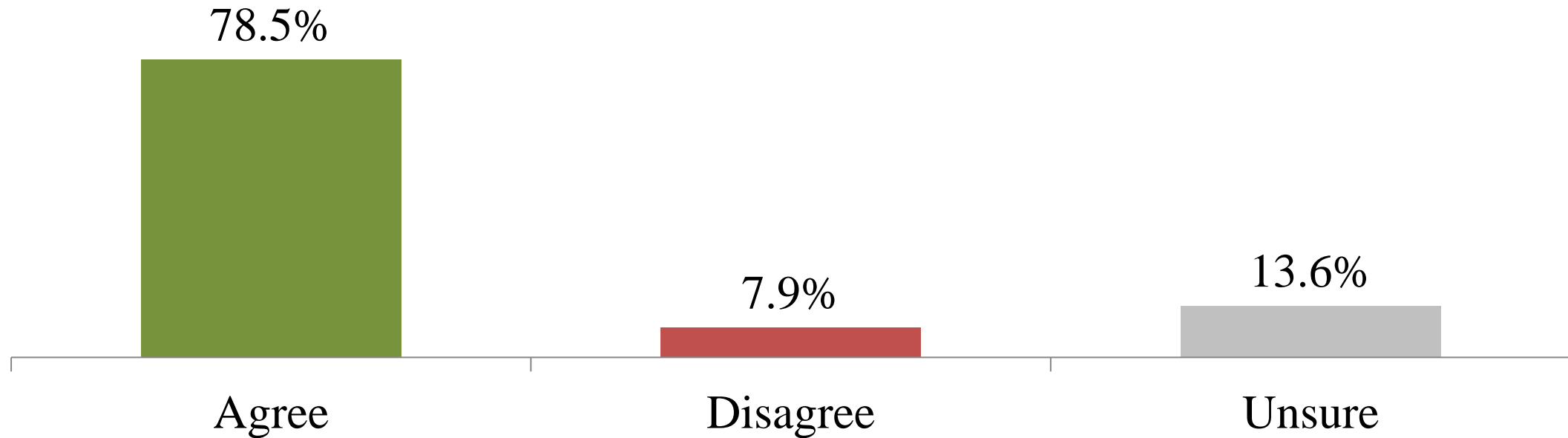
61% disagree that Southern California experienced a lot of rain and snow, so we do not need to conserve water

Question 16: Agree or disagree: Southern California experienced a lot of rain and snow last winter and is reportedly headed for another wet winter, which signals that we do not need to conserve water right now.



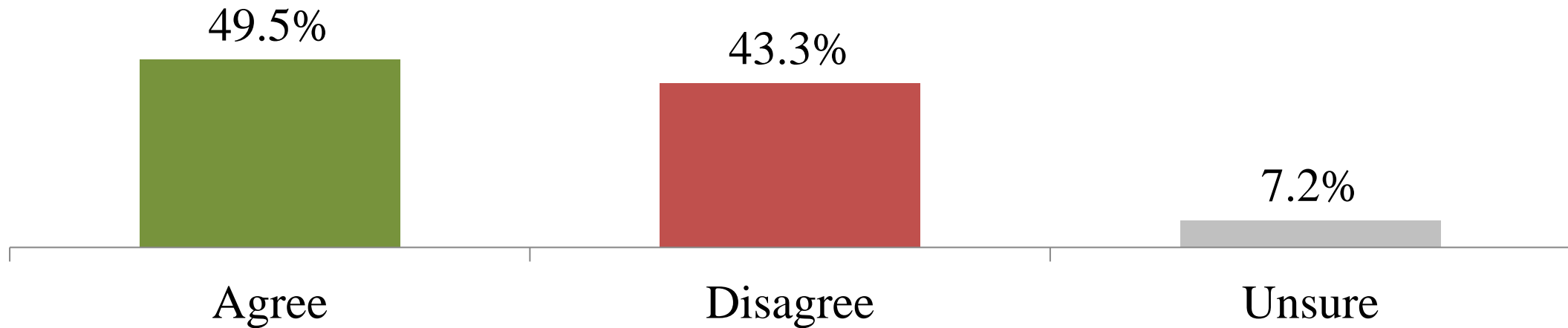
79% agree that Southern California water managers need to make changes to infrastructure and delivery system of the water supply

Question 17: Agree or disagree: Southern California water managers need to make changes to the infrastructure and delivery system for our water supply.



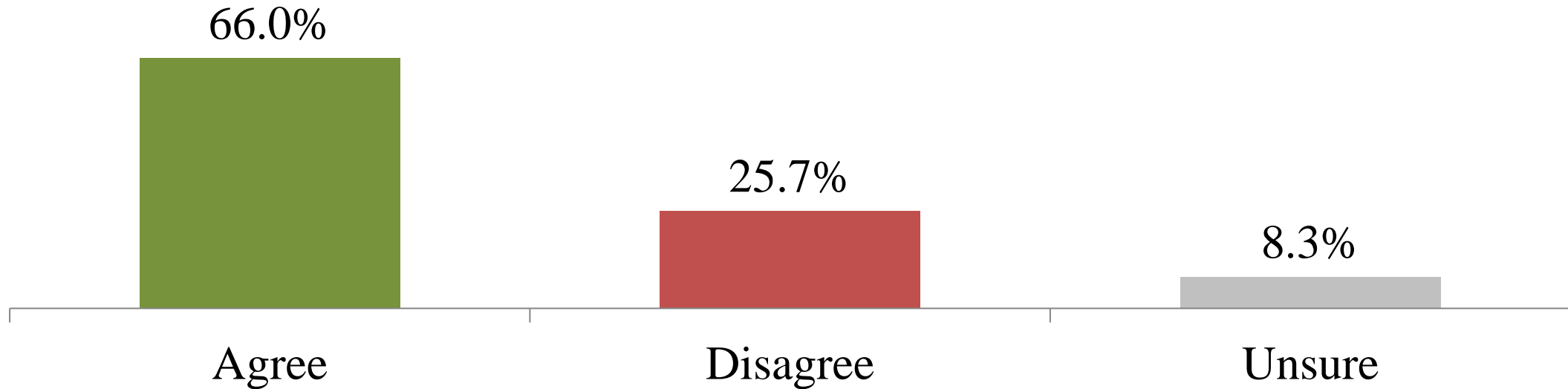
50% agree that state and local governments and local water agencies are asking too much water conservation of residents

Question 18: Agree or disagree: State and local governments and local water agencies are asking too much of residents when it comes to water conservation.



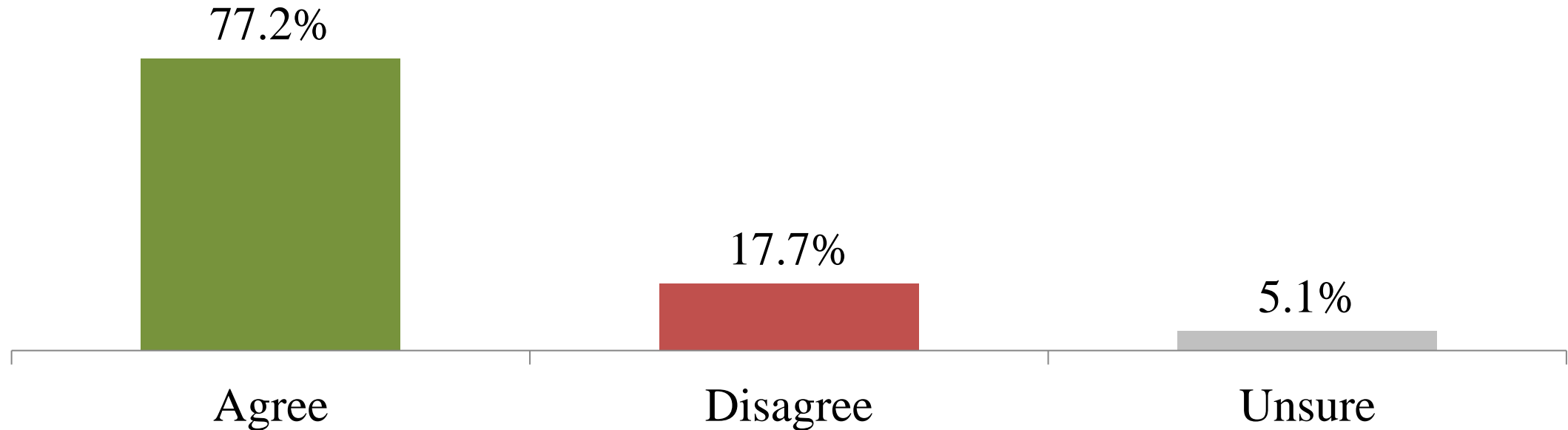
66% agree that Southern California should be moving faster to replace lawns with California-friendly landscapes

Question 19: Agree or disagree: Southern California should be moving faster to replace lawns with California-friendly landscapes.



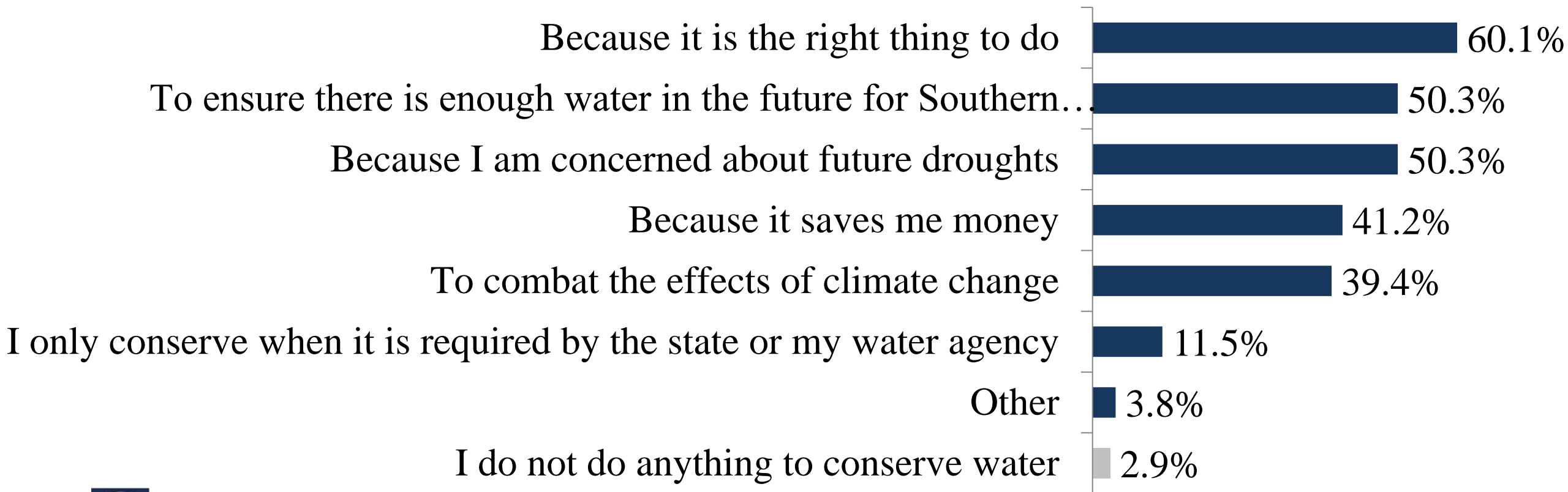
77% agree Southern California should be providing financial incentives to encourage replacing lawns

Question 20: Agree or disagree: Southern California should be providing financial incentives to homes and businesses to encourage replacing lawns with California-friendly landscapes.



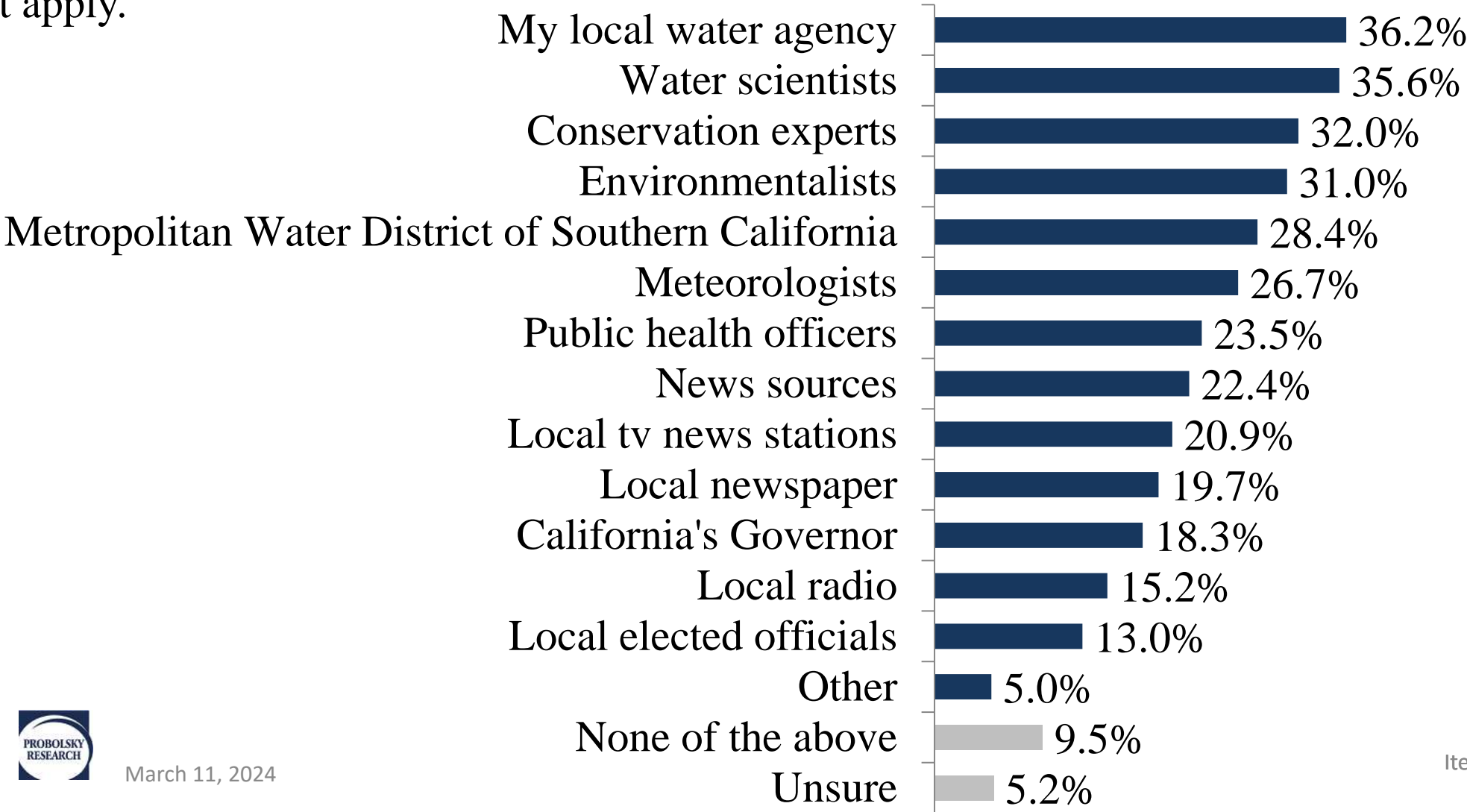
60% say they conserve water because it is the right thing to do

Question 21: Which of the following describes the reasons why you conserve water?
Select all that apply.



36% say they trust their local water agency with information on water issues

Question 26: Who do you trust to provide you with information on water issues? Select all that apply.

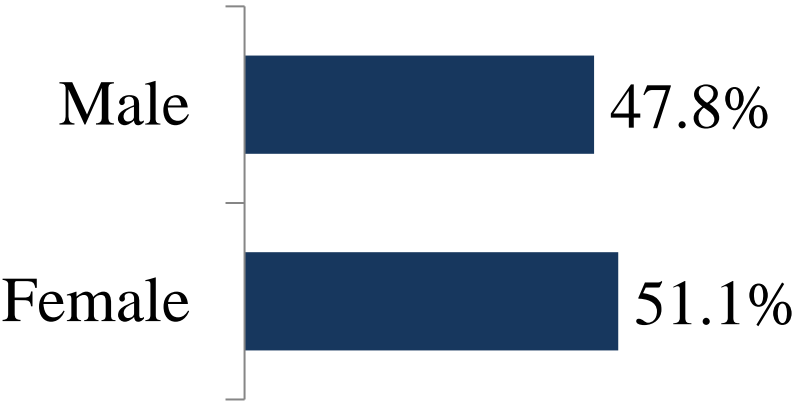


Demographics

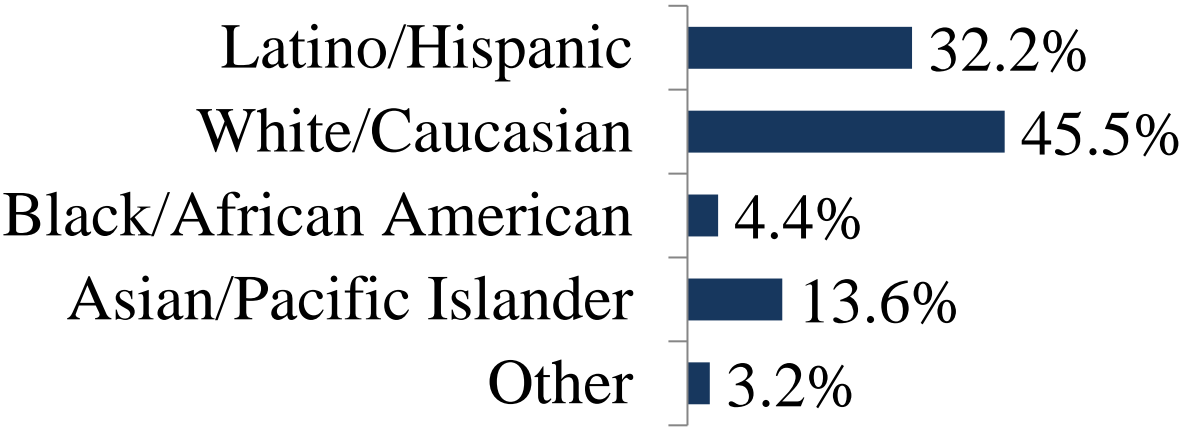


Respondent demographics by gender, age ethnicity, and county,

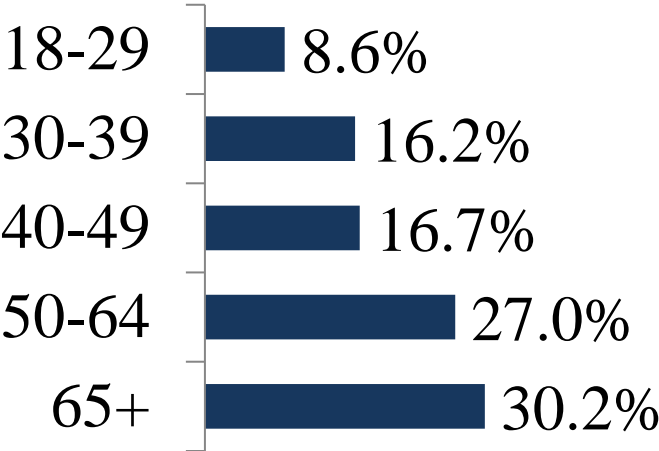
Gender



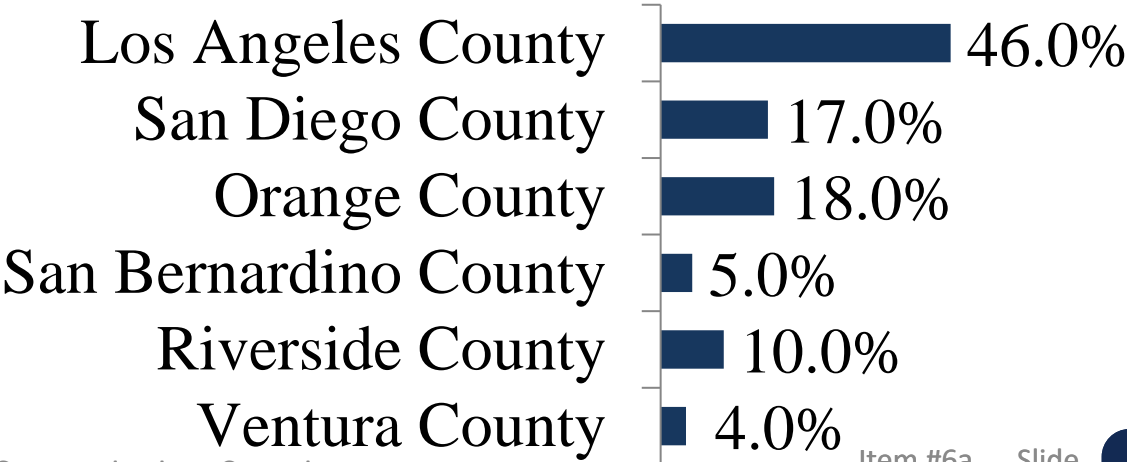
Ethnicity



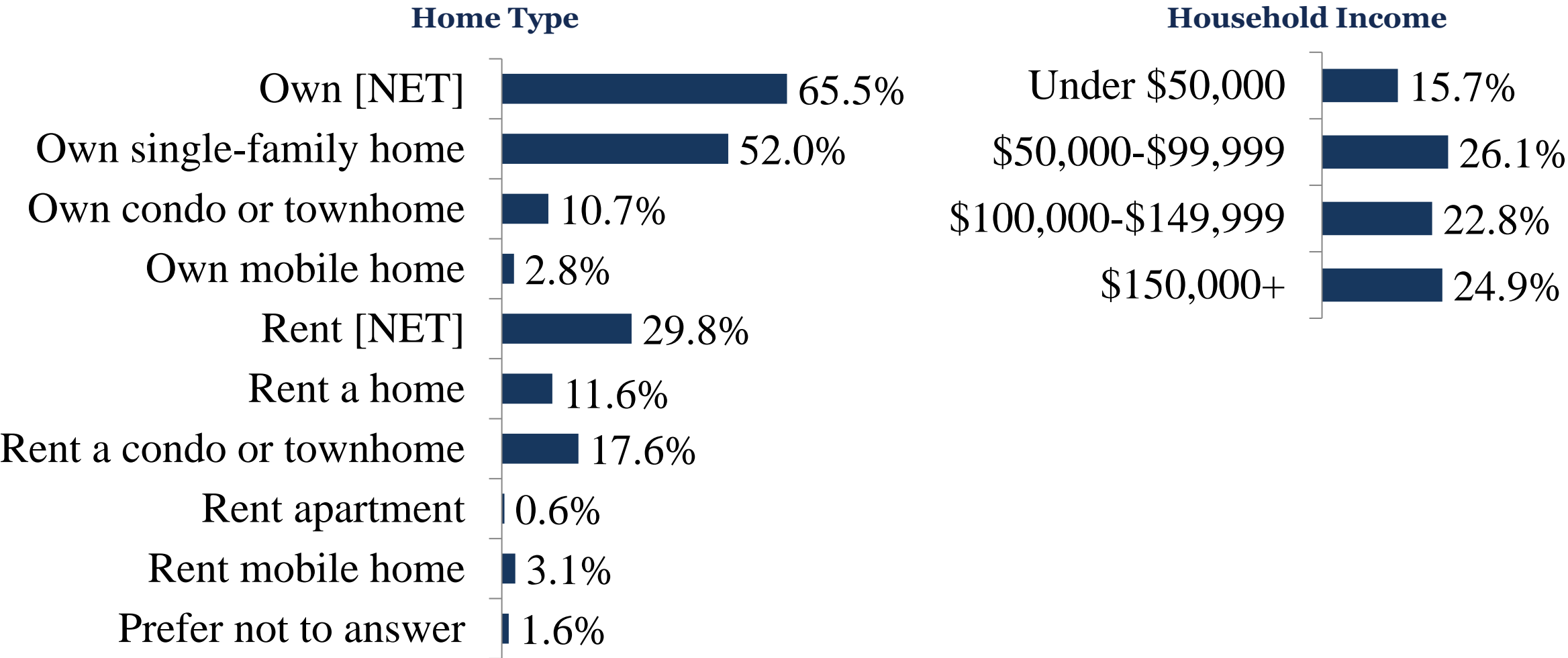
Age



County



Respondent demographics by home type and household income



Questions?

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Item #6a

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