



THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA

Committee Item INFORMATION

Legislation and Communications Committee

11/17/2025 Committee Meeting

Revised 6b

Subject

Report on Focus Group Research New Millennial/Gen Z Research

Executive Summary

Metropolitan conducts research to understand public attitudes and awareness of issues important to our mission. This research informs our communication, outreach, and engagement strategies. This presentation provides themes and insights from recent focus groups with the National Millennial and Gen Z Community, an organization that brings together a diverse cohort of students and young professionals from across the nation. The focus groups centered on three topics: Public Trust in Drinking Water, Perceptions on Water Conservation, and Workforce Development.

Fiscal Impact

None

Applicable Policy

Metropolitan Water District's Administrative Code Section 4210: Water Conservation. It shall be the policy of Metropolitan to undertake and support water conservation programs. To that end, Metropolitan may develop and implement such programs and enter into agreements with member public agencies and other organizations to make more efficient use of water resources through water conservation programs so long as such agreements serve a beneficial purpose of Metropolitan.

Related Board Action(s)/Future Action(s)

In April 2024, the board approved the FY 2024/25 and FY 2025/26 Biennial Budget (M.I. 53596). The budget includes an appropriation for Metropolitan Operations and Maintenance and other expenses, including communications, outreach and engagement that support Metropolitan's mission.

In early 2026, the board will consider the FY 2026/27 and FY 2027/28 Biennial Budget.

Details and Background

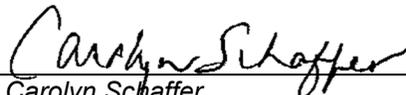
Metropolitan seeks to engage Gen Z (born ~1997-2012) through different programs and initiatives. Information from the focus groups will help inform communication, outreach and engagement strategies and content development to reach younger generations.

Metropolitan's long-standing Education program reaches K-college students, teachers and parents through learning opportunities such as field trips, workshops and presentations; educational materials; and participation in community events. The program is implemented in collaboration with the member agencies and focuses on water education, conservation and career awareness.

Metropolitan is implementing a regionwide conservation outreach campaign, using social media, Web, and advertising. Bewaterwise.com offers a range of information on conservation programs and learning opportunities.

Metropolitan's Workforce Development program, implemented through the Office of Diversity, Equity and Inclusion, is focused on building a qualified, diverse pipeline of talent that fortifies a workforce that can meet current and future needs for Metropolitan and represent its Southern California service area. From partnerships with community-based organizations to hosting resume writing and job information sessions, workforce development efforts focus on meaningful engagement in the communities Metropolitan serves. A new mobile app is helping to connect people with jobs and opportunities in the water industry.

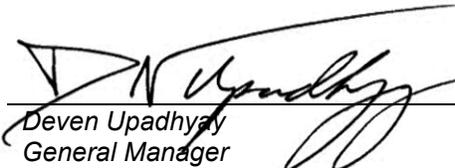
In 2023, Metropolitan conducted a survey and focus groups to gain insights on public attitudes on water issues. Probolsky Research conducted a water conservation survey (**Attachment 1**) and provided details on findings for respondents in the 18-29 age group (**Attachment 2**). EMC Research conducted focus groups to gather feedback from Southern California residents on overall trust in agencies and institutions generally, and in organizations like Metropolitan specifically. The discussions centered on trust in public agencies and trust in water quality (**Attachment 3**).



Carolyn Schaffer
Group Manager,
External Affairs

11/10/2025

Date



Deven Upadhyay
General Manager

11/10/2025

Date

Attachment 1 – Probolsky Research Water Conservation Survey Results (December 2023)

**Attachment 2 – Probolsky Research Additional Water Conservation Research Analyses
(March 2024)**

Attachment 3 – EMC Research Focus Groups (December 2023)

Ref# ea12707478



Metropolitan Water District Focus Groups

Conducted December 2023



Research Approach

- ▶ This qualitative research project was designed to gather feedback from Southern California residents on overall trust in agencies and institutions generally, and in organizations like Metropolitan specifically.
- ▶ The groups were also designed to generate discussion around specific water-related issues, namely water supply and water quality, and to engage participants as to whether and how their views toward those issues impact their opinions of an agency like Metropolitan.



Methodology

- ▶ Total of 8 focus groups.
 - 4 groups with Engaged Community Members.
 - 4 groups with Bottled Water Consumers.
- ▶ Conducted online and facilitated by a trained, professional moderator.
- ▶ Mix of key audience segments, including gender, language, and household income.

Focus groups are qualitative research and findings are, by design, not meant to be projected onto a larger population.



Key Findings: Trust in Public Agencies

- ▶ Most participants were strongly distrustful of politicians, government, and corporations. Skepticism has developed from years of perceived inaction or failure to deliver on promises.
- ▶ While most local agencies did not face the same level of skepticism, participants were hesitant to extend their trust to agencies they knew little about.
- ▶ Though many were aware of water supply infrastructure projects and programs, few knew who is responsible for these efforts.
- ▶ Awareness of Metropolitan Water District was low.
- ▶ Metropolitan's low name-recognition insulates the agency somewhat from the distrust placed onto other government bodies.



Key Findings: Trust in Water Quality

- ▶ Participants had relatively high awareness of water supply issues, including drought and water conservation efforts in the area.
- ▶ For many, their preference for bottled water was now a lifestyle choice rather than an active decision based on dissatisfaction with their water.
- ▶ Few saw the financial or environmental cost as a deterrent from buying bottled water.
- ▶ Most had not personally tested their water or checked quality reports, but assumed their water would be unclean.



Trust & Skepticism



General Mood

- ▶ A general feeling of pessimism is pervasive. Trust in government has been severely eroded in recent decades.
- ▶ For a majority of participants, government and politicians are viewed interchangeably; failures of politicians diminish trust that anyone will keep their promises.

“...we see a lot of politicians [...] you see people making talking points so they can get a clip on Fox News [...] and no one's really actually addressing the issue in a meaningful way...”

“We're not in these rooms or on these boards. How do we know if we can trust these folks? How do we know if they're doing a good job? What would that even mean?”

Frustration

- ▶ Participants were frustrated by perceived lack of progress or lack of success in dealing with big water-related issues.
- ▶ Many believed more rainwater should be captured.
- ▶ Some felt that water supply just shouldn't be an issue in California.
- ▶ Desalination and other large-scale projects were perceived as too expensive and impractical.

“...when there was a lot of heavy rainfall, there were a lot of areas that were flooded [...] And that water could have been reclaimed and unfortunately it wasn't.”

Positives

- ▶ Many pointed to “profit incentives” as the source for their trust in private companies.
- ▶ There were indications that public agencies such as Metropolitan could be an effective check on private company and citizen behavior.

“If [a private company’s] reputation sucks, they're not going to make money. Nobody's going to go to them and buy their products or use their services.”

“You need the regional organizations. The water has to get from the Colorado River to my bathtub, it doesn't just magically appear. Someone has to build the pipes and have the water flow through.”



Key Components of Trust

- ▶ **Transparency.** Participants want agencies to share as much information as is practical.
- ▶ **Demonstrated track record; demonstration projects.** People want to see results so they can judge for themselves. They also responded favorably to what they felt were new or novel approaches, such as shade balls in reservoirs.
- ▶ **Independent, third-party validators.** People appreciate third-party validation in addition to self-promotion.
- ▶ **Pure motivations.** For many, a factor of trust in government agencies centered around the fact that they don't have a profit motive and that they are working purely for the public interest.



Perceptions of Metropolitan

- ▶ Awareness of Metropolitan is very low. Some had heard the agency name but there was little specific knowledge of the agency.
- ▶ Some liked the concept of a regional agency overseeing the smaller local water agencies, while others wondered why there was a need for so many different agencies.
- ▶ For some participants, the lack of awareness was an opportunity to develop trust in Metropolitan since they had not heard anything bad about them.
- ▶ However, many opinions were neutral, not strongly negative nor positive. Participants' base-level skepticism of government kept positive opinions muted.



Water Issues



Water Supply

- ▶ Water supply and drought were top-of-mind concerns for most participants.
- ▶ Most recognized that water supply is still an issue in Southern California despite 2023 rains.
- ▶ Many participants say they had personally reduced their water usage, particularly for outdoor landscaping.
- ▶ A recurring perception was that California's water supply issues stem from inefficient management, not lack of rain.

“All of these individual campaigns, while important, I think wouldn't move the needle as much as if we were to build these huge infrastructure and make investments.”

Water Quality

- ▶ Detailed knowledge is very limited, but there are perceptions that tap water quality may be an issue generally.
- ▶ Participants assessed their water quality on many factors, including taste, smell, clarity, and how it felt on hair and skin.
- ▶ Despite overall mistrust and skepticism, many indicated they would trust a water quality report from their water agency. Few had any awareness or knowledge of their own water quality reports.

“If someone handed me a Japanese book, I would believe it's a Japanese book, but I wouldn't understand it... it's kind of the same thing with the water report. I can read it, but it doesn't necessarily inform me.”

“I have it filtered, but from what I see in the report, they're constantly improving the quality of the water. I do tend to believe what the reports say.”



Bottled Water

- ▶ For many, the preference for bottled water was a learned habit, not a reaction to a specific complaint against their tap water.
- ▶ Some noted that water quality concerns in other locations, like Michigan or Mexico, pushed them to err on the side of caution with their own tap water.

“Somebody comes over to my house, oh, God forbid I couldn't pour them a regular glass of water. You have to get a bottled water.”

“I think it all started in the late '80s with bottled water companies advertising on TV, like Arrowhead and Evian and Perrier. That's when the move went into bottled water.”



Conclusions



Conclusions & Recommendations

- ▶ Skepticism and mistrust is pervasive and has been built up over years.
- ▶ Perceptions of government have been soured by instances in which people believe the government (or politicians) didn't deliver on promises.
- ▶ Metropolitan may benefit from effectively communicating the success of its own efforts to address and improve Southern California water supply issues; particularly any new or novel approaches.
- ▶ Communicating the mission-driven work of Metropolitan on water supply and water quality may help distinguish these efforts. People want to believe that their government is working for the public good, not for self-interest.



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Metropolitan Water District of Southern California Water Conservation Survey Results Presentation

December 2023



Market and Opinion Research



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Metropolitan Water District – Water Conservation Survey

Survey Methodology*

Survey Details	
Mode	Phone (landline and mobile) Online (email and text-to-web)
Language	English and Spanish
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%

Sample

Our sample was developed from consumer data. We matched the demographics of Metropolitan Water District of Southern California service area residents.

Data Collection Explained

Interviews were conducted by phone (33%) and online (67%) modes. Phone interviews were conducted via landline (38%) or mobile (62%). Online participants were invited by email (50%) and text message (50%).

Respondents in all modes chose their preferred language, English (92%) or Spanish (8%).

The online survey was accessible by computer, tablet, and smart phone.

Security measures precluded individuals from completing the survey more than once.

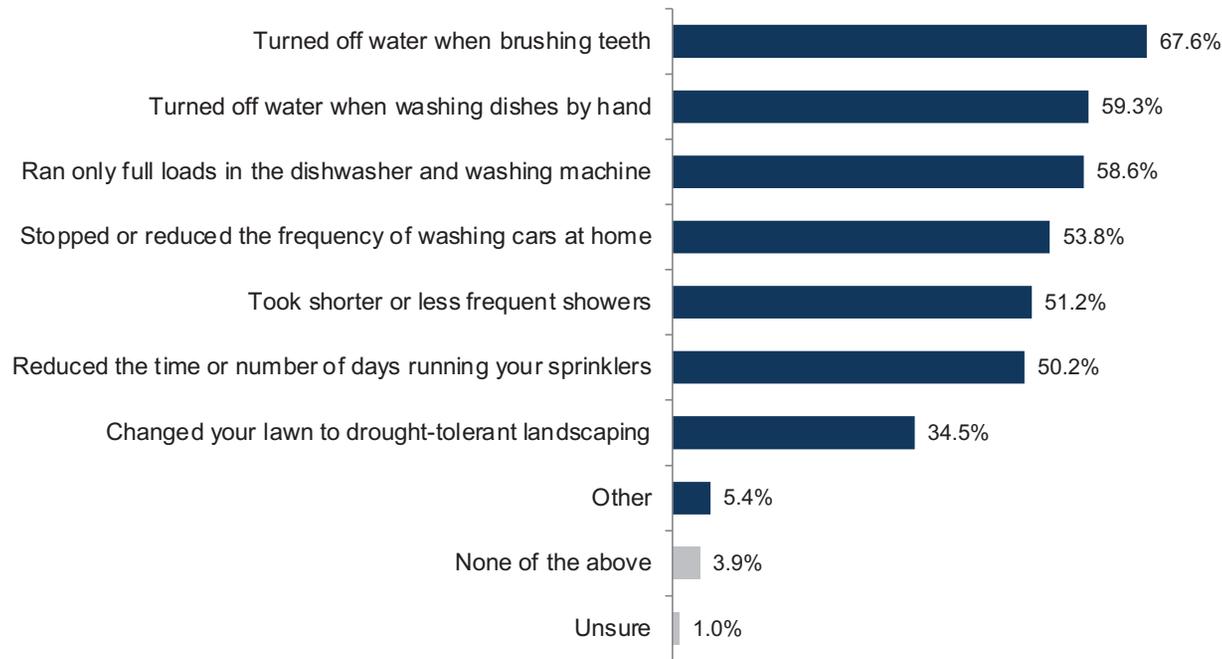
Probolsky Research is a Latina- and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.

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



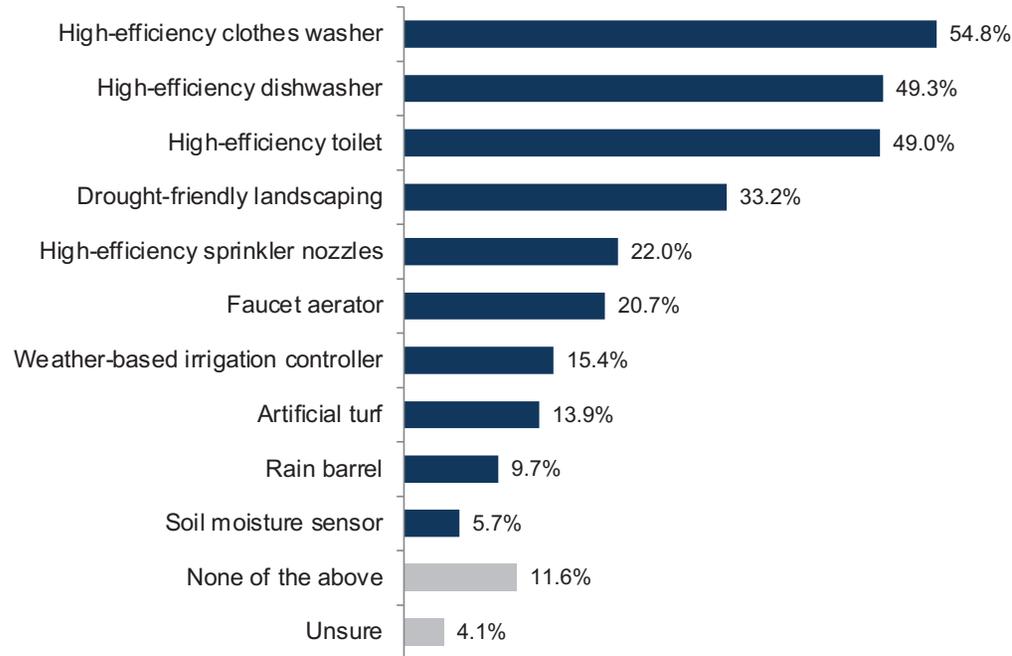
A majority adopted many water saving behaviors during the most recent serious drought in Southern California

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.



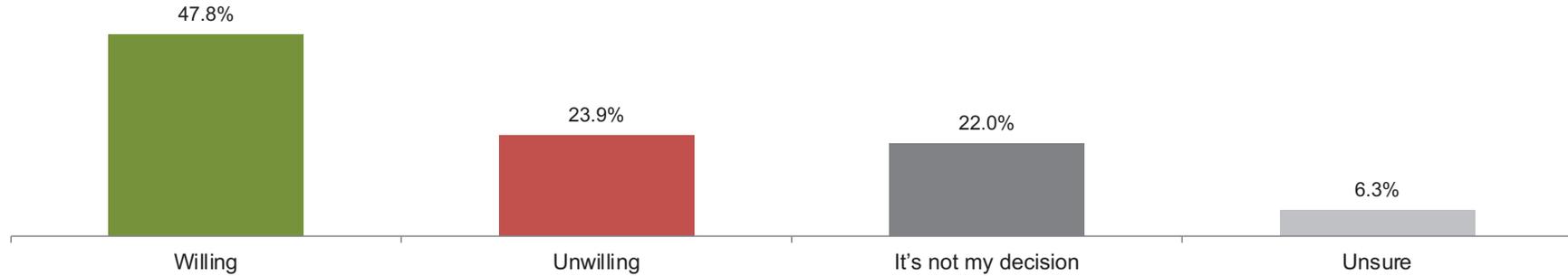
55% have high-efficiency clothes washers in their homes, room for growth with other hardware

Question 2: Which of the following items do you currently have where you live? Select all that apply.



48% are willing to purchase or install a high-efficiency toilet for their residence

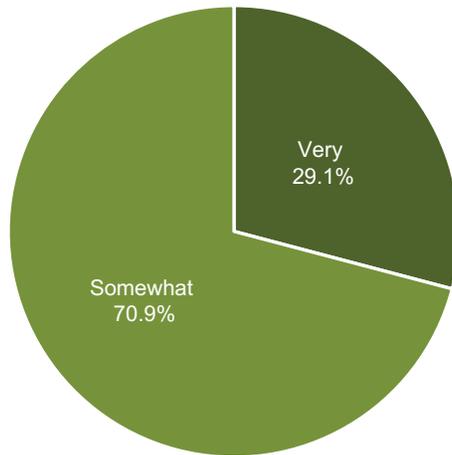
Question 3_1: How willing would you be to purchase or install a high-efficiency toilet for your residence?
[IF 'HIGH-EFFICIENCY TOILET' WAS NOT SELECTED IN Q2]



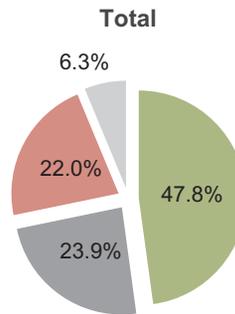
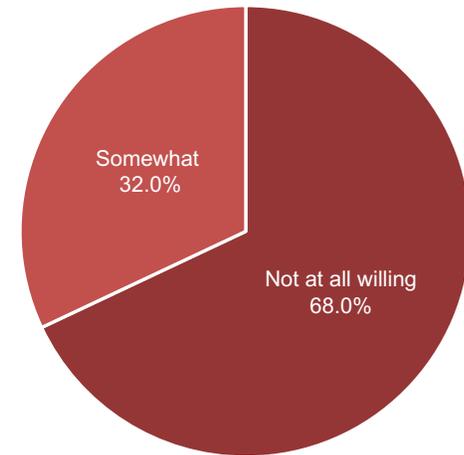
Among those who said willing, 71% said somewhat willing

Question 3_1: How willing would you be to purchase or install a high-efficiency toilet for your residence?
[IF 'HIGH-EFFICIENCY TOILET' WAS NOT SELECTED IN Q2]

Among those who said willing

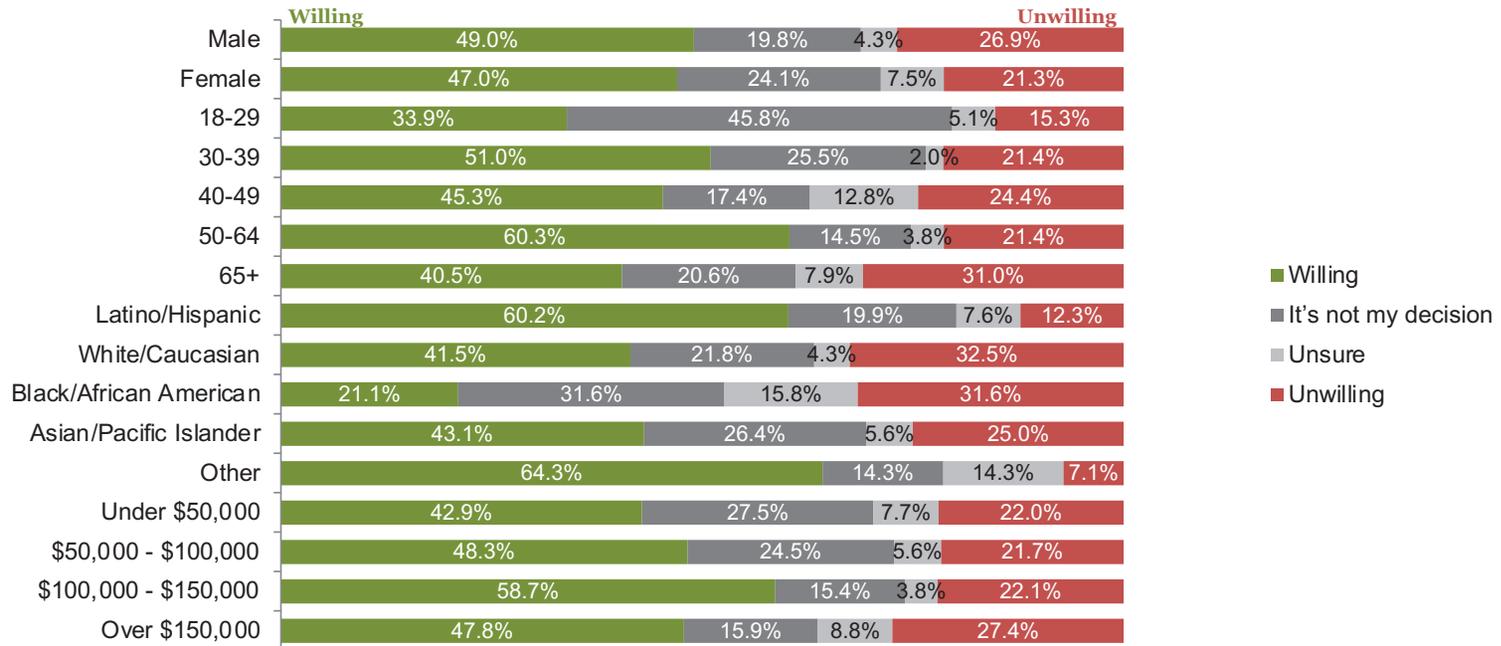


Among those who said unwilling



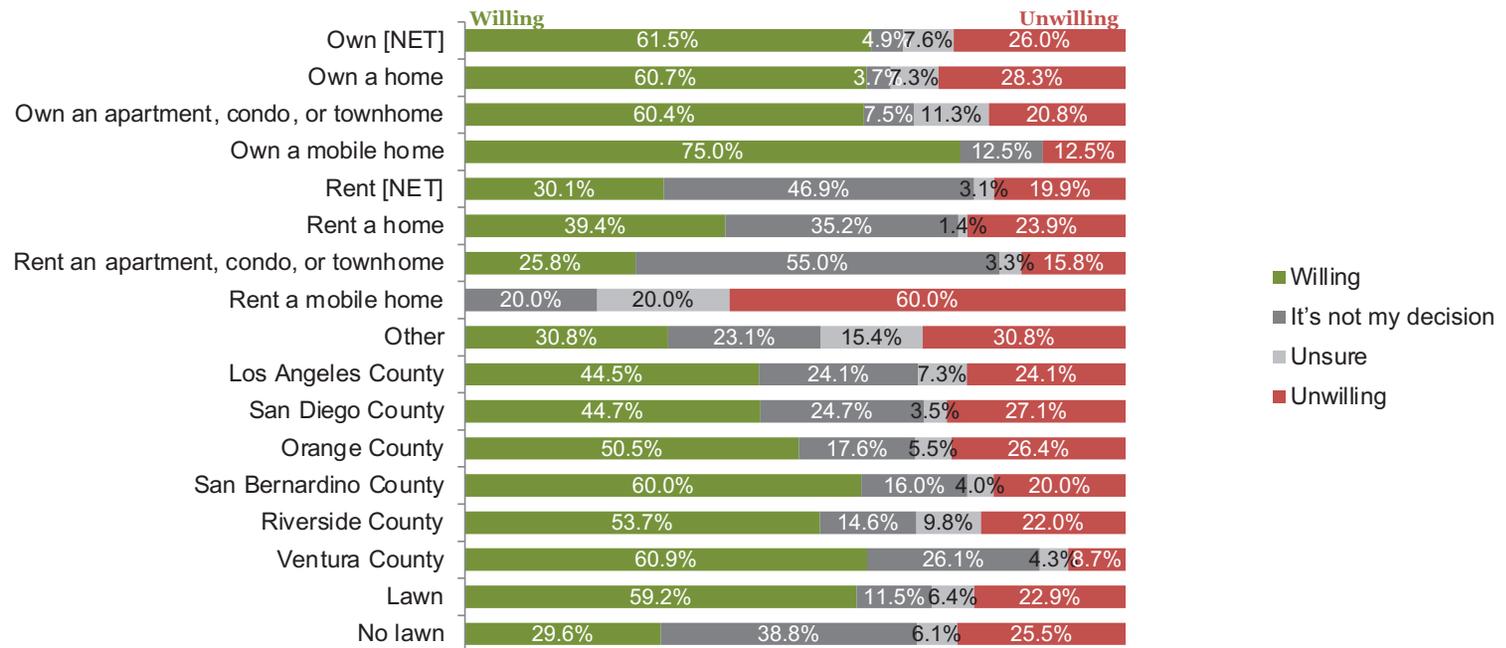
Results by gender, age, ethnicity, and household income

Question 3_1: How willing would you be to purchase or install a high-efficiency toilet for your residence?
 [IF 'HIGH-EFFICIENCY TOILET' WAS NOT SELECTED IN Q2]



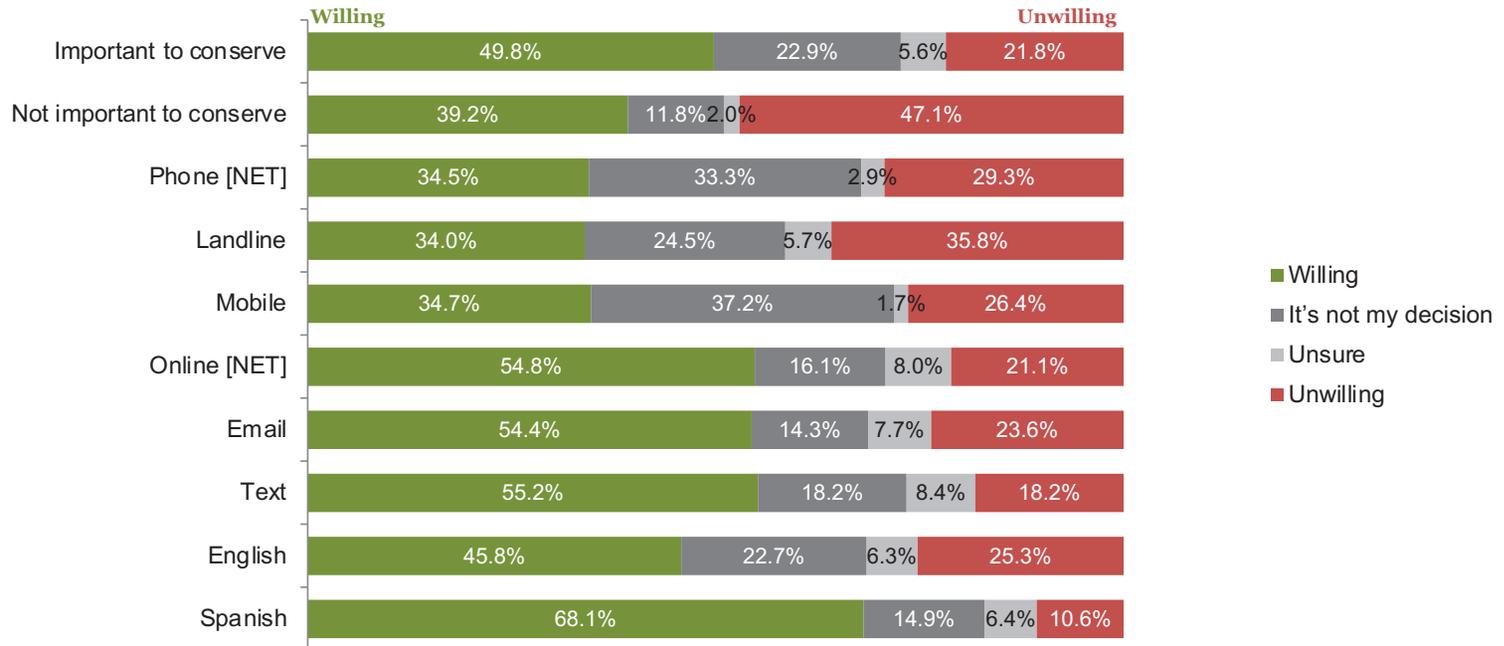
Results by home type, county, and lawn household

Question 3_1: How willing would you be to purchase or install a high-efficiency toilet for your residence?
 [IF 'HIGH-EFFICIENCY TOILET' WAS NOT SELECTED IN Q2]



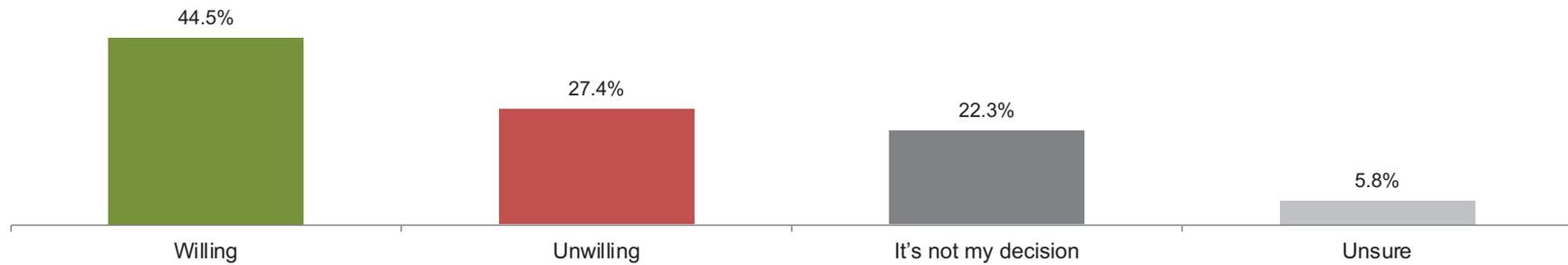
Results by survey mode and survey language

Question 3_1: How willing would you be to purchase or install a high-efficiency toilet for your residence?
 [IF 'HIGH-EFFICIENCY TOILET' WAS NOT SELECTED IN Q2]



45% are willing to purchase or install a high-efficiency clothes washer for their residence

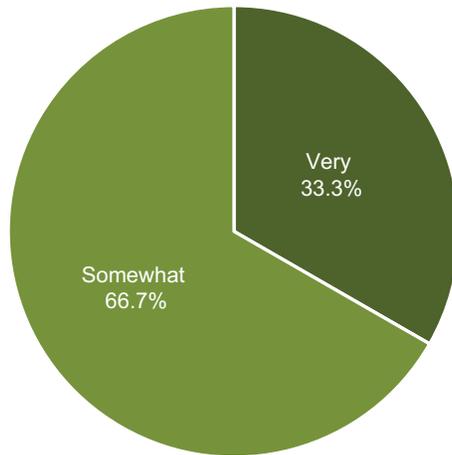
Question 3_2: How willing would you be to purchase or install a high-efficiency clothes washer for your residence?
[IF 'HIGH-EFFICIENCY CLOTHES WASHER' WAS NOT SELECTED IN Q2]



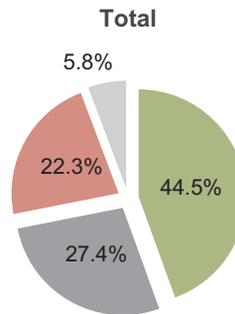
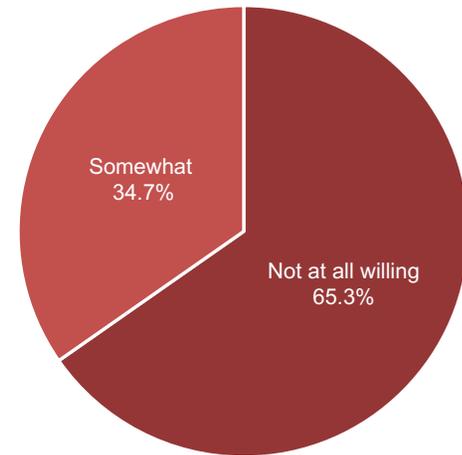
Among those who said willing, 67% said somewhat willing

Question 3_2: How willing would you be to purchase or install a high-efficiency clothes washer for your residence?
[IF 'HIGH-EFFICIENCY CLOTHES WASHER' WAS NOT SELECTED IN Q2]

Among those who said willing

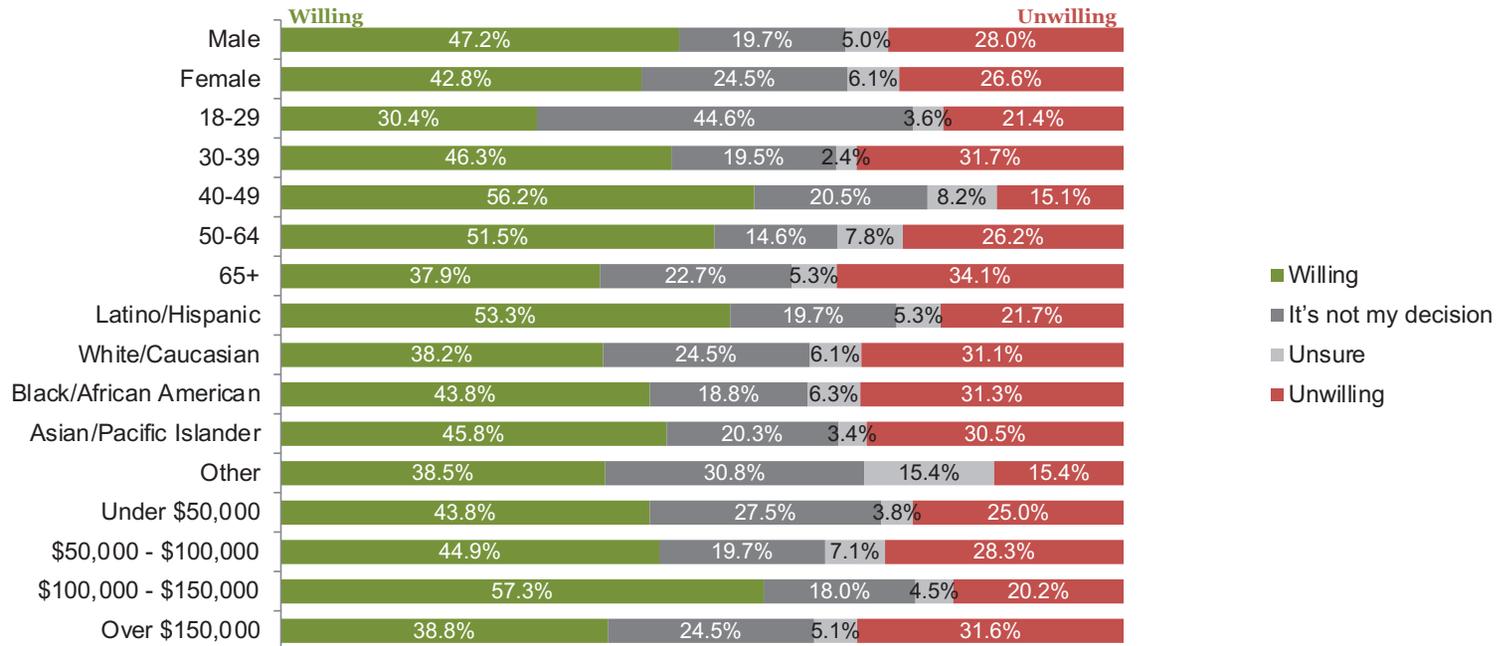


Among those who said unwilling



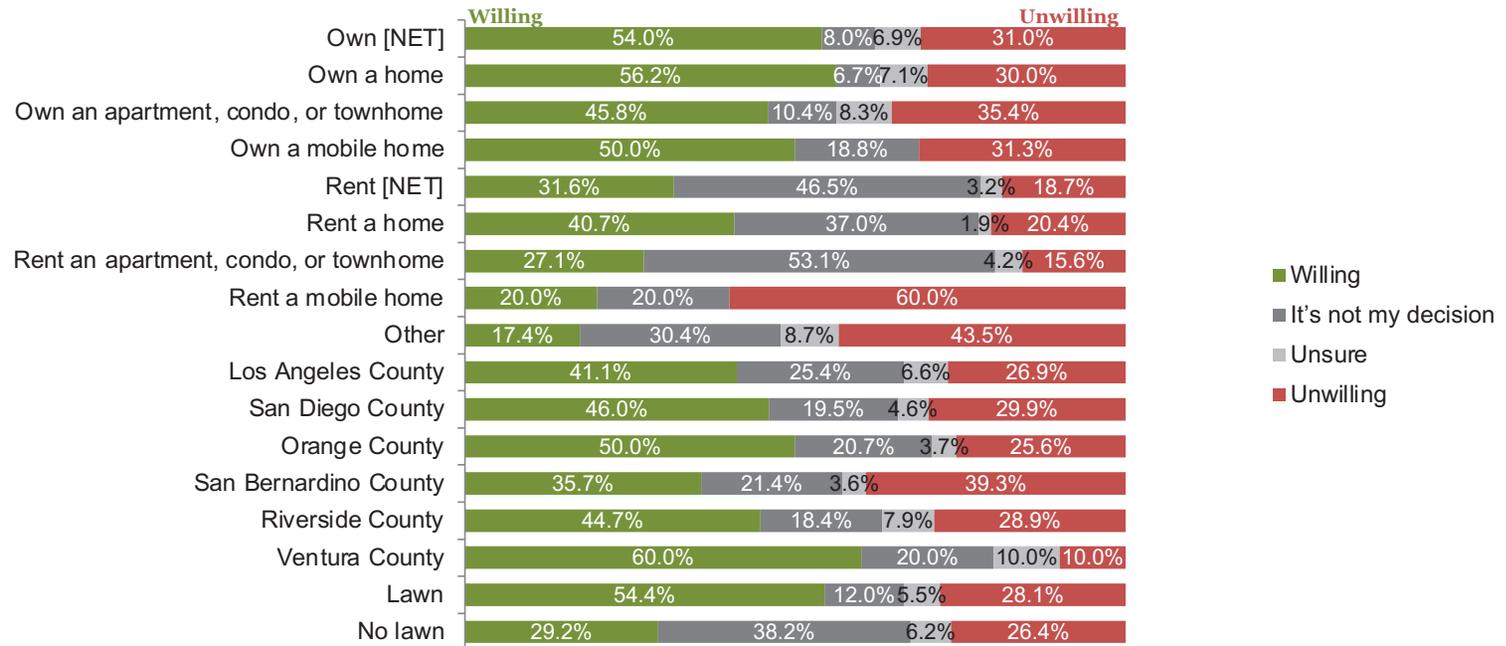
Results by gender, age, ethnicity, and household income

Question 3_2: How willing would you be to purchase or install a high-efficiency clothes washer for your residence?
 [IF 'HIGH-EFFICIENCY CLOTHES WASHER' WAS NOT SELECTED IN Q2]



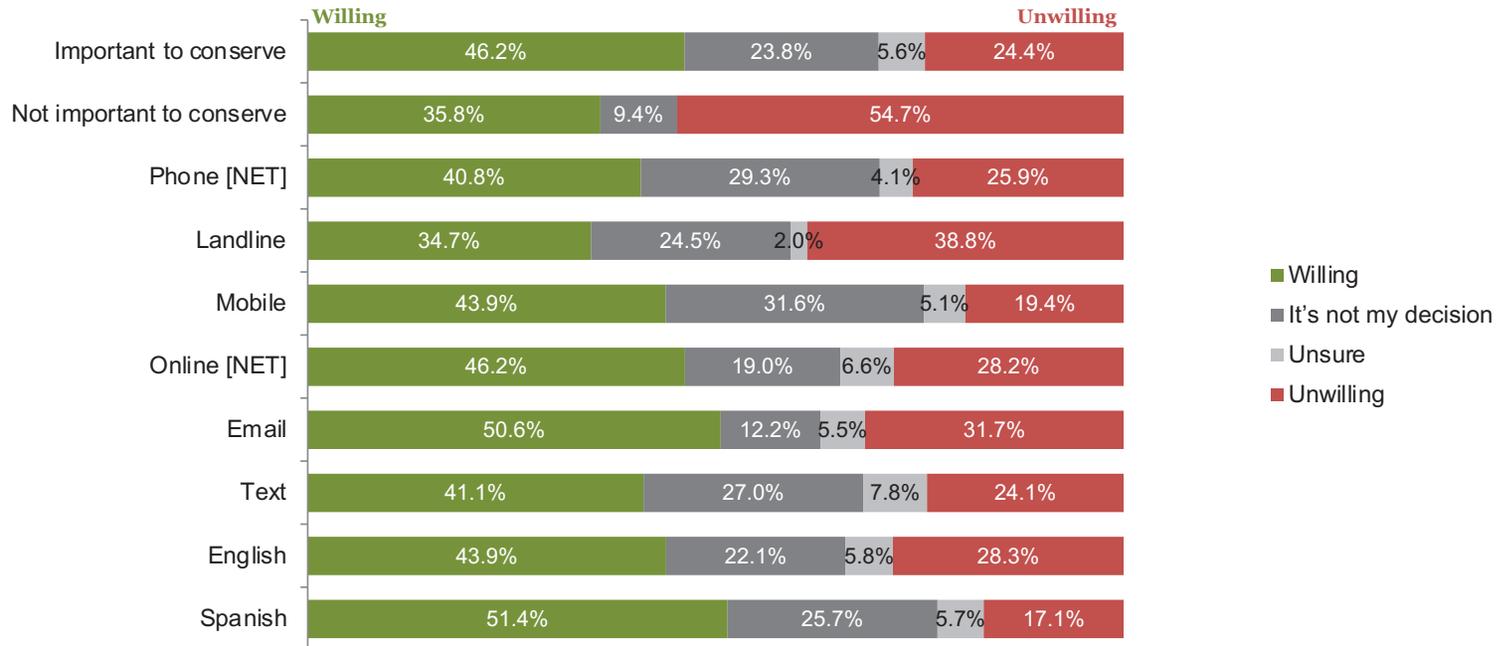
Results by home type, county, and lawn household

Question 3_2: How willing would you be to purchase or install a high-efficiency clothes washer for your residence?
 [IF 'HIGH-EFFICIENCY CLOTHES WASHER' WAS NOT SELECTED IN Q2]



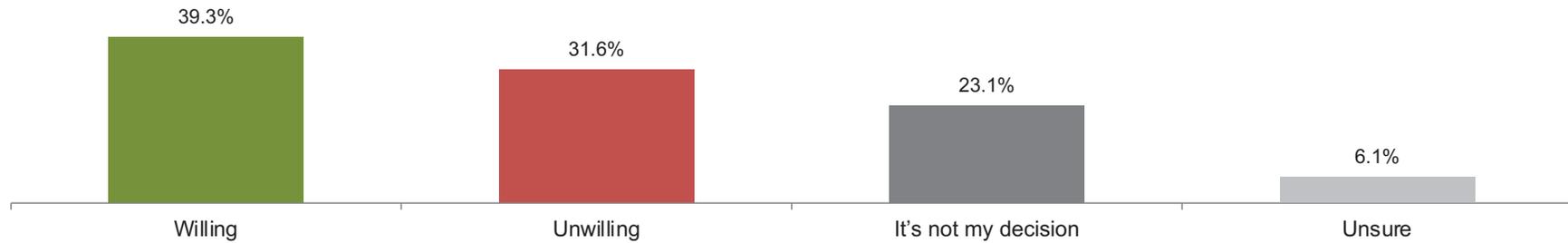
Results by survey mode and survey language

Question 3_2: How willing would you be to purchase or install a high-efficiency clothes washer for your residence?
 [IF 'HIGH-EFFICIENCY CLOTHES WASHER' WAS NOT SELECTED IN Q2]



39% are willing to purchase or install a high-efficiency dishwasher for their residence

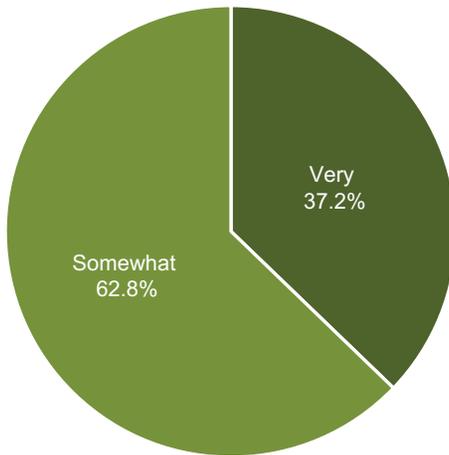
Question 3_3: How willing would you be to purchase or install high-efficiency dishwasher for your residence?
[IF 'HIGH-EFFICIENCY DISHWASHER' WAS NOT SELECTED IN Q2]



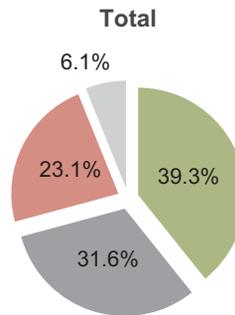
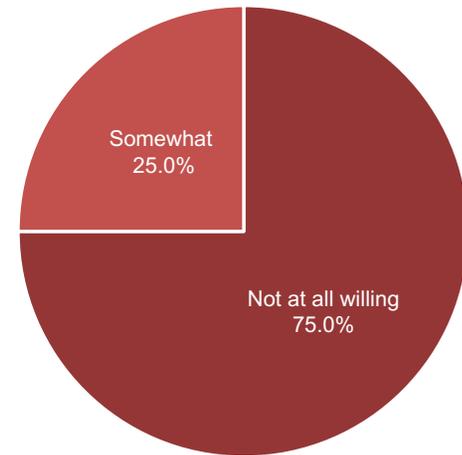
Among those who said willing, 63% said somewhat willing

Question 3_3: How willing would you be to purchase or install high-efficiency dishwasher for your residence?
[IF 'HIGH-EFFICIENCY DISHWASHER' WAS NOT SELECTED IN Q2]

Among those who said willing

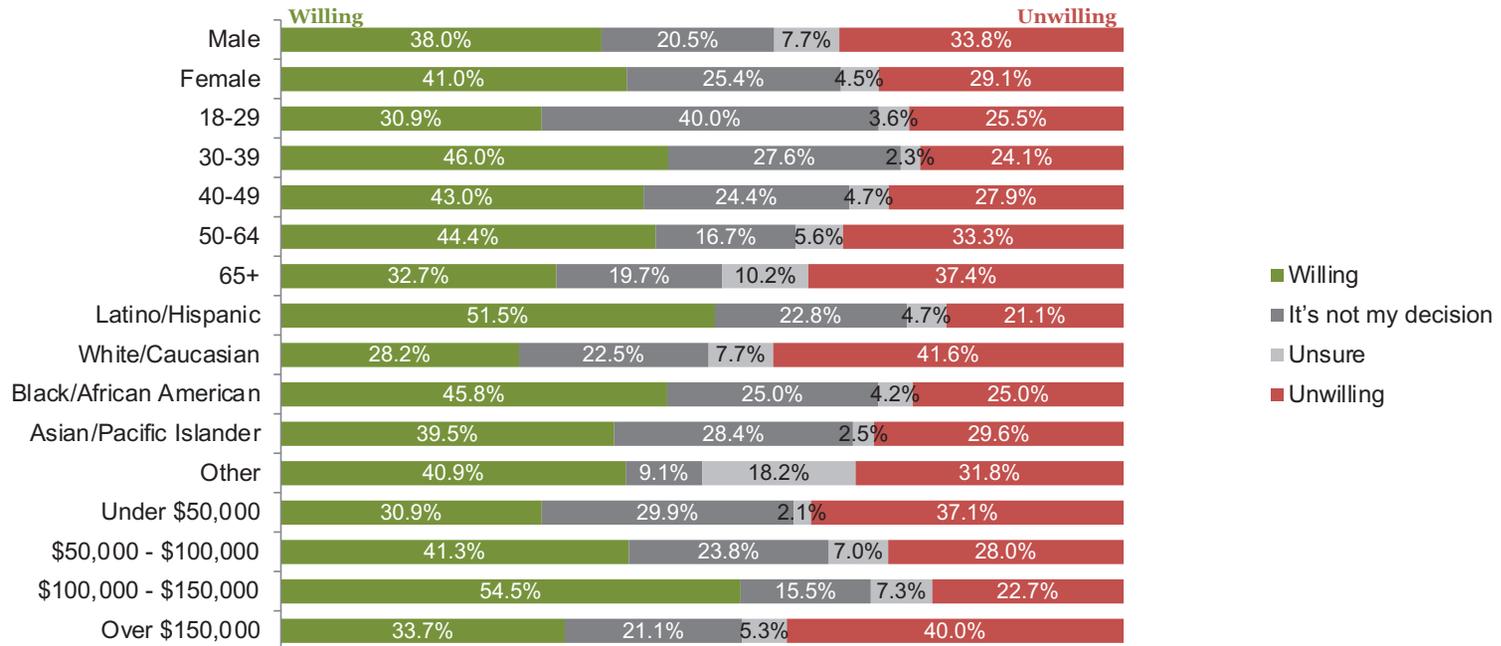


Among those who said unwilling



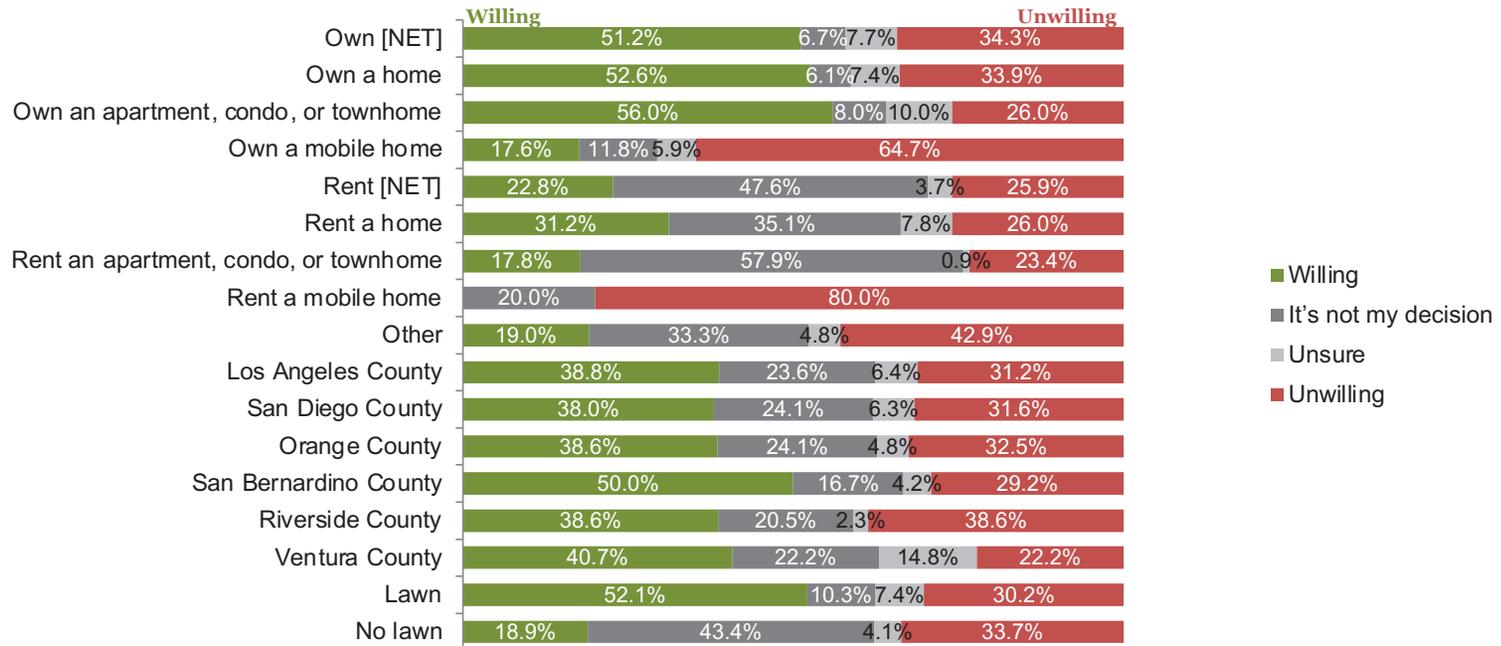
Results by gender, age, ethnicity, and household income

Question 3_3: How willing would you be to purchase or install high-efficiency dishwasher for your residence?
 [IF 'HIGH-EFFICIENCY DISHWASHER' WAS NOT SELECTED IN Q2]



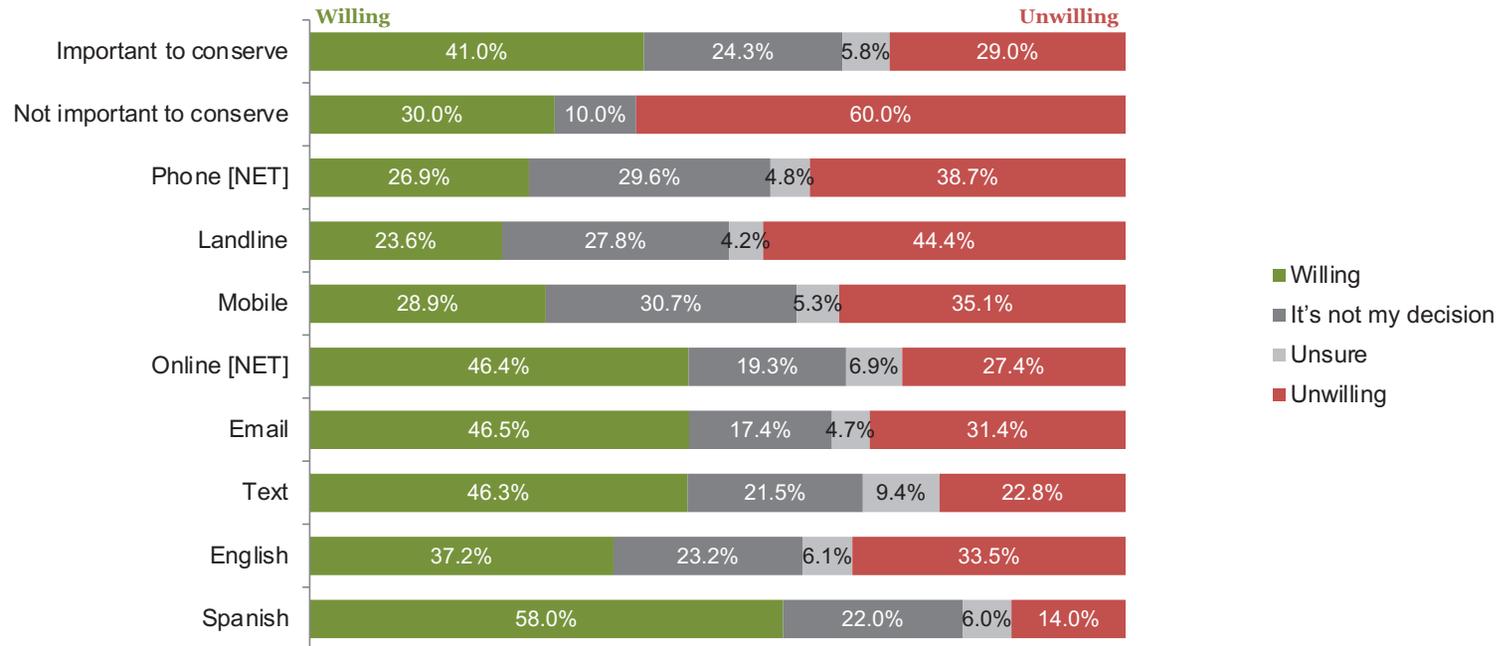
Results by home type, county, and lawn household

Question 3_3: How willing would you be to purchase or install high-efficiency dishwasher for your residence?
 [IF 'HIGH-EFFICIENCY DISHWASHER' WAS NOT SELECTED IN Q2]



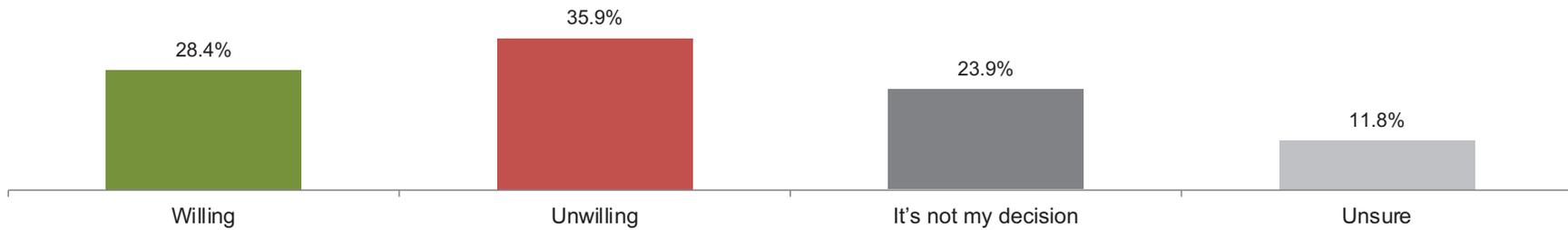
Results by survey mode and survey language

Question 3_3: How willing would you be to purchase or install high-efficiency dishwasher for your residence?
 [IF 'HIGH-EFFICIENCY DISHWASHER' WAS NOT SELECTED IN Q2]



36% are unwilling to purchase or install a soil moisture sensor for their residence

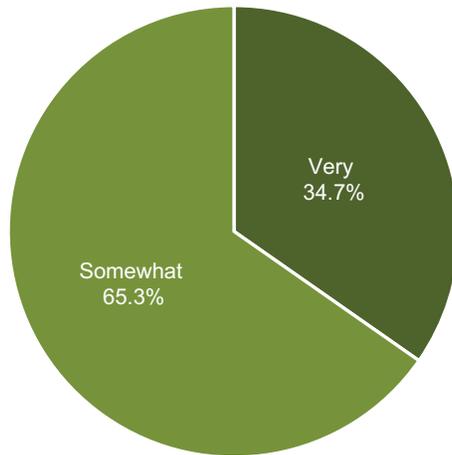
Question 3_4: How willing would you be to purchase or install a soil moisture sensor for your residence?
[IF 'SOIL MOISTURE SENSOR' WAS NOT SELECTED IN Q2]



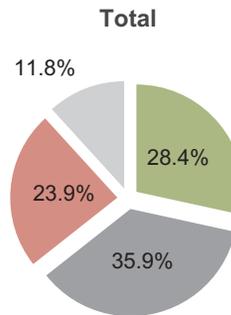
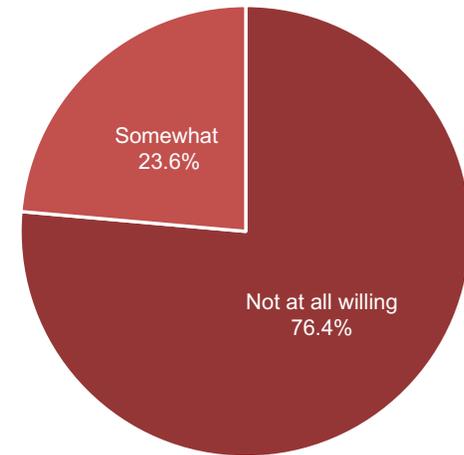
Among those who said unwilling, 76% said not at all willing

Question 3_4: How willing would you be to purchase or install a soil moisture sensor for your residence?
[IF 'SOIL MOISTURE SENSOR' WAS NOT SELECTED IN Q2]

Among those who said willing

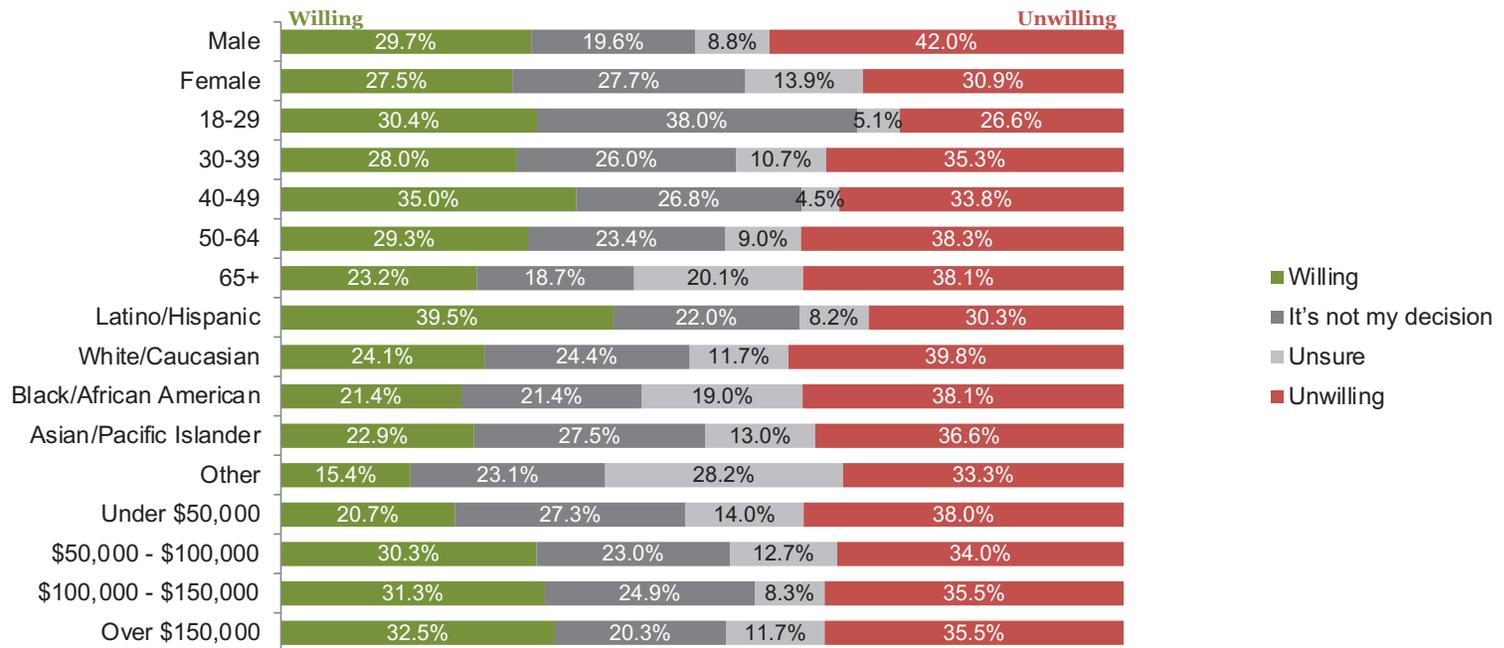


Among those who said unwilling



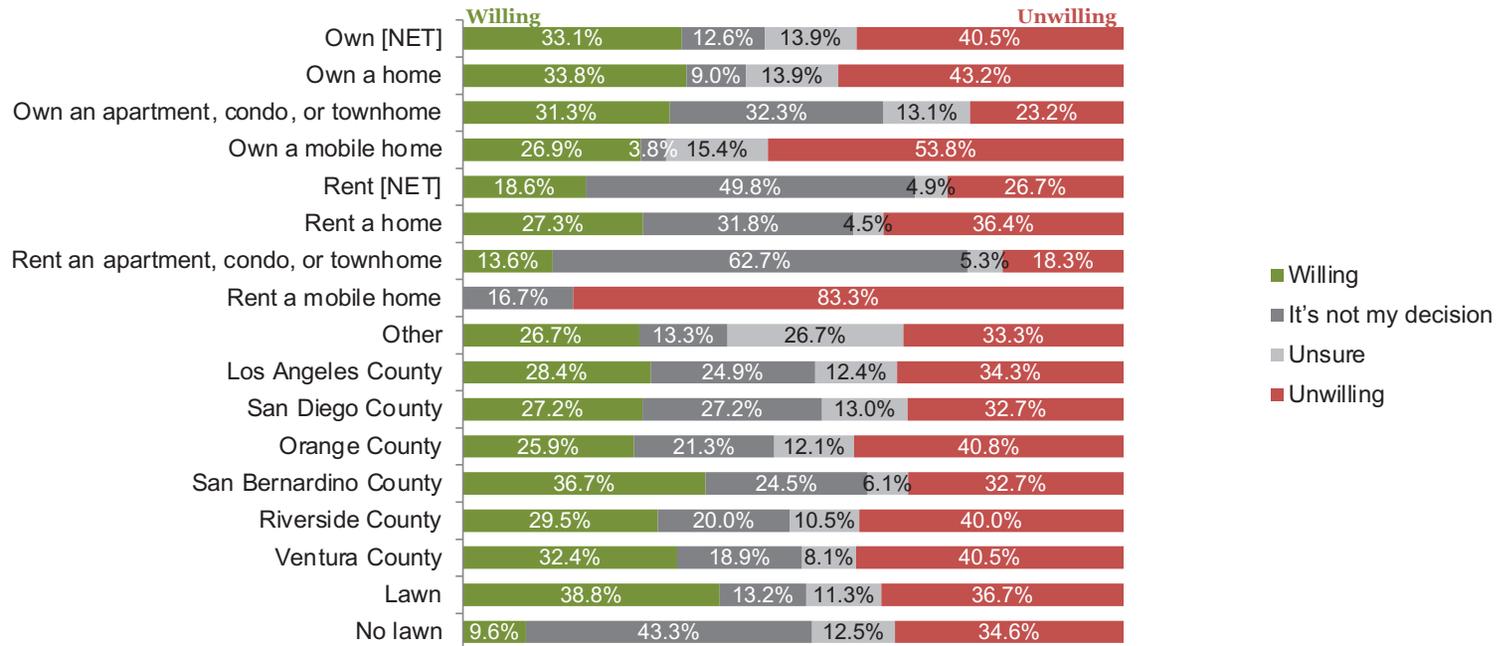
Results by gender, age, ethnicity, and household income

Question 3_4: How willing would you be to purchase or install a soil moisture sensor for your residence?
 [IF 'SOIL MOISTURE SENSOR' WAS NOT SELECTED IN Q2]



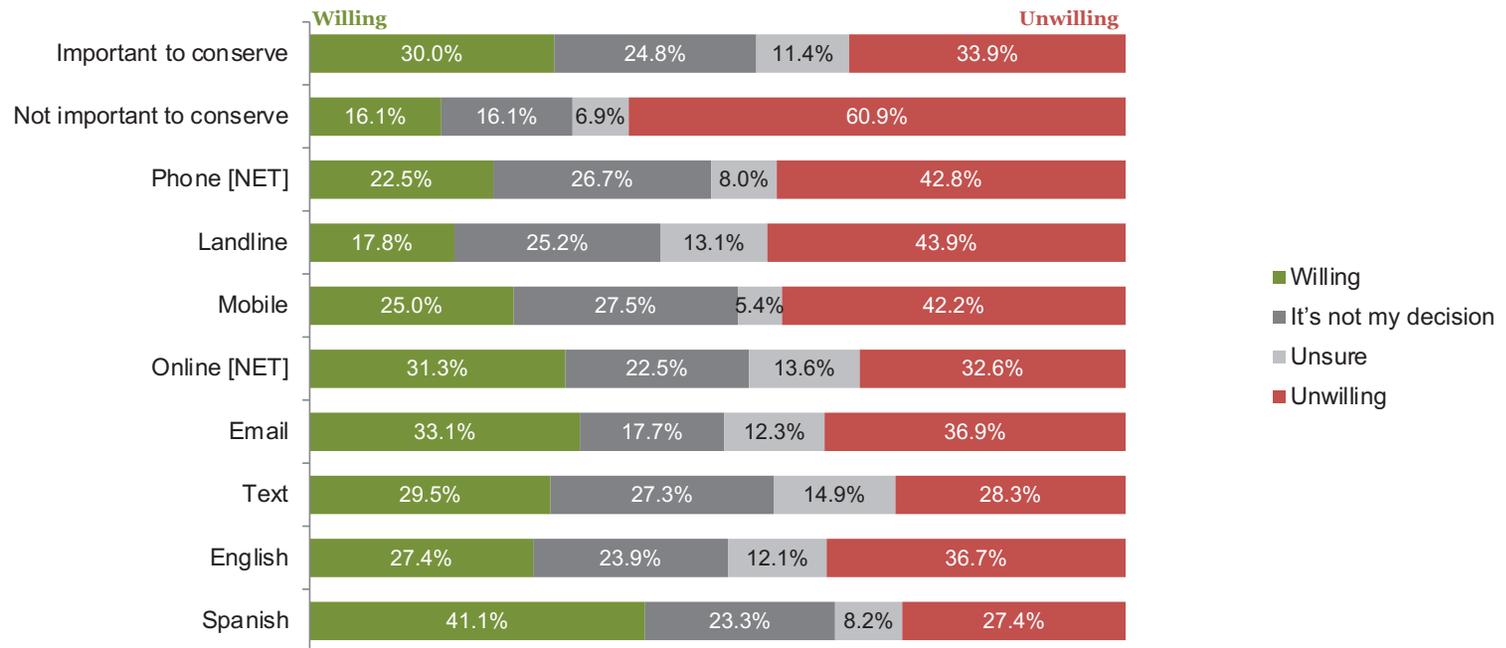
Results by home type, county, and lawn household

Question 3_4: How willing would you be to purchase or install a soil moisture sensor for your residence?
 [IF 'SOIL MOISTURE SENSOR' WAS NOT SELECTED IN Q2]



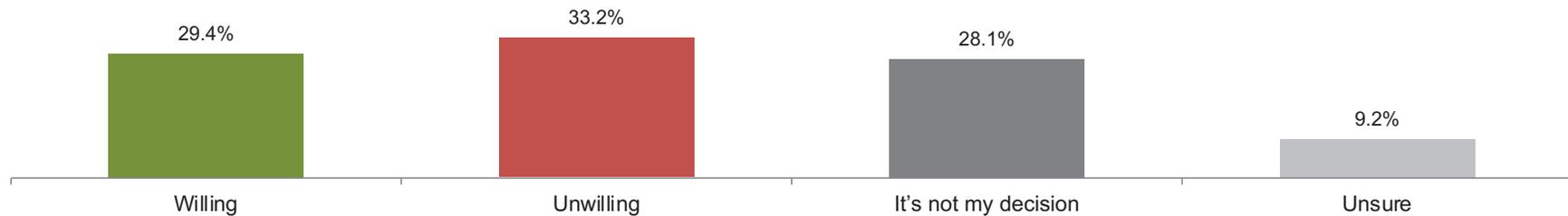
Results by survey mode and survey language

Question 3_4: How willing would you be to purchase or install a soil moisture sensor for your residence?
 [IF 'SOIL MOISTURE SENSOR' WAS NOT SELECTED IN Q2]



33% are unwilling to purchase or install a weather-based irrigation controller for their residence

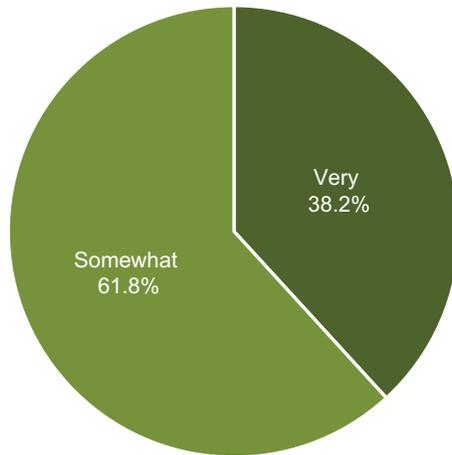
Question 3_5: How willing would you be to purchase or install a weather-based irrigation controller for your residence?
[IF 'WEATHER-BASED IRRIGATION CONTROLLER' WAS NOT SELECTED IN Q2]



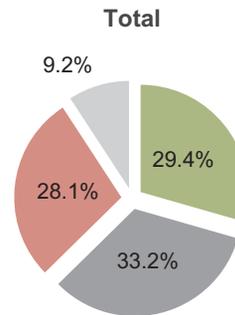
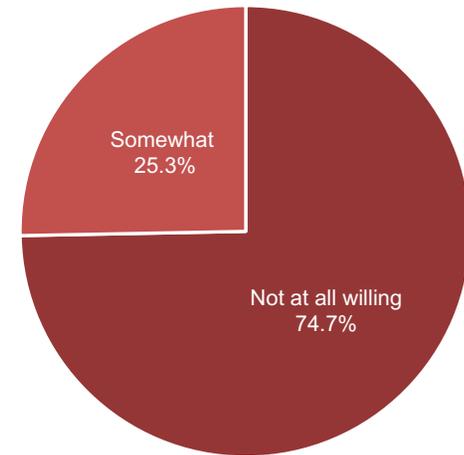
Among those who said unwilling, 75% said not at all willing

Question 3_5: How willing would you be to purchase or install a weather-based irrigation controller for your residence?
[IF 'WEATHER-BASED IRRIGATION CONTROLLER' WAS NOT SELECTED IN Q2]

Among those who said willing

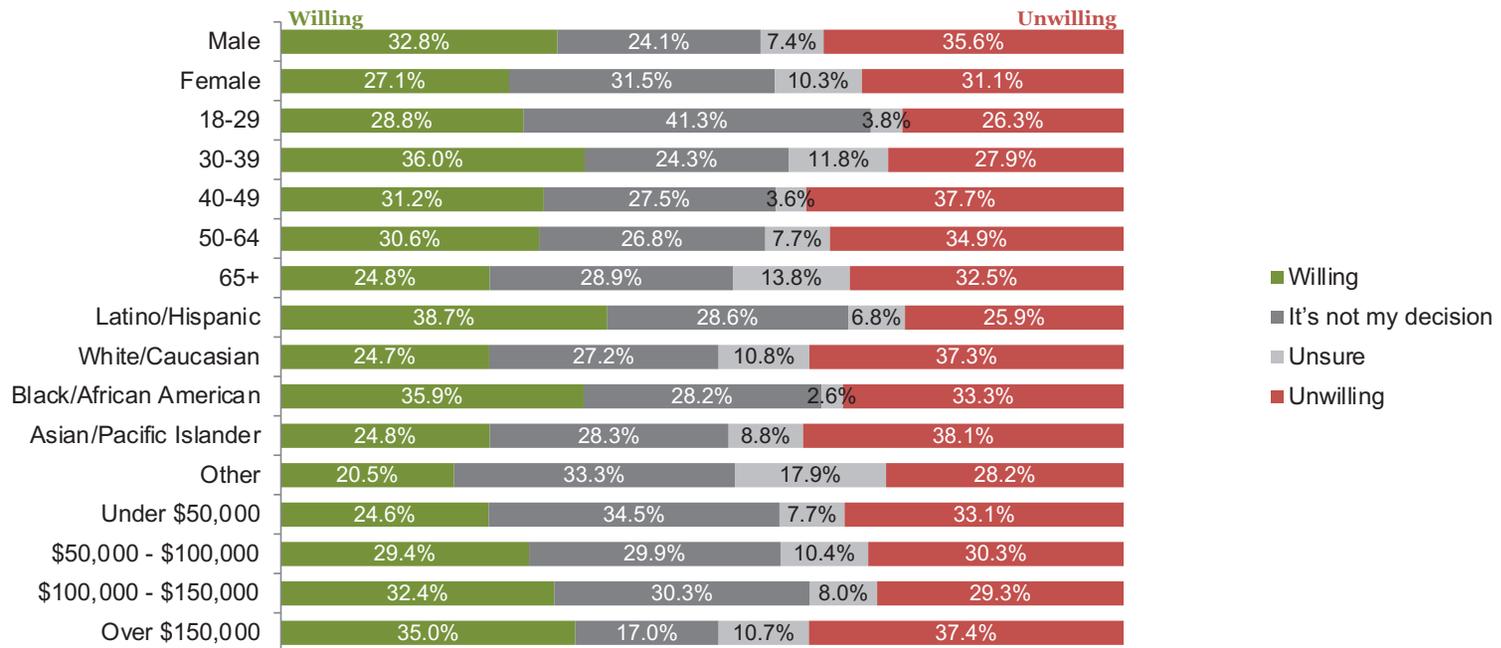


Among those who said unwilling



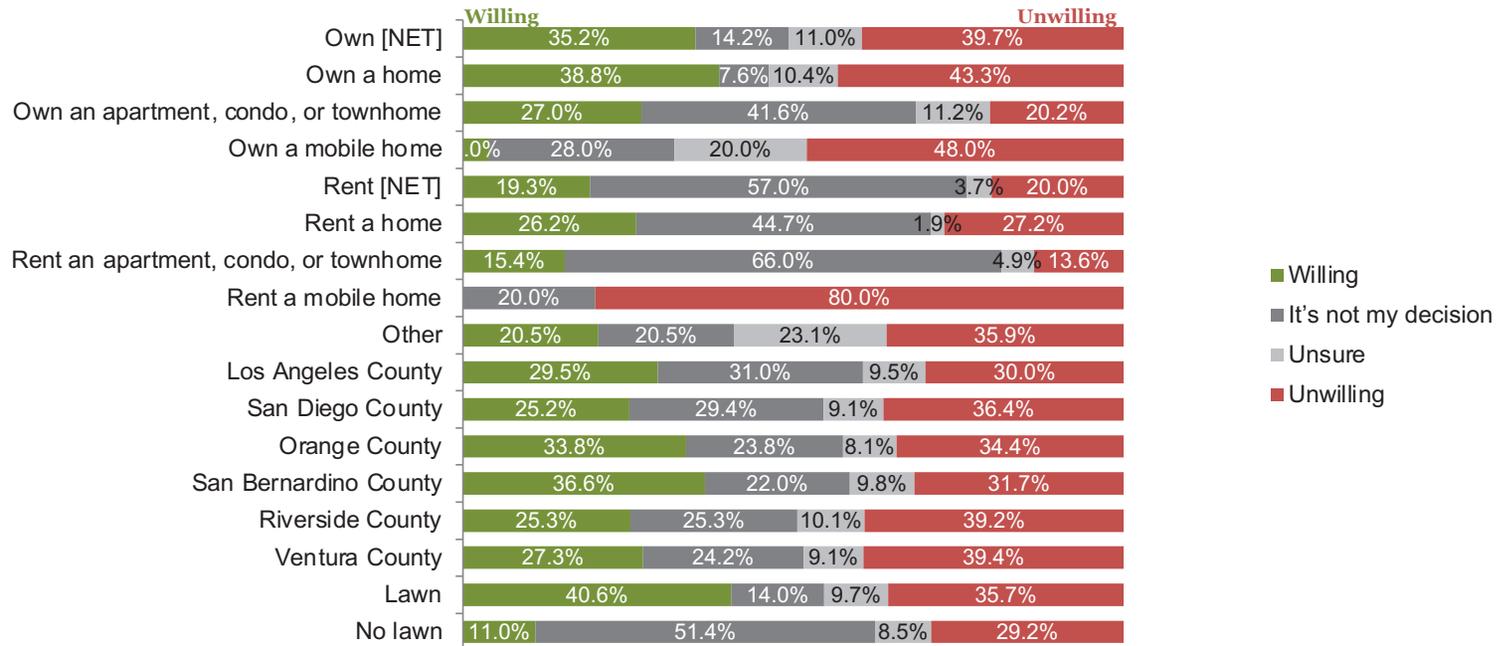
Results by gender, age, ethnicity, and household income

Question 3_5: How willing would you be to purchase or install a weather-based irrigation controller for your residence?
 [IF 'WEATHER-BASED IRRIGATION CONTROLLER' WAS NOT SELECTED IN Q2]



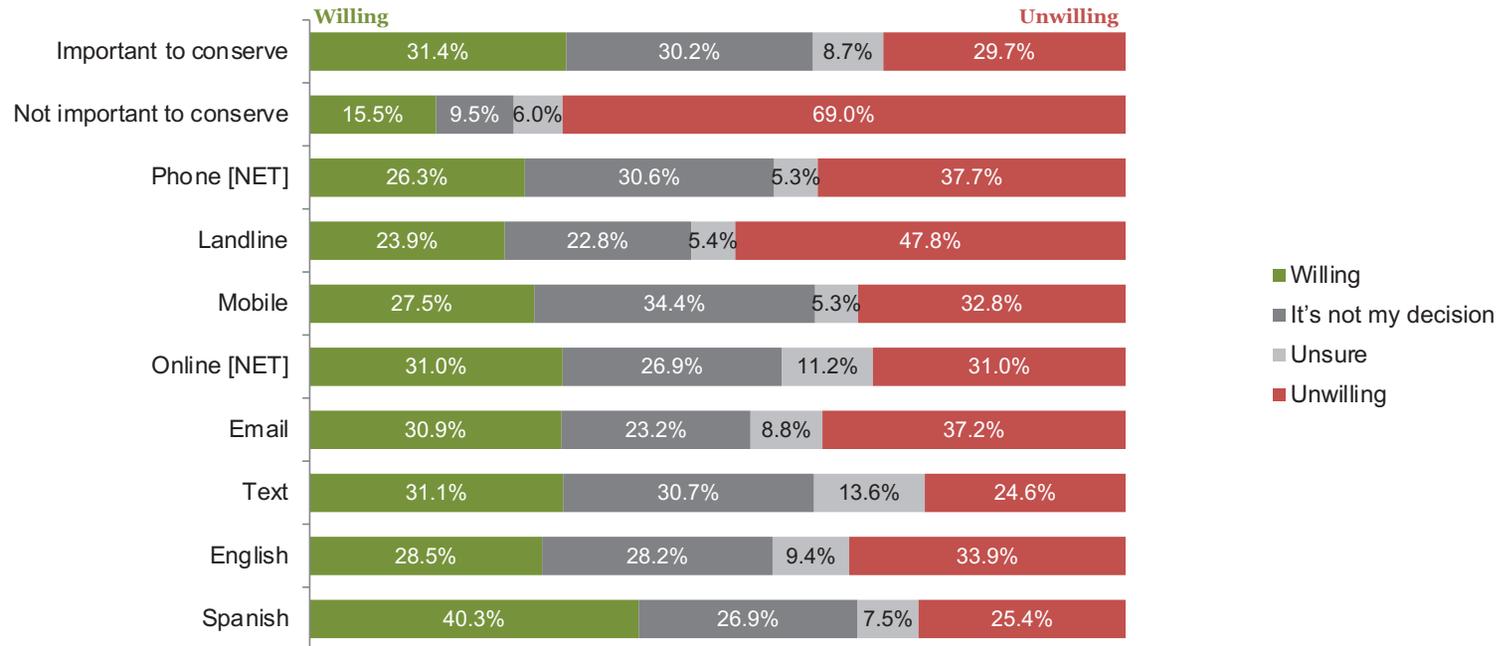
Results by home type, county, and lawn household

Question 3_5: How willing would you be to purchase or install a weather-based irrigation controller for your residence?
 [IF 'WEATHER-BASED IRRIGATION CONTROLLER' WAS NOT SELECTED IN Q2]



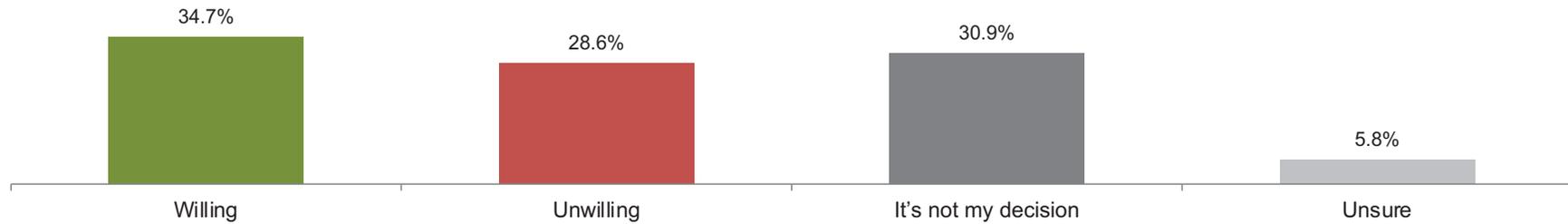
Results by survey mode and survey language

Question 3_5: How willing would you be to purchase or install a weather-based irrigation controller for your residence?
 [IF 'WEATHER-BASED IRRIGATION CONTROLLER' WAS NOT SELECTED IN Q2]



35% are willing to purchase or install high-efficiency sprinkler nozzles for their residence

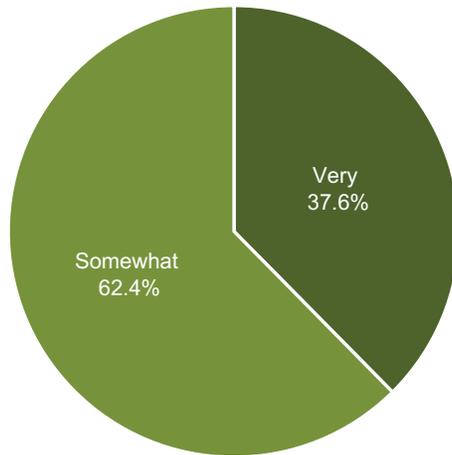
Question 3_6: How willing would you be to purchase or install high-efficiency sprinkler nozzles for your residence?
[IF 'HIGH-EFFICIENCY SPRINKLER NOZZLES' WAS NOT SELECTED IN Q2]



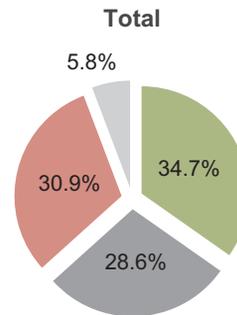
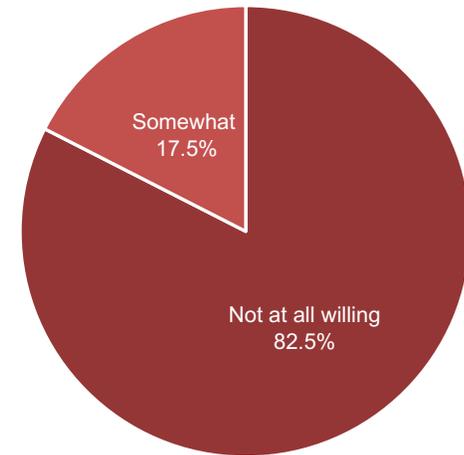
Among those who said willing, 62% said somewhat willing

Question 3_6: How willing would you be to purchase or install high-efficiency sprinkler nozzles for your residence?
[IF 'HIGH-EFFICIENCY SPRINKLER NOZZLES' WAS NOT SELECTED IN Q2]

Among those who said willing

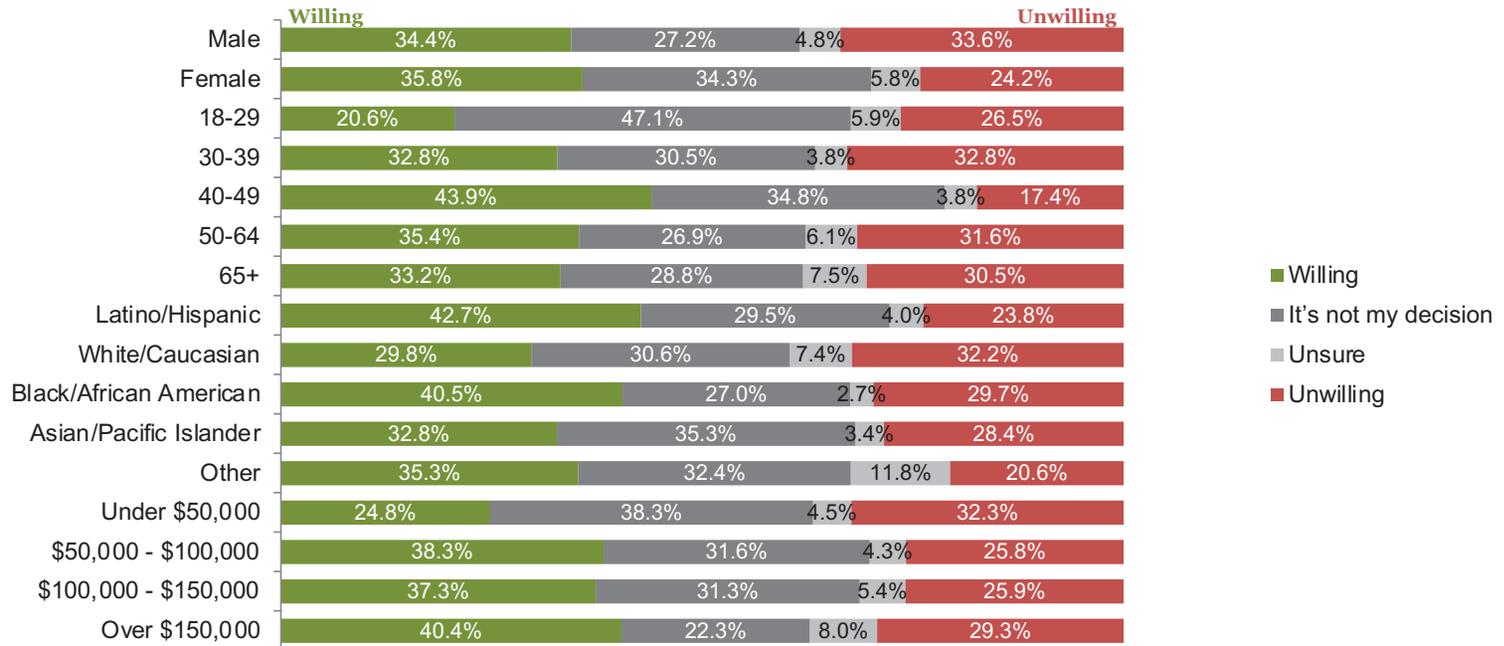


Among those who said unwilling



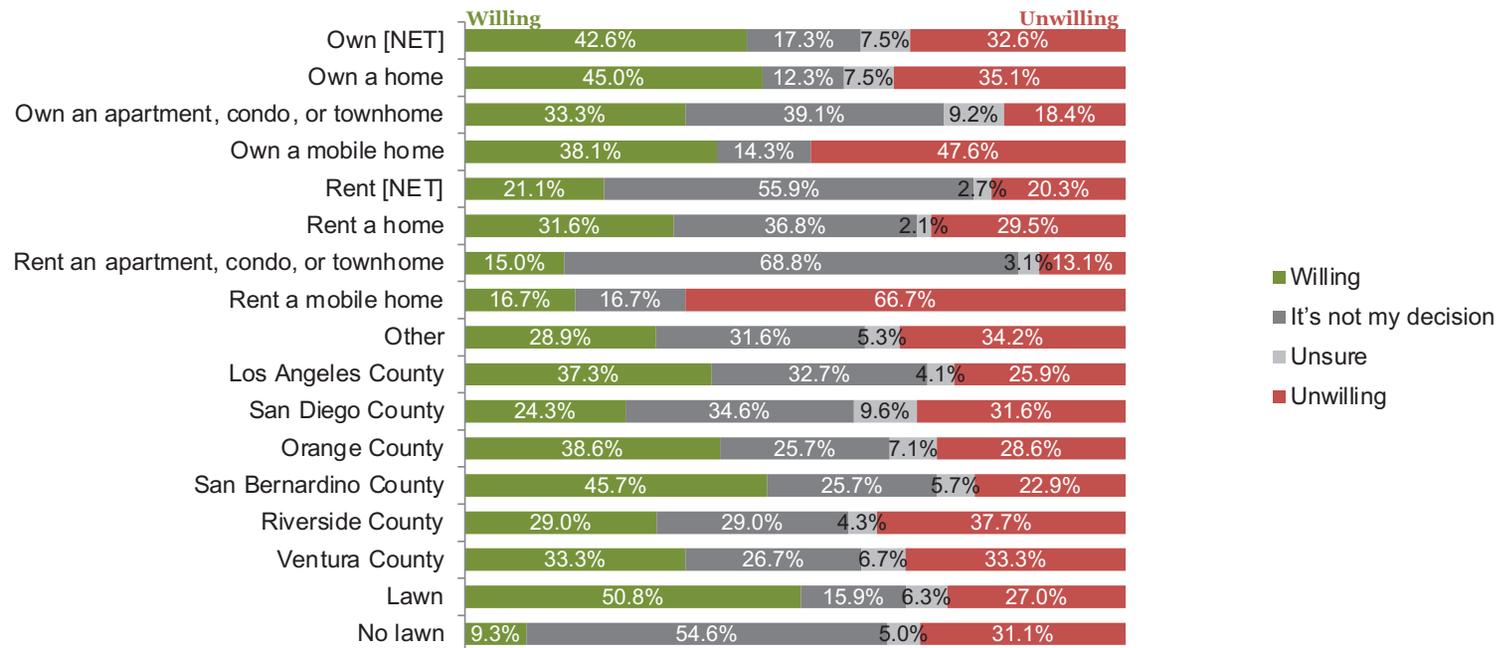
Results by gender, age, ethnicity, and household income

Question 3_6: How willing would you be to purchase or install high-efficiency sprinkler nozzles for your residence?
 [IF 'HIGH-EFFICIENCY SPRINKLER NOZZLES' WAS NOT SELECTED IN Q2]



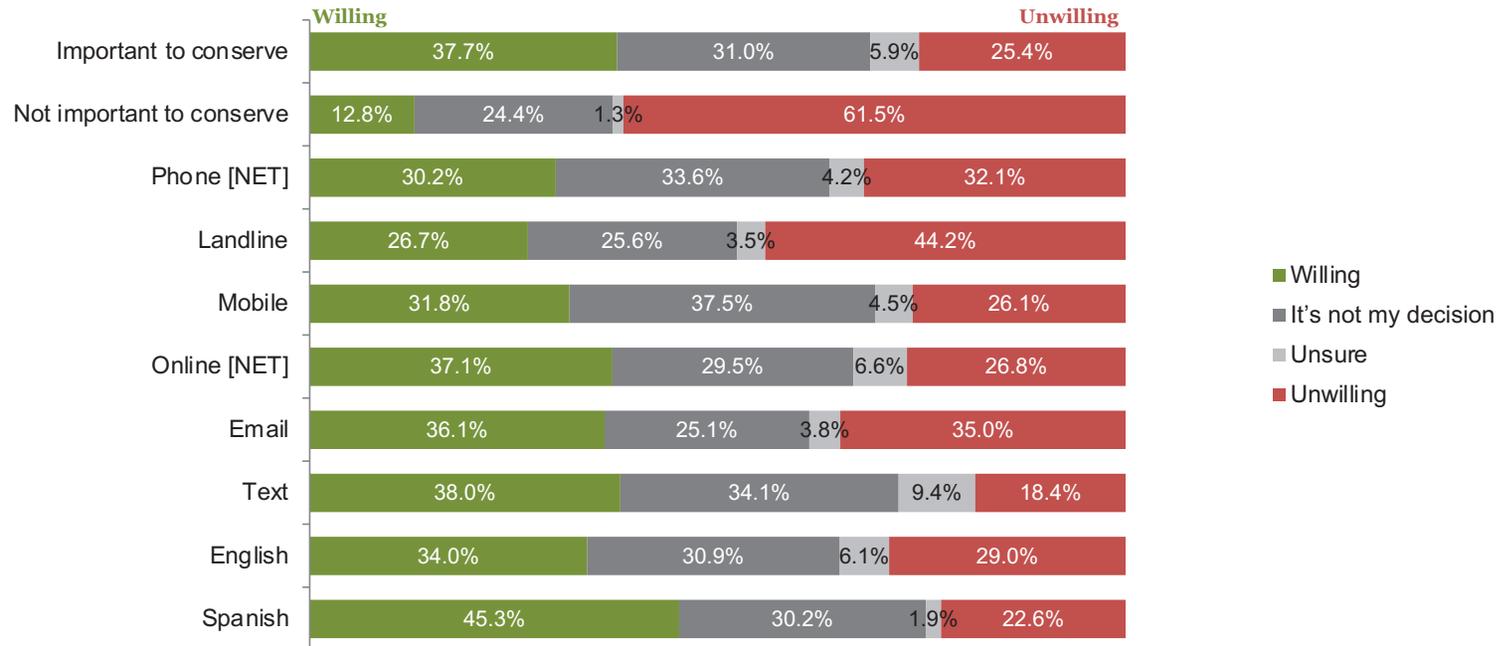
Results by home type, county, and lawn household

Question 3_6: How willing would you be to purchase or install high-efficiency sprinkler nozzles for your residence?
 [IF 'HIGH-EFFICIENCY SPRINKLER NOZZLES' WAS NOT SELECTED IN Q2]



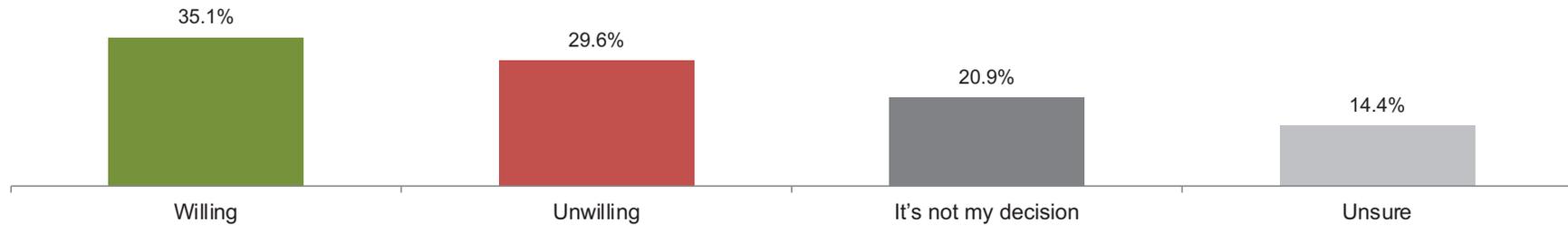
Results by survey mode and survey language

Question 3_6: How willing would you be to purchase or install high-efficiency sprinkler nozzles for your residence?
 [IF 'HIGH-EFFICIENCY SPRINKLER NOZZLES' WAS NOT SELECTED IN Q2]



35% are willing to purchase or install a faucet aerator for their residence

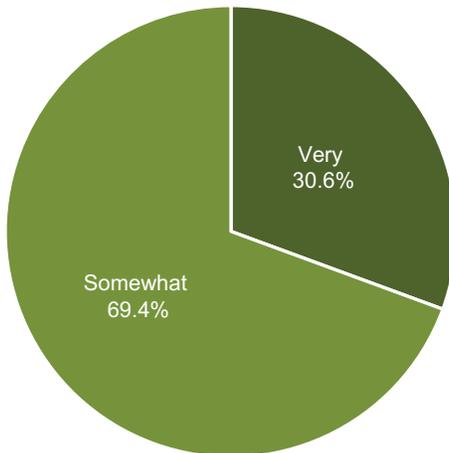
Question 3_7: How willing would you be to purchase or install a faucet aerator for your residence?
[IF 'FAUCET AERATOR' WAS NOT SELECTED IN Q2]



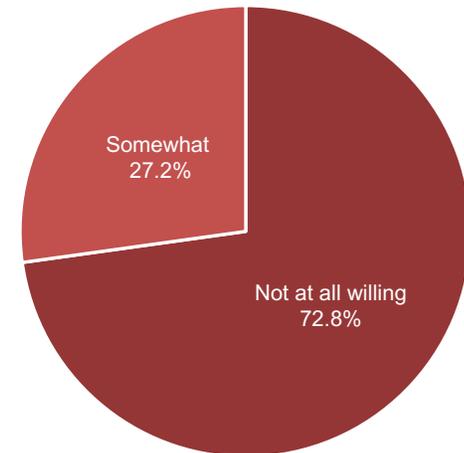
Among those who said willing, 69% said somewhat willing

Question 3_7: How willing would you be to purchase or install a faucet aerator for your residence?
[IF 'FAUCET AERATOR' WAS NOT SELECTED IN Q2]

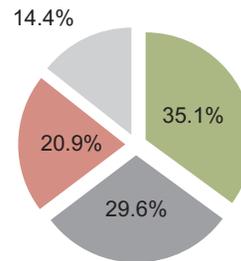
Among those who said willing



Among those who said unwilling

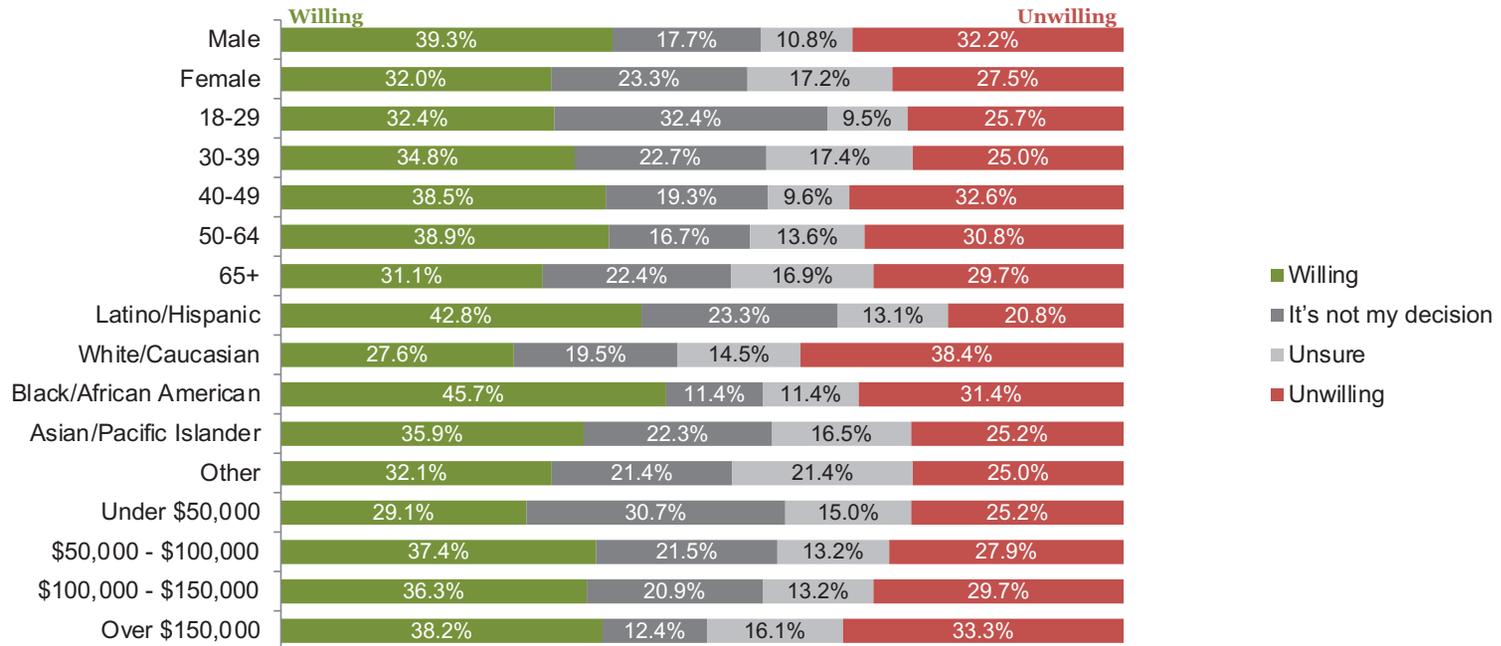


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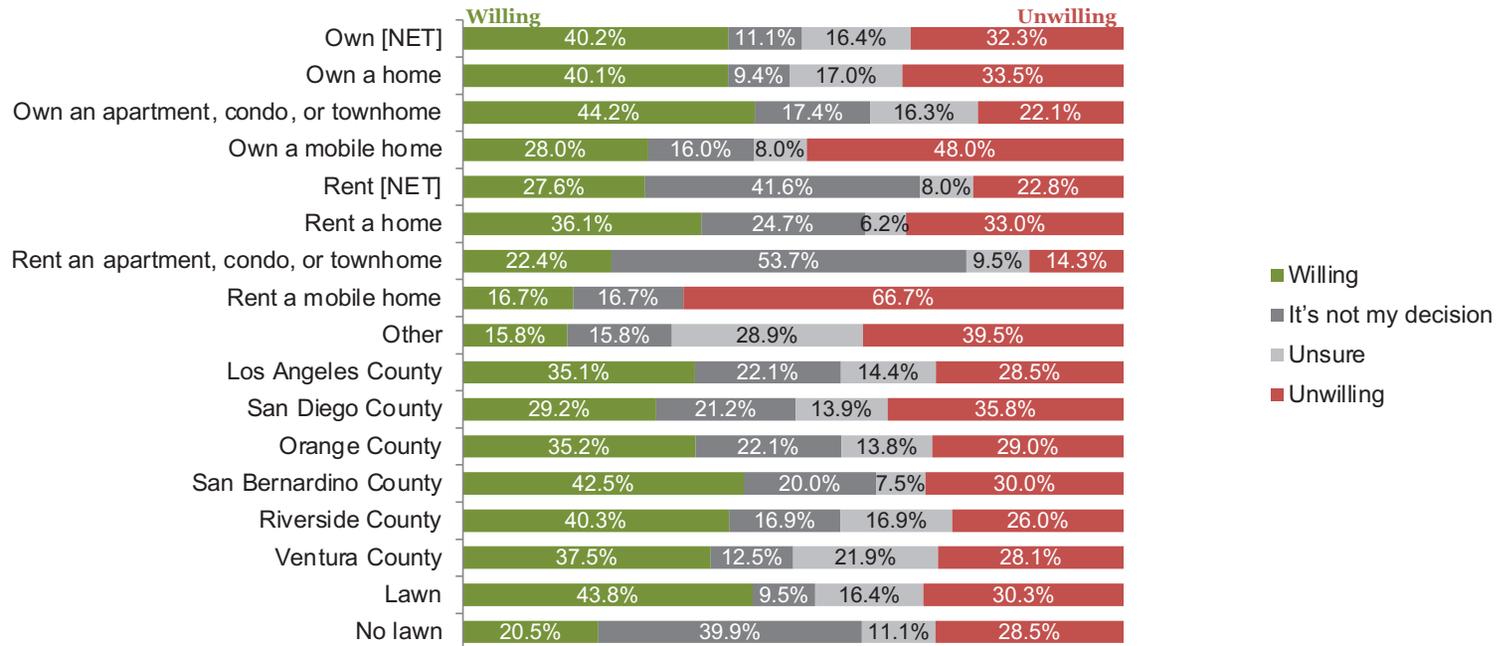
Results by gender, age, ethnicity, and household income

Question 3_7: How willing would you be to purchase or install a faucet aerator for your residence?
 [IF 'FAUCET AERATOR' WAS NOT SELECTED IN Q2]



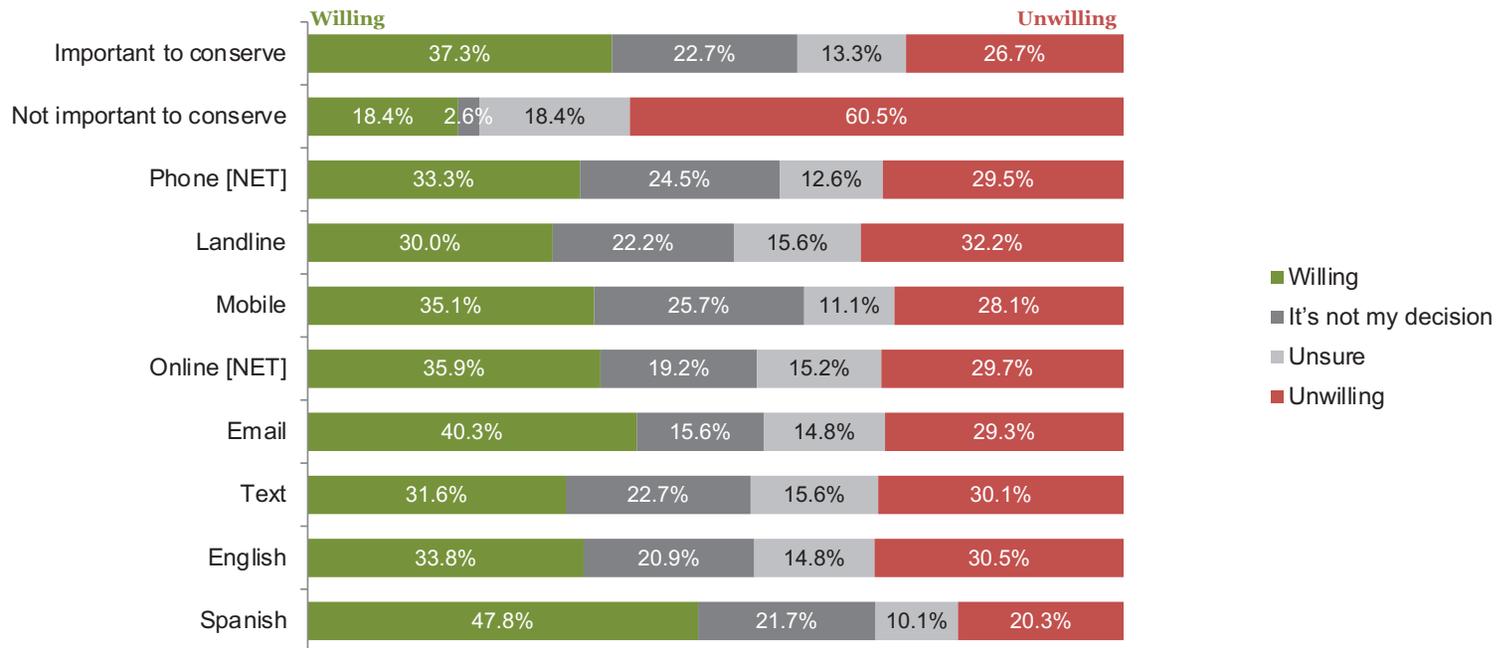
Results by home type, county, and lawn household

Question 3_7: How willing would you be to purchase or install a faucet aerator for your residence?
 [IF 'FAUCET AERATOR' WAS NOT SELECTED IN Q2]



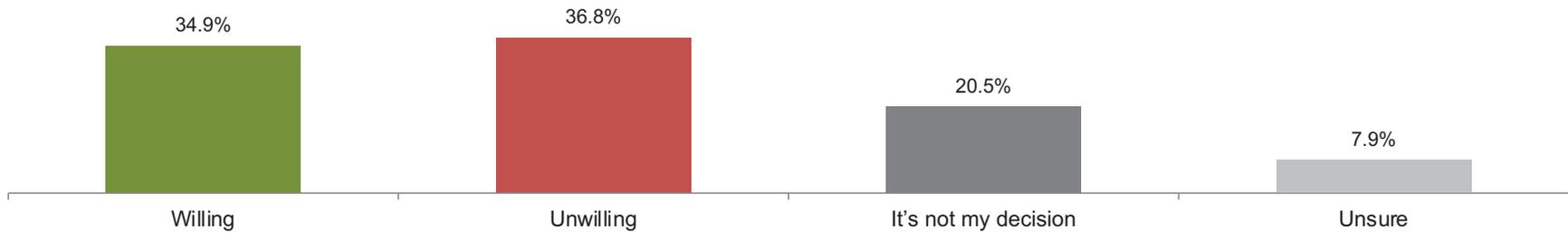
Results by survey mode and survey language

Question 3_7: How willing would you be to purchase or install a faucet aerator for your residence?
 [IF 'FAUCET AERATOR' WAS NOT SELECTED IN Q2]



37% are unwilling to purchase or install a rain barrel for their residence

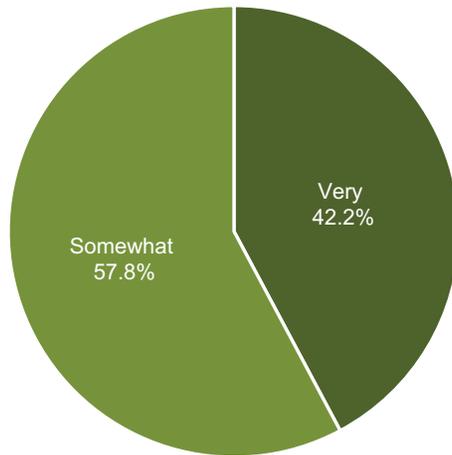
Question 3_8: How willing would you be to purchase or install a rain barrel for your residence?
[IF 'RAIN BARREL' WAS NOT SELECTED IN Q2]



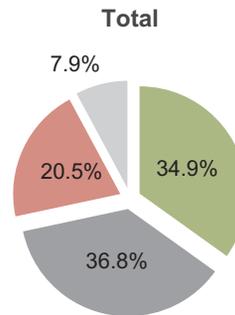
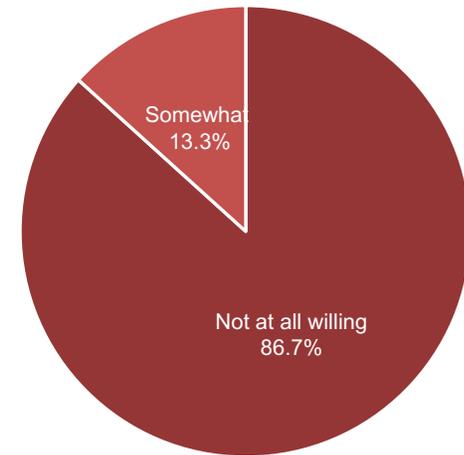
Among those who said unwilling, 87% said not at all willing

Question 3_8: How willing would you be to purchase or install a rain barrel for your residence?
[IF 'RAIN BARREL' WAS NOT SELECTED IN Q2]

Among those who said willing

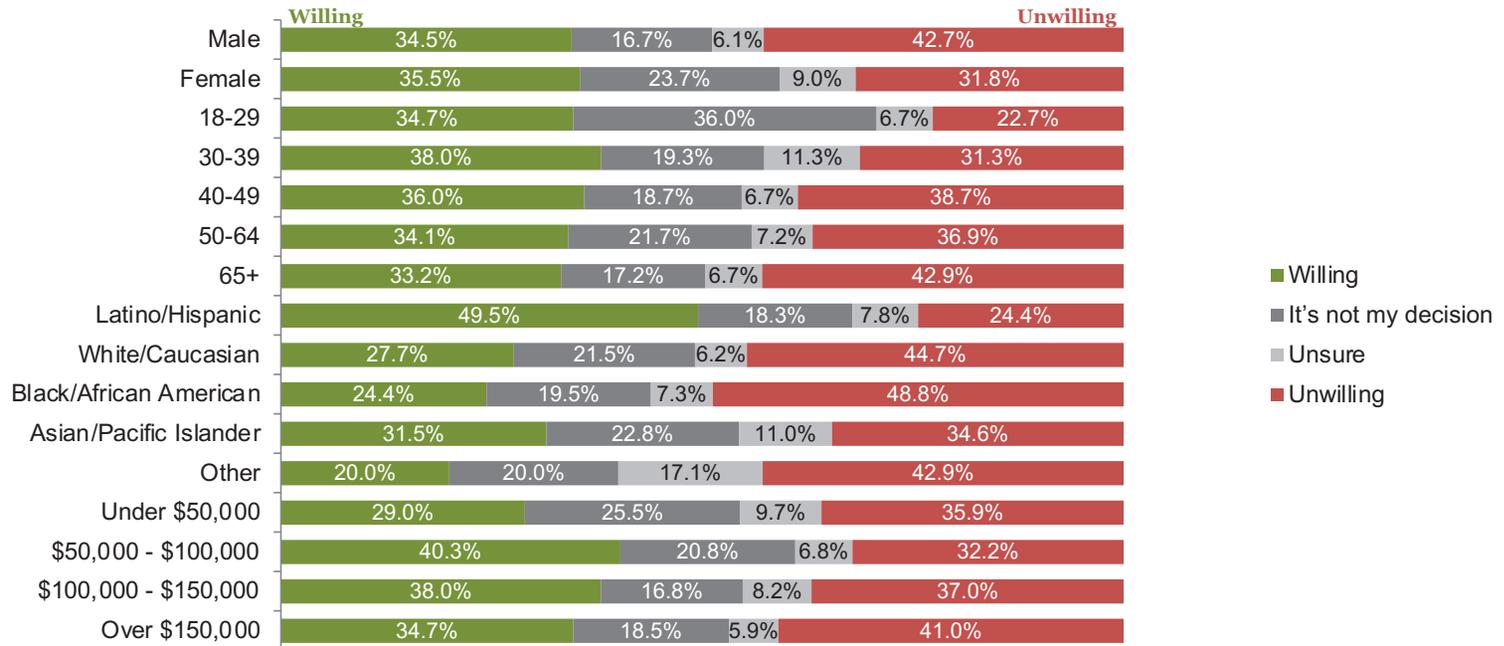


Among those who said unwilling



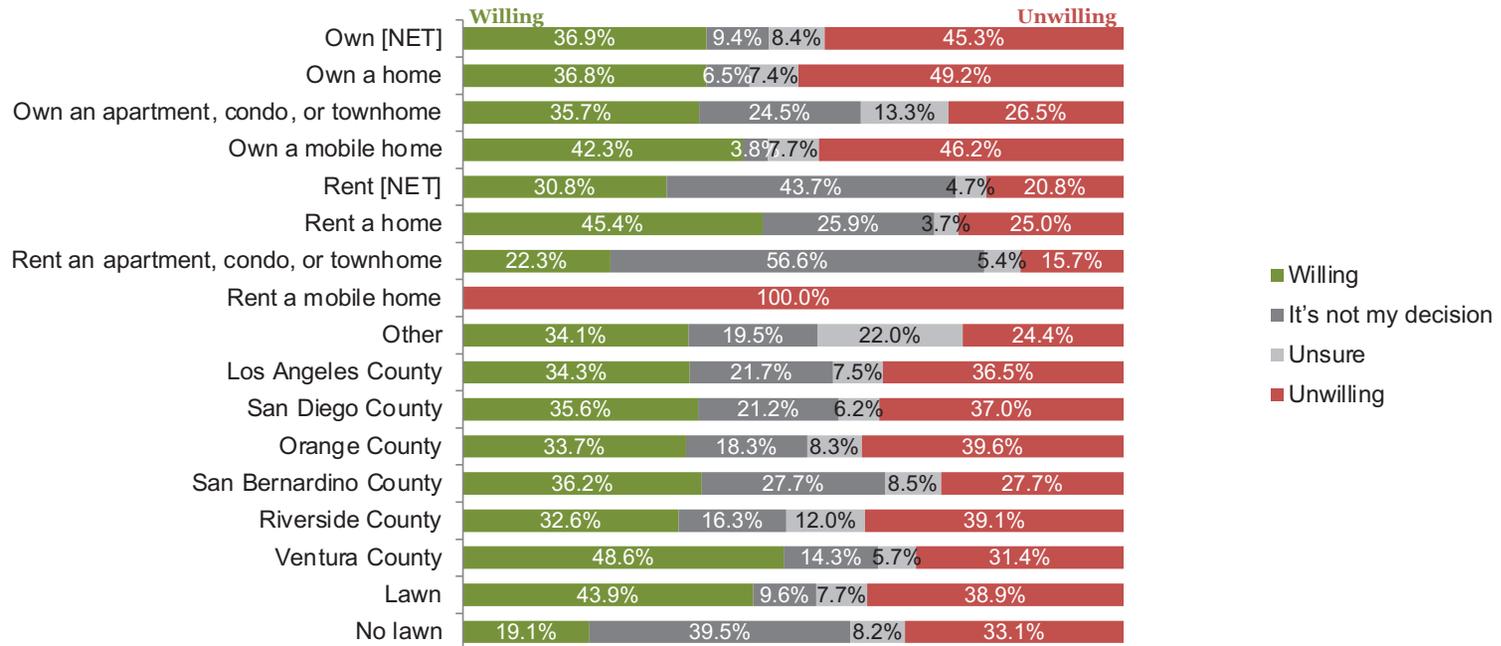
Results by gender, age, ethnicity, and household income

Question 3_8: How willing would you be to purchase or install a rain barrel for your residence?
 [IF 'RAIN BARREL' WAS NOT SELECTED IN Q2]



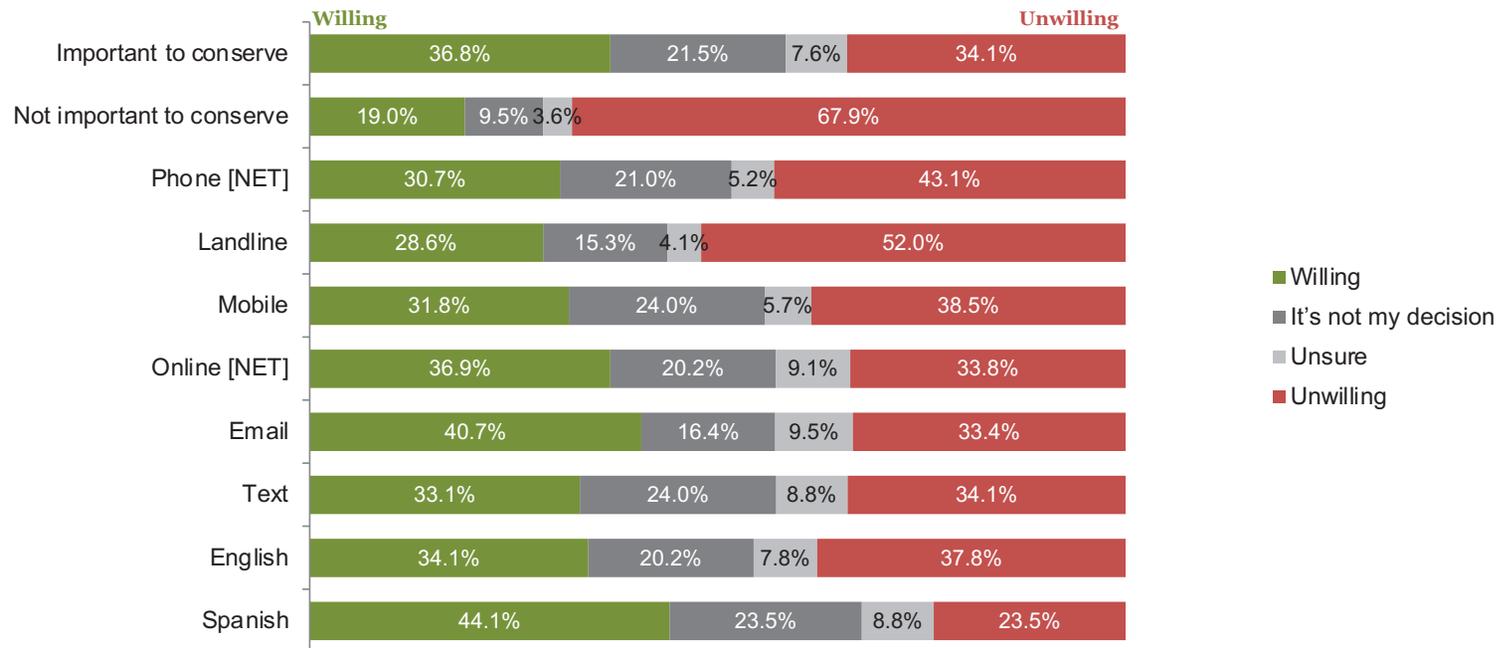
Results by home type, county, and lawn household

Question 3_8: How willing would you be to purchase or install a rain barrel for your residence?
 [IF 'RAIN BARREL' WAS NOT SELECTED IN Q2]



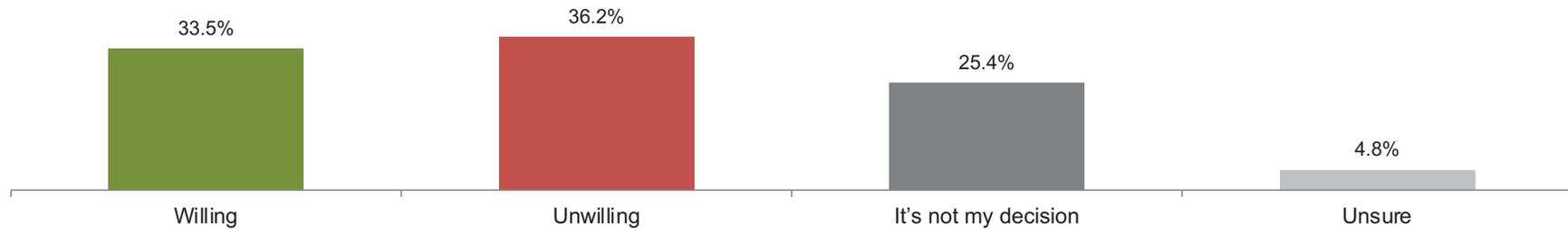
Results by survey mode and survey language

Question 3_8: How willing would you be to purchase or install a rain barrel for your residence?
 [IF 'RAIN BARREL' WAS NOT SELECTED IN Q2]



36% are unwilling to purchase or install drought-friendly landscaping for their residence

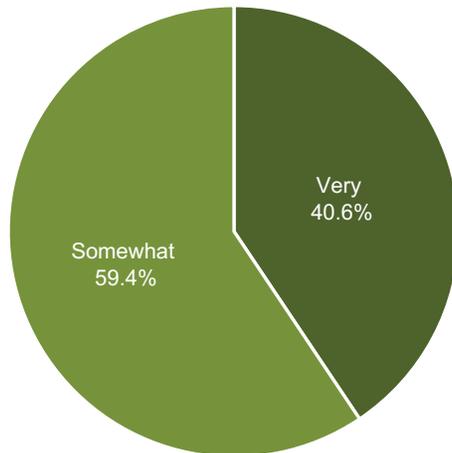
Question 3_10: How willing would you be to purchase or install drought-friendly landscaping for your residence?
[IF 'DROUGHT-FRIENDLY LANDSCAPING' WAS NOT SELECTED IN Q2]



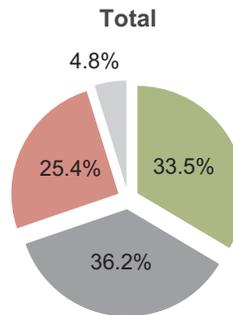
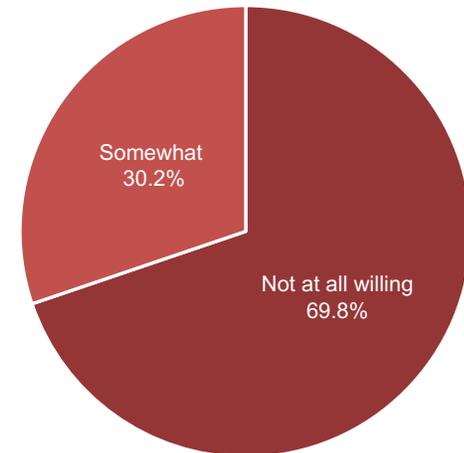
Among those who said unwilling, 70% said not at all willing

Question 3_10: How willing would you be to purchase or install drought-friendly landscaping for your residence?
[IF 'DROUGHT-FRIENDLY LANDSCAPING' WAS NOT SELECTED IN Q2]

Among those who said willing

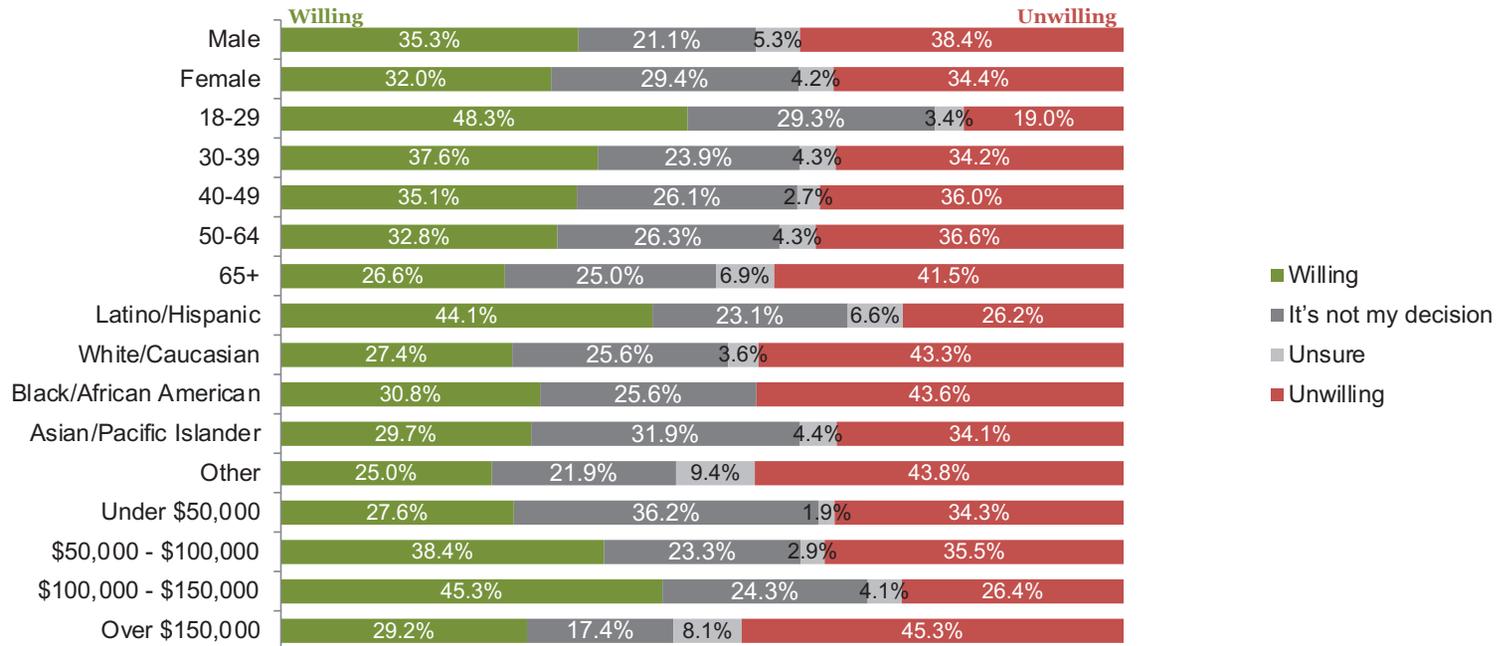


Among those who said unwilling



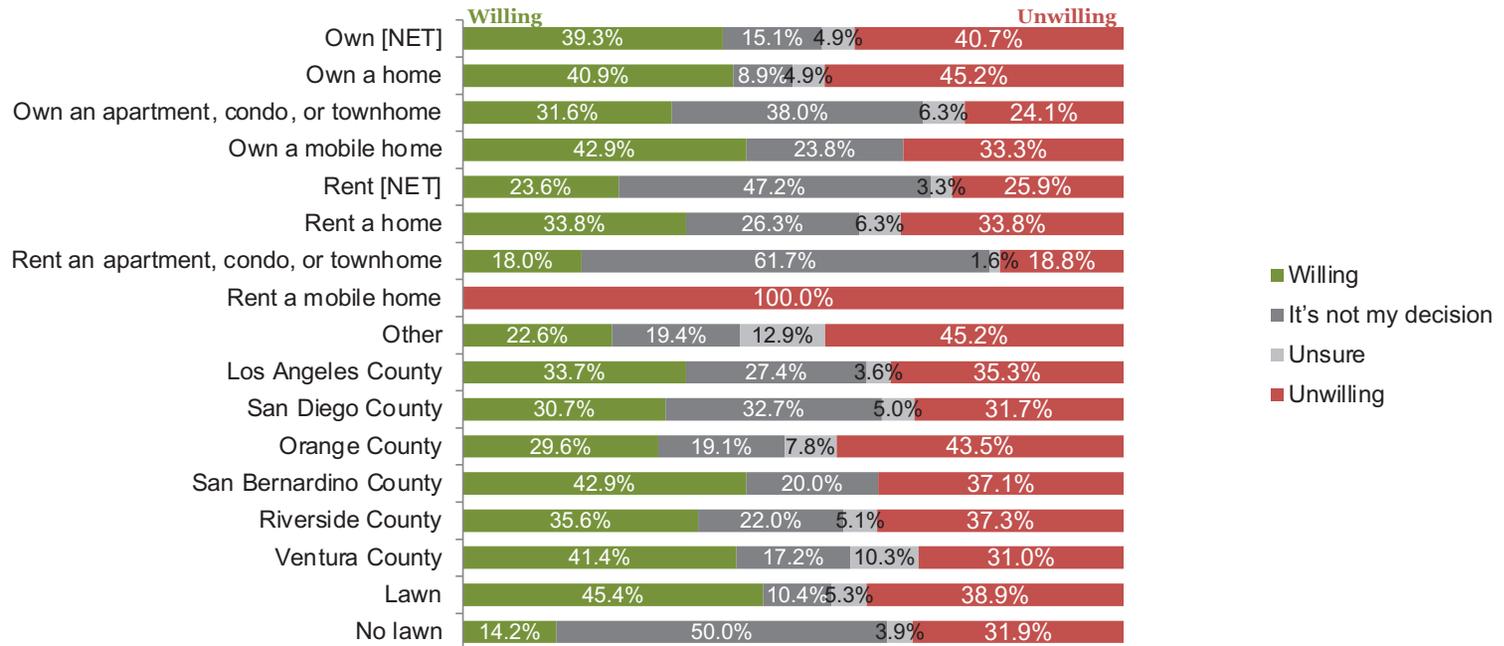
Results by gender, age, ethnicity, and household income

Question 3_10: How willing would you be to purchase or install drought-friendly landscaping for your residence?
 [IF 'DROUGHT-FRIENDLY LANDSCAPING' WAS NOT SELECTED IN Q2]



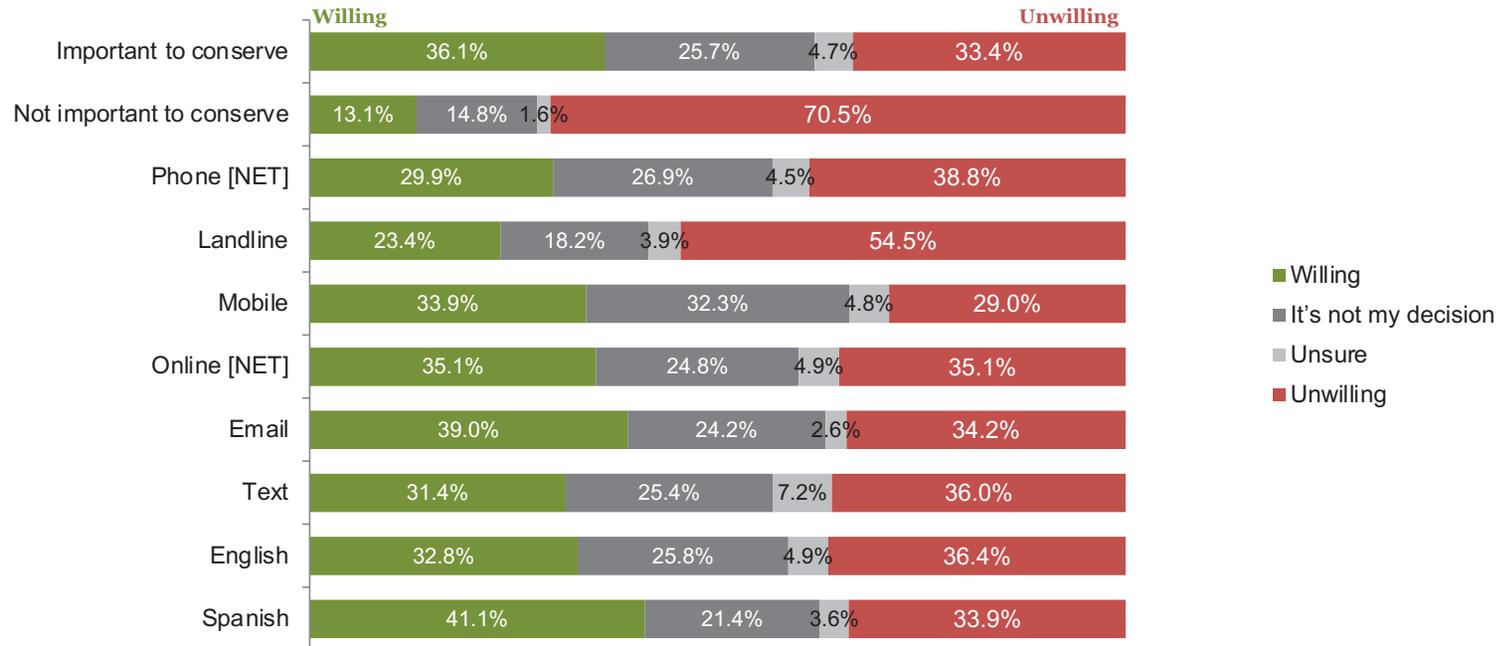
Results by home type, county, and lawn household

Question 3_10: How willing would you be to purchase or install drought-friendly landscaping for your residence?
 [IF 'DROUGHT-FRIENDLY LANDSCAPING' WAS NOT SELECTED IN Q2]



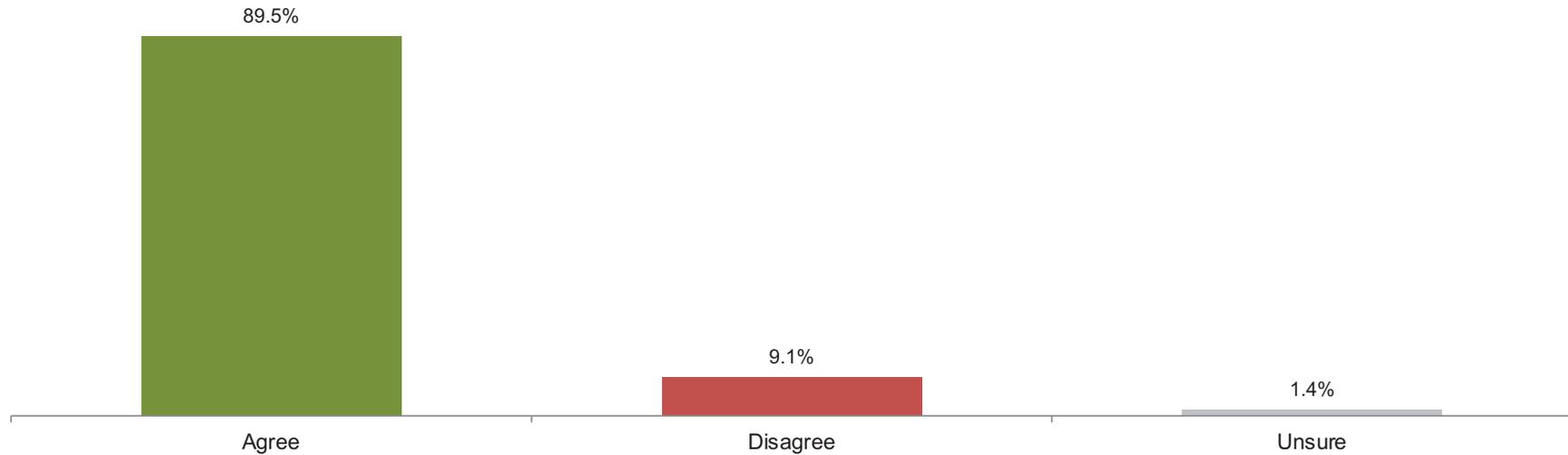
Results by survey mode and survey language

Question 3_10: How willing would you be to purchase or install drought-friendly landscaping for your residence?
 [IF 'DROUGHT-FRIENDLY LANDSCAPING' WAS NOT SELECTED IN Q2]



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

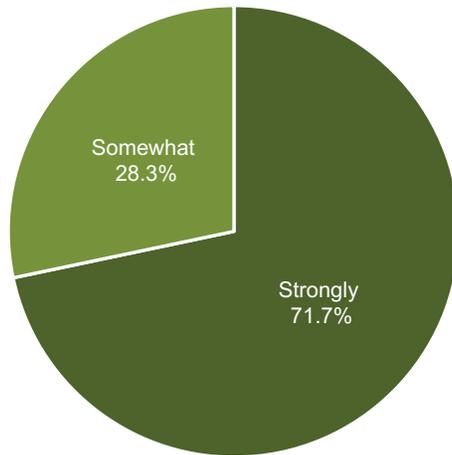
Question 4: Agree or disagree: I think it is important to conserve water every day, whether Southern California is in a drought or not.



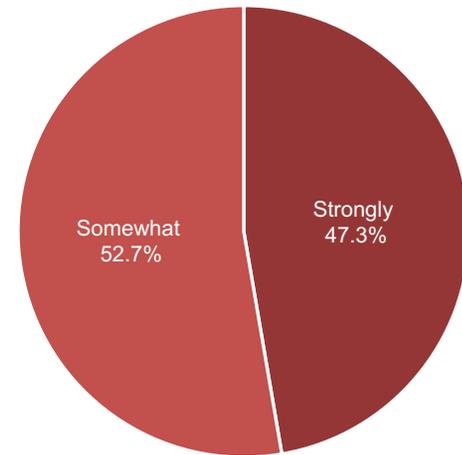
Among those who said agree, 72% said strongly agree

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

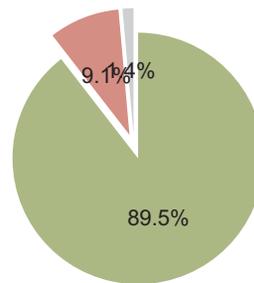
Among those who said agree



Among those who said disagree

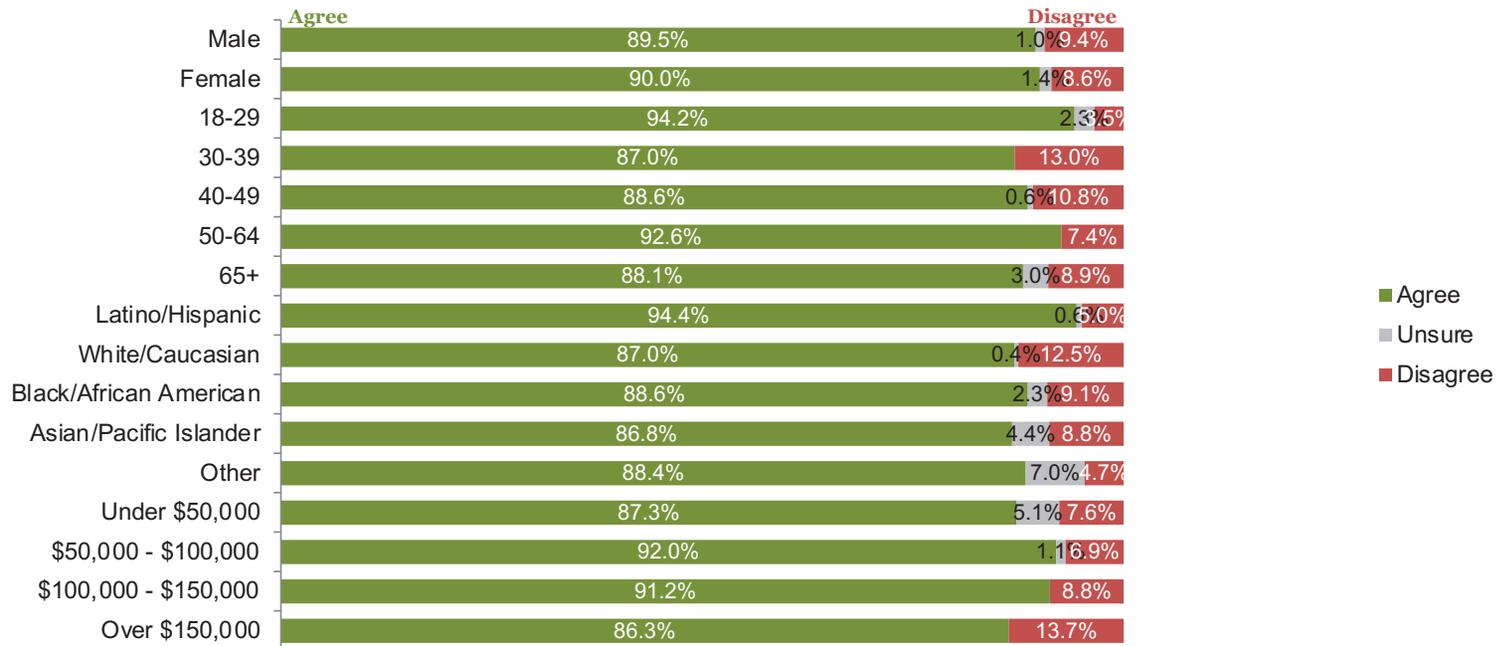


Total



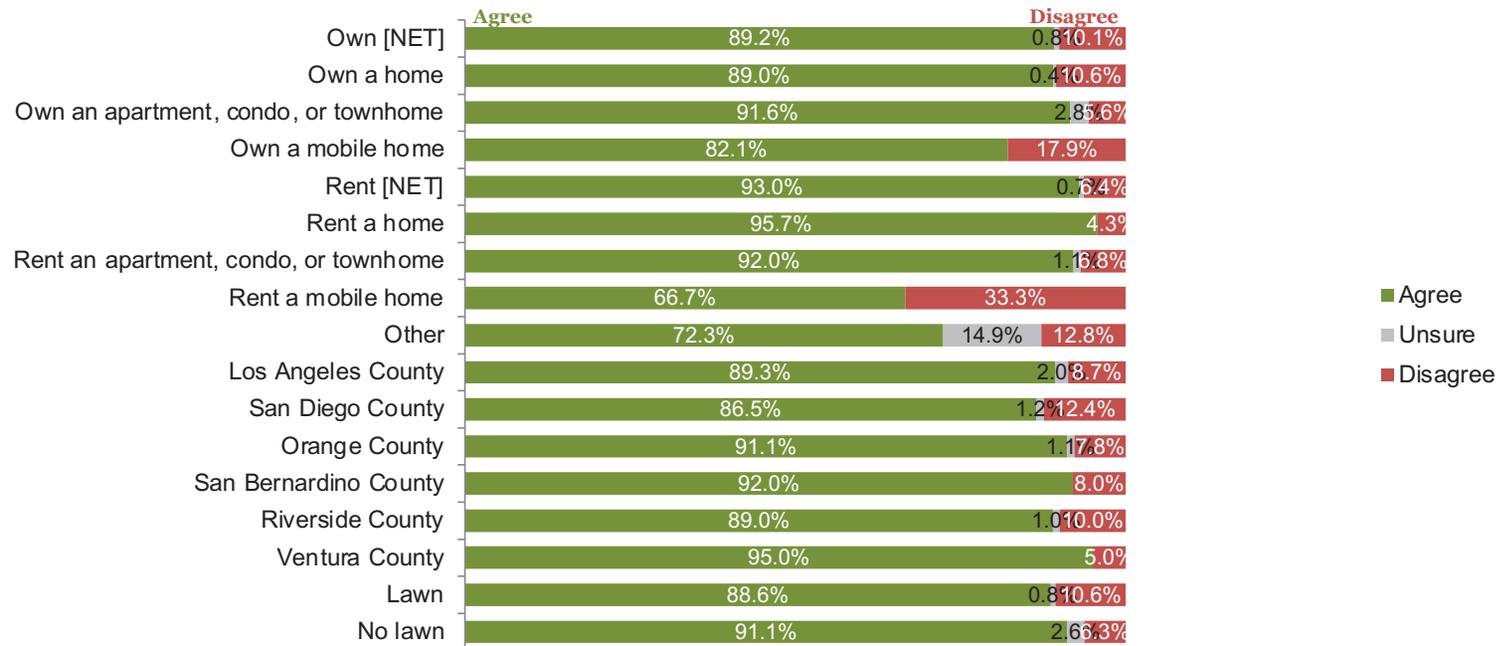
Results by gender, age, ethnicity, and household income

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



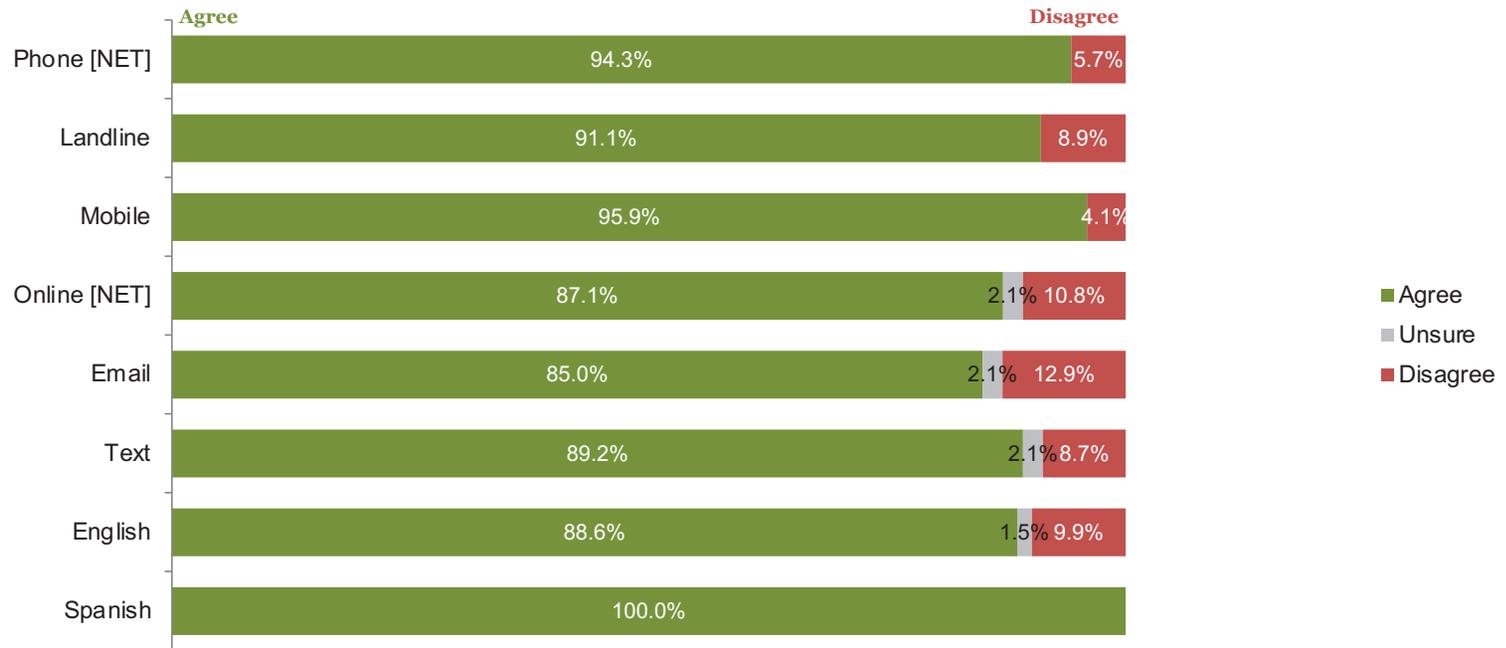
Results by home type, county, and lawn household

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



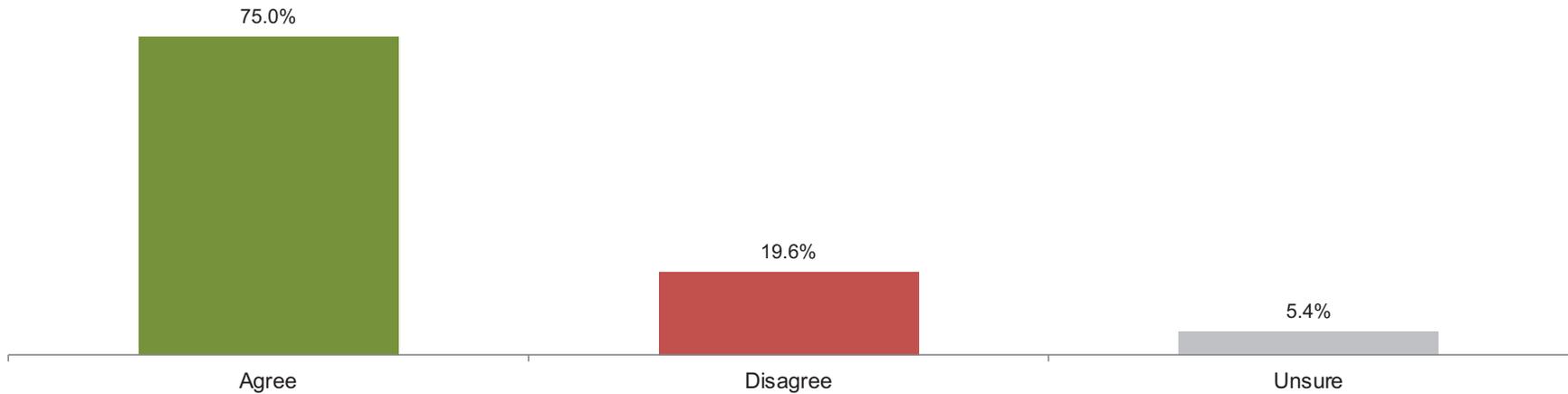
Results by survey mode and survey language

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



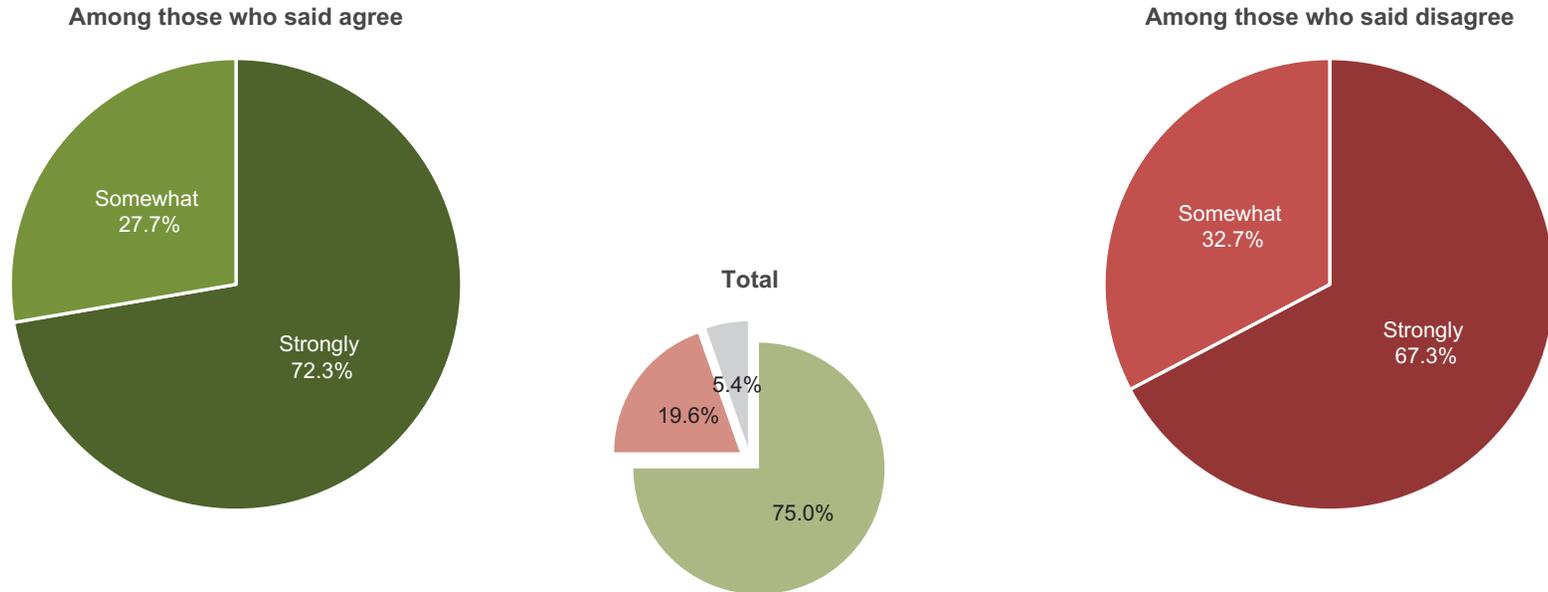
75% agree that climate change will significantly impact Southern California's water supply in the future

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



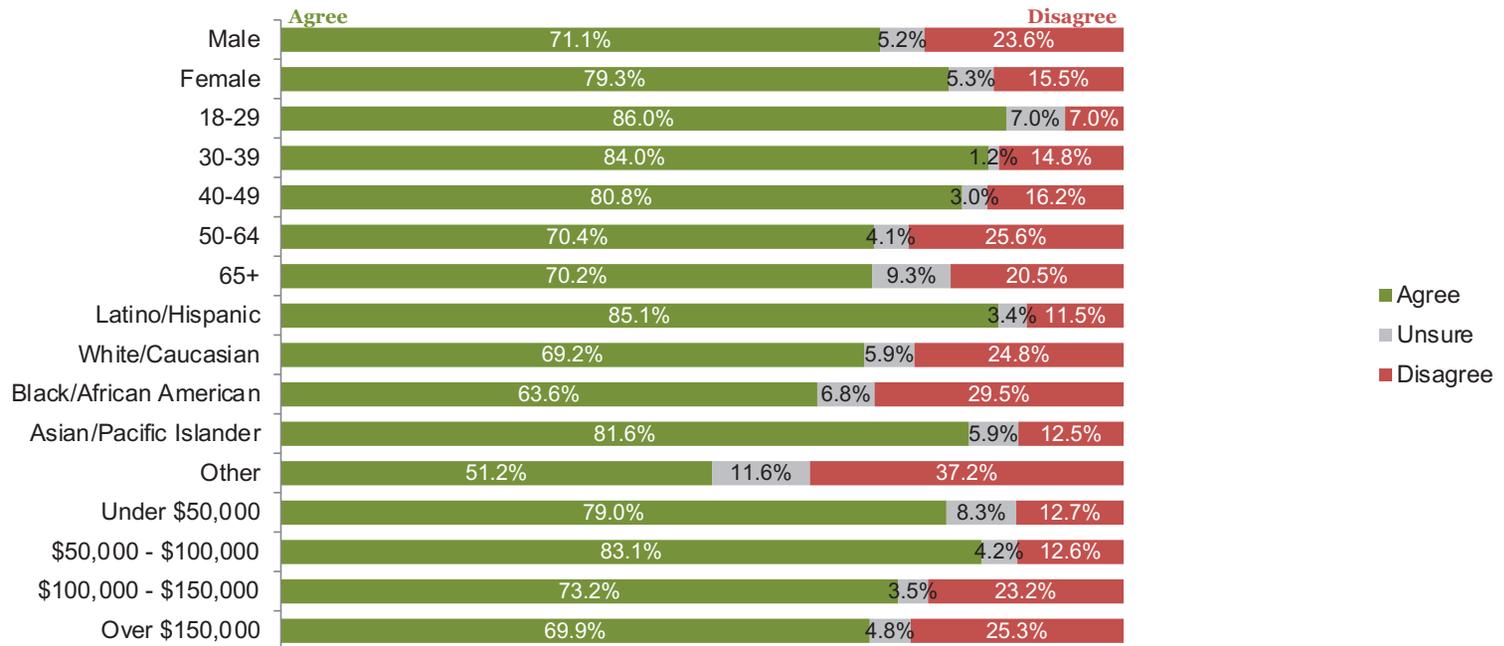
Among those who said agree, 72% said strongly agree

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



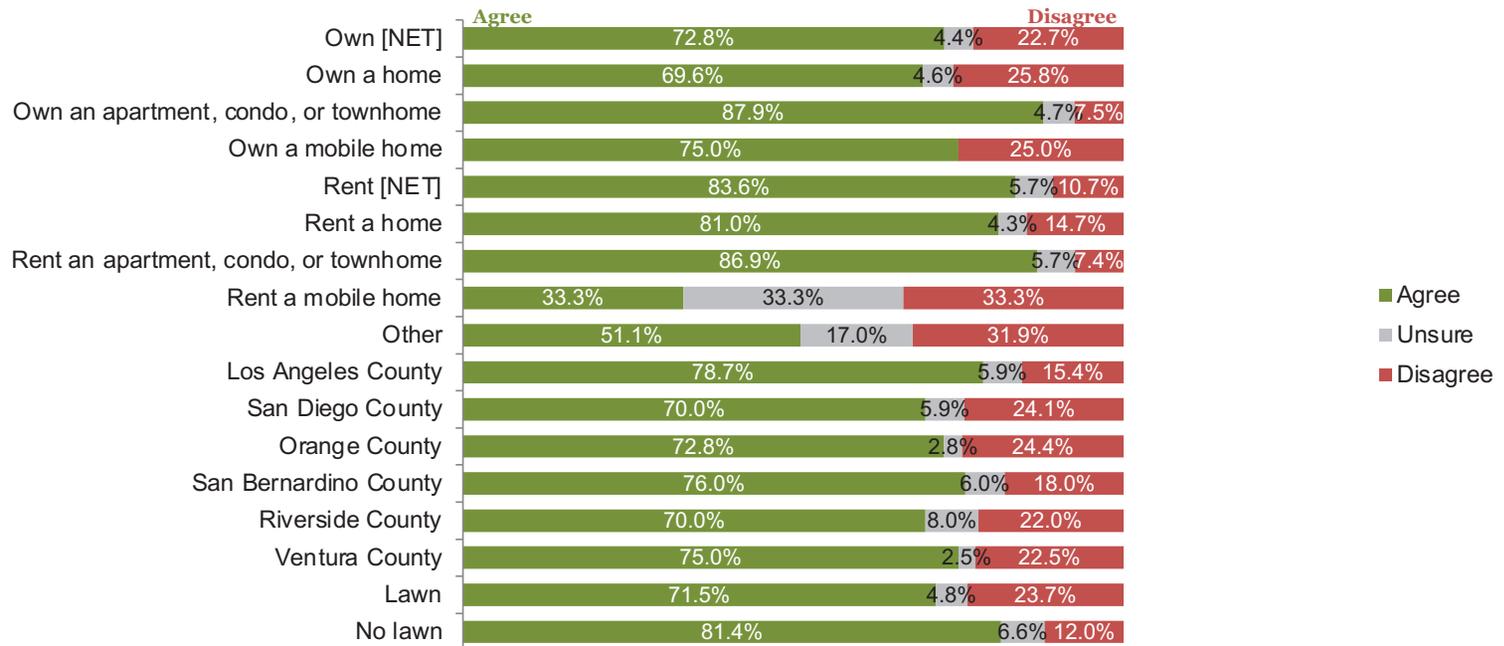
Results by gender, age, ethnicity, and household income

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



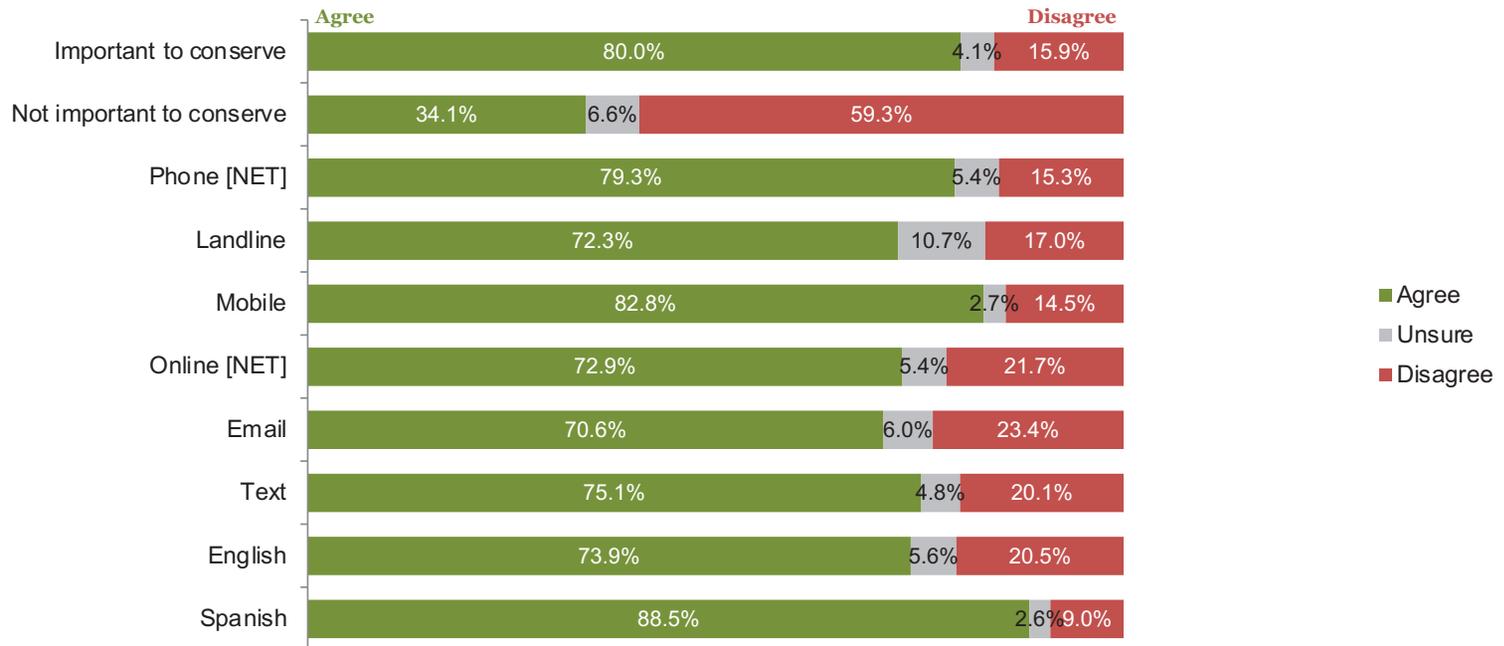
Results by home type, county, and lawn household

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



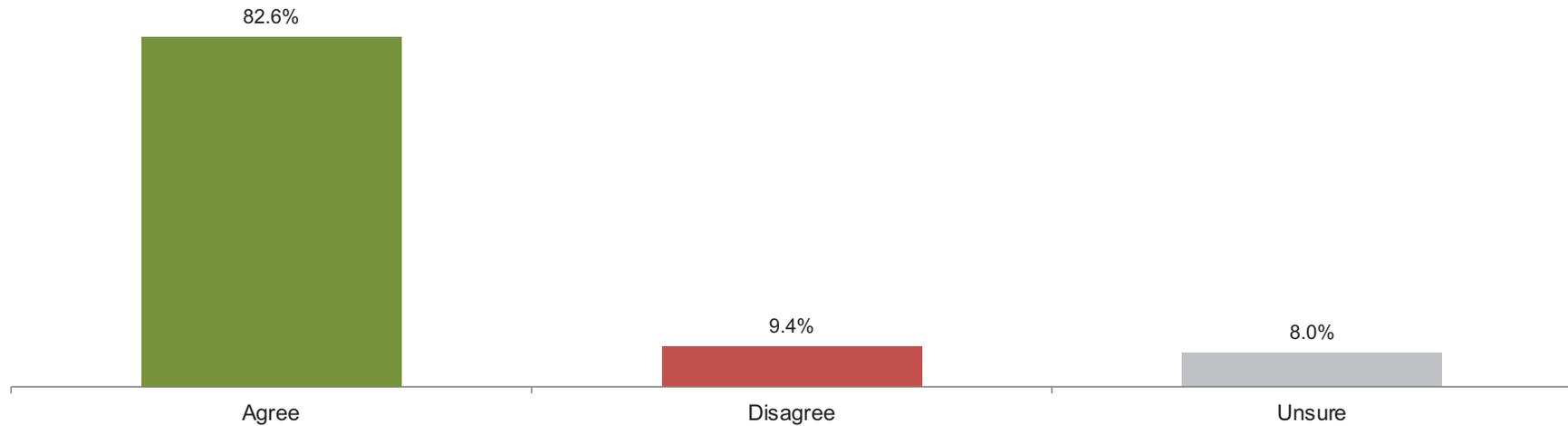
Results by commitment to conservation, survey mode, and survey language

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

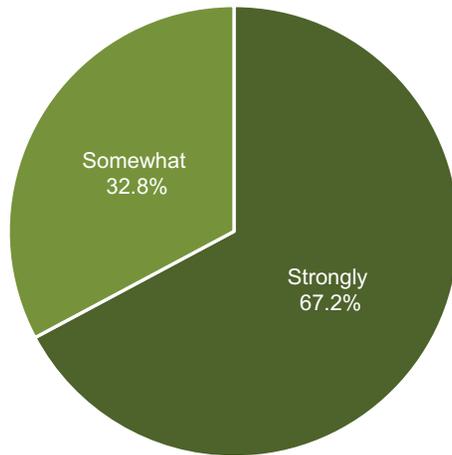
Question 6: Agree or disagree: Southern California will experience more droughts in the future.



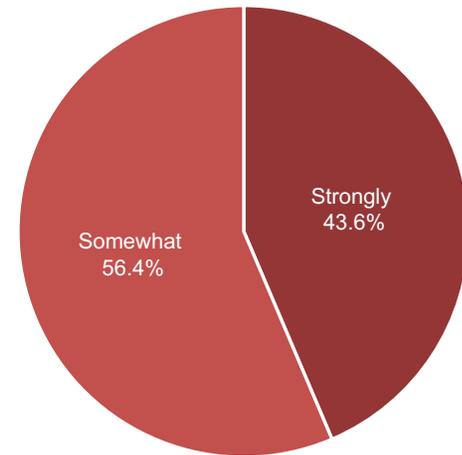
Among those who said agree, 67% said strongly agree

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

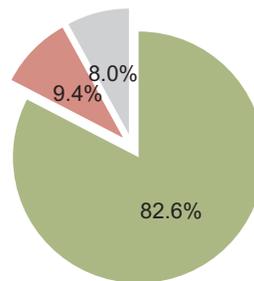
Among those who said agree



Among those who said disagree

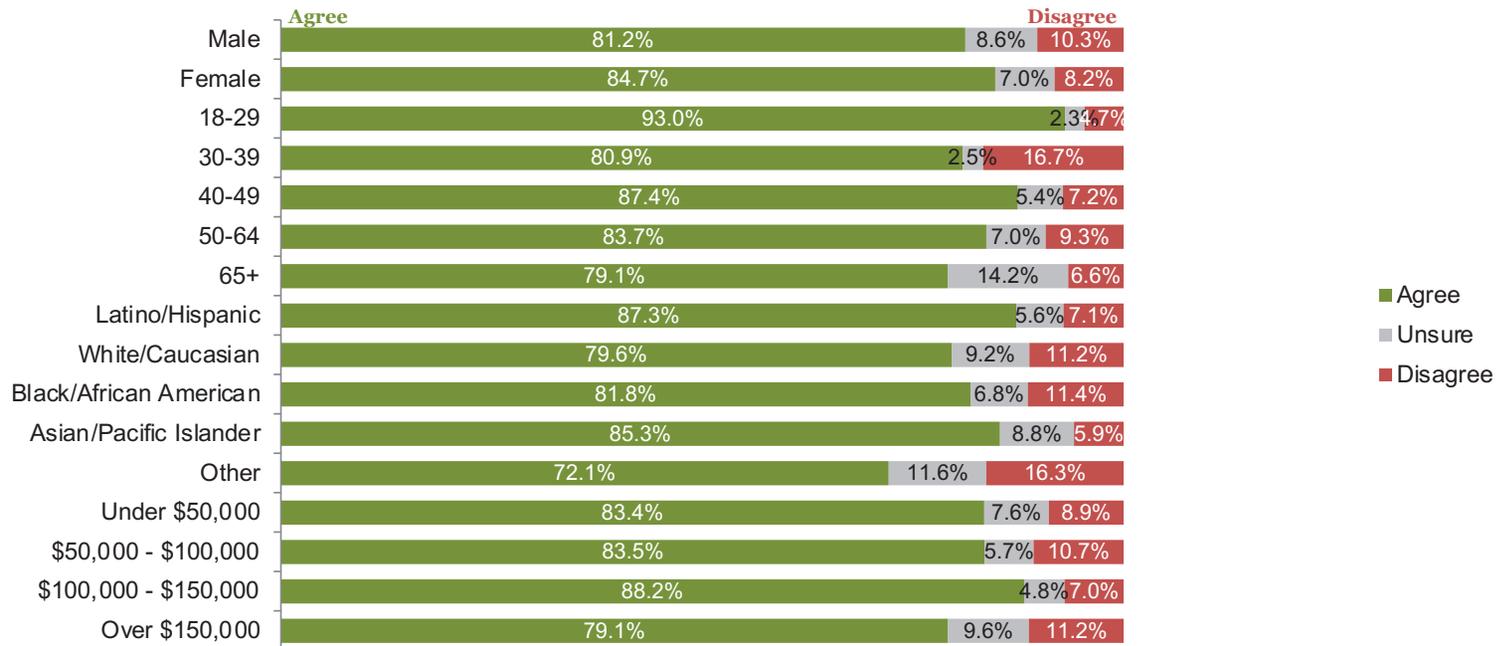


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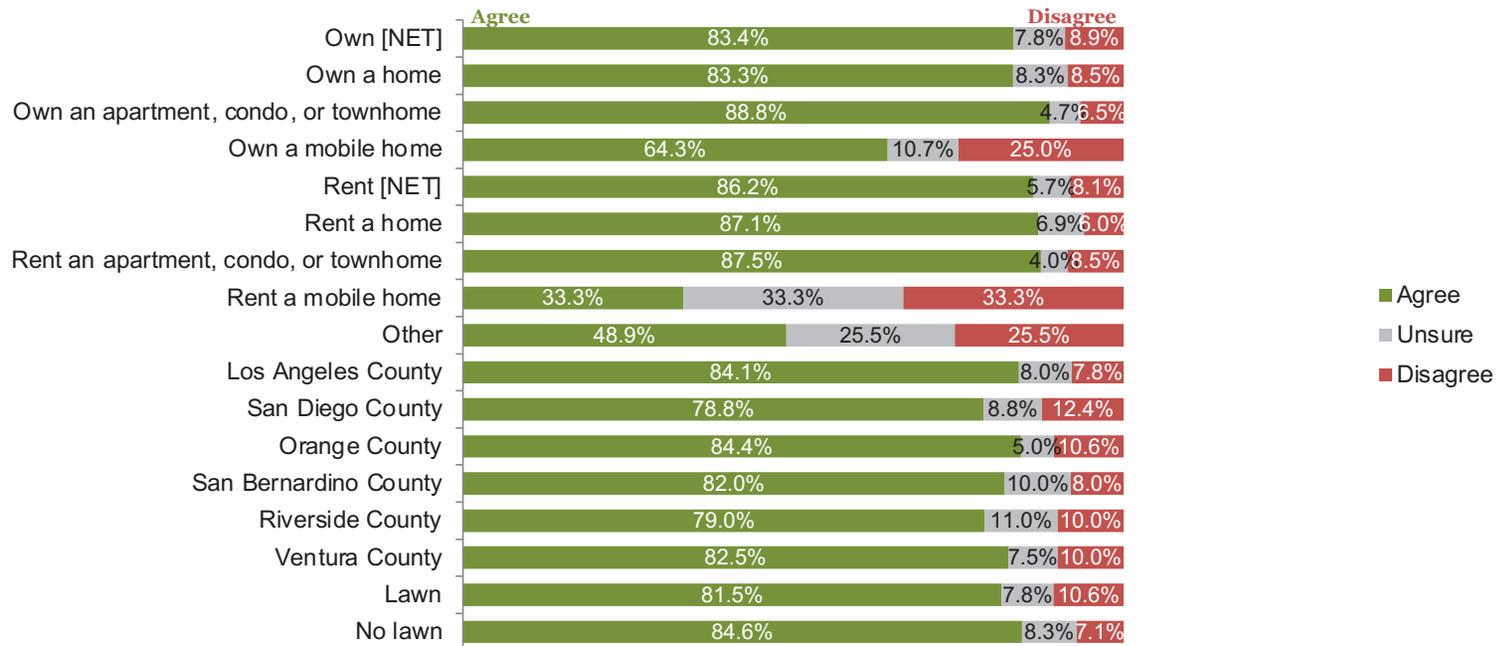
Results by gender, age, ethnicity, and household income

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



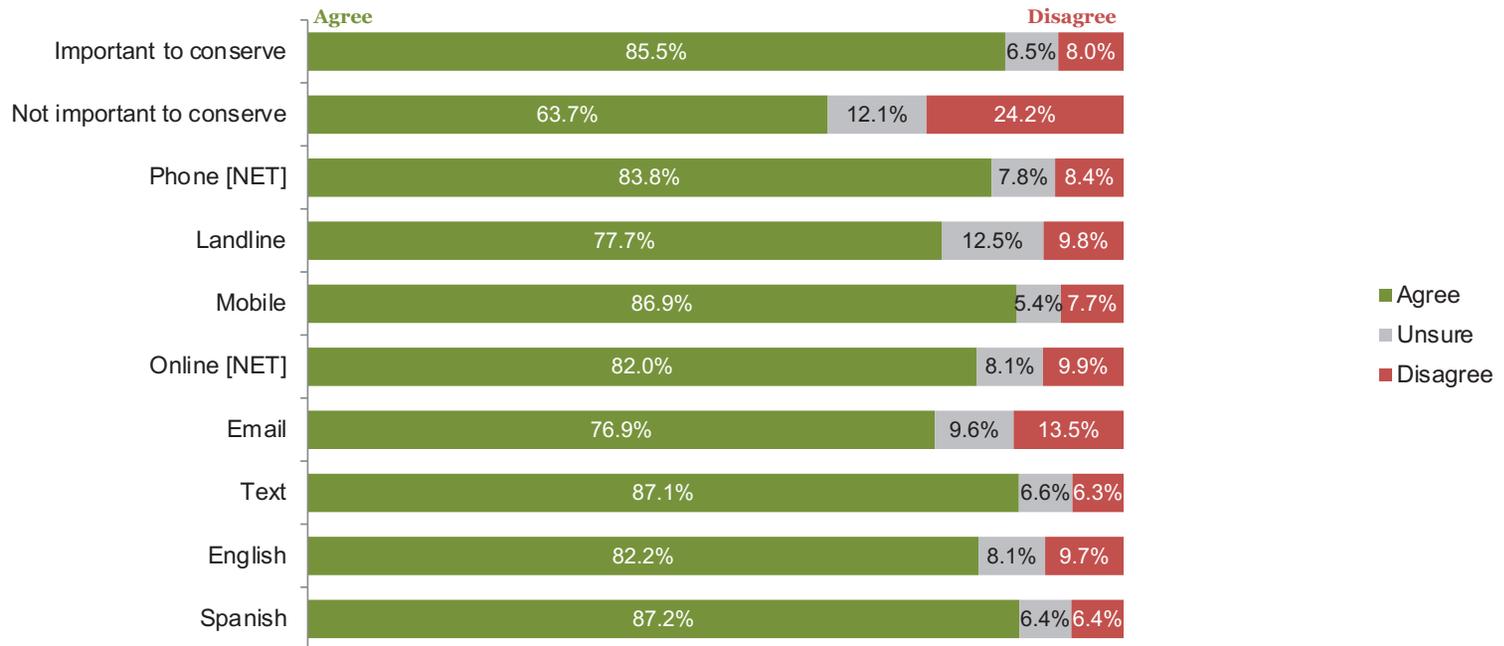
Results by home type, county, and lawn household

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



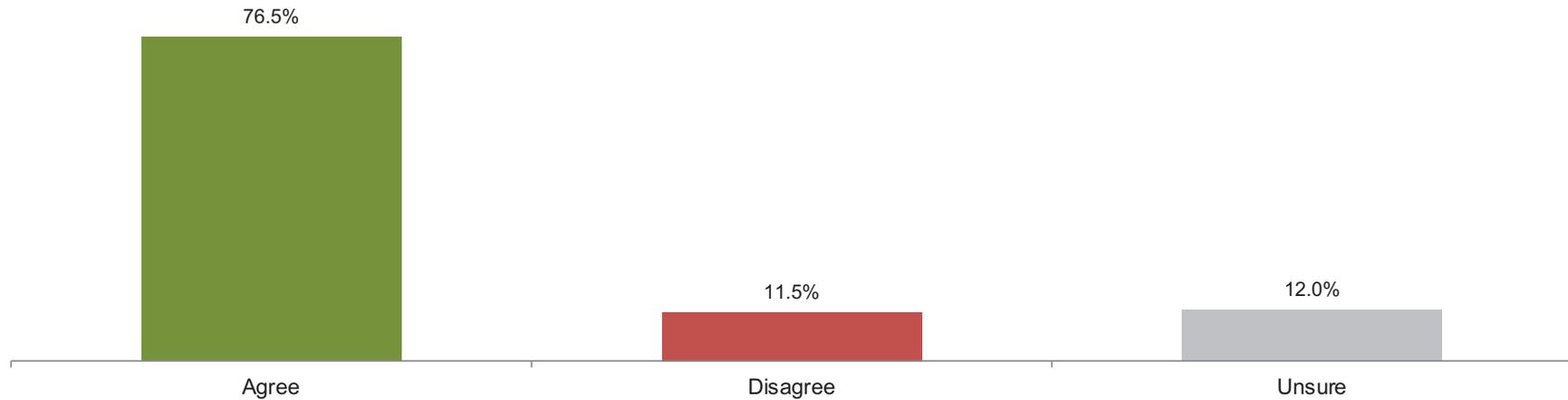
Results by commitment to conservation, survey mode, and survey language

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

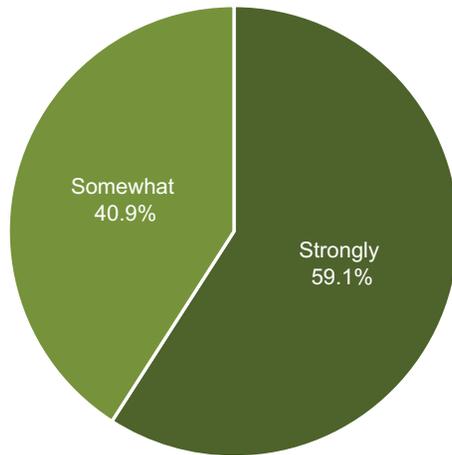
Question 7: Agree or disagree: Southern California will experience more weather whiplash in the future.



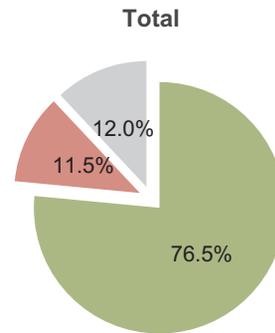
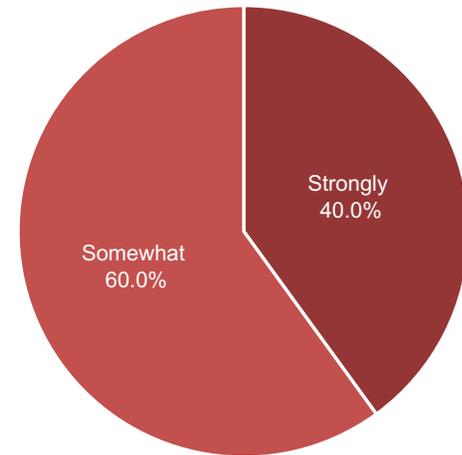
Among those who said agree, 59% said strongly agree

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

Among those who said agree

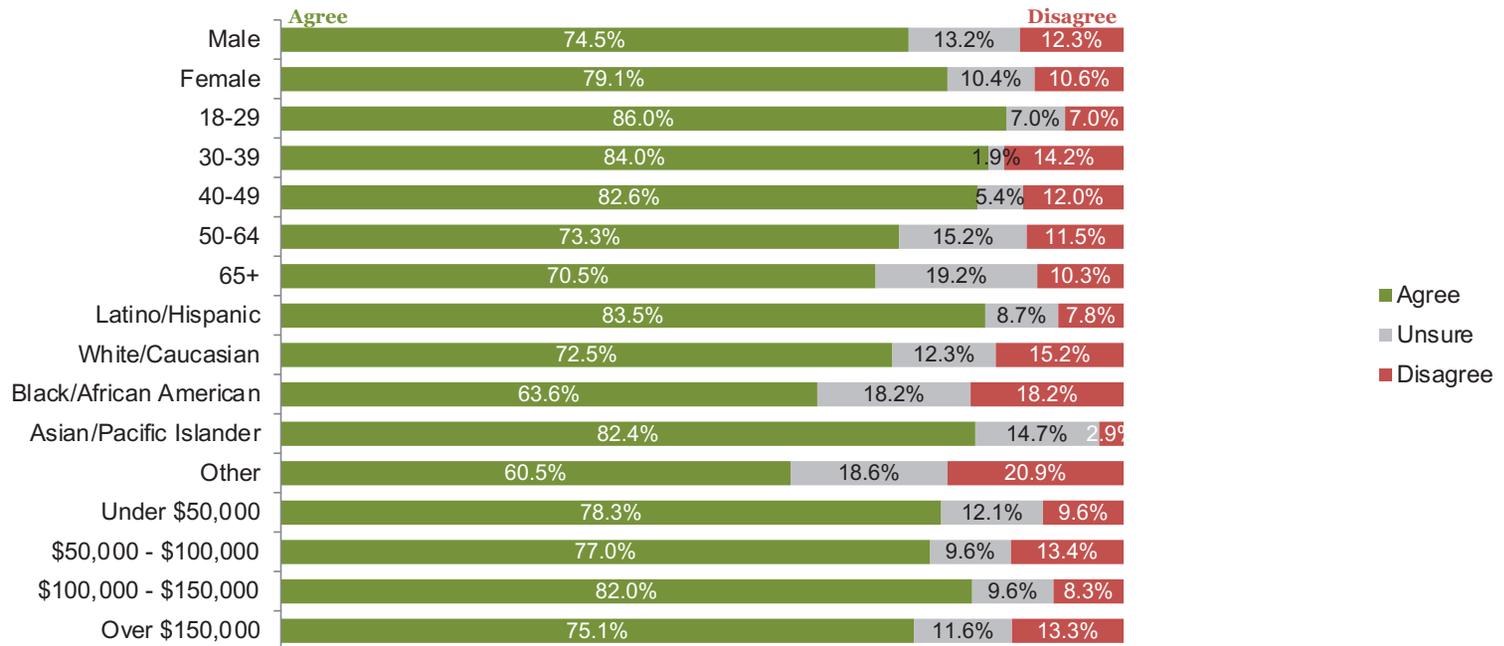


Among those who said disagree



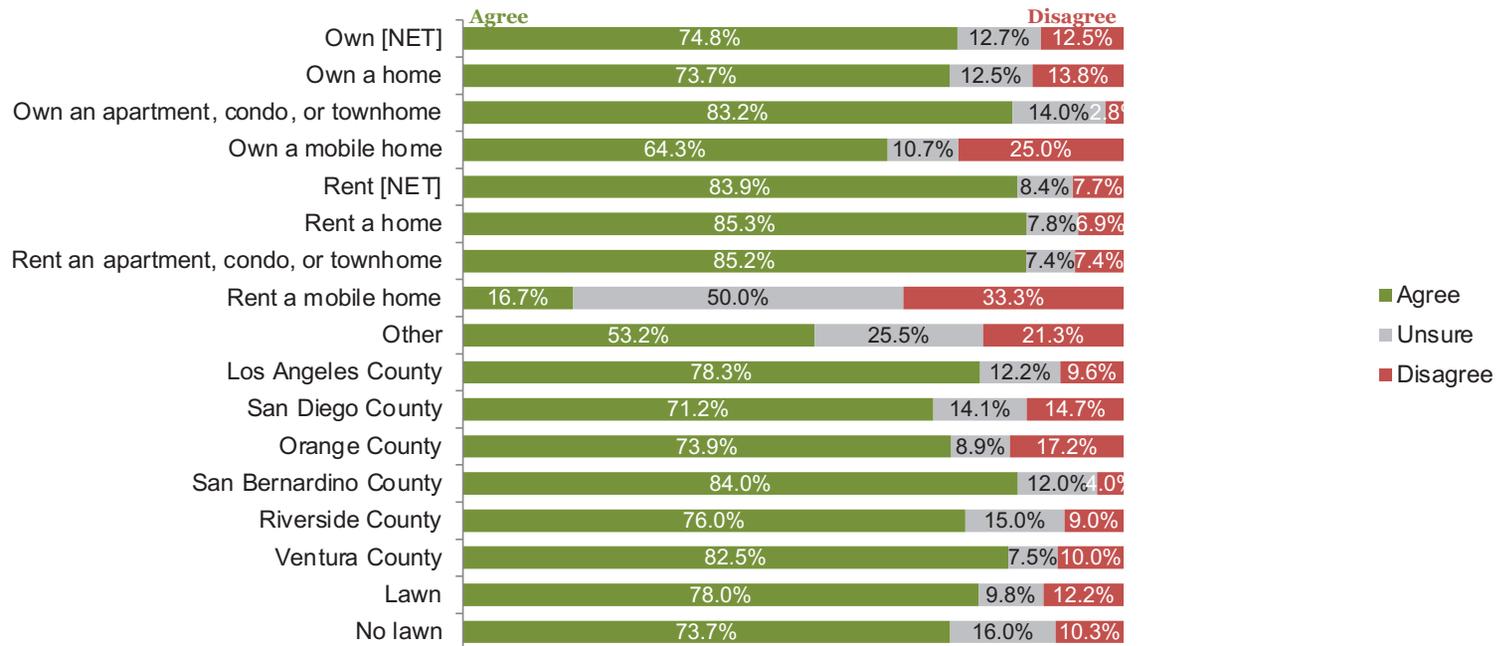
Results by gender, age, ethnicity, and household income

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



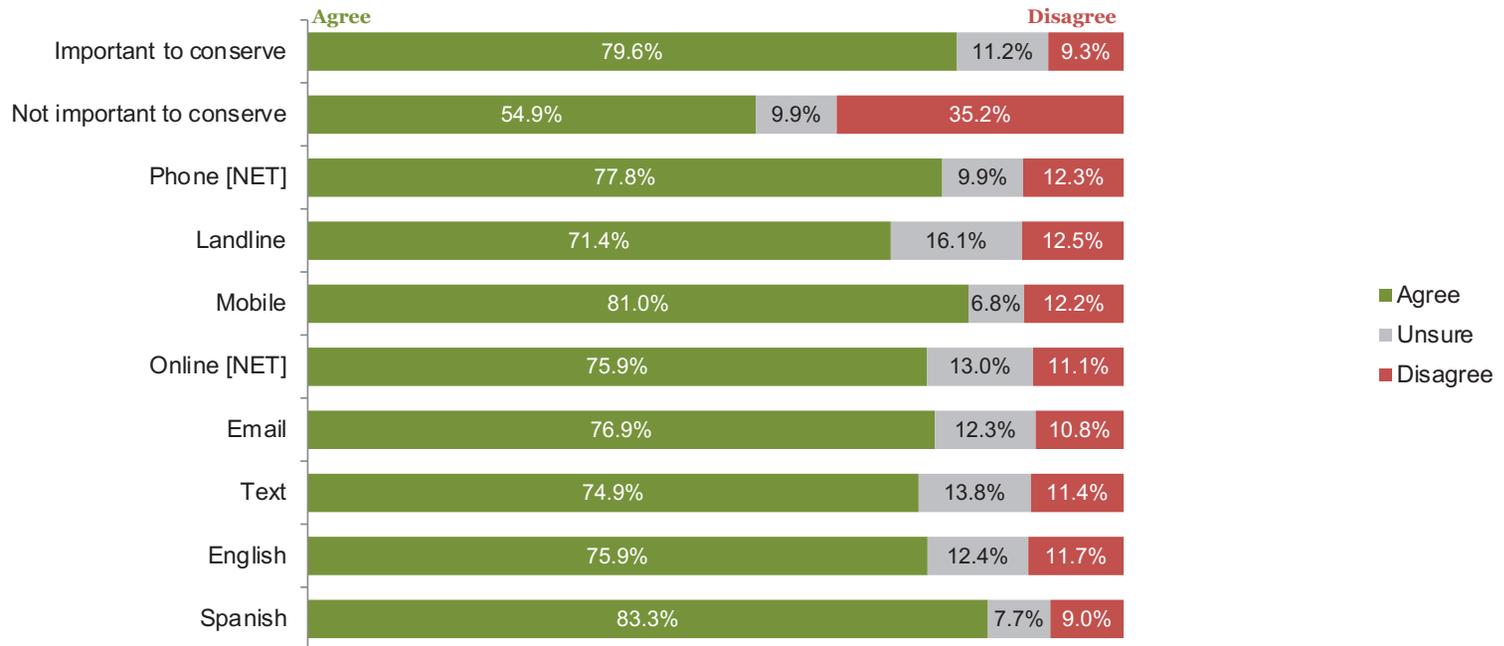
Results by home type, county, and lawn household

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



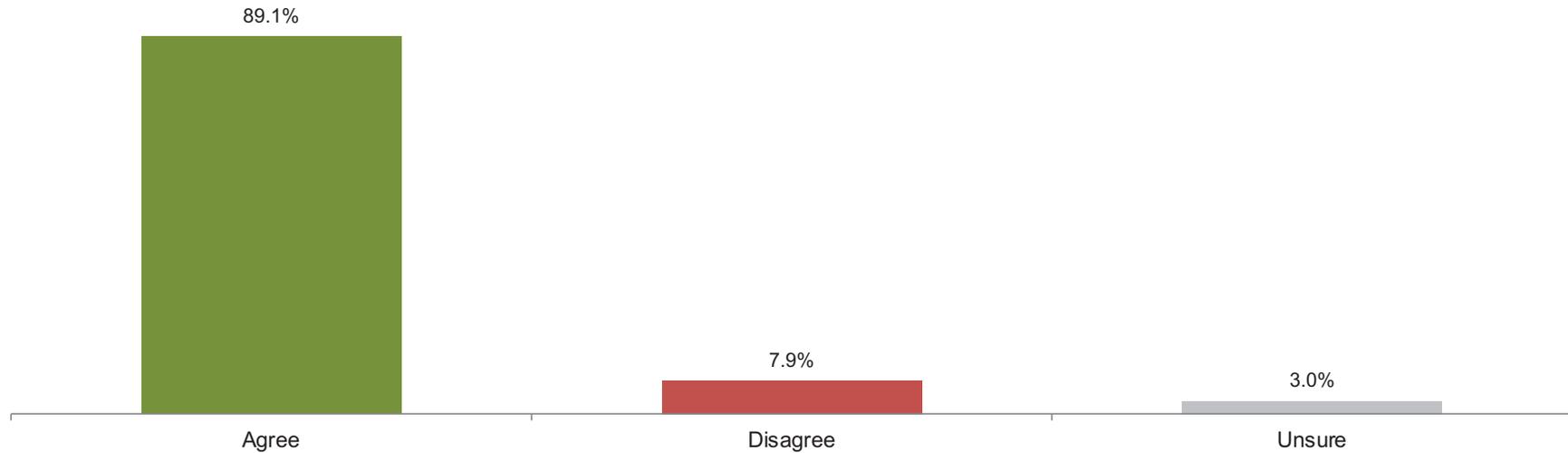
Results by commitment to conservation, survey mode, and survey language

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

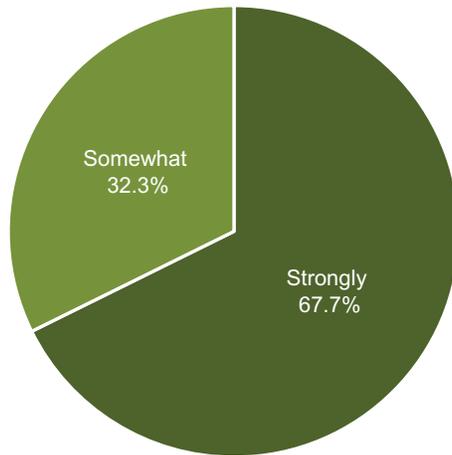
Question 8: Agree or disagree: I am willing to do my part to conserve water regardless of weather conditions in Southern California.



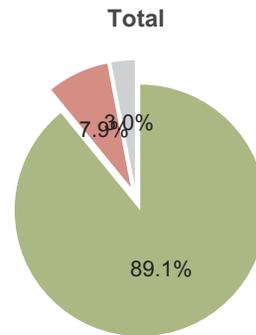
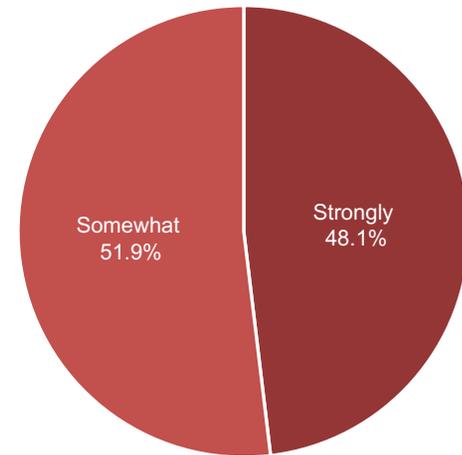
Among those who said agree, 68% said strongly agree

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

Among those who said agree

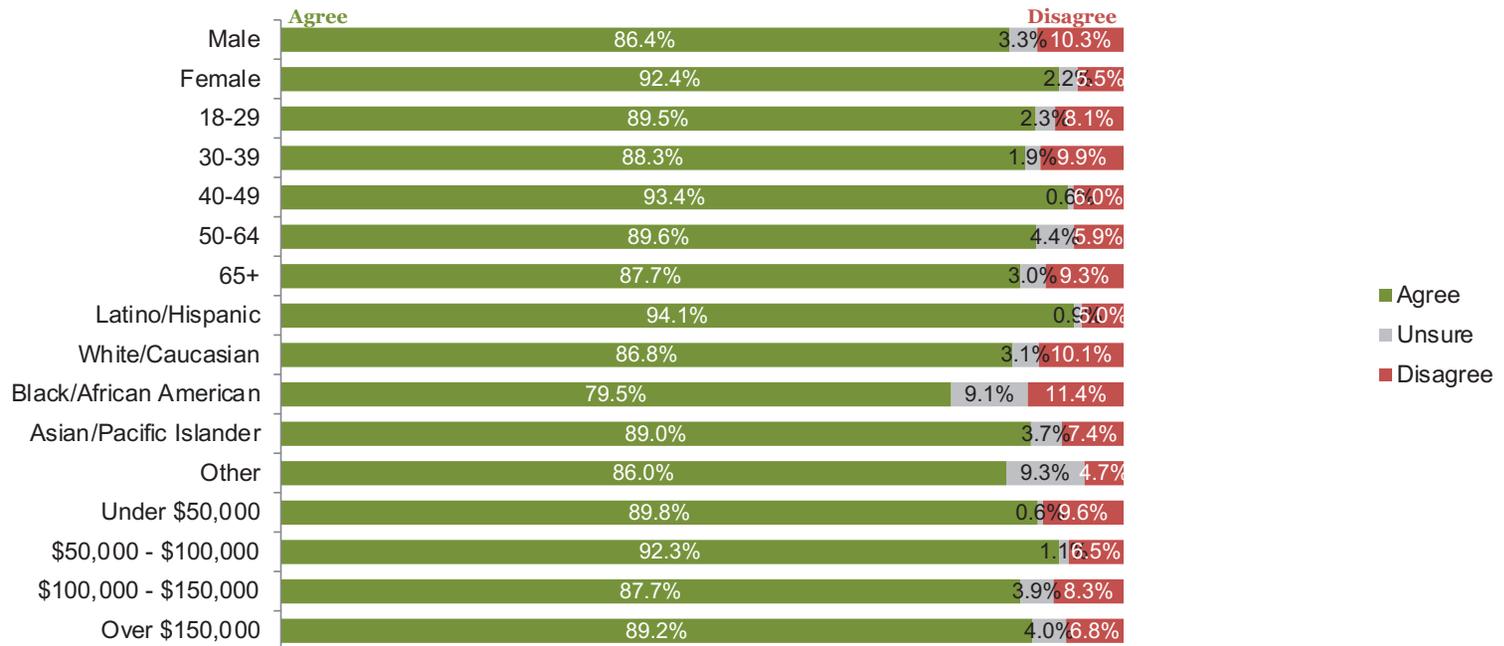


Among those who said disagree



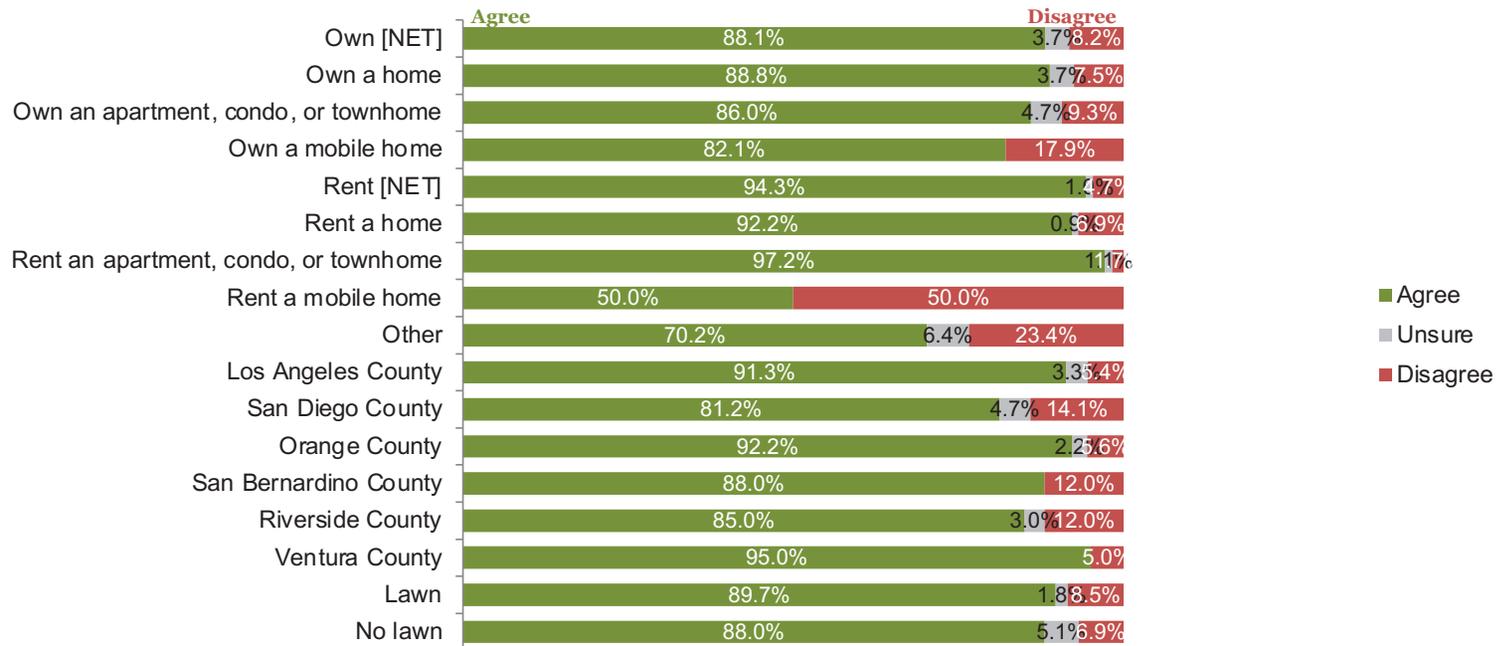
Results by gender, age, ethnicity, and household income

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



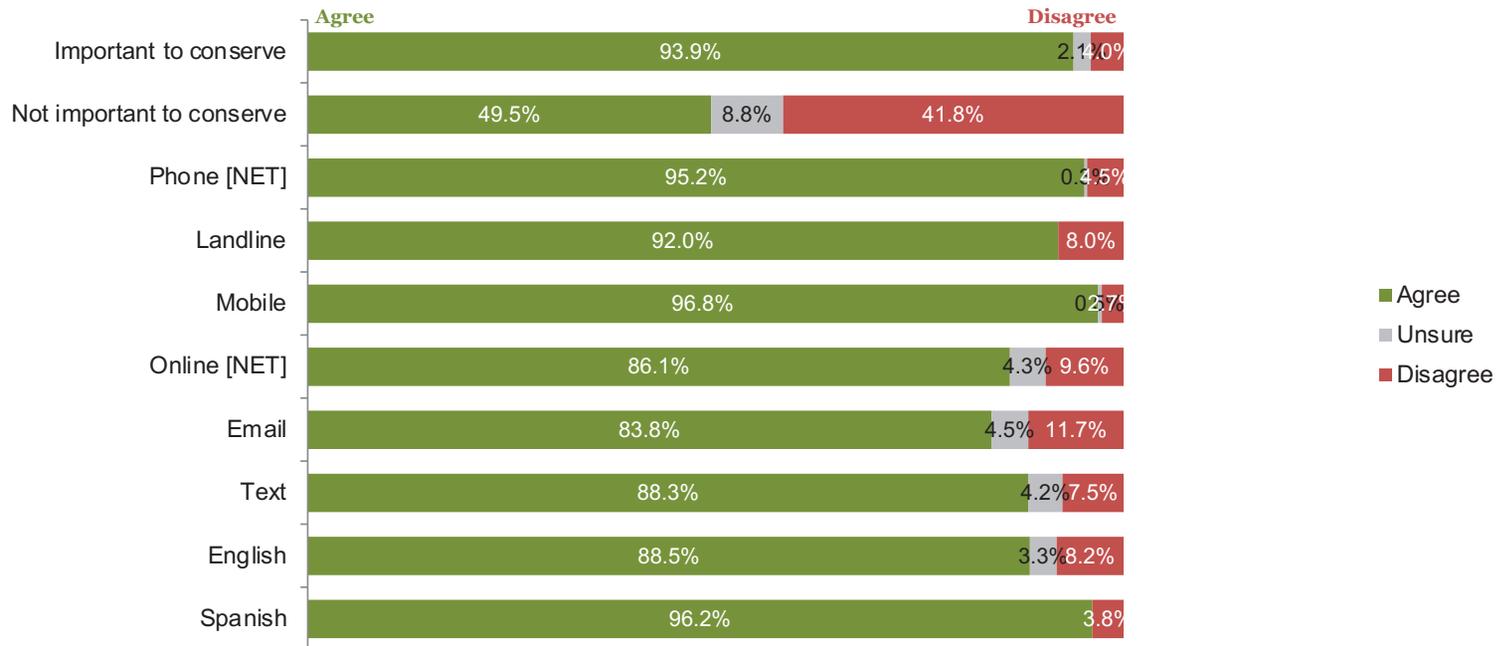
Results by home type, county, and lawn household

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



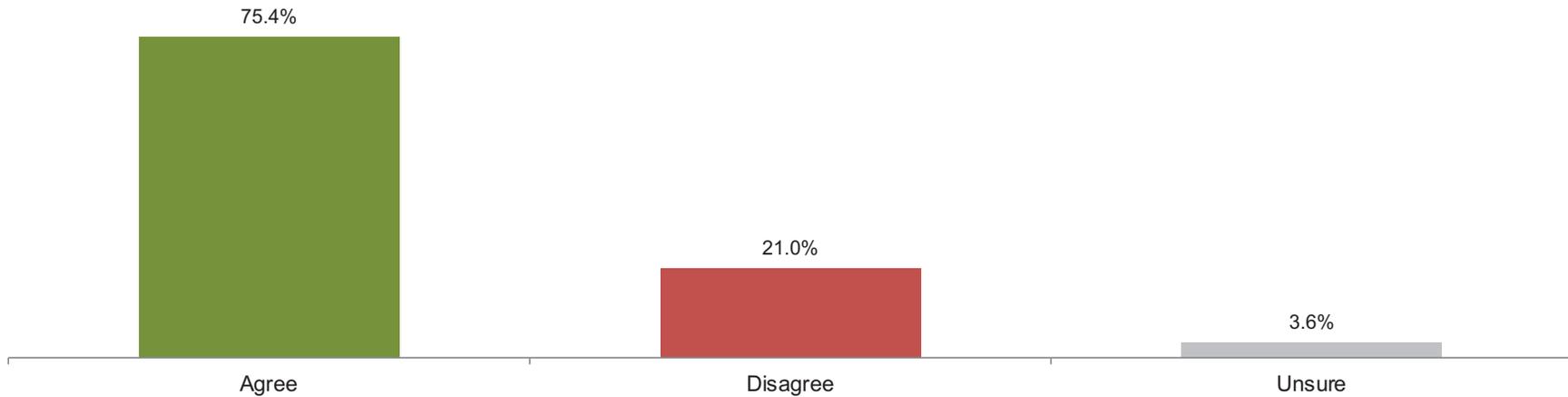
Results by commitment to conservation, survey mode, and survey language

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

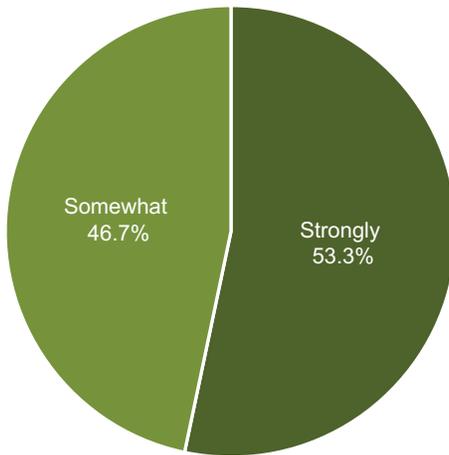
Question 9: Agree or disagree: I am willing to do more than I am currently to conserve water.



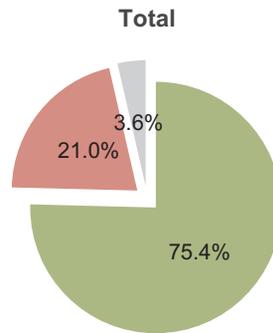
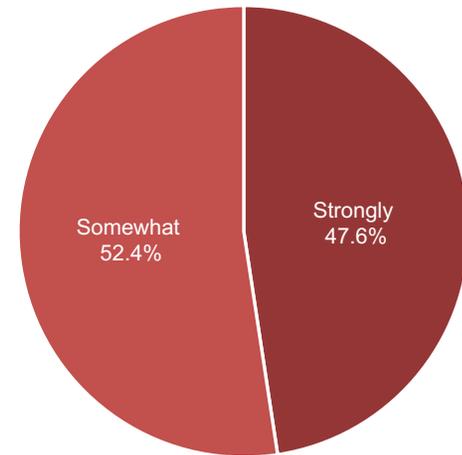
Among those who said agree, 53% said strongly agree

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

Among those who said agree

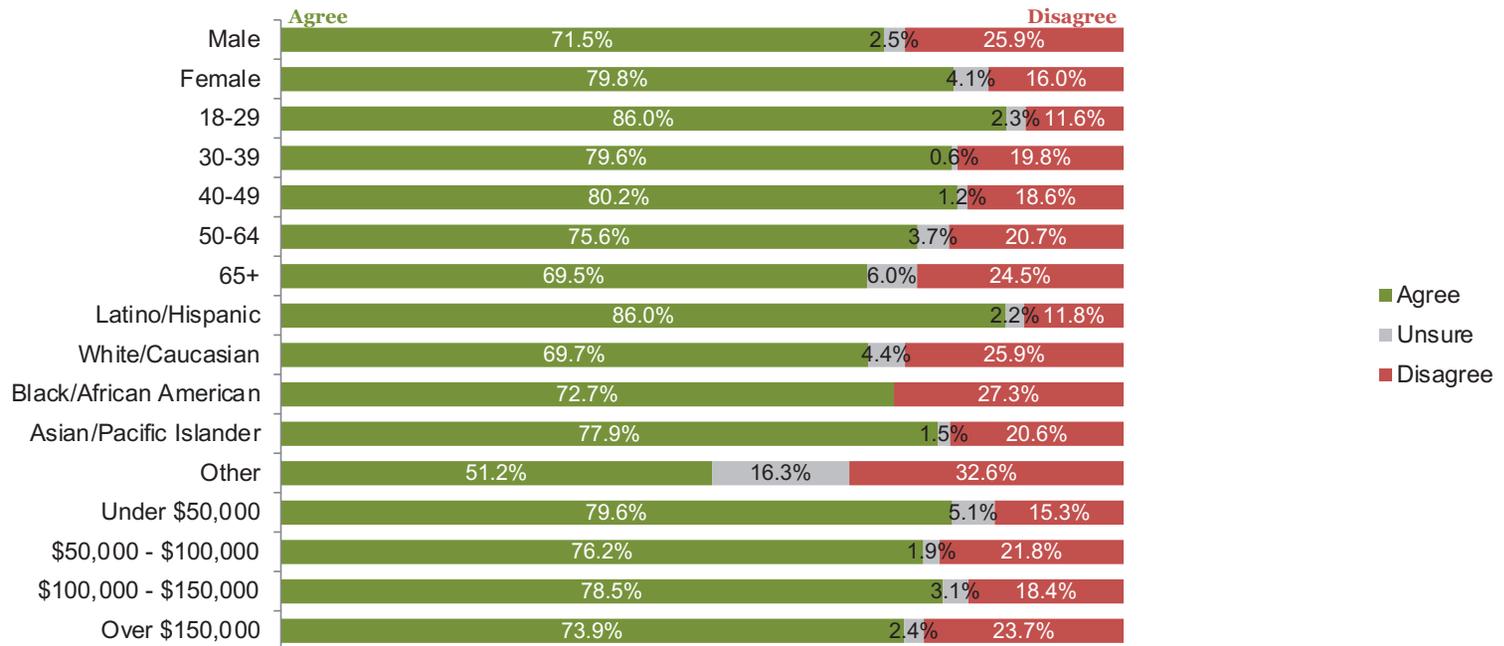


Among those who said disagree



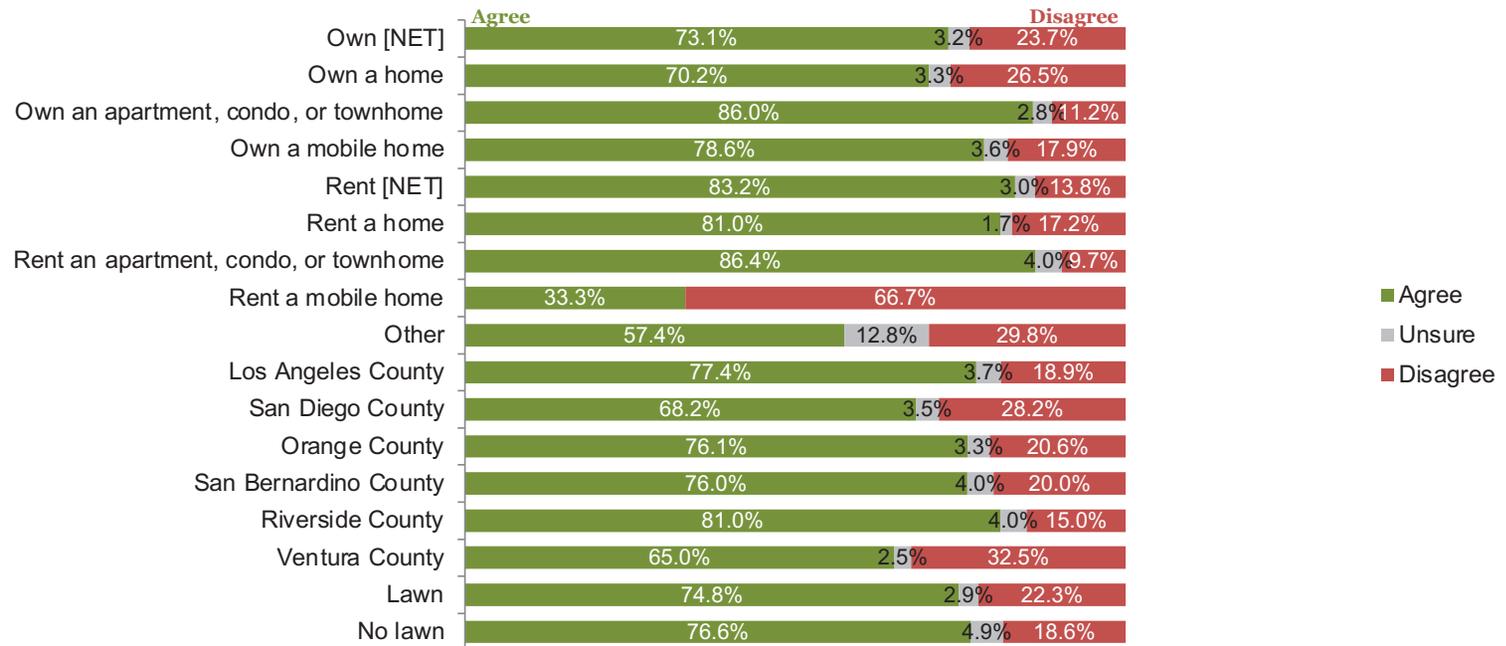
Results by gender, age, ethnicity, and household income

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



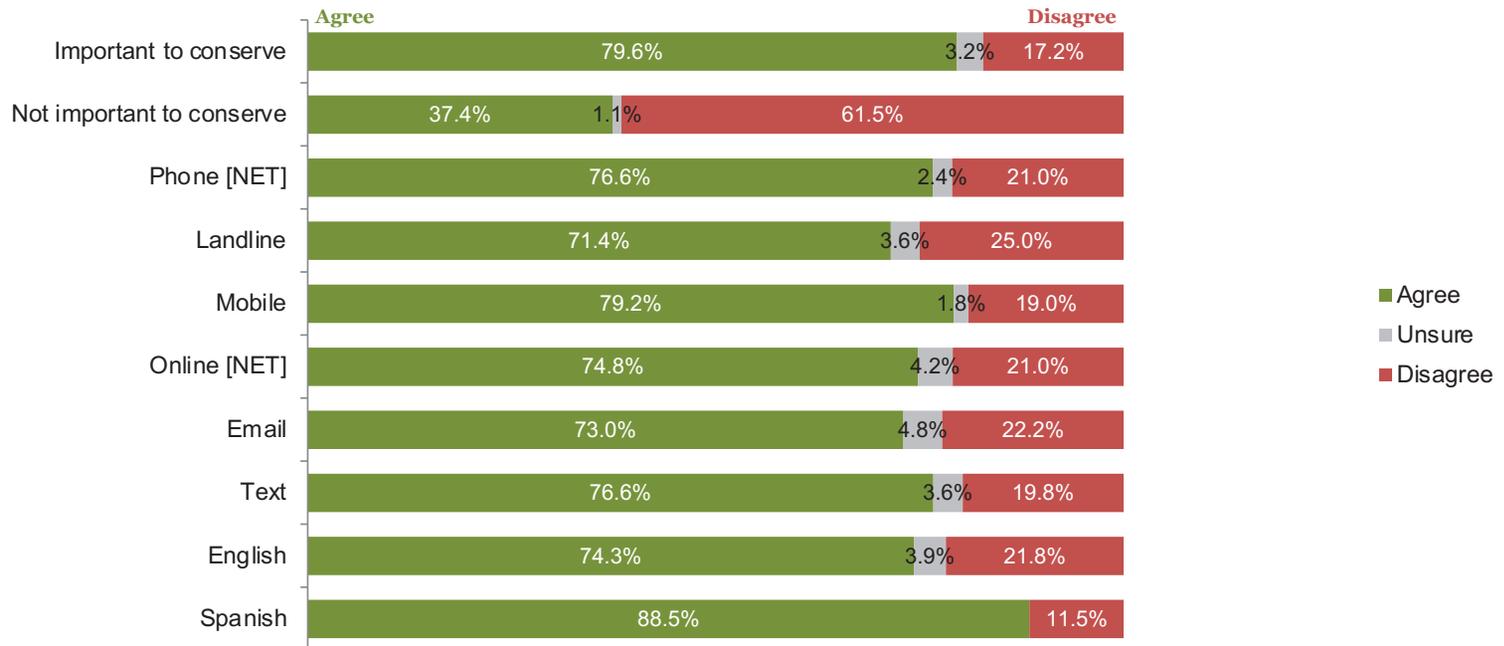
Results by home type, county, and lawn household

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



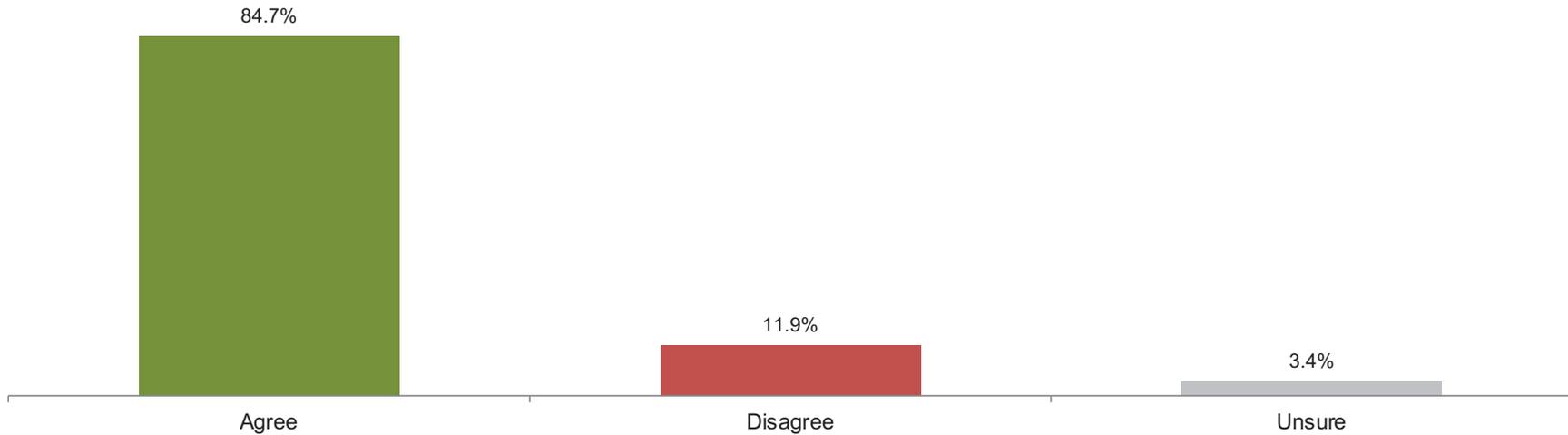
Results by commitment to conservation, survey mode, and survey language

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

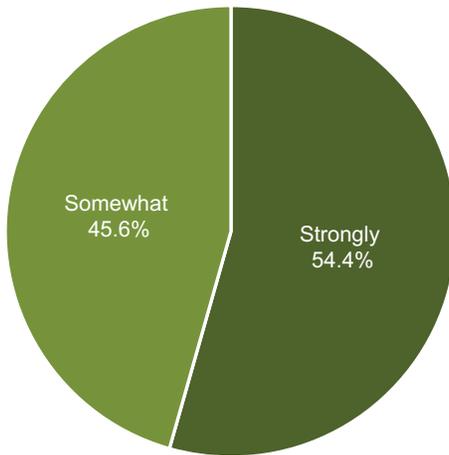
Question 10: Agree or disagree: I know what steps I can take to conserve more water.



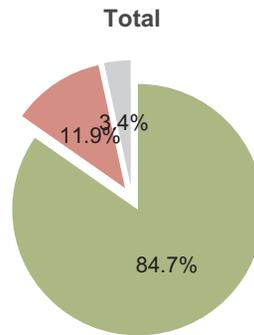
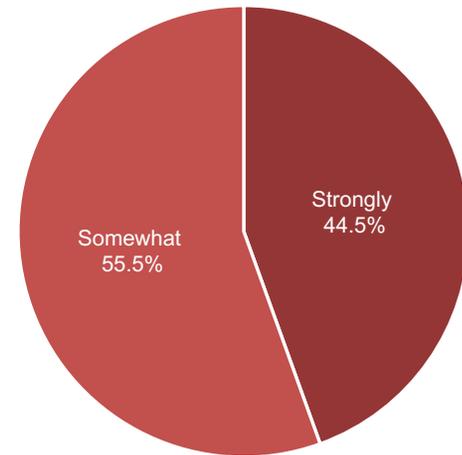
Among those who said agree, 54% said strongly agree

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

Among those who said agree

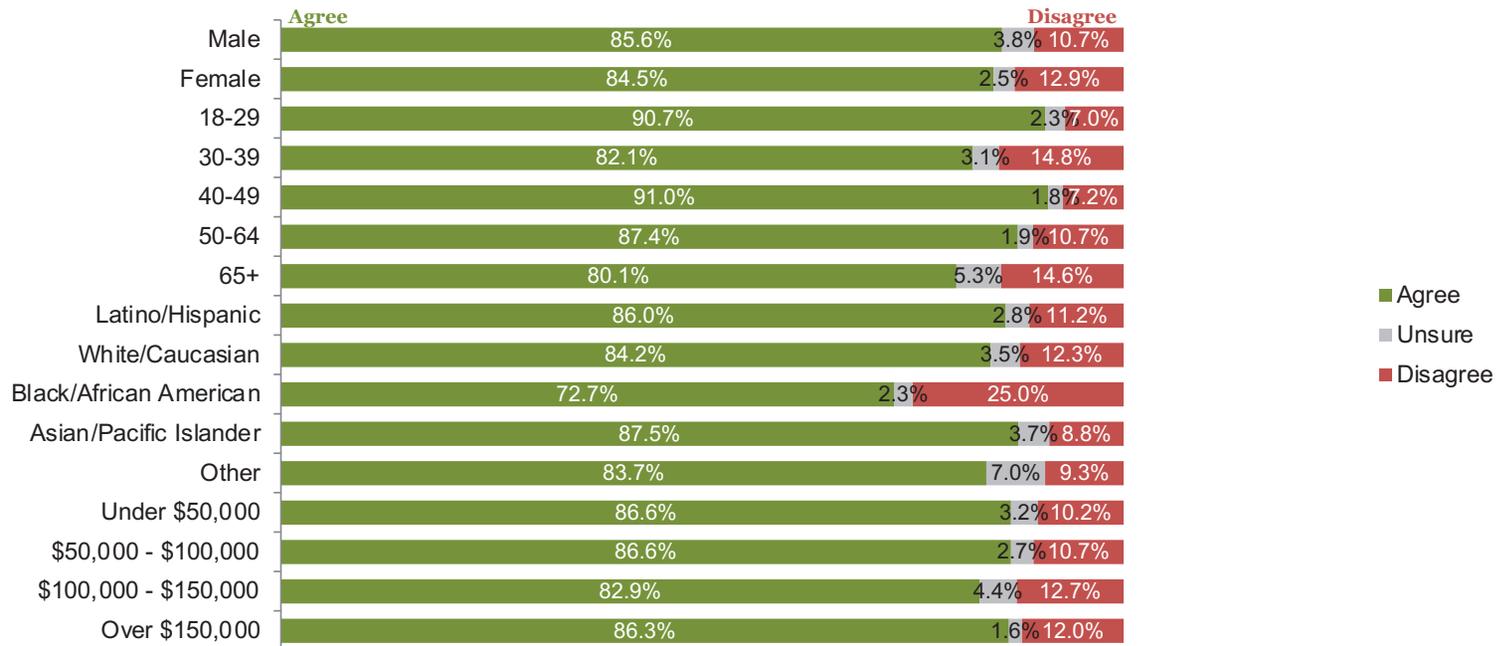


Among those who said disagree



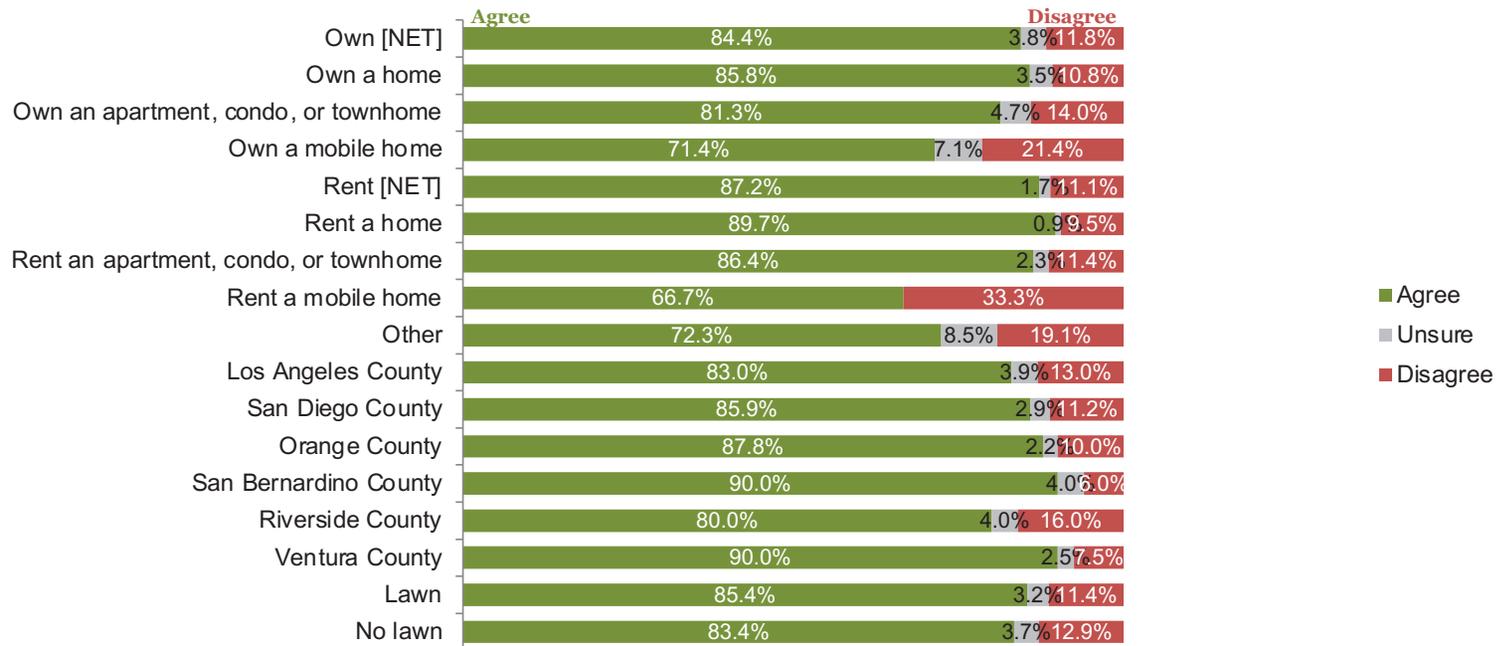
Results by gender, age, ethnicity, and household income

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



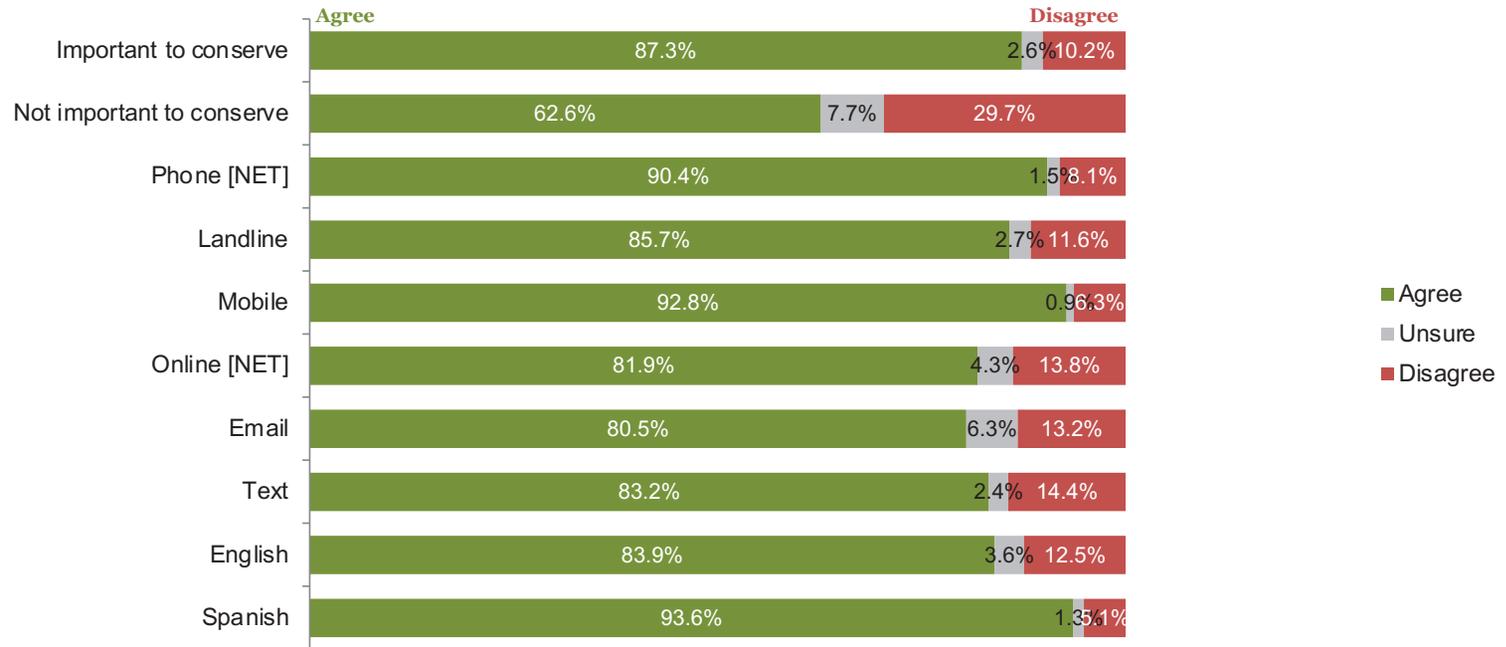
Results by home type, county, and lawn household

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



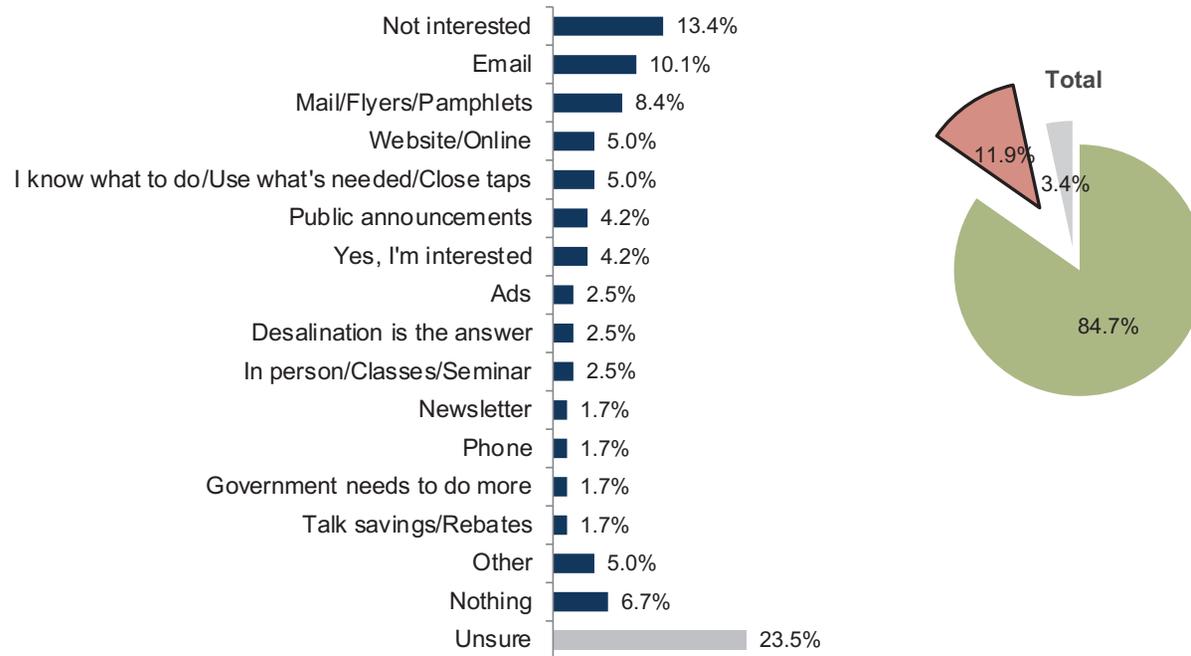
Results by commitment to conservation, survey mode, and survey language

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



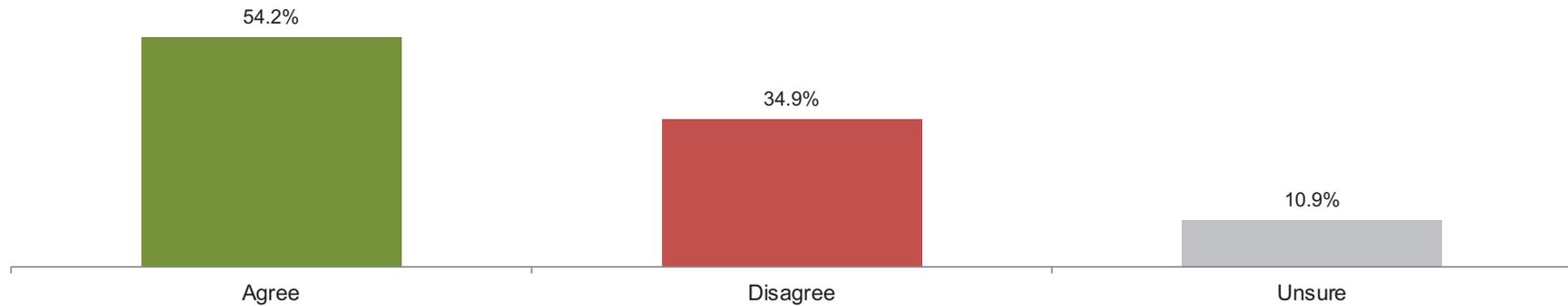
Among those who don't know what steps they can take to conserve more water, 13% cite lack of interest

Question 11: How would you like to learn more about the next steps you can take to conserve more water?
[AMONG THOSE WHO SAID 'DISAGREE' TO Q10]
[OPEN-ENDED RESPONSE]



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

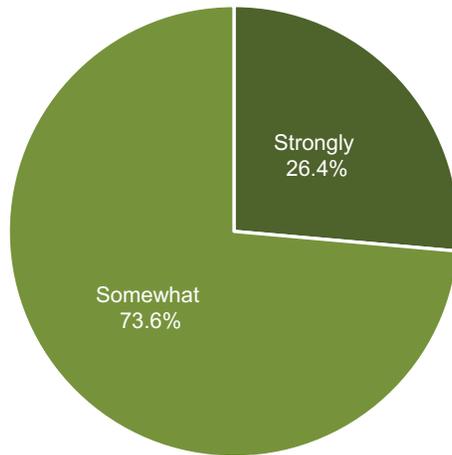
Question 12: Agree or disagree: Other Southern California residents are doing their fair share to conserve water.



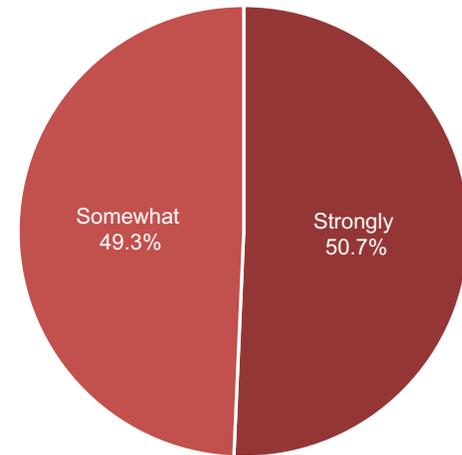
Among those who said agree, 74% said somewhat agree

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

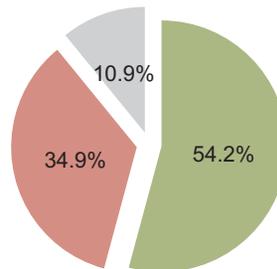
Among those who said agree



Among those who said disagree

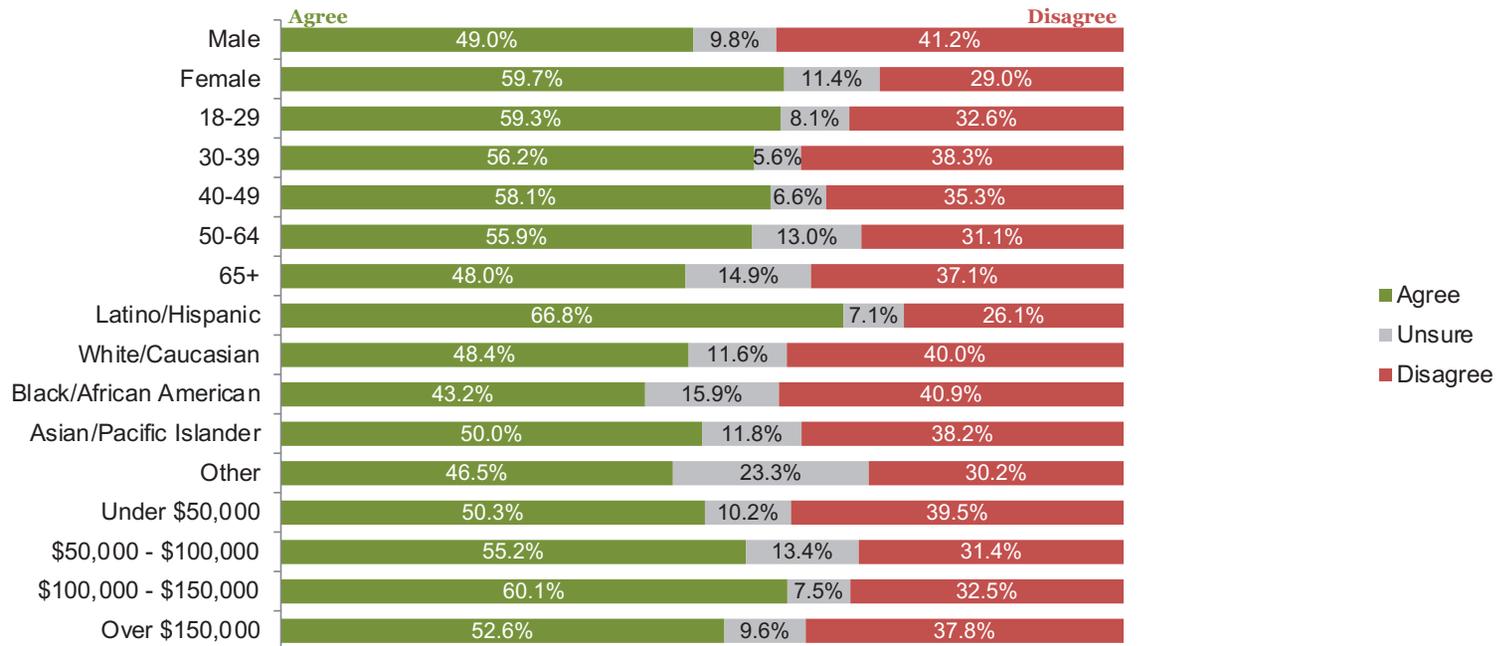


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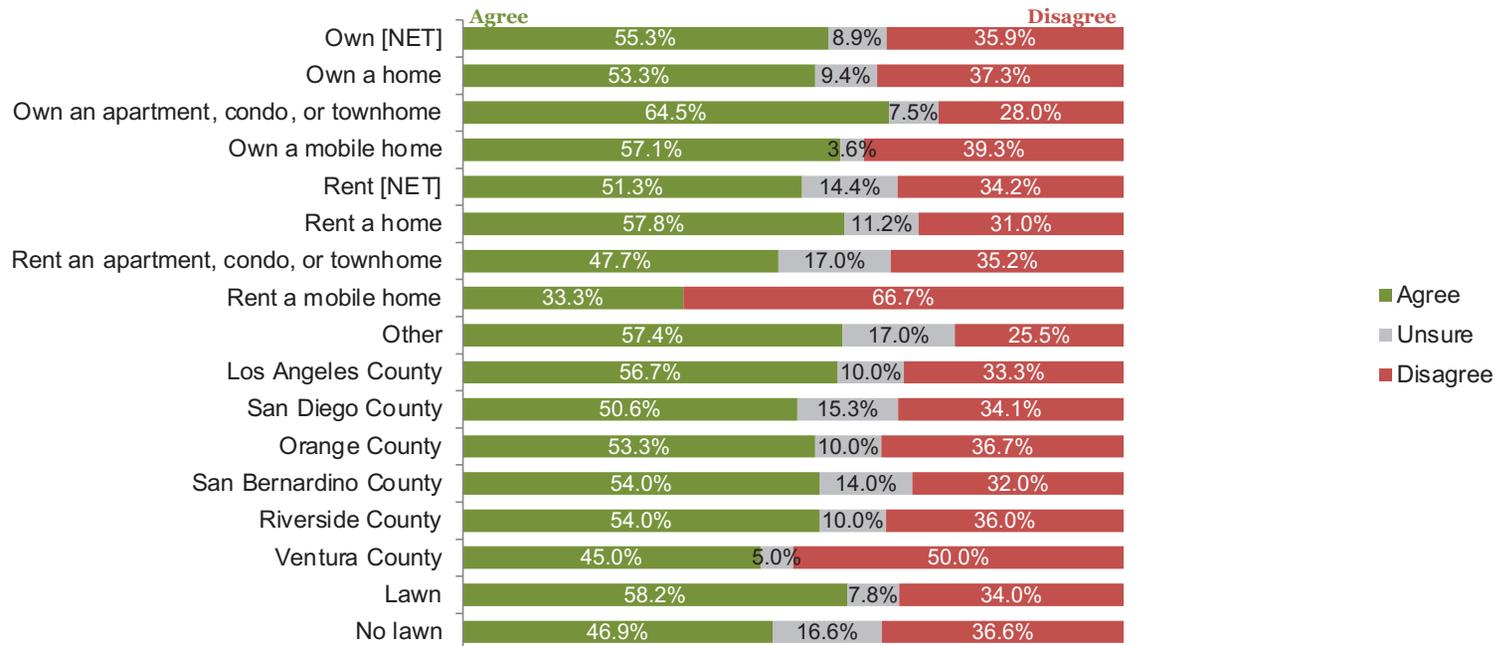
Results by gender, age, ethnicity, and household income

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



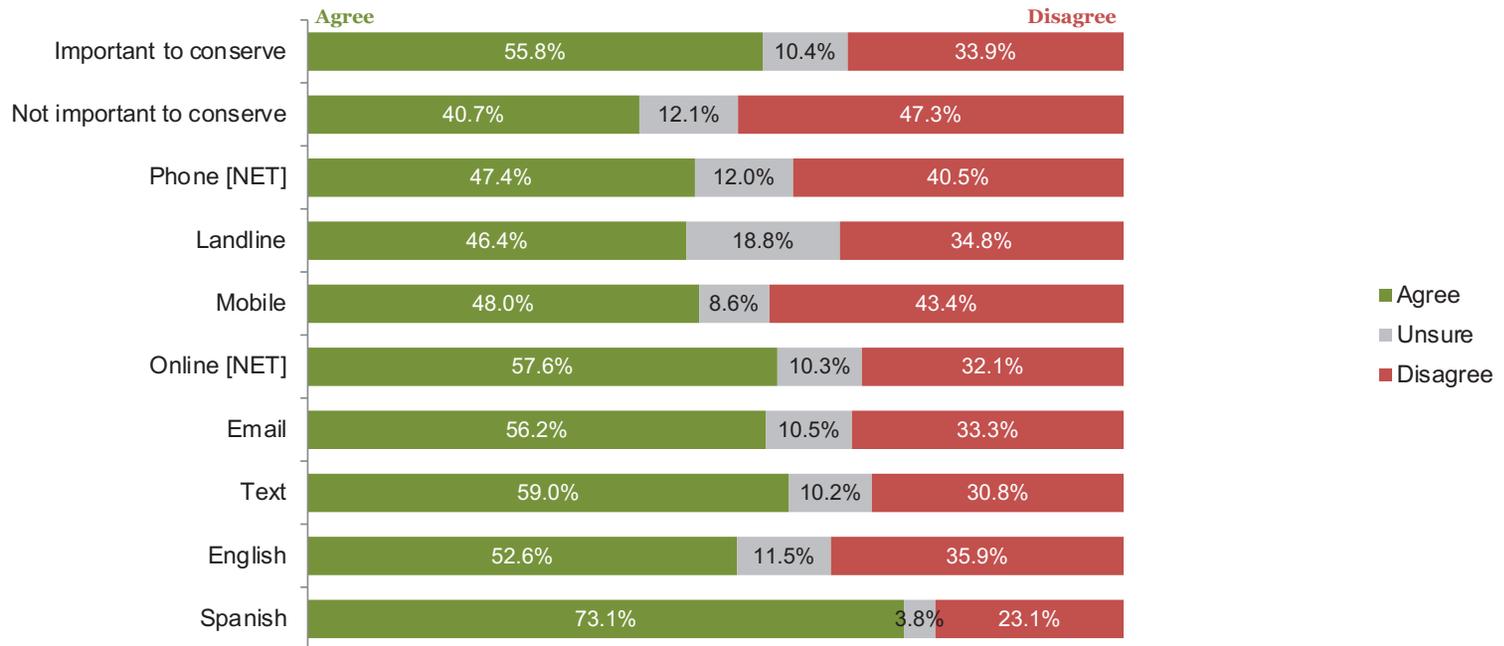
Results by home type, county, and lawn household

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



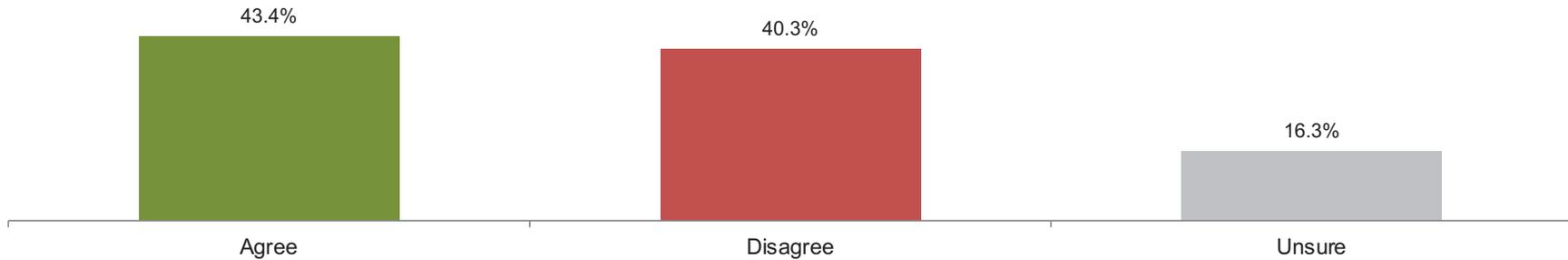
Results by commitment to conservation, survey mode, and survey language

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

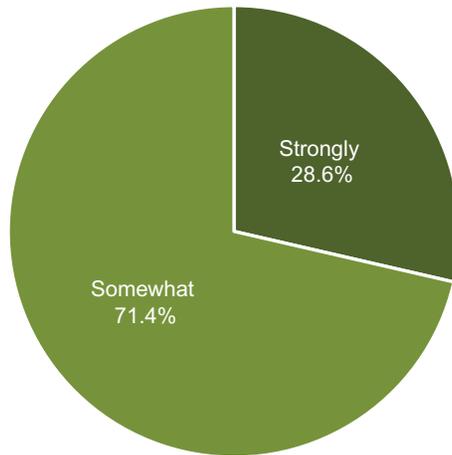
Question 13: Agree or disagree: Southern California businesses are doing their fair share to conserve water.



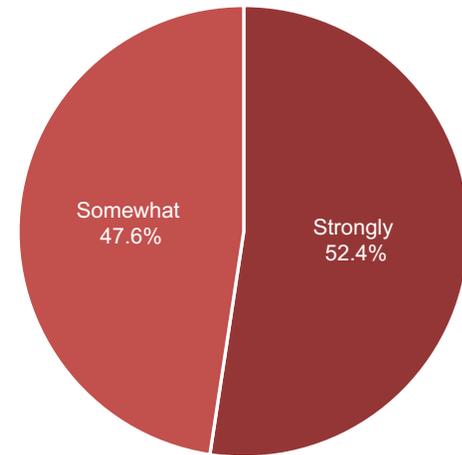
Among those who said agree, 71% said somewhat agree

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

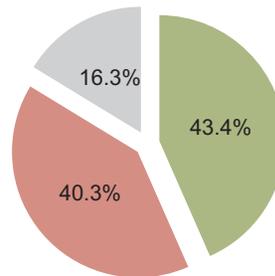
Among those who said agree



Among those who said disagree

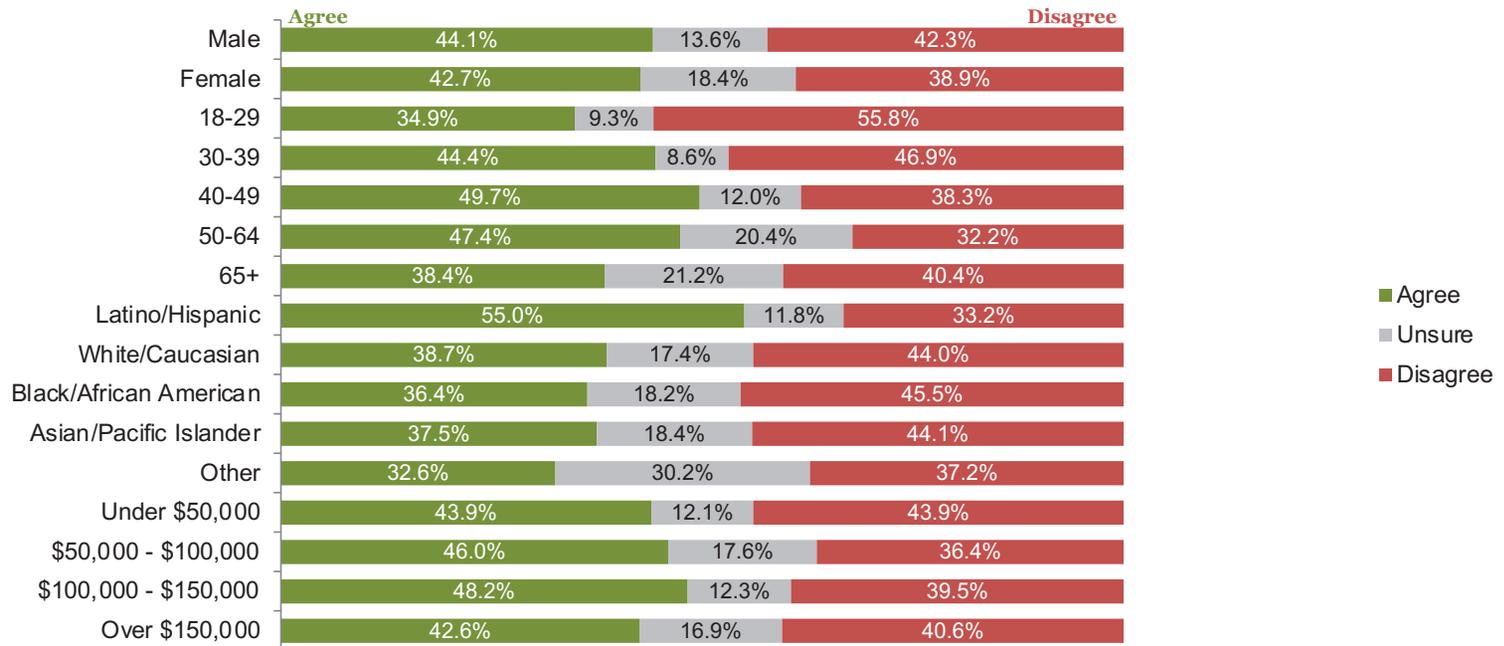


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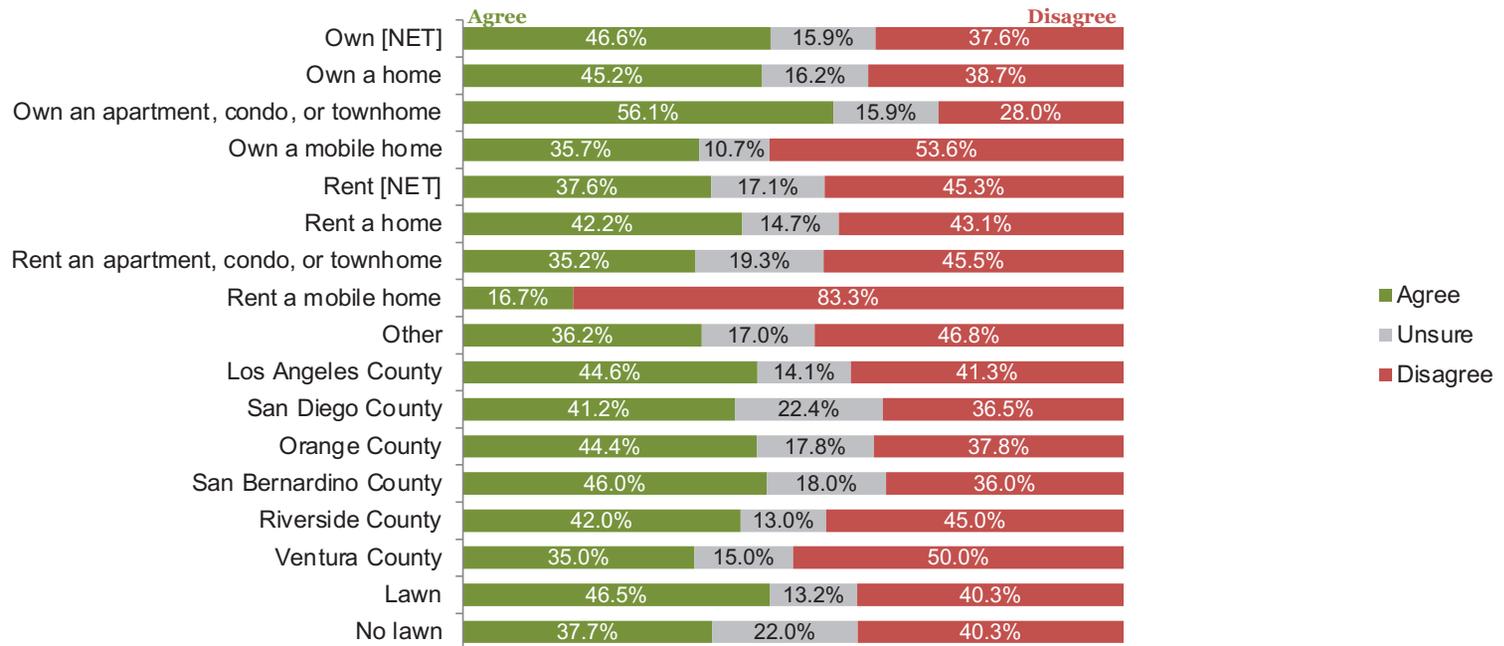
Results by gender, age, ethnicity, and household income

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



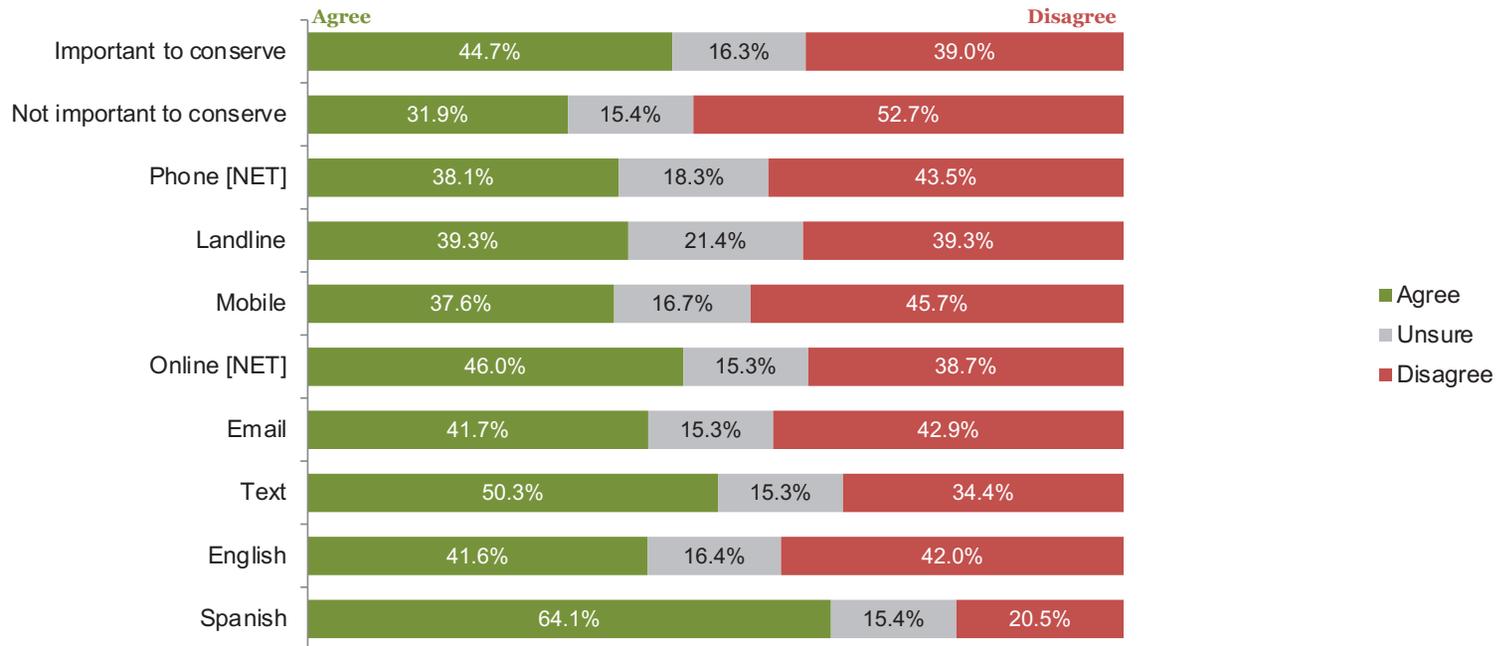
Results by home type, county, and lawn household

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



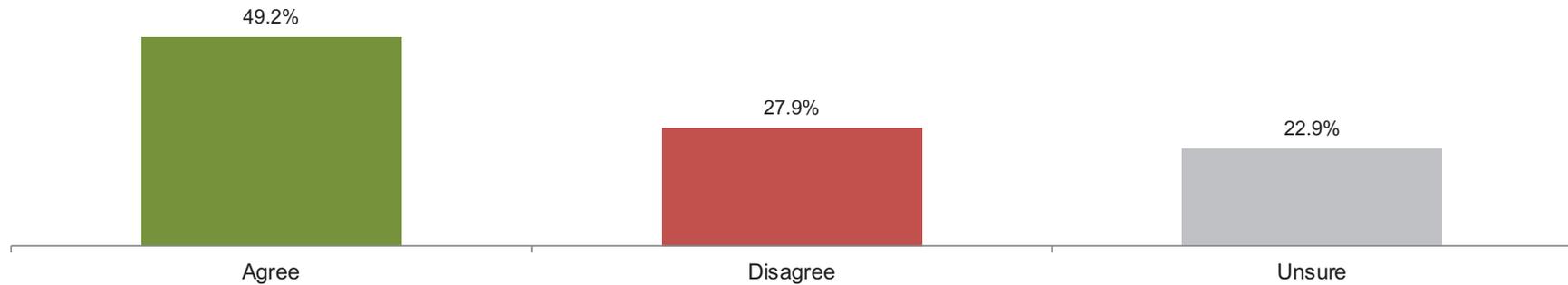
Results by commitment to conservation, survey mode, and survey language

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

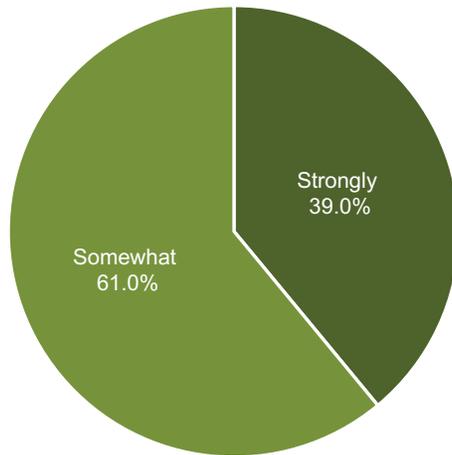
Question 14: Agree or disagree: The agriculture industry in Southern California is doing its fair share to conserve water.



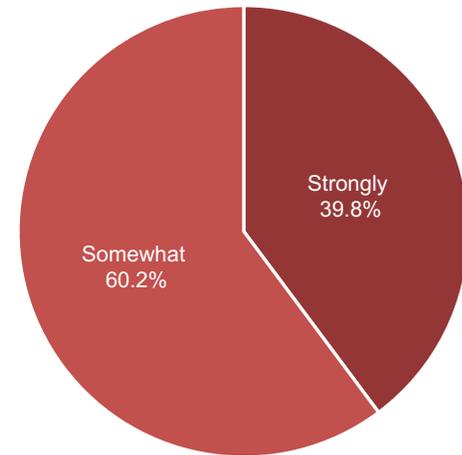
Among those who said agree, 61% said somewhat agree

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

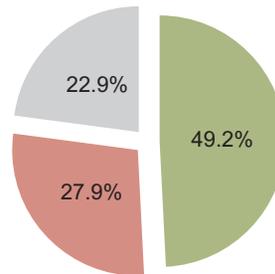
Among those who said agree



Among those who said disagree

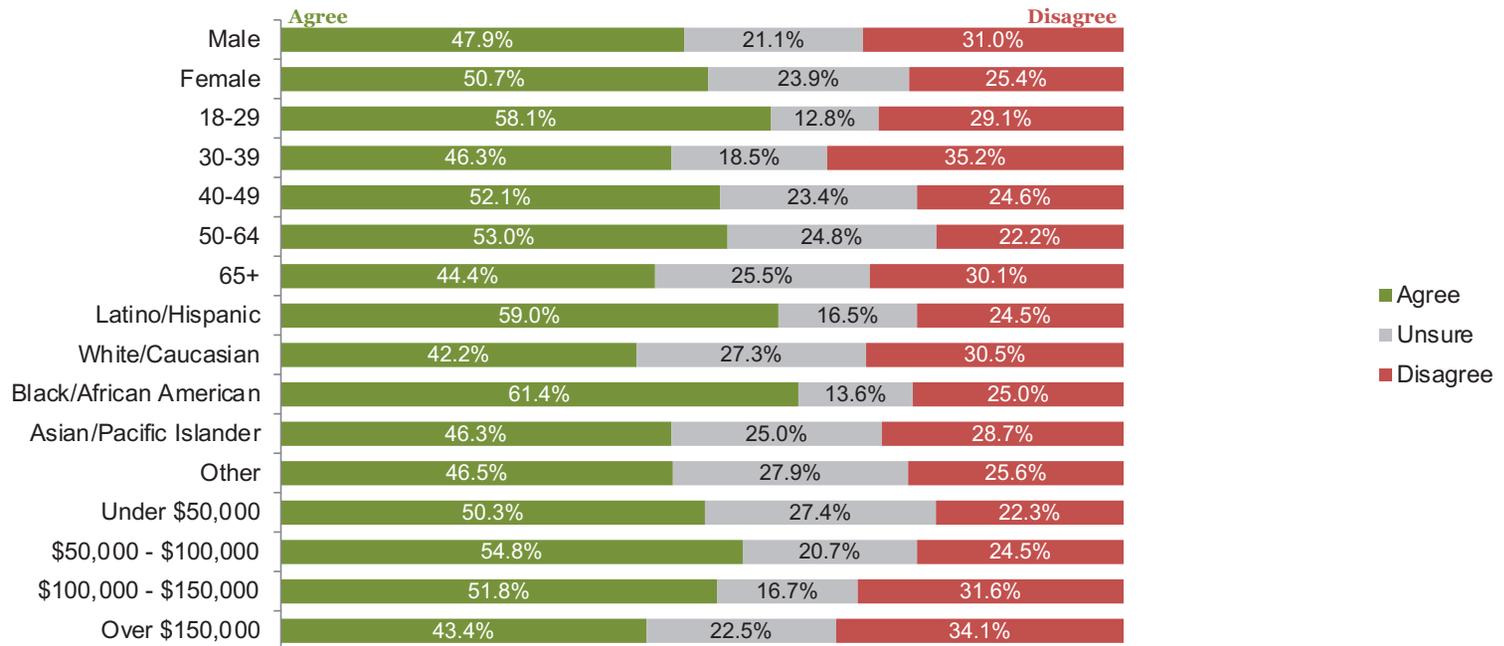


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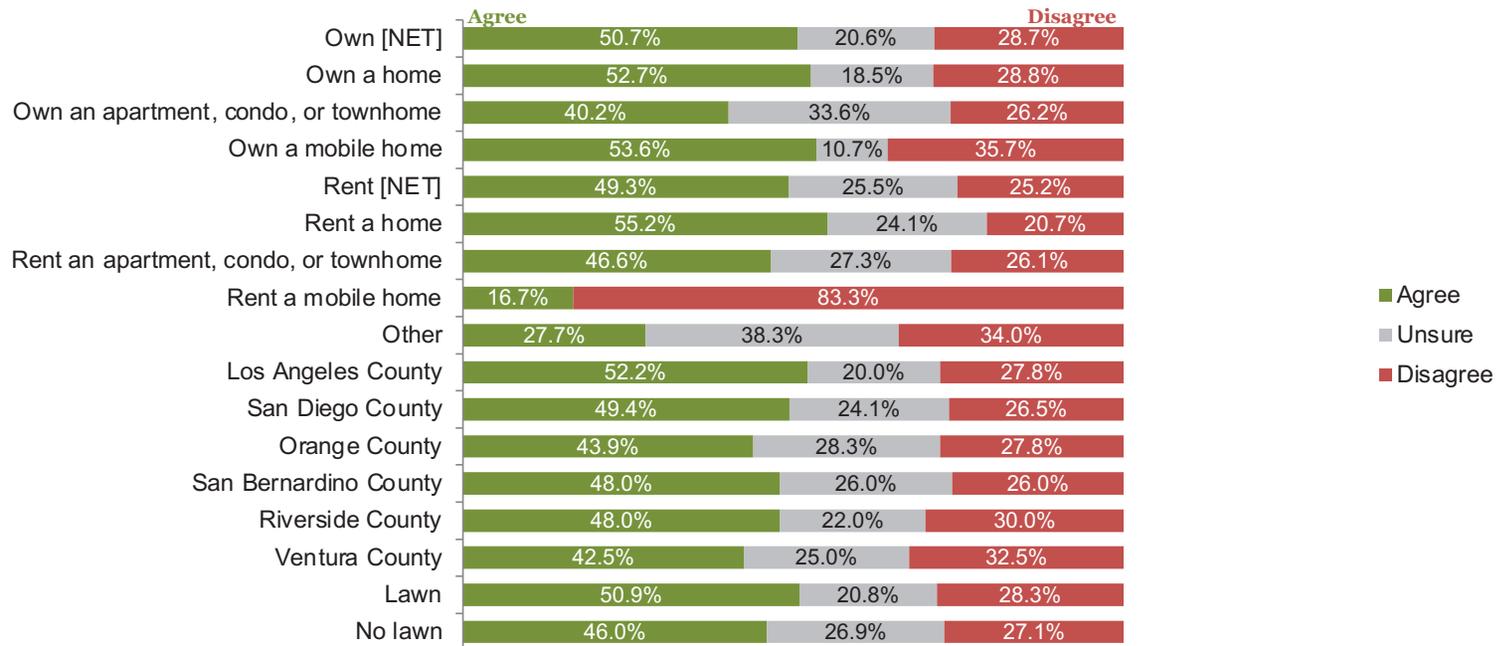
Results by gender, age, ethnicity, and household income

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



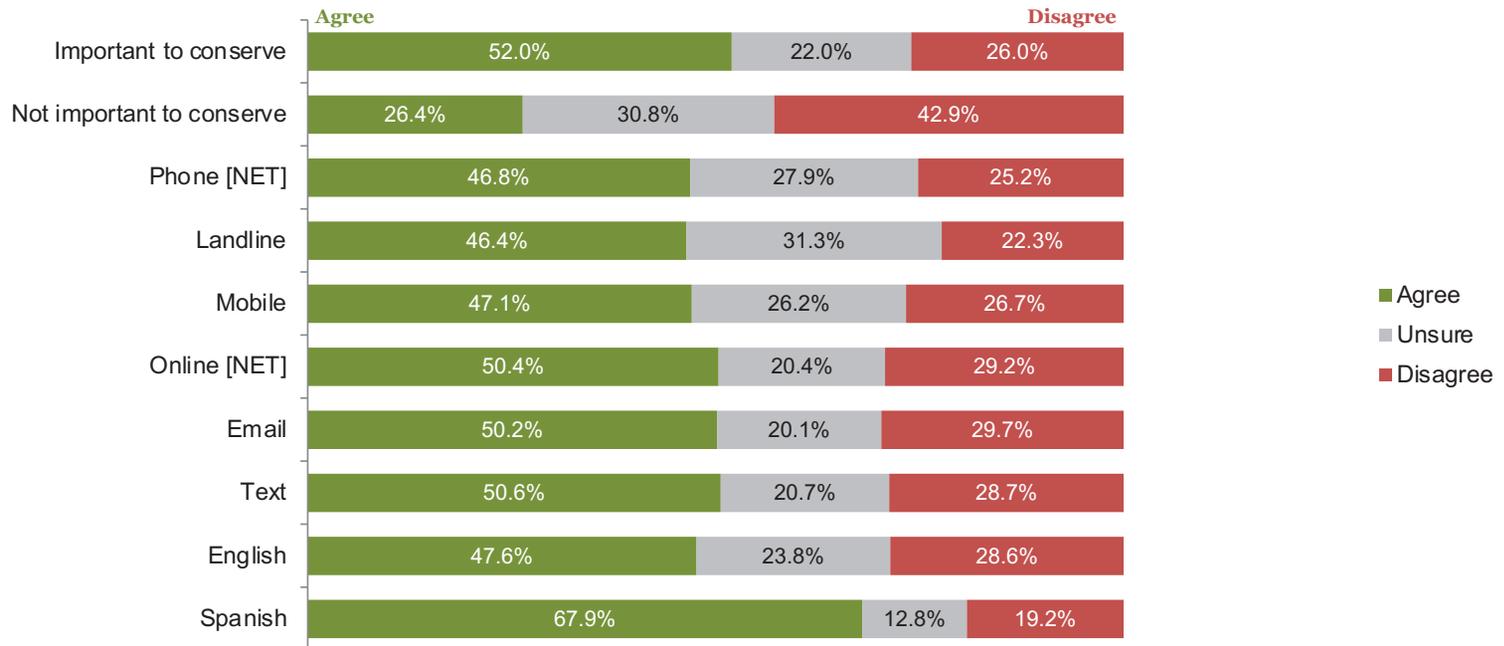
Results by home type, county, and lawn household

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



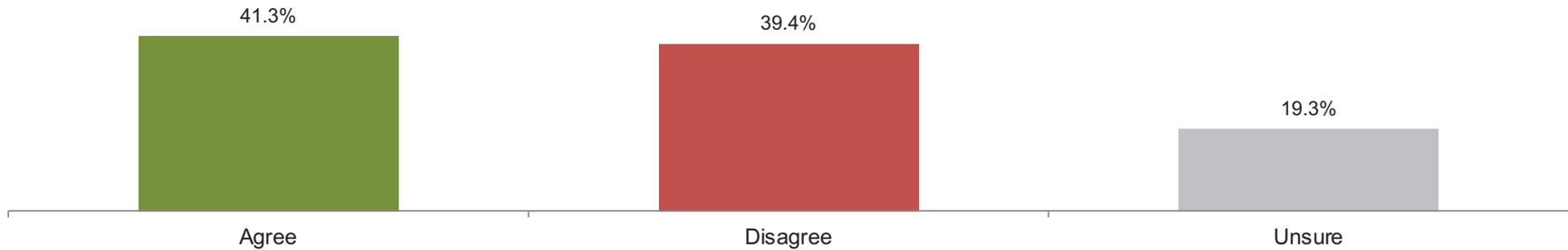
Results by commitment to conservation, survey mode, and survey language

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

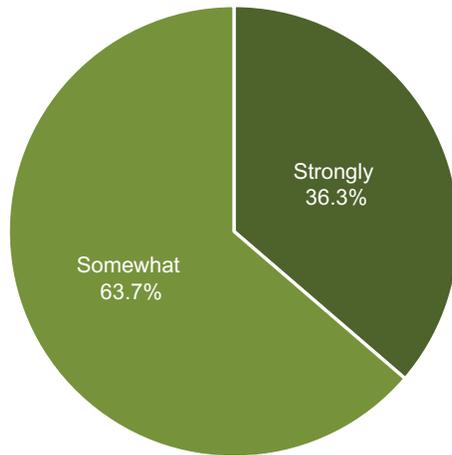
Question 15: Agree or disagree: Southern California water managers are doing enough to properly manage and store available water supplies.



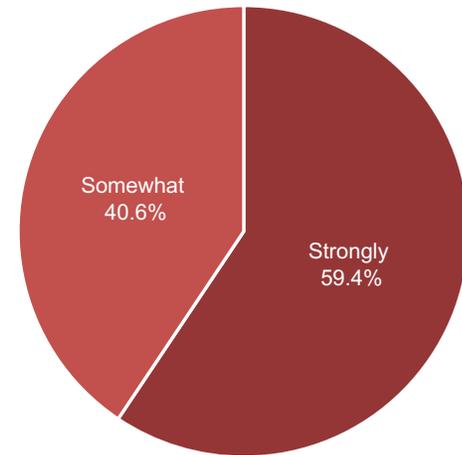
Among those who said agree, 64% said somewhat agree

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

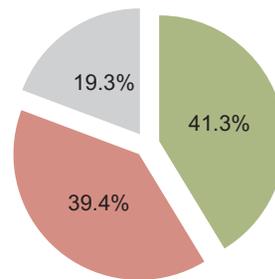
Among those who said agree



Among those who said disagree

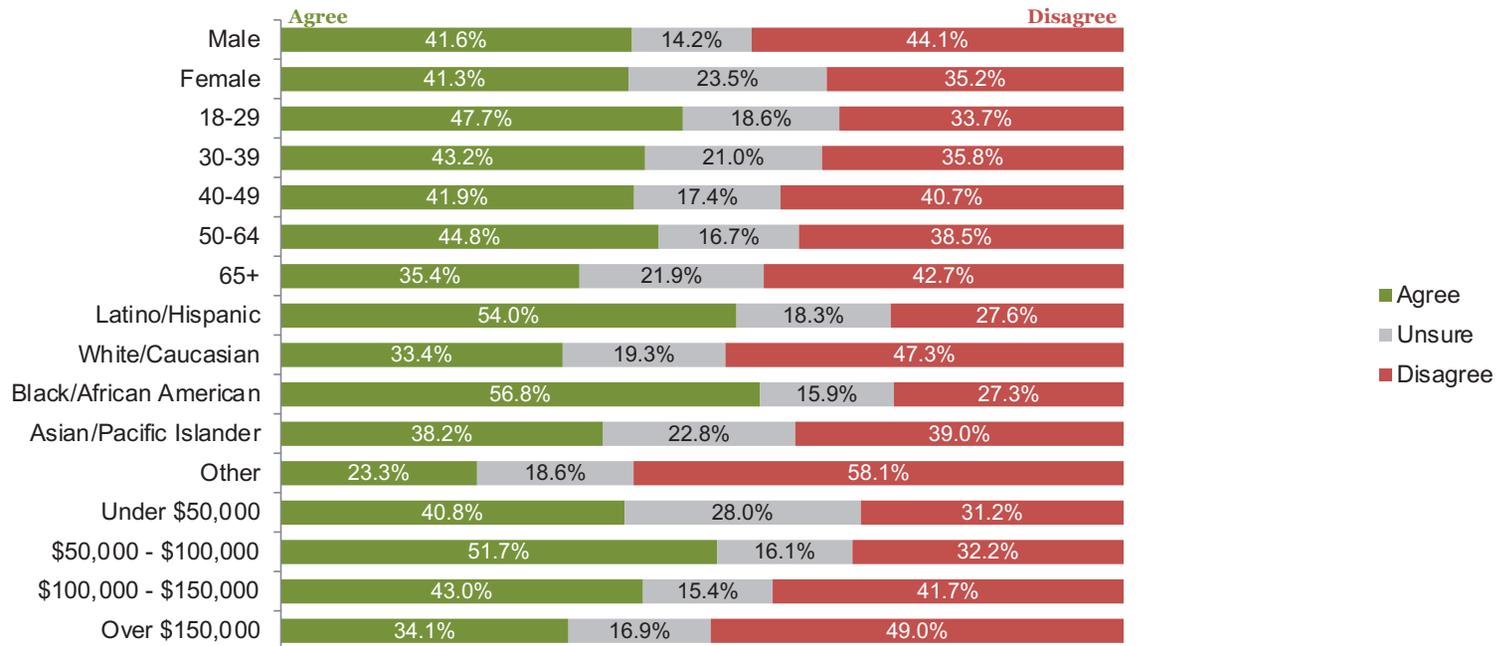


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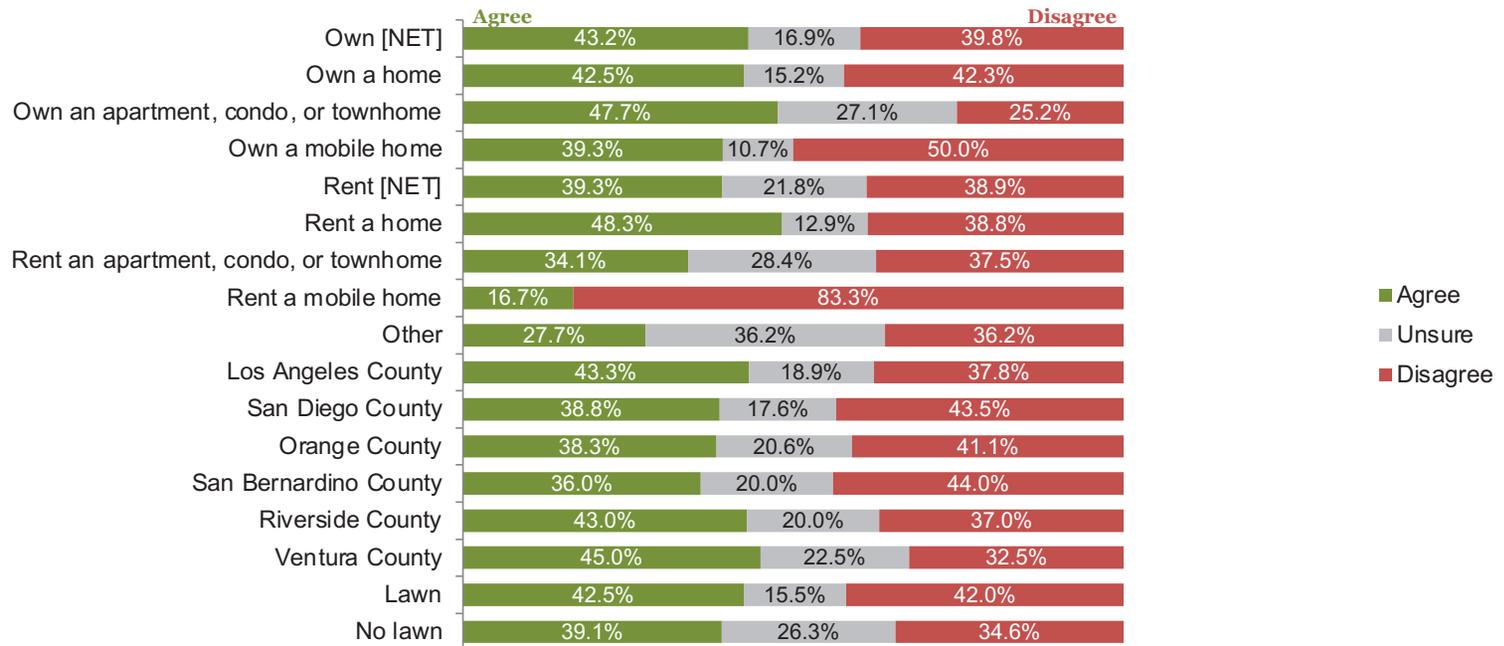
Results by gender, age, ethnicity, and household income

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



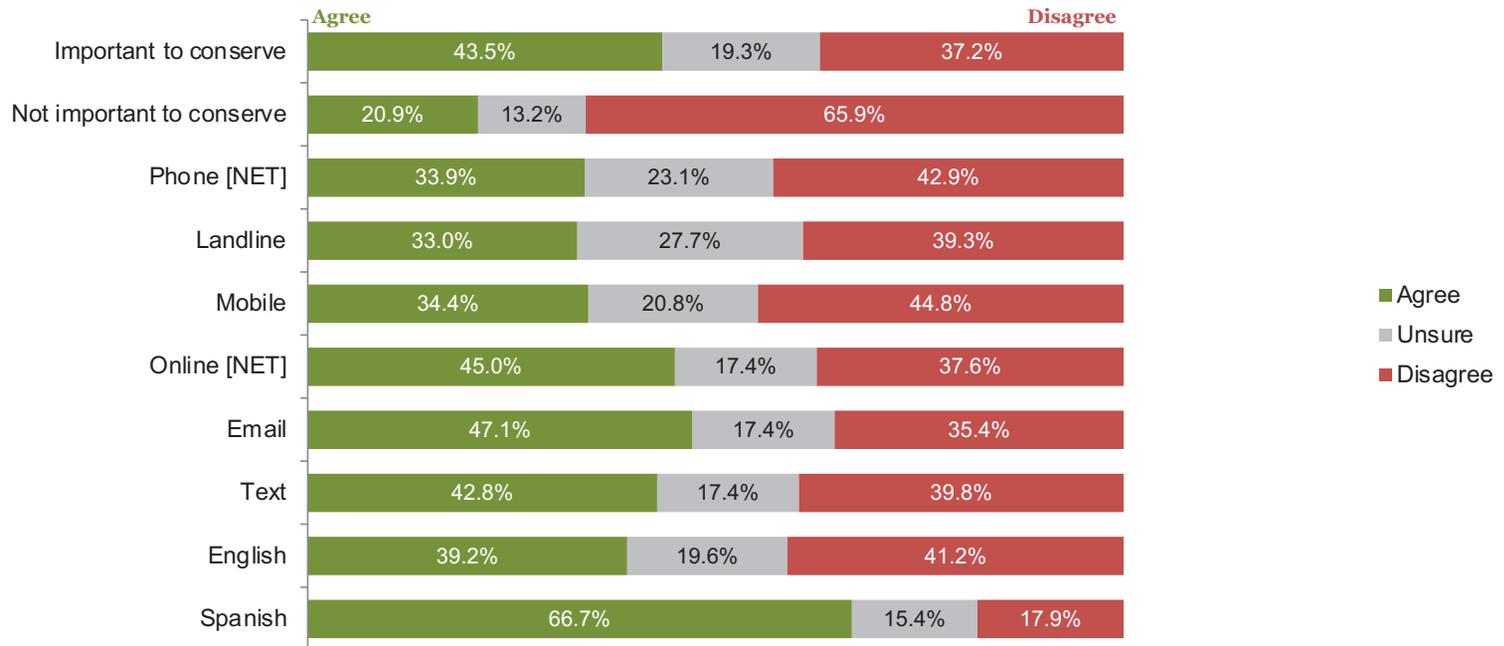
Results by home type, county, and lawn household

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



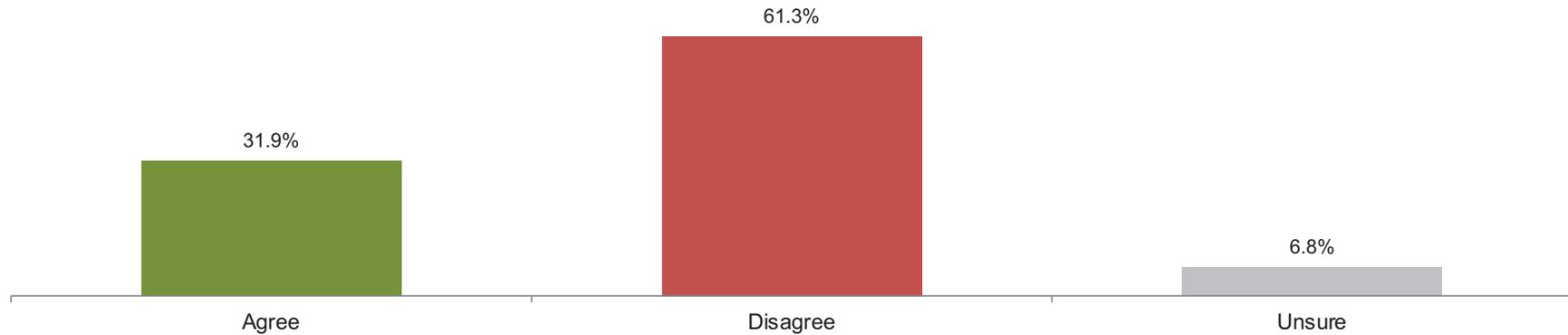
Results by commitment to conservation, survey mode, and survey language

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

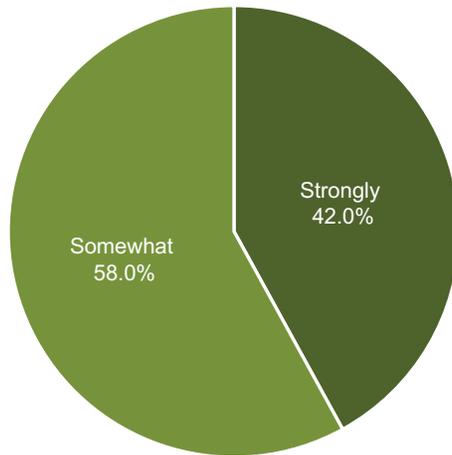
Question 16: Agree or disagree: Southern California experienced a lot of rain and snow last winter and is reportedly headed for another wet winter, which signals that we do not need to conserve water right now.



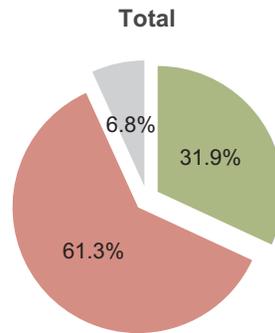
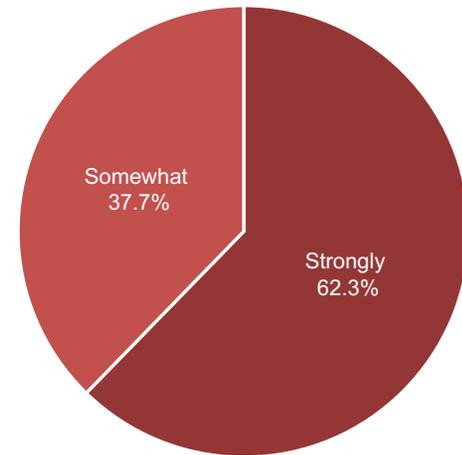
Among those who said disagree, 62% strongly disagree

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.

Among those who said agree

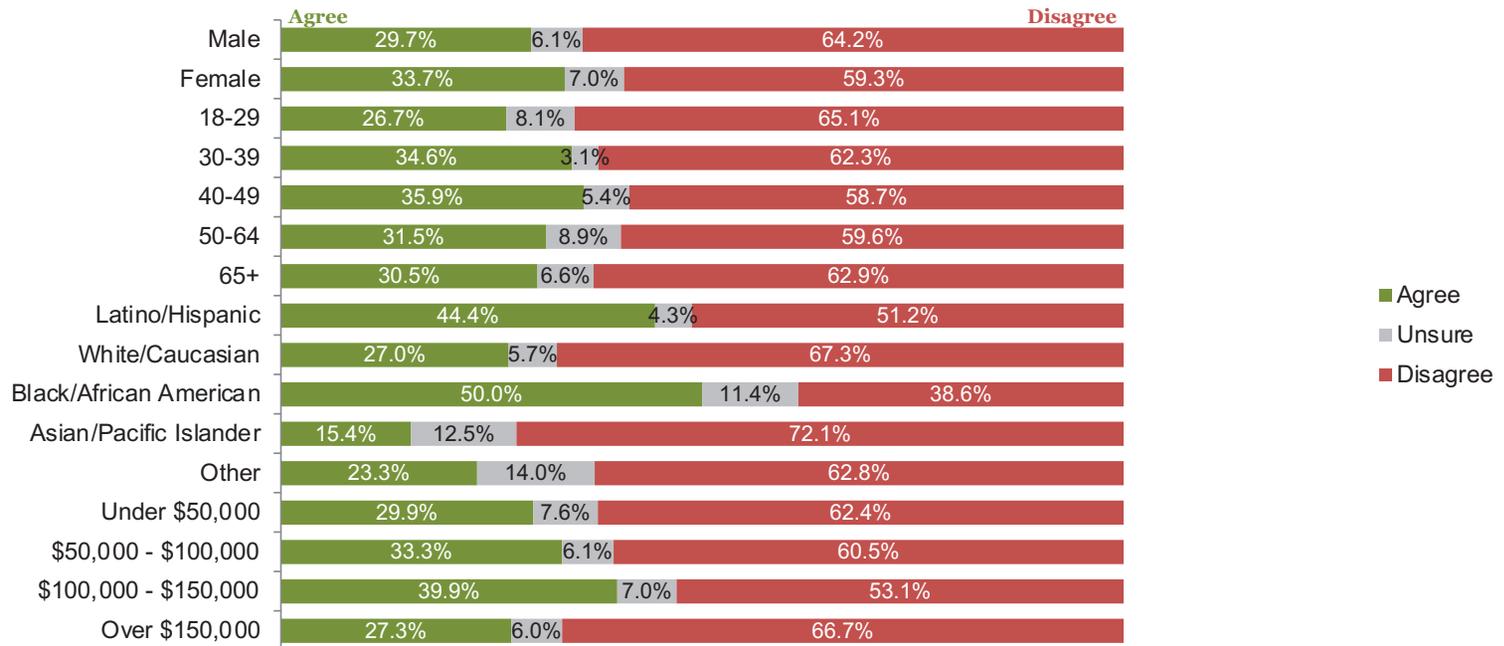


Among those who said disagree



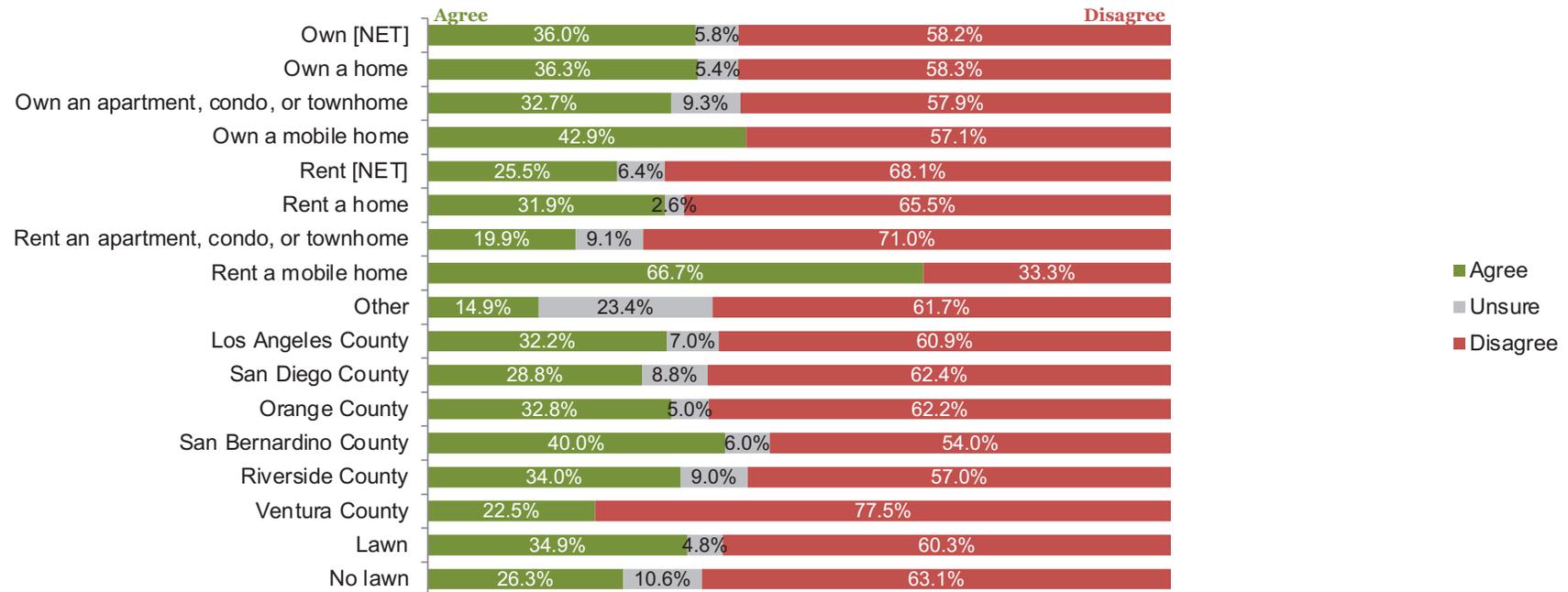
Results by gender, age, ethnicity, and household income

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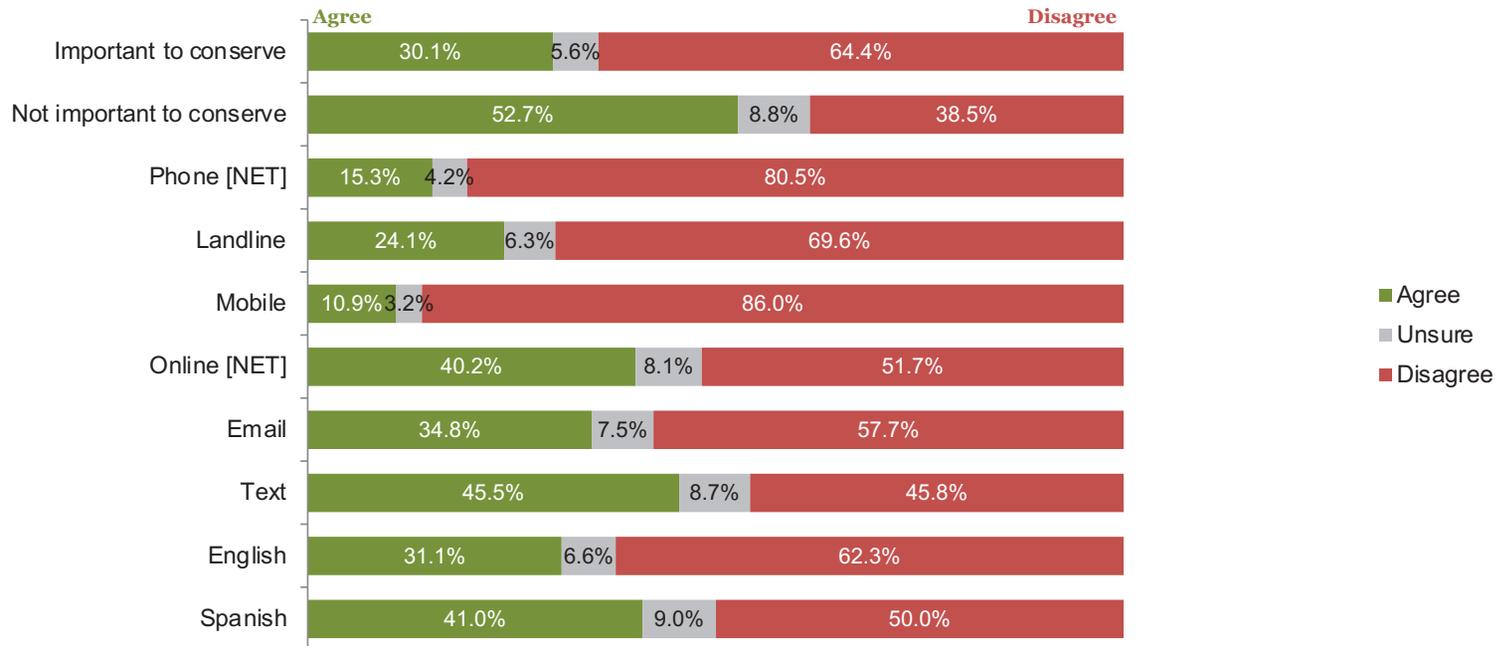
Results by home type, county, and lawn household

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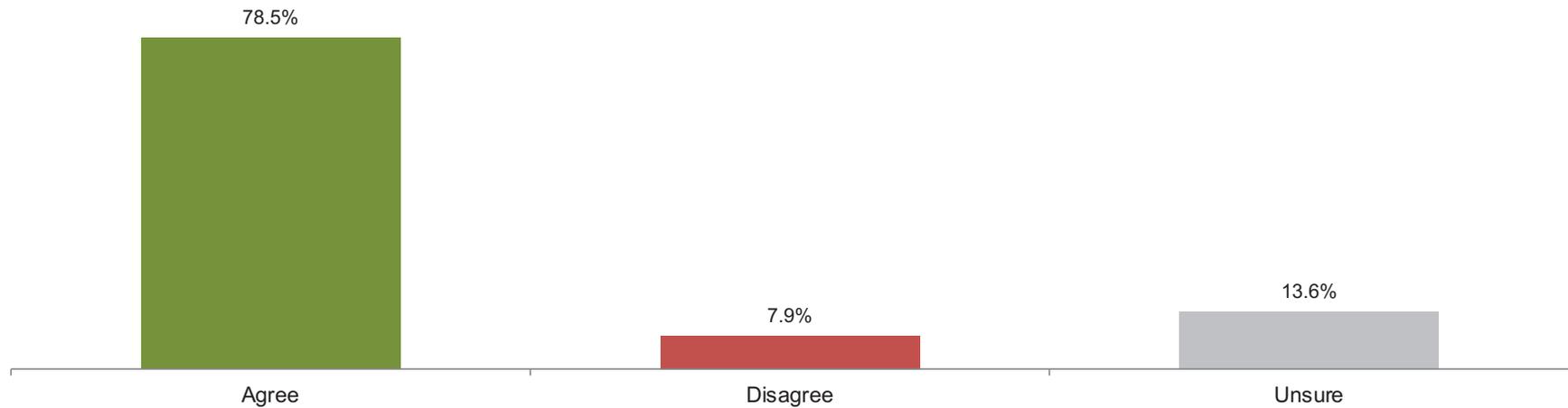
Results by commitment to conservation, survey mode, and survey language

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

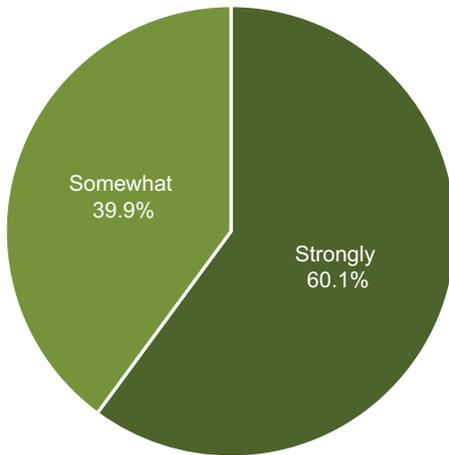
Question 17: Agree or disagree: Southern California water managers need to make changes to the infrastructure and delivery system for our water supply.



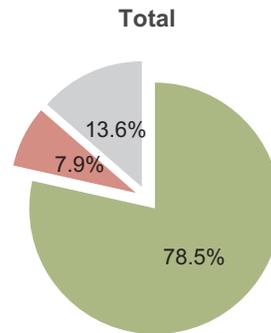
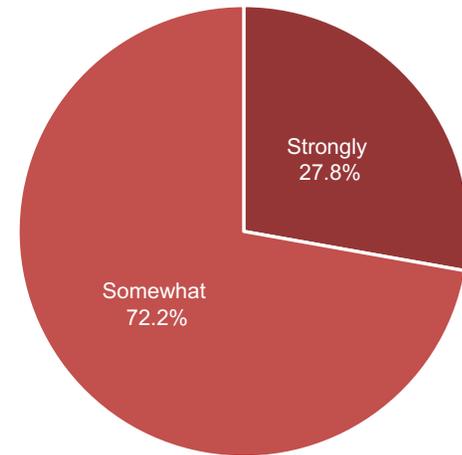
Among those who said agree, 60% strongly agree

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

Among those who said agree

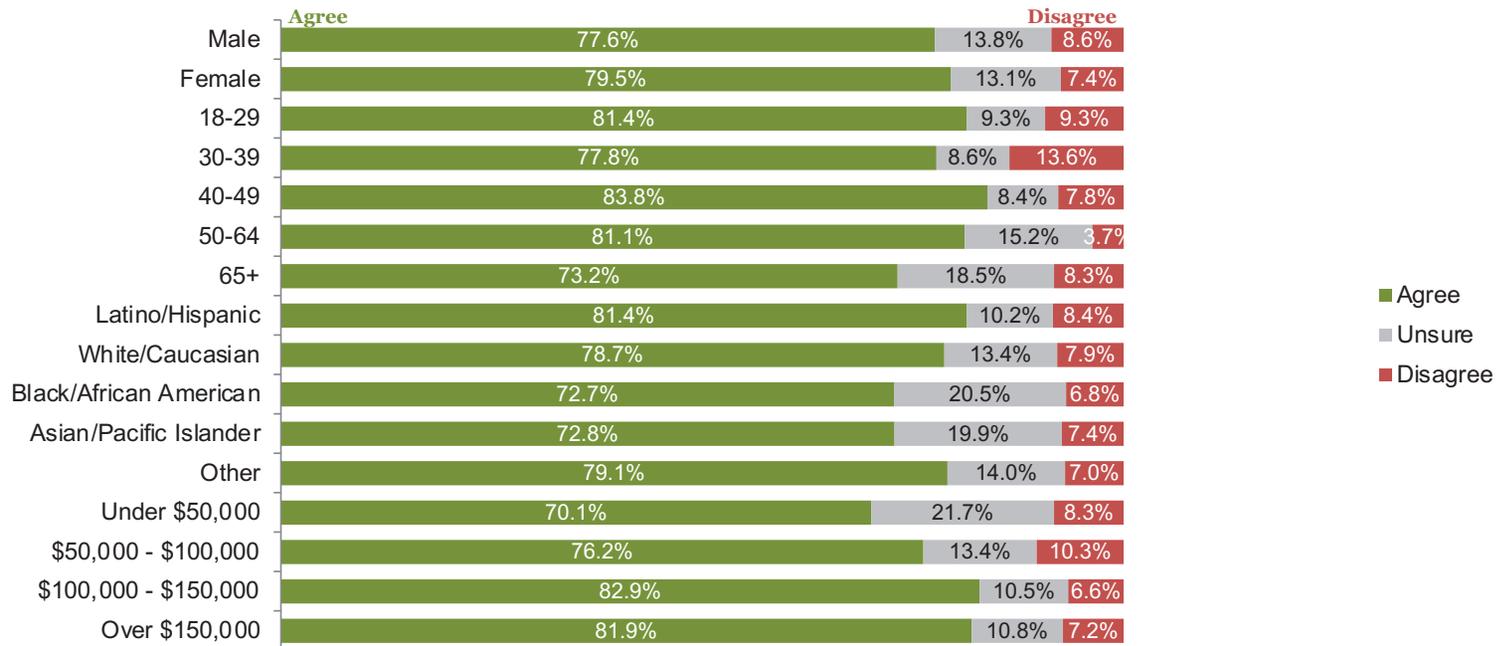


Among those who said disagree



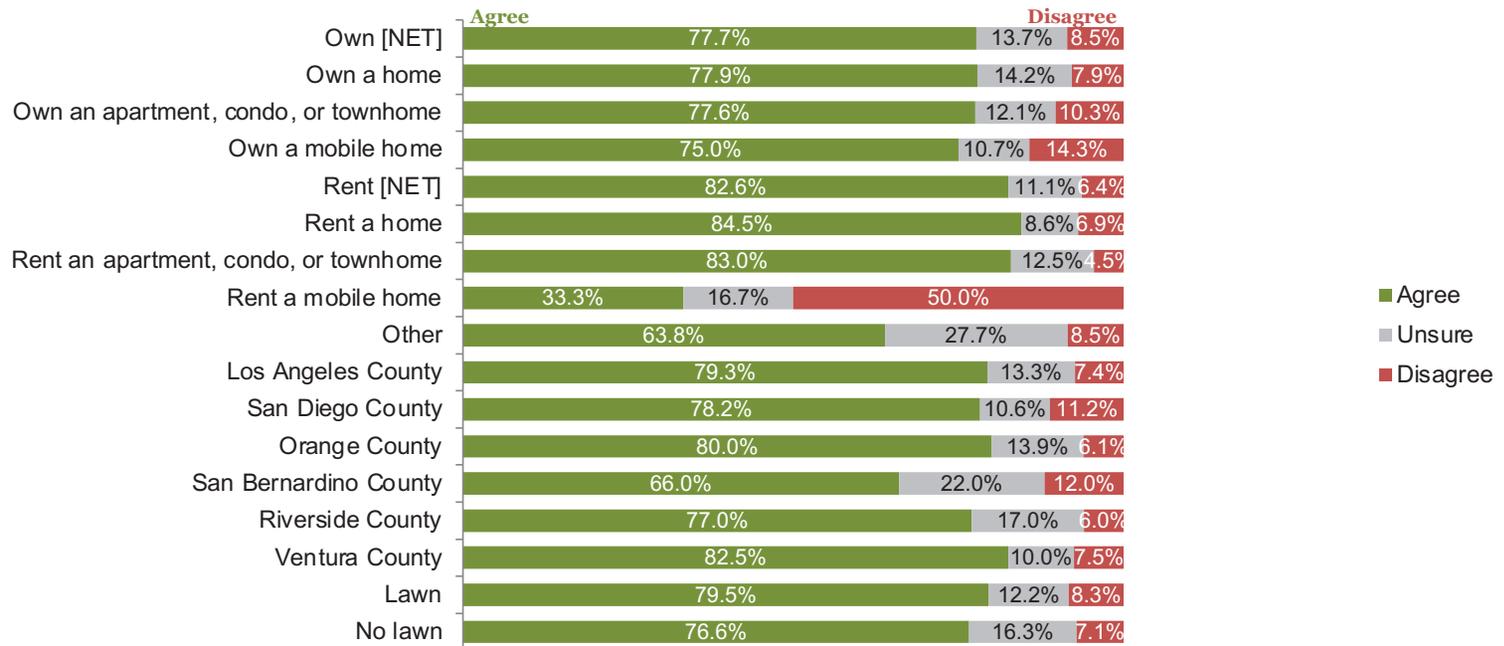
Results by gender, age, ethnicity, and household income

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



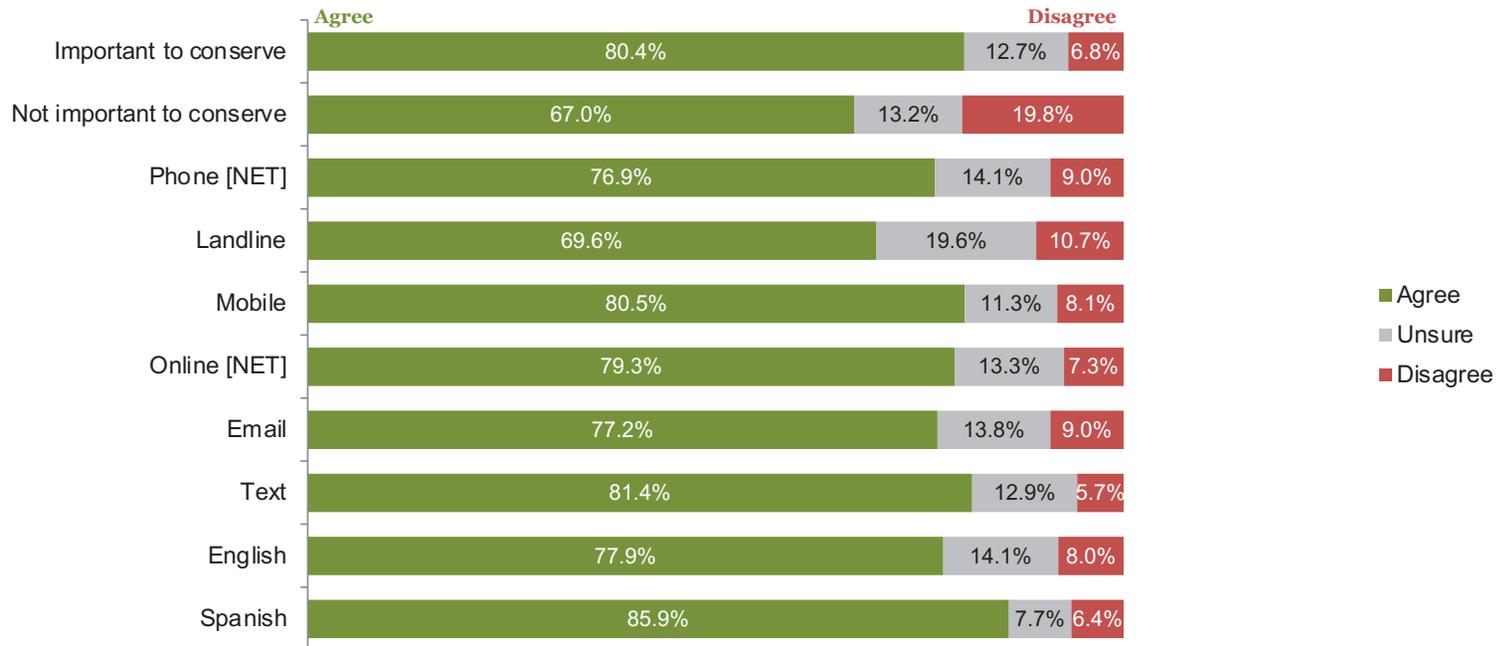
Results by home type, county, and lawn household

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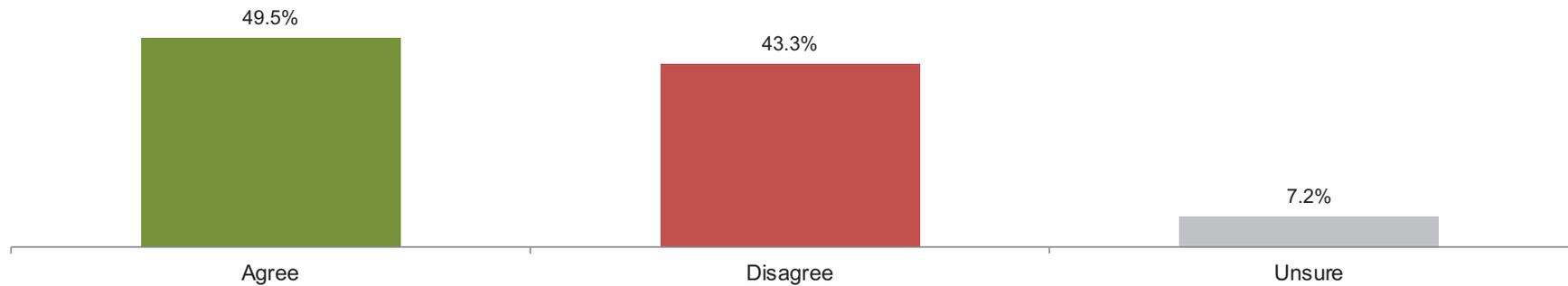
Results by commitment to conservation, survey mode, and survey language

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

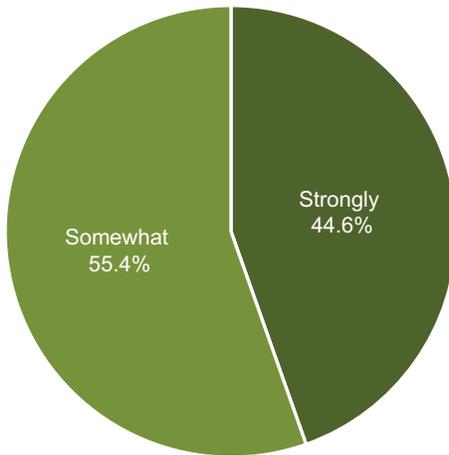
Question 18: Agree or disagree: State and local governments and local water agencies are asking too much of residents when it comes to water conservation.



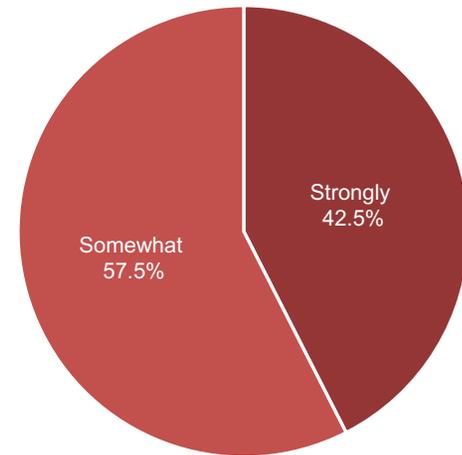
Among those who said agree, 45% strongly agree

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.

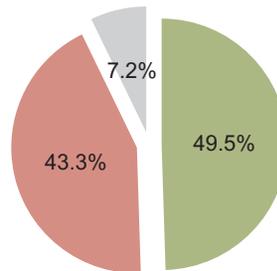
Among those who said agree



Among those who said disagree

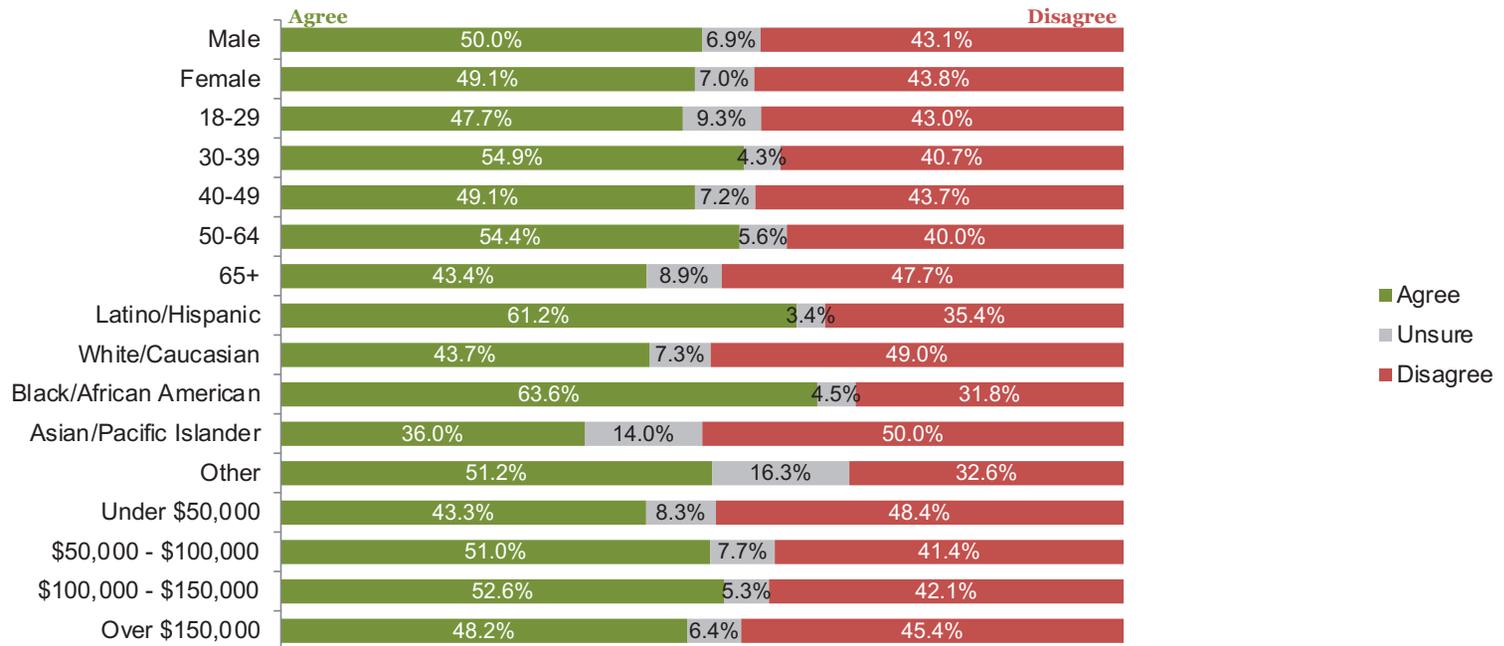


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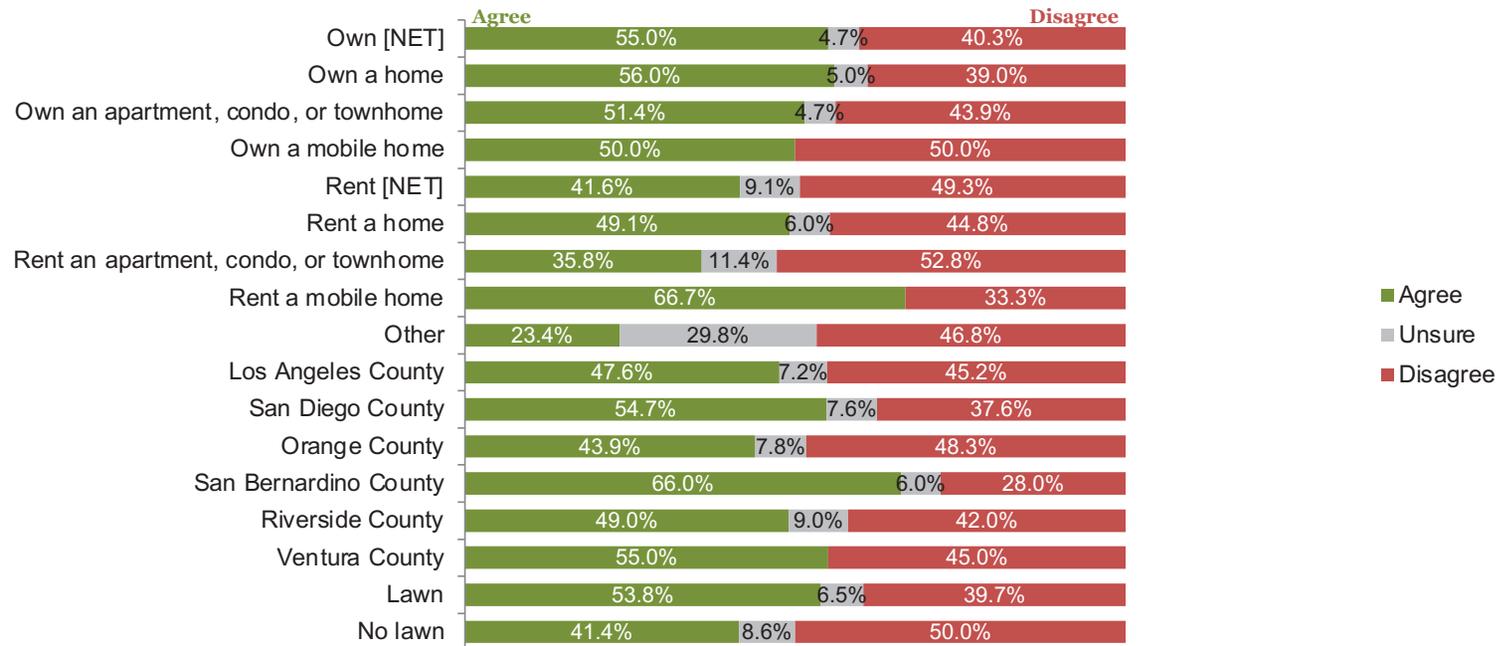
Results by gender, age, ethnicity, and household income

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.



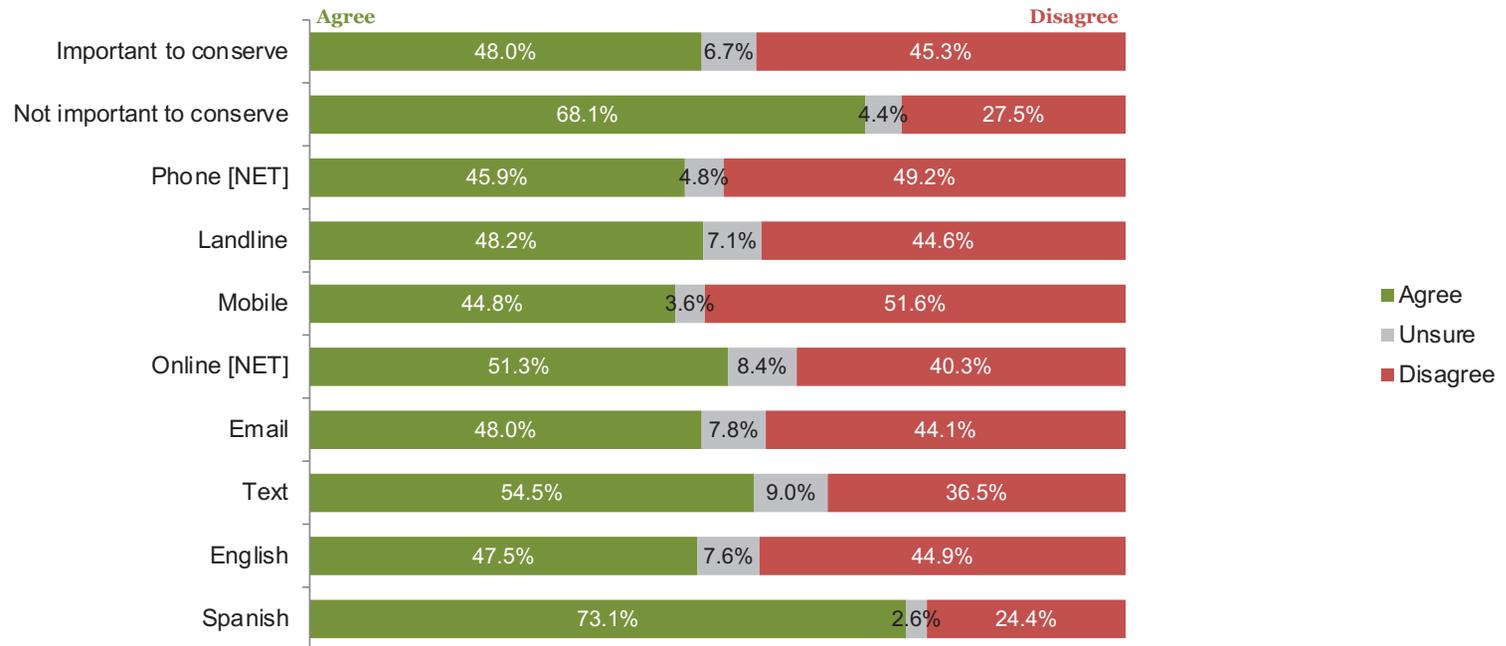
Results by home type, county, and lawn household

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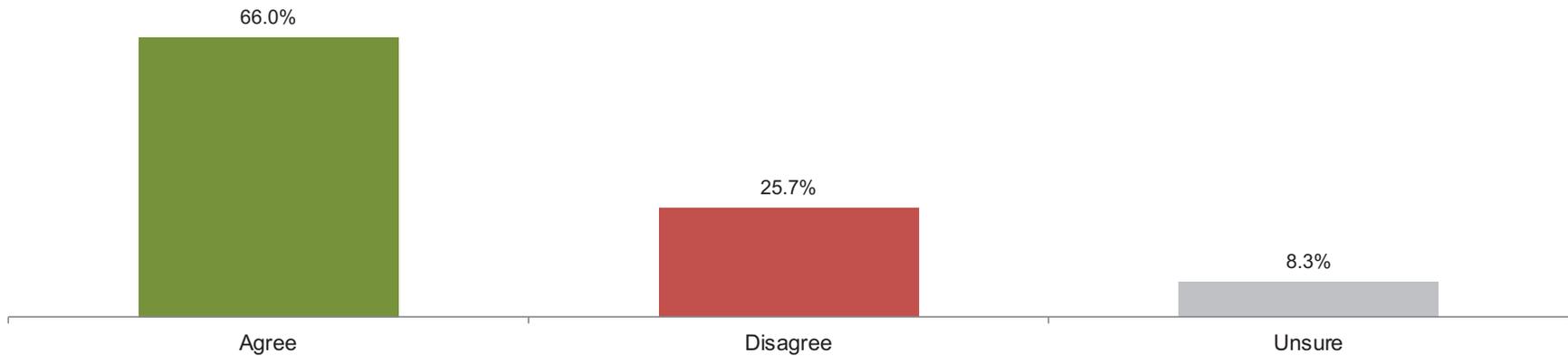
Results by commitment to conservation, survey mode, and survey language

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

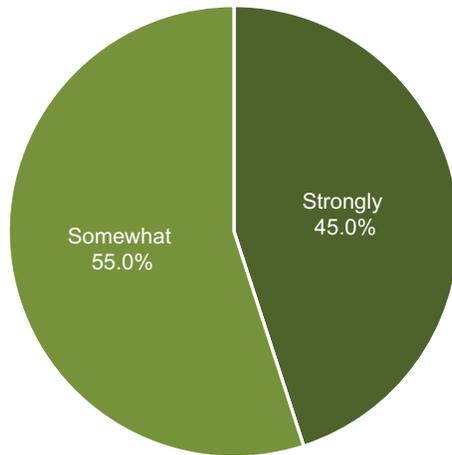
Question 19: Agree or disagree: Southern California should be moving faster to replace lawns with California-friendly landscapes.



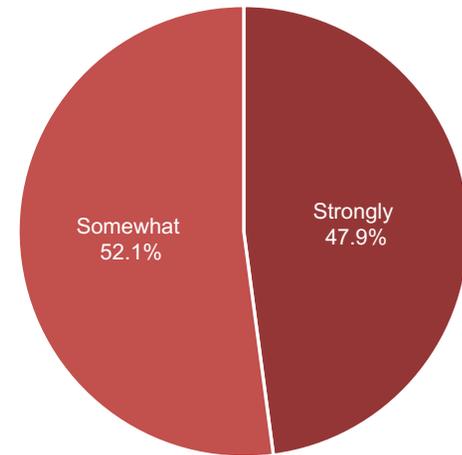
Among those who said agree, 45% strongly agree

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

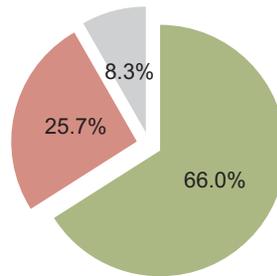
Among those who said agree



Among those who said disagree

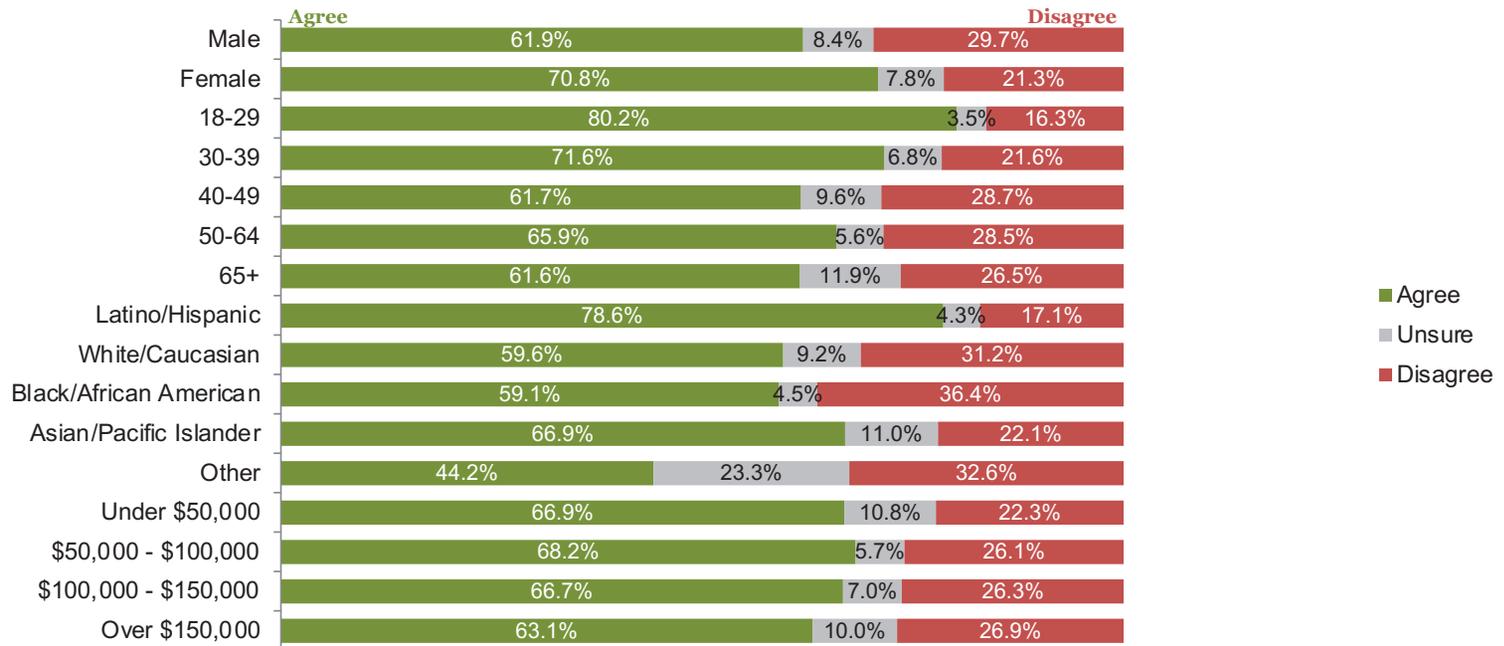


Total



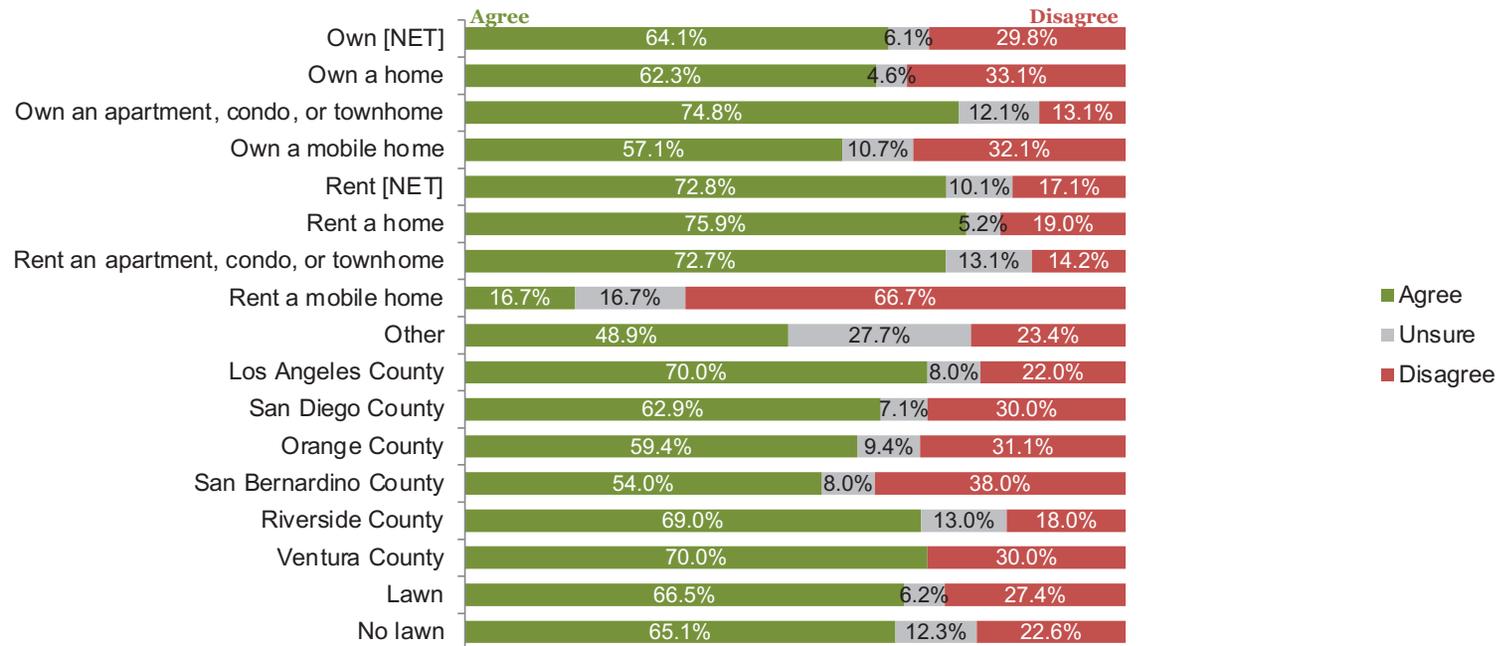
Results by gender, age, ethnicity, and household income

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



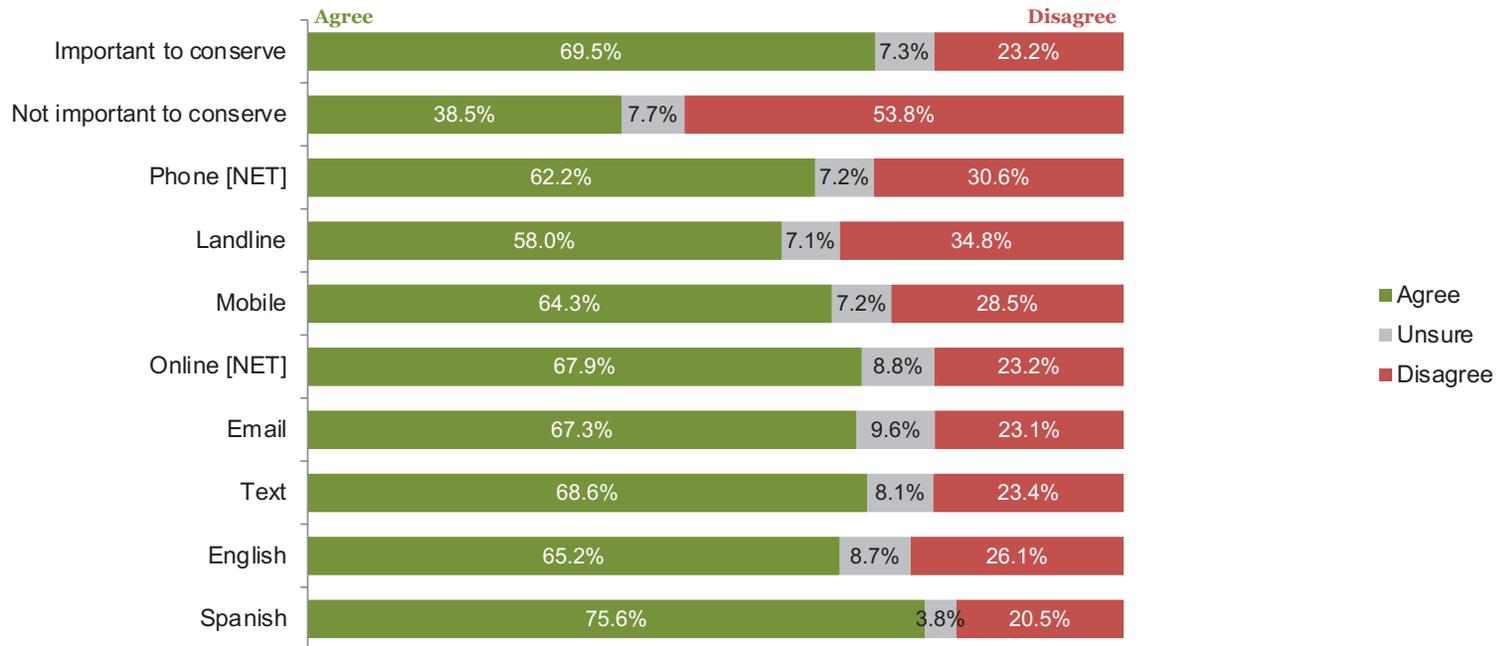
Results by home type, county, and lawn household

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



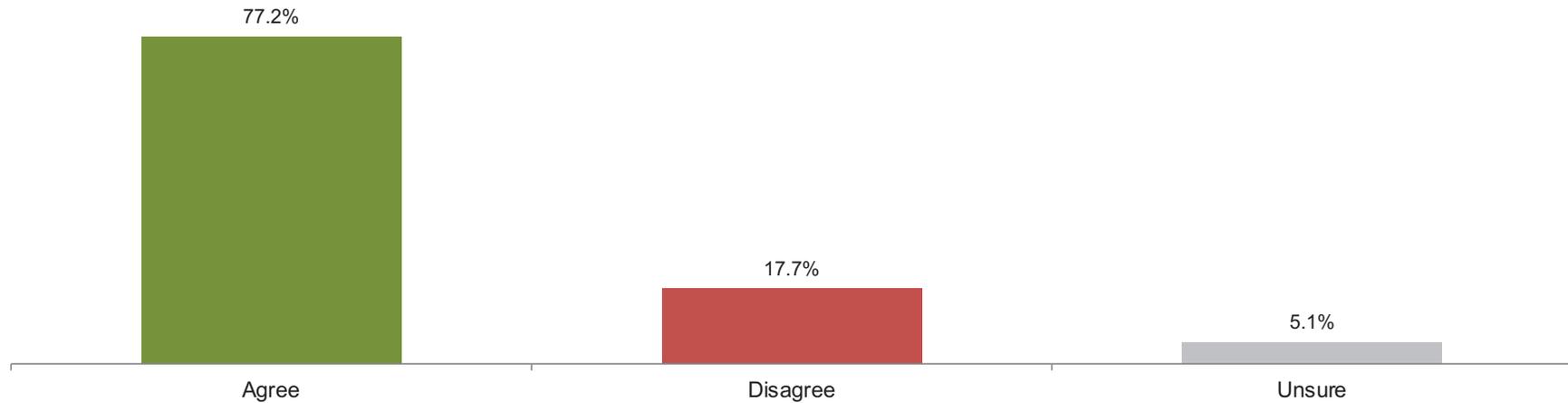
Results by commitment to conservation, survey mode, and survey language

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

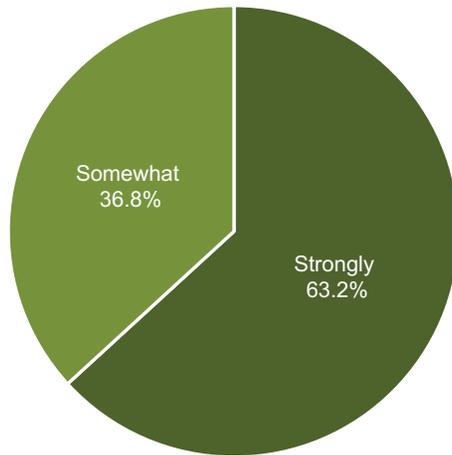
Question 20: Agree or disagree: Southern California should be providing financial incentives to homes and businesses to encourage replacing lawns with California-friendly landscapes.



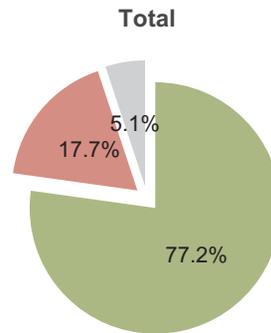
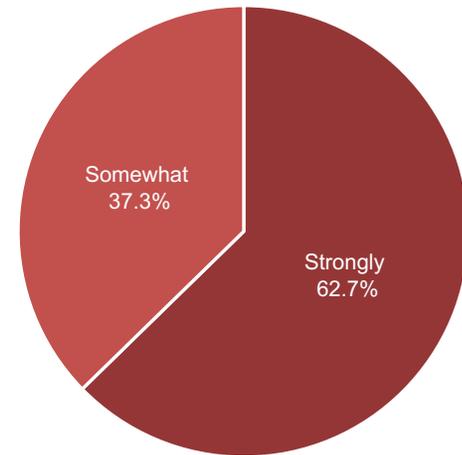
Among those who said agree, 63% strongly agree

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

Among those who said agree

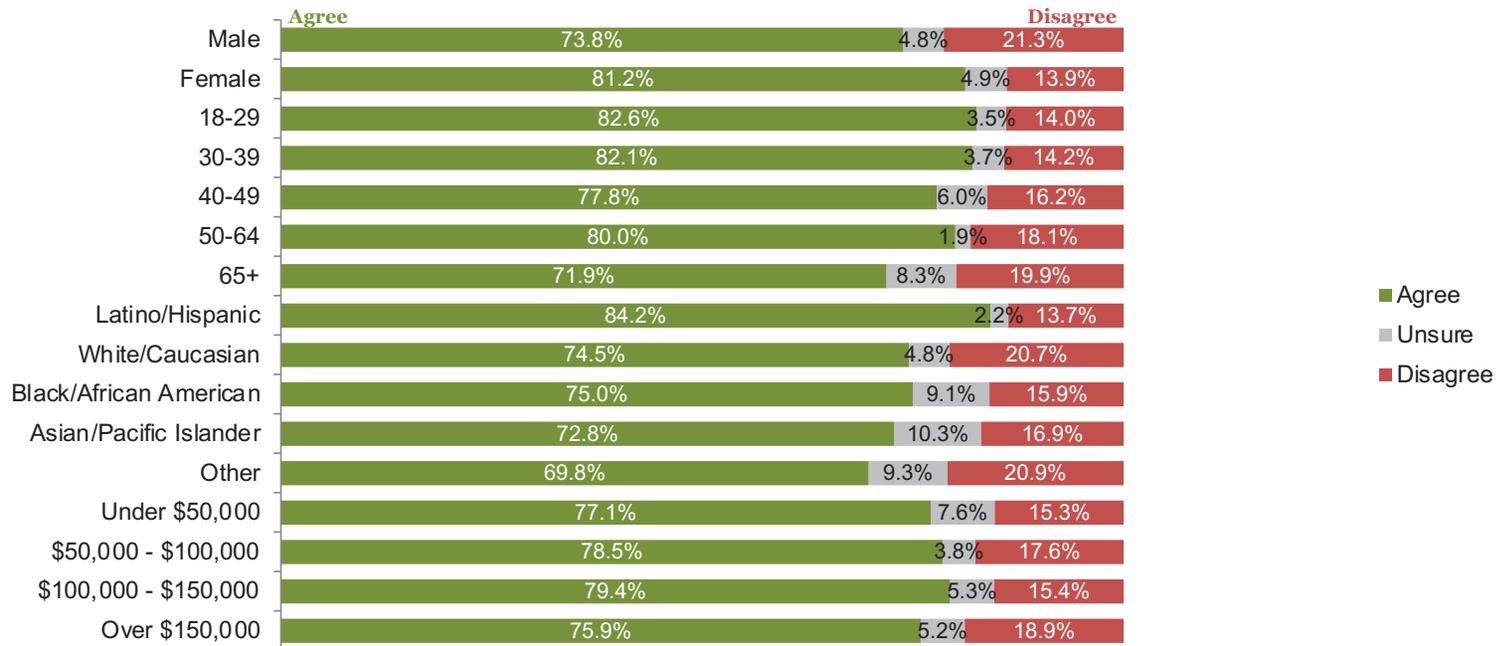


Among those who said disagree



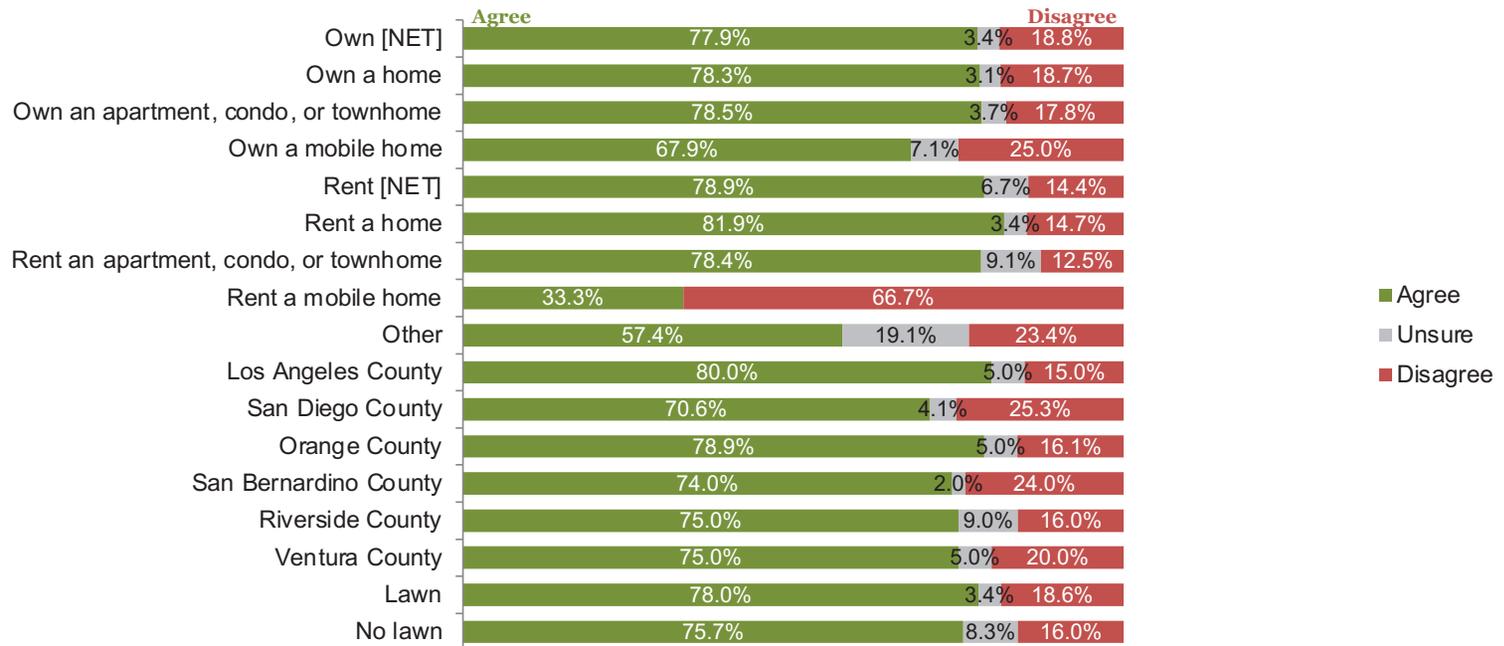
Results by gender, age, ethnicity, and household income

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



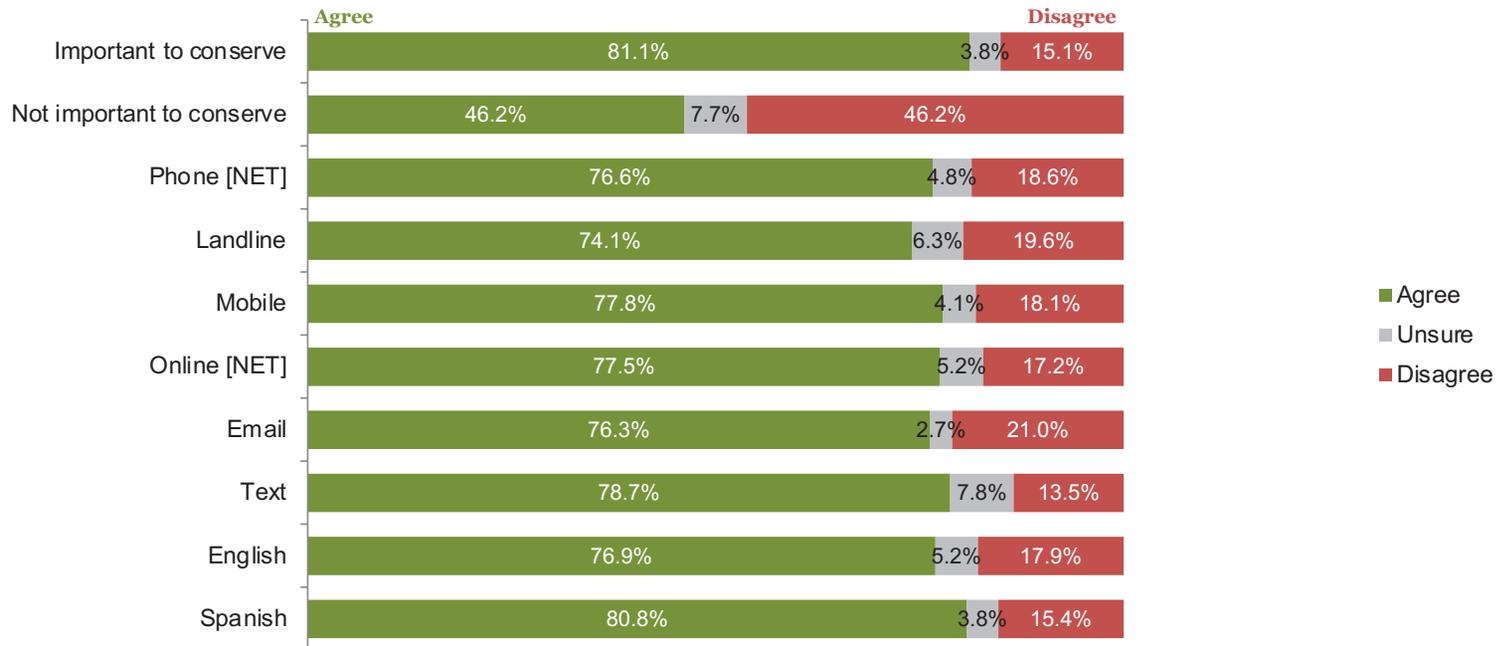
Results by home type, county, and lawn household

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



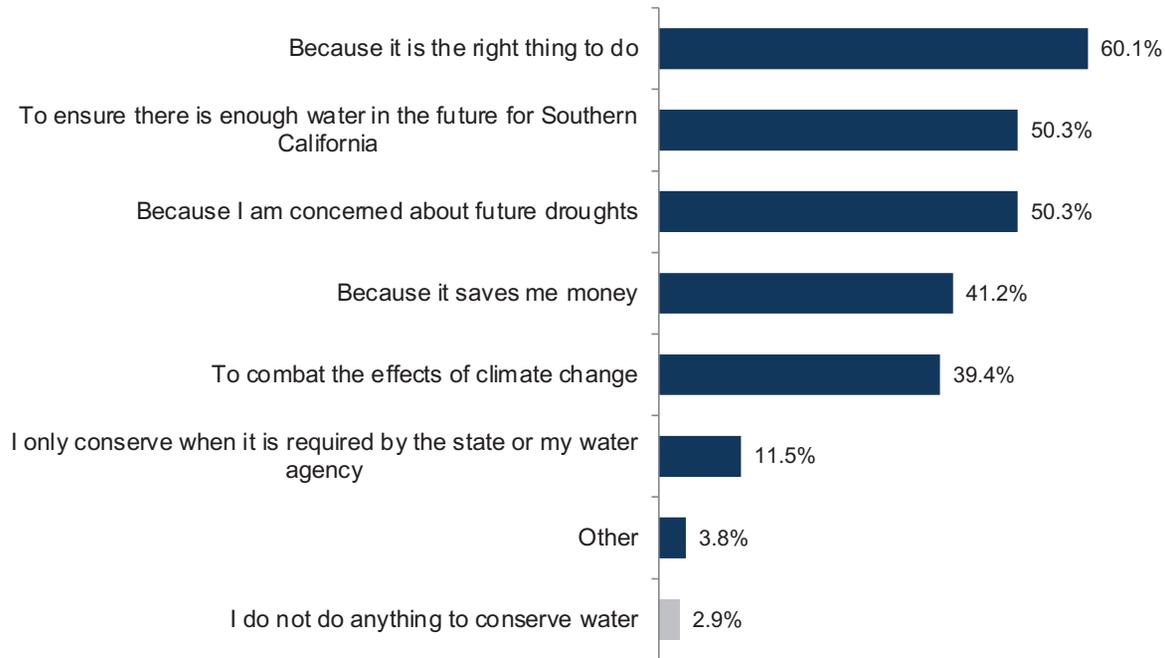
Results by commitment to conservation, survey mode, and survey language

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



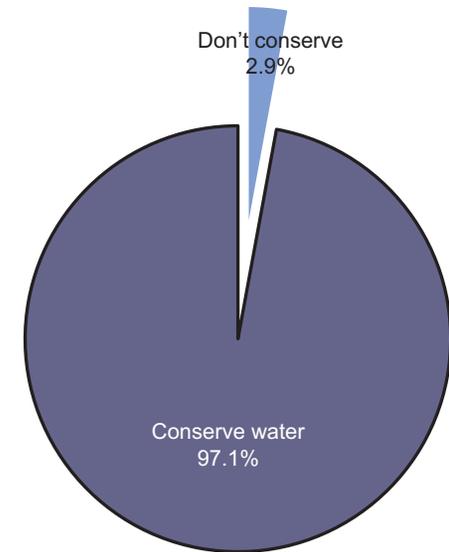
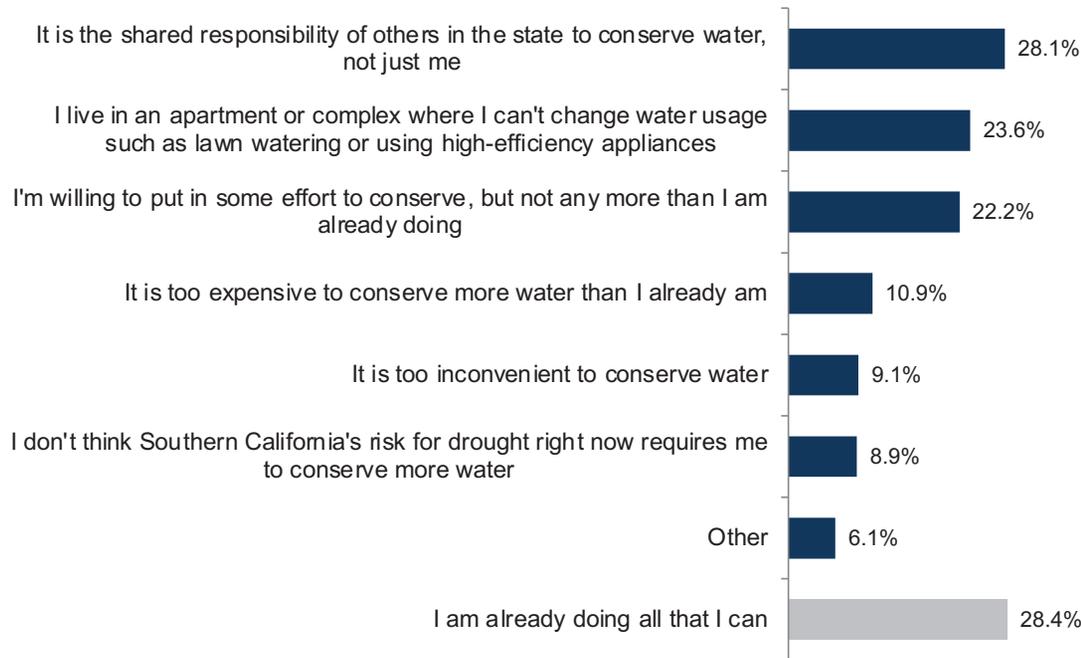
60% say they conserve water because it the right thing to do

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



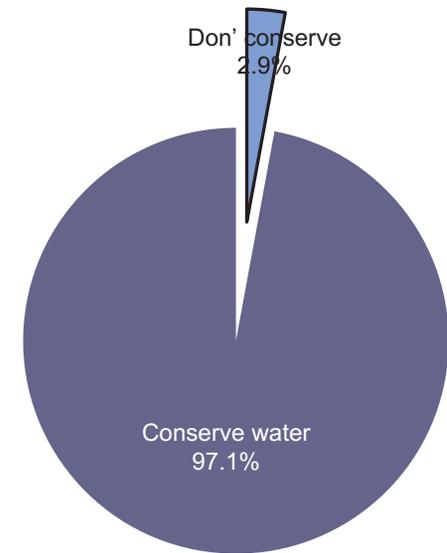
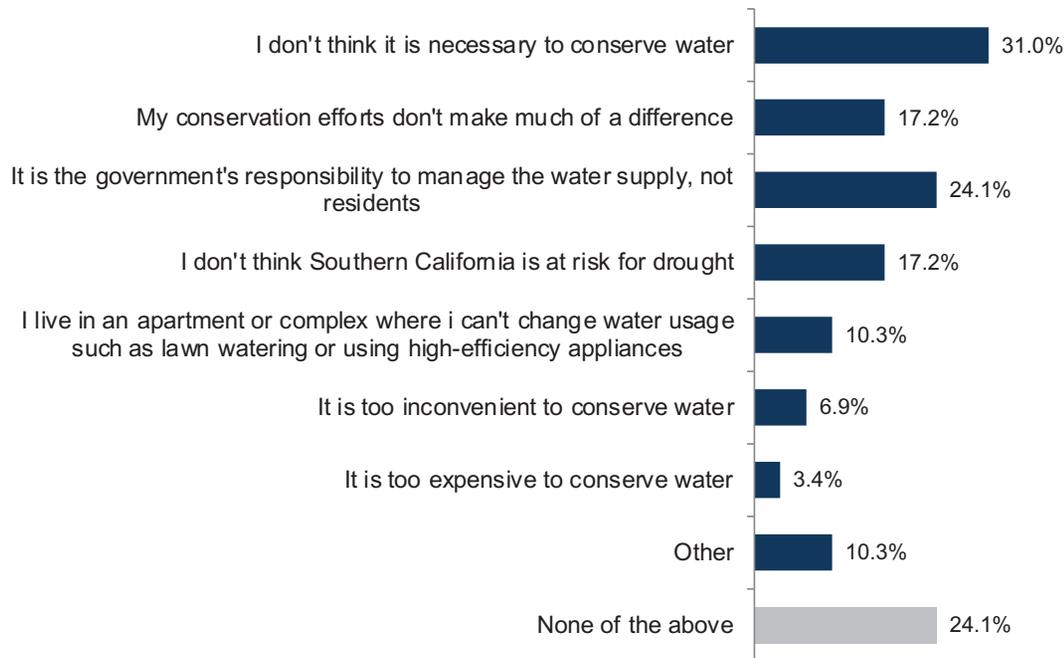
Among those who conserve water, 28% say they do because it is the shared responsibility of everyone

Question 22: Which of the following describes the reasons that you don't conserve water more? Select all that apply.
[ASK IF SELECTED ANYTHING EXCEPT 'I DO NOT DO ANYTHING TO CONSERVE WATER' TO Q21]



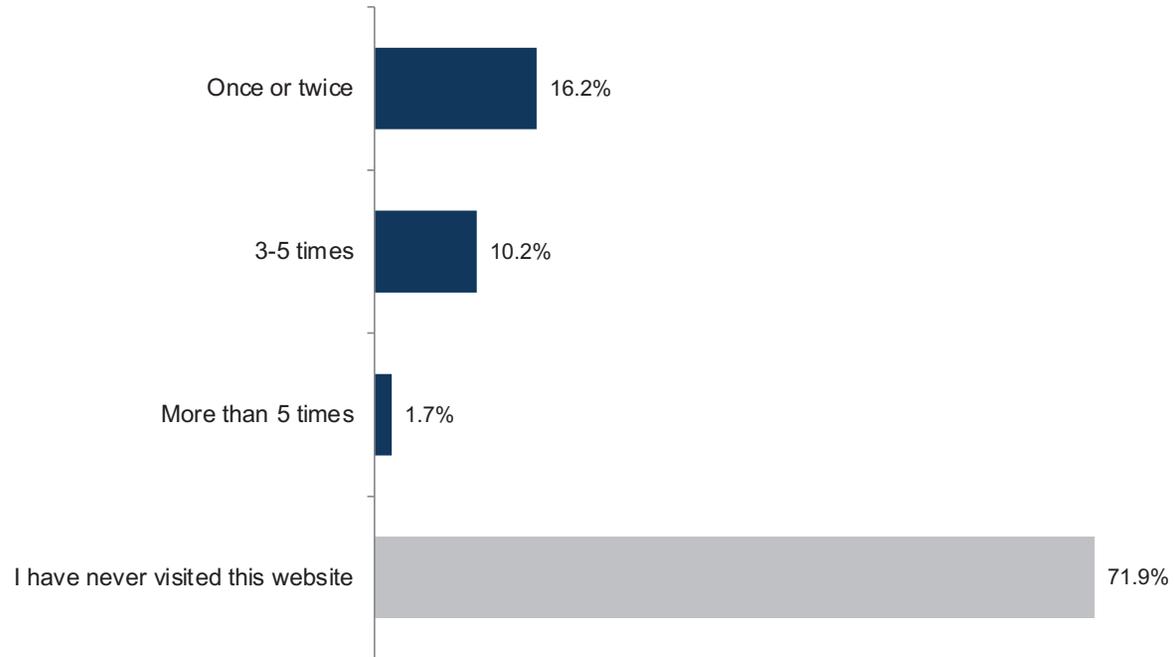
Among those who don't conserve water, 31% say it's because they don't think it's necessary

Question 23: Which of the following describes the reasons that you don't conserve water? Select all that apply.
[ASK IF ANSWERED 'I DO NOT DO ANYTHING TO CONSERVE WATER' TO Q21]



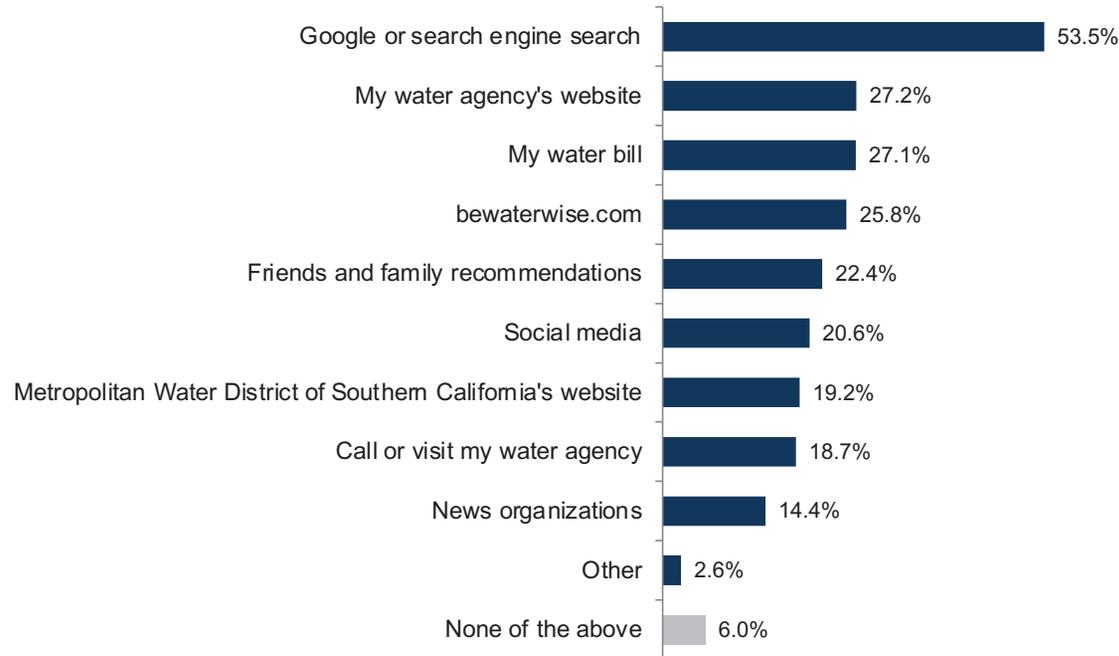
72% have never visited bewaterwise.com

Question 24: How frequently have you visited the website bewaterwise.com?



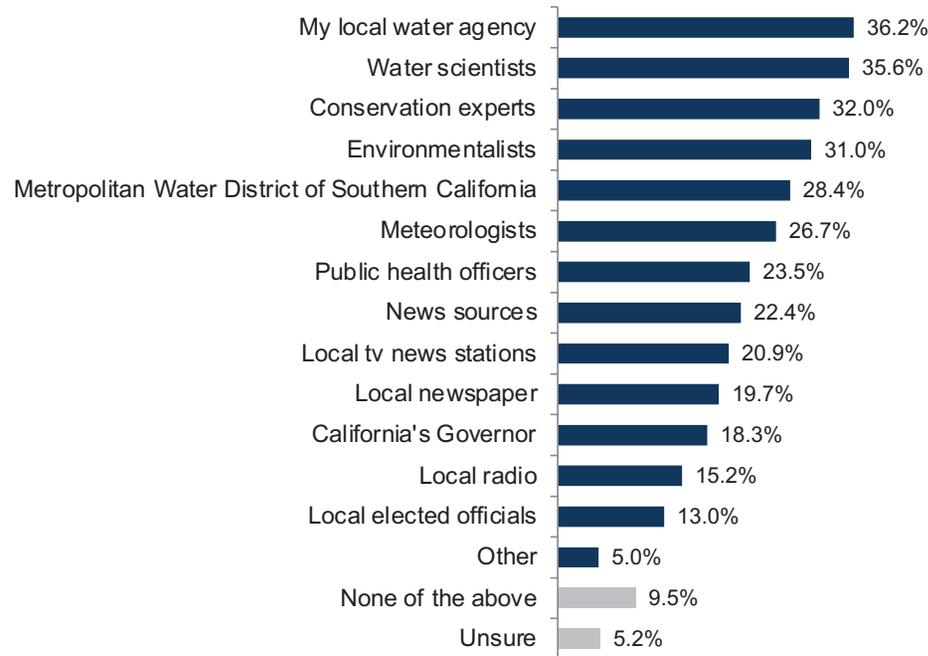
54% say they would find information about water conservation through Google or another search engine

Question 25: If you wanted more information about how to conserve water, where would you go to find it? 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.

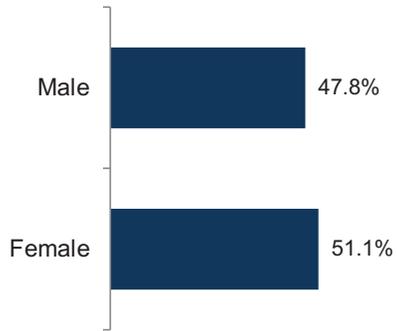


Demographics

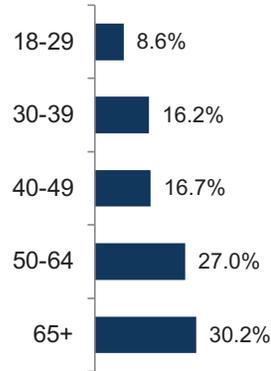


Respondent demographics by gender, age group, ethnicity, county, home type, household income, survey mode, and survey language

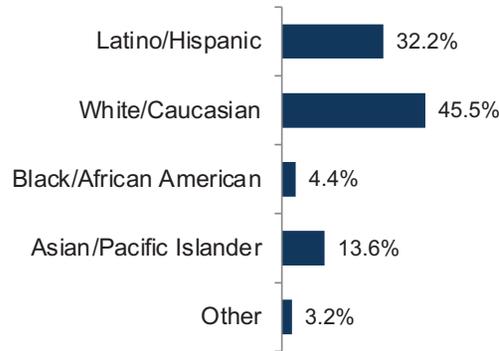
Gender



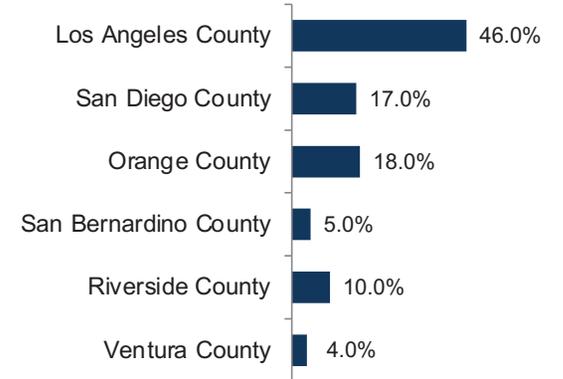
Age Group



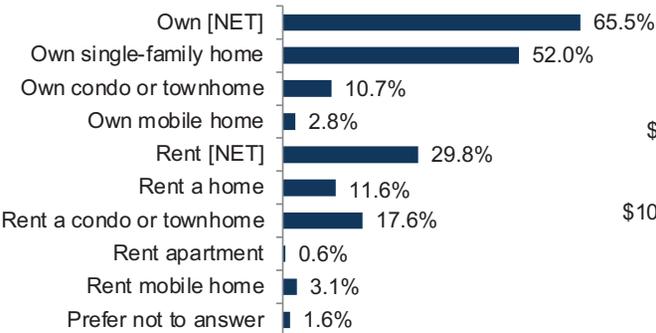
Ethnicity



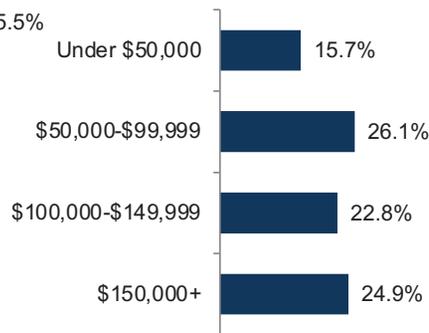
County



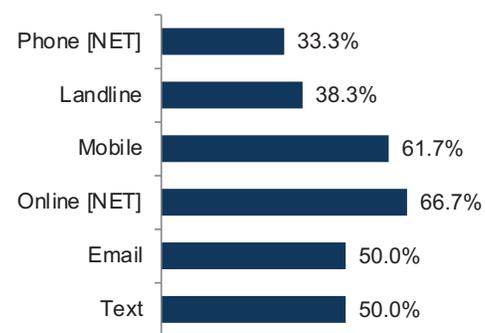
Home Type



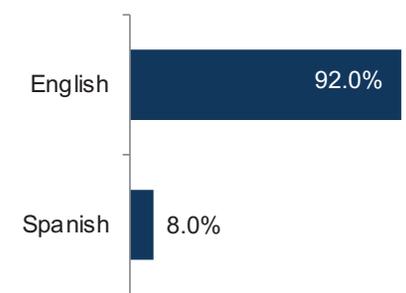
Household Income



Survey Mode



Survey Language



Questions?

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To: Metropolitan Water District of Southern California

From: Alyce Basil
Probolsky Research

Date: March 15, 2024

Subject: Additional Water Conservation Research Analyses

Asian/Pacific Islander Findings

Asian/Pacific Islander residents comprised 13.6% of the total sample. Among these residents we see evidence that they are largely in support of water conservation in California and willing to conserve. The following details some of the major findings among this demographic:

- Recognition of the problem of water supply in Southern California with 85% agreeing that Southern California will experience more droughts in the future and 82% agreeing that there will be more weather whiplash in the future.
- Willing to conserve water with 89% agreeing that they are willing to conserve regardless of weather conditions and 78% agreeing that they are willing to do more to conserve. They were also the least likely of any ethnicity to agree that government and water agencies were asking too much of residents when it comes to water conservation (36%).
- Split in their perception that other residents are doing their fair share (50% agree) and share in other resident's skepticism that businesses are doing their fair share to conserve water (only 38% agreed).
- Similar to White/Caucasian residents, they were less likely to agree that Southern California water managers are doing enough to manage and store water supplies (38%).

Youth Findings

Youth residents (ages 18-29) comprised 8.6% of the total sample. Among these residents we see evidence that they are largely in support of water conservation in California and willing to conserve. The following details some of the major findings among this demographic:

- Less willing to make water conservation changes to their home likely due to their living arrangement and financial resources.
- Younger residents tend to be more environmentally conscious and therefore they recognize the problem of water supply in Southern California with 94% agreeing that it is important to conserve water every day, 93% agreeing that Southern California will experience more droughts in the future and 86% agreeing that there will be more weather whiplash in the future.
- Willing to conserve water with 90% agreeing that they are willing to conserve regardless of weather conditions and 86% agreeing that they are willing to do more to conserve.
- Least likely of any age to believe that that businesses are doing their fair share to conserve water (only 35% agreed) but most likely to agree that the agriculture industry was doing its fair share in water conservation (58%).

