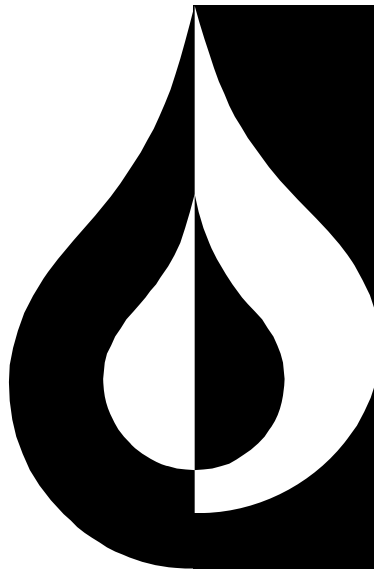


Attitudes and Behaviors on Water Conservation in Texas: A Descriptive Summary



Prepared for the
Texas Water Development Board
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Introduction

The purpose of this document is to provide insights into household water conservation issues in Texas. Specifically, information on household water conservation behaviors and water provider conservation practices is presented, as well as Texan's attitudes toward water conservation. Figures and tables are used to simplify presentation of the data. No conclusions or inferences are made. Individuals interested in statistical analyses and more detailed information should contact Dr. Gene L. Theodori at:

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Methodology

Data for this study were collected from a random sample of individuals located in nine of the sixteen regional water planning areas across Texas. The nine regional water planning areas included:

- Region C
- Region E
- Region H
- Region I
- Region J
- Region K
- Region L
- Region O
- Region P

Region P – the only regional water planning area that did not recommend water conservation as a water management strategy in the 2007 State Water Plan – was purposely selected at the outset of the project. The additional eight regional water planning areas were selected upon empirical analyses of telephone interviews with executive committee members from each of the remaining fifteen regional water planning groups. The telephone interviews were designed to identify and provide insights into the water conservation attitudes and behaviors of the planning groups. In addition, the interviews allowed the researchers to ascertain a broad overview of the executive committee members' perceived attitudes and behaviors of the water suppliers within their regions, as well as the perceived willingness of the water customers to accept and participate in water conservation activities. The selected regions were deemed to be broadly representative of perceived conservation attitudes and behaviors of water providers and water customers across the State of Texas.

During the summer of 2008, a survey questionnaire was mailed to a randomly selected sample of 8,768 households drawn from the nine regional water planning areas. A cover letter explaining the purpose of the study and an addressed postage-paid return envelope accompanied the questionnaire. The cover letter stated that the questionnaire was to be completed by the adult in the household who most recently celebrated his or her birthday.

Approximately four weeks after the initial mailing, a second wave of surveys was mailed. Then, approximately four weeks after the second mailing, a third and final wave was mailed.

The survey instrument, organized as a self-completion booklet, contained 44 questions and required approximately 40 minutes to complete. After three mailings, 2,110 surveys were completed and returned (see Table 1).

Table 1

Distribution of survey respondents overall and by regional water planning area

	Surveys mailed	Surveys returned
Overall	8,768	2,110
By regional water planning area		
Region C	993	222
Region E	932	206
Region H	987	236
Region I	995	231
Region J	885	230
Region K	993	291
Region L	997	227
Region O	990	230
Region P	996	224
Unable to determine (UTD)		13

Section I

Individual and Household Characteristics

Figures 1 through 7 and Tables 2 through 8 summarize selected individual and household traits of the survey respondents.

Figure 1

Gender

(n = 2055)

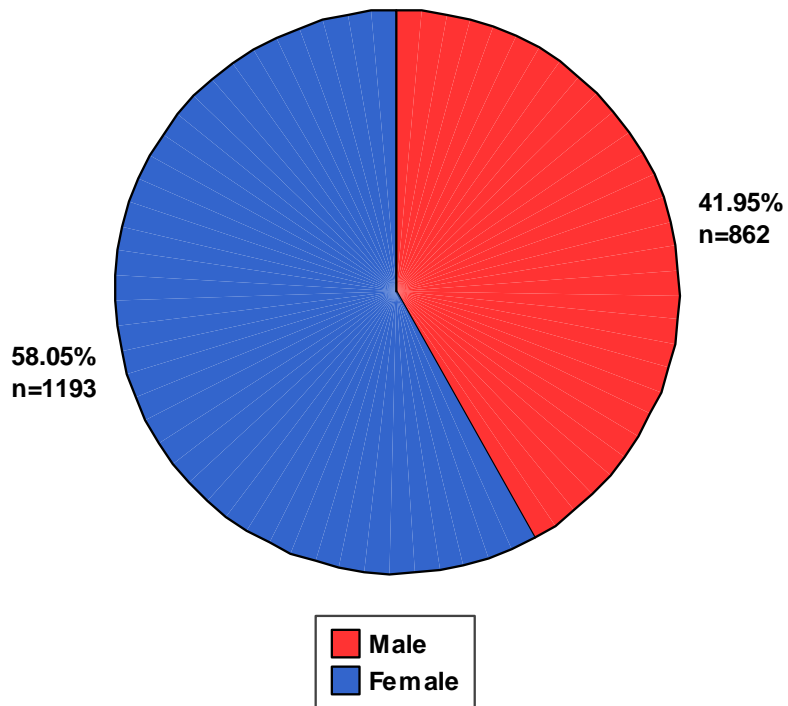


Table 2

Gender

Region	Male	Female	n
	<i>percent</i>		
C	39.8	60.2	216
E	44.0	56.0	200
H	39.3	60.7	229
I	38.9	61.1	226
J	46.0	54.0	226
K	48.8	51.2	283
L	38.9	61.1	226
O	39.6	60.4	217
P	40.7	59.3	221
UTD	36.4	63.6	11

Figure 2

Age (n = 1990)

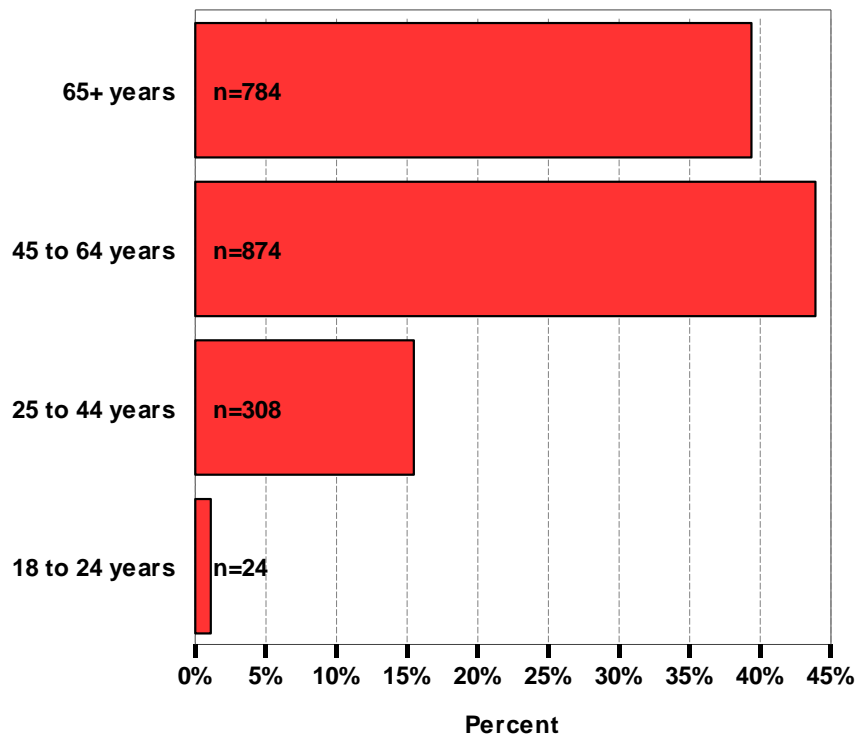


Table 3

Age

Region	18 to 24	25 to 44	45 to 64	65+	n
	<i>percent</i>				
C	1.9	22.3	43.6	32.2	211
E	0.5	16.4	46.7	36.4	195
H	1.4	21.8	41.8	35.0	220
I	0.9	15.2	43.3	40.6	217
J	0.5	10.9	41.8	46.8	220
K	1.1	9.8	46.7	42.2	276
L	1.4	21.1	43.6	33.9	218
O	0.5	6.7	47.6	45.2	210
P	2.8	17.4	38.0	41.8	213
UTD	0.0	0.0	80.0	20.0	10

Figure 3

Years of formal education
(n = 1970)

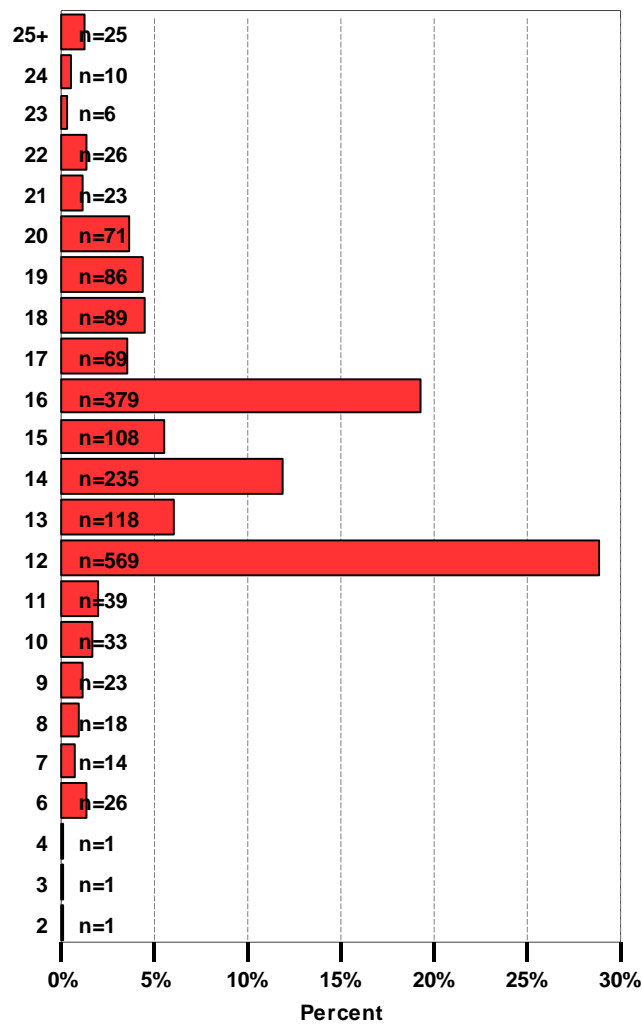


Table 4

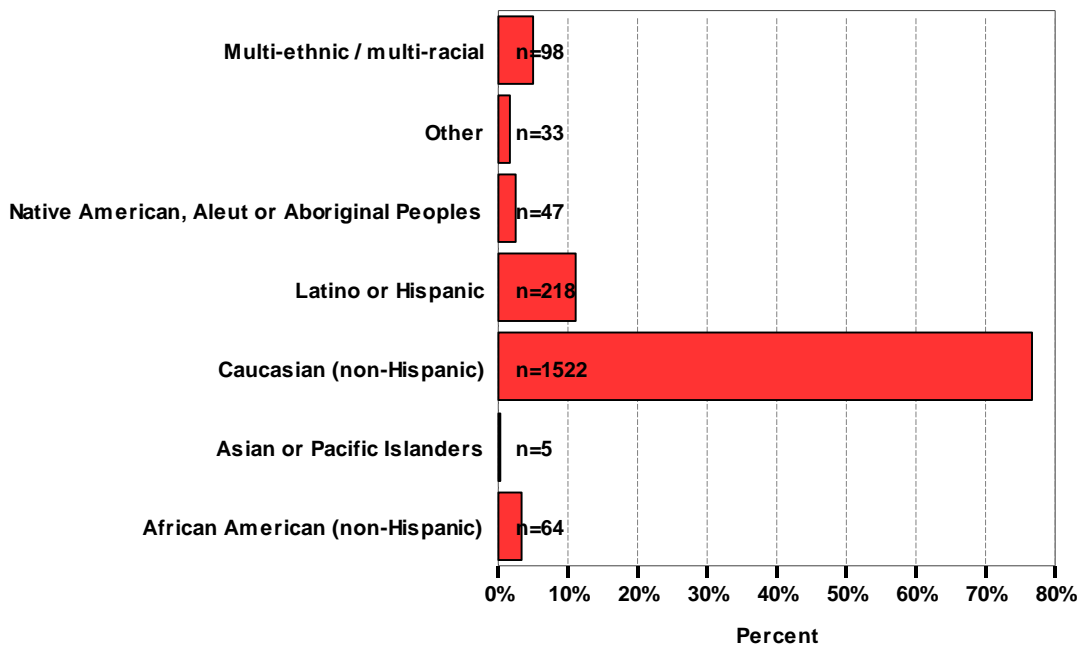
Years of formal education

Years	Region									
	C	E	H	I	J	K	L	O	P	UTD
	<i>percent</i>									
2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
3	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
4	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6	0.0	4.7	0.9	0.5	1.4	0.7	1.4	1.0	1.4	10.0
7	0.0	1.6	0.9	0.5	0.5	0.4	0.5	1.5	1.0	0.0
8	0.0	0.5	0.0	0.9	0.5	0.4	1.4	2.0	2.9	0.0
9	1.0	0.0	0.4	1.9	1.4	1.5	1.9	0.5	1.9	0.0
10	0.5	2.1	0.4	3.7	1.4	0.7	1.9	2.0	2.9	0.0
11	3.3	1.6	1.8	2.3	0.9	1.5	0.5	2.9	3.4	0.0
12	25.2	27.9	25.4	36.1	27.1	27.6	25.6	36.3	29.8	20.0
13	7.6	6.8	5.4	4.6	6.4	5.8	7.0	6.9	3.8	0.0
14	14.3	6.8	13.8	13.4	11.5	14.2	11.2	12.7	8.2	10.0
15	5.7	7.4	5.8	5.6	6.0	4.4	5.6	4.9	4.8	0.0
16	23.3	16.8	23.2	18.5	20.6	18.9	20.0	12.3	17.8	40.0
17	1.9	5.3	3.1	2.3	1.4	5.1	2.3	3.9	6.3	0.0
18	3.8	4.2	6.7	2.8	4.6	5.5	3.7	2.9	5.3	20.0
19	5.7	4.2	4.5	1.9	5.5	5.5	6.5	1.5	3.8	0.0
20	3.3	2.1	3.1	2.8	4.6	2.9	6.5	2.9	4.3	0.0
21	1.0	2.6	1.8	0.0	1.4	1.1	0.0	2.5	0.5	0.0
22	1.4	3.2	0.4	1.9	1.8	1.8	0.5	0.5	0.5	0.0
23	0.5	0.5	0.4	0.0	0.0	0.0	0.0	1.0	0.5	0.0
24	0.0	0.0	0.9	0.0	1.4	0.0	2.3	0.0	0.0	0.0
25+	1.4	1.1	0.9	0.5	1.8	2.2	0.9	1.5	1.0	0.0
n	210	190	224	216	218	275	215	204	208	10

Figure 4

Ethnicity with which members of household most identify

(n = 1987)



NOTE: A complete list of "Other" responses is available upon request.

Table 5

Ethnicity with which members of household most identify

Region	1 ^a	2 ^b	3 ^c	4 ^d	5 ^e	6 ^f	7 ^g	n
	<i>percent</i>							
C	2.3	0.9	85.5	3.3	1.9	0.9	5.1	214
E	0.5	0.5	55.4	37.3	0.0	1.0	5.2	193
H	6.6	0.0	80.3	3.5	1.8	1.8	6.1	228
I	7.0	0.0	79.9	0.9	5.1	1.4	5.6	214
J	0.9	0.0	76.5	14.3	1.4	1.8	5.1	217
K	1.5	0.4	86.3	4.1	1.5	0.7	5.6	270
L	2.8	0.0	68.7	18.0	1.8	5.1	3.7	217
O	5.2	0.0	70.8	13.7	3.8	1.9	4.7	212
P	2.4	0.5	81.0	8.5	4.3	0.5	2.8	211
UTD	0.0	0.0	81.8	9.1	0.0	0.0	9.1	11

^a African American (non-Hispanic)

^b Asian or Pacific Islanders

^c Caucasian (non-Hispanic)

^d Latino or Hispanic

^e Native American, Aleut or Aboriginal Peoples

^f Other

^g Multi-ethnic / multi-racial

NOTE: A complete list of “Other” responses is available upon request.

Figure 5

2007 household income

(n = 1779)

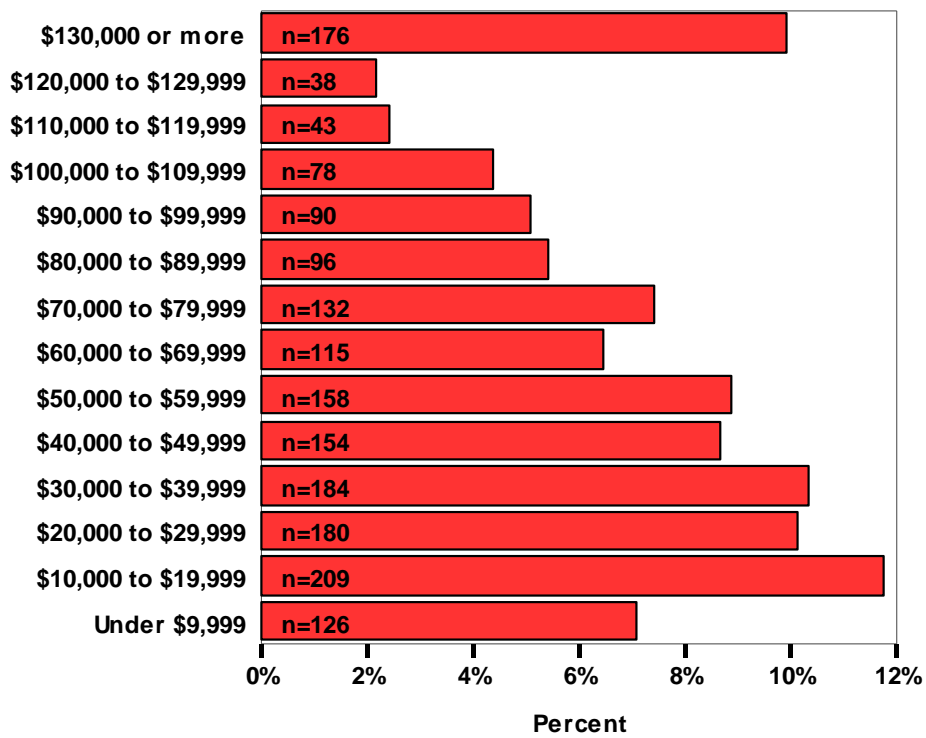


Table 6

2007 household income

Income category	Region									
	C	E	H	I	J	K	L	O	P	UTD
	<i>percent</i>									
1 ^a	5.9	10.2	3.0	8.7	6.9	5.7	6.0	9.7	8.2	12.5
2 ^b	5.9	18.3	5.5	17.9	14.4	10.6	9.5	11.3	13.7	0.0
3 ^c	4.3	12.4	7.5	11.3	10.6	10.2	12.0	14.5	8.2	12.5
4 ^d	9.0	16.1	10.0	11.8	9.6	10.6	6.5	11.8	7.1	25.0
5 ^e	9.0	7.5	12.0	9.2	6.4	7.3	11.0	7.0	8.2	12.5
6 ^f	9.6	4.3	8.5	9.2	11.2	10.2	6.5	10.2	10.4	0.0
7 ^g	6.9	3.8	7.5	5.1	9.6	7.3	6.0	7.0	4.9	0.0
8 ^h	7.4	7.0	10.0	3.6	6.4	5.3	9.5	11.8	6.6	0.0
9 ⁱ	4.8	3.2	4.0	7.2	7.4	4.1	8.5	2.7	7.1	0.0
10 ^j	5.9	4.8	6.0	2.6	2.1	4.9	6.0	3.8	9.3	0.0
11 ^k	5.9	4.3	5.0	3.1	4.3	4.9	4.5	2.7	4.4	12.5
12 ^l	4.3	1.1	3.0	1.5	1.6	3.3	4.0	1.6	1.1	12.5
13 ^m	3.7	1.6	3.0	1.5	2.1	3.3	0.5	1.1	2.2	0.0
14 ⁿ	17.6	5.4	15.0	7.2	7.4	12.6	9.5	4.8	8.2	12.5
n	188	186	200	195	188	246	200	186	182	8

- ^a Under \$9,999
- ^b \$10,000 to \$19,999
- ^c \$20,000 to \$29,999
- ^d \$30,000 to \$39,999
- ^e \$40,000 to \$49,999
- ^f \$50,000 to \$59,999
- ^g \$60,000 to \$69,999
- ^h \$70,000 to \$79,999
- ⁱ \$80,000 to \$89,999
- ^j \$90,000 to \$99,999
- ^k \$100,000 to \$109,999
- ^l \$110,000 to \$119,999
- ^m \$120,000 to \$129,999
- ⁿ \$130,000 or more

Figure 6

Number of residents in household

(n = 2043)

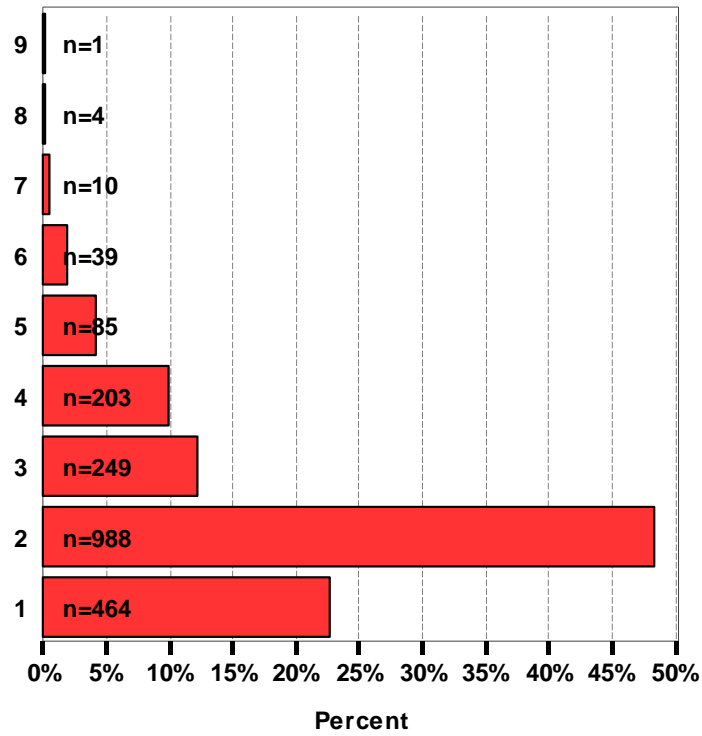


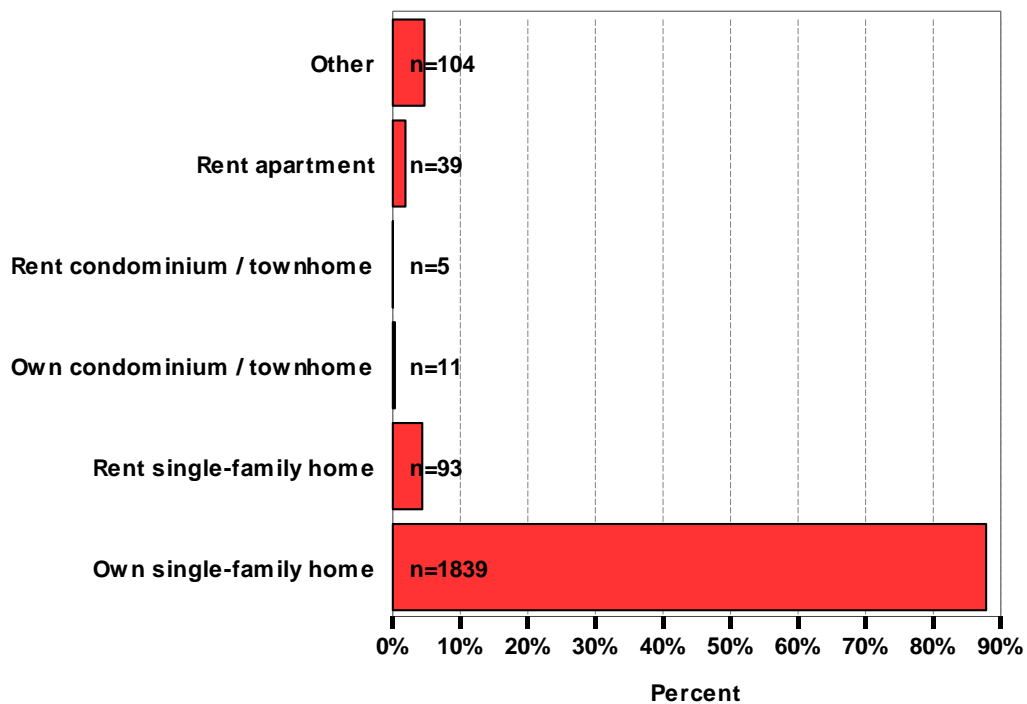
Table 7

Number of residents in household

Residents	Region									
	C	E	H	I	J	K	L	O	P	UTD
	<i>percent</i>									
1	22.2	28.0	18.3	21.2	21.9	22.2	22.2	26.9	23.4	7.7
2	45.4	41.0	46.7	49.5	54.5	53.2	42.1	52.3	48.2	53.8
3	13.4	12.5	14.4	13.1	10.7	11.3	13.6	9.7	11.0	15.4
4	11.6	12.0	9.6	10.4	5.4	9.9	14.0	6.9	9.6	15.4
5	5.6	4.5	6.1	4.1	4.9	2.1	2.7	1.9	6.0	7.7
6	0.9	1.5	4.4	0.9	1.8	1.1	3.2	1.9	1.8	0.0
7	0.9	0.5	0.4	0.5	0.0	0.4	1.4	0.5	0.0	0.0
8	0.0	0.0	0.0	0.5	0.9	0.0	0.5	0.0	0.0	0.0
9	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
n	216	200	229	222	224	284	221	216	218	13

Figure 7

Description of place of residence (n = 2091)



NOTE: A complete list of "Other" responses is available upon request.

Table 8

Description of place of residence

Region	1 ^a	2 ^b	3 ^c	4 ^d	5 ^e	6 ^f	n
	<i>percent</i>						
C	90.0	3.6	1.4	0.0	1.4	3.6	220
E	82.9	9.3	0.0	0.0	1.0	6.8	205
H	88.5	3.8	1.3	0.4	1.7	4.3	235
I	86.1	3.9	0.0	0.0	2.6	7.4	231
J	88.2	0.9	0.4	0.0	1.7	8.7	229
K	90.0	4.8	0.7	0.0	1.0	3.5	289
L	87.9	4.9	0.4	0.4	3.6	2.7	223
O	89.8	3.6	0.4	0.9	2.2	3.1	225
P	87.3	5.9	0.0	0.5	1.8	4.5	221
UTD	84.6	0.0	0.0	0.0	0.0	15.4	13

- ^a Own single-family home
- ^b Rent single-family home
- ^c Own condominium / townhome
- ^d Rent condominium / townhome
- ^e Rent apartment
- ^f Other

NOTE: A complete list of “Other” responses is available upon request.

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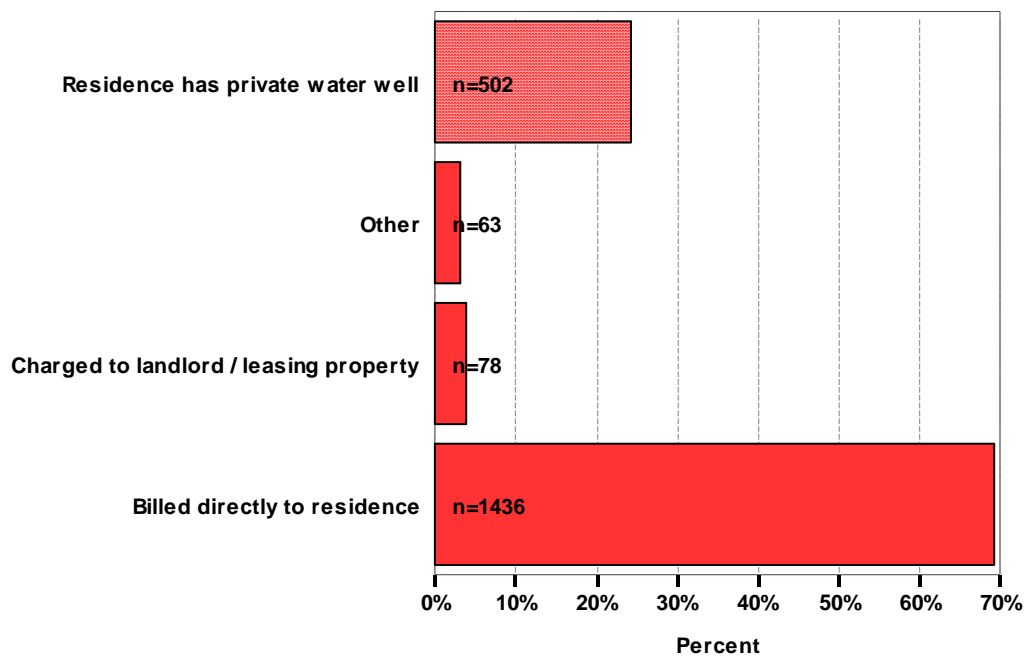
Section II

Selected Household Water Issues

Figures 8 through 14 and Tables 9 through 15 summarize selected household water issues.

Figure 8

Residence water billing (n = 2079)



NOTE: A complete list of "Other" responses is available upon request.

Table 9

Residence water billing

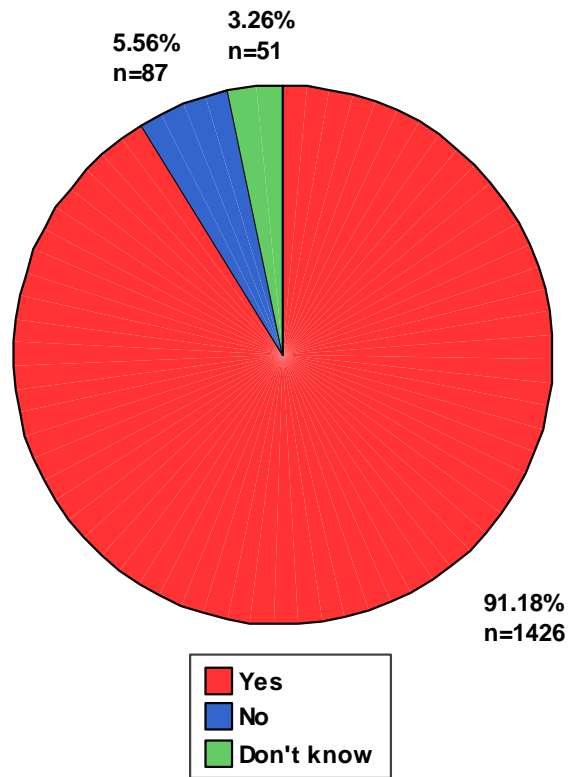
Region	Billed directly	Charged to landlord	Other	Private well: No billing	n
	<i>percent</i>				
C	82.8	3.2	1.4	12.7	221
E	68.5	7.4	7.9	16.3	203
H	67.9	2.6	2.6	26.9	234
I	73.8	4.8	2.6	18.8	229
J	62.8	4.0	2.2	31.0	226
K	63.5	3.5	1.8	31.2	285
L	72.2	3.6	3.6	20.6	223
O	73.6	2.6	2.6	21.1	227
P	58.9	2.7	3.7	34.7	219
UTD	50.0	0.0	0.0	50.0	12

NOTE: A complete list of "Other" responses is available upon request.

Figure 9

Residence has own water meter

(n = 1564)



NOTE: Includes only respondents who are served by a municipal water provider.

Table 10

Residence has own water meter

Region	Yes	No	Don't know	n
	<i>percent</i>			
C	94.3	3.1	2.6	192
E	85.9	10.6	3.5	170
H	92.9	2.9	4.1	170
I	92.4	5.4	2.2	184
J	91.0	7.7	1.3	155
K	90.7	6.2	3.1	194
L	93.6	3.5	2.9	172
O	91.6	3.4	5.0	179
P	86.6	8.5	4.9	142
UTD	100.0	0.0	0.0	6

Figure 10

Residence has leaking fittings or fixtures

(n = 1981)

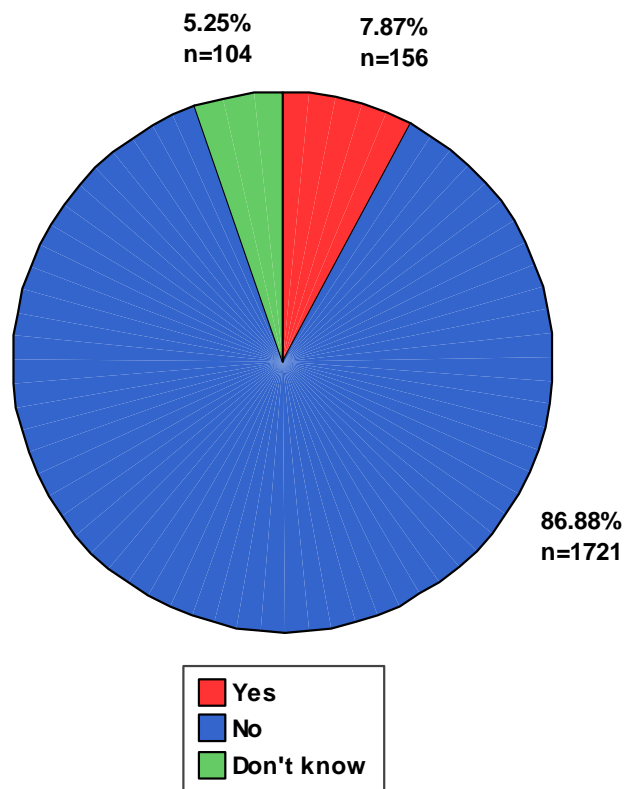


Table 11

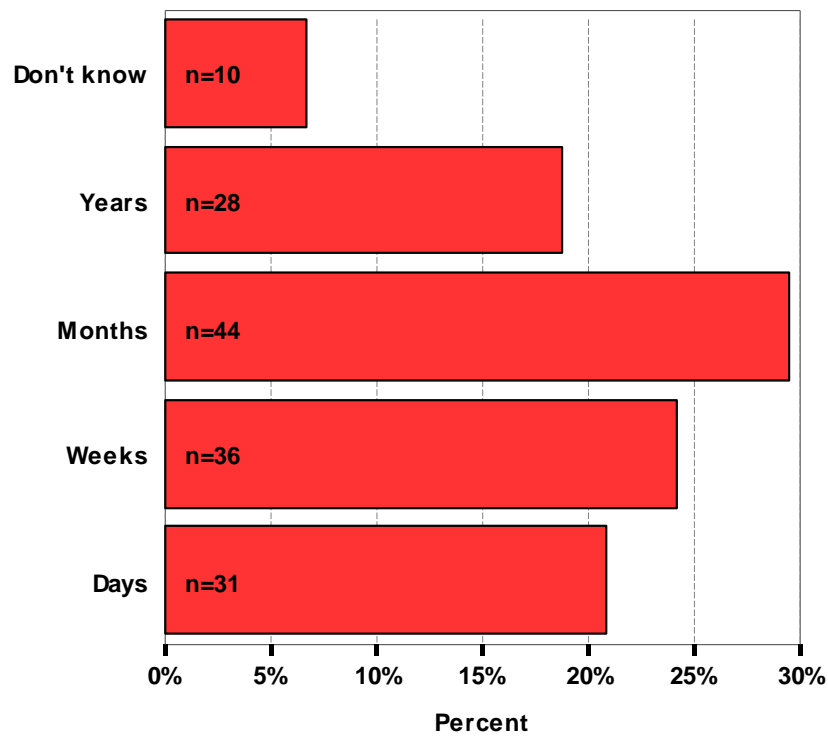
Residence has leaking fittings or fixtures

Region	Yes	No	Don't know	n
	<i>percent</i>			
C	8.1	86.7	5.2	210
E	9.4	84.3	6.3	191
H	7.0	89.9	3.1	228
I	6.4	86.2	7.3	218
J	4.7	92.6	2.8	215
K	8.5	86.7	4.8	270
L	9.3	84.6	6.1	214
O	9.0	85.3	5.7	211
P	9.0	84.4	6.6	212
UTD	0.0	100.0	0.0	12

Figure 11

Length of time leaks have been evident

(n = 149)



NOTE: Includes only respondents who answered "Yes" in Figure 10.

Table 12

Length of time leaks have been evident

Region	Days	Weeks	Months	Years	Don't know	n
	<i>percent</i>					
C	17.6	35.3	23.5	11.8	11.8	17
E	16.7	11.1	38.9	33.3	0.0	18
H	26.7	33.3	20.0	6.7	13.3	15
I	7.1	21.4	57.1	7.1	7.1	14
J	10.0	40.0	40.0	10.0	0.0	10
K	27.3	18.2	27.3	18.2	9.1	22
L	42.1	26.3	10.5	10.5	10.5	19
O	12.5	25.0	37.5	25.0	0.0	16
P	16.7	16.7	22.2	38.9	5.6	18
UTD	0.0	0.0	0.0	0.0	0.0	0

Figure 12

Residence has water recycling systems

(n = 2042)

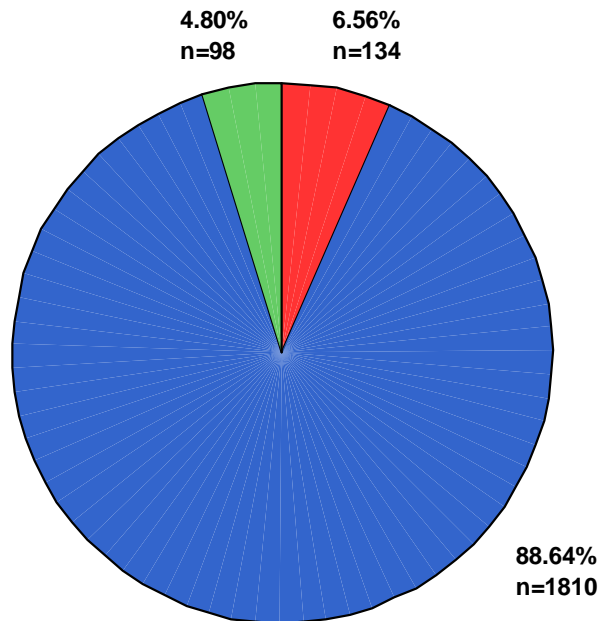


Table 13

Residence has water recycling systems

Region	Yes	No	Don't know	n
	<i>percent</i>			
C	6.5	88.9	4.6	216
E	10.1	85.9	4.0	199
H	5.2	87.4	7.4	231
I	6.2	88.0	5.8	225
J	5.9	91.4	2.7	220
K	9.3	86.8	3.9	281
L	5.4	90.0	4.5	221
O	4.5	90.5	5.0	221
P	5.1	89.3	5.6	215
UTD	15.4	84.6	0.0	13

Figure 13

**Knowledge of approximate amount of
monthly household water use**

(n = 1780)

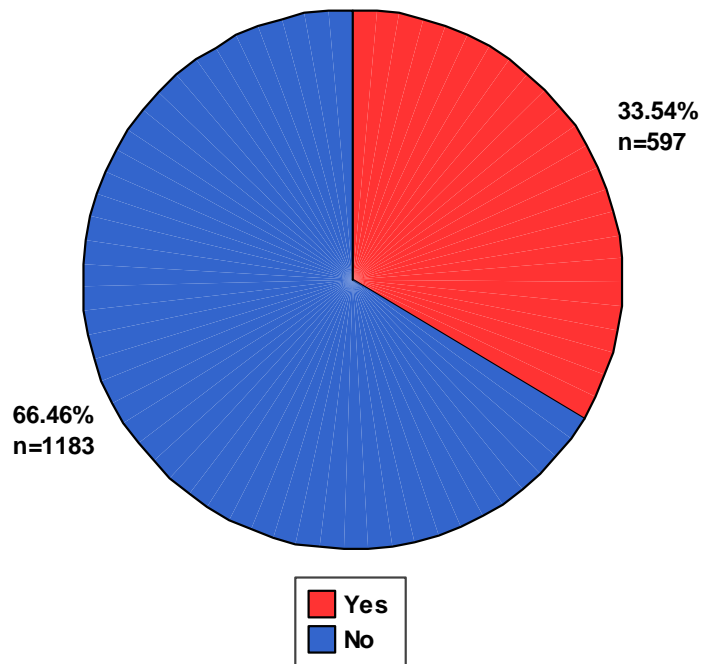


Table 14

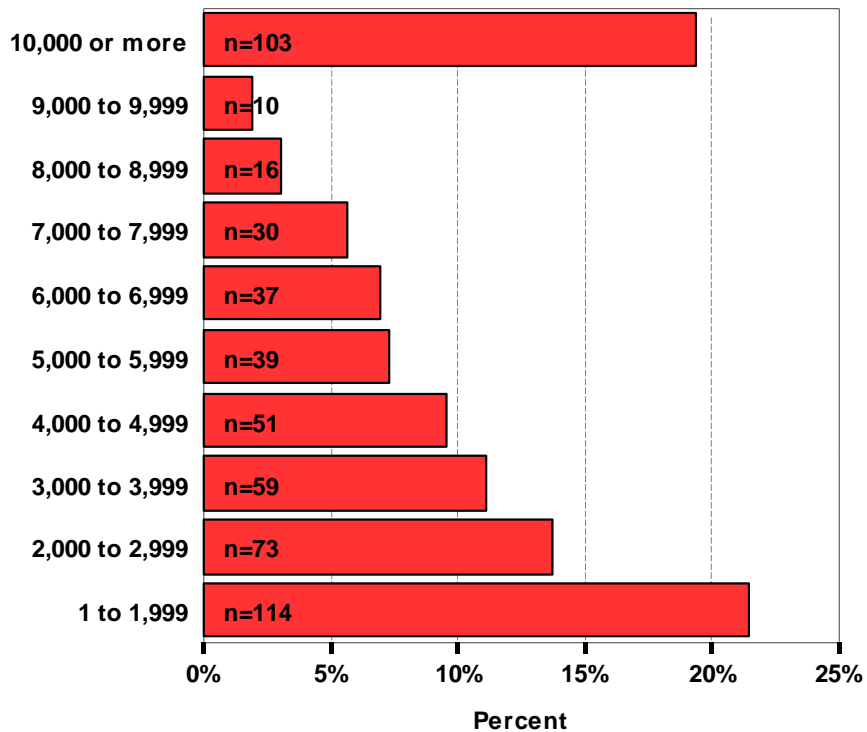
Knowledge of approximate amount of monthly household water use

Region	Yes	No	n
	<i>percent</i>		
C	39.7	60.3	179
E	39.0	61.0	172
H	26.9	73.1	208
I	34.2	65.8	193
J	41.6	58.4	197
K	36.5	63.5	249
L	29.8	70.2	188
O	28.9	71.1	190
P	26.0	74.0	192
UTD	25.0	75.0	12

Figure 14

**Approximate household water usage
on a monthly basis (gallons)**

(n = 532)



NOTE: Includes only respondents who answered “Yes” in Figure 13.

Table 15

**Approximate household water usage
on a monthly basis (gallons)**

Gallons category	Region									
	C	E	H	I	J	K	L	O	P	UTD
	<i>percent</i>									
1 ^a	12.5	26.6	39.6	11.3	17.1	11.3	22.2	24.4	40.4	100.0
2 ^b	10.9	12.5	12.5	17.7	10.5	20.0	13.3	13.3	10.6	0.0
3 ^c	12.5	7.8	8.3	24.2	7.9	15.0	6.7	4.4	8.5	0.0
4 ^d	17.2	14.1	6.3	11.3	11.8	6.3	6.7	6.7	2.1	0.0
5 ^e	9.4	4.7	2.1	9.7	7.9	7.5	6.7	6.7	10.6	0.0
6 ^f	6.3	3.1	10.4	6.5	11.8	2.5	8.9	6.7	8.5	0.0
7 ^g	9.4	4.7	2.1	1.6	6.6	7.5	2.2	15.6	0.0	0.0
8 ^h	3.1	6.3	4.2	3.2	2.6	1.3	4.4	0.0	2.1	0.0
9 ⁱ	1.6	1.6	2.1	1.6	0.0	5.0	2.2	0.0	2.1	0.0
10 ^j	17.2	18.8	12.5	12.9	23.7	23.8	26.7	22.2	14.9	0.0
n	64	64	48	62	76	80	45	45	47	1

- ^a 1 to 1,999
- ^b 2,000 to 2,999
- ^c 3,000 to 3,999
- ^d 4,000 to 4,999
- ^e 5,000 to 5,999
- ^f 6,000 to 6,999
- ^g 7,000 to 7,999
- ^h 8,000 to 8,999
- ⁱ 9,000 to 9,999
- ^j 10,000 or more

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Section III

Attitudes toward Water and Water Conservation

Figures 15a through 17g and Tables 16a through 18g illustrate respondents' attitudes toward water and water conservation.

Figure 15a

I think about the way I use water around the house and try to save water whenever possible.

(n = 2025)

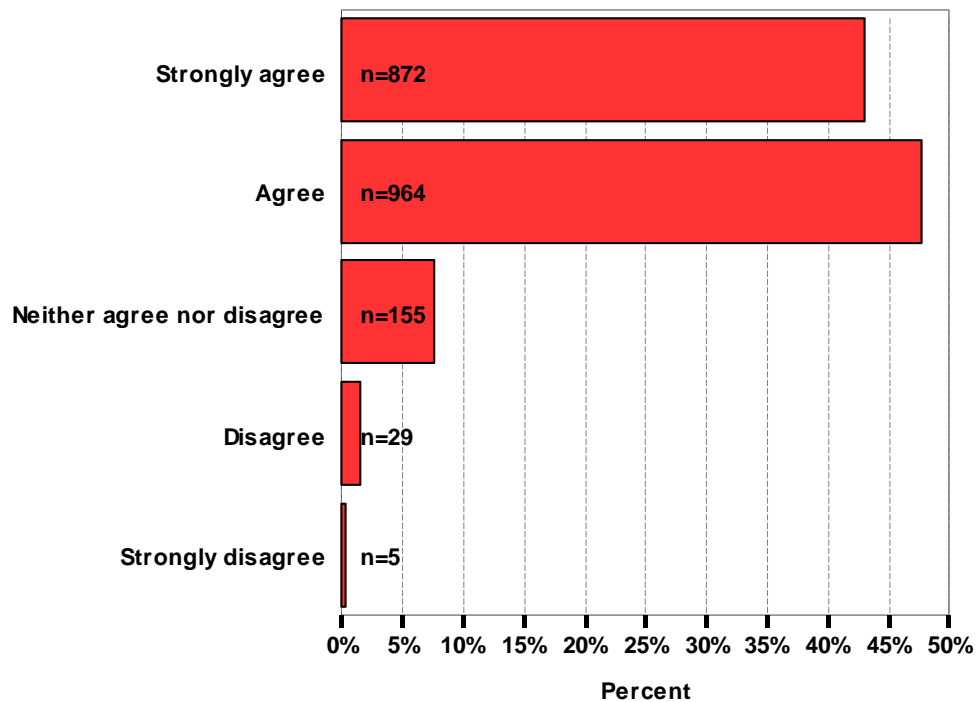


Table 16a

I think about the way I use water around the house and try to save water whenever possible.

Region	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	n
<i>percent</i>						
C	40.2	53.3	4.2	2.3	0.0	214
E	55.0	38.0	6.0	1.0	0.0	200
H	37.3	51.3	9.2	1.8	0.4	228
I	37.4	48.2	12.6	1.4	0.5	222
J	46.9	45.5	4.9	2.2	0.4	224
K	42.4	47.8	8.3	1.4	0.0	278
L	44.2	46.1	8.8	0.5	0.5	217
O	39.5	52.3	7.3	0.5	0.5	220
P	45.5	45.5	7.7	1.9	0.0	209
UTD	53.8	46.2	0.0	0.0	0.0	13

Figure 15b

I am concerned about the issue of residential water use in Texas.

(n = 2005)

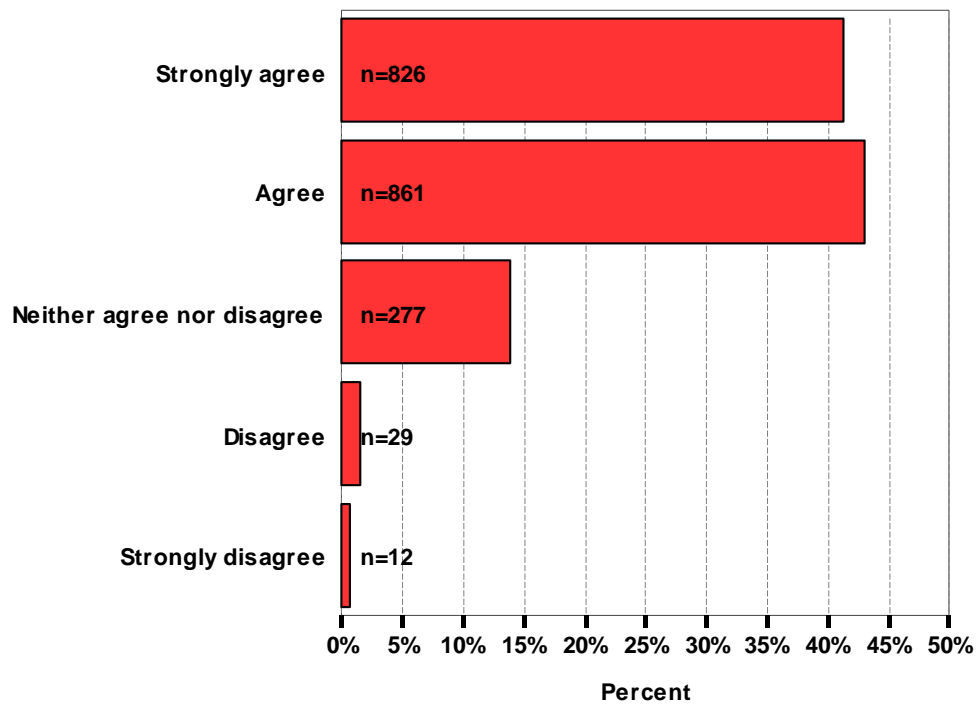


Table 16b

I am concerned about the issue of residential water use in Texas.

Region	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	n
	<i>percent</i>					
C	38.0	46.6	13.0	2.4	0.0	208
E	47.8	39.4	12.8	0.0	0.0	203
H	30.5	47.8	18.6	2.2	0.9	226
I	31.8	45.6	18.0	2.8	1.8	217
J	46.2	39.6	12.4	1.8	0.0	225
K	44.2	42.3	12.0	1.1	0.4	274
L	45.6	39.5	10.7	2.3	1.9	215
O	43.8	43.8	11.5	0.5	0.5	217
P	44.4	40.6	15.0	0.0	0.0	207
UTD	15.4	61.5	23.1	0.0	0.0	13

Figure 15c

People should be entitled to use as much water as they like.

(n = 1987)

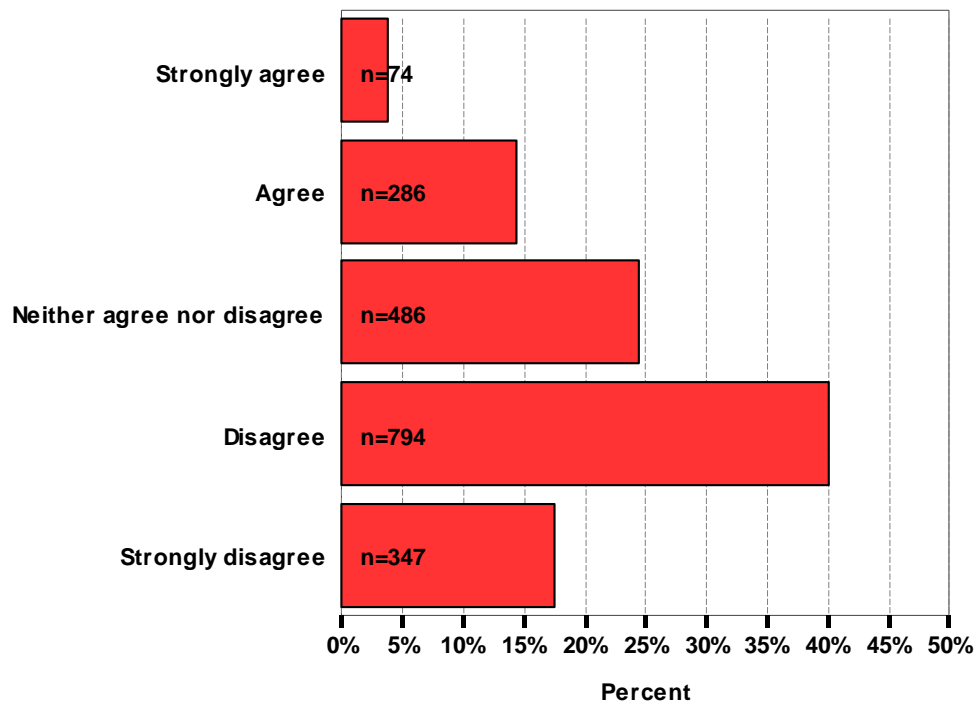


Table 16c

People should be entitled to use as much water as they like.

Region	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	n
	<i>percent</i>					
C	2.4	9.6	26.0	39.9	22.1	208
E	5.0	12.0	23.0	36.5	23.5	200
H	5.0	19.4	27.0	38.3	10.4	222
I	7.2	20.4	26.7	34.8	10.9	221
J	0.9	11.8	24.4	42.1	20.8	221
K	1.1	12.3	23.0	46.8	16.7	269
L	4.7	11.6	21.4	34.4	27.9	215
O	3.8	13.7	20.8	48.1	13.7	212
P	3.9	18.4	27.7	37.9	12.1	206
UTD	7.7	23.1	30.8	23.1	15.4	13

Figure 15d

Careless water users should pay more for water.

(n = 1977)

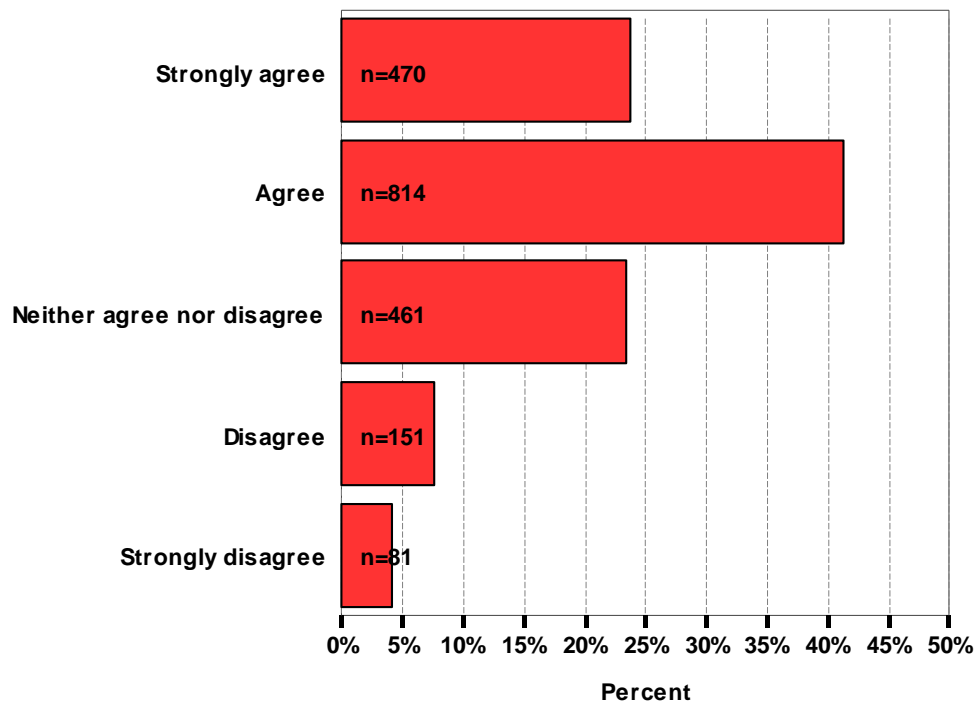


Table 16d

Careless water users should pay more for water.

Region	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	n
<i>percent</i>						
C	28.6	38.6	18.6	11.0	3.3	210
E	27.9	38.1	22.8	5.1	6.1	197
H	17.6	41.9	25.7	9.9	5.0	222
I	14.4	44.0	27.3	9.7	4.6	216
J	25.7	43.9	20.1	7.5	2.8	214
K	24.2	38.8	28.9	5.1	2.9	273
L	29.4	40.7	17.3	6.1	6.5	214
O	25.5	42.9	21.7	6.6	3.3	212
P	19.9	43.7	26.2	7.3	2.9	206
UTD	46.2	15.4	15.4	23.1	0.0	13

Figure 15e

Water should be more expensive than it currently is for everybody.

(n = 1982)

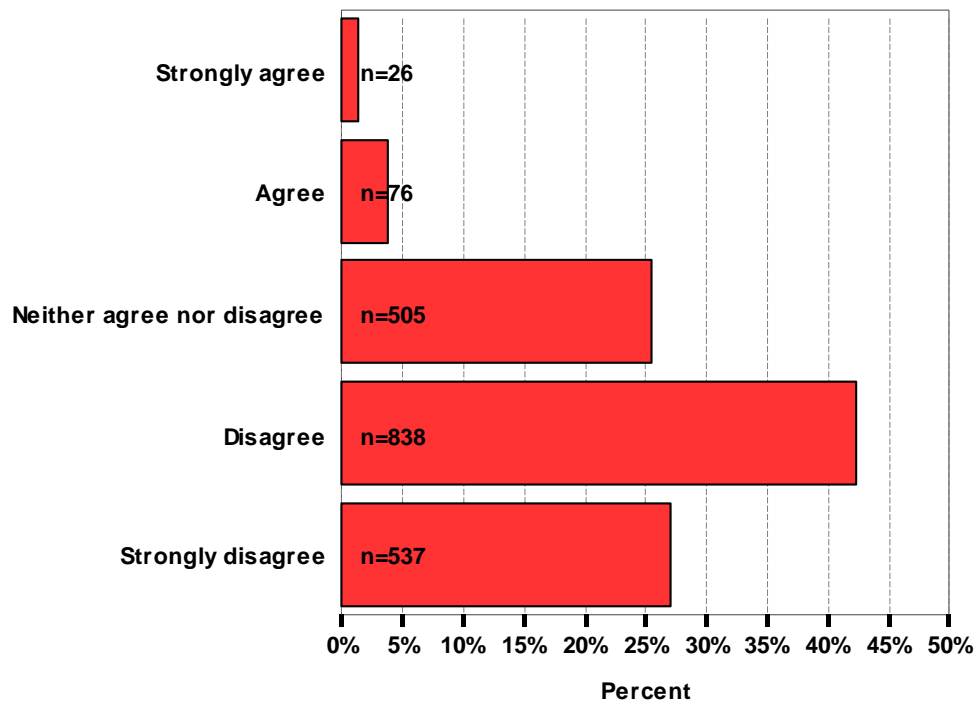


Table 16e

Water should be more expensive than it currently is for everybody.

Region	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	n
<i>percent</i>						
C	1.4	3.3	22.0	43.1	30.1	209
E	1.5	3.0	28.1	36.9	30.5	203
H	1.8	1.8	25.2	44.1	27.0	222
I	1.8	4.6	17.4	45.2	31.1	219
J	0.5	3.7	30.9	45.2	19.8	217
K	1.5	5.5	28.7	39.7	24.6	272
L	0.9	3.3	26.3	38.5	31.0	213
O	0.0	4.8	27.8	44.0	23.4	209
P	2.0	3.9	23.4	43.9	26.8	205
UTD	7.7	7.7	7.7	46.2	30.8	13

Figure 15f

I would accept paying additional rates to support recycled water.

(n = 1941)

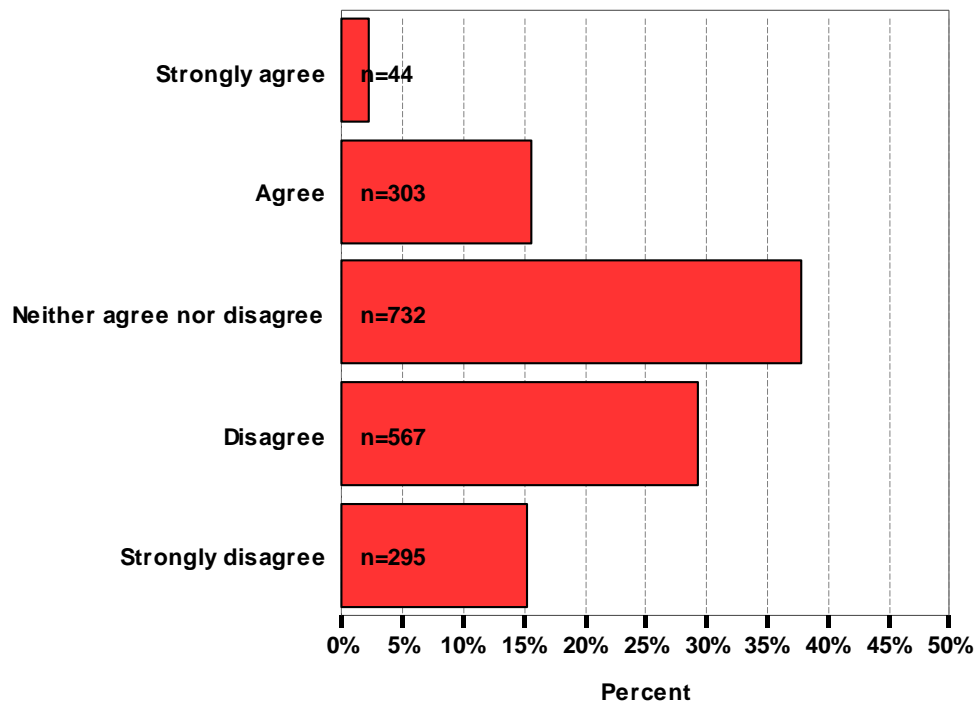


Table 16f

I would accept paying additional rates to support recycled water.

Region	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	n
	<i>percent</i>					
C	3.4	18.0	37.4	30.6	10.7	206
E	3.1	17.4	36.9	27.2	15.4	195
H	1.8	14.8	38.1	26.5	18.8	223
I	2.4	15.2	34.6	27.5	20.4	211
J	4.2	15.9	38.3	30.4	11.2	214
K	1.9	14.0	40.2	30.7	13.3	264
L	1.9	19.2	39.4	22.6	16.8	208
O	1.5	14.6	35.9	32.0	16.0	206
P	0.5	11.9	39.1	35.6	12.9	202
UTD	0.0	16.7	16.7	25.0	41.7	12

Figure 15g

Communities should have a choice about whether or not they are supplied with recycled water.

(n = 1985)

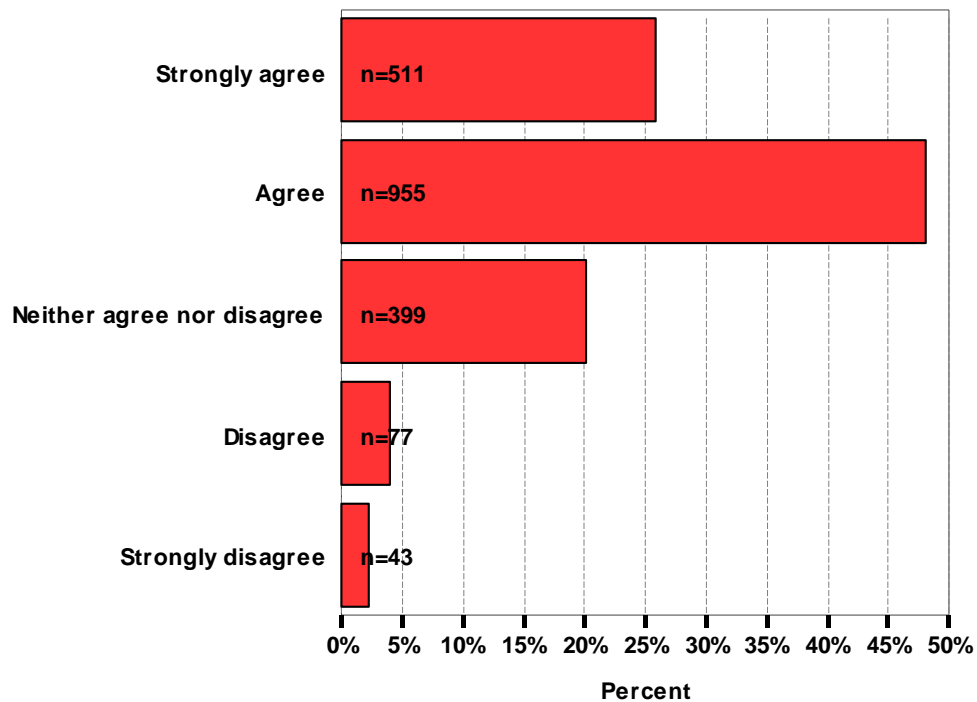


Table 16g

Communities should have a choice about whether or not they are supplied with recycled water.

Region	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	n
<i>percent</i>						
C	24.6	46.0	22.7	5.2	1.4	211
E	23.1	44.2	23.6	6.0	3.0	199
H	27.8	48.0	19.3	2.7	2.2	223
I	32.7	45.2	17.5	2.3	2.3	217
J	22.6	52.5	15.4	5.4	4.1	221
K	23.2	48.7	22.5	3.7	1.8	271
L	28.2	52.6	16.0	2.8	0.5	213
O	27.0	48.4	20.0	2.8	1.9	215
P	21.8	48.5	24.8	3.5	1.5	202
UTD	38.5	23.1	7.7	15.4	15.4	13

Figure 15h

Only a substantial increase in the price of water would change my current level of use.

(n = 1964)

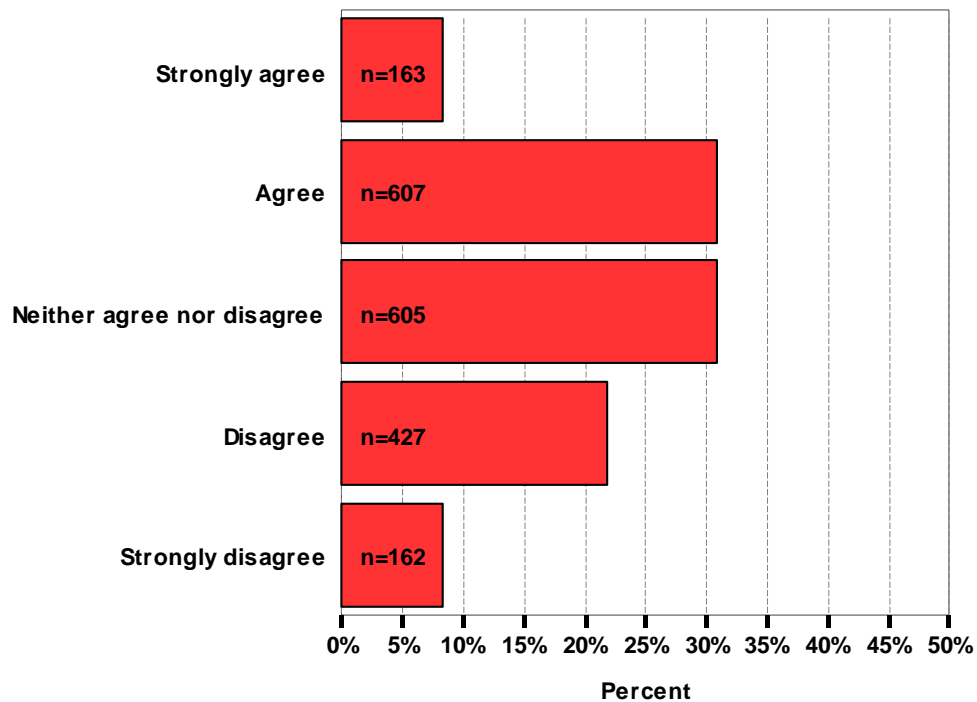


Table 16h

Only a substantial increase in the price of water would change my current level of use.

Region	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	n
<i>percent</i>						
C	8.1	31.0	29.0	23.3	8.6	210
E	13.3	24.1	27.1	25.1	10.3	203
H	9.2	32.7	31.8	21.2	5.1	217
I	6.5	33.2	28.0	24.3	7.9	214
J	7.4	31.0	28.7	23.1	9.7	216
K	4.9	33.8	33.1	17.7	10.5	266
L	8.9	30.4	29.9	22.4	8.4	214
O	8.1	33.2	31.3	21.8	5.7	211
P	9.0	29.0	36.5	18.5	7.0	200
UTD	15.4	7.7	53.8	7.7	15.4	13

Figure 15i

The level of water conservation should be determined by an independent body, not politicians.
(n = 1979)

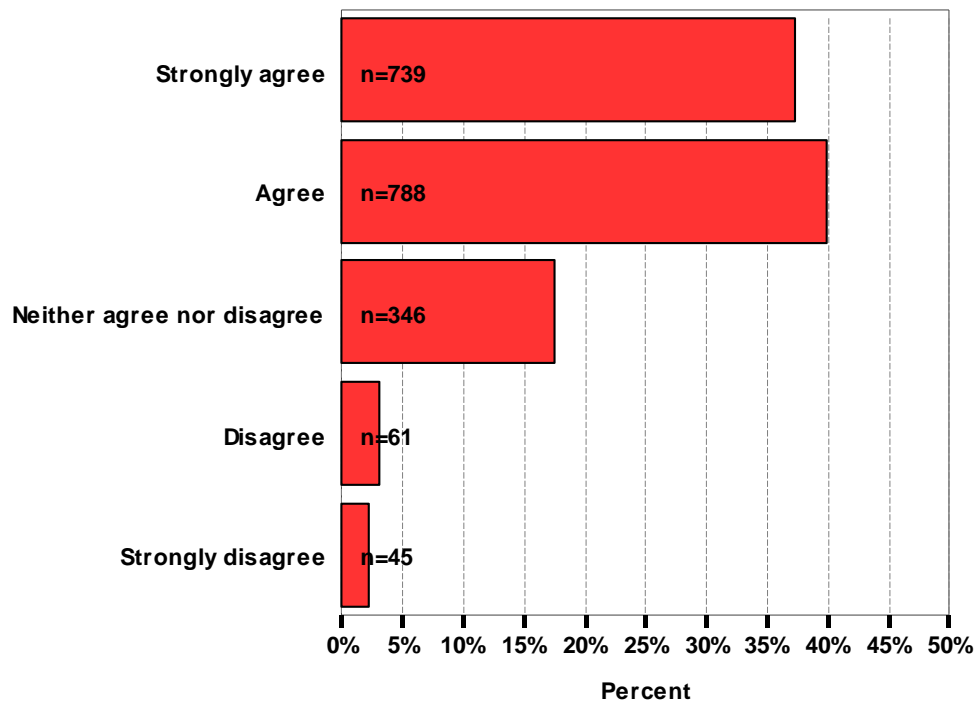


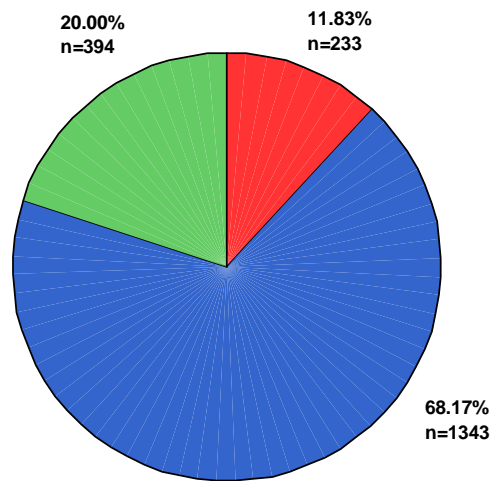
Table 16i

The level of water conservation should be determined by an independent body, not politicians.

Region	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	n
<i>percent</i>						
C	35.5	37.9	24.2	1.4	0.9	211
E	34.7	39.7	17.6	6.0	2.0	199
H	33.9	42.1	18.1	4.1	1.8	221
I	41.2	39.8	15.2	1.9	1.9	211
J	38.0	42.5	12.7	5.0	1.8	221
K	36.3	43.3	14.4	1.9	4.1	270
L	37.4	38.3	18.7	2.8	2.8	214
O	38.7	34.6	19.8	5.1	1.8	217
P	40.6	39.1	17.8	0.0	2.5	202
UTD	38.5	38.5	15.4	0.0	7.7	13

Figure 16

Impression of Texas water supply (n = 1970)



- Texas has enough water to meet the current and future needs of its citizens.
- Texas has enough water to meet the current needs of its citizens, but it will be more difficult to meet future needs.
- Texas does not have enough water to meet the current or future needs of its citizens.

Table 17

Impression of Texas water supply

Region	1^a	2^b	3^c	n
	<i>percent</i>			
C	12.3	69.2	18.5	211
E	9.4	63.9	26.7	191
H	13.4	72.8	13.8	217
I	23.7	68.7	7.6	211
J	11.0	65.1	23.9	218
K	6.2	71.3	22.5	275
L	12.5	63.4	24.1	216
O	6.5	64.0	29.4	214
P	12.7	74.5	12.7	204
UTD	15.4	61.5	23.1	13

^a Texas has enough water to meet the current and future needs of its citizens.

^b Texas has enough water to meet the current needs of its citizens, but it will be more difficult to meet future needs.

^c Texas does not have enough water to meet the current or future needs of its citizens.

Figure 17a

The water shortage in Texas is overrated.

(n = 1983)

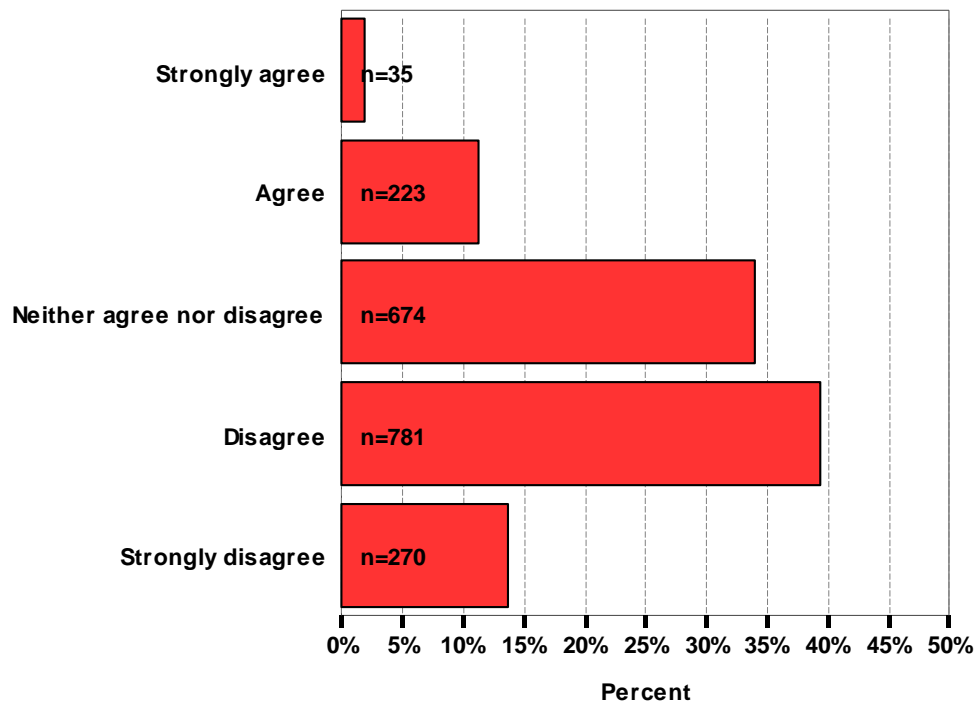


Table 18a

The water shortage in Texas is overrated.

Region	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	n
<i>percent</i>						
C	0.5	10.5	33.0	44.5	11.5	209
E	2.5	10.7	29.9	41.6	15.2	197
H	0.9	12.9	37.9	39.3	8.9	224
I	1.9	16.2	45.8	27.8	8.3	216
J	1.8	11.8	27.7	39.1	19.5	220
K	0.7	8.0	34.2	42.2	14.9	275
L	3.3	10.2	26.0	42.8	17.7	215
O	1.9	9.0	26.7	44.3	18.1	210
P	2.9	12.2	44.4	32.2	8.3	205
UTD	0.0	16.7	33.3	41.7	8.3	12

Figure 17b

The water shortage is not a problem
in my area of Texas.

(n = 1994)

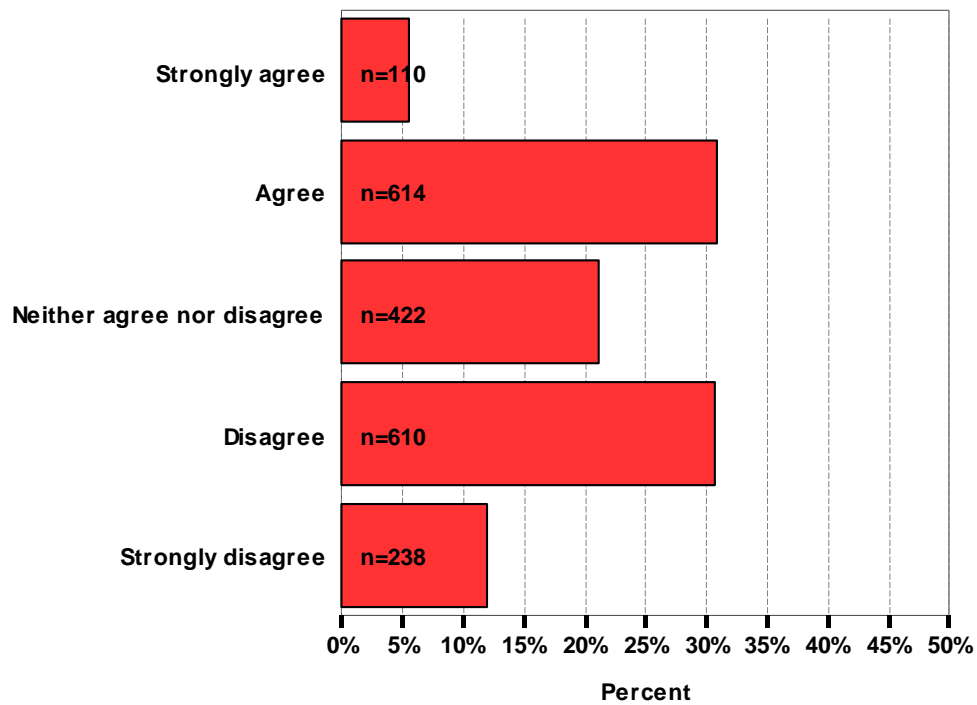


Table 18b

The water shortage is not a problem in my area of Texas.

Region	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	n
<i>percent</i>						
C	5.1	29.8	24.2	30.2	10.7	215
E	5.0	19.5	23.0	33.0	19.5	200
H	6.3	43.9	29.4	16.7	3.6	221
I	10.5	50.5	22.7	15.0	1.4	220
J	5.0	24.1	15.9	36.4	18.6	220
K	2.6	29.0	19.5	38.2	10.7	272
L	2.8	22.9	16.8	39.7	17.8	214
O	3.8	11.8	15.6	47.9	20.9	211
P	8.6	45.5	23.0	17.7	5.3	209
UTD	16.7	16.7	33.3	16.7	16.7	12

Figure 17c

The water shortage in Texas is only a temporary issue rather than a chronic problem.

(n = 1985)

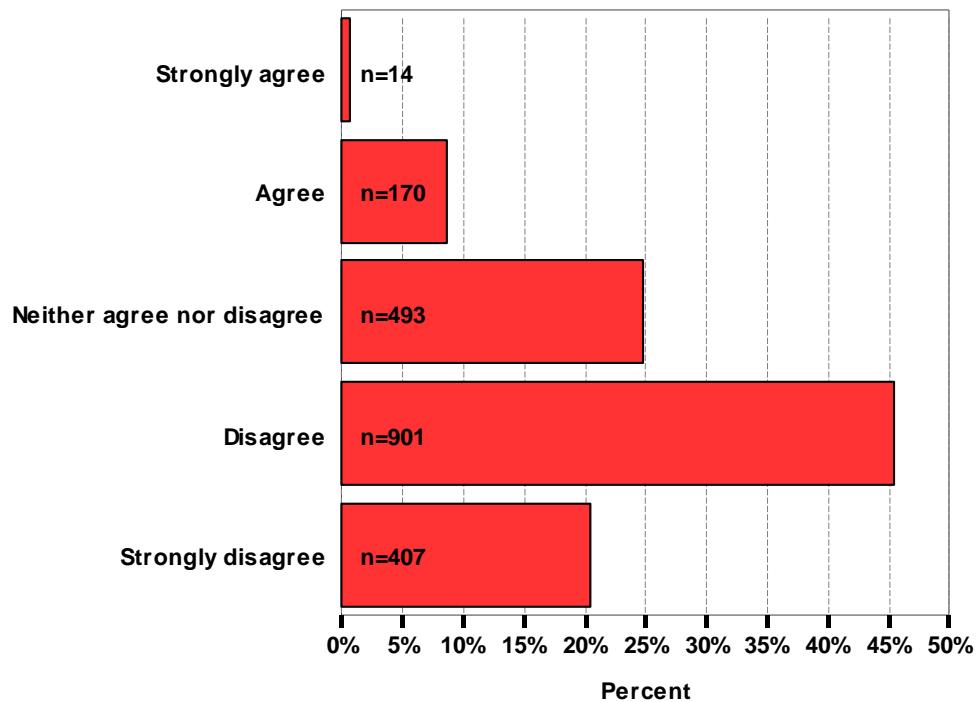


Table 18c

The water shortage in Texas is only a temporary issue rather than a chronic problem.

Region	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	n
<i>percent</i>						
C	0.0	10.0	22.9	48.1	19.0	210
E	1.0	6.6	21.3	42.1	28.9	197
H	1.3	11.6	29.5	45.1	12.5	224
I	0.9	12.5	40.3	36.1	10.2	216
J	0.9	7.8	20.5	42.0	28.8	219
K	0.0	6.6	22.6	46.4	24.5	274
L	0.9	8.5	20.8	46.7	23.1	212
O	0.5	4.2	17.0	54.2	24.1	212
P	1.0	10.0	28.7	46.9	13.4	209
UTD	0.0	0.0	25.0	58.3	16.7	12

Figure 17d

Water conservation should receive more government attention and spending over other State government spending (e.g., health, education, transportation, etc.).

(n = 1986)

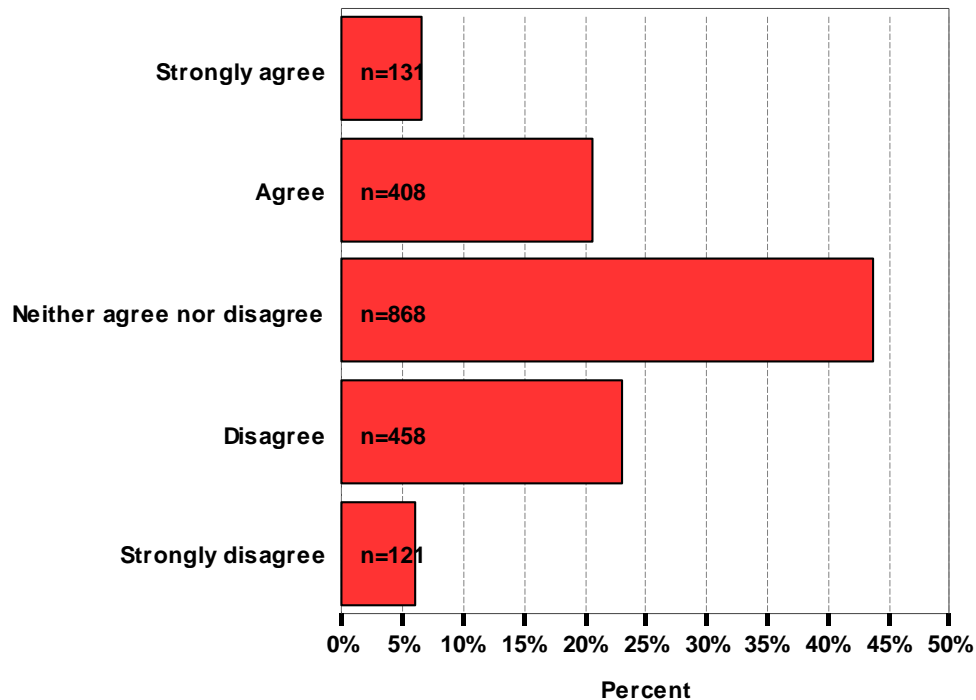


Table 18d

Water conservation should receive more government attention and spending over other State government spending (e.g., health, education, transportation, etc.).

Region	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	n
<i>percent</i>						
C	6.1	20.7	40.4	27.7	5.2	213
E	10.7	19.3	46.7	18.8	4.6	197
H	3.6	17.6	42.5	28.5	7.7	221
I	6.4	17.0	42.7	26.6	7.3	218
J	9.6	16.1	46.8	21.1	6.4	218
K	5.9	20.7	46.3	21.1	5.9	270
L	6.1	23.0	41.8	21.6	7.5	213
O	6.5	25.2	43.5	18.2	6.5	214
P	5.2	25.7	42.4	23.8	2.9	210
UTD	0.0	16.7	41.7	25.0	16.7	12

Figure 17e

The government has done all it can to address the current water issues in Texas.

(n = 1987)

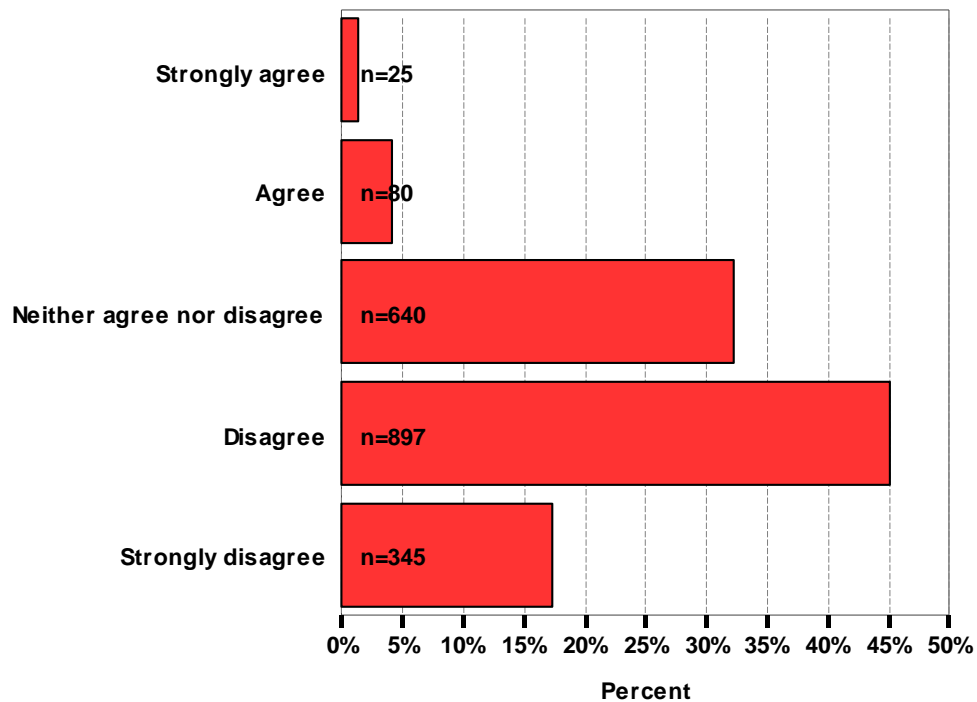


Table 18e

The government has done all it can to address the current water issues in Texas.

Region	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	n
<i>percent</i>						
C	1.0	1.9	25.8	52.2	19.1	209
E	1.0	6.6	32.0	40.6	19.8	197
H	0.5	2.7	37.4	45.0	14.4	222
I	0.5	3.2	41.1	43.8	11.4	219
J	0.9	3.7	33.3	42.5	19.6	219
K	1.8	2.6	30.1	47.4	18.0	272
L	1.4	3.3	25.4	44.6	25.4	213
O	2.8	6.1	28.2	45.5	17.4	213
P	1.4	6.2	36.5	45.0	10.9	211
UTD	0.0	16.7	33.3	25.0	25.0	12

Figure 17f

The government is doing all it can to address future water issues in Texas.

(n = 1982)

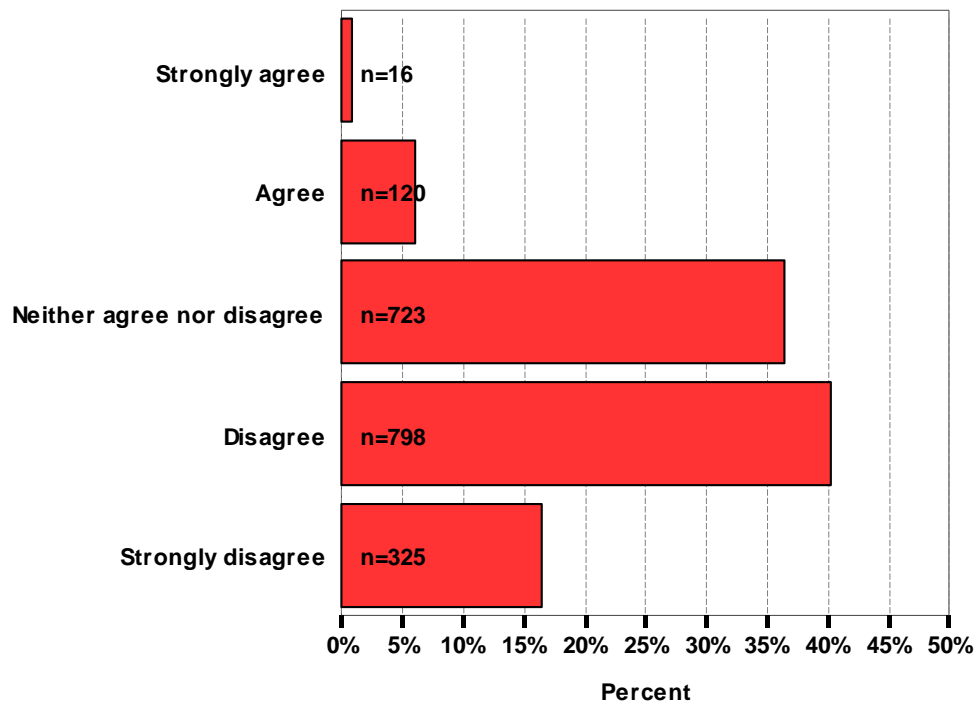


Table 18f

The government is doing all it can to address future water issues in Texas.

Region	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	n
<i>percent</i>						
C	0.5	3.3	33.0	45.3	17.9	212
E	1.0	10.2	32.5	38.6	17.8	197
H	0.0	4.1	40.8	40.8	14.2	218
I	0.0	6.4	47.3	36.4	10.0	220
J	0.9	3.7	35.2	39.7	20.5	219
K	1.5	3.0	32.7	43.1	19.7	269
L	0.9	8.9	28.5	40.2	21.5	214
O	1.4	6.2	36.5	41.7	14.2	211
P	1.0	9.5	42.4	36.7	10.5	210
UTD	0.0	16.7	33.3	25.0	25.0	12

Figure 17g

The government should not be blamed for our current water shortage.

(n = 1989)

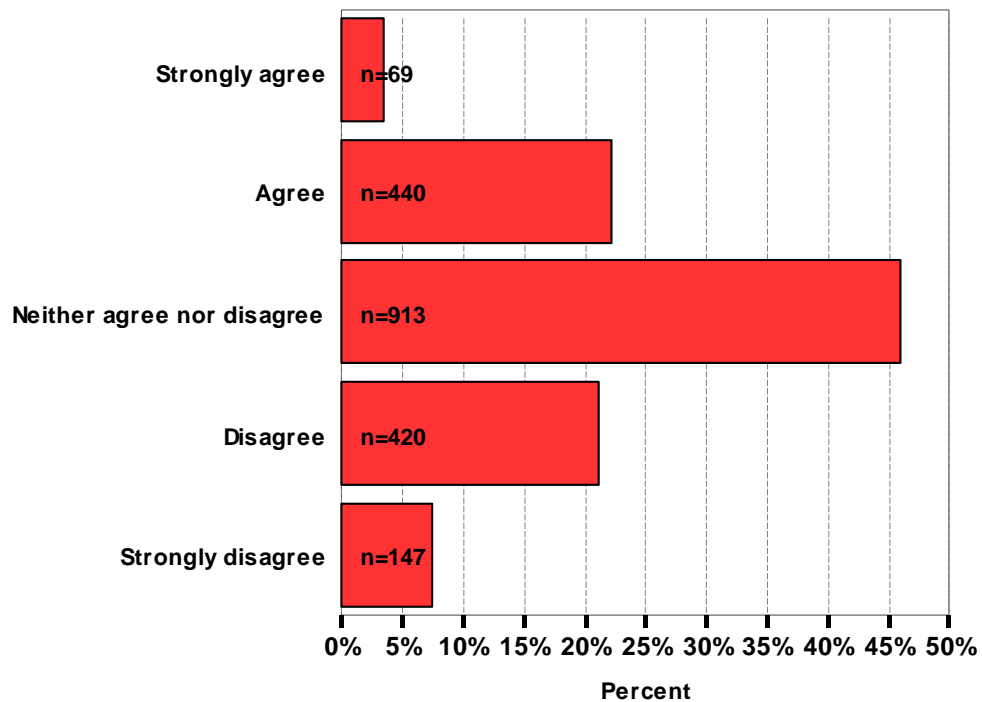


Table 18g

The government should not be blamed for our current water shortage.

Region	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	n
<i>percent</i>						
C	1.1	19.0	46.2	26.2	7.6	210
E	3.6	15.7	46.7	24.9	9.1	197
H	3.2	20.7	47.3	22.5	6.3	222
I	1.8	19.6	55.7	17.8	5.0	219
J	2.7	33.2	40.9	15.0	8.2	220
K	4.4	18.8	43.5	23.6	9.6	271
L	6.1	24.8	40.7	21.5	7.0	214
O	3.3	23.9	43.7	20.7	8.5	213
P	5.2	23.7	48.8	17.5	4.7	211
UTD	0.0	16.7	50.0	25.0	8.3	12

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Section IV

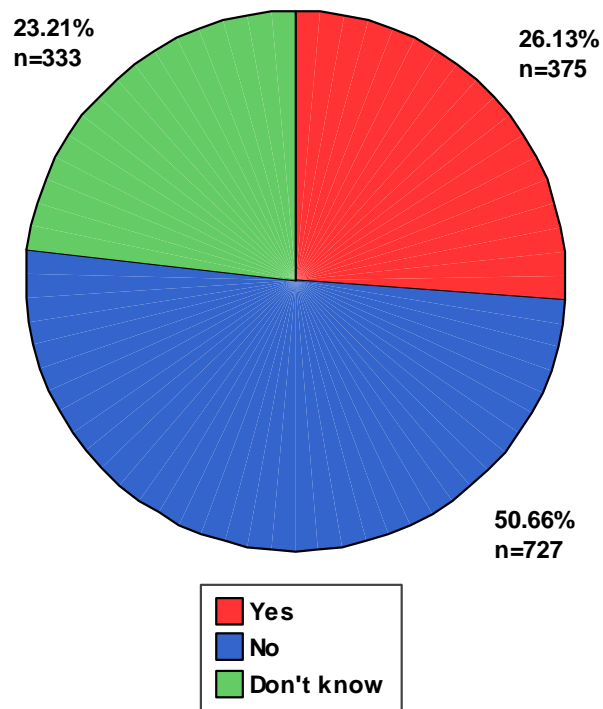
Water Provider Conservation Practices

Figures 18 through 21 and Tables 19 through 32 summarize respondents' assessments of their water provider's conservation practices.

Figure 18

Water provider has passed mandatory water conservation ordinances

(n = 1435)



NOTE: Includes only respondents who are served by a municipal water provider.

Table 19

Water provider has passed
mandatory water conservation
ordinances

Region	Yes	No	Don't know	n
	<i>percent</i>			
C	39.2	33.1	27.6	181
E	29.4	52.5	18.1	160
H	14.3	61.0	24.7	154
I	5.6	59.3	35.2	162
J	43.9	43.9	12.2	139
K	33.2	49.5	17.4	184
L	40.4	43.6	16.0	156
O	20.4	51.9	27.8	162
P	4.5	65.9	29.5	132
UTD	40.0	40.0	20.0	5

Table 20

Mandatory water conservation ordinances passed by water provider

Ordinances	Yes	No	n
	<i>percent</i>		
Lawn watering dates and times	89.4	10.6	359
Inverted block water rates	7.0	93.0	359
Plumbing code restrictions	14.2	85.8	359
Ordinances against water waste	27.9	72.1	359
Landscaping restrictions	15.9	84.1	359
Rain/freeze sensors on automatic irrigation systems	7.8	92.2	359
Other	4.7	95.3	359

NOTE: Includes only respondents who are served by a municipal water provider and who answered “Yes” in Figure 18. A complete list of “Other” responses is available upon request.

Table 21

Mandatory water conservation ordinances passed by water provider

Lawn watering dates and times

Region	Yes	No	n
	<i>percent</i>		
C	88.6	11.4	70
E	88.6	11.4	44
H	90.0	10.0	20
I	83.3	16.7	6
J	89.8	10.2	59
K	93.4	6.6	61
L	91.8	8.2	61
O	83.9	16.1	31
P	60.0	40.0	5
UTD	0.0	100.0	2

Inverted block water rates

Region	Yes	No	n
	<i>percent</i>		
C	7.1	92.9	70
E	11.4	88.6	44
H	5.0	95.0	20
I	0.0	100.0	6
J	0.0	100.0	59
K	8.2	91.8	61
L	9.8	90.2	61
O	9.7	90.3	31
P	0.0	100.0	5
UTD	0.0	100.0	2

Plumbing code restrictions

Region	Yes	No	n
	<i>percent</i>		
C	17.1	82.9	70
E	9.1	90.9	44
H	30.0	70.0	20
I	16.7	83.3	6
J	8.5	91.5	59
K	19.7	80.3	61
L	14.8	85.2	61
O	6.5	93.5	31
P	0.0	100.0	5
UTD	0.0	100.0	2

Ordinances against water waste

Region	Yes	No	n
	<i>percent</i>		
C	21.4	78.6	70
E	50.0	50.0	44
H	25.0	75.0	20
I	16.7	83.3	6
J	22.0	78.0	59
K	16.4	83.6	61
L	26.2	73.8	61
O	51.6	48.4	31
P	40.0	60.0	5
UTD	0.0	100.0	2

Landscaping restrictions

Region	Yes	No	n
	<i>percent</i>		
C	21.4	78.6	70
E	29.5	70.5	44
H	15.0	85.0	20
I	0.0	100.0	6
J	11.9	88.1	59
K	8.2	91.8	61
L	19.7	80.3	61
O	3.2	96.8	31
P	20.0	80.0	5
UTD	0.0	100.0	2

*Rain/freeze sensors
on automatic irrigation systems*

Region	Yes	No	n
	<i>percent</i>		
C	18.6	81.4	70
E	2.3	97.7	44
H	10.0	90.0	20
I	0.0	100.0	6
J	5.1	94.9	59
K	0.0	100.0	61
L	8.2	91.8	61
O	12.9	87.1	31
P	0.0	100.0	5
UTD	0.0	100.0	2

Other

Region	Yes	No	n
	<i>percent</i>		
C	4.3	95.7	70
E	0.0	100.0	44
H	15.0	85.0	20
I	0.0	100.0	6
J	8.5	91.5	59
K	3.3	96.7	61
L	4.9	95.1	61
O	3.2	96.8	31
P	0.0	100.0	5
UTD	0.0	100.0	2

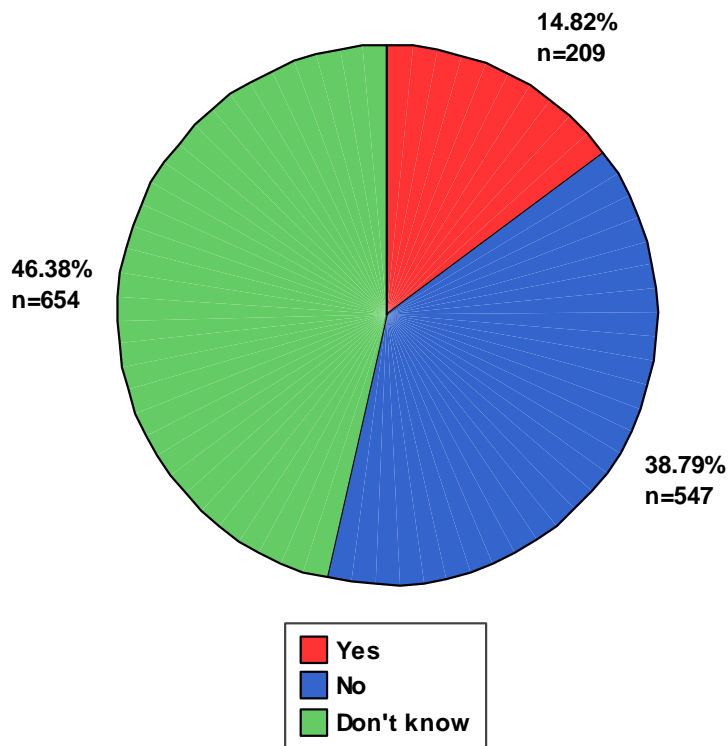
NOTE: A complete list of "Other" responses is available upon request.

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Figure 19

Water provider makes available voluntary water conservation programs

(n = 1410)



NOTE: Includes only respondents who are served by a municipal water provider.

Table 22

Water provider makes available
voluntary water conservation
programs

Region	Yes	No	Don't know	n
	<i>percent</i>			
C	15.9	27.8	56.3	176
E	23.5	40.1	36.4	162
H	8.4	41.9	49.7	155
I	2.6	35.7	61.7	154
J	16.9	45.6	37.5	136
K	22.6	36.7	40.7	177
L	23.3	36.5	40.3	159
O	13.5	36.5	50.0	156
P	3.1	53.8	43.1	130
UTD	20.0	20.0	60.0	5

Table 23

Voluntary water conservation programs in which water provider participates

Voluntary water conservation programs	Yes	No	n
	<i>percent</i>		
Toilet rebate	26.9	73.1	193
Educational	40.4	59.6	193
Public awareness	65.8	34.2	193
Washing machine rebate	17.1	82.9	193
Pressure valve replacement	7.3	92.7	193
Showerhead retrofit	23.2	76.7	193
Water conservation kits	9.8	90.2	193
Water conservation tips	51.8	48.2	193
Leak detection	18.1	81.9	193
Lawn watering calculator	9.8	90.2	193
Irrigation system leak detection or monitoring	3.6	96.4	193
Landscaping rebate	7.3	92.7	193
Rain harvesting	5.7	94.3	193
Rain harvesting barrel rebate	4.7	95.3	193
Other	5.2	94.8	193

NOTE: Includes only respondents who are served by a municipal water provider and who answered “Yes” in Figure 19. A complete list of “Other” responses is available upon request.

Table 24

Voluntary water conservation programs in which water provider participates

Toilet rebate

Region	Yes	No	n
	<i>percent</i>		
C	8.3	91.7	24
E	51.4	48.6	35
H	15.4	84.6	13
I	0.0	100.0	3
J	20.0	80.0	20
K	35.0	65.0	40
L	19.4	70.6	34
O	4.8	95.2	21
P	50.0	50.0	2
UTD	0.0	100.0	1

Educational

Region	Yes	No	n
	<i>percent</i>		
C	54.2	45.8	24
E	42.9	57.1	35
H	30.8	69.2	13
I	66.7	33.3	3
J	40.0	60.0	20
K	42.5	57.5	40
L	38.2	61.8	34
O	28.6	71.4	21
P	0.0	100.0	2
UTD	0.0	100.0	1

Public awareness

Region	Yes	No	n
	<i>percent</i>		
C	79.2	20.8	24
E	57.1	42.9	35
H	69.2	30.8	13
I	100.0	0.0	3
J	75.0	25.0	20
K	60.0	40.0	40
L	58.8	41.2	34
O	71.4	28.6	21
P	100.0	0.0	2
UTD	0.0	100.0	1

Washing machine rebate

Region	Yes	No	n
	<i>percent</i>		
C	0.0	100.0	24
E	31.4	68.6	35
H	15.4	84.6	13
I	0.0	100.0	3
J	10.0	90.0	20
K	30.0	70.0	40
L	14.7	85.3	34
O	0.0	100.0	21
P	50.0	50.0	2
UTD	0.0	100.0	1

Pressure valve replacement

Region	Yes	No	n
	<i>percent</i>		
C	8.3	91.7	24
E	17.1	82.9	35
H	0.0	100.0	13
I	0.0	100.0	3
J	10.0	90.0	20
K	2.5	97.5	40
L	5.9	94.1	34
O	4.8	95.2	21
P	0.0	100.0	2
UTD	0.0	100.0	1

Showerhead retrofit

Region	Yes	No	n
	<i>percent</i>		
C	0.0	100.0	24
E	62.9	37.1	35
H	15.4	84.6	13
I	0.0	100.0	3
J	10.0	90.0	20
K	27.5	72.5	40
L	20.6	79.4	34
O	4.8	95.2	21
P	0.0	100.0	2
UTD	0.0	100.0	1

Water conservation kits

Region	Yes	No	n
	<i>percent</i>		
C	0.0	100.0	24
E	14.3	85.7	35
H	7.7	92.3	13
I	0.0	100.0	3
J	5.0	95.0	20
K	20.0	80.0	40
L	5.9	94.1	34
O	9.5	90.5	21
P	0.0	100.0	2
UTD	0.0	100.0	1

Water conservation tips

Region	Yes	No	n
	<i>percent</i>		
C	54.2	45.8	24
E	57.1	42.9	35
H	53.8	46.2	13
I	0.0	100.0	3
J	60.0	40.0	20
K	50.0	50.0	40
L	47.1	52.9	34
O	52.4	47.6	21
P	0.0	100.0	2
UTD	100.0	0.0	1

Leak detection

Region	Yes	No	n
	<i>percent</i>		
C	12.5	87.5	24
E	17.1	82.9	35
H	7.7	92.3	13
I	0.0	100.0	3
J	30.0	70.0	20
K	20.0	80.0	40
L	20.6	79.4	34
O	19.0	81.0	21
P	0.0	100.0	2
UTD	0.0	100.0	1

Lawn watering calculator

Region	Yes	No	n
	<i>percent</i>		
C	16.7	83.3	24
E	8.6	91.4	35
H	0.0	100.0	13
I	0.0	100.0	3
J	15.0	85.0	20
K	15.0	85.0	40
L	2.9	97.1	34
O	9.5	90.5	21
P	0.0	100.0	2
UTD	0.0	100.0	1

Irrigation system leak detection or monitoring

Region	Yes	No	n
	<i>percent</i>		
C	4.2	95.8	24
E	2.9	97.1	35
H	0.0	100.0	13
I	0.0	100.0	3
J	0.0	100.0	20
K	5.0	95.0	40
L	5.9	94.1	34
O	4.8	95.2	21
P	0.0	100.0	2
UTD	0.0	100.0	1

Landscaping rebate

Region	Yes	No	n
	<i>percent</i>		
C	0.0	100.0	24
E	34.3	65.7	35
H	0.0	100.0	13
I	0.0	100.0	3
J	0.0	100.0	20
K	5.0	95.0	40
L	0.0	100.0	34
O	0.0	100.0	21
P	0.0	100.0	2
UTD	0.0	100.0	1

Rain harvesting

Region	Yes	No	n
	<i>percent</i>		
C	8.3	91.7	24
E	2.9	97.1	35
H	0.0	100.0	13
I	0.0	100.0	3
J	5.0	95.0	20
K	17.5	82.5	40
L	0.0	100.0	34
O	0.0	100.0	21
P	0.0	100.0	2
UTD	0.0	100.0	1

Rain harvesting barrel rebate

Region	Yes	No	n
	<i>percent</i>		
C	4.2	95.8	24
E	0.0	100.0	35
H	0.0	100.0	13
I	0.0	100.0	3
J	0.0	100.0	20
K	20.0	80.0	40
L	0.0	100.0	34
O	0.0	100.0	21
P	0.0	100.0	2
UTD	0.0	100.0	1

Other

Region	Yes	No	n
	<i>percent</i>		
C	4.2	95.8	24
E	5.7	94.3	35
H	15.4	84.6	13
I	0.0	100.0	3
J	5.0	95.0	20
K	2.5	97.5	40
L	0.0	100.0	34
O	14.3	85.7	21
P	0.0	100.0	2
UTD	0.0	100.0	1

NOTE: A complete list of “Other” responses is available upon request

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Table 25

Rating of water provider’s conservation program(s)

	Exceptional	Good	Satisfactory	Needs improvement	n
	<i>percent</i>				
Availability of information	9.1	37.1	31.7	22.0	186
Clarity of program(s)	7.3	33.1	32.6	27.0	178
Effectiveness of programs(s)	7.6	19.9	36.3	36.3	171
Affordability of program(s)	11.9	26.1	32.4	29.5	176
Overall experience	8.9	29.6	33.5	27.9	179

NOTE: Includes only respondents who are served by a municipal water provider and who answered “Yes” in Figure 19.

Table 26

Rating of water provider's conservation program(s)

Availability of information

Region	Exceptional	Good	Satisfactory	Needs improvement	n
	<i>percent</i>				
C	8.0	44.0	32.0	16.0	25
E	5.7	42.9	31.4	20.0	35
H	10.0	30.0	10.0	50.0	10
I	0.0	25.0	50.0	25.0	4
J	15.0	30.0	30.0	25.0	20
K	5.3	44.7	36.8	13.2	38
L	9.4	28.1	31.3	31.3	32
O	21.1	31.6	31.6	15.8	19
P	0.0	50.0	0.0	50.0	2
UTD	0.0	0.0	100.0	0.0	1

Clarity of program(s)

Region	Exceptional	Good	Satisfactory	Needs improvement	n
	<i>percent</i>				
C	8.3	25.0	45.8	20.8	24
E	3.0	33.3	36.4	27.3	33
H	10.0	30.0	10.0	50.0	10
I	0.0	33.3	33.3	33.3	3
J	15.8	31.6	31.6	21.1	19
K	2.8	38.9	36.1	22.2	36
L	9.4	28.1	21.9	40.6	32
O	11.1	44.4	33.3	11.1	18
P	0.0	50.0	0.0	50.0	2
UTD	0.0	0.0	100.0	0.0	1

Effectiveness of program(s)

Region	Exceptional	Good	Satisfactory	Needs improvement	n
	<i>percent</i>				
C	9.1	13.6	40.9	36.4	22
E	0.0	33.3	36.4	30.3	33
H	10.0	20.0	20.0	50.0	10
I	0.0	33.3	0.0	66.7	3
J	17.6	17.6	35.3	29.4	17
K	2.9	14.3	42.9	40.0	35
L	12.9	19.4	25.8	41.9	31
O	11.8	11.8	52.9	23.5	17
P	0.0	50.0	0.0	50.0	2
UTD	0.0	0.0	100.0	0.0	1

Affordability of program(s)

Region	Exceptional	Good	Satisfactory	Needs improvement	n
	<i>percent</i>				
C	12.5	25.0	41.7	20.8	24
E	12.1	36.4	24.2	27.3	33
H	10.0	50.0	0.0	40.0	10
I	0.0	66.7	0.0	33.3	3
J	16.7	22.2	33.3	27.8	18
K	5.7	20.0	51.4	22.9	35
L	16.1	12.9	22.6	48.4	31
O	15.8	26.3	36.8	21.1	19
P	0.0	50.0	0.0	50.0	2
UTD	0.0	0.0	100.0	0.0	1

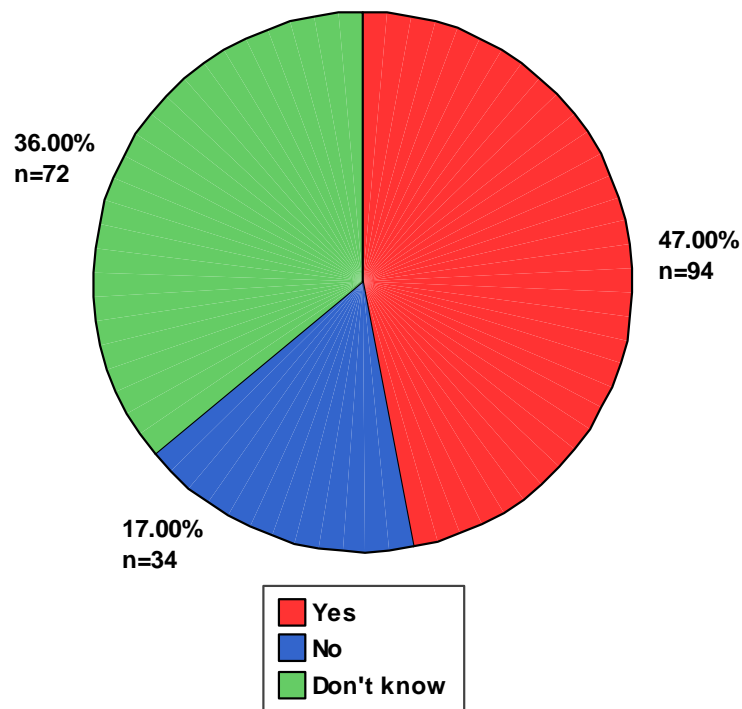
Overall experience

Region	Exceptional	Good	Satisfactory	Needs improvement	n
	<i>percent</i>				
C	12.5	29.2	37.5	20.8	24
E	3.1	43.8	28.1	25.0	32
H	8.3	33.3	8.3	50.0	12
I	0.0	33.3	33.3	33.3	3
J	15.8	26.3	36.8	21.1	19
K	2.9	23.5	52.9	20.6	34
L	12.5	21.9	21.9	43.8	32
O	15.8	26.3	36.8	21.1	19
P	0.0	66.7	0.0	33.3	3
UTD	0.0	0.0	100.0	0.0	1

Figure 20

Would recommend water provider's conservation program to other water providers in the State

(n = 200)



NOTE: Includes only respondents who are served by a municipal water provider and who answered "Yes" in Figure 19.

Table 27

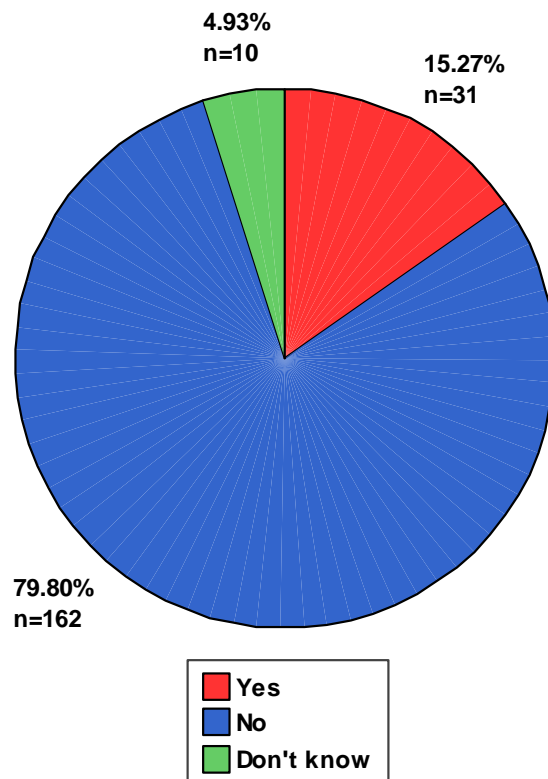
Would recommend water provider's conservation program to other water providers in the State

Region	Yes	No	Don't know	n
	<i>percent</i>			
C	44.4	14.8	40.7	27
E	62.2	16.2	21.6	37
H	53.8	15.4	30.8	13
I	50.0	25.0	25.0	4
J	28.6	0.0	71.4	21
K	42.1	15.8	42.1	38
L	44.4	30.6	25.0	36
O	50.0	15.0	35.0	20
P	33.3	33.3	33.3	3
UTD	100.0	0.0	0.0	1

Figure 21

Members of household ever participated in a rebate program

(n = 203)



NOTE: Includes only respondents who are served by a municipal water provider and who answered "Yes" in Figure 19.

Table 28

Members of household ever participated in a rebate program

Region	Yes	No	Don't know	n
	<i>percent</i>			
C	3.6	96.4	0.0	28
E	29.7	62.2	8.1	37
H	7.7	92.3	0.0	13
I	25.0	75.0	0.0	4
J	5.0	85.0	10.0	20
K	22.5	72.5	5.0	40
L	10.8	83.8	5.4	37
O	5.0	90.0	5.0	20
P	33.3	66.7	0.0	3
UTD	100.0	0.0	0.0	1

Table 29

Type of rebate program

Rebate type	n
Toilet	11
Washing machine	6
Showerhead	2
Hot water heater	1

NOTE: Includes only respondents who are served by a municipal water provider and who answered "Yes" in Figures 19 & 21.

Table 30

Type of rebate program

Toilet

Region	n
C	0
E	6
H	1
I	0
J	1
K	1
L	2
O	0
P	0
UTD	0

Washing machine

Region	n
C	0
E	1
H	1
I	0
J	0
K	0
L	3
O	0
P	1
UTD	0

Showerhead

Region	n
C	0
E	1
H	0
I	0
J	0
K	0
L	1
O	0
P	0
UTD	0

Hot water heater

Region	n
C	0
E	0
H	0
I	0
J	0
K	0
L	0
O	0
P	1
UTD	0

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Table 31

Methods used by water provider to inform household about rebate programs

Information source	Yes	No	n
	<i>percent</i>		
Newspaper articles	38.7	61.3	31
Newspaper advertisements	16.1	83.9	31
Magazine/trade publications	6.5	93.5	31
Magazine/trade advertisements	9.7	90.3	31
Direct mail	32.3	67.7	31
Chamber or civic publications	6.5	93.5	31
Utility bill/water bill insert	77.4	22.6	31
Radio news stories	9.7	90.3	31
Radio commercials	9.7	90.3	31
Television news stories	29.0	71.0	31
Television commercials	19.4	80.6	31
Government access television	3.2	96.8	31
Website/internet	6.5	93.5	31
Flyers/brochures	16.1	83.9	31
Events	3.2	96.8	31
E-mail messages	3.2	96.8	31
Word of mouth	29.0	71.0	31
Other	6.5	93.5	31

NOTE: Includes only respondents who are served by a municipal water provider and who answered “Yes” in Figures 19 & 21. A complete list of “Other” responses is available upon request.

Table 32

Methods used by water provider to inform household about rebate programs

Newspaper articles

Region	Yes	No	n
	<i>percent</i>		
C	0.0	100.0	1
E	18.2	81.8	11
H	0.0	100.0	1
I	0.0	100.0	1
J	100.0	0.0	1
K	66.7	33.3	9
L	50.0	50.0	4
O	100.0	0.0	1
P	0.0	100.0	1
UTD	0.0	100.0	1

Newspaper advertisements

Region	Yes	No	n
	<i>percent</i>		
C	0.0	100.0	1
E	0.0	100.0	11
H	0.0	100.0	1
I	0.0	100.0	1
J	100.0	0.0	1
K	22.2	77.8	9
L	25.0	75.0	4
O	0.0	100.0	1
P	100.0	0.0	1
UTD	0.0	100.0	1

Magazine/trade publications

Region	Yes	No	n
	<i>percent</i>		
C	0.0	100.0	1
E	0.0	100.0	11
H	0.0	100.0	1
I	0.0	100.0	1
J	0.0	100.0	1
K	11.1	88.9	9
L	25.0	75.0	4
O	0.0	100.0	1
P	0.0	100.0	1
UTD	0.0	100.0	1

Magazine/trade advertisements

Region	Yes	No	n
	<i>percent</i>		
C	0.0	100.0	1
E	0.0	100.0	11
H	100.0	0.0	1
I	100.0	0.0	1
J	0.0	100.0	1
K	0.0	100.0	9
L	25.0	75.0	4
O	0.0	100.0	1
P	0.0	100.0	1
UTD	0.0	100.0	1

Direct mail

Region	Yes	No	n
	<i>percent</i>		
C	100.0	0.0	1
E	27.3	72.7	11
H	0.0	100.0	1
I	100.0	0.0	1
J	0.0	100.0	1
K	22.2	77.8	9
L	50.0	50.0	4
O	0.0	100.0	1
P	0.0	100.0	1
UTD	100.0	0.0	1

Chamber or civic publications

Region	Yes	No	n
	<i>percent</i>		
C	100.0	0.0	1
E	0.0	100.0	11
H	0.0	100.0	1
I	0.0	100.0	1
J	0.0	100.0	1
K	0.0	100.0	9
L	0.0	100.0	4
O	100.0	0.0	1
P	0.0	100.0	1
UTD	0.0	100.0	1

Utility bill/water bill inserts

Region	Yes	No	n
	<i>percent</i>		
C	100.0	0.0	1
E	81.8	18.2	11
H	0.0	100.0	1
I	0.0	100.0	1
J	100.0	0.0	1
K	88.9	11.1	9
L	100.0	0.0	4
O	100.0	0.0	1
P	0.0	100.0	1
UTD	0.0	100.0	1

Radio news stories

Region	Yes	No	n
	<i>percent</i>		
C	0.0	100.0	1
E	9.1	90.9	11
H	0.0	100.0	1
I	0.0	100.0	1
J	0.0	100.0	1
K	11.1	88.9	9
L	25.0	75.0	4
O	0.0	100.0	1
P	0.0	100.0	1
UTD	0.0	100.0	1

Radio commercials

Region	Yes	No	n
	<i>percent</i>		
C	0.0	100.0	1
E	0.0	100.0	11
H	0.0	100.0	1
I	0.0	100.0	1
J	0.0	100.0	1
K	33.3	66.7	9
L	0.0	100.0	4
O	0.0	100.0	1
P	0.0	100.0	1
UTD	0.0	100.0	1

Television news

Region	Yes	No	n
	<i>percent</i>		
C	100.0	0.0	1
E	18.2	81.8	11
H	100.0	0.0	1
I	0.0	100.0	1
J	100.0	0.0	1
K	33.3	66.7	9
L	25.0	75.0	4
O	0.0	100.0	1
P	0.0	100.0	1
UTD	0.0	100.0	1

Television commercials

Region	Yes	No	n
	<i>percent</i>		
C	100.0	0.0	1
E	18.2	81.8	11
H	0.0	100.0	1
I	0.0	100.0	1
J	0.0	100.0	1
K	33.3	66.7	9
L	0.0	100.0	4
O	0.0	100.0	1
P	0.0	100.0	1
UTD	0.0	100.0	1

Government access television

Region	Yes	No	n
	<i>percent</i>		
C	0.0	100.0	1
E	0.0	100.0	11
H	0.0	100.0	1
I	0.0	100.0	1
J	0.0	100.0	1
K	11.1	88.9	9
L	0.0	100.0	4
O	0.0	100.0	1
P	0.0	100.0	1
UTD	0.0	100.0	1

Websites/Internet

Region	Yes	No	n
	<i>percent</i>		
C	0.0	100.0	1
E	9.1	90.9	11
H	0.0	100.0	1
I	0.0	100.0	1
J	0.0	100.0	1
K	11.1	88.9	9
L	0.0	100.0	4
O	0.0	100.0	1
P	0.0	100.0	1
UTD	0.0	100.0	1

Flyers/brochures

Region	Yes	No	n
	<i>percent</i>		
C	100.0	0.0	1
E	0.0	100.0	11
H	0.0	100.0	1
I	0.0	100.0	1
J	0.0	100.0	1
K	22.2	77.8	9
L	25.0	75.0	4
O	100.0	0.0	1
P	0.0	100.0	1
UTD	0.0	100.0	1

Events

Region	Yes	No	n
	<i>percent</i>		
C	0.0	100.0	1
E	0.0	100.0	11
H	0.0	100.0	1
I	0.0	100.0	1
J	0.0	100.0	1
K	11.1	88.9	9
L	0.0	100.0	4
O	0.0	100.0	1
P	0.0	100.0	1
UTD	0.0	100.0	1

Email messages

Region	Yes	No	n
	<i>percent</i>		
C	0.0	100.0	1
E	0.0	100.0	11
H	0.0	100.0	1
I	0.0	100.0	1
J	0.0	100.0	1
K	0.0	100.0	9
L	0.0	100.0	4
O	0.0	100.0	1
P	0.0	100.0	1
UTD	100.0	0.0	1

Word of mouth

Region	Yes	No	n
	<i>percent</i>		
C	0.0	100.0	1
E	18.2	81.8	11
H	0.0	100.0	1
I	0.0	100.0	1
J	0.0	100.0	1
K	55.6	44.4	9
L	0.0	100.0	4
O	100.0	0.0	1
P	100.0	0.0	1
UTD	0.0	100.0	1

Other

Region	Yes	No	n
	<i>percent</i>		
C	0.0	100.0	1
E	9.1	90.9	11
H	0.0	100.0	1
I	0.0	100.0	1
J	0.0	100.0	1
K	11.1	88.9	9
L	0.0	100.0	4
O	0.0	100.0	1
P	0.0	100.0	1
UTD	0.0	100.0	1

NOTE: A complete list of “Other” responses is available upon request.

Section V

Household Water Conservation Practices

Tables 33 through 44 and Figures 22 through 25 summarize respondents' household water conservation habits.

Table 33

Source where household members receive information on water conservation and water saving tips

Information source	Yes	No	n
	<i>percent</i>		
Newspaper articles	54.1	45.9	1918
Newspaper advertisements	7.6	92.4	1919
Magazine/trade publications	17.5	82.5	1918
Magazine/trade advertisements	5.4	94.6	1919
Direct mail	12.5	87.5	1916
Chamber or civic publications	6.0	94.0	1918
Utility bill/water bill insert	29.5	70.5	1918
Radio news stories	16.9	83.1	1919
Radio commercials	6.2	93.8	1916
Television news stories	48.0	52.0	1916
Television commercials	17.4	82.6	1916
Government access television	1.8	98.2	1916
Website/internet	13.2	86.8	1917
Flyers/brochures	8.6	91.4	1917
Events	3.6	96.4	1918
E-mail messages	2.8	97.2	1919
Hotline	0.5	99.5	1919
Word of mouth	23.0	77.0	1918
Other	5.4	94.6	1917
Does not access information on water conservation or water-saving tips	13.0	87.0	1917

NOTE: A complete list of “Other” responses is available upon request.

Table 34

Source where household members receive information on water conservation and water saving tips

Newspaper articles

Region	Yes	No	n
	<i>percent</i>		
C	49.5	50.5	216
E	49.5	50.5	184
H	47.4	52.6	211
I	45.9	54.1	209
J	65.0	35.0	206
K	55.8	44.2	267
L	56.2	43.8	203
O	58.7	41.3	206
P	57.8	42.2	204
UTD	58.3	41.7	12

Newspaper advertisements

Region	Yes	No	n
	<i>percent</i>		
C	8.3	91.7	216
E	8.7	91.3	184
H	6.1	93.9	212
I	3.8	96.2	209
J	8.7	91.3	206
K	9.4	90.6	267
L	7.9	92.1	203
O	8.3	91.7	206
P	6.4	93.6	204
UTD	8.3	91.7	12

Magazine/trade publications

Region	Yes	No	n
	<i>percent</i>		
C	14.8	85.2	216
E	16.8	83.2	184
H	21.7	78.3	212
I	15.3	84.7	209
J	22.8	77.2	206
K	19.2	80.8	266
L	17.2	82.8	203
O	13.6	86.4	206
P	15.7	84.3	204
UTD	16.7	83.3	12

Magazine/trade advertisements

Region	Yes	No	n
	<i>percent</i>		
C	6.0	94.0	216
E	6.0	94.0	184
H	5.2	94.8	212
I	5.3	94.7	209
J	6.8	93.2	206
K	4.5	95.5	267
L	5.4	94.6	203
O	5.3	94.7	206
P	4.4	95.6	204
UTD	0.0	100.0	12

Direct mail

Region	Yes	No	n
	<i>percent</i>		
C	12.5	87.5	216
E	15.8	84.2	184
H	11.8	88.2	212
I	15.3	84.7	209
J	9.2	90.8	206
K	12.0	88.0	266
L	11.3	88.7	203
O	11.2	88.8	206
P	13.4	86.6	202
UTD	16.7	83.3	12

Chamber or civic publications

Region	Yes	No	n
	<i>percent</i>		
C	6.9	93.1	216
E	10.9	89.1	184
H	4.7	95.3	212
I	4.3	95.7	209
J	4.9	95.1	206
K	5.6	94.4	266
L	4.9	95.1	203
O	6.8	93.2	206
P	5.4	94.6	204
UTD	16.7	83.3	12

Utility bill/water bill inserts

Region	Yes	No	n
	<i>percent</i>		
C	46.8	53.2	216
E	31.0	69.0	184
H	32.5	67.5	212
I	22.0	78.0	209
J	24.3	75.7	206
K	28.5	71.5	267
L	37.4	62.6	203
O	23.8	76.2	206
P	19.2	80.8	203
UTD	25.0	75.0	12

Radio news stories

Region	Yes	No	n
	<i>percent</i>		
C	17.1	82.9	216
E	16.8	83.2	184
H	12.7	87.3	212
I	13.4	86.6	209
J	16.0	84.0	206
K	21.3	78.7	267
L	19.7	80.3	203
O	17.5	82.5	206
P	17.2	82.8	204
UTD	8.3	91.7	12

Radio commercials

Region	Yes	No	n
	<i>percent</i>		
C	4.6	95.4	216
E	10.3	89.7	184
H	2.8	97.2	212
I	1.4	98.6	208
J	6.8	93.2	205
K	4.9	95.1	267
L	7.9	92.1	203
O	8.3	91.7	205
P	10.3	89.7	204
UTD	0.0	100.0	12

Television news

Region	Yes	No	n
	<i>percent</i>		
C	47.4	52.6	215
E	38.0	62.0	184
H	46.2	53.8	212
I	43.3	56.7	208
J	52.7	47.3	205
K	50.6	49.4	267
L	54.2	45.8	203
O	51.5	48.5	206
P	47.1	52.9	204
UTD	41.7	58.3	12

Television commercials

Region	Yes	No	n
	<i>percent</i>		
C	19.0	81.0	216
E	26.1	73.9	184
H	14.2	85.8	212
I	13.0	87.0	208
J	16.0	84.0	206
K	13.1	86.9	267
L	18.8	81.2	202
O	22.0	78.0	205
P	17.2	82.8	204
UTD	8.3	91.7	12

Government access television

Region	Yes	No	n
	<i>percent</i>		
C	3.7	96.3	216
E	2.7	97.3	184
H	1.9	98.1	212
I	2.4	97.6	209
J	1.5	98.5	205
K	0.4	99.6	266
L	0.5	99.5	203
O	1.9	98.1	206
P	1.5	98.5	203
UTD	0.0	100.0	12

Websites/Internet

Region	Yes	No	n
	<i>percent</i>		
C	15.3	84.7	216
E	20.7	79.3	184
H	14.2	85.8	211
I	9.1	90.9	209
J	16.5	83.5	206
K	12.0	88.0	267
L	14.4	85.6	202
O	10.7	89.3	206
P	7.8	92.2	204
UTD	0.0	100.0	12

Flyers/brochures

Region	Yes	No	n
	<i>percent</i>		
C	11.1	88.9	216
E	9.8	90.2	184
H	10.4	89.6	212
I	6.2	93.8	209
J	5.8	94.2	206
K	6.0	94.0	266
L	10.3	89.7	203
O	8.3	91.7	206
P	10.3	89.7	203
UTD	8.3	91.7	12

Events

Region	Yes	No	n
	<i>percent</i>		
C	2.3	97.7	216
E	6.0	94.0	184
H	2.4	97.6	212
I	0.5	99.5	209
J	3.9	96.1	206
K	4.5	95.5	267
L	4.9	95.1	203
O	4.9	95.1	205
P	3.4	96.6	204
UTD	8.3	91.7	12

Email messages

Region	Yes	No	n
	<i>percent</i>		
C	2.8	97.2	216
E	6.0	94.0	184
H	3.3	96.7	212
I	1.9	98.1	209
J	2.4	97.6	206
K	1.9	98.1	267
L	3.4	96.6	203
O	2.4	97.6	206
P	2.0	98.0	204
UTD	0.0	100.0	12

Hotline

Region	Yes	No	n
	<i>percent</i>		
C	0.0	100.0	216
E	1.1	98.9	184
H	0.5	99.5	212
I	0.0	100.0	209
J	0.5	99.5	206
K	0.4	99.6	267
L	1.0	99.0	203
O	0.5	99.5	206
P	0.5	99.5	204
UTD	0.0	100.0	12

Word of mouth

Region	Yes	No	n
	<i>percent</i>		
C	23.1	76.9	216
E	27.7	72.3	184
H	17.9	82.1	212
I	16.3	83.7	208
J	27.2	72.8	206
K	24.0	76.0	267
L	24.1	75.9	203
O	21.8	78.2	206
P	26.0	74.0	204
UTD	16.7	83.3	12

Other

Region	Yes	No	n
	<i>percent</i>		
C	5.1	94.9	216
E	6.0	94.0	184
H	7.5	92.5	212
I	1.4	98.6	209
J	5.8	94.2	206
K	6.7	93.3	267
L	6.4	93.6	203
O	3.9	96.1	205
P	5.9	94.1	203
UTD	0.0	100.0	12

NOTE: A complete list of “Other” responses is available upon request.

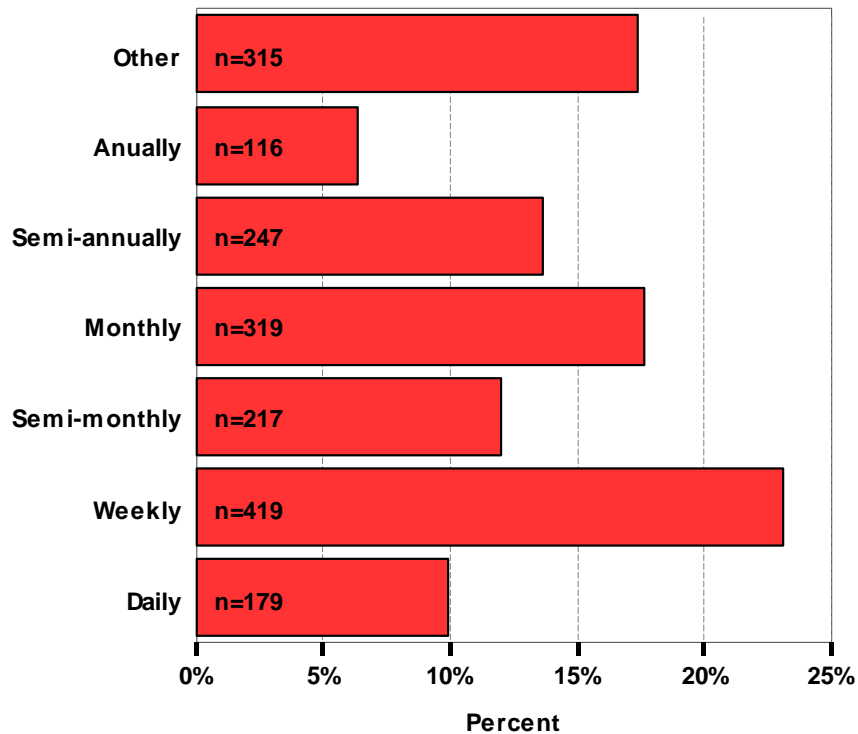
I do not access information on water conservation or water-saving tips

Region	Yes	No	n
	<i>percent</i>		
C	11.1	88.9	216
E	15.8	84.2	183
H	15.1	84.9	212
I	20.6	79.4	209
J	9.2	90.8	206
K	13.5	86.5	267
L	6.9	93.1	203
O	11.2	88.8	205
P	14.2	85.8	204
UTD	8.3	91.7	12

Figure 22

How often household members hear about water conservation in the media

(n = 1812)



NOTE: A complete list of "Other" responses is available upon request.

Table 35

How often household members hear about water conservation in the media

Region	Daily	Weekly	Semi-weekly	Monthly	Semi-annually	Annually	Other	n
	<i>percent</i>							
C	5.4	22.1	14.2	18.1	17.6	7.4	15.2	204
E	9.0	23.6	10.1	15.7	14.0	6.7	20.8	178
H	2.0	14.9	12.4	21.9	21.9	9.0	17.9	201
I	3.2	14.0	9.1	19.9	16.7	11.3	25.8	186
J	20.1	28.4	10.3	11.8	10.3	4.9	14.2	204
K	9.8	21.5	14.1	16.8	11.7	4.7	21.5	256
L	18.1	30.6	9.3	15.5	8.8	4.1	13.5	193
O	13.1	31.3	10.6	18.7	7.6	4.0	14.6	198
P	7.1	21.3	15.8	21.3	15.3	6.0	13.1	183
UTD	22.2	33.3	33.3	0.0	0.0	11.1	0.0	9

NOTE: A complete list of "Other" responses is available upon request.

Figure 23

**Household members employ any
water conservation practice**

(n = 1865)

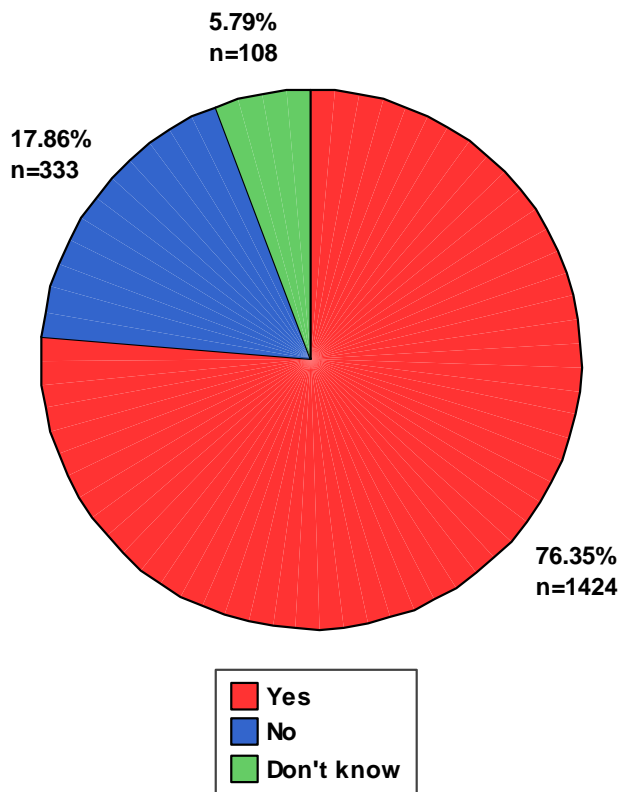


Table 36

Household members employ any water conservation practice

Region	Yes	No	Don't know	n
	<i>percent</i>			
C	77.1	15.4	7.5	201
E	85.1	11.7	3.2	188
H	76.0	19.7	4.3	208
I	64.3	27.1	8.5	199
J	83.0	15.0	2.0	200
K	80.5	16.1	3.4	267
L	76.7	16.8	6.4	202
O	72.5	15.5	12.0	200
P	69.7	24.5	5.9	188
UTD	91.7	8.3	0.0	12

Table 37

Household water conservation practices

Actions	Have You?			How likely are you to in the future?		
	Yes	No	Not Applicable	Very Likely	Somewhat Likely	Not Likely
	<i>percent</i>			<i>percent</i>		
Water landscaping less (n = 1503)	69.2	15.1	15.7	65.8	17.0	17.2
Adjust sprinkler schedules regularly (n = 1199)	50.1	12.9	36.9	54.4	14.2	31.4
Sweep debris off driveways, patios, etc. rather than use a water hose (n = 1526)	85.1	6.1	8.8	83.1	7.9	9.0
Use washing machine less or only with a full load (n = 1584)	88.6	9.8	1.6	85.7	9.3	5.1
Repair leaks or drips (n = 1548)	94.1	2.5	3.4	92.6	5.0	2.4
Take short showers (5 minutes or less) (n = 1581)	70.7	27.2	2.2	68.1	20.6	11.4
Collect cold water for other uses while waiting for water to heat up (n = 1551)	24.0	69.1	6.8	34.0	38.0	28.0
Use dishwasher less or only with a full load (n = 1387)	74.9	4.2	20.9	75.6	5.8	18.6
Wash dishes by hand (n = 1531)	74.6	23.2	2.2	70.0	18.2	11.9
Turn off water while brushing teeth or shaving (n = 1599)	80.8	18.5	0.7	81.9	13.1	5.0
Redirect downspouts towards lawn/plants (n = 1373)	45.6	25.7	28.7	53.7	16.6	29.7
Use Texas native or low water use plants in landscaping (n = 1478)	58.6	23.7	17.7	61.8	18.9	19.4
Rainwater harvesting (n = 1488)	24.1	62.4	13.6	36.7	31.3	32.1
Retrofit plumbing fixtures (n = 1389)	32.5	51.7	15.8	38.9	31.8	29.3
Use water saving appliances (n = 1493)	61.4	30.9	7.8	65.4	22.4	12.3
Other (n = 61)	52.5	13.1	34.4	55.7	11.5	32.8

NOTE: A complete list of “Other” responses is available upon request.

Table 38

Household water conservation practices

Water landscaping less

Region	Have You?			How likely are you to in the future?		
	Yes	No	Not Applicable	Very Likely	Somewhat Likely	Not Likely
	<i>percent</i>			<i>percent</i>		
C (n = 175)	73.1	11.4	15.4	64.0	17.7	18.3
E (n = 144)	69.4	15.3	15.3	65.3	15.3	19.4
H (n = 171)	65.5	18.1	16.4	60.8	25.1	14.0
I (n = 153)	56.9	17.6	25.5	56.2	17.6	26.1
J (n = 170)	74.7	15.3	10.0	71.8	15.3	12.9
K (n = 212)	74.5	13.7	11.8	71.7	14.2	14.2
L (n = 171)	74.3	12.3	13.5	72.5	13.5	14.0
O (n = 141)	66.0	16.3	17.7	63.8	16.3	19.9
P (n = 158)	63.3	17.7	19.0	61.4	19.6	19.0
UTD (n = 8)	100.0	0.0	0.0	100.0	0.0	0.0

Adjust sprinkler schedules regularly

Region	Have You?			How likely are you to in the future?		
	Yes	No	Not Applicable	Very Likely	Somewhat Likely	Not Likely
	<i>percent</i>			<i>percent</i>		
C (n = 138)	53.6	10.1	36.2	55.8	13.8	30.4
E (n = 111)	45.9	13.5	40.5	50.5	9.9	39.6
H (n = 141)	46.8	18.4	34.8	50.4	22.0	27.7
I (n = 104)	27.9	21.2	51.0	40.4	16.3	43.3
J (n = 130)	60.0	10.8	29.2	59.2	12.3	28.5
K (n = 173)	56.1	9.2	34.7	60.7	14.5	24.9
L (n = 135)	55.6	10.4	34.1	62.2	11.1	26.7
O (n = 123)	53.7	14.6	31.7	55.3	15.4	29.3
P (n = 136)	44.1	11.8	44.1	47.8	12.5	39.7
UTD (n = 8)	62.5	0.0	37.5	87.5	0.0	12.5

Sweep debris off driveways, patios, etc., rather than use a water hose

Region	Have You?			How likely are you to in the future?		
	Yes	No	Not Applicable	Very Likely	Somewhat Likely	Not Likely
	<i>percent</i>			<i>percent</i>		
C (n = 172)	87.2	4.1	8.7	86.0	6.4	7.6
E (n = 152)	82.9	7.2	9.9	78.9	9.9	11.2
H (n = 172)	88.4	5.8	5.8	84.3	11.0	4.7
I (n = 161)	83.2	5.6	11.2	77.0	11.2	11.8
J (n = 169)	82.8	8.9	8.3	83.4	5.9	10.7
K (n = 212)	83.5	4.2	12.3	84.4	7.1	8.5
L (n = 168)	85.1	7.7	7.1	83.9	6.0	10.1
O (n = 144)	81.3	9.0	9.7	77.8	10.4	11.8
P (n = 167)	89.8	3.6	6.6	89.2	4.2	6.6
UTD (n = 9)	100.0	0.0	0.0	100.0	0.0	0.0

*Use washing machine less
or only with a full load*

Region	Have You?			How likely are you to in the future?		
	Yes	No	Not Applicable	Very Likely	Somewhat Likely	Not Likely
	<i>percent</i>			<i>percent</i>		
C (n = 178)	89.3	9.0	1.7	86.0	9.6	4.5
E (n = 160)	94.4	5.6	0.0	87.5	9.4	3.1
H (n = 176)	86.4	13.1	0.6	85.8	11.4	2.8
I (n = 169)	87.6	11.8	0.6	81.7	14.2	4.1
J (n = 181)	90.6	7.2	2.2	86.7	7.2	6.1
K (n = 221)	86.9	10.9	2.3	88.7	7.7	3.6
L (n = 173)	89.6	8.1	2.3	88.4	4.6	6.9
O (n = 147)	88.4	9.5	2.0	78.9	14.3	6.8
P (n = 170)	84.1	13.5	2.4	84.7	7.1	8.2
UTD (n = 9)	100.0	0.0	0.0	100.0	0.0	0.0

Repair leaks or drips

Region	Have You?			How likely are you to in the future?		
	Yes	No	Not Applicable	Very Likely	Somewhat Likely	Not Likely
	<i>percent</i>			<i>percent</i>		
C (n = 172)	93.6	4.1	2.3	93.6	5.8	0.6
E (n = 158)	98.7	1.3	0.0	92.4	5.7	1.9
H (n = 176)	93.2	2.8	4.0	92.6	5.7	1.7
I (n = 162)	93.2	4.9	1.9	93.8	4.3	1.9
J (n = 173)	93.1	2.3	4.6	93.1	3.5	3.5
K (n = 215)	94.0	2.3	3.7	93.0	5.1	1.9
L (n = 173)	93.1	1.2	5.8	93.1	3.5	3.5
O (n = 144)	95.1	1.4	3.5	88.9	7.6	3.5
P (n = 166)	93.4	2.4	4.2	92.2	4.2	3.6
UTD (n = 9)	100.0	0.0	0.0	100.0	0.0	0.0

Take short showers (5 minutes or less)

Region	Have You?			How likely are you to in the future?		
	Yes	No	Not Applicable	Very Likely	Somewhat Likely	Not Likely
	<i>percent</i>			<i>percent</i>		
C (n = 176)	73.9	26.1	0.0	65.9	22.2	11.9
E (n = 160)	73.1	25.6	1.3	70.0	21.3	8.8
H (n = 174)	66.7	31.6	1.7	65.5	22.4	12.1
I (n = 167)	67.7	30.5	1.8	64.7	21.0	14.4
J (n = 183)	69.9	27.3	2.7	67.8	19.7	12.6
K (n = 224)	72.3	25.9	1.8	71.9	21.0	7.1
L (n = 172)	69.8	27.9	2.3	71.5	14.0	14.5
O (n = 148)	64.9	31.1	4.1	58.8	26.4	14.9
P (n = 168)	76.2	19.6	4.2	73.8	17.9	8.3
UTD (n = 9)	77.8	22.2	0.0	77.8	22.2	0.0

Collect cold water for other uses while waiting for water to heat up

Region	Have You?			How likely are you to in the future?		
	Yes	No	Not Applicable	Very Likely	Somewhat Likely	Not Likely
	<i>percent</i>			<i>percent</i>		
C (n = 174)	20.7	71.8	7.5	30.5	43.7	25.9
E (n = 153)	39.2	56.9	3.9	47.1	34.0	19.0
H (n = 173)	15.6	79.2	5.2	28.9	45.7	25.4
I (n = 161)	24.2	72.0	3.7	26.1	35.4	38.5
J (n = 177)	25.4	64.4	10.2	36.7	30.5	32.8
K (n = 221)	26.7	67.4	5.9	37.6	36.7	25.8
L (n = 171)	22.8	67.8	9.4	36.8	35.1	28.1
O (n = 149)	16.8	75.2	8.1	26.2	40.9	32.9
P (n = 163)	23.3	69.3	7.4	33.1	41.7	25.2
UTD (n = 9)	55.6	33.3	11.1	66.7	22.2	11.1

Use dishwasher less or only with a full load

Region	Have You?			How likely are you to in the future?		
	Yes	No	Not Applicable	Very Likely	Somewhat Likely	Not Likely
	<i>percent</i>			<i>percent</i>		
C (n = 164)	86.6	1.8	11.6	84.8	4.3	11.0
E (n = 125)	60.0	3.2	36.8	62.4	4.8	32.8
H (n = 166)	84.3	3.6	12.0	81.3	8.4	10.2
I (n = 144)	80.6	2.1	17.4	79.2	6.3	14.6
J (n = 148)	71.6	6.8	21.6	73.0	7.4	19.6
K (n = 199)	79.4	4.0	16.6	80.4	3.5	16.1
L (n = 155)	69.7	3.9	26.5	73.5	5.2	21.3
O (n = 130)	70.0	7.7	22.3	67.7	9.2	23.1
P (n = 148)	64.9	5.4	29.7	71.6	4.1	24.3
UTD (n = 8)	87.5	0.0	12.5	87.5	0.0	12.5

Wash dishes by hand

Region	Have You?			How likely are you to in the future?		
	Yes	No	Not Applicable	Very Likely	Somewhat Likely	Not Likely
	<i>percent</i>			<i>percent</i>		
C (n = 166)	66.3	31.3	2.4	58.4	23.5	18.1
E (n = 151)	86.1	11.3	2.6	78.8	13.2	7.9
H (n = 174)	73.6	24.7	1.7	66.7	23.0	10.3
I (n = 159)	69.2	27.7	3.1	66.0	20.8	13.2
J (n = 174)	72.4	26.4	1.1	73.6	12.6	13.8
K (n = 212)	76.4	20.3	3.3	74.5	15.1	10.4
L (n = 173)	78.0	20.8	1.2	72.3	19.1	8.7
O (n = 147)	68.0	29.3	2.7	61.9	24.5	13.6
P (n = 167)	80.2	18.6	1.2	75.4	13.2	11.4
UTD (n = 8)	87.5	0.0	12.5	75.0	12.5	12.5

Turn off water while brushing teeth or shaving

Region	Have You?			How likely are you to in the future?		
	Yes	No	Not Applicable	Very Likely	Somewhat Likely	Not Likely
	<i>percent</i>			<i>percent</i>		
C (n = 177)	85.3	14.1	0.6	84.7	13.0	2.3
E (n = 162)	90.1	9.9	0.0	87.7	7.4	4.9
H (n = 175)	82.9	16.6	0.6	84.0	13.7	2.3
I (n = 169)	76.3	23.1	0.6	76.9	19.5	3.6
J (n = 179)	78.8	20.7	0.6	80.4	13.4	6.1
K (n = 227)	78.0	21.6	0.4	81.5	11.0	7.5
L (n = 177)	83.1	15.3	1.7	85.3	11.3	3.4
O (n = 152)	77.6	21.1	1.3	77.6	15.1	7.2
P (n = 172)	75.6	23.8	0.6	78.5	14.0	7.6
UTD (n = 9)	88.9	11.1	0.0	88.9	11.1	0.0

Redirect downspouts toward lawn/plants

Region	Have You?			How likely are you to in the future?		
	Yes	No	Not Applicable	Very Likely	Somewhat Likely	Not Likely
	<i>percent</i>			<i>percent</i>		
C (n = 154)	43.5	29.9	26.6	53.9	17.5	28.6
E (n = 137)	51.8	20.4	27.7	56.2	13.1	30.7
H (n = 164)	37.8	32.9	29.3	50.6	20.7	28.7
I (n = 137)	33.6	32.1	34.3	43.8	16.8	39.4
J (n = 152)	43.4	25.0	31.6	50.0	14.5	35.5
K (n = 190)	50.0	26.3	23.7	64.2	18.4	17.4
L (n = 144)	54.9	19.4	25.7	59.7	15.3	25.0
O (n = 135)	46.7	23.7	29.6	45.2	20.0	34.8
P (n = 154)	46.8	21.4	31.8	53.9	13.0	33.1
UTD (n = 6)	83.3	0.0	16.7	100.0	0.0	0.0

Use Texas native or low water use plants in landscaping

Region	Have You?			How likely are you to in the future?		
	Yes	No	Not Applicable	Very Likely	Somewhat Likely	Not Likely
	<i>percent</i>			<i>percent</i>		
C (n = 159)	60.4	25.2	14.5	62.3	21.4	16.4
E (n = 148)	68.2	16.9	14.9	68.9	15.5	15.5
H (n = 167)	50.3	32.3	17.4	55.1	25.7	19.2
I (n = 146)	37.0	36.3	26.7	42.5	25.3	32.2
J (n = 171)	74.9	9.4	15.8	76.0	9.4	14.6
K (n = 212)	62.3	20.8	17.0	67.5	17.9	14.6
L (n = 164)	67.1	15.9	17.1	67.7	14.0	18.3
O (n = 142)	48.6	33.1	18.3	56.3	20.4	23.2
P (n = 161)	52.8	28.6	18.6	54.7	21.7	23.6
UTD (n = 8)	87.5	0.0	12.5	75.0	12.5	12.5

Rainwater harvesting

Region	Have You?			How likely are you to in the future?		
	Yes	No	Not Applicable	Very Likely	Somewhat Likely	Not Likely
	<i>percent</i>			<i>percent</i>		
C (n = 169)	17.2	71.0	11.8	32.0	37.9	30.2
E (n = 141)	34.0	48.9	17.0	48.9	21.3	29.8
H (n = 174)	16.7	71.3	12.1	29.3	37.4	33.3
I (n = 149)	20.1	68.5	11.4	26.8	30.9	42.3
J (n = 169)	21.3	60.9	17.8	36.7	28.4	34.9
K (n = 212)	27.4	62.7	9.9	42.5	33.5	24.1
L (n = 161)	22.4	58.4	19.3	34.8	32.9	32.3
O (n = 145)	28.3	60.7	11.0	35.9	30.3	33.8
P (n = 160)	29.4	56.9	13.8	41.9	25.6	32.5
UTD (n = 8)	50.0	50.0	0.0	62.5	37.5	0.0

Retrofit plumbing fixtures

Region	Have You?			How likely are you to in the future?		
	Yes	No	Not Applicable	Very Likely	Somewhat Likely	Not Likely
	<i>percent</i>			<i>percent</i>		
C (n = 154)	27.3	57.1	15.6	37.0	33.8	29.2
E (n = 136)	41.9	43.4	14.7	48.5	26.5	25.0
H (n = 164)	26.8	59.1	14.0	31.7	37.8	30.5
I (n = 136)	22.1	61.0	16.9	26.5	33.8	39.7
J (n = 156)	37.2	49.4	13.5	42.9	26.9	30.1
K (n = 197)	37.6	47.2	15.2	43.7	32.5	23.9
L (n = 151)	35.8	47.0	17.2	42.4	29.8	27.8
O (n = 135)	34.1	49.6	16.3	39.3	33.3	27.4
P (n = 153)	27.5	52.9	19.6	35.3	31.4	33.3
UTD (n = 7)	71.4	28.6	0.0	71.4	28.6	0.0

Use water saving appliances

Region	Have You?			How likely are you to in the future?		
	Yes	No	Not Applicable	Very Likely	Somewhat Likely	Not Likely
	<i>percent</i>			<i>percent</i>		
C (n = 168)	60.1	32.7	7.1	66.1	27.4	6.5
E (n = 147)	61.9	28.6	9.5	67.3	17.7	15.0
H (n = 168)	63.1	32.1	4.8	63.7	26.8	9.5
I (n = 156)	55.8	35.9	8.3	59.6	25.0	15.4
J (n = 165)	60.0	31.5	8.5	66.7	18.2	15.2
K (n = 215)	61.9	30.2	7.9	66.0	20.9	13.0
L (n = 165)	64.8	27.3	7.9	70.3	21.2	8.5
O (n = 138)	60.1	34.1	5.8	60.9	23.2	15.9
P (n = 162)	63.0	26.5	10.5	66.0	21.0	13.0
UTD (n = 9)	77.8	22.2	0.0	77.8	22.2	0.0

Attitudes and Behaviors on Water Conservation in Texas

Other

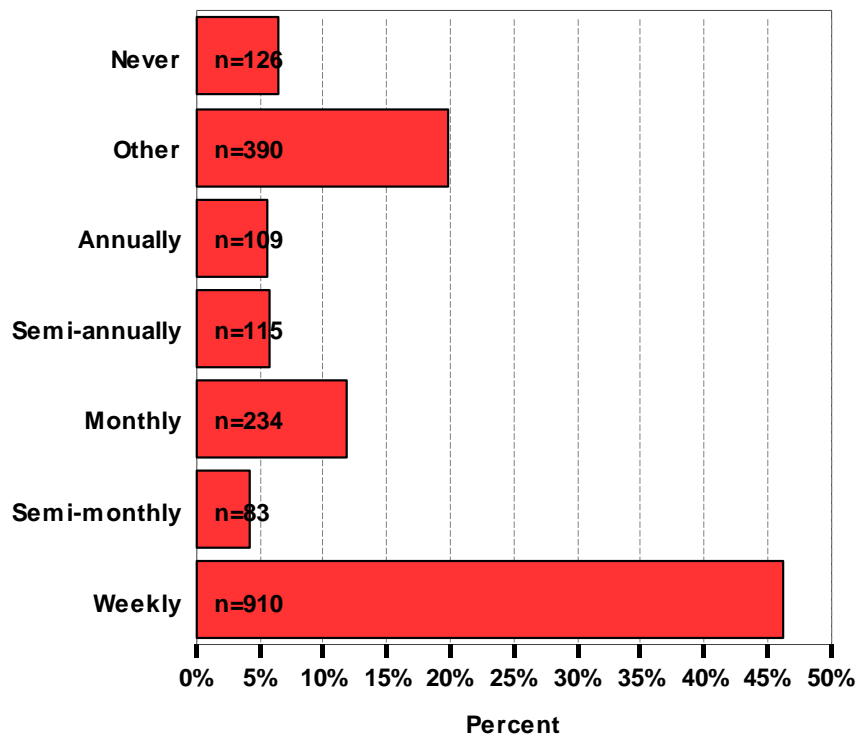
Region	Have You?			How likely are you to in the future?		
	Yes	No	Not Applicable	Very Likely	Somewhat Likely	Not Likely
	<i>percent</i>			<i>percent</i>		
C (n = 6)	50.0	33.1	16.7	50.0	16.7	33.3
E (n = 8)	75.0	25.0	0.0	75.0	0.0	25.0
H (n = 4)	25.0	25.0	50.0	50.0	50.0	0.0
I (n = 4)	50.0	25.0	25.0	50.0	25.0	25.0
J (n = 6)	66.7	0.0	33.3	50.0	16.7	33.3
K (n = 12)	66.7	0.0	33.3	66.7	0.0	33.3
L (n = 6)	33.3	0.0	66.7	33.3	0.0	66.7
O (n = 7)	42.9	14.3	42.9	71.4	0.0	28.6
P (n = 7)	28.6	14.3	57.1	28.6	28.6	42.9
UTD (n = 1)	100.0	0.0	0.0	100.0	0.0	0.0

NOTE: A complete list of "Other" responses is available upon request.

Figure 24

How often household members check faucets or fixtures for leaks

(n = 1967)



NOTE: A complete list of "Other" responses is available upon request.

Table 39

How often household members check faucets or fixtures for leaks

Region	Weekly	Semi-monthly	Monthly	Semi-annually	Annually	Other	Never	n
	<i>percent</i>							
C	45.5	3.3	11.8	7.6	10.9	12.8	8.1	211
E	40.4	4.3	15.4	3.7	4.3	27.1	4.8	188
H	46.4	5.4	8.0	9.8	7.1	17.4	5.8	224
I	48.3	3.8	10.5	6.7	3.3	16.7	10.5	209
J	49.8	4.1	10.6	1.4	3.7	24.9	5.5	217
K	47.7	3.9	10.4	3.9	3.9	25.8	4.3	279
L	44.2	5.8	14.9	6.7	5.8	16.8	5.8	208
O	48.8	2.9	10.0	6.7	6.7	18.2	6.7	209
P	43.8	3.8	16.7	6.2	4.8	17.6	7.1	210
UTD	50.0	16.7	8.3	8.3	0.0	16.7	0.0	12

NOTE: A complete list of "Other" responses is available upon request.

Figure 25

Household position on water conservation

(n = 1972)

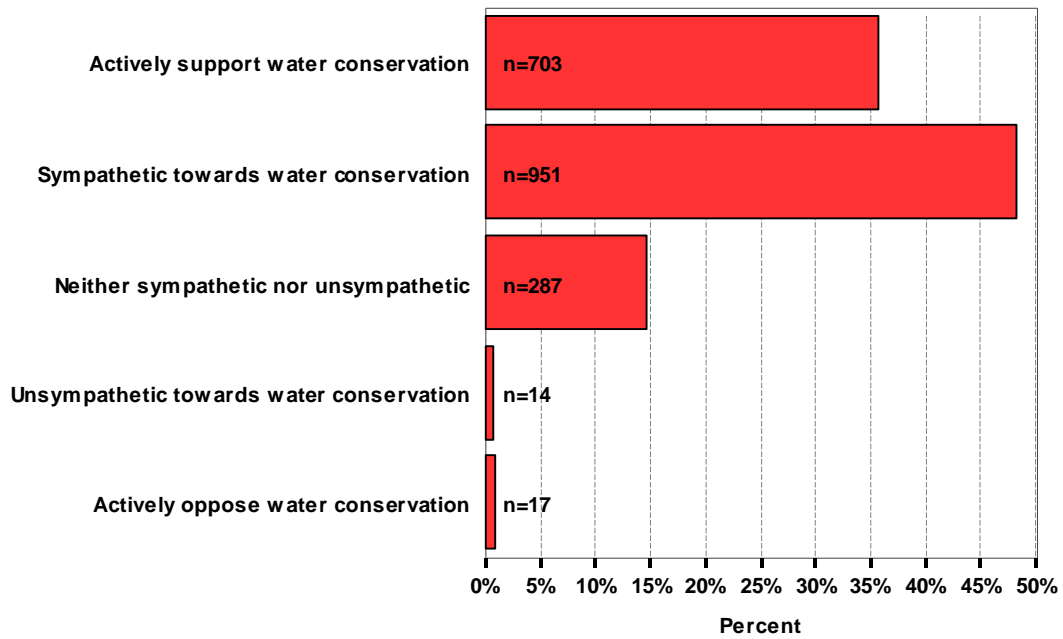


Table 40

Household position on water conservation

Region	Actively oppose	Unsympathetic towards	Neither	Sympathetic towards	Actively support	n
	<i>percent</i>					
C	0.5	0.9	10.9	55.5	32.2	211
E	0.5	0.0	8.2	42.3	49.0	194
H	0.4	0.4	18.6	57.5	23.0	226
I	1.9	1.0	22.4	49.0	25.7	210
J	0.5	0.0	11.8	46.6	41.2	221
K	0.7	1.1	12.1	45.7	40.4	280
L	1.4	1.0	11.6	48.3	37.7	207
O	1.4	0.5	13.0	45.2	39.9	208
P	0.5	1.5	22.9	42.4	32.7	205
UTD	0.0	0.0	10.0	70.0	20.0	10

Table 41

Beliefs preventing household from conserving water

Belief	Yes	No	n
	<i>percent</i>		
Don't know if household conservation efforts are effective.	10.6	89.4	1950
Don't think my household is wasting water.	67.4	32.6	1950
Residential users do not use enough water to make a difference.	5.2	94.8	1951
I don't know how to conserve water.	5.2	94.8	1950
I have the right to use any amount of water I choose.	4.2	95.8	1951
Other	17.7	82.3	1951

NOTE: A complete list of "Other" responses is available upon request.

Table 42

Beliefs preventing household from conserving water

Don't know if household conservation efforts are effective

Region	Yes	No	n
	<i>percent</i>		
C	10.2	89.8	206
E	11.5	88.5	191
H	13.4	86.6	216
I	10.3	89.7	214
J	8.4	91.6	214
K	9.3	90.7	270
L	13.9	86.1	208
O	10.6	89.4	207
P	9.0	91.0	211
UTD	0.0	100.0	13

Don't think my household is wasting water

Region	Yes	No	n
	<i>percent</i>		
C	69.4	30.6	206
E	59.2	40.8	191
H	69.0	31.0	216
I	70.6	29.4	214
J	69.2	30.8	214
K	66.4	33.6	271
L	61.5	38.5	208
O	67.0	33.0	206
P	73.5	26.5	211
UTD	76.9	23.1	13

Residential users do not use enough water to make a difference

Region	Yes	No	n
	<i>percent</i>		
C	3.4	96.6	206
E	6.3	93.7	191
H	4.6	95.4	216
I	5.6	94.4	214
J	3.7	96.3	214
K	4.8	95.2	271
L	3.8	96.2	208
O	9.2	90.8	207
P	5.7	94.3	211
UTD	0.0	100.0	13

I don't know how to conserve water

Region	Yes	No	n
	<i>percent</i>		
C	7.8	92.2	206
E	2.1	97.9	190
H	9.3	90.7	216
I	5.1	94.9	214
J	6.1	93.9	214
K	3.3	96.7	271
L	5.3	94.7	208
O	5.3	94.7	207
P	3.3	96.7	211
UTD	0.0	100.0	13

I have the right to use any amount of water I chose

Region	Yes	No	n
	<i>percent</i>		
C	1.9	98.1	206
E	5.2	94.8	191
H	3.7	96.3	216
I	6.5	93.5	214
J	1.9	98.1	214
K	3.3	96.7	271
L	3.4	96.6	208
O	5.3	94.7	207
P	6.2	93.8	211
UTD	7.7	92.3	13

Other

Region	Yes	No	n
	<i>percent</i>		
C	16.0	84.0	206
E	24.1	75.9	191
H	17.1	82.9	216
I	17.8	82.2	214
J	17.8	82.2	214
K	18.8	81.2	271
L	18.8	81.3	208
O	13.0	87.0	207
P	15.2	84.8	211
UTD	38.5	61.5	13

NOTE: A complete list of “Other” responses is available upon request.

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Table 43

Scenarios that would motivate household to conserve water

Scenario	Yes	No	n
	<i>percent</i>		
Sever drought	80.4	19.6	2024
Substantial increase in water bill	53.9	46.1	2027
Reduced water rates for reduced water use	42.2	57.8	2026
Free low-flow device(s)	27.2	72.8	2026
Vanishing wildlife habitats	36.8	63.2	2025
Growing number of endangered species	25.1	74.9	2026
Pollution of freshwater from over pumping	49.8	50.2	2024
Disappearing wetlands	32.5	67.5	2026
Reduced agricultural yields	38.0	62.0	2024
Mandatory regulations	42.6	57.4	2027
Other	8.4	91.6	2026

NOTE: A complete list of “Other” responses is available upon request.

Table 44

Scenarios that would motivate household to conserve water

Severe drought

Region	Yes	No	n
	<i>percent</i>		
C	88.5	11.5	217
E	72.6	27.4	190
H	83.0	17.0	230
I	82.4	17.6	216
J	83.2	16.8	226
K	79.2	20.8	283
L	80.1	19.9	216
O	75.9	24.1	212
P	78.7	21.3	221
UTD	61.5	38.5	13

Substantial increase in water bill

Region	Yes	No	n
	<i>percent</i>		
C	70.0	30.0	217
E	51.6	48.4	190
H	52.8	47.2	231
I	61.6	38.4	216
J	47.8	52.2	226
K	46.1	53.9	284
L	57.1	42.9	217
O	58.0	42.0	212
P	45.2	54.8	221
UTD	7.7	92.3	13

Reduced rates for reduced water use

Region	Yes	No	n
	<i>percent</i>		
C	50.2	49.8	217
E	44.7	55.3	190
H	43.3	56.7	231
I	44.4	55.6	216
J	38.1	61.9	226
K	41.2	58.8	284
L	45.6	54.4	217
O	37.4	62.6	211
P	35.7	64.3	221
UTD	30.8	69.2	13

Free low-flow device(s)

Region	Yes	No	n
	<i>percent</i>		
C	32.7	67.3	217
E	31.1	68.9	190
H	30.3	69.7	231
I	24.2	75.8	215
J	26.5	73.5	226
K	23.9	76.1	284
L	30.9	69.1	217
O	21.7	78.3	212
P	25.8	74.2	221
UTD	15.4	84.6	13

Vanishing wildlife habitats

Region	Yes	No	n
	<i>percent</i>		
C	45.4	54.6	216
E	36.0	64.0	189
H	38.1	61.9	231
I	36.6	63.4	216
J	41.2	58.8	226
K	38.4	61.6	284
L	35.0	65.0	217
O	28.3	71.7	212
P	30.8	69.2	221
UTD	46.2	53.8	13

*Growing number of endangered species
(e.g., Texas blind salamander)*

Region	Yes	No	n
	<i>percent</i>		
C	32.7	67.3	217
E	30.0	70.0	190
H	28.6	71.4	231
I	28.8	71.2	215
J	24.8	75.2	226
K	23.6	76.4	284
L	23.5	76.5	217
O	15.6	84.4	212
P	19.9	80.1	221
UTD	7.7	92.3	13

*Pollution of freshwater (i.e., aquifers,
streams, rivers, and lakes)
from over pumping*

Region	Yes	No	n
	<i>percent</i>		
C	56.2	43.8	217
E	49.5	50.5	190
H	59.3	40.7	231
I	46.8	53.2	216
J	59.6	40.4	225
K	46.3	53.7	283
L	47.2	52.8	216
O	41.0	59.0	212
P	45.7	54.3	221
UTD	61.5	38.5	13

Disappearing wetlands

Region	Yes	No	n
	<i>percent</i>		
C	38.7	61.3	217
E	36.3	63.7	190
H	35.9	64.1	231
I	35.2	64.8	216
J	33.2	66.8	226
K	35.6	64.4	284
L	27.6	72.4	217
O	22.2	77.8	212
P	26.4	73.6	220
UTD	46.2	53.8	13

Reduced agricultural yields

Region	Yes	No	n
	<i>percent</i>		
C	44.4	55.6	216
E	37.9	62.1	190
H	40.3	59.7	231
I	34.9	65.1	215
J	38.9	61.1	226
K	39.8	60.2	284
L	36.4	63.6	217
O	37.9	62.1	211
P	33.0	67.0	221
UTD	7.7	92.3	13

*Mandatory regulations
(e.g., irrigation restrictions)*

Region	Yes	No	n
	<i>percent</i>		
C	52.1	47.9	217
E	41.1	58.9	190
H	43.3	56.7	231
I	40.7	59.3	216
J	42.0	58.0	226
K	38.7	61.3	284
L	46.5	53.5	217
O	44.3	55.7	212
P	37.6	62.4	221
UTD	15.4	84.6	13

Other

Region	Yes	No	n
	<i>percent</i>		
C	6.9	93.1	217
E	14.2	85.8	190
H	7.4	92.6	231
I	5.1	94.9	216
J	8.0	92.0	226
K	13.3	86.7	285
L	8.8	91.2	216
O	6.6	93.4	212
P	5.0	95.0	220
UTD	7.7	92.3	13

NOTE: A complete list of “Other” responses is available upon request.

Citation note

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