



2008 Customer Survey Results

Survey Methodology

- Conducted by Moore Information, a Portland, Ore. Based Opinion Research firm.
- Sample -300 interviews among 300 service-area customers.
- Method – Telephone interviews conducted between Feb. 27 and March 2, 2008
- Sampling error – Plus or minus 6 % at the 95% confidence level.

Environmental Issues

<i>Water Conservation Most Important Environmental Issue</i>	38%
Global Warming	20%
Solid Waste and Garbage	13%
Air Pollution	11%
Water Pollution	9%

Of the 38 percent who answered Water Conservation, we learned the following:

Men 55 years and older	45%
Not married	42%
No children in the household	43%
Lived in condos	53%
Lived in the service area for less than 10 years	49%

Water Issues

58% said their drinking water is excellent or above average.

Who are the customers who said water is excellent or above average?

Cathedral City	47%
Desert Hot Springs	68%
Palm Springs	61%
Men 18-54	58 %
Men 55 +	79%
Women	46%
Single-family resident	65 %
Condo/other	47%

Understanding the Origin of the Area’s Water Supply.

Underground aquifers	41%	(correct)
The Colorado River	27%	(correct)
Mt. San Jacinto Snowmelt	6%	(correct)
Northern California	2%	
Los Angeles	1%	
Rain	0	(correct)
Combination of Above	8%	
Something/somewhere else	3%	
Don’t know	11%	

Who Manages the Area’s Water Supply?

Desert Water Agency	37%	(correct)
Coachella Valley Water District	18%	(correct)
Mission Springs Water District	11%	
The City	2%	
A Privately Held Company	2%	
The States	1%	
Combination of above	1%	
Don’t know	28%	

How residents answered by city-

Cathedral City residents: Coachella Valley Water District is water manager.	38%
Desert Hot Springs residents: Mission Springs Water District is manager.	61%
Palm Springs residents: Desert Water Agency is manager.	57%

Residents Widely Approve of the Job DWA Is Doing.

Approve	67%
Don’t Know	15%
Disapprove	10%

A Plurality of Residents Who Disapprove Give the following reasons.

Wasting too much water.	14%
Unfamiliar with Performance.	8%
Lack of Conservation/ Not Promoting Conservation.	6%
High Rate.	5%
Too Many Golf Courses.	4%
Lack of Alternatives	4%
Need to Improve Quality of Water	3 %

Attitudes & Perceptions About the Water Supply

Residents Say Current Water Resources Are Adequate or More Than Adequate.

Adequate	65%
Inadequate	18%
More Than Adequate	13%

More Than Half Have Concerns About Future Resources.

Inadequate	55%
Adequate	25%
More Than Adequate	10%

Residents Most Concerned About Future Supply

- Women 18 to 54.
- Households with Children
- Residents 65 or older.

We don't have enough water to adequately serve our area with all the new growth and development.

Agree with This Statement.	60%
Don't Know.	11%
Disagree with This Statement.	29%

Desert Water Agency has done a good job planning for our future water needs.

Agree with This Statement.	44%
Don't Know.	31%
Disagree.	25%

Two-Thirds of Residents Are Satisfied with the Amount of Money They Pay for Water.

Say They Pay the Right Amount.	62%
Say They Don't Know.	16%
Say They Pay Too Much	14%
Say They Pay Too Little.	8%

By City-

Desert Hot Springs – Said They Pay the Right Amount	71%
Cathedral City - Said They Pay the Right Amount.	62%
Cathedral City – Said They Pay the Right Amount.	58%

By Type of Residence-

Single Family Home	73%
Condo/Other	45%

Attitudes & Perceptions of Water Conservation.

How important do you think water conservation is to the future of your area?

Extremely Important	77%
Fairly Important	0%
Total Important	97%

Golf Courses Perceived Biggest Water Consumers.

Which one of the following do you think uses the most water in one year in your area?

Golf Courses	57%
Residential Landscaping	11%
Farming	7%
Community Landscaping i.e. schools and parks	6%
Domestic Usage i.e. bathing and laundry	6%
Hotels and motels	6%
Tourism, i.e. hotels, motels	1%

Based on this list, who should be doing more to conserve water?

Golf course and park operators	70%
Residential developers	62%
Commercial developers	60%
Businesses, hotels, restaurants	53%
Individuals, including your family	43%

Residents Are Divided About Making Water Conservation Mandatory.

Do you think water conservation should be mandatory or voluntary?

Strongly mandatory	34%
Mandatory	19%
Total Mandatory	53%
Total Voluntary	44%

A Majority Agrees Citizens Who Waste Water Should Be Fined.

Should citizens be fined for wasting water?

Agree	57%
Disagree	39%

Perceived Importance of Daily Water Conservation Activities.

Adjusting outdoor sprinkler system to rain.	63%
Using native landscaping instead of grass lawn.	59%
Monitoring outdoor water use such as turning off hoses when washing cars/windows.	57%
Monitoring indoor water use –turning off faucets when preparing food/brushing teeth.	47%

Taking shorter showers. 38%

Almost All Residents Report Conserving Water in Their Own Homes.

Do you and your family make water conservation efforts in your own home?

Say they conserve water in their own homes. 92%
Say they do not conserve water in their own homes. 8%

Do you and your family practice the following conservation efforts?

Monitor indoor personal water use.	Yes	94%
Run appliances only when full.	Yes	90%
Monitor outdoor personal water use.	Yes	87%
Adjust outdoor sprinklers to rain.	Yes	75%
Taking shorter showers.	Yes	70%
Using native landscaping.	Yes	59%

Customers See Room for Improving Water Conservation Education?

How would you rate Desert Water Agency's water conservation efforts?

Excellent/above average	30%
Fair/poor.	64%
Fair	40%
Poor	24%

Recycled Water

Which of the following statements are true?

Some golf courses in the community use recycled water.	True	65%
Recycled water is not used for drinking water.	True	65%
Our area uses Colorado River water to replenish our groundwater supply.	True	61%
Elected officials make decisions regarding our supply.	True	61%
The City of Palm Springs operates its own recycling plant. (false)	True	44%
City of Palm Springs manages our local sewer system.	True	41%
Desert Water Agency has a recycling plant.	True	40%

Other Water Issues

Do you agree or disagree with each of the following statements?

Water has become a local, partisan issue.	Agree 54%	Disagree 29%
Elected board members represent my water concerns	Agree 52%	Disagree 22%
I have no way to make my opinions on water issues known.	Agree 47%	Disagree 43%
Desert Water Agency accommodates developers at the expense of existing water users.	Agree 46%	Disagree 21%