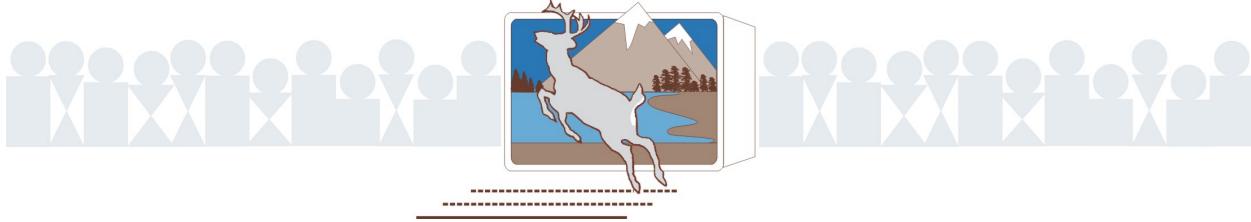


# **Responsive Management**



## **UNDERSTANDING THE GEORGIA PUBLIC'S PERCEPTION OF WATER ISSUES AND THE MOTIVATIONAL MESSAGES TO WHICH THEY WILL RESPOND**

**Volume 1: Telephone Survey Results**

**Conducted for the Georgia Department of Natural Resources**

**by Responsive Management**

**2003**

# **UNDERSTANDING THE GEORGIA PUBLIC'S PERCEPTION OF WATER ISSUES AND THE MOTIVATIONAL MESSAGES TO WHICH THEY WILL RESPOND**

## **Volume 1: Telephone Survey Results**

**2003**

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## **EXECUTIVE SUMMARY**

This report summarizes the telephone survey results that are part of a larger study conducted for the Georgia Department of Natural Resources, Pollution Prevention Assistance Division (GDNR) to determine the public's perception of water quality and quantity, as well as the message themes to which they will respond in a water conservation campaign. Prior to the telephone survey, three pre-survey focus groups were conducted with the Georgia public to better understand Georgia residents' attitudes and opinions toward water resource issues in Georgia, Georgia residents' willingness to participate in water conservation measures, and incentives and barriers to water conservation in Georgia. The next phase of this study will be to conduct post-survey focus groups with the Georgia public to refine and test message themes.

## **IMPORTANT NATURAL RESOURCE/ENVIRONMENTAL ISSUES**

- Water quality and quantity are perceived to be two of the most important “top-of-mind” natural resource/environmental issues facing Georgia. When asked to name the most important natural resource/environmental issues facing Georgia in an open-ended question, water quality and quantity were named the two most important issues. However, in a series of closed-ended questions, water quality was ranked the top issue followed by air quality and then water quantity.

## **WATER QUALITY AND QUANTITY ISSUES**

### **Water Quality**

- Georgia's waterways are perceived to have problems, with an overwhelming majority being concerned about water quality and the effects poor water quality will have on drinking water and people's health.

### **Water Quantity and Water Use**

- Although water quantity was not perceived to be as much of a problem as water quality, it was, nonetheless, still perceived as a problem. People's concerns with water quantity related to its effects on humans more so than its effects on the environment. Also, although respondents thought that industry is a large user of water in Georgia, residential use was considered significant.

### **Overall Efforts to Conserve Water and Attitudes Toward Water Conservation**

- In general, respondents said that they make an effort to conserve water, said that they believe that their personal efforts make a difference, and said that they support the statewide water conservation effort. They also, in general, feel that water conservation is important, even when the state is not experiencing a drought. Their reasons for being concerned about water conservation related more to how conservation will affect them personally rather than how it may benefit the environment. Finally, those who disagreed that they can personally make a

difference in water conservation felt that way because they do not believe that residential users use much water or they do not know what they can do to conserve water.

### **Respondents' Willingness to Do Specific Water Conservation Efforts**

- Respondents were asked whether or not they had *already* undertaken 13 specific water conservation actions. The top actions that respondents most commonly said they had *already* undertaken were to wash only full loads of clothes and dishes (75%), not let water run unnecessarily (65%), water the lawn infrequently (59%), and wash their car less frequently or not at all (59%).
  
- Respondents were also asked about their likelihood to undertake 13 specific actions to conserve water. Four actions had a majority saying that they would be *very* or *somewhat* likely to do that action: install water efficient hose nozzles for outside garden hoses (60%), install water efficient washing machines and dishwashers (56%), practice drought-resistant landscaping, known as xeriscaping (52%), and install a rain sensor on their irrigation system (52%). Also with fairly high percentages having said that they would be very or somewhat likely to do, although slightly less than a majority, were to install water saving devices in the toilet (46%), to install water efficient showerheads (44%), and to routinely check fixtures for leaks (43%). Note that these are the same top seven actions, although in different order, that respondents would be very likely to do. (Note that this analysis removed those who answered “not applicable” so that the results are among those who could take the action.)

### **Respondents' Perception of Reasons Preventing Them from Conserving Water**

- Respondents were asked about 17 factors that might prevent them from undertaking water conservation efforts. The top answer was that respondents did not receive feedback on whether their conservation efforts are effective (33% said that they strongly agree and 50% said that they strongly or moderately agree that this is a reason preventing them from conserving water). Another important answer was that the respondent did not think he/she was wasting water (28% said they strongly agree). The next most commonly given factors preventing the respondent from conserving water relate to the perception that residential users do not use enough water to make a difference: “I think businesses and commercial establishments use too much water (23% said they strongly agree that this prevents them from conserving water),” “I don’t think the state government itself is doing enough to conserve water (18%),” “I think that industry uses too much water (18%),” “I don’t think the state has an adequate statewide conservation plan in place (16%),” and “I think that institutional users use too much water (14%).”

### **Incentives and Penalties to Encourage Conservation of Water**

- Respondents were asked about 21 factors that would encourage them to conserve water. The health of their children (91%) and their own health (89%) were the two top items that would make respondents very likely to conserve water. The next item also related to the respondent personally: knowing a severe water supply crisis could happen during their lifetime (88%).

The next three items are fairly altruistic: knowing they could help protect the quality of life for future generations (85%), knowing that water is a limited resource (85%), and knowing that the health of the environment was at stake (84%). The final item that had a markedly higher percentage of respondents, relative to the rest of the items, saying it would be very likely to encourage them to conserve water directly related to them personally: knowing they could save money on their water bill.

### **Management of Water and State Efforts to Conserve Water**

- Respondents, for the most part, did not know which agency is primarily responsible for managing the water they use in Georgia, and they were split over whether the State is doing enough to conserve water in Georgia.

### **Water Conservation Tips in Water Bills**

- In general, water conservation tips in water bills are read at least sometimes by those who receive them.

### **MEMBERSHIP IN CONSERVATION, ENVIRONMENTAL, AND/OR SPORTSMEN'S ORGANIZATIONS**

- Overwhelming majorities of respondents (90% or more) were not members of a conservation, environmental, or sportsmen's organization. The National Rifle Association had the highest membership percentage (4% named the NRA as a sportsmen's organization to which they belonged). The Sierra Club had the highest membership percentage as a conservation or environmental organization (2% named the Sierra Club as an environmental organization to which they belonged).

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## INTRODUCTION AND METHODOLOGY

This survey was conducted for the Georgia Department of Natural Resources, Pollution Prevention Assistance Division (GDNR) to determine the public's perception of water quality and quantity, as well as the message themes to which they will respond in a water conservation campaign. This survey is part of a larger research project to develop an effective water conservation campaign in Georgia. Prior to the telephone survey, three pre-survey focus groups were conducted with the Georgia public to better understand Georgia residents' attitudes and opinions toward water resource issues in Georgia, Georgia residents' willingness to participate in water conservation measures, and incentives and barriers to water conservation in Georgia. The next phase of this study will be to conduct post-survey focus groups with the Georgia public to refine and test message themes. Overall, this study entails focus groups and a telephone survey. In the telephone survey, Responsive Management obtained 1,011 completed interviews. Specific aspects of the research methodology are discussed below.

Focus groups are group-depth interviews in which a small group of participants (8 to 12) are interviewed at length about select subjects. The use of focus groups is an accepted research technique for qualitative explorations of attitudes, opinions, perceptions, motivations, constraints, participation, and behaviors. The use of focus groups provides researchers with insights, new hypotheses, and understanding through the process of interaction. An experienced, trained moderator led the focus groups, as unobtrusively as possible, through a discussion guide and looked for new insights into why individuals felt the way they did about particular issues. The moderator kept the discussion within design parameters without exerting a strong influence on the discussion content. The discussion guide helped ensure consistency in data collection. Responsive Management developed the discussion guide based on its previous knowledge of literature in the field and through input provided by the GDNR, Pollution Prevention Assistance Division. The focus groups were recorded on audio tape for further analysis and were used in developing the telephone survey instrument.

For the survey, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. In addition, a central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of natural resources and outdoor recreation. The telephone survey questionnaire was developed cooperatively by Responsive Management and the GDNR, Pollution Prevention Assistance Division. Responsive Management conducted a pre-test of the questionnaire, and revisions were made to the questionnaire based on the pre-test.

To ensure that the telephone survey data collected were of the highest quality, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers conducted project briefings with the interviewers prior to the administration of the survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey instrument, reading of the survey instrument, skip patterns, and probing and clarifying techniques necessary

for specific questions on the survey instrument. The Survey Center Managers randomly monitored telephone workstations without the interviewers' knowledge to evaluate the performance of each interviewer. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians edited each completed survey to ensure clarity and completeness.

Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 6:00 p.m., and Sunday from 3:00 p.m. to 7:00 p.m. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in August 2003. A total of 1,011 completed interviews were obtained.

The software used for data collection was Questionnaire Programming Language 4.1 (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey instrument was programmed so that QPL branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection. The analysis of data was performed using Statistical Package for the Social Sciences (SPSS) software. SPSS is a software package that is specifically designed for quantitative statistical analyses.

For this report, a nonparametric analysis examined how the various responses related to behavioral, attitudinal, and demographic characteristics. Responses for selected questions were tested by means of z-scores for relationships to behavioral, attitudinal, and demographic characteristics. The analysis examined approximately 500 variables regarding characteristics of the respondents. A positive z-score means that the response and characteristic are positively related; a negative z-score means that the response and characteristic are negatively related.

The top of the z-score tabulation shows the strongest *positive* correlation (unless the tabulation had no statistically significant positive z-scores); the bottom of the z-score tabulation shows the strongest *negative* correlation (unless the tabulation had no statistically significant negative z-scores). The arrows show that the positive correlation increases towards the top of the tabulation and the negative correlation increases towards the bottom of the tabulation. The absence of arrows on some small tables was simply due to lack of room to graphically portray the arrows.

The asterisks on the z-scores show the strength of the relationship between the characteristic and the response to the question. Those z-scores that have an absolute value of 3.30 or greater have three asterisks—three asterisks indicate that the relationship is so strong that it would happen by chance only 1 out of 1,000 times. Those z-scores that have an absolute value of 2.58 to 3.29 have two asterisks—two asterisks indicate that the relationship is so strong that it would happen by chance only 1 out of 100 times. Finally, those z-scores that have an absolute value of 1.96 to 2.57 have one asterisk—one asterisk indicates that the relationship is so strong that it would happen by chance only 5 out of 100 times.

The z-scores were calculated as shown in the formula that follows.

$$z = \frac{(p_1 - p_2)}{\sqrt{p(1-p) \left[ \frac{1}{n_1} + \frac{1}{n_2} \right]}}$$

where:

$n_1$  represents the number of observations in Group 1.

$n_2$  represents the number of observations in Group 2.

$p_1 = a/(a+b) = a/n_1$  and represents the proportion of observations in Group 1 that falls in Cell  $a$ . It is employed to estimate the population proportion  $\Pi_1$  (% of Group 1 who had specific characteristic).

$p_2 = c/(c+d) = c/n_2$  and represents the proportion of observations in Group 2 that falls in Cell  $c$ . It is employed to estimate the population proportion  $\Pi_2$  (% of Group 2 who had specific characteristic).

$p = (a+c)/(n_1+n_2) = (a+c)/n$  and is a pooled estimate of the proportion of respondents who had specific characteristic in the underlying population.

(Equation from *Handbook of Parametric and Nonparametric Statistical Procedures, 2<sup>nd</sup> Edition* by David J. Sheskin. © 2000, Chapman & Hall/CRC, Boca Raton, FL.)

The demographic characteristics examined include:

- gender,
- age,
- ethnicity,
- income level,
- education level,
- profession,
- location of residence—the character of the location (i.e., rural, small city or town, suburban, urban or large city), and
- attitudes toward water quality, quantity, and conservation.

The table shown on the following page is a typical z-score table that is presented in the report. On the following page is the table entitled, “Says water quantity is a very or somewhat important issue facing Georgia.” This table depicts the relative ranking of the strength of the relationship between various responses on the survey (shown in the left-hand column), including attitudes, behaviors, and demographic information and the question listed in the title of the table. For instance, on this particular table, those individuals who indicated that “Says water **quality** is a very or somewhat important issue facing Georgia” were significantly more likely to have also said that water quantity (the title of the table) than those who hadn’t said this. In each case, the data shows how much more likely people who indicated one response on the left would also say what is presented in the title of the table. Therefore, people who said water **quality** was important were much more likely than those who didn’t say this, to also say that water **quantity** was important.

Says water quantity is a very or somewhat important issue facing Georgia	Z-SCORE	Most likely to say water quantity is a very or somewhat important issue facing Georgia.
Says water quality is a very or somewhat important issue facing Georgia	8.46***	
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	5.85***	
Is very concerned about water quantity in Georgia	5.23***	
Says air quality is a very or somewhat important issue facing Georgia	4.7***	
Says quality of wetlands is a very or somewhat important issue facing Georgia	4.37***	
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	3.91***	
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	3.83***	
Says not enough water/water quantity is one of the most important natural resource issues facing Georgia	3.53***	
Says urban sprawl is a very or somewhat important issue facing Georgia	3.5***	
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	3.08**	
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	3.07**	
Is concerned about water quantity because of water shortages and watering restrictions	3.03**	
Says polluted water/water quality is one of the most important natural resource issues facing Georgia	2.94**	
Strongly or moderately supports statewide water conservation effort	2.83**	
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	2.76**	
Strongly or moderately agrees that he/she can make a difference in water conservation	2.72**	
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	2.72**	
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	2.64**	
Says protection of greenspace is a very or somewhat important issue facing Georgia	2.6**	
Makes effort to conserve water because of concerns about drought	2.58*	
Strongly or moderately disagree that my friends and neighbors aren't conserving water (is a reason for not conserving)	2.33*	
Very or somewhat likely to wash only full loads of clothes and dishes	2.3*	
Says recycling of household products is a very or somewhat important issue facing Georgia	2.3*	
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	2.27*	

Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	2.24*
Strongly or moderately agree that the state doesn't have an adequate statewide conservation plan (is a reason for not conserving)	2.22*
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	2.21*
Is very concerned about water quality in Georgia	2.2*
Thinks people use a great deal of water in everyday life	2.14*
Indicated that watering my plants/garden was one of the top three ways they use water	2.1*
Is somewhat concerned about water quantity in Georgia	2.07*
Already washes only full loads of clothes and dishes	-2*
<b>STATISTICALLY INSIGNIFICANT VARIABLES OMITTED</b>	
Says loss of wildlife habitat is a somewhat or very unimportant issue facing Georgia	-2.13*
Rarely or never makes effort to conserve water because doesn't think there is a problem	-2.17*
Thinks golf courses use the most water in Georgia	-2.31*
Knowledge that health of the environment was at stake would make him/her somewhat or very unlikely to conserve water	-2.43*
Makes effort to conserve water because it's the right thing to do	-2.48*
Has already installed water efficient washing machines and dishwashers	-2.51*
Lives in Whitfield County	-2.66**
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-2.71**
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-2.79**
Landlord usually opens water bill	-2.79**
Says air quality is a somewhat or very unimportant issue facing Georgia	-2.96**
Lives in Gilmer County	-2.97**
Lives in Ware County	-2.97**
Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	-3**
Lives in Candler County	-3.05**
Lives in Clay County	-3.05**
Rarely or never makes effort to conserve water because doesn't think the govt. does enough	-3.12**
Says disposal of household garbage and other municipal wastes in landfills is a somewhat or very unimportant issue facing Georgia	-3.22**
Lives in Elbert County	-3.33***
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	-3.36***
Is not at all concerned about water quality in Georgia	-3.39***
Says water quality is a somewhat or very unimportant issue facing Georgia	-4.06***
Lives in Bacon County	-4.31***
Is not at all concerned about water quantity in Georgia	-7.54***

↑  
 ↓  
 Most likely *not* to say  
 water quantity is a very  
 or somewhat important  
 issue facing Georgia.

Throughout this report, findings of the general population telephone survey are reported at a 95% confidence interval. For the entire sample of Georgia residents, the sampling error is at most plus or minus 3.08 percentage points. This means that if the survey were conducted 100 times on different samples that were selected in the same way, the findings of 95 out of the 100 surveys would fall within plus or minus 3.08% of each other. Sampling error was calculated using the formula described below, with a sample size of 1,011 and a population size of 6.1 million.

### **Sampling error equation:**

$$B = \left( \sqrt{\frac{N_p(.25) - .25}{\frac{N_s}{N_p - 1}}} \right) (1.96)$$

Where: B = maximum sampling error (as decimal)

N<sub>P</sub> = population size (e.g., total number of residents, total number of license holders)

N<sub>S</sub> = sample size

Derived from formula: p. 206 in Dillman, D. A. 2000. *Mail and Internet Surveys*. John Wiley & Sons, NY.

**Note:** This is a simplified version of the formula that calculates the maximum sampling error using a 50:50 split (the most conservative calculation because a 50:50 split would give maximum variation).

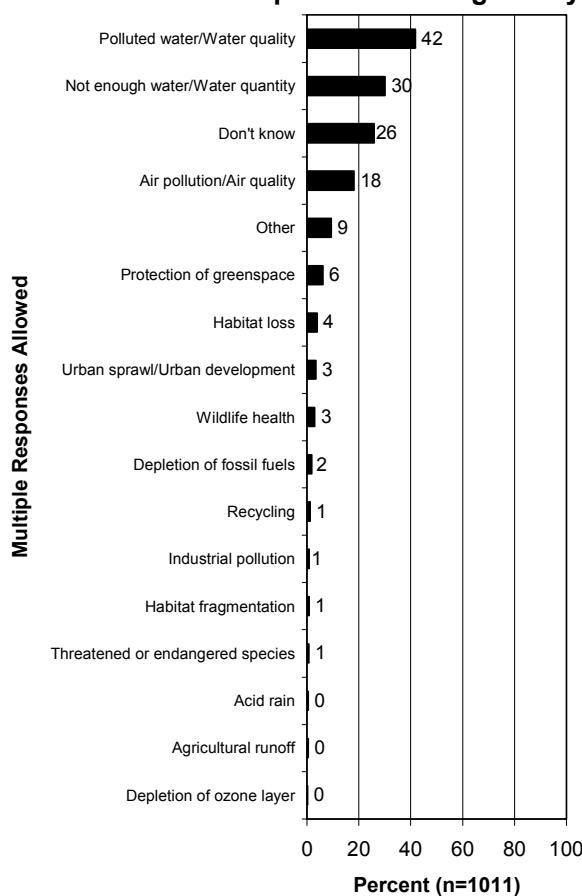
Note that some sums (e.g., when “very likely” and “somewhat likely” are summed to determine the total percentage answering “likely”) may appear to be off by as much as 1 or 2 percentage points, and some graphs may not sum to 100%, because of rounding.

## TELEPHONE SURVEY RESULTS

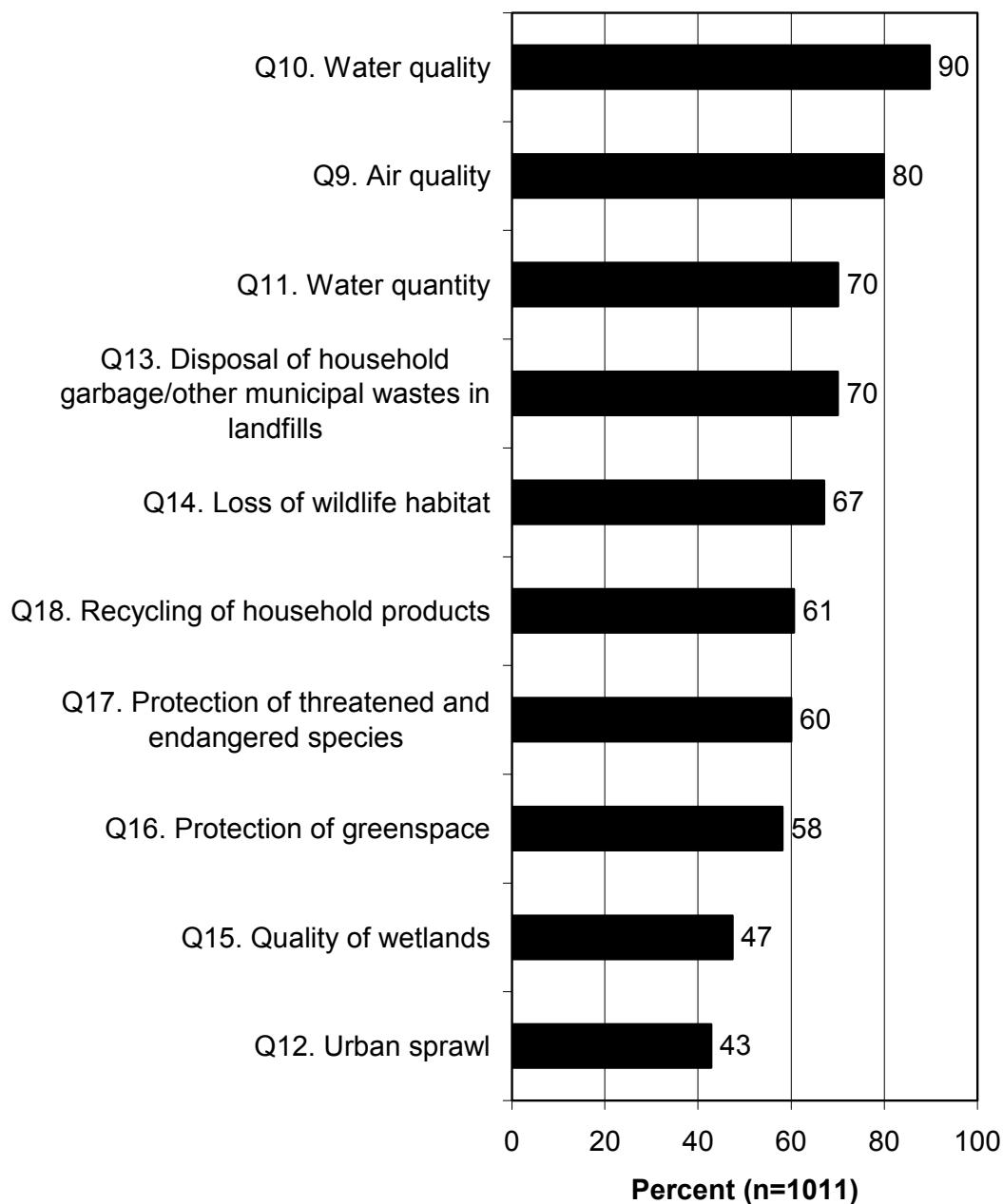
### Important Natural Resource/Environmental Issues

- Water quality and quantity are perceived to be two of the most important “top-of-mind” natural resource/environmental issues facing Georgia.
- In an open-ended question (in which no answer set was read, but respondents could give any answer that came to their mind), Georgia residents' top two natural resource/environmental issues were polluted water/water quality (42% gave this answer) and not enough water/water quantity (30%).
  - In a series of questions about whether specific issues are important or unimportant to Georgia, water quality was the top issue deemed to be very important (90% said water quality was very important), and water quantity was the third issue in the ranking (70%) behind air quality (80%).

**Q7. In your opinion, what are the most important natural resource and environmental issues facing the State of Georgia? (Open-ended question in which respondent could give any answer.)**



**Q9-18. Percent who think the following issues are very important.**



Says water quality is a very or somewhat important issue facing Georgia	Z-SCORE	Most likely to say water quality is a very or somewhat important issue facing Georgia.
Says water quantity is a very or somewhat important issue facing Georgia	8.46***	
Says air quality is a very or somewhat important issue facing Georgia	6.32***	
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	5.23***	
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	5.13***	
Says urban sprawl is a very or somewhat important issue facing Georgia	3.91***	
Is very concerned about water quality in Georgia	3.73***	
Says polluted water/water quality is one of the most important natural resource issues facing Georgia	3.11**	
Says protection of greenspace is a very or somewhat important issue facing Georgia	2.89**	
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	2.89**	
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	2.74**	
Knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water	2.72**	
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	2.62**	
Says quality of wetlands is a very or somewhat important issue facing Georgia	2.6**	
Says recycling of household products is a very or somewhat important issue facing Georgia	2.45*	
Pressure from children would make him/her very or somewhat likely to conserve water	2.24*	
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	2.23*	
Strongly or moderately agrees that he/she can make a difference in water conservation	2.22*	
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	2.15*	
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	2.11*	
Strongly or moderately disagree that I don't know what I can do to conserve water (is a reason for not conserving)	2.1*	
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	2.02*	
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	1.99*	
<b>STATISTICALLY INSIGNIFICANT VARIABLES OMITTED</b>		
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-1.97*	
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to	-2.03*	

conserves water	
Lives in Laurens County	-2.06*
Has already installed water efficient washing machines and dishwashers	-2.11*
Moderately or strongly disagrees that he/she can make a difference in water conservation	-2.11*
Says water quantity is a somewhat or very unimportant issue facing Georgia	-2.12*
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-2.17*
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	-2.22*
Thinks golf courses use the most water in Georgia	-2.3*
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-2.32*
Says air quality is a somewhat or very unimportant issue facing Georgia	-2.33*
Lives in Worth County	-2.33*
Says urban sprawl is a somewhat or very unimportant issue facing Georgia	-2.45*
Makes effort to conserve water because it's the right thing to do	-2.57*
Thinks people use a little water in everyday life	-2.6**
School or classroom discussions are preferred method of receiving info about water resources and water conservation	-2.66**
Lives in Banks County	-2.69**
Lives in Bryan County	-2.69**
Lives in Bulloch County	-2.69**
Not at all likely to install water saving devices in toilet	-2.8**
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	-2.82**
Rarely or never makes effort to conserve water because doesn't care	-2.85**
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-2.9**
Says loss of wildlife habitat is a somewhat or very unimportant issue facing Georgia	-3.09**
Lives in Haralson County	-3.2**
Lives in Oconee County	-3.2**
Lives in Washington County	-3.2**
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-3.22**
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her somewhat or very unlikely to conserve water	-3.32***
Lives in Habersham County	-3.54***
Lives in Bacon County	-4.04***
Lives in Chatham County	-4.41***
Is not at all concerned about water quality in Georgia	-5.55***
Lives in Clay County	-5.89***

Most likely *not* to say water quality is a very or somewhat important issue facing Georgia.

Says water quality is a somewhat or very unimportant issue facing Georgia	Z-SCORE	Most likely to say water quality is a somewhat or very unimportant issue facing Georgia.
Is not at all concerned about water quality in Georgia	6.09***	
Lives in Chatham County	5.69***	
Lives in Oconee County	5.35***	
Lives in Washington County	5.35***	
Rarely or never makes effort to conserve water because doesn't care	5.26***	
School or classroom discussions are preferred method of receiving info about water resources and water conservation	4.62***	
Lives in Banks County	4.58***	
Lives in Bryan County	4.58***	
Says air quality is a somewhat or very unimportant issue facing Georgia	4.44***	
Says loss of wildlife habitat is a somewhat or very unimportant issue facing Georgia	4.34***	
Says urban sprawl is a somewhat or very unimportant issue facing Georgia	4.11***	
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	4.11***	
Thinks golf courses use the most water in Georgia	4.09***	
Lives in Worth County	4.06***	
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	4.05***	
Knowledge that he/she could help protect the quality of life for future generations would make him/her somewhat or very unlikely to conserve water	3.98***	
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	3.93***	
Is not at all concerned about water quantity in Georgia	3.67***	
Public meetings or forums are preferred method of receiving info about water resources and water conservation	3.38***	
Lives in Lowndes County	3.35***	
Thinks people use a little water in everyday life	3.21**	
Lives in Baldwin County	3.1**	
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	3.07**	
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	2.95**	
Indicated that landscaping such as fish ponds was one of the top three ways they use water	2.91**	
Lives in Habersham County	2.89**	
Knowledge that he/she could save money on water bill would make him/her somewhat or very unlikely to conserve water	2.78**	
Says water quantity is a somewhat or very unimportant issue facing Georgia	2.74**	
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	2.61**	
Says Georgia's waterways are very or somewhat healthy	2.6**	
Strongly or moderately disagree that I don't think I'm wasting water (is a reason for not conserving)	2.27*	

Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	2.21*
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	2.11*
Not at all likely to install water saving devices in toilet	2.1*
Moderately or strongly opposes statewide water conservation effort	2.09*
Moderately or strongly disagrees that he/she can make a difference in water conservation	2.04*
<b>STATISTICALLY INSIGNIFICANT VARIABLES OMITTED</b>	
Already waters lawn infrequently	-2.11*
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	-2.13*
Is somewhat concerned about water quantity in Georgia	-2.15*
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	-2.19*
Says polluted water/water quality is one of the most important natural resource issues facing Georgia	-2.21*
Says protection of greenspace is a very or somewhat important issue facing Georgia	-2.29*
Says recycling of household products is a very or somewhat important issue facing Georgia	-2.29*
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	-2.63**
Is very concerned about water quality in Georgia	-3.17**
Says urban sprawl is a very or somewhat important issue facing Georgia	-3.34***
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	-3.42***
Says air quality is a very or somewhat important issue facing Georgia	-3.8***
Says water quantity is a very or somewhat important issue facing Georgia	-4.06***
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	-5.46***



Most likely *not* to say  
water quality is a  
somewhat or very  
unimportant issue  
facing Georgia.

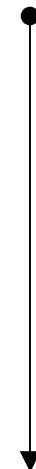
Says water quantity is a very or somewhat important issue facing Georgia	Z-SCORE	Most likely to say water quantity is a very or somewhat important issue facing Georgia.
Says water quality is a very or somewhat important issue facing Georgia	8.46***	
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	5.85***	
Is very concerned about water quantity in Georgia	5.23***	
Says air quality is a very or somewhat important issue facing Georgia	4.7***	
Says quality of wetlands is a very or somewhat important issue facing Georgia	4.37***	
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	3.91***	
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	3.83***	
Says not enough water/water quantity is one of the most important natural resource issues facing Georgia	3.53***	
Says urban sprawl is a very or somewhat important issue facing Georgia	3.5***	
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	3.08**	
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	3.07**	
Is concerned about water quantity because of water shortages and watering restrictions	3.03**	
Says polluted water/water quality is one of the most important natural resource issues facing Georgia	2.94**	
Strongly or moderately supports statewide water conservation effort	2.83**	
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	2.76**	
Strongly or moderately agrees that he/she can make a difference in water conservation	2.72**	
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	2.72**	
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	2.64**	
Says protection of greenspace is a very or somewhat important issue facing Georgia	2.6**	
Makes effort to conserve water because of concerns about drought	2.58*	
Strongly or moderately disagree that my friends and neighbors aren't conserving water (is a reason for not conserving)	2.33*	
Very or somewhat likely to wash only full loads of clothes and dishes	2.3*	
Says recycling of household products is a very or somewhat important issue facing Georgia	2.3*	
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	2.27*	

Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	2.24*
Strongly or moderately agree that the state doesn't have an adequate statewide conservation plan (is a reason for not conserving)	2.22*
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	2.21*
Is very concerned about water quality in Georgia	2.2*
Thinks people use a great deal of water in everyday life	2.14*
Indicated that watering my plants/garden was one of the top three ways they use water	2.1*
Is somewhat concerned about water quantity in Georgia	2.07*
Already washes only full loads of clothes and dishes	-2*
<b>STATISTICALLY INSIGNIFICANT VARIABLES OMITTED</b>	
Says loss of wildlife habitat is a somewhat or very unimportant issue facing Georgia	-2.13*
Rarely or never makes effort to conserve water because doesn't think there is a problem	-2.17*
Thinks golf courses use the most water in Georgia	-2.31*
Knowledge that health of the environment was at stake would make him/her somewhat or very unlikely to conserve water	-2.43*
Makes effort to conserve water because it's the right thing to do	-2.48*
Has already installed water efficient washing machines and dishwashers	-2.51*
Lives in Whitfield County	-2.66**
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-2.71**
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-2.79**
Landlord usually opens water bill	-2.79**
Says air quality is a somewhat or very unimportant issue facing Georgia	-2.96**
Lives in Gilmer County	-2.97**
Lives in Ware County	-2.97**
Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	-3**
Lives in Candler County	-3.05**
Lives in Clay County	-3.05**
Rarely or never makes effort to conserve water because doesn't think the govt. does enough	-3.12**
Says disposal of household garbage and other municipal wastes in landfills is a somewhat or very unimportant issue facing Georgia	-3.22**
Lives in Elbert County	-3.33***
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	-3.36***
Is not at all concerned about water quality in Georgia	-3.39***
Says water quality is a somewhat or very unimportant issue facing Georgia	-4.06***
Lives in Bacon County	-4.31***
Is not at all concerned about water quantity in Georgia	-7.54***

↑  
 ↓  
 Most likely *not* to say  
 water quantity is a very  
 or somewhat important  
 issue facing Georgia.

Says water quantity is a somewhat or very unimportant issue facing Georgia	Z-SCORE	Most likely to say water quantity is a somewhat or very unimportant issue facing Georgia.
Is not at all concerned about water quantity in Georgia	8.69***	
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	5.82***	
Lives in Candler County	5.32***	
Rarely or never makes effort to conserve water because doesn't think the govt. does enough	5.26***	
Says disposal of household garbage and other municipal wastes in landfills is a somewhat or very unimportant issue facing Georgia	5.13***	
Says air quality is a somewhat or very unimportant issue facing Georgia	4.84***	
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	4.42***	
Moderately or strongly opposes statewide water conservation effort	4.15***	
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	3.99***	
Lives in Gilmer County	3.68***	
Lives in Ware County	3.68***	
Says loss of wildlife habitat is a somewhat or very unimportant issue facing Georgia	3.65***	
Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	3.11**	
Free water audits and water conservation demonstrations are preferred method of receiving info about water resources and water conservation	2.88**	
Lives in Dade County	2.86**	
Lives in Elbert County	2.86**	
Lives in Lamar County	2.86**	
Lives in Union County	2.86**	
Says water quality is a somewhat or very unimportant issue facing Georgia	2.74**	
Not at all likely to install a rain sensor on irrigation system	2.59**	
Not at all likely to replace current irrigation system with a drip irrigation system for lawn or garden	2.46*	
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	2.44*	
Lives in Thomas County	2.38*	
Lives in Troup County	2.38*	
Not at all likely to routinely check fixtures for leaks	2.37*	
Moderately or strongly disagrees that he/she can make a difference in water conservation	2.28*	
Thinks people use a little water in everyday life	2.26*	
Not at all likely to wash only full loads of clothes and dishes	2.15*	
Lives in Effingham County	2.05*	
Says urban sprawl is a somewhat or very unimportant issue facing Georgia	2.04*	

STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	-2.04*
Is somewhat concerned about water quantity in Georgia	-2.08*
Says water quality is a very or somewhat important issue facing Georgia	-2.12*
Is concerned about water quantity because of water shortages and watering restrictions	-2.12*
Says not enough water/water quantity is one of the most important natural resource issues facing Georgia	-2.37*
Getting sick is a health/safety concern	-2.46*
Strongly or moderately supports statewide water conservation effort	-2.51*
Says recycling of household products is a very or somewhat important issue facing Georgia	-3.9***
Is very concerned about water quantity in Georgia	-3.92***
Says air quality is a very or somewhat important issue facing Georgia	-3.94***
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-3.99***



Most likely *not* to say water quantity is a somewhat or very unimportant issue facing Georgia.

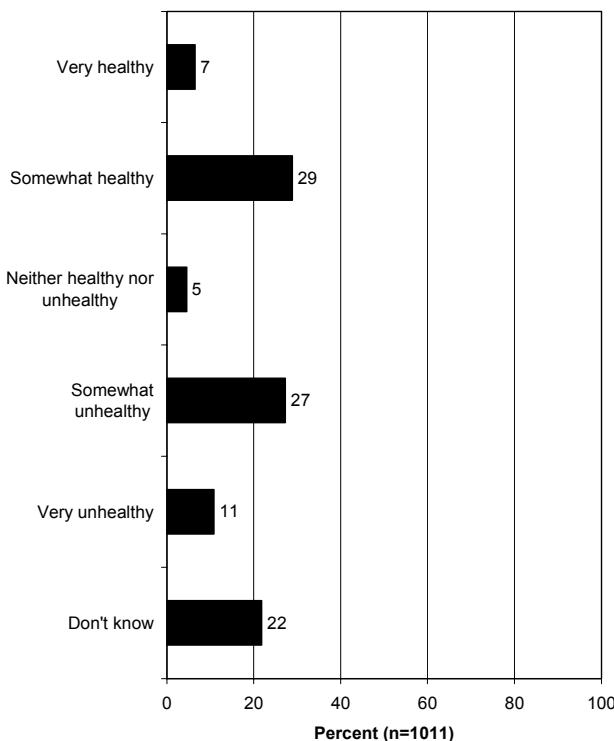
## Water Quality and Quantity Issues

### Water Quality

➤ Georgia's waterways are perceived to have problems, with an overwhelming majority being concerned about water quality and the effects poor water quality will have on drinking water and people's health.

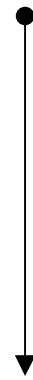
- Slightly more respondents thought that Georgia's waterways are somewhat or very unhealthy (38%) than thought they are very or somewhat healthy (36%).
- A majority (64%) of respondents said that they are very concerned about water quality in Georgia, and an overwhelming majority (94%) said that they are very or somewhat concerned.
- The top reasons why respondents are concerned about water quality in Georgia relate to its effects on humans: the top three answers were drinking water (46% said this was a reason they were concerned about water quality), own health/safety (27%), and public health/safety (23%). Answers relating to fish and wildlife habitat and the environment were lower in the ranking: fish and wildlife resources (14%) and maintain natural beauty/for the environment (7%).

**Q19. Do you think that Georgia's waterways, that is rivers, lakes, streams, and underground aquifer, are healthy or unhealthy?**



Says Georgia's waterways are very or somewhat healthy	Z-SCORE	Most likely to say Georgia's waterways are very or somewhat healthy.
Is male	5.98***	
Strongly or moderately agrees that the State is doing enough to conserve water in Georgia	5.59***	
Says not enough water/water quantity is one of the most important natural resource issues facing Georgia	4.07***	
Thinks people use a little water in everyday life	3.85***	
Thinks industry uses 29% or less of all water used in Georgia	3.83***	
Is not at all concerned about water quality in Georgia	3.45***	
45-54 years old	2.95**	
Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	2.93**	
Very or somewhat likely to wash car less frequently or not at all	2.88**	
Lives in Macon County	2.71**	
Is somewhat concerned about water quality in Georgia	2.61**	
Says water quality is a somewhat or very unimportant issue facing Georgia	2.6**	
Says GA State Soil and Water Conservation Comm. is primarily responsible for managing water	2.55*	
Knowledge that the health of his/her children was at stake would make him/her somewhat or very unlikely to conserve water	2.53*	
Strongly or moderately agree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.5*	
Strongly or moderately agrees that he/she can make a difference in water conservation	2.46*	
Very or somewhat likely to water lawn infrequently	2.4*	
Lives in Hart County	2.34*	
Not at all likely to replace current irrigation system with a drip irrigation system for lawn or garden	2.33*	
Says air quality is a somewhat or very unimportant issue facing Georgia	2.28*	
Lives in Dougherty County	2.28*	
Very or somewhat likely to practice drought-tolerant landscaping (xeriscaping)	2.24*	
Says protection of greenspace is a very or somewhat important issue facing Georgia	2.16*	
Not at all likely to not let water run unnecessarily	2.07*	
Says GA Dept. of Natural Resources is primarily responsible for managing water	2.02*	
Thinks agriculture/farming uses the most water in Georgia	2*	
Lives in Charlton County	2*	
Strongly or moderately agree that I never get information on whether my conservation efforts are helpful (is a reason for not conserving)	1.97*	
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED		
Lives in Rockdale County	-1.97*	
Husband usually opens water bill	-1.99*	
25-34 years old	-2.05*	

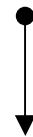
Already waters lawn infrequently	-2.08*
Says habitat fragmentation is one of the most important natural resource issues facing Georgia	-2.1*
Moderately or strongly disagrees that the State is doing enough to conserve water in Georgia	-2.21*
Says air pollution/air quality is one of the most important natural resource issues facing Georgia	-2.7**
Is concerned about water quality because of its effect on drinking water	-2.73**
Already washes car less frequently or not at all	-2.76**
Thinks people use a great deal of water in everyday life	-3.02**
Says air quality is a very or somewhat important issue facing Georgia	-3.18**
Someone else receives water bill	-3.22**
Thinks industry uses more than 30% of all water used in Georgia	-3.83***
Is very concerned about water quality in Georgia	-4.02***
Is female	-6.1***



Most likely *not* to say Georgia's waterways are very or somewhat healthy.

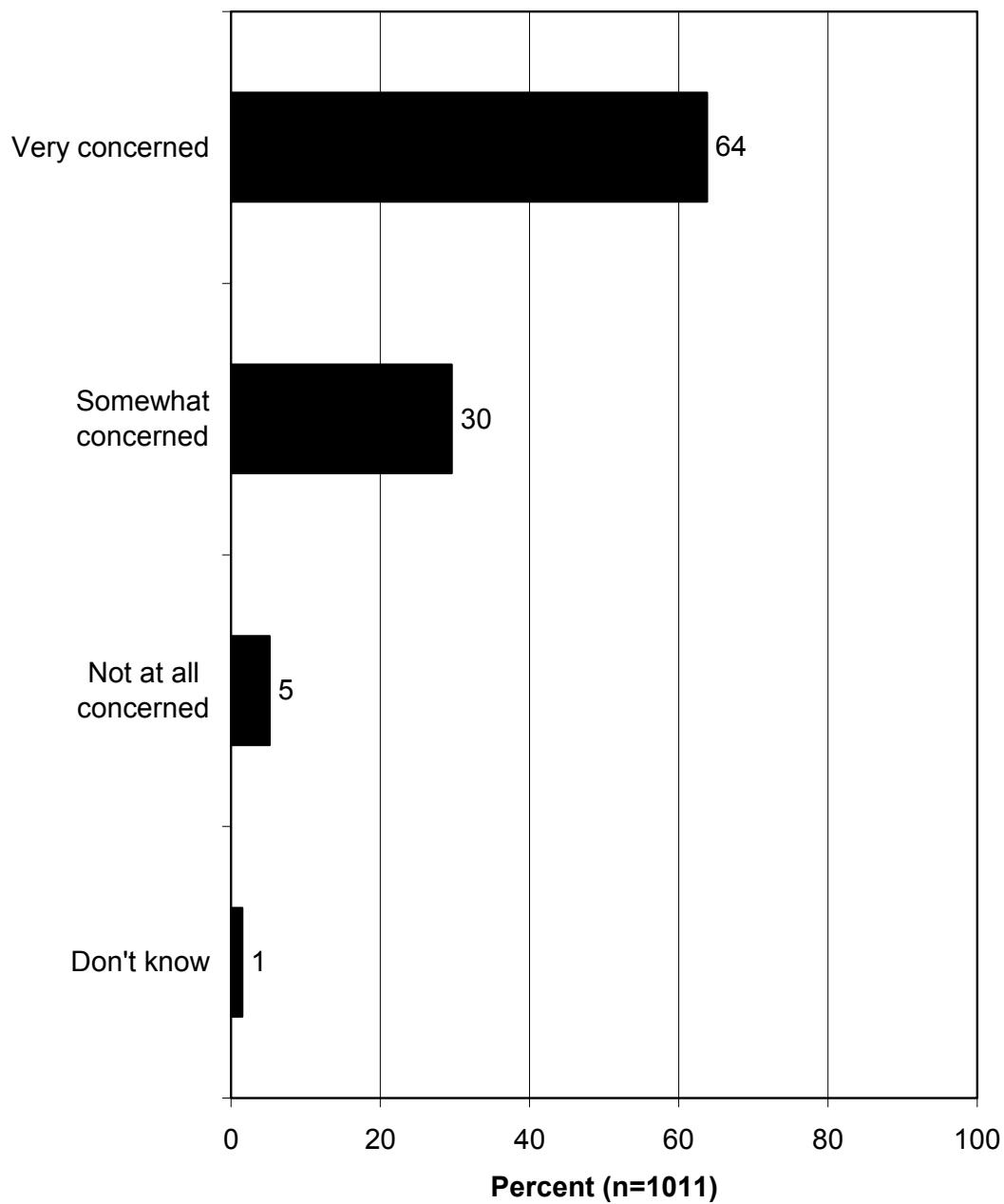
<b>Says Georgia's waterways are somewhat or very unhealthy</b>	<b>Z-SCORE</b>	Most likely to say Georgia's waterways are somewhat or very unhealthy.
Moderately or strongly disagrees that the State is doing enough to conserve water in Georgia	7.33***	
Is very concerned about water quality in Georgia	5.08***	
Already washes car less frequently or not at all	4.24***	
Owns more than 1 acre (median)	3.84***	
Thinks industry uses more than 30% of all water used in Georgia	3.32***	
Lives in Carroll County	3.14**	
Is female	2.94**	
Says habitat fragmentation is one of the most important natural resource issues facing Georgia	2.88**	
Already does not let water run unnecessarily	2.85**	
Thinks commercial businesses use the most water in Georgia	2.72**	
Says air pollution/air quality is one of the most important natural resource issues facing Georgia	2.71**	
Strongly or moderately disagree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.37*	
Is concerned about water quality because of habitat, environmental, spiritual, and/or aesthetic concerns	2.35*	
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.32*	
Lives in Clayton County	2.26*	
Thinks people use a great deal of water in everyday life	2.24*	
Says federal government in general is primarily responsible for managing water	2.21*	
Someone else receives water bill	2.2*	
Lives in Harris County	2.15*	
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	2.09*	
Already waters lawn infrequently	2.07*	
Says air quality is a very or somewhat important issue facing Georgia	2.06*	
Says urban sprawl is a very or somewhat important issue facing Georgia	2.05*	
Rarely makes effort to conserve water	1.96*	
<b>STATISTICALLY INSIGNIFICANT VARIABLES OMITTED</b>		
Lives in Lee County	-2.09*	●
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-2.1*	●
Not at all likely to not let water run unnecessarily	-2.14*	●
Not at all likely to install water efficient hose nozzles for outside garden hoses	-2.19*	●
Is a member of a sportsmen's organization	-2.21*	●
Not at all likely to install water efficient washing machines and dishwashers	-2.25*	●
Lives in Liberty County	-2.28*	●
Says not enough water/water quantity is one of the most important natural resource issues facing Georgia	-2.41*	●

Is not at all concerned about water quality in Georgia	-2.89**
Is male	-2.93**
Is somewhat concerned about water quality in Georgia	-3.14**
Very or somewhat likely to wash car less frequently or not at all	-3.28**
Thinks industry uses 29% or less of all water used in Georgia	-3.32***
Owns 1 acre or less (median)	-3.84***
Strongly or moderately agrees that the State is doing enough to conserve water in Georgia	-4.45***



Most likely *not* to say Georgia's waterways are somewhat or very unhealthy.

**Q20. Would you say that you are very concerned, somewhat concerned, or not at all concerned about water quality in Georgia?**

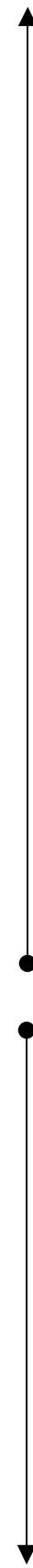


<b>Is very concerned about water quality in Georgia</b>	<b>Z-SCORE</b>
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	6.78***
Moderately or strongly disagrees that the State is doing enough to conserve water in Georgia	6.15***
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	5.62***
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	5.5***
Says Georgia's waterways are somewhat or very unhealthy	5.08***
Always makes effort to conserve water	4.56***
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	4.52***
Says recycling of household products is a very or somewhat important issue facing Georgia	4.17***
Is concerned about water quality because of health/safety concerns	4.05***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	3.86***
Strongly or moderately agree that industry uses too much water (is a reason for not conserving)	3.74***
Says water quality is a very or somewhat important issue facing Georgia	3.73***
Strongly or moderately agree that the state government isn't conserving water in Georgia (is a reason for not conserving)	3.52***
Says urban sprawl is a very or somewhat important issue facing Georgia	3.51***
Says air quality is a very or somewhat important issue facing Georgia	3.38***
Is female	3.36***
Says quality of wetlands is a very or somewhat important issue facing Georgia	3.23**
Makes effort to conserve water because wants to make a difference	3.21**
African-American	3.12**
Strongly or moderately agree that the state doesn't have an adequate statewide conservation plan (is a reason for not conserving)	3.12**
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	3.12**
Says protection of greenspace is a very or somewhat important issue facing Georgia	3.07**
Very or somewhat likely to install water saving devices in toilet	3**
Is a member of an environmental organization	2.97**
Makes effort to conserve water because of concerns about family's health	2.86**
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	2.83**
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.82**

Most likely to say is very concerned about water quality in Georgia.



Says polluted water/water quality is one of the most important natural resource issues facing Georgia	2.8**
Makes effort to conserve water because of concern about future generations	2.74**
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	2.72**
Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	2.72**
Thinks industry uses the most water in Georgia	2.68**
Thinks people use a great deal of water in everyday life	2.67**
Strongly or moderately agree that businesses uses too much water (is a reason for not conserving)	2.64**
Strongly or moderately agree that institutions (such as government and universities) use too much water (is a reason for not conserving)	2.58**
Makes effort to conserve water because of concerns about own health	2.53*
Has already installed water efficient hose nozzles for outside garden hoses	2.46*
Already practices drought-tolerant landscaping (xeriscaping)	2.32*
Strongly or moderately agrees that he/she can make a difference in water conservation	2.3*
Says industrial pollution is one of the most important natural resource issues facing Georgia	2.27*
Strongly or moderately disagree that water is not very expensive (is a reason for not conserving)	2.22*
Says water quantity is a very or somewhat important issue facing Georgia	2.2*
No college experience	2.17*
Already routinely checks fixtures for leaks	2.16*
Lives in Charlton County	2*
Lives in Richmond County	1.99*
<b>STATISTICALLY INSIGNIFICANT VARIABLES OMITTED</b>	
Never makes effort to conserve water	-2.02*
Lives in Chattooga County	-2.05*
Lives in Murray County	-2.05*
Not at all likely to install water efficient hose nozzles for outside garden hoses	-2.09*
18-24 years old	-2.13*
Lives in Pierce County	-2.31*
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-2.33*
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-2.36*
College experience, with or without obtaining an Associate's or Bachelor's degree	-2.4*
25-34 years old	-2.45*
Strongly or moderately disagree that institutions (such as government and universities) use too much water (is a reason for not conserving)	-2.47*
Thinks people use a moderate amount of water in everyday life	-2.56*



Strongly or moderately agrees that the State is doing enough to conserve water in Georgia	-2.59**
Rarely or never makes effort to conserve water because not concerned about having enough water	-2.6**
Not at all likely to install water saving devices in toilet	-2.63**
Strongly or moderately disagree that industry uses too much water (is a reason for not conserving)	-2.65**
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to conserve water	-2.66**
Thinks residential users use the most water in Georgia	-2.68**
Says air quality is a somewhat or very unimportant issue facing Georgia	-2.73**
Household income of \$60,000 or more (pre-tax)	-2.83**
Says loss of wildlife habitat is a somewhat or very unimportant issue facing Georgia	-2.98**
Sometimes makes effort to conserve water	-2.99**
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	-3.02**
Says disposal of household garbage and other municipal wastes in landfills is a somewhat or very unimportant issue facing Georgia	-3.14**
Says water quality is a somewhat or very unimportant issue facing Georgia	-3.17**
White	-3.17**
Is male	-3.5***
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-3.81***
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-3.99***
Says Georgia's waterways are very or somewhat healthy	-4.02***
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	-4.05***
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-4.19***
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-4.38***
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	-4.69***
Is somewhat concerned about water quantity in Georgia	-5.31***
Is not at all concerned about water quantity in Georgia	-5.96***

Most likely *not* to say is very concerned about water quality in Georgia

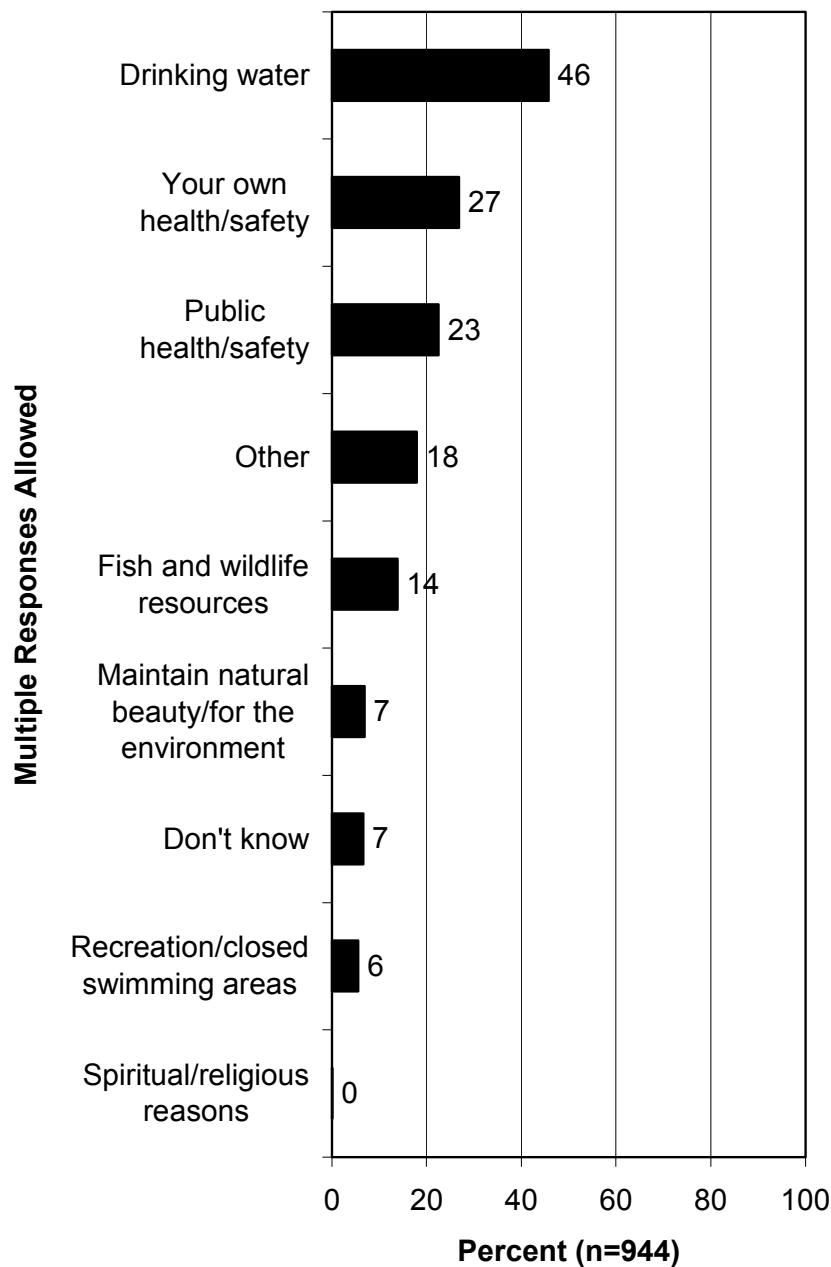
<b>Is not at all concerned about water quality in Georgia</b>	<b>Z-SCORE</b>	Most likely to say is not at all concerned about water quality in Georgia.
School or classroom discussions are preferred method of receiving info about water resources and water conservation	6.34***	
Says water quality is a somewhat or very unimportant issue facing Georgia	6.09***	
Moderately or strongly disagrees that he/she can make a difference in water conservation	5.42***	
Lives in Pierce County	4.85***	
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	4.51***	
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	4.49***	
Strongly or moderately agrees that the State is doing enough to conserve water in Georgia	4.44***	
Lives in Miller County	4.31***	
Lives in Bryan County	4.08***	
Never makes effort to conserve water	3.54***	
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	3.48***	
Says Georgia's waterways are very or somewhat healthy	3.45***	
Knowledge that personal health was at stake would make him/her somewhat or very unlikely to conserve water	3.31***	
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	3.24**	
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	3.03**	
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	2.95**	
Says disposal of household garbage and other municipal wastes in landfills is a somewhat or very unimportant issue facing Georgia	2.9**	
Not at all likely to replace current irrigation system with a drip irrigation system for lawn or garden	2.89**	
Lives in Dodge County	2.88**	
Lives in Morgan County	2.88**	
Lives in Seminole County	2.88**	
Lives in Turner County	2.88**	
Not at all likely to install a rain sensor on irrigation system	2.82**	
Indicated that don't know was one of the top three ways they use water	2.82**	
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	2.8**	
Knowledge that he/she could save money on water bill would make him/her somewhat or very unlikely to conserve water	2.72**	
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her somewhat or very unlikely to conserve water	2.64**	

Knowledge that he/she could help protect the quality of life for future generations would make him/her somewhat or very unlikely to conserve water	2.61**
Indicated that washing dishes and other household items was one of the top three ways they use water	2.51*
Says loss of wildlife habitat is a somewhat or very unimportant issue facing Georgia	2.49*
Not at all likely to install water saving devices in toilet	2.47*
Has already installed a rain sensor on irrigation system	2.41*
Knowledge that water is a limited resource would make him/her somewhat or very unlikely to conserve water	2.41*
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	2.38*
Thinks people use a little water in everyday life	2.31*
Says depletion of fossil fuels is one of the most important natural resource issues facing Georgia	2.23*
Lives in Dade County	2.22*
Lives in Oconee County	2.22*
Lives in Union County	2.22*
Free water audits and water conservation demonstrations are preferred method of receiving info about water resources and water conservation	2.21*
Not at all likely to install water efficient hose nozzles for outside garden hoses	2.19*
Says urban sprawl is a somewhat or very unimportant issue facing Georgia	2.17*
Lives in Walker County	2.15*
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	2.13*
Is male	2.02*
<b>STATISTICALLY INSIGNIFICANT VARIABLES OMITTED</b>	
Says quality of wetlands is a very or somewhat important issue facing Georgia	-1.96*
Says air quality is a very or somewhat important issue facing Georgia	-1.97*
Is female	-1.98*
Strongly or moderately supports statewide water conservation effort	-2.05*
Strongly or moderately disagree that I never get information on whether my conservation efforts are helpful (is a reason for not conserving)	-2.06*
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	-2.16*
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	-2.18*
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	-2.26*
Indicated that cooking was one of the top three ways they use water	-2.29*
African-American	-2.32*
Knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water	-2.36*

Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-2.6**
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	-2.65**
Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	-2.72**
Strongly or moderately disagree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	-2.84**
Says Georgia's waterways are somewhat or very unhealthy	-2.89**
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	-2.93**
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	-2.95**
Says protection of greenspace is a very or somewhat important issue facing Georgia	-3.02**
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	-3.12**
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	-3.17**
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	-3.34***
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	-3.37***
Says water quantity is a very or somewhat important issue facing Georgia	-3.39***
Says polluted water/water quality is one of the most important natural resource issues facing Georgia	-3.39***
Says recycling of household products is a very or somewhat important issue facing Georgia	-3.45***
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	-3.49***
Is very concerned about water quantity in Georgia	-3.9***
Strongly or moderately agrees that he/she can make a difference in water conservation	-4.52***
Moderately or strongly disagrees that the State is doing enough to conserve water in Georgia	-4.56***
Is somewhat concerned about water quality in Georgia	-4.8***
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	-4.93***
Says water quality is a very or somewhat important issue facing Georgia	-5.55***

Most likely *not* to say is not at all concerned about water quality in Georgia.

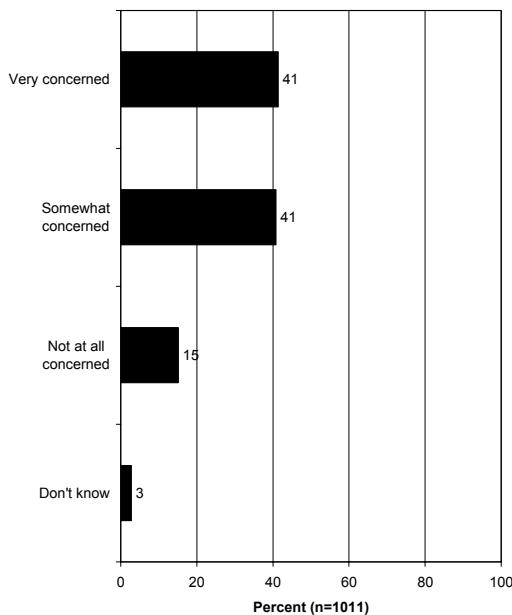
**Q22. Specifically, why are you concerned about water quality? (Asked of those who were concerned about water quality in Georgia.)**



## Water Quantity and Water Use

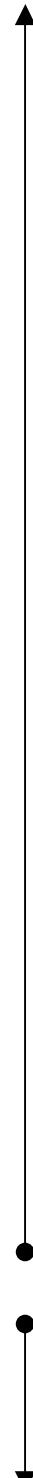
- Although water quantity was not perceived to be as much of a problem as water quality, it was, nonetheless, still perceived as a problem. People's concerns with water quantity related to its effects on humans more so than its effects on the environment. Also, although respondents thought that industry is a large user of water in Georgia, residential use was considered significant.
- 41% of respondents said that they are very concerned about water quantity in Georgia, and 82% are very or somewhat concerned. Only 15% said that they are not at all concerned about water quantity in Georgia.
  - The top reasons that respondents are concerned about water quantity relate to its effects on humans: water shortages (69%) and watering restrictions (18%). Concern for the environment (9%) had a much lower percentage saying it was a reason for their concern about water quantity.
  - A plurality (27%) thought that industry uses the most water in Georgia, although next on the list (after "don't know") was residential users (21%). However, when questioned about the amount of water used by residential users, agriculture, and industry in three separate questions, the highest mean was for residential users.
  - When asked directly about people's (i.e., residential) use of water, 43% thought that people use a great deal of water during their everyday life. A majority (52%) thought that people use a moderate amount of water during their everyday life. Only 3% thought that people use a little water during their everyday life.

**Q27. Would you say that you are very concerned, somewhat concerned, or not at all concerned about water quantity in Georgia?**



<b>Is very concerned about water quantity in Georgia</b>	<b>Z-SCORE</b>
Is very concerned about water quality in Georgia	10.41***
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	6.25***
Says water quantity is a very or somewhat important issue facing Georgia	5.23***
Always makes effort to conserve water	4.75***
Says not enough water/water quantity is one of the most important natural resource issues facing Georgia	4.36***
Strongly or moderately agree that institutions (such as government and universities) use too much water (is a reason for not conserving)	3.85***
Strongly or moderately agree that industry uses too much water (is a reason for not conserving)	3.6***
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	3.4***
Makes effort to conserve water because of concerns about drought	3.28**
Lives in Lee County	3.15**
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	3.1**
Moderately or strongly disagrees that the State is doing enough to conserve water in Georgia	2.52*
Thinks agriculture/farming uses the most water in Georgia	2.4*
An increase in current water costs would make him/her very or somewhat likely to conserve water	2.37*
African-American	2.35*
Strongly or moderately agree that I don't think my actions will make a difference (is a reason for not conserving)	2.31*
Makes effort to conserve water because of concerns about water availability	2.27*
Says industrial pollution is one of the most important natural resource issues facing Georgia	2.23*
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	2.15*
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	2.06*
Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	2.05*
Lives in Newton County	2.04*
Thinks people use a great deal of water in everyday life	1.98*
No college experience	1.97*
<b>STATISTICALLY INSIGNIFICANT VARIABLES OMITTED</b>	
Strongly or moderately disagree that farming uses too much water (is a reason for not conserving)	-1.99*
White	-1.99*
Imposition of a financial penalty for using water inappropriately would make him/her somewhat or very unlikely to conserve water	-2.01*

Most likely to say is very concerned about water quantity in Georgia.



Lives in Muscogee County	-2.02*
An increase in current water costs would make him/her somewhat or very unlikely to conserve water	-2.19*
Someone else receives water bill	-2.23*
Is concerned about water quality because of habitat, environmental, spiritual, and/or aesthetic concerns	-2.24*
Strongly or moderately disagree that my friends and neighbors aren't conserving water (is a reason for not conserving)	-2.31*
Makes effort to conserve water because it's the right thing to do	-2.32*
Not at all likely to install water efficient hose nozzles for outside garden hoses	-2.36*
Thinks people use a moderate amount of water in everyday life	-2.36*
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to conserve water	-2.38*
Is not part of a neighborhood association	-2.39*
35-44 years old	-2.52*
Not at all likely to replace current irrigation system with a drip irrigation system for lawn or garden	-2.58**
Says Environmental Protection Agency is primarily responsible for managing water	-2.66**
Strongly or moderately disagree that institutions (such as government and universities) use too much water (is a reason for not conserving)	-2.77**
Strongly or moderately agree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	-2.89**
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	-3.43***
Was somewhat concerned about trying to follow the 2000-2002 watering restrictions in GA	-3.52***
Is not at all concerned about water quality in Georgia	-3.9***
Strongly or moderately disagree that industry uses too much water (is a reason for not conserving)	-3.91***
Says water quantity is a somewhat or very unimportant issue facing Georgia	-3.92***
Sometimes makes effort to conserve water	-3.97***
Is somewhat concerned about water quality in Georgia	-8.48***
Is not at all concerned about water quantity in Georgia	-11.27***
Is somewhat concerned about water quantity in Georgia	-22.14***

Most likely *not* to say Is very concerned about water quantity in Georgia.



<b>Is not at all concerned about water quantity in Georgia</b>	<b>Z-SCORE</b>	Most likely to say is not at all concerned about water quantity in Georgia.
Says water quantity is a somewhat or very unimportant issue facing Georgia	8.69***	
Is not at all concerned about water quality in Georgia	6.81***	
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	4.13***	
Lives in Long County	4.11***	
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	3.67***	
Strongly or moderately agree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	3.67***	
Says water quality is a somewhat or very unimportant issue facing Georgia	3.67***	
Never makes effort to conserve water	3.59***	
Says urban sprawl is a somewhat or very unimportant issue facing Georgia	3.36***	
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	3.36***	
Lives in Morgan County	3.35***	
School or classroom discussions are preferred method of receiving info about water resources and water conservation	3.35***	
Moderately or strongly disagrees that he/she can make a difference in water conservation	3.2**	
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	3.19**	
Lives in Ware County	3.11**	
Moderately or strongly opposes statewide water conservation effort	3.01**	
Already does not let water run unnecessarily	2.97**	
Is somewhat concerned about water quality in Georgia	2.84**	
Is not part of a neighborhood association	2.84**	
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	2.79**	
Knowledge that personal health was at stake would make him/her somewhat or very unlikely to conserve water	2.78**	
Strongly or moderately disagree that businesses uses too much water (is a reason for not conserving)	2.72**	
Free water audits and water conservation demonstrations are preferred method of receiving info about water resources and water conservation	2.49*	
Lives in Pierce County	2.49*	
Lives in Pulaski County	2.49*	
Pressure from children would make him/her somewhat or very unlikely to conserve water	2.37*	
Lives in Candler County	2.37*	
Lives in Terrell County	2.37*	
Lives in Douglas County	2.34*	
Makes effort to conserve water to save money on water bill	2.32*	
Not at all likely to routinely check fixtures for leaks	2.31*	

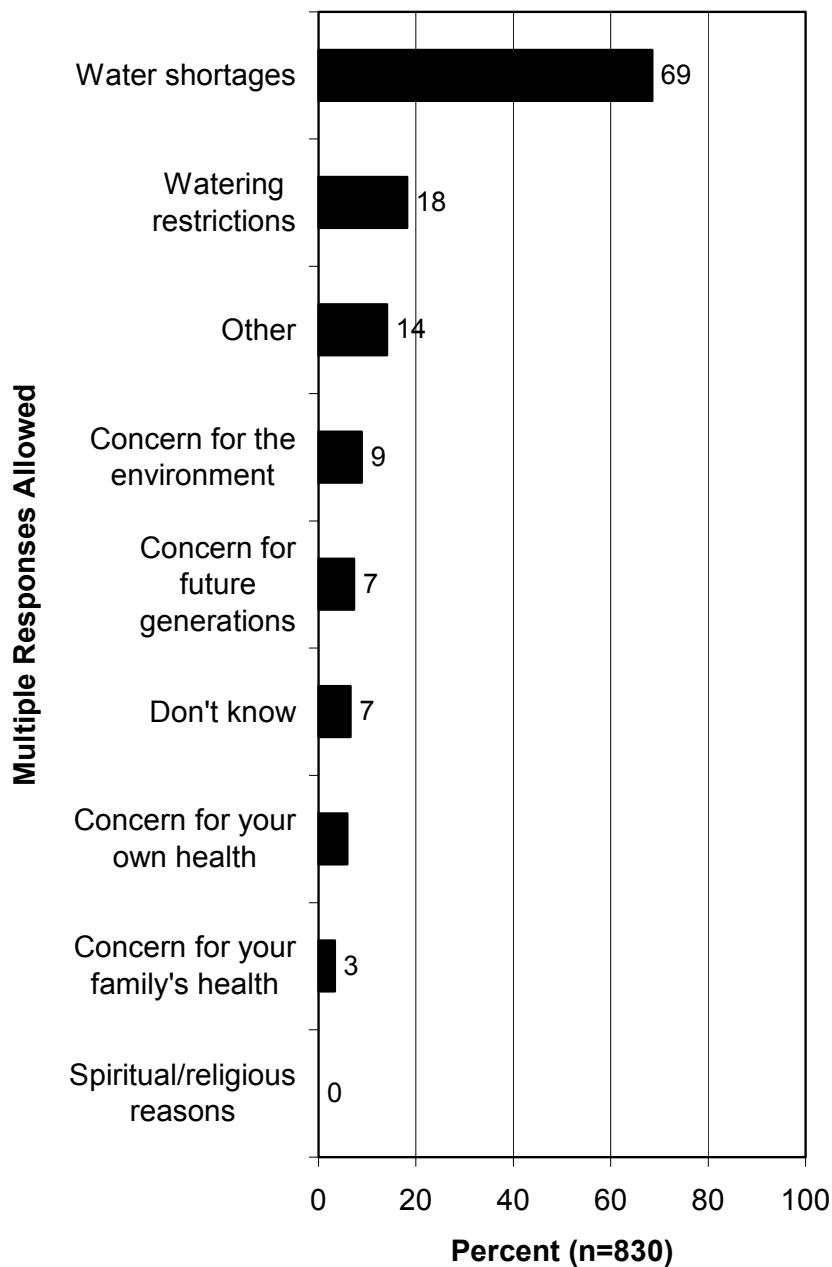
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	2.31*
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to conserve water	2.25*
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	2.17*
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her somewhat or very unlikely to conserve water	2.12*
Does not receive water usage tips with water bill	2.1*
Strongly or moderately agrees that the State is doing enough to conserve water in Georgia	2.09*
Not at all likely to install water saving devices in toilet	2.08*
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	2.07*
Makes effort to conserve water because it's the right thing to do	2.02*
Was somewhat concerned about trying to follow the 2000-2002 watering restrictions in GA	1.98*
Indicated that swimming pool was one of the top three ways they use water	1.98*
<b>STATISTICALLY INSIGNIFICANT VARIABLES OMITTED</b>	
Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	-2.08*
Makes effort to conserve water because of concern about future generations	-2.16*
Receives water usage tips with water bill	-2.23*
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	-2.27*
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	-2.28*
55-64 years old	-2.3*
Says protection of greenspace is a very or somewhat important issue facing Georgia	-2.3*
Makes effort to conserve water because of concerns about drought	-2.31*
Strongly or moderately agrees that he/she can make a difference in water conservation	-2.33*
Thinks people use a great deal of water in everyday life	-2.5*
Is a member of a conservation organization	-2.53*
Makes effort to conserve water because wants to make a difference	-2.56*
Says urban sprawl is a very or somewhat important issue facing Georgia	-2.59**
Not at all likely to not let water run unnecessarily	-2.6**
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	-2.63**
Pressure from children would make him/her very or somewhat likely to conserve water	-2.65**
Is part of a neighborhood association	-2.68**
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	-2.7**

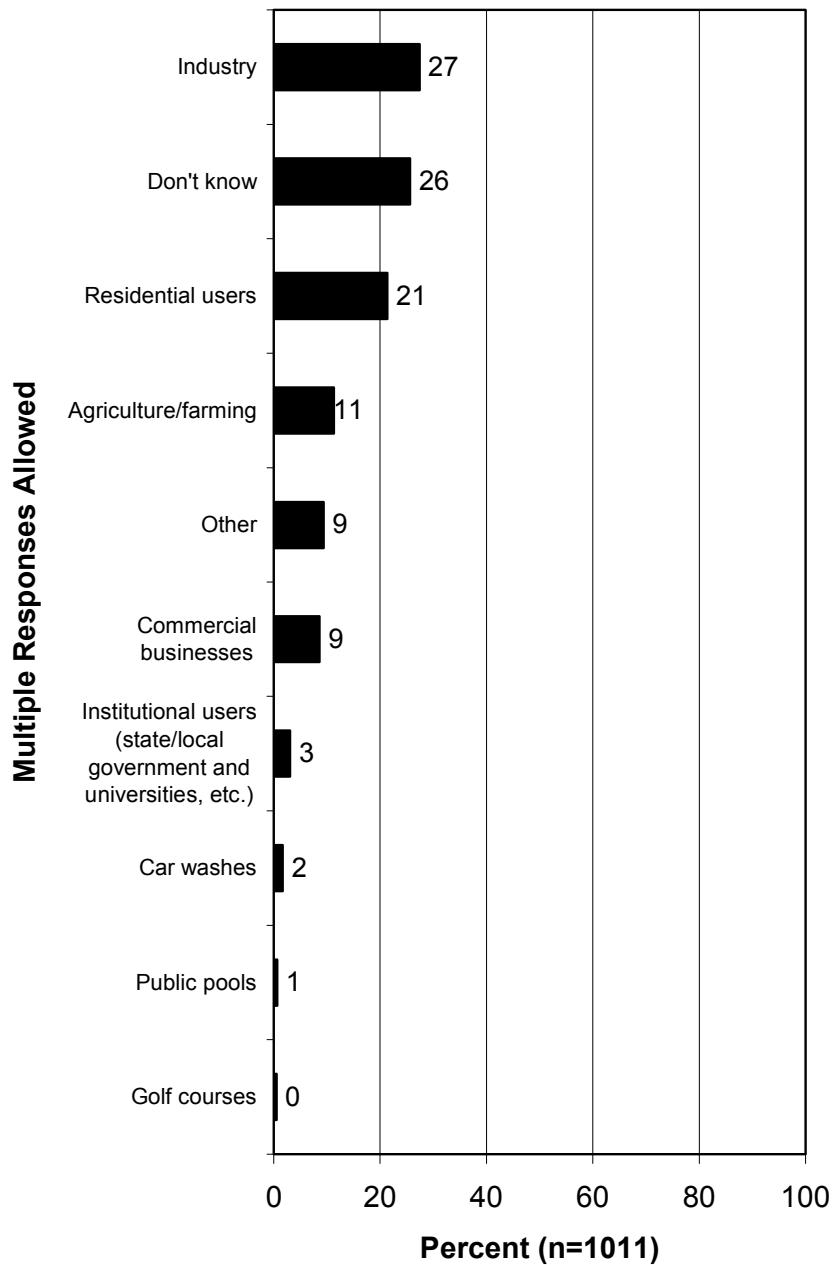
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	-2.71**
Has graduate or professional degree	-2.82**
Strongly or moderately agree that institutions (such as government and universities) use too much water (is a reason for not conserving)	-2.88**
Says recycling of household products is a very or somewhat important issue facing Georgia	-2.95**
Household income of \$60,000 or more (pre-tax)	-3.03**
Strongly or moderately agree that businesses uses too much water (is a reason for not conserving)	-3.03**
Strongly or moderately supports statewide water conservation effort	-3.2**
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	-3.75***
Says quality of wetlands is a very or somewhat important issue facing Georgia	-3.77***
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-4.17***
Moderately or strongly disagrees that the State is doing enough to conserve water in Georgia	-4.39***
Says not enough water/water quantity is one of the most important natural resource issues facing Georgia	-4.4***
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	-4.47***
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	-4.53***
Is very concerned about water quality in Georgia	-5.96***
Says water quantity is a very or somewhat important issue facing Georgia	-7.54***
Is somewhat concerned about water quantity in Georgia	-11.14***
Is very concerned about water quantity in Georgia	-11.27***



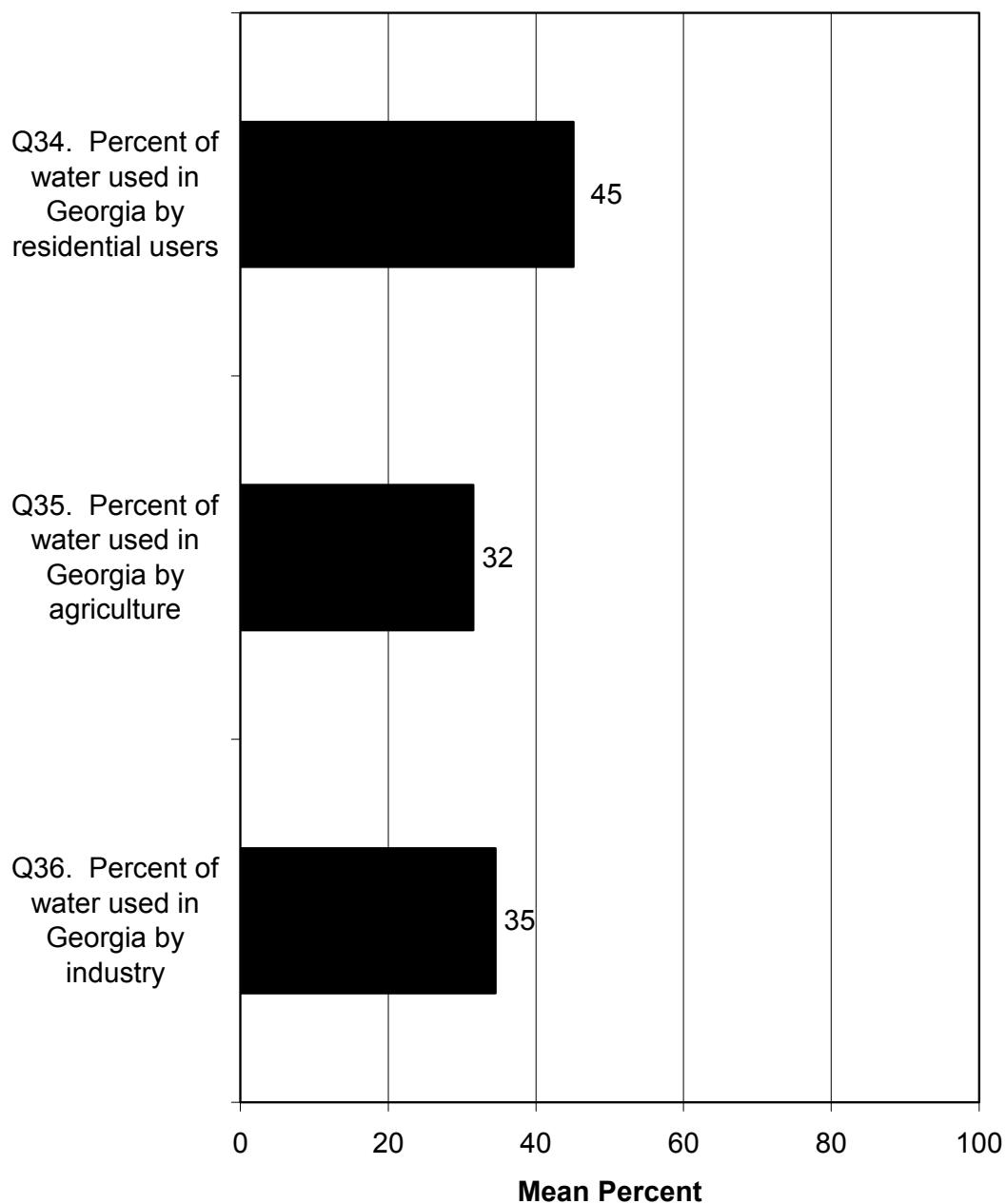
Most likely *not* to say is not at all concerned about water quantity in Georgia.

**Q29. Why are you concerned about water quantity?**  
**(Asked of those who were concerned about water quantity in Georgia.)**

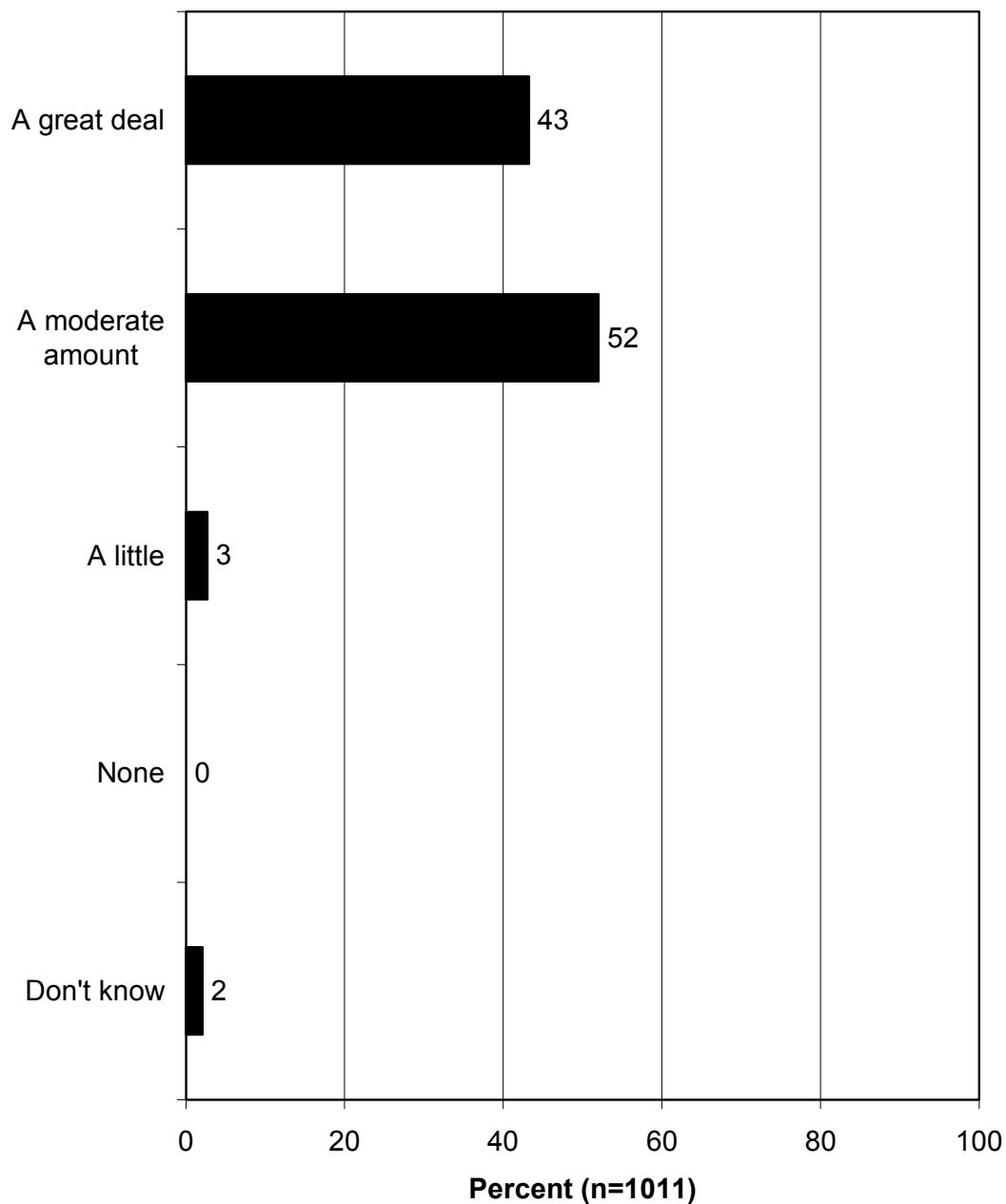


**Q32. Who do you think uses the most water in Georgia?**

**Q34-36. Means of percent of all water used in Georgia that respondents thought that residential users, agriculture, and industry uses.**



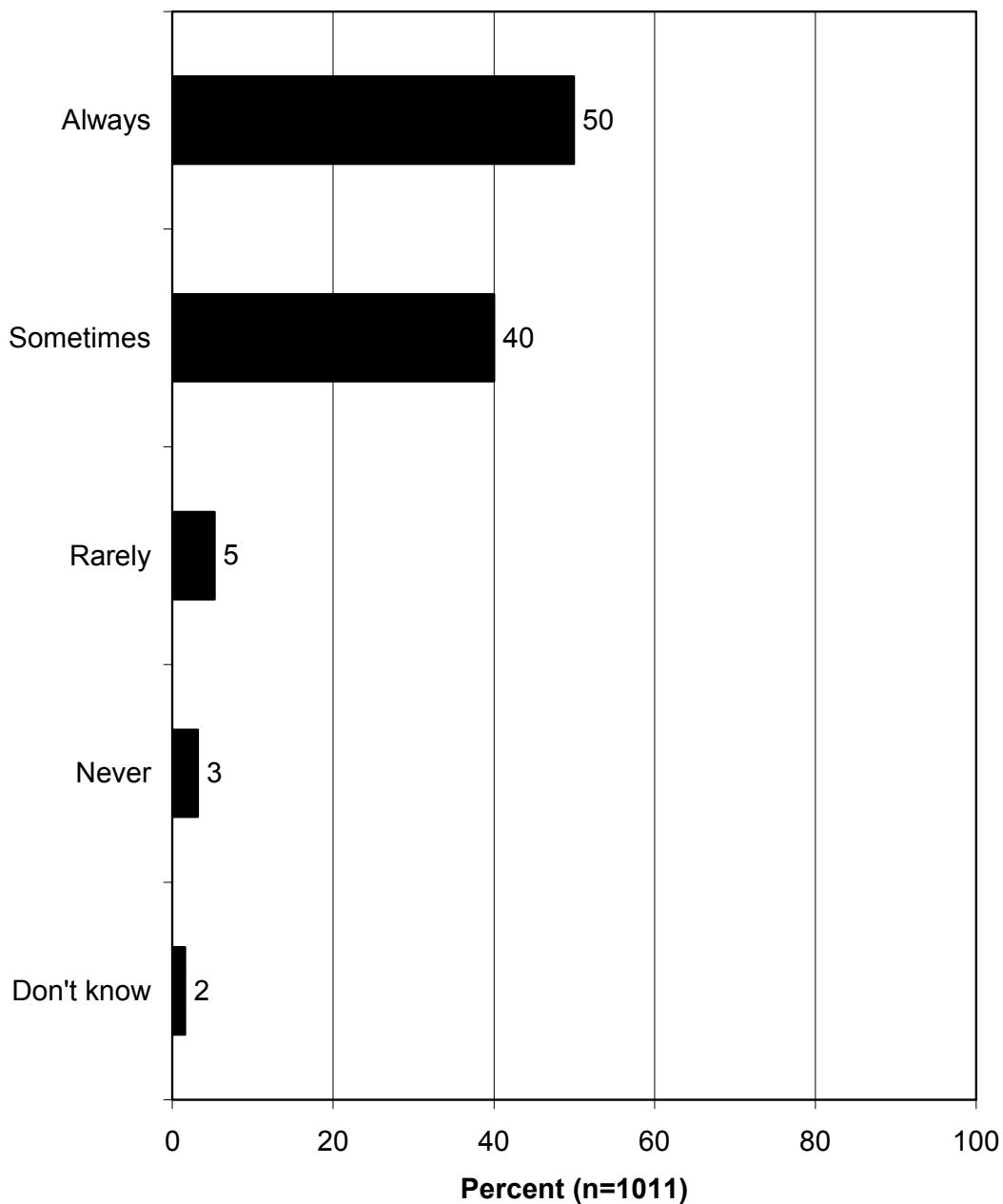
**Q37. Do you think people during the course of everyday life use a great deal, a moderate amount, a little, or no water?**



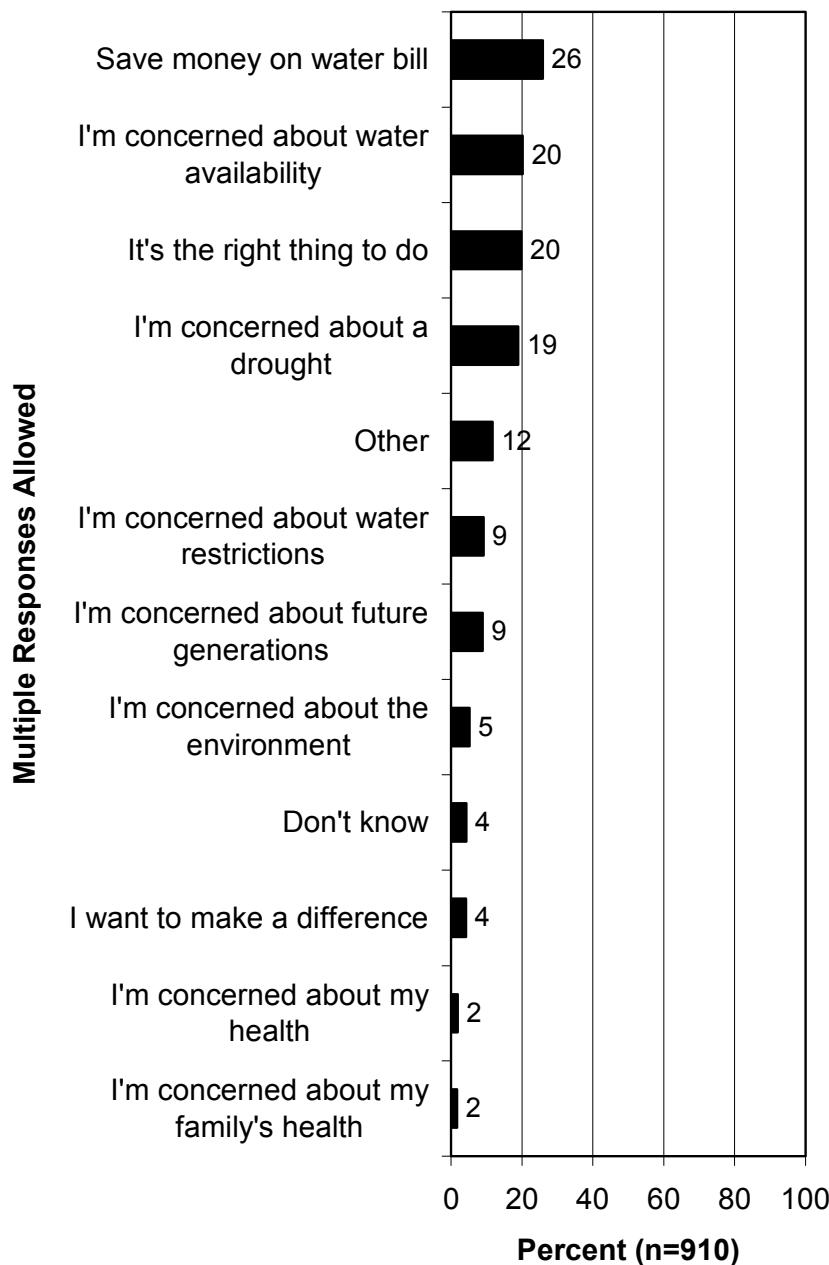
## **Overall Efforts to Conserve Water and Attitudes Toward Water Conservation**

- In general, respondents said that they make an effort to conserve water, said that they believe that their personal efforts make a difference, and said that they support the statewide water conservation effort. They also, in general, feel that water conservation is important, even when the state is not experiencing a drought. Their reasons for being concerned about water conservation related to how conservation will affect them personally rather than how it may benefit the environment. Finally, those who disagreed that they can personally make a difference in water conservation felt that way because they do not believe that residential users use much water or they do not know what they can do to conserve water.
- An overwhelming majority (90%) of respondents said that they always or sometimes make an effort to conserve water, while only 8% said that they rarely or never make an effort to conserve water. The top reasons that respondents said that they conserve water are to save money on their water bill (26%) or because they are concerned about water availability (20%). Those who do not make an effort to conserve water said the reasons they do not make an effort is because they are not concerned about having enough water (20%), they don't think about it (19%), or they don't think there is a problem (13%).
  - Fortunately, a majority of respondents (57%) strongly agreed that they can personally make a difference in conserving water, and 86% strongly or moderately agreed that they can make a difference. Only 10% moderately or strongly disagreed that they can personally make a difference. Those who disagreed most commonly said that their reasoning is that residential users do not use much water (17% gave this answer). Another 15% said that they disagreed that they can personally make a difference because they do not know what they can do. In a question that relates to this finding, respondents most commonly said that one of their preferred methods of receiving information about things they can do to conserve water are brochures mailed to their house (49%). Water bill inserts had 16% saying it is a preferred method of receiving information.
  - A large majority of respondents (85%) strongly or moderately agreed that water should be conserved, even when no drought conditions exist, with a majority (58%) having strongly agreed.
  - A large majority of respondents (83%) said that they strongly or moderately support the statewide water conservation effort, with a majority having strongly supported (55%).
  - Most respondents (77%) were very or somewhat concerned about trying to follow the 2000-2002 watering restrictions in Georgia during those years of drought.

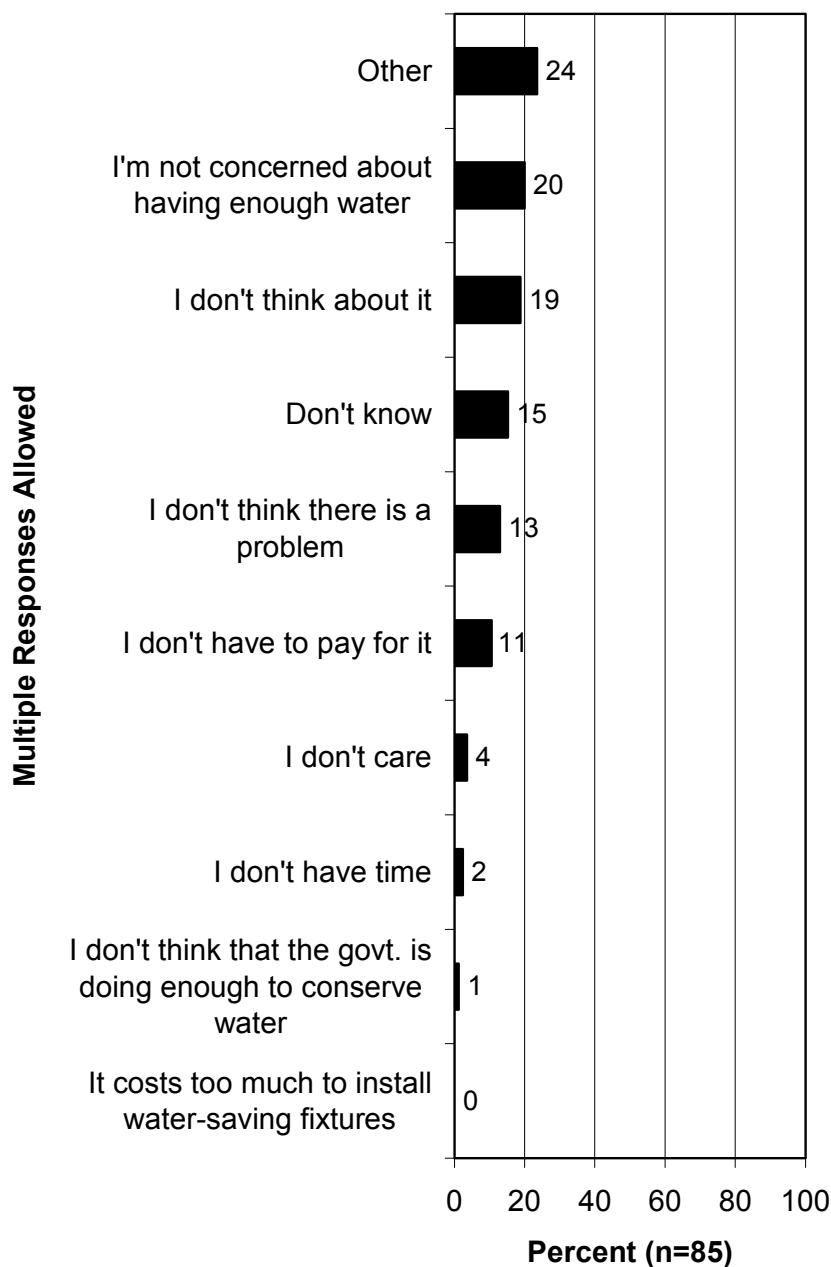
**Q41. Would you say you currently make an effort to conserve water, that is use less water, always, sometimes, rarely, or never?**



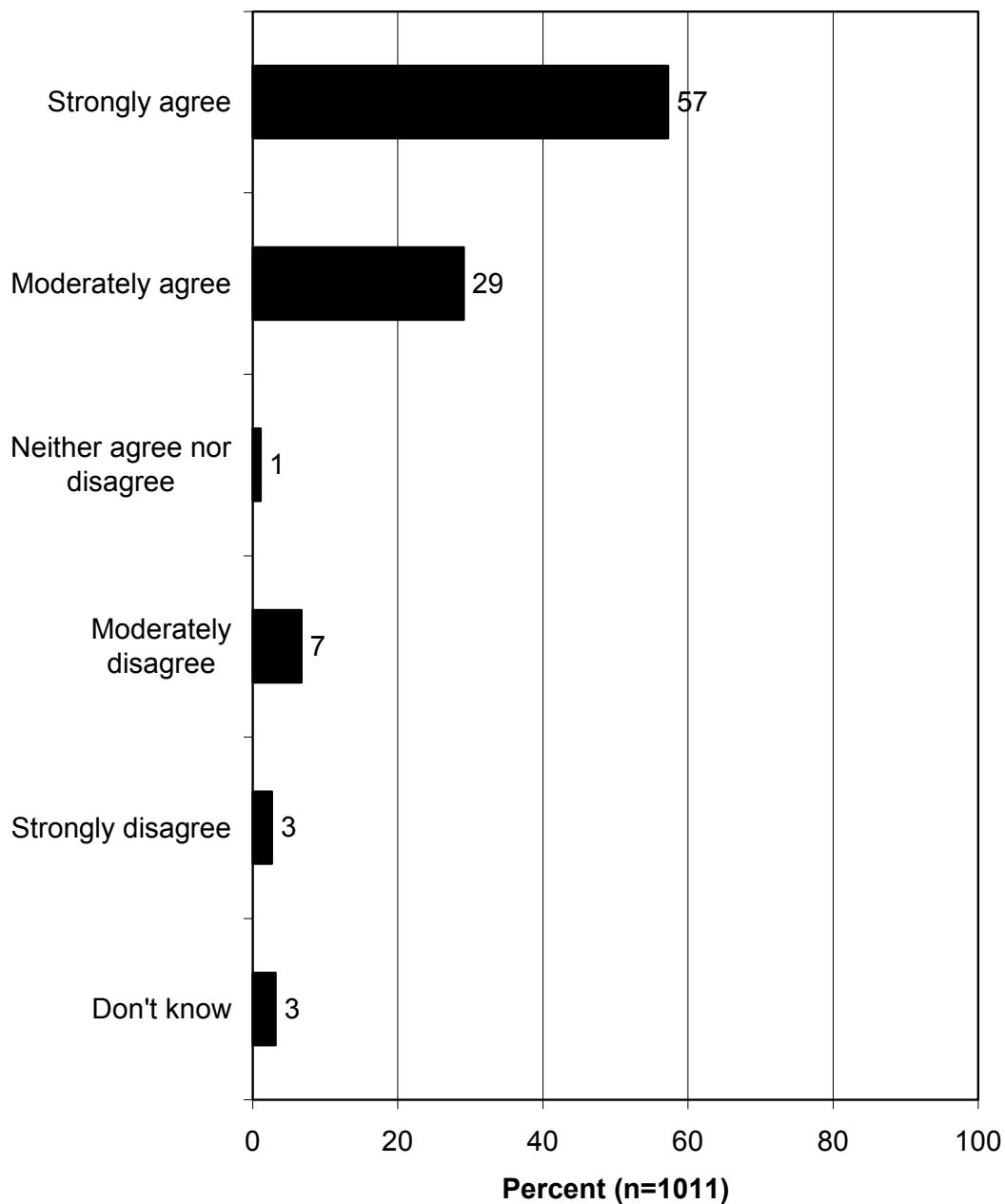
**Q43. Why do you currently always or sometimes make an effort to conserve water? (Asked of those who said they always or sometimes make an effort to conserve water.)**



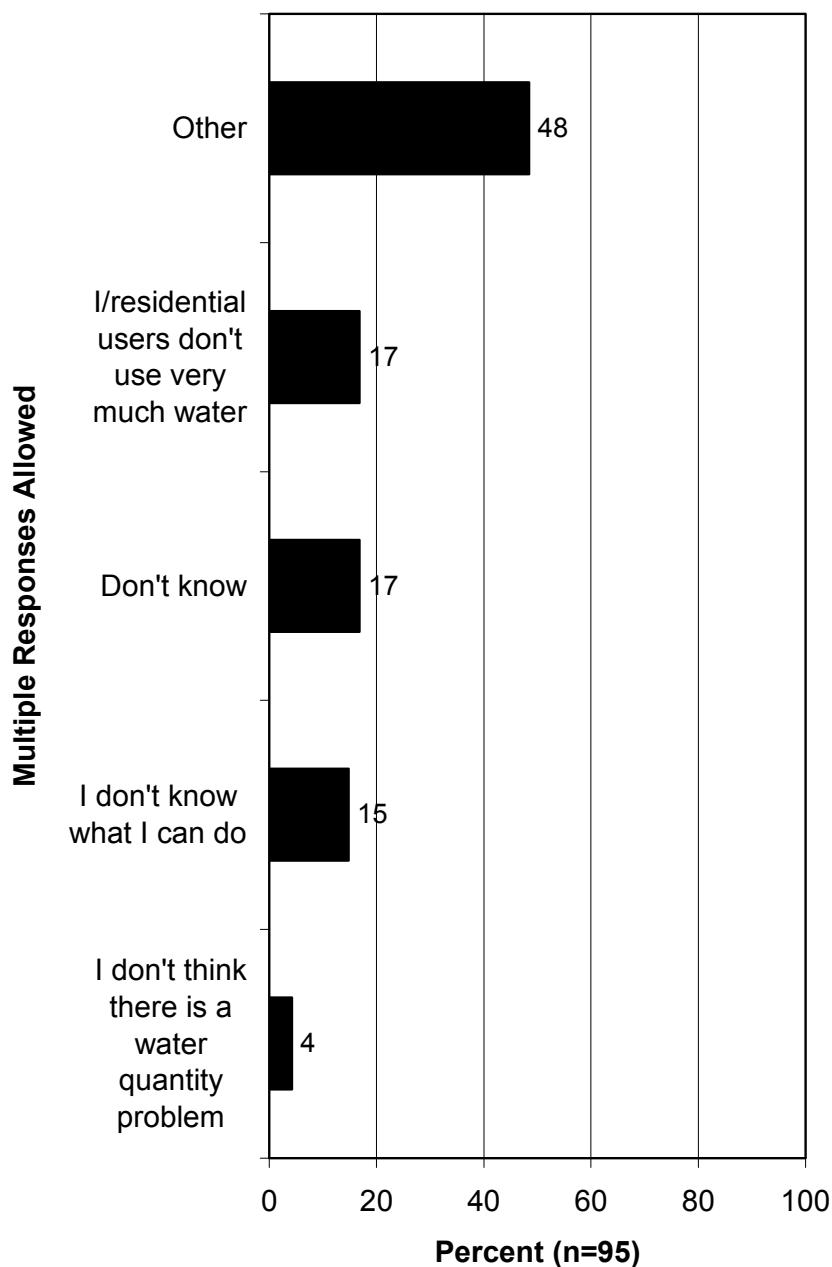
**Q46. Why do you currently rarely or never make an effort to conserve water? (Asked of those who said they rarely or never make an effort to conserve water.)**



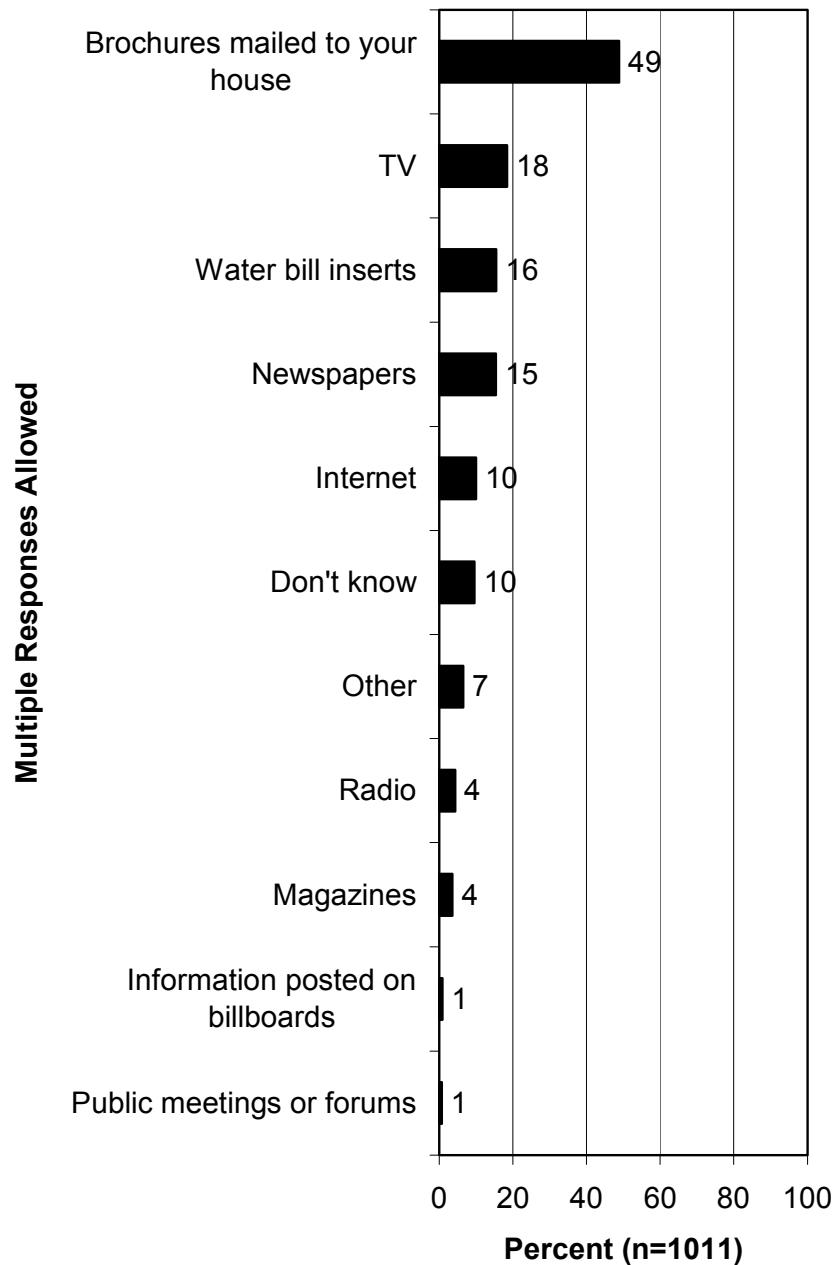
**Q48. Do you agree or disagree that you can personally make a difference in terms of water conservation in Georgia?**



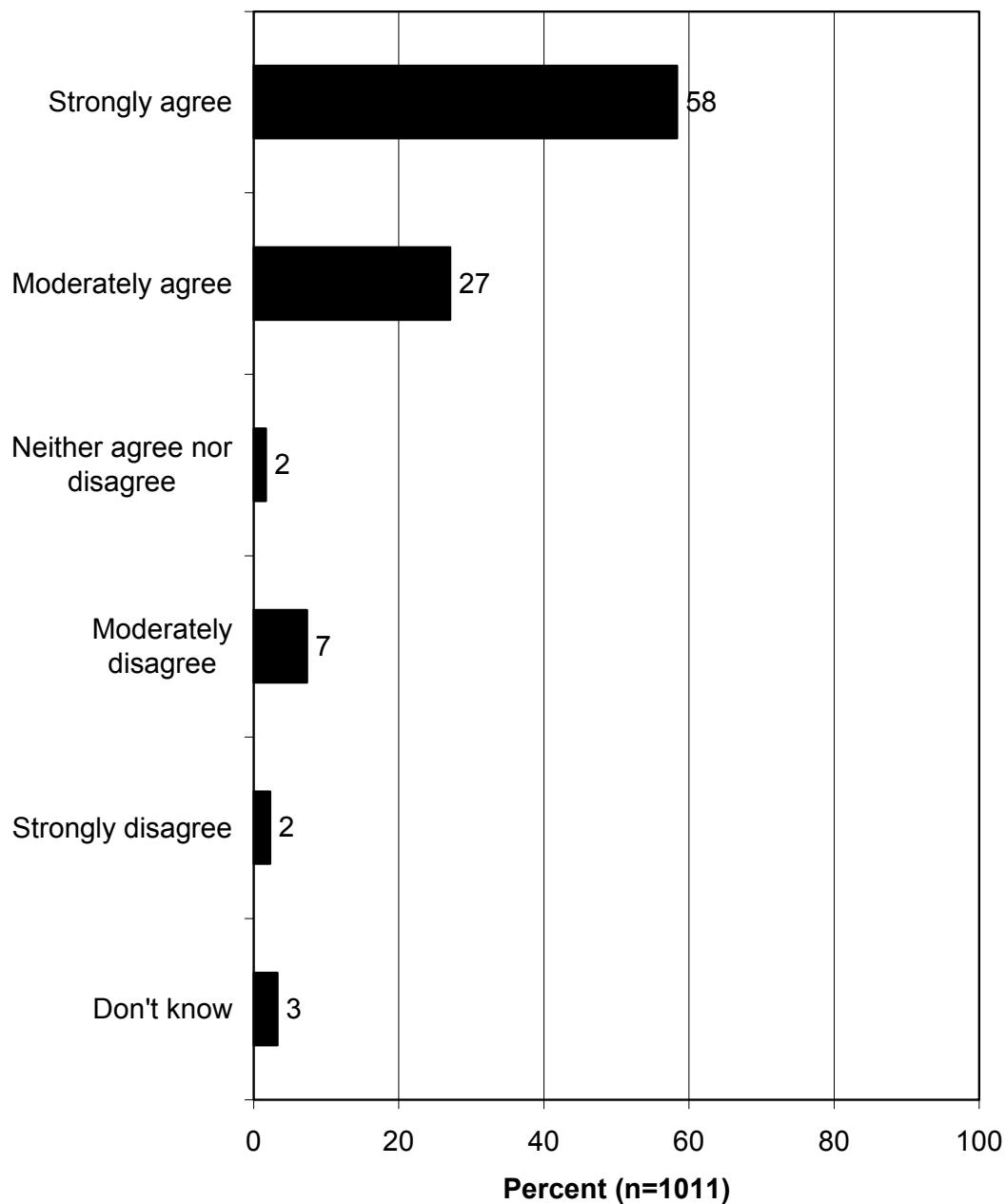
**Q50. Why do you disagree that you can personally make a difference in terms of water conservation in Georgia? (Asked of those who disagreed that they could make a difference.)**



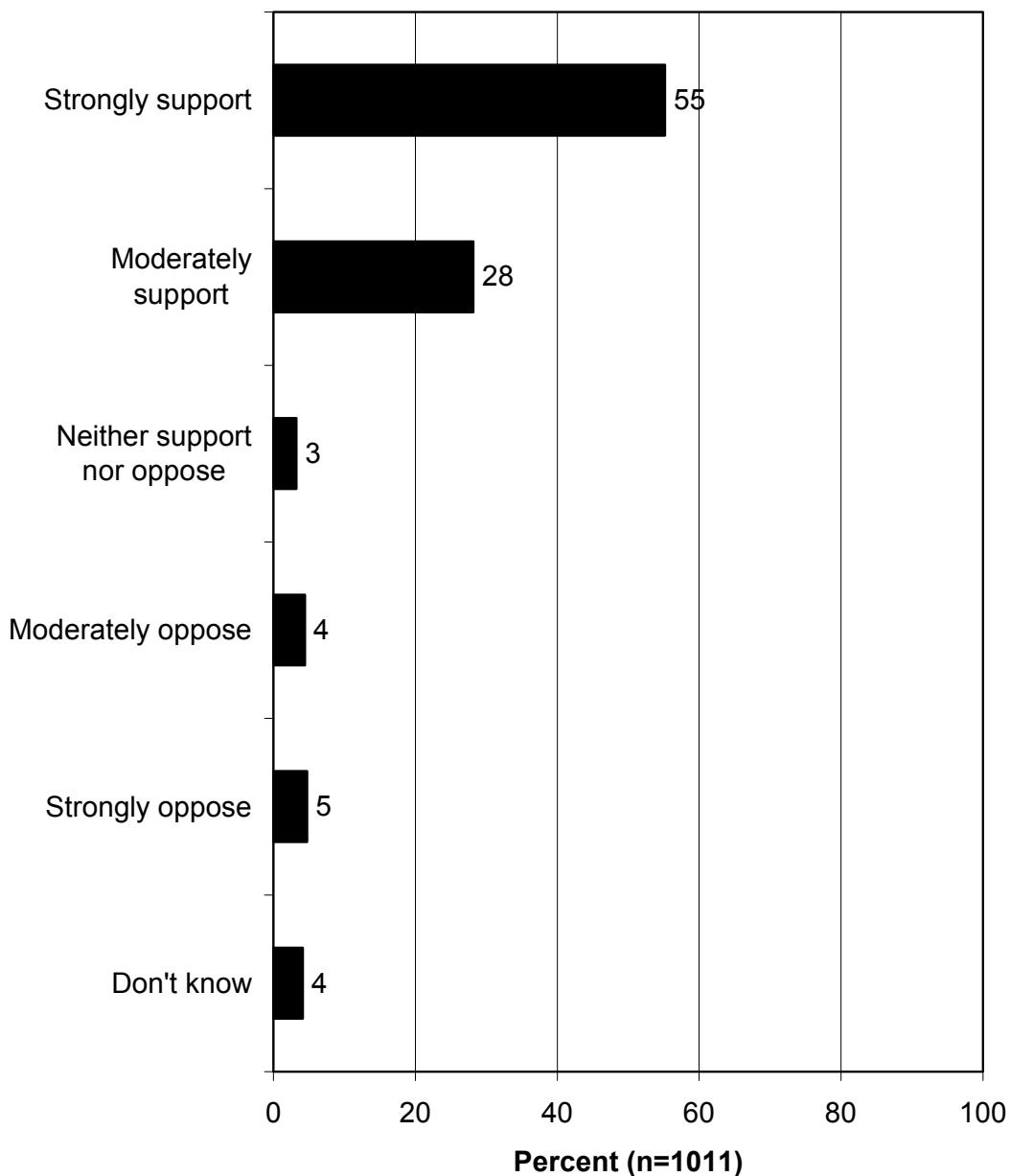
**Q126. What are your preferred methods of receiving information about water resources and things you can do to conserve water?**



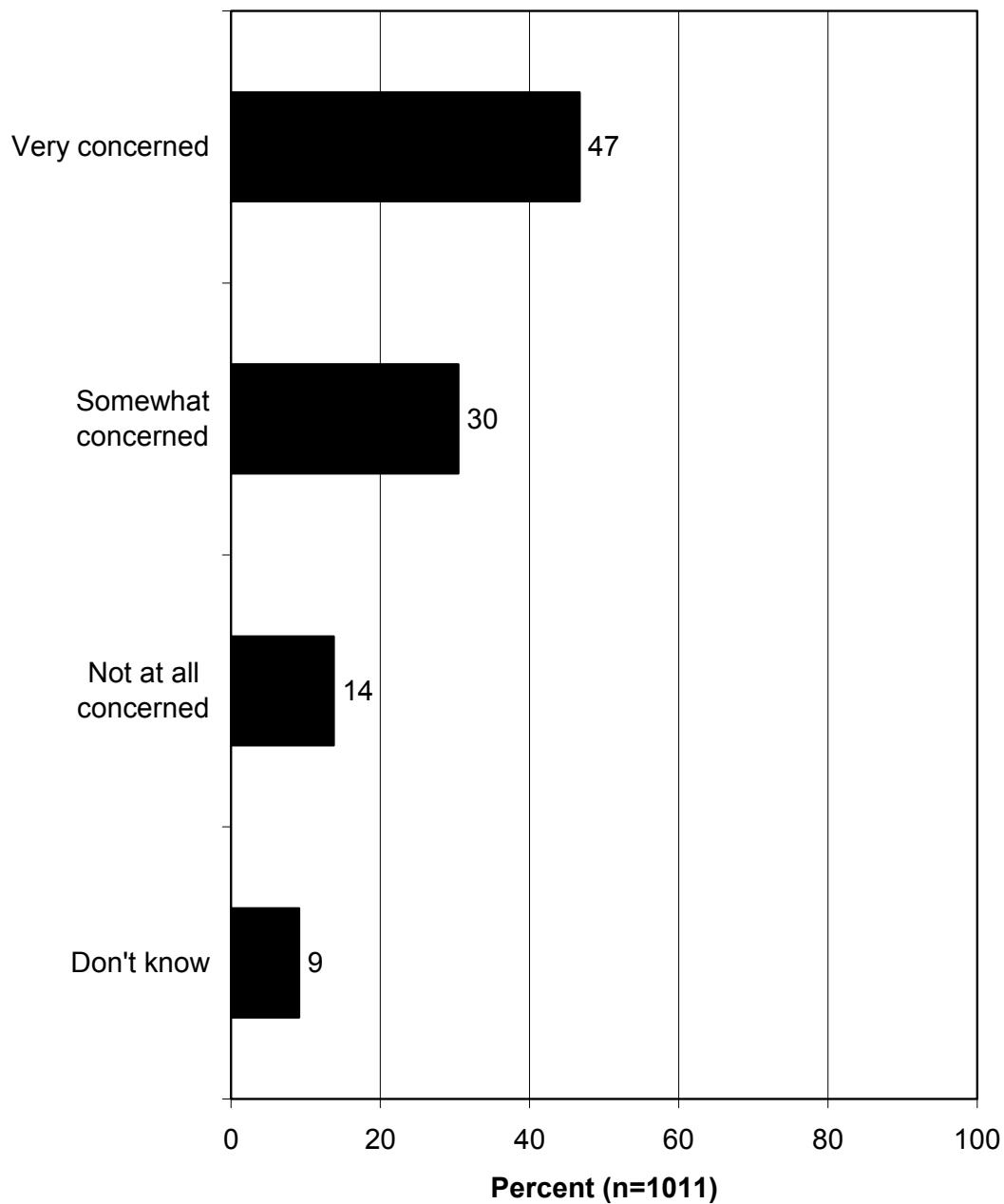
**Q52. Do you agree or disagree that water should be conserved when there are not drought conditions and when there is plenty of rain?**



**Q67. [Respondents were read elements of the statewide water conservation effort for Georgia and were then asked the following question.] Overall, would you support or oppose this statewide water conservation effort?**



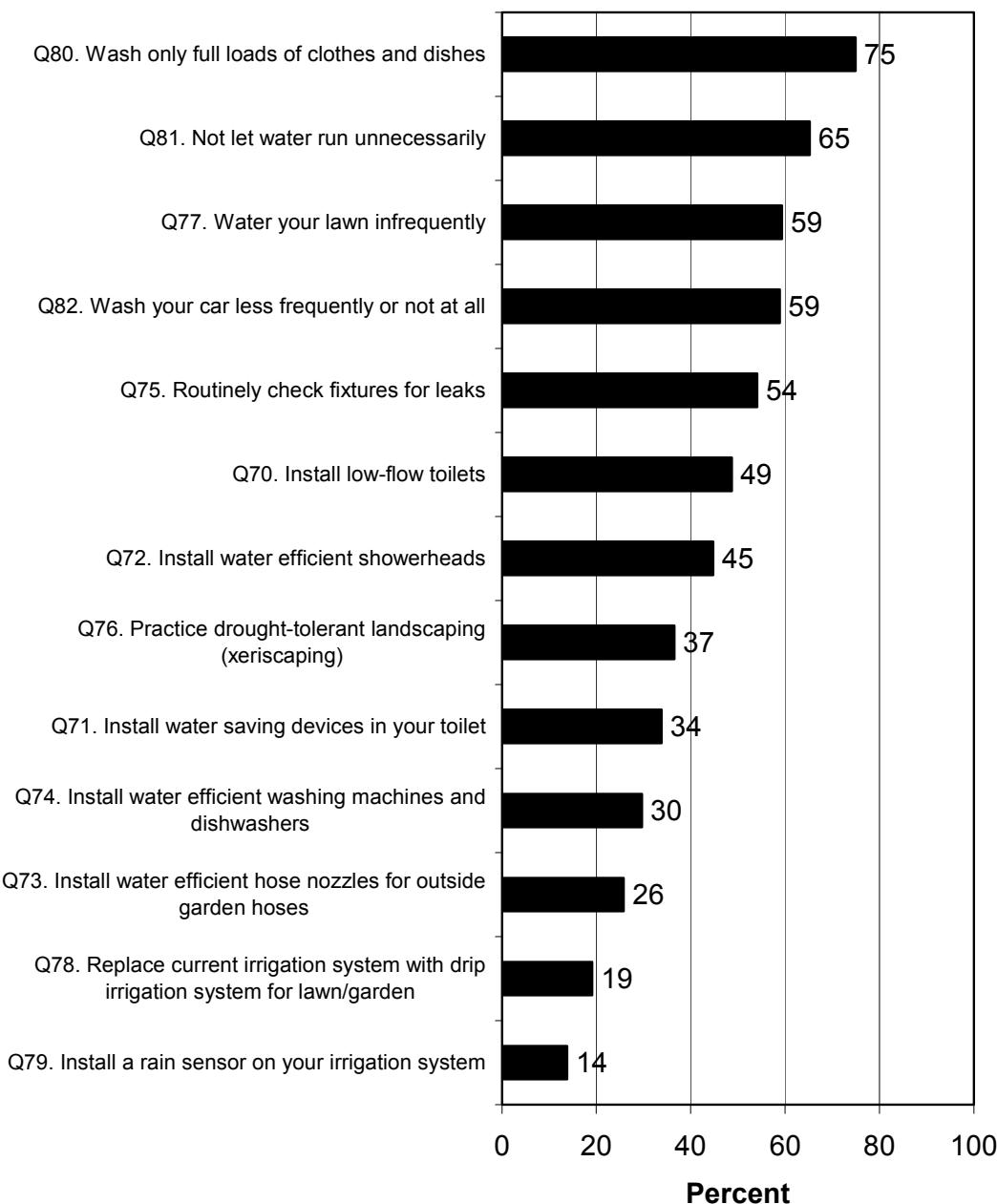
**Q65. Overall, were you very concerned, somewhat concerned, or not at all concerned about trying to follow the 2000-2002 watering restrictions in Georgia?**



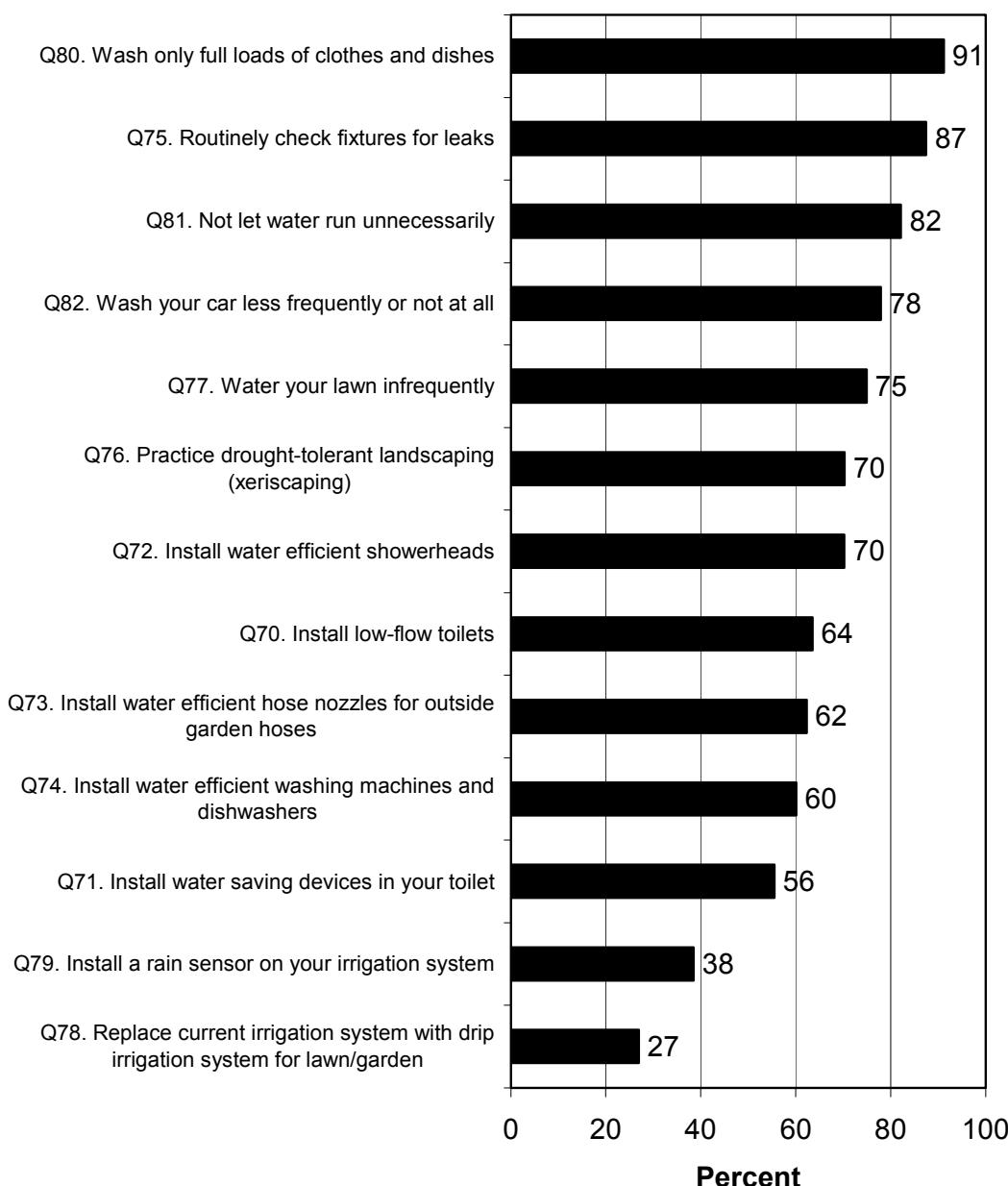
## **Respondents' Willingness to Do Specific Water Conservation Efforts**

- The top actions that respondents most commonly said they have already undertaken were wash only full loads of clothes and dishes (75%), not let water run unnecessarily (65%), water the lawn infrequently (59%), and wash the car less frequently or not at all (59%).
  
- Respondents were also asked about their likelihood to undertake (or whether they had already undertaken) 13 specific actions to conserve water. Four actions had a majority saying that they would be very or somewhat likely to do that action: install water efficient hose nozzles for outside garden hoses (60%), install water efficient washing machines and dishwashers (56%), practice drought-resistant landscaping, known as xeriscaping (52%), and install a rain sensor on their irrigation system (52%). Also with fairly high percentages having said that they would be very or somewhat likely to do, although slightly less than a majority, were to install water saving devices in the toilet (46%), to install water efficient showerheads (44%), and to routinely check fixtures for leaks (43%). Note that these are the same top seven actions, although in different order, that respondents would be very likely to do. (Note that this analysis removed those who answered "not applicable" so that the results are among those who could take the action.)
  - The actions that had the highest percentages of respondents having said that they would be not at all likely to do the action related to irrigation systems. The next two actions after irrigation systems, however, related to toilets: install water saving devices in their toilet (20% said that they were not at all likely to do this) and install low-flow toilets (19%).

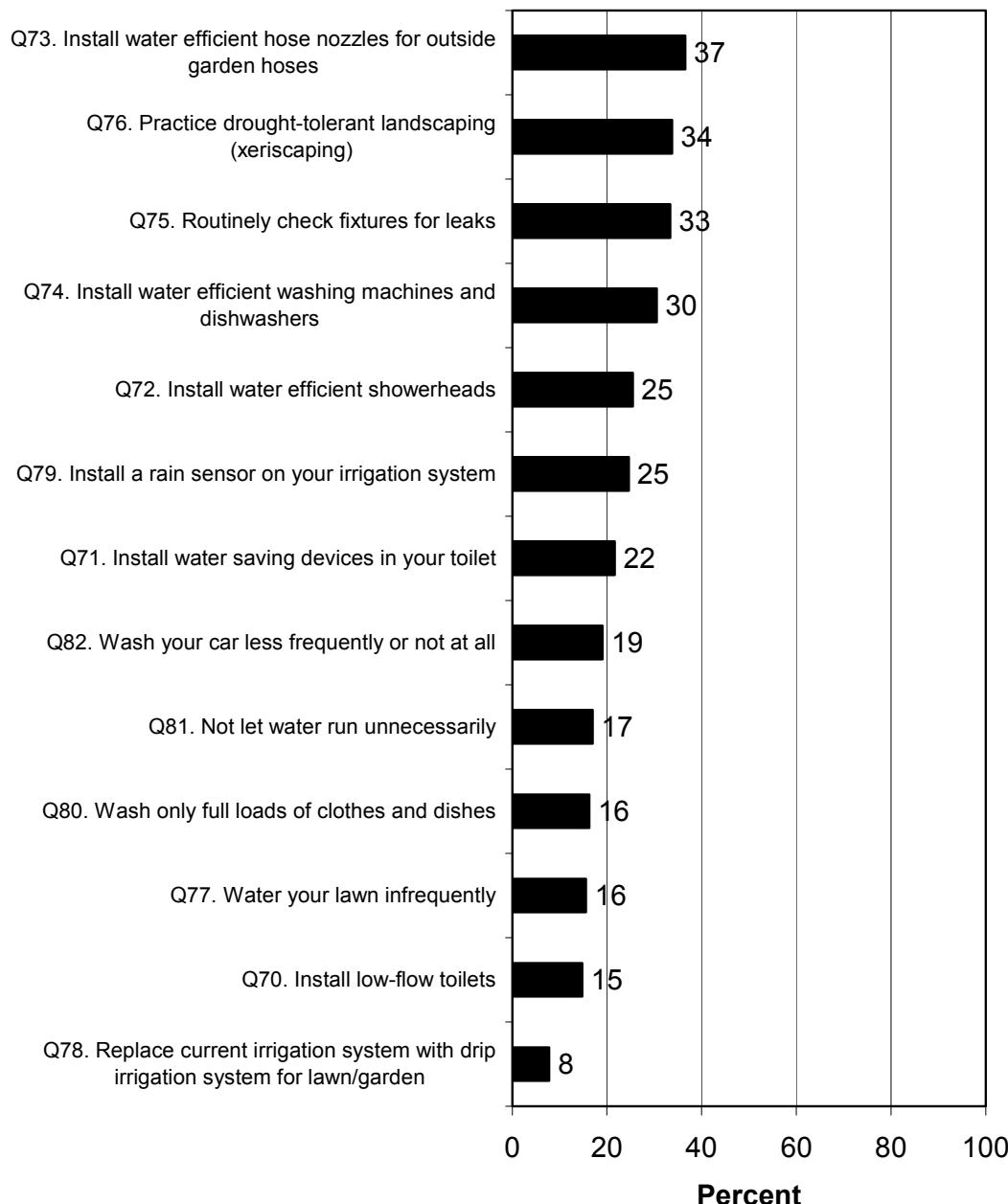
**Q70-82. Percent who said they have already done  
the following water conservation efforts.  
(Excluding those who answered "Not applicable"  
or "Don't know.")**



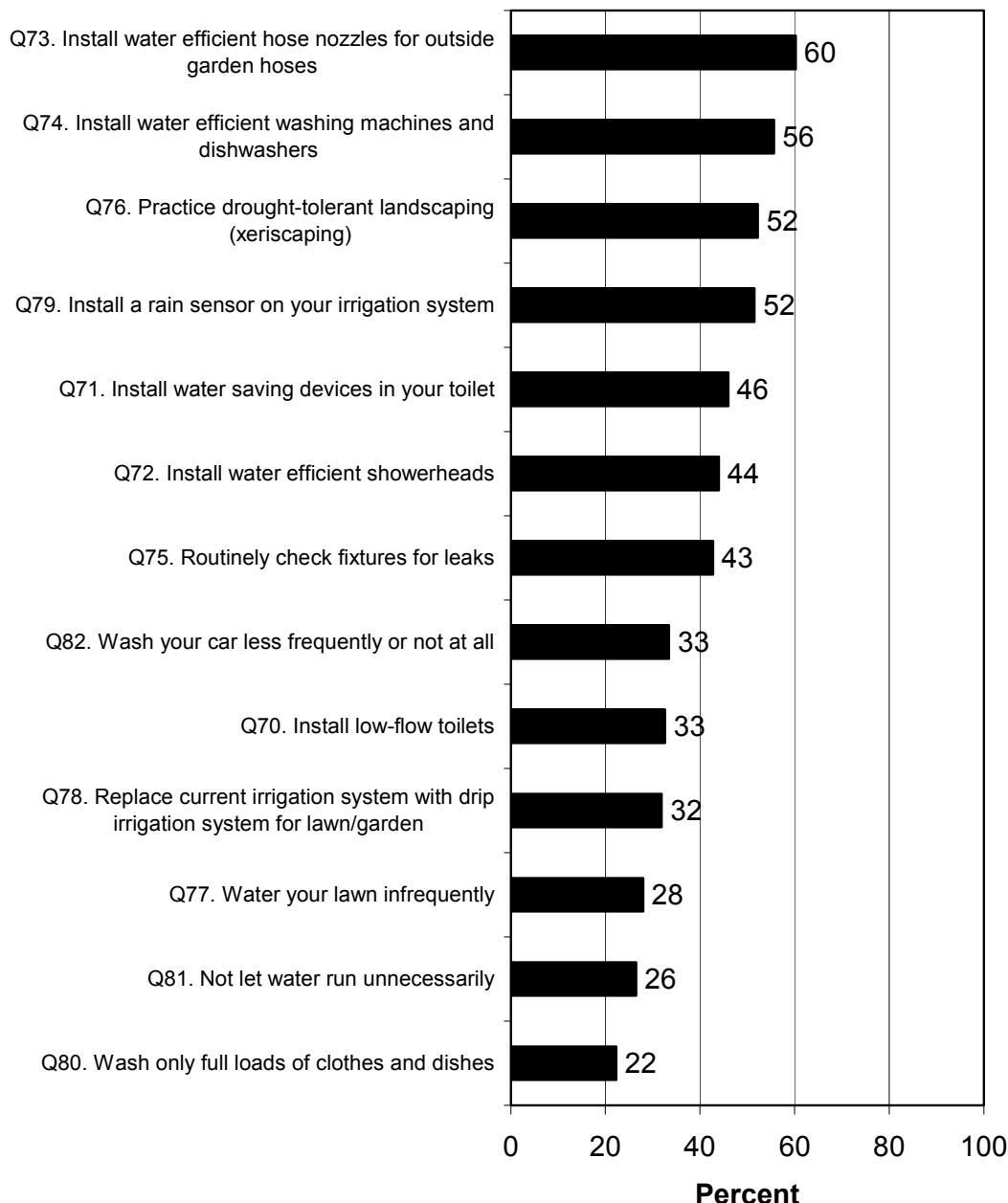
**Q70-82. Percent who said they are very likely to do or have already done the following water conservation efforts. (Excluding those who answered "Not applicable" or "Don't know.")**



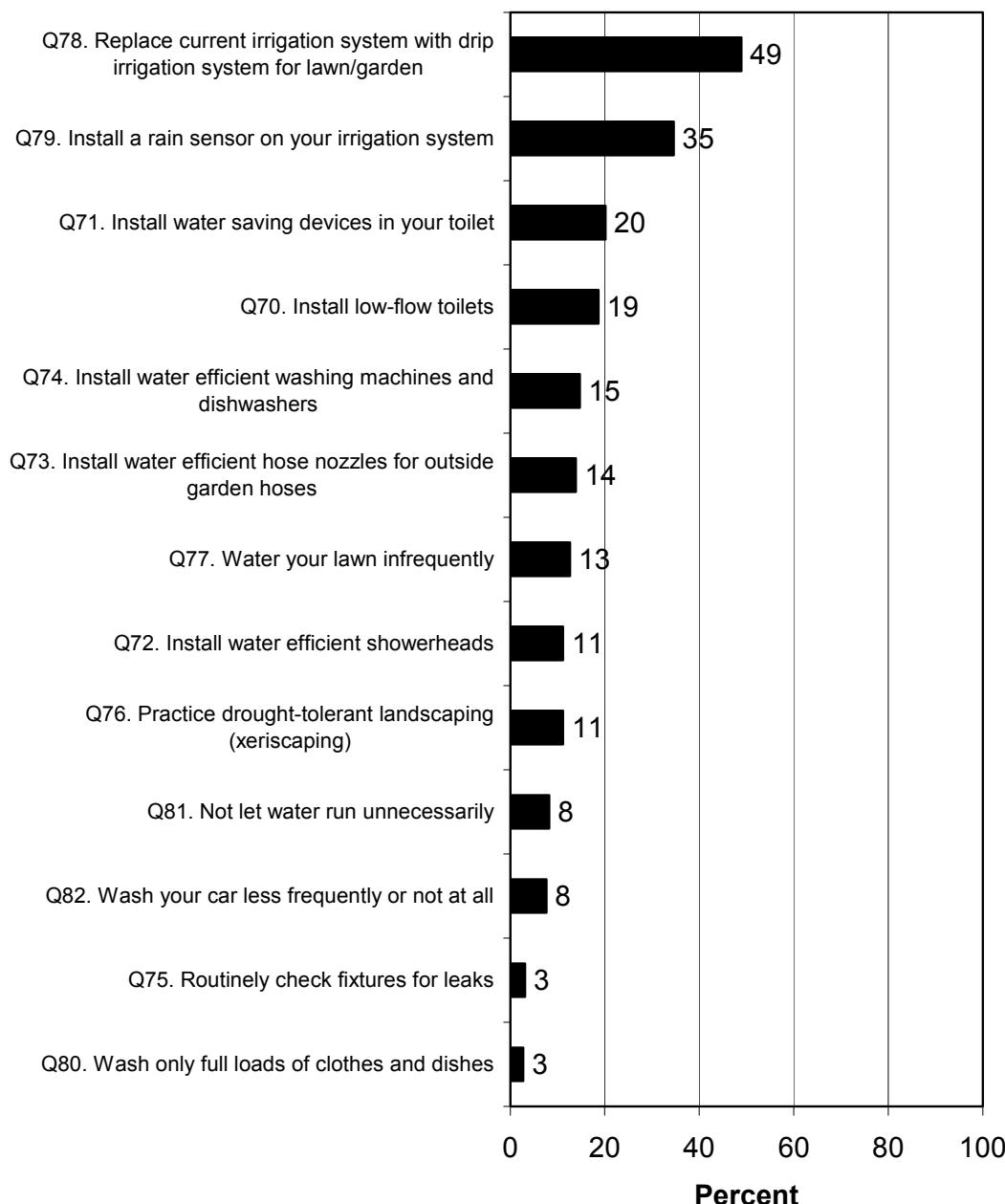
**Q70-82. Percent who said they would be very likely to do the following water conservation efforts.  
(Excluding those who answered "Not applicable" or "Don't know.")**



**Q70-82. Percent who said they would be very or somewhat likely to do the following water conservation efforts. (Excluding those who answered "Not applicable" or "Don't know.")**



**Q70-82. Percent who said they would be not at all likely to do the following water conservation efforts. (Excluding those who answered "Not applicable" or "Don't know.")**

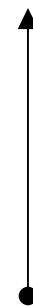


Georgia Residents Who Have Already Installed Water Efficient Hose Nozzles for Outside Garden Hoses	Z-SCORE	Most likely to say have already installed water efficient hose nozzles for outside garden hoses.
Has already installed water efficient showerheads	7.98***	
Has already installed water efficient washing machines and dishwashers	7.05***	
Already routinely checks fixtures for leaks	6.4***	
Has already installed low-flow toilets	5.34***	
Already practices drought-tolerant landscaping (xeriscaping)	5.06***	
Has already installed water saving devices in toilet	4.83***	
Not at all likely to practice drought-tolerant landscaping (xeriscaping)	4.22***	
Always makes effort to conserve water	3.8***	
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	3.18**	
Lives in Oconee County	2.7**	
Lives in Wilkinson County	2.7**	
Says habitat fragmentation is one of the most important natural resource issues facing Georgia	2.63**	
Strongly or moderately disagree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	2.57*	
Usually is not the person to open the water bill	2.56*	
Is very concerned about water quality in Georgia	2.46*	
Strongly or moderately disagree that I don't know what I can do to conserve water (is a reason for not conserving)	2.27*	
Indicated that swimming pool was one of the top three ways they use water	2.03*	
Thinks people use a little water in everyday life	1.97*	
Lives in Douglas County	1.96*	



<b>Georgia Residents Who Are Very or Somewhat Likely to Install Water Efficient Hose Nozzles for Outside Garden Hoses</b>	Z-SCORE	Most likely to say are very or somewhat likely to install water efficient hose nozzles for outside garden hoses.
Very or somewhat likely to install water efficient showerheads	11.21***	
Very or somewhat likely to routinely check fixtures for leaks	9.96***	
Very or somewhat likely to practice drought-tolerant landscaping (xeriscaping)	9.46***	
Very or somewhat likely to install water efficient washing machines and dishwashers	9.12***	
Very or somewhat likely to install water saving devices in toilet	8.94***	
Very or somewhat likely to install low-flow toilets	5.6***	
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	4.21***	
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	3.11**	
Lives in Muscogee County	2.76**	
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	2.66**	
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	2.45*	
Strongly or moderately supports statewide water conservation effort	2.42*	
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	2.4*	
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	2.31*	
Strongly or moderately agree that farming uses too much water (is a reason for not conserving)	2.31*	
Usually opens the water bill	2.3*	
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	2.29*	
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	2.22*	
Strongly or moderately agree that I don't know what I can do to conserve water (is a reason for not conserving)	2.21*	
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.17*	
Says recycling of household products is a very or somewhat important issue facing Georgia	2.14*	
Was somewhat concerned about trying to follow the 2000-2002 watering restrictions in GA	2.13*	
Strongly or moderately agree that businesses uses too much water (is a reason for not conserving)	2.11*	
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	2.08*	
Your children getting sick is a health/safety concern	2.08*	

Pressure from children would make him/her very or somewhat likely to conserve water	2.02*
Strongly or moderately agree that I never get information on whether my conservation efforts are helpful (is a reason for not conserving)	2.01*
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	1.97*
Indicated that washing my car was one of the top three ways they use water	1.96*

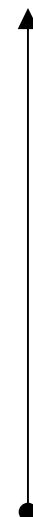


<b>Georgia Residents Who Have Already Installed Water Efficient Washing Machines and Dishwashers</b>	Z-SCORE	Most likely to say have already installed water efficient washing machines and dishwashers.
Already routinely checks fixtures for leaks	8.92***	
Has already installed water efficient showerheads	8.47***	
Has already installed water saving devices in toilet	7.5***	
Has already installed water efficient hose nozzles for outside garden hoses	7.05***	
Has already installed low-flow toilets	6.7***	
Not at all likely to practice drought-tolerant landscaping (xeriscaping)	5.33***	
Already practices drought-tolerant landscaping (xeriscaping)	3.8***	
Always makes effort to conserve water	3.14**	
Lives in Jackson County	3.13**	
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	3.07**	
Strongly or moderately disagree that I don't know what I can do to conserve water (is a reason for not conserving)	3.05**	
Strongly or moderately disagree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	2.95**	
Strongly or moderately disagree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.69**	
Lives in Bulloch County	2.33*	
Lives in Butts County	2.33*	
Lives in Oglethorpe County	2.33*	
Lives in Douglas County	2.28*	
Getting sick is a health/safety concern	2.27*	
Thinks institutional users use the most water in Georgia	2.24*	
Is a homeowner	2.21*	
Lives in Whitfield County	2.2*	
Says GA Dept. of Natural Resources is primarily responsible for managing water	2.2*	

Georgia Residents Who Are Very or Somewhat Likely to Install Water Efficient Washing Machines and Dishwashers	Z-SCORE	Most likely to say are very or somewhat likely to install water efficient washing machines and dishwashers.
Very or somewhat likely to routinely check fixtures for leaks	9.14***	
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	9.12***	
Very or somewhat likely to practice drought-tolerant landscaping (xeriscaping)	8.81***	
Very or somewhat likely to install water saving devices in toilet	8.65***	
Very or somewhat likely to install water efficient showerheads	8.45***	
Very or somewhat likely to install low-flow toilets	7.1***	
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	4.15***	
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	3.62***	
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	3.47***	
Says urban sprawl is a very or somewhat important issue facing Georgia	3.39***	
Says recycling of household products is a very or somewhat important issue facing Georgia	3.23**	
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	2.91**	
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	2.29*	
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.17*	
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	2.16*	
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	2.11*	
African-American	1.99*	

Georgia Residents Who Already Practice Drought Tolerant Landscaping (Xeriscaping)	Z-SCORE	Most likely to say already practice drought tolerant landscaping (xeriscaping).
Already routinely checks fixtures for leaks	8.84***	
Has already installed water efficient showerheads	8.37***	
Has already installed water efficient hose nozzles for outside garden hoses	5.06***	
Has already installed low-flow toilets	4.69***	
Has already installed water saving devices in toilet	4.55***	
Is a homeowner	4.13***	
Has already installed water efficient washing machines and dishwashers	3.8***	
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	3.44***	
Strongly or moderately disagree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	3.2**	
Rarely or never makes effort to conserve water because of time constraints	3.12**	
Is concerned about water quantity because of environmental concerns	3.02**	
Lives in Colquitt County	3.02**	
Says protection of greenspace is one of the most important natural resource issues facing Georgia	2.83**	
Strongly or moderately disagree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.79**	
Strongly or moderately disagree that I never get information on whether my conservation efforts are helpful (is a reason for not conserving)	2.78**	
Always makes effort to conserve water	2.76**	
Makes effort to conserve water because of concerns about environment	2.63**	
Says habitat loss is one of the most important natural resource issues facing Georgia	2.61**	
55-64 years old	2.46*	
Knowledge that the health of the environment was at stake would make him/her somewhat or very unlikely to conserve water	2.46*	
Says recycling of household products is a very or somewhat important issue facing Georgia	2.45*	
Strongly or moderately disagree that I don't think my actions will make a difference (is a reason for not conserving)	2.36*	
Is very concerned about water quality in Georgia	2.32*	
Strongly or moderately disagree that I don't know what I can do to conserve water (is a reason for not conserving)	2.29*	
Is female	2.23*	

Says quality of wetlands is a very or somewhat important issue facing Georgia	2.15*
Says protection of greenspace is a very or somewhat important issue facing Georgia	2.14*
Lives in Lincoln County	2.13*
Lives in Oconee County	2.13*
Lives in Oglethorpe County	2.13*
Lives in Polk County	2.13*
Says Environmental Protection Agency is primarily responsible for managing water	2.09*
Is part of a neighborhood association	2.03*
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.03*
Native American	2.01*
Indicated that laundry was one of the top three ways they use water	1.98*



<b>Georgia Residents Who Are Very or Somewhat Likely to Practice Drought Tolerant Landscaping (Xeriscaping)</b>	Z-SCORE
Very or somewhat likely to routinely check fixtures for leaks	12.08***
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	9.46***
Very or somewhat likely to install water efficient showerheads	9.22***
Very or somewhat likely to install water efficient washing machines and dishwashers	8.81***
Very or somewhat likely to install water saving devices in toilet	8.31***
Very or somewhat likely to install low-flow toilets	7.04***
Lives in Richmond County	2.91**
Strongly or moderately agree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	2.85**
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	2.79**
Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	2.76**
Says urban sprawl is a very or somewhat important issue facing Georgia	2.65**
Strongly or moderately agree that I never get information on whether my conservation efforts are helpful (is a reason for not conserving)	2.63**
25-34 years old	2.35*
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	2.34*
Lives in White County	2.3*
Says Georgia's waterways are very or somewhat healthy	2.24*
Thinks industry uses 29% or less of all water used in Georgia	2.1*
Future generations getting sick is a health/safety concern	2.07*
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	2.04*
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	2.04*

Most likely to say are very or somewhat likely to practice drought tolerant landscaping (xeriscaping).



Georgia Residents Who Have Already Installed a Rain Sensor on their Irrigation System	Z-SCORE	Most likely to say have already installed a rain sensor on their irrigation system.
Has already replaced current irrigation system with a drip irrigation system for lawn or garden	8.34***	
Not at all likely to replace current irrigation system with a drip irrigation system for lawn or garden	6.86***	
Lives in Miller County	5.04***	
Indicated that watering my lawn was one of the top three ways they use water	4.13***	
Lives in Elbert County	3.43***	
College experience, with or without obtaining an Associate's or Bachelor's degree	3.11**	
Already washes car less frequently or not at all	2.99**	
Household income of \$60,000 or more (pre-tax)	2.83**	
Says not enough water/water quantity is one of the most important natural resource issues facing Georgia	2.75**	
Lives in Baldwin County	2.69**	
Usually is not the person to open the water bill	2.48*	
Is not at all concerned about water quality in Georgia	2.41*	
Husband usually opens water bill	2.38*	
Says polluted water/water quality is one of the most important natural resource issues facing Georgia	2.36*	
Thinks golf courses use the most water in Georgia	2.25*	
Indicated that landscaping such as fish ponds was one of the top three ways they use water	2.25*	
Already does not let water run unnecessarily	2.24*	
Lives in Laurens County	2.23*	
Lives in Rockdale County	2.23*	
Is a homeowner	2.09*	
Says protection of greenspace is one of the most important natural resource issues facing Georgia	2.08*	

<b>Georgia Residents Who Are Very or Somewhat Likely to Install a Rain Sensor on their Irrigation System</b>	Z-SCORE	Most likely to say are very or somewhat likely to install a rain sensor on their irrigation system.
Very or somewhat likely to replace current irrigation system with a drip irrigation system for lawn or garden	13.9***	
Was somewhat concerned about trying to follow the 2000-2002 watering restrictions in GA	3.72***	
Not at all likely to replace current irrigation system with a drip irrigation system for lawn or garden	3.5***	
Indicated that watering my lawn was one of the top three ways they use water	3.36***	
Thinks car washes use the most water in Georgia	3.33***	
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	3.11**	
Very or somewhat likely to water lawn infrequently	2.93**	
Water bill inserts are preferred method of receiving info about water resources and water conservation	2.78**	
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.73**	
Very or somewhat likely to wash car less frequently or not at all	2.63**	
Lives in Camden County	2.62**	
Internet is preferred method of receiving info about water resources and water conservation	2.59**	
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	2.53*	
Has lived in Georgia for 30 or fewer years (median)	2.48*	
Lives in Cook County	2.47*	
Lives in Heard County	2.47*	
Lives in Taliaferro County	2.47*	
Lives in Turner County	2.47*	
Was not born in Georgia	2.44*	
Strongly or moderately agree that water is not very expensive (is a reason for not conserving)	2.43*	
Has already replaced current irrigation system with a drip irrigation system for lawn or garden	2.43*	
Strongly or moderately agree that businesses uses too much water (is a reason for not conserving)	2.39*	
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	2.32*	
Very or somewhat likely to not let water run unnecessarily	2.28*	
Strongly or moderately agree that the state government isn't conserving water in Georgia (is a reason for not conserving)	2.21*	
Lives in Forsyth County	2.2*	
Says urban sprawl is a very or somewhat important issue facing Georgia	2.15*	
Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	2.1*	
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	2.08*	
Lives in Laurens County	2.07*	
Lives in Liberty County	2.07*	

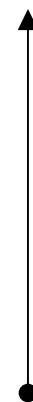
Lives in Lowndes County	2.07*
Lives in Coffee County	2.07*
Strongly or moderately agree that industry uses too much water (is a reason for not conserving)	2.04*
Is concerned about water quantity because of concerns for future generations	2.03*



Georgia Residents Who Have Already Installed Water Saving Devices in their Toilet	Z-SCORE	
Has already installed low-flow toilets	10.83***	Most likely to say have already installed water saving devices in their toilet.
Has already installed water efficient showerheads	8.36***	
Has already installed water efficient washing machines and dishwashers	7.5***	
Already routinely checks fixtures for leaks	6.25***	
Has already installed water efficient hose nozzles for outside garden hoses	4.83***	
Not at all likely to practice drought-tolerant landscaping (xeriscaping)	4.77***	
Always makes effort to conserve water	4.69***	
Already practices drought-tolerant landscaping (xeriscaping)	4.55***	
Strongly or moderately disagree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	4.29***	
Is a homeowner	3.96***	
Has lived in Georgia for more than 30 years (median)	3.84***	
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	3.8***	
Lives in a small city/town or a rural area	3.41***	
Strongly or moderately disagree that I don't know what I can do to conserve water (is a reason for not conserving)	2.97**	
Indicated that cooking was one of the top three ways they use water	2.89**	
Rarely or never makes effort to conserve water because not concerned about having enough water	2.81**	
Owns more than 1 acre (median)	2.67**	
White	2.55*	
Is concerned about water quantity because of concerns for future generations	2.48*	
Getting sick is a health/safety concern	2.41*	
Makes effort to conserve water because of concerns about water availability	2.41*	
Magazines are preferred method of receiving info about water resources and water conservation	2.26*	
Lives in Burke County	2.18*	
Lives in Lanier County	2.18*	
Lives in Oglethorpe County	2.18*	
Lives in Polk County	2.18*	
Lives in Wilkes County	2.18*	
Lives in Wilkinson County	2.18*	
Moderately or strongly opposes statewide water conservation effort	2.05*	
Lives in Douglas County	2.05*	

<b>Georgia Residents Who Are Very or Somewhat Likely to Install Water Saving Devices in their Toilet</b>	Z-SCORE	Most likely to say are very or somewhat likely to install water saving devices in their toilet.
Very or somewhat likely to install low-flow toilets	11.99***	
Very or somewhat likely to install water efficient showerheads	10.57***	
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	8.94***	
Very or somewhat likely to install water efficient washing machines and dishwashers	8.65***	
Very or somewhat likely to practice drought-tolerant landscaping (xeriscaping)	8.31***	
Very or somewhat likely to routinely check fixtures for leaks	7.35***	
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	5.22***	
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	5.07***	
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	3.92***	
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	3.24**	
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	3.21**	
Sometimes makes effort to conserve water	3.14**	
Is very concerned about water quality in Georgia	3**	
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	2.86**	
Strongly or moderately supports statewide water conservation effort	2.82**	
Has lived in Georgia for 30 or fewer years (median)	2.78**	
Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	2.71**	
Your children getting sick is a health/safety concern	2.67**	
Says recycling of household products is a very or somewhat important issue facing Georgia	2.58**	
Indicated that washing dishes and other household items was one of the top three ways they use water	2.53*	
Pressure from children would make him/her very or somewhat likely to conserve water	2.49*	
Makes effort to conserve water because of concerns about own health	2.44*	
Future generations getting sick is a health/safety concern	2.37*	
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	2.37*	
Usually opens the water bill	2.34*	
Birth defects is a health/safety concern	2.31*	
College experience, with or without obtaining an Associate's or Bachelor's degree	2.29*	
Strongly or moderately agree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	2.23*	
Is female	2.21*	

Lives in Richmond County	2.17*
Lives in Chattooga County	2.14*
Lives in Decatur County	2.14*
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	2.09*
Strongly or moderately agree that businesses uses too much water (is a reason for not conserving)	2.03*
Indicated that laundry was one of the top three ways they use water	2.01*
Is not a homeowner	2*
Is concerned about water quantity because of water shortages and watering restrictions	1.99*



<b>Georgia Residents Who Have Already Installed Water Efficient Showerheads</b>	Z-SCORE	Most likely to say have already installed water efficient showerheads.
Has already installed low-flow toilets	8.81***	
Has already installed water efficient washing machines and dishwashers	8.47***	
Already practices drought-tolerant landscaping (xeriscaping)	8.37***	
Has already installed water saving devices in toilet	8.36***	
Already routinely checks fixtures for leaks	8.19***	
Has already installed water efficient hose nozzles for outside garden hoses	7.98***	
Not at all likely to practice drought-tolerant landscaping (xeriscaping)	7.62***	
Always makes effort to conserve water	4.55***	
Strongly or moderately disagree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	4.32***	
Strongly or moderately agrees that he/she can make a difference in water conservation	3.76***	
Says protection of greenspace is a very or somewhat important issue facing Georgia	3.32***	
Strongly or moderately disagree that I don't know what I can do to conserve water (is a reason for not conserving)	3.24**	
Strongly or moderately disagree that I don't think conservation efforts work (is a reason for not conserving)	3.2**	
White	2.94**	
Says GA Dept. of Natural Resources is primarily responsible for managing water	2.89**	
45-54 years old	2.66**	
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.66**	
Lives in Douglas County	2.62**	
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.56*	
Strongly or moderately disagree that I don't think my actions will make a difference (is a reason for not conserving)	2.54*	
College experience, with or without obtaining an Associate's or Bachelor's degree	2.54*	
35-44 years old	2.49*	
Is a homeowner	2.48*	
Rarely or never makes effort to conserve water because not concerned about having enough water	2.48*	
Says urban sprawl is a very or somewhat important issue facing Georgia	2.46*	
Was not born in Georgia	2.44*	
Getting sick is a health/safety concern	2.42*	
Is part of a neighborhood association	2.36*	
Says Environmental Protection Agency is primarily responsible for managing water	2.32*	

<b>Georgia Residents Who Are Very or Somewhat Likely to Install Water Efficient Showerheads</b>	Z-SCORE
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	11.21***
Very or somewhat likely to install water saving devices in toilet	10.57***
Very or somewhat likely to practice drought-tolerant landscaping (xeriscaping)	9.22***
Very or somewhat likely to routinely check fixtures for leaks	9.19***
Very or somewhat likely to install water efficient washing machines and dishwashers	8.45***
Very or somewhat likely to install low-flow toilets	8.42***
Strongly or moderately agree that I don't know what I can do to conserve water (is a reason for not conserving)	3.56***
African-American	3.17**
Sometimes makes effort to conserve water	3.02**
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	2.95**
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	2.9**
25-34 years old	2.88**
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	2.6**
Is female	2.52*
Husband usually opens water bill	2.4*
An increase in current water costs would make him/her very or somewhat likely to conserve water	2.36*
Strongly or moderately agree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	2.26*
Lives in Clayton County	2.18*
Lives in Richmond County	2.14*
Lives in Barrow County	2.13*
Lives in Dougherty County	2.03*
Says recycling of household products is a very or somewhat important issue facing Georgia	2*
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	1.99*

Most likely to say are very or somewhat likely to install water efficient showerheads.



Georgia Residents Who Already Routinely Check Fixtures for Leaks	Z-SCORE	Most likely to say already routinely check fixtures for leaks.
Not at all likely to practice drought-tolerant landscaping (xeriscaping)	9.99***	
Has already installed water efficient washing machines and dishwashers	8.92***	
Already practices drought-tolerant landscaping (xeriscaping)	8.84***	
Has already installed water efficient showerheads	8.19***	
Has already installed water efficient hose nozzles for outside garden hoses	6.4***	
Has already installed water saving devices in toilet	6.25***	
Has already installed low-flow toilets	5.83***	
Is a homeowner	4.54***	
Says polluted water/water quality is one of the most important natural resource issues facing Georgia	3.81***	
Getting sick is a health/safety concern	2.95**	
55-64 years old	2.94**	
Has lived in Georgia for more than 30 years (median)	2.5*	
Strongly or moderately disagree that I don't know what I can do to conserve water (is a reason for not conserving)	2.47*	
Lives in Jackson County	2.36*	
Lives in a small city/town or a rural area	2.31*	
Always makes effort to conserve water	2.27*	
Not at all likely to install water efficient hose nozzles for outside garden hoses	2.24*	
Strongly or moderately disagree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.2*	
Is very concerned about water quality in Georgia	2.16*	
Has a well or cistern	2.13*	
Has a well or cistern	2.13*	
White	2.06*	
Strongly or moderately disagree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	2.02*	

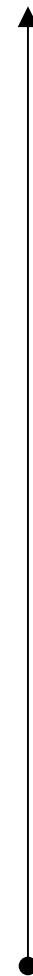
<b>Georgia Residents Who Are Very or Somewhat Likely to Routinely Check Fixtures for Leaks</b>	Z-SCORE	Most likely to say are very or somewhat likely to routinely check fixtures for leaks.
Very or somewhat likely to practice drought-tolerant landscaping (xeriscaping)	12.08***	
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	9.96***	
Very or somewhat likely to install water efficient showerheads	9.19***	
Very or somewhat likely to install water efficient washing machines and dishwashers	9.14***	
Very or somewhat likely to install water saving devices in toilet	7.35***	
Very or somewhat likely to install low-flow toilets	6.35***	
25-34 years old	3.51***	
Is not a homeowner	3.01**	
Your children getting sick is a health/safety concern	2.61**	
Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	2.59**	
African-American	2.59**	
Lives in large city/urban area or a suburban area	2.51*	
Someone else receives water bill	2.41*	
Has lived in Georgia for 30 or fewer years (median)	2.39*	
Birth defects is a health/safety concern	2.28*	
Indicated that washing my car was one of the top three ways they use water	2.16*	
Lives in Bibb County	2.12*	
Owns 1 acre or less (median)	2.09*	
Lives in Decatur County	2.08*	
Says threatened or endangered species is one of the most important natural resource issues facing Georgia	2.08*	
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	2.06*	
Is somewhat concerned about water quality in Georgia	2.05*	
Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	2.04*	
Knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water	2.02*	
Lives in Columbia County	1.97*	

<b>Georgia Residents Who Already Wash their Car Less Frequently or Not at All</b>	Z-SCORE	Most likely to say already wash their car less frequently or not at all.
Already washes only full loads of clothes and dishes	8.71***	
Already does not let water run unnecessarily	8.63***	
Already waters lawn infrequently	7.05***	
Says Georgia's waterways are somewhat or very unhealthy	4.24***	
Thinks agricultural users use 29% or less of all water used in Georgia	3.21**	
Strongly or moderately disagree that farming uses too much water (is a reason for not conserving)	3.06**	
Has already installed a rain sensor on irrigation system	2.99**	
Says polluted water/water quality is one of the most important natural resource issues facing Georgia	2.88**	
Is concerned about water quality because of its effect on drinking water	2.62**	
Always makes effort to conserve water	2.6**	
Is a member of an environmental organization	2.55*	
Wife usually opens water bill	2.32*	
Knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water	2.31*	
Strongly or moderately disagree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	2.16*	
Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	2.1*	
Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	2.09*	
White	2.06*	
Lives in Pickens County	2.04*	
Is a homeowner	2*	

<b>Georgia Residents Who Are Very or Somewhat Likely to Wash their Car Less Frequently or Not at All</b>	<b>Z-SCORE</b>	Most likely to say are very or somewhat likely to wash their car less frequently or not at all.
Very or somewhat likely to wash only full loads of clothes and dishes	8.09***	
Very or somewhat likely to not let water run unnecessarily	7.26***	
Very or somewhat likely to water lawn infrequently	6.7***	
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	3.25**	
Strongly or moderately agree that farming uses too much water (is a reason for not conserving)	3.14**	
Says Georgia's waterways are very or somewhat healthy	2.88**	
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	2.83**	
Radio is preferred method of receiving info about water resources and water conservation	2.72**	
Cancer is a health/safety concern	2.68**	
Very or somewhat likely to install a rain sensor on irrigation system	2.63**	
Household income of \$60,000 or more (pre-tax)	2.53*	
Rarely or never makes effort to conserve water because not concerned about having enough water	2.46*	
18-24 years old	2.42*	
Thinks agricultural users use more than 30% of all water used in Georgia	2.28*	
Says air quality is a very or somewhat important issue facing Georgia	2.17*	
Makes effort to conserve water because of concerns about water restrictions	2.15*	
An increase in current water costs would make him/her very or somewhat likely to conserve water	2.15*	
Lives in Haralson County	2.12*	
Lives in Putnam County	2.12*	
African-American	2.11*	
Says urban sprawl is a very or somewhat important issue facing Georgia	2.1*	
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her somewhat or very unlikely to conserve water	2.04*	

<b>Georgia Residents Who Have Already Installed Low-Flow Toilets</b>	<b>Z-SCORE</b>	Most likely to say have already installed low-flow toilets.
Has already installed water efficient showerheads	8.81***	
Has already installed water efficient washing machines and dishwashers	6.7***	
Always makes effort to conserve water	6.11***	
Is a homeowner	5.93***	
Already routinely checks fixtures for leaks	5.83***	
Has already installed water efficient hose nozzles for outside garden hoses	5.34***	
Not at all likely to practice drought-tolerant landscaping (xeriscaping)	4.72***	
Already practices drought-tolerant landscaping (xeriscaping)	4.69***	
Says protection of greenspace is a very or somewhat important issue facing Georgia	3.64***	
White	3.63***	
Owns more than 1 acre (median)	3.51***	
Strongly or moderately disagree that I don't know what I can do to conserve water (is a reason for not conserving)	3.06**	
Household income of \$60,000 or more (pre-tax)	2.96**	
35-44 years old	2.94**	
Has lived in Georgia for more than 30 years (median)	2.9**	
Strongly or moderately disagree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	2.89**	
Rarely or never makes effort to conserve water because doesn't care	2.77**	
Is part of a neighborhood association	2.59**	
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.47*	
Strongly or moderately agree that industry uses too much water (is a reason for not conserving)	2.47*	
Thinks industry uses the most water in Georgia	2.46*	
Lives in a small city/town or a rural area	2.45*	
45-54 years old	2.39*	
Says habitat fragmentation is one of the most important natural resource issues facing Georgia	2.29*	
Lives in Carroll County	2.28*	
Lives in Floyd County	2.28*	
Is male	2.16*	
Says air quality is a somewhat or very unimportant issue facing Georgia	2.1*	
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	2.08*	
Lives in Bryan County	1.97*	

Georgia Residents Who Are Very or Somewhat Likely to Install Low-Flow Toilets	Z-SCORE	Most likely to say are very or somewhat likely to install low-flow toilets.
Very or somewhat likely to install water saving devices in toilet	11.99***	
Very or somewhat likely to install water efficient showerheads	8.42***	
Very or somewhat likely to install water efficient washing machines and dishwashers	7.1***	
Very or somewhat likely to practice drought-tolerant landscaping (xeriscaping)	7.04***	
Very or somewhat likely to routinely check fixtures for leaks	6.35***	
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	5.6***	
Lives in Dougherty County	2.91**	
Lives in Richmond County	2.72**	
Lives in Liberty County	2.54*	
Says depletion of fossil fuels is one of the most important natural resource issues facing Georgia	2.51*	
Always or sometimes reads the water usage tips in bill	2.35*	
Lives in Bleckley County	2.23*	
Lives in Burke County	2.23*	
Lives in Washington County	2.23*	
Listservs are preferred method of receiving info about water resources and water conservation	2.21*	
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.17*	
Sometimes makes effort to conserve water	2.11*	
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	2.09*	
Is concerned about water quantity because of water shortages and watering restrictions	1.99*	
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	1.98*	



<b>Georgia Residents Who Have Already Replaced their Current Irrigation System with a Drip Irrigation System for their Lawn or Garden</b>	Z-SCORE	Most likely to say have already replaced their current irrigation system with a drip irrigation system for their lawn or garden.
Not at all likely to replace current irrigation system with a drip irrigation system for lawn or garden	10.71***	
Has already installed a rain sensor on irrigation system	8.34***	
Lives in Cook County	4.08***	
Lives in Miller County	4.08***	
Lives in Burke County	2.71**	
Lives in Elbert County	2.71**	
Lives in Rabun County	2.71**	
Lives in White County	2.71**	
Says state government in general is primarily responsible for managing water	2.62**	
Husband usually opens water bill	2.62**	
Very or somewhat likely to install a rain sensor on irrigation system	2.43*	
Internet is preferred method of receiving info about water resources and water conservation	2.36*	
Says acid rain is one of the most important natural resource issues facing Georgia	2.09*	
Lives in Colquitt County	2.07*	



<b>Georgia Residents Who Are Very or Somewhat Likely to Replace their Current Irrigation System with a Drip Irrigation System for their Lawn or Garden</b>	Z-SCORE	Most likely to say are very or somewhat likely to replace their current irrigation system with a drip irrigation system for their lawn or garden.
Very or somewhat likely to install a rain sensor on irrigation system	13.9***	
Very or somewhat likely to water lawn infrequently	4.19***	
Lives in Heard County	3.09**	
Lives in Turner County	3.09**	
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	3.09**	
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	2.85**	
Pressure from children would make him/her very or somewhat likely to conserve water	2.83**	
Indicated that landscaping such as fish ponds was one of the top three ways they use water	2.8**	
Lives in Coffee County	2.78**	
Thinks institutional users use the most water in Georgia	2.69**	
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	2.6**	
Is concerned about water quantity because of concerns for future generations	2.55*	
Strongly or moderately agrees that he/she can make a difference in water conservation	2.54*	
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	2.52*	
Says depletion of fossil fuels is one of the most important natural resource issues facing Georgia	2.49*	
Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	2.41*	
Your children getting sick is a health/safety concern	2.4*	
Strongly or moderately agree that institutions (such as government and universities) use too much water (is a reason for not conserving)	2.37*	
Lives in Fulton County	2.33*	
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	2.26*	
Strongly or moderately agree that industry uses too much water (is a reason for not conserving)	2.22*	
35-44 years old	2.22*	
Thinks people use a little water in everyday life	2.19*	
Indicated that cooking was one of the top three ways they use water	2.03*	
Says recycling is one of the most important natural resource issues facing Georgia	2.03*	
Says agricultural runoff is one of the most important natural resource issues facing Georgia	1.98*	
Lives in Burke County	1.96*	
Lives in Dade County	1.96*	
Lives in Effingham County	1.96*	

Lives in Hancock County	1.96*
Lives in Pierce County	1.96*
Lives in Spalding County	1.96*



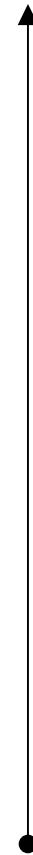
Georgia Residents Who Already Water their Lawn Infrequently	Z-SCORE	Most likely to say already water their lawn infrequently.
Already washes only full loads of clothes and dishes	8.47***	
Already washes car less frequently or not at all	7.05***	
Already does not let water run unnecessarily	6.46***	
Is a homeowner	4.33***	
Is concerned about water quality because of its effect on drinking water	3.73***	
Has lived in Georgia for more than 30 years (median)	2.86**	
55-64 years old	2.79**	
Lives in Cobb County	2.75**	
White	2.74**	
Says polluted water/water quality is one of the most important natural resource issues facing Georgia	2.65**	
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.58**	
Always makes effort to conserve water	2.52*	
Lives in Columbia County	2.39*	
Is concerned about water quantity because of concerns for future generations	2.17*	
Lives in Barrow County	2.14*	
Says protection of greenspace is one of the most important natural resource issues facing Georgia	2.13*	
Says Georgia's waterways are somewhat or very unhealthy	2.07*	
Lives in Forsyth County	2.07*	
Says GA Dept. of Natural Resources is primarily responsible for managing water	2.06*	
Peer pressure from neighbors would make him/her somewhat or very unlikely to conserve water	2.02*	
Indicated that taking a shower was one of the top three ways they use water	2*	
Says not enough water/water quantity is one of the most important natural resource issues facing Georgia	2*	

Georgia Residents Who Are Very or Somewhat Likely to Water their Lawn Infrequently	Z-SCORE	Most likely to say are very or somewhat likely to water their lawn infrequently .
Very or somewhat likely to wash only full loads of clothes and dishes	6.7***	
Very or somewhat likely to wash car less frequently or not at all	6.7***	
Very or somewhat likely to not let water run unnecessarily	5.63***	
Very or somewhat likely to replace current irrigation system with a drip irrigation system for lawn or garden	4.19***	
Indicated that watering my lawn was one of the top three ways they use water	3.49***	
Not at all likely to wash only full loads of clothes and dishes	3.48***	
Lives in Bibb County	3.18**	
African-American	3.18**	
Is somewhat concerned about water quantity in Georgia	3.13**	
Very or somewhat likely to install a rain sensor on irrigation system	2.93**	
Lives in Effingham County	2.69**	
Lives in Haralson County	2.69**	
Lives in Houston County	2.49*	
Not at all likely to not let water run unnecessarily	2.58**	
Indicated that washing my car was one of the top three ways they use water	2.54*	
Personally receives water bill	2.45*	
Says Georgia's waterways are very or somewhat healthy	2.4*	
Lives in DeKalb County	2.24*	
Was somewhat concerned about trying to follow the 2000-2002 watering restrictions in GA	2.23*	
Household income of \$60,000 or more (pre-tax)	2.19*	
Rarely makes effort to conserve water	2.13*	
Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	2.11*	
Is part of a neighborhood association	2.1*	
Knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water	2.05*	
Radio is preferred method of receiving info about water resources and water conservation	2.03*	

Georgia Residents Who Already do not Let Water Run Unnecessarily	Z-SCORE	Most likely to say already do not let water run unnecessarily.
Already washes only full loads of clothes and dishes	10.86***	
Already washes car less frequently or not at all	8.63***	
Already waters lawn infrequently	6.46***	
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	4.02***	
Always makes effort to conserve water	3.62***	
Thinks agricultural users use 29% or less of all water used in Georgia	3.53***	
Is not at all concerned about water quantity in Georgia	2.97**	
Says Georgia's waterways are somewhat or very unhealthy	2.85**	
Strongly or moderately disagree that I don't think I'm wasting water (is a reason for not conserving)	2.84**	
Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	2.51*	
Is a homeowner	2.49*	
Strongly or moderately disagree that industry uses too much water (is a reason for not conserving)	2.38*	
Strongly or moderately disagree that farming uses too much water (is a reason for not conserving)	2.29*	
Has already installed a rain sensor on irrigation system	2.24*	
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.14*	
Thinks industry uses the most water in Georgia	2.09*	
Strongly or moderately disagree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.01*	

Georgia Residents Who Are Very or Somewhat Likely to not Let Water Run Unnecessarily	Z-SCORE
Very or somewhat likely to wash only full loads of clothes and dishes	11.11***
Very or somewhat likely to wash car less frequently or not at all	7.26***
Very or somewhat likely to water lawn infrequently	5.63***
African-American	4.16***
Lives in large city/urban area or a suburban area	3.5***
Strongly or moderately agree that I don't think I'm wasting water (is a reason for not conserving)	3.28**
Radio is preferred method of receiving info about water resources and water conservation	2.93**
Thinks agricultural users use more than 30% of all water used in Georgia	2.74**
Strongly or moderately agree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.73**
Lives in Chatham County	2.51*
Lives in Meriwether County	2.41*
Household income of \$60,000 or more (pre-tax)	2.29*
Very or somewhat likely to install a rain sensor on irrigation system	2.28*
Lives in Grady County	2.27*
Is not a homeowner	2.22*
18-24 years old	2.1*
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	2.05*
Says depletion of fossil fuels is one of the most important natural resource issues facing Georgia	2.04*

Most likely to say are very or somewhat likely to not let water run unnecessarily.



<b>Georgia Residents Who Already Wash Only Full Loads of Clothes and Dishes</b>	Z-SCORE
Already does not let water run unnecessarily	10.86***
Already washes car less frequently or not at all	8.71***
Already waters lawn infrequently	8.47***
Wife usually opens water bill	3.71***
Always makes effort to conserve water	3.05**
Is a homeowner	2.93**
Knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water	2.89**
Lives in Cobb County	2.71**
Is a member of an environmental organization	2.48*
Strongly or moderately disagree that farming uses too much water (is a reason for not conserving)	2.44*
Strongly or moderately disagree that I don't think my actions will make a difference (is a reason for not conserving)	2.4*
Receives water usage tips with water bill	2.38*
Strongly or moderately disagree that industry uses too much water (is a reason for not conserving)	2.36*
White	2.36*
35-44 years old	2.27*
Strongly or moderately disagree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	2.22*
Strongly or moderately disagree that I don't think conservation efforts work (is a reason for not conserving)	2.11*
Indicated that watering my plants/garden was one of the top three ways they use water	2.08*
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.02*
Strongly or moderately disagree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.01*

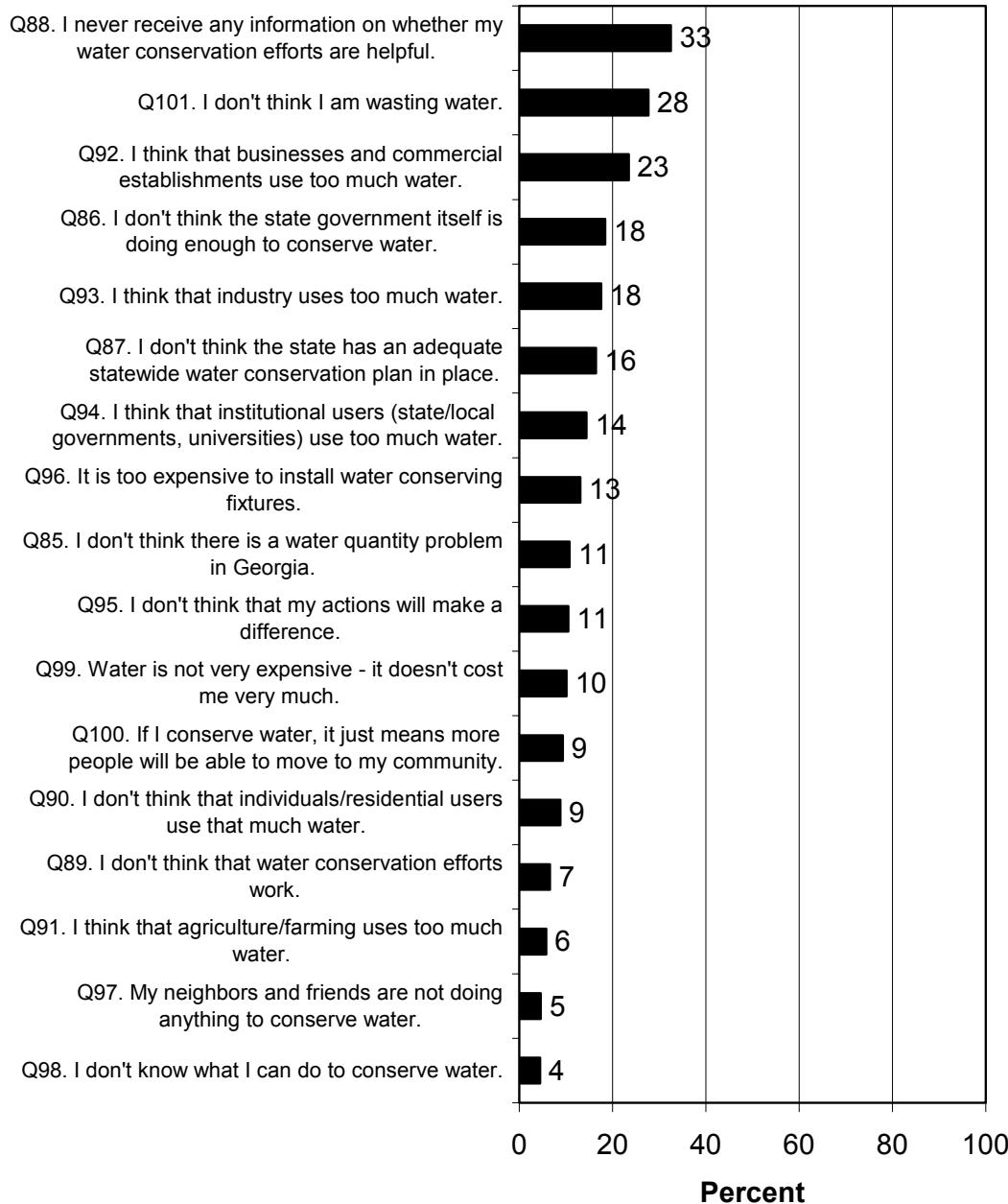
Most likely to say already wash only full loads of clothes and dishes.

Georgia Residents Who Are Very or Somewhat Likely to Wash Only Full Loads of Clothes and Dishes	Z-SCORE	Most likely to say are very or somewhat likely to wash only full loads of clothes and dishes.
Very or somewhat likely to not let water run unnecessarily	11.11***	
Very or somewhat likely to wash car less frequently or not at all	8.09***	
Very or somewhat likely to water lawn infrequently	6.7***	
18-24 years old	4.57***	
African-American	3.29**	
Strongly or moderately agree that I don't think my actions will make a difference (is a reason for not conserving)	3.13**	
Other family member usually opens water bill	2.93**	
Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	2.77**	
Lives in Meriwether County	2.73**	
Lives in Grady County	2.64**	
Is not a homeowner	2.64**	
Radio is preferred method of receiving info about water resources and water conservation	2.61**	
Has lived in Georgia for 30 or fewer years (median)	2.57*	
Not at all likely to water lawn infrequently	2.45*	
Strongly or moderately agree that my friends and neighbors aren't conserving water (is a reason for not conserving)	2.42*	
Lives in DeKalb County	2.31*	
Says water quantity is a very or somewhat important issue facing Georgia	2.3*	
Cancer is a health/safety concern	2.28*	
Does not receive water usage tips with water bill	2.24*	
Rarely makes effort to conserve water	2.2*	
Strongly or moderately agree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.2*	
Strongly or moderately agree that I don't think I'm wasting water (is a reason for not conserving)	2.17*	
Strongly or moderately agree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	2.09*	
Landlord usually opens water bill	2.06*	
Lives in Fulton County	2.06*	
Says quality of wetlands is a very or somewhat important issue facing Georgia	2.05*	
Not at all likely to wash car less frequently or not at all	2.01*	

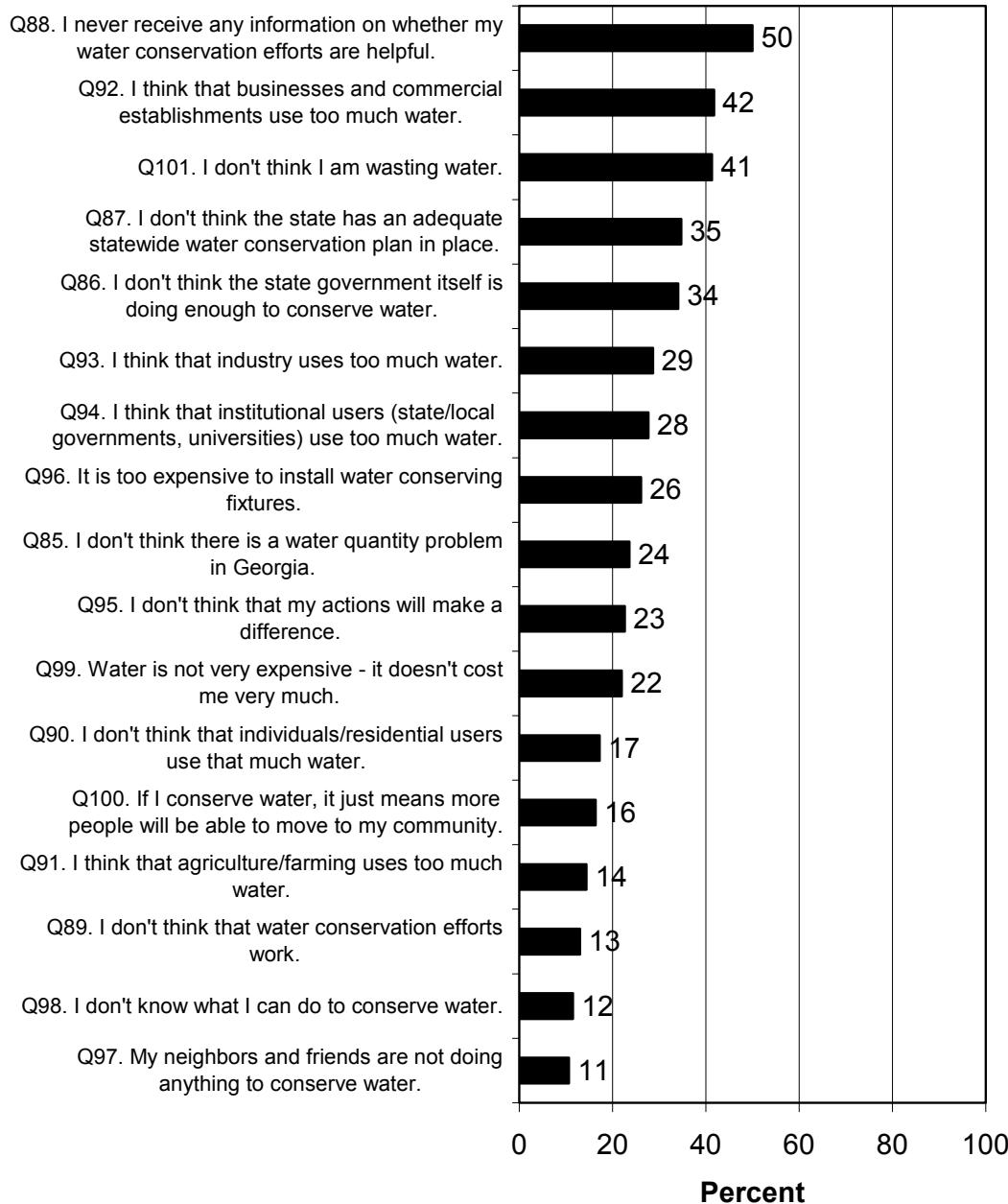
## **Respondents' Perception of Reasons Preventing Them from Conserving Water**

- Respondents were asked about 17 factors that would prevent them from undertaking water conservation efforts. The top answer was that respondents did not receive feedback on whether their conservation efforts are effective (33% said that they strongly agree and 50% said that they strongly or moderately agree that this is a reason preventing them from conserving water). Another important answer was that the respondent did not think he/she was wasting water (28% said they strongly agree). The next most commonly given factors preventing the respondent from conserving water relate to the perception that residential users do not use enough water to make a difference: “I think businesses and commercial establishments use too much water (23% said they strongly agree that this prevents them from conserving water),” “I don’t think the state government itself is doing enough to conserve water (18%),” “I think that industry uses too much water (18%),” “I don’t think the state has an adequate statewide conservation plan in place (16%),” and “I think that institutional users use too much water (14%).”
  - The factor that had the highest percentage of respondents having said that they disagree that the given factor prevents them from conserving water is that they don’t know what they can do to conserve water (60% strongly disagreed and 81% strongly or moderately disagreed that this was a reason preventing them from conserving water).

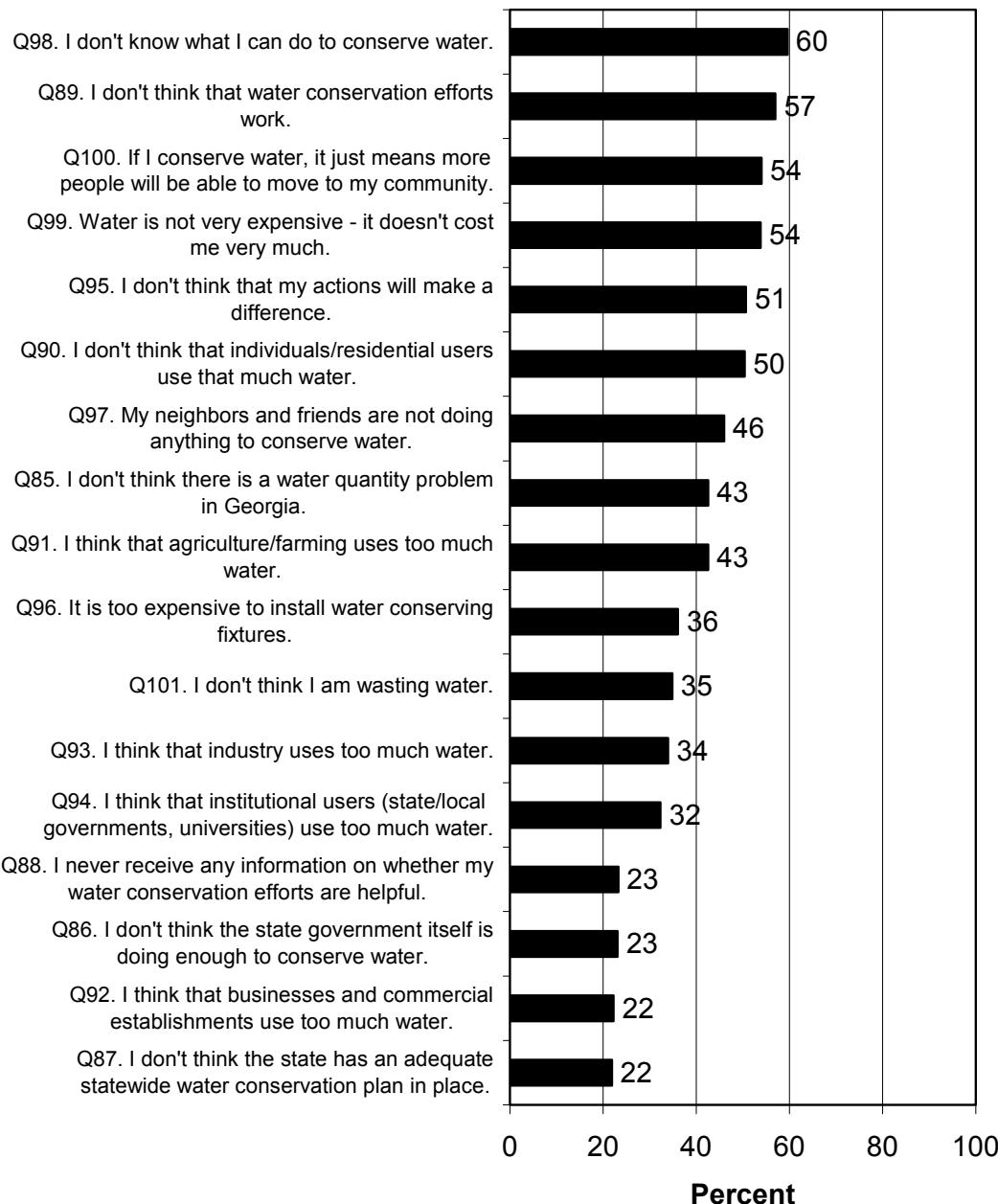
**Q85-101. Percent who strongly agree that the following reasons prevent them from conserving water in Georgia.**



**Q85-101. Percent who strongly or moderately agree that the following reasons prevent them from conserving water in Georgia.**



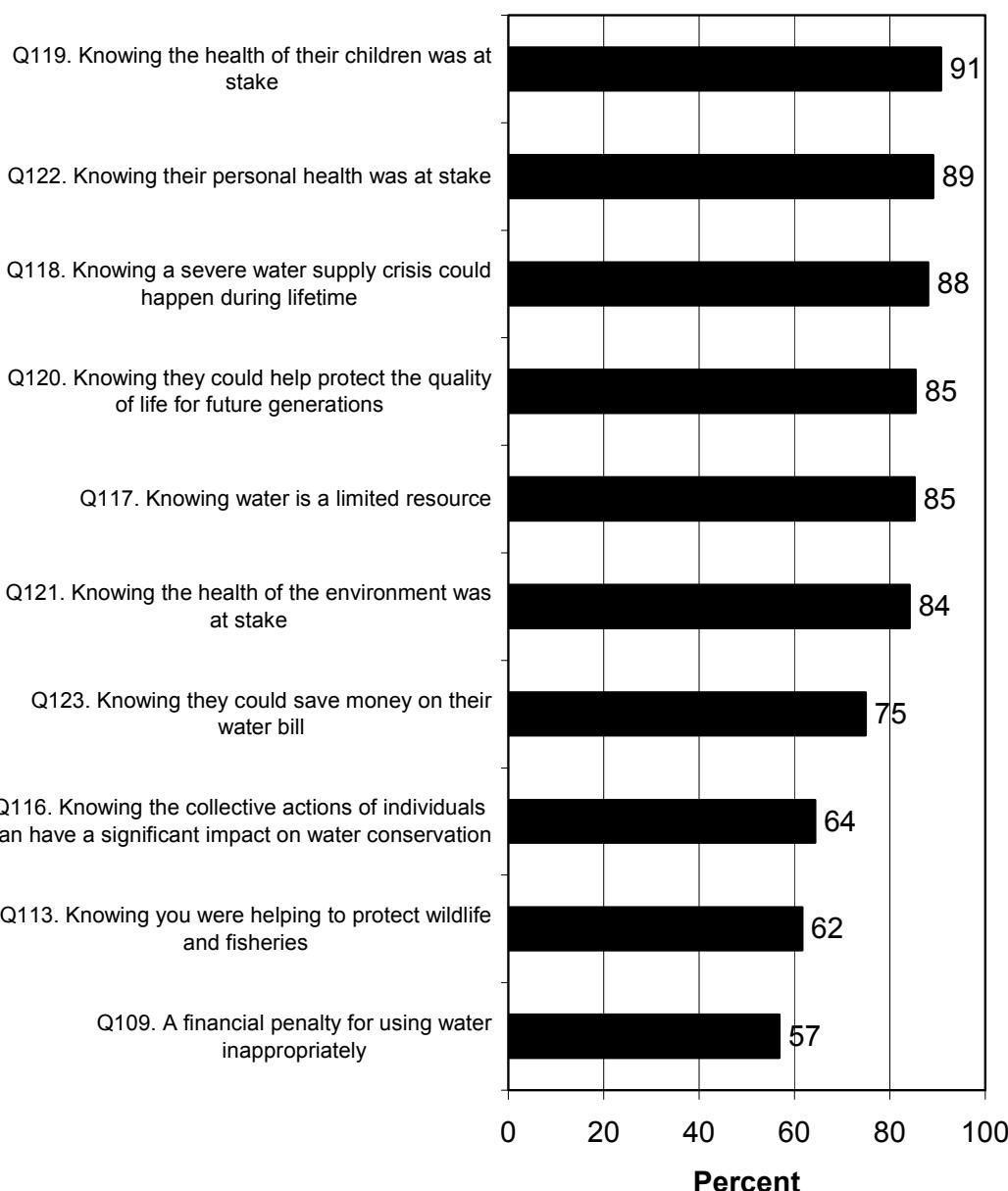
**Q85-101. Percent who strongly disagree that the following reasons prevent them from conserving water in Georgia.**



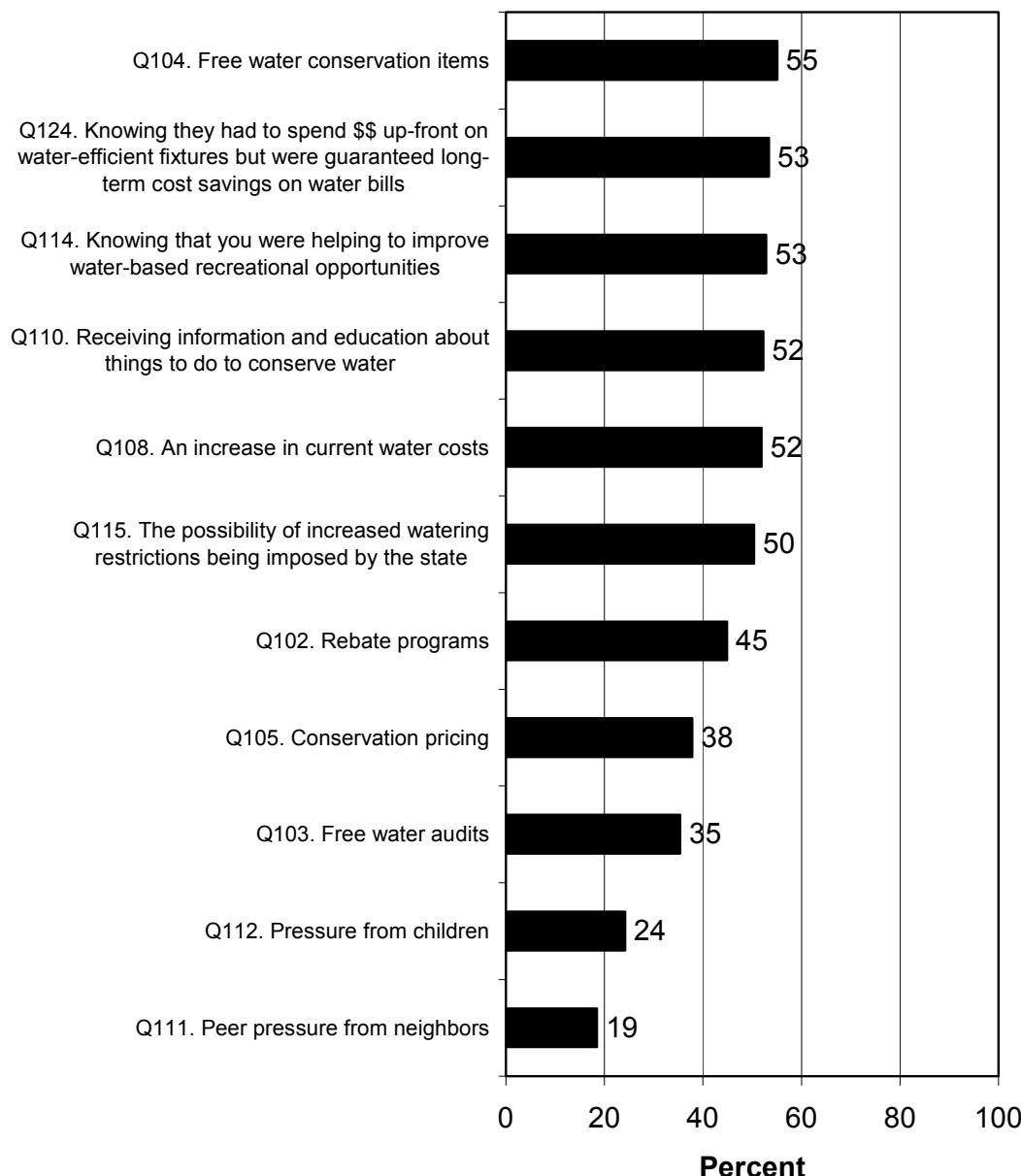
## **Incentives and Penalties to Encourage Conservation of Water**

- Respondents were asked about 21 factors that would encourage them to conserve water. The health of their children (91%) and their own health (89%) were the two top items that would make respondents very likely to conserve water. The next item also related to the respondent personally: knowing a severe water supply crisis could happen during their lifetime (88%). The next three items are fairly altruistic: knowing they could help protect the quality of life for future generations (85%), knowing that water is a limited resource (85%), and knowing that the health of the environment was at stake (84%). The final item that had a markedly higher percentage of respondents, relative to the rest of the items, saying it would be very likely to encourage them to conserve water directly related to them personally: knowing they could save money on their water bill.
  - Peer pressure from neighbors (19%) and pressure from children (24%) were at the bottom of the list. Additionally, penalties did not appear to greatly motivate people to conserve water: conservation pricing (overuse of water being penalized) (38%), the possibility of increased watering restrictions being imposed by the state (50%), an increase in current water costs (52%), and a financial penalty for using water inappropriately (57%) were halfway or more down the list.

**Q102-124. Percent who said the following would make them very likely to adopt water conservation practices or conserve water.**  
**Part 1.**



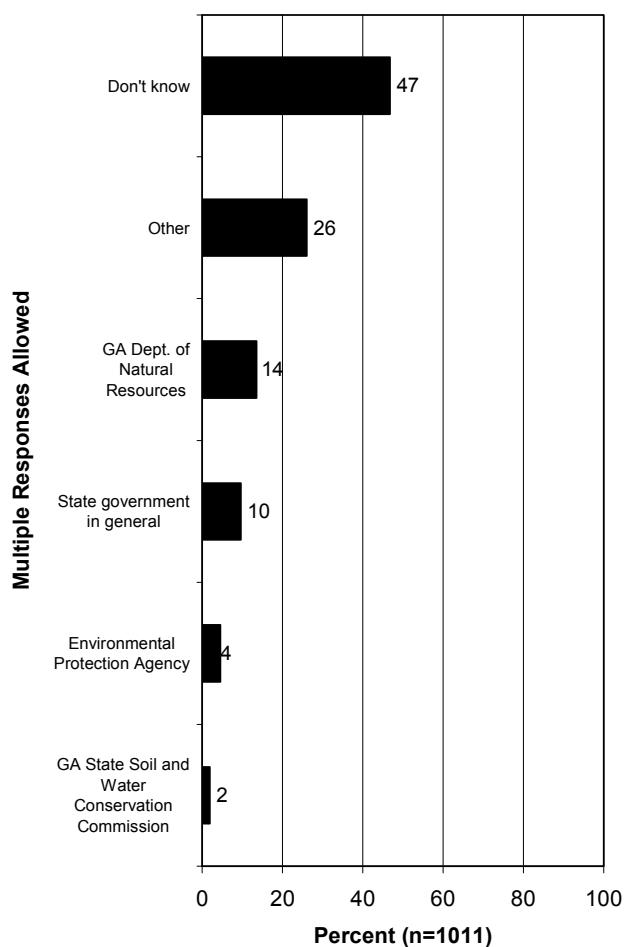
**Q102-124. Percent who said the following would make them very likely to adopt water conservation practices or conserve water.**  
**Part 2.**



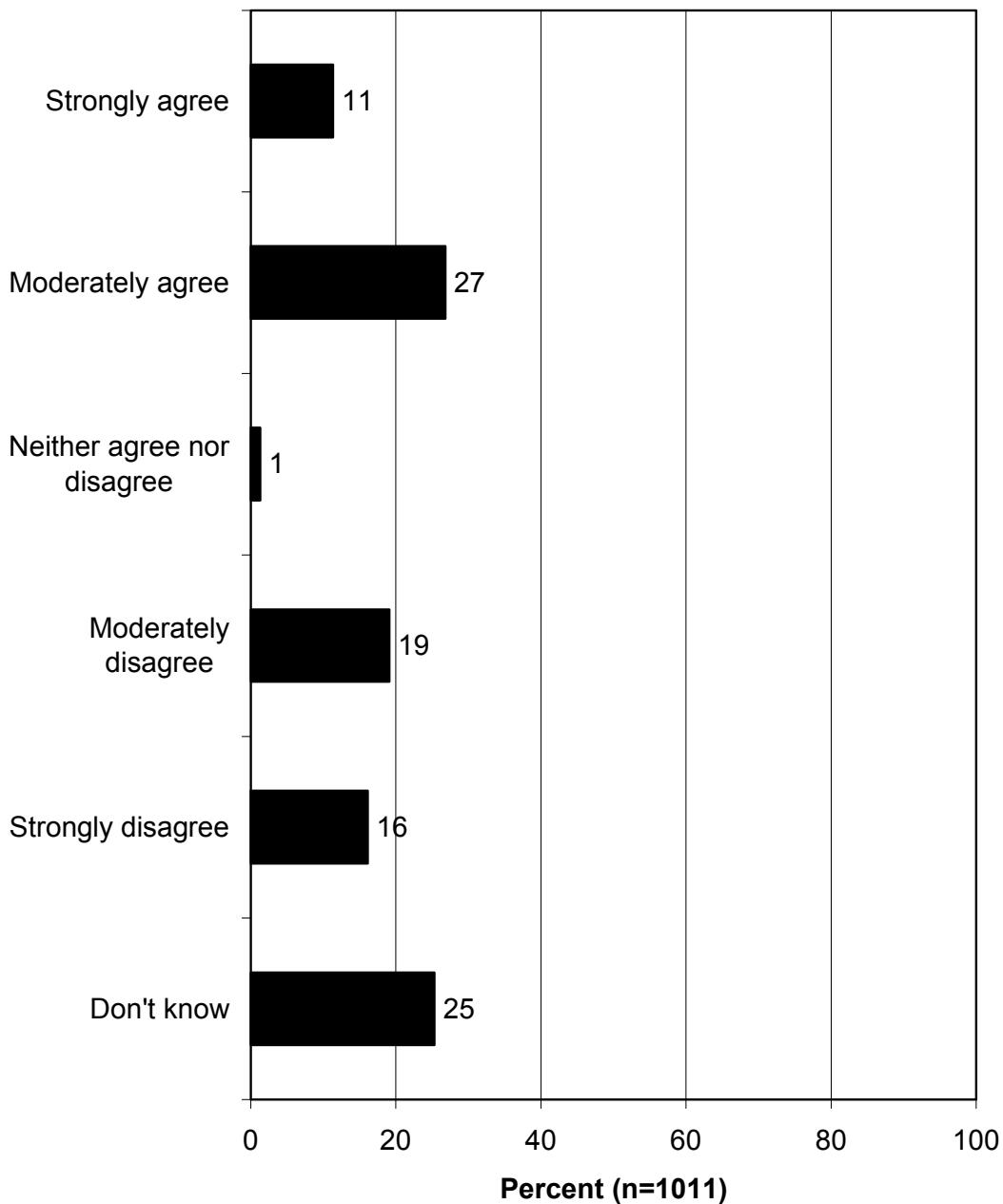
## Management of Water and State Efforts to Conserve Water

- Respondents, for the most part, did not know which agency is primarily responsible for managing the water they use in Georgia, and they were split over whether the State is doing enough to conserve water in Georgia.
- A plurality (47%) answered that they did not know the agency with primary responsibility for managing the water they use; 14% said the GDNR.
  - Although slightly more respondents agreed than disagreed that the State is doing enough to conserve water in Georgia, the respondents were fairly evenly split: 38% strongly or moderately agreed, but 35% moderately or strongly disagreed that the State is doing enough to conserve water in Georgia, and a quarter (25%) did not know.

**Q54. What agency do you think is primarily responsible for managing the water you use?**

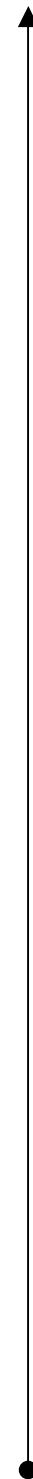


**Q56. Do you agree or disagree that the State is doing enough to conserve water in Georgia?**



<b>Strongly or moderately agrees that the State is doing enough to conserve water in Georgia</b>	<b>Z-SCORE</b>
Says Georgia's waterways are very or somewhat healthy	5.59***
Is not at all concerned about water quality in Georgia	4.44***
Strongly or moderately disagree that the state doesn't have an adequate statewide conservation plan (is a reason for not conserving)	4.34***
Thinks people use a little water in everyday life	3.89***
Is male	3.31***
Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	3.01**
Thinks people use a moderate amount of water in everyday life	3**
Strongly or moderately disagree that the state government isn't conserving water in Georgia (is a reason for not conserving)	2.84**
Lives in Worth County	2.84**
Has lived in Georgia for more than 30 years (median)	2.83**
Not at all likely to wash only full loads of clothes and dishes	2.69**
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	2.63**
Was born in Georgia	2.61**
Knowledge that a severe water supply crisis could happen during lifetime would make him/her somewhat or very unlikely to conserve water	2.6**
Says air quality is a somewhat or very unimportant issue facing Georgia	2.54*
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	2.34*
Rarely or never makes effort to conserve water because not concerned about having enough water	2.32*
Not at all likely to install water efficient hose nozzles for outside garden hoses	2.31*
Was somewhat concerned about trying to follow the 2000-2002 watering restrictions in GA	2.31*
Not at all likely to install water efficient washing machines and dishwashers	2.27*
Free water audits and water conservation demonstrations are preferred method of receiving info about water resources and water conservation	2.21*
Lives in Haralson County	2.2*
Strongly or moderately agree that I don't think my actions will make a difference (is a reason for not conserving)	2.18*
Strongly or moderately disagree that institutions (such as government and universities) use too much water (is a reason for not conserving)	2.16*
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	2.14*
Never makes effort to conserve water	2.14*
Strongly or moderately agree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.12*
Is not at all concerned about water quantity in Georgia	2.09*

Most likely to say strongly or moderately agrees that the State is doing enough to conserve water in Georgia.



Strongly or moderately agree that I don't think I'm wasting water (is a reason for not conserving)	2.08*
Strongly or moderately disagree that I never get information on whether my conservation efforts are helpful (is a reason for not conserving)	1.97*
<b>STATISTICALLY INSIGNIFICANT VARIABLES OMITTED</b>	
Lives in Clayton County	-2.05*
Has graduate or professional degree	-2.07*
Has already installed water efficient washing machines and dishwashers	-2.09*
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-2.18*
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	-2.22*
Makes effort to conserve water because of concerns about water availability	-2.31*
Says recycling of household products is a very or somewhat important issue facing Georgia	-2.33*
Someone else receives water bill	-2.36*
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	-2.43*
Says air pollution/air quality is one of the most important natural resource issues facing Georgia	-2.5*
Strongly or moderately agree that the state doesn't have an adequate statewide conservation plan (is a reason for not conserving)	-2.59**
Is very concerned about water quality in Georgia	-2.59**
Was not born in Georgia	-2.6**
Has lived in Georgia for 30 or fewer years (median)	-2.83**
Strongly or moderately agree that the state government isn't conserving water in Georgia (is a reason for not conserving)	-3.33***
Is female	-3.42***
Thinks people use a great deal of water in everyday life	-4.03***
Says Georgia's waterways are somewhat or very unhealthy	-4.45***

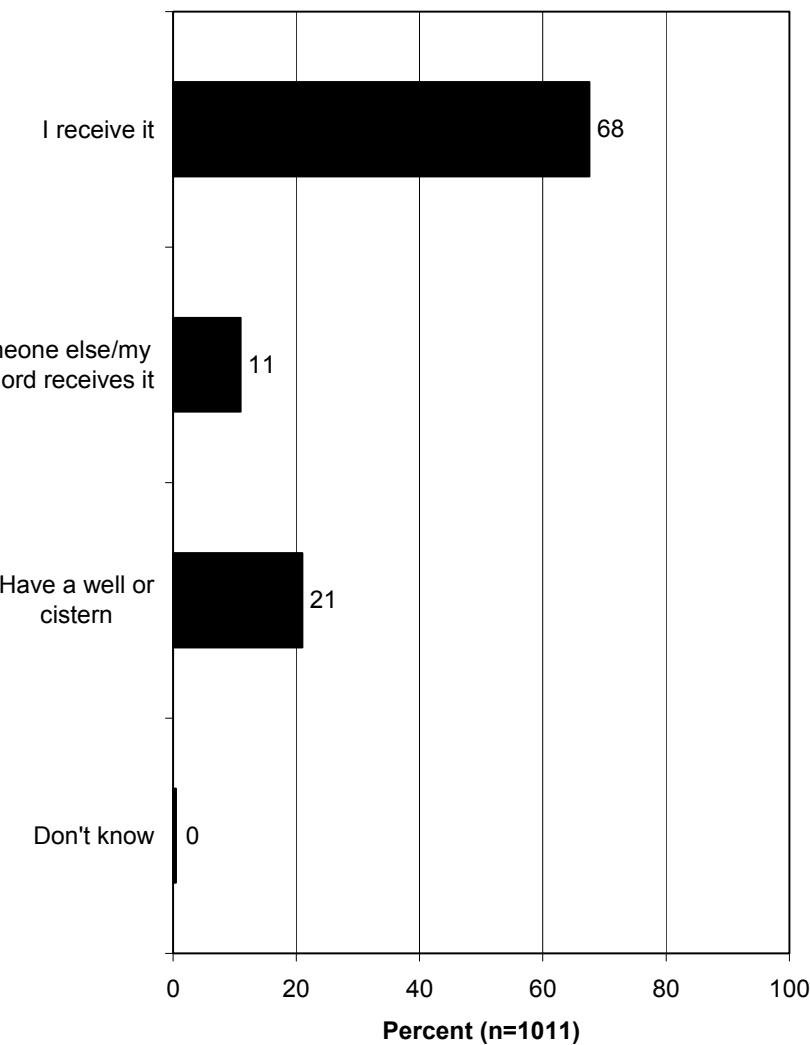


Most likely *not* to say  
Strongly or moderately  
agrees that the State is  
doing enough to  
conserve water in  
Georgia.

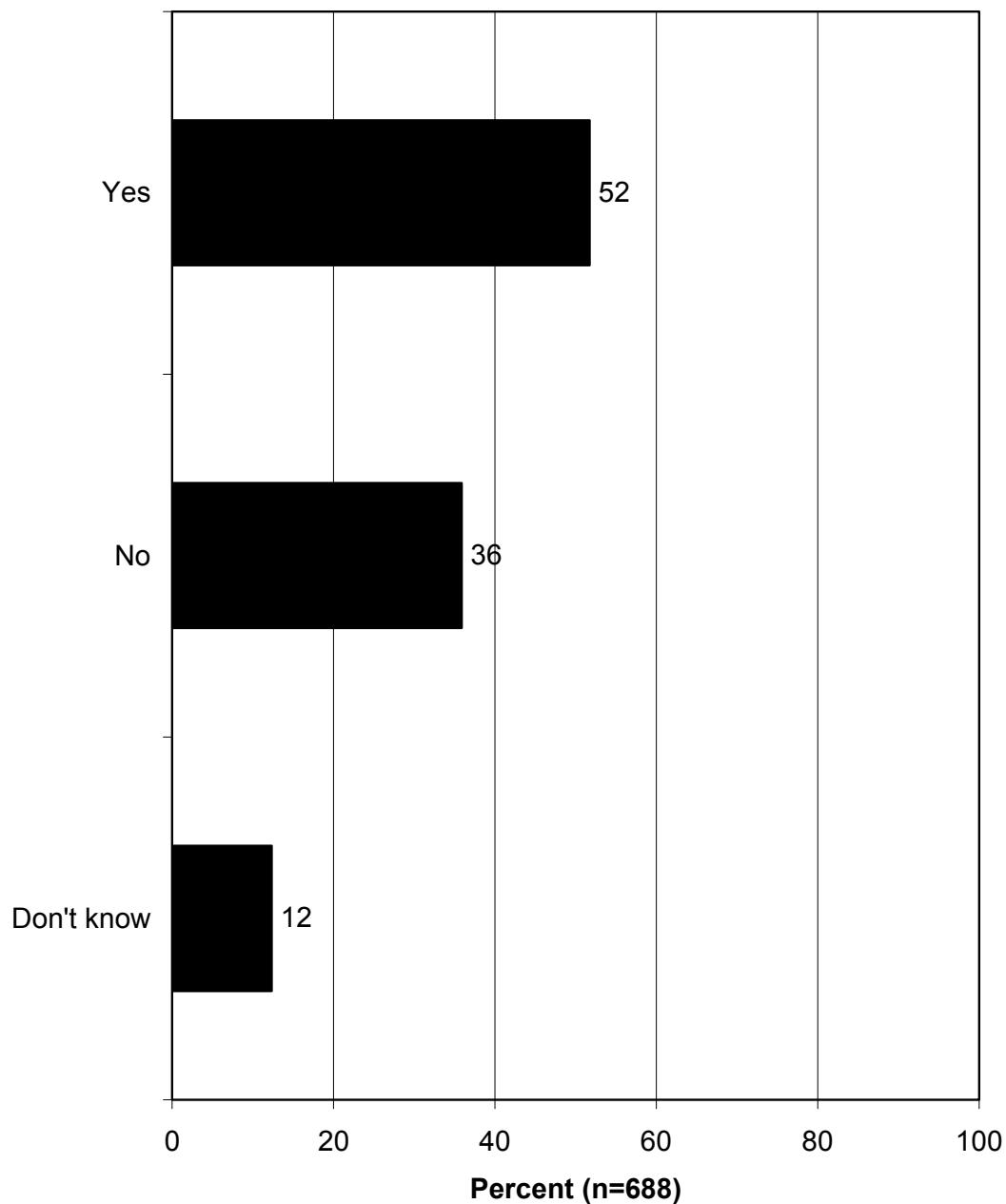
## Water Conservation Tips in Water Bills

- In general, water conservation tips in water bills are read at least sometimes by those who receive them.
  - A majority of respondents (68%) receive a water bill. Of those who receive a water bill, a slight majority (52%) receive water conservation tips with their water bill. Of those who receive tips with their water bill, 33% of respondents always and 50% of respondents sometimes read those water conservation tips.

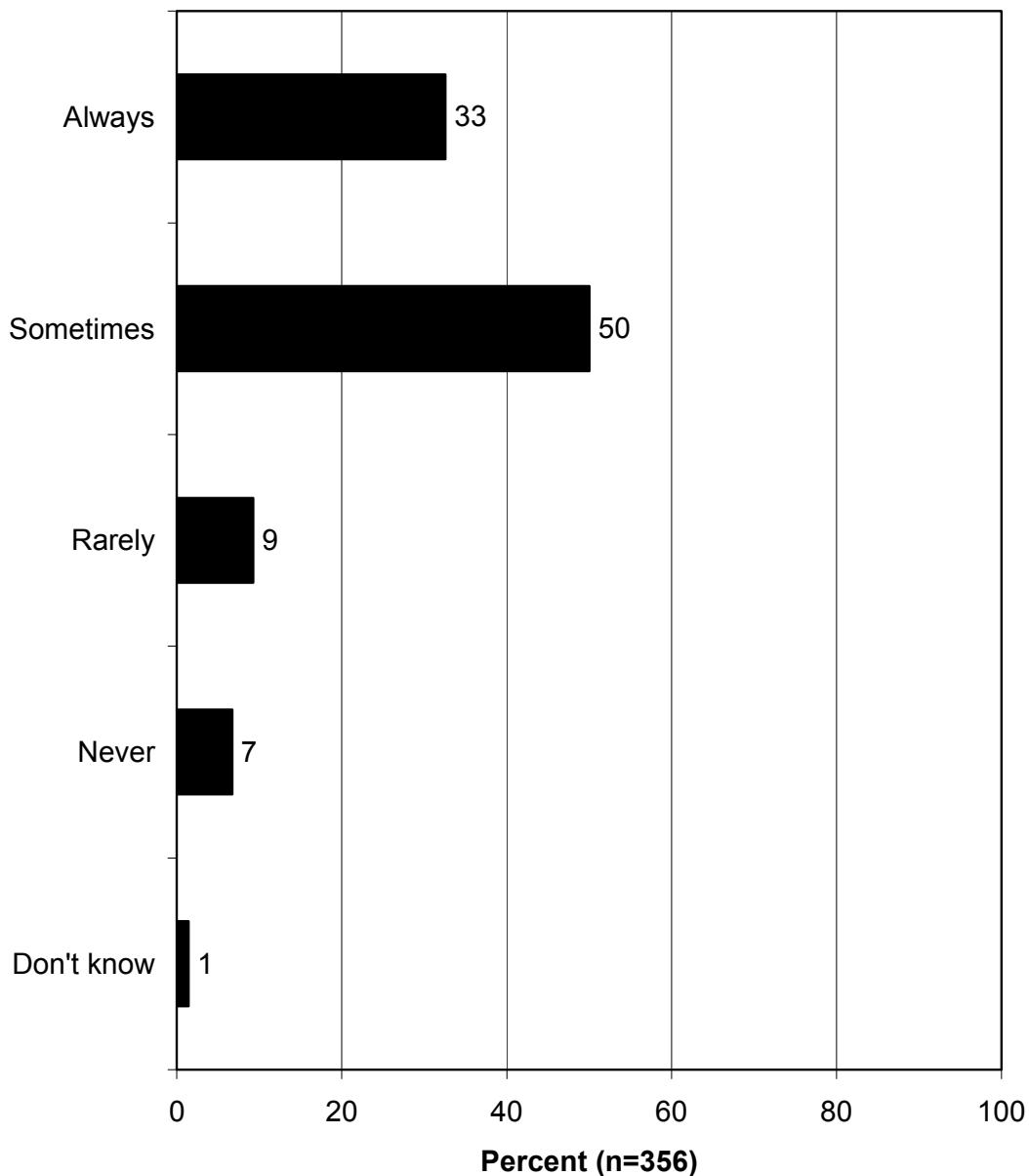
**Q58. Do you receive your water bill, does someone else receive your water bill, such as your landlord, or does your residence have a well or cistern?**



**Q63. Do you currently receive tips or information  
on water usage with your water bill? (Asked of  
those whose residence receives a water bill.)**



**Q64. Would you say you read the tips or information on water usage always, sometimes, rarely, or never? (Asked of those whose residence receives a water bill and who indicated that their bill typically contains usage tips.)**



<b>Always or sometimes reads the water usage tips in bill</b>	<b>Z-SCORE</b>	Most likely to say always or sometimes reads the water usage tips in bill.
Usually opens the water bill	4.65***	
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	3.59***	
Knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water	3.5***	
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	3.16**	
African-American	3.15**	
Says recycling of household products is a very or somewhat important issue facing Georgia	3.09**	
Water bill inserts are preferred method of receiving info about water resources and water conservation	2.94**	
Says quality of wetlands is a very or somewhat important issue facing Georgia	2.6**	
Rarely or never makes effort to conserve water because not concerned about having enough water	2.39*	
Very or somewhat likely to install low-flow toilets	2.35*	
Brochures mailed to house are preferred method of receiving info about water resources and water conservation	2.33*	
Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	2.33*	
Thinks industry uses more than 30% of all water used in Georgia	2.19*	
Indicated that cooking was one of the top three ways they use water	2.17*	
Strongly or moderately agree that businesses uses too much water (is a reason for not conserving)	2.17*	
Lives in a small city/town or a rural area	2.06*	
Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	2.05*	
Strongly or moderately agree that the state government isn't conserving water in Georgia (is a reason for not conserving)	2.04*	
Always makes effort to conserve water	2.03*	
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	2*	
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	1.97*	
<b>STATISTICALLY INSIGNIFICANT VARIABLES OMITTED</b>		
Lives in Cobb County	-1.98*	
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to conserve water	-2.03*	
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-2.05*	
Lives in Cherokee County	-2.1*	
Thinks commercial businesses use the most water in Georgia	-2.14*	
Lives in Camden County	-2.17*	
Lives in Carroll County	-2.17*	
Lives in Dade County	-2.17*	

Lives in Lee County	-2.17*
Lives in Quitman County	-2.17*
Lives in Toombs County	-2.17*
Thinks public pools use the most water in Georgia	-2.18*
Listservs are preferred method of receiving info about water resources and water conservation	-2.18*
Thinks industry uses 29% or less of all water used in Georgia	-2.19*
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	-2.25*
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	-2.27*
Not at all likely to wash car less frequently or not at all	-2.29*
Rarely or never makes effort to conserve water because doesn't think there is a problem	-2.3*
Knowledge that water is a limited resource would make him/her somewhat or very unlikely to conserve water	-2.33*
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-2.36*
TV is preferred method of receiving info about water resources and water conservation	-2.36*
Not at all likely to install water efficient showerheads	-2.39*
Thinks people use a little water in everyday life	-2.46*
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her somewhat or very unlikely to conserve water	-2.54*
Somewhat or very unlikely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-2.78**
Lives in Gwinnett County	-2.84**
Not at all likely to install low-flow toilets	-3.03**
Never makes effort to conserve water	-3.05**
Receiving info about things to do to conserve water would make him/her somewhat or very unlikely to conserve water	-3.5***
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	-3.54***
Usually is not the person to open the water bill	-4.35***

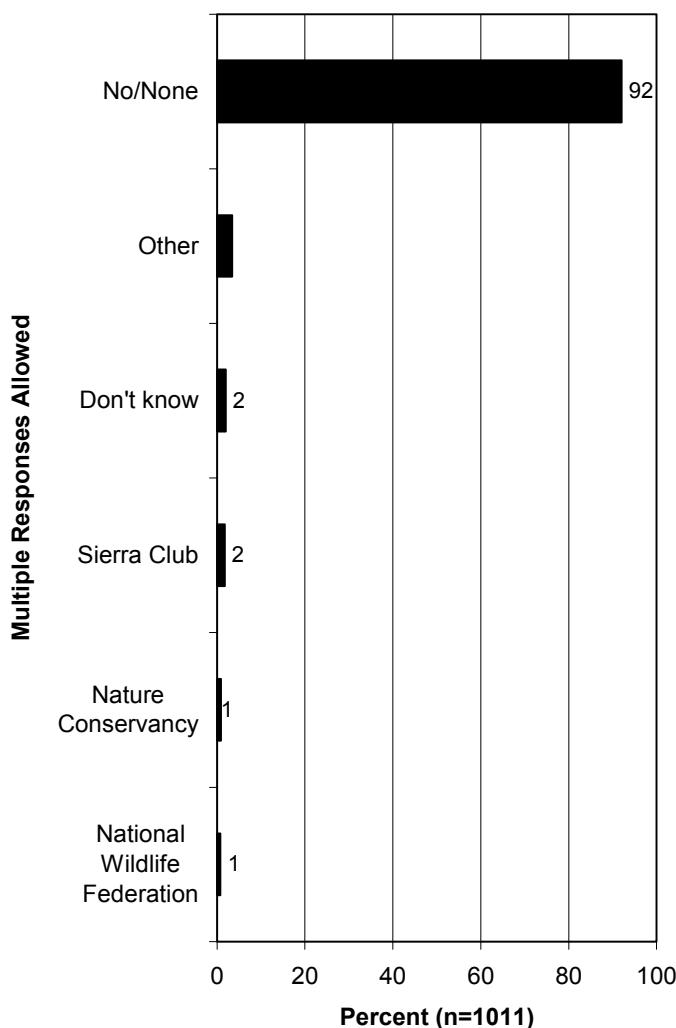


Most likely *not* to say always or sometimes reads the water usage tips in bill.

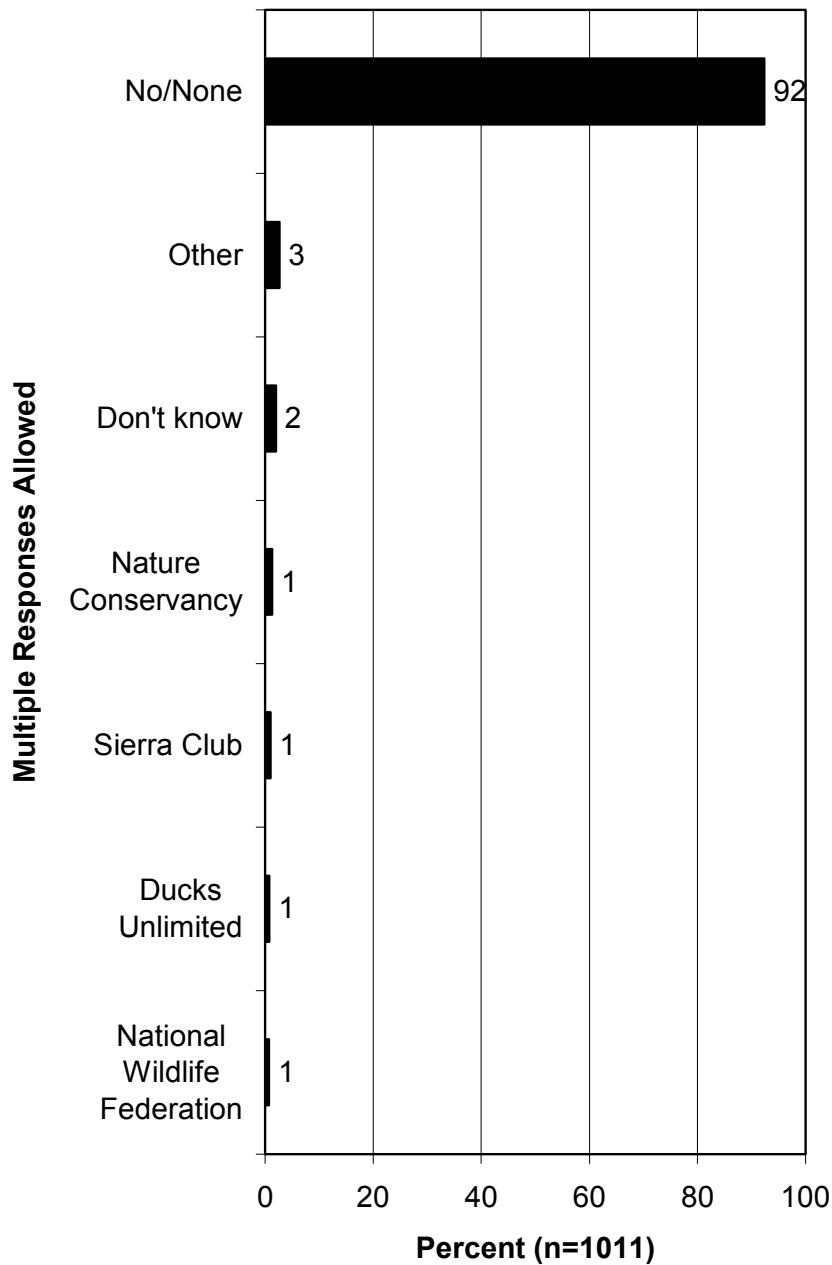
## **Membership in Conservation, Environmental, and/or Sportsmen's Organizations**

- Overwhelming majorities of respondents (90% or more) were not members of a conservation, environmental, or sportsmen's organization. The National Rifle Association had the highest membership percentage (4% named the NRA as a sportsmen's organization to which they belonged). The Sierra Club had the highest membership percentage as a conservation or environmental organization (2% named the Sierra Club as an environmental organization to which they belonged).

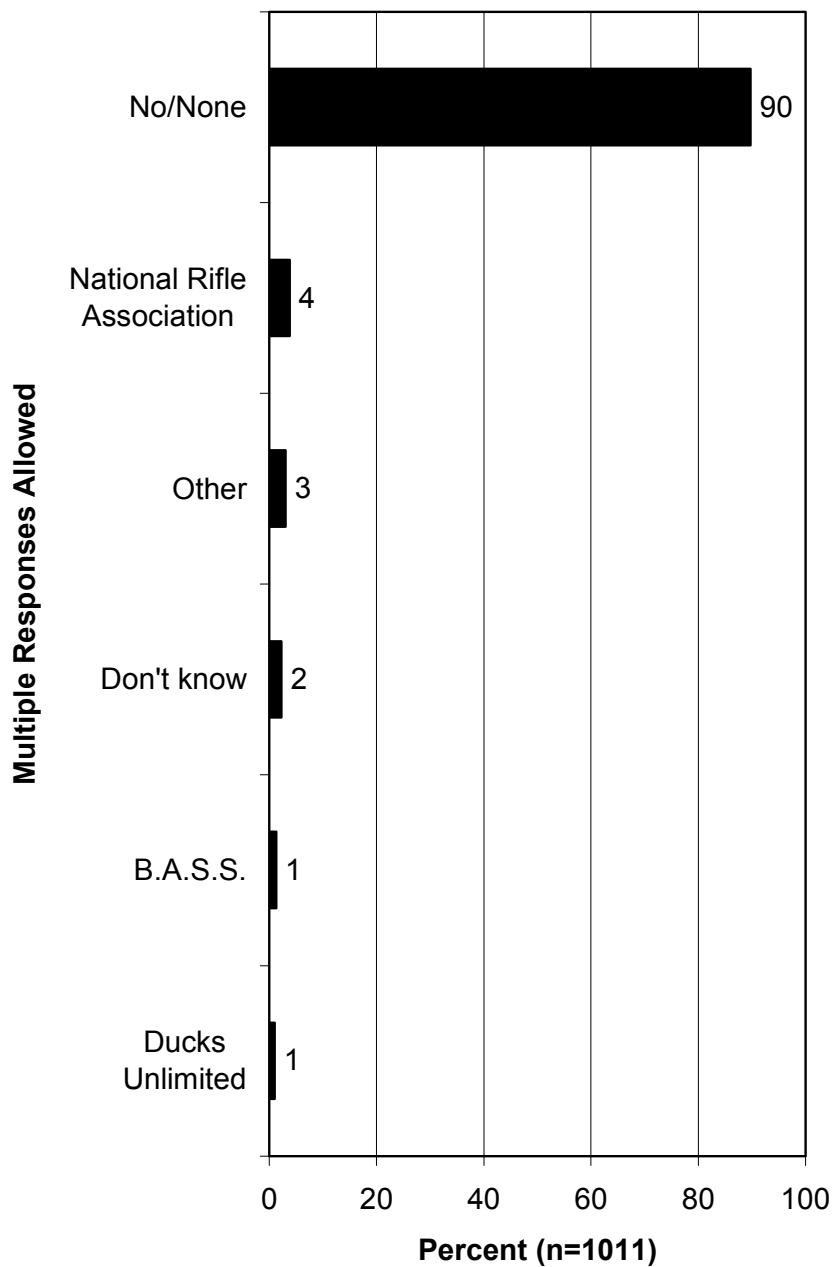
**Q137. Are you a member of an environmental organization? If yes: Which one(s)?**



**Q140. Are you a member of a conservation organization? If yes: Which one(s)?**



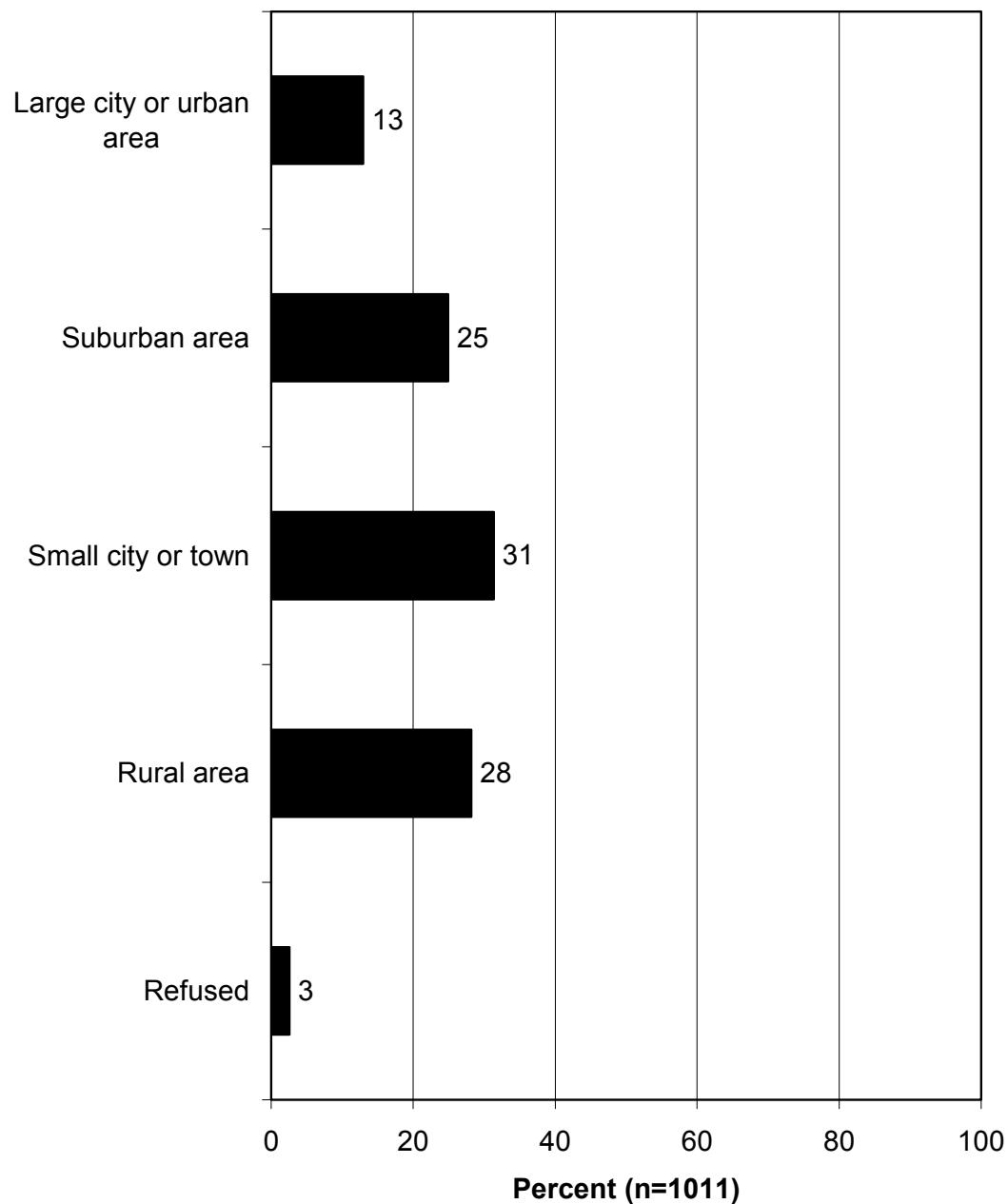
**Q143. Are you a member of a sportsmen's organization? If yes: Which one(s)?**



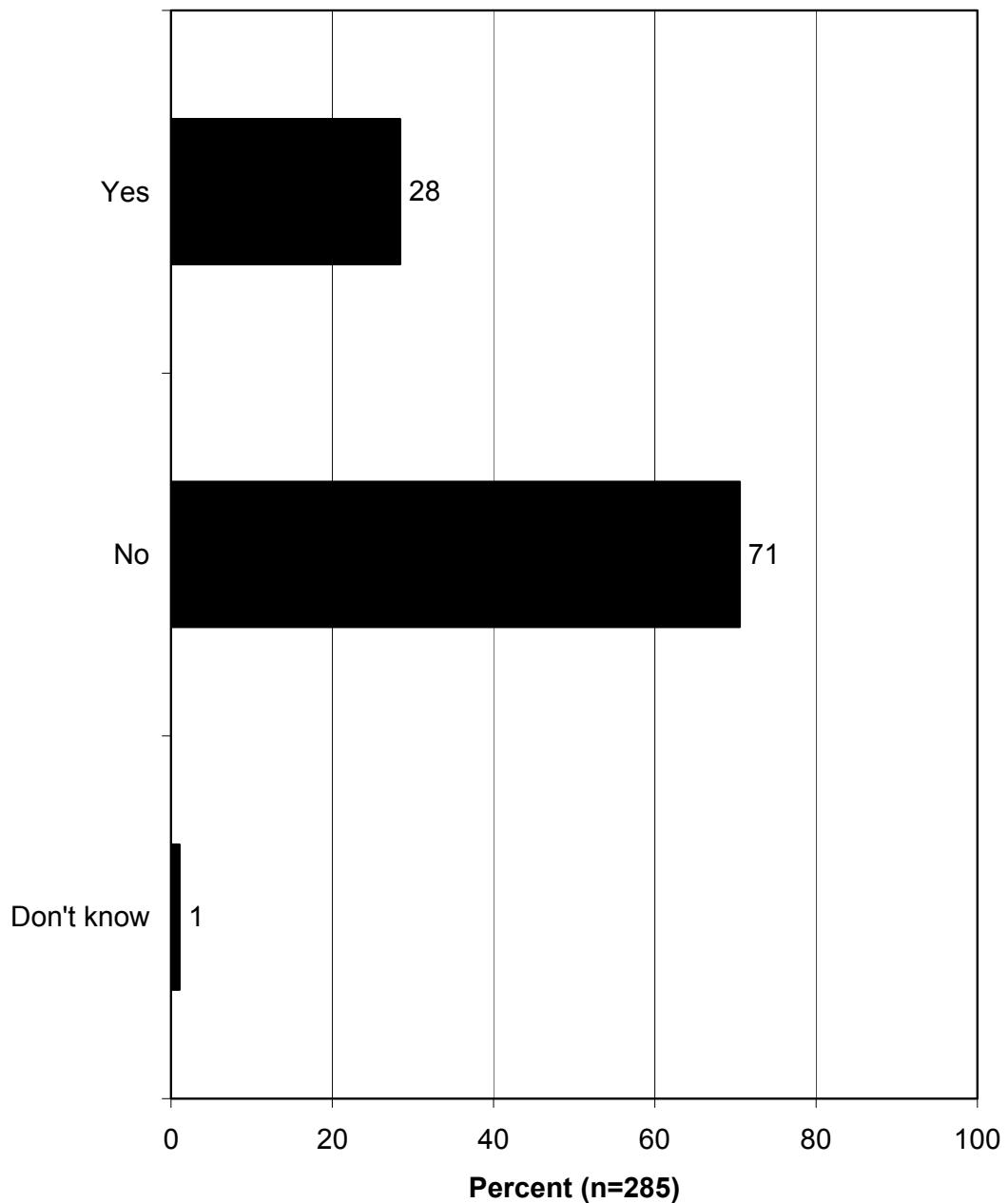
## **DEMOGRAPHIC DATA**

- Respondents were more likely to be from a small city/town or rural area than from a suburban or urban area, and a quarter of those who reside in a rural area live on a farm or ranch. Respondents were most likely to own 2 acres or less and to *not* be members of a neighborhood association. Most had attended some college, whether they earned a degree or not. Respondents were mostly white. Respondents were fairly evenly split between native Georgians and non-natives, and they were fairly evenly distributed among income and age categories, as well as in the number of years that they had lived in Georgia.
  - 59% of respondents were from a small city/town or rural area; 38% were from a suburban area or large city/urban area.
  - 28% of rural residents lived on a farm or ranch.
  - 49% of respondents were born in Georgia; 50% were not born in Georgia.
  - 70% owned 2 acres or less.
  - 26% were part of a neighborhood association.
  - 28% were high school graduates, and 37% had earned a college degree.
  - 73% of respondents were white, and 15% were African-American.

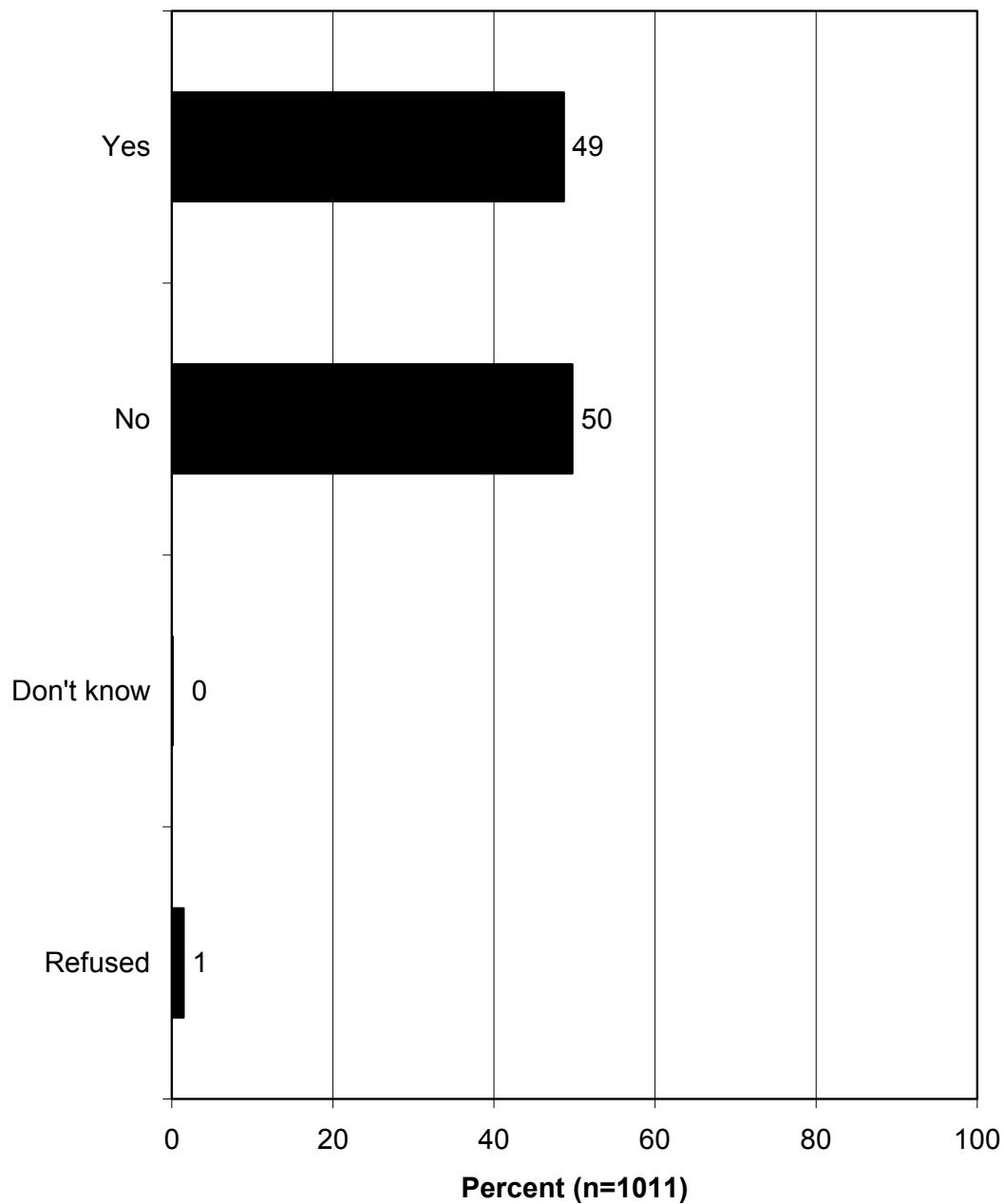
**Q129. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, or a rural area?**



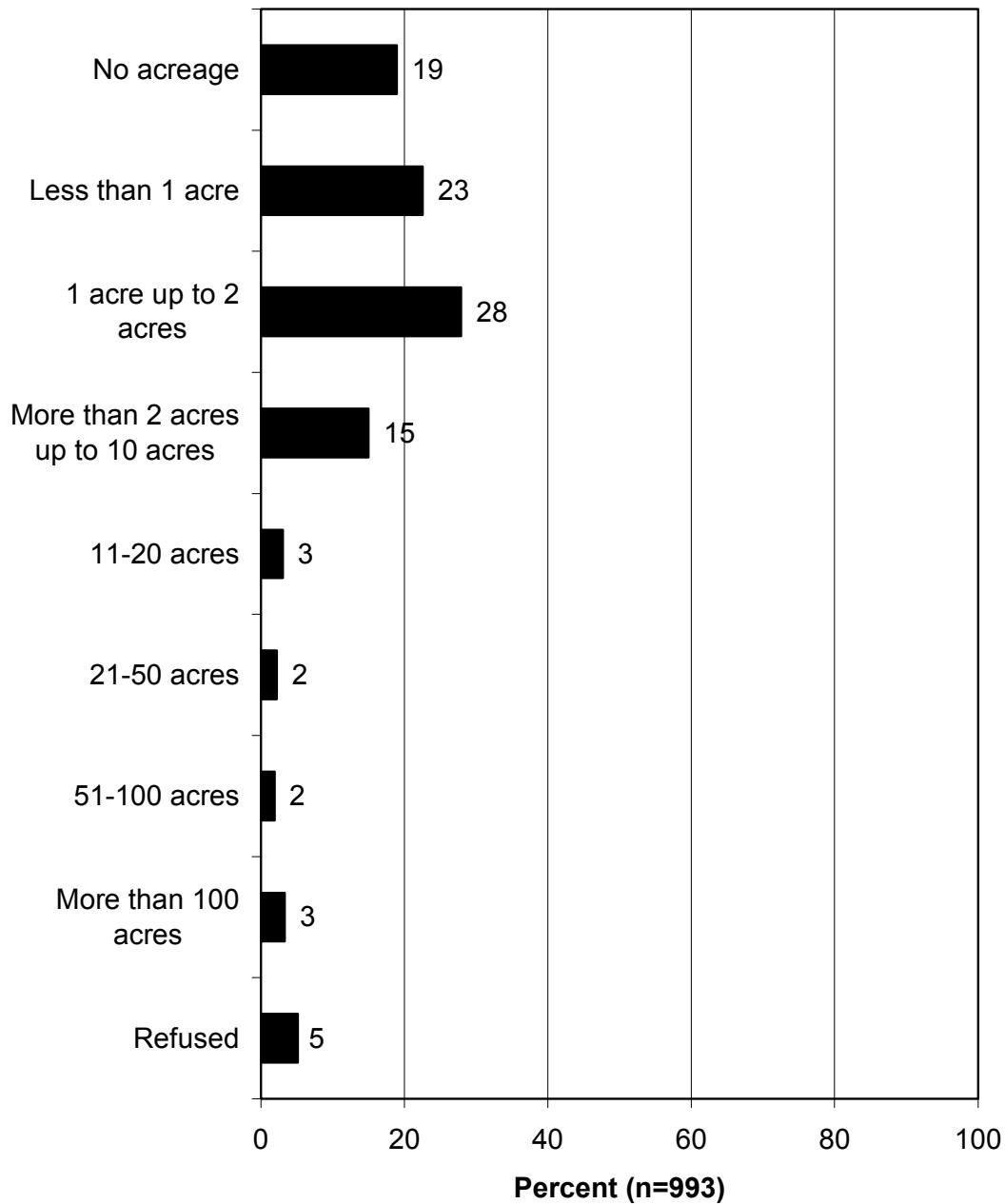
**Q130. Do you live on a farm or ranch? (Asked of those who reside in an rural area.)**



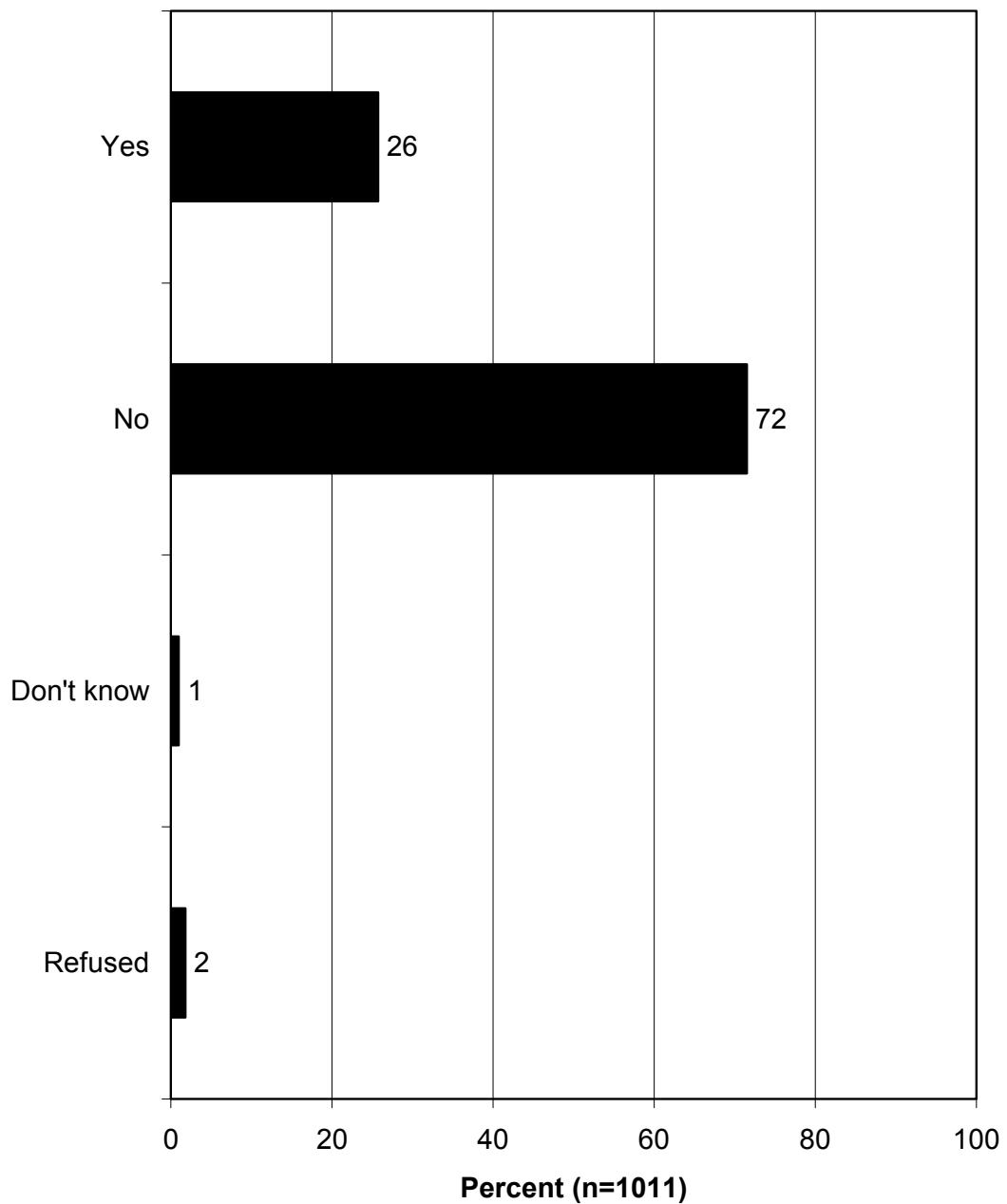
**Q132. Were you born in Georgia?**



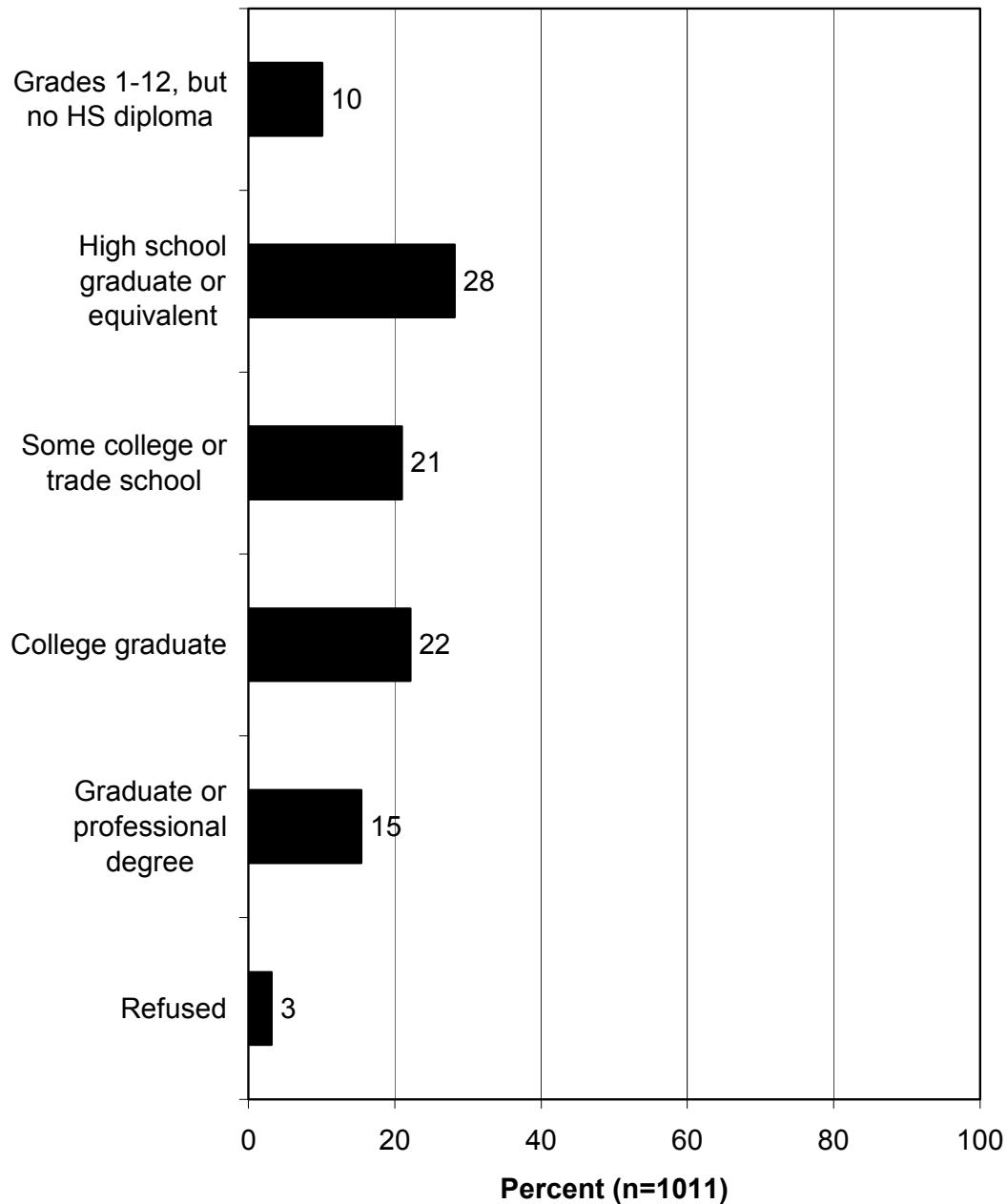
**Q134. How many acres of land do you own?**



**Q135. Are you part of a neighborhood association?**



**Q145. What is the highest grade level you have completed in school?**



**Q146. What race or ethnic background do you consider yourself?**

