



THE CITY OF SAN DIEGO

Natural Resources & Culture Committee

2012 CITY OF SAN DIEGO PUBLIC OPINION POLL

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February 27, 2013





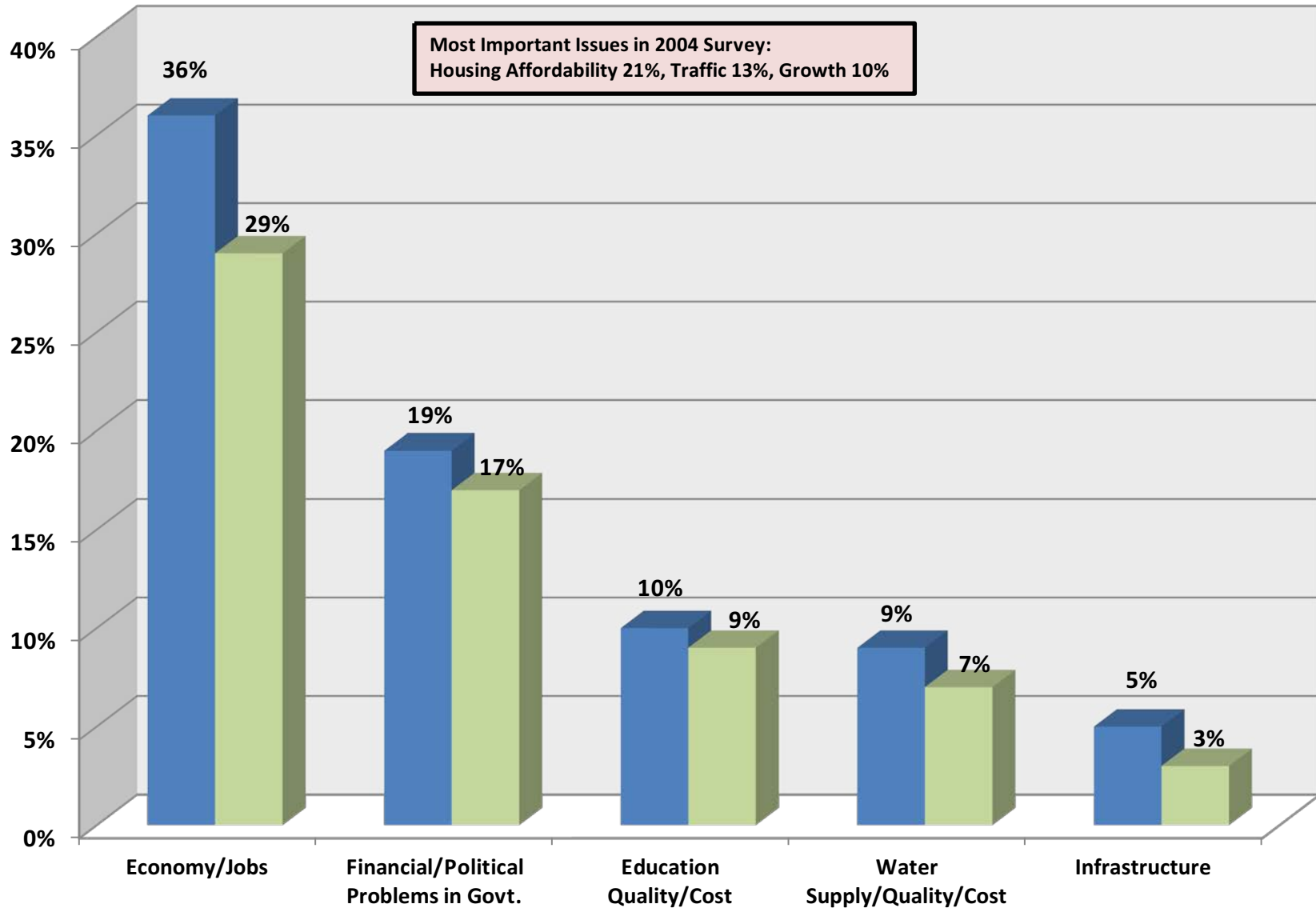
Survey Implementation Facts

- July 9, 2012—July 25, 2012
- $n = 816$ (includes 121 cell-phone only respondents)
- City of San Diego residents = 400 (oversample)
- Weighted for City residents and cell-phone only respondents
- Margin of Error= $\pm 3.4\%$ overall(@ 95% confidence)-- $\pm 4.9\%$ City of San Diego

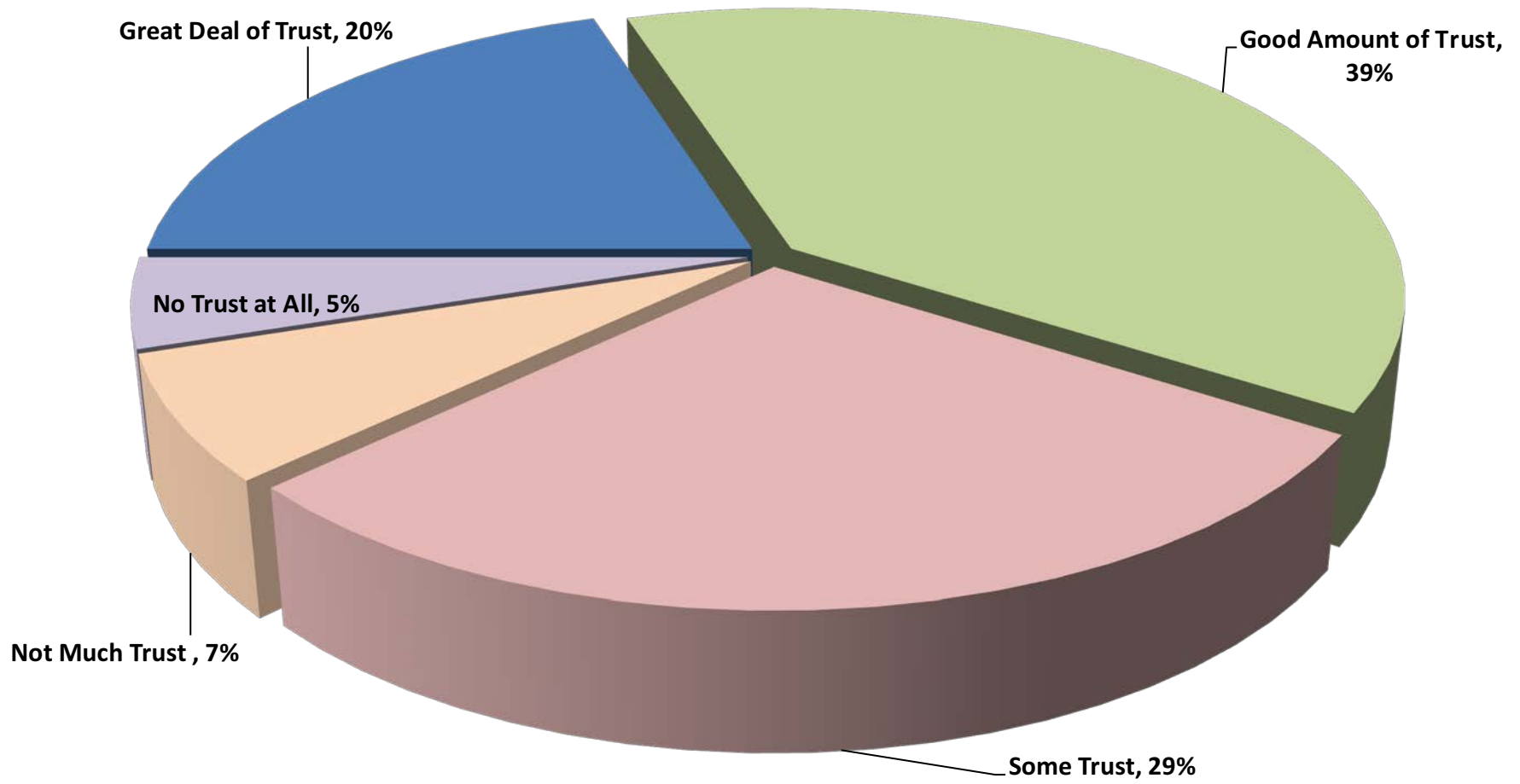
Most Important Issue Facing Residents of San Diego County

■ 2012 ■ 2011

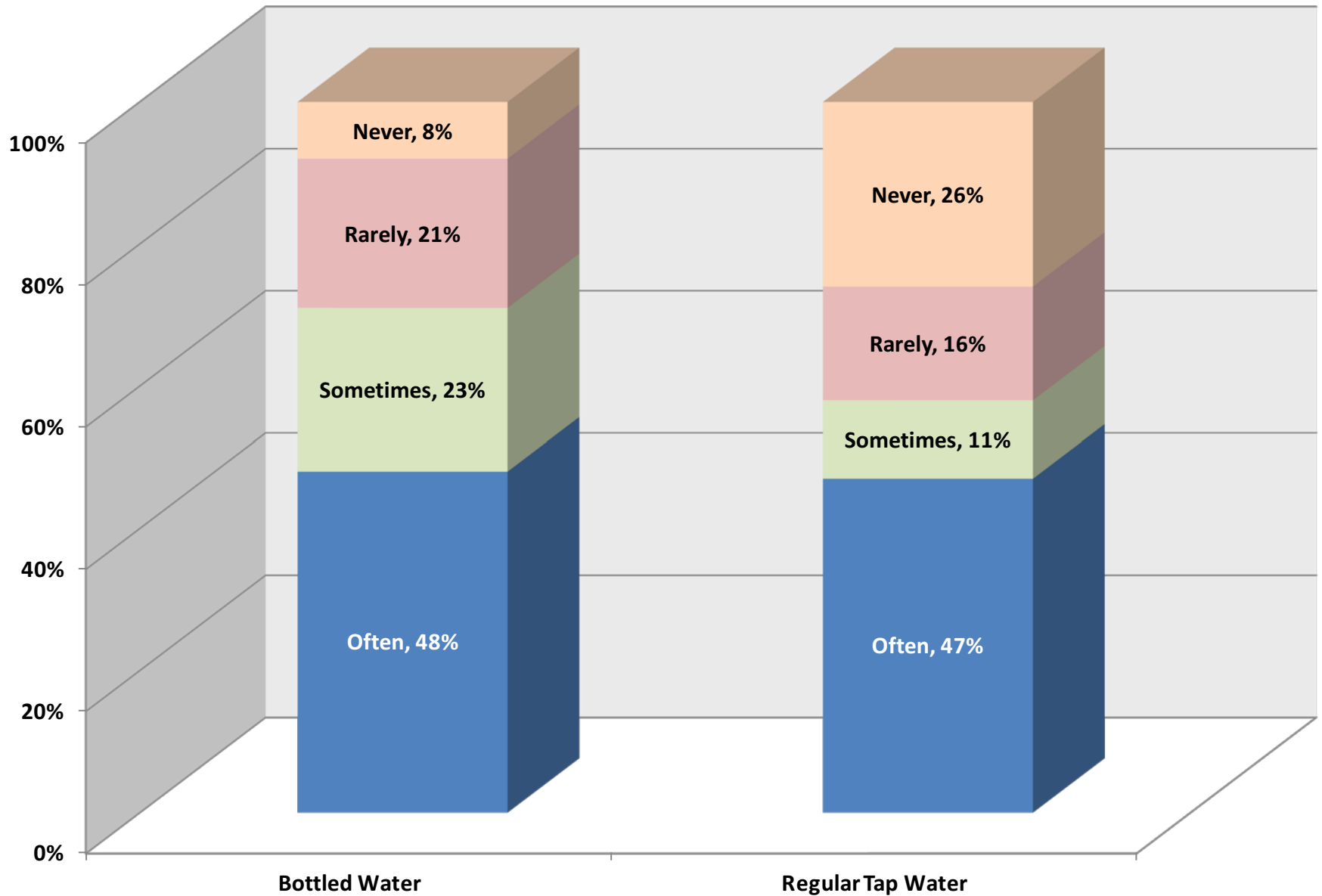
Most Important Issues in 2004 Survey:
Housing Affordability 21%, Traffic 13%, Growth 10%



Public's Trust in Ability of Water Agencies to Provide Clean, Safe Water



Frequency of Drinking Bottled or Tap Water





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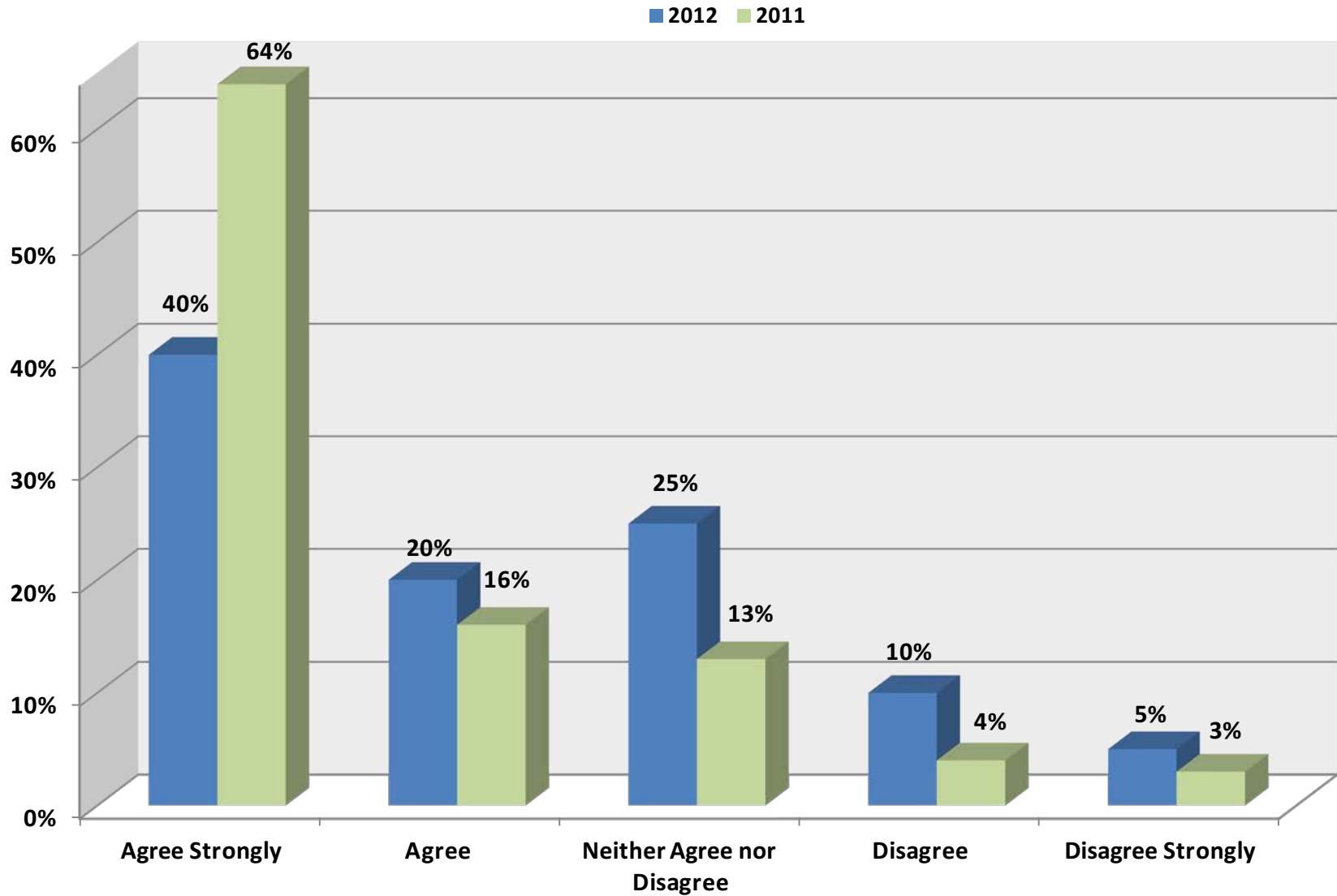


WaterReliability/Diversification

Opinion of Using Multiple Water Sources and Programs/Diversification

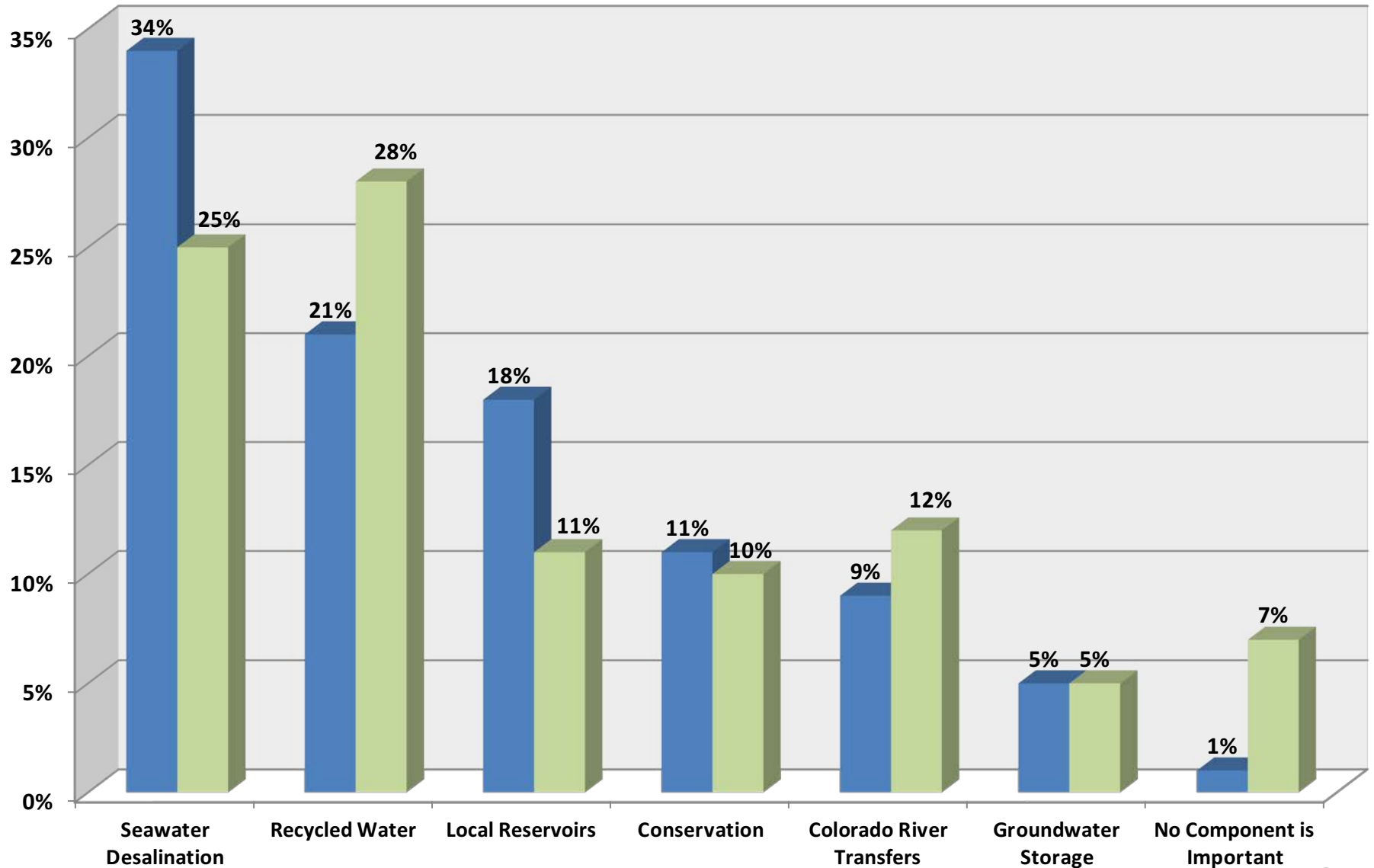
Scale: 1 = Agree Strongly---5 = Disagree Strongly

Means: 2012 = 2.22-----2011= 1.66



Most Important Component of Diversification

■ 2012 ■ 2011





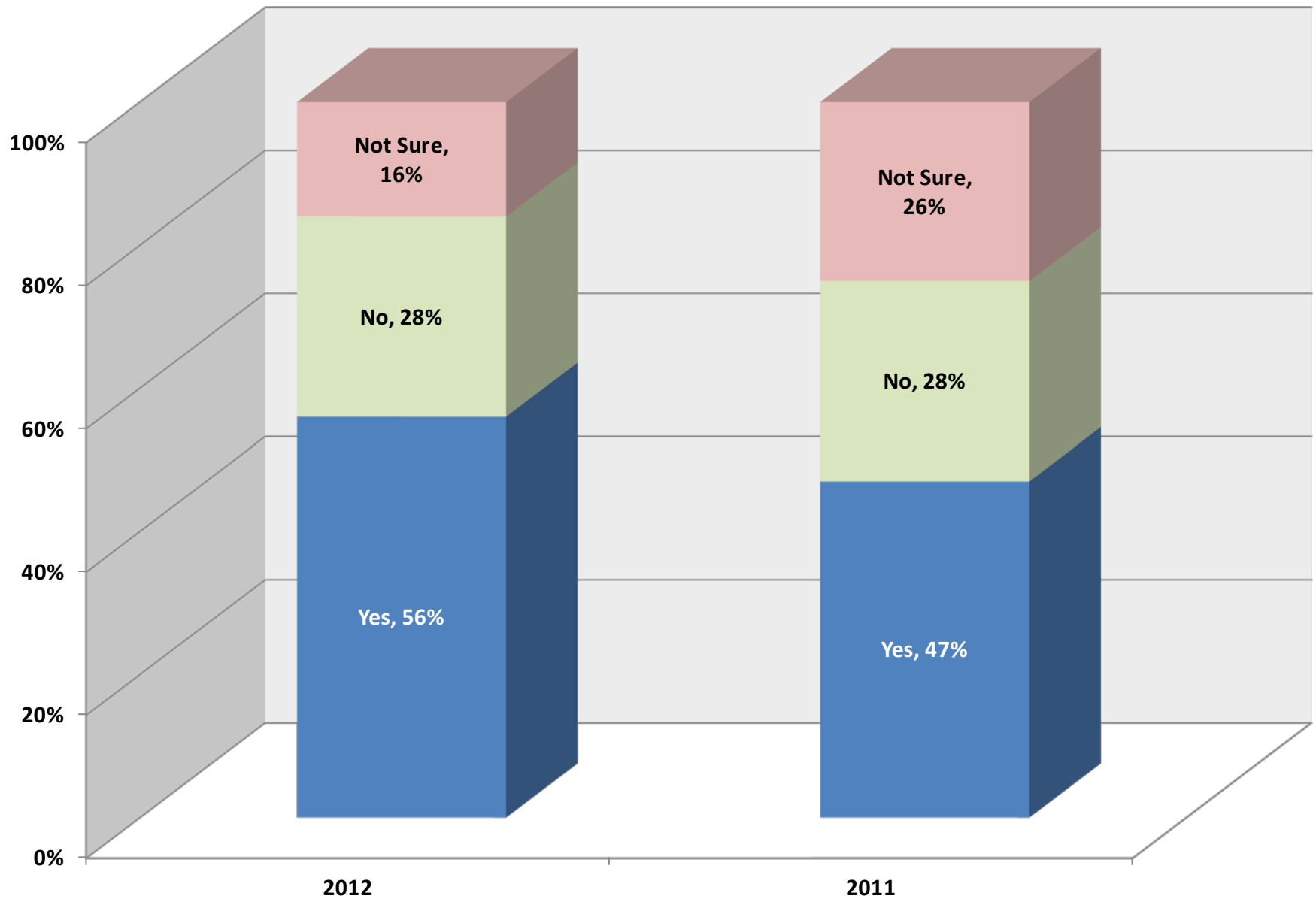
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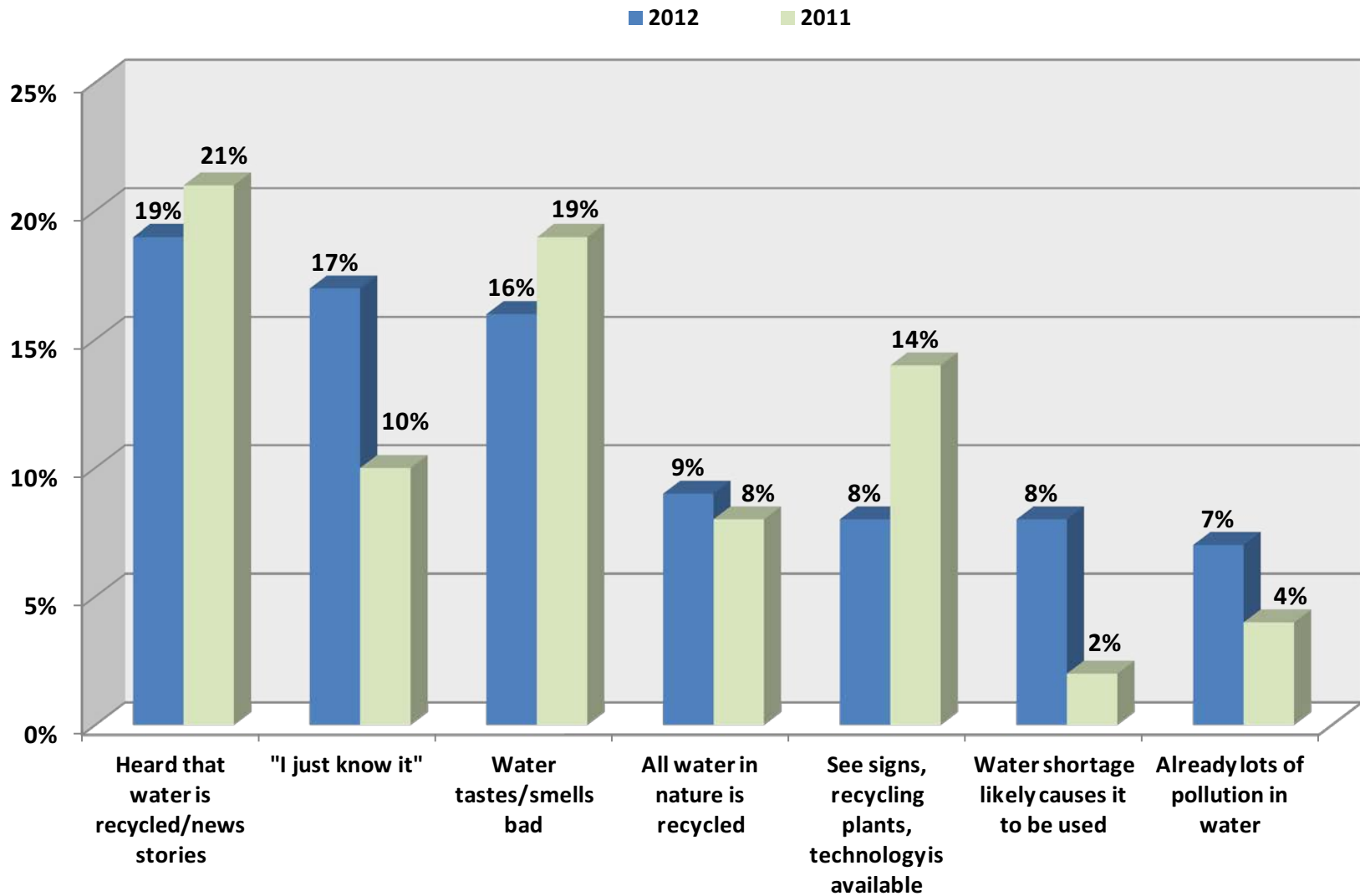
WaterReuseOpinion



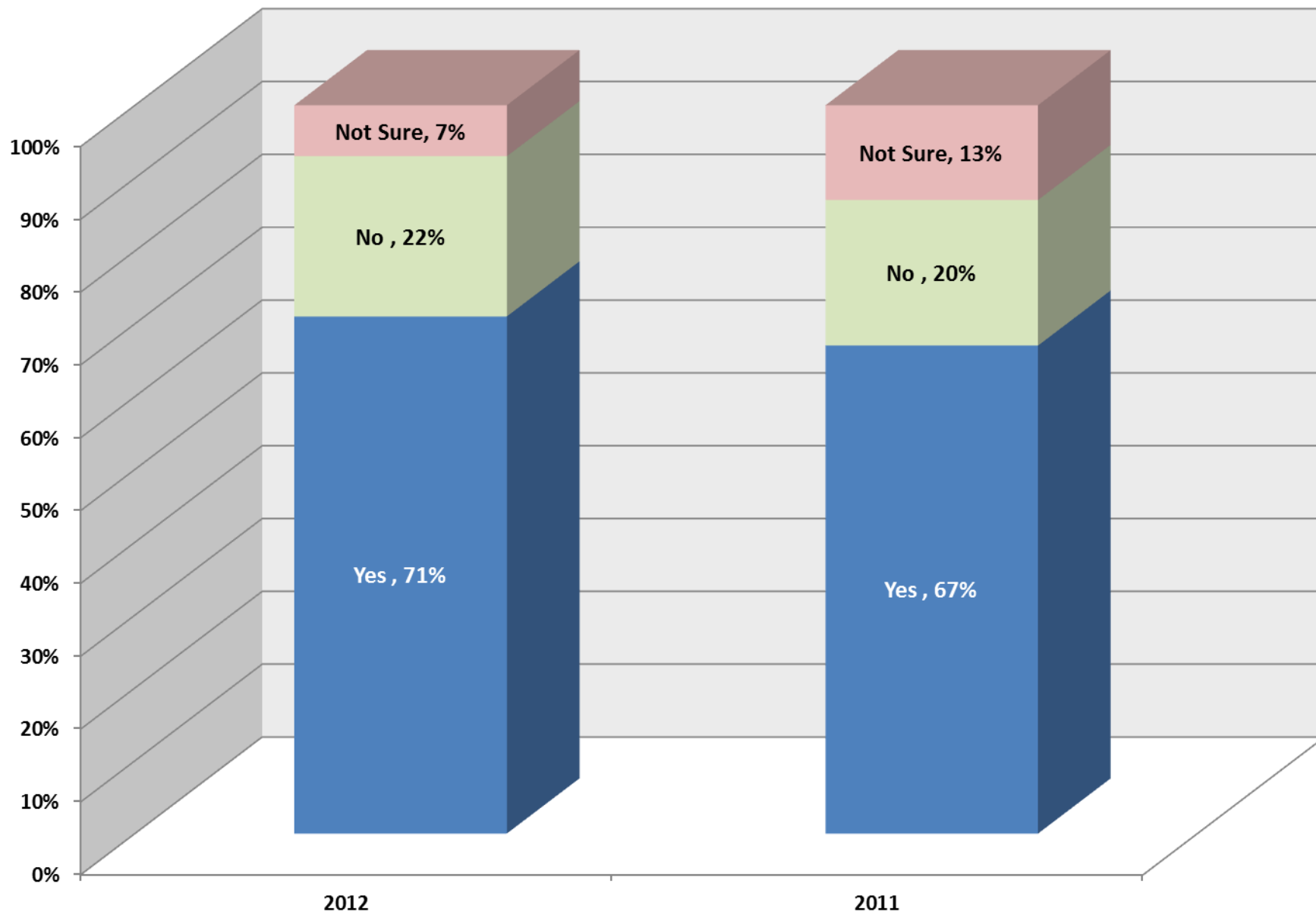
Believe that Drinking Water Already Contains Recycled Water



Reasons for Belief that Drinking Water Already Contains Recycled Water
(among 48% (n = 191) who believe that drinking water contains recycled water and offered reason for their belief)



Possible to Treat Recycled Water Used for Irrigation to Make It Pure and Safe for Drinking





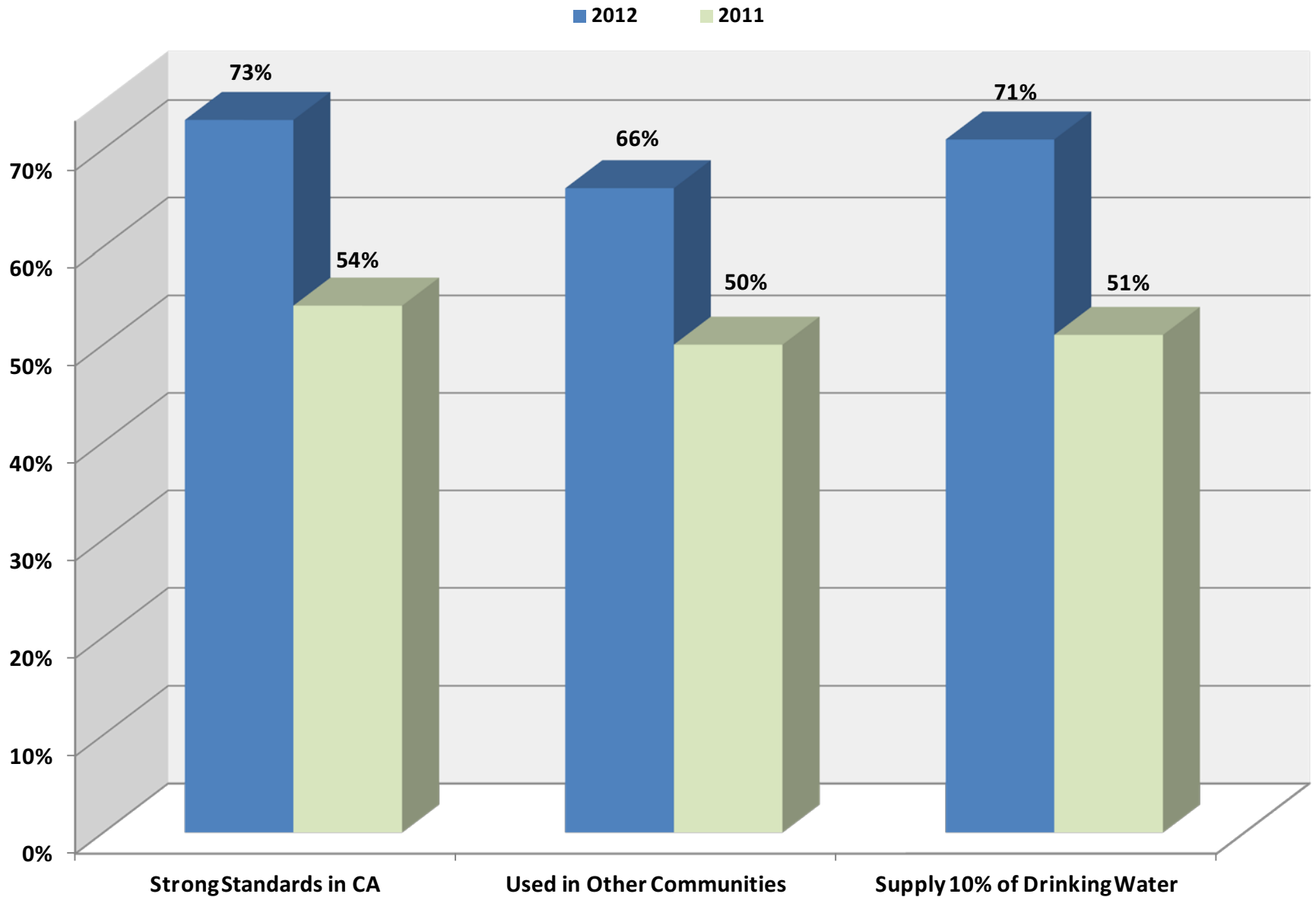
Strongly/Somewhat Favor Use of Advanced Treated Recycled Water as an Addition to Drinking Water Supply

73%

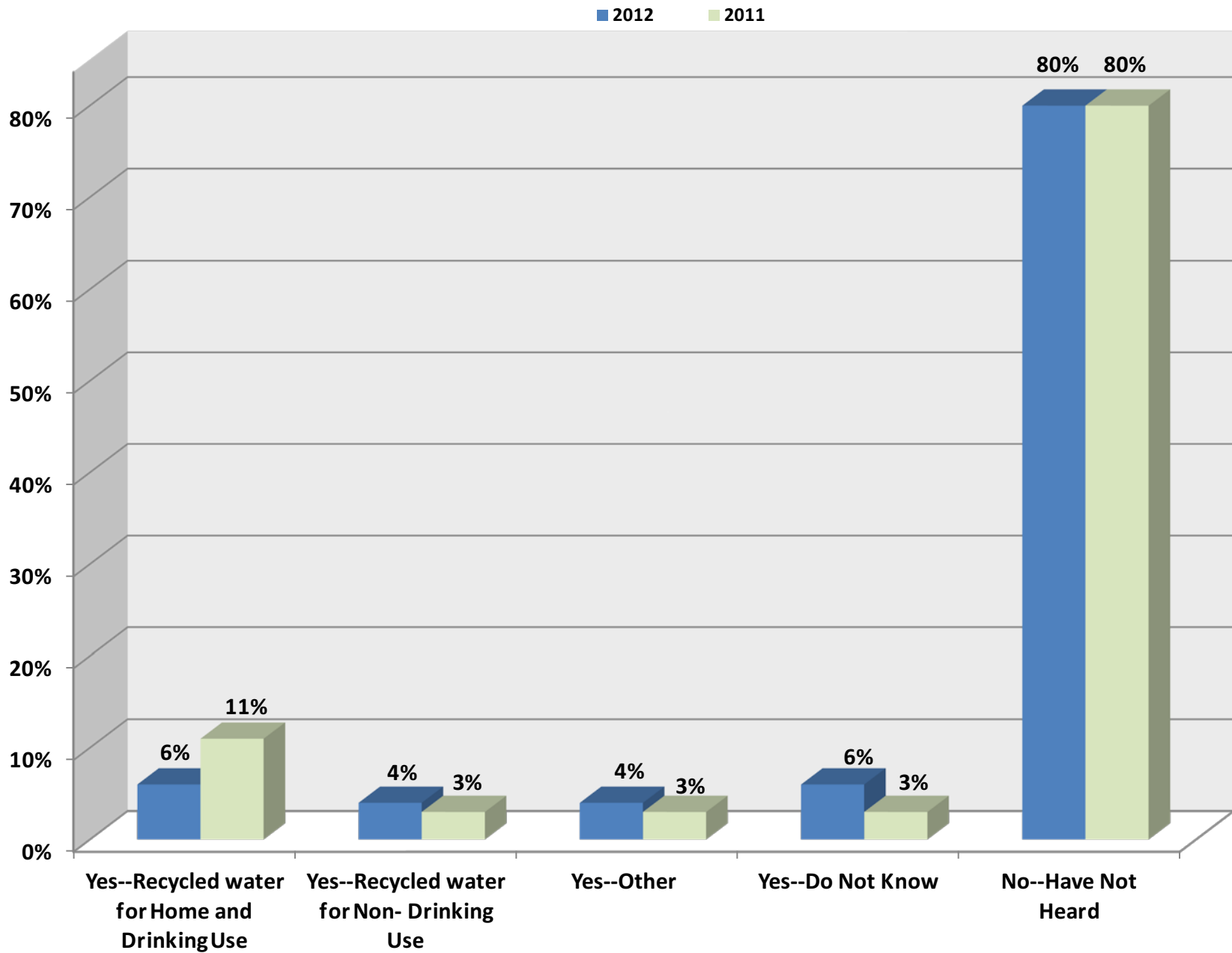
2011 = 68%

2004 = 26%

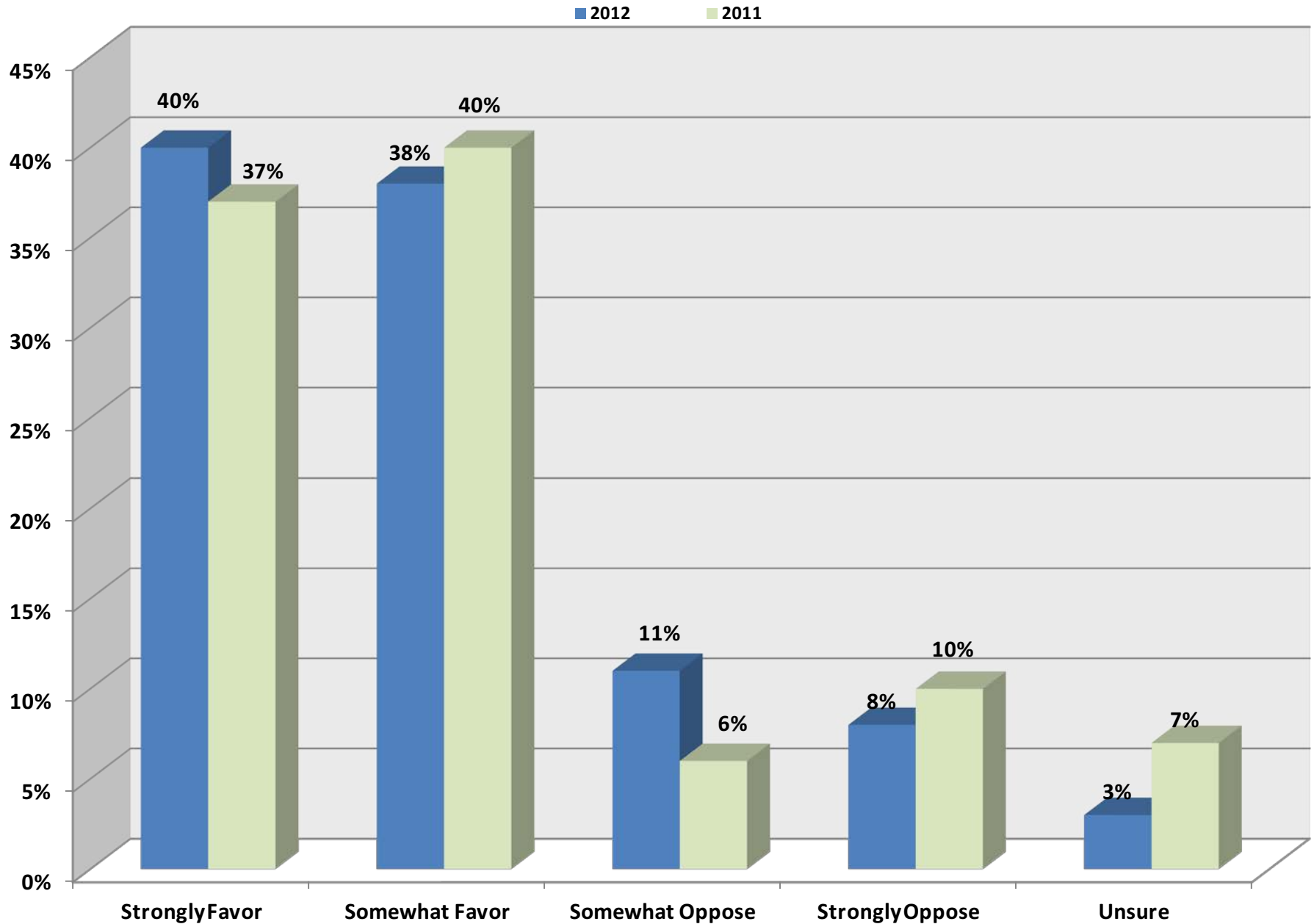
Likely to Accept Recycled Water as Supplement to Drinking Water Supply if Learn that....
(among 64% who did not indicate that they strongly favor such use for recycled water)



Heard About City of San Diego Water Purification Demonstration Project



Opinion About Water Purification Demonstration Project



**Aware that Orange County Has Used
Same Water Purification Process as
Water Purification Demonstration Project for Many Years?**

