MEMORANDUM

April 10, 2014

TO: MELANIE SCHUMACHER  
Soquel Creek Water District

FROM: PAUL GOODWIN  
Goodwin Simon Strategic Research

RE: Key Findings from Survey of Soquel Creek Water District

Introduction

This memo summarizes the findings from a telephone survey of registered voters living in the Soquel Creek Water District conducted by Goodwin Simon Strategic Research. The survey was conducted on behalf of the Soquel Creek Water District and was intended to explore attitudes about water-related issues facing the region.

Our sample frame included all registered voters in the Soquel Creek Water District who have a history of voting in recent statewide elections. The margin of error for results from 301 completed interviews is about plus or minus 5.62% at a 95% confidence level. That is, if this survey were to be repeated exactly as it was originally conducted, then 95 out of 100 times the responses from the sample (expressed as proportions) would be within 5.62% of the actual population proportions. About 28% of the interviews were completed using cell phone numbers.

Summary

The survey of 301 participants in the Soquel Creek Water District shows high levels of awareness and concern about water supply issues, and a strong majority in favor of finding new water sources to help alleviate the water shortages. Key findings include the following:

• Participants consider lack of water to be by far the most serious of the issues facing Santa Cruz County that we tested, and that concern has grown sharply since the District’s last survey in 2010.
  o In fact, 70% believe that “inadequate water supplies for future needs” is a “very” serious problem facing the county, up from 38% in the 2010 survey.
  o Participants consider issues such as growth and development and the need for more jobs to be far less serious concerns for the County.
  o Further, 56% say that the County is “likely to face severe water shortages” in the next ten years.
So clearly there is widespread concern about water supplies among participants.

- **There is moderate awareness of the depletion of underground aquifers by overuse, and high levels of concern when voters are told that this is creating saltwater contamination of the local water supply.**
  
  - Fifty-nine percent say they have heard “a great deal” or “some” about the depletion of the aquifer, with only one in three who have heard a great deal about it. Forty percent have heard little or nothing about it.
  
  - Fifty-six percent say that “protecting our drinking water from being contaminated by seawater from the ocean” is a “very” serious problem.
  
  - When told that pumping needs to be reduced by 35% over 20 years to avoid seawater contamination, 75% said this is a “very” serious problem for the area. Another 16% said it was somewhat serious, with only 6% who do not see this as a serious problem.

- **There is considerable misinformation among voters about the sources of local water.**
  
  - While two of three (68%) District voters know correctly that their water comes from underground wells, nearly half (48%) incorrectly believe their water may also come from local creeks or rivers.
  
  - About one in five (18%) incorrectly assume that local water comes from the Sierras, and about one in ten (9%) think the District is getting water from a desalination plant.

- **Most say they have already cut back on water use all they can, and water conservation measures appear widely used.**
  
  - Eighty-one percent agree that they have cut back on water use at home as much as they can, with just 18% who disagree. Younger people (especially those under age 40) and renters are far less likely than seniors and homeowners to believe they have cut as much water use as possible.
  
  - Those most likely to be concerned about future water shortages are in fact most likely to say they are conserving as much as they can.
  
  - Only one in five (19%) say they have taken all of the four water-saving steps we asked about in the survey: low-flush toilets, frontloading washers, drought-tolerant landscaping, and no lawn requiring watering.
  
  - But most people have taken at least one of these steps, with more than 71% of all voters (and 80% of homeowners) who say they have a 1.6 gallon toilet and 68% of all voters (and 71% of homeowners) who have drought-tolerant landscaping.

- **The vast majority believes new water sources are needed to meet future water needs. Relatively few think conservation is the only answer.**
  
  - As was found in the 2010 poll, 61% believe that new sources of water are needed to solve the long-term water needs of the region.
o Only 19% think the water supply problem can be solved “just by using less.”

o The proportion of those who think the water supply problem can be resolved though conservation only has fallen from 31% in the 2010 poll to 19% now.

o Those who say they have already done as much as they can to reduce water use are most likely to call for new water sources.

• Seven in ten (70%) in the District support desalination as an “excellent” or “good” option for addressing the water supply needs of the area.

• There was considerable reluctance to consider the use of “treated wastewater” as a source of water supply.
  o While 39% said it would be an excellent or good idea to use treated wastewater, 55% said this would be a “not so good” or “poor” idea.
  o After respondents heard that the water was from the “sewer system” but would be “purified,” the positive responses rose to 45% with 50% who continued to have a negative reaction.

• Water rationing is seen as inevitable, and there is strong support for mandatory water rationing as an option for dealing with the water shortage. Most do not think they would have trouble with the water limits.
  o Nearly all, 90%, believe that rationing will be needed unless new sources of water are found.
  o Nearly six in ten (58%) were supportive of mandatory rationing, with 40% opposed, after being told it would require reducing water use by one-third for most households. (NOTE: this survey assumed rationing of 53 gallons per person/day.)
  o Even after being told that water rationing would “likely result in a substantial increase in water bills” and could mean severe cutbacks in water use for nonessential uses, 57% of voters still supported water rationing, with just 38% opposed. So views on this issue appear to be fairly fixed.
  o The support for water rationing as a way to resolve the water shortage is explained in part by noting that 70% say they could limit water use to 53 gallons per day “without much trouble.”

• Views are divided on the impact of water rationing on the economy.
  o About half (51%) say that mandatory rationing would hurt the economy.
  o Slightly fewer (46%) say rationing would cause people to leave the area.

• New water supply is seen as allowing more development, and development is seen as making water shortage worse until the Water Demand Offset Program is explained.
  o “Too much growth and development” is seen as a very serious problem by 24%.
- About half (51%) believe that developing new water supplies will lead to “excess” growth and development.
- Two in three (66%) say that new development is making the water shortage worse.
- But when told that all new development is required to offset its water use via retrofitting of existing buildings, and that in fact new developments are actually reducing net water use, we found that just 26% want to ban new development and now 66% support it.

Given these findings, we recommend that the District focus on these areas in its public outreach efforts:

- Many people still do not understand that the area gets all its water from underground aquifers. While people express great concern when they learn about the threat to the aquifers from overuse, many do not know that there is no other source of water on the near horizon.

- The District needs to help residents understand that there is more they can do to reduce water use. When more than eight in ten believe they are already saving as much water as they can, more outreach is needed to help them find additional steps they can take to save water.

- While six in ten recognize that conservation alone cannot solve the problem, the District needs to raise that proportion to a higher level. It must reinforce that conservation plus additional water supply, together, are the only way to get through the water shortage.

- While there is widespread support for mandatory water rationing, the common belief that cutting back to 53 gallons a day will be easy can result in resentment when the reality sets in. The District will need to prepare residents and help them with a readiness strategy.

- If desalination is an option that the District may pursue, it will be helpful to ensure that local decision makers understand that while opposition stalled the project in Santa Cruz, the survey shows broad support for it in the District.

- If the use of treated wastewater is on the table as a water supply, a great deal of outreach is needed to help residents feel confident that the water is safe and clean.

- The District needs to communicate with residents about its Water Demand Offset policy for development. Most initially assume all new development is making the water shortage worse. But the huge swing after providing information shows that setting the record straight can have a major impact on the District and help the economy grow.
2014 Public Opinion Survey for Soquel Creek Water District

Conducted by Goodwin Simon Strategic Research for the Soquel Creek Water District

April 2014
Methodology

• Completed 301 interviews between March 15 and March 19, 2014

• Sample Frame: Voters living in SCWD with telephone number listed in county voter file

• Included both wireless (28%) and land line (72%) numbers

• Margin of error: +/- 5.62 at 95% confidence level
<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inadequate water supplies for future needs</td>
<td>70%</td>
</tr>
<tr>
<td>Protecting drinking water from ocean salt water contamination</td>
<td>56%</td>
</tr>
<tr>
<td>Traffic congestion</td>
<td>55%</td>
</tr>
<tr>
<td>Need to attract business/jobs to area</td>
<td>35%</td>
</tr>
<tr>
<td>Improve/maintain local parks/rec facilities</td>
<td>30%</td>
</tr>
<tr>
<td>Too much growth/development in the area</td>
<td>24%</td>
</tr>
</tbody>
</table>
How Serious Will Water Shortages Be in the Next 10 Years?

- Severe, 56%
- Not Severe, 31%
- Enough Water, 8%
- Not Sure, 5%
Does Your Area Get Water From The Following Sources?
(Multiple Responses Allowed)

- Ground water pumped up from underground wells: 68%
- Local creeks or rivers: 48%
- The Sierra Nevada mountains: 18%
- A desalination plant: 9%
How Believable That More Groundwater Is Being Pumped Out Than Is Being Replenished by Rain?

- Very Believable: 69%
- Somewhat Believable: 20%
- Not Believable: 7%
- Not Sure: 4%

89%
Have You Seen or Heard about Aquifers Being Depleted by Overuse?

- Yes, Great Deal, 34%
- Yes, Some, 25%
- No, Nothing, 29%
- Yes, Little, 11%
- Not Sure, 1%
How Serious A Problem Is Salt Water Seeping into Aquifers?

- Very Serious, 75%
- Somewhat Serious, 16%
- Not Serious, 6%
- Not Sure, 3%

91%
Agree/Disagree: "I've Already Cut Back on Water Use for My Home As Much As I Can"
Water Saving Measures Currently In Your Home

- **All Toilets 1.6 Gallons**: 80% Homeowners, 71% All
- **Drought Tolerant Landscaping**: 76% Homeowners, 68% All
- **No Lawn Requiring Watering**: 54% Homeowners, 52% All
- **Front-loading Washer**: 57% Homeowners, 49% All
Percentage of All Residents Utilizing All Four Water Saving Measures

- 0 of 4, 6%
- 1 of 4, 14%
- 2 of 4, 32%
- 3 of 4, 29%
- 4 of 4, 19%
Approach to Solving Long Term Water Supply Issues

We need to find new sources of water if we are going to solve our long-term water supply problems

OR

We can solve our long-term water problems just by using less

Not sure

62% 31% 20% 19% 7%
### Opinions on Water Supply Options

<table>
<thead>
<tr>
<th>Option</th>
<th>Excellent/Good</th>
<th>Not too good/Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taking water from the San Lorenzo River during high winter flows</td>
<td>70%</td>
<td>22%</td>
</tr>
<tr>
<td>Desalination, converting salt water from the Bay into clean fresh water</td>
<td>70%</td>
<td>23%</td>
</tr>
<tr>
<td>Mandatory water rationing with a limit of 53 gallons per person per day</td>
<td>58%</td>
<td>40%</td>
</tr>
<tr>
<td>Inject highly treated wastewater into the groundwater aquifer (first option)</td>
<td>39%</td>
<td>55%</td>
</tr>
<tr>
<td>[Clarified option] Adding purified, treated wastewater to local groundwater supplies</td>
<td>45%</td>
<td>50%</td>
</tr>
</tbody>
</table>
Support/Oppose Mandatory Water Rationing After Hearing Impact on Bills and Restrictions

- Strongly support: 57%
- Somewhat support: 32%
- Somewhat oppose: 15%
- Strongly oppose: 23%
- Not sure: 5%
My Household Could Cut Water Use to 53 Gallons/Day Without Much Trouble

- Very Believable, 39%
- Somewhat Believable, 31%
- Not Believable, 21%
- Not Sure, 9%
If we have ongoing water rationing, many people will want to leave the area.

Mandatory 35% cutbacks of water use by local business would result in higher unemployment and hurt the economy.

Without new sources of water, your area is facing mandatory water rationing.
New development is helping make the water shortage worse. If we stopped allowing new development, we wouldn't have to cut water use by so much.

Developing a new water supply will lead to excess development and growth in your area.

Believability of Growth and Development Statements:

- Developing a new water supply will lead to excess development and growth in your area:
  - Very/Somewhat believable: 51%
  - Not too/Not at all believable: 43%

- New development is helping make the water shortage worse. If we stopped allowing new development, we wouldn't have to cut water use by so much:
  - Very/Somewhat believable: 66%
  - Not too/Not at all believable: 30%
The Soquel Water District requires all new development to offset any new water it might use. This means that new developments are only allowed if the developer pays for extensive water conservation retrofits at existing buildings, like homes and schools. So no new developments are allowed unless the developer can show that it will actually reduce overall water use across the area.

Given this requirement, do you support allowing some new development in your area, or do you support a ban on new growth and development in your area as a response to the water shortage?
Sources of Information

- Information enclosed with your water bill: 38% Yes, 57% No
- Local television news shows: 43% Yes, 56% No
- The Sentinel Newspaper: 42% Yes, 55% No
- Local weekly newspapers: 42% Yes, 54% No
- Friends and neighbors: 39% Yes, 48% No
- Local radio news shows: 23% Yes, 75% No
- The Soquel Creek Water District website: 22% Yes, 75% No
- Emails and web sites other than the Water District’s: 21% Yes, 75% No
- Presentations from Water District spokespersons: 21% Yes, 75% No

Legend: Yes, No
Hello, I'm________ from California Opinion Research, a public opinion research company. May I speak to
________? We’re conducting a scientific survey about some interesting issues affecting your area. We are not
trying to sell you anything and all responses will be kept confidential. (MUST SPEAK TO RESPONDENT
LISTED IN SAMPLE. IF RESPONDENT SAYS NO OR NOT NOW, ASK TO MAKE AN APPOINTMENT FOR
LATER).

ASK Q.A FOR CELL PHONE SAMPLE ONLY. LAND LINE RECORDS SKIP TO Q.C
A. Are we speaking on a cell phone or a landline?

    Cell (ASK Q.B)-----------------------96%
    Land (CONTINUE TO Q.C)------------4
    (DON’T READ) DK/NA-------- TERMINATE

IF CELL PHONE ASK Q.B
B. Are you in a place where you can safely take this survey?

    Yes safe place (CONTINUE TO Q.C)-----98%
    No not safe------------------------ TERMINATE
    No not cell phone (CONTINUE TO Q.C) --2
    (DON’T READ) DK/NA-------- TERMINATE

IF RESPONDENT SAYS NOT IN SAFE PLACE, TELL THEM YOU WILL CALL BACK AND TRY TO REACH
THEM WHEN THEY CAN TALK SAFELY. THEN THANK AND HANG UP

ASK EVERYONE
C. Are you registered to vote at your current address?

    Yes ---------------------------------100%
    No ---------------------------------- TERMINATE
    (DON’T READ) DK/NA-------- TERMINATE

1. Next, I would like to read you some problems facing your area of Santa Cruz County that other people
have mentioned. For each one, please tell me whether you think it is a very serious problem, somewhat
serious, not too serious, or not a serious problem at all in your community today.  (ROTATE)

    a. Traffic congestion ---------------------------------55%-----33%------9%-----3%-----1%
    b. Need to attract businesses and jobs to the area ----35-------33-------21-------8-------2
    c. Inadequate water supplies for our future needs ----70-------19-------6--------3------3
    d. Too much growth and development in the area ----24-------28-------31-------14------3
    e. Need to improve and maintain local parks and other
       recreational facilities --------------------------30--------39-------22-------8-------2
    f. Protecting our drinking water from being contaminated
       by salt water from the ocean ---------------------56-------23-------9--------5-------8

* Results for each question may not add to 100% due to rounding
2. The Soquel [so-KELL] Creek Water District is the local agency that is responsible for your water. From what you know about the District, would you say that in general the Soquel Creek Water District is doing an excellent job, a good job, only a fair job, or a poor job?

Excellent ------------------------------------- 13%
Good ---------------------------------------- 47
Only fair ------------------------------------- 25
Poor ----------------------------------------- 5
(DON'T READ) DK/NA------------------------ 10

3. How much do you trust the Soquel Creek Water District when it comes to finding a responsible solution to the water supply issues facing your area? Do you trust them a great deal, some, only a little, or not really at all?

Great deal ----------------------------------- 22%
Some ---------------------------------------- 44
Only a little ---------------------------------- 20
Not at all ------------------------------------- 7
(DON'T READ) DK/NA------------------------ 7

4. Please tell me if you have or have not gotten information about the water supply situation in your area from each of the following: (ROTATE)

   [] a. The Sentinel Newspaper ---------------------------- YES 55%  NO 42%  DK/NA 2%
   [] b. Information enclosed with your water bill ------------------------------- YES 57  NO 38  DK/NA 5
   [] c. The Soquel Creek Water District web site ------------------------------- YES 23  NO 75  DK/NA 3
   [] d. Emails and web sites other than the Water District’s ---------------------- YES 22  NO 75  DK/NA 3
   [] e. Local television news shows -------------------------------------------- YES 56  NO 43  DK/NA 1
   [] f. Local radio news shows ------------------------------------------------- YES 39  NO 57  DK/NA 3
   [] g. Local weekly newspapers ----------------------------------------------- YES 54  NO 42  DK/NA 4
   [] h. Presentations from Water District spokespersons ------------------------ YES 21  NO 75  DK/NA 4
   [] i. Friends and neighbors --------------------------------------------------- YES 51  NO 48  DK/NA 1

5. Please tell me if your area does, or does not get water from each of the following possible sources. You can answer yes or no to each one. (ROTATE)

   [] a. From ground water pumped up from underground wells--------------------- YES 68%  NO 16%  DK/NA 17%
   [] b. From the Sierra Nevada mountains -------------------------------------- YES 18%  NO 56%  DK/NA 26
   [] c. From a desalination plant ---------------------------------------------- YES 9%  NO 74%  DK/NA 18
   [] d. From local creeks or rivers -------------------------------------------- YES 48%  NO 31%  DK/NA 22

6. Looking ahead to the next ten years or so, would you say that your area of Santa Cruz County is likely to face severe water shortages, some water shortages but not severe ones, or is there enough water available to avoid shortages?

Severe --------------------------------------- 56%
Not severe------------------------------------- 31
Enough water----------------------------------- 8
(DON’T READ) DK/NA-------------------------- 5
7. In fact, all of the water for your area is pumped up from underground water basins, called aquifers [AH-\textit{qweh-fers}]. Have you seen or heard anything about these underground aquifers being depleted by overuse? (IF YES ASK): “Have you seen or heard a great deal, some, or only a little?”

Yes great deal------------------------ 34%
Yes some-------------------------------- 25
Yes little-------------------------------- 11
No nothing------------------------------- 29
(DON’T READ) DK/NA---------------------- 2

8. Scientists say that the Soquel Creek Water District must reduce overall pumping of water from these aquifers by 35 percent for at least the next 20 years to let the underground aquifers get filled up again. If pumping is not reduced, salt water from the ocean will continue to seep into the aquifers and make them useless for supplying drinking water.

Does this sound like a very serious problem for your area, somewhat serious, not that serious, or not serious at all?

Very serious------------------------------- 75%
Somewhat serious-------------------------- 16
Not that serious-------------------------- 2
Not serious------------------------------- 4
(DON’T READ) DK/NA---------------------- 4

9. Now, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement: “I’ve already cut back on water use for my home as much as I can. There is not much more I can do to save water.”

Strongly agree-------------------------- 47%
SW agree------------------------------- 34
SW disagree----------------------------- 12
Strongly disagree---------------------- 6
(DON’T READ) DK/NA---------------------- 1

10. Now, please tell me which of the following two statements comes closer to your point of view on the issue of water supplies for your area of Santa Cruz County. (ROTATE)

[ ] A. We need to find new sources of water if we are going to solve our long-term water supply problems--------------------------------------------------------------- 62%

OR

[ ] B. We can solve our long-term water supply problems by just using less------------------------------------- 19
(DON’T READ) Neither--------------------------------------------------------------- 4
(DON’T READ) Equal--------------------------------------------------------------- 14
(DON’T READ) DK/NA--------------------------------------------------------------- 2
11. The Soquel Creek Water District is considering several options that could address the water supply needs for your area and help protect local ground water aquifers. Let me get your opinion on several of these options. (ROTATE)

PROGRAMMER: THE FIRST ONE READ STARTS WITH "ONE OPTION," AND ALL THE REST START WITH "ANOTHER OPTION"

[a.] One option (another option) is mandatory water rationing, in which water use would be limited to 53 gallons per person per day year-round for 20 years. This means that many households would need to reduce water use by approximately one-third. Businesses, parks, and schools would also have to reduce their water use. Does this option sound like an excellent idea, a good idea, not too good an idea, or a poor idea?

Excellent -------------------------------- 16%
Good -------------------------------------- 42
Not too good ----------------------------- 26
Poor -------------------------------------- 14
(DON'T READ) K/NA ------------------------ 3

[b.] One option (another option) is taking water from the San Lorenzo River during high winter flows and adding it to the water supply in your area. Does this option sound like an excellent idea, a good idea, not too good an idea, or a poor idea?

Excellent -------------------------------- 26%
Good -------------------------------------- 44
Not too good ----------------------------- 17
Poor -------------------------------------- 5
(DON'T READ) K/NA ------------------------ 8

c. One option (another option) would be to inject highly treated wastewater into the groundwater aquifer. This treated wastewater would mix with groundwater and eventually become part of the water supply delivered to consumers. Does this option sound like an excellent idea, a good idea, not too good an idea, or a poor idea?

Excellent -------------------------------- 12%
Good -------------------------------------- 27
Not too good ----------------------------- 33
Poor -------------------------------------- 22
(DON'T READ) D/NA ------------------------ 6

D MUST ALWAYS FOLLOW C

d. Just to clarify, by treated wastewater I meant water from the sewer system. This water would be purified, and then added to local ground water supplies. Again, does this option sound like an excellent idea, a good idea, not too good an idea, or a poor idea?

Excellent -------------------------------- 17%
Good -------------------------------------- 28
Not too good ----------------------------- 30
Poor -------------------------------------- 20
(DON'T READ) D/NA ------------------------ 6
[ ]e. One option (another option) is desalination [dee-sal-lin-NAY-shun], which would convert salt water from the Bay into clean fresh water that can be used like any other water for drinking, for indoor household uses, and for outdoor irrigation. Does this option sound like an excellent idea, a good idea, not too good an idea, or a poor idea?

Excellent ------------------------------------ 32%
Good ---------------------------------------- 38%
Not too good -------------------------------- 13%
Poor ---------------------------------------- 10%

(DON’T READ) D/NA -------------------------- 6%

12. If your local water district does not find additional sources of water, it will require mandatory water rationing. This would likely result in a substantial increase in water bills to fund water use reduction programs and enforcement and other water supply needs. Water rationing could also mean little or no water for non-essential uses such as irrigation for local parks, playing fields, home gardens, and lawns.

Knowing this, would you support or oppose water rationing in your area? (IF SUPPORT/OPPOSE ASK): "Is that strongly (favor/oppose) or somewhat?" (ROTATE)

<table>
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<tr>
<th>STR.</th>
<th>S.W.</th>
<th>S.W.</th>
<th>STR.</th>
<th>DK/</th>
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</thead>
<tbody>
<tr>
<td>SUP</td>
<td>SUP</td>
<td>OPP</td>
<td>OPP</td>
<td>NA</td>
</tr>
<tr>
<td>Rationing ------------------------------------- 25%----- 32%----- 15%----- 23%----- 4%</td>
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</table>

13. Please indicate which of the following water-saving measures currently exist in your home. If you are not sure, just say so. (ROTATE)

[ ] a. All toilets in your home use one point six gallons of water per flush or less --- 71% ---- 13% ---- 16%
[ ] b. A front-loading clothes washer ---------------------------------------- 49 ---- 47 ---- 4
[ ] c. Drought [drougt] tolerant landscaping ---------------------------------- 68 ---- 27 ---- 4
[ ] d. No lawn or turf that requires watering ---------------------------------- 52 ---- 45 ---- 4

14. Now, please tell me if you think each of the following statements on this issue is very believable, somewhat believable, not too believable, or not believable at all. (ROTATE)

[ ] a. More groundwater is being pumped out each year than is being replenished by rainfall in your area -------------- 69%----- 20%----- 4%----- 3%----- 5%
[ ] b. Developing a new water supply will lead to excess development and growth in your area----------------------- 22 ------- 29------- 28------- 15------- 6
[ ] c. Without new sources of water, your area is facing mandatory water rationing ------------------- 66 ------- 24------- 5------- 3------- 3
[ ] d. Your household could limit its water use to no more than 53 gallons per person per day, including outdoor use, without much trouble -------------- 39 ------- 31------- 13------- 8------- 10
[ ] e. Mandatory 35 percent cutbacks of water use by local business would result in higher unemployment and would hurt the local economy ---------------------------------- 21 ------- 30------- 27------- 16------- 8
[ ] f. If we have ongoing water rationing, many people will want to leave the area----------------------- 23 ------- 23------- 29------- 22------- 3

READ LAST
[ ] g. New development is helping make the water shortage worse. If we stopped allowing new development, we wouldn’t have to cut water use by so much -------------- 33 ------- 33------- 17------- 13------- 4
15. Actually, the Soquel Water District requires all new development to offset any new water it might use. This means that new developments are only allowed if the developer pays for extensive water conservation retrofits at existing buildings, like homes and schools. So no new developments are allowed unless the developer can show that it will actually reduce overall water use across the area.

Given this requirement, do you support allowing some new development in your area, or do you support a ban on new growth and development in your area as a response to the water shortage?

Support development-------------------------- 66%
Support ban on development----------------- 26
(DON'T READ) DK/NA-------------------------- 8

NOW FOR A FEW FINAL QUESTIONS FOR STATISTICAL PURPOSES ONLY

16. Do you live in a single family home, a duplex or triplex, a townhouse, an apartment, a condominium or a mobile home park?

Single family ----------------------------- 69%
Duplex/triplex ---------------------------- 2
Townhouse ------------------------------- 6
Apartment ------------------------------- 7
Condo ------------------------------------ 6
Mobile home park ------------------------- 8
(DON'T READ) Other ----------------------- 2
(DON'T READ) DK/NA------------------------ 0

17. Do you own or rent the home in which you live?

Own -------------------------------------- 71%
Rent -------------------------------------- 27
(DON'T READ) DK/NA----------------------- 3

18. Do you own a business in Santa Cruz County?

Yes --------------------------------------- 17%
No ---------------------------------------- 82
(DON'T READ)-------------------------------- 1

That's all the questions I have. Thank you very much for participating in the survey. Remember, your opinion makes a difference!

CALCULATE AND RECORD INTERVIEW LENGTH. RECORD GENDER ON THE FIRST PAGE.

I AFFIRM THAT THE ABOVE INFORMATION IS ACCURATELY RECORDED FROM THE RESPONDENT'S STATEMENTS.

Permanent AV
Yes --------------------------------------- 45%
No ---------------------------------------- 55

AGE: (Fill in): ___ ___ (enter 999 if no age)
18-24-------------------------------------- 6%
25-29--------------------------------------- 5
<table>
<thead>
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<th>Age</th>
<th>Count</th>
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<tr>
<td>30-34</td>
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<td>65-69</td>
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<thead>
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<th>Homeowner flag</th>
<th>Count</th>
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<tbody>
<tr>
<td>Yes</td>
<td>59%</td>
</tr>
<tr>
<td>No</td>
<td>41%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48%</td>
</tr>
<tr>
<td>Female</td>
<td>52%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wireless record</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>28%</td>
</tr>
<tr>
<td>No</td>
<td>72%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Party</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat (D)</td>
<td>57%</td>
</tr>
<tr>
<td>Republican (R)</td>
<td>21%</td>
</tr>
<tr>
<td>DTS</td>
<td>19%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Average Income (field 99)</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $110,000</td>
<td>37%</td>
</tr>
<tr>
<td>$110,000 - $119,999</td>
<td>30%</td>
</tr>
<tr>
<td>$120,000 or more</td>
<td>33%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Zip code</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>95003</td>
<td>50%</td>
</tr>
<tr>
<td>95010</td>
<td>24%</td>
</tr>
<tr>
<td>95033</td>
<td>0%</td>
</tr>
<tr>
<td>95062</td>
<td>1%</td>
</tr>
<tr>
<td>95065</td>
<td>0%</td>
</tr>
<tr>
<td>95066</td>
<td>0%</td>
</tr>
<tr>
<td>95073</td>
<td>19%</td>
</tr>
<tr>
<td>95076</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>City</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capitola (02)</td>
<td>24%</td>
</tr>
<tr>
<td>Unincorporated (ZZ)</td>
<td>76%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supervisor District</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>27%</td>
</tr>
<tr>
<td>2</td>
<td>73%</td>
</tr>
</tbody>
</table>