

The logo for OnPoint Polling and Research is enclosed in a thin blue rectangular border. The word "OnPoint" is written in a large, blue, outlined font. The letter "O" is stylized as a target with a central dot. Below "OnPoint", the words "Polling and Research" are written in a smaller, blue, outlined font.

OnPoint
Polling and Research

Triangle Water Poll - March 11, 2008

Done Pro Bono by:
OnPoint Polling and Research
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Uncategorized Variables

Page	Variable	
3	Do you consider yourself to be a conservationist?	First, do you consider yourself to be a conservationist? If you do consider yourself to be a conservationist, press 1 on your keypad now. If you do not consider yourself to be a conservationist, press 2. If you're not sure, press 3.
4	When it comes to the public water supply, who do you think uses the most water overall: businesses, households, or government?	When it comes to the public water supply, who do you think uses the most water overall: businesses, households, or government? If you think businesses use the most water, press 1 on your keypad now. If you think households use the most water, press 2. If you think government uses the most water, press 3. If you're not sure, press 4.
5	How much water would you say your household uses?	Thinking about your own water use, how much water would you say your household uses? If your household uses very little water, press 1 on your keypad. If your household uses lots of water, press 5. Or press 2, 3, or 4 to indicate amounts in between. Again, press 1 for very little water, 5 for lots of water, or 2, 3, or 4 for amounts in between. If you're not sure, press 6.
6	When you think about the public water supply here in the Triangle area, do you think we have a shortage of water?	When you think about the public water supply here in the Triangle area, do you think we have a shortage of water?
7	Can a regular household in the Triangle make a difference in the future of our water situation?	Next, can a regular household in the Triangle make a difference in the future of our water situation? If you think a regular household can make a big difference in our future water situation, press 1 on you keypad now. If you think a regular household can make somewhat of a difference in our future water situation, press 2. If you think a regular household can make very little difference in our future water situation, press 3. If you think a regular household can make no difference at all in our future water situation, press 4. If you're not sure, press 5.
8	Have you or anyone in your household done something recently to save water?	Next, have you or anyone in your household done something recently to save water? If you or someone in your household has done something recently to save water, press 1 on your keypad now. If not, press 2. If you're not sure, press 3.
9	If you knew that putting a closed plastic container of water into your toilet tank would reduce the size of each flush and save water, would you do it?	Next, if you knew that putting a closed plastic container of water into your toilet tank would reduce the size of each flush and save water, would you do it? If you would put a closed plastic container into your toilet tank to save water, press 1 on your keypad now. If you would not do it, press 2. If you're not sure, press 3.
10	If you knew that taking shorter showers would save water, would you do it?	Next, if you knew that taking shorter showers would save water, would you do it? If you would take shorter showers, press 1 on your keypad now. If you would not do it, press 2. If you're not sure, press 3.
11	If you knew that washing your clothes less often would save water, would you do it?	Next, if you knew that washing your clothes less often would save water, would you do it? If you would wash your clothes less often, press 1 on your keypad now. If you would not do it, press 2. If you're not sure, press 3.

Do you consider yourself to be a conservationist?

First, do you consider yourself to be a conservationist? If you do consider yourself to be a conservationist, press 1 on your keypad now. If you do not consider yourself to be a conservationist, press 2. If you're not sure, press 3.

	Total
Sample Size	512
Yes Count Frequency	437 85%
No Count Frequency	41 8%
Not sure Count Frequency	33 7%

Weight Variable = Race Weighting

Respondents Included = 100%, Filter Applied, (Do you consider yourself to be a conservationist? = Yes OR No OR Not sure) AND (When it comes to the public water supply, who do you think uses the most water overall: businesses, households, or government? = Businesses OR Households OR Government OR Not sure) AND (How much water would you say your household uses? = Very little water OR 2 OR 3 OR 4 OR Not sure) ...

When it comes to the public water supply, who do you think uses the most water overall: businesses, households, or government?

When it comes to the public water supply, who do you think uses the most water overall: businesses, households, or government? If you think businesses use the most water, press 1 on your keypad now. If you think households use the most water, 2. If you think government uses the most water, press 3. If you're not sure,

	Total
Sample Size	512
Businesses Count Frequency	269 53%
Households Count Frequency	102 20%
Government Count Frequency	89 17%
Not sure Count Frequency	52 10%

Weight Variable = Race Weighting

Respondents Included = 100%, Filter Applied, (Do you consider yourself to be a conservationist? = Yes OR No OR Not sure) AND (When it comes to the public water supply, who do you think uses the most water overall: businesses, households, or government? = Businesses OR Households OR Government OR Not sure) AND (How much water would you say your household uses? = Very little water OR 2 OR 3 OR 4 OR Not sure) ...

How much water would you say your household uses?

Thinking about your own water use, how much water would you say your household uses? If your household uses very little water, press 1 on your keypad. If your household uses lots of water, press 5. Or press 2, 3, or 4 to indicate amounts in between. Again, press 1 for very little water, 5 for lots of water, or 2, 3, or 4 for

	Total
Sample Size	512
Very little water	
Count	220
Frequency	43%
2	
Count	161
Frequency	31%
3	
Count	119
Frequency	23%
4	
Count	6
Frequency	1%
Lots of water	
Count	4
Frequency	1%
Not sure	
Count	1
Frequency	0%

Weight Variable = Race Weighting

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When you think about the public water supply here in the Triangle area, do you think we have a shortage of water?

When you think about the public water supply here in the Triangle area, do you think we have a shortage of water?

	Total
Sample Size	512
Yes Count Frequency	422 82%
No Count Frequency	55 11%
Not sure Count Frequency	35 7%

Weight Variable = Race Weighting

Respondents Included = 100%, Filter Applied, (Do you consider yourself to be a conservationist? = Yes *OR* No *OR* Not sure) *AND* (When it comes to the public water supply, who do you think uses the most water overall: businesses, households, or government? = Businesses *OR* Households *OR* Government *OR* Not sure) *AND* (How much water would you say your household uses? = Very little water *OR* 2 *OR* 3 *OR* 4 *OR* Not sure) ...

Can a regular household in the Triangle make a difference in the future of our water situation?

Next, can a regular household in the Triangle make a difference in the future of our water situation? If you think a regular household can make a big difference in our future water situation, press 1 on you keypad now. If you think a regular household can make somewhat of a difference in our future water situation, press 2. If you

	Total
Sample Size	512
Big difference Count Frequency	330 64%
Somewhat of a difference Count Frequency	122 24%
Very little difference Count Frequency	51 10%
No difference at all Count Frequency	5 1%
Not sure Count Frequency	4 1%

Weight Variable = Race Weighting

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Have you or anyone in your household done something recently to save water?

Next, have you or anyone in your household done something recently to save water? If you or someone in your household has done something recently to save water, press 1 on your keypad now. If not, press 2. If you're not sure, press 3.

	Total
Sample Size	512
Yes Count Frequency	477 93%
No Count Frequency	28 5%
Not sure Count Frequency	7 1%

Weight Variable = Race Weighting

Respondents Included = 100%, Filter Applied, (Do you consider yourself to be a conservationist? = Yes OR No OR Not sure) AND (When it comes to the public water supply, who do you think uses the most water overall: businesses, households, or government? = Businesses OR Households OR Government OR Not sure) AND (How much water would you say your household uses? = Very little water OR 2 OR 3 OR 4 OR Not sure) ...

If you knew that putting a closed plastic container of water into your toilet tank would reduce the size of each flush and save water, would you do it?
Next, if you knew that putting a closed plastic container of water into your toilet tank would reduce the size of each flush and save water, would you do it? If you would put a closed plastic container into your toilet tank to save water, press 1 on your keypad now. If you would not do it, press 2. If you're not sure, press 3.

	Total
Sample Size	512
Yes Count Frequency	344 67%
No Count Frequency	123 24%
Not sure Count Frequency	44 9%

Weight Variable = Race Weighting

Respondents Included = 100%, Filter Applied, (Do you consider yourself to be a conservationist? = Yes OR No OR Not sure) AND (When it comes to the public water supply, who do you think uses the most water overall: businesses, households, or government? = Businesses OR Households OR Government OR Not sure) AND (How much water would you say your household uses? = Very little water OR 2 OR 3 OR 4 OR Not sure) ...

If you knew that taking shorter showers would save water, would you do it?

Next, if you knew that taking shorter showers would save water, would you do it? If you would take shorter showers, press 1 on your keypad now. If you would not do it, press 2. If you're not sure, press 3.

	Total
Sample Size	512
Yes Count Frequency	419 82%
No Count Frequency	72 14%
Not sure Count Frequency	20 4%

Weight Variable = Race Weighting

Respondents Included = 100%, Filter Applied, (Do you consider yourself to be a conservationist? = Yes *OR* No *OR* Not sure) *AND* (When it comes to the public water supply, who do you think uses the most water overall: businesses, households, or government? = Businesses *OR* Households *OR* Government *OR* Not sure) *AND* (How much water would you say your household uses? = Very little water *OR* 2 *OR* 3 *OR* 4 *OR* Not sure) ...

If you knew that washing your clothes less often would save water, would you do it?

Next, if you knew that washing your clothes less often would save water, would you do it? If you would wash your clothes less often, press 1 on your keypad now. If you would not do it, press 2. If you're not sure, press 3.

	Total
Sample Size	512
Yes Count Frequency	369 72%
No Count Frequency	119 23%
Not sure Count Frequency	24 5%

Weight Variable = Race Weighting

Respondents Included = 100%, Filter Applied, (Do you consider yourself to be a conservationist? = Yes OR No OR Not sure) AND (When it comes to the public water supply, who do you think uses the most water overall: businesses, households, or government? = Businesses OR Households OR Government OR Not sure) AND (How much water would you say your household uses? = Very little water OR 2 OR 3 OR 4 OR Not sure) ...