

RESULTS OF THE

CRD WATER SERVICES

WATER EFFICIENCY SURVEY

COMMISSIONED BY



Making a difference...together



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TABLE OF CONTENTS

SURVEY OBJECTIVES	1
SURVEY HIGHLIGHTS	2
SURVEY CONCLUSIONS.....	7
I. METHODOLOGY.....	9
II. SAMPLE CHARACTERISTICS	11
III. WATER EFFICIENCY OPINIONS AND PRACTICES.....	13
A. Opinions About the Importance of Water Efficiency.....	13
B. Knowledge and Practice of Water Efficiency.....	14
IV. USE OF WATER EFFICIENT FIXTURES AND WATER USE PRACTICES	16
A. Household Use of Water Efficient Fixtures	16
B. Indoor Water Saving Practices.....	18
C. Outdoor Water Saving Practices.....	19
V. WATER EFFICIENCY MEASURES AND RESTRICTIONS.....	22
A. Perceptions About Water Efficiency Measures	22
B. Support for Watering Restrictions and Water Efficiency Options	23
VI. WATER EFFICIENCY INITIATIVE AWARENESS AND INTEREST IN EFFICIENT FIXTURES	26
A. Awareness of CRD Water Services Water Efficiency Initiatives	26
B. Interest in Installing Water Efficient Fixtures.....	28
VII. WATER MANAGEMENT ISSUES.....	29
A. Awareness of Current Water Management Issues	29
B. Sources of Information About CRD Water	29
VIII.WATER CONSUMPTION PRACTICES AND VIEWS ON WATER QUALITY	31
A. Drinking Water Preferences and Perceptions About Water Quality.....	31
B. Interest in Receiving Information About Water Quality	33
C. Awareness of the Leech River Acquisition	33
APPENDIX A: QUESTION-BY-QUESTION TABULATIONS BY KEY DEMOGRAPHICS	A.1
APPENDIX B: SURVEY QUESTIONNAIRE	B.1
UNDER SEPARATE COVER - REPORT ON QUALITATIVE RESEARCH	

SURVEY OBJECTIVES

This research was commissioned by the Capital Regional District (CRD) Water Services Department (hereafter referred to as CRD Water). It is the fifth in a series of surveys, following those undertaken in 1997, 1998, 1999, and 2004 by CRD Water to gauge the attitudes of residential water users connected to the municipal water supply in Greater Victoria, Sooke and designated portions of the Juan de Fuca Electoral Area, excluding the Gulf Islands, about water use and water conservation practices.

The 2008 survey is similar to earlier surveys, with the addition of new questions regarding lawn and garden irrigation, water conservation education, and rebates for water efficient fixtures.

The specific objectives of the research study were to:

- obtain a sense of residents' views on water use and their perceptions about water efficiency and compare these to the 1997 to 2004 findings;
- identify consumer behaviour and actions with regard to their water use and conservation efforts, and identify any trends or shifts over the 1997 to 2008 time frame;
- determine people's level of awareness about CRD Water Services water efficiency initiatives;
- measure the extent to which people use water wise practices;
- determine watering schedules among people who have irrigation systems for lawns and gardens;
- measure the awareness of educational programs for water conservation;
- determine the level of awareness of rebates for water efficient fixtures;
- measure public awareness and perceptions about what the CRD and CRD Water are doing to ensure high quality water service;
- determine what types of water people most often consume (bottled, tap water, etc.) and compare these habits to previous findings;
- seek comments on water service and water management in the CRD;
- obtain people's opinions on water management and water quality issues;
- gain an indication of peoples' awareness of the Leech River acquisition; and
- compare the findings to those of previous surveys where applicable.

SURVEY HIGHLIGHTS

The current survey was undertaken from July 7-15, 2008, and includes a sample of 506 residential water users connected to the municipal water supply in Greater Victoria, Sooke and designated portions of the Juan de Fuca Electoral Area, excluding the Gulf Islands. Where possible, comparisons are made to the 2004 survey completed by Venture Market Research Corp., as well, comparisons are made to the surveys undertaken over the 1997 to 1999 period where appropriate. The margin of error for a sample size of 506 is at most $\pm 4.4\%$, 19 times out of 20. For statistics based on a smaller number of responses, the margin of error will be larger. Throughout the survey highlights and the report, the word “significantly” is used to describe a difference that is statistically significant.

Opinions About the Importance of Water Efficiency

- As in previous surveys, the majority (86%, vs. 87% in 2004) of residents said that it is important to use water efficiently in the home for washing clothes, taking showers, etc., including 52% (vs. 57%) who said it is “very important”.
- Similarly, 84% (vs. 85% in 2004) of respondents believed that it is important to use water efficiently outdoors for watering the lawn, garden, etc., including 53% (down significantly from 61%) who said it is “very important”.

Knowledge and Practice of Water Efficiency

- Most (84%, vs. 86% in 2004) people agreed they know how to use water efficiently, both indoors and outdoors, including 46% (vs. 50%) who “strongly agree”. As well, about three-quarters (74%, identical to 2004) agreed their household actively practices water efficiency both indoors and outdoors, including 30% (down significantly from 39%) who “strongly agree”.
- When asked in an unaided format who supplies water service or piped water to their home, one-quarter (25%, identical to 2004) identified CRD Water.

Household Use of Water Efficient Fixtures

- Low flow showerheads (64%, vs. 67% in 2004) and faucet aerators (52%, down significantly from 59%) continue to be the most common water efficient fixtures in use, while 48% (up significantly from 29%) use a 6-litre or less toilet, 43% (vs. 38%) use a water efficient dishwasher, 30% (vs. 36%) use a toilet modified to use less water, and 30% (up significantly from 23%) use a front-loading washing machine.

Indoor Water Saving Practices

- The two most frequent indoor water saving habits that were “always” practised were to turn off the faucet while shaving, brushing teeth, etc. (76%, vs. 75% in 2004), and keep drinking water in the fridge (60%, down significantly from 68%).

Outdoor Water Saving Practices

- Two-thirds (66%, vs. 68% in 2004) of residents said they have a lawn that they look after. More than half (54%, vs. 55%) of these water the lawn during summer months, including 54% who water it twice a week, 22% who water it once a week, 8% who water it more than twice a week, 8% who water it less than once a week, and 6% who water it during designated days and hours (this question was new for 2008). In addition, 82% (vs. 85% in 2004) “always” water their lawn before 10 a.m. or after 7 p.m.
- Of the 68% (vs. 65% in 2004) of households with a flower or vegetable garden, 94% (identical to 2004) water before 10 a.m. or after 7 p.m., including 73% (vs. 75%) who “always” water during those hours.
- About one-quarter (26%, vs. 31% in 2004) of those who have a lawn have an underground irrigation system. In addition, just 11% of those with a lawn said they have plans to either upgrade their existing underground irrigation system or install one (this question was new for 2008).
- One-third (33%) of those who currently have an underground irrigation system have had the system for more than 10 years, while 21% had it installed 5 to 10 years ago, 35% have had it less than 5 years, and 11% don’t know the age of their system.
- The majority (68%) of residents with an underground irrigation system said that a household member sets the watering schedule for their system. As well, one-third (33%) said the system schedule is adjusted during May to September as the weather changes, 17% adjust it once per season, 15% adjust it at other frequencies, and 35% either don’t use their system or did not know.
- Among those with a lawn or garden, more than 78% (vs. 81% in 2004) use a spring-loaded nozzle on their hose, including 75% (vs. 74%) who “always” use this type of nozzle.
- Two-thirds (66%, identical to 2004) of gardeners use native or drought-tolerant plants when doing landscaping, including 22% (vs. 20%) who “always” use these types of plants.

Perceptions About Water Efficiency Measures

- More than 9 in 10 (91%, vs. 89% in 2004) survey participants felt it was important that CRD Water encourages people to practice water efficiency, including 68% (vs. 70%) who thought it was “very important”.
- Eight in 10 (80%, vs. 81% in 2004) residents said it was important that CRD Water be able to implement water efficiency measures, including 55% (vs. 57%) who said it was “very important”.

Support for Watering Restrictions and Water Efficiency Options

- Almost three-quarters (73%, vs. 76% in 2004) of residents were aware of the Stage 1 watering restrictions in effect from May 1 to September 30, 2008.
- Nearly 9 in 10 (87%, vs. 83% in 2004) of those surveyed were in support of having watering restrictions, including 66% (vs. 65%) who “strongly support” watering restrictions.
- Most respondents found the time allotted for outdoor watering restrictions acceptable (85%, up significantly from 79% in 2004), while 6 in 10 (60%, vs. 55%) felt that two-tiered rates in the summer were acceptable.

Awareness of CRD Water Services Water Efficiency Initiatives

- Just over half (53%, down significantly from 65% in 2004) of the households surveyed had seen, read or heard something about CRD Water in the past year. Of these, 43% (down significantly from 51%) had seen, read or heard a “news story”, 27% (up significantly from 15%) said an “advertisement”, while 19% (vs. 24%) said “both (news story and advertisement)”.
- Just 18% (vs. 16% in 2004) of respondents were aware of, or had seen the CRD Water efficiency information booth at trade shows or other events.
- A total of 35% of respondents were aware that CRD Water offers educational programs for water conservation, while just 5% have participated in one (these questions were new for 2008).
- Over half (56%) of those surveyed were aware that CRD Water offers a number of programs that offer people rebates or an incentive to install different types of water efficient fixtures. Overall, 16% of respondents said they have participated in these rebate or incentive programs (these questions were new for 2008).
- More than one-third (37%, down significantly from 46% in 2004) were aware of the water efficient fixtures rebate program offered by CRD Water whereby \$75 is offered for the installation of 6-litre or less toilets, and low flow showerheads.
- Most (85%) of those who had participated in any of the educational or rebate programs offered by CRD Water were satisfied with the programs, including 48% who were “very satisfied” (this question was new for 2008).

Interest in Installing Water Efficient Fixtures

- More than half (52%, up significantly from 37% in 2004) of respondents who did not have a low flow showerhead were likely to install one in their home, including 31% (vs. 24% in 2004) who were “very likely”.

Awareness of Current Water Management Issues

- Respondents were asked, in an unaided format, to identify where the water supply for Greater Victoria is located. Almost 6 in 10 (58%, down significantly from 72% in 2004) said the “Sooke Reservoir/ Sooke”, while 42% (up significantly from 27%) could not identify the source of Greater Victoria’s water or identified another area.

Sources of Information About CRD Water

- A total of 31% (vs. 32% in 2004) of residents recalled seeing or reading something published by CRD Water. Of all residents surveyed, the items most often recalled about CRD Water publications included “watering restrictions” (11%, vs. 8%), “the expansion of the reservoir” (9%, down significantly from 14%), and “water conservation methods” (7%, up significantly from 3%).
- If CRD Water wanted to get information to residents, the best way would be through a “letter (not in the water bill)/ flyer/ pamphlet” (47%, vs. 50% in 2004), followed by “in the water bill” (19%, vs. 20%), “by email” (14%, up significantly from 8%), in the “Times Colonist” (12%, down significantly from 20%) and in the “community newspaper” (8%, down significantly from 14%).
- The main sources where people said they would first turn to get information about water services are the “visit the CRD Website” (44%, up significantly from 28% in 2004), “phone CRD Water/ CRD main office” (27%, down significantly from 43%), and “from my municipal or city hall” (20%, identical to 2004).
- About one-quarter (24%) of respondents said they had visited the CRD Website (this question was new for 2008).

Drinking Water Preferences and Perceptions About Water Quality

- Most (88%, up significantly from 83% in 2004) survey participants were satisfied with the quality of piped water to their home, including 64% (up significantly from 52%) who were “very satisfied”.
- A total of 40% (vs. 35% in 2004) of households drink only straight tap water, while 40% (up significantly from 33%) drink a combination of tap and bottled or filtered water, and 20% (down significantly from 32%) drink only bottled or filtered water.
- Among those who drink either a combination of tap water and bottled or filtered water, or only bottled or filtered water, the most frequent reasons why they consider it necessary were “it is more convenient” (26%, up significantly from 12% in 2004), “don’t like the taste/ smell of tap water” (22%, down significantly from 35%), and “don’t want to drink chlorine and other chemicals” (16%, up significantly from 8%).

Interest in Receiving Information About Water Quality

- About 6 in 10 (57%, vs. 59% in 2004) of those surveyed said they would be interested in receiving information on the quality of their tap water.

Awareness of the Leech River Acquisition

- Just over one-quarter (27%) of respondents said they were aware that the CRD recently purchased the watershed lands around Leech River (this question was new for 2008).

SURVEY CONCLUSIONS

The results of the 2008 CRD Water Services survey of Greater Victoria households (serviced by the municipal water supply) indicates that the high levels of importance placed on both indoor and outdoor water efficiency, and the strong support for watering restrictions put in place by CRD Water remain consistent with those levels from the 2004 survey. However, while more than 8 in 10 residents surveyed claim to know how to use water efficiently, only about three-quarters said that their household actively practices efficient water use. Most of those surveyed support watering restrictions in general, and the specific restrictions on summer water use at certain times of the day. Compared to 2004, support for two-tiered water rates during the summer months increased slightly.

Overall, just over one-quarter of all those surveyed were aware of the recent purchase of the watershed lands around the Leech River by CRD Water. As well, general awareness of activities associated with CRD Water declined significantly since 2004, as there was a sharp decline in the number of respondents who had seen, read, or heard something about CRD Water recently. The survey also found that while over one-third of respondents were aware of the educational programs for water conservation offered by CRD Water, only one in twenty had participated in these programs. Similarly, although about half of residents said they were aware that CRD Water offers a number of programs that offer people rebates or incentives to install different types of water efficient fixtures, only about one in six respondents had participated in these programs. Further, compared to 2004, there was a significant decline in awareness of the \$75 rebate program for water efficient fixtures offered by CRD Water for the installation of 6-litre or less toilets and low flow showerheads.

The survey also revealed a significant decline in the number of participants who identified Sooke or the Sooke Reservoir as the water source for the region, another indication of a decline in overall awareness of CRD Water activities and water-related issues as compared to 2004. It is important to recall that when the survey was last undertaken in 2004, considerable discussion had preceded the survey about the expansion of the Sooke Reservoir, which clearly kept CRD Water in the media for a number of years. Given that very few significant issues surrounding water services have occurred since 2004, this may explain some of the decrease in awareness of CRD Water activities and water-related issues observed in this year's survey.

Importantly, since 2004 general satisfaction with the quality of water has increased significantly, with almost nine in ten of those surveyed expressing satisfaction with the quality of water piped into their homes.

Although only about one-quarter of those surveyed said they had visited the CRD Water Services website, in terms of communications with area residents and providing information, the website is a significantly more important communications tool than in 2004, as it was the source identified most often as where people would go for information from CRD Water.

Finally, interest in certain water efficient fixtures has increased significantly since 2004, as there were notable increases in the number of respondents who had either a front-loading washing machine, or a 6-litre or less toilet installed in their homes. Use of these two fixtures, along with water efficient dishwashers, has increased significantly since the 1997 and 1998 surveys. In addition, there was a significant increase in interest among residents in having a low-flow showerhead installed in their home.

I. METHODOLOGY

Survey Design and Sample Selection

The survey design consisted of telephone interviews with a random sample of 506 residential water users connected to the municipal water supply in Greater Victoria, Sooke and designated portions of the Juan de Fuca Electoral Area, excluding the Gulf Islands. Survey participants were screened to ensure that they were from residences (excluding commercial and institutional users), 18 years of age or older and residing at a residence serviced by CRD Water. For the purposes of analysis, water distribution customers were combined into the following areas: Victoria and Esquimalt, Saanich, Oak Bay, Saanich Peninsula (including Central Saanich, North Saanich and Sidney), WestShore communities (including View Royal, Metchosin, Colwood, Langford and portions of the Juan de Fuca Electoral Area), and Sooke. The total percentages appearing in the tables have been statistically weighted to ensure that each municipality proportionally reflects the CRD population in the areas surveyed, while the age has also been weighted to match the age distribution of the population within each respective municipality.

The margin of error for a sample size of 506 is at most $\pm 4.4\%$, 19 times out of 20. For statistics based on a smaller number of responses, the margin of error will be larger. This is an important consideration when interpreting the cross-tabulated results in Appendix A. To assist the reader, the margin of error associated with different samples and percentages are provided in Table 1 below.

Table 1: Statistical Margins of Error for Selected Percentages									
Sample Proportion	Sample Size (n) and Margin of Error (\pm) Using a 95% Level of Confidence								
	n=50	n=100	n=150	n=200	n=250	n=300	n=350	n=400	n=500
10%	8.3%	5.9%	4.8%	4.2%	3.7%	3.4%	3.1%	2.9%	2.6%
20%	11.1%	7.8%	6.4%	5.5%	5.0%	4.5%	4.2%	3.9%	3.5%
30%	12.7%	9.0%	7.3%	6.4%	5.7%	5.2%	4.8%	4.5%	4.0%
40%	13.6%	9.6%	7.8%	6.8%	6.1%	5.5%	5.1%	4.8%	4.3%
50%	13.9%	9.8%	8.0%	6.9%	6.2%	5.7%	5.2%	4.9%	4.4%
60%	13.6%	9.6%	7.8%	6.8%	6.1%	5.5%	5.1%	4.8%	4.3%
70%	12.7%	9.0%	7.3%	6.4%	5.7%	5.2%	4.8%	4.5%	4.0%
80%	11.1%	7.8%	6.4%	5.5%	5.0%	4.5%	4.2%	3.9%	3.5%
90%	8.3%	5.9%	4.8%	4.2%	3.7%	3.4%	3.1%	2.9%	2.6%

Questionnaire Design and Pre-testing

The questionnaire was originally designed in 1997 by CRD Water, and updated in 2008 by Venture Market Research in consultation with Ms. Deborah Walker, Demand Management Coordinator for CRD Water. The survey instrument was pre-tested before commencing the full survey.

Interviewing Process

Supervised interviewing took place at the Venture Market Research interviewing facility in Victoria. The interviews were undertaken by telephone during the period July 7-15, 2008. The average time to complete each interview was 15.5 minutes, not including time to screen and make contact with a respondent. Of all households contacted where someone was reached, 40% completed the full survey.

The questionnaires were completed using a computer-assisted telephone interviewing (CATI) procedure. Data were automatically entered into the computer as each interview progressed, and an audit of the data was carried out to ensure accuracy. Coding for the open-ended questions was based upon all of the completed interviews. Analysis of the responses was undertaken using a comprehensive statistical software package.

Data Analysis and Reporting of the Results

The questionnaire included a number of skip patterns, and thus the number of respondents may vary from one question to another. It is important to note the changing number of respondents to each question when consulting the detailed tabulations provided in Appendix A. Calculations of total percentages may vary by $\pm 2\%$ due to rounding percentages to the nearest whole percentage.

Finally, it is important for the reader to note that a number of questions in the survey asked people to provide comments that were recorded by the interviewers. The majority of these questions allowed for multiple responses, and thus the total of the percentages for these may exceed 100%.

II. SAMPLE CHARACTERISTICS

The demographic profile of survey participants for the 1997 through 2008 surveys is summarized in Table 2.

Table 2: Sample Characteristics*					
Demographic	1997	1998	1999	2004	2008
Water Distribution Customer					
Victoria and Esquimalt	na	na	29%	30%	31%
Saanich	na	na	34%	34%	33%
Saanich Peninsula	na	na	11%	12%	12%
WestShore	na	na	15%	15%	15%
Sooke	na	na	4%	3%	3%
Oak Bay	na	na	6%	6%	6%
Age					
18 to 34	25%	26%	25%	27%	26%
35 to 54	45%	41%	42%	39%	36%
55 and over	31%	33%	33%	35%	38%
Household Income					
Less than \$50,000	na	na	na	41%	31%
\$50,000 or more	na	na	na	59%	68%
Gender					
Male	43%	44%	47%	48%	49%
Female	57%	56%	54%	52%	51%
Household Size					
1 person	19%	19%	19%	20%	20%
2 persons	35%	34%	36%	33%	39%
3 persons	15%	18%	17%	20%	16%
4 or 5 persons	26%	24%	24%	23%	20%
6 or more persons	5%	5%	4%	4%	4%

* Excludes "don't know/ refused" responses – all 2008 statistics are after sample weighting for municipality and age

Household Tenure

Nearly three-quarters (73%) of respondents own their home, while 24% rent their accommodation, 3% have other living arrangements, and 1% declined to answer (this question was new for 2008).

Type of Dwelling

Most (65%) of those surveyed said they live in a single-detached family dwelling, while 22% live in an apartment, 7% live in a townhouse/ row housing, 4% live in a semi-detached dwelling such as a duplex or triplex, and 1% live in a trailer/ mobile/ manufactured home.

Level of Education

About 4 in 10 (39%) respondents are university graduates (including 12% with a post graduate degree), while 26% are college/ technical/ apprenticeship graduates, 27% graduated high school, 6% did not complete high school, and 3% declined to answer.

Payment for Water Use

Almost two-thirds (64%) of survey participants personally pay for their water. Residents of Victoria and Esquimalt (42%) were the least likely to personally pay for their water use, compared to at least 67% for all other areas.

III. WATER EFFICIENCY OPINIONS AND PRACTICES

In the first section of the survey, respondents were questioned about the importance they place on water efficiency, knowledge and participation in water conservation, as well as their knowledge of who provides the water service to their home. The following is a summary of people's attitudes regarding these important issues.

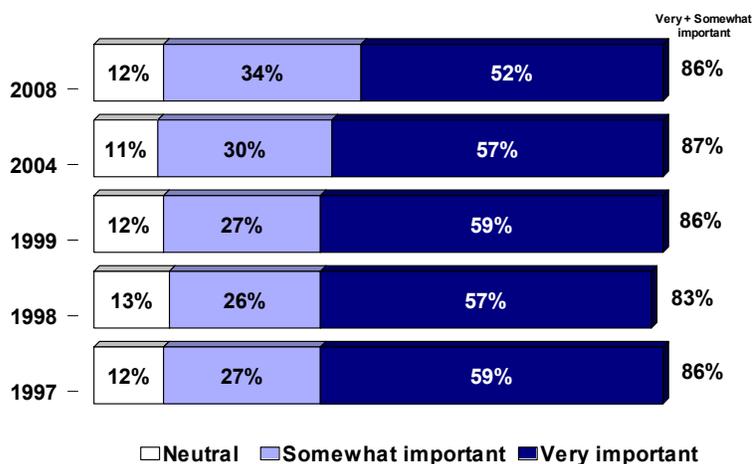
A. Opinions About the Importance of Water Efficiency

Nearly 9 in 10 survey participants thought it was important to use water efficiently in the home.

As in previous surveys, a vast majority (86%, vs. 87% in 2004) of residents believe it is important to use water efficiently in the home for washing clothes, taking showers, etc., including 52% (vs. 57%) who said it is "very important" - see Figure 1.

Figure 1: Importance of Water Efficiency in the Home

(n=506 in 2008, 431 in 2004, 510 in 1999, 511 in 1998, 509 in 1997)



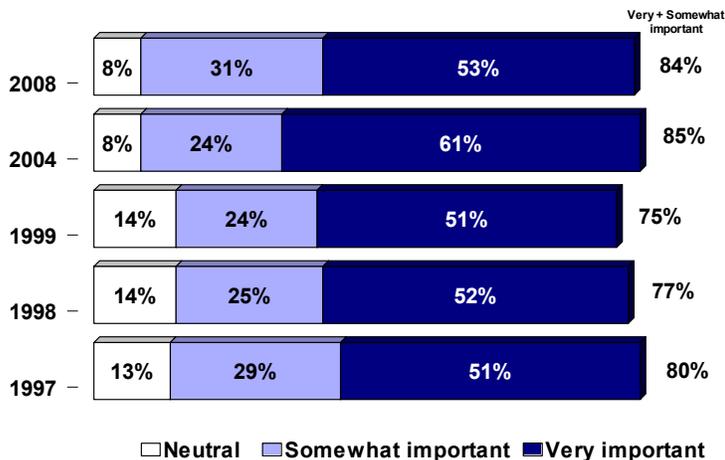
- Respondents aged 55 and over were the most likely to say water efficiency in the home is "very important" to them (61%), significantly higher than 51% of those aged 35 to 54, and 41% of those aged 18 to 34.
- WestShore (92%) and Saanich Peninsula (91%) residents were the most likely to rate indoor water efficiency as at least "somewhat important", while those living in Saanich (80%), and Sooke (74%) were least likely.

More than 8 in 10 respondents believe that it is important to use water efficiently outdoors when watering lawns and gardens.

Overall, 84% (vs. 85% in 2004) of those surveyed said it is important to use water efficiently outdoors for watering the lawn, garden, etc., including 53% (down significantly from 61%) who said it is “very important”, as shown in Figure 2.

Figure 2: Importance of Water Efficiency Outdoors

(n=506 in 2008, 431 in 2004, 510 in 1999, 511 in 1998, 509 in 1997)



- Respondents with household income of at least \$50,000 were significantly more likely to place importance on efficient use of water outdoors (87%, including 51% who said it was “very important”), than were those with income below \$50,000 (75%, including 53% who said it was “very important”).
- By region, the highest importance on efficient outdoor water use was indicated by WestShore residents (92%), and those in the Saanich Peninsula (87%), while the lowest importance was indicated by residents of Victoria and Esquimalt (80%).

B. Knowledge and Practice of Water Efficiency

Knowledge about and practice of using water efficiently have both remained at about the same level as in the 2004 survey.

As shown in Table 3, the majority (84%, vs. 86% in 2004) of residents agreed that they know how to use water efficiently both indoors and outdoors, including 46% (vs. 50%) who “strongly agree”. When asked if their household actively practices water efficiency, 74% (identical to 2004) agreed, including 30% (down significantly from 39%) who “strongly agree”.

Table 3: Knowledge and Practice of Water Efficiency
(n = 506 in 2008, 431 in 2004, 510 in 1999, 511 in 1998*, 509 in 1997)

Level of Agreement	Know How to Use Water Efficiently					Actively Practice Water Efficiency				
	1997	1998	1999	2004	2008	1997	1998	1999	2004	2008
Strongly agree	89%	87%	59%	50%	46%	71%	67%	42%	39%	30%**
Somewhat agree			29%	36%	37%			32%	35%	43%**
Neutral	9%	11%	10%	11%	15%	21%	24%	20%	21%	21%
Somewhat disagree	2%	3%	1%	2%	1%	8%	9%	5%	3%	5%
Strongly disagree			1%	0%	0%			2%	0%	1%

* In 1997 and 1998 "strongly" and "somewhat" were combined by the firm undertaking the survey

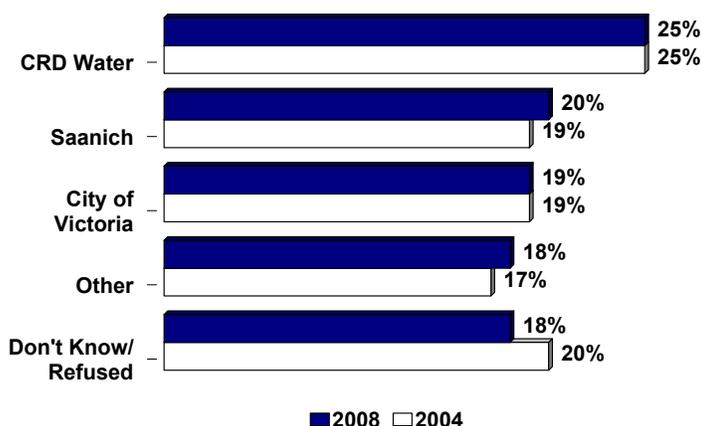
** Due to rounding, the 2008 total agreement is 74%

- Knowledge of how to use water efficiently was significantly higher among respondents aged 55 and over (90% agree, including 60% who "strongly agree"), than among those aged 35 to 54 (83%, including 36% who "strongly agree"), and aged 18 to 34 (76%, including 41% who "strongly agree").
- Similarly, agreement that their household practices water efficiency was significantly higher among people aged 55 and over (84% agree, including 46% who "strongly agree"), compared to those aged 35 to 54 (65% and 22%, respectively), and those aged 18 to 34 (71% and 19%, respectively).
- Respondents from households with less than \$50,000 in annual income were significantly more likely to agree that their household actively practices water efficiency (82%, including 38% who "strongly agree") than were those with income of at least \$50,000 (67%, including 22% who "strongly agree").

As highlighted in Figure 3, one-quarter (25%, identical to 2004) of residents identified CRD Water as the provider of the water service or piped water to their home, while 20% (vs. 19%) said Saanich, and 19% (identical to 2004) said the City of Victoria. Almost 1 in 5 (18%, vs. 20%) did not know, while no other answer was given by more than 4% of respondents.

Figure 3: Identification of Water Services Provider

(n=506 in 2008, 431 in 2004)



- Those who pay for their personal water use were significantly more likely to identify CRD Water (32%) than those who do not pay for their water use (11%).
- Those residing in the WestShore (72%) were the most likely to mention CRD Water, followed by those in Sooke (54%), while those on the Saanich Peninsula (9%) were least likely, followed by those from the Victoria and Esquimalt (15%) area.

IV. USE OF WATER EFFICIENT FIXTURES AND WATER USE PRACTICES

Since 1997, CRD Water survey research has tracked customer use and attitudes about water efficient fixtures, as well as resident efforts to conserve water use. This section of the report highlights residents' use of water efficient fixtures and their indoor and outdoor water efficiency practices, and compares these over the 1997 to 2008 period.

A. Household Use of Water Efficient Fixtures

The use of front-loading washing machines has more than tripled since 1997, while the use of 6-litre or less toilets has doubled during that same period.

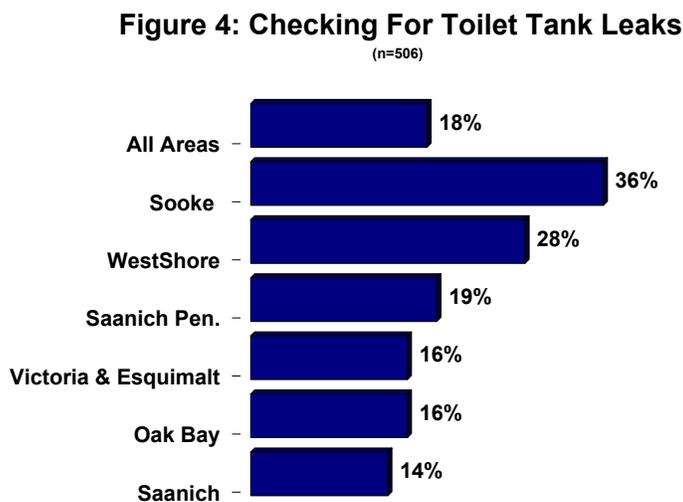
Table 4 summarizes the use of water efficient fixtures among residents from 1997 to 2008. Low flow showerheads (64%) and faucet aerators (52%) continue to be the most common water efficient fixtures in use among those specifically enquired about. However, there has been significant growth in the use of 6-litre or less toilets and front-loading washing machines since 1997, and in the use of water efficient dishwashers since 1998 (the first year that appliance was asked about in the survey).

Type of Fixture	1997	1998	1999	2004	2008
Low flow showerhead	70%	69%	69%	67%	64%
Faucet aerators	61%	56%	62%	59%	52%
6-litre or less toilet	24%	23%	25%	29%	48%
Water efficient dishwasher	na	34%	37%	38%	43%
Modified toilet	35%	28%	32%	36%	30%
Front-loading washing machine	9%	10%	13%	23%	30%

- Use of low flow showerheads has actually declined significantly compared to the 1997 survey (64%, down from 70%). These are used significantly less often by households with income below \$50,000 (49%), than by those with income of at least \$50,000 (69%).
- There has also been a significant decrease in the use of faucet aerators since 1997, as 52% of households reported using them, down from 61% (the decline since the 2004 survey, from 59% to 52% is also significant). This fixture is used significantly less often by respondents aged 18 to 34 (39%) than by those aged 35 to 54 (57%) and aged 55 and over (55%).

- The largest increase compared to the 2004 survey was in the use of 6-litre or less toilets (48%, up significantly from 29% in 2004), while use of this fixture has doubled from 24% in 1997. Higher income households are significantly more likely to use this fixture (56%) than those with income below \$50,000 (33%).
- Use of front-loading washing machines has increased significantly from 9% in 1997 to 30% in 2008 (the 2008 figure was also significantly greater than 23% in 2004). Higher income households were about twice as likely to use this type of appliance (35%) than lower income households (18%).
- Use of water efficient dishwashers has increased significantly since 1998, from 34% to 43% in the 2008 survey. Half (50%) of households with income of at least \$50,000 use these appliances, significantly more than lower income households (22%). As well, use was notably lower among residents of Victoria and Esquimalt (29%, compared to at least 43% in all other areas).
- The use of toilets modified to use less water has varied only slightly year to year, as 30% reported using this type of fixture, compared to 36% in 2004 and 35% in 1997. There were no significant differences in use by region or demographic group.

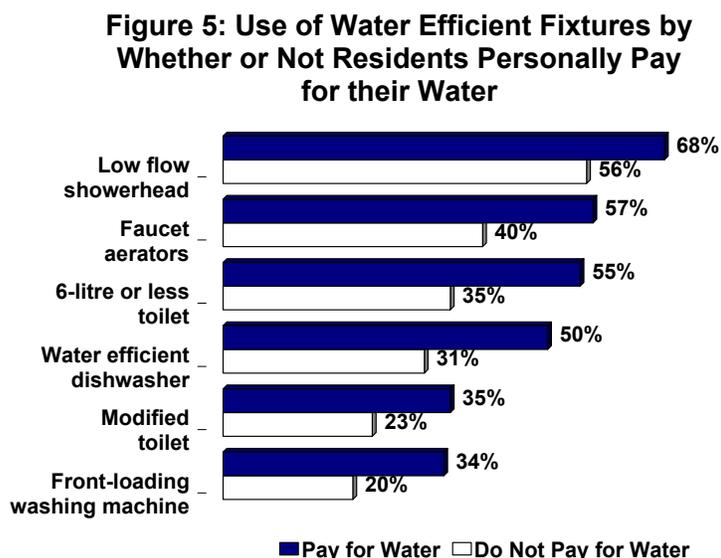
New for 2008, respondents were asked if during the past year they have checked any of their toilets for leaks by putting food colouring or dye tablets in their toilet tanks. As can be seen in Figure 4, overall, 18% said they had done so, with checks being made more frequently by residents of Sooke (36%) and the WestShore (28%).



Water efficient fixtures are found more often in households that personally pay for their water use directly.

As illustrated in Figure 5, households who personally pay for their water are significantly more likely to have each of the water efficient fixtures installed in their home.

Only 3% (identical to 2004) of all those surveyed stated they use water efficient fixtures other than those specifically examined in the survey.



B. Indoor Water Saving Practices

Overall, conscious practice of indoor water saving methods remained similar to 2004 results, with the exception that people are significantly less likely to “always” keep drinking water in the fridge.

Combining the “always” and “sometimes” categories, the top response to indoor water saving practices was turn off the faucet while shaving, brushing teeth, etc. (95%, vs. 93% in 2004), followed by consciously take short showers (5 minutes or less) (87%, vs. 89%), while about three-quarters each said flushing the toilet infrequently (76%, vs. 75%), and keeping drinking water in the fridge (74%, vs. 77%) - see Table 5.

Table 5: Indoor Water Saving Practices

(n = 506 in 2008, 431 in 2004, 510 in 1999, 511 in 1998, 509 in 1997)

Frequency	Take Short Showers					Infrequent Toilet Flushing					Turn Faucet Off When Not in Use					Keep Drinking Water in the Fridge				
	1997	1998	1999	2004	2008	1997	1998	1999	2004	2008	1997	1998	1999	2004	2008	1997	1998	1999	2004	2008
Always	41%	44%	47%	52%	51%	38%	28%	31%	36%	35%	63%	64%	68%	75%	76%	72%	64%	70%	68%	60%
Sometimes	38%	38%	38%	37%	36%	37%	42%	38%	39%	41%	24%	22%	21%	18%	19%	8%	9%	8%	9%	14%
Never	17%	17%	8%	10%	11%	25%	30%	32%	24%	24%	13%	14%	12%	6%	5%	19%	26%	20%	21%	24%
Don't know	4%	1%	8%	1%	1%	0%	0%	0%	1%	-	0%	0%	0%	1%	0%	1%	1%	2%	2%	2%

- Compared to the 1997 results, there have been significant increases in the number of people who “always” take short showers (51%, up from 41%), and turn the faucet off when not in use (76%, up from 63%), while there has been a significant decline in the percentage who “always” keep drinking water in the fridge (60%, down from 72%).
- Similar to 2004, infrequent toilet flushing was the conservation measure practiced least often “always”, as just 35% “always” do this, while 76% practice it at least “sometimes”.
- Respondents aged 55 and over are significantly more likely to “always” take short showers (62%), compared to those aged 35 to 54 (52%) and those aged 18 to 34 (36%).

Almost one-third (30%, up significantly from 20% in 2004) of residents practice indoor water efficiency measures in addition to those already mentioned. The most frequent included (multiple responses permitted):

- ▶ “Use household water for plants” (9%, up significantly from 4% in 2004);
- ▶ “Wash dishes by hand” (8%, up significantly from 1%);
- ▶ “Use washer and dishwasher for full loads only” (7%, up significantly from 4%); and
- ▶ “Use minimal amount of water required” (5%, vs. 7%).

C. Outdoor Water Saving Practices

A total of 82% of households who water their lawn and 73% of households who have a flower or vegetable garden “always” water before 10 a.m. or after 7 p.m.

About two-thirds (66%, vs. 68% in 2004) of respondents said that their household has a lawn that it looks after, while 68% (vs. 65%) have a flower or vegetable garden.

- As in the 2004 survey, residents of Victoria and Esquimalt were much less likely to have a lawn or garden than those in other areas. Just 41% (vs. 50% in 2004) of those living in Victoria and Esquimalt have a lawn, compared to at least 64% in all other regions. Similarly, 45% (vs. 48%) of Victoria and Esquimalt residents have a flower or vegetable garden, compared to more than three-quarters of residents in all other areas.

Among those surveyed who have a lawn, 54% (vs. 55% in 2004) water it; and of all residents surveyed (not just those with a lawn), 36% (vs. 37%) said they water a lawn.

- Just over three-quarters (77%, vs. 76% in 2004) of those who have an underground irrigation system water their lawn, compared to 46% (vs. 45%) who don’t have a system.

Of those who said they water their lawn during the summer months of May to September, 54% water it twice a week, 22% water it once a week, 8% water it more than twice per week, 8% water it less than once per week, and 6% water their lawn during designated days and hours (this question was new for 2008).

About one-quarter (26%, vs. 31% in 2004) of those who have a lawn have an underground irrigation system. Among all of those surveyed, 17% (vs. 21%) said they have an underground irrigation system. In addition, just 11% of those with a lawn said they have plans to either upgrade their existing underground irrigation system or install one (this question was new for 2008).

- Ownership of an underground irrigation system was significantly higher among households with income of at least \$50,000 (28%), compared to 15% among lower income households.
- Victoria and Esquimalt (14%) residents were least likely to own one of these systems, while those in Oak Bay (39%) and the Saanich Peninsula (33%) were most likely.

Among those who currently have underground irrigation systems (these questions were new for 2008):

- One-third (33%) have had it for more than 10 years, 21% had it installed 5 to 10 years ago, 35% have had it less than 5 years, and 11% don't know the age of their system.
- The majority (68%) said that a household member sets the watering schedule for their irrigation system, while 9% have an irrigation professional set the schedule, 8% have other people set it, 11% don't use their system, and 4% don't know.
- One-third (33%) said the system schedule is adjusted during May to September as the weather changes, 17% adjust it once per season, 15% adjust it at other frequencies, 11% don't use their system, and 24% did not know.

For those who look after a flower or vegetable garden, 15% (vs. 18% in 2004) have a micro drip irrigation system.

- Possession of a micro drip irrigation system was significantly higher among those aged 35 to 54 (21%) and aged 55 and over (17%), compared to those aged 18 to 34 (4%).

As seen in Table 6, among residents who water their lawn, nearly all (99%, vs. 98% in 2004) do so between 7 p.m. and 10 a.m., including 82% (vs. 85%) who "always" water during this time. (In 1999, the times for watering were between 7 p.m. and 9 a.m., as well, in 1999 this question was asked of those who had a lawn, while in 2004 and 2008, this question was only asked of those who water their lawn). Most (94%, identical to 2004) of those with a garden also water between 7 p.m. and 10 a.m., including 73% (vs. 75%) who "always" water during these hours. Use of native or drought-tolerant plants remained steady (66%, identical to 2004), while 78% (vs. 81%) of gardeners use a spring-loaded nozzle on their hose.

Table 6: Outdoor Water Use Practices

Frequency	Water Lawn 7 p.m. to 10 a.m.			Water Garden 7 p.m. to 10 a.m.			Use Drought-tolerant Plants			Use Spring-loaded Nozzle		
	1999 (n=302)*	2004 (n=160)**	2008 (n=180)**	1999 (n=314)*	2004 (n=281)*	2008 (n=346)*	1999 (n=314)*	2004 (n=281)*	2008 (n=346)*	1999 (n=369)*	2004 (n=342)*	2008 (n=387)*
Always	72%	85%	82%	69%	75%	73%	21%	20%	22%	74%	74%	75%
Sometimes	17%	13%	17%	25%	19%	21%	35%	46%	44%	6%	7%	3%
Never	10%	2%	0%	4%	5%	6%	27%	24%	20%	15%	16%	20%
Don't know	2%	-	1%	2%	1%	1%	17%	10%	14%	5%	4%	2%

* n-values correspond to the number of respondents who had a lawn or garden

** n-values correspond to the number of respondents who water their lawn

Among respondents who had a lawn or garden that their household looks after, 41% (up significantly from 28% in 2004) said they practice methods of outdoor water efficiency other than those specifically mentioned. The water efficiency methods most often cited included (multiple responses permitted):

- ▶ “Collecting rainwater/ rain barrel” (11%, vs. 7% in 2004);
- ▶ “Hand/ site specific watering” (11%, vs. 7%); and
- ▶ “No watering of lawn” (8%, vs. none).

Among residents who water their lawn, over 1 in 5 (21%, identical to 2004) said their household has become more water efficient in the last 12 months with respect to watering their lawn before 10 a.m. or after 7 p.m.

Of those who have a flower or vegetable garden, 23% (vs. 24% in 2004) have become more water efficient within the last 12 months with respect to watering their garden before 10 a.m. or after 7 p.m. This proportion ranged from a low of 5% in Sooke, to 30% among those in Oak Bay and Victoria and Esquimalt.

Almost 3 in 10 (28%, vs. 29% in 2004) residents with a garden have started to use native or drought-tolerant plants within the last 12 months. Those in Oak Bay (18%) were least likely, while those in Sooke (37%) and the WestShore (36%) were most likely to use such plants.

A total of 21% (vs. 17% in 2004) of those who use a spring-loaded nozzle on their hose have become more water efficient in this respect within the last 12 months. Agreement ranged from a low of 5% in Sooke, to a high of 31% in Oak Bay.

Finally, 21% of those who have a lawn but do not water it said that they have increased water conservation via this method during the past year (this question was new for 2008).

V. WATER EFFICIENCY MEASURES AND RESTRICTIONS

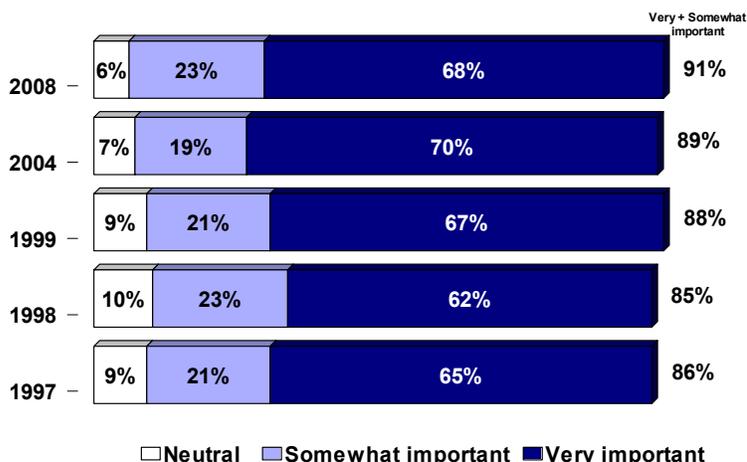
The level of importance people place on water efficiency measures, support for watering restrictions and CRD Water efficiency initiatives were important areas covered in the survey. An overview of residents' opinions and how they may have changed on these issues over the 1997 to 2008 tracking period is the focus of this section of the report.

A. Perceptions About Water Efficiency Measures

More than 9 in 10 (91%, vs. 89% in 2004) survey participants felt it was important that CRD Water encourages people to practice water efficiency, including 68% (vs. 70%) who thought it was "very important" - see Figure 6. The importance people place on CRD Water encouraging people to use water efficiently has increased significantly compared to the 1997 and 1998 results (based on combined "very important" and "somewhat important" responses).

Figure 6: Importance of CRD Water to Encourage Practising Water Efficiency

(n=506 in 2008, 431 in 2004, 510 in 1999, 511 in 1998, 509 in 1997)

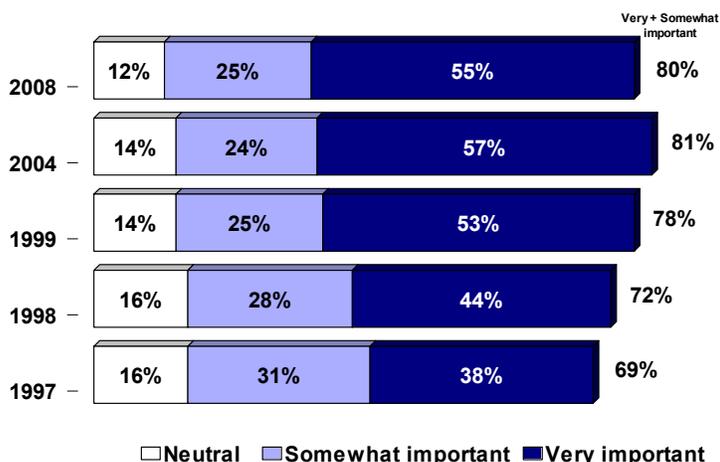


- The importance placed on encouraging the practice of water efficiency was highest among those in Victoria and Esquimalt (97%), and lowest in Sooke (84%) and Saanich (85%).

Most (80%, vs. 81% in 2004) respondents said it was important that CRD Water be able to implement water efficiency measures, including 55% (vs. 57%) who said it was "very important" - see Figure 7. The importance of implementing water efficiency measures remains significantly higher than in the 1997 and 1998 surveys, as it has been in each subsequent year.

Figure 7: Importance of CRD Water's Ability to Implement Water Efficiency Measures

(n=506 in 2008, 431 in 2004, 510 in 1999, 511 in 1998, 509 in 1997)



- Importance ranged from a high of 90% in the WestShore and 86% in Victoria and Esquimalt, to a low of 63% among Sooke residents.

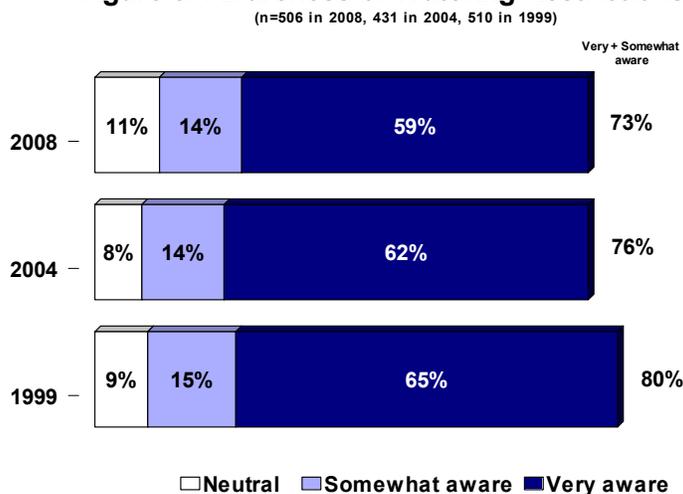
B. Support for Watering Restrictions and Water Efficiency Options

Almost three-quarters of survey participants were aware of the watering restrictions in place from May 1 to September 30, while nearly 9 in 10 were in support of the restrictions.

The questions dealing with the awareness of and support for watering restrictions in each survey have been altered to reflect the current restrictions. In the 1999 survey, watering was allowed between 4 a.m. and 9 a.m., and 7 p.m. and 10 p.m., whereas in 2004 and 2008, the morning time was extended to 10 a.m.

As illustrated in Figure 8, almost three-quarters (73%, vs. 76% in 2004) of households were aware of the Stage 1 watering restrictions in effect from May 1 to September 30 of 2008, including 59% (vs. 62% in 2004) who said they were “very aware”. As well, awareness has dropped significantly since 1999.

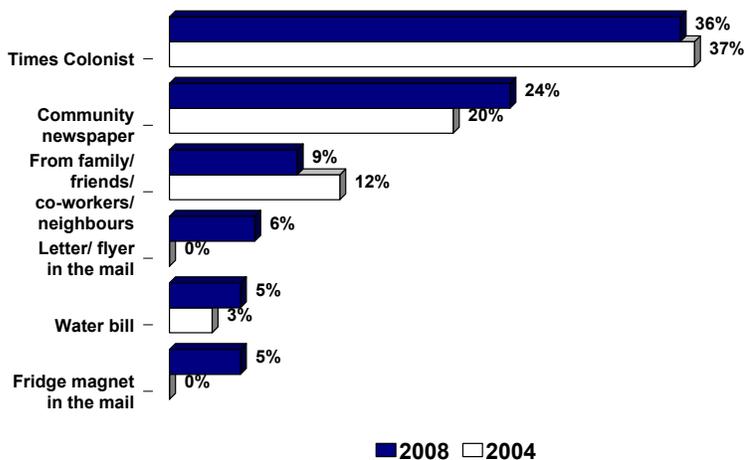
Figure 8: Awareness of Watering Restrictions



- Awareness of the watering restrictions was highest in the WestShore (81%) and Saanich (78%), and lowest among residents of the Saanich Peninsula (63%) and Victoria and Esquimalt (67%).
- A significantly smaller proportion of those aged 18 to 34 (57%) were aware of the watering restrictions, compared to those aged 35 to 54 (74%), and those aged 55 and over (82%).
- Respondents who personally pay for their water use were significantly more aware (82%, including 70% who were “very aware”) of watering restrictions than those who do not pay for their water use (55%, including 39% who were “very aware”).

Respondents who said that they were at least “somewhat aware” of the watering restrictions in effect were asked where they heard or read about them. As seen in Figure 9, the most common source was the Times Colonist, followed by a community newspaper (this question was asked for the first time in the 2004 survey).

Figure 9: Sources of Information About Watering Restrictions*

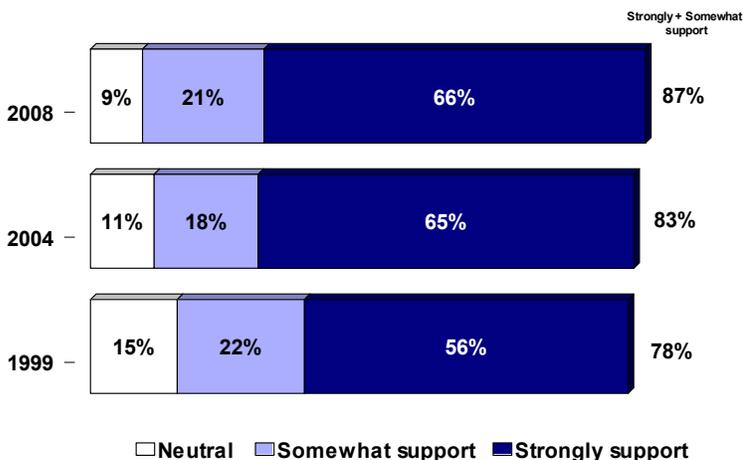


*Totals may exceed 100% since multiple responses were permitted

The vast majority (87%, vs. 83% in 2004) of residents were in support of having watering restrictions, including 66% (vs. 65% in 2004) who “strongly support” them - see Figure 10. While support for watering restrictions has increased marginally from 2004, it is significantly higher than in 1999, the first time the question was asked.

Figure 10: Support for Watering Restrictions

(n=506 in 2008, 431 in 2004, 510 in 1999)



- Support for watering restrictions was highest among those residing in the WestShore (92%), and lowest among residents of Sooke (76%) and Oak Bay (76%).
- Support was significantly greater among females (91%) than among males (83%).

The survey also examined opinions about the time allotted for water restrictions, and the suitability of two-tiered water rates. Table 7 shows that 85% (up significantly from 79% in 2004) of respondents feel that the time allotted for watering is acceptable, including 66% (up significantly from 60%) who said the time allotted is “very acceptable”. As well, 60% (vs. 55%) feel that two-tiered rates for summer water use are acceptable, including 39% (vs. 35%) who said they are “very acceptable”.

Table 7: Acceptability of Water Efficiency Options
(n = 506 in 2008, 431 in 2004, 510 in 1999, 511 in 1998*, 509 in 1997*)

Level of Acceptance	Time Allotted for Water Restrictions					Two-tiered Summer Water Rates				
	1997	1998	1999	2004	2008	1997	1998	1999	2004	2008
Very acceptable	na	na	49%	60%	66%	41%	61%	39%	35%	39%
Somewhat acceptable			15%	19%	19%			18%	20%	21%
Neutral	na	na	16%	10%	7%	19%	14%	17%	22%	15%
Not too acceptable	na	na	6%	2%	2%	39%	21%	6%	4%	6%
Not at all acceptable			9%	4%	3%			14%	13%	14%
Don't know	na	na	6%	4%	3%	2%	5%	5%	6%	5%

* In 1997 and 1998 “very” and “somewhat” were combined by the firm undertaking the survey

- The time allotted for outdoor watering restrictions was found to be at least “somewhat acceptable” by more than 8 in 10 residents of each region, with the exception of Sooke where 72% agreed that it was acceptable (20% in Sooke had no opinion).
- Acceptability of two-tiered summer water rates was at least 50% in all regions, except for Sooke where just 34% found this to be acceptable (20% in Sooke had no opinion).

When given the opportunity, about 4 in 10 (38%, vs. 43% in 2004) respondents provided suggestions or comments regarding watering restrictions. Responses included:

- ▶ “Government/ business should have the same restrictions” (5%, vs. 3% in 2004);
- ▶ “Educate the public/ raise awareness of water issues” (5%, vs. 7%);
- ▶ “Watering times/ days should be more flexible” (4%, vs. 5%);
- ▶ “Need more enforcement of watering restrictions” (4%, vs. 5%);
- ▶ “Use economic incentives, such as water meters” (3%, vs. 2%);
- ▶ “I like the water restrictions” (3%, vs. 2%); and
- ▶ “Prefer no watering of lawns” (3%, vs. 2%).

VI. WATER EFFICIENCY INITIATIVE AWARENESS AND INTEREST IN EFFICIENT FIXTURES

Since 1997 CRD Water users have been questioned about their awareness of information and programs developed by CRD Water, as well as their interest in installing water efficient fixtures. The following section of the report summarizes people's awareness of specific CRD Water initiatives since 1997, as well as examining customer awareness of some specific current initiatives not examined until this survey.

A. Awareness of CRD Water Services Water Efficiency Initiatives

There was a significant decline in the number of people who had seen, read or heard something about CRD Water in the past year, while the most often cited sources for this information were the Times Colonist and community newspapers.

Respondents were asked whether they had seen, read or heard something about CRD Water in the past year, and if so, in what format (either a news story or an advertisement) and where. Over half (53%, down significantly from 65% in 2004) had seen, read or heard something about CRD Water in the past year.

- Residents of the WestShore (65%) were most likely to recall something about CRD Water, while those in Sooke (34%) and Victoria and Esquimalt (47%) were least likely.
- Those who personally pay for their water use (57%) were significantly more likely to recall something about CRD Water than were those who do not pay for their water use (43%).

Among respondents who recalled something about CRD Water, 43% (down significantly from 51%) said what they had seen, read or heard was a "news story", and 27% (up significantly from 15%) said it was an "advertisement", while 19% (vs. 24%) said it was "both (news story and advertisement)", and 11% (vs. 10%) did not know.

The most often cited sources for a "news story" were the Times Colonist (54%, vs. 56% in 2004), a community newspaper (24%, vs. 23%), and CH/ CHEK (6) (16%, vs. 22%).

Among those who recalled an "advertisement" for CRD Water, the Times Colonist was the most often mentioned source (31%, down significantly from 51% in 2004), followed by a community newspaper (18%, vs. 26%), and public transportation (14%, vs. none in 2004).

A total of 18% (vs. 16% in 2004) of those surveyed were aware of, or had seen the CRD Water efficiency information booth at trade shows or other events - see Table 8.

- Females (22%) were significantly more aware of the booth or likely to have seen it than were males (14%).

About one-third (35%) of respondents were aware that the CRD Water offers educational programs for water conservation, while just 5% have participated in these programs (these questions were new for 2008).

- Those aged 18 to 34 (19%) were significantly less aware of the educational programs than those aged 35 to 54 (41%) and those aged 55 and over (40%).

A majority (56%) of residents were aware that CRD Water offers a number of programs that offer people rebates or an incentive to install different types of water efficient fixtures (this question was new for 2008).

- Those from households with at least \$50,000 in income (65%) were significantly more aware of these programs than lower income households (47%).
- Respondents who personally pay for their water use were significantly more aware (61%) than those who do not (46%).

A total of 37% (down significantly from 46% in 2004) of respondents are aware that CRD Water currently has a \$75 water efficient fixtures rebate program for the installation of 6-litre or less toilets and low flow showerheads - see Table 8.

- Awareness of the water fixture rebate program for the installation of 6-litre or less toilets, and low flow showerheads was significantly higher among households with income of \$50,000 or more (43%), compared to households of less than \$50,000 (31%).
- Just 21% of those aged 18 to 34 were aware of this program, significantly lower than the 37% of those aged 35 to 54 and the 47% of those aged 55 and over.

Table 8: Awareness of CRD Water Services Water Efficiency Initiatives
(Percentages Refer to "Yes" Responses)

Year	CRD Water Information Booth	\$75 for 6-litre or Less or Low Flow Showerhead Rebate Program
2008 (n = 506)	18%	37%
2004 (n = 431)	16%	46%
1999 (n = 510)*	11%	19%
1998 (n = 511)*	9%	24%
1997 (n = 509)*	12%	na

* Prior to 2004, a \$50 rebate was offered for 6-litre ultra low flow toilets, efficient showerheads and faucet aerators

The only specific rebate that respondents were aware of was the \$125 SmartWash rebate for water efficient washing machines (10%, up significantly from 4% in 2004).

Overall, 16% of respondents have participated in any of the CRD Water rebate or incentive programs for water efficient fixtures (this question was new for 2008).

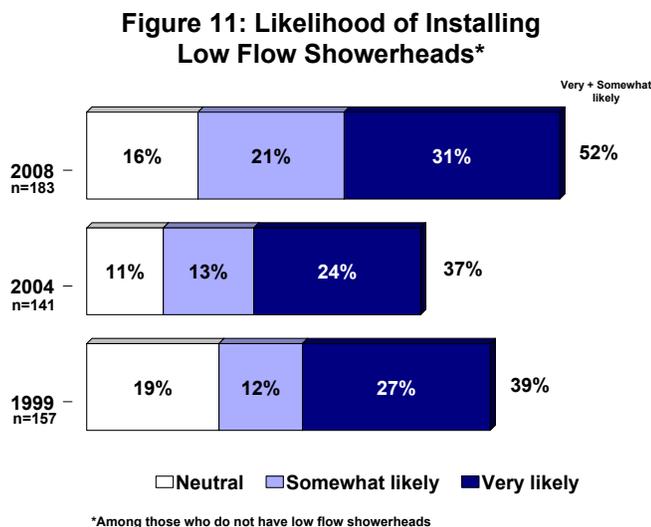
- Respondents from households with income of at least \$50,000 were significantly more likely to have participated in rebate or incentive programs for water efficient fixtures (24%) than those from lower income households (7%).
- About 1 in 5 (21%) of those who personally pay for their water use have participated in one of these programs, significantly more than the 6% of those who do not personally pay for their water use.

Most (85%) of those who have participated in educational or rebate programs were satisfied with them, including 48% who were “very satisfied” (this question was new for 2008).

B. Interest in Installing Water Efficient Fixtures

Among those who did not already have a low flow showerhead installed in their home, more than half were interested in having one installed.

When those who did not have low flow showerheads were asked about the likelihood of installing these water efficient fixtures in their home, if they could recover the cost of installing it over a one year period through water and energy savings, more than half (52%, up significantly from 37% in 2004) said they were at least “somewhat likely” to install one, including 31% (vs. 24%) who were “very likely” - see Figure 11.



- Younger respondents were more likely to install a low flow showerhead, as 90% of those aged 18 to 34 felt this way, compared to 43% of those aged 35 to 54, and 35% of those aged 55 and over (these differences were not significant due to the small sample size).
- Males (60%) were significantly more likely to say they would install a low flow showerhead than were females (44%).

VII. WATER MANAGEMENT ISSUES

In this section of the survey, respondents were asked to what extent they were aware of a number of water management related issues. This section of the report summarizes these responses and examines the changes since 2004.

A. Awareness of Current Water Management Issues

Awareness of the location of Greater Victoria's water supply has declined significantly compared to the 2004 survey.

When asked, in an unaided format, to identify where the water supply for Greater Victoria is located, 58% (down significantly from 72% in 2004) of participants said the Sooke Reservoir/ Sooke, 8% (vs. 6%) identified another area, and 34% (up significantly from 21%) could not identify the source of Greater Victoria's water.

- The highest level of awareness of the water supply location was among those in Sooke (72%), Oak Bay (71%), and the Saanich Peninsula (69%), while awareness was lowest among those in Victoria and Esquimalt (51%).
- Males (67%) were significantly more likely to identify the correct location than were females (50%).
- Respondents aged 55 and over were significantly more likely to know the location (68%) than were those aged 35 to 54 (58%) and those aged 18 to 34 (45%).
- Those who personally pay for their water use were significantly more likely to identify the Sooke Reservoir/ Sooke (66%) than those who do not pay for their water use (46%).

B. Sources of Information About CRD Water

Almost one-third (31%, vs. 32% in 2004) of people recalled seeing or reading something published by CRD Water.

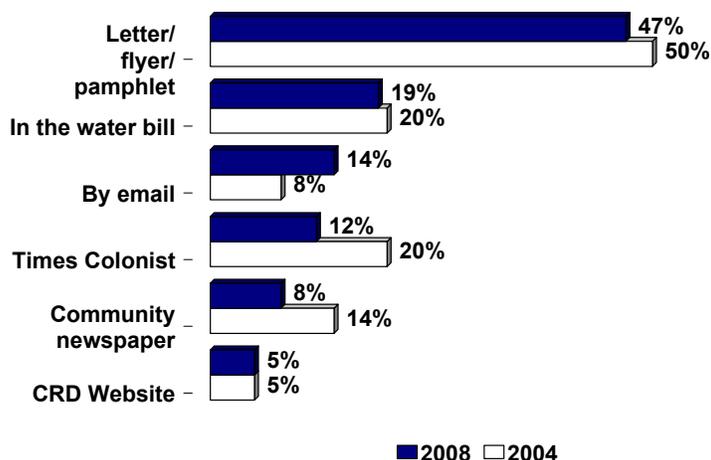
- Individuals from households with an income of at least \$50,000 were significantly more likely to have seen or read something published by CRD Water (37%), compared to those with lower income households (24%).

Among those who said they had seen or read something published by CRD Water, the most often recalled publications included:

- ▶ "Watering restrictions" (11%, vs. 8% in 2004);
- ▶ "The expansion of the reservoir" (9%, down significantly from 14%);
- ▶ "Water conservation methods" (7%, up significantly from 3%); and
- ▶ "Current water level of the reservoir" (5%, down significantly from 10%).

As shown in Figure 12, the best way to get information to area residents is through a “letter (not in water bill)/ flyer/ pamphlet”, followed by “in the water bill”. “By email” was mentioned significantly more often than in 2004, while both “community newspaper” and the “Times Colonist” were mentioned significantly less often.

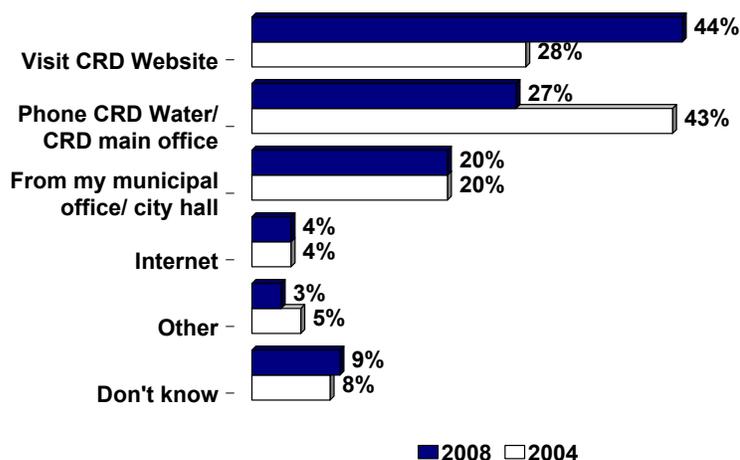
Figure 12: Best Sources to Provide Information*



*Totals may exceed 100% since multiple responses were permitted

Figure 13 shows that compared to 2004, people are significantly more likely to “visit the CRD Website” for information about water services, while they are significantly less likely to “phone CRD Water/ CRD main office”.

Figure 13: Usual Sources of Information*



*Totals may exceed 100% since multiple responses were permitted

About one-quarter (24%) of respondents have visited the CRD website (this question was new for 2008).

- Those from higher income households (34%) were significantly more likely to have visited the website than those from lower income households (8%).
- Respondents aged 18 to 34 (35%) and those aged 35 to 54 (28%) were significantly more likely to visit the website than those aged 55 and over (13%).
- Website visits were significantly greater among those that pay for their water use (28%), than among those who do not (17%).

VIII. WATER CONSUMPTION PRACTICES AND VIEWS ON WATER QUALITY

In the final section of the survey, residents were asked about their satisfaction with the quality of the water supplied to their home, their water consumption preferences, interest in receiving water quality information and finally about the Leech River property acquisition. The final section of the report summarizes the responses.

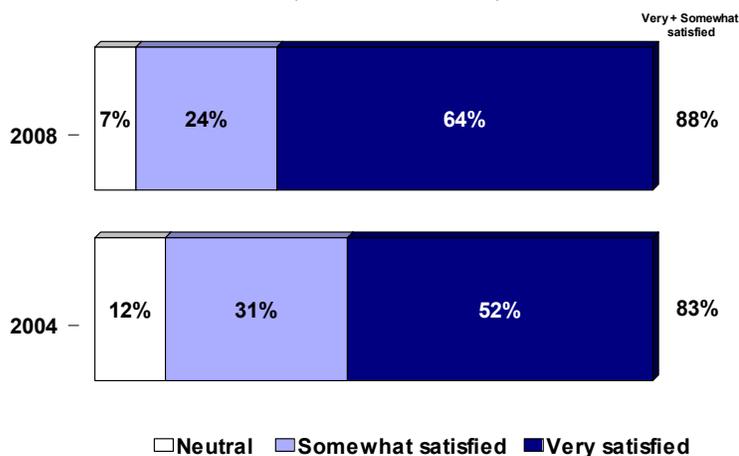
A. Drinking Water Preferences and Perceptions About Water Quality

Compared to 2004, there was a significant increase in the level of satisfaction with the quality of water piped to homes.

Almost 9 in 10 (88%, up significantly from 83% in 2004) of those surveyed were satisfied with the quality of piped water to their home, including 64% (up significantly from 52%) who were “very satisfied” - see Figure 14. Just 3% (identical to 2004) expressed dissatisfaction with water quality.

Figure 14: Satisfaction with the Quality of Piped Water

(n=506 in 2008, 431 in 2004)



- More than 9 in 10 residents of each area expressed satisfaction with water quality, with the exception of those in Victoria and Esquimalt (79%) and Sooke (67%).
- Males (92%) were significantly more satisfied with water quality than were females (84%).
- Respondents from higher income households were significantly more satisfied (94%) with water quality than were those from lower income households (83%).
- Those who pay for their water use were significantly more satisfied (92%) than those who do not personally pay for their water use (82%).

Among the 17 (the same as 2004) survey participants who were dissatisfied with the quality of water provided to their home, the most common reasons cited were (multiple responses permitted):

- ▶ “Don’t like the taste/ chlorine taste” (19%, vs. 66% in 2004);
- ▶ “Don’t like the smell” (13%, vs. 7%);
- ▶ “The water has too many chemicals” (9%, vs. 24%); and
- ▶ “The water is yellow/ dirty” (7%, vs. 8%).

A total of 40% of respondents said they know how CRD Water disinfects drinking water to ensure it is safe to drink (this question was new for 2008).

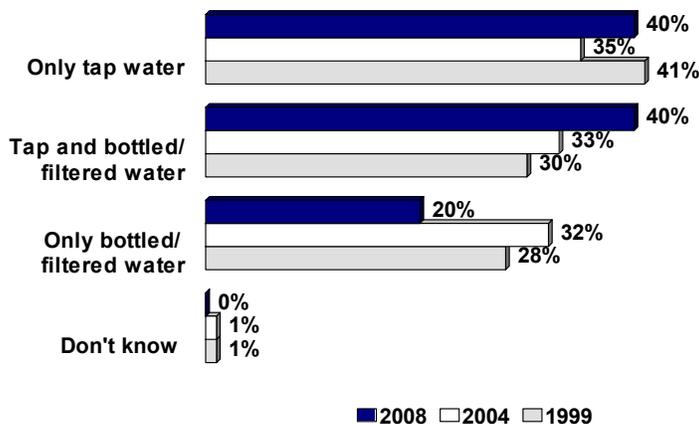
- Awareness was significantly higher among males (46%), compared to females (35%).
- Residents of Oak Bay (65%) expressed the highest level of awareness, while the lowest level was among those in Saanich (33%).

Eight in 10 respondents drink tap water at least some of the time, including 40% who drink tap water exclusively and do not drink bottled or filtered water.

Compared to the 2004 results, there was a significant decline in the percentage of people who said they drink only bottled or filtered water (20%, vs. 32% in 2004), while a significantly higher number of people drink tap water at least some of the time (80%, vs. 68%) - see Figure 15.

Figure 15: Water Consumption Practices

(n=506 in 2008, 431 in 2004, 510 in 1999)



- The highest straight tap water use occurred in Oak Bay (68%), while the use of straight tap water was lowest in Sooke and the WestShore (28% each).

The 60% (vs. 65% in 2004) of respondents who drink either a combination of tap water and bottled or filtered water, or only bottled or filtered water, were asked why they considered this necessary rather than drinking tap water only. The most frequent responses included:

- ▶ “It is more convenient” (26%, up significantly from 12% in 2004);
- ▶ “Don’t like the taste/ smell of tap water” (22%, down significantly from 35%);
- ▶ “Don’t want to drink chlorine and other chemicals” (16%, up significantly from 8%);
and
- ▶ “It is cold from the fridge” (14%, identical to 2004).

B. Interest in Receiving Information About Water Quality

A majority (57%, vs. 59% in 2004) of respondents would be interested in receiving information on the quality of their tap water. There were no significant differences by any of the sample demographics.

C. Awareness of the Leech River Acquisition

Over one-quarter (27%) of those surveyed were aware that the CRD recently purchased the watershed lands around the Leech River (this question was new for 2008).

- Males (35%) were significantly more aware of the acquisition than were females (19%).
- Respondents aged 55 and over expressed significantly greater levels of awareness (39%) than did those aged 35 to 54 (24%) and those aged 18 to 34 (13%).