



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2003-I-13

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PUBLIC SUPPORTS WATER CONSERVATION ENFORCEMENT

Phoenix, Arizona, February 21, 2003. Huge percentages of Phoenix area residents believe that city and county governments should launch water conservation programs to educate the public on what they can do to preserve water resources. As well, the public favors passing local ordinances that would enable local government to identify and levy fines against business and residential water users who waste water. Seven of ten favor such ordinances.

Such views undoubtedly trace to widespread public awareness of the drought conditions facing Arizona. Most in the public have no illusions about the seriousness of the current rainfall deficit, as seven in ten say Arizona is already in a "serious drought" and another 26 percent characterize us as being in a drought, albeit a "mild one". Not even five percent doubt the existence of a drought in Arizona today.

Their support for ordinances against water wasters may trace as well to their beliefs that county and local government are not doing a good job of educating the public about water conservation. The Salt River Project receives better ratings on its public education programs, but even for SRP, only 45 percent rate their water conservation education programs as either excellent or good. The poll, taken in the week previous to the recent rain storm, produced particularly strong responses from likely voters on the need for ordinances designed to identify and fine water wasters.

The findings outlined in this report are based on a survey of 603 heads of household throughout Maricopa County conducted between February 6 and February 9, 2003, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit www.brcpolls.com to read this and other recent polls.

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2003-I-13) is based on 603 telephone interviews conducted from February 6 through February 9, 2003, with adult heads of household throughout Maricopa County. In a sample of this size, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.07 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

BELOW: Statistical data

For this and other polls, see www.brcpolls.com/results

STATISTICAL DATA

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“As far as you know, is Arizona in a serious drought, a mild drought or not in a drought at this time?”

	TOTAL GENERAL PUBLIC	LIKELY VOTERS
Serious drought	68%	78%
Mild drought	26	19
Not in a drought	3	2
Unsure	<u>3</u>	<u>1</u>
	100%	100%

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**STATISTICAL DATA**

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For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results)

*“Do you think elected officials in your community should or should not do the following things:”*

|                                                                                                     | <u>GENERAL PUBLIC</u> |                   | <u>LIKELY VOTERS</u> |                   |
|-----------------------------------------------------------------------------------------------------|-----------------------|-------------------|----------------------|-------------------|
|                                                                                                     | <u>Should</u>         | <u>Should Not</u> | <u>Should</u>        | <u>Should Not</u> |
| Launch public education campaigns educating people on how to conserve water                         | 94%                   | 6%                | 95%                  | 4%                |
| Initiate water conservation programs in city-owned parks, golf courses and along landscaped streets | 91                    | 7                 | 90                   | 8                 |
| Pass ordinances to identify and fine businesses that waste water                                    | 78                    | 18                | 76                   | 20                |
| Pass ordinances to identify and fine residential water users who waste water                        | 68                    | 27                | 69                   | 28                |

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“Do you think each of the following have done an excellent, good, only fair, poor or very poor job in helping educate people about water conservation.”

	<u>EXCELLENT/ GOOD</u>	<u>ONLY FAIR</u>	<u>POOR/ VERY POOR</u>	<u>UNAWARE THEY ARE DOING ANYTHING</u>
The city you live in	27%	37%	29%	7%
Maricopa County government	22	37	30	11
The Salt River Project	45	26	15	14

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