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DECISION RESEARCH

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**CALIFORNIA AMERICAN WATER
MONTEREY PENINSULA WATER
MANAGEMENT DISTRICT
2004 FOLLOW UP SURVEY REPORT**



California
American Water



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December 1, 2004

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THE TOPLINE RESULTS

Name _____

Phone _____

Sex		11/04	10/02	6/00	Party	11/04	10/02	6/00
	Women	53%	54%	53%	Democrats	49%	44%	47%
	Men	47%	46%	47%	Independents	18%	18%	18%
					Republicans	33%	38%	34%

Voting History	11/04	City*	11/04	10/02
Certain voters	21%	Carmel	19%	14%
Probable voters	36%	Carmel Valley	8%	8%
Possible/new registrants	43%	Monterey	30%	28%
		Pacific Grove	19%	17%
		Pebble Beach	5%	6%
		Royal Oaks	0%	5%
		Seaside	18%	17%
		Other cities	2%	5%

Absentee Votes	11/04
Yes	60%
No	40%

*In 2000, collapsed precincts were used to formulate "Communities". Due to redistricting, it was not possible to duplicate these same area breaks, but a city breakdown has been included instead.

Cluster _____ Interviewer Name _____

 GOOD EVENING. MY NAME IS _____. I'M CALLING FROM DECISION RESEARCH, A NATIONAL POLLING FIRM. TODAY WE ARE CALLING PEOPLE TO ASK THEIR OPINIONS ABOUT SOME IMPORTANT ISSUES FACING THE MONTEREY (mon-terr-AY) PENINSULA (puh-NIN-su-lah). THIS IS NOT A SALES CALL **OF ANY KIND**----THIS IS ONLY A PUBLIC OPINION SURVEY.

9.* GENERALLY SPEAKING, DO YOU THINK THINGS ON THE MONTEREY PENINSULA ARE ON THE RIGHT TRACK, OR HAVE THEY GONE OFF ON THE WRONG TRACK?

11/04	10/02	6/00	
50%	49%	43%	(Right track)
34%	36%	40%	(Wrong track)
17%	15%	16%	(Don't know)

10.* THOUGH ALL MAY BE IMPORTANT, WHICH **ONE** IS THE **MOST** IMPORTANT LOCAL ISSUE? (Rotate)

11/04	10/02	6/00	
29%	32%	36%	INCREASING WATER SUPPLIES
7%	4%	2%	BRINGING NEW JOBS TO THE AREA
26%	23%	20%	IMPROVING PUBLIC SCHOOLS
6%	4%	7%	REDUCING CRIME AND DRUG PROBLEMS
3%	4%	5%	IMPROVING ROADS AND HIGHWAYS
13%	13%	19%	SLOWING GROWTH AND DEVELOPMENT
15%	18%	10%	ADDRESSING THE HOUSING SHORTAGE
2%	1%	1%	(Don't know)

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PLEASE TELL ME IF YOU HAVE HEARD OF THE FOLLOWING, AND IF YOUR IMPRESSION IS VERY FAVORABLE, SOMEWHAT FAVORABLE, NEUTRAL, SOMEWHAT UNFAVORABLE, OR VERY UNFAVORABLE. (Rotate)

		VERY FAVORABLE (TOTAL FAVORABLE)	SOMEWHAT FAVORABLE	NEUTRAL	SOMEWHAT UNFAVORABLE (TOTAL UNFAVORABLE)	VERY UNFAVORABLE	NOT HEARD
[] 11.*	"P. G. & E", PACIFIC GAS AND ELECTRIC	20%	33%	24%	14%	8%	1%
		(53%)			(22%)		
	10/02	15%	25%	26%	16%	16%	1%
		(40%)			(32%)		
	6/00	25%	39%	24%	9%	3%	0%
		(64%)			(12%)		
[] 12.*	THE MONTEREY PENINSULA CHAMBER OF COMMERCE	15%	24%	47%	5%	3%	6%
		(39%)			(8%)		
	10/02	19%	25%	41%	6%	3%	6%
		(44%)			(9%)		
	6/00	17%	30%	37%	8%	2%	6%
		(47%)			(10%)		
[] SPLIT 13A.*	THE SIERRA CLUB	26%	19%	23%	12%	14%	7%
		(45%)			(26%)		
	10/02	23%	21%	25%	9%	13%	9%
		(44%)			(22%)		
	6/00	21%	20%	22%	13%	14%	10%
		(41%)			(27%)		
[] SPLIT 13B.	CALIFORNIA COASTAL COMMISSION	25%	28%	21%	11%	12%	3%
		(53%)			(23%)		
[] SPLIT 14A.*	THE PEBBLE BEACH COMPANY	17%	21%	31%	14%	11%	6%
		(38%)			(25%)		
	10/02	16%	21%	31%	14%	11%	6%
		(37%)			(25%)		
	6/00	20%	31%	25%	13%	7%	4%
		(51%)			(20%)		
[] SPLIT 14B.*	GRANITE CONSTRUCTION COMPANY	21%	28%	37%	6%	3%	6%
		(49%)			(9%)		
	10/02	29%	27%	29%	3%	2%	9%
		(56%)			(5%)		
	6/00	27%	31%	25%	4%	3%	10%
		(58%)			(7%)		
[] SPLIT 15A.	MONTEREY COUNTY WATER RESOURCES AGENCY	2%	14%	35%	19%	16%	14%
		(16%)			(34%)		
[] SPLIT 15B.	MONTEREY COUNTY BOARD OF SUPERVISORS	7%	29%	30%	23%	8%	2%
		(36%)			(32%)		

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		VERY FAVORABLE (TOTAL FAVORABLE)	SOMEWHAT FAVORABLE	NEUTRAL	SOMEWHAT UNFAVORABLE (TOTAL UNFAVORABLE)	VERY UNFAVORABLE	NOT HEARD
□ 16.*	THE MONTEREY PENINSULA WATER MANAGEMENT DISTRICT	6%	14%	26%	24%	27%	4%
		(20%)			(51%)		
	10/02	5%	17%	24%	22%	27%	5%
		(22%)			(49%)		
	6/00	5%	16%	22%	24%	27%	5%
		(21%)			(51%)		
□ 17.*	CALIFORNIA PUBLIC UTILITIES COMMISSION	6%	20%	42%	18%	11%	4%
		(26%)			(29%)		
	10/02	6%	17%	30%	25%	18%	5%
		(23%)			(43%)		
□ 18.*	CALIFORNIA AMERICAN WATER	9%	22%	27%	17%	20%	6%
		(31%)			(37%)		
	10/02	10%	25%	25%	17%	17%	6%
		(35%)			(34%)		
	6/00	9%	24%	23%	23%	18%	3%
		(33%)			(41%)		

(If very or somewhat favorable probe): CAN YOU TELL ME WHY YOU HAVE A FAVORABLE OPINION OF CALIFORNIA AMERICAN WATER?

See Verbatim Comments In Full Report

(If very or somewhat unfavorable probe): CAN YOU TELL ME WHY YOU HAVE AN UNFAVORABLE OPINION OF CALIFORNIA AMERICAN WATER?

See Verbatim Comments In Full Report

19.* HAVE YOU HEARD OR SEEN ANY ADVERTISING BY CALIFORNIA AMERICAN WATER?

11/04	10/02	6/00	
51%	57%	43%	(No, don't know)
49%	43%	57%	(Yes)

If yes, ask:

20.* CAN YOU TELL ME WHAT YOU REMEMBER ABOUT THE ADS? (Accept two responses)

11/04: Conserving Water (21%); First Choice Don't Know/Can't Remember (20%); We're Short Of Water/Have Water Shortage (7%); Self-Serving/Bogus (5%); Issues Brought Up, Shortages Announced, Hikes Anticipated (5%).

10/02: Water Conservation (32%); Remember Seeing Ads, No Details (30%); Don't Know/Can't Remember/Nothing (10%).

6/00: Conserve Water (39%); No/Don't Know (23%); Water Restriction, Rationing (6%); Water Shortage (5%).

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21.* GENERALLY SPEAKING, WOULD YOU SAY THAT YOU ARE VERY CONFIDENT, SOMEWHAT CONFIDENT, NOT TOO CONFIDENT, OR NOT AT ALL CONFIDENT ABOUT THE ABILITY OF WATER AGENCIES TO PROVIDE ENOUGH WATER FOR THE MONTEREY PENINSULA IN THE FUTURE?

11/04		10/02		6/00		
7%	} 39%	12%	} 37%	6%	} 42%	(Very confident)
32%		25%		36%		(Somewhat confident)
4%	} 57%	7%	} 56%	4%	} 53%	(Don't know)
37%		32%		29%		(Not too confident)
20%		24%		24%		(Not at all confident)

SPLIT 22A.* WHICH OF THE FOLLOWING REFLECTS YOUR OPINION ABOUT WATER SUPPLIES ON THE MONTEREY PENINSULA?

11/04	10/02	6/00	
62%	57%	58%	WE ARE FACING A SERIOUS WATER SHORTAGE
22%	25%	24%	WE COULD USE MORE WATER, BUT THE NEED IS NOT SERIOUS
14%	14%	13%	WE HAVE ADEQUATE WATER SUPPLIES TO MEET THE AREA'S NEEDS
3%	4%	6%	(Don't know)

SPLIT 22B.* MANY PEOPLE SAY THERE IS A WATER SHORTAGE. WOULD YOU SAY THAT THE SHORTAGE IS DUE MOSTLY TO A LACK OF RAINFALL, OR IS IT MOSTLY DUE TO OTHER FACTORS?

11/04	10/02	6/00	
19%	21%	10%	(A lack of rainfall)
72%	75%	85%	(Other factors)
8%	4%	5%	(Don't know)

23.* OTHER THAN A LACK OF RAIN, WHICH OF THE FOLLOWING IS MOST RESPONSIBLE FOR A WATER SHORTAGE ON THE MONTEREY PENINSULA? (Rotate)

11/04	10/02	6/00	
27%	28%	27%	MISMANAGEMENT OF THE EXISTING WATER SUPPLY
17%	16%	11%	WASTEFUL PRACTICES AND LACK OF CONSERVATION
17%	16%	16%	TOO MUCH WATER BEING USED BY GOLF COURSES AND THE TOURISM INDUSTRY
22%	22%	24%	TOO MUCH GROWTH
10%	12%	15%	STATE REGULATIONS RESTRICTING ACCESS TO LOCAL WATER SUPPLIES
7%	6%	6%	(Don't know)

SPLIT 24A.* AND WHEN IT COMES TO ENSURING THAT THERE IS A RELIABLE WATER SUPPLY FOR THE MONTEREY PENINSULA, WHICH OF THE FOLLOWING IS DOING THE MOST TO MAKE THE SITUATION **BETTER**? (Rotate)

11/04	10/02	6/00	
7%	6%	2%	THE CALIFORNIA STATE LEGISLATURE
9%	10%	9%	THE STATE WATER RESOURCES CONTROL BOARD
16%	12%	10%	MONTEREY PENINSULA WATER MANAGEMENT DISTRICT
13%	12%	19%	CALIFORNIA AMERICAN WATER
3%	3%	3%	THE CALIFORNIA PUBLIC UTILITIES COMMISSION
6%	4%	5%	THE BOARD OF SUPERVISORS
47%	53%	51%	(Don't know)

SPLIT 24B.* AND WHEN IT COMES TO ENSURING THAT THERE IS A RELIABLE WATER SUPPLY FOR THE MONTEREY PENINSULA, WHICH OF THE FOLLOWING IS MAKING THE SITUATION **WORSE**? (Rotate)

11/04	10/02	6/00	
7%	8%	6%	THE CALIFORNIA STATE LEGISLATURE
11%	10%	13%	THE STATE WATER RESOURCES CONTROL BOARD
28%	21%	17%	MONTEREY PENINSULA WATER MANAGEMENT DISTRICT
8%	8%	7%	CALIFORNIA AMERICAN WATER
4%	4%	4%	THE CALIFORNIA PUBLIC UTILITIES COMMISSION
11%	10%	15%	THE BOARD OF SUPERVISORS
31%	39%	39%	(Don't know)

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25.* IF YOU HAD TO CHOOSE BETWEEN THEM, WHICH WOULD YOU SAY YOU PREFER FOR THE MONTEREY PENINSULA?...
(Rotate)

11/04	10/02	6/00	
56%	52%	59%	KEEPING CURRENT WATER RATES AND THE CURRENT WATER SUPPLY
35%	32%	29%	RAISING WATER RATES AND INCREASING THE WATER SUPPLY
1%	6%	2%	(Both—do not read)
8%	10%	9%	(Don't know)

26.* AS YOU MAY KNOW, A PROPOSAL HAS BEEN MADE CALLED 'THE COASTAL WATER PROJECT' TO ADDRESS THE WATER SUPPLY NEEDS ON THE MONTEREY PENINSULA. THIS PROPOSAL WOULD MEAN BUILDING A DESALINATION (dee-SALL-ih-NAY-shun) PLANT IN MOSS LANDING AND AN UNDERGROUND WATER STORAGE FACILITY IN SEASIDE BOTH OF WHICH WOULD BE COMPLETED IN ABOUT FIVE YEARS. GENERALLY SPEAKING, DO YOU FAVOR OR OPPOSE THIS PROPOSAL AS A WAY OF MEETING THE REGION'S WATER SUPPLY NEEDS? (If favor/oppose, ask: IS THAT STRONGLY OR SOMEWHAT FAVOR/OPPOSE?)

39%	} 74%	(Strongly favor)
34%		(Somewhat favor)
8%		(Don't know)
6%	} 19%	(Somewhat oppose)
12%		(Strongly oppose)

10/02 AS YOU MAY KNOW, A PROPOSAL HAS BEEN MADE CALLED "PLAN B" TO ADDRESS THE WATER SUPPLY NEEDS ON THE MONTEREY PENINSULA. THIS PROPOSAL WOULD MEAN BUILDING A DESALINATION (dee-SALL-ih-NAY-shun) PLANT IN MOSS LANDING AND A WATER STORAGE FACILITY IN SEASIDE WHICH WOULD BOTH BE COMPLETED IN 2007. GENERALLY SPEAKING, DO YOU FAVOR OR OPPOSE THIS PROPOSAL AS A WAY OF MEETING THE REGION'S WATER SUPPLY NEEDS? (If favor/oppose, ask: IS THAT STRONGLY OR SOMEWHAT FAVOR/OPPOSE?)

35%	} 63%	(Strongly favor)
28%		(Somewhat favor)
13%		(Don't know)
10%	} 23%	(Somewhat oppose)
13%		(Strongly oppose)

27. CAN YOU TELL ME THE MAIN REASON YOU FEEL THAT WAY? (Accept 1 response)

FAVOR COASTAL WATER PROJECT: Good Idea/Practical (13%); Stop Talking, Time To Do Something (12%); Only Logical Way To Get Water (10%); Not Many Alternatives (8%); Taps Into Unlimited Supply Of Ocean (8%); Water Problem (7%); More Growth, Got To Keep Up (6%).

OPPOSE COASTAL WATER PROJECT: Way Too Expensive (22%); Environmental Effect (11%); Build Dam (11%); Anti-Growth (8%).

SPLIT 28A. WOULD YOU VOTE YES OR NO TO APPROVE A ONE HUNDRED FIFTY MILLION DOLLAR BOND TO FINANCE THE CONSTRUCTION OF A WATER DESALINATION PLANT AND RELATED STRUCTURES TO PRODUCE WATER FOR THE MONTEREY PENINSULA? (If undecided, ask: ARE YOU LEANING TOWARD YES OR TOWARD NO?)

50%	} 55%	(Yes)
5%		(Lean Yes)
9%		(Undecided)
2%	} 36%	(Lean No)
34%		(No)

SPLIT 28B. WOULD YOU VOTE YES OR NO TO APPROVE A ONE HUNDRED FIFTY MILLION DOLLAR BOND TO FINANCE THE CONSTRUCTION OF A WATER DESALINATION PLANT AND RELATED STRUCTURES TO PRODUCE WATER FOR THE MONTEREY PENINSULA AND ADJACENT COMMUNITIES IN THE NORTH COASTAL AREA OF MONTEREY COUNTY? (If undecided, ask: ARE YOU LEANING TOWARD YES OR TOWARD NO?)

53%	} 61%	(Yes)
8%		(Lean Yes)
10%		(Undecided)
3%	} 29%	(Lean No)
26%		(No)

SPLIT 29A. WHICH OF THE FOLLOWING WOULD YOU MOST LIKE TO SEE DEVELOP, OPERATE, AND DELIVER WATER FROM A DESALINATION PLANT? (Rotate)

- 15% THE MONTEREY PENINSULA WATER MANAGEMENT DISTRICT
- 16% CALIFORNIA AMERICAN WATER
- 6% THE MONTEREY COUNTY PUBLIC WORKS DEPARTMENT
- 11% THE MONTEREY COUNTY WATER RESOURCES AGENCY
- 27% A PUBLIC-PRIVATE PARTNERSHIP BETWEEN A LOCAL GOVERNMENTAL AGENCY AND CALIFORNIA AMERICAN WATER
- 24% (Don't know)

SPLIT 29B. AND GIVEN THE FOLLOWING TWO CHOICES, WHICH WOULD YOU MOST LIKE TO SEE DEVELOP, OPERATE, AND DELIVER WATER FROM A DESALINATION PLANT? (Rotate)

- 15% THE PAJARO (PA-HA-RO) SUNNY MESA WATER DISTRICT
- 48% CALIFORNIA AMERICAN WATER
- 37% (Don't know)

SPLIT 30A. WHICH OF THE FOLLOWING WOULD YOU FAVOR FOR A DESALINATION PLANT TO PROVIDE WATER FOR THE MONTEREY PENINSULA? (Rotate)

- 24% A FACILITY THAT PRODUCES ONLY ENOUGH WATER TO REPLACE WATER NOW TAKEN FROM THE CARMEL (car-MEL) RIVER AND THAT ONLY PROVIDES THE AMOUNT OF WATER WE ARE CURRENTLY USING
- 68% A FACILITY THAT PRODUCES ENOUGH WATER TO REPLACE THE WATER NOW TAKEN FROM THE CARMEL (car-MEL) RIVER, AS WELL AS ENOUGH TO MEET FUTURE NEEDS, INCLUDING A SMALL AMOUNT OF GROWTH
- 5% (Neither option - do not read)
- 3% (Don't know)

SPLIT 30B. WHICH OF THE FOLLOWING TWO PROPOSALS, IF EITHER, WOULD YOU BE MORE LIKELY TO FAVOR FOR BUILDING A DESALINATION PLANT NEAR MOSS LANDING? (Rotate)

- 21% A PROPOSAL MADE BY A REAL ESTATE DEVELOPER WHO OWNS PROPERTY NEAR MOSS LANDING WHO WOULD DEVELOP AND OPERATE THE DESALINATION PLANT IN PARTNERSHIP WITH THE PAJARO (pa-HAH-ro) SUNNY MESA WATER DISTRICT WHO HAVE NO EXPERIENCE WITH DESALINATION PROJECTS, BUT CLAIM THEY CAN BUILD THE PLANT MORE QUICKLY AND AT A LOWER COST
- 58% A PROPOSAL MADE BY CALIFORNIA AMERICAN WATER, IN COOPERATION WITH ITS EUROPEAN AFFILIATE, WHICH IS THE LEADING EXPERT IN BUILDING AND OPERATING DESALINATION PLANTS AROUND THE WORLD AND HAS BEEN SELECTED TO OPERATE AMERICA'S LARGEST EXISTING DESALINATION PLANT, LOCATED IN FLORIDA
- 11% (Neither—do not read)
- 10% (Don't know—do not read)

SPLIT 31A. WITH WHICH OF THE FOLLOWING DO YOU AGREE WITH MOST? (Rotate)

- 17% A DESALINATION PLANT NEAR MOSS LANDING MIGHT SOMEHOW RISK THE COASTAL ENVIRONMENT, SO EVEN IF WE NEED GREATER WATER SUPPLY, THE ENVIRONMENTAL RISK IS TOO GREAT
- 67% A DESALINATION PLANT NEAR MOSS LANDING WOULD HELP RESTORE THE CARMEL (car-MEL) RIVER WATERSHED, WHICH ENVIRONMENTAL EXPERTS SAY WOULD IMPROVE HABITAT FOR MANY ENDANGERED SPECIES
- 16% (Don't know)

SPLIT 31B. WITH WHICH OF THE FOLLOWING DO YOU AGREE WITH MOST? (Rotate)

- 20% A DESALINATION PLANT NEAR MOSS LANDING MIGHT ALLOW MORE GROWTH IN THE COUNTY, SO EVEN IF WE NEED GREATER WATER SUPPLY, THE RISK OF ENCOURAGING GROWTH IS TOO GREAT
- 67% A DESALINATION PLANT NEAR MOSS LANDING WOULD CREATE A DESPERATELY NEEDED ADDITIONAL SOURCE OF WATER FOR THE REGION FOR USE BY EXISTING RESIDENTS AND LOCAL BUSINESSES
- 13% (Don't know)

32. WHICH OF THE FOLLOWING DO YOU AGREE WITH MOST? (Rotate)

- 29% LOCAL WATER RESOURCES SHOULD ONLY BE DISTRIBUTED BY GOVERNMENT AGENCIES, NEVER BY PRIVATE COMPANIES
- 66% IT IS ACCEPTABLE FOR LOCAL WATER RESOURCES TO BE DISTRIBUTED BY PRIVATE COMPANIES SO LONG AS THERE IS GOVERNMENT CONTROL OVER QUALITY AND WATER RATES
- 5% (Don't know)

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33. WHICH RESIDENT DO YOU AGREE WITH MOST? (Rotate)

- 39% RESIDENT PHILLIPS SAYS THAT WATER IS A PUBLIC RESOURCE, AND SHOULD BE CONTROLLED, OPERATED, AND DELIVERED ONLY BY GOVERNMENT OR A PUBLIC AGENCY, NOT BY A COMPANY THAT OPERATES FOR PROFIT. PHILLIPS SAYS THAT EVEN IF IT MEANS A TAX INCREASE TO BUY OUT PRIVATE WATER COMPANIES, WE SHOULD DO IT TO PROTECT THE PUBLIC INTEREST.
- 52% RESIDENT JONES SAYS THAT LIKE TELEPHONE, CABLE, AND ELECTRIC UTILITY COMPANIES, PRIVATE WATER COMPANIES ARE ALREADY REGULATED BY THE GOVERNMENT, AND IT IS FINE FOR EXPERIENCED PRIVATE COMPANIES TO OWN WATER SYSTEMS IF THEY HAVE THE EXPERTISE AND THE TRACK RECORD TO MANAGE SUCH PROJECTS AS WELL AS OR BETTER THAN A PUBLIC AGENCY.
- 8% (Don't know)

34.* BEYOND WHAT YOU MAY BE CONSERVING ALREADY, HOW MUCH POTENTIAL IS THERE IN YOUR HOUSEHOLD TO USE EVEN LESS WATER? WOULD YOU SAY YOU COULD CONSERVE...

11/04	10/02	6/00	
3%	4%	2%	A GREAT DEAL MORE
10%	11%	9%	A FAIR AMOUNT MORE
46%	42%	35%	SLIGHTLY MORE, OR
40%	41%	53%	COULD YOU NOT REALLY CONSERVE ANY MORE WATER THAN YOU ALREADY ARE?
1%	2%	0%	(Don't know)

35. WITH WHICH OF THE FOLLOWING DO YOU AGREE WITH MORE? (Rotate)

- 48% CALIFORNIA AMERICAN WATER IS WORKING TO ENCOURAGE ALL OF ITS CUSTOMERS, FROM LARGE BUSINESSES TO RESIDENTIAL CUSTOMERS, TO AGGRESSIVELY CONSERVE WATER
- 35% CALIFORNIA AMERICAN WATER IS SINGLING OUT RESIDENTIAL USERS IN ITS EFFORTS TO ENCOURAGE CONSERVATION, RATHER THAN MAKING SURE LARGE USERS LIKE GOLF COURSES ARE DOING THEIR PART
- 17% (Don't know)

SPLIT 36A. FROM WHAT YOU HAVE READ OR HEARD, DOES CALIFORNIA AMERICAN WATER CHARGE MAJOR WATER USERS, LIKE GOLF COURSES, MORE, LESS, OR ABOUT THE SAME PER UNIT OF WATER COMPARED TO RESIDENTIAL WATER USERS?

- 13% (Charge large users more)
- 27% (Charge large users less)
- 12% (Charge large users about the same)
- 47% (Don't know)

SPLIT 36B. DO YOU SUPPORT OR OPPOSE AN APPROACH TO WATER RATES THAT GOES UP MORE SHARPLY THE MORE WATER ONE USES, SO THAT LARGE USERS LIKE GOLF COURSES ARE REQUIRED TO PAY MORE PER UNIT OF WATER? (If favor/oppose, ask: IS THAT STRONGLY OR SOMEWHAT SUPPORT/OPPOSE?)

- 54% } 76% (Strongly support)
- 22% } (Somewhat support)
- 5% (Don't know)
- 12% } 19% (Somewhat oppose)
- 7% } (Strongly oppose)

37. WITH WHICH OF THE FOLLOWING DO YOU AGREE WITH MORE? (Rotate)

- 33% CALIFORNIA AMERICAN WATER HAS LEAKS IN ITS OWN FACILITIES, SUCH AS PIPELINES AND TANKS, AND IS NOT ITSELF DOING ENOUGH TO SAVE WATER WHILE ASKING CONSUMERS TO DO MORE TO CONSERVE
- 36% CALIFORNIA AMERICAN WATER IS WORKING HARD TO KEEP ITS FACILITIES IN TOP CONDITION AND FIX LEAKS AS SOON AS POSSIBLE WHEN THEY OCCUR SO WATER IS CONSERVED AS MUCH AS POSSIBLE
- 31% (Don't know)

38. THE MONTEREY PENINSULA WATER MANAGEMENT DISTRICT DID NOT DISBAND DESPITE A PUBLIC VOTE THAT FAVORED DISBANDMENT BY A TWO-TO-ONE MARGIN. SINCE THE WATER MANAGEMENT DISTRICT HAS REFUSED TO DISBAND, DO YOU SUPPORT OR OPPOSE THE STATE LEGISLATURE PASSING A LAW TO DISBAND IT? (If favor/oppose, ask: IS THAT STRONGLY OR SOMEWHAT SUPPORT/OPPOSE?)

- 38% } 59% (Strongly support)
- 21% } (Somewhat support)
- 13% (Don't know)
- 13% } 28% (Somewhat oppose)
- 14% } (Strongly oppose)

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PLEASE TELL ME IF YOU STRONGLY AGREE, SOMEWHAT AGREE, SOMEWHAT DISAGREE, OR STRONGLY DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS. (Rotate)

		STRONGLY AGREE (TOTAL AGREE)	SOMEWHAT AGREE	DON'T KNOW	SOMEWHAT DISAGREE (TOTAL DISAGREE)	STRONGLY DISAGREE
[] SPLIT 39A.*	CALIFORNIA AMERICAN WATER IS A GOOD CORPORATE CITIZEN	11%	35%	25%	17%	12%
			(46%)		(29%)	
	10/02	16%	30%	32%	12%	10%
		(46%)		(22%)		
	6/00	20%	36%	28%	9%	7%
		(56%)		(16%)		
[] SPLIT 39B.*	CALIFORNIA AMERICAN WATER CAN NOT BE TRUSTED TO KEEP ITS PROMISES	17%	17%	23%	24%	19%
			(34%)		(43%)	
	10/02	14%	20%	32%	19%	15%
		(34%)		(34%)		
	6/00	9%	18%	26%	21%	25%
		(27%)		(46%)		
[] SPLIT 40A.*	THERE REALLY IS NOT A WATER SHORTAGE ON THE PENINSULA, WE JUST HAVE LESS ACCESS TO WATER BECAUSE OF STATE REGULATIONS AND RESTRICTIONS	13%	14%	12%	21%	40%
			(27%)		(61%)	
	10/02	16%	22%	18%	17%	28%
		(38%)		(45%)		
	6/00	16%	18%	16%	22%	28%
		(34%)		(50%)		
[] SPLIT 40B.	THERE HAS BEEN TOO MUCH EMPHASIS ON CONSERVING WATER ON THE PENINSULA, AND NOT ENOUGH EMPHASIS ON DEVELOPING NEW WATER SUPPLIES	46%	21%	7%	14%	12%
			(67%)		(26%)	
[] SPLIT 41A.*	CALIFORNIA AMERICAN WATER IS DOING WHAT IT CAN TO ENSURE ADEQUATE WATER SUPPLIES FOR THE FUTURE	9%	34%	20%	20%	17%
			(43%)		(37%)	
	10/02	15%	31%	25%	16%	12%
		(46%)		(28%)		
	6/00	18%	37%	19%	15%	11%
		(55%)		(26%)		
[] SPLIT 41B.*	CALIFORNIA AMERICAN WATER DOES A GOOD JOB PROVIDING SAFE, QUALITY DRINKING WATER	33%	45%	5%	10%	8%
			(77%)		(18%)	
	10/02	29%	33%	15%	13%	9%
		(62%)		(22%)		
	6/00	33%	43%	8%	8%	7%
		(76%)		(15%)		

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		STRONGLY AGREE (TOTAL AGREE)	SOMEWHAT AGREE	DON'T KNOW	SOMEWHAT DISAGREE (TOTAL DISAGREE)	STRONGLY DISAGREE
[] SPLIT 42A.*	WE'RE DOING OUR SHARE TO CONSERVE WATER, BUT CALIFORNIA AMERICAN WATER ISN'T DOING ITS SHARE TO FIX THE WATER PROBLEM	20%	21%	21%	23%	15%
		(41%)			(38%)	
	10/02	21%	21%	25%	20%	12%
[] SPLIT 42B.*	WE'RE DOING OUR SHARE TO CONSERVE WATER, BUT THE WATER MANAGEMENT DISTRICT ISN'T DOING ITS SHARE TO FIX THE WATER PROBLEM	41%	27%	15%	12%	5%
		(68%)			(17%)	
	10/02	39%	25%	19%	11%	7%
[] SPLIT 43A.*	I'D BE WILLING TO PAY HIGHER RATES IF IT MEANT MONTEREY COUNTY WOULD HAVE A RELIABLE WATER SUPPLY IN THE FUTURE	28%	40%	6%	13%	14%
		(68%)			(26%)	
	10/02	28%	33%	12%	13%	15%
[] SPLIT 43B.*	I WOULD BE WILLING TO PAY HIGHER WATER RATES IF IT MEANT HAVING A RENEWABLE GUARANTEED WATER SUPPLY THAT WOULD NOT HARM WILDLIFE OR THE NATURAL ENVIRONMENT	43%	34%	5%	8%	10%
		(76%)			(18%)	
	10/02	36%	30%	12%	12%	10%
[] SPLIT 44A.	I WOULD BE WILLING TO HAVE MY CURRENT WATER RATES GRADUALLY DOUBLE OVER FIVE YEARS IF IT MEANT A RELIABLE, RENEWABLE LOCAL WATER SOURCE IN A DESALINATION PLANT IN MOSS LANDING AND A WATER STORAGE FACILITY IN SEASIDE	13%	25%	5%	19%	37%
		(38%)			(57%)	
	10/02	10%	24%	4%	21%	41%
[] SPLIT 44B.	I WOULD BE WILLING TO HAVE MY CURRENT WATER RATES GRADUALLY DOUBLE OVER FIVE YEARS IF IT ELIMINATED THE POTENTIAL FOR WATER RATIONING, OR FINES FOR OVERUSE OF WATER	10%	24%	4%	21%	41%
		(34%)			(62%)	
	10/02	15%	21%	14%	30%	20%
		(36%)		(50%)		
		(64%)		(18%)		
		(60%)		(18%)		
		(61%)		(28%)		
		(64%)		(28%)		

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DECISION RESEARCH
CALIFORNIA AMERICAN WATER MONTEREY PENINSULA 2004 FOLLOW-UP SURVEY REPORT

		STRONGLY AGREE (TOTAL AGREE)	SOMEWHAT AGREE	DONT KNOW	SOMEWHAT DISAGREE (TOTAL DISAGREE)	STRONGLY DISAGREE
<input type="checkbox"/> 45.	I WOULD BE WILLING TO PAY HIGHER PROPERTY TAXES TO PREVENT A PRIVATE INTERNATIONAL COMPANY FROM BUILDING, OWNING, OR OPERATING OUR WATER DELIVERY SYSTEM IN MONTEREY COUNTY	16%	16%	10%	17%	41%
		(32%)			(58%)	
<input type="checkbox"/> SPLIT 46A.*	IF WE INCREASE THE LOCAL WATER SUPPLY, IT WILL ALLOW UNLIMITED GROWTH TO TAKE PLACE ON THE MONTEREY PENINSULA	21%	16%	4%	24%	34%
		(37%)			(58%)	
<input type="checkbox"/> SPLIT 46B.*	IT IS A GOOD IDEA TO LIMIT OUR WATER SUPPLY BECAUSE IT ALLOWS US TO LIMIT GROWTH IN MONTEREY COUNTY	16%	25%	2%	23%	35%
		(41%)			(58%)	
<input type="checkbox"/> SPLIT 47A.	DESALINATION IS AN IMPORTANT POTENTIAL WATER SOURCE TO HELP MEET OUR WATER NEEDS ON THE MONTEREY PENINSULA	43%	31%	7%	9%	10%
		(75%)			(18%)	
<input type="checkbox"/> SPLIT 47B.	I WOULD NOT SUPPORT ANY DESALINATION PLANT ANYWHERE IN MONTEREY COUNTY UNDER ANY CIRCUMSTANCES NO MATTER WHO OWNS IT OR PAYS FOR IT	11%	4%	6%	20%	59%
		(15%)			(79%)	
<input type="checkbox"/> 48.	A DESALINATION PLANT SHOULD ONLY BE BUILT, OWNED, AND OPERATED BY A PUBLIC AGENCY, NOT A PRIVATE COMPANY, EVEN IF IT MEANS THAT TAXPAYERS OR RATEPAYERS HAVE TO PAY MORE FOR IT	21%	17%	8%	26%	29%
		(38%)			(54%)	
<input type="checkbox"/> 49.	IT IS FAIR TO MAKE SOME CUSTOMERS PAY HIGHER RATES FOR WATER IF THEY USE FAR MORE WATER THAN OTHERS IN THEIR NEIGHBORHOOD	58%	26%	3%	6%	7%
		(84%)			(13%)	

50. HERE IS MORE INFORMATION ABOUT THE COASTAL WATER PROJECT, THE DESALINATION (dee-SALL-ih-NAY-shun) PROPOSAL. (Rotate order)

SUPPORTERS SAY THAT THE COASTAL WATER PROJECT HAS A LOWER ENVIRONMENTAL IMPACT THAN OTHER PROPOSALS LIKE A NEW DAM ON THE CARMEL (car-MEL) RIVER, IT PROVIDES ADDITIONAL WATER STORAGE TO GET US THROUGH DRY MONTHS, AND PROVIDES A RENEWABLE SOURCE OF WATER THAT GUARANTEES SUPPLY FOR CURRENT AND FUTURE NEEDS.

OPPONENTS SAY THAT THE COASTAL WATER PROJECT WOULD RELY ON A TECHNOLOGY THEY DO NOT TRUST, THE PLAN WILL MEAN HIGHER WATER RATES FOR CONSUMERS, AND THAT THE PRICE TAG AND RISK IS SIMPLY TOO LARGE FOR AREA RESIDENTS.

NOW THAT YOU HAVE HEARD MORE INFORMATION, LET ME ASK AGAIN ABOUT THE COASTAL WATER PROJECT TO BUILD A DESALINATION (dee-SALL-ih-NAY-shun) PLANT IN MOSS LANDING AND A WATER STORAGE FACILITY IN SEASIDE WHICH WOULD BOTH BE COMPLETED IN ABOUT FIVE YEARS. GENERALLY SPEAKING, DO YOU FAVOR OR OPPOSE THIS PROPOSAL AS A WAY OF MEETING THE REGION'S WATER SUPPLY NEEDS? (If favor/oppose, ask: IS THAT STRONGLY OR SOMEWHAT FAVOR/OPPOSE?)

35%	}	68%	(Strongly favor)
33%			(Somewhat favor)
8%			(Don't know)
11%	}	24%	(Somewhat oppose)
13%			(Strongly oppose)

51. AND FINALLY, WHICH OF THE FOLLOWING, IF ANY, WOULD CONCERN YOU THE MOST ABOUT BUILDING A DESALINATION PLANT TO MEET THE REGION'S WATER NEEDS? (Rotate)

- 41% ENVIRONMENTAL IMPACTS, INCLUDING AFFECT ON WILDLIFE, HABITAT AND WATER QUALITY
- 20% THE ISSUE OF WHETHER IT IS PUBLICLY OR PRIVATELY DEVELOPED, CONTROLLED, AND OPERATED
- 8% THE POTENTIAL FOR A NEW WATER SOURCE WEAKENING WATER CONSERVATION EFFORTS
- 20% THE POTENTIAL FOR A NEW WATER SOURCE TO ENCOURAGE GROWTH
- 6% (None—do not read)
- 5% (Don't know)

AND FOR STATISTICAL PURPOSES ONLY,

52. DO YOU RENT OR OWN YOUR OWN HOME?

11/04	10/02	6/00	
32%	24%	28%	(Rent)
66%	74%	71%	(Own)
2%	1%	1%	(Refused)

53. AND DO YOU LIVE IN A...

11/04	10/02	6/00	
79%	86%	85%	SINGLE-FAMILY HOME OR
21%	13%	14%	AN APARTMENT
1%	1%	1%	(Refused)

54. AND WHAT WAS YOUR AGE ON YOUR LAST BIRTHDAY?

11/04	10/02	6/00	
9%	8%	6%	(18-29)
13%	9%	11%	(30-39)
15%	21%	15%	(40-49)
29%	29%	31%	(50-64)
33%	27%	33%	(65 or older)
1%	5%	5%	(Refused)

THANK YOU. THOSE ARE ALL THE QUESTIONS I HAVE. HAVE A PLEASANT EVENING.

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