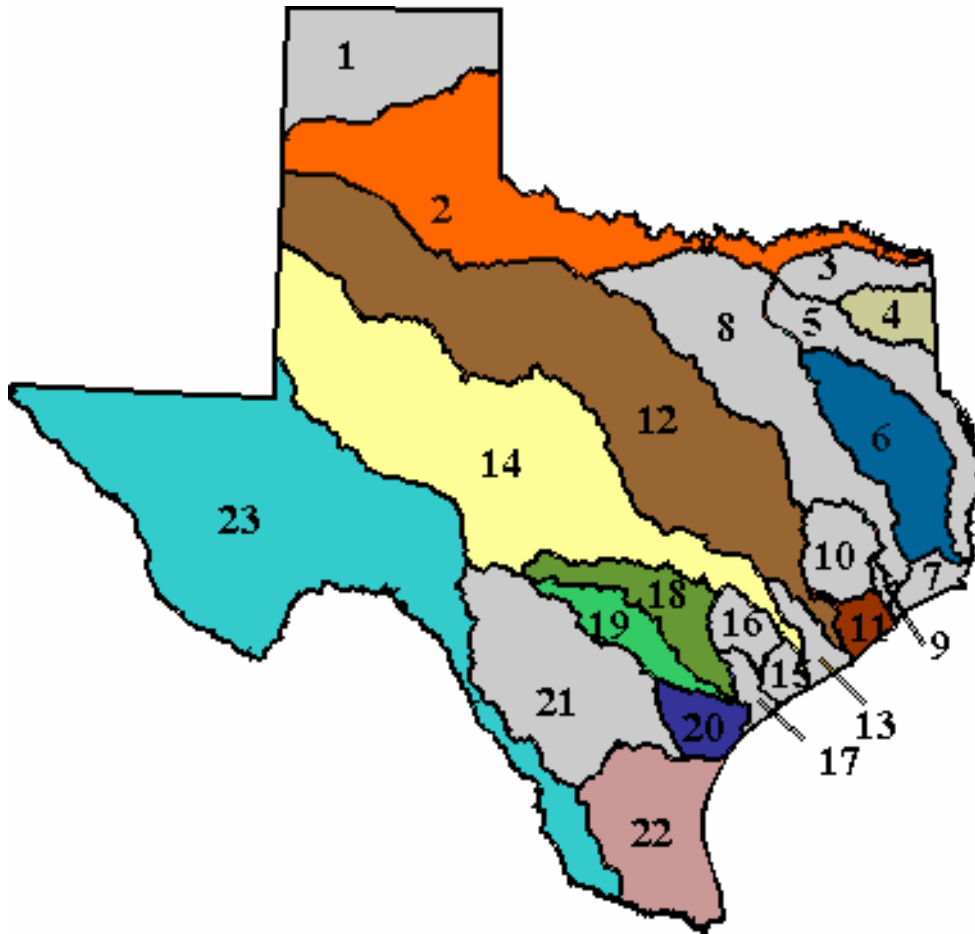


Texans' Views On Water Issues





*Only 28% know
where their water
comes from.*

*Three-quarters
are satisfied
with their water
quality and think
they have enough
or more than
enough water.*

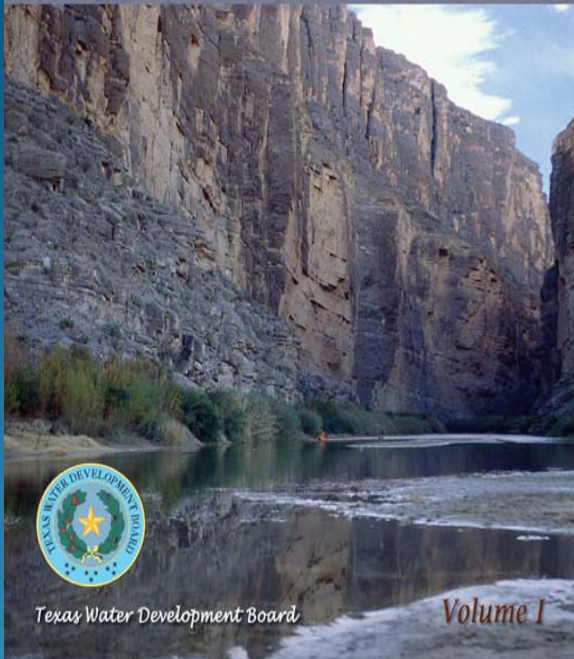


BUT ...

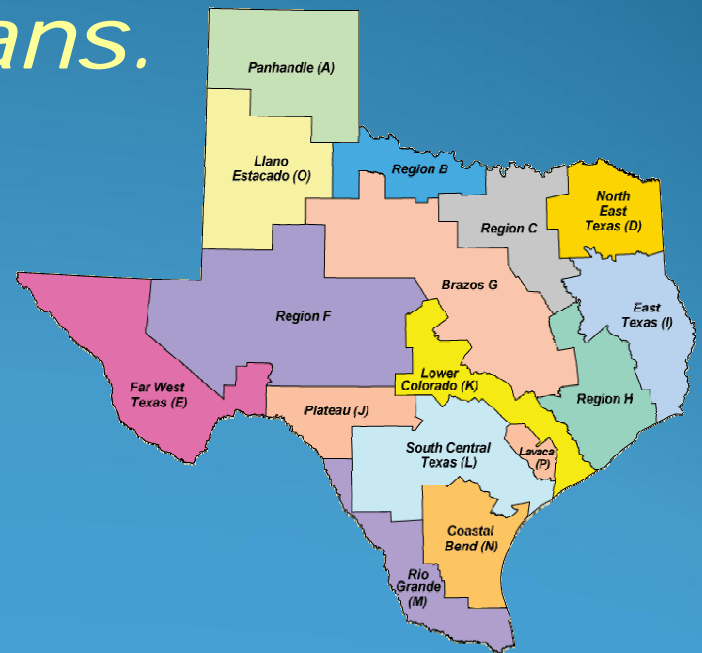


Nearly half think their community won't have enough water in 25 years.

*Water for Texas
2007*



*81% don't
know about
Texas'
water plans.*





*98% believe
conservation
is important.*

*90% said they
conserve
water at least
sometimes.*

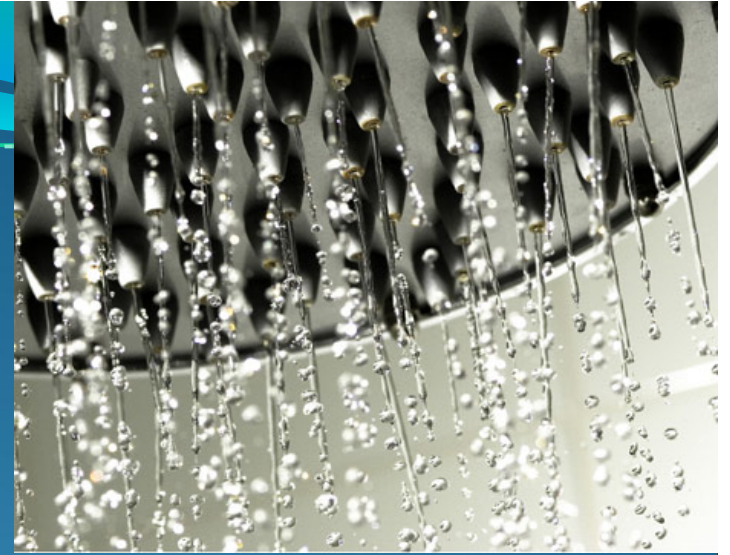
Why save water?

- *Ensuring enough water for future (57%)*
- *Saving money (50%).*



BUT ...

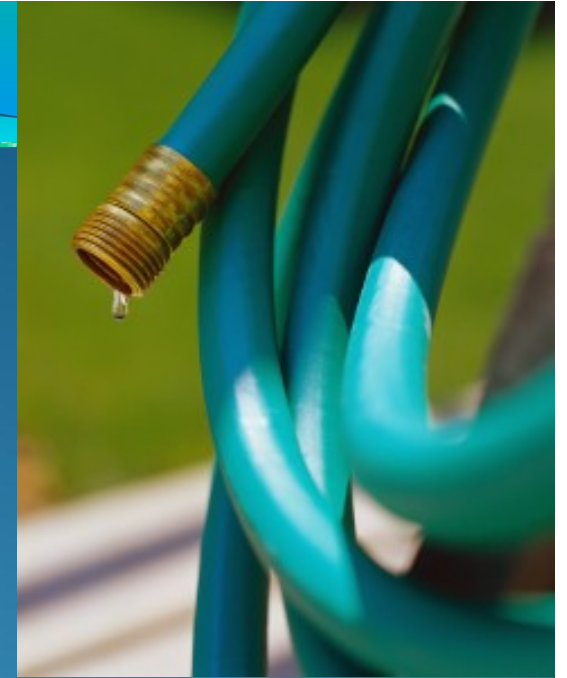
- *72% thought they could conserve more*
- *75% thought their neighbors could conserve more*
- *Only 46% knew of any local water conservation efforts.*



Nearly 9 out of 10 would conserve more if they knew more about how to conserve.

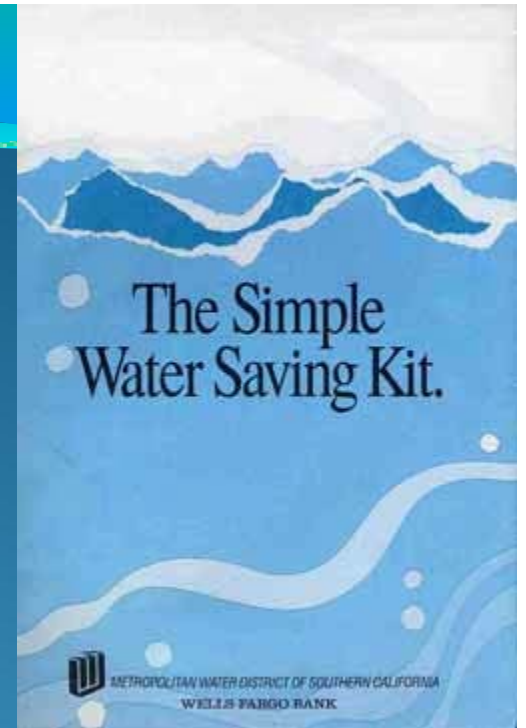


*The more people know
about the source of their
water, the more likely
they are to conserve
water.*



Positive impacts:

- *43% recall the message and information*
- *95% say they conserve*
- *They actually conserve more!
(32% drop in water use)*





Success in Tarrant County

- *33% increase in ranking conservation as top water issue*
- *Water-aware consumers 11% more likely to conserve water*
- *20 gpd reduction*
- *36.2 billion gallons conserved*

Bottom line:

- *Water conservation campaigns work in Texas*
- *But most Texas communities don't have them*
- *Campaigns are needed across the state*

