CH2M Hill and Town of Cary
2011 Water Resources and Water Conservation Survey Report

Methodology

The Town of Cary's 2011 Water Resources and Water Conservation Survey was conducted for CH2M Hill from October 29th through November 20th of 2011. BKL Research administered the telephone survey to 404 residents of the Towns of Cary and Morrisville. This resulted in a ± 5% margin of error. The sampling frame included households that received billing for water/sewer from the Town of Cary which also includes Morrisville households. The Town of Cary provided the appropriate telephone numbers from their water/sewer billing database of households. The numbers were contacted using a random selection process to ensure all regions were surveyed proportionately. A minimum of four callbacks was attempted on each selected number. The potential respondents were screened with regards to receiving a water bill from the Town of Cary and over the age of 18. The average survey completion time was between 15 to 18 minutes. The refusal rate for the survey was 23.2%. The survey instrument is included in Appendix A.

The survey consisted of 42 core questions with related subparts to several of the questions. Respondents were asked to rate their perceptions of water supply issues, satisfaction with the Town's water conservation program, reasons they conserve water, tools to encourage water conservation, information needed to manage their water usage, and cost issues related to usage. The survey also examined landscape/garden maintenance and usage of secondary water sources. A set of questions explored the respondent's knowledge of several water saving methodologies. Another set of questions examined familiarity and participation with several Cary water saving initiatives. The respondents were asked how they prefer to receive information about water conservation. They were asked if they had taken any actions in the past two years to reduce water use. Those who did were subsequently asked which actions inside and outside the home they had taken. The last set of questions explored awareness of several Town watering ordinances. The survey primarily utilized a 9-point scale or a yes/no response format. The survey incorporated 6 demographic questions.

Demographic Characteristics of the Sample

The demographic profiles of the sample are exhibited in Figures 1-6. The age profile of the sample is illustrated in Figure 1. A large percentage of the respondents (55.2%) fell between the ages of 36 to 55 reflecting the prevalence of home ownership for these age groups. Figure 2 represents the number

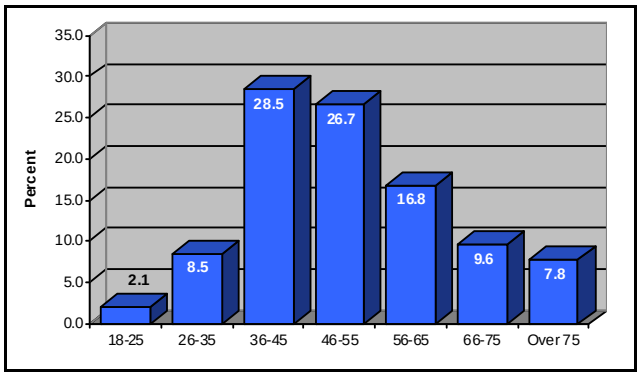

Figure 1. Sample: Age Distribution.

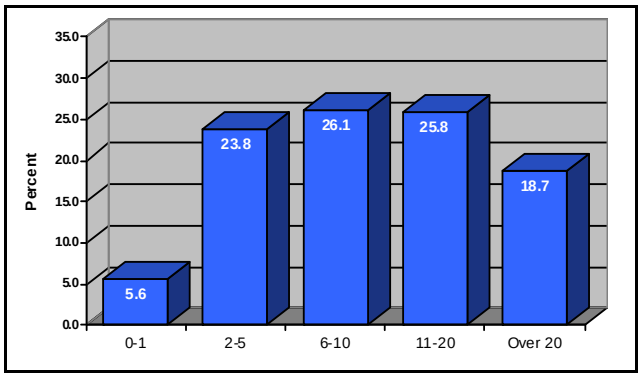

Figure 2. Sample: Years Lived in Town.

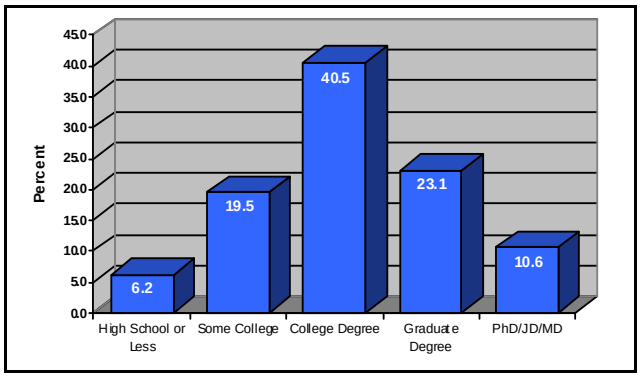

Figure 3. Sample: Educational Level.

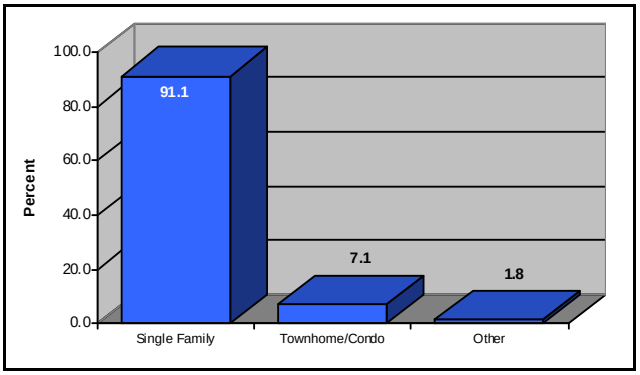

Figure 4. Sample: Household Living Situation.

of years the respondents lived in Cary or Morrisville. The highest percentages were for 2-5 years (23.8%), 6-10 years (26.1%), and 11-20 years (25.8%), with 18.7% living in the Towns over 20 years. Figure 3 shows the sample to be a highly educated group. Most of the respondents had graduated with a college degree (74.2%) with 23.1% of those earning a graduate degree and 10.6% a PhD, JD, or MD degree. Figure 4 details the household living situation with a large majority of the respondents living in a single family home 91.1% while townhomes/condominiums constituted 7.1% of the sample. The remaining 1.8% reflected apartments, mobile homes, and duplexes. There were high levels of household income for the sample (Figure 5). This is illustrated by the high percentage of respondents in the $100,001-$150,000 (29.2%) and over $150,000 (21.8%) income categories. In terms of gender, 51.5% of the sample were female and 48.5% were male (Figure 6).

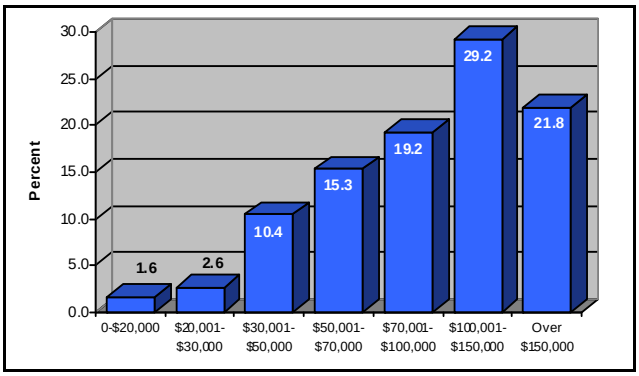

Figure 5. Sample: Income.

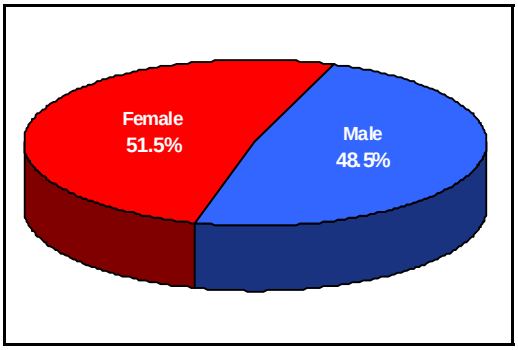

Figure 6. Sample: Gender.

It is important to note the sampling frame reflected only households that received a water bill from the Town of Cary. This will serve to have an impact on the sample characteristics. For example, this will tend to skew the sample toward somewhat older age groups, higher income levels, and higher educational levels. The municipality breakdown was 90.8% for Cary versus 9.2% for Morrisville. This was comparable to the breakdowns in the billing database (91.5% Cary versus 8.5% Morrisville). The report will include selected crosstabulations expressly chosen by the Town for specific questions in the survey (Appendix B). It is important to exercise caution in the interpretation of crosstabulations. They will act to segment or slice up the sample size and in turn increase the margin of error for a question. This makes it difficult to generalize crosstabulations with small sample sizes. The percentages in the tables are rounded off to one decimal place this may result in row totals that do not always add up to exactly 100.0%. Finally, Figure 7 shows 22.0% of the sample had irrigation systems in place (defined by separate irrigation meter and/or automatic system) and

100% were automatic watering systems. There were 20.2% with irrigation systems but no separate irrigation metering. Selected crosstabulations were included for irrigation systems, housing, and municipality in Appendix B. The crosstabulations of municipality, housing, and income for irrigation systems are found in Tables B191-B193. The crosstabulations of municipality, age, income, and years in Town for housing are found in Tables B194-B197. Finally, the crosstabulations of age, income, years in Town, and education for municipality are found in Tables B198-B201.

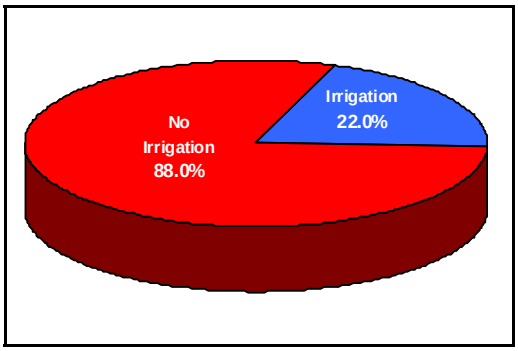

Figure 7. Sample: Irrigation Systems.

There were several additional analyses conducted on the not sure respondents, water usage issues, and average water usage, peaking factor, and house square footage size. These are included in Appendix X.

Perceptions of Water-Related Issues

The first set of four questions asked the respondent's perceptions on several water-related issues in the Towns of Cary and Morrisville. A 9-point grading scale from strongly disagree (1) to strongly agree (9) was used to measure their perceptions. The midpoint in the scale was neutral (5). The tables showing the results will illustrate the number of respondents, the mean, the response percentages, and the percentages for responses above the midpoint of 5.

The first question asked the respondents if they perceived the Towns of Cary and Morrisville have sufficient water supplies for the future (Table 1). There was a level of agreement to this statement, but it was not substantial. The mean was 6.31 on the 9-point scale with 53.7% responding on the "agree" side of the scale (above the midpoint of 5). However, there were also 11.1% on the "disagree" side of the scale and a relatively large percentage of neutral responses (35.1%) indicating a level of apprehension and/or uncertainty on the part of many of the respondents. This presents an opportunity for possible improved water conservation by disseminating information to change the perceptions of these neutral respondents. The crosstabulations for municipality, housing, years in Town, and age for this question are shown in Tables B1-B4 (Appendix B).

Table 1. The Towns of Cary and Morrisville have Sufficient Water Supplies for the Future.

n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
402	6.31	1.7	0.7	4.5	4.2	35.1	7.7	14.2	10.4	21.4	53.7

The second question asked the respondents if efficient water use was crucial to the future of Cary and Morrisville. There was significant support for this statement (Table 2). The mean was very high at 8.05 with 88.6% of the responses above the midpoint of 5 or "agree" side of the scale with only 1.2% on the "disagree" side. Note that a very high percentage (59.9%) answered this question with a 9 or strongly agree. The crosstabulations for this question of municipality, housing, years in Town, and age are shown in Tables B5-B8 (Appendix B).

Table 2. Efficient Water Use is Crucial to the Future of Cary and Morrisville.

n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
401	8.05	0.5	0.0	0.5	0.2	10.2	3.0	11.2	14.5	59.9	88.6

The respondents were next asked if the amount of water their household uses impacts whether the Towns of Cary and Morrisville have sufficient water for the future (Table 3). There was also a level of support for this statement, but it was not overwhelming. The mean was 6.56 with 64.1% responding on the "agree" side of the scale. However, there were 16.9% below the midpoint or "disagree" side and 19.0% who answered they were neutral. This does present a level of concern that not all respondents believe their household use has an impact on future water supplies. Again, this may represent an opportunity to improve overall conservation by changing this perception through publicizing the importance of individual actions. The crosstabulations for this question of municipality, housing, years in Town, and age are shown in Tables B9-B12 (Appendix B).

Table 3. The Amount of Water My Household Uses Impacts Whether Cary or Morrisville have Sufficient Water for the Future.

n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
401	6.56	6.2	3.0	3.7	4.0	19.0	7.2	12.0	9.2	35.7	64.1

The final question in this set asked the respondent's perceptions on their household water usage as compared to the average household in Cary or Morrisville. Most of the respondents felt they used less than (42.6%) or the same (40.1%) as the average household (Table 4). Note that only 7.9% felt they used more than the average household and 9.4% indicated they did not know. This leads to a highly skewed distribution and the conclusion that a large percentage of households believe they are using water efficiently (or at least compared to the average household). It would be very unlikely such as high percentage could be below the average household without a similar percentage above the average. The crosstabulations for this question of municipality, housing, years in Town, and age are shown in Tables B13-B16 (Appendix B).

Table 4. The Overall Water Use at My Home Compared to the Average Household in Cary or Morrisville.

n	Less than	More than	Same	Don't Know
404	42.6	7.9	40.1	9.4

Satisfaction with Town's Water Conservation Program

The next set of questions examined the degree of satisfaction the respondents had with two aspects of the Town's water conservation program. These questions used a 9-point scale ranging from very dissatisfied (1) to very satisfied (9) with 5 as neutral. The respondents were first asked their satisfaction with how the Town implements their water conservation programs (Table 5). There was a relatively high level of satisfaction expressed by the respondents with a mean of 6.97 and 74.2% replying on the "satisfied" side of the scale including 30.4% answering very satisfied. There were only 7.2% on the "dissatisfied" side and 18.6% neutral. An open-ended question was included with this question to examine the reason for the dissatisfaction for respondents who answered below the midpoint of 5 (Appendix C). There were 37 comments given for low satisfaction marks. Most of them focused on *not being aware of the programs* (21 comments). There was also 4 other comments that the rules were *too restrictive*. The crosstabulations for this question of municipality, housing, years in Town, and age are shown in Tables B17-B20 (Appendix B).

Table 5. Satisfaction with How the Town Implements Their Water Conservation Program.

n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above Midpoint
404	6.97	2.7	0.5	2.5	1.5	18.6	8.4	20.3	15.1	30.4	74.2

The second question in this set asked about the respondent's level of satisfaction with how the Town provides water-related information (Table 6). The response was very positive with a mean of 7.34 and 82.5% on the "satisfied" side of the scale including 38.9% who were very satisfied. There were only 6.7% on the "dissatisfied" side. The open-ended question for "dissatisfied" responses had a total of 28 comments with the most common themes being *not familiar with the programs* (15 comments) and *don't pay attention* (4 comments). The crosstabulations for this question of municipality and housing are shown in Tables B21-B22 (Appendix B).

Table 6. Satisfaction with How the Town Provides Water-Related Information.

n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above Midpoint
404	7.34	2.5	1.7	0.5	2.0	10.9	8.2	17.6	17.8	38.9	82.5

Reasons for Conserving Water

A set of five questions was included in the survey to examine several reasons why respondents may conserve water. These reasons examined included because I want to save money, to abide with ordinances/laws, because my children tell me it's important, because my friends or neighbors do, and because it is the right thing to do. A 9-point scale was used ranging from strongly disagree (1) to strongly agree (9) with a midpoint of neutral (5). The reasons will be ranked in order of importance from highest to lowest means.

The respondents indicated the most important reason for conserving water was because it was the right thing to do (Table 7). There was an exceptionally high level of support for this rationale. The mean was 8.34 with 93.3% on the "agree" side including 71.5% indicating they strongly agree. There were only 1.4% on the "disagree" side. Those respondents who answered above the midpoint of 5 (or "agree" side of the scale) were subsequently asked to tell why it is the right thing to do. They were given three options including to make sure there is enough water for the future, to protect the environment, and to save energy (Table 8). All these options ended up having merit to the respondents. The two options with the most importance were to make sure there is enough water in the future (66.7%) and to protect the environment (65.4%). The responses add up to over 100% due to the fact 174 of the respondents chose more than one of these options as the most important reasons. In addition, the respondents who answered below 5 (or "disagree side of the scale) were asked their reasons in an open-ended question (Appendix E). There were only 3 comments with no discernable theme or pattern. The crosstabulations for this question of municipality and housing are shown in Tables B23-B24 (Appendix B).

Table 7. I Conserve Water Because it is the Right Thing to Do.

n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
404	8.34	0.2	0.2	1.0	0.0	5.2	2.0	9.9	9.9	71.5	93.3

Table 8. (For Responses Above 5) Tell Us Why it is the Right Thing to Do.

n	To make sure there is enough water for the future	To protect the environment	To save energy
387	66.7	65.4	39.5

The second most important reason to conserve water was to comply with ordinances or abide by the law (Table 9). This also served as a strong water conservation reason. In this case, the mean was 7.84 with 85.6% of the respondents on the "agree" side including 61.4% replying they strongly agree with the statement. There was also a very low percentage (6.6%) who answered on the "disagree" side. The crosstabulations for this question of municipality and housing are shown in Tables B25-B26 (Appendix B).

Table 9. I Conserve Water to Comply with Ordinances or Abide by the Law.

n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
404	7.84	2.7	0.5	2.2	1.2	7.7	3.7	8.4	12.1	61.4	85.6

The reason that ranked third was because respondents wanted to save money (Table 10). As with complying with ordinances or abiding by the law, there was a relatively high level of agreement with this statement. The mean was 7.13 with 74.5% on the "agree" side of the scale including 43.7% who strongly agree. There were only 13.1% on the "disagree" side. Overall, saving money was a strong rationale to conserve. The crosstabulations for this question of municipality, housing, and income are shown in Tables B27-B29 (Appendix B).

Table 10. I Conserve Water Because I Want to Save Money.

n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
403	7.13	4.0	1.2	3.7	4.2	12.4	5.2	12.7	12.9	43.7	74.5

The respondents gave much less support for conserving water because their children tell them it is important (Table 11). The mean was significantly lower at 4.53 with only 34.6% on the "agree" side of the scale. In this instance, 43.5% were on the "disagree" side including 32.6% who strongly disagree. Overall, the respondent's children telling them it was important would have much less of an impact on the respondents as the previous three reasons. The crosstabulations for this question of municipality and housing are shown in Tables B30-B31 (Appendix B).

Table 11. I Conserve Water Because My Children Tell Me It's Important.

n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
393	4.53	32.6	2.8	5.3	2.8	21.9	3.6	8.9	5.1	17.0	34.6

Finally, conserving water because my friends or neighbors do ranked as the least important reason to conserve water (Table 12). This garnered the lowest mean (4.04) with only 25.9% of the responses on the "agree" side of the scale. There were over half (51.7%) the responses on the "disagree" side including 32.1% who strongly disagree. The crosstabulations for this question of municipality and housing are shown in Tables B32-B33 (Appendix B)

Table 12. I Conserve Water Because My Friends or Neighbors Do.

n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
402	4.04	32.1	9.2	6.7	3.7	22.4	3.0	7.0	3.5	12.4	25.9

Effectiveness of Tools to Encourage Water Conservation

A set of questions examined the effectiveness of eight tools to encourage water conservation. These tools included regulations (like alternative day watering), tiered water rates, financial incentives (such as toilet rebates), water conservation workshops, the Town's website, school programs on water conservation, talking with a Town staff member, and talking with a Block Leader. A 9-point scale was utilized ranging from very ineffective (1) to very effective (9). The midpoint for this scale was average (5). The conservation tools will be ranked in order of effectiveness from highest to lowest means.

The respondents perceived the most effective tool to encourage water conservation was regulations like alternative day watering (Table 13). The mean was 7.46 with 81.4% of the responses falling on the "effective" side of the scale including 45.3% answering it was very effective. There were only 6.1% of the responses on the "ineffective" side of the scale. Overall, this was the most effective of the tools examined by a significant margin over the other tools. The respondents who answered below the midpoint of 5 (or "ineffective" side of the scale) were asked the reason for the low rating (Appendix F). There were 34 total comments and the most frequent themes were *don't water lawn/don't use much water* (9 comments), *regulations not enforced* (5 comments), *residents don't abide by it* (3 comments), and *never heard of it* (3 comments). The crosstabulations for this question of municipality and housing are shown in Tables B34-B35 (Appendix B).

Table 13. Effectiveness of Regulations Like Alternative Day Watering.

n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
404	7.46	2.2	1.0	2.2	0.7	12.4	6.4	13.4	16.3	45.3	81.4

The respondents viewed tiered water rates, financial incentives such as toilet rebates, and the Towns' website as three next most effective tools. These tools were perceived similarly in terms of means. The mean for tiered water rates which ranked second overall was 6.46 with 67.4% of the responses on the "effective" side while 14.6% were on the "ineffective" side (Table 14). Although this is considered an effective tool, there was a rather significant decline in the mean from regulations. Appendix G shows the 66 total comments for respondents who answered below the midpoint of 5 for tiered water rates. The most frequent themes were *it is unfair especially to larger families* (16 comments), *don't pay attention to it* (9 comments), *if you are paying your bill - should not be charge extra* (7 comments), *don't use much water* (7 comments), *don't know when over limit* (5 comments), and *bill already too high* (5 comments). The crosstabulations for this question of municipality, housing, and income are shown in Tables B36-B38 (Appendix B).

Table 14. Effectiveness of Tiered Water Rates.

n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
401	6.46	6.0	1.2	5.2	2.2	18.0	14.2	13.5	13.0	26.7	67.4

The use of financial incentive ranked third with a mean of 6.41 with 61.3% of the respondents on the "effective" side while 16.9% were on the "ineffective" side (Table 15). Although the mean was slightly lower than tiered water rates, there was a higher percentage who felt it was very effective (32.6% verses 26.7%, respectively) indicating its importance. The comments of the respondents answering below the midpoint of 5 are shown in Appendix H. There were 67 total comments with the most common themes being *unfamiliar with the rebates* (22 comments), *not interested* (10 comments), and *don't replace toilets that often* (8 comments). The crosstabulations for this question of municipality, housing, and income are shown in Tables B39-B41 (Appendix B).

Table 15. Effectiveness of Financial Incentives Such as Toilet Rebates.

n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
396	6.41	7.1	2.0	4.3	3.5	21.7	8.8	11.1	8.8	32.6	61.3

The mean for the Town's website was 6.20 with 58.6% on the "effective" side while 15.3% were on the "ineffective" side (Table 16). This represents a slight decline from the previous two conservation tools. This resulted in this tool ranking fourth; although, this is still a relatively effective tool. The comments of the respondents answering below the midpoint of 5 are shown in Appendix I. There were 71 total comments and the most common themes were *don't use the website/no computer* (51 comments), *not user-friendly/hard to navigate* (6 comments), and *have not used it for water conservation information* (5 comments). The crosstabulations for this question of municipality and housing are shown in Tables B42-B43 (Appendix B).

Table 16. Effectiveness of the Town's Website.

n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
387	6.20	7.5	2.6	3.6	1.6	26.1	9.0	15.5	10.1	24.0	58.6

The next two water conservation tools were rated similarly by the respondents in terms of means and both remained somewhat effective tools; however, the means fell below 6.00. Ranking fifth overall was talking with a Town staff member (Table 17). The mean was 5.99 with 51.4% answering on the "effective" side of the scale. Note there were much higher percentages of average responses (36.4%) for this conservation tool. This is what impacted the mean because the "ineffective" side percentages were not exceptionally high at 12.2%. The comments of the respondents answering below the midpoint of 5 for talking with a Town staff member are shown in Appendix J. There were 70 total comments and the most frequent themes were *never spoken to one* (33 comments), *not interested/ don't talk to them* (20 comments), *no results from talking with them* (5 comments), and *staff too busy* (4 comments).

Table 17. Effectiveness of Talking with a Town Staff Member.

n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
376	5.99	7.7	1.3	1.6	1.6	36.4	10.9	13.6	6.4	20.5	51.4

Ranking sixth was school programs about water conservation receiving a mean of 5.79 with 49.1% on the "effective" side of the scale (Table 18). As with talking with a Town staff member, the mean for this tool was impacted by the high percentage of average responses (34.2%), even though the "ineffective" responses remained relatively low (16.7%). Appendix K has the comments for respondents who answered below the midpoint of 5 for school programs about water conservation. There were 84 total comments and the most frequent themes were *no children in school system* (39 comments), and *not aware of the programs/never heard of them* (31 comments). The crosstabultions for effectiveness of talking with a Town staff member and effectiveness of school programs for municipality and housing are shown in Tables B44-B45 and B46-B47, respectively (Appendix B).

Table 18. Effectiveness of School Programs About Water Conservation.

n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
371	5.79	13.5	2.2	0.5	0.5	34.2	6.2	15.1	6.5	21.3	49.1

The two conservation tools judged the least effective were water conservation workshops and talking with a Block Leader. Both had means below 5.00 with high percentages of average responses. The workshops were given a mean of 4.95 with 36.7% on the "effective" side (Table 19). However, the "ineffective" side (32.7%) and average (30.8%) percentages were both relatively high. This resulted in the tool ranking seventh. Appendix L shows the comments for respondents who answered below the midpoint for water conservation workshops. There were 142 total comments and the most frequent themes were *I/people would not attend* (38 comments), *no time/too busy* (37 comments), *never been to one* (22 comments), and *not interested/don't care* (10 comments). The crosstabulations for this question of municipality and housing are shown in Tables B48-B49 (Appendix B).

Table 19. Effectiveness of Water Conservation Workshops.

n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
380	4.95	15.8	6.3	7.4	3.2	30.8	10.0	8.2	5.3	13.2	36.7

Finally, talking with a Block Leader ranked the lowest of all the conservation tools with a mean of 4.73 and only 28.2% on the "effective" side (Table 20). In this case, there were 28.6% on the "ineffective" side and a very high percentage (43.3%) of average responses. The comments of the respondents answering below the midpoint of 5 for talking with a Block Leader are shown in Appendix M. There were 130 total comments and the most frequent themes were *don't know what/who this is* (87 comments), *never spoken to one* (14 comments), *not interested* (10 comments), and *don't have a Block Leader* (9 comments). The crosstabulations for this question of municipality and housing are shown in Tables B50-B51 (Appendix B).

Table 20. Effectiveness of Talking with a Block Leader.

n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
358	4.73	19.0	4.5	4.5	0.6	43.3	7.3	8.4	2.2	10.3	28.2

Information to Manage Water Use

A set of six questions in the survey examined the usage of several information sources that could help the respondent in managing their water use. The information sources included knowing monthly water use, knowing daily water use, comparing your usage to what others use, seasonal use compared to average use, alerts when water exceeds a certain point, and water use by specific appliances. The respondents were asked how likely they would be to use the source to manage their water usage. A 9-point scale was employed that ranged from not likely (1) to very likely (9) with the midpoint of neutral (5). The information sources will be ranked in order of importance from highest to lowest means. The results will show that all the water conservation sources have some degree of merit with two of them being exceptionally strong information sources.

The information source the respondents were most likely to utilize to manage their water use was knowing your monthly water use (Table 21). This source ranked very high with a mean of 7.91 and 89.3% of the responses on the "likely" usage side of the scale including 55.5% answering very likely. There was only 2.9% who responded on the "unlikely" side. The comments of the respondents answering below the midpoint of 5 are shown in Appendix N. There were only 10 total comments and the most frequent theme was *I will use what I need to use* (3 comments). The crosstabulations for this question of municipality, housing, income, age, and education are shown in Tables B52-B56 (Appendix B).

Table 21. Knowing Your Monthly Water Use.

n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
402	7.91	1.7	0.5	0.5	0.2	7.7	4.7	13.4	15.7	55.5	89.3

The only other source to have a mean over 7.00 was being alerted when your water use exceeds a certain point (Table 22). The mean was 7.59 with 85.1% on the "likely" usage side of the scale including 54.0% who responded very likely. There were only 7.7% on the "unlikely" side. Overall this was also a very strong water conservation source. Appendix O shows the comments from respondents who answered below the midpoint of 5. There were 39 total comments and the most frequent themes were *not needed* (13 comments), *not interested* (4 comments), and *it may help catch a leak* (3 comments). The crosstabulations for this question of municipality, housing, income, age, and education are shown in Tables B57-B61 (Appendix B).

Table 22. Being Alerted When Your Water Use Exceeds a Certain Point.

n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
402	7.59	6.7	0.5	0.5	0.0	7.2	5.0	10.9	15.2	54.0	85.1

The source that ranked third overall was understanding your seasonal use compared to average use (Table 23). This source earned a mean of 6.56 with 69.4% on the "likely" usage side including 36.2% answering very likely. There were 16.9% on the "unlikely" side of the scale. This source is also a relatively effective information source; however, there was a rather large decline in potential usage from the previous two sources. Appendix P shows the comments from respondents who

answered below the midpoint of 5. There were 62 total comments and the most frequent themes were *not needed* (24 comments), *higher in summer anyway* (12 comments), *don't use much water* (5 comments), *will use what is needed anyway* (5 comments), and *don't water my lawn* (5 comments). The crosstabulations for this question of municipality, housing, income, age, and education are shown in Tables B62-B66 (Appendix B).

Table 23. Understanding Your Seasonal Use Compared to My Average Use.

n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
401	6.56	11.5	2.0	2.2	1.2	13.7	7.2	16.0	10.0	36.2	69.4

Ranking fourth was knowing how much water is used by specific appliances. This also earned a relatively solid mean of 6.21 with 65.0% responding on the "likely" usage side including 29.9% responding very likely (Table 24). Conversely, there was a somewhat higher percentage (21.1%) on the "unlikely" side for this source. Overall, a relatively good source of information but not quite as strong as understanding seasonal use compared to average use. Appendix Q shows the comments from respondents who answered below the midpoint of 5. There were 90 total comments and the most frequent themes were *not needed/not interested* (40 comments), *will use mine regardless* (14 comments), *appliances are already energy efficient* (10 comments), *it varies per brand* (7 comments), *will not buy new ones now* (6 comments), and *already know this* (5 comments). The crosstabulations for this question municipality, housing, income, age, and education are shown in Tables B67-B71 (Appendix B).

Table 24. Knowing How Much Water is Typically Used by Specific Appliances Such as Dishwasher or Clothes Washer.

n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
402	6.21	13.9	2.5	3.0	1.7	13.9	9.5	13.7	11.9	29.9	65.0

Understanding your usage compared to what others use ranked fifth among the conservation sources. However, there was a decline in potential usage from the previous source. The mean was 5.97 with 62.5% on the "likely" usage side including 28.6% who answered very likely (Table 25). In this case, there were 24.8% on the "unlikely" usage side for this source. The comments of the respondents answering below the midpoint of 5 are shown in Appendix R. There were 103 total comments and the most frequent themes were *not interested* (34 comments), *don't care what others use* (33 comments), *can't make comparisons especially due to family size* (18 comments), and *will use the same amount regardless* (12 comments). The crosstabulations for this question of municipality, housing, income, age, and education are shown in Tables B72-B76 (Appendix B).

Table 25. Understanding Your Usage Compared to What Others Use.

n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
402	5.97	17.9	2.5	2.7	1.7	12.7	8.0	16.4	9.5	28.6	62.5

The lowest ranked of this set of water conservation sources was knowing your daily water use. The mean was 5.64 with 56.0% on the "likely" usage side of the scale while 28.2% were on the "unlikely" usage side (Table 26). As with understanding your usage compared to others, this source was not as important to water conservation as the other sources; although, it still maintains a level of impact. Appendix S shows the comments for respondents who answered below the midpoint of 5 for this source. There were 104 total comments and the most frequent themes were *monthly works fine* (31 comments), *can calculate from monthly bill* (9 comments), *too busy to look at* (6 comments), *would not check it* (6 comments), *too much information* (6 comments) and *daily fluctuates too much* (5 comments). The crosstabulations for this question of municipality, housing, income, age, and education are shown in Tables B77-B81 (Appendix B).

Table 26. Knowing Your Daily Water Use.

n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
402	5.64	19.2	4.5	3.5	1.0	15.9	9.7	12.7	7.5	26.1	56.0

Water Usage Issues

A set of six questions examined several water usage issues. The questions explored whether the respondent considered the cost of water in determining their water usage indoors and outdoors. They were also asked if they consider the cost of wastewater service when deciding on their water usage. In addition, the respondent's opinion on strong financial penalties for people who use too much water was examined. A 9-point scale was used that ranged from strongly disagree (1) to strongly agree (9) with the midpoint of neutral (5). Two additional questions examined how the respondent maintains their landscape/garden and the use of any outside water sources besides utility water from the Town.

The cost of water was somewhat of a factor for the respondents in deciding how much water to use indoors. The mean was 5.80 with 56.3% on the "agree" side of the scale (Table 27). However, it was not a factor of major importance. This can be seen in the 27.9% of responses on the "disagree" side and 15.7% neutral. The crosstabulations for this question of municipality, housing, income, age, and education are shown in Tables B82-B86 (Appendix B).

Table 27. The Cost of Water is an Important Factor for Me When Deciding How Much Water to Use Indoors.

n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
401	5.80	14.2	4.0	7.2	2.5	15.7	9.2	11.2	9.5	26.4	56.3

The water cost would take a more significant role for outdoor use. The mean for outdoor use was 6.90 with 73.3% on the "agree" side including 37.7% answering strongly agree (Table 28). In this instance, only 14.2% were on the "disagree" side of the scale indicating a higher level of importance for the cost of water when it comes to outdoors use. The crosstabulations for this question of municipality, housing, income, age, and education are shown in Tables B87-B91 (Appendix B).

Table 28. The Cost of Water is an Important Factor for Me When Deciding How Much Water to Use Outdoors.

n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
401	6.90	7.7	1.5	2.5	2.5	12.5	6.7	11.7	17.2	37.7	73.3

As with the cost of water impacting water use indoors, the cost of wastewater service is also a factor in deciding water use, but not one of major importance. The mean was 5.50 with 46.8% on the "agree" side while 30.9% were on the "disagree" side (Table 29). This would make the cost of wastewater service slightly less important factor than the cost of water in deciding indoor use. The crosstabulations for this question of municipality, housing, income, age, and education are shown in Tables B92-B96 (Appendix B).

Table 29. I Take Into Account the Cost of Wastewater Service When Deciding How Much Water to Use.

n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
400	5.50	13.0	5.3	7.8	4.8	22.5	6.0	12.5	6.3	22.0	46.8

The respondents disagreed slightly with the statement there should be financial penalties for people who use too much water. The mean was 4.86 with 38.5% on the "agree" side (Table 30). However, there were 36.9% on the "disagree" side of the scale including 21.6% who answered strongly disagree and 24.6% who were neutral. Overall, the respondents viewed financial penalties mostly neutral with a slight leaning toward not supporting the financial penalties. The crosstabulations for this question of municipality, housing, income, age, and education are shown in Tables B97-B101 (Appendix B).

Table 30. There Should be Strong Financial Penalties for People Who Use Too Much Water.

n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
398	4.86	21.6	4.8	7.0	3.5	24.6	7.0	11.6	4.8	15.1	38.5

As for landscape maintenance, Table 31 shows that most of the respondents (59.3%) do their own maintenance on their landscaping or garden. There were 13.6% who hire an outside firm/person to do the maintenance and 21.6% who use a combination of themselves with an outside firm/person. Finally, only 5.5% of the landscaping did not require maintenance. The crosstabulations for this question of municipality and housing are shown in Tables B102-B103 (Appendix B).

Table 31. Which Best Describes How You Maintain Your Landscape or Garden.

n	We do the work ourselves	We hire an outside firm or person	Combination of ourselves and outside firm	Our landscape does not require maintenance
398	59.3	13.6	21.6	5.5

The respondents were also asked if they use any additional sources of outside water besides the water that was purchased from the Town's water utility. There were 65.1% of the respondents who answered they did not use any additional outside water sources. However, the actual percentage was much higher. The responses for the other category included irrigation system, hand watering, and sprinklers – not specified if in-ground. These sources will use water from the Town so they were eliminated from the analysis. This increased the percentage significantly who do not use additional water sources to 85.0%.

Table 32 shows the sources used by those respondents who used outside sources, in this case 60 respondents (15% of the sample). The highest, by a wide margin, was rain barrel/cistern (70.0%). This was followed by directing roof/rainwater toward plants (16.7%), graywater use from indoor fixtures (10.0%), well water (8.3%), and reclaimed water provided by the Town (6.7%). The yes percentages add up to more than 100% due to the fact the respondent may choose multiple sources of outside water. There were also three other sources mentioned by the respondents for the other category who did not use utility water including HVAC water, lake water, and condensation collection. The crosstabulations for this question of municipality and housing are shown in Tables B103-B104 (Appendix B).

Table 32. (For Respondents Who Use Outside Sources of Water) Do You Use Any of the Following Additional Sources for Your Outdoor Water Needs – In Order of Usage. (n=60)

Additional Water Sources	% Yes	% No
Rain barrel/Cistern	70.0	30.0
Directing roof/rainwater toward plants	16.7	83.3
Graywater use from indoor fixtures	10.0	90.0
Well water	8.3	91.7
Reclaimed water provided by the Town	6.7	93.3

Knowledge of Water Conservation Practices

The survey included a set of five questions examining water conservation practices. The questions were designed in the form of statements asking the respondents their level of agreement with the statement. The statements examined watering 1 inch per week, adding soil amendments, adding mulch, using native plants, and cycle-and-soak watering practices as they relate to saving water. The scale used ranged from strongly disagree (1) to strongly agree (9) with a midpoint of neutral (5).

The first statement asked the respondents their agreement that watering 1 inch per week, including rainfall, is sufficient to maintain landscaping. There was a relatively high degree of agreement with this statement. The mean was 6.92 with 67.5% on the "agree" side including 43.2% answering strongly agree (Table 33). There were only 11.9% on the "disagree" side. However, there was a relatively high percentage (20.7%) of neutral responses to this statement indicating some level of uncertainty among the respondents. The crosstabulations for this question of municipality, housing, income, age, education, and years in Town are shown in Tables B106-B111 (Appendix B).

Table 33. Watering 1 Inch Per Week, Including Rainfall, is Sufficient Water to Maintain My Landscape.

n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
396	6.92	6.8	0.3	1.3	3.5	20.7	5.8	8.1	10.4	43.2	67.5

They were next asked if using soil amendments to improve soil conditions would reduce watering needs. There was also a relatively high level of agreement with this statement. The mean was 7.02 with 70.7% of the responses on the "agree" side including 44.1% who responded strongly agree (Table 34). The "disagree" side was only 9.9%. Again, there was some degree of uncertainty in the 19.5% of neutral responses. The crosstabulations for this question of municipality, housing, income, age, education, and years in Town are shown in Tables B112-B117 (Appendix B).

Table 34. Using Soil Amendments (Organic Material) to Improve Soil Conditions Will Reduce Watering Needs.

n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
395	7.02	5.1	1.3	1.5	2.0	19.5	7.1	10.6	8.9	44.1	70.7

The next statement had the highest level of agreement among any of the five statements. This asked if adding mulch to landscaped areas would reduce watering needs. The mean was very high at 7.80 with 83.6% on the "agree" side (Table 35). Note the very high percentage (58.4%) who responded they strongly agree with the statement. There were only 3.6% on the "disagree" side in this instance. The crosstabulations for this question of municipality, housing, income, age, education, and years in Town are shown in Tables B118-B123 (Appendix B).

Table 35. The Addition of Mulch to Landscaped Areas (Flowers, Shrubs, Gardens) Will Reduce Watering Needs.

n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
397	7.80	2.0	0.3	0.5	0.8	12.8	4.3	10.6	10.3	58.4	83.6

There was also a relatively high level of agreement to the statement that using native plants in the landscaping that occur naturally in North Carolina require less water than non-native plants. The mean for this statement was 7.07 with 71.2% on the "agree" side including 41.9% who strongly agree (Table 36). There were only 7.6% on the "disagree" side. However, there were 21.2% neutral responses indicating some level of uncertainty. The crosstabulations for this question of municipality, housing, income, age, education, and years in Town are shown in Tables B124-B129 (Appendix B).

Table 36. Using Native Plants That Occur Naturally in North Carolina in Your Landscape Require Less Water Than Plants That are Non-Native.

n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
396	7.07	3.5	0.3	1.5	2.3	21.2	7.3	13.4	8.6	41.9	71.2

The final statement asked if cycle-and-water, such as 5 minutes on and 1 hour off repeated several times, is a more effective means of watering landscapes. There was much less agreement for this statement. The mean was 5.80 with 47.7% on the "agree" side of the scale (Table 37). There were 18.4% on the "disagree" side and 33.9% responding neutral to the statement indicating a highest degree of uncertainty for any of the statements. The crosstabulations for this question of municipality, housing, income, age, education, and years in Town are shown in Tables B130-B135 (Appendix B).

Table 37. Cycle-and-Water, Such as 5 Minutes On and 1 Hour Off Repeated Several Times, is a More Effective Means of Watering Landscapes.

n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
392	5.80	11.2	2.6	2.6	2.0	33.9	7.1	11.5	6.9	22.2	47.7

The levels of uncertainty in four of the five statements represent areas for increased information flow to improve the lack of knowledge in these areas. Watering 1 inch per week, using soil amendments, using native plants, and cycle-and-water technique all had higher levels of uncertainty, especially the cycle-and-water technique.

Cary Conservation Initiatives

The respondents were asked if they were aware of 10 Town of Cary water conservation initiatives. If they were aware of them, then they were asked if they had participated in the initiative in the past two years. The respondents were most aware of rain barrel initiative (66.3%) by a very large margin (Table 38). This was followed by high efficiency toilet rebate (36.2%), watering exception permits (24.6%), free water conservation devices (22.1%), Water-Wise workshops (17.6%), and turf buy back program (15.6%). There was less awareness for Block Leader Program (13.1%), Beat the Peak (11.8%), water audits (10.6%), and Fix-A-Leak Week (9.8%). In terms of participation in these initiatives, the highest levels of participation were for rain barrels (9.8%), high efficiency toilet rebate (5.8%), free water conservation devices (5.5%), and water exception permits (3.3%). These were the only initiatives with any significant level of participation. Besides the rain barrels, the other initiatives could use a higher level of publicity to increase possible participation within budget constraints. The crosstabulations for this question of municipality and housing are shown in Tables B136-B139 (Appendix B).

Table 38. Please Tell Me If You Have Heard of the Following Town of Cary Water Conservation Initiatives and If Yes Have You Participated in the Program in the Past Two Years – In Order of Awareness. (n=398)

Cary Conservation Initiatives	% Yes	% No	% Maybe	% Participated
Rain barrels	66.3	28.9	4.8	9.8
High efficiency toilet rebate	36.2	59.0	4.7	5.8
Watering exception permits	24.6	72.4	3.0	3.3
Free water conservation devices	22.1	76.4	1.5	5.5
Water-Wise workshops	17.6	76.4	6.0	0.5
Turf buy back program	15.6	78.9	5.5	1.0
Block Leader Program	13.1	85.9	1.0	1.3
Beat the Peak	11.8	85.9	2.3	1.0
Water audits	10.6	86.9	2.5	0.0
Fix-A-Leak Week	9.8	87.9	2.3	1.5

Water Conservation Information Sources

The respondents were asked what information sources would be best for receiving information about water conservation from the Town. A total of 22 separate information sources were examined. The respondents chose BUD, by a rather wide margin, as the preferred information source with 83.2% of the respondents choosing this method (Table 39). The only other sources rating above 50% were postcards (67.5%), Cary's email list service (60.2%), Cary's website (59.3%), Cary News (55.5%), and homeowners associations (52.5%). It would seem a combination of these with BUD would reach the most residents. The sources with middling rankings were Cary Parks & Recreation Program Brochure (47.4%), Raleigh News & Observer (45.8%), television (45.1%), personal interaction with Town staff (41.9%), Cary citizen website (39.6%), local businesses (39.2%), and neighbors (38.5%). There were somewhat lower ratings for your children and grandchildren (31.5%), personalized web presentment (31.1%), Cary TV 11 (30.7%), radio (27.5%), and Independent Weekly (27.3%). The lowest rankings were given to Cary Block Leader program (19.5%), text messages (14.9%), Twitter (14.1%), and YouTube (13.6%). Appendix T shows the 39 responses to the other category. The most common responses were *flyers* (8 comments), *Facebook* (5 comments), *use all sources* (3 comments), and *direct mail* (3 comments). The crosstabulations for this question of municipality, housing, and income are shown in Tables B140-B150 (Appendix B).

Table 39. How Would You Prefer to Receive Information About Water Conservation from Your Water Utility Provider - In Order of Preference. (n=395)

Information Source	% Yes	% No
BUD	83.2	16.8
Postcards	67.5	32.5
Cary's email list service	60.2	39.8
Cary's website	59.3	40.7
Cary News	55.5	44.5
Homeowners association	52.5	47.5
Cary's Parks & Rec. Program Brochure	47.4	52.6
Raleigh News & Observer	45.8	54.2
Television	45.1	54.9
Personal Interaction with Town staff	41.9	58.1
Cary citizen website	39.6	60.4
Local businesses	39.2	60.8
Neighbors	38.5	61.5
Your children or grandchildren	31.5	68.5
Personalized web presentment for your account	31.1	68.9
Cary's TV 11	30.7	69.3
Radio	27.5	72.5
Independent Weekly	27.3	72.7
Cary's Block Leader program	19.5	80.5
Text messages	14.9	85.1
Twitter	14.1	85.9
YouTube	13.6	86.4

Water Conservation Actions

The survey included a set of three questions examining the respondent's actions to conserve water. The respondents were first asked if their household had taken any action to reduce their water use in the past two years. Table 40 shows that 65.2% of the respondents had taken some action during that time frame. The crosstabulations for this question of municipality and housing shown in Tables B151-B152 (Appendix B).

Table 40. In the Past Two Years has Your Household Taken Any Action to Reduce It's Water Use. (n=396)

Water Use	% Yes	% No
Taken action to reduce water use	65.2	34.8

The respondents who answered yes were then asked about several actions both inside and outside the home they may have taken to conserve water. Table 41 shows the 11 conservation actions (in order of usage) inside the home. The most used methods were use the dishwasher less or with fuller loads (69.0%), use clothes washer less or with fuller loads (68.6%), take shorter showers (62.5%) and repaired a leak in faucet or toilet (53.6%). There was a somewhat large decline in usage after these methods. Methods used less often included used the garbage disposal less often (37.3%), installed water-efficient clothes washer (32.3%), installed water-efficient dishwasher (31.2%), installed low-flow showerheads (29.1%), installed new toilets (27.2%), catch water in bucket to reuse while water warms (24.9%), and installed water savers in toilet (14.1%). One of the more surprising aspects is the lower percentages for installed low-flow showerheads (29.1%) and installed water savers in toilet (14.1%). These would seem like inexpensive methods to save water that should garner higher levels of participation. Appendix U shows the 26 responses to the other category. The most common responses were *installed new water heater* (6 comments), *new home is already energy efficient* (3 comments), and *children moved out* (3 comments). The crosstabulations for this question of municipality and housing are shown in Tables B153-B161 (Appendix B).

Table 41. Please Indicate All Actions Taken to Conserve Water Inside the Home – In Order of Usage. (n=258)

Conservation Action Inside Home	% Yes	% No
Use dishwasher less or with fuller loads	69.0	31.0
Use clothes washer less or with fuller loads	68.6	31.4
Take shorter showers	62.5	37.5
Repaired leak in faucet or toilet	53.6	46.4
Used garbage disposal less often	37.3	62.7
Installed water-efficient clothes washer	32.3	67.7
Installed water-efficient dishwasher	31.2	68.8
Installed low-flow showerheads	29.1	70.9
Installed new toilets	27.2	72.8
Catch water in bucket to reuse while water warms	24.9	75.1
Installed water savers in toilet	14.1	85.9

The respondents were also asked what measures they had taken outside the home to conserve water in the past two years. They were asked about their use of 11 outside water conservation methods. Table 42 shows these conservation methods ranked in order of use. Note the percentages for usage are much higher overall than the inside methods indicating more usage as methods to conserve water than inside actions. The most utilized conservation methods outside the home were water lawn and shrubs less often (74.7%), followed alternate day watering rules (72.0%), wash car less often (64.4%), and add mulch to landscape areas (62.9%). Other methods with a relatively high degree of usage were water 1 inch per week (49.0%), repaired damaged or leaking irrigation system (46.1%), used native plants to North Carolina (44.2%), reduced run times on automatic sprinklers (43.5%), and add soil amendments (43.2%). The least used were water lawn and shrubs at night (31.1%) and used cycling of watering (27.5%). One interesting aspect among these outside conservation actions was the somewhat lower numbers for water lawn and shrubs at night (31.1%) which would seem easy to implement. It would also seem that followed alternate day watering would ideally be higher than 72.0%. However, if you take out those respondents who indicate they did not water their lawns, then this percentage rises to a very high 95.6%. Appendix V shows the 38 responses to the other category. The most common responses were *water less or don't water lawn* (20 comments), *planted grass that takes less watering* (7 comments), and *purchased rain barrels* (4 comments). The crosstabulations for this question of municipality, housing, years in Town, and income are shown in Tables B162-B177 (Appendix B).

Table 42. Please Indicate All Actions Taken to Conserve Water Outside the Home – In Order of Usage. (n=258)

Conservation Action Outside Home	% Yes	% No
Water lawn and shrubs less often	74.7	25.3
Followed alternate day water rules	72.0	28.0
Wash car less often	64.4	35.6
Add mulch to landscape areas	62.9	37.1
Water 1 inch or less per week including rainfall	49.0	51.0
Repaired damaged or leaking irrigation system	46.1	53.9
Used native plants to North Carolina in landscape	44.2	55.8
Reduced run times on automatic sprinklers	43.5	56.5
Add soil amendments to improve soil conditions	43.2	56.8
Water lawn and shrubs at night	31.1	68.9
Used cycling of watering	27.5	72.5

Town Watering Ordinances

The final set of questions explored the respondent's awareness of four of the Town's watering ordinances. The ordinances included waste water ordinance, rain sensor ordinance, water shortage response plan, and alternate day watering. Table 43 shows the only ordinance with a high degree of awareness was the alternate day watering with 89.0% of the respondents aware of it. The other three ordinances had somewhat more limited awareness including waste water ordinance (25.3%), water shortage response plan (23.1%), and rain sensor ordinance (21.7%). Note there were also a limited number of maybe responses with most of respondents replying they were not aware of it. The crosstabulations for this question of municipality, housing, years in Town, and who does the landscape maintenance are shown in Tables B178-B190 (Appendix B).

Table 43. Are You Aware of the Following Town Watering Ordinances – In Order of Awareness. (n=390)

Town Watering Ordinances	% Yes	% No	% Maybe
Alternate day watering	89.0	10.0	1.0
Waste water ordinance	25.3	69.4	5.4
Water shortage response plan	23.1	70.3	6.7
Rain sensor ordinance	21.7	74.9	3.3

The respondents who were aware of the alternate day watering ordinance were subsequently asked if they knew their days for watering. Table 44 shows that only 27.6% knew it was even, 29.1% knew it was odd, and a large percentage were not sure at 43.3%. Keep in mind, some of the respondents who answered not sure may not water their lawn or their lawn is maintenance free, or they have automatic irrigation. In this case, they may not need to know.

Table 44. (For Those Aware of Alternative Day Watering Ordinances) What Are Your Days for Watering?

n	Even	Odd	Not Sure
351	27.6	29.1	43.3

Appendix A

CH2M Hill and Town of Cary
2011 Water Resources and Water Conservation Survey

Hello, my name is _____ and I am calling for the Town of Cary. Cary manages the water utility for both Cary and Morrisville and we would like your opinion on some very important issues concerning water usage.

Do you receive a water bill from the Town of Cary?

❑ Yes (Continue) ❑ No (Stop and thank the respondent)

Are you over the age of 18?

❑ Yes (Continue) ❑ No (Ask politely to speak with someone over 18)

For this section of the survey you will be read several statements and please indicate your level of agreement with the statement. Please use a scale from 1 to 9, where 1 is strongly disagree and 9 is strongly agree, and 5 is neutral.

1. The Towns of Cary and Morrisville have sufficient water supplies for the future. (Remind of scale if needed)

1	2	3	4	5	6	7	8	9
Strongly Disagree				**Neutral**				**Strongly Agree**

2. Efficient water use is crucial to the future of Cary and Morrisville.

1	2	3	4	5	6	7	8	9
Strongly Disagree				**Neutral**				**Strongly Agree**

3. The amount of water my household uses impacts whether Cary and Morrisville have sufficient water for the future.

1	2	3	4	5	6	7	8	9
Strongly Disagree				**Neutral**				**Strongly Agree**

4. The overall water use at my home is less than, more than, or the same as the average household in Cary and Morrisville?

❑	❑	❑	❑
Less than	**More than**	**Same**	**Not Sure**

For the next set of questions, please indicate your satisfaction using a 9-point scale where 1 is very dissatisfied and 9 is very satisfied, and 5 is neutral.

5. How satisfied are you with how the Town implements their water conservation programs.

1	2	3	4	5	6	7	8	9
Very Dissatisfied				**Neutral**				**Very Satisfied**

(For responses below 5) Please tell us the reason.

_____

6. How satisfied are you with how the Town provides water-related information.

1	2	3	4	5	6	7	8	9
Very Dissatisfied				**Neutral**				**Very Satisfied**

(For responses below 5) Please tell us the reason.

_____

To what extent do you agree with the following statements? Please use the scale from 1 to 9, where 1 is strongly disagree and 9 is strongly agree, and 5 is neutral.

7. I conserve water because I want to save money. (Remind of scale if needed)

1	2	3	4	5	6	7	8	9
Strongly Disagree				**Neutral**				**Strongly Agree**

8. I conserve water to comply with ordinances or abide by the law.

1	2	3	4	5	6	7	8	9
Strongly Disagree				**Neutral**				**Strongly Agree**

9. I conserve water because my children tell me it's important.

1	2	3	4	5	6	7	8	9
Strongly Disagree				**Neutral**				**Strongly Agree**

10. I conserve water because my friends or neighbors do.

1	2	3	4	5	6	7	8	9
Strongly Disagree				**Neutral**				**Strongly Agree**

11. I conserve water because it's the right thing to do.

1	2	3	4	5	6	7	8	9
Strongly Disagree				**Neutral**				**Strongly Agree**

(For responses above 5) Please tell us why it is the right thing to do? (Read choices)

❑ To make sure there is enough water for the future

❑ To protect the environment

❑ To save energy

(For responses below 5) Please tell us the reason.

_____

The following are tools the Town uses to encourage water conservation. Please rate how effective each of these are <u>for you</u> using a 9-point scale where 1 is very ineffective and 9 is very effective, 5 is average.

12. How effective are regulations like alternate day watering? (Remind of scale if needed)

1	2	3	4	5	6	7	8	9
Very Ineffective				**Average**				**Very Effective**

(For responses below 5) Please tell us the reason.

_____

13. How effective are tiered water rates (where the cost per gallon goes up when the number of gallons used exceeds certain levels)?

1	2	3	4	5	6	7	8	9
Very Ineffective				**Average**				**Very Effective**

(For responses below 5) Please tell us the reason.

_____

14. How effective are financial incentives such as toilet rebates?

1	2	3	4	5	6	7	8	9
Very Ineffective				**Average**				**Very Effective**

(For responses below 5) Please tell us the reason.

_____

15. How effective are water conservation workshops?

1	2	3	4	5	6	7	8	9
Very Ineffective				**Average**				**Very Effective**

(For responses below 5) Please tell us the reason.

_____

16. How effective is the Town's website?

1	2	3	4	5	6	7	8	9
Very Ineffective				**Average**				**Very Effective**

(For responses below 5) Please tell us the reason.

_____

17. How effective are school programs about water conservation?

1	2	3	4	5	6	7	8	9
Very Ineffective				**Average**				**Very Effective**

(For responses below 5) Please tell us the reason.

_____

18. How effective is talking with a Town staff member?

1	2	3	4	5	6	7	8	9
Very Ineffective				**Average**				**Very Effective**

(For responses below 5) Please tell us the reason.

_____

19. How effective is talking with a Block Leader?

1	2	3	4	5	6	7	8	9
Very Ineffective				**Average**				**Very Effective**

(For responses below 5) Please tell us the reason.

_____

How likely are you to use the following information in managing your water use? Use a 9-point scale where 1 is not likely and 9 is very likely, 5 is neutral.

20. Knowing your monthly water use. (Remind of scale if needed)

1	2	3	4	5	6	7	8	9
Not Likely				**Neutral**				**Very Likely**

(For responses below 5) Please tell us the reason.

_____

21. Knowing your daily water use.

1	2	3	4	5	6	7	8	9
Not Likely				**Neutral**				**Very Likely**

(For responses below 5) Please tell us the reason.

_____

22. Understanding your usage compared to what others use.

1	2	3	4	5	6	7	8	9
Not Likely				**Neutral**				**Very Likely**

(For responses below 5) Please tell us the reason.

_____

23. Understanding your seasonal water use compared to my average use.

1	2	3	4	5	6	7	8	9
Not Likely				**Neutral**				**Very Likely**

(For responses below 5) Please tell us the reason.

_____

24. Being alerted when your water use exceeds a certain point.

1	2	3	4	5	6	7	8	9
Not Likely				**Neutral**				**Very Likely**

(For responses below 5) Please tell us the reason.

_____

25. Knowing how much water is typically used by specific appliances such as dishwasher or clothes washer.

1	2	3	4	5	6	7	8	9
Not Likely				**Neutral**				**Very Likely**

(For responses below 5) Please tell us the reason.

_____

To what extent do you agree with the following statements? Use a 9-point scale where 1 is strongly disagree and 9 is strongly agree, 5 is neutral.

26. The cost of water is an important factor for me when deciding how much water to use indoors. (Remind of scale if needed)

1	2	3	4	5	6	7	8	9
Strongly Disagree				**Neutral**				**Strongly Agree**

27. The cost of water is an important factor for me when deciding how much water to use outdoors.

1	2	3	4	5	6	7	8	9
Strongly Disagree				**Neutral**				**Strongly Agree**

28. I take into account the cost of wastewater (sewer) service when deciding how much water to use.

1	2	3	4	5	6	7	8	9
Strongly Disagree				**Neutral**				**Strongly Agree**

29. There should be strong financial penalties for people who use too much water.

1	2	3	4	5	6	7	8	9
Strongly Disagree				**Neutral**				**Strongly Agree**

30. Which best describes how you maintain your landscape or garden? (Read choices)

❑	❑	❑	❑
We do work ourselves	We hire outside firm or person	Combination of ourselves and outside firm	Our landscape does not require maintenance

31. In addition to the water purchased from your water utility, do you use any of the following sources for water for your outdoor water needs? (Read choices check all that apply)

- ❑ No addition sources used
- ❑ Well water
- ❑ Rain barrel/cistern
- ❑ Directing roof/rainwater toward plants in yard
- ❑ Graywater use from indoor fixtures
- ❑ Reclaimed water provided by the Town
- ❑ Other _____

To what extent do you agree with the following statements? Please use previous scale from 1 to 9, where 1 is strongly disagree and 9 is strongly agree, and 5 is neutral.

32. Watering 1 inch per week, including rainfall, is sufficient water to maintain my landscape. (Remind of scale if needed)

1	2	3	4	5	6	7	8	9
Strongly Disagree				**Neutral**				**Strongly Agree**

33. Using soil amendments (organic material) to improve soil conditions will reduce watering needs.

1	2	3	4	5	6	7	8	9
Strongly Disagree				**Neutral**				**Strongly Agree**

34. The addition of mulch to landscaped areas (flowers, shrubs, gardens) will reduce watering needs.

1	2	3	4	5	6	7	8	9
Strongly Disagree				**Neutral**				**Strongly Agree**

35. Using native plants that occur naturally in North Carolina in your landscape require less water than plants that are non-native.

1	2	3	4	5	6	7	8	9
Strongly Disagree				**Neutral**				**Strongly Agree**

36. Cycle-and-soak watering, such as 5 minutes on and 1 hour off repeated several times, is a more effective means of watering landscapes.

1	2	3	4	5	6	7	8	9
Strongly Disagree				**Neutral**				**Strongly Agree**

37. I am going to read a list of Town of Cary conservation initiatives. Please tell me with yes, no, or maybe if you have heard of them. (If yes, then asked if they participated in the program anytime in the past two years as a Cary utility customer)

	Yes	No	Maybe	Participated
37a. High efficiency toilet rebate	❑	❑	❑	❑
37b. Turf buy back program	❑	❑	❑	❑
37c. Rain barrels	❑	❑	❑	❑
37d. Water-Wise workshops	❑	❑	❑	❑
37e. Water audits	❑	❑	❑	❑
37f. Block Leader program	❑	❑	❑	❑
37g. Fix-A-Leak Week	❑	❑	❑	❑
37h. Beat the Peak (Town's summer water conservation program)	❑	❑	❑	❑
37i. Watering exception permits	❑	❑	❑	❑
37j. Free water conservation devices (showerheads and rain gauges)	❑	❑	❑	❑

38. How would you prefer to receive information about water conservation from your water utility provider, the Town of Cary? (Read Choices)

	Yes	No
38a. Cary News	❑	❑
38b. BUD (Cary's water & sewer newsletter) or Morrisville's Newsletter	❑	❑
38c. Television	❑	❑
38d. Radio	❑	❑
38e. Raleigh News & Observer	❑	❑
38f. Cary's website	❑	❑
38g. Cary's email list service	❑	❑
38h. Cary's. TV 11 (Cary's Government Access Cable Channel)	❑	❑
38i. Cary's Block Leader program	❑	❑
38j. Cary's Parks, Recreation, and Cultural Resources Program Brochure	❑	❑
38k. Local businesses	❑	❑
38l. Postcards	❑	❑
38m. Neighbors	❑	❑
38n. Your children or grandchildren	❑	❑
38o. Independent Weekly	❑	❑
38p. Homeowners Association	❑	❑
38q. Personal interaction with Town staff	❑	❑
38r Personalized web presentment for your account (Aquastar)	❑	❑
38s. Twitter	❑	❑
38t. YouTube	❑	❑
38u. Text messages	❑	❑
38v. Cary Citizen website	❑	❑
38w. Other _____		

39. In the past two years has your household taken any action to reduce its water use?

❑ Yes (Continue) ❑ No (Skip to #42)

40. I am going to read a list of actions to conserve water <u>inside</u> your home. Please indicate all that apply.

	Yes	No
40a. Installed water-efficient clothes washer	❑	❑
40b. Take shorter showers	❑	❑
40c. Installed low-flow showerheads	❑	❑
40d. Installed water savers (inserts) in toilet	❑	❑
40e. Installed new toilets	❑	❑
40f. Use garbage disposal less often	❑	❑
40g. Use dishwasher less or with fuller loads	❑	❑
40h. Use clothes washer less or with fuller loads	❑	❑
40i. Repaired leaks in faucet or toilet	❑	❑
40j. Catch water in bucket to reuse while waiting for water to get hot	❑	❑
40k. Installed water efficient dishwasher	❑	❑
40l. Other _____		

41. I am going to read a list of actions to conserve water outside your home. Please indicate whether you've done each of them in the past two years.

	Yes	No
41a. Wash car less often	❑	❑
41b. Water lawn and shrubs less often	❑	❑
41c. Water lawn and shrubs at night	❑	❑
41d. Water one inch or less per week including rainfall	❑	❑
41e. Add soil amendments (fertilizer or organics) to improve soil conditions	❑	❑
41f. Added mulch to landscape areas (flowers, shrubs, gardens)	❑	❑
41g. Used native plants to North Carolina in your landscape	❑	❑
41h. Reduced run times on automatic sprinklers	❑	❑
41i. Repaired damaged or leaking irrigation system	❑	❑
41j. Used cycling of water such as 5 minutes on, one hour off, repeated	❑	❑
41k. Followed the alternate day water rules	❑	❑
41l. Other _____		

42. I am going to ask you about Town watering ordinances. Please tell me whether you are aware of each.

	Yes	No	Maybe
42a. Waste water ordinance	❑	❑	❑
42b. Rain sensor ordinance	❑	❑	❑
42c. Water shortage response plan	❑	❑	❑
42d. Alternate Day Watering	❑	❑	❑

If yes, then ask what days are your watering days?

❑ Even ❑ Odd ❑ Not sure

That concludes our questions about the Towns of Cary and Morrisville. Now tell us a little about yourself.

43. How many years have you lived in the Town of Cary or Morrisville?

❑ 0-1 ❑ 2-5 ❑ 6-10 ❑ 11-20 ❑ More than 20

44. Which of the following best describes where you live?

- ❑ Single family home
- ❑ Apartment
- ❑ Townhouse or condominium
- ❑ Mobile home
- ❑ Duplex
- ❑ Other _____

45. Stop me when I reach the age group you fall in.

❑ 18-25 ❑ 26-35 ❑ 36-45 ❑ 46-55 ❑ 56-65 ❑ 66-75 ❑ Over 75

46. Please tell me the last grade or degree completed in school.

❑ High School or less ❑ Some College or Technical ❑ Bachelors Degree ❑ Masters Degree ❑ PhD, JD, MD

47. Stop me when I reach your household income level?

❑	❑	❑	❑	❑	❑	❑
0- $20,000	$20,001-$30,000	$30,001-$50,000	$50,001-$70,000	$70,001-$100,000	$100,001-$150,000	Over $150,000

48. By voice: ❑ Male ❑ Female

Thank you for participating in the survey. Your opinion is very important to the Town.

Appendix B: Crosstabulations

Water Related Issues: Sufficient Water Supplies Crosstabulations

Table B1. The Towns of Cary and Morrisville have Sufficient Water Supplies for the Future by Municipality.

Municipality	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Cary	365	6.32	1.6	0.5	4.7	4.4	34.2	7.9	14.5	11.2	20.8	54.4
Morrisville	37	6.16	2.7	2.7	2.7	2.7	43.2	5.4	10.8	2.7	27.0	45.9

Table B2. The Towns of Cary and Morrisville have Sufficient Water Supplies for the Future by Housing.

Housing	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Single Family	358	6.30	1.7	0.6	4.7	4.5	34.9	7.5	14.8	9.5	21.8	53.6
Other	34	5.94	2.9	2.9	2.9	2.9	44.1	5.9	8.8	17.6	11.8	44.1

Table B3. The Towns of Cary and Morrisville have Sufficient Water Supplies for the Future by Years in Town.

Years in Town	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
0-1	22	6.73	0.0	0.0	4.5	0.0	40.9	0.0	9.1	18.2	27.3	54.6
2-5	91	6.21	1.1	0.0	2.2	8.8	34.1	12.1	14.3	12.1	15.4	53.9
6-10	102	6.43	2.0	0.0	7.8	2.0	29.4	6.9	17.6	10.8	23.5	58.8
11-20	101	6.22	1.0	2.0	5.0	2.0	41.6	5.9	11.9	8.9	21.8	48.5
Over 20	73	6.08	4.1	1.4	2.7	5.5	37.0	6.8	15.1	6.8	20.5	49.2

Table B4. The Towns of Cary and Morrisville have Sufficient Water Supplies for the Future by Age.

Age	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
18-25	8	7.00	0.0	0.0	0.0	0.0	37.5	0.0	12.5	25.0	25.0	62.5
26-35	32	6.03	0.0	0.0	9.4	9.4	34.4	9.4	6.3	15.6	15.6	46.9
36-45	109	6.46	1.8	0.0	1.8	3.7	33.0	11.9	16.5	9.2	22.0	59.6
46-55	103	6.46	2.9	1.0	7.8	1.9	29.1	2.9	16.5	9.7	28.2	57.3
56-65	65	5.98	1.5	1.5	3.1	10.8	38.5	4.6	13.8	10.8	15.4	44.6
66-75	37	6.03	0.0	2.7	8.1	0.0	40.5	10.8	10.8	13.5	13.5	48.6
Over 75	30	6.10	3.3	0.0	0.0	3.3	53.3	3.3	10.0	3.3	23.3	39.9

Water Related Issues: Efficient Water Use Crosstabulations

Table B5. Efficient Water Use is Crucial to the Future of Cary and Morrisville by Municipality.

Municipality	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Cary	365	8.02	0.5	0.0	0.5	0.3	10.7	2.7	11.5	14.8	58.9	87.9
Morrisville	36	8.33	0.0	0.0	0.0	0.0	5.6	5.6	8.3	11.1	69.4	94.4

Table B6. Efficient Water Use is Crucial to the Future of Cary and Morrisville by Housing.

Housing	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Single Family	358	8.06	0.6	0.0	0.3	0.3	10.6	2.8	11.2	13.7	60.6	88.3
Other	33	8.27	0.0	0.0	0.0	0.0	6.1	3.0	9.1	21.2	60.6	93.9

Table B7. Efficient Water Use is Crucial to the Future of Cary and Morrisville by Years in Town.

Years in Town	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
0-1	21	8.52	0.0	0.0	0.0	0.0	0.0	4.8	9.5	14.3	71.4	100.0
2-5	93	8.10	0.0	0.0	1.1	1.1	9.7	2.2	9.7	14.0	62.4	88.3
6-10	101	7.99	1.0	0.0	0.0	0.0	8.9	3.0	17.8	12.9	56.4	90.1
11-20	100	7.99	0.0	0.0	0.0	0.0	13.0	3.0	11.0	18.0	55.0	87.0
Over 20	73	8.16	1.4	0.0	0.0	0.0	11.0	2.7	4.1	12.3	68.5	87.6

Table B8. Efficient Water Use is Crucial to the Future of Cary and Morrisville by Age.

Age	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
18-25	7	8.00	0.0	0.0	0.0	0.0	14.3	0.0	14.3	14.3	57.1	85.7
26-35	32	7.94	0.0	0.0	0.0	0.0	6.3	6.3	21.9	18.8	46.9	93.9
36-45	110	8.25	0.0	0.0	0.9	0.0	6.4	1.8	11.8	14.5	64.5	92.6
46-55	102	8.05	1.0	0.0	0.0	0.0	10.8	2.9	11.8	11.8	61.8	88.3
56-65	65	8.08	0.0	0.0	0.0	1.5	12.3	3.1	6.2	13.8	63.1	86.2
66-75	37	8.24	0.0	0.0	0.0	0.0	10.8	2.7	5.4	13.5	67.6	89.2
Over 75	30	7.90	0.0	0.0	0.0	0.0	16.7	3.3	10.0	13.3	56.7	83.3

Water Related Issues: Water Use Impact on Cary and Morrisville Crosstabulations

Table B9. The Amount of Water My Household Uses Impacts Whether Cary and Morrisville have Sufficient Water for the Future by Municipality.

Municipality	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Cary	364	6.55	6.3	2.7	4.1	4.4	18.4	7.1	11.8	9.6	35.4	63.9
Morrisville	37	6.65	5.4	5.4	0.0	0.0	24.3	8.1	13.5	5.4	37.8	64.8

Table B10. The Amount of Water My Household Uses Impacts Whether Cary and Morrisville have Sufficient Water for the Future by Housing.

Housing	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Single Family	358	6.63	5.6	2.5	3.9	3.9	19.3	7.3	11.7	9.5	36.3	64.8
Other	33	6.12	12.1	3.0	3.0	6.1	18.2	6.1	12.1	6.1	33.3	57.6

Table B11. The Amount of Water My Household Uses Impacts Whether Cary and Morrisville have Sufficient Water for the Future by Years in Town.

Years in Town	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
0-1	22	7.77	0.0	0.0	0.0	4.5	13.6	9.1	4.5	9.1	59.1	81.8
2-5	92	6.71	5.4	1.1	4.3	4.3	17.4	8.7	13.0	8.7	37.0	67.4
6-10	102	6.39	7.8	4.9	4.9	2.9	14.7	8.8	13.7	6.9	35.3	64.7
11-20	100	6.35	9.0	4.0	4.0	4.0	16.0	7.0	12.0	12.0	32.0	63.0
Over 20	72	6.69	2.8	0.0	2.8	4.2	33.3	2.8	9.7	9.7	34.7	56.9

Table B12. The Amount of Water My Household Uses Impacts Whether Cary and Morrisville have Sufficient Water for the Future by Age.

Age	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
18-25	8	5.75	12.5	0.0	0.0	12.5	25.0	12.5	12.5	0.0	25.0	50.0
26-35	33	7.12	0.0	3.0	0.0	0.0	21.2	12.1	18.2	9.1	36.4	75.8
36-45	110	7.02	0.9	3.6	3.6	6.4	15.5	4.5	12.7	10.9	41.8	69.9
46-55	101	6.59	9.9	1.0	4.0	2.0	17.8	5.9	10.9	9.9	38.6	65.3
56-65	65	6.28	7.7	4.6	3.1	4.6	18.5	10.8	12.3	6.2	32.3	61.6
66-75	37	6.24	8.1	0.0	5.4	5.4	21.6	10.8	10.8	10.8	27.0	59.4
Over 75	29	6.03	6.9	3.4	10.3	3.4	31.0	0.0	3.4	6.9	34.5	44.8

Water Usage Issues: Perception of Water Usage Crosstabulations

Table B13. The Overall Water Use at My Home is Less Than, More Than, or the Same as the Average Household in Cary or Morrisville by Municipality.

Municipality	n	Less than	More than	The same	Not sure
Cary	367	43.1	7.9	40.6	8.4
Morrisville	37	37.8	8.1	35.1	18.9

Table B14. The Overall Water Use at My Home is Less Than, More Than, or the Same as the Average Household in Cary or Morrisville by Housing.

Housing	n	Less than	More than	The same	Not sure
Single Family	360	41.4	7.5	41.9	9.2
Other	34	55.9	8.8	26.5	8.8

Table B15. The Overall Water Use at My Home is Less Than, More Than, or the Same as the Average Household in Cary or Morrisville by Years in Town.

Years in Town	n	Less than	More than	The same	Not sure
0-1	22	50.0	4.5	40.9	4.5
2-5	93	35.5	6.5	47.3	10.8
6-10	102	40.2	8.8	44.1	6.9
11-20	101	39.6	10.9	40.6	8.9
Over 20	73	56.2	5.5	27.4	11.0

Table B16. The Overall Water Use at My Home is Less Than, More Than, or the Same as the Average Household in Cary or Morrisville by Age.

Age	n	Less than	More than	The same	Not sure
18-25	8	75.0	0.0	25.0	0.0
26-35	33	27.3	6.1	63.6	3.0
36-45	110	32.7	10.0	45.5	11.8
46-55	103	37.9	9.7	46.6	5.8
56-65	65	56.9	3.1	27.7	12.3
66-75	37	59.5	10.8	24.3	5.4
Over 75	30	56.7	6.7	23.3	13.3

Satisfaction with Town's Water Conservation Program: Implementation of Water Conservation Programs Crosstabulations

Table B17. Satisfaction with How the Town Implements Their Water Conservation Programs by Municipality.

Municipality	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above Midpoint
Cary	367	6.98	2.5	0.5	2.5	1.6	18.8	8.2	20.4	15.3	30.2	74.1
Morrisville	37	6.92	5.4	0.0	2.7	0.0	16.2	10.8	18.9	13.5	32.4	75.6

Table B18. Satisfaction with How the Town Implements Their Water Conservation Programs by Housing.

Housing	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above Midpoint
Single Family	360	7.06	1.9	0.6	2.5	1.4	17.5	8.6	20.6	15.3	31.7	76.2
Other	34	6.26	11.8	0.0	0.0	2.9	26.5	2.9	17.6	14.7	23.5	58.7

Table B19. Satisfaction with How the Town Implements Their Water Conservation Programs by Years in Town.

Years in Town	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above Midpoint
0-1	22	7.45	4.5	0.0	0.0	0.0	13.6	0.0	22.7	18.2	40.9	81.8
2-5	93	6.62	3.2	0.0	3.2	2.2	24.7	8.6	24.7	7.5	25.8	66.6
6-10	102	6.68	4.9	1.0	2.0	2.0	17.6	8.8	24.5	18.6	20.6	72.5
11-20	101	7.31	0.0	1.0	1.0	1.0	18.8	10.9	12.9	17.8	36.6	78.2
Over 20	73	7.42	1.4	0.0	4.1	1.4	12.3	4.1	19.2	15.1	42.5	80.9

Table B20. Satisfaction with How the Town Implements Their Water Conservation Programs by Age.

Age	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above Midpoint
18-25	8	8.25	0.0	0.0	0.0	0.0	0.0	0.0	25.0	25.0	50.0	100.0
26-35	33	6.64	9.1	0.0	3.0	0.0	18.2	3.0	18.2	27.3	21.2	69.7
36-45	110	6.81	1.8	0.0	2.7	3.6	20.9	8.2	25.5	10.9	26.4	71.0
46-55	103	7.03	2.9	1.0	1.0	1.9	18.4	9.7	17.5	13.6	34.0	74.8
56-65	65	7.32	0.0	1.5	6.2	0.0	10.8	12.3	10.8	18.5	40.0	81.6
66-75	37	7.11	2.7	0.0	0.0	0.0	21.6	5.4	21.6	21.6	27.0	75.6
Over 75	30	7.07	3.3	0.0	0.0	0.0	23.3	6.7	23.3	6.7	36.7	73.4

Satisfaction with Town's Water Conservation Program: How the Town Provides Water-Related Information Crosstabulations

Table B21. Satisfaction with How the Town Provides Water-Related Information by Municipality.

Municipality	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above Midpoint
Cary	367	7.36	2.5	1.4	0.5	1.9	10.6	8.4	18.0	18.0	38.7	83.1
Morrisville	37	7.14	2.7	5.4	0.0	2.7	13.5	5.4	13.5	16.2	40.5	75.6

Table B22. Satisfaction with How the Town Provides Water-Related Information by Housing.

Housing	n	Mean	Very Dissatisfied 1	2	3	4	Neutral 5	6	7	8	Very Satisfied 9	% Above Midpoint
Single Family	360	7.37	2.2	1.7	0.3	2.2	10.8	8.1	17.8	17.5	39.4	82.8
Other	34	7.15	5.9	2.9	2.9	0.0	8.8	5.9	14.7	17.6	41.2	79.4

Reasons for Conserving Water: It's the Right Thing to Do Crosstabulations

Table B23. I Conserve Water Because it is the Right Thing to Do by Municipality.

Municipality	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Cary	367	8.31	0.3	0.3	1.1	0.0	5.7	2.2	9.3	10.1	71.1	92.7
Morrisville	37	8.59	0.0	0.0	0.0	0.0	0.0	0.0	16.2	8.1	75.7	100.0

Table B24. I Conserve Water Because it is the Right Thing to Do by Housing.

Housing	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Single Family	360	8.37	0.3	0.3	0.8	0.0	5.0	1.9	9.7	8.6	73.3	93.5
Other	34	8.32	0.0	0.0	0.0	0.0	8.8	0.0	8.8	14.7	67.6	91.1

Reasons for Conserving Water: To Comply with Ordinances or Abide by the Law Crosstabulations

Table B25. I Conserve Water to Comply with Ordinances or Abide by the Law by Municipality.

Municipality	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Cary	367	7.84	2.5	0.5	2.5	1.4	7.6	4.1	8.2	12.3	61.0	85.6
Morrisville	37	7.92	5.4	0.0	0.0	0.0	8.1	0.0	10.8	10.8	64.9	86.5

Table B26. I Conserve Water to Comply with Ordinances or Abide by the Law by Housing.

Housing	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Single Family	360	7.88	3.1	0.3	1.9	1.4	7.5	2.8	8.6	11.4	63.1	85.9
Other	34	7.91	0.0	0.0	2.9	0.0	8.8	8.8	8.8	11.8	58.8	88.2

Reasons for Conserving Water: Because I Want To Save Money Crosstabulations

Table B27. I Conserve Water Because I Want to Save Money by Municipality.

Municipality	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Cary	366	7.13	3.3	1.4	4.1	4.4	12.3	5.7	12.8	12.8	43.2	74.5
Morrisville	37	7.11	10.8	0.0	0.0	2.7	13.5	0.0	10.8	13.5	48.6	72.9

Table B28. I Conserve Water Because I Want to Save Money by Housing.

Housing	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Single Family	359	7.13	3.9	1.1	3.9	4.5	12.5	5.0	12.5	12.5	44.0	74
Other	34	7.21	5.9	0.0	2.9	2.9	11.8	8.8	8.8	8.8	50.0	76.4

Table B29. I Conserve Water Because I Want to Save Money by Income.

Income	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
0-$20,000	5	8.00	0.0	0.0	0.0	20.0	0.0	0.0	0.0	0.0	80.0	80.0
$20,001-$30,000	8	8.13	0.0	0.0	12.5	0.0	0.0	0.0	0.0	12.5	75.0	87.5
$30,001-$50,000	32	7.44	6.3	0.0	0.0	3.1	18.8	0.0	6.3	3.1	62.5	71.9
$50,001-$70,000	47	7.06	2.1	2.1	2.1	4.3	14.9	6.4	21.3	6.4	40.4	74.5
$70,001-$100,000	59	7.46	3.4	1.7	1.7	0.0	10.2	6.8	8.5	27.1	40.7	83.1
$100,001-$150,000	90	6.87	7.8	0.0	3.3	2.2	17.8	4.4	12.2	11.1	41.1	68.8
Over $150,000	67	6.82	4.5	1.5	7.5	9.0	6.0	6.0	13.4	13.4	38.8	71.6

Reasons for Conserving Water: Because My Children Tell Me It's Important Crosstabulations

Table B30. I Conserve Water Because My Children Tell Me It's Important by Municipality.

Municipality	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Cary	356	4.41	33.4	2.8	5.9	3.1	21.3	3.9	9.3	5.1	15.2	33.5
Morrisville	37	5.62	24.3	2.7	0.0	0.0	27.0	0.0	5.4	5.4	35.1	45.9

Table B31. I Conserve Water Because My Children Tell Me It's Important by Housing.

Housing	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Single Family	349	4.60	31.5	2.9	6.0	2.3	21.2	3.7	9.5	5.7	17.2	36.1
Other	34	4.12	41.2	0.0	0.0	8.8	26.5	2.9	0.0	0.0	20.6	23.5

Reasons for Conserving Water: Because My Friends and Neighbors Do Crosstabulations

Table B32. I Conserve Water Because My Friends or Neighbors Do by Municipality.

Municipality	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Cary	365	3.97	32.3	9.3	7.4	4.1	22.2	2.7	6.8	3.6	11.5	24.6
Morrisville	37	4.73	29.7	8.1	0.0	0.0	24.3	5.4	8.1	2.7	21.6	37.8

Table B33. I Conserve Water Because My Friends or Neighbors Do by Housing.

Housing	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Single Family	358	4.02	32.4	8.7	7.5	3.9	21.8	3.1	7.0	3.4	12.3	25.8
Other	34	4.06	38.2	5.9	0.0	2.9	29.4	0.0	5.9	2.9	14.7	23.5

Effectiveness of Water Conservation Tools: Regulations Crosstabulations

Table B34. Effectiveness of Regulations Like Alternate Day Watering by Municipality.

Municipality	n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
Cary	367	7.49	2.2	0.8	2.2	0.8	12.0	6.3	13.4	17.2	45.2	82.1
Morrisville	37	7.19	2.7	2.7	2.7	0.0	16.2	8.1	13.5	8.1	45.9	75.6

Table B35. Effectiveness of Regulations Like Alternate Day Watering by Housing.

Housing	n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
Single Family	360	7.53	2.2	0.8	2.5	0.8	10.6	5.8	13.6	16.9	46.7	83.0
Other	34	7.03	2.9	0.0	0.0	0.0	29.4	8.8	11.8	5.9	41.2	67.7

Effectiveness of Water Conservation Tools: Tiered Water Rates Crosstabulations

Table B36. Effectiveness of Tiered Water Rates by Municipality.

Municipality	n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
Cary	364	6.44	6.3	1.1	5.5	2.5	17.0	15.1	13.5	12.4	26.6	67.6
Morrisville	37	6.73	2.7	2.7	2.7	0.0	27.0	5.4	13.5	18.9	27.0	64.8

Table B37. Effectiveness of Tiered Water Rates by Housing.

Housing	n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
Single Family	357	6.50	6.2	0.8	4.8	2.2	17.9	14.3	13.7	12.6	27.5	68.1
Other	34	6.21	5.9	2.9	5.9	2.9	23.5	11.8	8.8	14.7	23.5	58.8

Table B38. Effectiveness of Tiered Water Rates by Income.

Income	n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
0-$20,000	5	5.80	20.0	0.0	0.0	0.0	20.0	0.0	20.0	40.0	0.0	60.0
$20,001-$30,000	8	6.00	12.5	0.0	12.5	0.0	25.0	0.0	0.0	25.0	25.0	50.0
$30,001-$50,000	32	6.53	9.4	0.0	3.1	3.1	18.8	9.4	9.4	15.6	31.3	65.7
$50,001-$70,000	45	6.76	4.4	0.0	8.9	2.2	13.3	11.1	11.1	15.6	33.3	71.1
$70,001-$100,000	58	6.43	5.2	0.0	3.4	3.4	19.0	17.2	19.0	12.1	20.7	69.0
$100,001-$150,000	90	6.74	3.3	1.1	3.3	1.1	24.4	8.9	12.2	16.7	28.9	66.7
Over $150,000	67	6.36	6.0	3.0	4.5	3.0	17.9	19.4	9.0	6.0	31.3	65.7

Effectiveness of Water Conservation Tools: Financial Incentives Crosstabulations

Table B39. Effectiveness of Financial Incentives Such as Toilet Rebates by Municipality.

Municipality	n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
Cary	359	6.35	7.2	1.9	4.7	3.9	23.4	7.5	10.9	7.8	32.6	58.8
Morrisville	37	7.05	5.4	2.7	0.0	0.0	5.4	21.6	13.5	18.9	32.4	86.4

Table B40. Effectiveness of Financial Incentives Such as Toilet Rebates by Housing.

Housing	N	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
Single Family	352	6.43	7.4	2.0	4.5	3.4	21.3	8.0	11.1	8.8	33.5	61.4
Other	34	6.50	5.9	0.0	2.9	2.9	26.5	8.8	14.7	8.8	29.4	61.7

Table B41. Effectiveness of Financial Incentives Such as Toilet Rebates by Income.

Income	n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
0-$20,000	5	4.20	0.0	20.0	20.0	0.0	40.0	20.0	0.0	0.0	0.0	20.0
$20,001-$30,000	7	3.86	28.6	0.0	28.6	0.0	28.6	0.0	0.0	0.0	14.3	14.3
$30,001-$50,000	32	6.94	6.3	0.0	0.0	0.0	25.0	3.1	15.6	15.6	34.4	68.7
$50,001-$70,000	46	6.50	2.2	2.2	6.5	6.5	23.9	6.5	10.9	8.7	32.6	58.7
$70,001-$100,000	58	6.40	6.9	0.0	5.2	6.9	15.5	10.3	17.2	12.1	25.9	65.5
$100,001-$150,000	87	6.46	5.7	1.1	2.3	3.4	24.1	13.8	12.6	5.7	31.0	63.1
Over $150,000	67	6.79	6.0	3.0	3.0	0.0	22.4	6.0	9.0	9.0	41.8	65.8

Effectiveness of Water Conservation Tools: Town's Website Crosstabulations

Table B42. Effectiveness of the Town's Website by Municipality.

Municipality	n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
Cary	350	6.17	7.7	2.9	3.7	1.7	26.0	8.9	14.9	9.7	24.6	58.1
Morrisville	37	6.43	5.4	0.0	2.7	0.0	27.0	10.8	21.6	13.5	18.9	64.8

Table B43. Effectiveness of the Town's Website by Housing.

Housing	n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
Single Family	345	6.22	7.5	2.3	3.8	1.4	25.8	9.3	15.1	10.7	24.1	59.2
Other	34	6.12	8.8	5.9	2.9	2.9	23.5	2.9	17.6	5.9	29.4	55.8

Effectiveness of Water Conservation Tools: Talking with a Town Staff Member Crosstabulations

Table B44. Effectiveness of Talking with a Town Staff Member by Municipality.

Municipality	n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
Cary	339	6.02	7.7	1.5	1.5	1.8	36.3	10.0	13.3	6.5	21.5	51.3
Morrisville	37	5.73	8.1	0.0	2.7	0.0	37.8	18.9	16.2	5.4	10.8	51.3

Table B45. Effectiveness of Talking with a Town Staff Member by Housing.

Housing	n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
Single Family	337	6.00	8.0	1.2	1.8	1.5	35.9	10.7	13.9	6.2	20.8	51.6
Other	31	6.03	6.5	3.2	0.0	3.2	35.5	12.9	9.7	6.5	22.6	51.7

Effectiveness of Water Conservation Tools: School Programs About Water Conservation Crosstabulations

Table B46. Effectiveness of School Programs About Water Conservation by Municipality.

Municipality	n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
Cary	334	5.73	14.4	2.4	0.6	0.6	33.5	6.0	14.7	6.9	21.0	48.6
Morrisville	37	6.30	5.4	0.0	0.0	0.0	40.5	8.1	18.9	2.7	24.3	54.0

Table B47. Effectiveness of School Programs About Water Conservation by Housing.

Housing	n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
Single Family	329	5.77	14.0	2.4	0.6	0.6	33.1	6.1	15.2	6.4	21.6	49.3
Other	33	5.91	12.1	0.0	0.0	0.0	42.4	3.0	15.2	3.0	24.2	45.4

Effectiveness of Water Conservation Tools: Water Conservation Workshops Crosstabulations

Table B48. Effectiveness of Water Conservation Workshops by Municipality.

Municipality	n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
Cary	343	4.94	16.0	6.4	6.1	4.2	32.4	9.6	8.5	4.7	13.1	35.9
Morrisville	37	5.00	13.5	5.4	18.9	2.7	16.2	13.5	5.4	10.8	13.5	43.2

Table B49. Effectiveness of Water Conservation Workshops by Housing.

Housing	n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
Single Family	337	4.97	15.7	5.9	8.0	3.6	29.4	10.1	8.3	5.3	13.6	37.3
Other	34	4.65	20.6	11.8	2.9	0.0	29.4	11.8	5.9	5.9	11.8	35.4

Effectiveness of Water Conservation Tools: Talking with a Block Leader Crosstabulations

Table B50. Effectiveness of Talking with a Block Leader by Municipality.

Municipality	n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
Cary	322	4.75	18.9	4.3	4.7	0.6	42.9	7.5	8.1	2.5	10.6	28.7
Morrisville	36	4.61	19.4	5.6	2.8	0.0	47.2	5.6	11.1	0.0	8.3	25.0

Table B51. Effectiveness of Talking with a Block Leader by Housing.

Housing	n	Mean	Very Ineffective 1	2	3	4	Average 5	6	7	8	Very Effective 9	% Above Midpoint
Single Family	318	4.75	19.2	4.7	4.1	0.6	42.5	7.5	8.2	2.5	10.7	28.7
Other	31	4.61	19.4	3.2	6.5	0.0	48.4	3.2	9.7	0.0	9.7	25.0

Information to Manage Water Use: Knowing Monthly Water Use Crosstabulations

Table B52. Knowing Your Monthly Water Use by Municipality.

Municipality	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
Cary	365	7.90	1.6	0.5	0.5	0.3	7.7	4.9	13.7	15.9	54.8	89.3
Morrisville	37	8.03	2.7	0.0	0.0	0.0	8.1	2.7	10.8	13.5	62.2	89.2

Table B53. Knowing Your Monthly Water Use by Housing.

Housing	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
Single Family	360	7.99	1.4	0.3	0.3	0.0	7.5	4.7	13.6	15.3	56.9	90.5
Other	34	7.47	2.9	0.0	2.9	2.9	11.8	2.9	8.8	23.5	44.1	79.3

Table B54. Knowing Your Monthly Water Use by Income.

Income	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
0-$20,000	5	7.40	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	80.0	80.0
$20,001-$30,000	8	7.88	0.0	0.0	0.0	0.0	12.5	0.0	25.0	12.5	50.0	87.5
$30,001-$50,000	32	7.88	3.1	0.0	3.1	0.0	6.3	3.1	9.4	15.6	59.4	87.5
$50,001-$70,000	47	7.85	2.1	0.0	0.0	0.0	6.4	4.3	21.3	17.0	48.9	91.5
$70,001-$100,000	59	8.00	0.0	0.0	0.0	0.0	13.6	3.4	11.9	11.9	59.3	86.5
$100,001-$150,000	90	7.96	2.2	0.0	1.1	0.0	5.6	5.6	12.2	16.7	56.7	91.2
Over $150,000	67	7.96	1.5	0.0	0.0	1.5	4.5	6.0	14.9	19.4	52.2	92.5

Table B55. Knowing Your Monthly Water Use by Age.

Age	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
18-25	8	8.25	0.0	0.0	0.0	0.0	0.0	0.0	25.0	25.0	50.0	100.0
26-35	33	7.79	3.0	0.0	3.0	0.0	3.0	9.1	12.1	15.2	54.5	90.9
36-45	110	8.06	0.0	0.0	0.0	0.0	7.3	5.5	11.8	24.5	50.9	92.7
46-55	103	7.87	1.9	1.0	1.0	1.0	6.8	2.9	15.5	12.6	57.3	88.3
56-65	65	8.00	1.5	0.0	0.0	0.0	12.3	3.1	7.7	13.8	61.5	86.1
66-75	37	8.11	2.7	0.0	0.0	0.0	5.4	5.4	10.8	8.1	67.6	91.9
Over 75	30	7.53	3.3	0.0	0.0	0.0	13.3	3.3	23.3	10.0	46.7	83.3

Table B56. Knowing Your Monthly Water Use by Education.

Education	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
High School or Less	24	8.33	0.0	0.0	0.0	0.0	0.0	0.0	25.0	16.7	58.3	100.0
Some College/Tech	75	8.04	2.7	0.0	1.3	0.0	9.3	1.3	8.0	9.3	68.0	86.6
Bachelors	156	7.70	2.6	0.6	0.6	0.0	8.3	7.1	14.7	17.3	48.7	87.8
Masters	89	8.09	0.0	0.0	0.0	1.1	7.9	4.5	11.2	18.0	57.3	91.0
PhD/JD/MD	41	8.20	0.0	0.0	0.0	0.0	7.3	2.4	12.2	19.5	58.5	92.6

Information to Manage Water Use: Being Alerted When Water Use Exceeds Certain Point Crosstabulations

Table B57. Being Alerted When Your Water Use Exceeds a Certain Point by Municipality.

Municipality	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
Cary	365	7.60	6.6	0.5	0.5	0.0	6.8	4.9	11.2	15.9	53.4	85.4
Morrisville	37	7.51	8.1	0.0	0.0	0.0	10.8	5.4	8.1	8.1	59.5	81.1

Table B58. Being Alerted When Your Water Use Exceeds a Certain Point by Housing.

Housing	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
Single Family	360	7.58	6.4	0.6	0.6	0.0	7.5	5.3	11.1	15.8	52.8	85.0
Other	34	7.91	8.8	0.0	0.0	0.0	2.9	2.9	5.9	5.9	73.5	88.2

Table B59. Being Alerted When Your Water Use Exceeds a Certain Point by Income.

Income	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
0-$20,000	5	8.80	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.0	80.0	100.0
$20,001-$30,000	8	6.38	12.5	0.0	12.5	0.0	0.0	12.5	25.0	0.0	37.5	75.0
$30,001-$50,000	32	7.56	9.4	3.1	0.0	0.0	9.4	0.0	3.1	3.1	71.9	78.1
$50,001-$70,000	47	7.85	2.1	0.0	0.0	0.0	6.4	6.4	17.0	19.1	48.9	91.4
$70,001-$100,000	59	7.53	5.1	0.0	0.0	0.0	6.8	6.8	16.9	25.4	39.0	88.1
$100,001-$150,000	90	7.74	5.6	1.1	1.1	0.0	6.7	4.4	5.6	15.6	60.0	85.6
Over $150,000	67	7.79	6.0	0.0	0.0	0.0	4.5	6.0	10.4	16.4	56.7	89.5

Table B60. Being Alerted When Your Water Use Exceeds a Certain Point by Age.

Age	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
18-25	8	7.63	12.5	0.0	0.0	0.0	0.0	0.0	0.0	37.5	50.0	87.5
26-35	33	8.21	3.0	0.0	0.0	0.0	0.0	3.0	9.1	27.3	57.6	97.0
36-45	110	7.87	2.7	0.9	0.0	0.0	6.4	6.4	12.7	14.5	56.4	90.0
46-55	103	7.51	8.7	0.0	1.0	0.0	6.8	3.9	10.7	12.6	56.3	83.5
56-65	65	7.65	6.2	0.0	0.0	0.0	10.8	1.5	13.8	10.8	56.9	83.0
66-75	37	6.41	16.2	2.7	0.0	0.0	10.8	10.8	10.8	13.5	35.1	70.2
Over 75	30	7.63	6.7	0.0	3.3	0.0	6.7	6.7	0.0	16.7	60.0	83.4

Table B61. Being Alerted When Your Water Use Exceeds a Certain Point by Education.

Education	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
High School or Less	24	7.04	16.7	0.0	0.0	0.0	0.0	8.3	16.7	4.2	54.2	83.4
Some College/Tech	75	7.69	6.7	1.3	0.0	0.0	6.7	2.7	8.0	17.3	57.3	85.3
Bachelors	156	7.65	3.2	0.6	1.3	0.0	9.0	7.1	12.2	15.4	51.3	86.0
Masters	89	7.70	6.7	0.0	0.0	0.0	7.9	4.5	7.9	15.7	57.3	85.4
PhD/JD/MD	41	7.56	12.2	0.0	0.0	0.0	2.4	0.0	12.2	12.2	61.0	85.4

Information to Manage Water Use: Knowing Your Seasonal Use Crosstabulations

Table B62. Understanding Your Seasonal Use Compared to my Average Use by Municipality.

Municipality	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
Cary	364	6.53	11.5	2.2	2.2	1.4	13.5	7.1	16.8	10.4	34.9	69.2
Morrisville	37	6.86	10.8	0.0	2.7	0.0	16.2	8.1	8.1	5.4	48.6	70.2

Table B63. Understanding Your Seasonal Use Compared to my Average Use by Housing.

Housing	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
Single Family	359	6.68	9.7	1.9	1.9	1.4	13.9	7.5	16.4	10.6	36.5	71.0
Other	34	5.44	29.4	2.9	2.9	0.0	11.8	5.9	5.9	5.9	35.3	53.0

Table B64. Understanding Your Seasonal Use Compared to my Average Use by Income.

Income	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
0-$20,000	5	3.00	60.0	0.0	0.0	0.0	20.0	0.0	20.0	0.0	0.0	20.0
$20,001-$30,000	8	4.63	37.5	0.0	0.0	0.0	25.0	12.5	0.0	0.0	25.0	37.5
$30,001-$50,000	32	6.34	21.9	3.1	0.0	0.0	6.3	9.4	6.3	3.1	50.0	68.8
$50,001-$70,000	47	6.38	12.8	2.1	2.1	2.1	17.0	0.0	21.3	10.6	31.9	63.8
$70,001-$100,000	58	6.76	5.2	3.4	1.7	1.7	17.2	6.9	20.7	8.6	34.5	70.7
$100,001-$150,000	90	6.82	6.7	1.1	3.3	3.3	13.3	8.9	16.7	6.7	40.0	72.3
Over $150,000	67	6.63	10.4	4.5	4.5	0.0	9.0	3.0	17.9	14.9	35.8	71.6

Table B65. Understanding Your Seasonal Use Compared to my Average Use by Age.

Age	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
18-25	8	5.63	12.5	0.0	0.0	0.0	37.5	12.5	12.5	25.0	0.0	50.0
26-35	33	7.03	9.1	0.0	3.0	0.0	9.1	9.1	15.2	12.1	42.4	78.8
36-45	110	7.14	6.4	0.0	1.8	0.9	10.9	7.3	20.9	12.7	39.1	80.0
46-55	103	6.49	11.7	4.9	1.9	1.9	12.6	5.8	11.7	11.7	37.9	67.1
56-65	64	6.28	9.4	3.1	4.7	3.1	18.8	6.3	17.2	3.1	34.4	61.0
66-75	37	6.11	21.6	2.7	0.0	0.0	8.1	13.5	10.8	2.7	40.5	67.5
Over 75	30	5.67	26.7	0.0	0.0	0.0	16.7	3.3	16.7	10.0	26.7	56.7

Table B66. Understanding Your Seasonal Use Compared to my Average Use by Education.

Education	N	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
High School or Less	24	7.25	12.5	0.0	0.0	0.0	4.2	8.3	16.7	0.0	58.3	83.3
Some College/Tech	75	6.20	17.3	2.7	0.0	1.3	16.0	8.0	9.3	9.3	36.0	62.6
Bachelors	156	6.83	7.7	1.9	1.9	1.3	14.7	9.0	14.7	8.3	40.4	72.4
Masters	88	6.43	12.5	3.4	3.4	2.3	6.8	4.5	22.7	14.8	29.5	71.5
PhD/JD/MD	41	6.41	12.2	0.0	4.9	0.0	19.5	2.4	17.1	12.2	31.7	63.4

Information to Manage Water Use: Knowing How Much Water Is Used By Specific Appliances Crosstabulations

Table B67. Knowing How Much Water is Typically Used by Specific Appliances by Municipality.

Municipality	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
Cary	365	6.14	14.0	2.7	3.0	1.9	14.2	10.1	14.0	11.8	28.2	64.1
Morrisville	37	6.89	13.5	0.0	2.7	0.0	10.8	2.7	10.8	13.5	45.9	72.9

Table B68. Knowing How Much Water is Typically Used by Specific Appliances by Housing.

Housing	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
Single Family	360	6.26	13.3	2.8	3.1	1.4	13.3	9.4	14.4	12.2	30.0	66.0
Other	34	5.68	20.6	0.0	2.9	5.9	20.6	5.9	5.9	8.8	29.4	50.0

Table B69. Knowing How Much Water is Typically Used by Specific Appliances by Income.

Income	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
0-$20,000	5	4.00	20.0	0.0	20.0	0.0	40.0	20.0	0.0	0.0	0.0	20.0
$20,001-$30,000	8	6.75	12.5	0.0	0.0	0.0	12.5	0.0	37.5	0.0	37.5	75.0
$30,001-$50,000	32	5.97	21.9	0.0	0.0	0.0	21.9	3.1	12.5	6.3	34.4	56.3
$50,001-$70,000	47	6.21	8.5	4.3	2.1	2.1	23.4	8.5	14.9	8.5	27.7	59.6
$70,001-$100,000	59	6.49	10.2	1.7	3.4	3.4	10.2	8.5	18.6	16.9	27.1	71.1
$100,001-$150,000	90	6.59	12.2	2.2	1.1	0.0	14.4	10.0	10.0	13.3	36.7	70.0
Over $150,000	67	5.91	14.9	4.5	7.5	4.5	6.	7.5	16.4	11.9	26.9	62.7

Table B70. Knowing How Much Water is Typically Used by Specific Appliances by Age.

Age	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
18-25	8	5.50	12.5	0.0	0.0	0.0	25.0	37.5	12.5	12.5	0.0	62.5
26-35	33	7.27	9.1	0.0	3.0	0.0	6.1	3.0	15.2	18.2	45.5	81.9
36-45	110	6.77	10.0	0.9	2.7	0.0	11.8	8.2	15.5	17.3	33.6	74.6
46-55	103	6.20	13.6	1.9	2.9	2.9	11.7	14.6	11.7	11.7	29.1	67.1
56-65	65	5.66	18.5	7.7	4.6	1.5	12.3	4.6	15.4	3.1	32.3	55.4
66-75	37	4.59	29.7	5.4	2.7	5.4	21.6	0.0	13.5	8.1	13.5	35.1
Over 75	30	6.17	10.0	0.0	3.3	0.0	30.0	10.0	13.3	6.7	26.7	56.7

Table B71. Knowing How Much Water is Typically Used by Specific Appliances by Education.

Education	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
High School or Less	24	6.00	25.0	0.0	0.0	0.0	12.5	4.2	16.7	4.2	37.5	62.6
Some College/Tech	75	6.03	16.0	2.7	2.7	0.0	17.3	12.0	9.3	10.7	29.3	61.3
Bachelors	156	6.38	10.3	2.6	2.6	1.9	17.3	9.0	14.1	12.2	30.1	65.4
Masters	89	6.35	12.4	3.4	5.6	2.2	5.6	10.1	16.9	11.2	32.6	70.8
PhD/JD/MD	41	5.80	22.0	2.4	2.4	2.4	9.8	4.9	14.6	17.1	24.4	61.0

Information to Manage Water Use: Comparing Your Usage To What Others Use Crosstabulations

Table B72. Understanding Your Usage Compared to What Others Use by Municipality.

Municipality	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
Cary	365	5.91	18.1	2.7	2.5	1.6	13.7	8.5	16.7	9.0	27.1	61.3
Morrisville	37	6.65	16.2	0.0	5.4	2.7	2.7	2.7	13.5	13.5	43.2	72.9

Table B73. Understanding Your Usage Compared to What Others Use by Housing.

Housing	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
Single Family	360	6.11	16.4	2.5	2.5	1.9	12.2	7.8	16.9	10.0	29.7	64.4
Other	34	4.65	32.4	2.9	5.9	0.0	17.6	8.8	8.8	5.9	17.6	41.1

Table B74. Understanding Your Usage Compared to What Others Use by Income.

Income	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
0-$20,000	5	3.80	60.0	0.0	0.0	0.0	0.0	0.0	20.0	0.0	20.0	40.0
$20,001-$30,000	8	5.50	25.0	0.0	0.0	0.0	25.0	0.0	12.5	25.0	12.5	50.0
$30,001-$50,000	32	5.66	28.1	3.1	0.0	0.0	12.5	0.0	15.6	6.3	34.4	56.3
$50,001-$70,000	47	5.60	19.1	0.0	4.3	4.3	14.9	12.8	17.0	8.5	19.1	57.4
$70,001-$100,000	59	6.19	11.9	5.1	3.4	1.7	13.6	6.8	18.6	10.2	28.8	64.4
$100,001-$150,000	90	6.53	12.2	0.0	2.2	3.3	12.2	10.0	15.6	8.9	35.6	70.1
Over $150,000	67	6.03	19.4	4.5	4.5	0.0	7.5	6.0	11.9	11.9	34.3	64.1

Table B75. Understanding Your Usage Compared to What Others Use by Age.

Age	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
18-25	8	6.13	12.5	12.5	0.0	0.0	12.5	12.5	0.0	12.5	37.5	62.5
26-35	33	7.15	9.1	0.0	3.0	0.0	6.1	9.1	15.2	12.1	45.5	81.9
36-45	110	6.74	10.0	0.9	1.8	2.7	5.5	10.9	23.6	13.6	30.9	79.0
46-55	103	6.00	18.4	2.9	3.9	1.0	10.7	7.8	14.6	8.7	32.0	63.1
56-65	65	5.31	23.1	3.1	4.6	4.6	20.0	3.1	6.2	10.8	24.6	44.7
66-75	37	4.84	32.4	5.4	0.0	0.0	16.2	8.1	13.5	2.7	21.6	45.9
Over 75	30	4.70	30.0	3.3	0.0	0.0	30.0	3.3	16.7	3.3	13.3	36.6

Table B76. Understanding Your Usage Compared to What Others Use by Education.

Education	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
High School or Less	24	6.21	16.7	0.0	8.3	0.0	8.3	4.2	20.8	8.3	33.3	66.6
Some College/Tech	75	5.44	25.3	4.0	1.3	2.7	16.0	4.0	10.7	6.7	29.3	50.7
Bachelors	156	6.10	15.4	1.9	1.9	1.3	15.4	10.3	17.3	8.3	28.2	64.1
Masters	89	5.89	21.3	3.4	2.2	1.1	6.7	6.7	18.0	14.6	25.8	65.1
PhD/JD/MD	41	6.80	9.8	0.0	4.9	4.9	7.3	7.3	12.2	12.2	41.5	73.2

Information to Manage Water Use: Knowing Your Daily Water Use Crosstabulations

Table B77. Knowing Your Daily Water Use by Municipality.

Municipality	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
Cary	365	5.58	19.7	4.7	3.6	1.1	15.6	9.9	12.3	7.9	25.2	55.3
Morrisville	37	6.22	13.5	2.7	2.7	0.0	18.9	8.1	16.2	2.7	35.1	62.1

Table B78. Knowing Your Daily Water Use by Housing.

Housing	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
Single Family	360	5.67	18.6	4.2	3.6	1.1	16.4	9.4	13.1	7.5	26.1	56.1
Other	34	5.18	26.5	5.9	2.9	0.0	14.7	8.8	8.8	8.8	23.5	49.9

Table B79. Knowing Your Daily Water Use by Income.

Income	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
0-$20,000	5	4.20	40.0	0.0	0.0	0.0	40.0	0.0	0.0	0.0	20.0	20.0
$20,001-$30,000	8	7.13	12.5	0.0	0.0	0.0	0.0	0.0	37.5	12.5	37.5	87.5
$30,001-$50,000	32	6.00	18.8	3.1	0.0	0.0	21.9	3.1	12.5	6.3	34.4	56.3
$50,001-$70,000	47	5.26	23.4	4.3	2.1	2.1	17.0	10.6	14.9	4.3	21.3	51.1
$70,001-$100,000	59	6.02	10.2	6.8	3.4	0.0	25.4	6.8	10.2	6.8	30.5	54.3
$100,001-$150,000	90	5.86	16.7	2.2	6.7	3.3	11.1	13.3	8.9	6.7	31.1	60.0
Over $150,000	67	4.81	29.9	6.0	7.5	0.0	9.0	6.0	14.9	10.4	16.4	47.7

Table B80. Knowing Your Daily Water Use by Age.

Age	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
18-25	8	5.88	12.5	12.5	0.0	0.0	25.0	0.0	0.0	25.0	25.0	50.0
26-35	33	6.52	15.2	0.0	6.1	0.0	3.0	12.1	18.2	6.1	39.4	75.8
36-45	110	5.94	14.5	2.7	4.5	0.9	16.4	10.0	17.3	9.1	24.5	60.9
46-55	103	5.60	19.4	6.8	1.9	1.9	14.6	6.8	13.6	9.7	25.2	55.3
56-65	65	5.09	24.6	6.2	6.2	1.5	18.5	6.2	4.6	4.6	27.7	43.1
66-75	37	4.89	32.4	2.7	2.7	0.0	18.9	5.4	10.8	2.7	24.3	43.2
Over 75	30	5.47	20.0	3.3	0.0	0.0	23.3	16.7	10.0	6.7	20.0	53.4

Table B81. Knowing Your Daily Water Use by Education.

Education	n	Mean	Not Likely 1	2	3	4	Neutral 5	6	7	8	Very Likely 9	% Above Midpoint
High School or Less	24	5.71	25.0	0.0	0.0	0.0	16.7	4.2	20.8	8.3	25.0	58.3
Some College/Tech	75	6.00	18.7	6.7	0.0	0.0	16.0	5.3	9.3	5.3	38.7	58.6
Bachelors	156	5.72	16.0	3.8	5.1	2.6	16.7	9.6	12.2	9.0	25.0	55.8
Masters	89	5.36	21.3	4.5	3.4	0.0	19.1	11.2	12.4	6.7	21.3	51.6
PhD/JD/MD	41	5.24	26.8	2.4	7.3	0.0	7.3	9.8	17.1	7.3	22.0	56.2

Water Usage Issues: Cost of Water Is Factor for Indoor Water Use Crosstabulations

Table B82. The Cost of Water is an Important Factor for Me When Deciding How Much Water to Use Indoors by Municipality.

Municipality	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Cary	364	5.79	14.6	4.4	6.0	2.7	16.2	9.6	10.7	9.1	26.6	56.0
Morrisville	37	5.95	10.8	0.0	18.9	0.0	10.8	5.4	16.2	13.5	24.3	59.4

Table B83. The Cost of Water is an Important Factor for Me When Deciding How Much Water to Use Indoors by Housing.

Housing	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Single Family	359	5.82	14.5	3.9	6.7	2.8	15.0	9.2	11.7	9.5	26.7	57.1
Other	34	5.71	11.8	2.9	14.7	0.0	20.6	8.8	2.9	11.8	26.5	50.0

Table B84. The Cost of Water is an Important Factor for Me When Deciding How Much Water to Use Indoors by Income.

Income	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
0-$20,000	5	7.60	0.0	0.0	0.0	0.0	20.0	20.0	0.0	0.0	60.0	80.0
$20,001-$30,000	8	5.88	0.0	12.5	0.0	0.0	50.0	0.0	0.0	25.0	12.5	37.5
$30,001-$50,000	32	6.22	12.5	3.1	3.1	0.0	25.0	3.1	12.5	3.1	37.5	56.2
$50,001-$70,000	47	5.30	17.0	4.3	14.9	2.1	8.5	14.9	8.5	8.5	21.3	53.2
$70,001-$100,000	58	6.33	6.9	5.2	5.2	1.7	15.5	12.1	10.3	17.2	25.9	65.5
$100,001-$150,000	90	5.66	16.7	2.2	12.2	1.1	8.9	11.1	15.6	6.7	25.6	59.0
Over $150,000	67	5.57	16.4	6.0	7.5	1.5	16.4	6.0	11.9	10.4	23.9	52.2

Table B85. The Cost of Water is an Important Factor for Me When Deciding How Much Water to Use Indoors by Age.

Age	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
18-25	8	7.38	0.0	0.0	0.0	0.0	12.5	25.0	12.5	12.5	37.5	87.5
26-35	33	6.00	9.1	0.0	15.2	0.0	18.2	9.1	12.1	12.1	24.2	57.5
36-45	110	6.06	10.9	3.6	7.3	2.7	10.0	10.9	19.1	12.7	22.7	65.4
46-55	102	5.68	17.6	3.9	7.8	2.9	13.7	7.8	7.8	7.8	30.4	53.8
56-65	65	5.60	16.9	6.2	7.7	1.5	16.9	7.7	4.6	7.7	30.8	50.8
66-75	37	5.08	21.6	5.4	2.7	2.7	24.3	8.1	10.8	8.1	16.2	43.2
Over 75	30	5.93	6.7	3.3	6.7	3.3	30.0	10.0	6.7	10.0	23.3	50.0

Table B86. The Cost of Water is an Important Factor for Me When Deciding How Much Water to Use Indoors by Education.

Education	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
High School or Less	24	6.04	25.0	4.2	0.0	0.0	8.3	0.0	12.5	8.3	41.7	62.5
Some College/Tech	75	6.32	6.7	5.3	5.3	1.3	20.0	10.7	10.7	5.3	34.7	61.4
Bachelors	156	5.65	15.4	3.2	9.6	2.6	13.5	11.5	10.3	10.3	23.7	55.8
Masters	88	5.68	12.5	2.3	10.2	4.5	17.0	10.2	9.1	14.8	19.3	53.4
PhD/JD/MD	41	5.76	17.1	7.3	2.4	0.0	17.1	2.4	19.5	7.3	26.8	56.0

Water Usage Issues: Cost of Water Is Factor for Outdoor Water Use Crosstabulations

Table B87. The Cost of Water is an Important Factor for Me When Deciding How Much Water to Use Outdoors by Municipality.

Municipality	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Cary	364	6.89	8.0	1.6	1.6	2.5	12.9	7.1	11.5	17.3	37.4	73.3
Morrisville	37	6.95	5.4	0.0	10.8	2.7	8.1	2.7	13.5	16.2	40.5	72.9

Table B88. The Cost of Water is an Important Factor for Me When Deciding How Much Water to Use Outdoors by Housing.

Housing	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Single Family	359	7.01	7.5	1.1	2.2	2.2	10.6	7.0	12.3	18.4	38.7	76.4
Other	34	5.74	8.8	5.9	5.9	5.9	29.4	5.9	5.9	2.9	29.4	44.1

Table B89. The Cost of Water is an Important Factor for Me When Deciding How Much Water to Use Outdoors by Income.

Income	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
0-$20,000	5	6.80	0.0	0.0	0.0	0.0	40.0	20.0	0.0	0.0	40.0	60.0
$20,001-$30,000	8	6.00	0.0	0.0	0.0	0.0	75.0	0.0	0.0	0.0	25.0	25.0
$30,001-$50,000	32	7.31	6.3	0.0	0.0	0.0	21.9	0.0	9.4	12.5	50.0	71.9
$50,001-$70,000	47	6.38	8.5	4.3	4.3	6.4	10.6	8.5	10.6	17.0	29.8	65.9
$70,001-$100,000	58	7.67	3.4	0.0	1.7	1.7	6.9	5.2	6.9	29.3	44.8	86.2
$100,001-$150,000	90	6.76	11.1	1.1	5.6	0.0	5.6	11.1	10.0	18.9	36.7	76.7
Over $150,000	67	6.66	7.5	3.0	3.0	4.5	13.4	7.5	14.9	7.5	38.8	68.7

Table B90. The Cost of Water is an Important Factor for Me When Deciding How Much Water to Use Outdoors by Age.

Age	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
18-25	8	8.00	0.0	0.0	0.0	0.0	12.5	0.0	12.5	25.0	50.0	87.5
26-35	33	6.58	6.1	0.0	3.0	3.0	24.2	15.2	3.0	12.1	33.3	63.6
36-45	110	7.04	6.4	1.8	5.5	0.9	5.5	5.5	17.3	22.7	34.5	80.0
46-55	102	7.17	6.9	1.0	0.0	4.9	9.8	7.8	10.8	12.7	46.1	77.4
56-65	65	6.88	7.7	3.1	4.6	3.1	10.8	4.6	7.7	13.8	44.6	70.7
66-75	37	6.57	13.5	0.0	0.0	0.0	16.2	5.4	18.9	16.2	29.7	70.2
Over 75	30	6.17	6.7	3.3	0.0	3.3	33.3	6.7	6.7	23.3	16.7	53.4

Table B91. The Cost of Water is an Important Factor for Me When Deciding How Much Water to Use Outdoors by Education.

Education	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
High School or Less	24	7.21	12.5	0.0	4.2	0.0	8.3	4.2	0.0	8.3	62.5	75.0
Some College/Tech	75	7.19	4.0	1.3	1.3	1.3	13.3	8.0	16.0	16.0	38.7	78.7
Bachelors	156	6.74	9.0	1.9	2.6	3.8	11.5	7.1	9.6	19.2	35.3	71.2
Masters	88	7.08	5.7	0.0	3.4	2.3	13.6	5.7	11.4	20.5	37.5	75.1
PhD/JD/MD	41	6.68	4.9	4.9	2.4	2.4	14.6	7.3	22.0	7.3	34.1	70.7

Water Usage Issues: Cost of Wastewater Service Is Factor for Water Use Crosstabulations

Table B92. I Take Into Account the Cost of Wastewater Service When Deciding How Much Water to Use by Municipality.

Municipality	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Cary	363	5.48	13.2	5.5	7.7	5.2	21.8	5.8	12.1	6.1	22.6	46.6
Morrisville	37	5.62	10.8	2.7	8.1	0.0	29.7	8.1	16.2	8.1	16.2	48.6

Table B93. I Take Into Account the Cost of Wastewater Service When Deciding How Much Water to Use by Housing.

Housing	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Single Family	358	5.54	12.3	5.0	8.1	5.0	22.1	5.9	13.1	7.0	21.5	47.5
Other	34	5.03	20.6	5.9	5.9	2.9	32.4	0.0	5.9	0.0	26.5	32.4

Table B94. I Take Into Account the Cost of Wastewater Service When Deciding How Much Water to Use by Income.

Income	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
0-$20,000	5	8.20	0.0	0.0	0.0	0.0	20.0	0.0	0.0	0.0	80.0	80.0
$20,001-$30,000	8	5.50	12.5	0.0	0.0	0.0	50.0	0.0	25.0	0.0	12.5	37.5
$30,001-$50,000	32	5.50	12.5	9.4	3.1	0.0	31.3	6.3	9.4	3.1	25.0	43.8
$50,001-$70,000	47	5.30	14.9	6.4	10.6	4.3	21.3	6.4	6.4	4.3	25.5	42.6
$70,001-$100,000	58	6.10	6.9	3.4	5.2	5.2	24.1	6.9	13.8	8.6	25.9	55.2
$100,001-$150,000	89	5.42	13.5	5.6	7.9	5.6	22.5	4.5	13.5	5.6	21.3	44.9
Over $150,000	67	5.39	14.9	1.5	10.4	4.5	26.9	3.0	10.4	9.0	19.4	41.8

Table B95. I Take Into Account the Cost of Wastewater Service When Deciding How Much Water to Use by Age.

Age	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
18-25	8	6.13	0.0	12.5	12.5	0.0	12.5	12.5	12.5	12.5	25.0	62.5
26-35	33	5.33	9.1	3.0	9.1	6.1	36.4	6.1	9.1	6.1	15.2	36.5
36-45	110	5.34	13.6	6.4	6.4	4.5	23.6	7.3	14.5	6.4	17.3	45.5
46-55	102	5.62	12.7	1.0	9.8	8.8	19.6	4.9	13.7	5.9	23.5	48.0
56-65	64	5.88	12.5	4.7	6.3	1.6	25.0	4.7	6.3	7.8	31.3	50.1
66-75	37	5.24	13.5	8.1	10.8	2.7	18.9	5.4	18.9	2.7	18.9	45.9
Over 75	30	5.37	13.3	10.0	6.7	3.3	26.7	0.0	6.7	10.0	23.3	40.0

Table B96. I Take Into Account the Cost of Wastewater Service When Deciding How Much Water to Use by Education.

Education	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
High School or Less	24	6.38	8.3	4.2	4.2	0.0	25.0	8.3	8.3	0.0	41.7	58.3
Some College/Tech	75	5.67	6.7	6.7	9.3	4.0	30.7	4.0	8.0	6.7	24.0	42.7
Bachelors	156	5.38	12.8	5.1	8.3	6.4	21.8	6.4	16.0	3.2	19.9	45.5
Masters	87	5.62	14.9	3.4	5.7	5.7	20.7	4.6	10.3	13.8	20.7	49.4
PhD/JD/MD	41	5.24	19.5	4.9	7.3	2.4	19.5	4.9	14.6	7.3	19.5	46.3

Water Usage Issues: Financial Penalties for Using Too Much Water Crosstabulations

Table B97. There Should be Strong Financial Penalties for People Who Use Too Much Water by Municipality.

Municipality	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Cary	361	4.82	22.7	5.3	6.9	3.6	23.0	6.6	11.6	4.7	15.5	38.4
Morrisville	37	5.30	10.8	0.0	8.1	2.7	40.5	10.8	10.8	5.4	10.8	37.8

Table B98. There Should be Strong Financial Penalties for People Who Use Too Much Water by Housing.

Housing	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Single Family	357	4.96	20.7	4.8	7.0	3.6	24.4	6.4	11.5	5.3	16.2	39.4
Other	33	3.91	33.3	6.1	9.1	0.0	24.2	6.1	15.2	0.0	6.1	27.4

Table B99. There Should be Strong Financial Penalties for People Who Use Too Much Water by Income.

Income	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
0-$20,000	5	3.60	40.0	20.0	0.0	0.0	20.0	0.0	0.0	0.0	20.0	20.0
$20,001-$30,000	8	4.13	25.0	0.0	25.0	0.0	25.0	12.5	0.0	0.0	12.5	25.0
$30,001-$50,000	32	4.66	21.9	6.3	9.4	3.1	28.1	6.3	6.3	0.0	18.8	31.4
$50,001-$70,000	47	4.94	25.5	4.3	4.3	4.3	19.1	6.4	12.8	4.3	19.1	42.6
$70,001-$100,000	58	5.19	19.0	6.9	5.2	3.4	20.7	6.9	12.1	5.2	20.7	44.9
$100,001-$150,000	90	5.20	16.7	4.4	4.4	5.6	27.8	7.8	10.0	6.7	16.7	41.2
Over $150,000	66	5.02	21.2	4.5	9.1	1.5	19.7	4.5	16.7	9.1	13.6	43.9

Table B100. There Should be Strong Financial Penalties for People Who Use Too Much Water by Age.

Age	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
18-25	8	4.50	0.0	25.0	25.0	0.0	25.0	0.0	12.5	0.0	12.5	25.0
26-35	33	4.33	24.2	3.0	21.2	6.1	15.2	3.0	6.1	12.1	9.1	30.3
36-45	110	5.16	13.6	6.4	7.3	4.5	20.9	12.7	18.2	5.5	10.9	47.3
46-55	102	4.81	24.5	4.9	2.0	2.9	31.4	2.9	11.8	3.9	15.7	34.3
56-65	64	5.23	23.4	3.1	3.1	3.1	25.0	4.7	7.8	3.1	26.6	42.2
66-75	36	4.25	33.3	5.6	5.6	2.8	19.4	8.3	8.3	2.8	13.9	33.3
Over 75	30	4.77	26.7	0.0	10.0	3.3	26.7	3.3	6.7	3.3	20.0	33.3

Table B101. There Should be Strong Financial Penalties for People Who Use Too Much Water by Education.

Education	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
High School or Less	24	4.13	29.2	8.3	4.2	4.2	33.3	0.0	8.3	0.0	12.5	20.8
Some College/Tech	75	4.93	21.3	5.3	6.7	5.3	22.7	6.7	9.3	2.7	20.0	38.7
Bachelors	156	4.72	25.6	5.1	6.4	2.6	21.8	6.4	11.5	6.4	14.1	38.4
Masters	86	5.07	14.0	4.7	9.3	4.7	30.2	8.1	10.5	3.5	15.1	37.2
PhD/JD/MD	41	5.73	17.1	0.0	2.4	2.4	22.0	7.3	22.0	9.8	17.1	56.2

Water Usage Issues: Maintenance of Landscaping or Garden Crosstabulations

Table B102. Which Best Describes How You Maintain Your Landscape or Garden by Municipality.

Municipality	n	We do work ourselves	We hire outside firm or person	Combination of ourselves and outside firm	Our landscape does not require maintenance
Cary	361	60.7	12.7	20.8	5.8
Morrisville	37	45.9	21.6	29.7	2.7

Table B103. Which Best Describes How You Maintain Your Landscape or Garden by Housing.

Housing	n	We do work ourselves	We hire outside firm or person	Combination of ourselves and outside firm	Our landscape does not require maintenance
Single Family	356	63.2	11.8	21.6	3.4
Other	34	20.6	35.3	17.6	26.5

Water Usage Issues: Other Sources for Outdoor Water Needs Crosstabulations

Table B104. In addition to Water Purchased from Your Water Utility, Do You Use Any of the Following Sources for Your Outdoor Water Needs. (Respondent May Choose More Than One Source)

Municipality	n	Rain barrel/Cistern	Directing rainwater toward plants	Graywater use from indoor	Well Water	Reclaimed water from Town	Other
Cary	55	69.1	18.2	10.9	7.3	7.3	5.5
Morrisville	5	80.0	0.0	0.0	20.0	0.0	0.0

Table B105. In addition to Water Purchased from Your Water Utility, Do You Use Any of the Following Sources for Your Outdoor Water Needs.

Housing	n	Rain barrel/Cistern	Directing rainwater toward plants	Graywater use from indoor	Well Water	Reclaimed water from Town	Other
Single Family	55	69.1	14.5	9.1	7.3	5.5	5.5
Other	3	100.0	33.3	0.0	33.3	33.3	0.0

Water Use Knowledge: Watering One Inch Per Week Is Sufficient Water Crosstabulations

Table B106. Watering 1 Inch Per Week, Including Rainfall, is Sufficient Water to Maintain My Landscape by Municipality.

Municipality	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Cary	360	6.86	7.5	0.3	1.1	3.6	21.1	5.8	7.8	10.0	42.8	66.4
Morrisville	36	7.50	0.0	0.0	2.8	2.8	16.7	5.6	11.1	13.9	47.2	77.8

Table B107. Watering 1 Inch Per Week, Including Rainfall, is Sufficient Water to Maintain My Landscape by Housing.

Housing	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Single Family	357	6.90	6.7	0.3	1.4	3.6	20.7	5.6	8.4	10.9	42.3	67.2
Other	32	7.19	9.4	0.0	0.0	3.1	18.8	3.1	0.0	6.3	59.4	68.8

Table B108. Watering 1 Inch Per Week, Including Rainfall, is Sufficient Water to Maintain My Landscape by Income.

Income	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
0-$20,000	5	5.00	20.0	0.0	0.0	0.0	60.0	0.0	0.0	0.0	20.0	20.0
$20,001-$30,000	8	7.38	0.0	0.0	0.0	12.5	12.5	0.0	12.5	25.0	37.5	75.0
$30,001-$50,000	32	7.31	3.1	0.0	0.0	0.0	31.3	0.0	6.3	6.3	53.1	65.7
$50,001-$70,000	46	7.35	4.3	0.0	0.0	2.2	19.6	2.2	15.2	4.3	52.2	73.9
$70,001-$100,000	58	6.76	10.3	0.0	1.7	3.4	20.7	3.4	3.4	13.8	43.1	63.7
$100,001-$150,000	89	6.74	7.9	1.1	2.2	5.6	18.0	6.7	5.6	10.1	42.7	65.1
Over $150,000	66	6.95	7.6	0.0	1.5	4.5	12.1	12.1	7.6	12.1	42.4	74.2

Table B109. Watering 1 Inch Per Week, Including Rainfall, is Sufficient Water to Maintain My Landscape by Age.

Age	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
18-25	8	5.75	0.0	0.0	0.0	0.0	62.5	0.0	37.5	0.0	0.0	37.5
26-35	31	7.29	0.0	0.0	6.5	3.2	19.4	3.2	6.5	16.1	45.2	71.0
36-45	110	7.09	5.5	0.9	1.8	4.5	17.3	4.5	7.3	10.0	48.2	70.0
46-55	102	6.99	10.8	0.0	0.0	1.0	13.7	9.8	6.9	11.8	46.1	74.6
56-65	64	6.75	9.4	0.0	0.0	4.7	20.3	3.1	12.5	10.9	39.1	65.6
66-75	36	6.61	5.6	0.0	2.8	5.6	27.8	5.6	5.6	11.1	36.1	58.4
Over 75	30	7.17	3.3	0.0	0.0	3.3	33.3	0.0	0.0	6.7	53.3	60.0

Table B110. Watering 1 Inch Per Week, Including Rainfall, is Sufficient Water to Maintain My Landscape by Education.

Education	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
High School or Less	24	7.33	8.3	0.0	0.0	4.2	16.7	0.0	0.0	12.5	58.3	70.8
Some College/Tech	74	6.81	5.4	0.0	1.4	1.4	28.4	8.1	8.1	6.8	40.5	63.5
Bachelors	153	7.06	7.8	0.0	1.3	3.9	15.0	5.2	7.8	12.4	46.4	71.8
Masters	88	6.95	3.4	1.1	2.3	5.7	21.6	3.4	11.4	8.0	43.2	66.0
PhD/JD/MD	41	6.78	12.2	0.0	0.0	0.0	19.5	7.3	4.9	14.6	41.5	68.3

Table B111. Watering 1 Inch Per Week, Including Rainfall, is Sufficient Water to Maintain My Landscape by Years in Town.

Years in Town	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
0-1	20	7.00	5.0	0.0	0.0	0.0	25.0	5.0	20.0	5.0	40.0	70.0
2-5	93	6.68	7.5	1.1	3.2	2.2	20.4	7.5	7.5	15.1	35.5	65.6
6-10	101	7.36	4.0	0.0	1.0	4.0	15.8	5.9	6.9	11.9	50.5	75.2
11-20	101	6.46	10.9	0.0	1.0	5.9	23.8	4.0	8.9	6.9	38.6	58.4
More than 20	72	7.38	5.6	0.0	0.0	2.8	19.4	2.8	4.2	9.7	55.6	72.3

Water Use Knowledge: Using Soil Amendments Will Reduce Watering Needs Crosstabulations

Table B112. Using Soil Amendments (Organic Material) to Improve Soil Conditions Will Reduce Watering Needs by Municipality.

Municipality	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Cary	359	6.95	5.6	1.4	1.7	2.2	19.5	7.5	10.3	8.6	43.2	69.6
Morrisville	36	7.75	0.0	0.0	0.0	0.0	19.4	2.8	13.9	11.1	52.8	80.6

Table B113. Using Soil Amendments (Organic Material) to Improve Soil Conditions Will Reduce Watering Needs by Housing.

Housing	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Single Family	357	7.01	5.0	1.1	1.7	2.2	18.8	7.3	11.8	9.0	43.1	71.2
Other	32	7.34	6.3	0.0	0.0	0.0	21.9	6.3	0.0	9.4	56.3	72.0

Table B114. Using Soil Amendments (Organic Material) to Improve Soil Conditions Will Reduce Watering Needs by Income.

Income	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
0-$20,000	5	4.40	20.0	0.0	0.0	0.0	60.0	20.0	0.0	0.0	0.0	20.0
$20,001-$30,000	8	6.75	0.0	0.0	0.0	12.5	25.0	12.5	0.0	25.0	25.0	62.5
$30,001-$50,000	32	7.13	3.1	0.0	0.0	0.0	34.4	3.1	3.1	9.4	46.9	62.5
$50,001-$70,000	46	7.22	10.9	0.0	0.0	4.3	10.9	0.0	6.5	13.0	54.3	73.8
$70,001-$100,000	57	6.96	3.5	1.8	1.8	1.8	22.8	5.3	12.3	12.3	38.6	68.5
$100,001-$150,000	90	7.16	4.4	0.0	2.2	3.3	15.6	6.7	14.4	7.8	45.6	74.5
Over $150,000	66	7.50	3.0	0.0	3.0	0.0	10.6	12.1	10.6	7.6	53.0	83.3

Table B115. Using Soil Amendments (Organic Material) to Improve Soil Conditions Will Reduce Watering Needs by Age.

Age	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
18-25	8	6.63	0.0	0.0	0.0	0.0	37.5	12.5	12.5	25.0	12.5	62.5
26-35	31	7.16	0.0	3.2	0.0	0.0	19.4	12.9	16.1	12.9	35.5	77.4
36-45	109	7.24	6.4	0.0	0.0	0.9	14.7	5.5	16.5	11.9	44.0	77.9
46-55	102	7.16	5.9	1.0	2.9	1.0	15.7	6.9	8.8	6.9	51.0	73.6
56-65	65	7.05	3.1	1.5	3.1	4.6	21.5	3.1	7.7	7.7	47.7	66.2
66-75	36	7.11	2.8	2.8	2.8	2.8	19.4	8.3	5.6	2.8	52.8	69.5
Over 75	30	6.43	10.0	0.0	0.0	3.3	26.7	10.0	6.7	10.0	33.3	60.0

Table B116. Using Soil Amendments (Organic Material) to Improve Soil Conditions Will Reduce Watering Needs by Education.

Education	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
High School or Less	24	6.08	20.8	4.2	0.0	8.3	8.3	4.2	0.0	8.3	45.8	58.3
Some College/Tech	73	6.79	5.5	0.0	1.4	0.0	23.3	12.3	16.4	5.5	35.6	69.8
Bachelors	154	7.19	3.9	0.0	1.3	3.2	19.5	3.9	13.0	10.4	44.8	72.1
Masters	88	7.48	1.1	1.1	1.1	0.0	17.0	10.2	9.1	11.4	48.9	79.6
PhD/JD/MD	41	6.88	9.8	4.9	4.9	0.0	9.8	4.9	4.9	7.3	53.7	70.8

Table B117. Using Soil Amendments (Organic Material) to Improve Soil Conditions Will Reduce Watering Needs by Years in Town.

Years in Town	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
0-1	20	7.00	10.0	0.0	0.0	0.0	10.0	10.0	15.0	20.0	35.0	80.0
2-5	93	7.18	3.2	1.1	0.0	1.1	20.4	8.6	12.9	9.7	43.0	74.2
6-10	100	6.90	7.0	1.0	1.0	3.0	18.0	6.0	14.0	8.0	42.0	70.0
11-20	101	6.96	5.9	2.0	2.0	3.0	15.8	9.9	7.9	6.9	46.5	71.2
More than 20	72	7.26	2.8	0.0	4.2	1.4	23.6	1.4	5.6	9.7	51.4	68.1

Water Use Knowledge: Addition of Mulch Will Reduce Watering Needs Crosstabulations

Table B118. The Addition of Mulch to Landscaped Areas (Flowers, Shrubs, Gardens) Will Reduce Watering Needs by Municipality.

Municipality	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Cary	361	7.78	2.2	0.3	0.6	0.8	12.5	4.4	10.5	10.8	57.9	83.6
Morrisville	36	7.97	0.0	0.0	0.0	0.0	16.7	2.8	11.1	5.6	63.9	83.4

Table B119. The Addition of Mulch to Landscaped Areas (Flowers, Shrubs, Gardens) Will Reduce Watering Needs by Housing.

Housing	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Single Family	359	7.87	1.7	0.3	0.6	0.8	11.1	3.9	11.4	10.6	59.6	85.5
Other	32	7.03	6.3	0.0	0.0	0.0	31.3	3.1	3.1	6.3	50.0	62.5

Table B120. The Addition of Mulch to Landscaped Areas (Flowers, Shrubs, Gardens) Will Reduce Watering Needs by Income.

Income	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
0-$20,000	5	4.80	0.0	0.0	0.0	20.0	80.0	0.0	0.0	0.0	0.0	0.0
$20,001-$30,000	8	6.75	12.5	0.0	0.0	0.0	12.5	12.5	12.5	12.5	37.5	75.0
$30,001-$50,000	32	7.66	0.0	0.0	0.0	0.0	28.1	0.0	6.3	9.4	56.3	72.0
$50,001-$70,000	46	7.72	4.3	0.0	2.2	0.0	8.7	4.3	6.5	19.6	54.3	84.7
$70,001-$100,000	58	7.84	0.0	0.0	0.0	3.4	10.3	3.4	17.2	12.1	53.4	86.1
$100,001-$150,000	90	7.88	2.2	0.0	1.1	0.0	10.0	6.7	11.1	5.6	63.3	86.7
Over $150,000	67	8.28	1.5	0.0	0.0	0.0	6.0	3.0	10.4	6.0	73.1	92.5

Table B121. The Addition of Mulch to Landscaped Areas (Flowers, Shrubs, Gardens) Will Reduce Watering Needs by Age.

Age	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
18-25	8	7.25	0.0	0.0	0.0	0.0	25.0	0.0	12.5	50.0	12.5	75.0
26-35	32	7.50	3.1	0.0	0.0	3.1	15.6	0.0	15.6	15.6	46.9	78.1
36-45	110	7.86	1.8	0.0	0.9	0.9	10.9	4.5	10.9	10.0	60.0	85.4
46-55	102	8.05	2.0	1.0	0.0	0.0	8.8	2.9	9.8	8.8	66.7	88.2
56-65	65	8.09	0.0	0.0	0.0	1.5	9.2	6.2	9.2	9.2	64.6	89.2
66-75	36	7.97	0.0	0.0	2.8	0.0	16.7	0.0	8.3	2.8	69.4	80.5
Over 75	30	6.70	10.0	0.0	0.0	0.0	23.3	6.7	16.7	3.3	40.0	66.7

Table B122. The Addition of Mulch to Landscaped Areas (Flowers, Shrubs, Gardens) Will Reduce Watering Needs by Education.

Education	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
High School or Less	24	7.67	8.3	0.0	0.0	0.0	4.2	8.3	8.3	8.3	62.5	87.4
Some College/Tech	74	7.51	1.4	0.0	0.0	0.0	24.3	4.1	10.8	6.8	52.7	74.4
Bachelors	155	7.97	0.6	0.0	1.3	0.0	10.3	2.6	15.5	9.7	60.0	87.8
Masters	88	8.18	0.0	0.0	0.0	2.3	8.0	4.5	5.7	13.6	65.9	89.7
PhD/JD/MD	41	7.20	9.8	2.4	0.0	2.4	12.2	2.4	7.3	2.4	61.0	73.1

Table B123. The Addition of Mulch to Landscaped Areas (Flowers, Shrubs, Gardens) Will Reduce Watering Needs by Years in Town.

Years in Town	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
0-1	21	7.33	9.5	0.0	0.0	0.0	14.3	0.0	9.5	14.3	52.4	76.2
2-5	93	7.98	0.0	0.0	0.0	2.2	11.8	5.4	9.7	8.6	62.4	86.1
6-10	101	7.78	2.0	1.0	1.0	0.0	13.9	1.0	10.9	12.9	57.4	82.2
11-20	101	7.70	4.0	0.0	1.0	1.0	10.9	4.0	10.9	9.9	58.4	83.2
More than 20	72	7.96	0.0	0.0	0.0	0.0	13.9	5.6	12.5	6.9	61.1	86.1

Water Use Knowledge: Using Native Plants Require Less Water Crosstabulations

Table B124. Using Native Plants That Occur Naturally in North Carolina in Your Landscape Require Less Water Than Plants That are Non-Native by Municipality.

Municipality	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Cary	360	7.00	3.9	0.3	1.7	2.2	21.4	7.8	14.2	8.3	40.3	70.6
Morrisville	36	7.78	0.0	0.0	0.0	2.8	19.4	2.8	5.6	11.1	58.3	77.8

Table B125. Using Native Plants That Occur Naturally in North Carolina in Your Landscape Require Less Water Than Plants That are Non-Native by Housing.

Housing	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Single Family	358	7.08	3.6	0.3	1.4	2.5	20.1	7.5	14.0	8.9	41.6	72.0
Other	32	7.00	3.1	0.0	3.1	0.0	31.3	3.1	9.4	3.1	46.9	62.5

Table B126. Using Native Plants That Occur Naturally in North Carolina in Your Landscape Require Less Water Than Plants That are Non-Native by Income.

Income	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
0-$20,000	5	7.80	0.0	0.0	0.0	20.0	80.0	0.0	0.0	0.0	0.0	0.0
$20,001-$30,000	8	6.13	25.0	0.0	0.0	0.0	12.5	0.0	12.5	12.5	37.5	62.5
$30,001-$50,000	32	7.28	0.0	0.0	0.0	0.0	28.1	12.5	6.3	9.4	43.8	72.0
$50,001-$70,000	46	7.15	4.3	0.0	2.2	2.2	17.4	2.2	21.7	6.5	43.5	73.9
$70,001-$100,000	58	6.88	5.2	0.0	0.0	1.7	25.9	3.4	19.0	10.3	34.5	67.2
$100,001-$150,000	90	7.33	2.2	0.0	1.1	2.2	16.7	11.1	12.2	6.7	47.8	77.8
Over $150,000	67	7.48	1.5	0.0	3.0	1.5	11.9	13.4	9.0	9.0	50.7	82.1

Table B127. Using Native Plants That Occur Naturally in North Carolina in Your Landscape Require Less Water Than Plants That are Non-Native by Age.

Age	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
18-25	8	6.25	0.0	0.0	0.0	0.0	50.0	25.0	0.0	0.0	25.0	50.0
26-35	32	6.81	6.3	0.0	3.1	3.1	12.5	12.5	21.9	3.1	37.5	75.0
36-45	110	7.33	2.7	0.0	0.0	3.6	19.1	5.5	10.0	14.5	44.5	74.5
46-55	101	7.24	4.0	1.0	1.0	1.0	17.8	6.9	12.9	8.9	46.5	75.2
56-65	65	7.06	1.5	0.0	4.6	1.5	18.5	9.2	20.0	4.6	40.0	73.8
66-75	36	7.28	2.8	0.0	0.0	0.0	25.0	5.6	13.9	5.6	47.2	72.3
Over 75	30	6.30	6.7	0.0	3.3	6.7	33.3	0.0	13.3	3.3	33.3	49.9

Table B128 Using Native Plants That Occur Naturally in North Carolina in Your Landscape Require Less Water Than Plants That are Non-Native by Education.

Education	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
High School or Less	24	6.58	16.7	0.0	0.0	0.0	16.7	8.3	4.2	8.3	45.8	66.6
Some College/Tech	74	7.05	0.0	0.0	0.0	6.8	25.7	8.1	13.5	6.8	39.2	67.6
Bachelors	154	7.28	1.9	0.6	1.9	0.6	18.8	6.5	15.6	11.0	42.9	76.0
Masters	88	7.03	2.3	0.0	1.1	2.3	25.0	6.8	15.9	8.0	38.6	69.3
PhD/JD/MD	41	7.10	12.2	0.0	2.4	0.0	9.8	4.9	9.8	4.9	56.1	75.7

Table B129. Using Native Plants That Occur Naturally in North Carolina in Your Landscape Require Less Water Than Plants That are Non-Native by Years in Town.

Years in Town	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
0-1	21	6.48	9.5	0.0	0.0	0.0	23.8	19.0	9.5	4.8	33.3	66.6
2-5	93	7.30	2.2	0.0	1.1	3.2	16.1	7.5	16.1	10.8	43.0	77.4
6-10	101	7.51	3.0	0.0	0.0	1.0	18.8	3.0	12.9	10.9	50.5	77.3
11-20	100	6.63	5.0	0.0	4.0	3.0	29.0	7.0	9.0	3.0	40.0	59.0
More than 20	72	7.03	2.8	1.4	1.4	2.8	18.1	6.9	19.4	11.1	36.1	73.5

Water Use Knowledge: Cycle-And-Water Is More Effective Crosstabulations

Table B130. Cycle-And-Water, Such as 5 Minutes On and 1 Hour Off Repeated Several Times, is a More Effective Means of Watering Landscapes by Municipality.

Municipality	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Cary	356	5.77	11.2	2.8	2.8	2.2	33.4	7.6	11.2	6.7	21.9	47.4
Morrisville	36	6.11	11.1	0.0	0.0	0.0	38.9	2.8	13.9	8.3	25.0	50.0

Table B131. Cycle-And-Water, Such as 5 Minutes On and 1 Hour Off Repeated Several Times, is a More Effective Means of Watering Landscapes by Housing.

Housing	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
Single Family	354	5.75	12.1	2.3	2.8	2.3	32.8	7.3	12.1	6.8	21.5	47.7
Other	32	6.56	3.1	0.0	0.0	0.0	46.9	3.1	6.3	9.4	31.3	50.1

Table B132. Cycle-And-Water, Such as 5 Minutes On and 1 Hour Off Repeated Several Times, is a More Effective Means of Watering Landscapes by Income.

Income	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
0-$20,000	5	5.20	0.0	0.0	0.0	0.0	80.0	20.0	0.0	0.0	0.0	20.0
$20,001-$30,000	8	5.63	25.0	0.0	0.0	0.0	12.5	0.0	37.5	12.5	12.5	62.5
$30,001-$50,000	32	6.22	6.3	0.0	0.0	0.0	50.0	0.0	12.5	3.1	28.1	43.7
$50,001-$70,000	45	6.44	11.1	0.0	2.2	0.0	22.2	6.7	17.8	8.9	31.1	64.5
$70,001-$100,000	57	5.60	10.5	5.3	3.5	3.5	31.6	7.0	10.5	12.3	15.8	45.6
$100,001-$150,000	88	5.58	12.5	2.3	5.7	2.3	35.2	5.7	6.8	9.1	20.5	42.1
Over $150,000	66	5.85	13.6	3.0	0.0	3.0	25.8	13.6	9.1	7.6	24.2	54.5

Table B133. Cycle-And-Water, Such as 5 Minutes On and 1 Hour Off Repeated Several Times, is a More Effective Means of Watering Landscapes by Age.

Age	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
18-25	8	6.13	0.0	0.0	0.0	0.0	50.0	12.5	25.0	0.0	12.5	50.0
26-35	31	5.84	9.7	3.2	3.2	0.0	38.7	3.2	12.9	6.5	22.6	45.2
36-45	108	6.22	5.6	3.7	1.9	3.7	30.6	5.6	13.0	13.0	23.1	54.7
46-55	101	5.51	17.8	2.0	1.0	1.0	33.7	7.9	7.9	6.9	21.8	44.5
56-65	64	5.75	12.5	1.6	3.1	4.7	28.1	9.4	14.1	31.	23.4	50.0
66-75	36	5.89	16.7	0.0	2.8	0.0	27.8	2.8	19.4	2.8	27.8	52.8
Over 75	30	5.63	10.0	0.0	6.7	0.0	46.7	6.7	3.3	3.3	23.3	36.6

Table B134. Cycle-And-Water, Such as 5 Minutes On and 1 Hour Off Repeated Several Times, is a More Effective Means of Watering Landscapes by Education.

Education	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
High School or Less	24	5.75	20.8	0.0	4.2	0.0	25.0	4.2	8.3	4.2	33.3	50.0
Some College/Tech	74	5.66	12.2	2.7	2.7	0.0	37.8	8.1	10.8	4.1	21.6	44.6
Bachelors	152	5.72	14.5	2.0	2.6	2.6	28.9	6.6	12.5	8.6	21.7	49.4
Masters	86	6.02	5.8	1.2	2.3	4.7	39.5	5.8	9.3	11.6	19.8	46.5
PhD/JD/MD	41	6.24	7.3	4.9	0.0	0.0	31.7	7.3	17.1	0.0	31.7	56.1

Table B135. Cycle-And-Water, Such as 5 Minutes On and 1 Hour Off Repeated Several Times, is a More Effective Means of Watering Landscapes by Years in Town.

Years in Town	n	Mean	Strongly Disagree 1	2	3	4	Neutral 5	6	7	8	Strongly Agree 9	% Above Midpoint
0-1	21	6.10	14.3	0.0	0.0	4.8	19.0	4.8	28.6	4.8	23.8	62.0
2-5	92	6.14	6.5	2.2	3.3	2.2	32.6	9.8	8.7	10.9	23.9	53.3
6-10	99	6.00	11.1	4.0	2.0	3.0	26.3	3.0	17.2	7.1	26.3	53.6
11-20	100	5.43	14.0	2.0	3.0	1.0	43.0	4.0	9.0	6.0	18.0	37.0
More than 20	71	5.66	14.1	0.0	2.8	1.4	35.2	12.7	7.0	4.2	22.5	46.4

Water Conservation Initiatives: Familiarity and Participation in Water Conservation Initiatives Crosstabulations

Table 136. Please Tell Me If You Have Heard of the Following Town of Cary Water Conservation Initiatives and If Yes Have You Participated in the Program in the Past Two Years by Cary Resident – In Order of Awareness. (n=358)

Cary Conservation Initiatives	% Yes	% No	% Maybe	% Participated
Rain barrels	66.6	29.3	4.1	9.9
High efficiency toilet rebate	37.8	57.5	4.7	6.1
Watering exception permits	25.7	71.3	3.0	3.3
Free water conservation devices	22.9	75.4	1.7	5.5
Water-Wise workshops	18.5	76.2	5.2	0.6
Turf buy back program	17.1	77.1	5.8	1.1
Block Leader Program	14.1	84.8	1.1	1.4
Beat the Peak	12.4	85.1	2.5	1.1
Water audits	10.8	87.3	1.9	0.0
Fix-A-Leak Week	10.2	88.1	1.7	1.7

Table 137. Please Tell Me If You Have Heard of the Following Town of Cary Water Conservation Initiatives and If Yes Have You Participated in the Program in the Past Two Years by Morrisville Resident – In Order of Awareness. (n=36)

Cary Conservation Initiatives	% Yes	% No	% Maybe	% Participated
Rain barrels	63.9	25.0	11.1	8.3
High efficiency toilet rebate	19.4	75.0	5.6	2.8
Watering exception permits	13.9	83.3	2.8	2.8
Free water conservation devices	13.9	86.1	0.0	5.6
Water-Wise workshops	8.3	77.8	13.9	0.0
Water audits	8.3	83.3	8.3	0.0
Fix-A-Leak Week	5.6	86.1	8.3	0.0
Beat the Peak	5.6	94.4	0.0	0.0
Block Leader Program	2.8	97.2	0.0	0.0
Turf buy back program	0.0	97.2	2.8	0.0

Table 138. Please Tell Me If You Have Heard of the Following Town of Cary Water Conservation Initiatives and If Yes Have You Participated in the Program in the Past Two Years by Single Family Household – In Order of Awareness. (n=357)

Cary Conservation Initiatives	% Yes	% No	% Maybe	% Participated
Rain barrels	67.3	27.4	5.3	9.8
High efficiency toilet rebate	35.5	59.2	5.3	5.3
Watering exception permits	26.0	70.7	3.4	3.6
Free water conservation devices	22.6	76.0	1.4	5.9
Water-Wise workshops	17.9	75.4	6.7	0.6
Turf buy back program	15.9	78.2	5.9	1.1
Block Leader Program	13.1	85.8	1.1	1.4
Beat the Peak	12.3	85.5	2.2	1.1
Water audits	10.6	86.9	2.5	0.0
Fix-A-Leak Week	10.4	87.1	2.5	1.4

Table 139. Please Tell Me If You Have Heard of the Following Town of Cary Water Conservation Initiatives and If Yes Have You Participated in the Program in the Past Two Years by Other Household – In Order of Awareness. (n=34)

Cary Conservation Initiatives	% Yes	% No	% Maybe	% Participated
Rain barrels	61.8	38.2	0.0	8.8
High efficiency toilet rebate	38.2	61.8	0.0	8.8
Free water conservation devices	17.6	79.4	2.9	2.9
Watering exception permits	11.8	88.2	0.0	0.0
Turf buy back program	8.8	88.2	2.9	0.0
Water-Wise workshops	8.8	91.2	0.0	0.0
Water audits	8.8	88.2	2.9	0.0
Block Leader Program	8.8	91.2	0.0	0.0
Fix-A-Leak Week	5.9	94.1	0.0	2.9
Beat the Peak	2.9	94.1	2.9	0.0

Water Conservation Information Sources: Preferred Information Source Crosstabulations

Table 140. How Would You Prefer to Receive Information About Water Conservation from Your Water Utility Provider by Cary Resident - In Order of Preference. (n=359)

Information Source	% Yes	% No
BUD	84.0	16.0
Postcards	68.4	31.6
Cary's email list service	60.7	39.3
Cary's website	59.2	40.8
Cary News	54.4	45.6
Homeowners association	52.2	47.8
Cary' Parks & Rec. Program Brochure	47.4	52.6
Raleigh News & Observer	44.6	55.4
Television	44.4	55.6
Personal interaction with Town staff	43.3	56.7
Cary Citizen website	38.8	61.2
Local businesses	38.7	61.3
Neighbors	37.7	62.3
Cary's TV 11	31.3	68.7
Personalized web presentment for your account	30.9	69.1
Your children or grandchildren	30.5	69.5
Independent Weekly	25.6	74.4
Radio	24.9	75.1
Cary's Block Leader program	19.8	80.2
Text messages	15.0	85.0
Twitter	13.3	86.7
YouTube	12.5	87.5

Table 141. How Would You Prefer to Receive Information About Water Conservation from Your Water Utility Provider by Morrisville Resident - In Order of Preference. (n=35)

Information Source	% Yes	% No
BUD	75.0	25.0
Cary News	66.7	33.3
Cary Citizen website	61.1	38.9
Postcards	58.3	41.7
Raleigh News & Observer	58.3	41.7
Cary's email list service	55.6	44.4
Homeowners association	55.6	44.4
Radio	52.8	47.2
Television	51.4	48.6
Cary's website	48.6	51.4
Cary' Parks & Rec. Program Brochure	47.2	52.8
Neighbors	47.2	52.8
Independent Weekly	45.7	54.3
Local businesses	44.4	55.6
Your children or grandchildren	44.4	55.6
Personalized web presentment for your account	33.3	66.7
Personal interaction with Town staff	27.8	72.2
Cary's TV 11	25.0	75.0
YouTube	25.0	75.0
Twitter	22.2	77.8
Cary's Block Leader program	16.7	83.3
Text messages	13.9	86.1

Table 142. How Would You Prefer to Receive Information About Water Conservation from Your Water Utility Provider by Single Family Household - In Order of Preference. (n=355)

Information Source	% Yes	% No
BUD	84.4	15.6
Postcards	68.6	31.4
Cary's email list service	61.1	38.9
Cary's website	60.1	39.9
Cary News	55.9	44.1
Homeowners association	53.4	46.6
Cary' Parks & Rec. Program Brochure	48.2	51.8
Raleigh News & Observer	46.2	53.8
Television	45.1	54.9
Personal interaction with Town staff	43.3	56.7
Cary Citizen website	40.2	59.8
Local businesses	39.3	60.7
Neighbors	38.4	61.6
Your children or grandchildren	32.8	67.2
Personalized web presentment for your account	32.0	68.0
Cary's TV 11	30.5	69.5
Independent Weekly	27.3	72.7
Radio	27.2	72.8
Cary's Block Leader program	19.7	80.3
Text messages	15.4	84.6
Twitter	14.0	86.0
YouTube	14.0	86.0

Table 143. How Would You Prefer to Receive Information About Water Conservation from Your Water Utility Provider by Other Household - In Order of Preference. (n=34)

Information Source	% Yes	% No
BUD	73.5	26.5
Cary News	55.9	44.1
Postcards	52.9	47.1
Cary Citizen website	52.9	47.1
Cary's email list service	50.0	50.0
Homeowners association	47.1	52.9
Television	44.1	55.9
Raleigh News & Observer	41.2	58.8
Cary's website	39.4	60.6
Cary' Parks & Rec. Program Brochure	38.2	61.8
Neighbors	38.2	61.8
Local businesses	36.4	63.6
Cary's TV 11	32.4	67.6
Radio	32.4	67.6
Personal interaction with Town staff	29.4	70.6
Personalized web presentment for your account	26.5	73.5
Independent Weekly	26.5	73.5
Your children or grandchildren	20.6	79.4
Twitter	17.6	82.4
Cary's Block Leader program	14.7	85.3
Text messages	11.8	88.2
YouTube	11.8	88.2

Table 144. How Would You Prefer to Receive Information About Water Conservation from Your Water Utility Provider by 18-25 Age Group - In Order of Preference. (n=8)

Information Source	% Yes	% No
Cary's email list service	75.0	25.0
BUD	62.5	37.5
Postcards	62.5	37.5
Cary's website	62.5	37.5
Cary News	62.5	37.5
Television	62.5	37.5
Raleigh News & Observer	50.0	50.0
Neighbors	37.5	62.5
Cary's TV 11	37.5	62.5
Radio	37.5	62.5
Text messages	37.5	62.5
Homeowners association	25.0	75.0
Cary' Parks & Rec. Program Brochure	25.0	75.0
Cary Citizen website	25.0	75.0
Local businesses	25.0	75.0
Personal interaction with Town staff	12.5	87.5
Your children or grandchildren	12.5	87.5
Independent Weekly	12.5	87.5
Cary's Block Leader program	12.5	87.5
Twitter	12.5	87.5
YouTube	12.5	87.5
Personalized web presentment for your account	0.0	100.0

Table 145. How Would You Prefer to Receive Information About Water Conservation from Your Water Utility Provider by 26-35 Age Group - In Order of Preference. (n=32)

Information Source	% Yes	% No
Cary's website	84.4	15.6
Cary's email list service	81.3	18.7
BUD	71.9	28.1
Postcards	68.8	31.2
Cary Citizen website	65.5	34.5
Homeowners association	59.4	40.6
Cary News	56.3	43.7
Cary' Parks & Rec. Program Brochure	53.1	46.9
Personal interaction with Town staff	53.1	46.9
Neighbors	53.1	46.9
Television	50.0	50.0
Your children or grandchildren	40.6	59.4
Raleigh News & Observer	37.5	62.5
Personalized web presentment for your account	37.5	62.5
Local businesses	34.4	65.6
Text messages	34.4	65.6
Independent Weekly	31.3	68.7
Twitter	31.3	68.7
YouTube	31.3	68.7
Radio	21.9	78.1
Cary's Block Leader program	21.9	78.1
Cary's TV 11	18.8	81.2

Table 146. How Would You Prefer to Receive Information About Water Conservation from Your Water Utility Provider by 36-45 Age Group - In Order of Preference. (n=109)

Information Source	% Yes	% No
BUD	82.6	17.4
Postcards	70.6	29.4
Cary's email list service	67.9	32.1
Cary's website	60.6	39.4
Cary' Parks & Rec. Program Brochure	57.8	42.2
Cary News	51.4	48.6
Homeowners association	50.5	49.5
Local businesses	46.8	53.2
Cary Citizen website	44.3	55.7
Raleigh News & Observer	41.7	58.3
Neighbors	40.4	59.6
Radio	37.6	62.4
Personal interaction with Town staff	37.0	63.0
Personalized web presentment for your account	37.0	63.0
Television	35.8	64.2
Your children or grandchildren	35.8	64.2
Independent Weekly	31.5	68.5
Cary's TV 11	20.2	79.8
Twitter	18.3	81.7
YouTube	18.3	81.7
Text messages	16.5	83.5
Cary's Block Leader program	15.7	84.3

Table 147. How Would You Prefer to Receive Information About Water Conservation from Your Water Utility Provider by 46-55 Age Group - In Order of Preference. (n=103)

Information Source	% Yes	% No
BUD	84.5	15.5
Cary's website	68.3	31.7
Postcards	66.7	33.3
Cary's email list service	65.7	34.3
Homeowners association	57.4	42.6
Personal interaction with Town staff	55.9	44.1
Cary News	55.3	44.7
Television	49.5	50.5
Cary' Parks & Rec. Program Brochure	48.0	52.0
Raleigh News & Observer	48.0	52.0
Cary Citizen website	46.5	53.5
Local businesses	46.5	53.5
Personalized web presentment for your account	46.1	53.9
Neighbors	45.1	54.9
Your children or grandchildren	36.3	63.7
Cary's TV 11	35.3	64.7
Radio	32.4	67.6
Independent Weekly	26.7	73.3
Cary's Block Leader program	22.8	77.2
Twitter	19.6	80.4
Text messages	17.6	82.4
YouTube	16.7	83.3

Table 148. How Would You Prefer to Receive Information About Water Conservation from Your Water Utility Provider by 56-65 Age Group - In Order of Preference. (n=65)

Information Source	% Yes	% No
BUD	90.8	9.2
Postcards	61.5	38.5
Cary's email list service	53.8	46.2
Cary's website	53.8	46.2
Cary News	52.3	47.7
Raleigh News & Observer	49.2	50.8
Homeowners association	46.2	53.8
Cary' Parks & Rec. Program Brochure	43.1	56.9
Television	41.5	58.5
Personal interaction with Town staff	36.9	63.1
Cary Citizen website	35.9	64.1
Cary's TV 11	35.4	64.6
Local businesses	27.7	72.3
Neighbors	27.7	72.3
Your children or grandchildren	24.6	75.4
Personalized web presentment for your account	24.6	75.4
Independent Weekly	23.1	76.9
Radio	20.0	80.0
Cary's Block Leader program	20.0	80.0
Text messages	9.2	90.8
Twitter	4.6	95.4
YouTube	4.6	95.4

Table 149. How Would You Prefer to Receive Information About Water Conservation from Your Water Utility Provider by 66-75 Age Group - In Order of Preference. (n=37)

Information Source	% Yes	% No
BUD	81.1	18.9
Postcards	64.9	35.1
Homeowners association	62.2	37.8
Cary News	56.8	43.2
Cary's website	45.9	54.1
Cary's email list service	43.2	56.8
Raleigh News & Observer	40.5	59.5
Television	38.9	61.1
Cary' Parks & Rec. Program Brochure	29.7	70.3
Personal interaction with Town staff	29.7	70.3
Local businesses	29.7	70.3
Cary's TV 11	27.0	73.0
Neighbors	24.3	75.7
Cary Citizen website	21.6	78.4
Independent Weekly	18.9	81.1
Your children or grandchildren	16.2	83.8
Radio	16.2	83.8
Personalized web presentment for your account	13.5	86.5
Cary's Block Leader program	10.8	89.2
Text messages	8.1	91.9
YouTube	8.1	91.9
Twitter	5.4	94.6

Table 150. How Would You Prefer to Receive Information About Water Conservation from Your Water Utility Provider by Over 75 Age Group - In Order of Preference. (n=30)

Information Source	% Yes	% No
BUD	83.3	16.7
Cary News	73.3	26.7
Postcards	66.7	33.3
Television	60.0	40.0
Raleigh News & Observer	51.7	48.3
Homeowners association	46.7	53.3
Cary's TV 11	46.7	53.3
Neighbors	36.7	63.3
Local businesses	34.5	65.5
Personal interaction with Town staff	33.3	66.7
Your children or grandchildren	33.3	66.7
Cary' Parks & Rec. Program Brochure	30.0	70.0
Cary's website	26.7	73.3
Cary's Block Leader program	26.7	73.3
Independent Weekly	23.3	76.7
Cary's email list service	20.0	80.0
Cary Citizen website	20.0	80.0
Personalized web presentment for your account	10.0	90.0
Radio	10.0	90.0
Text messages	0.0	100.0
Twitter	0.0	100.0
YouTube	0.0	100.0

Water Conservation Actions: Households That Have Taken Action To Reduce Water Use Crosstabulations

Table B151. In the Past Two Years Has Your Household Taken Any Action to Reduce It's Water Use by Municipality.

Municipality	n	% Yes	% No
Cary	360	63.9	36.1
Morrisville	36	77.8	22.2

Table B152. In the Past Two Years Has Your Household Taken Any Action to Reduce It's Water Use by Housing.

Housing	n	% Yes	% No
Single Family	357	65.8	34.2
Other	34	61.8	38.2

Water Conservation Actions: Actions Taken Inside the Home Crosstabulations

Table 153. Please Indicate All Actions Taken to Conserve Water Inside the Home by Cary Resident – In Order of Usage. (n=232)

Conservation Action Inside Home	% Yes	% No
Use clothes washer less or with fuller loads	66.5	33.5
Use dishwasher less or with fuller loads	66.1	33.9
Take shorter showers	60.1	39.9
Repaired leaks in faucet or toilet	51.9	48.1
Use garbage disposal less often	36.6	63.4
Installed water efficient dishwasher	31.9	68.1
Installed water-efficient clothes washer	31.5	68.5
Installed low-flow showerheads	29.2	70.8
Installed new toilets	28.8	71.2
Catch water in bucket to reuse while water warms	25.3	74.7
Installed water savers in toilet	15.0	85.0

Table 154. Please Indicate All Actions Taken to Conserve Water Inside the Home by Morrisville Resident – In Order of Usage. (n=28)

Conservation Action Inside Home	% Yes	% No
Use dishwasher less or with fuller loads	92.9	7.1
Use clothes washer less or with fuller loads	85.7	14.3
Take shorter showers	82.1	17.9
Repaired leaks in faucet or toilet	67.9	32.1
Use garbage disposal less often	42.9	57.1
Installed water-efficient clothes washer	39.3	60.7
Installed low-flow showerheads	28.6	71.4
Installed water efficient dishwasher	25.0	75.0
Catch water in bucket to reuse while water warms	21.4	78.6
Installed new toilets	14.3	85.7
Installed water savers in toilet	7.1	92.9

Table 155. Please Indicate All Actions Taken to Conserve Water Inside the Home by Single Family Household – In Order of Usage. (n=237)

Conservation Action Inside Home	% Yes	% No
Use clothes washer less or with fuller loads	68.1	31.9
Use dishwasher less or with fuller loads	67.2	32.8
Take shorter showers	62.2	37.8
Repaired leaks in faucet or toilet	52.5	47.5
Use garbage disposal less often	37.1	62.9
Installed water-efficient clothes washer	32.5	67.5
Installed water efficient dishwasher	30.8	69.2
Installed low-flow showerheads	28.6	71.4
Installed new toilets	26.9	73.1
Catch water in bucket to reuse while water warms	24.4	75.6
Installed water savers in toilet	14.2	85.8

Table 156. Please Indicate All Actions Taken to Conserve Water Inside the Home by Other Household – In Order of Usage. (n=21)

Conservation Action Inside Home	% Yes	% No
Use dishwasher less or with fuller loads	90.5	9.5
Use clothes washer less or with fuller loads	81.0	19.0
Take shorter showers	71.4	28.6
Repaired leaks in faucet or toilet	66.7	33.3
Use garbage disposal less often	38.1	61.9
Installed water-efficient clothes washer	33.3	66.7
Installed low-flow showerheads	33.3	66.7
Catch water in bucket to reuse while water warms	33.3	66.7
Installed water efficient dishwasher	33.3	66.7
Installed new toilets	23.8	76.2
Installed water savers in toilet	14.3	85.7

Table 157. Please Indicate All Actions Taken to Conserve Water Inside the Home by 0-1 Year Residents – In Order of Usage. (n=10)

Conservation Action Inside Home	% Yes	% No
Take shorter showers	60.0	40.0
Use garbage disposal less often	60.0	40.0
Use dishwasher less or with fuller loads	60.0	40.0
Use clothes washer less or with fuller loads	60.0	40.0
Repaired leaks in faucet or toilet	60.0	40.0
Installed water-efficient clothes washer	50.0	50.0
Installed low-flow showerheads	50.0	50.0
Installed water savers in toilet	50.0	50.0
Installed water efficient dishwasher	50.0	50.0
Installed new toilets	40.0	60.0
Catch water in bucket to reuse while water warms	40.0	60.0

Table 158. Please Indicate All Actions Taken to Conserve Water Inside the Home by 2-5 Year Residents – In Order of Usage. (n=68)

Conservation Action Inside Home	% Yes	% No
Use dishwasher less or with fuller loads	69.1	30.9
Use clothes washer less or with fuller loads	69.1	30.9
Take shorter showers	60.3	39.7
Repaired leaks in faucet or toilet	50.0	50.0
Installed water-efficient clothes washer	29.0	71.0
Use garbage disposal less often	27.9	72.1
Installed low-flow showerheads	23.5	76.5
Installed new toilets	22.1	77.9
Catch water in bucket to reuse while water warms	20.6	79.4
Installed water efficient dishwasher	19.1	80.9
Installed water savers in toilet	7.4	92.6

Table 159. Please Indicate All Actions Taken to Conserve Water Inside the Home by 6-10 Year Residents – In Order of Usage. (n=64)

Conservation Action Inside Home	% Yes	% No
Use dishwasher less or with fuller loads	76.6	23.4
Use clothes washer less or with fuller loads	71.9	28.1
Take shorter showers	68.8	31.3
Repaired leaks in faucet or toilet	56.3	43.8
Use garbage disposal less often	47.6	52.4
Installed water efficient dishwasher	42.2	57.8
Installed water-efficient clothes washer	40.9	59.1
Catch water in bucket to reuse while water warms	28.1	71.9
Installed low-flow showerheads	26.6	73.4
Installed new toilets	25.0	75.0
Installed water savers in toilet	13.8	86.2

Table 160. Please Indicate All Actions Taken to Conserve Water Inside the Home by 11-20 Year Residents – In Order of Usage. (n=62)

Conservation Action Inside Home	% Yes	% No
Use dishwasher less or with fuller loads	74.2	25.8
Use clothes washer less or with fuller loads	71.0	29.0
Take shorter showers	61.3	38.7
Repaired leaks in faucet or toilet	54.8	45.2
Use garbage disposal less often	37.1	62.9
Installed water efficient dishwasher	36.1	63.9
Installed water-efficient clothes washer	34.4	65.6
Installed new toilets	33.9	66.1
Installed low-flow showerheads	32.3	67.7
Catch water in bucket to reuse while water warms	24.2	75.8
Installed water savers in toilet	17.7	82.3

Table 161. Please Indicate All Actions Taken to Conserve Water Inside the Home by More Than 20 Year Residents – In Order of Usage. (n=54)

Conservation Action Inside Home	% Yes	% No
Use clothes washer less or with fuller loads	66.7	33.3
Take shorter showers	61.1	38.9
Use dishwasher less or with fuller loads	57.4	42.6
Repaired leaks in faucet or toilet	55.6	44.4
Use garbage disposal less often	33.3	66.7
Installed low-flow showerheads	29.6	70.4
Catch water in bucket to reuse while water warms	25.9	74.1
Installed water efficient dishwasher	25.9	74.1
Installed new toilets	24.1	75.9
Installed water-efficient clothes washer	22.2	77.8
Installed water savers in toilet	13.0	87.0

Water Conservation Actions: Actions Taken Outside the Home Crosstabulations

Table 162. Please Indicate All Actions Taken to Conserve Water Outside the Home by Cary Resident – In Order of Usage. (n=227)

Conservation Action Outside Home	% Yes	% No
Water lawn and shrubs less often	73.4	26.6
Followed the alternate day water rules	72.6	27.4
Added mulch to landscaped areas	61.0	39.0
Wash car less often	60.5	39.5
Water 1 inch or less per week including rainfall	45.9	54.1
Repaired damaged or leaking irrigation systems	43.9	56.1
Reduces run times on automatic sprinklers	43.2	56.8
Used native plants to North Carolina in landscape	40.9	59.1
Add soil amendments to improve soil conditions	40.7	59.3
Water lawn and shrubs at night	30.1	69.9
Used cycling of watering	25.6	74.4

Table 163. Please Indicate All Actions Taken to Conserve Water Outside the Home by Morrisville Resident – In Order of Usage. (n=28)

Conservation Action Outside Home	% Yes	% No
Wash car less often	96.4	3.6
Water lawn and shrubs less often	85.7	14.3
Added mulch to landscaped areas	78.6	21.4
Water 1 inch or less per week including rainfall	75.0	25.0
Used native plants to North Carolina in landscape	71.4	28.6
Followed the alternate day water rules	67.9	32.1
Add soil amendments to improve soil conditions	64.3	35.7
Repaired damaged or leaking irrigation systems	64.3	35.7
Reduces run times on automatic sprinklers	46.4	53.6
Used cycling of watering	42.9	57.1
Water lawn and shrubs at night	39.3	60.7

Table 164. Please Indicate All Actions Taken to Conserve Water Outside the Home by Single Family Household – In Order of Usage. (n=233)

Conservation Action Outside Home	% Yes	% No
Water lawn and shrubs less often	76.7	23.3
Followed the alternate day water rules	73.8	26.2
Wash car less often	64.3	35.7
Added mulch to landscaped areas	63.9	36.1
Water 1 inch or less per week including rainfall	50.4	49.6
Repaired damaged or leaking irrigation systems	46.4	53.6
Reduces run times on automatic sprinklers	44.9	55.1
Used native plants to North Carolina in landscape	43.5	56.5
Add soil amendments to improve soil conditions	43.3	56.7
Water lawn and shrubs at night	30.5	69.5
Used cycling of watering	28.2	71.8

Table 165. Please Indicate All Actions Taken to Conserve Water Outside the Home by Other Household – In Order of Usage. (n=19)

Conservation Action Outside Home	% Yes	% No
Wash car less often	71.4	28.6
Water lawn and shrubs less often	52.6	47.4
Added mulch to landscaped areas	52.6	47.4
Used native plants to North Carolina in landscape	52.6	47.4
Followed the alternate day water rules	52.6	47.4
Add soil amendments to improve soil conditions	47.4	52.6
Repaired damaged or leaking irrigation systems	47.4	52.6
Water lawn and shrubs at night	42.1	57.9
Water 1 inch or less per week including rainfall	36.8	63.2
Reduces run times on automatic sprinklers	31.6	68.4
Used cycling of watering	21.1	78.9

Table 166. Please Indicate All Actions Taken to Conserve Water Outside the Home by 0-1 Year Residents – In Order of Usage. (n=9)

Conservation Action Outside Home	% Yes	% No
Water lawn and shrubs less often	77.8	22.2
Followed the alternate day water rules	75.0	25.0
Wash car less often	70.0	30.0
Added mulch to landscaped areas	66.7	33.3
Reduces run times on automatic sprinklers	66.7	33.3
Add soil amendments to improve soil conditions	55.6	44.4
Water lawn and shrubs at night	44.4	55.6
Water 1 inch or less per week including rainfall	44.4	55.6
Used native plants to North Carolina in landscape	44.4	55.6
Repaired damaged or leaking irrigation systems	44.4	55.6
Used cycling of watering	33.3	66.7

Table 167. Please Indicate All Actions Taken to Conserve Water Outside the Home by 2-5 Year Residents – In Order of Usage. (n=67)

Conservation Action Outside Home	% Yes	% No
Water lawn and shrubs less often	77.6	22.4
Followed the alternate day water rules	74.6	25.4
Wash car less often	70.6	29.4
Added mulch to landscaped areas	61.8	38.2
Water 1 inch or less per week including rainfall	47.1	52.9
Repaired damaged or leaking irrigation systems	44.8	55.2
Add soil amendments to improve soil conditions	42.6	57.4
Reduces run times on automatic sprinklers	42.4	57.6
Used native plants to North Carolina in landscape	34.3	65.7
Used cycling of watering	28.4	71.6
Water lawn and shrubs at night	25.4	74.6

Table 168. Please Indicate All Actions Taken to Conserve Water Outside the Home by 6-10 Year Residents – In Order of Usage. (n=63)

Conservation Action Outside Home	% Yes	% No
Water lawn and shrubs less often	82.5	17.5
Added mulch to landscaped areas	68.8	31.3
Followed the alternate day water rules	67.7	32.3
Wash car less often	67.2	32.8
Water 1 inch or less per week including rainfall	60.3	39.7
Used native plants to North Carolina in landscape	57.8	42.2
Reduces run times on automatic sprinklers	51.6	48.4
Repaired damaged or leaking irrigation systems	49.2	50.8
Add soil amendments to improve soil conditions	48.4	51.6
Water lawn and shrubs at night	39.7	60.3
Used cycling of watering	33.9	66.1

Table 169. Please Indicate All Actions Taken to Conserve Water Outside the Home by 11-20 Year Residents – In Order of Usage. (n=62)

Conservation Action Outside Home	% Yes	% No
Followed the alternate day water rules	80.6	19.4
Water lawn and shrubs less often	74.2	25.8
Added mulch to landscaped areas	61.3	38.7
Wash car less often	56.5	43.5
Repaired damaged or leaking irrigation systems	46.8	53.2
Water 1 inch or less per week including rainfall	43.5	56.5
Reduces run times on automatic sprinklers	41.9	58.1
Used native plants to North Carolina in landscape	40.3	59.7
Add soil amendments to improve soil conditions	37.1	62.9
Water lawn and shrubs at night	30.6	69.4
Used cycling of watering	16.1	83.9

Table 170. Please Indicate All Actions Taken to Conserve Water Outside the Home by More Than 20 Year Residents – In Order of Usage. (n=53)

Conservation Action Outside Home	% Yes	% No
Water lawn and shrubs less often	66.0	34.0
Followed the alternate day water rules	63.5	36.5
Wash car less often	63.0	37.0
Added mulch to landscaped areas	60.4	39.6
Water 1 inch or less per week including rainfall	47.2	52.8
Used native plants to North Carolina in landscape	45.3	54.7
Repaired damaged or leaking irrigation systems	44.2	55.8
Add soil amendments to improve soil conditions	43.4	56.6
Reduces run times on automatic sprinklers	34.0	66.0
Used cycling of watering	32.7	67.3
Water lawn and shrubs at night	28.3	71.7

Table 171. Please Indicate All Actions Taken to Conserve Water Outside the Home by 0-$20,000 Income Level – In Order of Usage. (n=2)

Conservation Action Outside Home	% Yes	% No
Wash car less often	50.0	50.0
Water lawn and shrubs less often	50.0	50.0
Add soil amendments to improve soil conditions	50.0	50.0
Added mulch to landscaped areas	50.0	50.0
Repaired damaged or leaking irrigation systems	50.0	50.0
Followed the alternate day water rules	50.0	50.0
Water lawn and shrubs at night	0.0	100.0
Water 1 inch or less per week including rainfall	0.0	100.0
Used native plants to North Carolina in landscape	0.0	100.0
Reduces run times on automatic sprinklers	0.0	100.0
Used cycling of watering	0.0	100.0

Table 172. Please Indicate All Actions Taken to Conserve Water Outside the Home by $20,001-$30,000 Income Level – In Order of Usage. (n=5)

Conservation Action Outside Home	% Yes	% No
Water lawn and shrubs less often	100.0	0.0
Wash car less often	80.0	20.0
Water lawn and shrubs at night	40.0	60.0
Followed the alternate day water rules	40.0	60.0
Water 1 inch or less per week including rainfall	20.0	80.0
Added mulch to landscaped areas	20.0	80.0
Add soil amendments to improve soil conditions	0.0	100.0
Used native plants to North Carolina in landscape	0.0	100.0
Reduces run times on automatic sprinklers	0.0	100.0
Repaired damaged or leaking irrigation systems	0.0	100.0
Used cycling of watering	0.0	100.0

Table 173. Please Indicate All Actions Taken to Conserve Water Outside the Home by $30,001-$50,000 Income Level – In Order of Usage. (n=21)

Conservation Action Outside Home	% Yes	% No
Water lawn and shrubs less often	76.2	23.8
Added mulch to landscaped areas	66.7	33.3
Followed the alternate day water rules	65.0	35.0
Wash car less often	61.9	38.1
Repaired damaged or leaking irrigation systems	52.4	47.6
Used native plants to North Carolina in landscape	47.6	52.4
Water 1 inch or less per week including rainfall	38.1	61.9
Add soil amendments to improve soil conditions	38.1	61.9
Water lawn and shrubs at night	33.3	66.7
Reduces run times on automatic sprinklers	30.0	70.0
Used cycling of watering	25.0	75.0

Table 174. Please Indicate All Actions Taken to Conserve Water Outside the Home by $50,001-$70,000 Income Level – In Order of Usage. (n=21)

Conservation Action Outside Home	% Yes	% No
Wash car less often	69.6	30.4
Water lawn and shrubs less often	66.7	33.3
Followed the alternate day water rules	60.0	40.0
Water 1 inch or less per week including rainfall	54.5	45.5
Added mulch to landscaped areas	50.0	50.0
Used native plants to North Carolina in landscape	47.6	52.4
Reduces run times on automatic sprinklers	47.6	52.4
Add soil amendments to improve soil conditions	45.5	54.5
Repaired damaged or leaking irrigation systems	45.0	55.0
Water lawn and shrubs at night	33.3	66.7
Used cycling of watering	25.0	75.0

Table 175. Please Indicate All Actions Taken to Conserve Water Outside the Home by $70,001-$100,000 Income Level – In Order of Usage. (n=43)

Conservation Action Outside Home	% Yes	% No
Water lawn and shrubs less often	74.4	25.6
Followed the alternate day water rules	72.1	27.9
Wash car less often	55.8	44.2
Added mulch to landscaped areas	55.8	44.2
Water 1 inch or less per week including rainfall	46.5	53.5
Reduces run times on automatic sprinklers	39.5	60.5
Used native plants to North Carolina in landscape	30.2	69.8
Add soil amendments to improve soil conditions	27.9	72.1
Water lawn and shrubs at night	25.6	74.4
Repaired damaged or leaking irrigation systems	25.6	74.4
Used cycling of watering	23.3	76.7

Table 176. Please Indicate All Actions Taken to Conserve Water Outside the Home by $100,001-$150,000 Income Level – In Order of Usage. (n=59)

Conservation Action Outside Home	% Yes	% No
Water lawn and shrubs less often	80.0	20.0
Followed the alternate day water rules	70.0	30.0
Added mulch to landscaped areas	63.9	36.1
Wash car less often	57.4	42.6
Water 1 inch or less per week including rainfall	52.5	47.5
Reduces run times on automatic sprinklers	45.0	55.0
Used native plants to North Carolina in landscape	44.3	55.7
Repaired damaged or leaking irrigation systems	43.3	56.7
Add soil amendments to improve soil conditions	42.6	57.4
Used cycling of watering	31.7	68.3
Water lawn and shrubs at night	30.0	70.0

Table 177. Please Indicate All Actions Taken to Conserve Water Outside the Home by Over $150,000 Income Level – In Order of Usage. (n=52)

Conservation Action Outside Home	% Yes	% No
Wash car less often	78.8	21.2
Followed the alternate day water rules	78.4	21.6
Water lawn and shrubs less often	76.9	23.1
Added mulch to landscaped areas	73.1	26.9
Repaired damaged or leaking irrigation systems	61.5	38.5
Water 1 inch or less per week including rainfall	57.7	42.3
Used native plants to North Carolina in landscape	55.8	44.2
Reduces run times on automatic sprinklers	55.8	44.2
Add soil amendments to improve soil conditions	53.8	46.2
Water lawn and shrubs at night	32.7	67.3
Used cycling of watering	26.9	73.1

Awareness of Town Watering Ordinances Crosstabulations

Table 178. Are You Aware of the Following Town Watering Ordinances by Cary Residents – In Order of Awareness. (n=354)

Town Watering Ordinances	% Yes	% No	% Maybe
Alternate day watering	89.6	9.6	0.8
Waste water ordinance	24.4	70.8	4.8
Water shortage response plan	22.6	71.2	6.2
Rain sensor ordinance	22.2	74.4	3.4

Table 179. Are You Aware of the Following Town Watering Ordinances by Morrisville Residents – In Order of Awareness. (n=35)

Town Watering Ordinances	% Yes	% No	% Maybe
Alternate day watering	83.3	13.9	2.8
Waste water ordinance	33.3	55.6	11.1
Water shortage response plan	27.8	61.1	11.1
Rain sensor ordinance	17.1	80.0	2.9

Table 180. Are You Aware of the Following Town Watering Ordinances by Single Family Households – In Order of Awareness. (n=355)

Town Watering Ordinances	% Yes	% No	% Maybe
Alternate day watering	90.2	9.0	0.8
Waste water ordinance	25.6	68.5	5.9
Water shortage response plan	24.5	68.5	7.0
Rain sensor ordinance	22.8	73.8	3.4

Table 181. Are You Aware of the Following Town Watering Ordinances by Other Households – In Order of Awareness. (n=33)

Town Watering Ordinances	% Yes	% No	% Maybe
Alternate day watering	78.8	18.2	3.0
Waste water ordinance	21.2	78.8	0.0
Rain sensor ordinance	12.1	84.8	3.0
Water shortage response plan	9.1	87.9	3.0

Table 182. Are You Aware of the Following Town Watering Ordinances by 0-1 Year Residents – In Order of Awareness. (n=21)

Town Watering Ordinances	% Yes	% No	% Maybe
Alternate day watering	66.7	33.3	0.0
Rain sensor ordinance	14.3	85.7	0.0
Waste water ordinance	9.5	90.5	0.0
Water shortage response plan	4.8	95.2	0.0

Table 183. Are You Aware of the Following Town Watering Ordinances by 2-5 Year Residents – In Order of Awareness. (n=91)

Town Watering Ordinances	% Yes	% No	% Maybe
Alternate day watering	88.0	12.0	0.0
Water shortage response plan	20.9	72.5	6.6
Waste water ordinance	17.4	73.9	8.7
Rain sensor ordinance	12.1	85.7	2.2

Table 184. Are You Aware of the Following Town Watering Ordinances by 6-10 Year Residents – In Order of Awareness. (n=101)

Town Watering Ordinances	% Yes	% No	% Maybe
Alternate day watering	83.2	12.9	4.0
Waste water ordinance	31.7	64.4	4.0
Water shortage response plan	26.7	65.3	7.9
Rain sensor ordinance	22.8	73.3	4.0

Table 185. Are You Aware of the Following Town Watering Ordinances by 11-20 Year Residents – In Order of Awareness. (n=101)

Town Watering Ordinances	% Yes	% No	% Maybe
Alternate day watering	96.0	4.0	0.0
Rain sensor ordinance	33.7	62.4	4.0
Waste water ordinance	30.7	63.4	5.9
Water shortage response plan	24.8	67.3	7.9

Table 186. Are You Aware of the Following Town Watering Ordinances by More Than 20 Year Residents. – In Order of Awareness (n=71)

Town Watering Ordinances	% Yes	% No	% Maybe
Alternate day watering	95.8	4.2	0.0
Waste water ordinance	23.9	71.8	4.2
Water shortage response plan	23.9	70.4	5.6
Rain sensor ordinance	16.9	78.9	4.2

Table 187. Are You Aware of the Following Town Watering Ordinances by Do Landscape Maintenance Work Ourselves Residents – In Order of Awareness. (n=231)

Town Watering Ordinances	% Yes	% No	% Maybe
Alternate day watering	86.1	12.1	1.7
Waste water ordinance	23.7	71.1	5.2
Water shortage response plan	23.3	70.7	6.0
Rain sensor ordinance	20.3	76.2	3.5

Table 188. Are You Aware of the Following Town Watering Ordinances by We Hire Outside Firm/Person for Landscape Maintenance Residents – In Order of Awareness. (n=53)

Town Watering Ordinances	% Yes	% No	% Maybe
Alternate day watering	94.4	5.6	0.0
Waste water ordinance	32.1	60.4	7.5
Water shortage response plan	22.6	69.8	7.5
Rain sensor ordinance	18.5	79.6	1.9

Table 189. Are You Aware of the Following Town Watering Ordinances by Combination of Ourselves and Outside Firm for Landscape Maintenance Residents – In Order of Awareness. (n=82)

Town Watering Ordinances	% Yes	% No	% Maybe
Alternate day watering	91.6	8.4	0.0
Rain sensor ordinance	29.3	67.1	3.7
Waste water ordinance	26.5	67.5	6.0
Water shortage response plan	24.4	65.9	9.8

Table 190. Are You Aware of the Following Town Watering Ordinances by Landscaping Does Not Require Maintenance Residents – In Order of Awareness. (n=20)

Town Watering Ordinances	% Yes	% No	% Maybe
Alternate day watering	95.0	5.0	0.0
Waste water ordinance	23.8	76.2	0.0
Water shortage response plan	20.0	80.0	0.0
Rain sensor ordinance	19.0	76.2	4.8

Irrigation System Crosstabulations

Table B191. Irrigation Systems by Municipality.

Municipality	n	Irrigation	No Irrigation
Cary	367	18.0	82.0
Morrisville	37	13.5	86.5

Table B192. Irrigation Systems by Housing.

Housing	n	% Yes	% No
Single Family	360	18.1	81.9
Other	34	14.7	85.3

Table B193. Irrigation Systems by Income.

Income	n	% Yes	% No
0-$20,000	5	0.0	100.0
$20,001-$30,000	8	0.0	100.0
$30,001-$50,000	32	18.8	81.3
$50,001-$70,000	47	21.3	78.7
$70,001-$100,000	59	11.9	88.1
$100,001-$150,000	90	18.9	81.1
Over $150,000	67	16.4	83.6

Selected Housing Crosstabulations

Table B194. Housing by Municipality.

Municipality	n	Single Family	Apartment	Townhome/ Condo	Mobile Home	Duplex	Other
Cary	332	92.5	0.6	6.1	0.3	0.3	0.3
Morrisville	28	77.8	0.0	16.7	2.8	2.8	0.0

Table B195. Housing by Age.

Age	n	Single Family	Apartment	Townhome/ Condo	Mobile Home	Duplex	Other
18-25	8	100.0	0.0	0.0	0.0	0.0	0.0
26-35	33	84.8	3.0	9.1	0.0	3.0	0.0
36-45	110	90.0	0.9	8.2	0.0	0.0	0.9
46-55	103	96.1	0.0	2.9	1.0	0.0	0.0
56-65	65	95.4	0.0	4.6	0.0	0.0	0.0
66-75	37	91.9	0.0	8.1	0.0	0.0	0.0
Over 75	30	73.3	0.0	20.0	3.3	3.3	0.0

Table B196. Housing by Income.

Income	n	Single Family	Apartment	Townhome/ Condo	Mobile Home	Duplex	Other
0-$20,000	5	80.0	0.0	20.0	0.0	0.0	0.0
$20,001-$30,000	8	87.5	0.0	12.5	0.0	0.0	0.0
$30,001-$50,000	32	71.9	0.0	21.9	0.0	3.1	3.1
$50,001-$70,000	47	80.9	2.1	14.9	2.1	0.0	0.0
$70,001-$100,000	59	94.9	0.0	5.1	0.0	0.0	0.0
$100,001-$150,000	90	97.8	0.0	2.2	0.0	0.0	0.0
Over $150,000	67	97.0	0.0	3.0	0.0	0.0	0.0

Table B197. Housing by Years in Town.

Years in Town	n	Single Family	Apartment	Townhome/ Condo	Mobile Home	Duplex	Other
0-1	22	86.4	9.1	0.0	0.0	4.5	0.0
2-5	93	91.4	0.0	8.6	0.0	0.0	0.0
6-10	102	89.2	0.0	7.8	1.0	1.0	1.0
11-20	101	92.1	0.0	6.9	1.0	0.0	0.0
More than 20	73	93.2	0.0	6.8	0.0	0.0	0.0

Selected Municipality Crosstabulations

Table B198. Age by Municipality.

Municipality	n	18-25	26-35	36-45	46-55	56-65	66-75	Over 75
Cary	350	2.3	8.9	26.3	26.0	18.0	10.6	8.0
Morrisville	36	0.0	5.6	50.0	33.3	5.6	0.0	5.6

Table B199. Income by Municipality.

Municipality	n	0-$20,000	$20,001-$30,000	$30,001-$50,000	$50,001-$70,000	$70,001-$100,000	$100,001-$150,000	Over $150,000
Cary	280	1.8	2.9	10.4	16.1	18.6	28.9	21.4
Morrisville	28	0.0	0.0	10.7	7.1	25.0	32.1	25.0

Table B200. Years in Cary by Municipality.

Municipality	n	0-1	2-5	6-10	11-20	Over 20
Cary	355	5.6	24.2	23.4	27.3	19.4
Morrisville	36	5.6	19.4	52.8	11.1	11.1

Table B201. Education by Municipality.

Municipality	n	High School or Less	Some College/ Technical	Bachelors Degree	Masters Degree	PhD/JD/MD
Cary	349	6.6	19.5	40.1	23.2	10.6
Morrisville	36	2.8	19.4	44.4	22.2	11.1

Appendix C

Satisfaction with How Town Implements Water Conservation Programs
(Survey #)

5. How satisfied are you with how the Town implements their water conservation programs. Reasons for responses below 5 on the scale:

- Water bill is too high. (#29)
- They need to use more reclaimed water systems. (#33)
- Need some consistent rules. (#46)
- Things aren't very clear. (#53)
- I am not aware of any programs. (#59)
- Not real familiar with it, so they could probably do better to publicize. (#60)
- I think things are too strict. (#70)
- They have ridiculous rules. (#78)
- I don't know much about them. (#79)
- I have not heard much about it. (#96)
- I wish I could plant warm season grass and I think the Town should encourage it. (#100)
- I don't know of any. (#113)
- It is too confusing and too stringent – different days, different sides of the street. (#131)
- Dirty water costs the same as purified water. (#133)
- Not familiar with any programs. (#141)
- I am uneducated with the programs. (#144)
- The Town could put out more information about water conservation programs. (#147)
- Town doesn't let people know what is available – I wish reclaimed water was more available. (#168)
- It is too expensive. (#176)
- I am not really familiar with any, so Cary and Morrisville could definitely work on that. (#187)
- Not aware of many of them. (#196)
- I am not familiar with any water conservation programs. (#211)
- I am unaware of any. (#212)
- I don't know of any. (#221)
- Unaware of any programs. (#225)
- I never heard of one. (#227)
- I don't really know of any. (#232)
- Need more information on programs. (#234)
- I really don't know of any. (#236)
- I am not concerned about the programs. (#249)
- I don't know of very many. They could definitely add more and put more information out to make residents aware. (#251)
- What about the water quality because of pesticides and they clean the water with ammonia. (#293)
- Cisterns are illegal and make water barrels use available. Encourage individuals to conserve, too restrictive. (#323)
- There is haphazard billing. (#335)

- There are those who water everyday and the Town does nothing about it. (#362)
- I am not aware of Cary's water conservation plans. (#375)
- Not enough advertisement about it. (#377)

Appendix D

Satisfaction with How Town Provides Water-Related Information
(Survey #)

6. How satisfied are you with how the Town provides water-related information. Reasons for responses below 5 on the scale:

- I disagree with the way the sewage is the same as water. (#5)
- I wasn't clear on digital recording of my bill. (#8)
- I like the newsletter. (#14)
- I have gotten no information. (#29)
- Don't hear anything about it – all I know is the lake is full, we have enough water. (#59)
- I don't pay attention. (#78)
- I am not well informed. (#79)
- I am not familiar with the programs available. (#80)
- This survey is all about all the information I already have. (#96)
- I am not familiar with many of the programs. (#107)
- Give early notice on restrictions – they need to get info out to the residences before something becomes an issue. (#121)
- I don't know their policies. (#136)
- Provide more information, there are a lot of people who are unaware. (#147)
- BUD has minimal information. (#156)
- I don't get any info – NC Newsletter. (#158)
- I do not know how to get involved in incentives. (#168)
- I am not real familiar with them. (#170)
- I have never seen any water-related information. (#225)
- I don't really see much information. (#226)
- Need to put more information out. (#232)
- Need to get more information out. Put flyers on the doors to get people's attention. Most other things people will overlook. (#236)
- I don't look for the information, so not sure. (#249)
- The Town could definitely put more information out, I don't see much at all. (#251)
- We need more of it. (#269)
- Have frequent communications on localized or neighborhood use trends during the year added to the bill. Use monetary bonus for conservation. (#312)
- Respond only when something goes wrong. (#323)
- Citizens don't follow it. My neighbor waters lawn 3 times a day, everyday. They have never been fined. (#323)
- I like BUD. (#376)

Appendix E

Reasons for Low Ratings for I Conserve Water: Because It's the Right Thing to Do
(Survey #)

11. I conserve water because it's the right thing to do. Reasons for responses below 5 on the scale:

- I don't think it is that big of an issue. (#70)
- I am not worried about using water. (#78)
- Don't expand current water procedures. Educate citizens on conserving to avoid waste – lawn watering too much. (#323)

Appendix F

Reasons for Low Ratings for Effectiveness of Regulations
(Survey #)

12. How effective are regulations like alternative day watering? Reasons for responses below 5 on the scale:

- People are self-centered, not concerned about long-term survival. (#33)
- You can't legislate morality. (#35)
- I do not use that much water. (#47)
- Not sure how that works. (#54)
- I do not water often. (#57)
- I don't pay attention. (#78)
- I just do it because it is the rule. (#79)
- I don't water. (#92)
- I do not water. (#129)
- Electric sprinklers not set up for every other day. (#133)
- Never heard of them, don't seem to be working if I have not heard of them yet. (#142)
- People that are not doing that – it is not being enforced. (#156)
- It is not followed up on. (#165)
- Regulate better, penalize those who don't follow them. First send warning, then fee or fine them. (#199)
- I don't know – I just pay my bills. (#203)
- It could be a problem for some people, but I don't water or keep up with alternative day watering. (#209)
- I have never heard of this, but I do not water lawn or garden. (#211)
- I don't care. (#225)
- Too complicated, hard to keep up with. (#227)
- I don't know much about this. (#234)
- I have not lived in Town long enough to use this. (#242)
- People always break it with no fines. (#253)
- People still use the same amount on every other day usage. (#255)
- I don't water my grass. (#279)
- Not everyone follows them. (#282)
- Cary Parkway has irrigation daily and it is not following the regulations. The Town doesn't do it but forces the residents to do it. (#295)
- People double up on their watering days and end up watering the streets. (#300)
- We should be able to change scheduled days – Wednesday, Friday, Sunday. (#301)
- My homeowners association sends letters to fix my grass and then we can't water everyday. (#308)
- People do not water lawns in my area. (#309)
- Every three days would be fine too. (#314)
- Not every one does it. (#315)
- It is not enforced or people don't abide by it. (#335)
- I don't water. (#357)

Appendix G

Reasons for Low Ratings for Tiered Water Rates
(Survey #)

13. How effective are tiered water rates (where the cost per gallon goes up when the number of gallons used exceeds certain levels)? Reasons for responses below 5 on the scale:

- Rich people don't care. (#1)
- Larger families need more. (#2)
- We don't use much water. (#3)
- Not fair on a lot of levels. (#5)
- I don't agree with this. (#15)
- So messy. (#16)
- Wealthy people won't mind paying. (#24)
- If people can afford to use a lot of water, then rates will not matter. (#33)
- I don't use that much water. (#47)
- I do not know if I am going over, I need to be alerted. (#51)
- I would not pay attention to them. (#54)
- It would affect me, but I do not like the idea. (#55)
- I do not water enough to have it apply. (#57)
- I don't consider it. (#60)
- I think it is awful. (#78)
- I use what I need to. (#79)
- I feel like I keep using less water but the bill doesn't decrease. (#83)
- We don't use water much. (#92)
- I don't know if you have used enough water to pay more per gallon – there should be a way to view it. (#97)
- Most people probably don't pay attention. (#110)
- Larger families may use more. (#133)
- No opinion either way. (#142)
- I just don't feel it would be effective. (#145)
- I have a large family and don't feel it is fair. (#146)
- It is unfair to larger families. (#151)
- People can't curtail their water usage but by so much. (#156)
- Charging more just depends on the situation. (#162)
- If people pay their bill, then they should not be punished. (#171)
- Shouldn't be charged more if you are paying your bill. Water usage will increase at times such as the holiday is coming up. (#173)
- Bigger households will use more water. As long as people pay their bill they should not be charged more. (#181)
- Some bigger families will use more water and they should not be charged more. (#193)
- I don't know. (#203)
- Sometimes you can't help but use more water. As long as you are paying your bill you should not be penalized. (#204)
- This could be beneficial when people see a real lack in the water supply. (#211)
- We shouldn't be charged more if we pay for it. (#214)
- If you pay your bill you should not be charged for using more. (#219)

- I just believe this would be ineffective. (#225)
- Too complicated. (#227)
- It depends on the size of the household. (#243)
- Just be charged for what you use. (#249)
- This is not fair due to the number of people in house. They are penalized for having larger families. (#253)
- The thresholds are too low and I don't know where it kicks in. (#255)
- My water usage should not be penalized because I have a large family. We use more water with seven to eight people in my house. It should be based on number of people. (#258)
- It already costs too much. (#261)
- There is too much variation in the bill. (#264)
- I don't want to pay more. (#265)
- No one pays that much attention. (#277)
- I felt it in my wallet, but will not change usage. (#279)
- If you have more people in the home, you need more water. (#287)
- When I water plants I go over and I don't like that and sewer too. But it does not go out that way but I am charged sewer. (#297)
- Price is too high as is. (#301)
- It is not fair because sometimes the days in the billing cycle always vary – so every 3 or 4 months instead of a 28-30 day bill we get a 33-34 day. (#310)
- I don't go over. (#316)
- It is not that price sensitive. (#318)
- It would just run up the bill. (#335)
- Tiers are too broad and not restrictive or not charging enough. (#336)
- I have not paid attention to them. (#355)
- Money is not the issue. (#362)
- I don't know when the rates increase. (#363)
- I am not thinking about price when I turned the faucet on. (#366)
- If I need to use water, don't care about price. (#369)
- It is a lot of money for one person. (#370)
- You don't know how much you use until you get your bill. (#374)
- I don't like tiered water rates. (#380)
- I don't really know if this would be fair to larger families. (#390)
- As long as people pay for what they use, they should not be penalized. (#397)

Appendix H

Reasons for Low Ratings for Effectiveness of Financial Incentives
(Survey #)

14. How effective are financial incentives such as toilet rebates? Reasons for responses below 5 on the scale:

- For the rich it does not matter, poor can't afford. (#1)
- Totally ridiculous. (#5)
- Ran out of money. (#10)
- Don't buy toilets very often. (#22)
- Hard to find toilets that meet the criteria. (#25)
- Doesn't apply to most people. (#27)
- I don't go for rebates. (#30)
- Economy is awful. (#33)
- Has the Town tracked it? (#35)
- People don't take advantage of it. (#39)
- I have not seen any information on toilet rebates. (#48)
- I don't know much about them. (#49)
- It has not affected me so far. (#52)
- I did not know about it. (#53)
- I would not participate. (#54)
- Has not affected me at all. (#59)
- Never heard to them. (#60)
- I have not participated. (#69)
- I would not participate. (#70)
- I have not replaced toilets. (#72)
- They are ridiculous. (#78)
- I don't know about them. (#79)
- I wasn't informed about them. (#80)
- Not interested. (#92)
- I don't know anything about it. (#101)
- Not interested. (#103)
- Not very aware of them. (#111)
- I don't like these types of incentives. (#124)
- I don't know about them. (#127)
- It doesn't make any difference. (#128)
- Can't afford it. (#129)
- I probably would not replace. (#130)
- I would have to buy new toilets. (#135)
- I did not know about it. (#151)
- I did not know about it. (#163)
- The Town isn't very good about letting people know about the financial incentives. (#165)
- I have new construction and will not change. (#169)
- I would not respond to it. (#170)

- I may if I need to replace the toilet. If not, then probably not going to be interested in spending money on something I don't need at the time. (#175)
- I really dislike this. People don't usually replace their toilet. (#183)
- I am unaware of this. (#188)
- I am unsure of toilet rebates, would like more information. (#194)
- Maybe some would take advantage of this. (#203)
- Rebates usually are not legitimate or take too long. (#225)
- I am not concerned with toilet rebates, some may be interested. (#249)
- It is just not worth it. (#252)
- No, people are only doing it because of the money – might as well throw the money away. (#253)
- It doesn't matter to me. (#254)
- It is not publicized. (#255)
- How often do you get a new toilet? (#261)
- I am not aware of it. (#277)
- It is not substantial enough to make a difference. (#278)
- We don't replace toilets that often. (#292)
- Not a lot of people know about it, Town does not advertise. (#298)
- I am not in tune with them. (#300)
- I don't know. (#316)
- Overall over a long period of time – we don't buy toilets just for a rebate. (#318)
- It is a bad policy. (#319)
- It encourages private industry to make money, but nothing for those already conserving. (#323)
- Replacing stuff as it breaks is in the timing. (#328)
- Toilets don't break often. (#330)
- I installed toilets and didn't get a rebate. (#353)
- I am not familiar with them. (#357)
- I never heard of them. (#358)
- I am not real aware of them. (#360)
- I have a new house. (#366)
- It is not publicized. (#374)

Appendix I

Reasons for Low Ratings for Effectiveness of Town's Website
(Survey #)

16. How effective is the Town's website? Reasons for responses below 5 on the scale:

- People don't use it. (#1)
- No information on website about water conservation. (#6)
- I don't go there. (#22)
- Google Chrome doesn't work. (#26)
- We don't use it. (#44)
- I have not been there for water-related things. (#50)
- I do not use it currently. (#53)
- I do not view it. (#54)
- I did not know the information was on the website. (#59)
- Never been on it. (#61)
- Never been to it. (#67)
- I don't go there. (#70)
- I do not go to it. (#72)
- I don't use it. (#76)
- I do not view it. (#78)
- I don't look at it. (#79)
- I don't really check it. (#82)
- I do not use it. (#84)
- I do not use internet. (#87)
- I don't use the site for that. (#90)
- Never viewed it. (#96)
- I don't really use it. (#99)
- Don't use it much. (#102)
- I don't ever go on it. (#108)
- It is hard to navigate. (#109)
- Never really use it for water conservation. (#110)
- Never been to it. (#111)
- This is nothing older people will use to find information. (#117)
- I cannot view it. (#124)
- The website is not user friendly. (#127)
- Don't know, never viewed. (#144)
- I never use it, maybe the younger generation. (#145)
- Not effective at all for elderly people. (#150)
- I don't look at it. (#152)
- I don't use, so I don't know. (#162)
- I have been on it, but never looked at the water information. (#163)
- I don't personally use. (#172)
- It should be more user friendly. (#176)
- I do not visit the website, but those who use the internet a lot will find this easier. (#182)
- People don't really want to have to search for information. (#187)

- Never visited it. (#195)
- I don't visit it. (#203)
- Send direct mail about important issues concerning water. (#209)
- Just don't feel a lot of people will use, try email. (#222)
- I have to do much digging to find the information. (#227)
- Not for me personally. (#231)
- It just does not seem interesting. I mostly wouldn't go unless I have a reason. (#241)
- There is nothing for older people who don't use the internet. But would be great for younger generation. (#248)
- I will never use it. (#249)
- I don't use it. (#268)
- I never found it. (#277)
- We don't need it. (#290)
- We don't get emails from Town. We should and the Town needs our email. (#293)
- Online – expensive irrigation protection was $300 and there was an alternative that was only $10. Should use anti-suction values to do the same as back flow prevention value and cheaper by $290. (#295)
- We always need more communication to us. (#312)
- We don't use it. (#313)
- I don't use it. (#321)
- People don't know it exists. (#323)
- Just no need to go there for anything. (#345)
- I don't really use it. (#355)
- I don't use it. (#357)
- It is difficult to navigate. (#364)
- I think 80% of the people don't look at it. (#367)
- I don't go on it. (#369)
- I don't have a computer. (#370)
- Don't know, don't use. (#372)
- No computer. (#373)
- I have never been to it. (#379)
- I have not gone there. (#382)
- Some may check out the website, but I don't feel people will go to the website unless they have reason to. (#391)
- I don't use website looking for water usage. (#397)

Appendix J

Reasons for Low Ratings for Effectiveness of Talking With a Town Staff Member
(Survey #)

18. How effective is talking with a Town staff member? Reasons for responses below 5 on the scale:

- Unless you get the right staff member. (#5)
- I have never talked to staff members. (#6)
- Calling them will not sway me, looking the number up takes time. (#9)
- Still waiting on end result – was billed twice. (#15)
- People don't talk to staff members, don't have the time. (#21)
- Never talked to one. (#22)
- I don't talk to staff members. (#44)
- Never have talked to one. (#51)
- Not interested. (#54)
- I am sure it would be nice, but I have never spoken to them before. (#57)
- I don't get any results when speaking with them. (#59)
- I never talk with them. (#60)
- Never have spoken to them. (#61)
- I don't care to talk to them. (#78)
- Who's that? (#79)
- I haven't spoken to them about water. (#82)
- Never spoken to them. (#85)
- Never spoken to them before. (#87)
- I never had the need. (#109)
- I don't talk to them. (#110)
- Never done that. (#111)
- I have never spoken with one. (#112)
- Town staff members are too busy. (#121)
- No real opinion either way. (#140)
- I have not spoken with someone personally, but some may benefit. (#142)
- Never spoke with staff. (#143)
- I don't know, never spoke with Town staff. (#144)
- I never talk to staff members, people probably don't go out looking to talk to Town staff. (#145)
- I have never talked with staff members – too many people, too little Town staff. It is easier to get information offline. (#147)
- Smelling chlorine, didn't get sufficient answer from the Town and didn't advise customer on what was going on. (#160)
- Never spoke with any Town staff. (#162)
- I don't know if people would talk directly with Town staff unless they have a problem. (#173)
- Most people don't talk with Town staff. (#175)
- Not sure, I have never spoken with Town staff. (#179)
- I would not personally. (#181)

- I would never probably talk with Town staff, don't know if most would. (#183)
- I don't speak with Town staff. (#187)
- Time factor is the issue. (#195)
- They are not someone I would talk to normally, but maybe if I met them. (#202)
- Not interested. (#203)
- I wouldn't personally, but this may be effective to some. (#209)
- I never spoke with Town staff and most don't. (#213)
- It would be good if Town staff did not lie and would be honest with residents. (#221)
- I have never seen or spoke with Town staff. (#223)
- Not something I would be interested in doing. (#224)
- I have never seen any or met a Town staff member. (#225)
- Town staff doesn't have time to spend with all residents. I don't think residents would look for information by talking with Town staff. (#227)
- I don't know any Town staff, never see any Town staff out. (#239)
- I wouldn't personally seek out staff members about water conservation. (#240)
- I don't know any staff members. (#249)
- It is not for me personally, but some may be interested in speaking directly with Town staff. (#251)
- Just not available. (#252)
- I had new meters installed in August and I had a super high bill, then a lower bill, then a super high bill – no consistency. They checked the meter but no credits issued, but it can't be right. (#264)
- Too much trouble to get to them. (#269)
- They are understaffed. (#277)
- You have to call them is my issue. (#298)
- Never used them. (#324)
- I have not spoken to any. (#353)
- I have not spoken to them. (#359)
- Never have spoke to them. (#360)
- I have never spoken to one. (#361)
- I don't know, I have not talked with anyone. (#373)
- Sometimes it is hard to get a hold of them. (#380)
- I have not spoken to one. (#382)
- I have not spoken to them. (#384)
- I haven't spoken to them. (#385)
- Maybe, not much contact with Town staff for most people. (#389)
- I wouldn't personally talk with Town staff. (#391)
- I don't ever see Town staff, but it may be effective. (#394)
- I am not interested, but some may be. (#397)

Appendix K

Reasons for Low Ratings for Effectiveness of School Programs About Water Conservation
(Survey #)

17. How effective are school programs about water conservation? Reasons for responses below 5 on the scale:

- No information from school. (#18)
- Need to get message to parents. (#21)
- Daughter in college. (#22)
- I have three children in schools and don't know of any programs. (#28)
- I home school my children. (#33)
- Children are home schooled and I do not know about them. (#51)
- Unaware of them. (#54)
- Not sure. (#56)
- I have been a teacher for several years and I did not know about the programs. (#59)
- Not sure, no children. (#60)
- My children are not in school. (#62)
- No children in school. (#67)
- Not aware of what is taught. (#69)
- Not familiar with them. (#70)
- No kids in school. (#76)
- I know nothing about them. (#78)
- I know nothing of them. (#79)
- No kids in school. (#80)
- No children in school. (#81)
- No kids in school. (#82)
- Not sure about them. (#85)
- Not knowledgeable about the schools. (#86)
- No kids in school. (#87)
- No children in school. (#90)
- I don't know anything about them. (#97)
- No children. (#99)
- I don't have children in school. (#102)
- I don't care to have my kids tell me what to do. (#109)
- My kids are out of school. (#111)
- I know nothing about it. (#112)
- I have no children in school. (#124)
- No children. (#125)
- I am unsure of what they teach. (#126)
- No kids in school. (#127)
- No kids. (#128)
- I have no kids. (#129)
- My children have not mentioned it. (#131)
- Kids have not mentioned anything – need field trips to water plants, etc. (#135)

- I am not aware of any water programs or teaching in schools. (#142)
- Children are too young for school, so unaware. (#143)
- Don't know, no children. (#144)
- They definitely could put more water conservation programs in schools – I don't see any good water usage from my kids. (#146)
- No children in the system. (#151)
- No kids in school. (#163)
- I am not familiar with them. (#169)
- I am not sure what they are. (#170)
- Not sure, but I am sure they are good. (#171)
- I don't know about school programs. (#173)
- Don't know much about the school water programs. (#181)
- I am unaware of this, no kids. (#183)
- Not familiar with school programs. (#187)
- Don't know, I am sure some schools do. (#203)
- I don't have children in school, so I don't feel comfortable saying one way or the other. But education is important. (#209)
- I don't know much about the schools. (#212)
- I don't have kids in school, but unaware of school water programs so they could probably do more with the younger generations. They are our future. (#213)
- Unaware, no kids. (#223)
- I have never heard anything about water conservation within the schools. (#224)
- I don't have kids, so I don't really know. (#225)
- I don't know, no young kids. (#227)
- My child learned water conservation from another vocational school. (#232)
- I am not involved with schools, not sure how they handle water conservation. (#240)
- It needs work from both parents and schools. (#246)
- Don't know. (#249)
- I am not aware of school programs. (#251)
- It's propaganda if not both sides. (#253)
- I have no kids at home. (#283)
- It is a parental issue, not political. (#290)
- I don't know about it, but kids have information. (#298)
- Some parents don't want their kids brainwashed. (#300)
- I'm in Town but my child went to Raleigh so I wouldn't know about Cary anyway. (#301)
- I have no kids. (#324)
- My children are too young. (#353)
- I have no kids in school. (#355)
- No kids in school. (#357)
- My children are too young. (#361)
- No kids in school. (#368)
- I have no children. (#372)
- I am not aware of them. (#374)
- It doesn't benefit me. (#378)
- I have no children. (#379)
- I have no kids. (#382)

- I have four children and none of them learned anything about water conservation. (#388)
- Not sure, no children in school. (#391)
- I am unaware of any, my child never tries to conserve water. (#392)

Appendix L

Reasons for Low Ratings for Effectiveness of Water Conservation Workshops
(Survey #)

15. How effective are water conservation workshops? Reasons for responses below 5 on the scale:

- People don't go to workshops, they don't care. (#1)
- Only certain people go. (#5)
- No information on workshops. (#6)
- People don't show up. (#9)
- People don't attend these. (#16)
- People don't go. (#21)
- No clue. (#22)
- Workshops don't work, people use what they need. (#23)
- People will not attend. (#24)
- The literature is sufficient. (#27)
- Scheduling, people are busy. (#28)
- I have not heard of workshops. (#31)
- Not aware of workshops. (#39)
- No one would attend. (#46)
- Never been to one. (#49)
- Never attended one before. (#50)
- I have not attended any yet. (#52)
- Not interested. (#54)
- I would not participate. (#56)
- Not aware what is involved in them. (#57)
- Not aware of them. (#59)
- Never heard of it. (#60)
- Not anything I would go to. (#61)
- No one has time for them. (#64)
- I have not participated and probably won't. (#67)
- Not aware of what they are for. (#69)
- Never heard of them. (#70)
- I did not know they existed. (#72)
- I would never go. (#78)
- I would not go. (#79)
- I have not been to any. (#80)
- I have never attended before. (#82)
- I never attended. (#84)
- Probably would not go. (#86)
- Never been to one before. (#90)
- I would like to know about them, but right now I wouldn't go because I don't what they are for. (#99)
- I was not aware of them. (#101)
- Not interested. (#102)
- Never been to one. (#104)

- I don’t use them. (#109)
- Don’t use them. (#110)
- I am never focused on them. (#111)
- Never attended one. (#112)
- I don’t think people really have the time. (#113)
- People are not really interested to take the time to attend programs or workshops. (#120)
- People will only attend if they are interested, but most don’t feel there is a water shortage. (#121)
- This would be great if people would take the time to attend. (#123)
- I would not attend. (#124)
- Never been to one. (#126)
- I would not attend. (#130)
- People are too busy. (#135)
- Not aware of any. (#136)
- If price goes up, people will be more likely to attend – but probably not many at this time. (#138)
- I don’t think many have the time, but some may. (#140)
- I don’t feel people will take the time out for a workshop. (#142)
- Don’t see people taking the time to attend workshops. (#143)
- I don’t know, never used. (#144)
- People don’t have time nor would they be interested. (#145)
- I don’t have the time, most people have more important things to deal with. (#146)
- People don’t have the time. (#147)
- I have never attended. (#163)
- Only people who care will go. (#165)
- I have not attended. (#166)
- I have never attended one. (#167)
- I have not attended before. (#169)
- Most people will not take time to go. (#171)
- I don’t feel people would be interested in attending. (#173)
- People will probably not take an interest. (#175)
- Not many people care or are interested. (#176)
- No one would go, no one is interested. (#177)
- Not interested, people have better things to do with free time. (#179)
- Most people don’t really care. (#180)
- I don’t have time I work full time. I don’t think others will have time. (#181)
- I would not attend personally, but those interested in learning more may. (#182)
- I am unaware of any workshops. (#188)
- No one really has time to visit workshops. (#191)
- Don’t have time anymore. (#193)
- I am unaware of it. (#194)
- I don’t think people will go. (#195)
- Offer early in the year before peak water season, just once a year. (#199)
- People don’t have time for them. (#202)
- I wouldn’t go. (#203)
- Not enough time. (#209)

- Only if people get nervous will they look for ways to conserve water. At that time people may actually attend workshops. (#211)
- It depends on the times. Some people would attend but most are too busy. (#212)
- Workshops take too much time, so people are less likely to attend. (#213)
- This is not something I would be interested in. (#224)
- I don't have the time. (#225)
- Never heard of one, people probably will not go. (#227)
- Waste of money – no one will attend or very low turnout. (#228)
- People don't have time. (#229)
- Don't know how much, but some people would use this to gain knowledge about water conservation. (#231)
- People don't have the time. (#232)
- If people knew about them, they may attend. (#236)
- I don't have time. (#240)
- I am busy most of the time. (#241)
- Not interested. (#249)
- I don't know if people would have time to attend. (#251)
- I have no time to go. (#252)
- Not enough people care about them. (#255)
- I have never heard of them. (#261)
- It is not very accessible for working individuals. (#277)
- Attendance is difficult. (#278)
- I can't do anymore, I do a lot already. (#281)
- I have not heard of them. (#282)
- I have no time to go. (#283)
- I don't have the time. (#284)
- It depends on the topics. General – no, specific – yes. (#286)
- We don't need those. (#290)
- I never heard of them – probably would not go. (#292)
- I never heard of them and I'm a conservationist already. (#293)
- Never heard of them. (#297)
- I never heard of it. (#298)
- I am not aware of them – make people aware of what flowers and grass to use to withstand North Carolina weather. (#300)
- I never heard of them. (#310)
- I am unaware of them. (#312)
- People are unaware and lack interest. (#315)
- I don't know about them. (#316)
- I never heard of them. (#319)
- I never heard of them. (#323)
- I don't know about them. (#335)
- Only those interested would attend. (#352)
- I have not attended. (#353)
- I would not go. (#355)
- I wouldn't attend. (#357)
- I am not sure what they are. (#359)

- I am not familiar with them. (#360)
- I have not been to any. (#361)
- I would not go. (#362)
- I don’t think people will go. (#367)
- I would not go. (#369)
- I am not aware of them. (#374)
- I didn’t know we had them. I would go if I knew about them. (#375)
- People will not attend. (#377)
- I never attended any. (#384)
- I am not real familiar with them. (#386)
- I don’t think people will attend. (#389)
- Most people don’t have the time. (#391)
- People don’t have time, but some may. (#392)
- People don’t have time to go. (#397)
- I don’t know if people will take the time to attend or have the time. (#401)
- People don’t have time. (#402)

Appendix M

Reasons for Low Ratings for Talking with a Block Leader
(Survey #)

19. How effective is talking with a Block Leader? Reasons for responses below 5 on the scale:

- I got one note in seven years. (#5)
- I will not take another person's opinion. (#9)
- Just someone else to have to deal with. (#15)
- Don't have one. (#22)
- Not much authority or insight. (#28)
- I don't have one. (#44)
- I don't want them to think they are president. (#46)
- Never have because I did not know they existed. (#51)
- Not sure who it is. (#52)
- I am unaware who that would be. (#53)
- Not interested. (#54)
- Not aware of them, but I would like to be. (#55)
- I am unaware of Block Leaders. (#56)
- Don't know about them, but might be nice. (#57)
- I didn't know one existed. (#59)
- I don't know about it. (#60)
- I don't think we have one or never heard about it. (#64)
- I did not know about them. (#72)
- Not sure what that is. (#76)
- I don't care to talk to them. (#78)
- Who? (#79)
- I have not spoken to them. (#80)
- Not sure what it is. (#81)
- Never let me know they existed. (#82)
- I do not know about them. (#83)
- Unaware of Block Leader. (#84)
- Not sure who that is. (#85)
- Not sure who that is. (#87)
- Not sure what they do. (#88)
- Never heard of them. (#96)
- I have never spoken to one. (#97)
- I have not spoken to one. (#104)
- Never spoken to them. (#109)
- Not effective due to the block I live on. (#110)
- Not familiar with them. (#111)
- Unaware of them. (#112)
- I am not sure what this is. (#113)
- I don't know what this is. (#119)
- Could be, but I don't know anything about this. (#120)
- I don't know about this. (#121)

- Never heard of them. (#124)
- I have never heard of them. (#126)
- Do not have one. (#128)
- I have not spoken to them. (#129)
- I am not aware of them. (#130)
- They are the worst offenders. (#131)
- Not sure what Block Leader is. (#138)
- Don't know about this, maybe. (#140)
- I don't know who the Block Leader is. (#142)
- Unaware of Block Leader. (#143)
- I would like more information. (#144)
- Never heard of it. (#145)
- I never heard of it. (#146)
- Unaware of Block Leader. (#147)
- I have not done this. (#148)
- I do not have a Block Leader that I am aware of. (#150)
- I don't have one. (#152)
- It depends on the knowledge of the Block Leader. (#156)
- I don't know what this is. (#162)
- I am unaware of who they are. (#163)
- I don't know who they are. (#170)
- I don't know much about this, but I believe I have heard of it. (#171)
- Maybe, but I don't know anything about it. (#172)
- I am not sure what this is. (#173)
- I don't have a clue what this is. (#175)
- Not sure what this is. (#176)
- I am not sure what this is, would like more information. (#177)
- I don't have Block Leader program, so not real sure. (#179)
- Not sure what this is. (#181)
- I am unaware, I need more information. (#183)
- I am unaware of the Block Leader program. (#187)
- Never heard of it. (#188)
- Not sure what Block Leader is or does. (#190)
- Unaware of Block Leader. (#191)
- Never talked to one. (#193)
- Not sure, I don't talk with Block Leaders. (#194)
- I prefer the homeowners association. (#195)
- I am not sure what this is, but assuming it's a leader of a block this could be helpful. (#202)
- Not interested. (#203)
- Not sure what this is. (#204)
- I am not sure what it is, so I can't really say. (#209)
- I would like more information, not familiar with Block Leader. (#210)
- I don't know anything about Block Leader. (#211)
- Don't know anything about a Block Leader. (#212)
- I never heard of them. (#213)
- I don't know what this is. (#221)

- I don't know anything about this. (#222)
- Unaware of this. (#223)
- I am not interested, but I have never heard of it either. (#224)
- I never heard of it. (#225)
- Maybe, but I don't know anything about a Block Leader. (#226)
- I have no idea who or what the Block Leader is. (#227)
- People will find information if they are interested. No need to add more programs to waste tax money. (#228)
- Never heard of it. (#238)
- I am unaware of this program. (#239)
- Never heard of it. (#240)
- I am not interested in talking with Block Leaders. (#249)
- I don't know anything about this or what it is. (#250)
- I have never gotten information on this – not sure what or who a Block Leader is. (#251)
- They are not around. (#252)
- We haven't seen any opportunities. (#255)
- I don't want harassment from neighbors. (#290)
- We don't have one and if one is available, they are not known. (#293)
- Just very inactive – not sure we have one. (#297)
- I don't know them. (#322)
- I don't know them. (#324)
- I have not spoken to any. (#353)
- I am not sure what this is. (#355)
- I have not spoken to one. (#359)
- Never spoke to them. (#360)
- I am unaware who they are. (#361)
- I am in an adult community. (#370)
- They are not watching for water usage. (#373)
- We have no Block Leader. (#374)
- I didn't know we had one. I probably would not care for it. (#375)
- I don't know who they are. (#378)
- Don't know what it is. (#379)
- We do not have a Block Leader. (#380)
- I have not spoken to one. (#382)
- Never spoken to them before. (#384)
- I have not spoken to them. (#385)
- I am unaware of this. (#389)
- I didn't know about this. (#390)
- I don't know anything about this. (#391)
- Not sure what this is. (#392)
- No idea what this is. (#393)
- I don't know what this is. (#394)
- I don't know what this is. (#397)
- I don't know what this is. (#401)
- I just don't know anything about this. (#403)

Appendix N

Reasons for Low Ratings for Knowing Your Monthly Water Use
(Survey #)

20. Knowing your monthly water use. Reasons for responses below 5 on the scale:

- It is always wrong. (#29)
- I don't use that much water. (#47)
- I use what I have to. (#60)
- I use what I use. (#70)
- I can't change how much water is being used. (#83)
- Only if I was using an incredible amount. (#110)
- I already get that. (#260)
- It is not timely enough, doesn't catch hose left on one day. (#300)
- I have no water problem. (#302)
- Already have on bill. (#369)

Appendix O

Reasons for Low Ratings for Being Alerted When Your Water Exceeds a Certain Point
(Survey #)

24. Being alerted when your water use exceeds a certain point. Reasons for responses below 5 on the scale:

- Would be helpful for larger families. (#5)
- If I need the water, no use telling me. (#25)
- I only use what I have to now. (#45)
- I don't use that much water. (#47)
- I will be annoyed if they start that. (#78)
- Too many emails anyway. (#79)
- I can't think of anything to do to lower it. (#83)
- Unnecessary. (#94)
- No need. (#121)
- Don't need it. (#140)
- Not really interested, some people may like to know. (#142)
- No need for it. (#146)
- This could vary depending on household size, but don't feel it would be broken down by family size. (#147)
- I can keep up with this with monthly usage. (#148)
- Useless. (#151)
- I don't use much water. (#163)
- Not needed. (#172)
- Send via email – urgent. (#175)
- I pay for it, so it doesn't matter. (#181)
- It is not needed. (#183)
- This would be great, could be a good way to catch a leak if a spike in the bill is alerted to customers. (#191)
- Not needed. (#198)
- Send an email. (#199)
- If it doesn't cost a lot more on the bill, this would be great for catching leaks early. (#202)
- Not interested. (#203)
- I don't see any need for this unless it's a large random spike in usage that may show a problem. (#211)
- In case of a leak, if an extreme leap in bill shows up, should legally be notified because there is obviously a problem. (#213)
- Government need to stay out of how much water I use as long as I am paying my water bill. (#228)
- This is not needed. (#237)
- It depends on if it costs more, if free, then yes. (#248)
- Not really needed. (#249)
- Not needed. (#250)
- It is what it is – I can't change. (#263)

- Water main broke and Cary told us. (#323)
- I would like to know before I reach my limit like 73% or find information online. (#350)
- Not interested. (#396)
- It could be beneficial if it catches a leak. (#397)
- It is not needed. (#400)
- I am not interested. (#403)

Appendix P

Reasons for Low Ratings for Understanding Your Seasonal Use
(Survey #)

23. Understanding your seasonal water use compared to my average use. Reasons for responses below 5 on the scale:

- My use does not seem to change seasonally. (#1)
- I don't know what the usage is. (#3)
- Water rates are higher in June and July. (#5)
- My garden needs to be watered, you may not have a garden. (#26)
- My bill is what is important. (#45)
- I don't use that much water. (#47)
- I only use what I need. (#60)
- I use what I need regardless. (#61)
- It doesn't matter. (#70)
- I don't need to know. (#78)
- I rarely water. (#79)
- I do limited watering. (#94)
- I do not water my lawn. (#103)
- I am not too concerned with seasonal because I don't maintain my landscape. (#110)
- Summer months obviously use more water – not interested. (#118)
- Not interested, can figure this out on my own. (#136)
- Not interested. (#139)
- No need, it is obviously more in the summer months. (#140)
- Your needs are your need. (#151)
- Not needed. (#162)
- I only hand water, so there isn't a big difference. (#163)
- I will not look at it. (#165)
- Not needed. (#171)
- Not needed. (#172)
- No need. (#174)
- Not needed. (#175)
- I already know summers will be more water usage. (#183)
- All my outside watering is from a well. (#186)
- This could be beneficial for those who use more water. (#187)
- Not interested. (#192)
- I have to use what is needed regardless. (#193)
- A graph would be good. (#199)
- Clearly going to use more water during the warmer weather. (#202)
- Not interested. (#203)
- I already know more water is used in the summer. (#205)
- I know I use more during the summer. (#210)
- Just not something I am interested in. (#211)
- Not needed. (#217)
- No need for this. (#218)

- Not interested. (#221)
- It might be interesting. (#222)
- It may be interesting at the end of the year. (#225)
- I don't water the yard, so this does not apply. (#227)
- Unimportant. Water usage is always up in the summer and around holidays when lots of visitors are in. No need for my bill to tell me what I know. (#228)
- Not needed. (#231)
- No need for this. (#232)
- I don't have a need to keep up with seasonal usage. (#233)
- Not needed. (#237)
- No, someone is clearly not going to use as much water in the winter as they would in the summer. It is a given. (#240)
- It depends on if it costs more, if free, then yes. (#248)
- Not interested in it. (#250)
- My summer usage is always up. Cary folks are above the standard and are privileged so they expect it. They have better landscapes. (#258)
- It is not needed. (#269)
- I don't water grass anyway. (#277)
- It doesn't change my usage. (#309)
- It is on the bill now. (#319)
- I don't use much outside. (#362)
- I do not water outside. (#380)
- It could be interesting, but not needed. (#389)
- It could be interesting. (#390)
- Summer clearly will have an increase in water usage. (#394)
- It could be interesting, but I am sure summer shows most. (#397)

Appendix Q

Reasons for Low Ratings for Knowing How Much Water is Typically Used By Specific Appliances
(Survey #)

25. Knowing how much water is typically used by specific applications such as dishwasher or clothes washer. Reasons for responses below 5 on the scale:

- Too much detail. (#1)
- Already know what they use. (#5)
- I am not going to buy more efficient appliance until mine are not usable. (#9)
- My family is not that big, not concerned about it. (#15)
- I will always use these appliances. (#16)
- My machines are low water use. (#21)
- What difference does it make? (#35)
- Not effective because I have to use them. (#44)
- Not applicable. (#45)
- I don't use that much water. (#47)
- I would use them anyway. (#56)
- Not much I can do, but use only when needed. (#61)
- I would not make any changes anyway. (#68)
- I will not replace them. (#69)
- There is not much I would change anyway. (#70)
- I will be annoyed if they start that. (#78)
- I wash what I need to. (#79)
- Don't use them very often. (#82)
- I have installed triple load washer already. (#83)
- I have to use it regardless – I just make sure I have a full load before starting. (#110)
- This would not change usage but may be interesting. (#113)
- Not really needed. (#114)
- Not needed – stuff has to be washed. (#118)
- No need – all appliances are water efficient. (#120)
- Not needed. (#121)
- I use them limitedly. (#128)
- Depends on type of appliances. (#135)
- No need but may be interesting. (#136)
- No need. (#138)
- Not interested. (#140)
- I don't use much. (#141)
- It doesn't much matter to me. (#145)
- It could be interesting, but not needed. (#162)
- I already have high-efficient appliances. (#163)
- Not needed. (#171)
- Not needed. (#172)
- No need. (#174)

- Only on new appliances and usually whoever you purchase it from will tell you how much water is typically used. (#175)
- It is not needed. (#176)
- Not needed. (#178)
- I don't care. (#181)
- It might be interesting. (#182)
- I will use washer the same, knowing this would not matter. (#183)
- It may be useful, at least interesting. (#186)
- I don't see how this would work. (#187)
- It doesn't matter, used when needed regardless, things need to be washed and cleaned. (#193)
- Not needed. (#198)
- You have to wash stuff and different brands use different amounts. (#199)
- It doesn't matter, all appliances are different. (#202)
- Not interested. (#203)
- I don't need this. (#211)
- I buy water efficient appliances when my old ones go out, so this is not a big deal. (#213)
- Not interested. (#214)
- I have to wash clothes and dishes so this does not really matter. (#217)
- Not interested. (#218)
- I don't see how they do this, all appliances are different. (#222)
- Appliances have to be used regardless. (#227)
- Not interested, different brands will use different amounts. (#228)
- I don't see how they can figure this out. (#229)
- Not interested. (#231)
- Not interested. (#232)
- Not interested. (#233)
- Not needed. (#237)
- It doesn't matter much. (#240)
- I don't see how they would figure this out. I would like more information on how this works. (#243)
- I think different brands use different amounts. (#246)
- No real need for it, but if it is not too technical it might be interesting. (#247)
- It depends on if it costs more, if free, then yes. (#248)
- I already have something like this. (#249)
- Not needed. (#250)
- It doesn't matter to me. (#251)
- I already have that, only needed when buying equipment. (#255)
- Mine are already high efficiency. (#260)
- We are still going to use it. (#261)
- They are high efficiency anyway. (#263)
- I still have to use them. (#268)
- I can't get rid of them anyway. (#278)
- Not needed. (#330)
- I have water savers now. (#335)
- I don't care what they use. (#362)

- I already know these things. (#373)
- This would make me annoyed. (#375)
- No need, currently I use water efficient appliances. (#390)
- Not interested. (#394)
- I already know this. (#396)
- I am not interested. (#397)
- It is not needed. (#400)
- I am not interested, but it could be interesting to see dishwasher usage compared to hand wash usage. (#401)
- I am not really interested. (#402)
- I am not interested. (#403)

Appendix R

Reasons for Low Ratings for Knowing Your Usage Compared to What Others Use
(Survey #)

22. Knowing your usage compared to what others use. Reasons for responses below 5 on the scale:

- Apples to oranges. (#1)
- We don't use much water and don't care about what others use. (#3)
- I don't use as much as the average person. (#5)
- Everyone has their own personal use. (#15)
- I could care less. We have very low water pressure. (#16)
- Don't care what others use. (#21)
- My bill is what is important. (#45)
- I don't use that much water. (#47)
- Does not matter to me. (#51)
- Other people do not affect my needs. (#52)
- I am not worried about neighbors, it is the businesses. (#56)
- Others don't impact my decisions. (#59)
- Others don't influence what I do. (#60)
- I pay my bill and glance at it. (#61)
- I use what I need regardless of what others do. (#66)
- I don't do things because others do. (#69)
- Others don't affect what I need. (#70)
- I would probably use about the same anyway. (#72)
- I am not concerned about what others use. (#76)
- I don't care what others do. (#78)
- It doesn't matter. (#79)
- I am only one person and others could be way more. (#91)
- I will still use what I need. (#94)
- It doesn't matter to me what others are using. (#110)
- It may be interesting. (#113)
- Not interested. (#116)
- May be interesting. (#120)
- No one is the same, not interested. (#121)
- To the same amount of people in my family maybe. (#133)
- We will use best choices for us. (#136)
- Not interested. (#136)
- Not needed. (#138)
- Not interested. (#139)
- I don't need but may be interesting. (#140)
- I know I use less. (#141)
- Not important – families larger than most would not compare well. (#146)
- It would not influence me. (#151)
- Neighbors use water differently. (#152)
- Not really interested. (#162)
- It doesn't affect my use. (#163)

- No impact on me, not interested. (#171)
- Not interested. (#172)
- I am not interested. (#174)
- I don't care about this. (#175)
- Not interested. (#178)
- I don't care about others usage. (#181)
- Some may be interested. (#183)
- No need, I mostly use well water. (#186)
- I see no need to see others usage, I am just worried about my own. (#187)
- It does not matter. (#193)
- Not interested. (#199)
- I don't see what this would prove. (#202)
- Not interested. (#203)
- Not really interested. (#205)
- Not concerned about others. (#211)
- Not concerned of others or comparisons. (#213)
- Not needed or interested. (#214)
- Not interested. (#218)
- Households differ in size. (#219)
- There are different size households, it would not be equal – one person or five people, etc. (#221)
- Don't need it. (#222)
- I don't care what others use. (#227)
- I don't care what other people use, it does not concern me. (#228)
- Not interested. (#231)
- Not needed. (#232)
- As long as no personal information is shared with others. (#233)
- Not needed. (#245)
- It depends on if it costs more, if free, then yes. (#248)
- I am not interested. (#249)
- The number of people in household should be accounted for. (#253)
- I don't care about others. (#254)
- I don't care what others do. (#256)
- Consider number of folks in the home. (#258)
- I wouldn't like that. (#260)
- It wouldn't help me any. (#263)
- I don't want to see it. It would make me angry. (#265)
- This is not really fair. There is no comparison – every home is different. (#275)
- Each home has different normals. (#278)
- It doesn't make a difference. There are two people here. (#287)
- I'm not interested in it. (#309)
- Every house and every family is different. (#323)
- Personal use varies. (#328)
- Everyone is different. (#335)
- I don't care what others use. (#354)
- It doesn't affect how much water I need. (#359)

- I am not concerned, they waste it. (#362)
- It wouldn't impact what we do. We don't waste water. (#364)
- I am only concerned about myself. (#365)
- I don't care about others. (#366)
- People have different size families. (#368)
- I don't want to know my neighbors use. (#370)
- I use what I use. (#373)
- It doesn't affect my decision knowing how much my neighbors use. (#374)
- I would still use what I need. (#378)
- I do things different than most people so it wouldn't be relevant. (#380)
- I don't care with others use. (#389)
- I am not really interested. (#390)
- Not interested. (#391)
- I am not interested. (#394)
- Not all houses have the same number of people living in them and some homes don't use irrigation systems. This would tell me nothing. (#396)
- I am not interested. (#397)
- It could be interesting. (#400)
- It is not needed. (#401)

Appendix S

Reasons for Low Ratings for Knowing Your Daily Water Use
(Survey #)

21. Knowing your daily water use. Reasons for responses below 5 on the scale:

- Too busy to look. (#1)
- Too busy. (#15)
- Who has the time. (#18)
- Looked at bill once. (#21)
- I don't check the meter. (#27)
- The bill is monthly. (#45)
- I don't use that much water. (#47)
- It has too many factors. (#53)
- Not sure. (#54)
- I wouldn't look at it. (#56)
- I don't use that much. (#60)
- It fluctuates too much. (#69)
- I only use what I need anyway. (#70)
- Probably would not look at it. (#77)
- Too much information. (#79)
- I can't change how much water is being used. (#83)
- Too much information. (#91)
- Fluctuates too much. (#92)
- Overkill. (#94)
- I use what I need regardless. (#110)
- I probably wouldn't look at it. (#111)
- I do not need to know my daily use. (#112)
- No need, my husband already figures this on his phone. (#113)
- Monthly is fine. (#114)
- No need. (#116)
- Monthly is efficient. (#118)
- No need. (#120)
- Monthly is fine, but a year chart would be great comparing this time to last year's usage at this time. (#121)
- Monthly works. (#122)
- Not needed. (#123)
- I would not look at it. (#130)
- I don't monitor daily use. (#133)
- Could use monthly to figure this out. (#136)
- Not a big deal. (#138)
- No need. (#139)
- No need. (#140)
- I don't have a need to know daily use, monthly works great. (#141)
- Daily water usage would be pretty much useless when you already give monthly usage. (#145)

- Just not important. (#146)
- Monthly is good enough. (#148)
- Monthly is good. (#162)
- I break down on my own. (#171)
- No need for it. (#172)
- Monthly is enough. (#174)
- Monthly is fine. (#175)
- It is not needed. (#176)
- Monthly is sufficient. (#177)
- Monthly works, but would like to see a one year water usage chart. (#178)
- Monthly is fine. (#183)
- There is no need for daily. (#187)
- The monthly bill works well, not really any need for daily. You can figure that average out with monthly usage. (#191)
- Average daily is okay. (#195)
- Monthly is fine. (#198)
- Monthly works fine. (#199)
- Monthly works. (#202)
- Not interested. (#203)
- Monthly is efficient. (#208)
- Monthly works fine. (#211)
- Depends on extra cost on the bill each month. (#213)
- Not needed, monthly works. (#217)
- Monthly is all I need. (#221)
- Don't really need. (#222)
- Monthly works for me. (#226)
- Easy to figure out with monthly usage. (#228)
- Not needed. (#231)
- No need for this. (#232)
- It is easy just to break down monthly. (#233)
- Not needed. (#237)
- This is not needed. (#245)
- I can figure daily usage out with the monthly usage. (#246)
- It depends on if it costs more, if free, then yes. (#248)
- This is not needed. (#249)
- Not needed. (#250)
- I know it daily already. (#253)
- We conserve and use lake water for grass. (#260)
- I only use water when I need it anyway. (#264)
- Month end is better. (#269)
- There is no need for it, monthly is enough. (#275)
- Periodically – maybe for a leak. (#278)
- Daily can be exaggerated. (#295)
- Too much information. (#302)
- Daily use varies, can't dwell on it. (#309)
- Different stuff everyday. (#319)

- Know balance at end of month. (#327)
- Not needed. (#328)
- I don’t need it. (#331)
- Month end is what counts. (#336)
- Just monthly use would be enough. (#354)
- I am too busy to check everyday. (#365)
- I am not monitoring daily. (#366)
- I am not going to use water because of it. (#369)
- Monthly use satisfies me. (#373)
- That is too much detail. (#378)
- It is too much to look at. It might be nice to have available online in case we need to look at a specific month. (#384)
- Not interested. (#389)
- This is not needed. (#390)
- Monthly is enough. (#391)
- Not needed. (#392)
- Monthly works fine, I can do the math myself. (#394)
- Monthly is enough. (#396)
- This is not needed. (#397)
- Not needed. (#400)
- This is not needed. (#402)
- Not needed. (#403)

Appendix T

Other Responses for Preferred Information Sources to Receive Information About Water Conservation

38. Other ways to receive information about water conservation.

- Phone calls – automated about water exceeding levels.
- Water flyer mailed separately.
- Don't want to receive information – should close the lake to personal use only and they won't have to worry about it anymore.
- Flyers.
- Direct mail.
- Prefer phone calls because I cannot see well to read.
- Email because it will save everyone money.
- Facebook.
- Back of the bill each month.
- Public notice.
- Short letters.
- Facebook.
- Phone calls – I'm legally blind.
- A specific flyer about conservation mailed.
- Websites and web advertisements. Most people use the web all the time now.
- Newspaper.
- Direct mail flyers.
- Email would be best.
- Direct emails.
- Facebook.
- Paperless bills with information included; but not too much information – just enough to get to the point without being time consuming.
- A little of everything increases the opportunity for residents to learn about water conservation.
- Direct inserts with monthly bills.
- Facebook.
- Email the water bill.
- Any info is good; better to be educated.
- Flyers.
- Any television advertisements. People are more likely to see something on TV than email, internet, and direct mail put together.
- All ways would be great. People will only look at information if they feel concerned or interested. There must be lots of options for finding information.
- Brief to the point television commercials.
- Facebook and any social networks. People are addicted and will 99% see the information this way.
- Flyers on doors.
- Flyers.

- BUD should be the only source we use because it has my attention at that time and it has a lot in it.
- Do them all to reach everyone.
- Do all of them because everyone is different and we need different sources and doing them all catches more people.
- Flyer on door.
- Should give out informational packets to new residents.
- People will find the information if they are interested.

Appendix U

Other Responses for Actions to Conserve Water Inside Your Home

40. Other actions to conserve water inside your home.

- Flush toilets less.
- Installed water heater.
- Put bricks in all toilets.
- Children moved to out of town.
- Installed new water heater.
- My daughter went to college.
- We don’t flush toilets as much.
- The children moved out.
- I save dishwater to use all day.
- Installed water heater.
- Lowering pressure.
- I have a new home with pre-installed water efficient products.
- Installed volume reducer on kitchen faucet.
- New home with all new upgraded water and energy efficient.
- I would like to upgrade to be more efficient but can’t afford it.
- It is a new home that’s water efficient.
- Installed efficient dishwasher, clothes washer, and toilets.
- Just being conscious of wasting.
- I don’t let the water run.
- Installed water heater.
- Used inside water for outside.
- Tankless water heater.
- Repaired toilet flappers.
- Turn off water while brushing teeth.
- Purchased bottle water.
- Installed water heater.

Appendix V

Other Responses for Actions to Conserve Water Outside Your Home

41. Other actions to conserve water outside your home.

- I don't water lawns.
- I use rain barrel.
- Put in summer grass.
- I try to collect rain.
- Didn't reseed and don't water lawn.
- Irrigation system worked on watering landscaping less.
- I stopped using sprinkler system.
- Use artificial plants outside.
- Stopped watering my lawn.
- I quit watering my yard.
- Don't water as often.
- I let my garden go.
- Use water from dehumidifier for watering outdoor plants.
- We conserve by not having a sprinkler system.
- I water the lawn less.
- No longer have an irrigation system.
- I fixed my sprinkler heads.
- Water by hand but very rarely.
- Use water from dehydrator for outdoor plants.
- We use drought resistant grass.
- Only water newly planted plants and let the rain water the rest.
- I bought rain barrels.
- Water only five minutes.
- We planted grass that does not need watering as much.
- I don't water my lawn.
- I don't water outside.
- We reduced watering yard.
- We replaced the grass.
- An outside firm doing yard work and cut back on water usage.
- I just watch my usage.
- I just cut back on wasting – water lawn and shrubs less often.
- Replanted grass that uses less water, a new fescue breed.
- Put in a new water line outside.
- Use rain barrels.
- Planted grass that holds up with little water.
- I hand water.
- Planted grass to withstand drought.
- Put in irrigation system; microwater instead of big spray heads.

Appendix W

Additional Comments

Additional comments:

- High efficiency toilet rebate – had to be more than three gallons. It reduced my flushing in half, but couldn't get a rebate.
- With new water meters, will we be getting all of this information from the survey?
- Take the fluoride out of the water; it would save a lot of money.
- Would like to have information on Fix-A-Leak Week and Beat the Peak.
- I bought high efficiency toilets but never received my rebate.
- Water pressure went up when new meters were put on and our water bill had doubled since then.
- Put retainers or run off guards at construction sites and rebate for Bermuda grass.
- Separate meter cost more than $3,000 and you can't install irrigation system in Morrisville so you can't conserve water.
- I was told by the Town that you can't use cisterns, actions speak louder than words – there is a disconnect about enforcement.
- Lawn care is vanity; quit hurting the environment to look good; adding extras to the lawn make watering essential; keep it natural and it avoids watering.
- Did not receive credit for toilet rebate.
- Graywater use from indoor fixtures is illegal in North Carolina.
- I had to pay $600 for a permit to have two meters for watering plants.
- This survey is too long.
- Interested in toilet rebates; could someone please call me; I thought it was over with and I need to buy a new toilet.
- Sometimes we see dirt in the water and the spring water smells like mold. I don't do yard work on Sunday's so I can only water two days a week; can this be changed?

Appendix X – Additional Analyses

Additional Analysis of "Not Sure" Responses for Knowledge of Alternate Watering Days

In the overall sample, the percentage for "not sure" responses for knowledge of alternative watering days was relatively high at 43.3%. This led to a more detailed analysis of this "not sure" group. It would be appropriate to first eliminate any respondents who indicated they did not water their landscaping/lawns. Although this was not directly asked in the survey, there were several comments made to open-ended questions where respondents indicated they did not water their lawns. These respondents were identified by survey number and then eliminated from the analysis for those instances where they answered "not sure". This dropped the percentage for "not sure" to 41.5% (Table A). Tables A-K are revised to eliminate those who do not water their lawns from the *what are your days for watering* variable.

Table A. What Are Your Days for Watering (Revised)?

n	Even	Odd	Not Sure
340	28.5	30.0	41.5

The group of respondents who answered "not sure" were then examined separately to look at possible explanations for high percentages and to further see any possible demographic differences for this group. Table B shows one possible reason for the higher percentage was where the respondent lived. The "not sure" percentages for Morrisville were much higher than Cary (51.9% versus 40.6%). Keep in mind, the sample size was somewhat limited at 27.

Table B. Municipality by What Are Your Days for Watering (Revised).

Municipality	n	Even	Odd	Not Sure
Cary	313	28.8	30.7	40.6
Morrisville	27	25.9	22.2	51.9

Another possible reason would be the use of irrigation systems and automatic irrigation systems. Respondents with irrigation systems would seem to have to be cognizant of their watering days to turn on the systems. Respondents with automatic irrigation systems may not need to keep track of the watering days once the system is set. However, this was not the case in either situation. The "not sure" percentages were virtually the same. Table C shows the "not sure" percentages were 40.0% for irrigation systems and 41.8% for no irrigation.

Table C. Irrigation Systems by What Are Your Days for Watering (Revised).

Irrigation System	n	Even	Odd	Not Sure
Irrigation	60	41.7	18.3	40.0
No Irrigation	280	25.7	32.5	41.8

There were differences in the "not sure" percentages depending on how the respondent maintained their landscaping. Table E shows that respondents who had landscaping that needed no maintenance had very high "not sure" percentages as would be expected. The sample size was relatively small for this group (n=16) somewhat limiting its impact.

Table E. Which Best Describes How You Maintain Your Landscape by What Are Your Days for Watering (Revised).

Landscape Maintenance	n	Even	Odd	Not Sure
We do work ourselves	197	31.0	25.4	43.7
Hire outside firm or person	48	18.8	33.3	47.9
Combination of both	76	28.9	43.4	27.6
No maintenance needed	16	25.0	12.5	62.5

An examination of the demographic characteristics of this group also indicated some differences. Table F shows the newer residents (0-1 year) were much less knowledgeable of their watering days with 78.6% indicating they were "not sure" (again limited sample size of 14) and to some extent the over 20 year residents (52.9%). In addition, the younger age groups showed the most uncertainty (Table G). The 18-35 age group (60.0%) and 26-35 age group (68.2%) showed high levels of "not sure" responses; although, the sample sizes were somewhat small, especially for the 18-25 group. Table H indicates there were minimal differences for education. The high school or less and some college/technical were both slightly higher at 50.0%. As for income level, there was only one grouping that stood out within income breakdown (Table I). This was the $30,001-$50,000 income level with 66.7% responding "not sure" with a sample size of 27. Finally, the other housing situation (townhomes, condominiums, apartment, mobile homes, and duplexes) had higher "not sure" percentages at 54.5% with a sample size of 22 (Table J).

Table F. Years in Town by What Are Your Days for Watering (Revised).

Years in Town	n	Even	Odd	Not Sure
0-1	14	14.3	7.1	78.6
2-5	80	17.5	33.8	48.8
6-10	80	36.3	21.3	42.5
11-20	95	34.7	44.2	21.1
Over 20	68	27.9	19.1	52.9

Table G. Age by What Are Your Days for Watering (Revised).

Age	n	Even	Odd	Not Sure
18-25	5	0.0	40.0	60.0
26-35	22	0.0	31.8	68.2
36-45	95	28.4	23.2	48.4
46-55	90	31.1	31.1	37.8
56-65	62	33.9	33.9	32.3
66-75	33	24.2	42.4	33.3
Over 75	25	32.0	28.0	40.0

Table H. Education by What Are Your Days for Watering (Revised).

Education	n	Even	Odd	Not Sure
High School or Less	20	30.0	20.0	50.0
Some College/Tech	62	33.9	16.1	50.0
Bachelors	136	25.7	33.1	41.2
Masters	78	26.9	39.7	33.3
PhD/JD/MD	35	28.6	25.7	45.7

Table I. Income by What Are Your Days for Watering (Revised).

Income	n	Even	Odd	Not Sure
0-$20,000	4	0.0	75.0	25.0
$20,001-$30,000	6	33.3	33.3	33.3
$30,001-$50,000	27	14.8	18.5	66.7
$50,001-$70,000	37	27.0	29.7	43.2
$70,001-$100,000	51	21.6	43.1	35.3
$100,001-$150,000	79	27.8	35.4	36.7
Over $150,000	60	33.3	30.0	36.7

Table J. Housing by What Are Your Days for Watering (Revised).

Housing	n	Even	Odd	Not Sure
Single Family	318	29.6	29.9	40.6
Other	22	13.6	31.8	54.5

The last area of analysis was to examine the preferred information sources for the "not sure" group and compare it to the total sample's preferred information sources. This would indicate which information sources need to be stressed to reach out more effectively to this group. The top five sources were the same for this group as the total sample. These included in order BUD, postcards, Cary's website, Cary's email list service, and Cary News (Table K). The only difference was Cary's website ranked 3rd for this group whereas it was 4th for the overall sample. In addition, Cary's Parks, Recreation, and Cultural Brochure rated 6th and homeowners associations rated 7th switching places from the total sample.

Some of the more significant differences were for the Raleigh News & Observer and television. Both traditional media sources were rated lower. The Raleigh News & Observer was 11th for the "not sure" group versus 8th for the total sample and television was only 12th for this group versus 9th for the total sample. In addition, Cary's citizen website rated higher (8th versus 11th) as did neighbors (10th versus 13th). Note the percentages for text messages, twitter, and YouTube were higher for this group than the total sample; although, the rankings made them the least used sources – same as the total sample. Overall, the importance of Cary's website, Cary's email list service, Cary's citizen website, and higher percentages for Twitter, text messages, and YouTube make this group appear more web savvy.

Table K. How Would You Prefer to Receive Information About Water Conservation from Your Water Utility Provider by "Not Sure" Responses for What Are Your Days for Watering (Revised). (n=140)

Information Source	% Yes	% No
BUD	80.9	19.1
Postcards	73.0	27.0
Cary's website	64.5	35.5
Cary's email list service	59.6	40.4
Cary News	58.2	41.8
Cary's Parks & Rec. Program Brochure	55.3	44.7
Homeowners association	54.6	45.4
Cary citizen website	52.5	47.5
Personal Interaction with Town staff	47.9	52.1
Neighbors	46.8	53.2
Raleigh News & Observer	46.4	53.6
Television	45.7	54.3
Local businesses	43.6	56.4
Your children or grandchildren	41.1	58.9
Personalized web presentment for your account	35.7	64.3
Radio	32.6	67.4
Independent Weekly	29.3	70.7
Cary's TV 11	29.1	70.9
Cary's Block Leader program	22.1	77.9
Twitter	20.6	79.4
Text messages	19.9	80.1
YouTube	19.1	80.9

Overall, the higher percentages for the “not sure” respondents for knowledge of their watering days were impacted by several factors. These included Morrisville residency; no maintenance landscaping; 0-1 year and over 20 years in Town; age groups of 18-25 and 26-35; high school or less and some college/technical; $30,001-$50,000 income level; and other housing situation. Communication of water conservation information with this group would not vary significantly from the overall population. BUD, postcards, Cary’s website, Cary’s email list service, and Cary News would be the preferred sources. However, this group would not favor the traditional media sources such as Raleigh News & Observer and television. They appear to be more web savvy and Cary citizen website would be preferred over these two. Twitter, text messages, and YouTube may even have some minimal level of application within the media mix. A follow-up examining which respondents watered their landscaping/lawn would give more definite answers to this analysis.

Additional Analysis of Water Usage Issues

The first water usage issue examined was whether the perceptions of household water usage has a relationship with the level of agreement with the statement that the respondent's household water use impacts whether Cary and Morrisville have sufficient water for the future. There appears to be a relationship present when comparing the means (Table A). Those who perceived their water use was "less than" the average household in Town had the lowest mean (6.24) for agreement that their water use impacts whether the Towns have sufficient water for the future. It appears this group's perception of their lower household water use resulted in the belief their household water use will have less impact on the Town's future water supplies. The opposite was true for individuals who perceive their water use was "more than" the average household. This group had the highest mean (7.71) believing their higher household water use will have an impact on future water supplies. The groups who responded the "same" and "not sure" had similar means of 6.67 and 6.58, respectively. These means were close to the overall mean of 6.56 for all groups. This demonstrates the importance of individuals having accurate perceptions of household water usage. This applies to all households; however, this breakdown indicates this is especially true for individuals who perceive their household uses "less than" the average household. What makes this a concern is the inflated percentage of respondents (42.6%) who perceived they used "less than" the average household.

Table A. The Overall Water Use at My Home Compared to the Average Household in Town by the Amount of Water My Household Uses Impacts Whether Cary and Morrisville have Sufficient Water for the Future.

Water Usage	n	Mean
Less Than	170	6.24
More Than	31	7.71
Same	162	6.67
Not Sure	38	6.58

The second water usage analysis examined if respondents with irrigation systems were more aware of the Town's waste water ordinance. This was the case, but not by a very large margin (Table B). There were 31.0% of the respondents with irrigation systems who were aware of the waste water ordinance compared to 24.0% of the respondents who did not have the systems. It was surprising that those with irrigation systems were less aware of the rain sensor ordinance than respondents without the systems – 18.3% versus 22.5%, respectively. (Table C).

Table B. Irrigation Systems by Awareness of Town's Waste Water Ordinance.

Irrigation System	n	Yes	No	Maybe
Irrigation	71	31.0	63.4	5.6
No Irrigation	321	24.0	70.7	5.3

Table C. Irrigation Systems by Awareness of Town's Rain Sensor Ordinance.

Irrigation System	n	Yes	No	Maybe
Irrigation	71	18.3	77.5	4.2
No Irrigation	320	22.5	74.4	3.1

The irrigation system variable was revised and the total number with irrigation systems was changed to reflect those with metered systems and non-metered systems. Overall, 22.0% of the sample had an irrigation system with 79.8% metered and 20.2% non-metered. The "no" responses for irrigation systems were eliminated and this resulted in 100% of the systems being automatic systems. A crosstabulation of metered versus non-metered systems in relation to knowledge of the alternate watering day ordinance was calculated. The results show that respondents with non-metered irrigation systems were slightly more aware of the ordinance than those with metered systems (Table D). Note that 94.4% of those with metered systems were aware of the ordinance versus 88.6% of metered systems.

Table D. Metered and Non-Metered Irrigation Systems by Awareness of Alternate Day Watering Ordinance.

Irrigation System	n	Yes	No	Maybe
Metered	70	88.6	8.6	2.9
Non-Metered	18	94.4	5.6	0.0

The next water usage analysis examined the relationship between respondent actions to conserve water outside the home and knowledge of several water conservation practices. Tables E-O shows the means for the respondents who did and did not engage in an action to conserve water outdoors broken down by their knowledge of five water conservation practices. Higher means reflect more knowledge of a particular water conservation action. In every case, the respondents who engaged in a water conservation activity had a higher level of knowledge of all the water conservation practices. In the cases where the activity related to the knowledge of associated practice, the mean difference was generally much higher, as would be expected. These are shown in highlighted blue text within the tables. Although causality cannot be established, the inference is evident that the more knowledgeable a respondent is about water conservation practices, the more likely they are to engage in water conservation activities. This again supports the importance of information dissemination on water conservation practices.

Table E. Water Lawn and Shrubs Less Often by Knowledge of Water Conservation Practices (n=255).

Water Lawn/Shrubs Less Often	Watering 1 inch per week	Using soil amendments	The addition of mulch	Using native plants to North Carolina	Using cycle-and-soak watering
Yes	7.10	7.51	8.24	7.57	6.31
No	6.61	7.02	7.23	6.63	5.46

Table F. Followed Alternate Day Watering by Knowledge of Water Conservation Practices (n=252).

Followed Alternate Day Watering	Watering 1 inch per week	Using soil amendments	The addition of mulch	Using native plants to North Carolina	Using cycle-and-soak watering
Yes	7.21	7.67	8.25	7.65	6.43
No	6.35	6.65	7.31	6.52	5.23

Table G. Washing Car Less Often by Knowledge of Water Conservation Practices (n=257).

Washing Car Less Often	Watering 1 inch per week	Using soil amendments	The addition of mulch	Using native plants to North Carolina	Using cycle-and-soak watering
Yes	7.29	7.85	8.17	7.54	6.52
No	6.47	6.59	7.68	6.99	5.36

Table H. Add Mulch to Landscape Areas by Knowledge of Water Conservation Practices (n=257).

Adding Mulch to Landscapes	Watering 1 inch per week	Using soil amendments	The addition of mulch	Using native plants to North Carolina	Using cycle-and-soak watering
Yes	7.45	7.90	8.55	7.78	6.60
No	6.23	6.55	7.05	6.59	5.30

Table I. Water 1 Inch or Less Per Week Including Rainfall by Knowledge of Water Conservation Practices (n=255).

Watering 1 Inch Outside Home	Watering 1 inch per week	Using soil amendments	The addition of mulch	Using native plants to North Carolina	Using cycle-and-soak watering
Yes	7.76	7.98	8.46	7.92	6.69
No	6.24	6.83	7.55	6.78	5.55

Table J. Repaired Damaged or Leaking Irrigation Systems by Knowledge of Water Conservation Practices (n=254).

Repaired Irrigation System	Watering 1 inch per week	Using soil amendments	The addition of mulch	Using native plants to North Carolina	Using cycle-and-soak watering
Yes	7.67	8.06	8.46	7.91	6.91
No	6.38	6.80	7.57	6.83	5.37

Table K. Used Native Plants to North Carolina in Landscape by Knowledge of Water Conservation Practices (n=256).

Using Native Plants	Watering 1 inch per week	Using soil amendments	The addition of mulch	Using native plants to North Carolina	Using cycle-and-soak watering
Yes	7.93	8.28	8.56	8.32	7.03
No	6.25	6.69	7.53	6.55	5.37

Table L. Reduced Run Times on Automatic Sprinklers by Knowledge of Water Conservation Practices (n=253).

Reduce Run Times on Sprinklers	Watering 1 inch per week	Using soil amendments	The addition of mulch	Using native plants to North Carolina	Using cycle-and-soak watering
Yes	7.61	8.06	8.42	7.95	6.91
No	6.53	6.87	7.66	6.88	5.49

Table M. Adding Soil Amendments to Improve Soil Conditions by Knowledge of Water Conservation Practices (n=257).

Adding Soil Amendments	Watering 1 inch per week	Using soil amendments	The addition of mulch	Using native plants to North Carolina	Using cycle-and-soak watering
Yes	8.05	8.56	8.71	8.24	7.11
No	6.20	6.51	7.45	6.65	5.34

Table N. Water Lawn and Shrubs at Night by Knowledge of Water Conservation Practices (n=257).

Water Lawn/Shrubs at Night	Watering 1 inch per week	Using soil amendments	The addition of mulch	Using native plants to North Carolina	Using cycle-and-soak watering
Yes	7.81	8.08	8.55	7.90	7.09
No	6.60	7.07	7.73	7.07	5.64

Table O. Used Cycling of Watering by Knowledge of Water Conservation Practices (n=254).

Used Cycling of Watering	Watering 1 inch per week	Using soil amendments	The addition of mulch	Using native plants to North Carolina	Using cycle-and-soak watering
Yes	7.94	8.63	8.76	8.17	7.46
No	6.61	6.92	7.70	7.03	5.56

Additional Analysis of Average Water Usage, Peaking Factor and House Square Footage Size

The respondent's level of average water use, peaking factor, and house square footage size were examined in relation to potential usage of five information sources that could help with their water conservation. The information sources included *knowing daily water use*, *comparing your water use to others*, *seasonal use compared to average use*, *alerted when water use exceeds a certain point*, and *water use by specific appliances*.

The first analysis examined average water use (low, medium, high categories) broken down by the five information sources. Table A shows the information source the respondents were most likely to utilize (with the highest overall means) was *alerted when water use exceeds a certain point*. This was the case for low, medium, and high water users. There were especially high means for the high (7.75) and medium (7.62) users. These were the only means to exceed 7.00 for all the information sources. The source ranking second was *seasonal use compared to average use* with relatively high means that were very similar across all user categories. There were also relatively strong means for *water use by specific appliances* with the mean for the low users (6.65) being much greater than high users (5.94) or medium users (6.13). The overall means were somewhat lower for *comparing your water use to others*. However, the lone exception was the low user mean of 6.23 while the high and medium users did not exceed 6.00. The least potential usage for any information source was for *knowing your daily water use* with lowest overall means that were similar for all user categories.

Table B shows the same data arranged by average usage categories. The top three information sources to help conserve water for high and medium users were identical – *alerted when water use exceeds a certain point*, *seasonal use compared to average use*, and *water use by specific appliances*. Note again that *alerted when water use exceeded a certain point* was especially important for high and medium users. The low water users had the same top three choices, but rated *water use by specific appliances* as second ahead of *seasonal use compared to average use*.

Table A. Average Water Use by Information to Manage Water Use.

Average Water Use	Knowing your daily water use	Understanding your usage compared to other's use	Understanding your seasonal use compared to your average use	Being alerted when your water use exceeds a certain point	Knowing how much water is used by specific appliance
Low (n=100)	5.60	6.23	6.58	7.37	6.65
Medium (n=201)	5.64	5.95	6.53	7.62	6.13
High (n=101)	5.68	5.76	6.60	7.75	5.94

Table B. Information to Manage Water Use Ordered by Average Water Use.

Low Water Use (n=100)	Medium Water Use (n=201)	High Water Use (n=25)
Alerted when water use exceeds a certain point (7.37)	Alerted when water use exceeds a certain point (7.62)	Alerted when water use exceeds a certain point (7.75)
Water use by specific appliances (6.65)	Seasonal use compared to average use (6.53)	Seasonal use compared to average use (6.60)
Seasonal use compared to average use (6.58)	Water use by specific appliances (6.13)	Water use by specific appliances (5.94)
Comparing your water use to others (6.23)	Comparing your water use to others (5.95)	Comparing your water use to others (5.76)
Knowing your daily water use (5.60)	Knowing your daily water use (5.64)	Knowing your daily water use (5.68)

A similar pattern emerges when examining the respondent's peaking factor (low, medium, high categories) in relation to the potential information sources (Table C). The source with the highest overall means and potential usage was again *alerted when water exceeds a certain point*. All the means were above 7.00 with the uppermost for high (7.76) and medium (7.61) peaking factors. *Understanding seasonal use compared to average use* was rated next with the highest mean for medium peaking factor of 6.79. The information source that was third overall was *how much water is used by specific appliances*. The highest mean in this case was for the low peaking factor (6.39). *Comparing your water use to others* showed a slight decline in means. Note this information source had least potential use for the high peaking factor. This category had the lowest mean of 5.74 compared to low and medium peaking factors. Finally, the lowest overall means were given to *knowing your daily water use*. The mean for low peaking factor (5.23) indicated it would have the least impact as an information source on this category.

Table D shows the same data arranged by peaking factor categories. The top three information sources to help conserve water for high and medium peaking factors were the same – *alerted when water use exceeds a certain point, seasonal use compared to average use*, and *water use by specific appliances*. Just as with average water use, *alerted when water use exceeded a certain point* was especially important for high and medium categories. The low peaking factor category had the same top three choices, but rated *water use by specific appliances* as second ahead of *seasonal use compared to average use*. This is the same pattern seen in the previous average water use breakdown.

Table C. Peaking Factor by Information to Manage Water Use.

Peaking Factor	Knowing your daily water use	Understanding your usage compared to other's use	Understanding your seasonal use compared to your average use	Being alerted when your water use exceeds a certain point	Knowing how much water is used by specific appliance
Low (n=100)	5.23	5.92	6.25	7.37	6.39
Medium (n=202)	5.87	6.11	6.79	7.61	6.16
High (n=100)	5.59	5.74	6.41	7.76	6.13

Table D. Information to Manage Water Use Ordered by Peaking Factor.

Low Peaking Factor (n=100)	Medium Peaking Factor (n=202)	High Peaking Factor (n=100)
Alerted when water use exceeds a certain point (7.37)	Alerted when water use exceeds a certain point (7.61)	Alerted when water use exceeds a certain point (7.76)
Water use by specific appliances (6.39)	Seasonal use compared to average use (6.79)	Seasonal use compared to average use (6.41)
Seasonal use compared to average use (6.25)	Water use by specific appliances (6.16)	Water use by specific appliances (6.13)
Comparing your water use to others (5.92)	Comparing your water use to others (6.11)	Comparing your water use to others (5.74)
Knowing your daily water use (5.23)	Knowing your daily water use (5.87)	Knowing your daily water use (5.59)

The same analysis was conducted on house square footage size (small, medium, large categories) in relation to the information sources (Table E). As with the other breakdowns, the source with the highest overall means and potential usage was again *alerted when water exceeds a certain point*. All the means were above 7.00 but there was exceptional importance given to this information source for large house square footage size (8.04). *Understanding seasonal use compared to average use* was next with mostly similar means for all house square footage sizes; although, the large house square footage size indicated slightly higher use of this information source with a mean of 6.76. The

information source that was third overall was *how much water is used by specific appliances* with a slightly higher degree of importance for small house square footage sizes (6.47). There was a decline in the means for *comparing your water use to others* with very similar means across small, medium, and large categories. Finally, the lowest overall means were given to *knowing your daily water use*. However, a significant exception was for the large house square footage size. In this case, the mean was much higher at 6.84 compared to only 5.51 for medium and 5.63 for small house square footage sizes.

Table F shows the same data arranged by house square footage sizes. The top three information sources to help conserve water were the same for both the small and medium house square footage sizes – *alerted when water use exceeds a certain point*, *seasonal use compared to average use*, and *water use by specific appliances*. However, there were significance differences for the large house square footage size. There was very high potential usage (8.04) for *alerted when water use exceeded a certain point*. In addition, *knowing your daily water use* rated second for the large house square footage size while it ranked last for small and medium categories. Finally, s*easonal use compared to average use* rated third compared to second for small and medium categories. However, the mean of 6.76 for the large house square footage size was greater than the means for both small (6.58) and medium (6.53) house square footage sizes.

Table E. House Square Footage Size by Information to Manage Water Use.

House Square Footage Size	Knowing your daily water use	Understanding your usage compared to other's use	Understanding your seasonal use compared to your average use	Being alerted when your water use exceeds a certain point	Knowing how much water is used by specific appliance
Small (n=133)	5.63	5.92	6.58	7.40	6.47
Medium (n=243)	5.51	6.00	6.53	7.65	6.06
Large (n=25)	6.84	5.92	6.76	8.04	6.28

Table F. Information to Manage Water Use Ordered by House Square Footage Size.

Small House Square Footage (n=133)	Medium House Square Footage (n=243)	Large House Square Footage (n=25)
Alerted when water use exceeds a certain point (7.40)	Alerted when water use exceeds a certain point (7.65)	Alerted when water use exceeds a certain point (8.04)
Seasonal use compared to average use (6.58)	Seasonal use compared to average use (6.53)	Knowing your daily water use (6.84)
Water use by specific appliances (6.47)	Water use by specific appliances (6.06)	Seasonal use compared to average use (6.76)
Comparing your water use to others (5.92)	Comparing your water use to others (6.00)	Water use by specific appliances (6.28)
Knowing your daily water use (5.63)	Knowing your daily water use (5.51)	Comparing your water use to others (5.92)

The final analysis examined average water use, peaking factor, and house square footage size in relation to the respondent's preferred sources to receive information about water conservation. Table G shows the average water use (low, medium, high categories) broken down by preferred information sources. Note that BUD was the preferred source for all the categories by a significant margin. However, there were differences when examining the top seven information sources for each water use category. For the low users, the top seven preferred sources in order were BUD, Cary's email list service, Cary's website, postcards, Cary News, homeowners association, and Cary Parks & Recreation brochure. This represented the highest ranking for Cary's email list service (2^{nd}) and lowest for postcards (4^{th}). Overall, the importance of web-based information sources makes the low users potentially more web savvy. The top seven for medium users in order were BUD, postcards,

Cary News, homeowners association, Cary's email list service, Cary's website, and Cary Parks & Recreation brochure. This was the highest rating for Cary News (3rd) and homeowners association (4th) while it was the lowest for Cary's email list service (5th) and Cary's website (6th). The medium users appear to stress more traditional (especially hard copy) information sources balanced with web-based sources. Finally, the top seven preferred information sources for the high users in order were BUD, postcards, Cary's website, Cary's email list service, Cary News, television and Cary Parks & Recreation brochure. This represented the highest rating for television (6th). The high users are generally similar to the medium users but may be slightly more reliant on traditional sources due to the importance of television. Note that radio, Cary's Block Leader program, Twitter, YouTube, and text messages rated at the bottom for user categories.

Table G. Average Water Use by How Would You Prefer to Receive Information About Water Conservation from Your Water Utility Provider.

Low Water Use (n=94)	Medium Water Use (n=198)	High Water Use (n=98)
BUD (79.4%)	BUD (83.1%)	BUD (87.0%)
Cary's email list service (67.7%)	Postcards (68.7%)	Postcards (70.0%)
Cary's website (65.6%)	Cary News (57.7%)	Cary's website (61.0%)
Postcards (62.5%)	Homeowners association (57.0%)	Cary's email list service (60.0%)
Cary News (53.6%)	Cary's email list service (56.7%)	Cary News (53.0%)
Homeowners association (51.0%)	Cary's website (55.5%)	Television (51.5%)
Cary's Parks & Rec. Prog. Brochure (46.9%)	Cary's Parks & Rec. Prog. Brochure (48.3%)	Cary's Parks & Rec. Prog. Brochure (46.0%)
Personal Interaction with Town staff (46.3%)	Raleigh News & Observer (47.7%)	Homeowners association (45.0%)
Cary citizen website (45.3%)	Television (45.0%)	Raleigh News & Observer (43.0%)
Raleigh News & Observer (44.8%)	Personal Interaction with Town staff (41.8%)	Personal Interaction with Town staff (38.0%)
Local businesses (38.5%)	Local businesses (40.3%)	Neighbors (38.0%)
Neighbors (38.5%)	Cary citizen website (39.9%)	Local businesses (37.8%)
Television (38.5%)	Neighbors (38.8%)	Your children or grandchildren (34.0%)
Personalized web presentment (30.5%)	Personalized web presentment (31.8%)	Cary citizen website (33.7%)
Your children or grandchildren (30.2%)	Cary's TV 11 (31.8%)	Cary's TV 11 (33.0%)
Independent Weekly (29.2%)	Your children or grandchildren (31.3%)	Personalized web presentment (30.3%)
Cary's TV 11 (26.0%)	Radio (29.9%)	Radio (27.0%)
Radio (22.9%)	Independent Weekly (28.6%)	Independent Weekly (23.0%)
Cary's Block Leader program (17.0%)	Cary's Block Leader program (20.4%)	Cary's Block Leader program (20.0%)
Twitter (15.6%)	Text messages (17.4%)	Twitter (11.1%)
YouTube (15.6%)	Twitter (14.9%)	YouTube (10.1%)
Text messages (14.6%)	YouTube (14.4%)	Text messages (10.1%)

Table H shows the peaking factor (low, medium, high categories) broken down by preferred information sources. Again, BUD was the preferred source for all the peaking factor categories by a wide margin. This was especially the case for the medium peaking factor (87.0%). For the low peaking factor category, the top seven preferred sources in order were BUD, Cary's email list service, postcards, Cary's website, Cary News, homeowners association, and Cary Parks & Recreation brochure. This was the highest ranking for Cary's email list service (2nd) and lowest for postcards (3rd). As with the low users, this group appears to be more web savvy due to the importance of web-based information sources. The top seven for medium peaking factor category in order were BUD, postcards, Cary News, Cary's website, Cary's email list service, homeowners association, and

television. This was the highest rating for Cary News (3rd) and television (7th). However, it was also the lowest rating for Cary's email list service (5th). This represents a somewhat higher use of traditional information sources along with web-based sources for this group. Finally, the top seven preferred information sources for the high peaking factor category in order were BUD, postcards, Cary's website, Cary's email list service, Raleigh News & Observer, homeowners association, and Cary News. This was the highest rating for Cary's website (3rd) and the Raleigh News & Observer (5th). This was also the lowest rating for Cary News (7th). This group appears to prefer more of a balance of traditional and web-based information sources. Again radio, Cary's Block Leader program, Twitter, YouTube, and text messages rated at the bottom for peaking factor categories.

Table H. Peaking Factor by How Would You Prefer to Receive Information About Water Conservation from Your Water Utility Provider.

Low Peaking Factor (n=99)	Medium Peaking Factor (n=198)	High Peaking Factor (n=98)
BUD (75.8%)	BUD (87.0%)	BUD (82.8%)
Cary's email list service (63.6%)	Postcards (68.3%)	Postcards (72.7%)
Postcards (60.6%)	Cary News (59.5%)	Cary's website (61.6%)
Cary's website (57.6%)	Cary's website (59.1%)	Cary's email list service (59.6%)
Cary News (50.5%)	Cary's email list service (58.8%)	Raleigh News & Observer (56.6%)
Homeowners association (49.5%)	Homeowners association (52.0%)	Homeowners association (56.6%)
Cary's Parks & Rec. Prog. Brochure (44.4%)	Television (47.5%)	Cary News (52.5%)
Cary citizen website (42.4%)	Cary's Parks & Rec. Prog. Brochure (47.2%)	Television (52.0%)
Personal Interaction with Town staff (41.4%)	Raleigh News & Observer (43.1%)	Cary's Parks & Rec. Prog. Brochure (50.5%)
Raleigh News & Observer (40.4%)	Neighbors (42.7%)	Personal Interaction with Town staff (44.4%)
Local businesses (37.4%)	Personal Interaction with Town staff (40.9%)	Local businesses (43.9%)
Neighbors (34.3%)	Cary citizen website (39.5%)	Cary citizen website (37.1%)
Television (33.3%)	Local businesses (37.9%)	Neighbors (34.3%)
Personalized web presentment (30.3%)	Your children or grandchildren (35.7%)	Personalized web presentment (34.3%)
Independent Weekly (25.5%)	Cary's TV 11 (32.2%)	Cary's TV 11 (33.3%)
Cary's TV 11 (25.3%)	Personalized web presentment (29.9%)	Your children or grandchildren (30.3%)
Your children or grandchildren (25.3%)	Independent Weekly (27.3%)	Independent Weekly (29.3%)
Radio (25.3%)	Radio (28.1%)	Radio (28.3%)
Cary's Block Leader program (20.2%)	Cary's Block Leader program (19.7%)	Cary's Block Leader program (18.4%)
Text messages (17.2%)	Text messages (14.1%)	Twitter (17.2%)
YouTube (16.2%)	YouTube (13.1%)	Text messages (14.1%)
Twitter (14.1%)	Twitter (12.6%)	YouTube (12.1%)

The final breakdown is for house square footage size (small, medium, large categories) in relation to preferred information sources (Table I). As with the other categories, BUD was the preferred source for all the square footage categories. Note that all the percentages were above 80% for BUD. For the small house square footage size the top seven preferred sources in order were BUD, Cary's email list service, postcards, Cary's website, Cary News, homeowners association, and Cary Parks & Recreation brochure. This was the highest ranking for Cary's email list service (2nd) while it was the lowest for postcards (3rd) and Cary News (5th). The small house square footage size stress more web-based information sources along with traditional ones. The top seven for the medium size house square footage size in order were BUD, postcards, Cary's website, Cary News, Cary's email list service, homeowners association, and Raleigh News & Observer. This was the highest rating for

Cary's website (3rd). This reflects a balance with traditional and web-based information sources. Finally, the top seven preferred information sources in order for the large house square footage size were BUD, postcards, Cary News, Cary's website, Cary Parks & Recreation brochure, homeowners association, and Raleigh News & Observer. This was the highest rating for Cary's News (3rd) and Cary Parks & Recreation brochure (5th). This also was the lowest rating for Cary's email list service which did not rank in the top seven, but 8th overall. The large house square footage size tends to lean to more traditional information sources (especially hard copy) with somewhat less use of web-based sources. Note for this breakdown, radio, Independent Weekly, Cary's Block Leader program, Twitter, YouTube, and text messages rated at the bottom. The only exception was that radio did rank out of the bottom five for the large house square footage size.

Table I. House Square Footage Size by How Would You Prefer to Receive Information About Water Conservation from Your Water Utility Provider.

Small House Square Footage (n=132)	Medium House Square Footage (n=238)	Large House Square Footage (n=25)
BUD (80.3%)	BUD (84.8%)	BUD (84.0%)
Cary's email list service (67.4%)	Postcards (69.6%)	Postcards (72.0%)
Postcards (62.9%)	Cary's website (60.3%)	Cary News (52.0%)
Cary's website (59.1%)	Cary News (58.5%)	Cary's website (52.0%)
Cary News (50.8%)	Cary's email list service (57.6%)	Cary's Parks & Rec. Prog. Brochure (52.0%)
Homeowners association (50.0%)	Homeowners association (54.4%)	Homeowners association (48.0%)
Cary's Parks & Rec. Prog. Brochure (44.7%)	Raleigh News & Observer (49.6%)	Raleigh News & Observer (48.0%)
Raleigh News & Observer (38.6%)	Television (49.6%)	Cary's email list service (44.0%)
Local businesses (38.6%)	Cary's Parks & Rec. Prog. Brochure (48.3%)	Television (44.0%)
Cary citizen website (38.5%)	Personal Interaction with Town staff (44.8%)	Personal Interaction with Town staff (40.0%)
Personal Interaction with Town staff (37.1%)	Cary citizen website (41.2%)	Local businesses (37.5%)
Television (37.1%)	Neighbors (40.8%)	Cary's TV 11 (32.0%)
Neighbors (36.4%)	Local businesses (39.7%)	Cary citizen website (30.4%)
Personalized web presentment (29.5%)	Your children or grandchildren (34.2%)	Neighbors (28.0%)
Your children or grandchildren (28.0%)	Personalized web presentment (33.1%)	Your children or grandchildren (28.0%)
Cary's TV 11 (26.5%)	Cary's TV 11 (32.9%)	Radio (24.0%)
Independent Weekly (25.8%)	Radio (30.0%)	Personalized web presentment (20.8%)
Radio (23.5%)	Independent Weekly (29.0%)	Independent Weekly (20.0%)
Cary's Block Leader program (15.9%)	Cary's Block Leader program (21.8%)	Cary's Block Leader program (16.0%)
Twitter (13.6%)	Text messages (16.3%)	Twitter (8.3%)
Text messages (13.6%)	Twitter (15.0%)	Text messages (8.3%)
YouTube (13.6%)	YouTube (14.6%)	YouTube (4.2%)