

Introduction

Tuerff-Davis EnviroMedia Inc. conducted a comprehensive Statewide Water Conservation Public Awareness Research Study to help illustrate the importance of knowing where our water supply comes from and how it is consumed. This research pinpoints critical attitudes and behaviors among Texas citizens and those affected by the Water Conservation Implementation Task Force's recommended Best Management Practices.

A combination of qualitative and quantitative research was strategically conducted to benchmark statewide attitudes and perceptions about water efficiency. Since attitudes, climates and water supplies vary in Texas unlike in any other state, the research studies were segmented geographically according to the Texas Water Development Board's 16 Regional Water Planning Areas. EnviroMedia's water awareness strategy focused on three research target groups for all regions: regulated community, stakeholders and citizens.

Research was conducted during the following dates:

In-Depth Interviews	July–August 2004
Quantitative Survey	August 2004
Focus Groups	October 18–21, 2004

The following pages provide a complete analysis of the findings. These findings may be used as benchmarks for ongoing campaign results and as a resource from which to develop the most effective messaging and umbrella brand for the state's potential future water awareness and conservation efforts.

EnviroMedia assembled a top team of independent research experts to help conduct this research study. Baseline and Associates conducted the quantitative survey, and Wilson Research Strategies conducted the focus groups. EnviroMedia's in-house research team conducted the in-depth interviews and provided the overall research project management and strategic analysis.

The data contained in this report is the sole property of the Texas Water Development Board.