

Responsive Management



UNDERSTANDING THE GEORGIA PUBLIC'S PERCEPTION OF WATER ISSUES AND THE MOTIVATIONAL MESSAGES TO WHICH THEY WILL RESPOND

Volume 2: Additional Telephone Survey Results

Conducted for the Georgia Department of Natural Resources

by Responsive Management

2003

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INTRODUCTION AND METHODOLOGY

This survey was conducted for the Georgia Department of Natural Resources, Pollution Prevention Assistance Division (GDNR) to determine the public's perception of water quality and quantity, as well as the message themes to which they will respond in a water conservation campaign. This survey is part of a larger research project to develop an effective water conservation campaign in Georgia. Prior to the telephone survey, three pre-survey focus groups were conducted with the Georgia public to better understand Georgia residents' attitudes and opinions toward water resource issues in Georgia, Georgia residents' willingness to participate in water conservation measures, and incentives and barriers to water conservation in Georgia. The next phase of this study will be to conduct post-survey focus groups with the Georgia public to refine and test message themes. Overall, this study entails focus groups and a telephone survey. In the telephone survey, Responsive Management obtained 1,011 completed interviews. Specific aspects of the research methodology are discussed below. *Please note that this report is Volume 2 (of 2), and includes additional analyses to those included in Volume 1.*

Focus groups are group-depth interviews in which a small group of participants (8 to 12) are interviewed at length about select subjects. The use of focus groups is an accepted research technique for qualitative explorations of attitudes, opinions, perceptions, motivations, constraints, participation, and behaviors. The use of focus groups provides researchers with insights, new hypotheses, and understanding through the process of interaction. An experienced, trained moderator led the focus groups, as unobtrusively as possible, through a discussion guide and looked for new insights into why individuals felt the way they did about particular issues. The moderator kept the discussion within design parameters without exerting a strong influence on the discussion content. The discussion guide helped ensure consistency in data collection. Responsive Management developed the discussion guide based on its previous knowledge of literature in the field and through input provided by the GDNR, Pollution Prevention Assistance Division. The focus groups were recorded on audio tape for further analysis and were used in developing the telephone survey instrument.

For the survey, telephones were selected as the preferred sampling medium because of the universality of telephone ownership. In addition, a central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of natural resources and outdoor recreation. The telephone survey questionnaire was developed cooperatively by Responsive Management and the GDNR, Pollution Prevention Assistance Division. Responsive Management conducted a pre-test of the questionnaire, and revisions were made to the questionnaire based on the pre-test.

To ensure that the telephone survey data collected were of the highest quality, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers conducted project briefings with the interviewers prior to the administration of the survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey instrument,

reading of the survey instrument, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey instrument. The Survey Center Managers randomly monitored telephone workstations without the interviewers' knowledge to evaluate the performance of each interviewer. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians edited each completed survey to ensure clarity and completeness.

Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday noon to 6:00 p.m., and Sunday from 3:00 p.m. to 7:00 p.m. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in August 2003. A total of 1,011 completed interviews were obtained.

The software used for data collection was Questionnaire Programming Language 4.1 (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey instrument was programmed so that QPL branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection. The analysis of data was performed using Statistical Package for the Social Sciences (SPSS) software. SPSS is a software package that is specifically designed for quantitative statistical analyses.

For this study, a nonparametric analysis examined how the various responses related to behavioral, attitudinal, and demographic characteristics. Responses for selected questions were tested by means of z-scores for relationships to behavioral, attitudinal, and demographic characteristics. The analysis examined approximately 500 variables regarding characteristics of the respondents. A positive z-score means that the response and characteristic are positively related; a negative z-score means that the response and characteristic are negatively related.

The top of the z-score tabulation shows the strongest *positive* correlation (unless the tabulation had no statistically significant positive z-scores); the bottom of the z-score tabulation shows the strongest *negative* correlation (unless the tabulation had no statistically significant negative z-scores). The arrows show that the positive correlation increases towards the top of the tabulation and the negative correlation increases towards the bottom of the tabulation. The absence of arrows on some small tables was simply due to lack of room to graphically portray the arrows.

The asterisks on the z-scores show the strength of the relationship between the characteristic and the response to the question. Those z-scores that have an absolute value of 3.30 or greater have three asterisks—three asterisks indicate that the relationship is so strong that it would happen by chance only 1 out of 1,000 times. Those z-scores that have an absolute value of 2.58 to 3.29 have two asterisks—two asterisks indicate that the relationship is so strong that it would happen by chance only 1 out of 100 times. Finally, those z-scores that have an absolute value of 1.96 to 2.57 have one asterisk—one asterisk indicates that the relationship is so strong that it would

happen by chance only 5 out of 100 times. The z-scores were calculated as shown in the formula that follows.

$$z = \frac{(p_1 - p_2)}{\sqrt{p(1-p) \left[\frac{1}{n_1} + \frac{1}{n_2} \right]}}$$

where: n_1 represents the number of observations in Group 1.
 n_2 represents the number of observations in Group 2.
 $p_1 = a/(a + b) = a/n_1$ and represents the proportion of observations in Group 1 that falls in Cell a . It is employed to estimate the population proportion Π_1 (% of Group 1 who had specific characteristic).
 $p_2 = c/(c + d) = c/n_2$ and represents the proportion of observations in Group 2 that falls in Cell c . It is employed to estimate the population proportion Π_2 (% of Group 2 who had specific characteristic).
 $p = (a + c)/(n_1 + n_2) = (a + c)/n$ and is a pooled estimate of the proportion of respondents who had specific characteristic in the underlying population.

(Equation from *Handbook of Parametric and Nonparametric Statistical Procedures, 2nd Edition* by David J. Sheskin. © 2000, Chapman & Hall/CRC, Boca Raton, FL.)

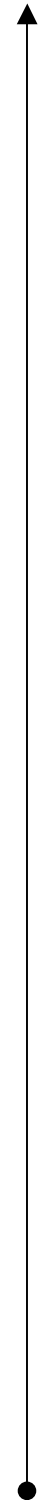
The demographic characteristics examined include:

- gender,
- age,
- ethnicity,
- income level,
- education level,
- profession,
- location of residence—the character of the location (i.e., rural, small city or town, suburban, urban or large city), and
- attitudes toward water quality, quantity, and conservation.

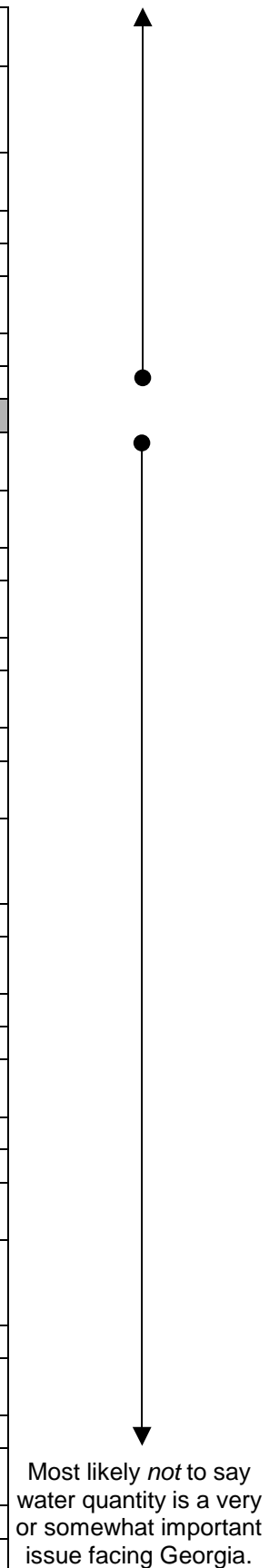
The table shown on the following page is a typical z-score table. On the following page is the table entitled, “Says water quantity is a very or somewhat important issue facing Georgia.” This table depicts the relative ranking of the strength of the relationship between various responses on the survey (shown in the left-hand column), including attitudes, behaviors, and demographic information and the question listed in the title of the table. For instance, on this particular table, those individuals who indicated that “Says water **quality** is a very or somewhat important issue facing Georgia” were significantly more likely to have also said that water quantity (the title of the table) than those who hadn’t said this. In each case, the data shows how much more likely people who indicated one response on the left would also say what is presented in the title of the table. Therefore, people who said water **quality** was important were much more likely than those who didn’t say this, to also say that water **quantity** was important.

Says water quantity is a very or somewhat important issue facing Georgia	Z-SCORE
Says water quality is a very or somewhat important issue facing Georgia	8.46***
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	5.85***
Is very concerned about water quantity in Georgia	5.23***
Says air quality is a very or somewhat important issue facing Georgia	4.7***
Says quality of wetlands is a very or somewhat important issue facing Georgia	4.37***
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	3.91***
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	3.83***
Says not enough water/water quantity is one of the most important natural resource issues facing Georgia	3.53***
Says urban sprawl is a very or somewhat important issue facing Georgia	3.5***
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	3.08**
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	3.07**
Is concerned about water quantity because of water shortages and watering restrictions	3.03**
Says polluted water/water quality is one of the most important natural resource issues facing Georgia	2.94**
Strongly or moderately supports statewide water conservation effort	2.83**
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	2.76**
Strongly or moderately agrees that he/she can make a difference in water conservation	2.72**
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	2.72**
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	2.64**
Says protection of greenspace is a very or somewhat important issue facing Georgia	2.6**
Makes effort to conserve water because of concerns about drought	2.58*
Strongly or moderately disagree that my friends and neighbors aren't conserving water (is a reason for not conserving)	2.33*
Very or somewhat likely to wash only full loads of clothes and dishes	2.3*
Says recycling of household products is a very or somewhat important issue facing Georgia	2.3*
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	2.27*

Most likely to say water quantity is a very or somewhat important issue facing Georgia.



Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	2.24*
Strongly or moderately agree that the state doesn't have an adequate statewide conservation plan (is a reason for not conserving)	2.22*
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	2.21*
Is very concerned about water quality in Georgia	2.2*
Thinks people use a great deal of water in everyday life	2.14*
Indicated that watering my plants/garden was one of the top three ways they use water	2.1*
Is somewhat concerned about water quantity in Georgia	2.07*
Already washes only full loads of clothes and dishes	-2*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Says loss of wildlife habitat is a somewhat or very unimportant issue facing Georgia	-2.13*
Rarely or never makes effort to conserve water because doesn't think there is a problem	-2.17*
Thinks golf courses use the most water in Georgia	-2.31*
Knowledge that health of the environment was at stake would make him/her somewhat or very unlikely to conserve water	-2.43*
Makes effort to conserve water because it's the right thing to do	-2.48*
Has already installed water efficient washing machines and dishwashers	-2.51*
Lives in Whitfield County	-2.66**
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-2.71**
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-2.79**
Landlord usually opens water bill	-2.79**
Says air quality is a somewhat or very unimportant issue facing Georgia	-2.96**
Lives in Gilmer County	-2.97**
Lives in Ware County	-2.97**
Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	-3**
Lives in Candler County	-3.05**
Lives in Clay County	-3.05**
Rarely or never makes effort to conserve water because doesn't think the govt. does enough	-3.12**
Says disposal of household garbage and other municipal wastes in landfills is a somewhat or very unimportant issue facing Georgia	-3.22**
Lives in Elbert County	-3.33***
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	-3.36***
Is not at all concerned about water quality in Georgia	-3.39***
Says water quality is a somewhat or very unimportant issue facing Georgia	-4.06***
Lives in Bacon County	-4.31***
Is not at all concerned about water quantity in Georgia	-7.54***



Most likely *not* to say water quantity is a very or somewhat important issue facing Georgia.

Findings of the general population telephone survey are reported at a 95% confidence interval. For the entire sample of Georgia residents, the sampling error is at most plus or minus 3.08 percentage points. This means that if the survey were conducted 100 times on different samples that were selected in the same way, the findings of 95 out of the 100 surveys would fall within plus or minus 3.08% of each other. Sampling error was calculated using the formula described below, with a sample size of 1,011 and a population size of 6.1 million.

Sampling error equation:

$$B = \left(\sqrt{\frac{N_p(.25)}{N_s} - .25} \right) (1.96)$$

Where: B = maximum sampling error (as decimal)

N_p = population size (e.g., total number of residents, total number of license holders)

N_s = sample size

Derived from formula: p. 206 in Dillman, D. A. 2000. *Mail and Internet Surveys*. John Wiley & Sons, NY.

Note: This is a simplified version of the formula that calculates the maximum sampling error using a 50:50 split (the most conservative calculation because a 50:50 split would give maximum variation).

Note that some sums (e.g., when “very likely” and “somewhat likely” are summed to determine the total percentage answering “likely”) may appear to be off by as much as 1 or 2 percentage points, and some graphs may not sum to 100%, because of rounding.

ADDITIONAL COMMENTS

A lot of the wastewater in the big cities is running off into our rivers, and I think there should be measures set up to recycle water used in the state.
Atlanta shouldn't blame us for their pollution; it doesn't blow over that far.
I am very concerned about these issues.
I'd like to see more done to keep the water clean.
I am concerned that businesses like car washes and lawn care use too much water, and I think restrictions should be placed on those businesses. Why should people's lawns look brown, but industries' lawns be sparkling green?
I am concerned that the DNR has a bias favoring the recreational users of water instead of residential users.
The DNR is doing a good job.
Don't use it all up.
I don't want any further government restrictions of the rights of private citizens.
I hope I helped.
Hydrology plan must be put in place; look at Virginia for a good example in the tidewater region.
I agree with the proposed water conservation effort, but only during a drought.
A lot of the taxpayers' money is wasted on doing questionnaires like this. It should be more direct questions; if they are going to do questionnaires, quit beating around the bush and leaving too much room for middle ground.
I don't know much about a lot of issues, so more information could help.
I think that there should be some questions on water conditions in the state; industry is polluting the water in the state.
I enjoyed the survey, and not having someone trying to sell me something or asking for money.
I'd like to see prices go down on water.
I feel that this survey was done in order to give the GDNR more regulatory control over the individuals in the state.
I feel very strongly that large businesses should have to follow watering regulations/restrictions.
I hate government.
I love to fish; I want the water to be clean for the fish.
I see leaking fire hydrants, and I tell the city, and they don't do anything about it (Atlanta).
I think more should be done to monitor the agricultural and industrial use of water, i.e., if agriculture uses less water, it may produce smaller crops, so maybe they use more water to produce larger crops.
Don't allow people to water near the roads, since it can freeze into ice.
I think that residential and industry pollute equally, but you only hear of big business getting the blame.
I'm proud of the State of Georgia, but there are too few trees in residential areas.
I think that the pollution in the water by agri-business needs to be looked into.
I am not a member of a national environmental or conservation organization, but I am a member of a church that is very concerned about both of these issues.

I'm glad you called because I think that it's very important.
I think there is a whole lot more that Georgia can do to conserve water; penalties are not severe enough for those who go against restrictions.
I think there needs to be better mandates on wildlife. Also, if the lawmakers would be more realistic when making laws, people would be more willing to help them with environmental issues.
I wish that there were more government funds to help us in our time of need.
I have a problem with EPA or any government agency telling me how to use water. It should be done on an individual basis; if an individual knowingly abuses the use, then they should be fined; I do not agree to state laws about water use.
I have seen many violations and want some enforcement of the laws.
I want my taxes to be lower.
I'm not too familiar with your Department; I would appreciate more exposure to the public.
I just would like to see the government back off from citizens; too many laws that are just plain useless.
I want to see more recycling in Georgia and more children's programs on water conservation so it becomes a way of life.
I think more information needs to get out about these issues to get more people involved.
I think that people should only water outside at night, and not cut down trees to support their house's foundation.
I water my lawn early in the morning, but I notice that others water in the heat of mid-day. I think that's a waste, and I would like that information to be spread. I water my dad's lawn as well, and he's odd and I'm even, difficult on schedule.
I wish our federal or state government would do something to help conserve water, to crack down on people that wash their cars, etc., because they are bored, etc.
I would go along with any water restriction that would be imposed on businesses, not just residential users.
I, personally, do not need any incentive to conserve water, as we already do; but some people do need them.
If I lived in the city, my answers would be totally different; I would conserve more in the city. Things should be done locally, restrictions, etc.
I'm very concerned about the water problem; we do everything we can to conserve water.
It's nice to be reminded of the issues.
I think there should be more hand outs about conservation in the state.
It would be nice to incorporate water issues into the political arena so people have to take a stand and bring the issue to the public's awareness.
Keep calling and trying to encourage people with water conservation.
Local government should handle water quality/quantity, not state. I also really don't think there is a water quantity issue; there are so many ways to recycle now.
Low-flow toilets and outdoor hose conservation devices are fine, but you have to have water pressure indoors, so no low-flow showerheads.
Metro areas need to do a better job of water distribution and sewage elimination.
Most houses are built on a slab, and pipes are not insulated. They should be insulated so water would not be wasted and energy would be saved. Hot water to high-use areas needs less distance to travel, or a second water heater needs to be installed in homes.

Stop wasting tax dollars on high-paid CEOs and government planners and draw from the resources we have in Georgia, and preserve the natural habitat. Stop builders from cutting down all the trees. Lower our water bills!
I wish they would do something to improve the quality of the water.
Must begin conserving; we are literally destroying our world.
Need to educate general public about water use, conservation, and what it does for them. Educate on the damage to aquifer when they allow spillage of septic tanks. We need a major cleanup effort in waterways, including removal of heavy metals.
Need to educate people in an understandable way so it becomes part of the consciousness. Idea: Commercials (TV and in movie theatres).
I think they should keep up the work to try to get people to conserve water.
Our biggest problem is undisciplined growth and too many people sucking up our resources.
I think that Atlanta is a major problem when it comes to water in the State of Georgia; I live in a rural area where the water is wonderful, but Atlanta is horrible.
Keep the waters clean!
People better wake up!
Should emphasize water quality, quantity, and the environmental aspects. I wouldn't focus on the monetary aspects.
Stop putting all these houses in my county.
I think Anheuser-Busch uses too much water. Do you regulate corporations the way you regulate residents?
I think they should send out more information to homes with tips on how to save water.
I wish they would keep a closer watch on water quality in the Savannah River. I can smell the chlorine in my tap water. I don't think that is healthy.
I would like to be sent information about water conservation, quality and quantity.
I support water proposal only if industry uses it also. Boats get too close to kids while [the kids are] swimming, and [the kids have] lots of ear/eye infections due to water.
Thanks, the survey was educational!
The root of the problem needs to be addressed: urban sprawl. We shouldn't be saving water in order to allow for more sprawl. We should be conserving and stopping sprawl.
Our urban areas' can do a lot more to conserve water (Atlanta).
They need to work on the air pollution caused by the concrete plants. Also, where they wash the cement trucks in the pit, it all washes into a creek.
They should conserve while water is plentiful.
There needs to be more direct communication to the public about why they need to conserve water; most people don't know why they have to.
Try to get everybody together to help with the water problem.
Government should keep their noses out of the business of individuals, etc.
We have a serious problem here with people dumping from Atlanta into our waters.
I think we could use more rangers out there.
The water treatment plants in Atlanta are dumping sewage into the Chattahoochee River every other night, after 12:00 pm; the city is being fined, but they still continue to dump!
I think we have too much government involved in our life, but not what we pay for in taxes.
Why do only some people in Columbia County have to pay the storm drainage fee? Certain people don't have to; everyone should have to pay if anyone pays.

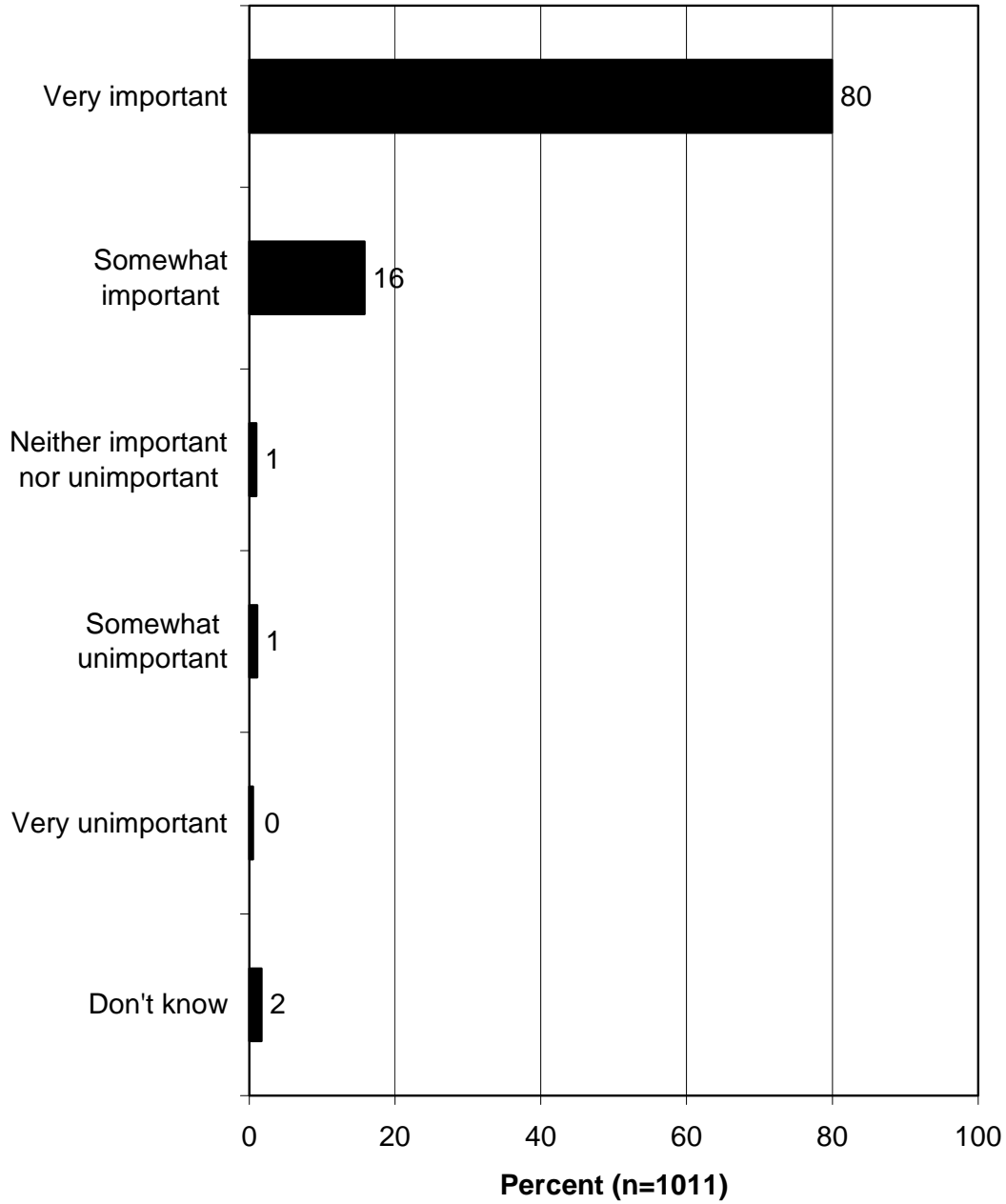
We need to stop urban sprawl because it is hugely detrimental to the environment. We cut down trees, then have to use A/C (which uses water). It is a waste. Suburbs are becoming cities!

I think we need to save water and have less pollution.

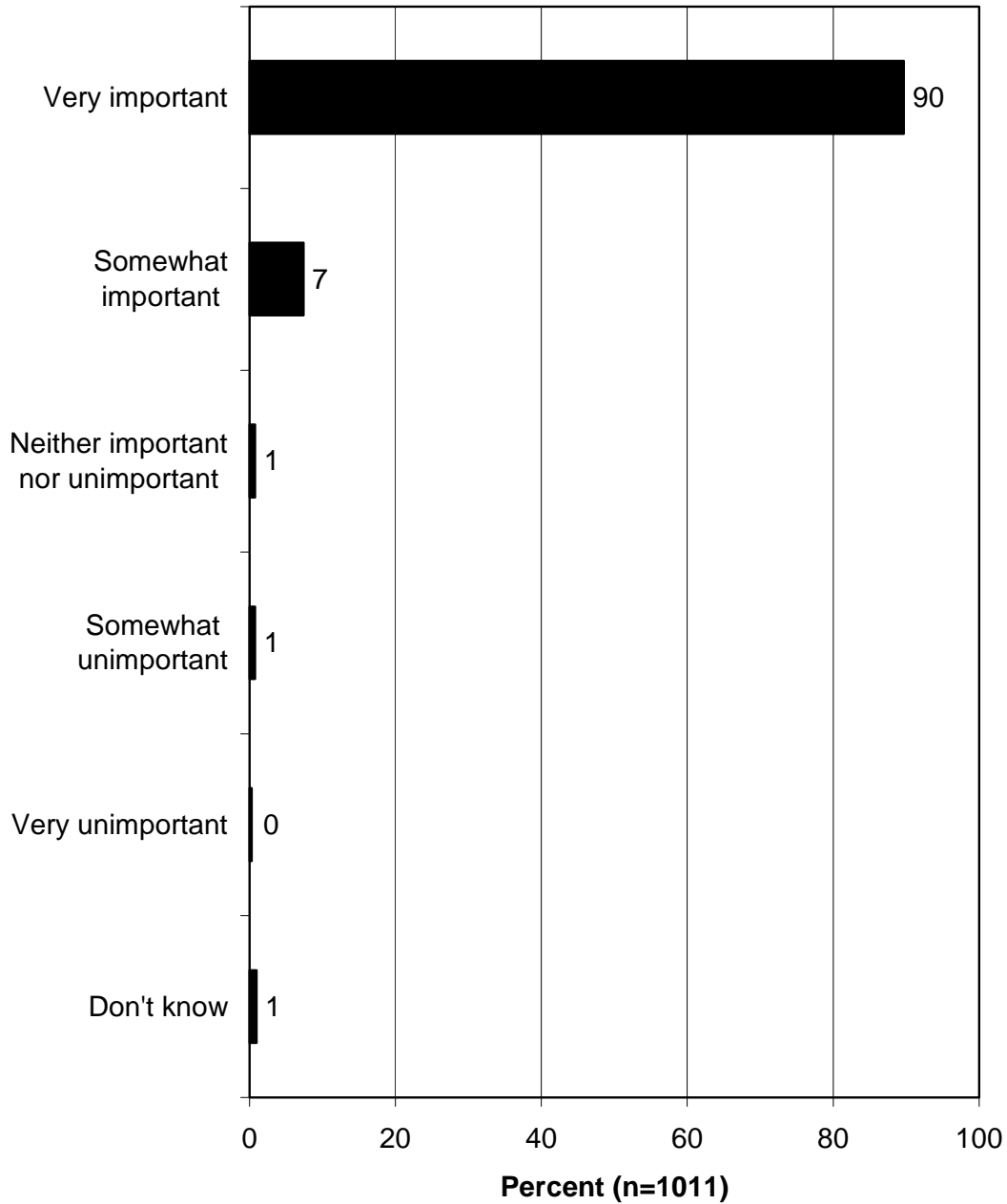
I would like to receive information about water conservation methods/organizations through mail or otherwise.

ADDITIONAL GRAPHS

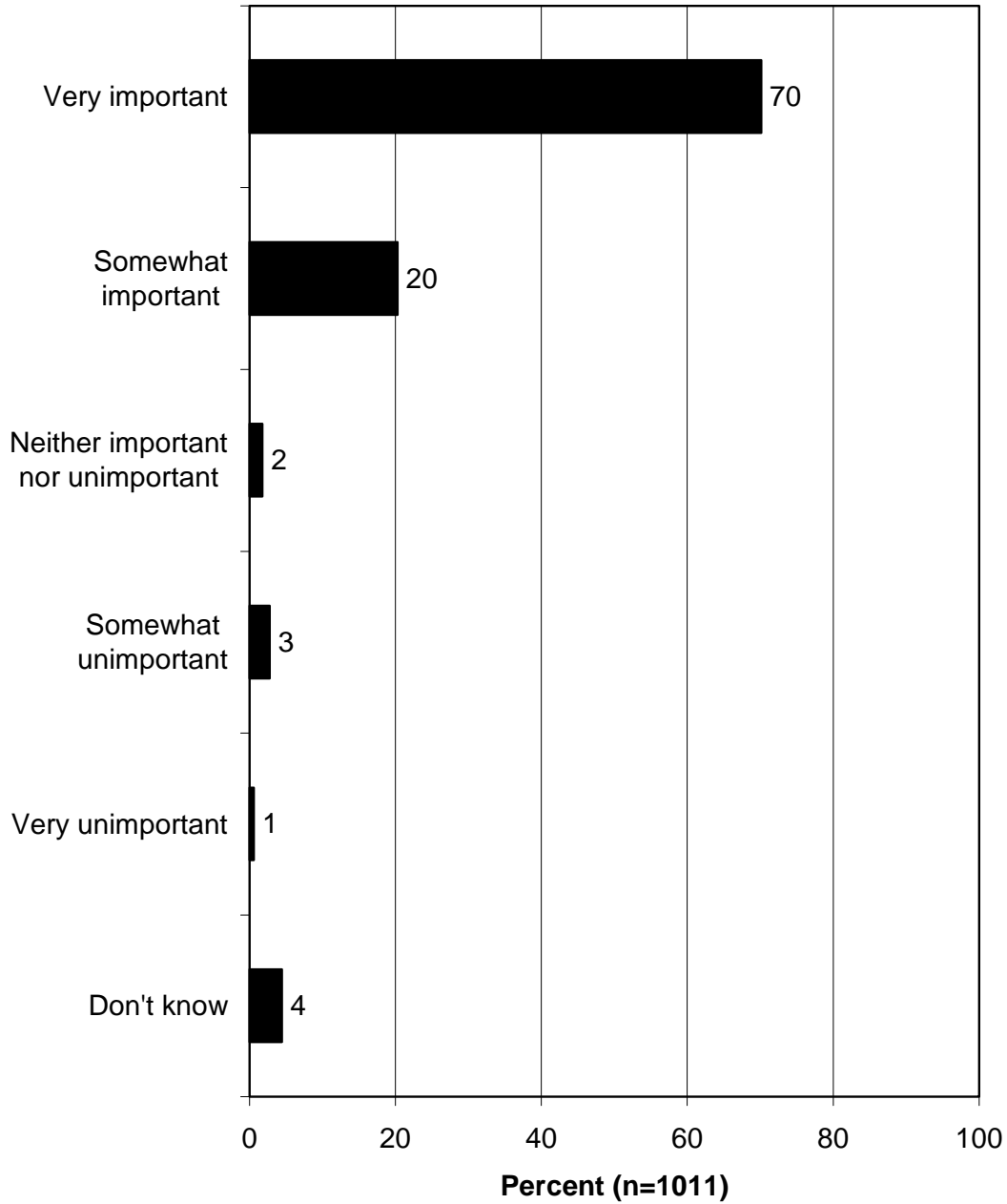
Q9. Do you think that air quality is an important or unimportant issue facing the State of Georgia?



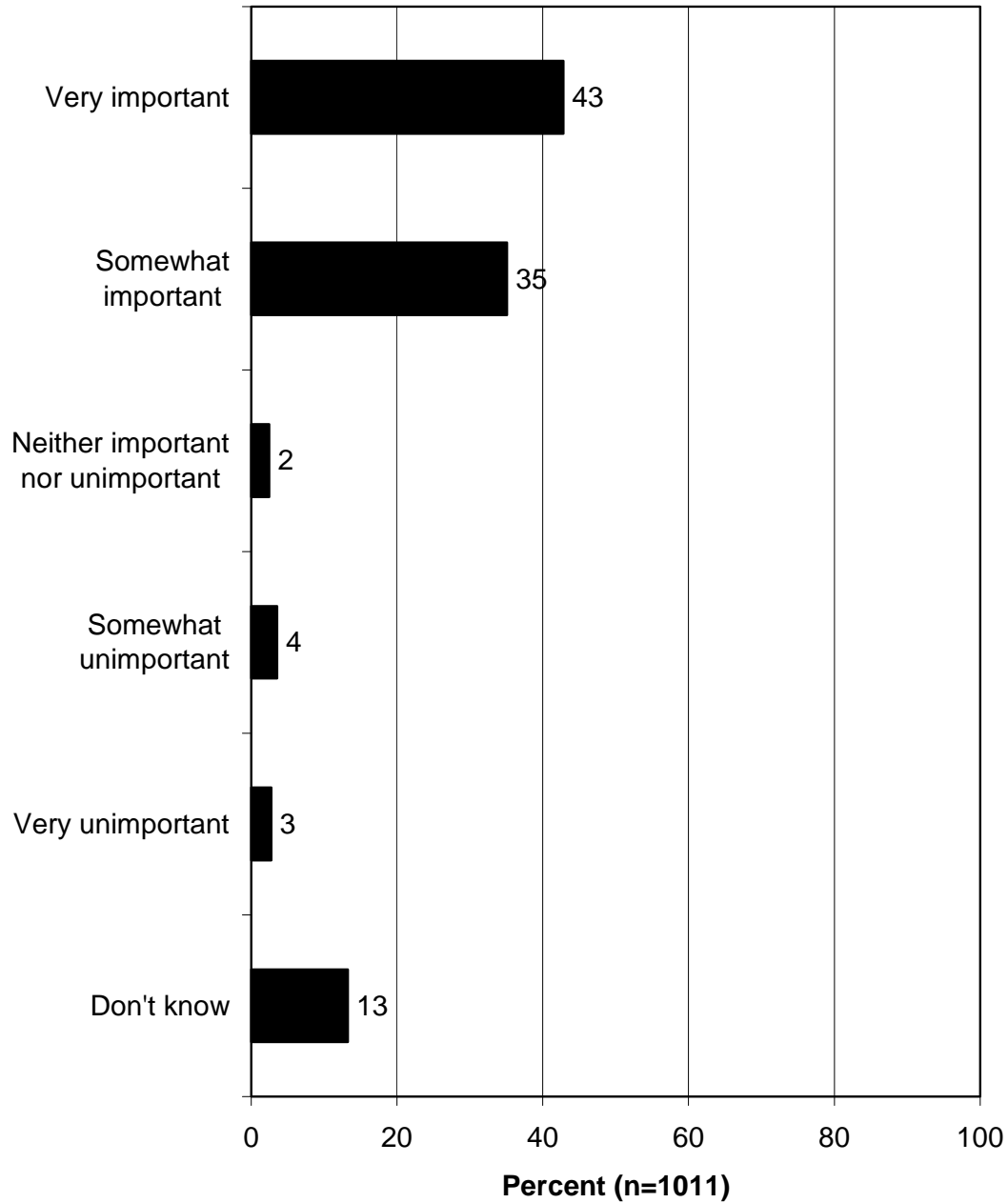
Q10. Do you think that water quality is an important or unimportant issue facing the State of Georgia?



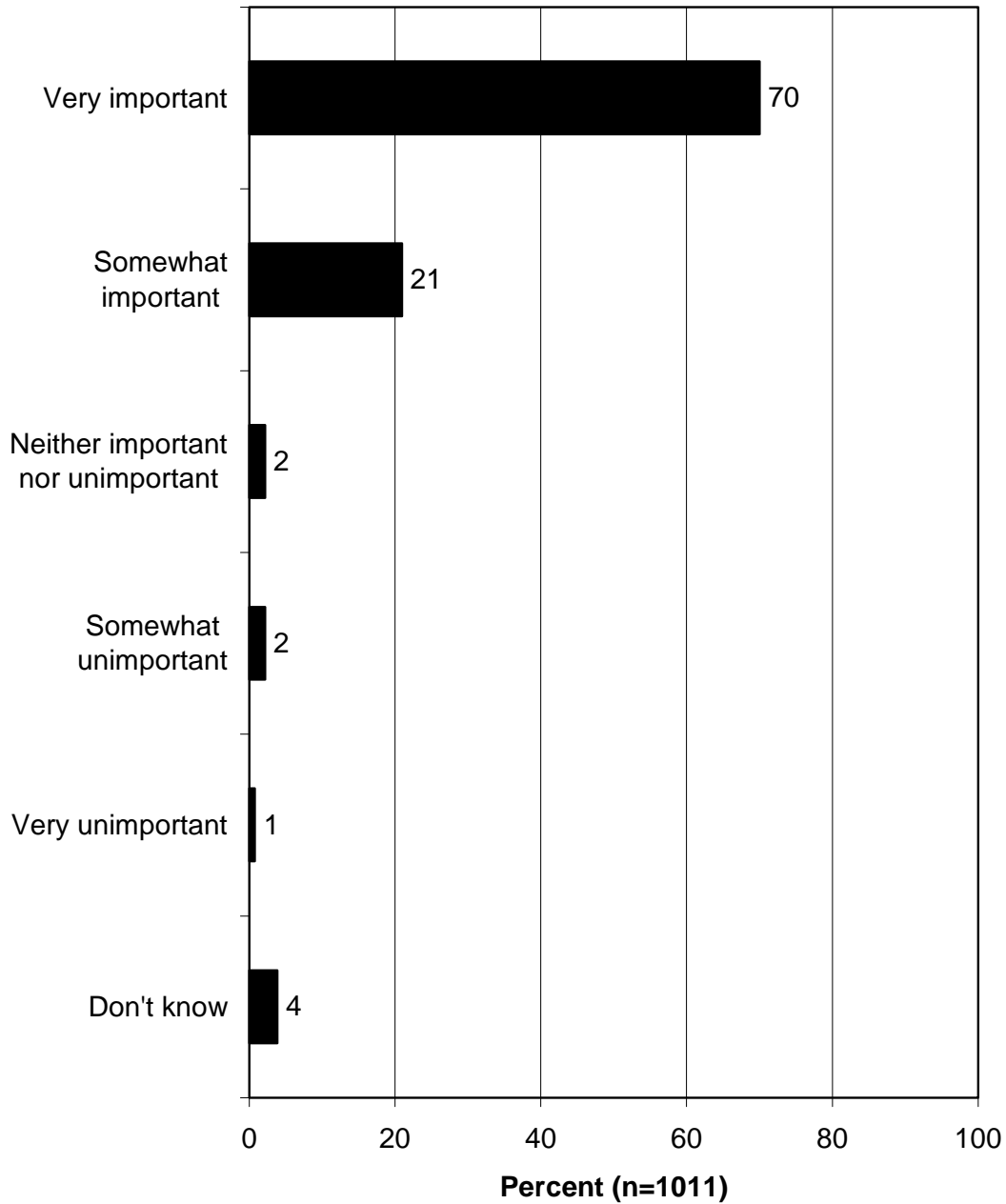
Q11. Do you think that water quantity is an important or unimportant issue facing the State of Georgia?



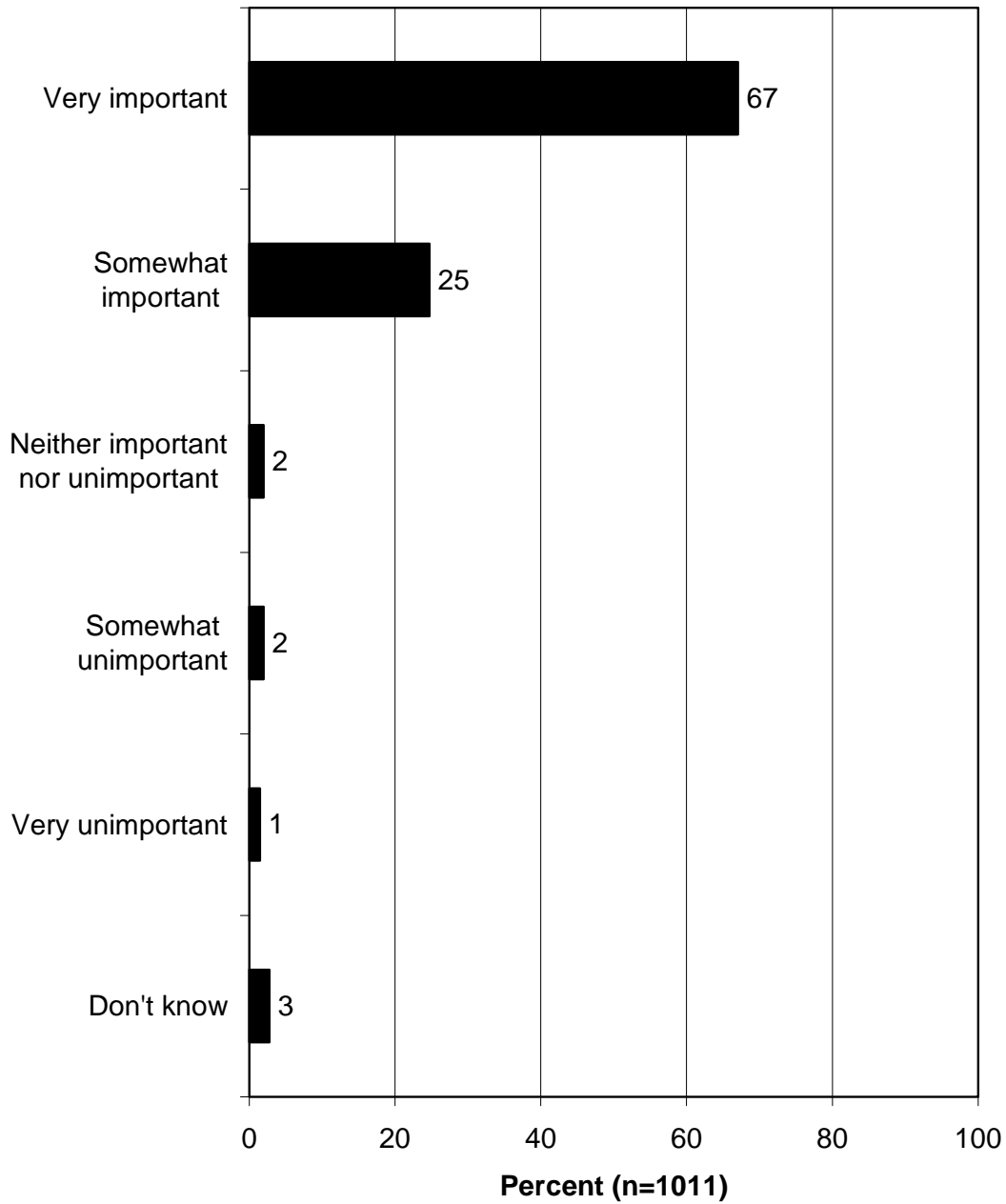
Q12. Do you think that urban sprawl is an important or unimportant issue facing the State of Georgia?



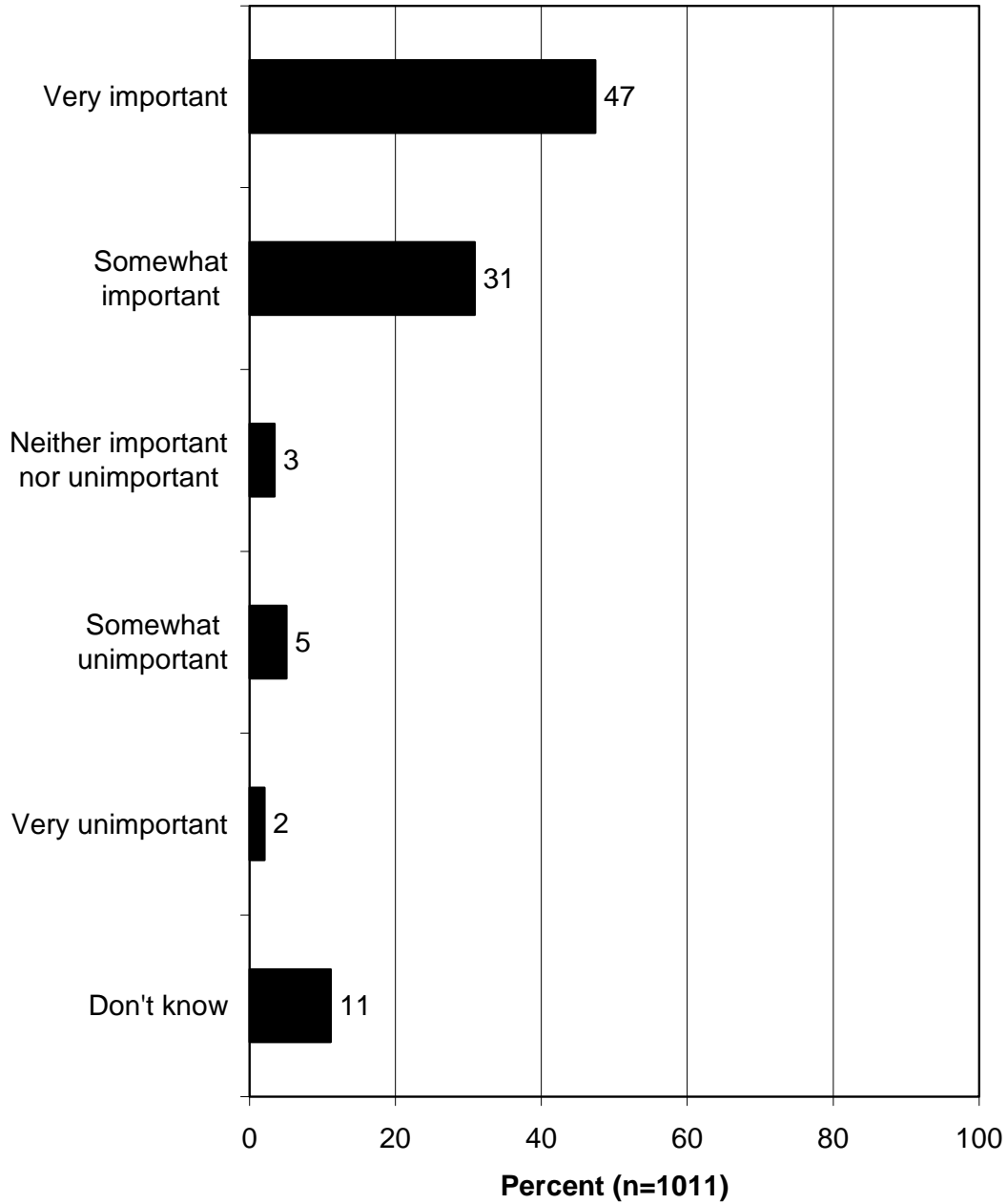
Q13. Do you think that disposal of household garbage and other municipal wastes in landfills is an important or unimportant issue facing the State of Georgia?



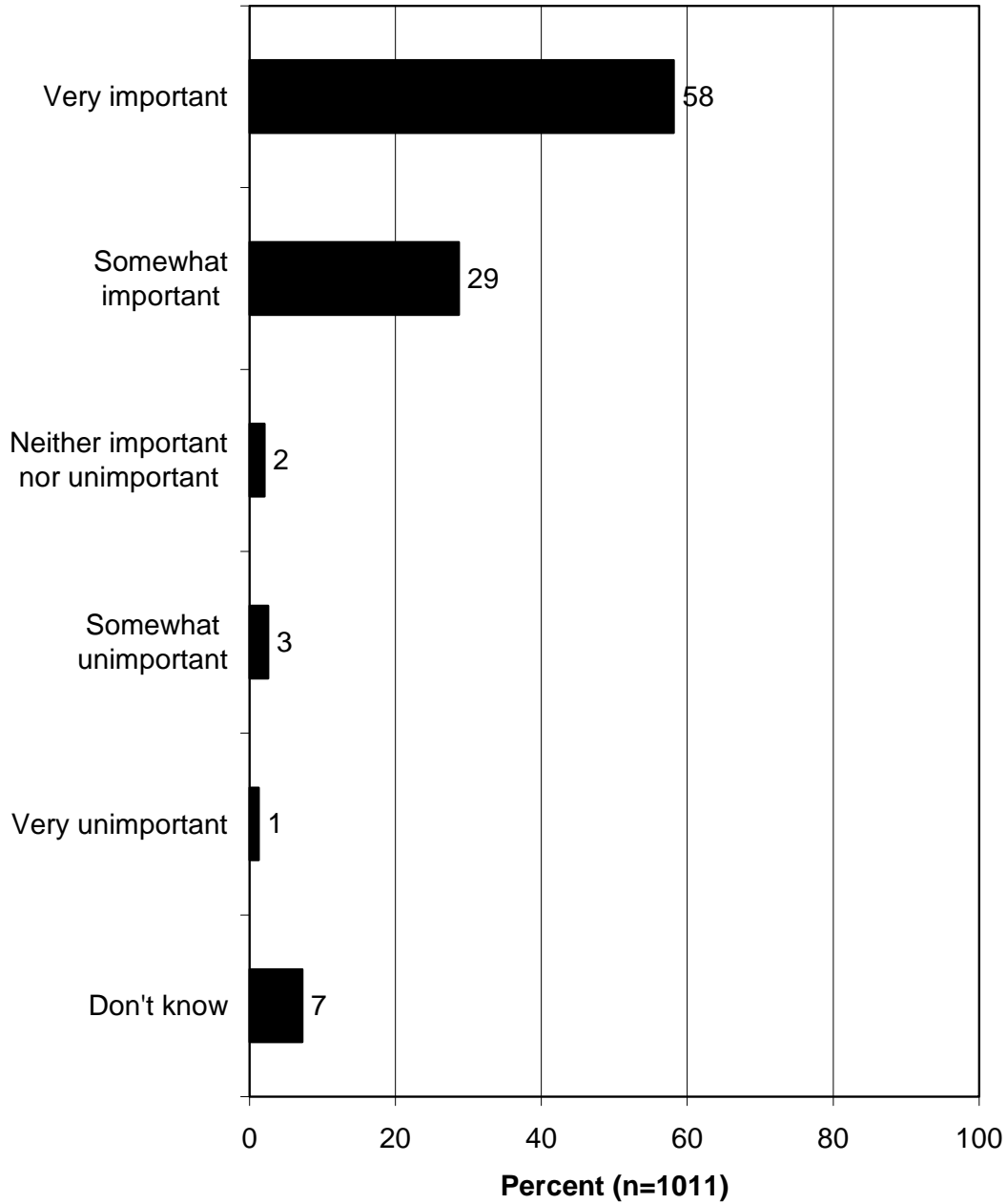
Q14. Do you think that loss of wildlife habitat is an important or unimportant issue facing the State of Georgia?



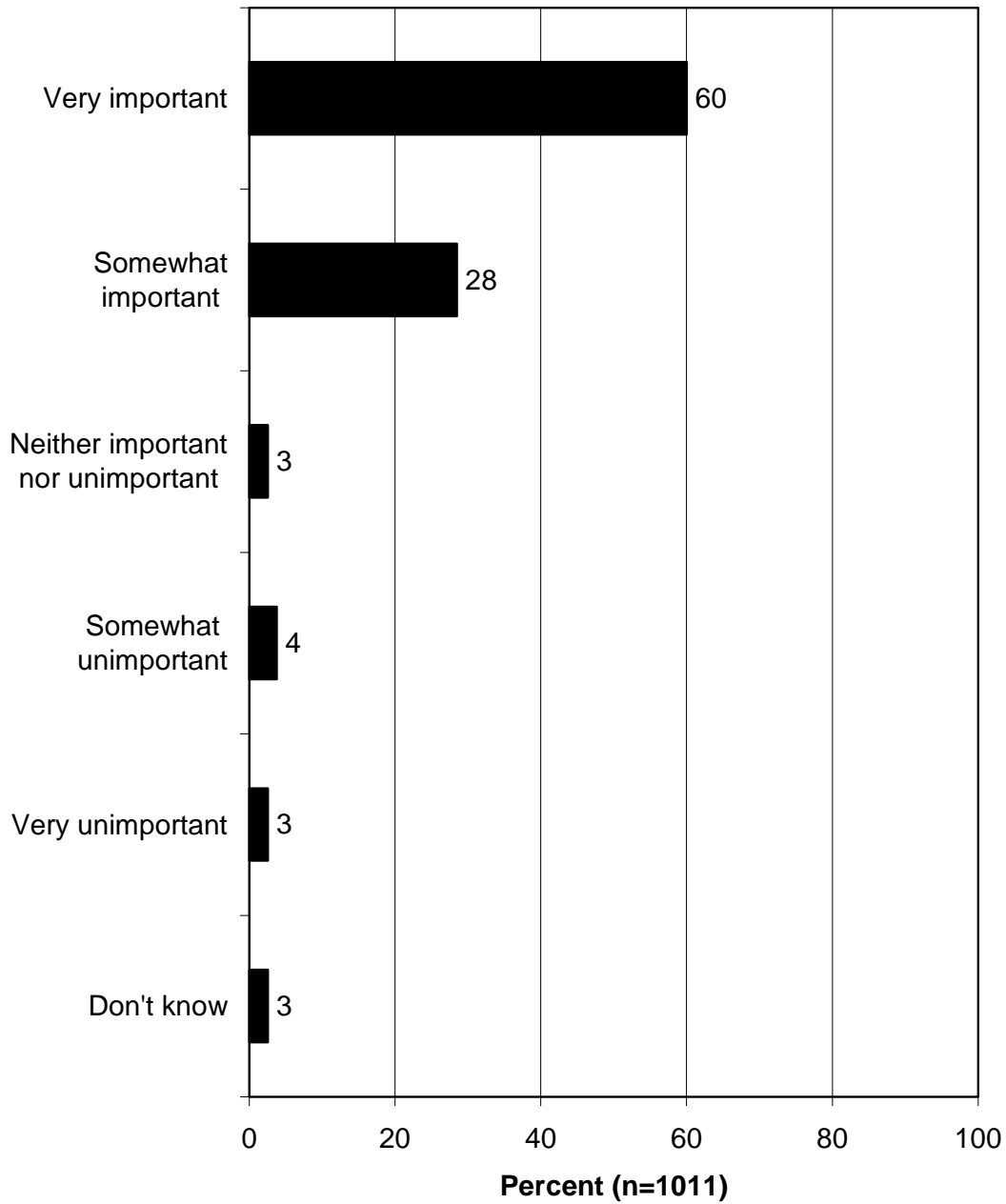
Q15. Do you think that the quality of wetlands is an important or unimportant issue facing the State of Georgia?



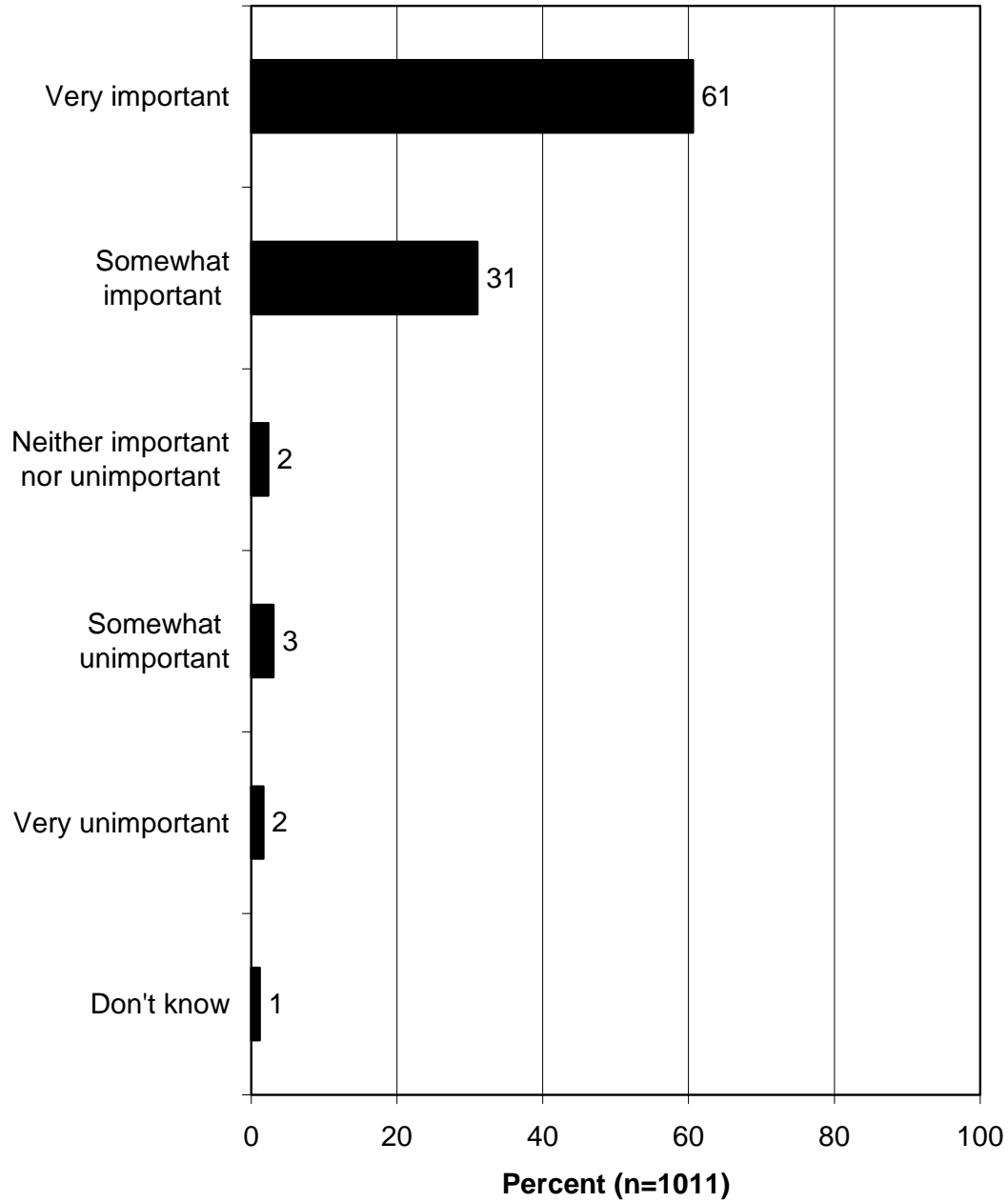
Q16. Do you think that protection of greenspace is an important or unimportant issue facing the State of Georgia?



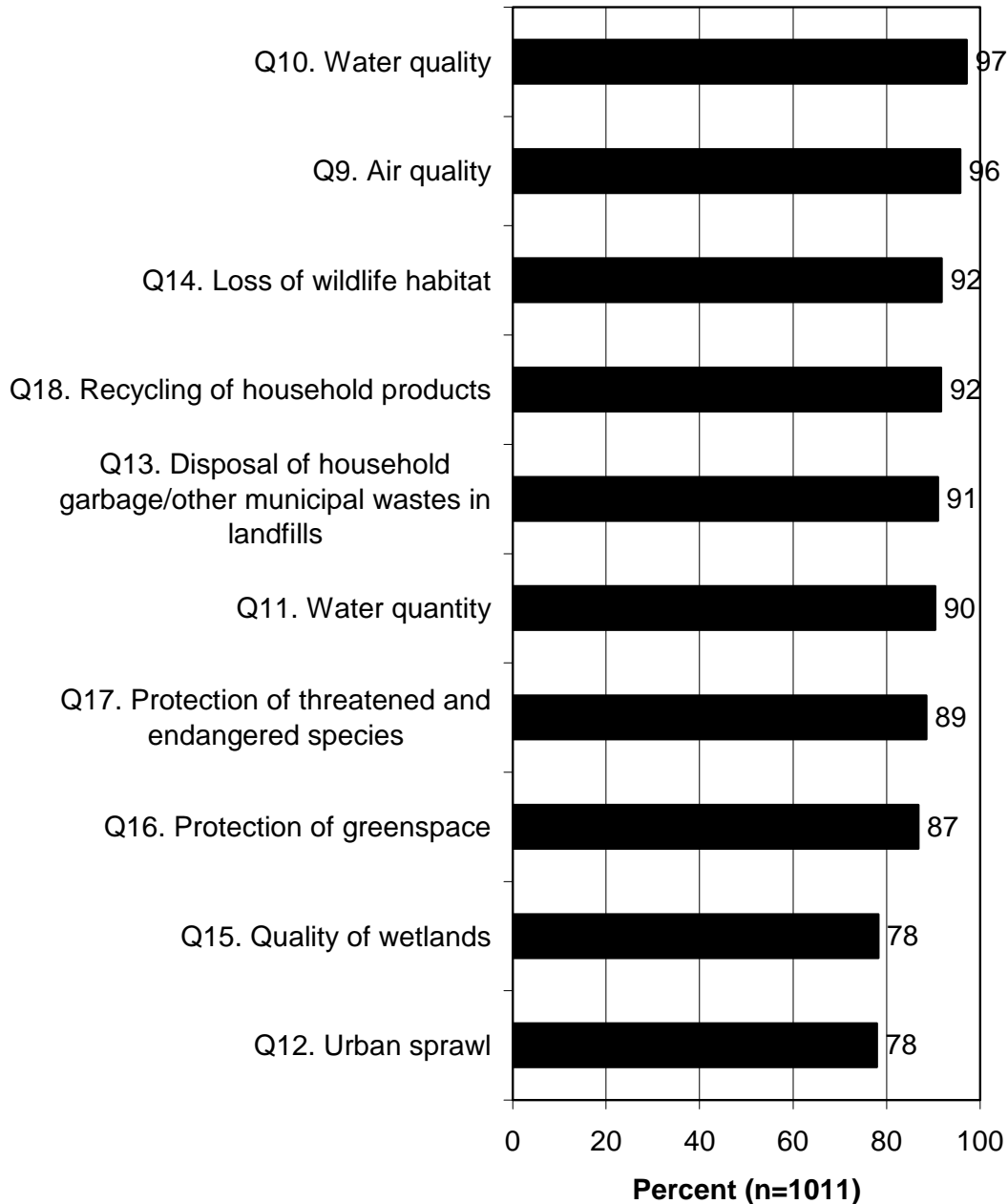
Q17. Do you think that protection of threatened and endangered species is an important or unimportant issue facing the State of Georgia?



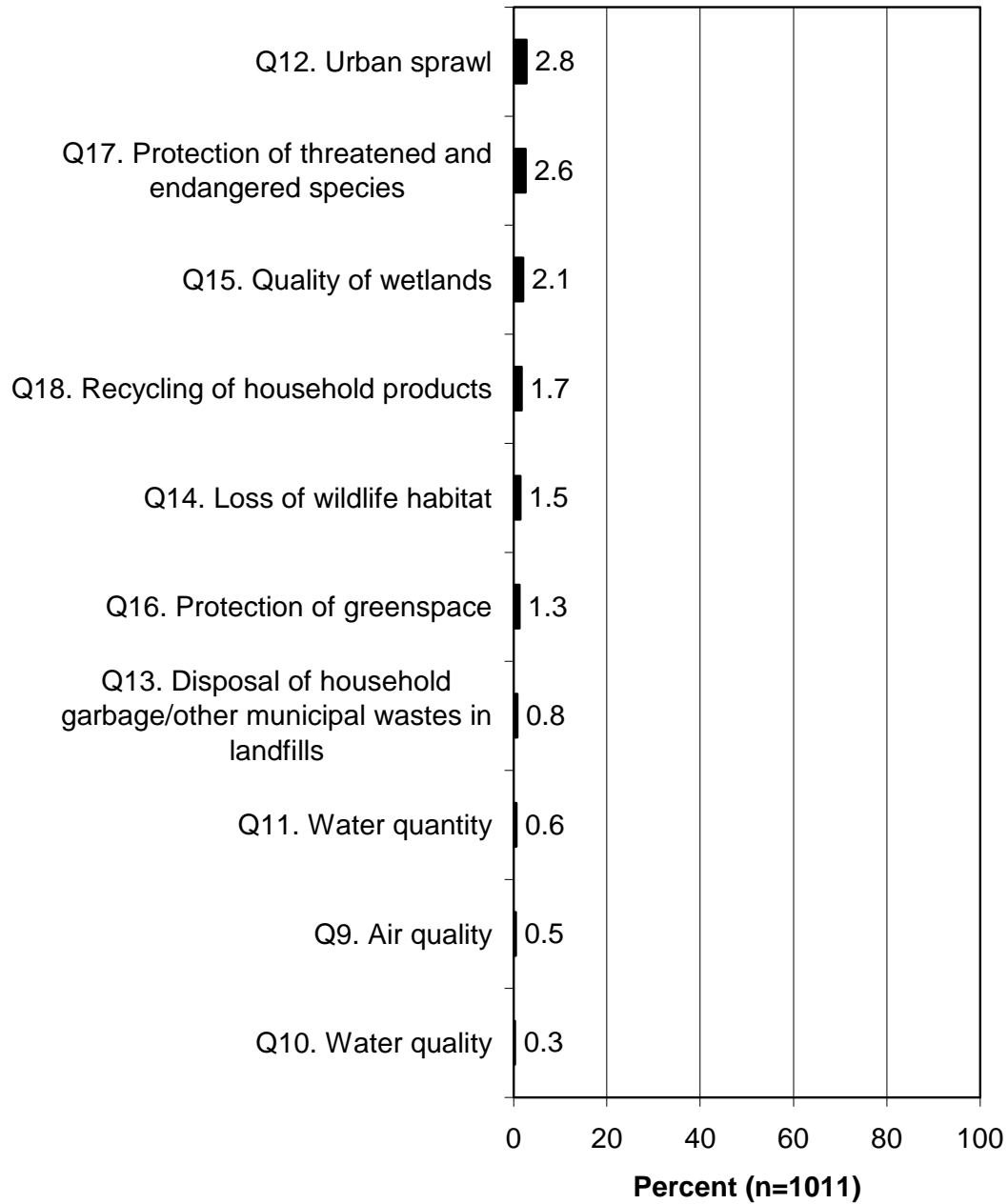
Q18. Do you think that recycling of household products is an important or unimportant issue facing the State of Georgia?



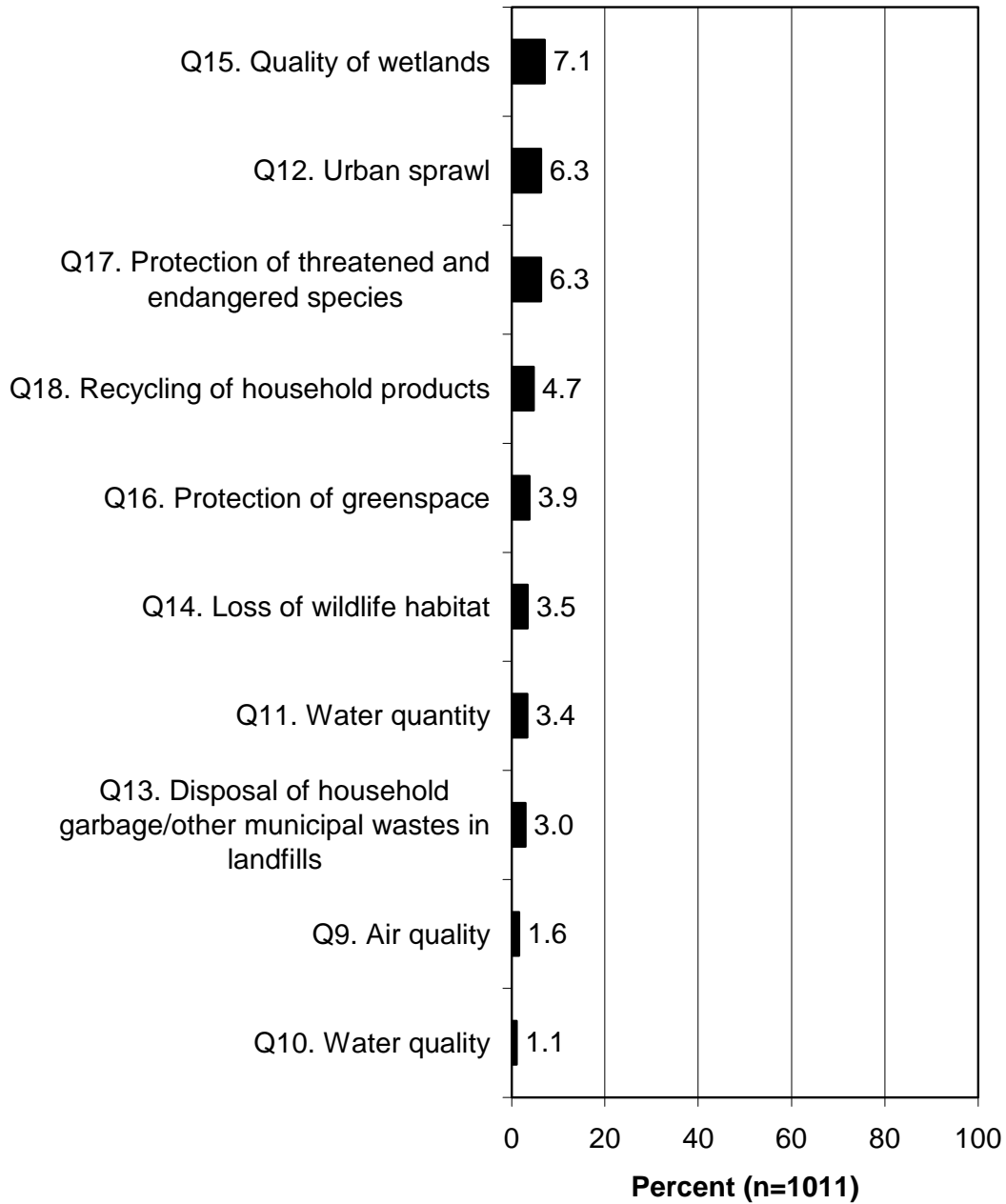
Q9-18. Percent who think the following issues are very or somewhat important.



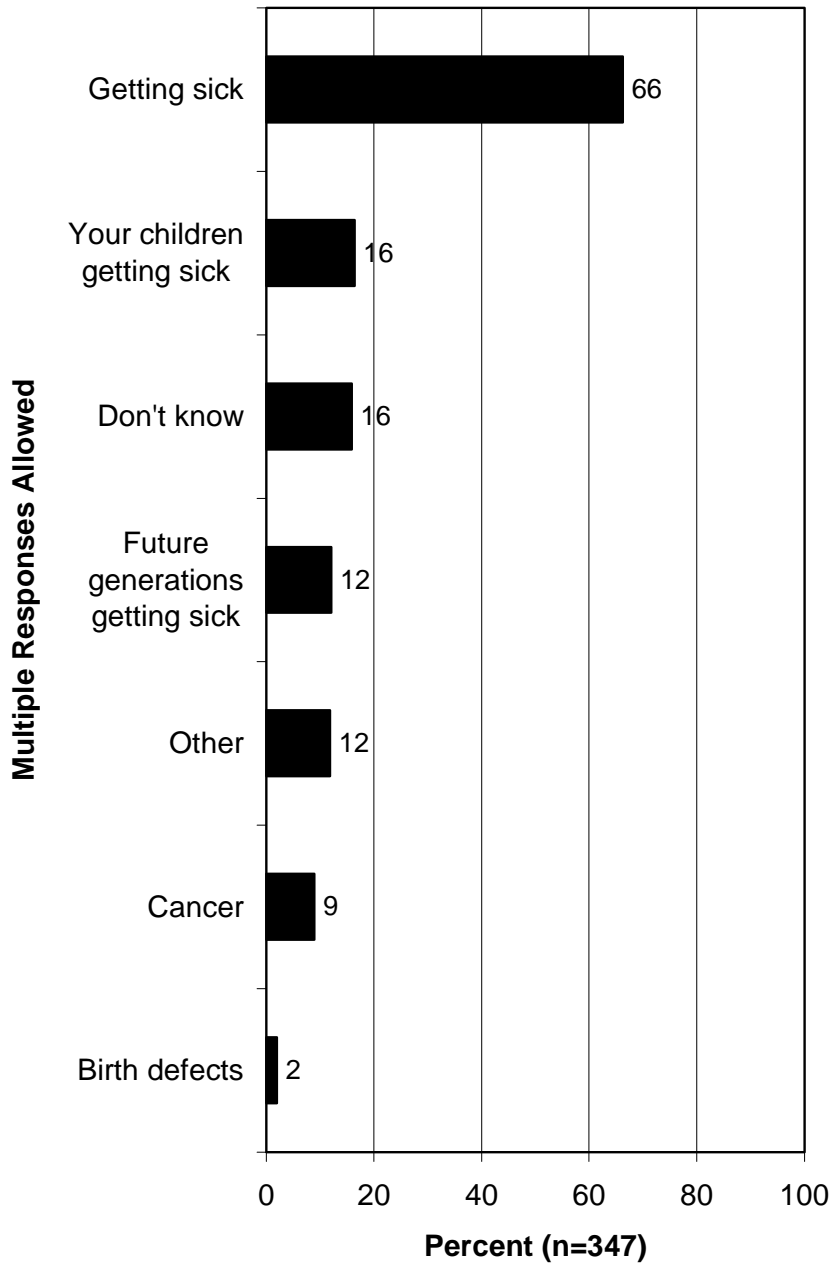
Q9-18. Percent who think the following issues are very unimportant.



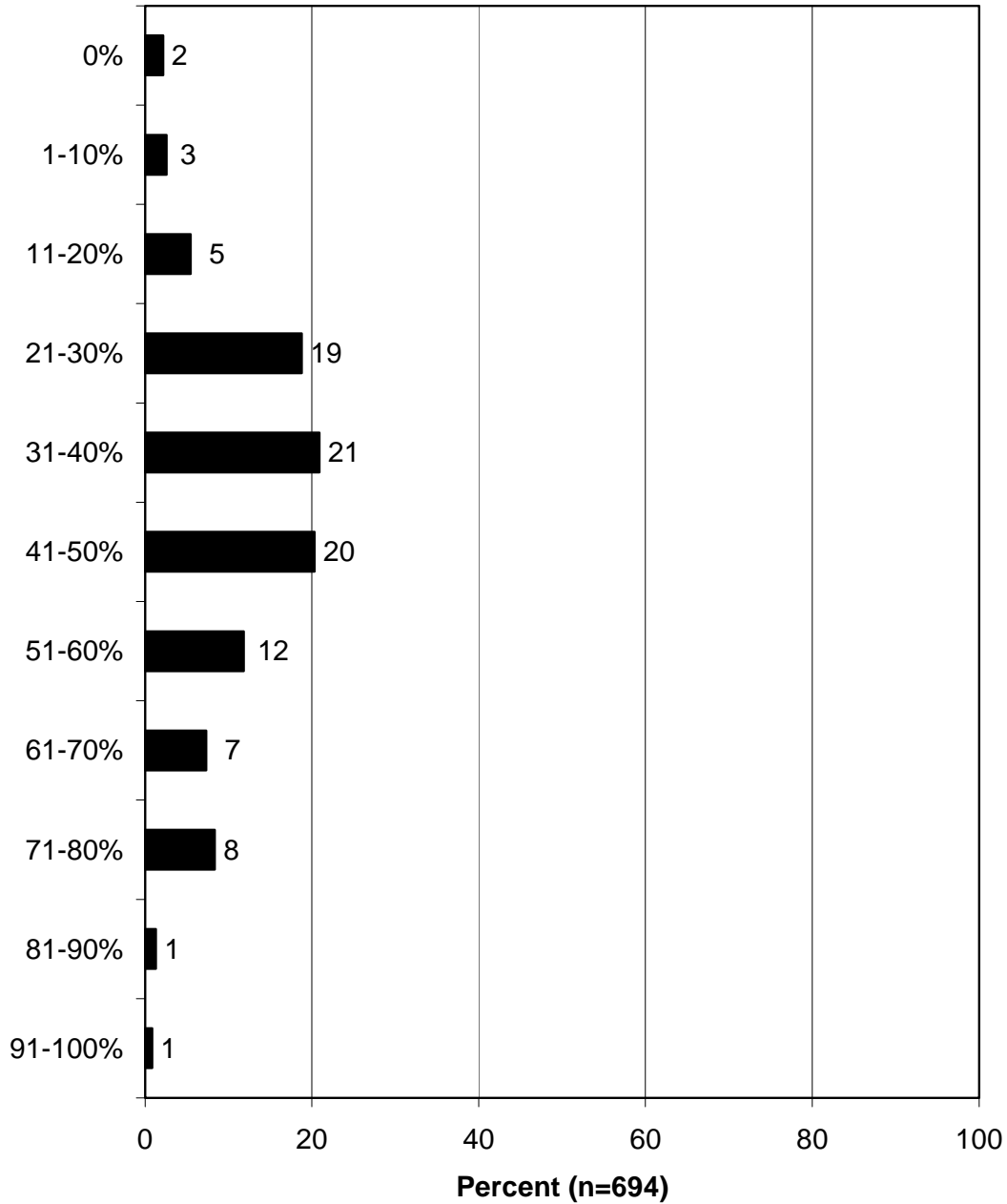
Q9-18. Percent who think the following issues are somewhat or very unimportant.



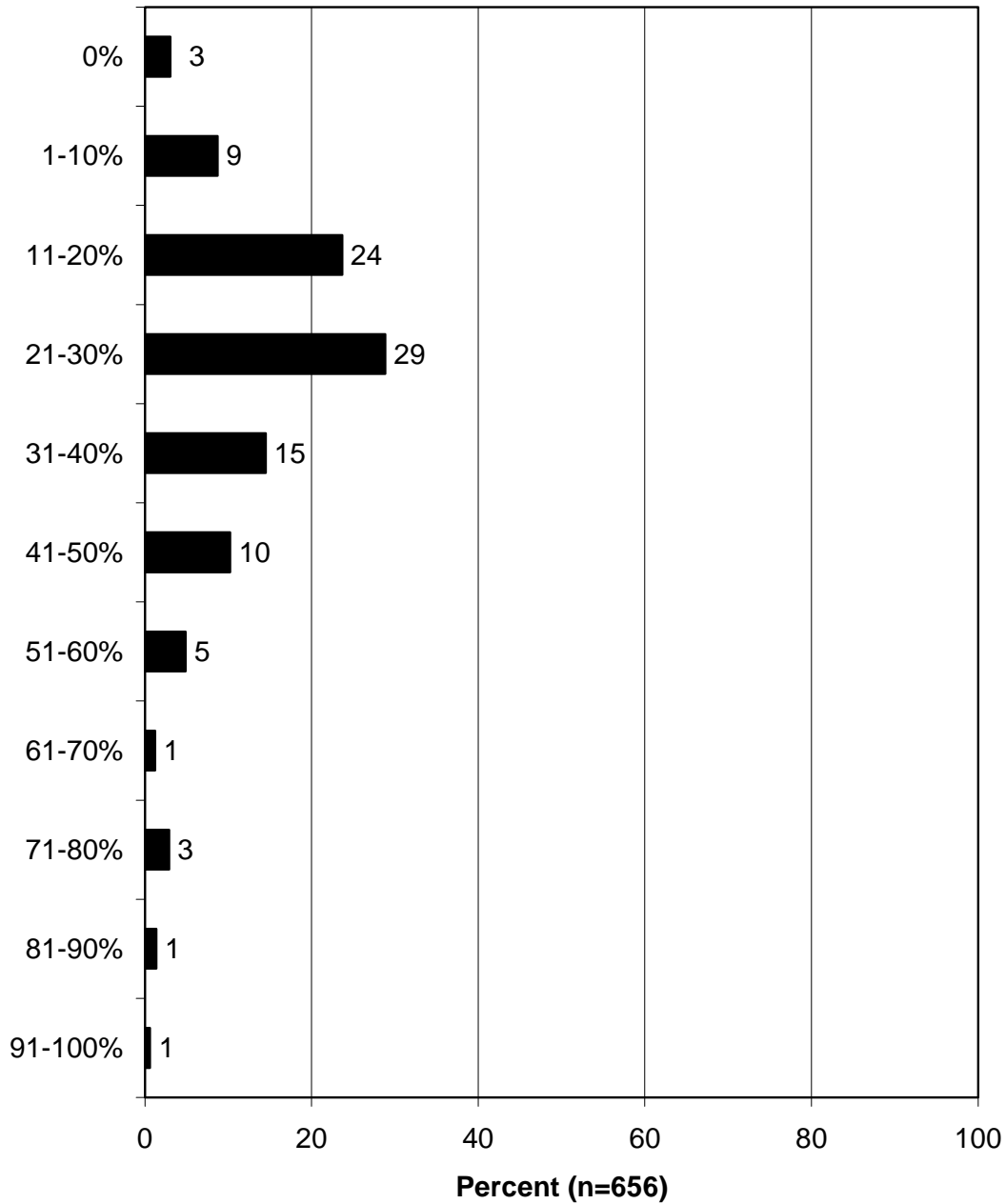
Q25. What specifically about health/safety are you concerned about? (Asked of those who were concerned about water quality in Georgia and whose concerns were health/safety related.)



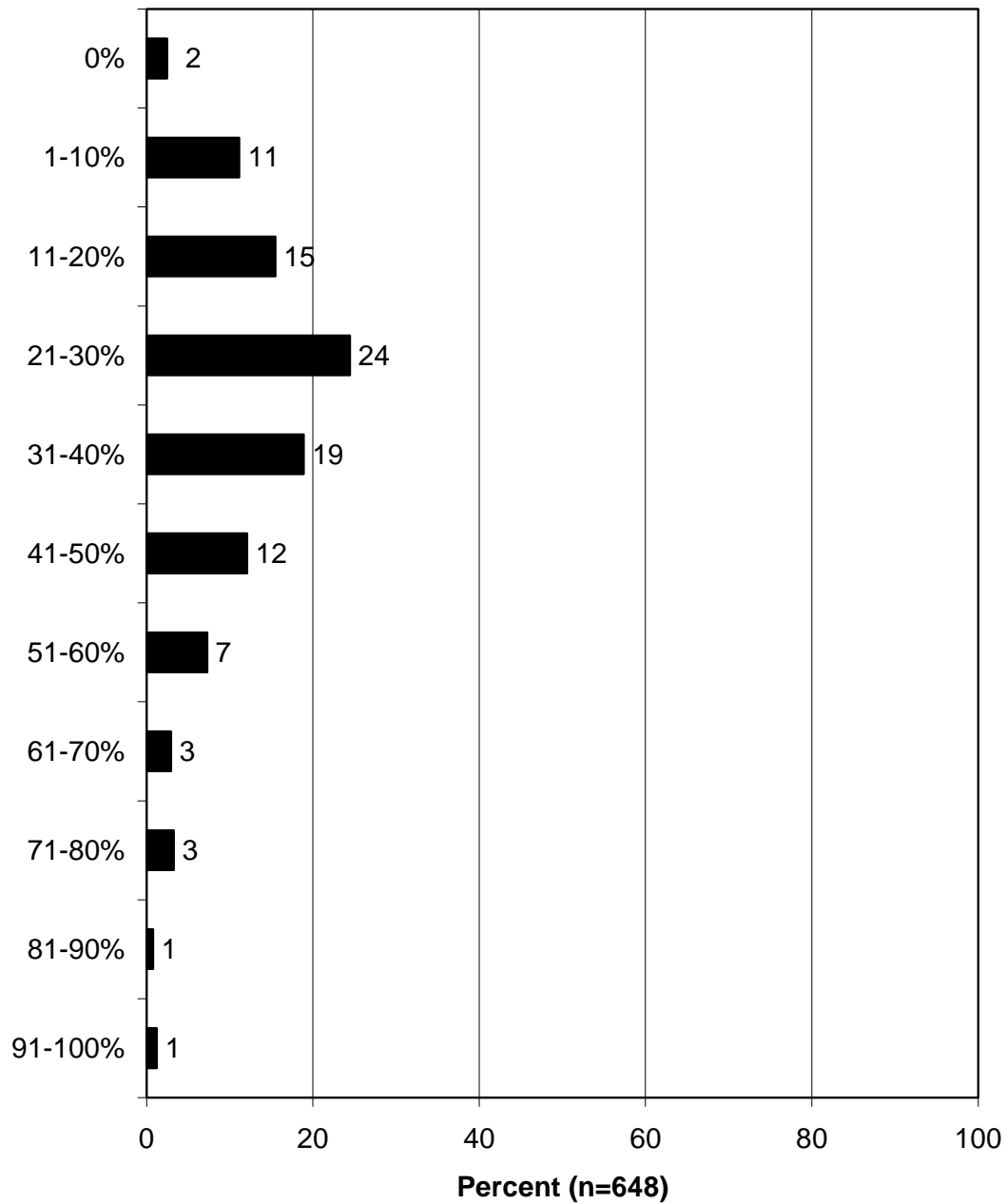
Q34. What percent of all water used in Georgia do you think residential users, that is homeowners and renters, use?



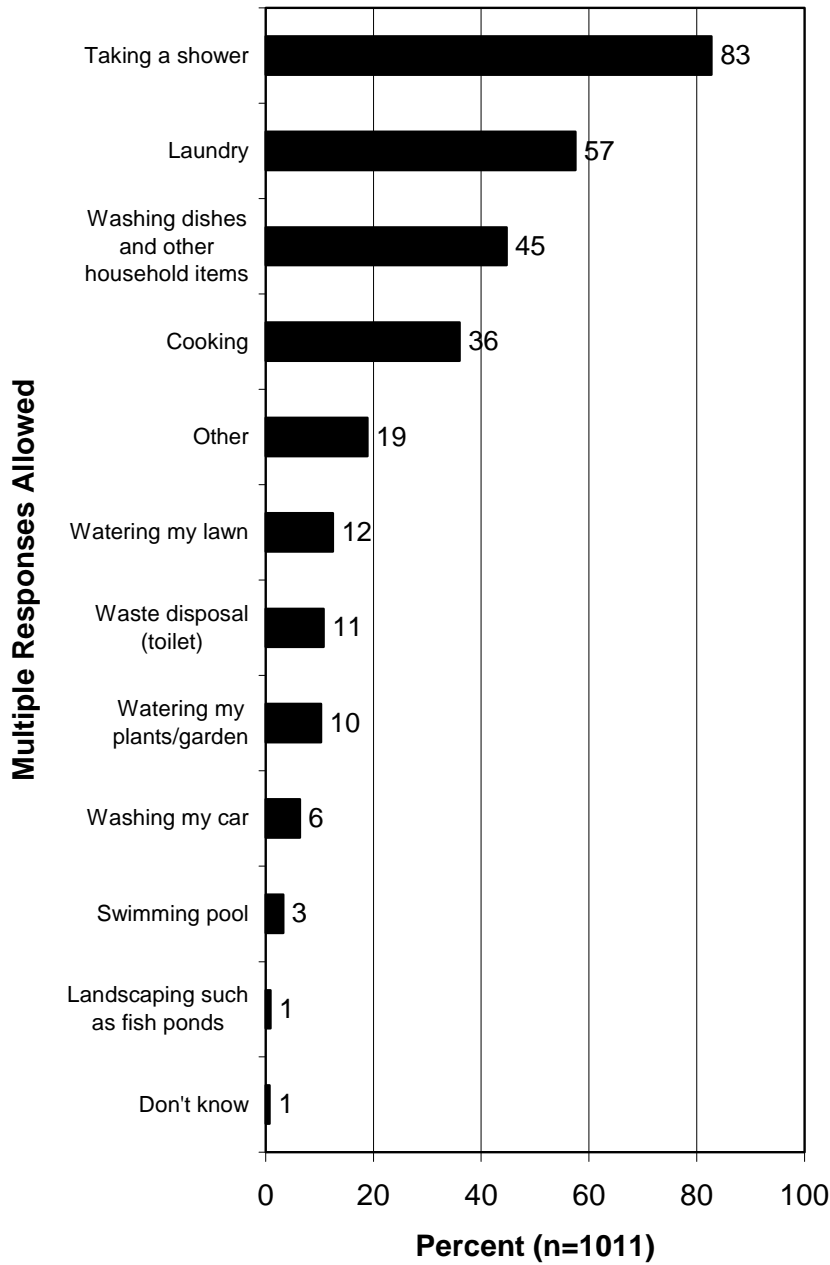
Q35. What percent of all water used in Georgia do you think agricultural users use?



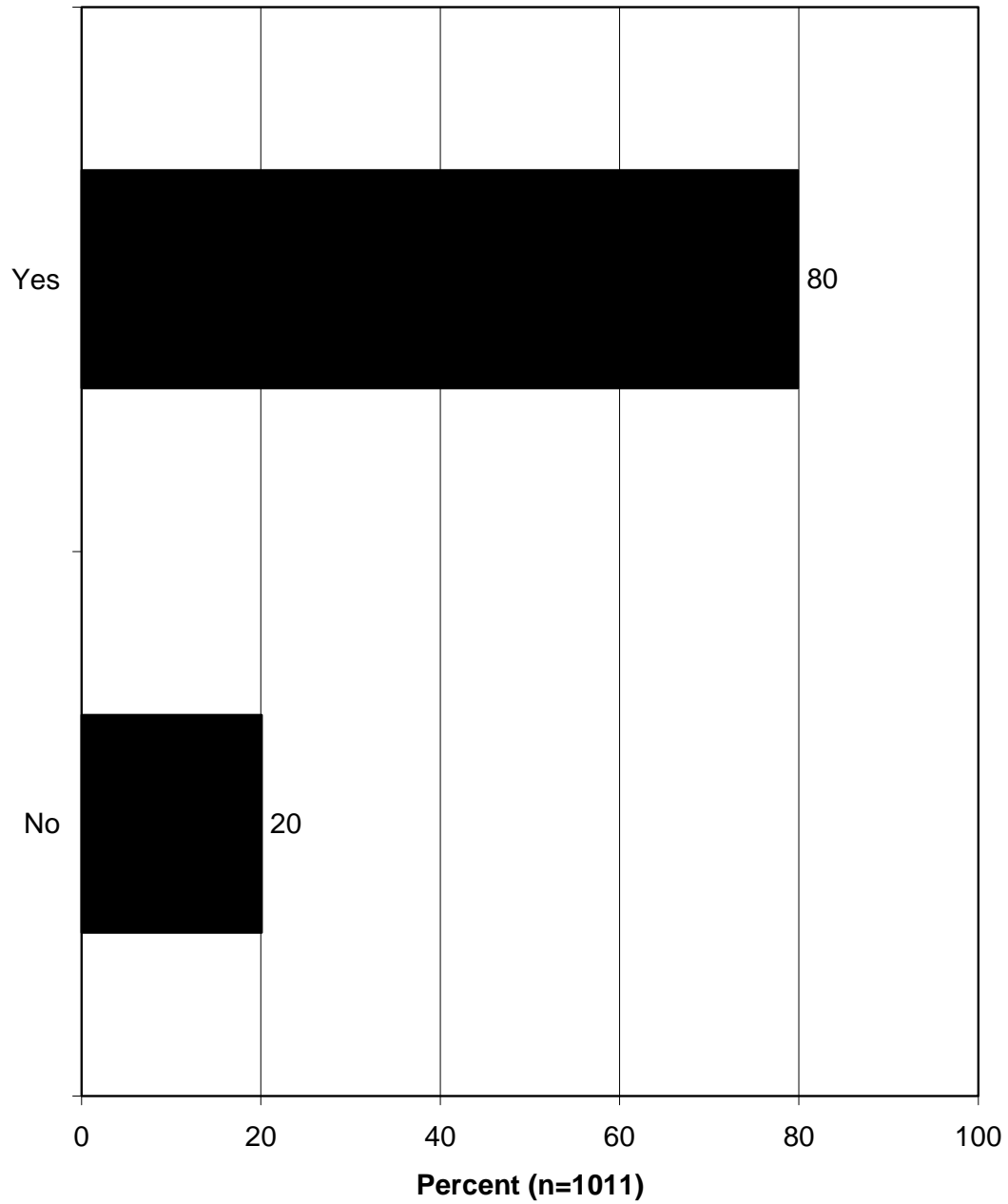
Q36. What percent of all water used in Georgia do you think industry uses?



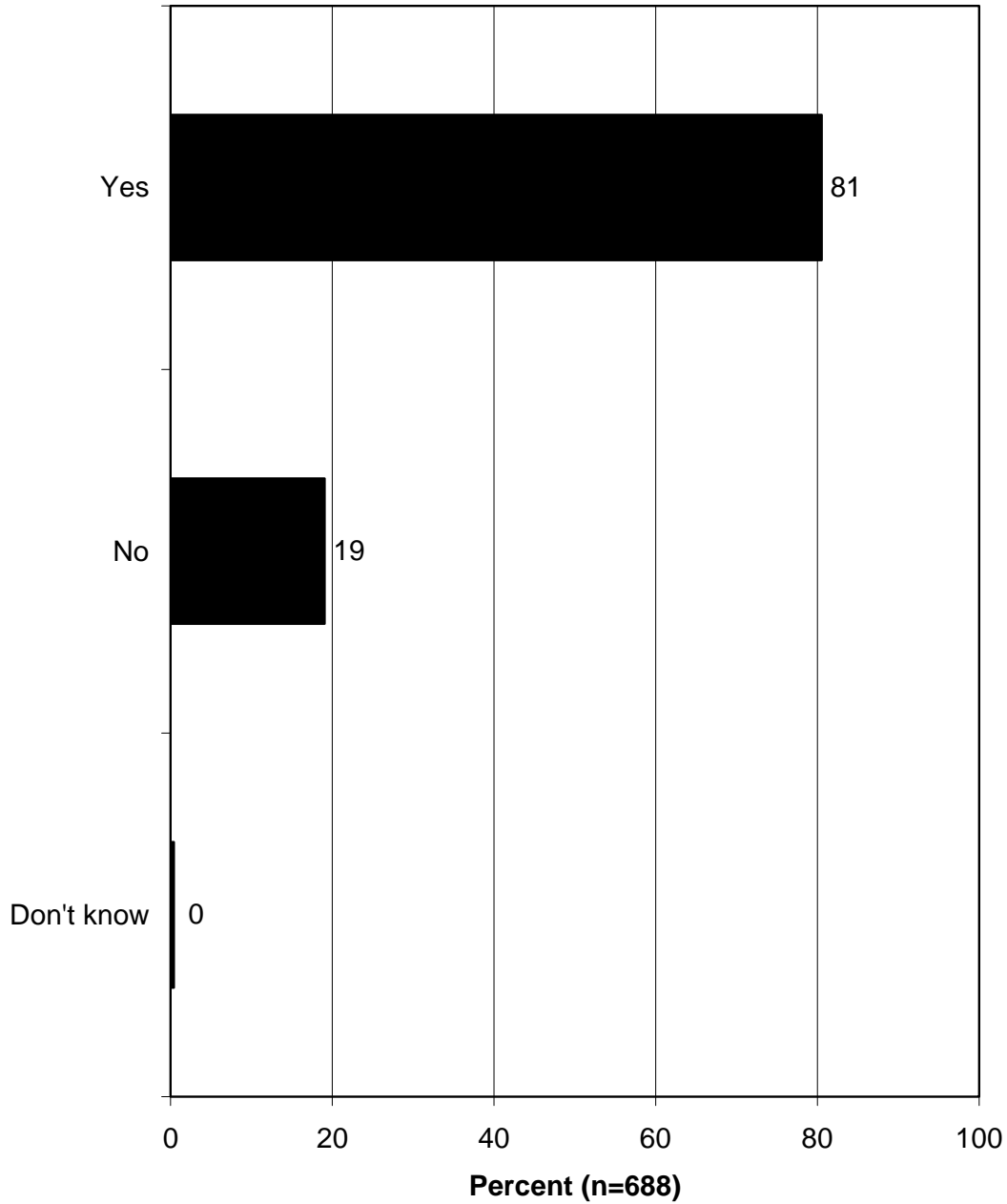
Q39. What are the top three ways that you use water?



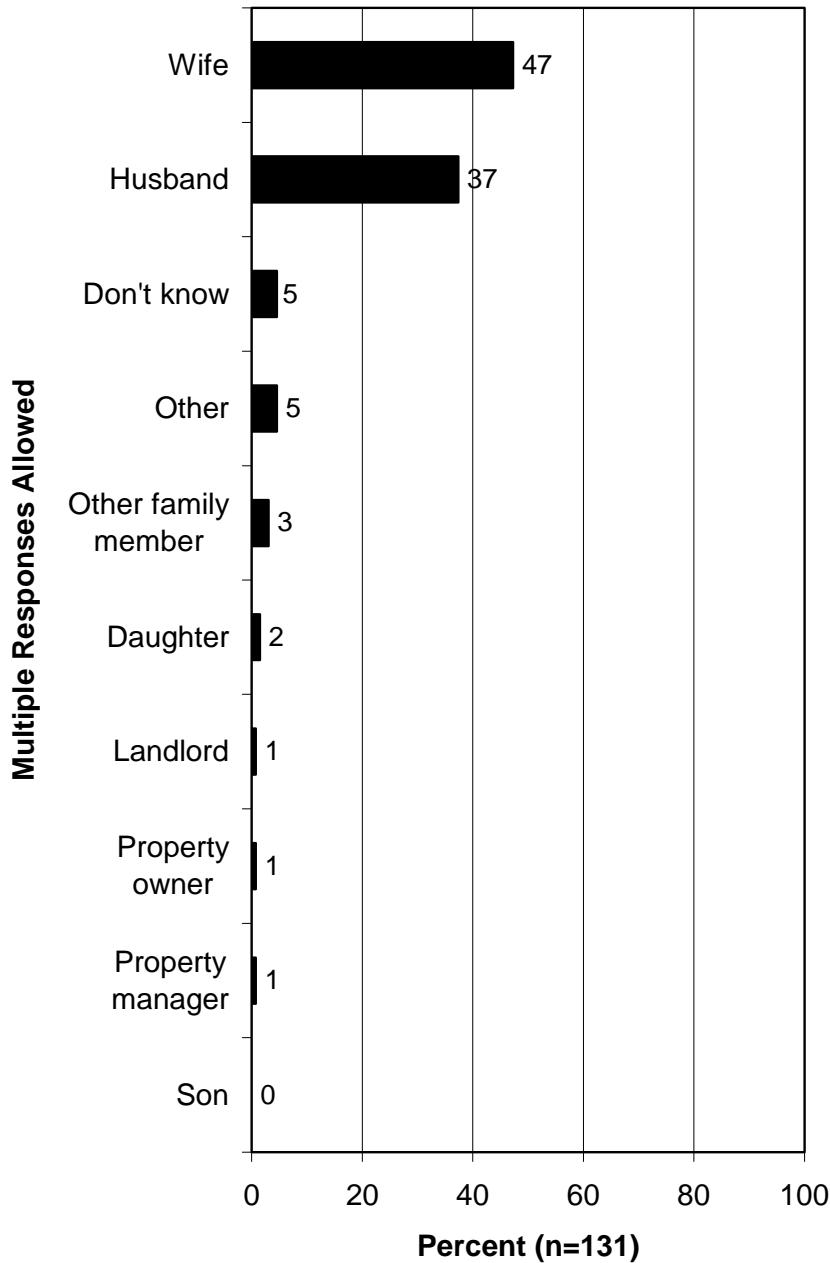
Q57. Are you a homeowner?



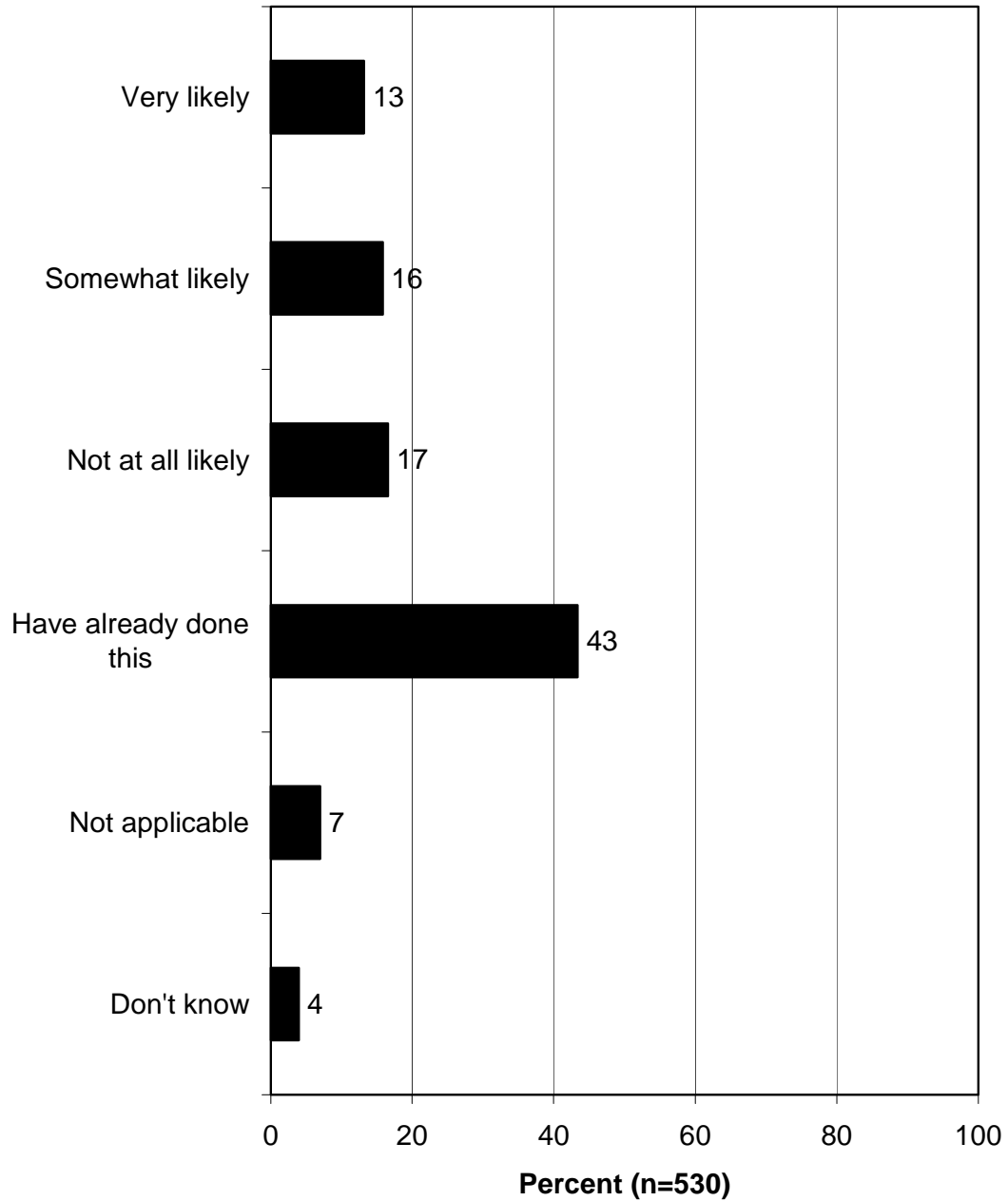
Q59. Are you usually the person to open your water bill? (Asked of those whose residence receives a water bill.)



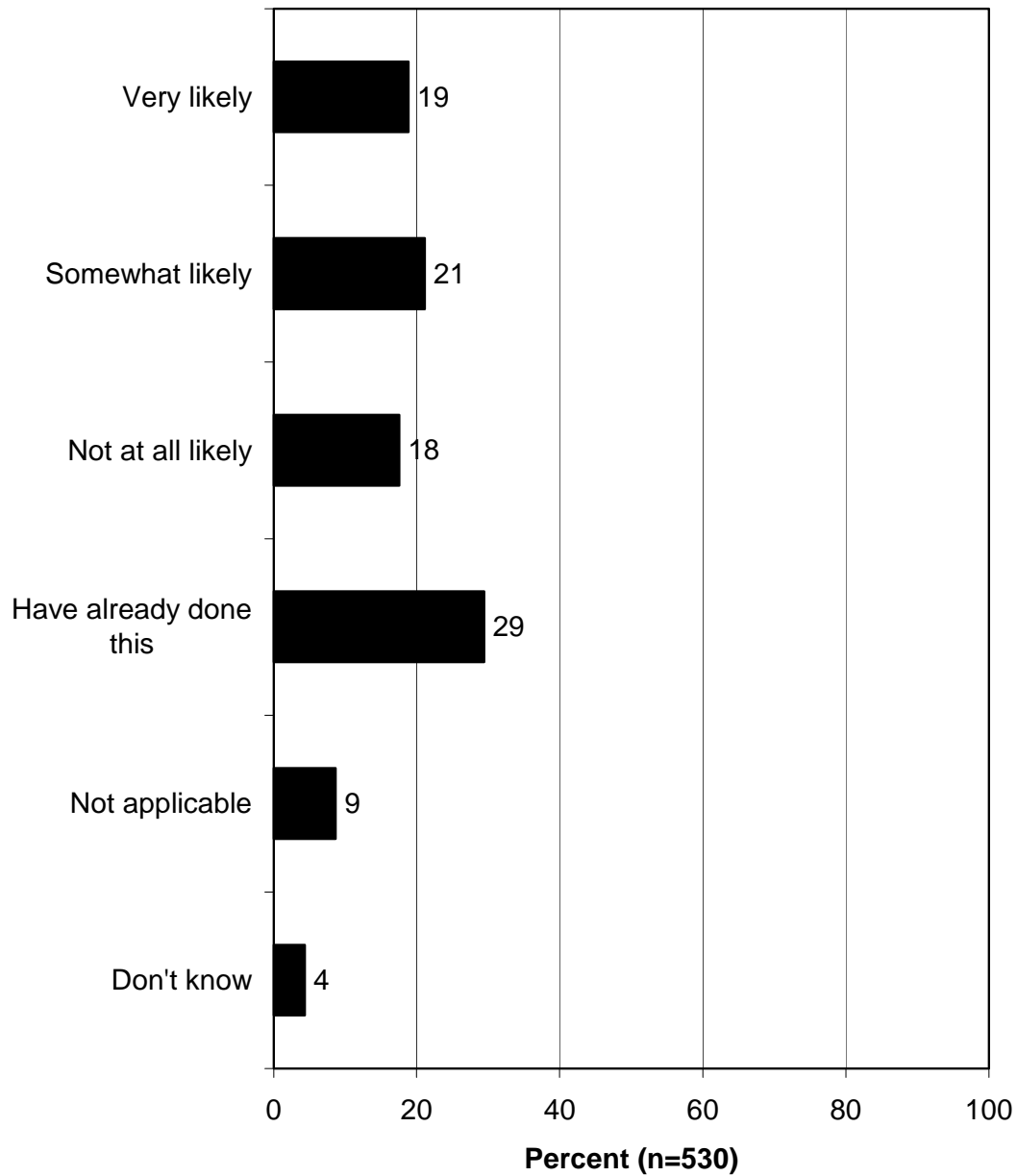
Q61. Who usually opens your water bill? (Asked of those whose residence receives a water bill but who said that they don't personally open the water bill.)



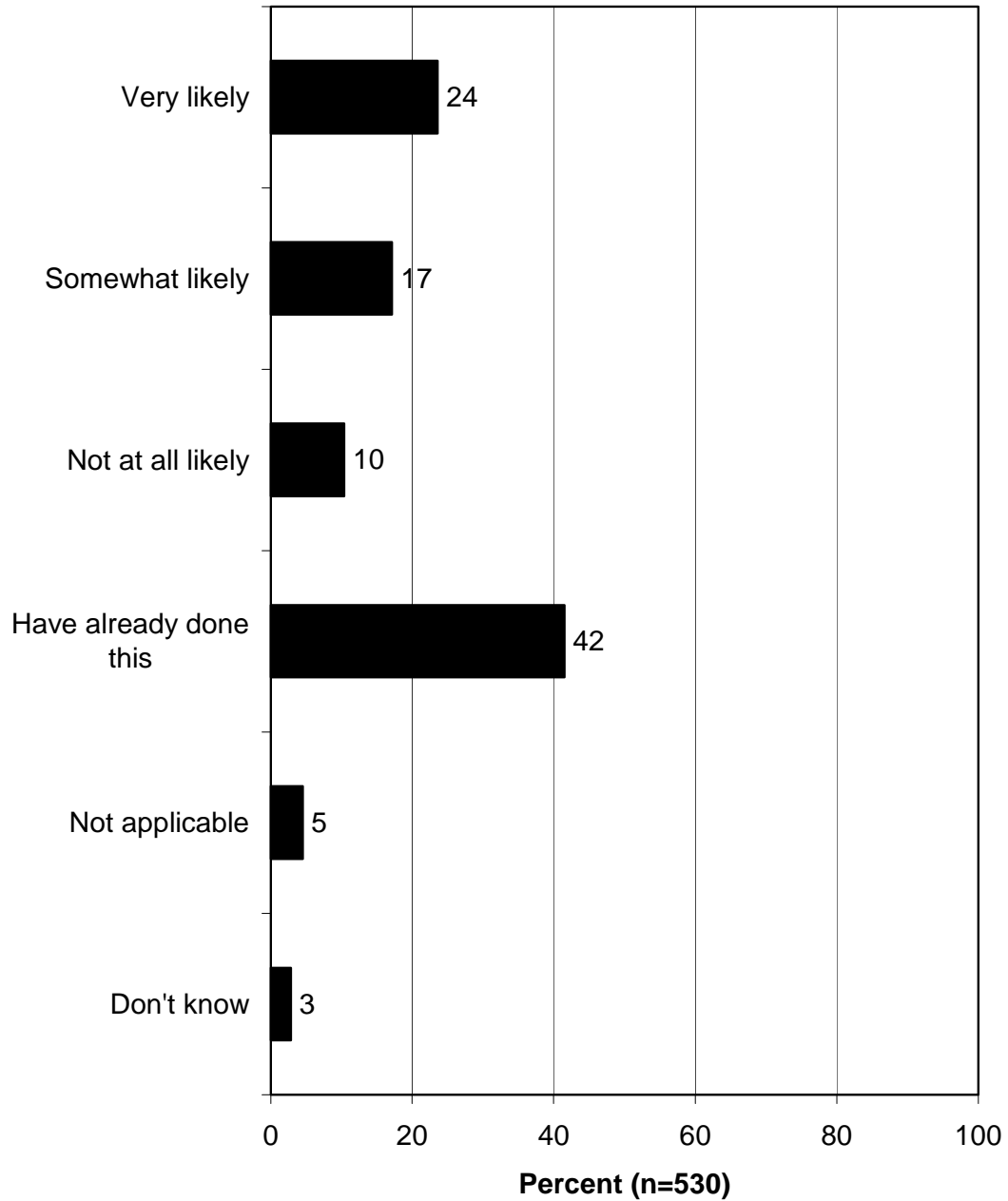
Q70. Would you be likely or unlikely to install low-flow toilets?



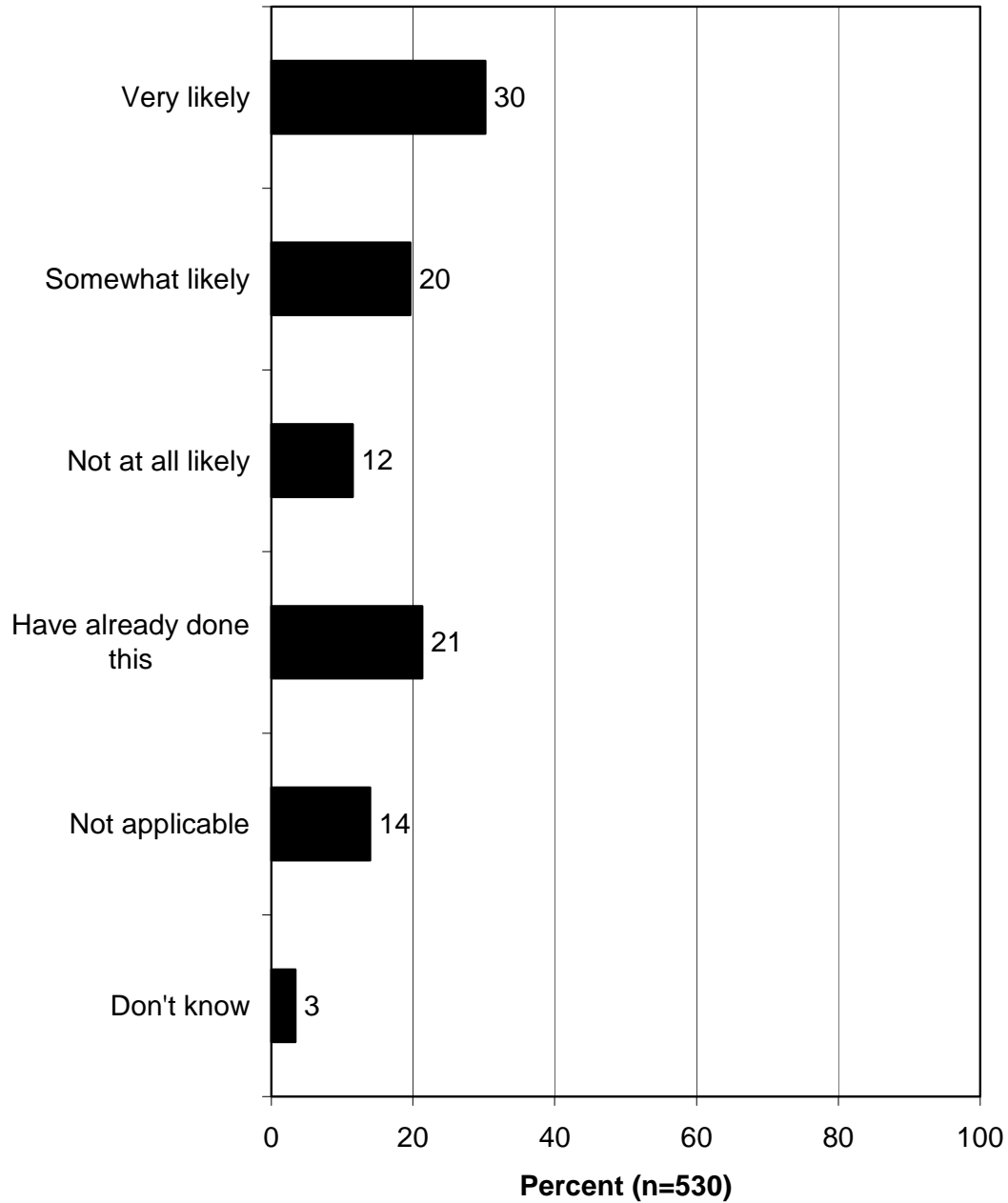
Q71. Would you be likely or unlikely to install water saving devices in your toilet? Water saving devices include things that are installed in the toilet tank that reduce the amount of water used with each flush.



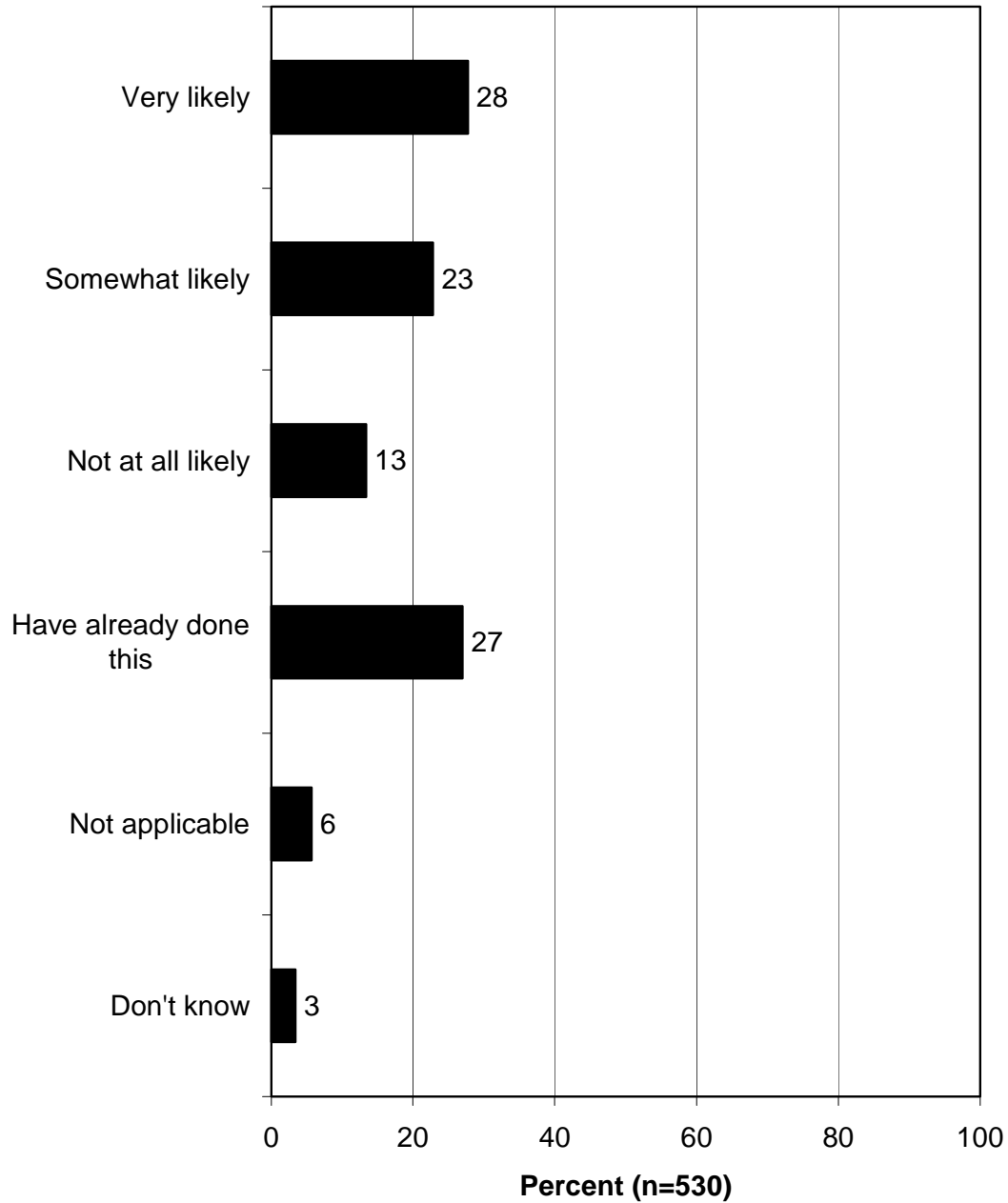
Q72. Would you be likely or unlikely to install water efficient showerheads?



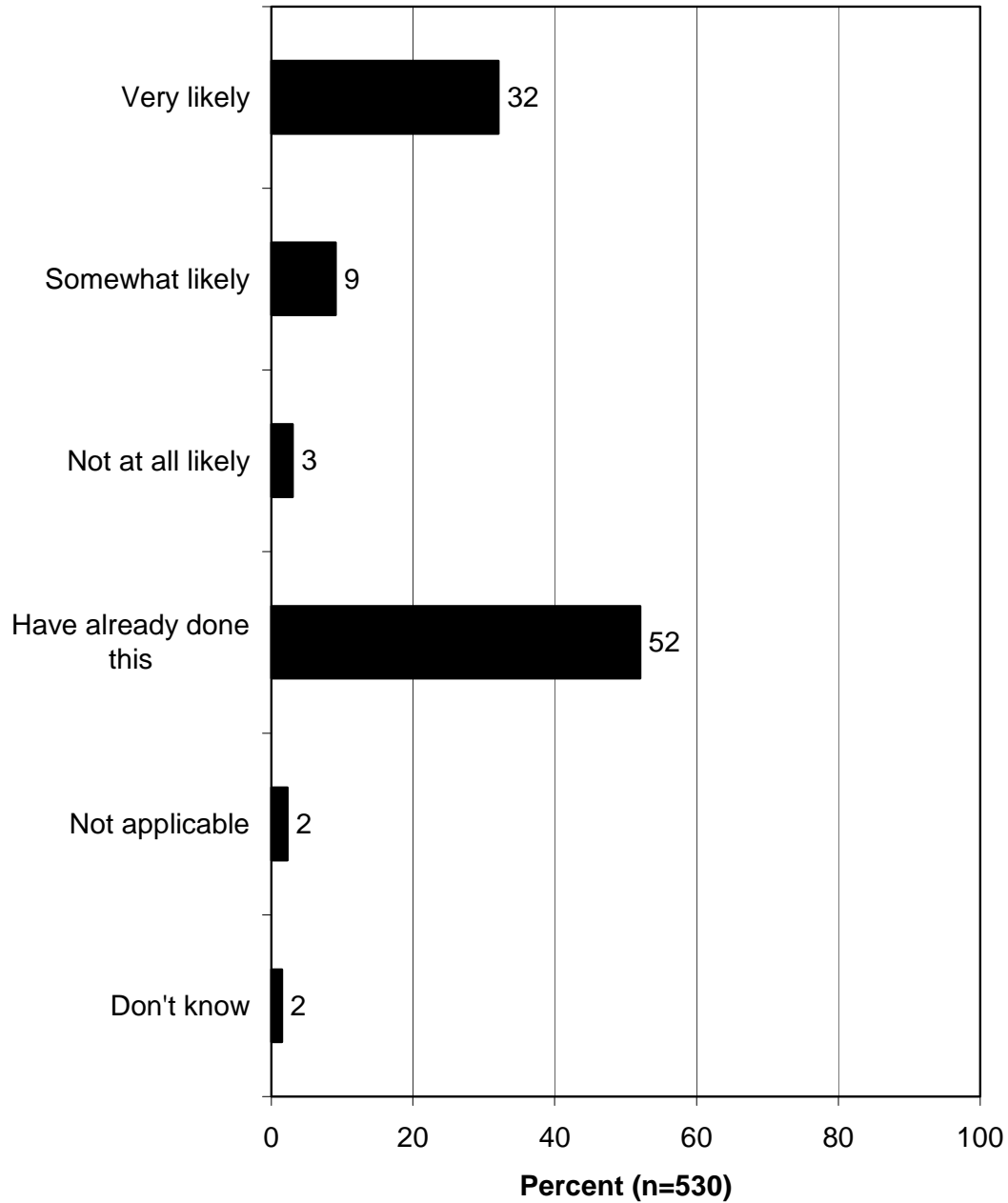
Q73. Would you be likely or unlikely to install water efficient hose nozzles for outside garden hoses?



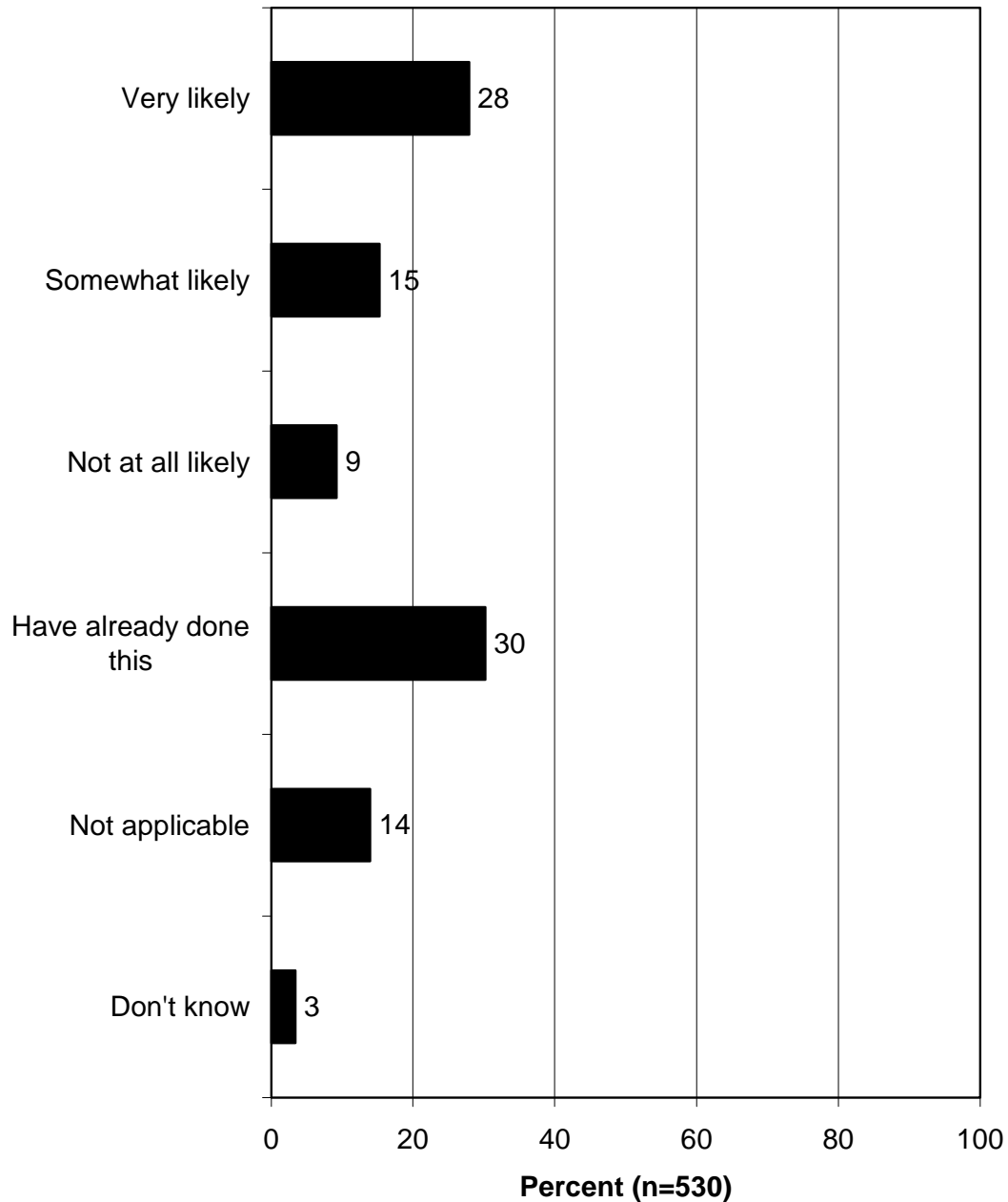
Q74. Would you be likely or unlikely to install water efficient washing machines and dishwashers?



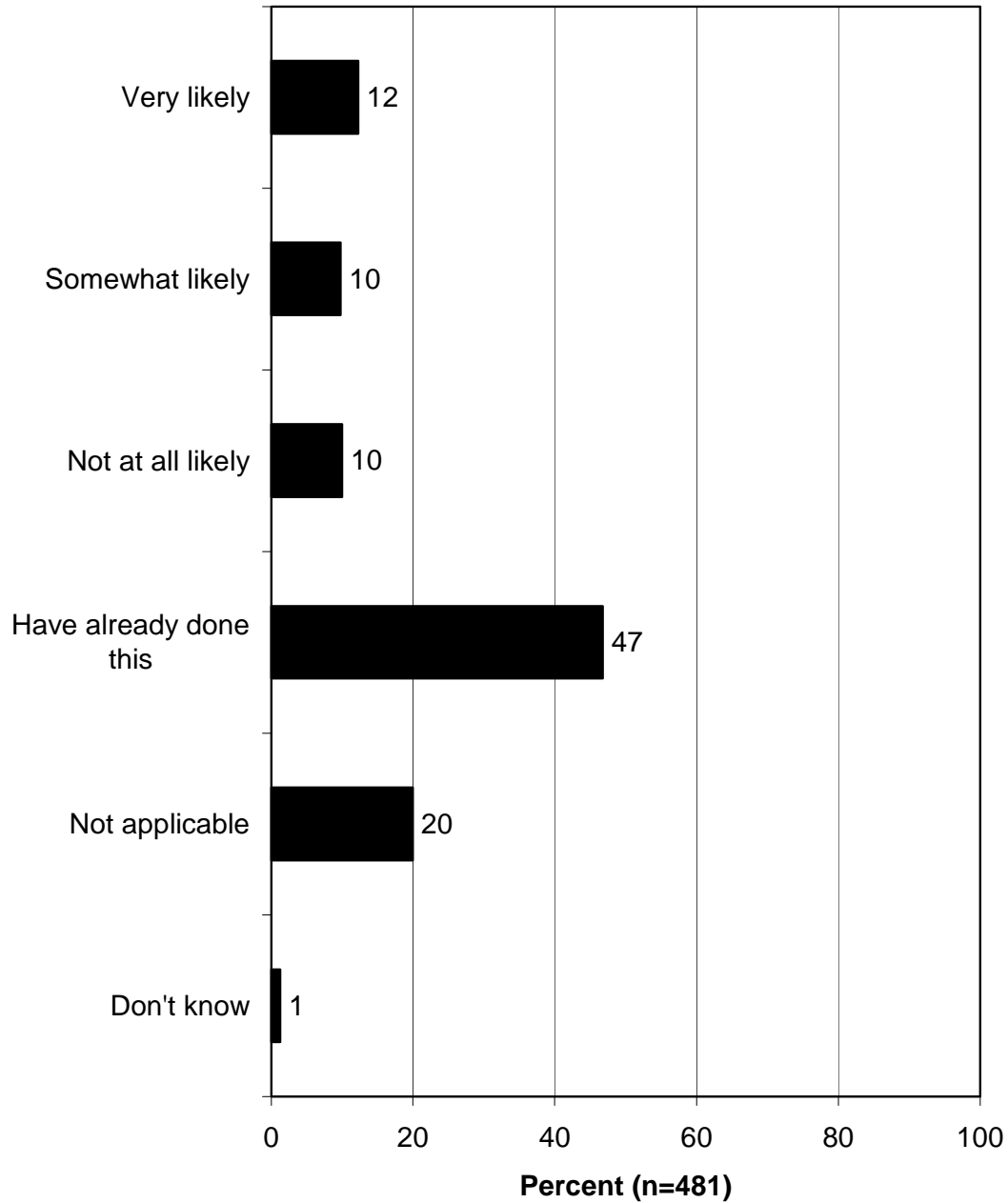
Q75. Would you be likely or unlikely to routinely check fixtures for leaks?



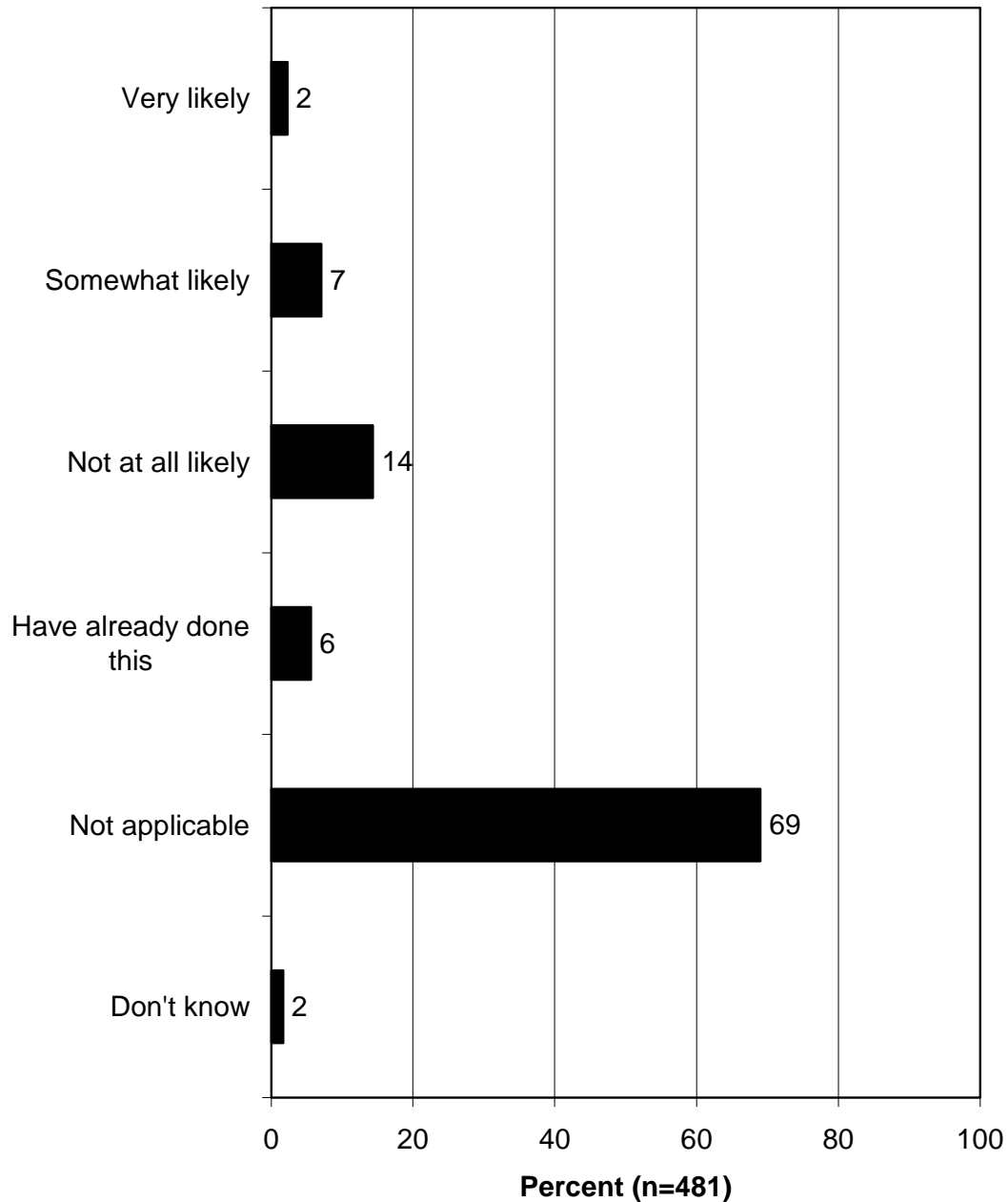
Q76. Would you be likely or unlikely to practice drought-tolerant landscaping (xeriscaping), that is planting plants that don't need a lot of water?



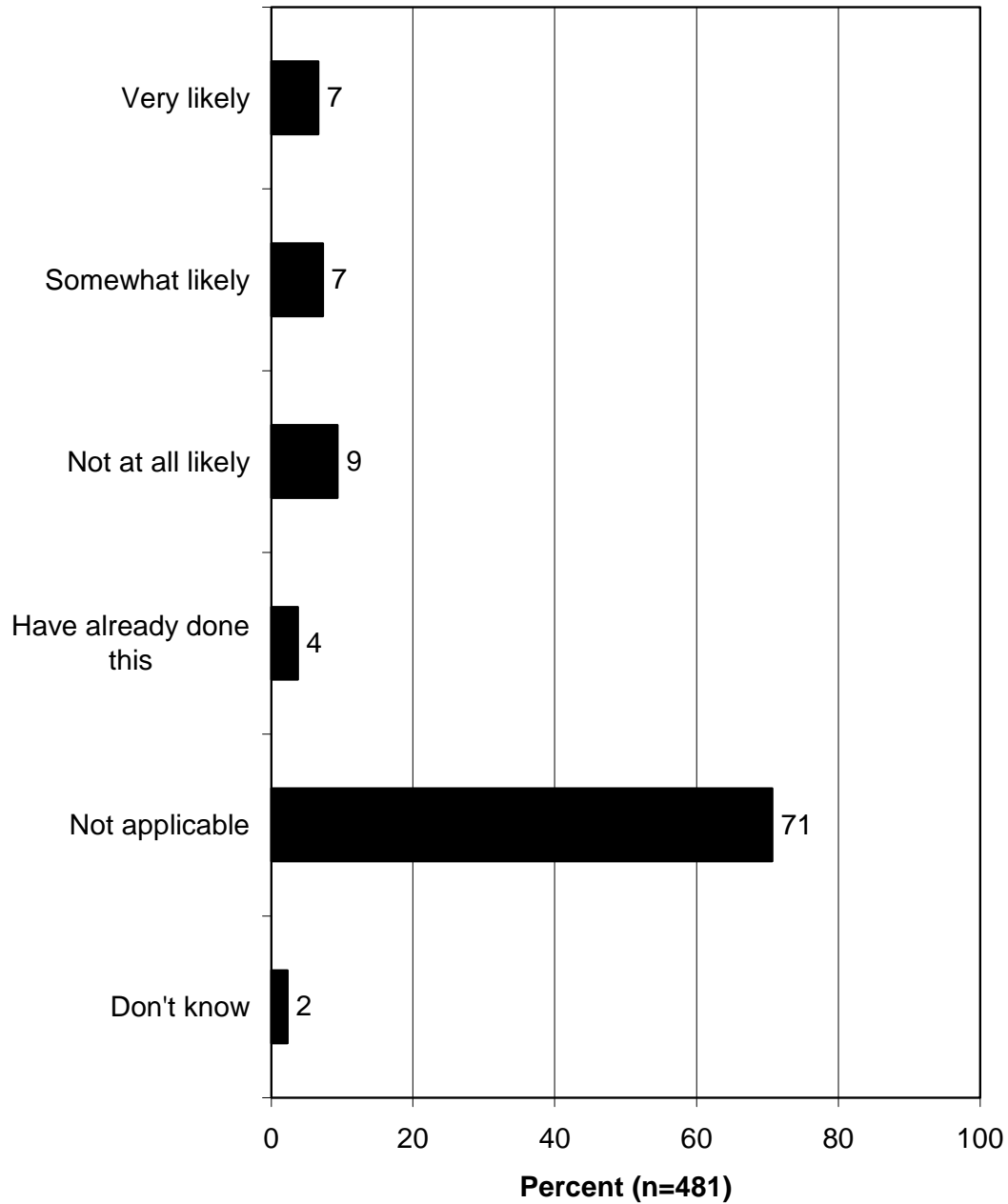
Q77. Would you be likely or unlikely to water your lawn infrequently?



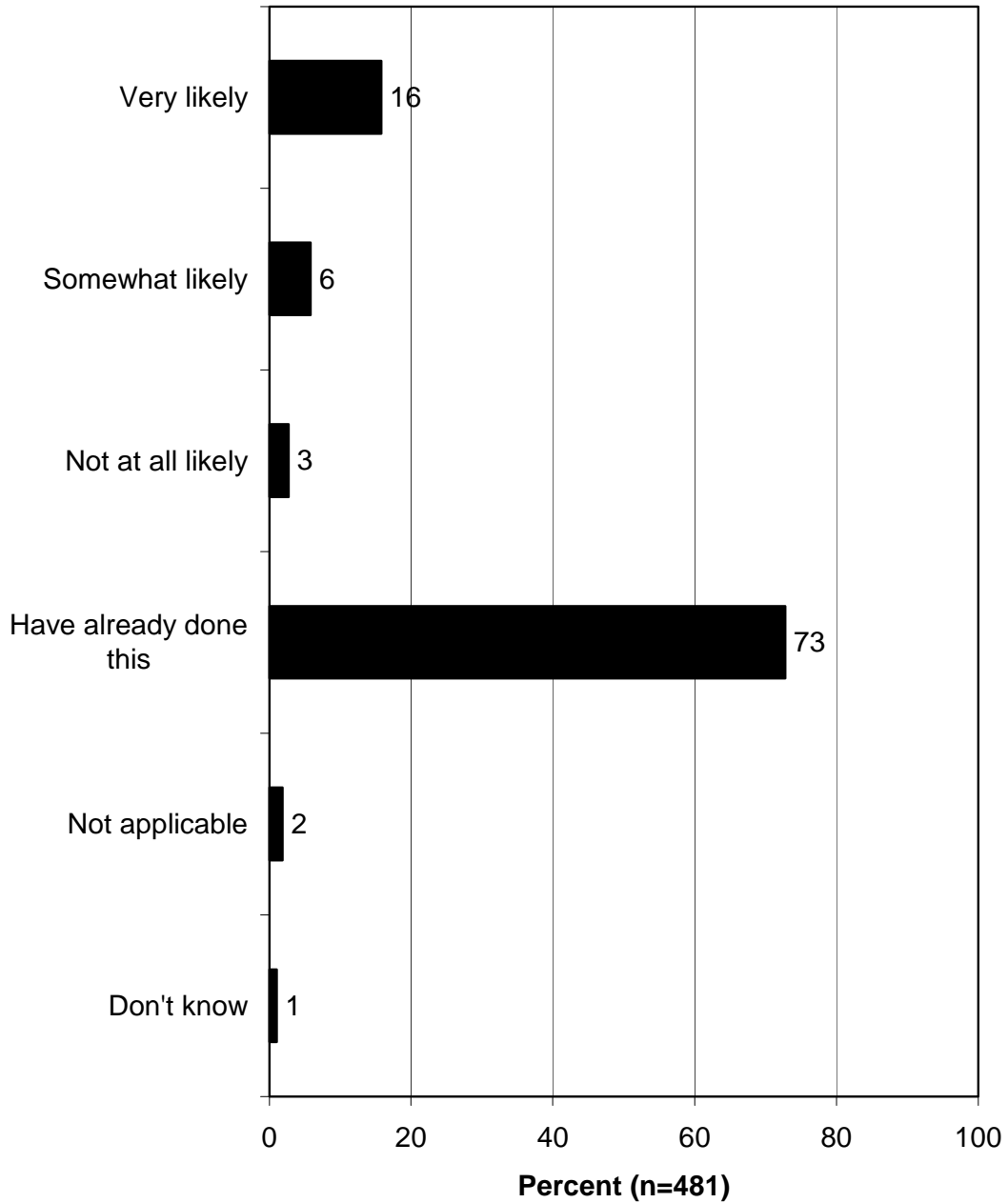
Q78. Would you be likely or unlikely to replace your current irrigation system with a drip irrigation system for your lawn or garden?



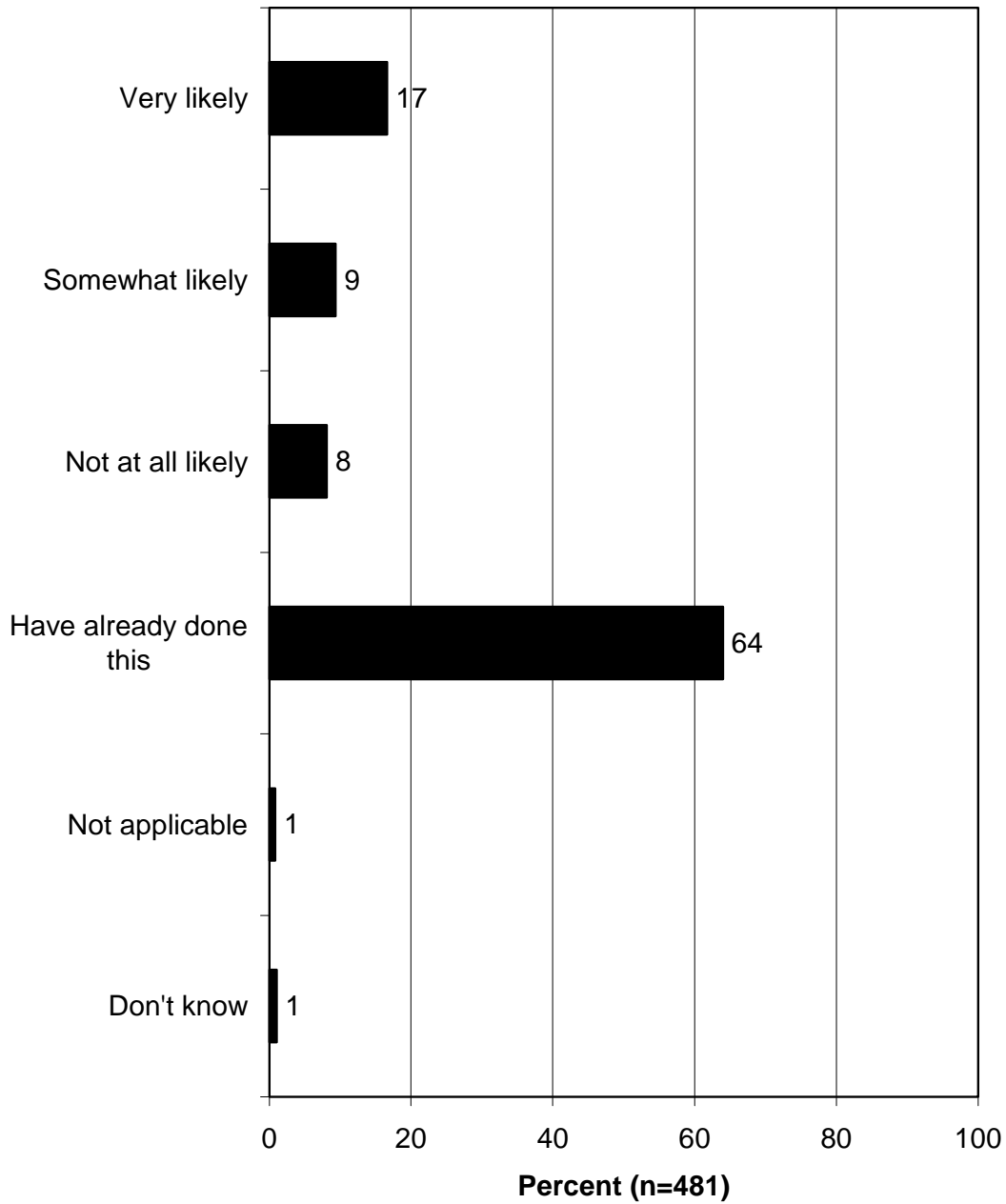
Q79. Would you be likely or unlikely to install a rain sensor on your irrigation system? Rain sensors detect natural rainfall and shut the irrigation system off automatically.



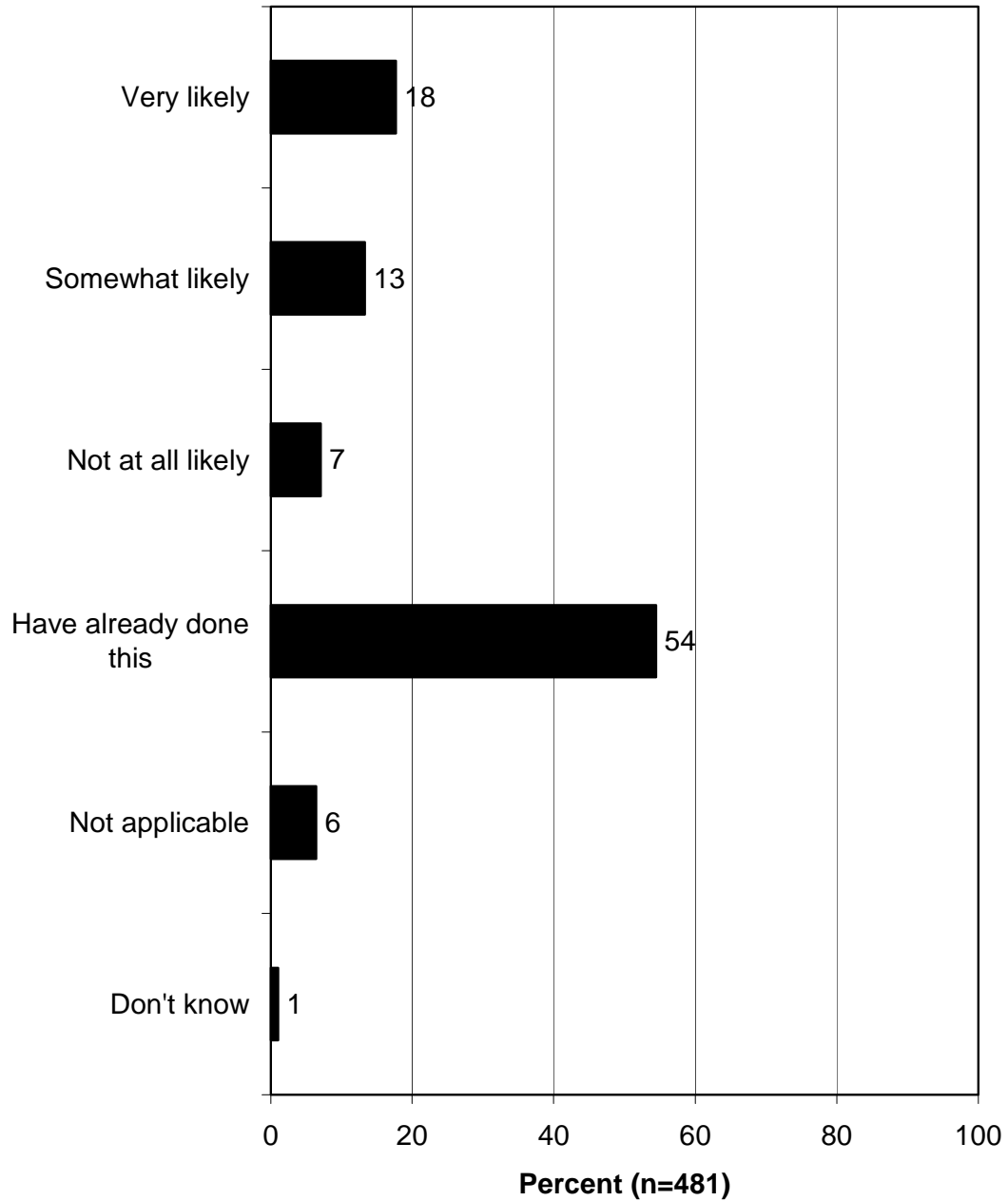
Q80. Would you be likely or unlikely to wash only full loads of clothes and dishes?



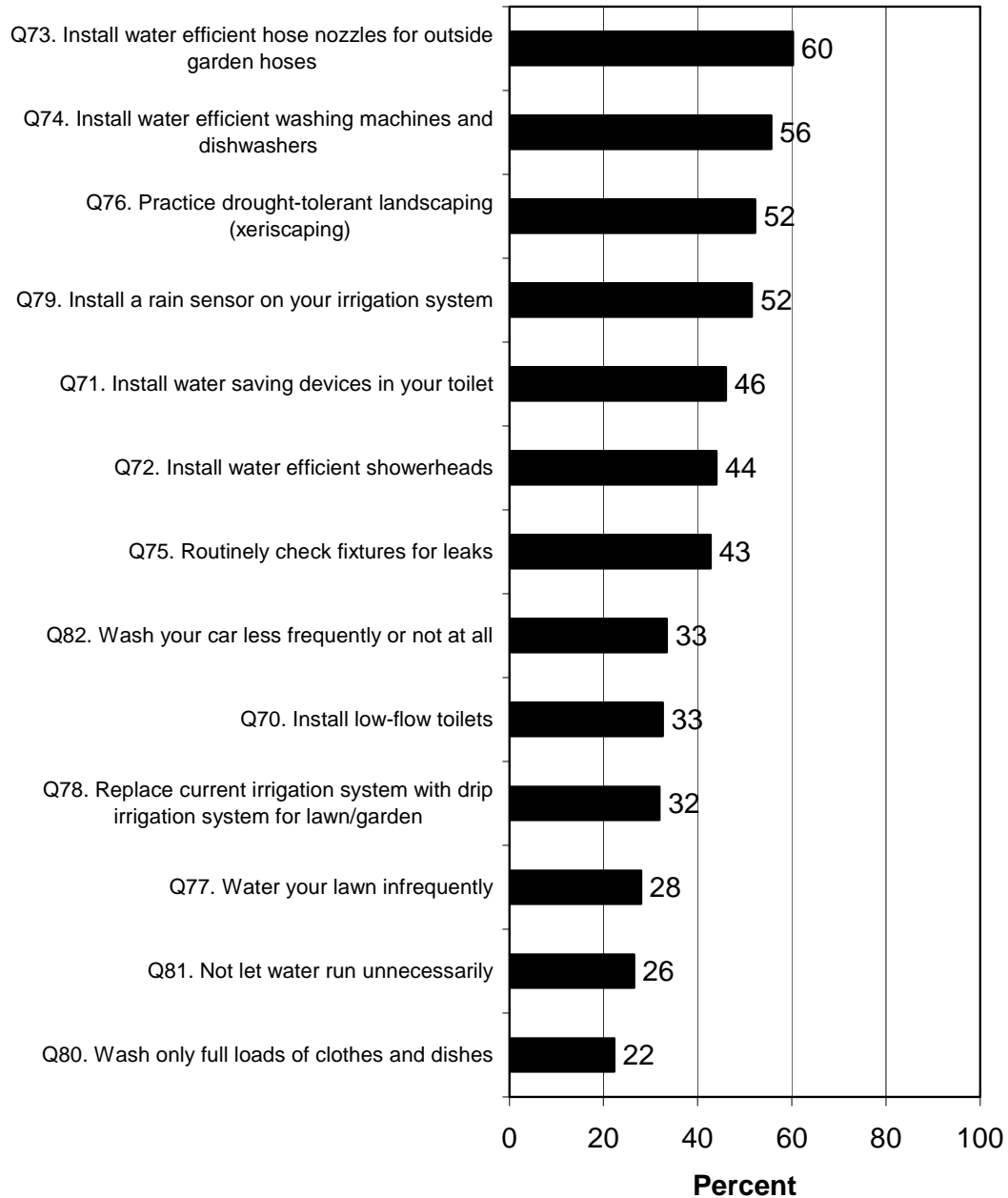
Q81. Would you be likely or unlikely to not let water run unnecessarily (for example, while brushing your teeth)?



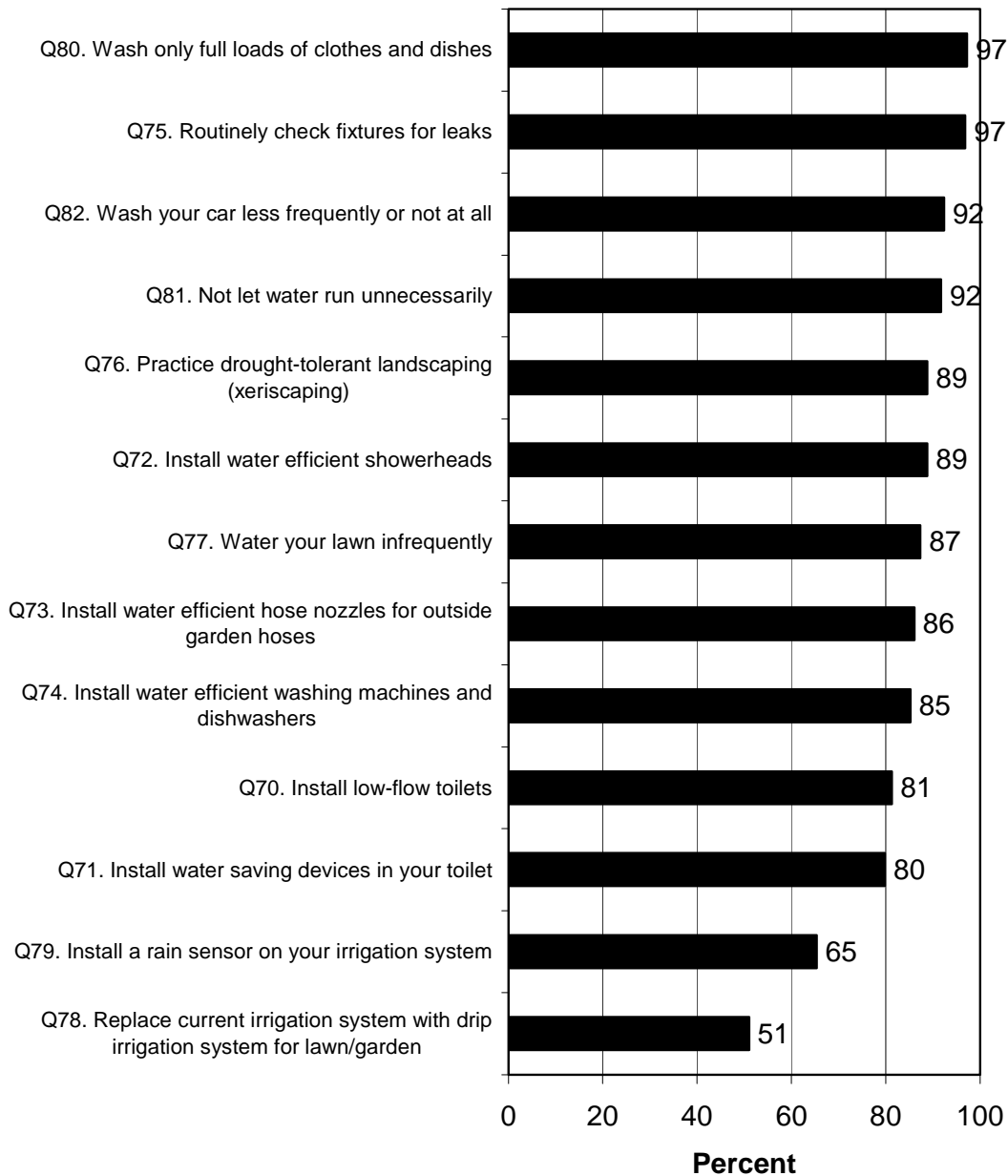
Q82. Would you be likely or unlikely to wash your car less frequently or not at all?



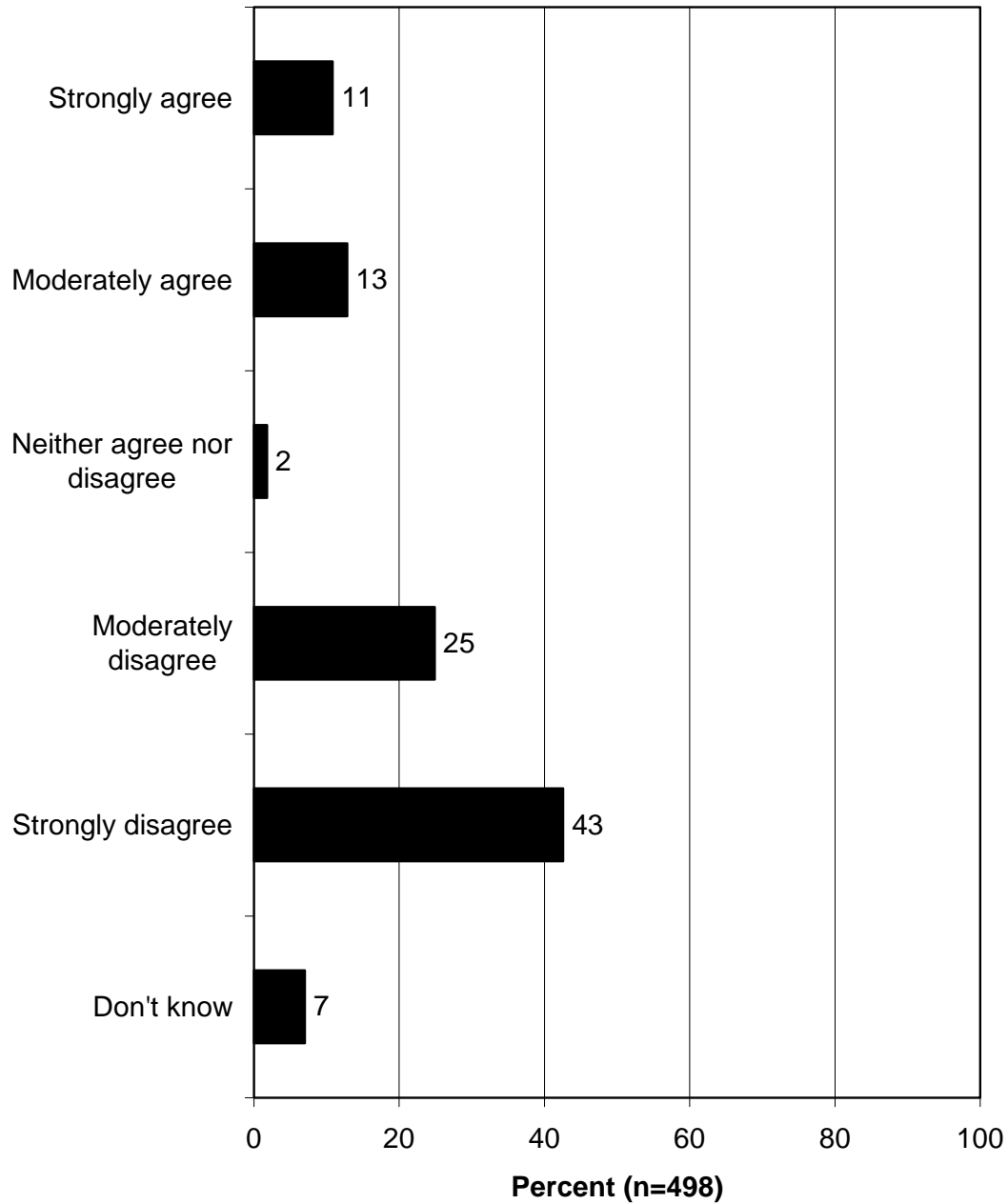
Q70-82. Percent who said they would be very or somewhat likely to do the following water conservation efforts. (Excluding those who answered "Not applicable" or "Don't know.")



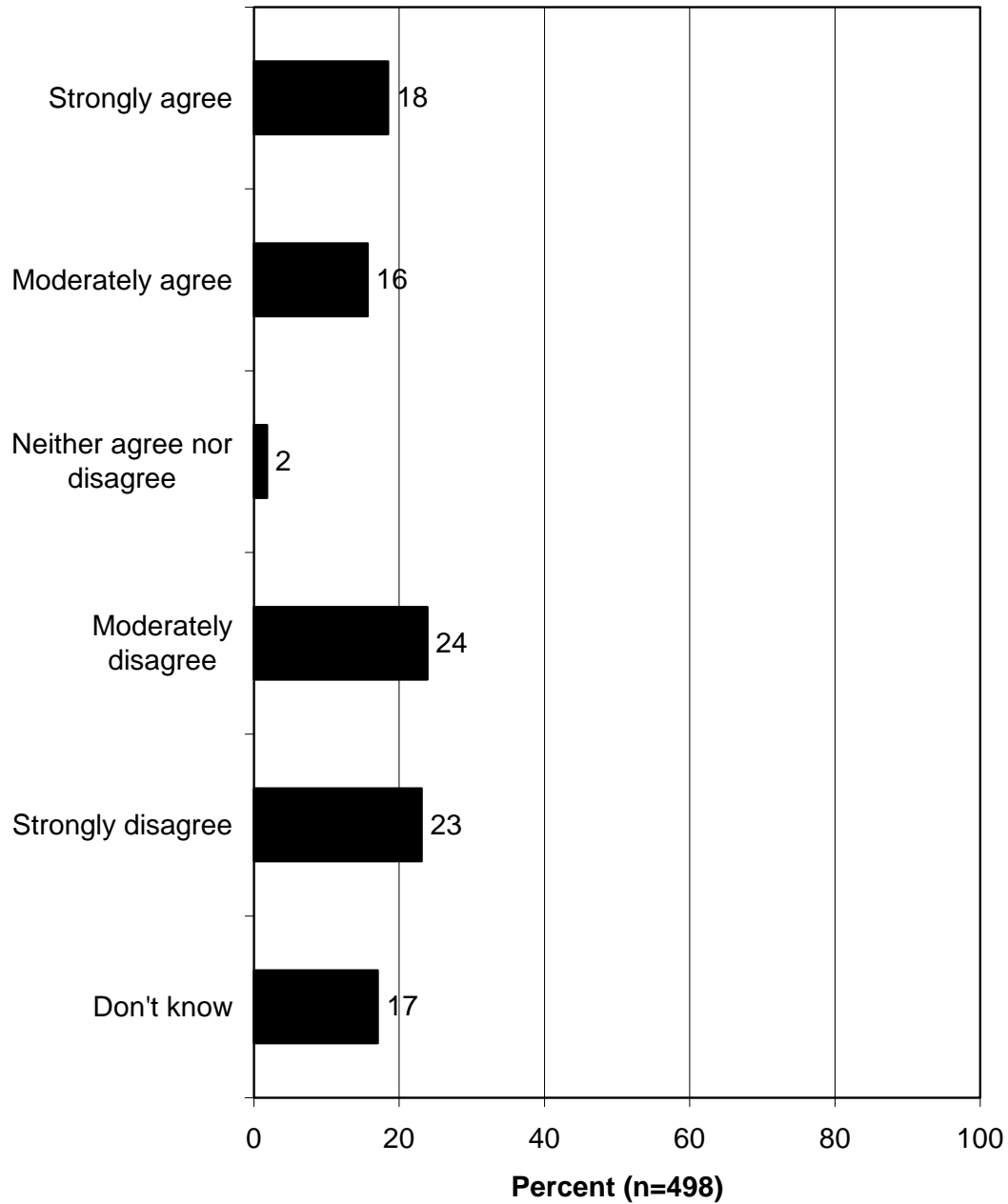
Q70-82. Percent who said they are very or somewhat likely to do or have already done the following water conservation efforts. (Excluding those who answered "Not applicable" or "Don't know.")



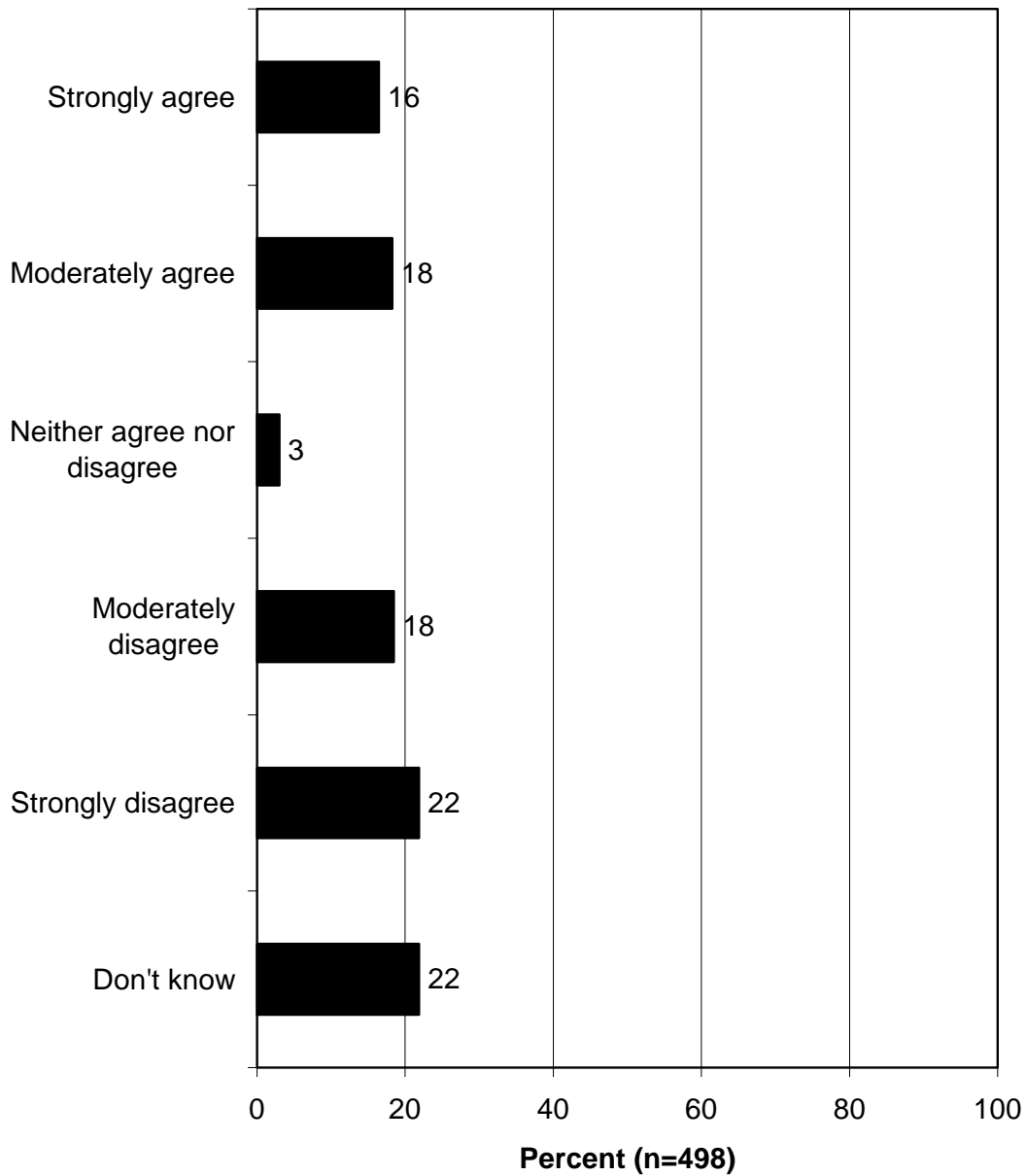
Q85. I don't think there is a water quantity problem in Georgia. Do you agree or disagree that this is a reason preventing you from conserving water in Georgia?



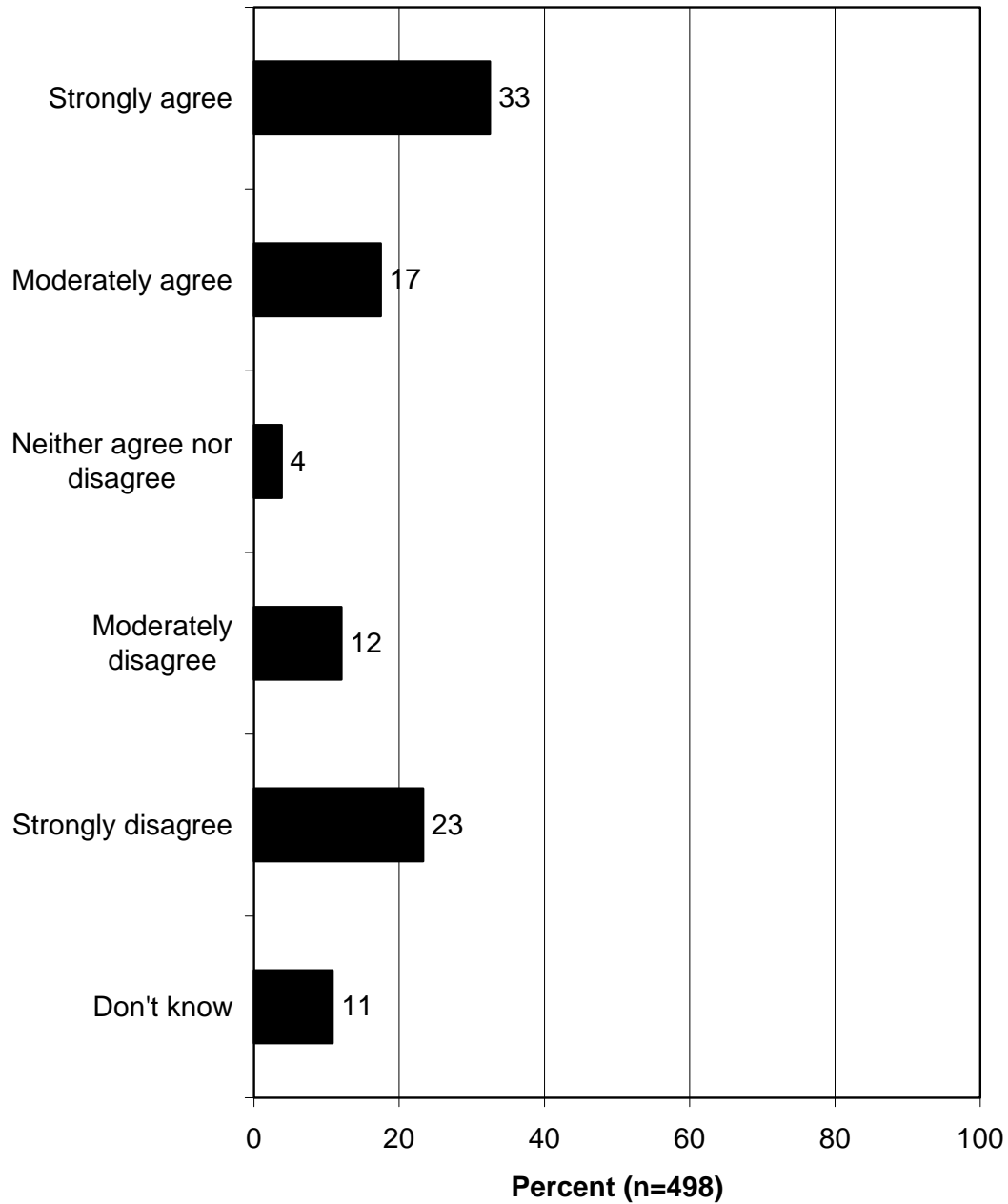
Q86. I don't think the state government itself is doing enough to conserve water. Do you agree or disagree that this is a reason preventing you from conserving water in Georgia?



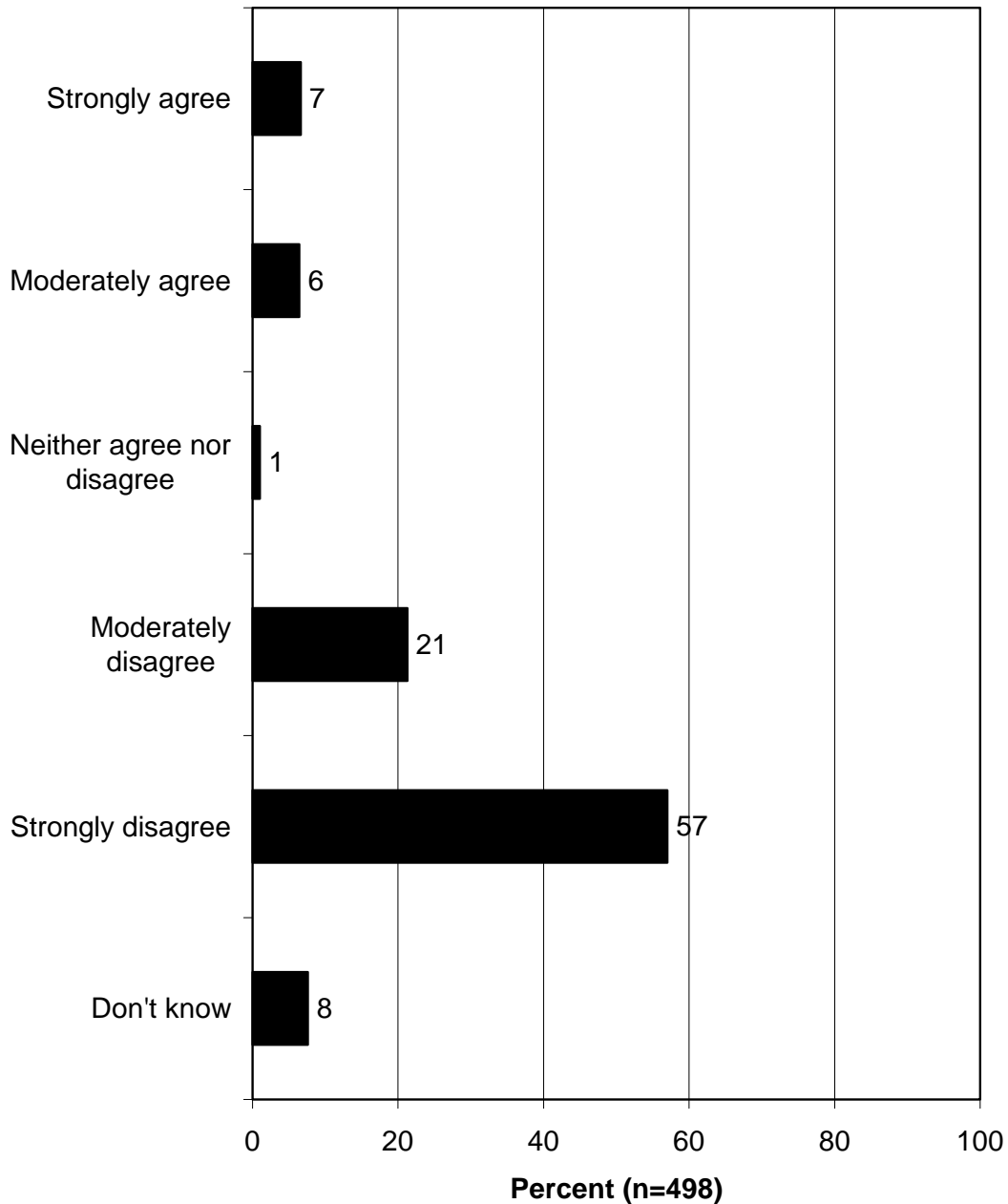
Q87. I don't think the state has an adequate statewide water conservation plan in place. Do you agree or disagree that this is a reason preventing you from conserving water in Georgia?



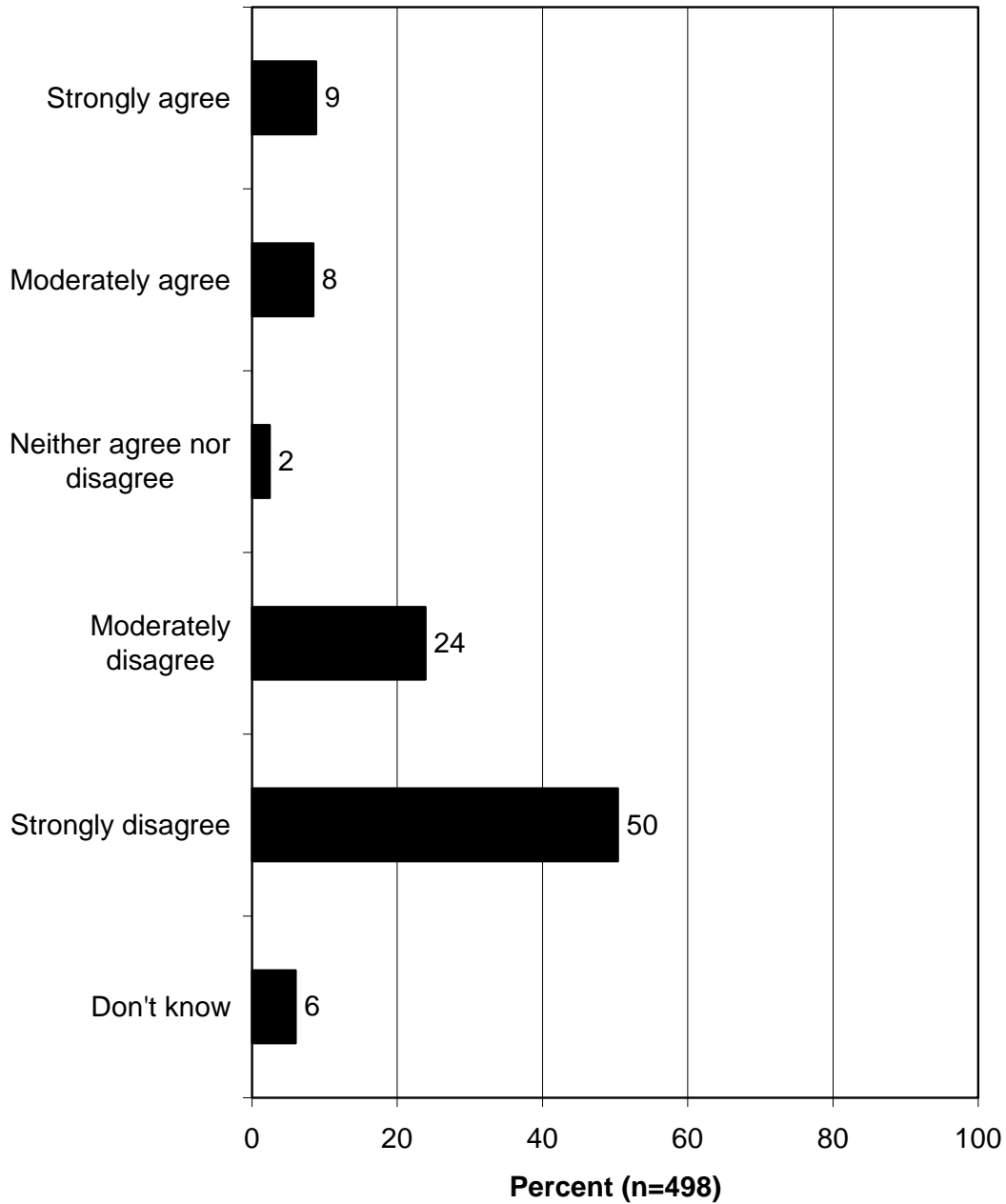
Q88. I never receive any information on whether my water conservation efforts are helpful. Do you agree or disagree that this is a reason preventing you from conserving water in Georgia?



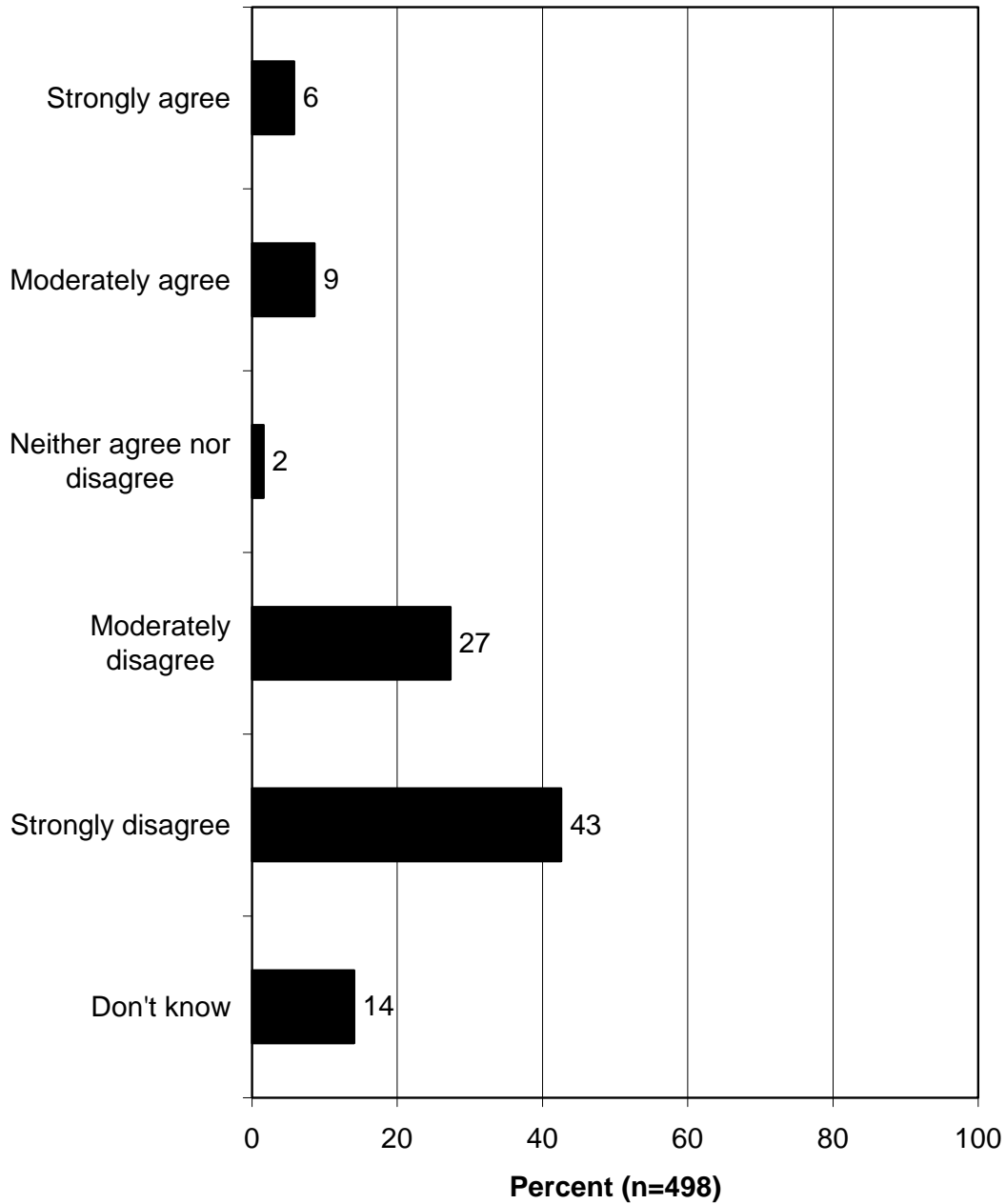
Q89. I don't think that water conservation efforts work. Do you agree or disagree that this is a reason preventing you from conserving water in Georgia?



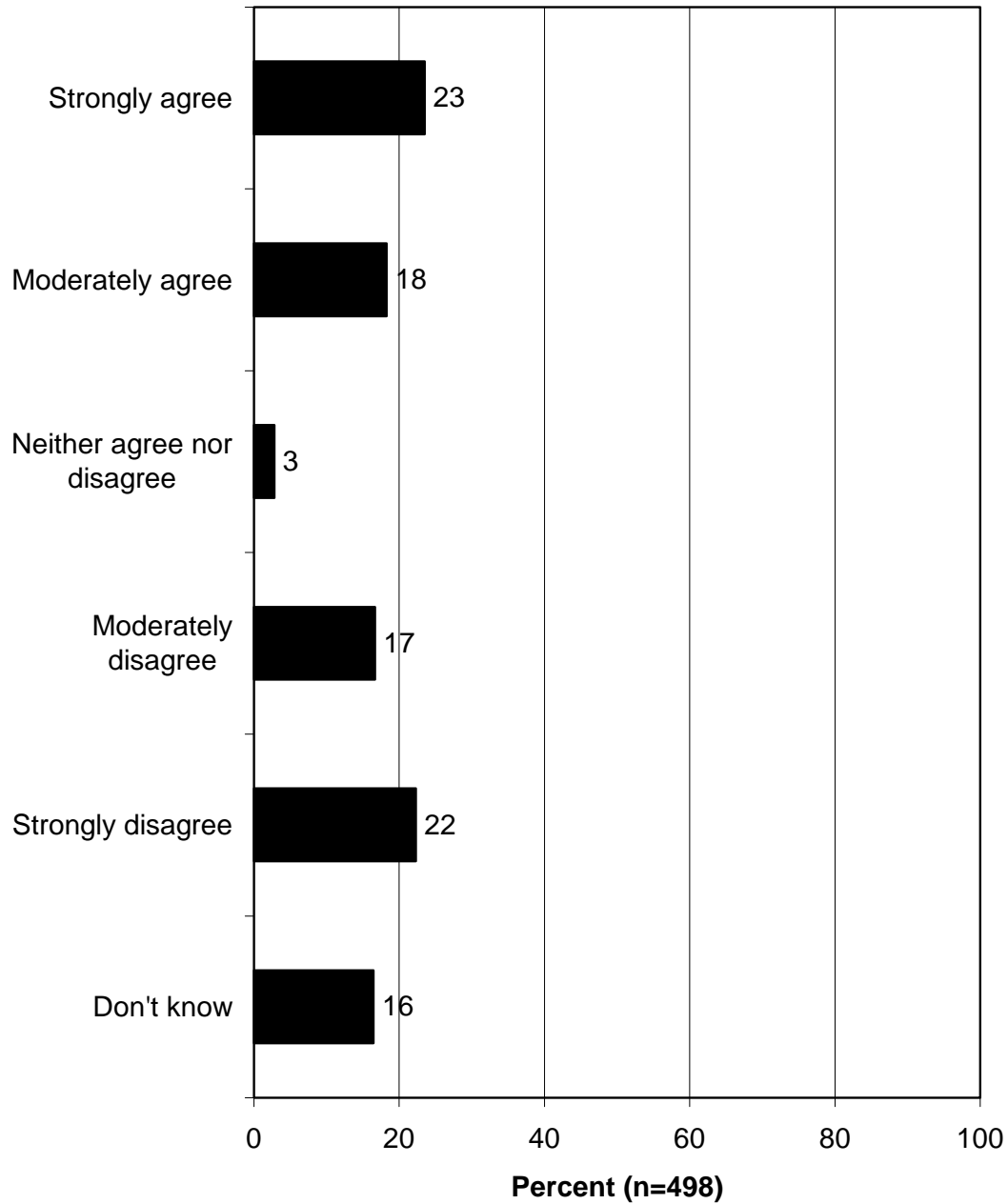
Q90. I don't think that individuals/residential users use that much water. Do you agree or disagree that this is a reason preventing you from conserving water in Georgia?



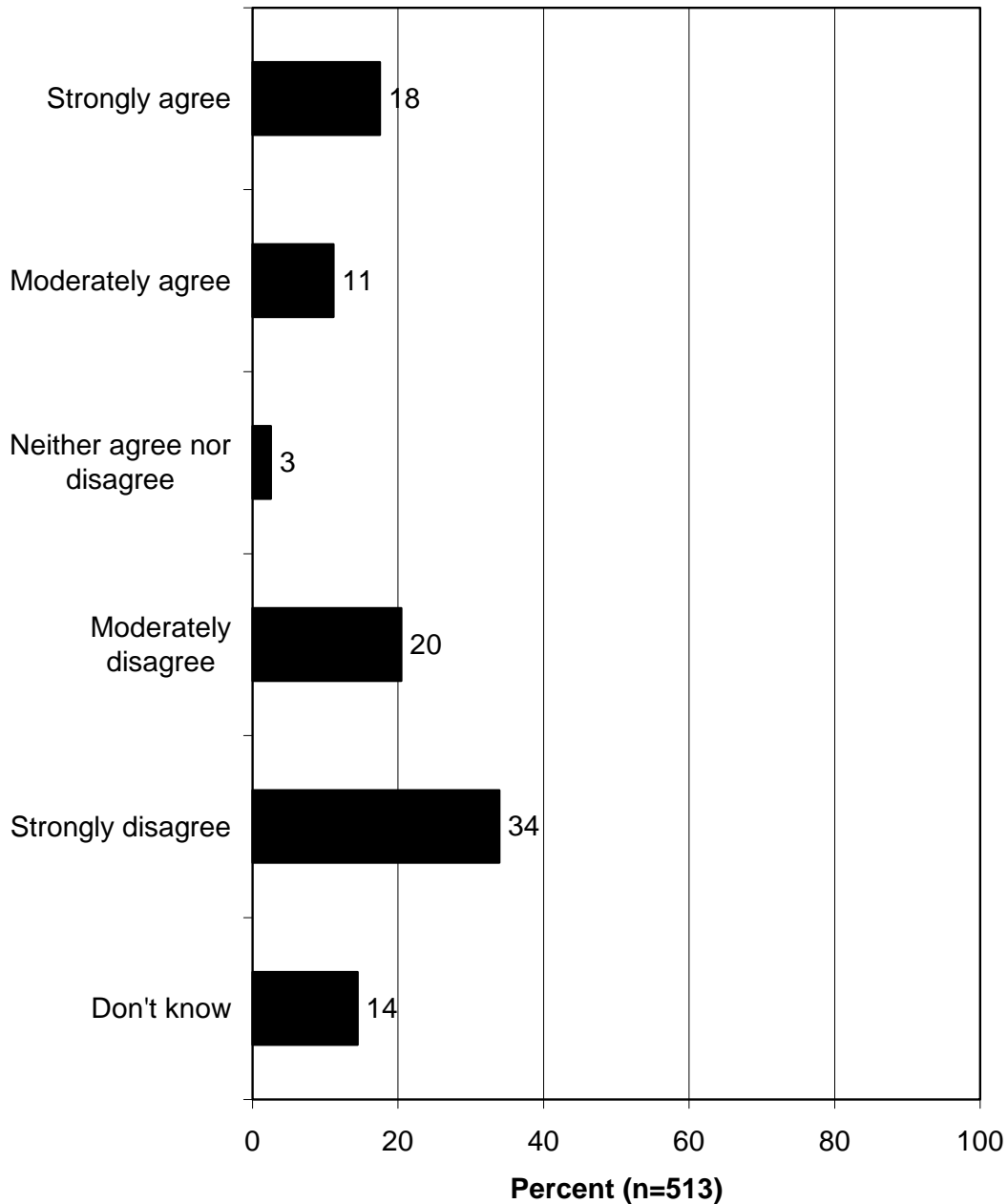
Q91. I think that agriculture/farming uses too much water. Do you agree or disagree that this is a reason preventing you from conserving water in Georgia?



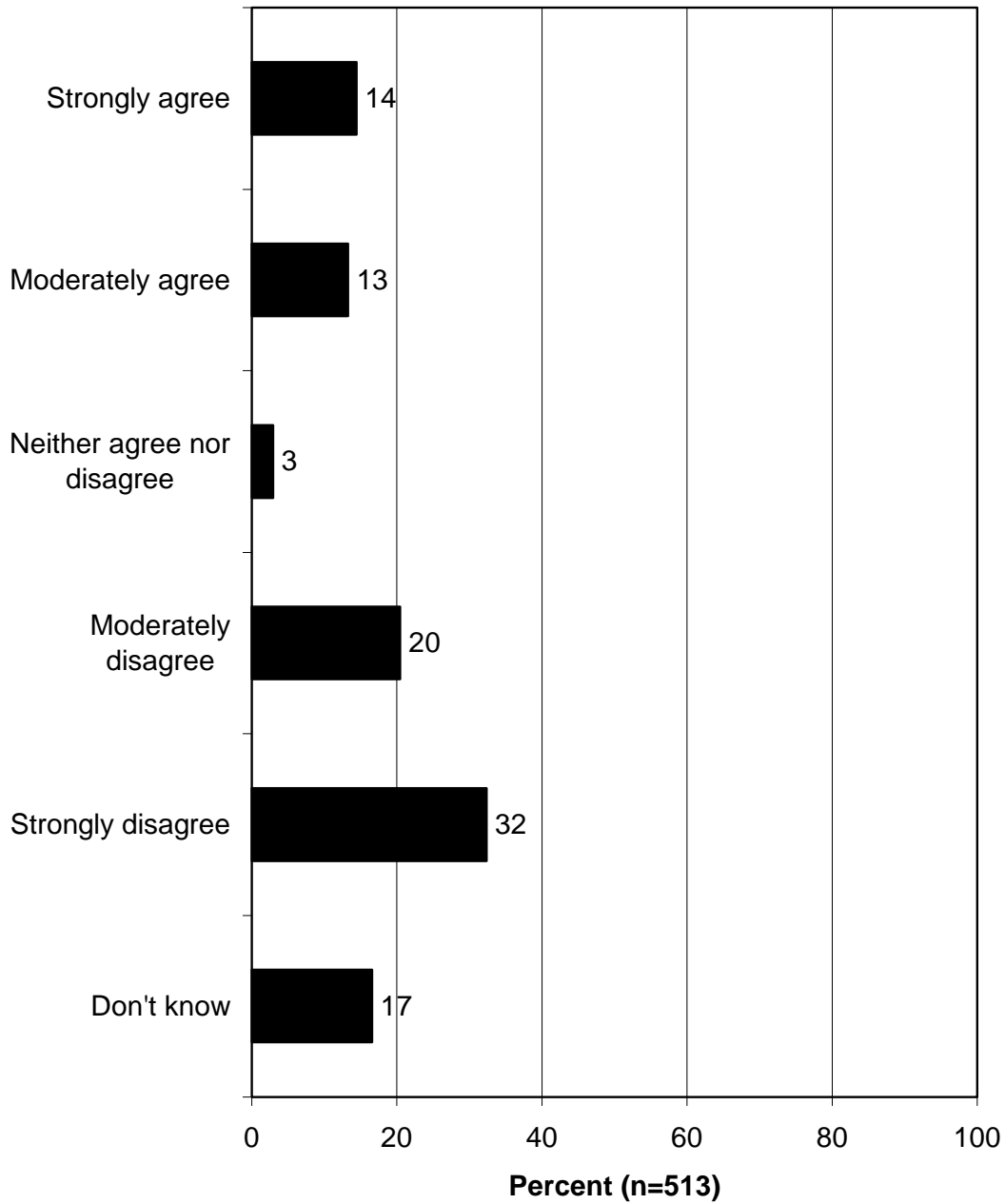
Q92. I think that businesses and commercial establishments use too much water. Do you agree or disagree that this is a reason preventing you from conserving water in Georgia?



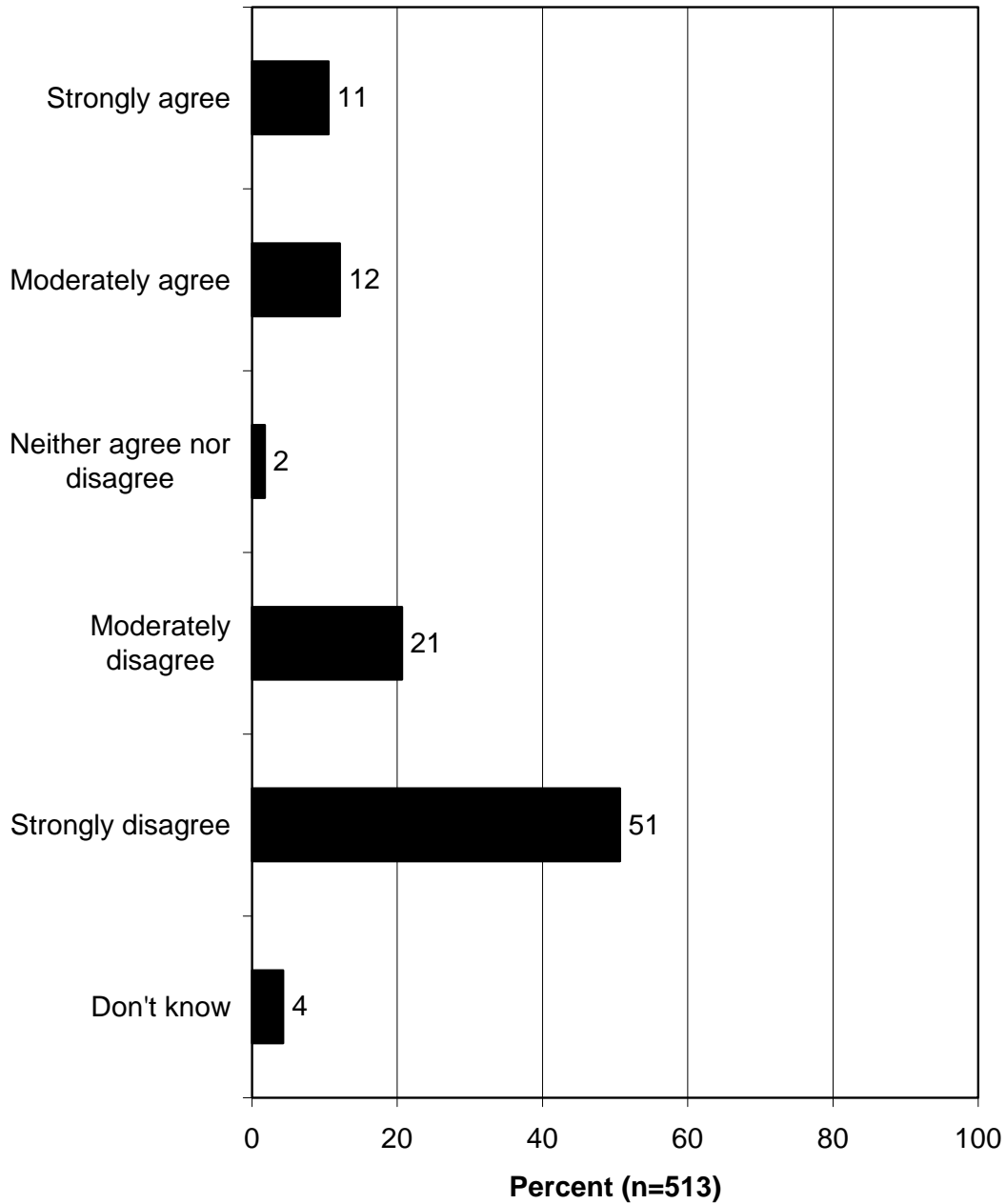
Q93. I think that industry uses too much water. Do you agree or disagree that this is a reason preventing you from conserving water in Georgia?



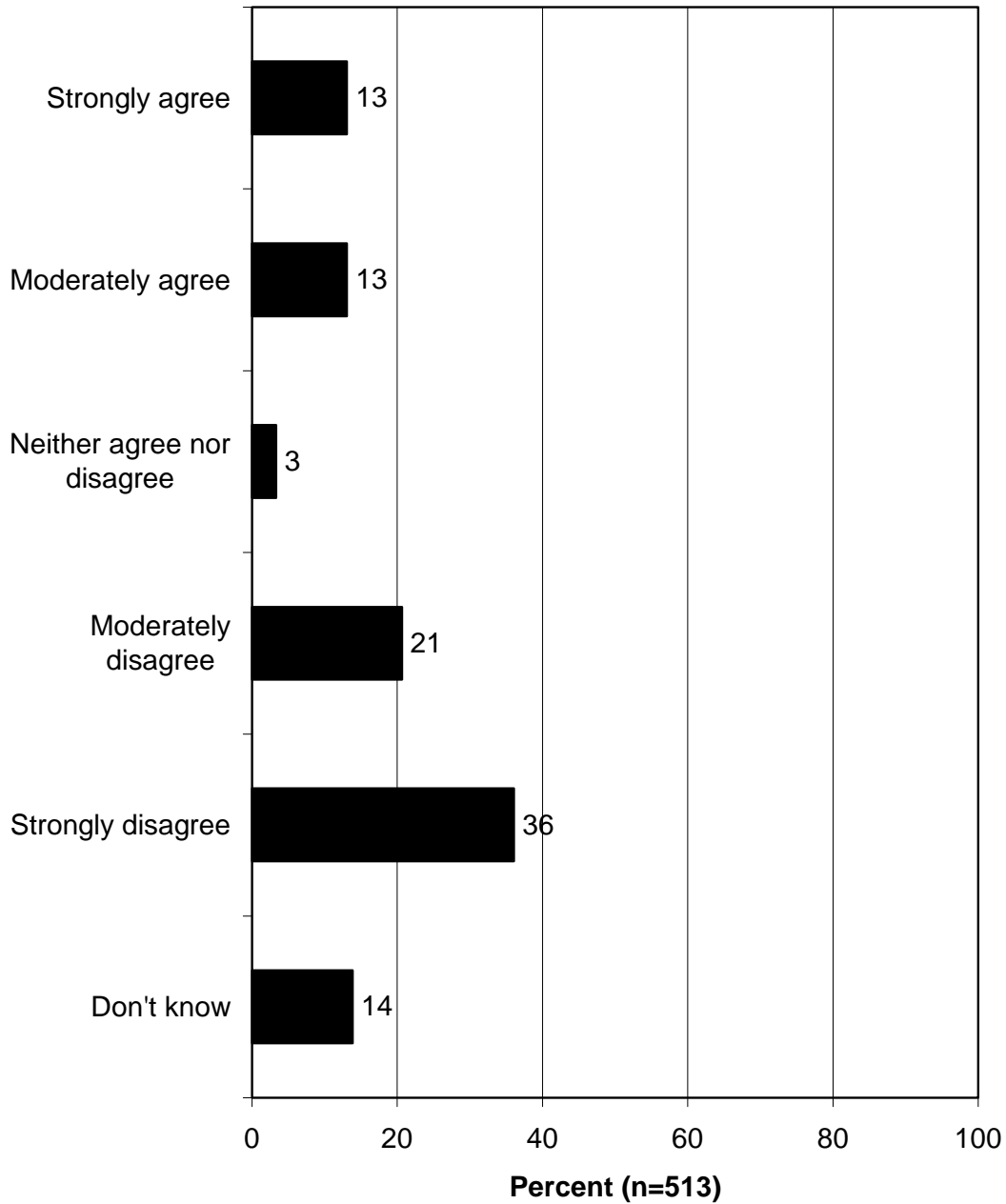
Q94. I think that institutional users, such as state/local governments and universities, use too much water. Do you agree or disagree that this is a reason preventing you from conserving water in Georgia?



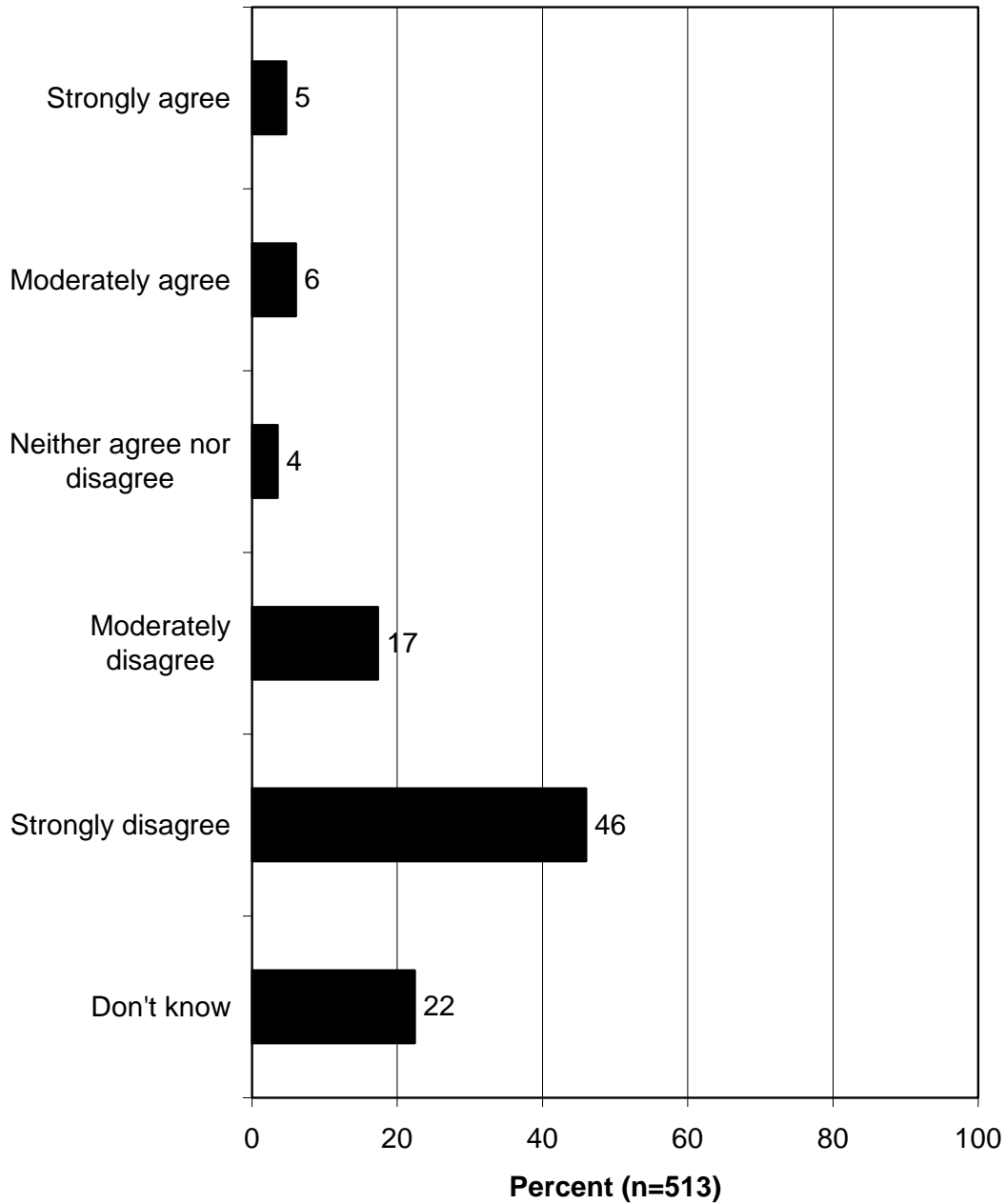
Q95. I don't think that my actions will make a difference. Do you agree or disagree that this is a reason preventing you from conserving water in Georgia?



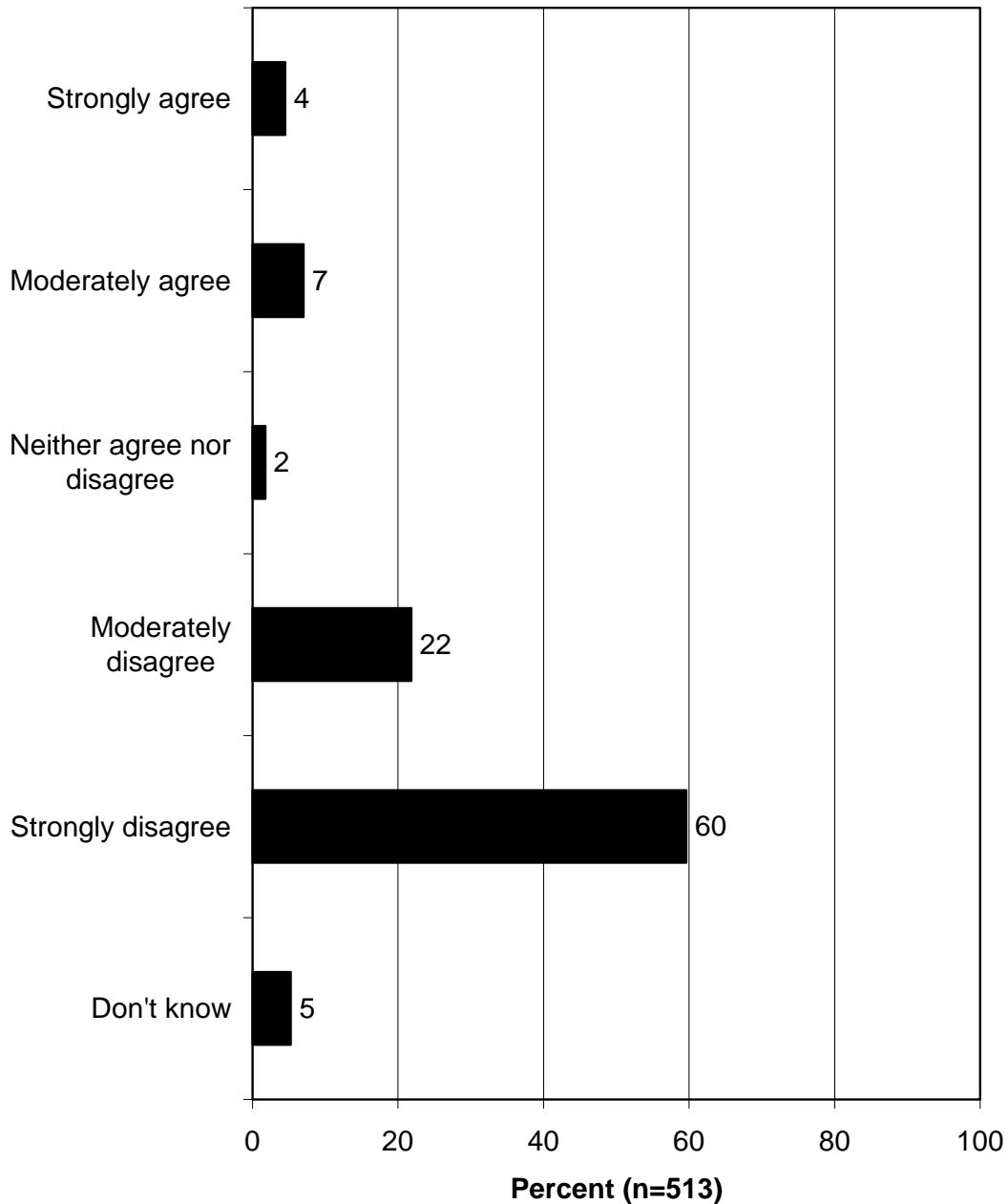
Q96. It is too expensive to install water conserving fixtures. Do you agree or disagree that this is a reason preventing you from conserving water in Georgia?



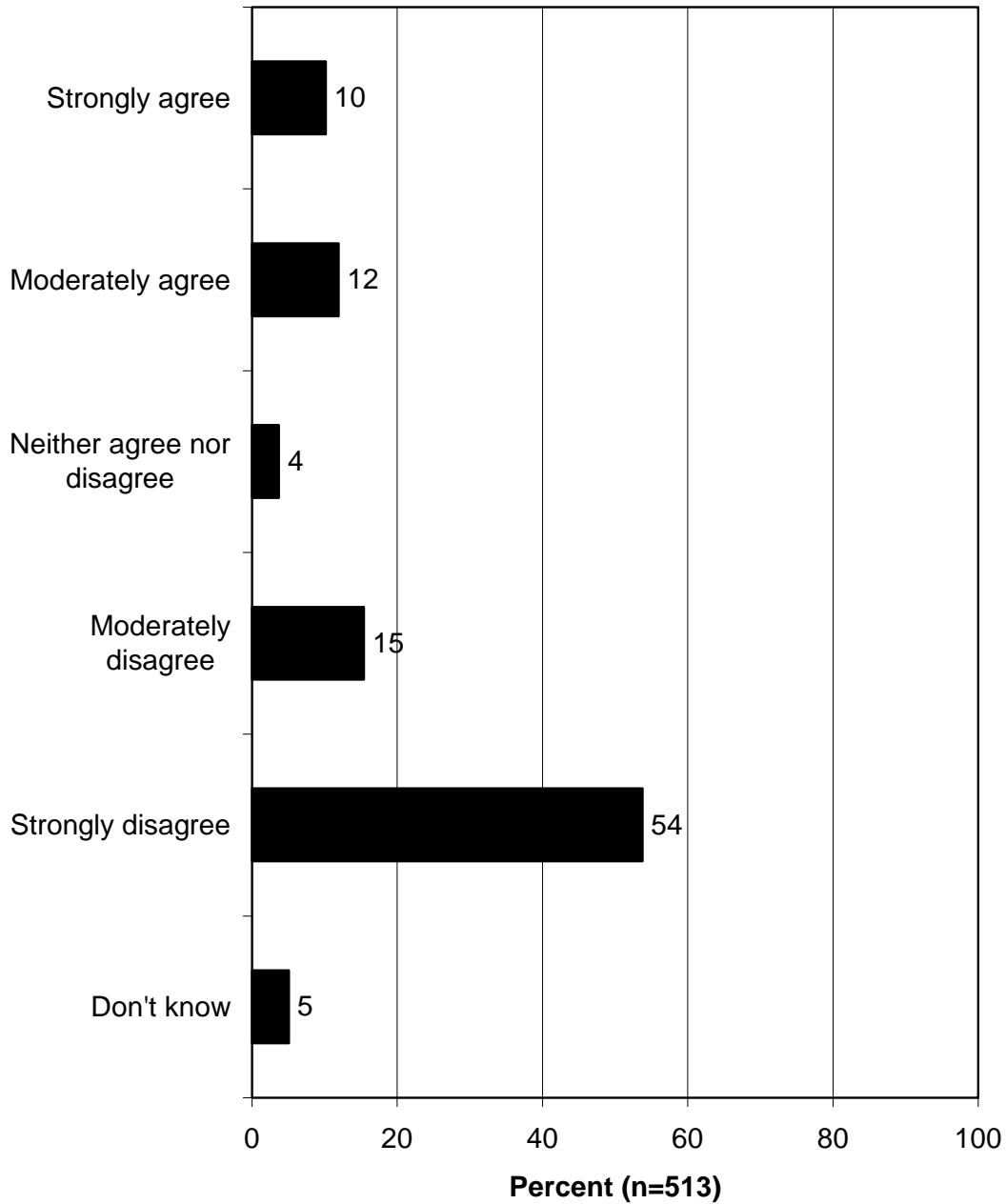
Q97. My neighbors and friends are not doing anything to conserve water. Do you agree or disagree that this is a reason preventing you from conserving water in Georgia?



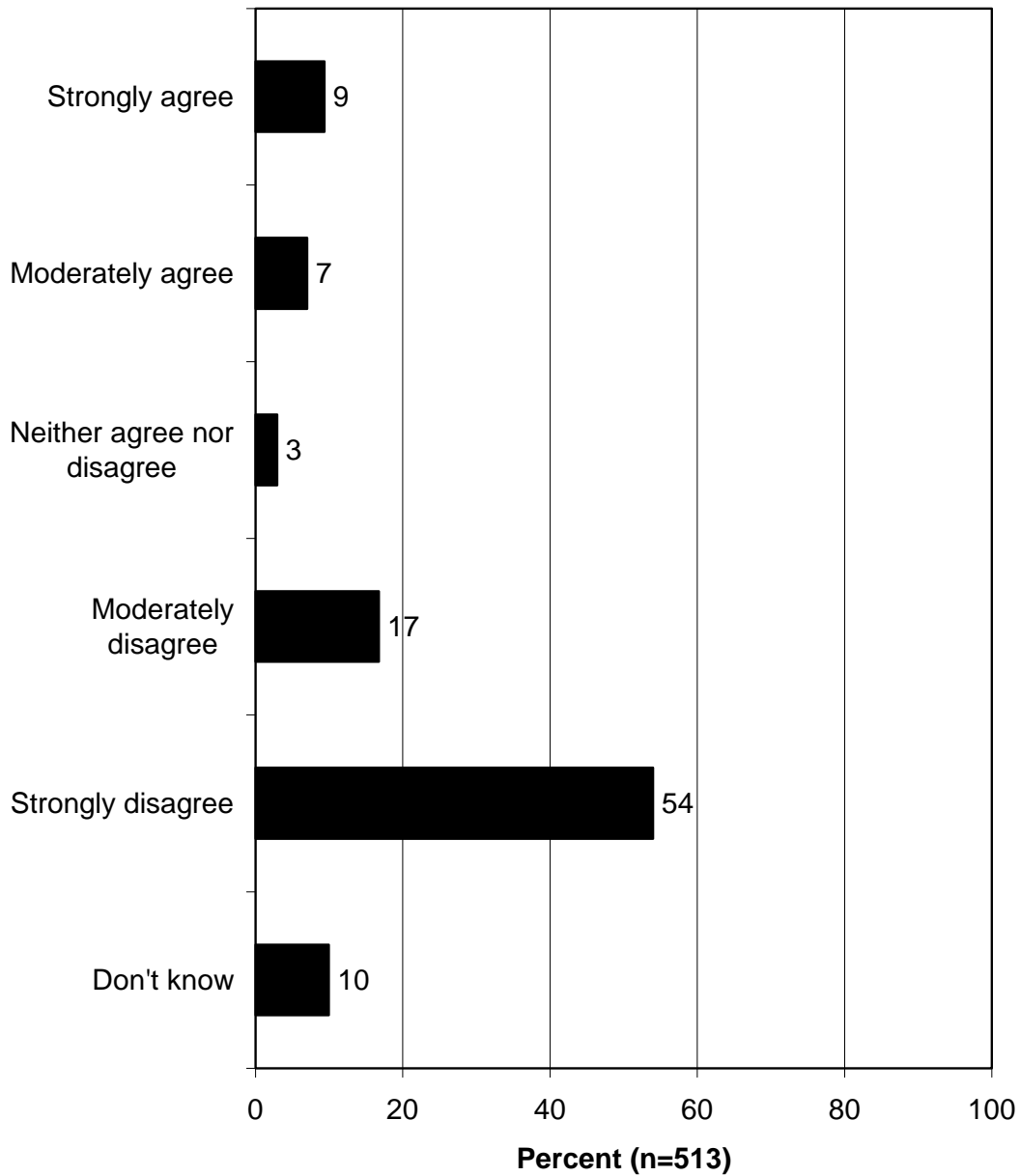
**Q98. I don't know what I can do to conserve water.
Do you agree or disagree that this is a reason
preventing you from conserving water in Georgia?**



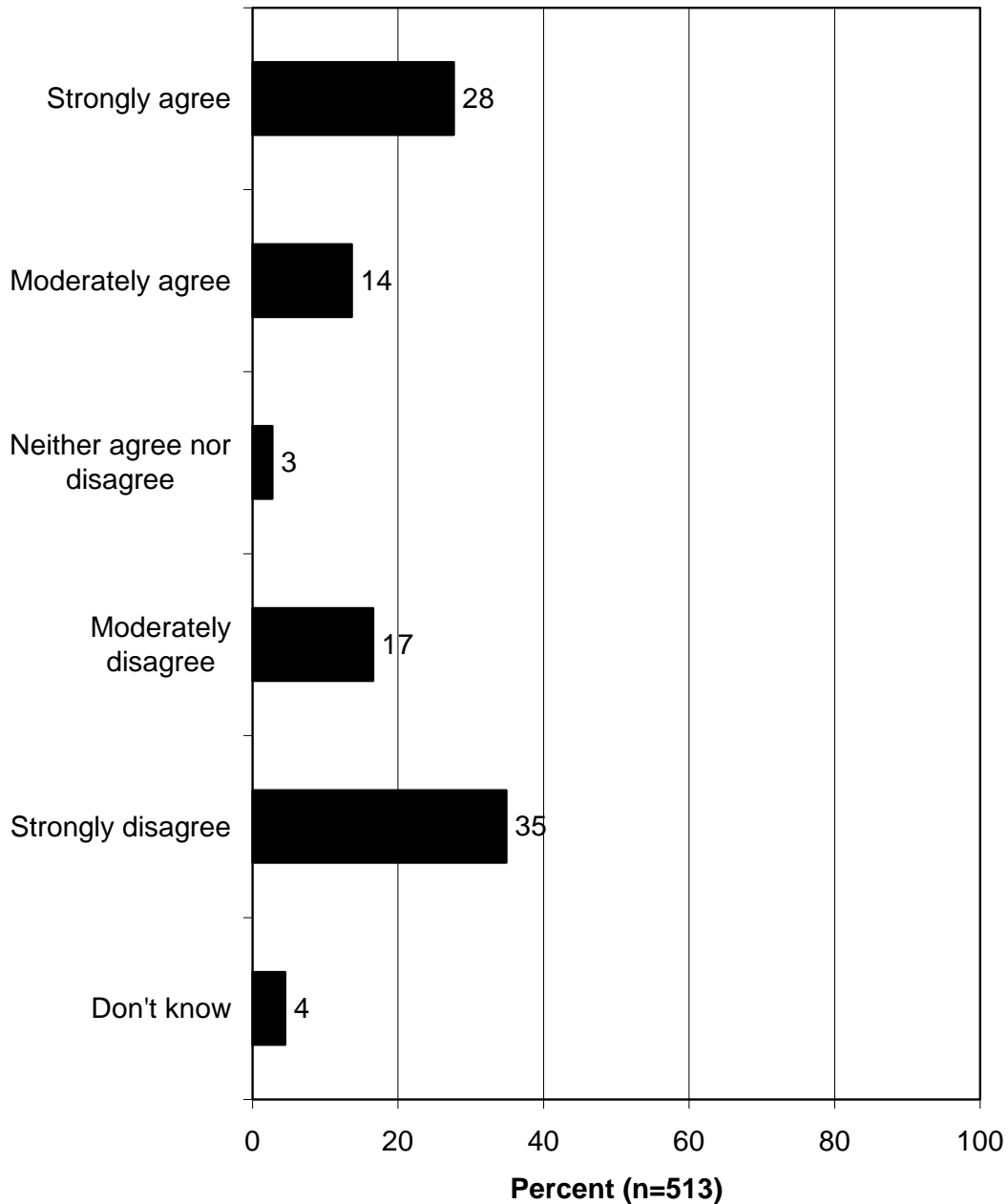
Q99. Water is not very expensive - it doesn't cost me very much. Do you agree or disagree that this is a reason preventing you from conserving water in Georgia?



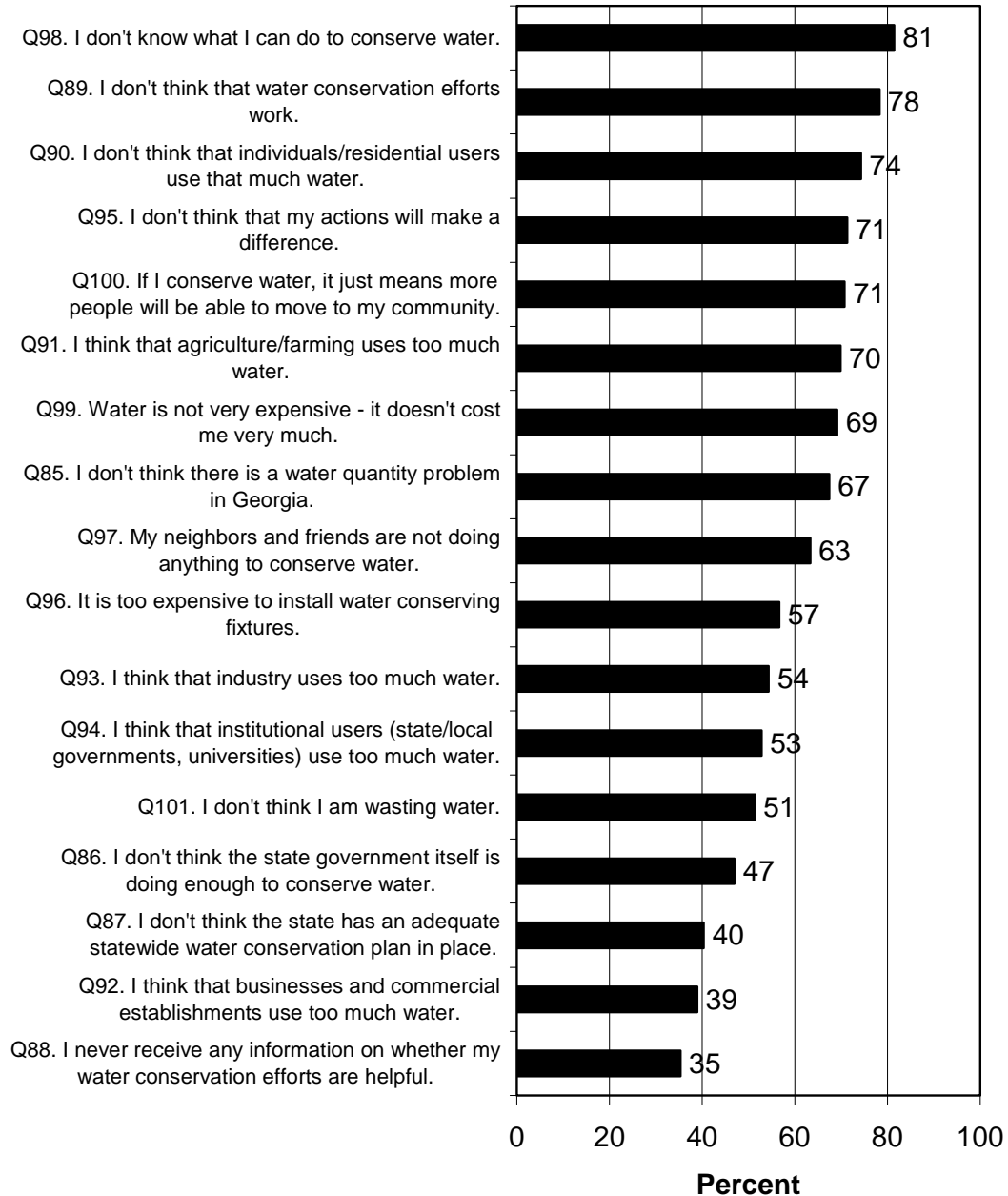
Q100. If I conserve water, it just means more people will be able to move to my community. Do you agree or disagree that this is a reason preventing you from conserving water in Georgia?



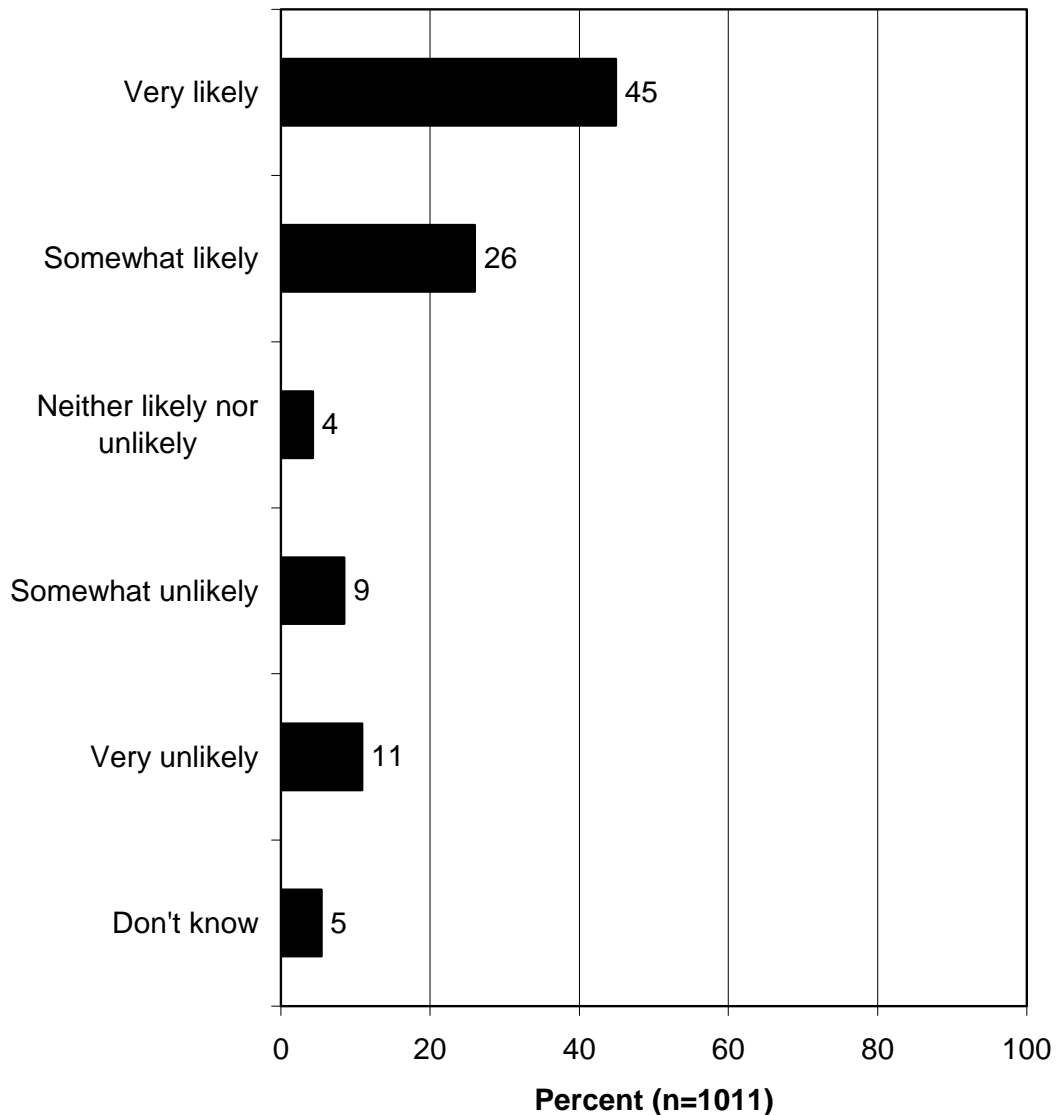
Q101. I don't think I am wasting water. Do you agree or disagree that this is a reason preventing you from conserving water in Georgia?



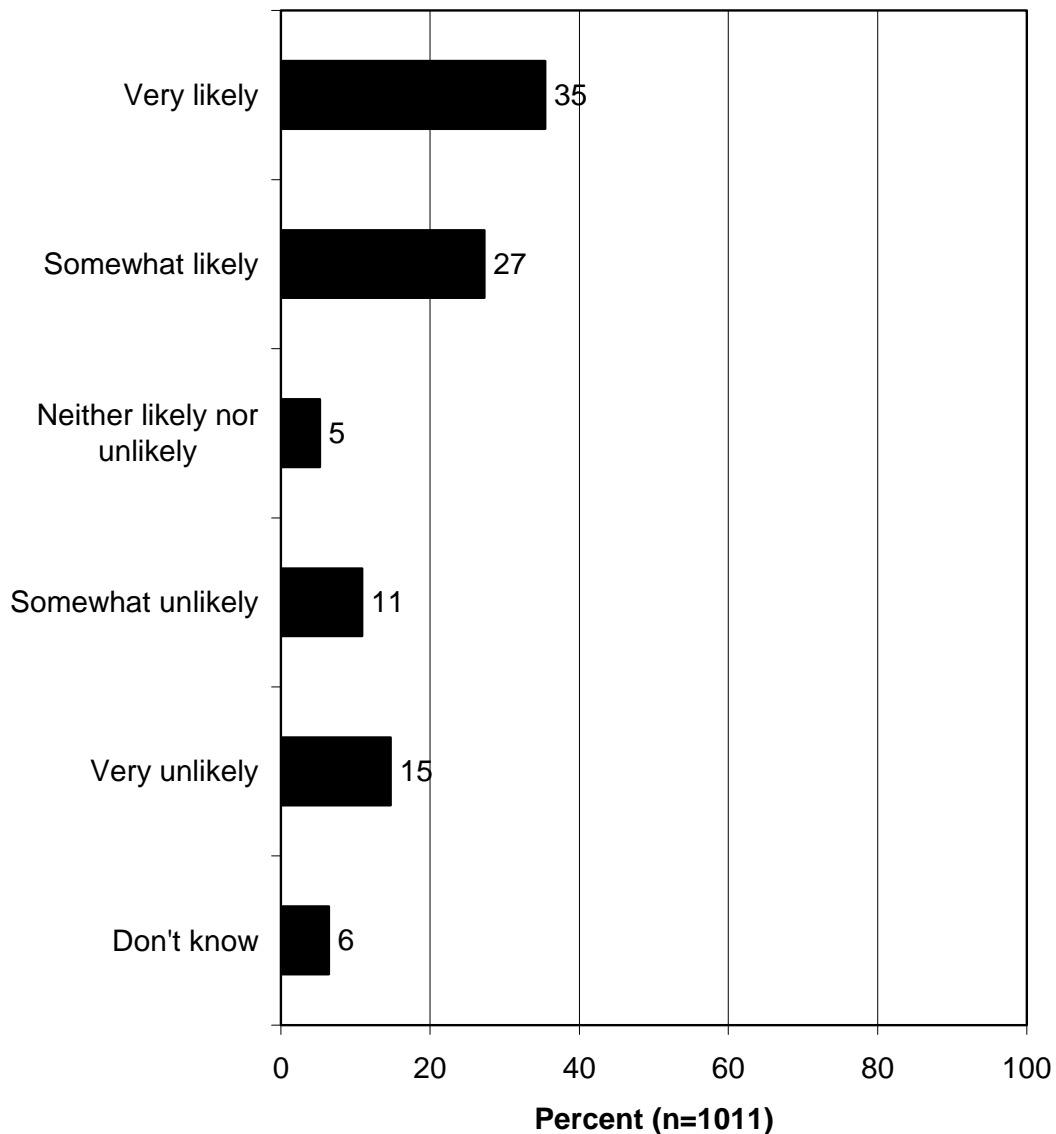
Q85-101. Percent who moderately or strongly disagree that the following reasons prevent them from conserving water in Georgia.



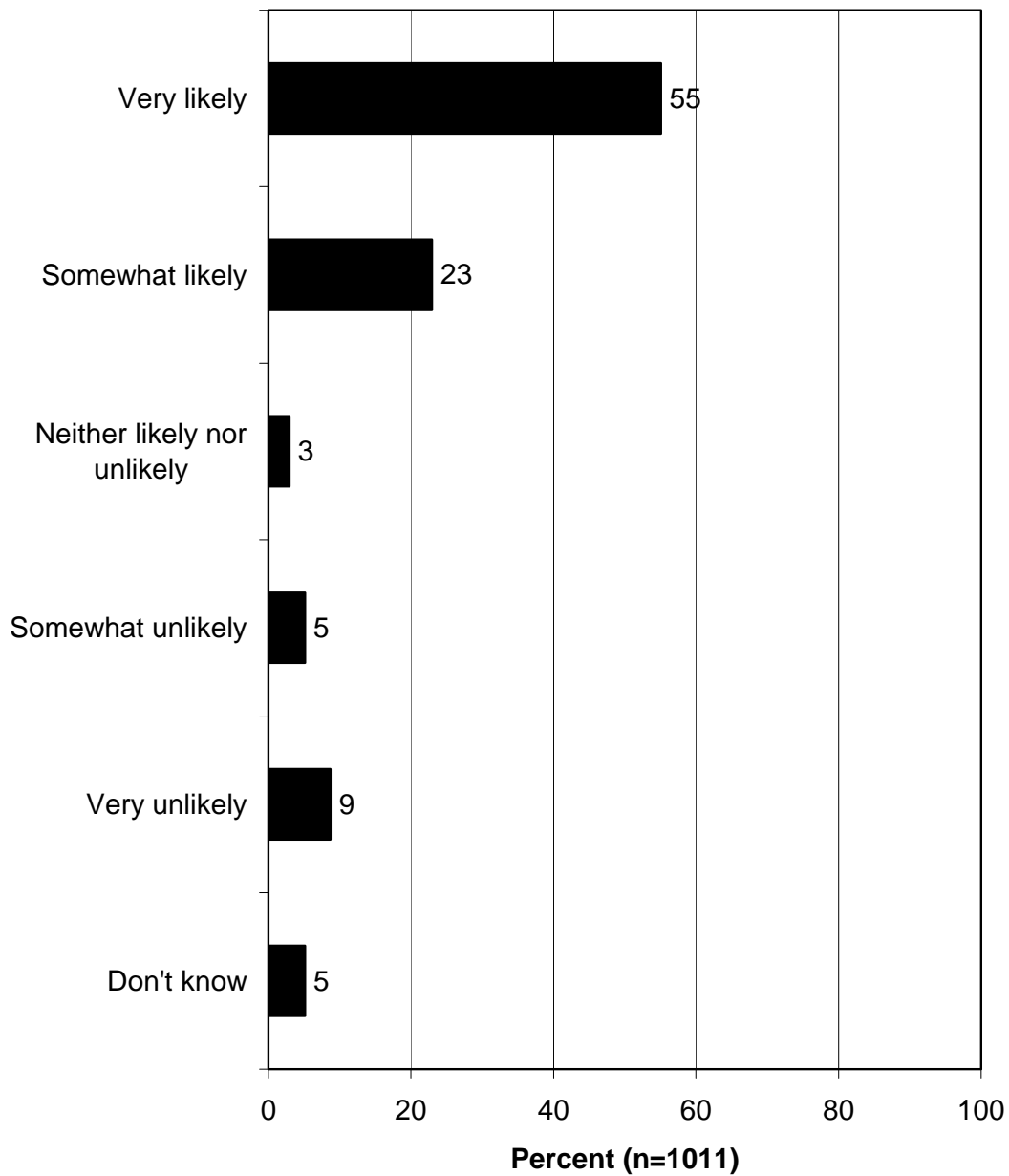
Q102. Would rebate programs make you likely or unlikely to adopt water conservation practices? For instance, if you were to install an efficient water conservation system such as water saving toilets and washing machines, you would receive money back from the State.



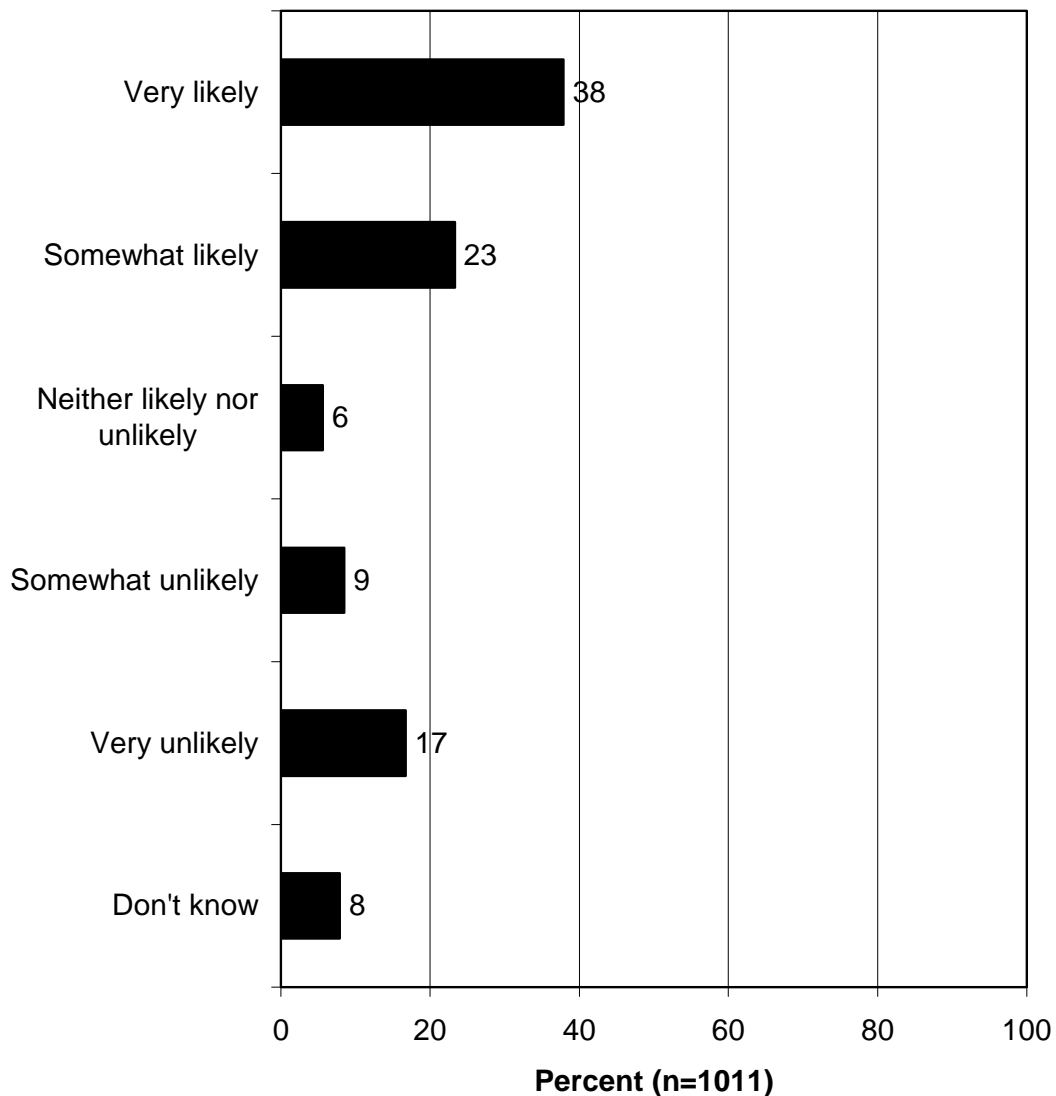
Q103. Would free water audits make you likely or unlikely to adopt water conservation practices? A free water audit is a survey you can take to assess your current water use at home, and the results can show you ways to incorporate water conservation measures into your home.



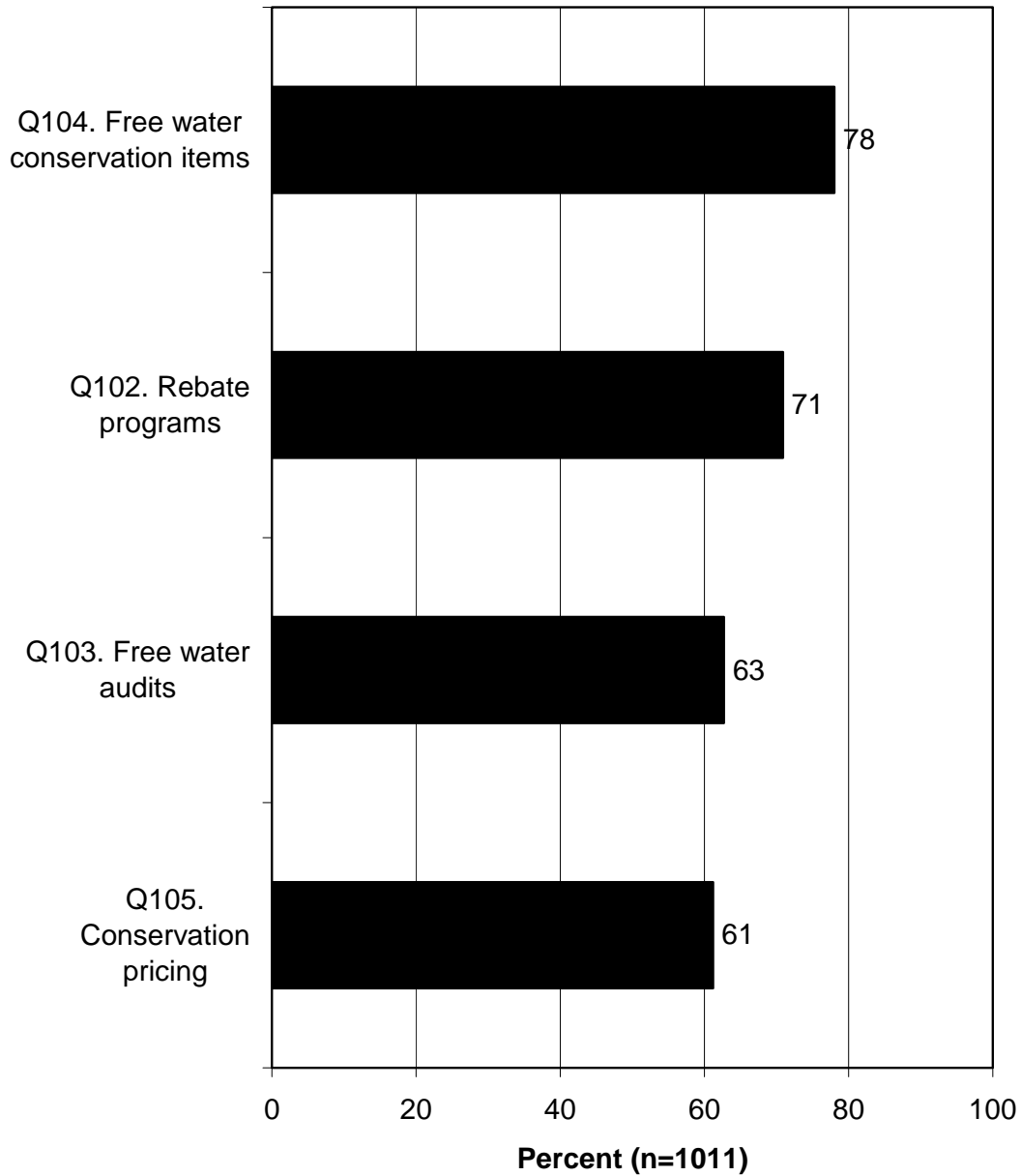
Q104. Would free water conservation items make you likely or unlikely to adopt water conservation practices? Examples of these items are water-efficient showerheads, faucet devices, and hose nozzles.



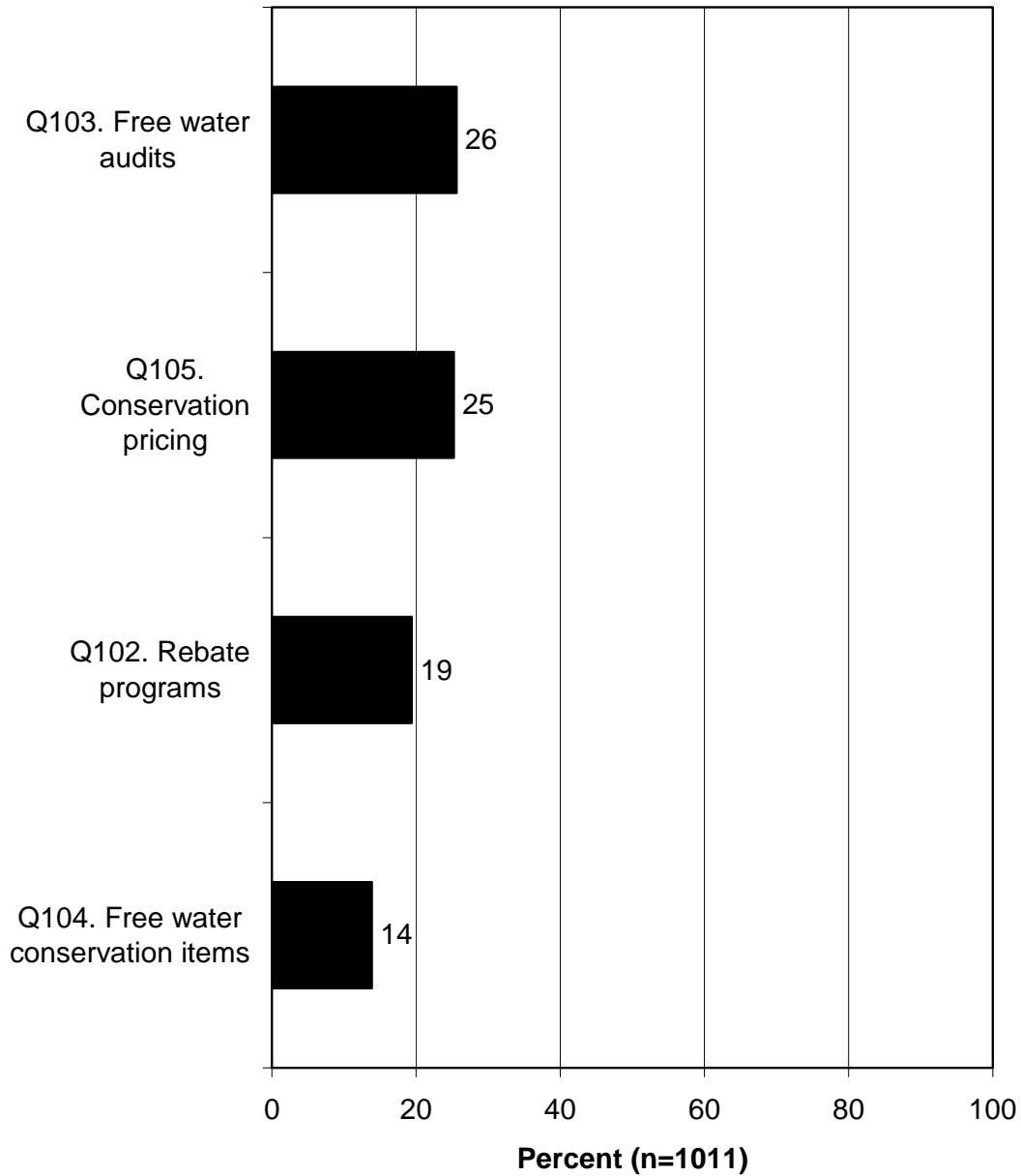
Q105. Would conservation pricing make you likely or unlikely to adopt water conservation practices? Water conservation pricing is a formula used by the utility company to determine how much water you or your family should use based on the size of your family and charging you more if you use too much water and giving you a break if you use less water.



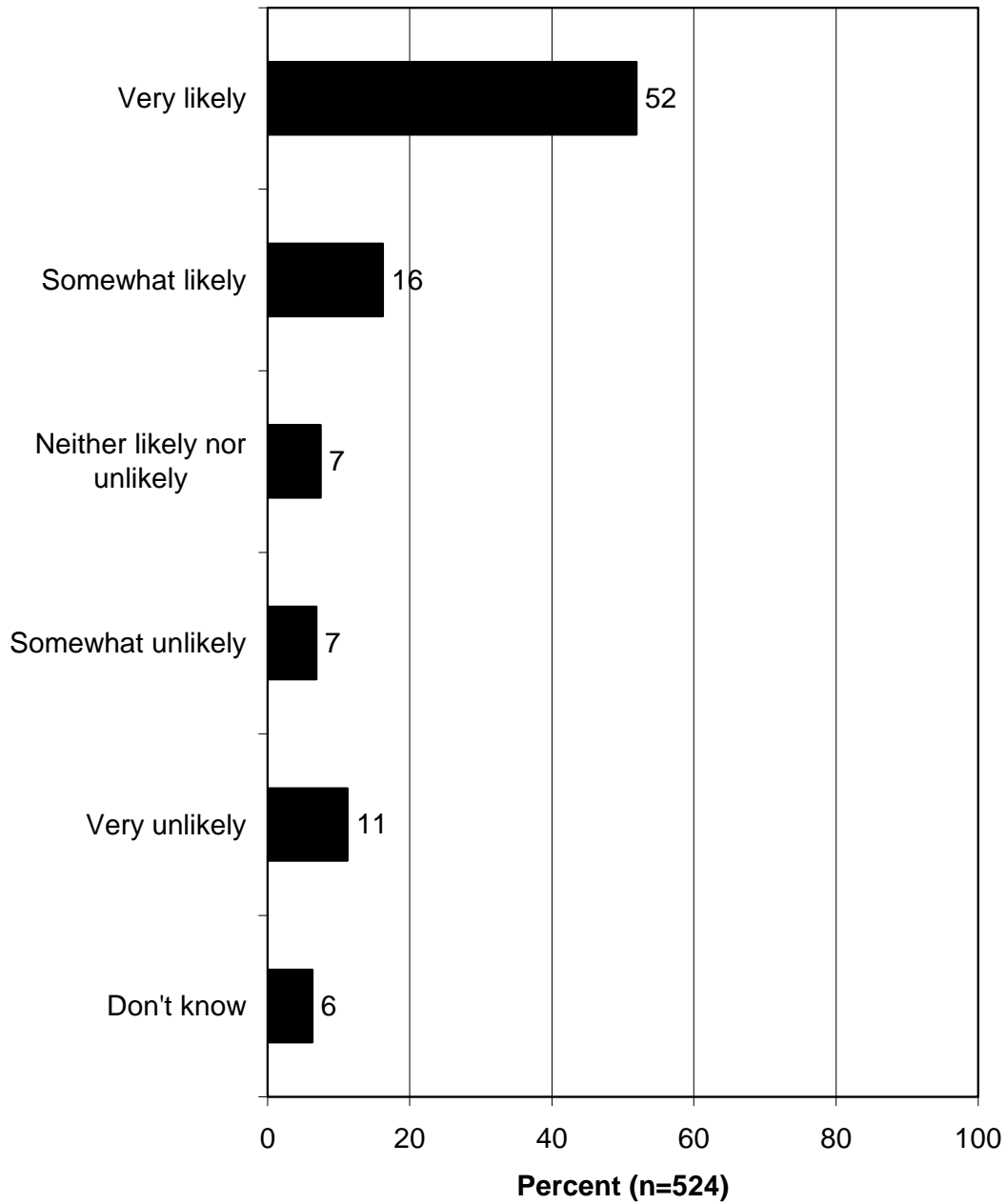
Q102-105. Percent who said the following would make them very or somewhat likely to adopt water conservation practices.



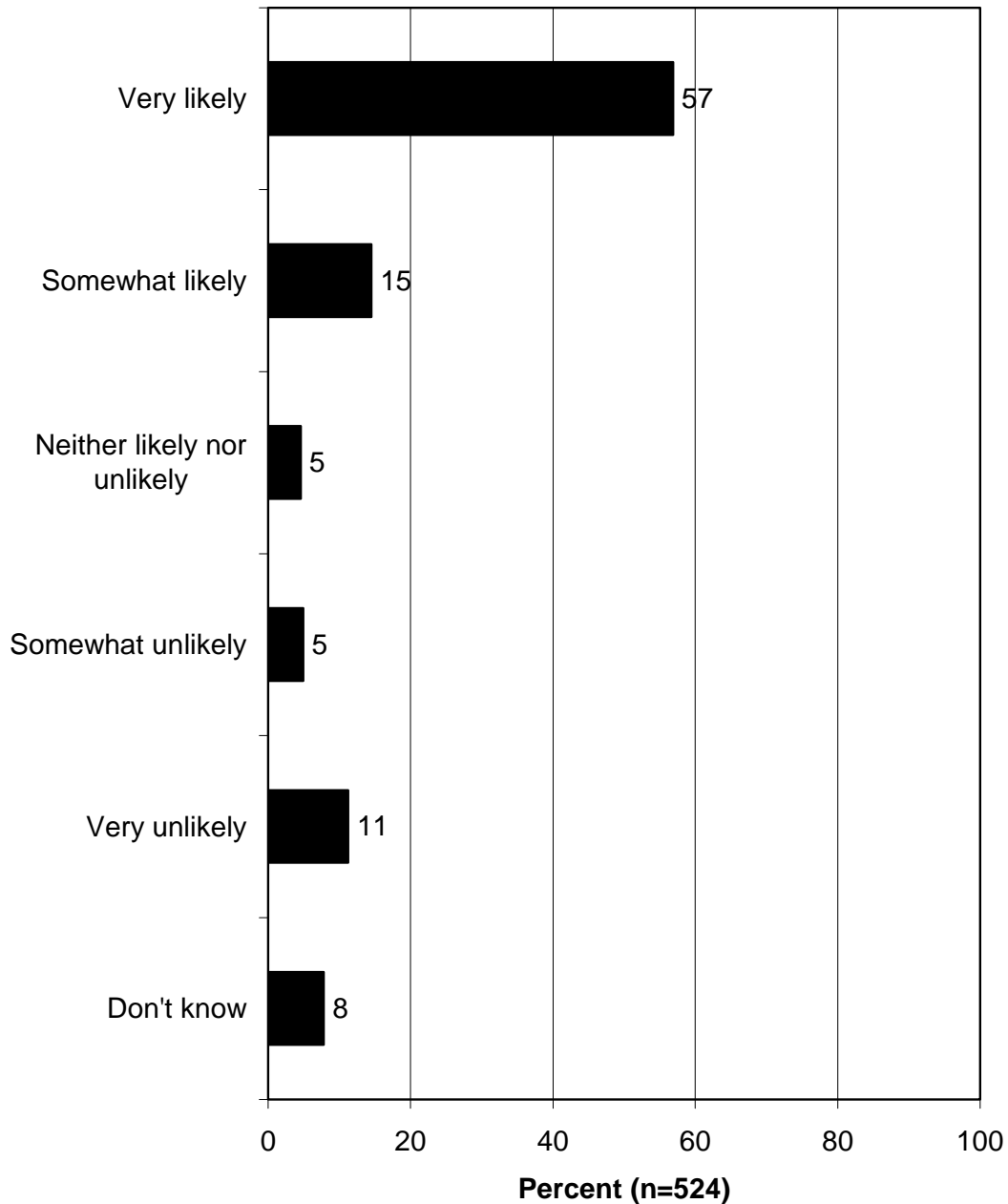
Q102-105. Percent who said the following would make them somewhat or very unlikely to adopt water conservation practices.



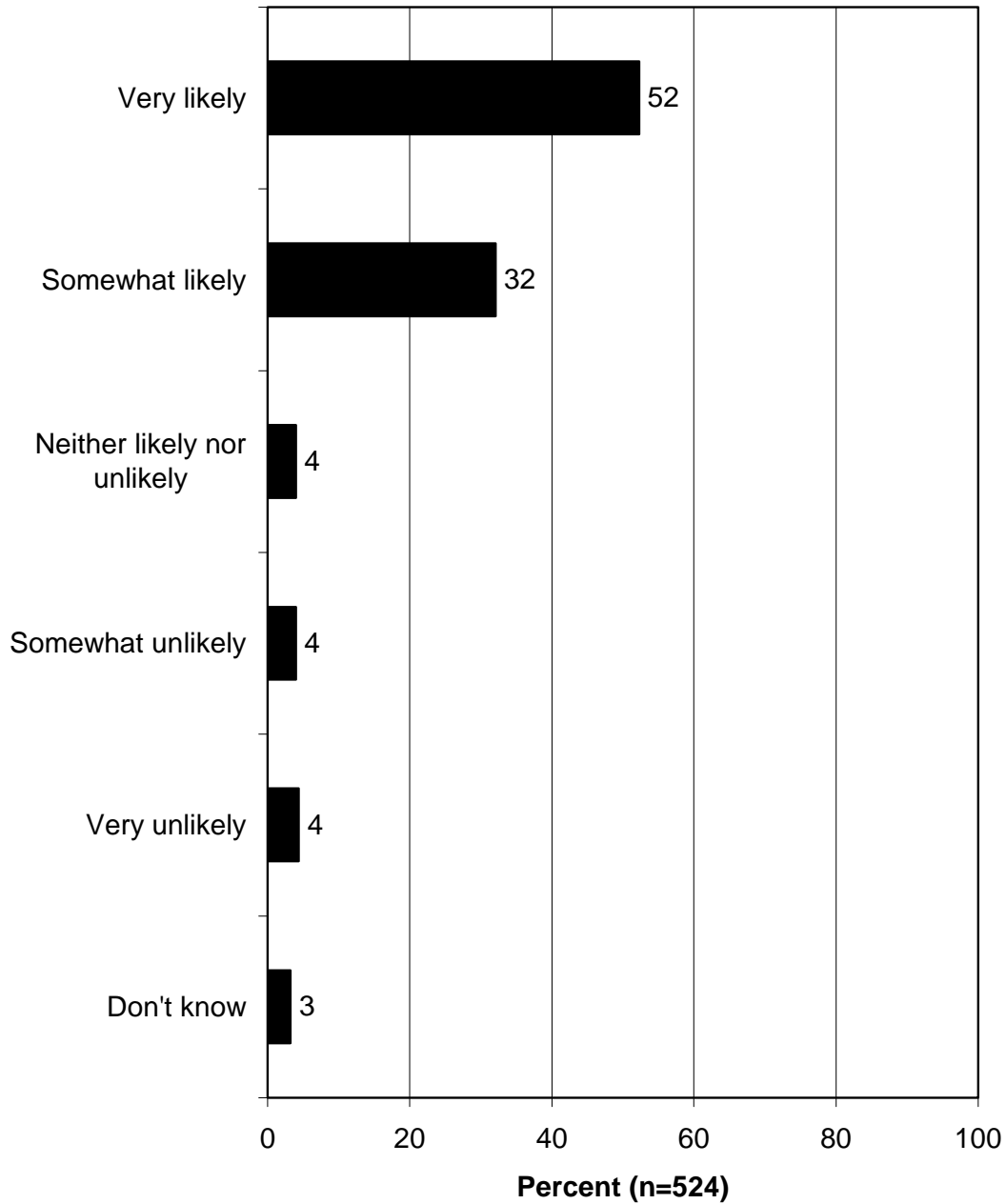
Q108. Would an increase in your current water costs make you likely or unlikely to conserve water?



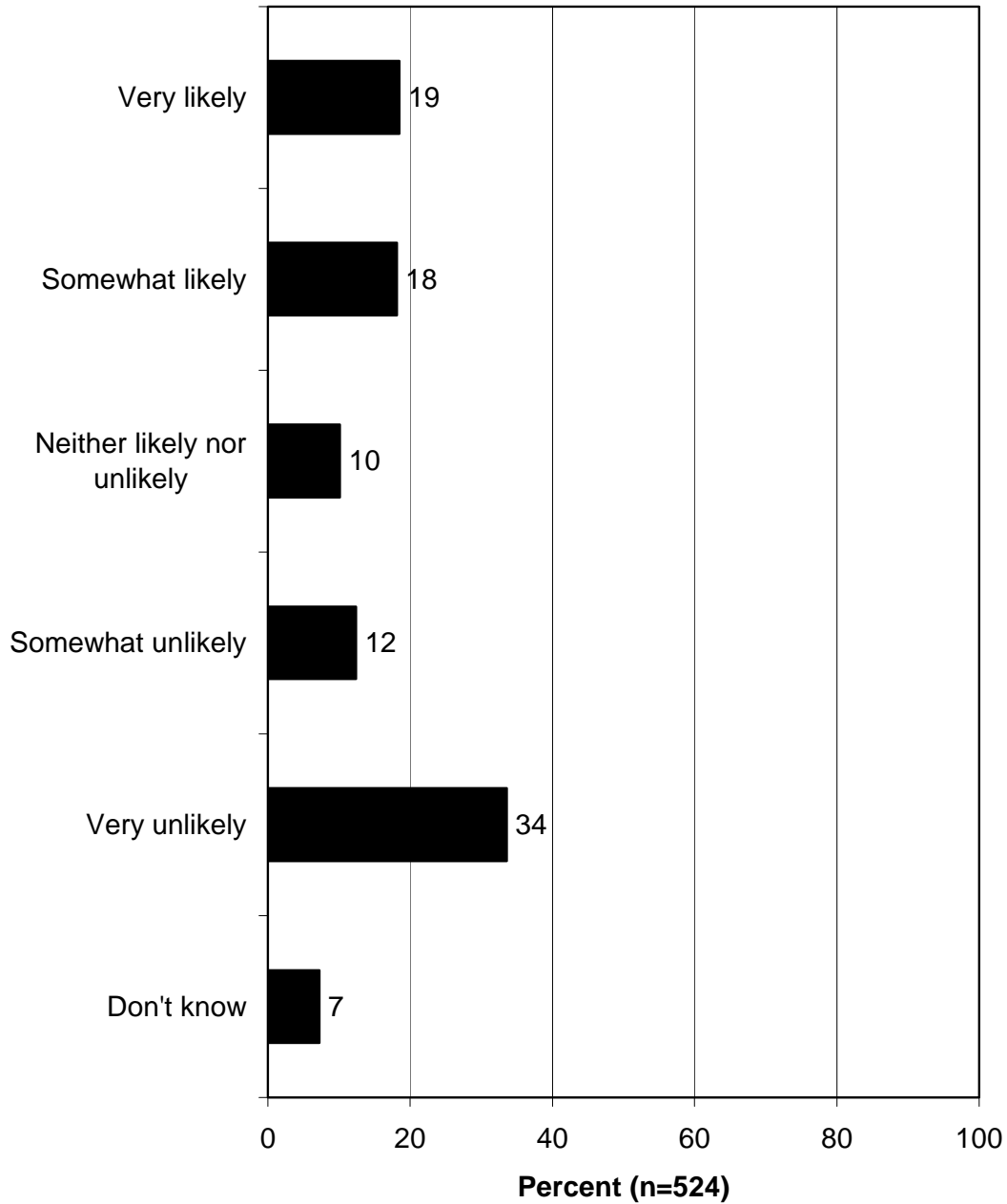
Q109. If a financial penalty would be imposed if you used water inappropriately, would this make you likely or unlikely to conserve water?



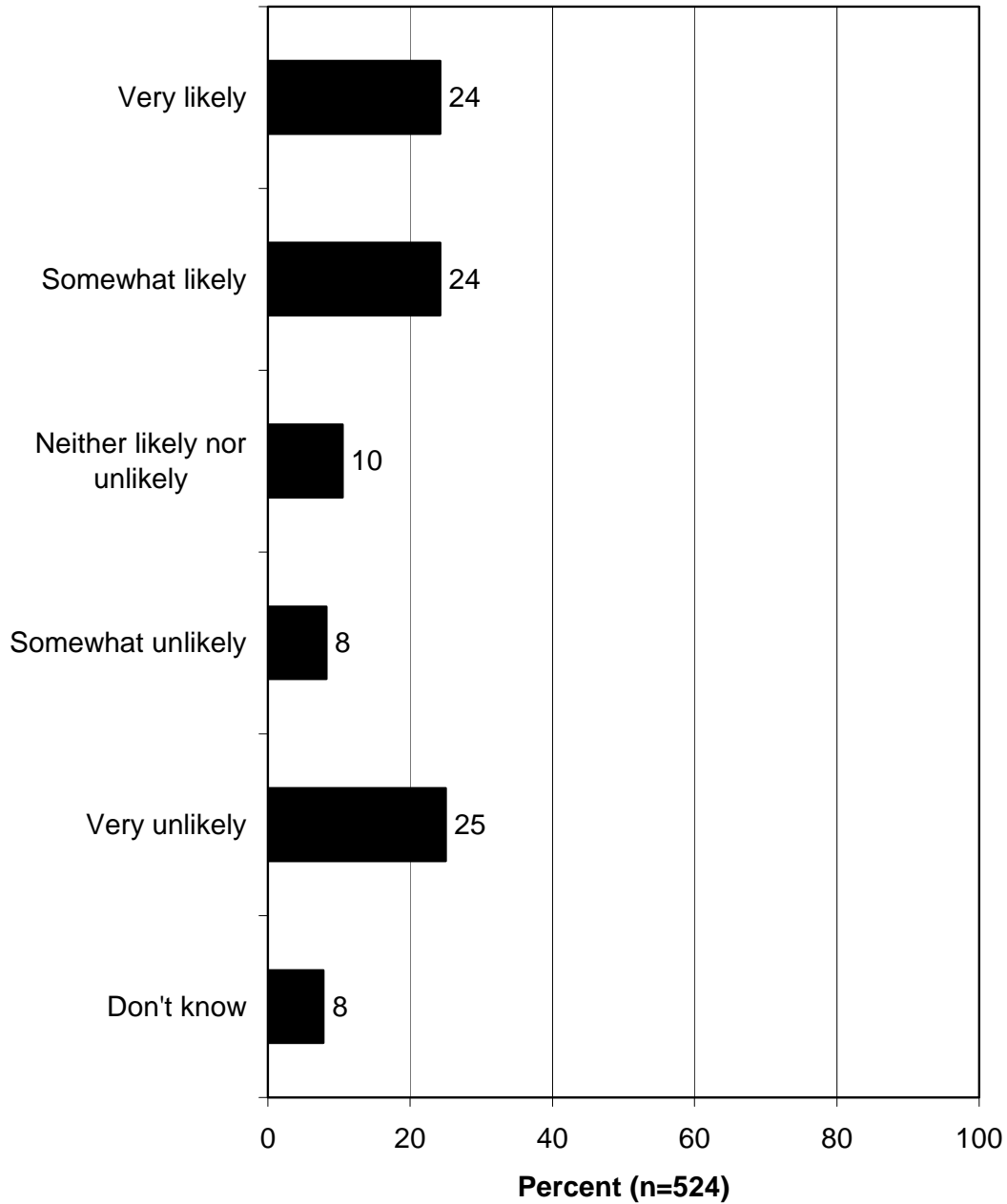
Q110. If you received information and education about the types of things you can do to conserve water, would this make you likely or unlikely to conserve water?



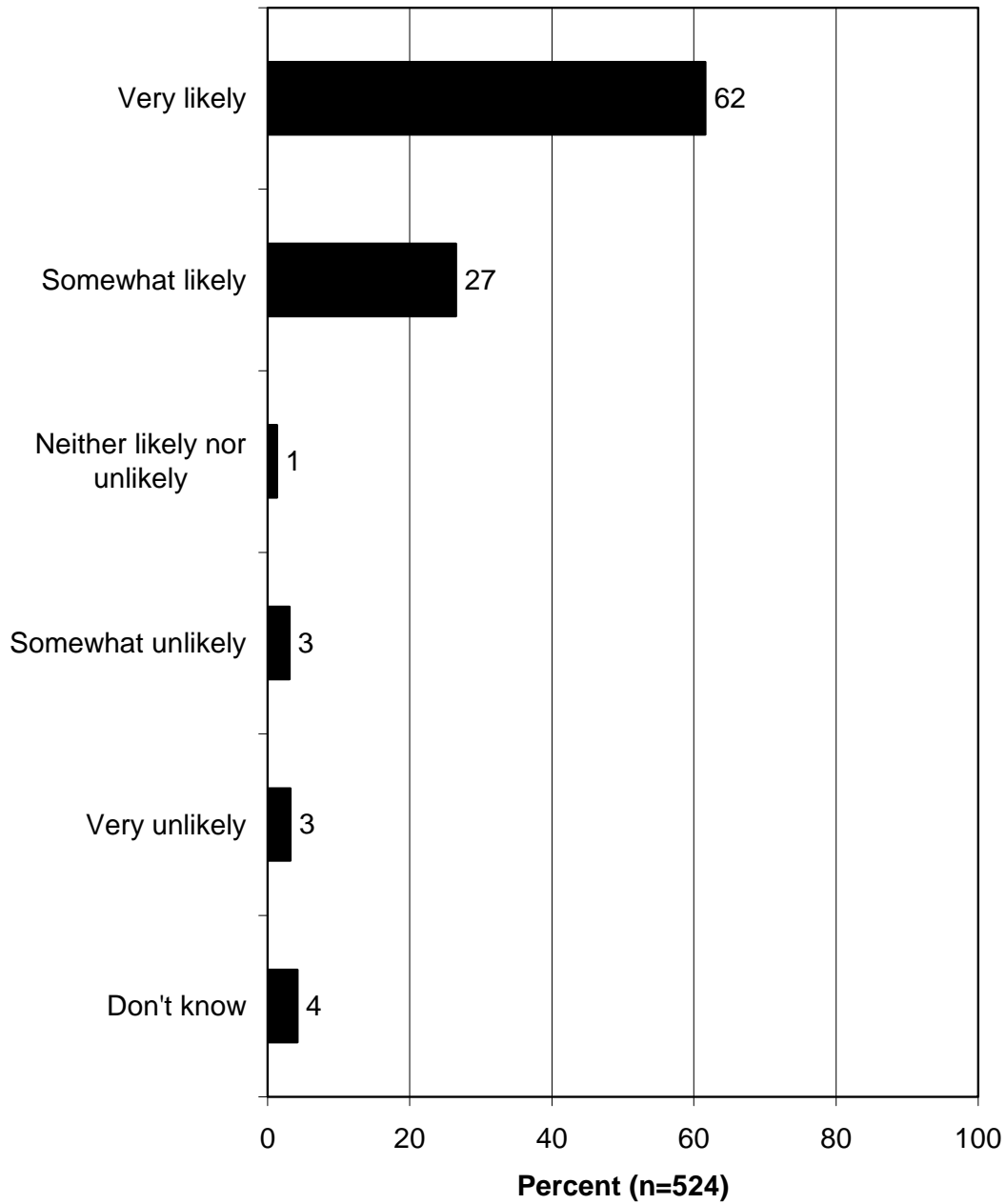
Q111. Would peer pressure from your neighbors make you likely or unlikely to conserve water?



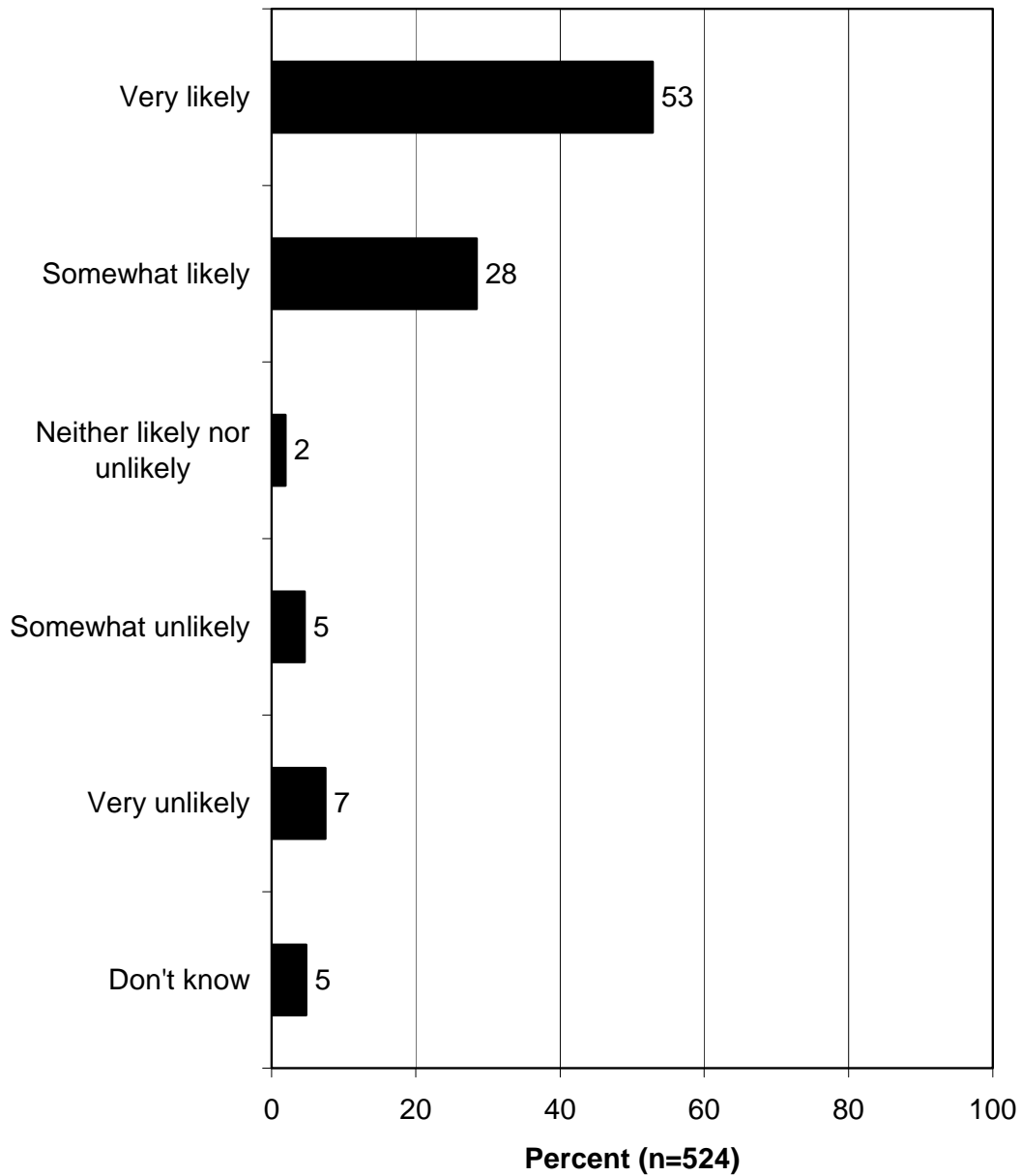
Q112. Would pressure from children make you likely or unlikely to conserve water?



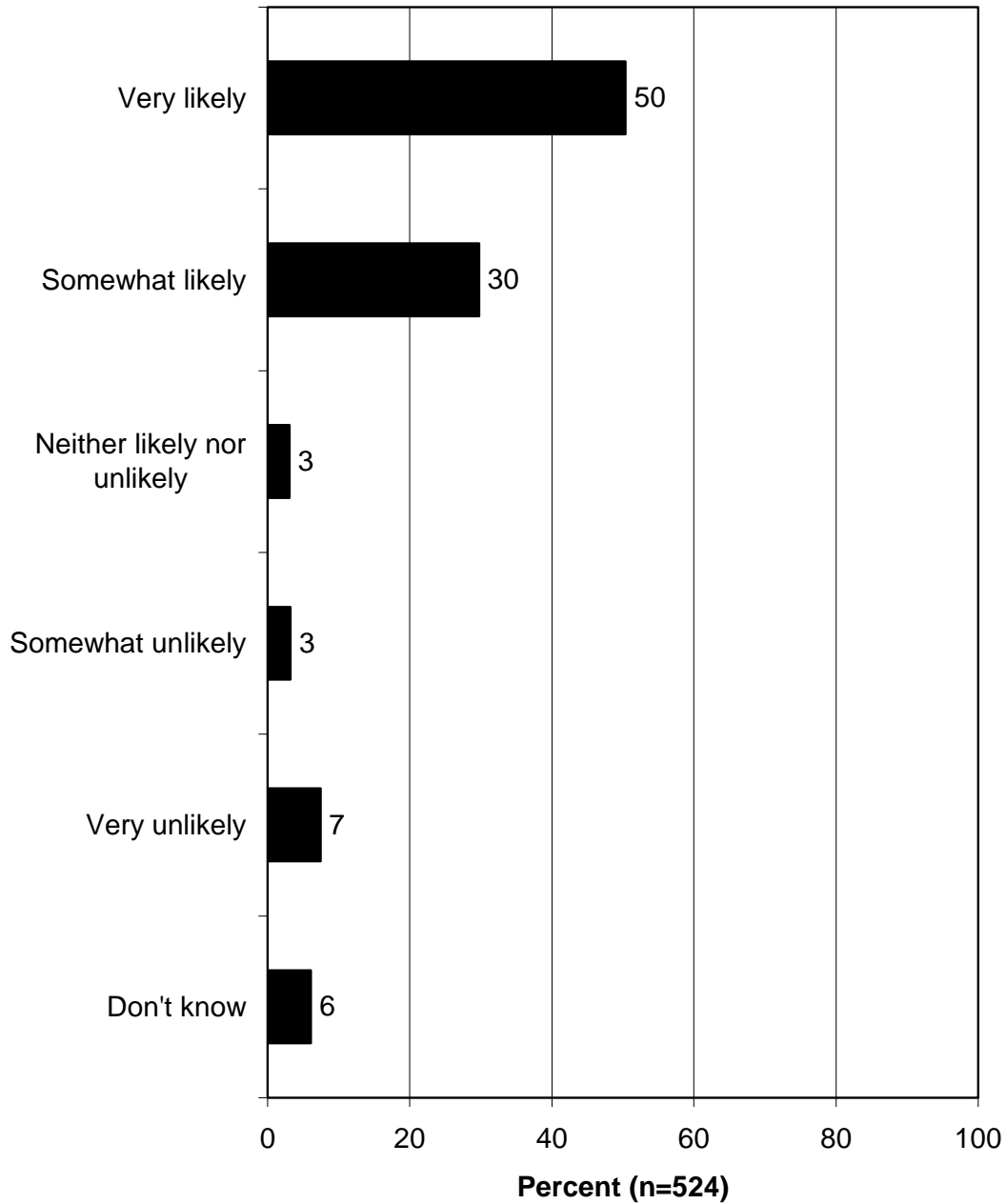
Q113. If you knew you were helping to protect wildlife and fisheries, would this make you likely or unlikely to conserve water?



Q114. If you knew that you were helping to improve water-based recreational opportunities, like swimming, boating activities and fishing, would this make you likely or unlikely to conserve water?



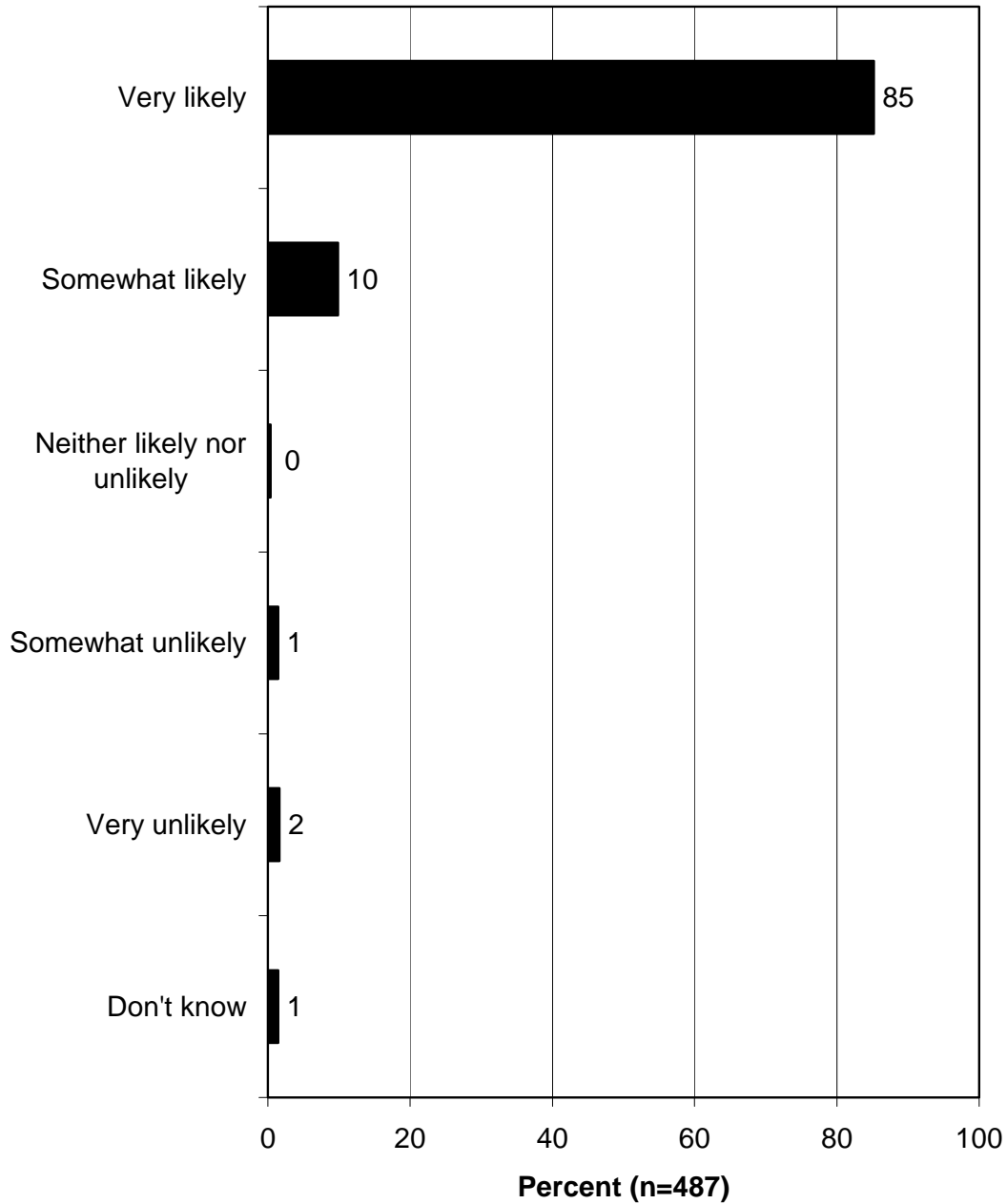
Q115. If there was a possibility of increased watering restrictions being imposed by the state, would this make you likely or unlikely to conserve water?



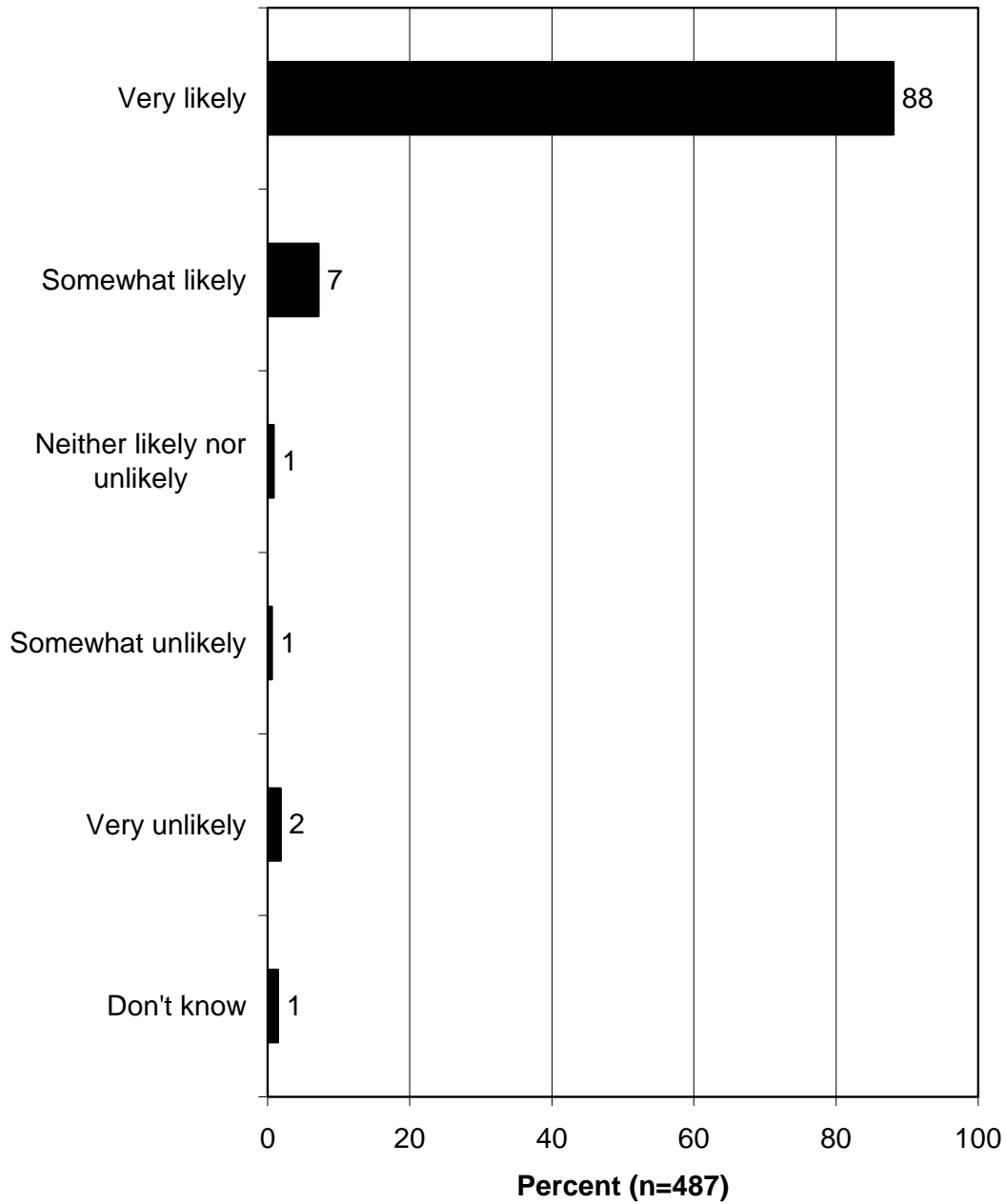
Q116. Would you be likely or unlikely to conserve water if you knew the collective actions of individuals like yourself can have a significant impact on water conservation?



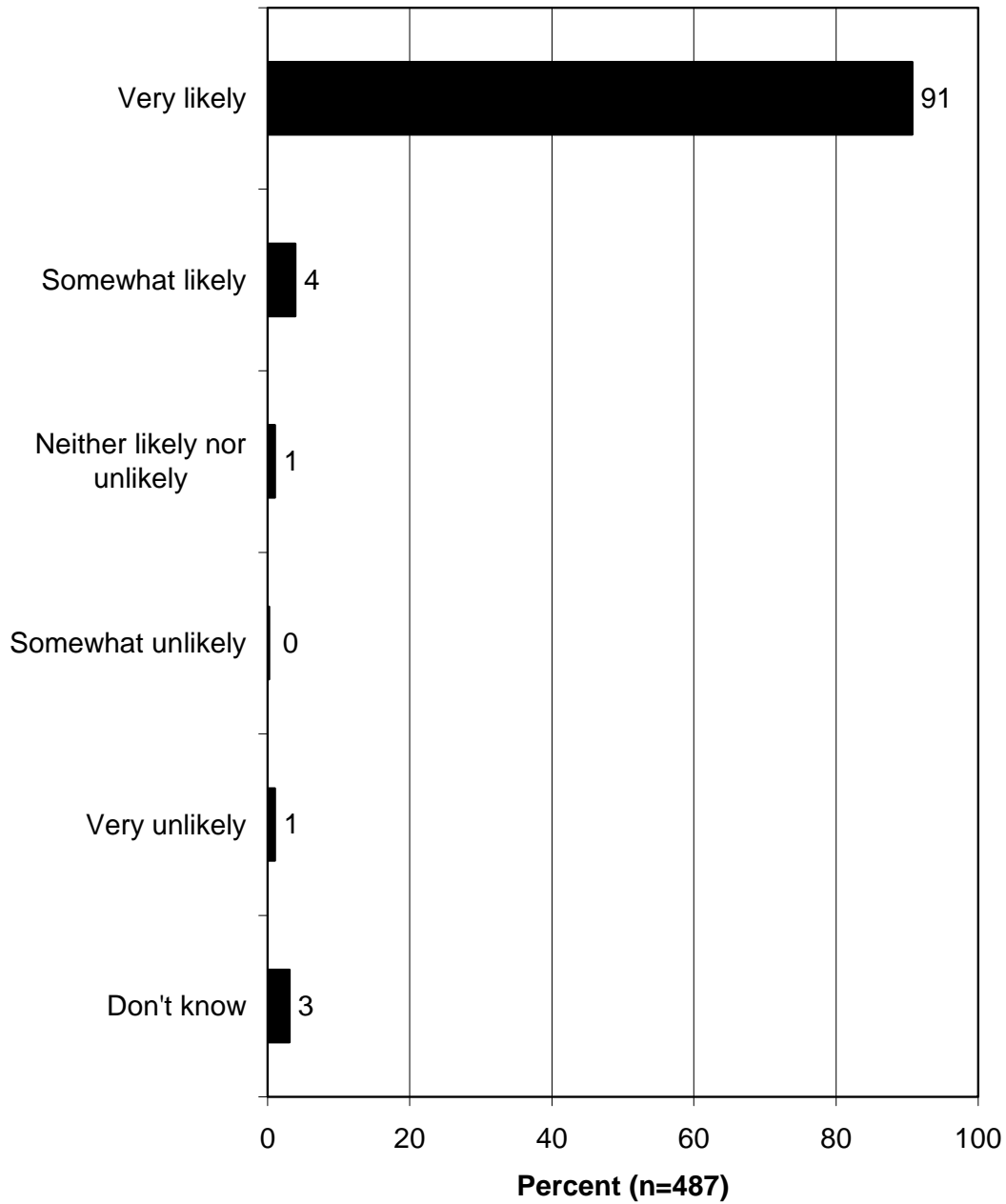
Q117. Would you be likely or unlikely to conserve water if you knew water is a limited resource?



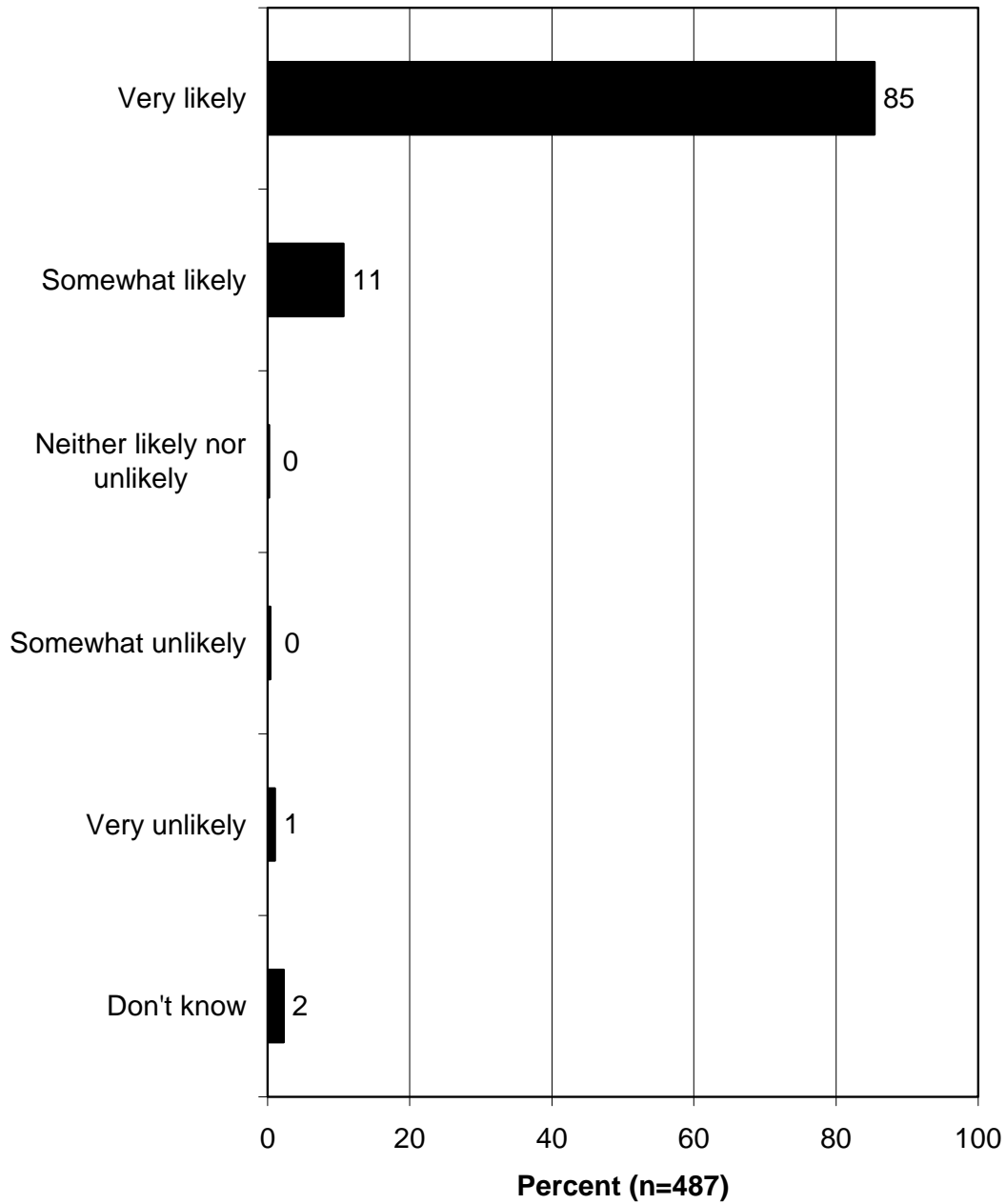
Q118. Would you be likely or unlikely to conserve water if you knew a severe water supply crisis could happen during your lifetime?



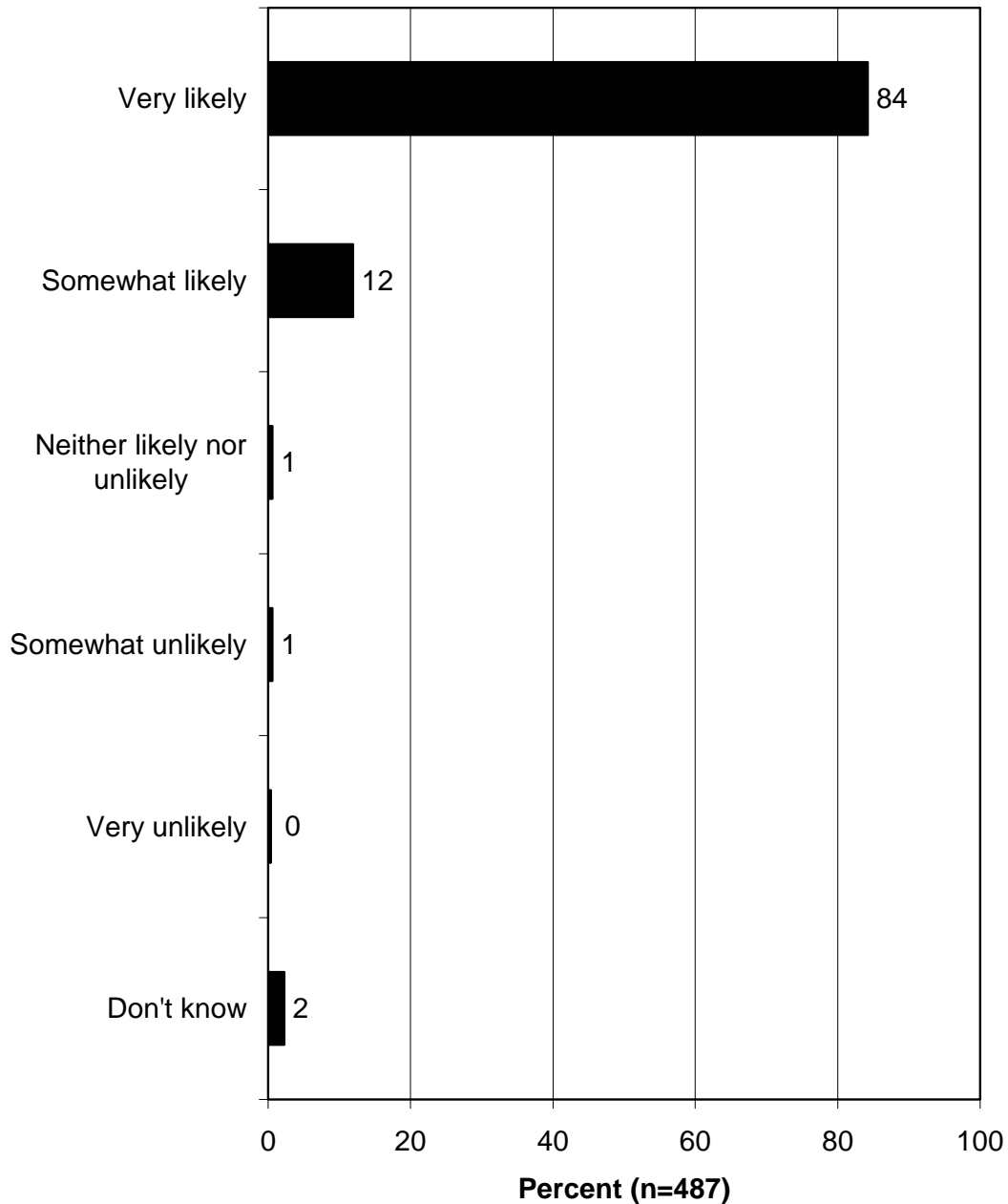
Q119. Would you be likely or unlikely to conserve water if you knew the health of your children was at stake?



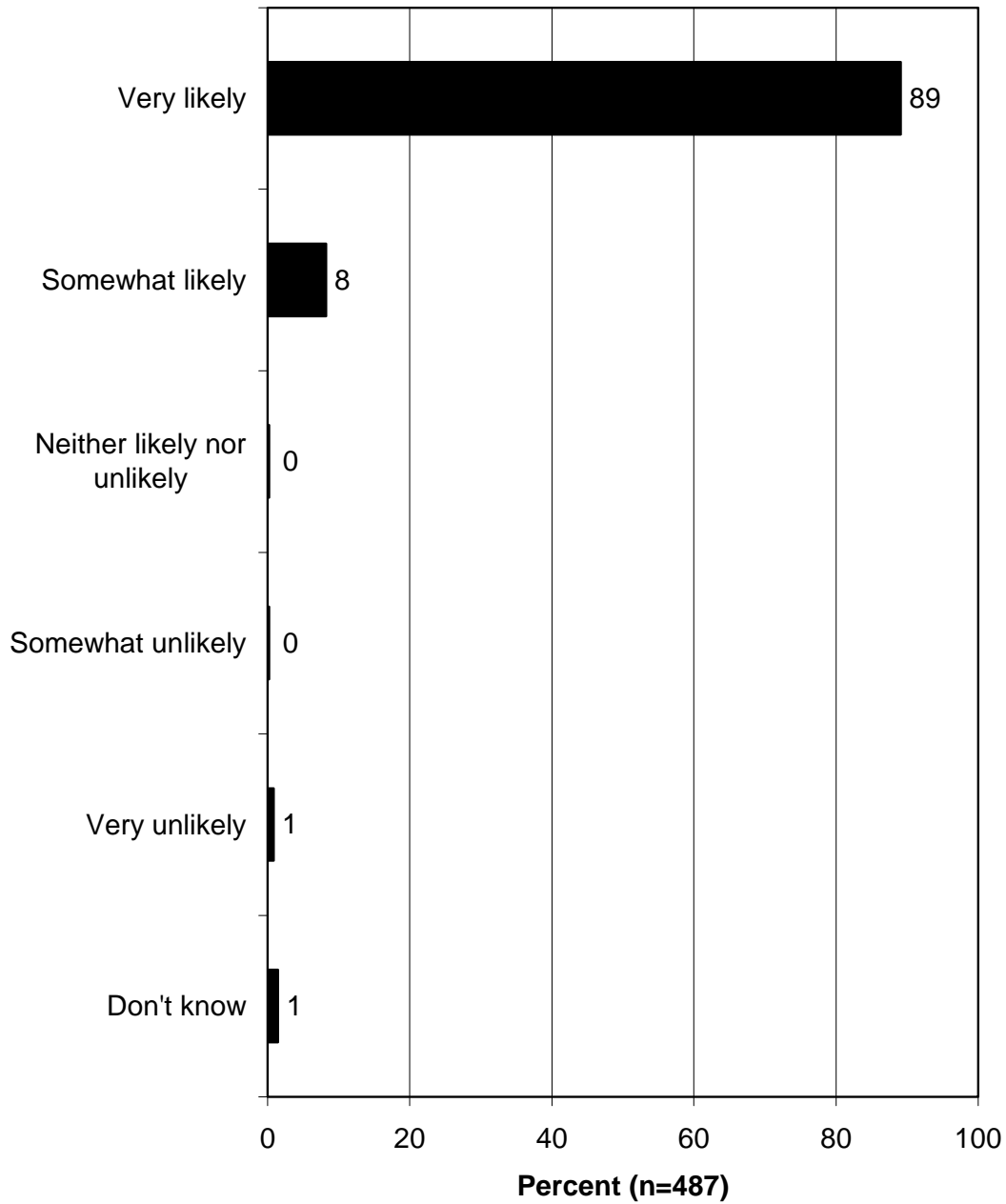
Q120. Would you be likely or unlikely to conserve water if you knew you could help protect the quality of life for future generations?



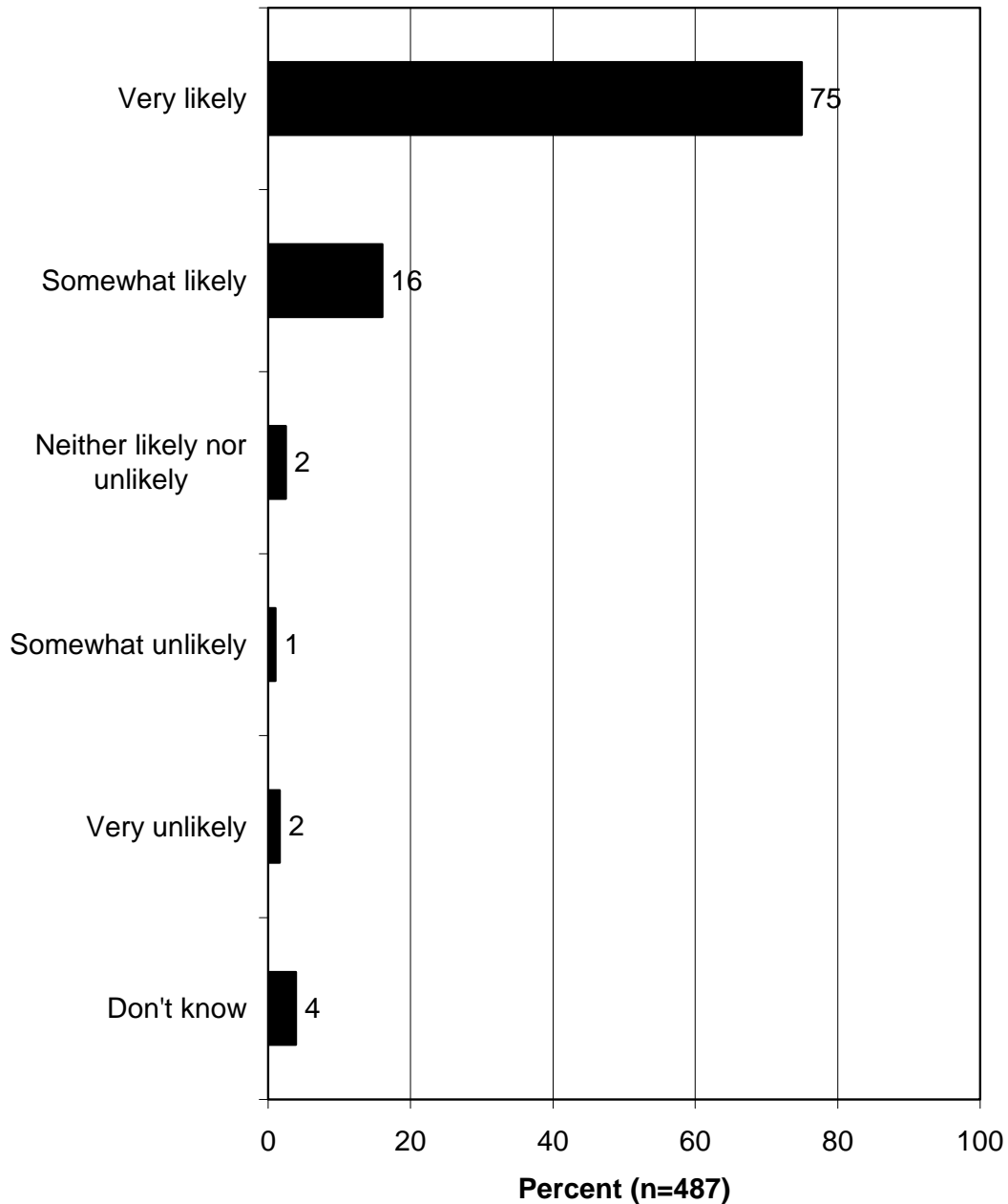
Q121. Would you be likely or unlikely to conserve water if you knew the health of the environment was at stake?



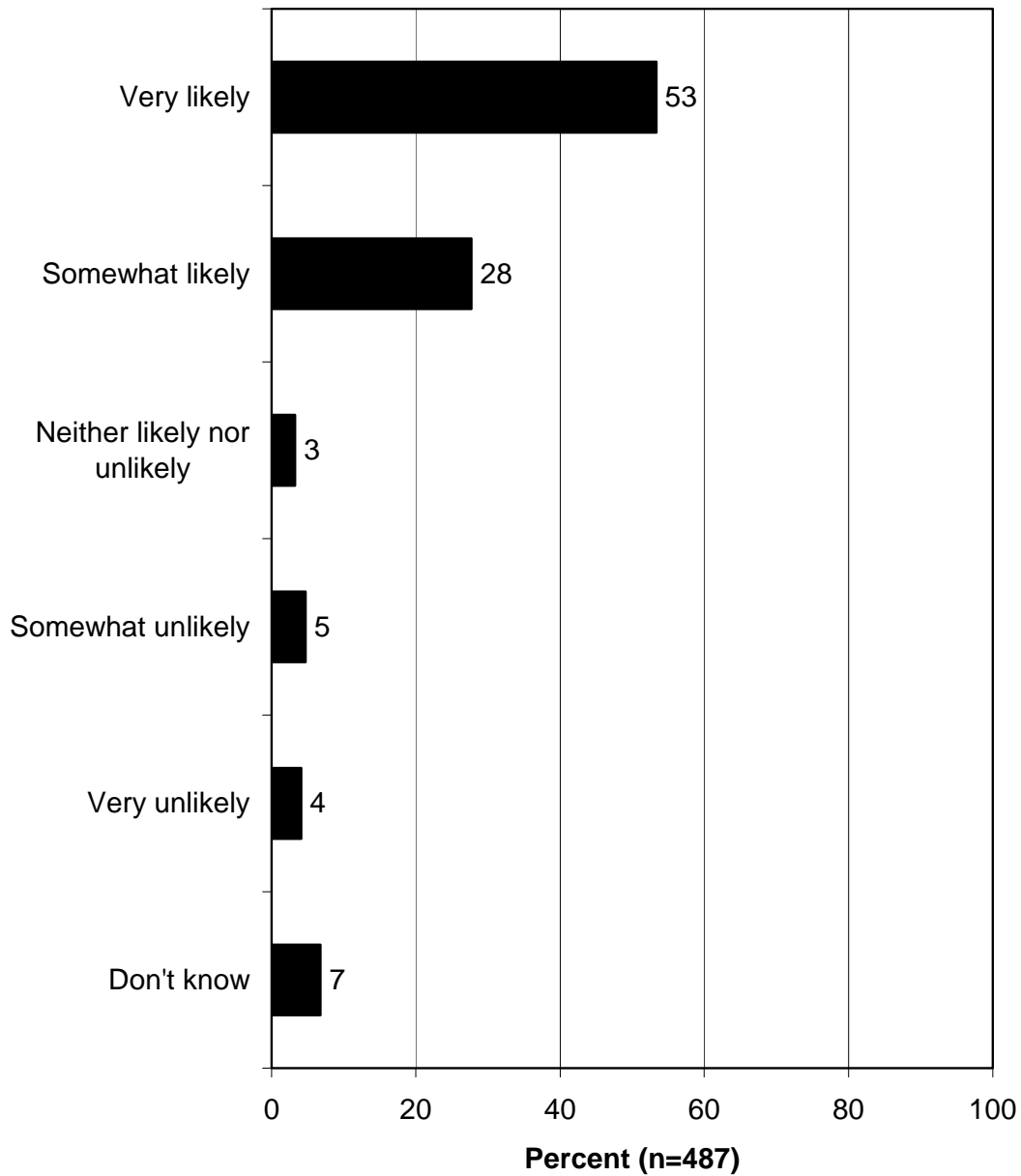
Q122. Would you be likely or unlikely to conserve water if you knew your personal health was at stake?



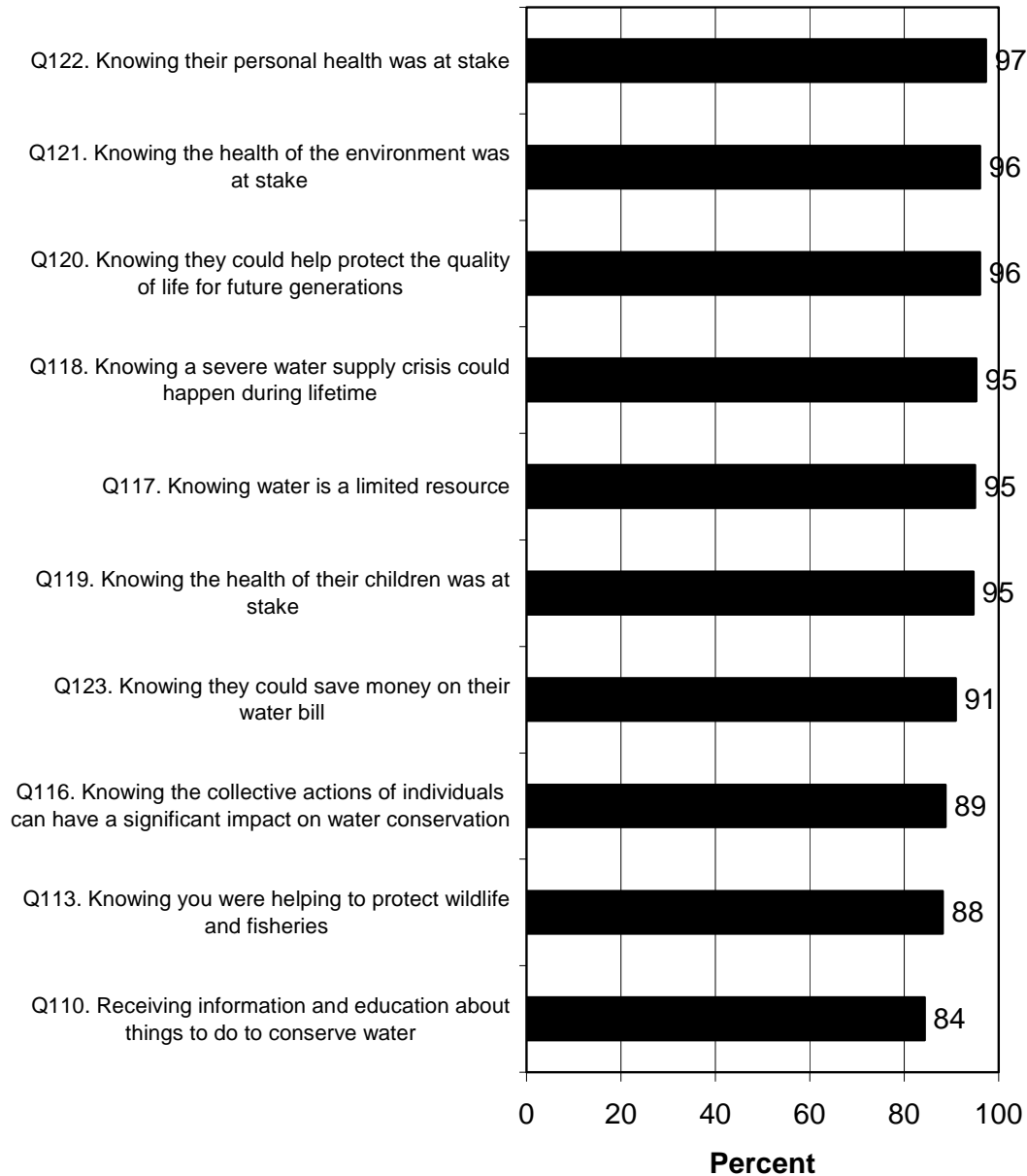
Q123. Would you be likely or unlikely to conserve water if you knew you could save money on your water bill?



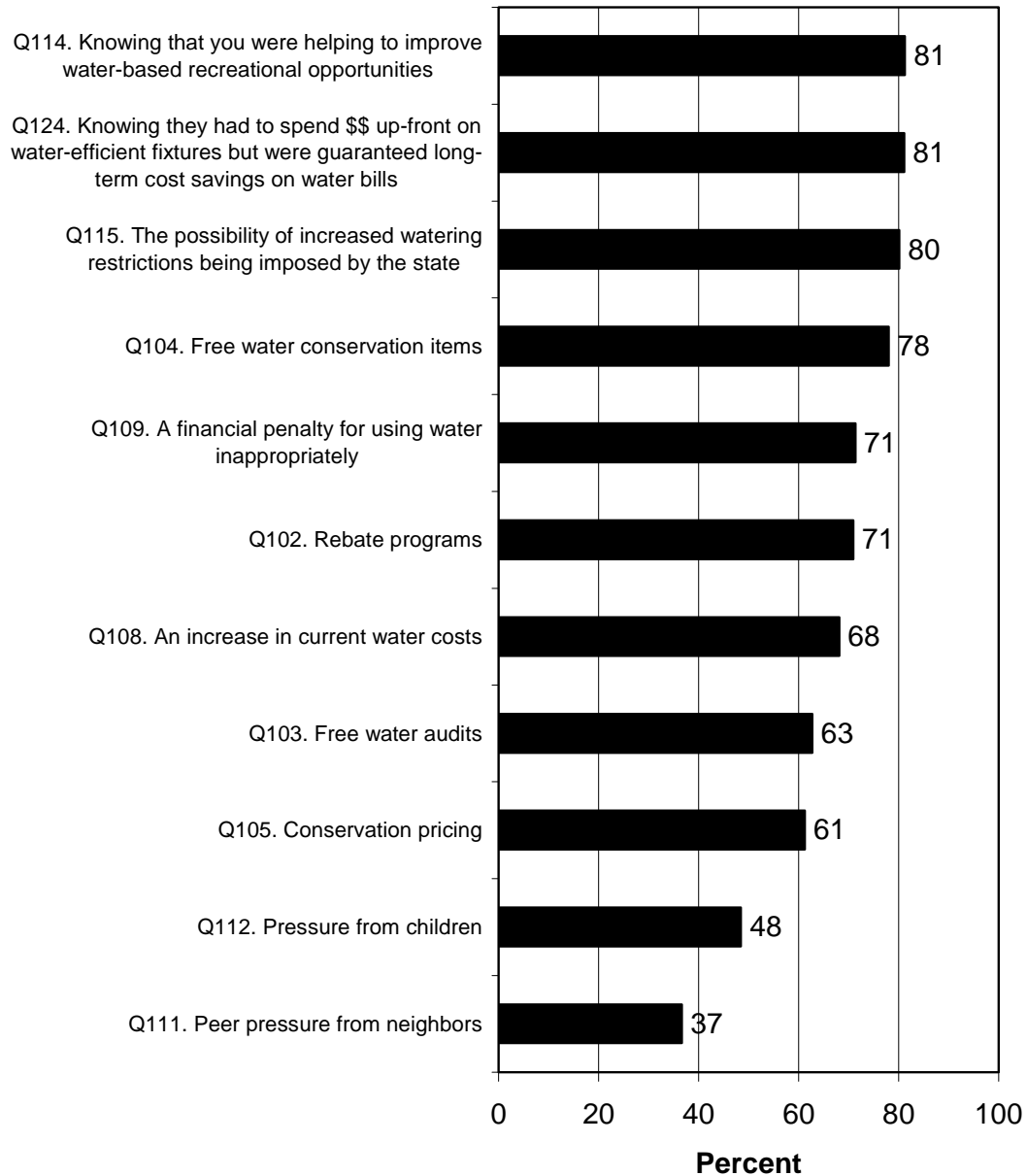
Q124. Would you be likely or unlikely to conserve water if you knew you had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on your water bills?



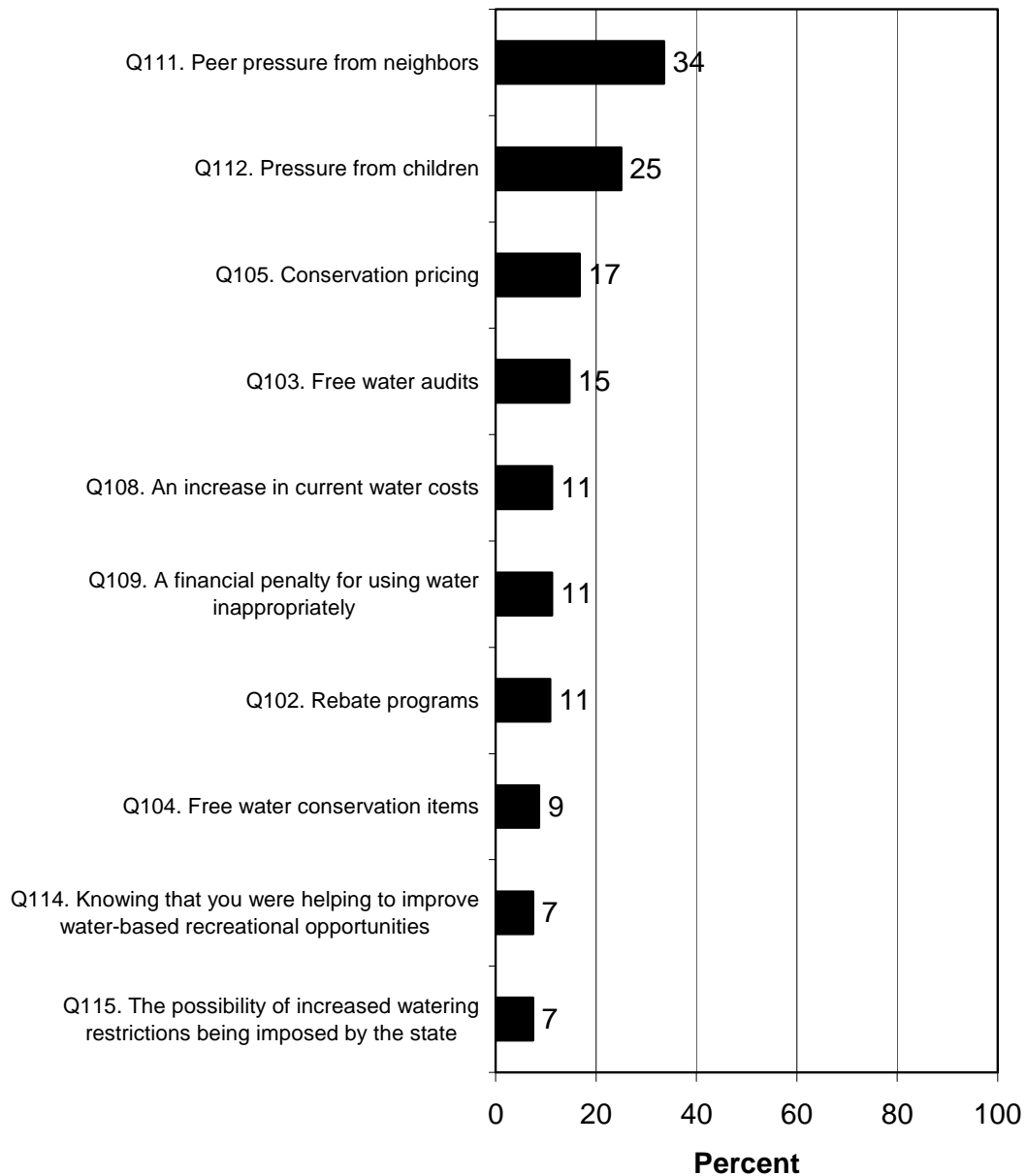
**Q102-124. Percent who said the following would make them very or somewhat likely to adopt water conservation practices or conserve water.
Part 1.**



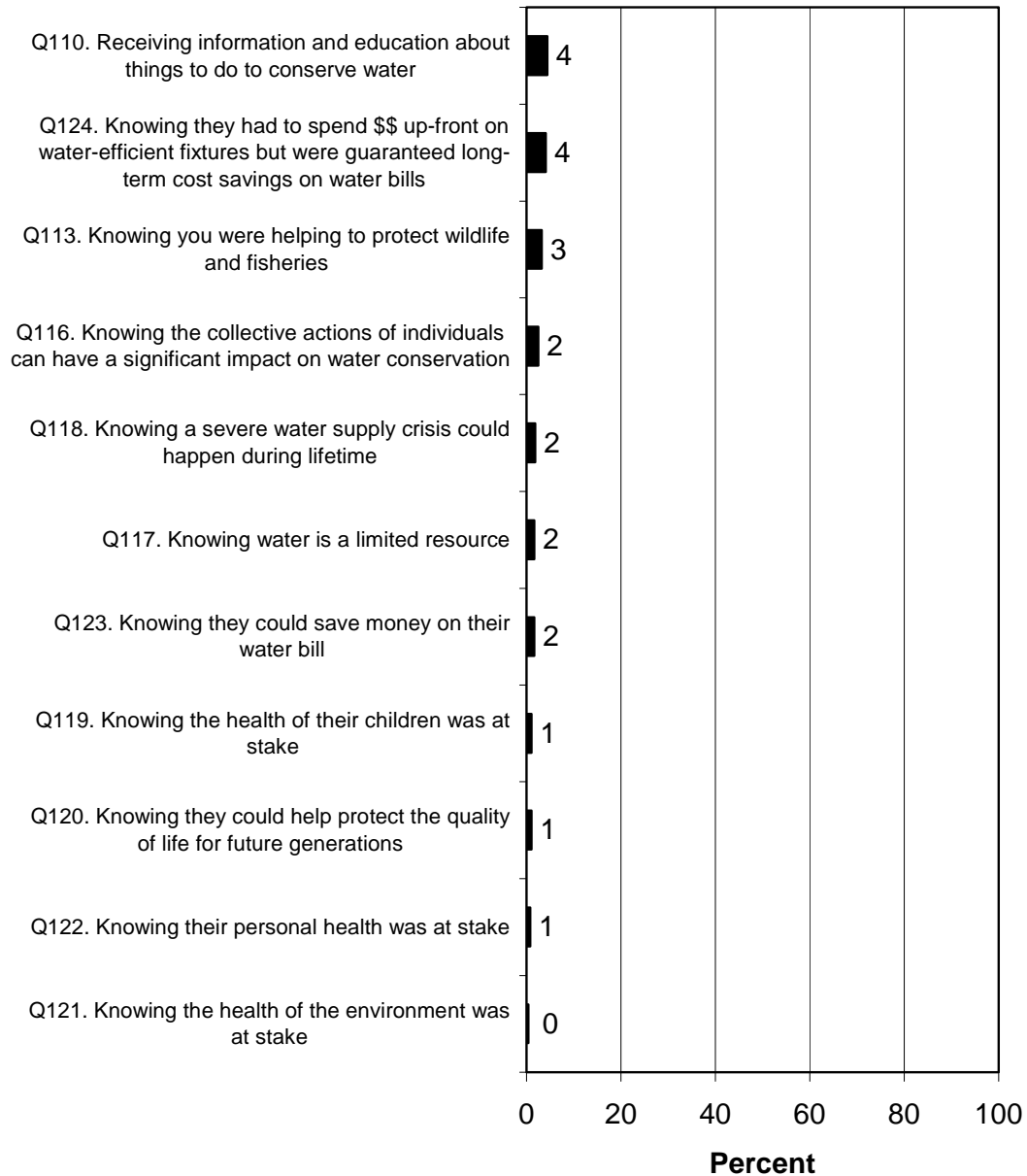
**Q102-124. Percent who said the following would make them very or somewhat likely to adopt water conservation practices or conserve water.
Part 2.**



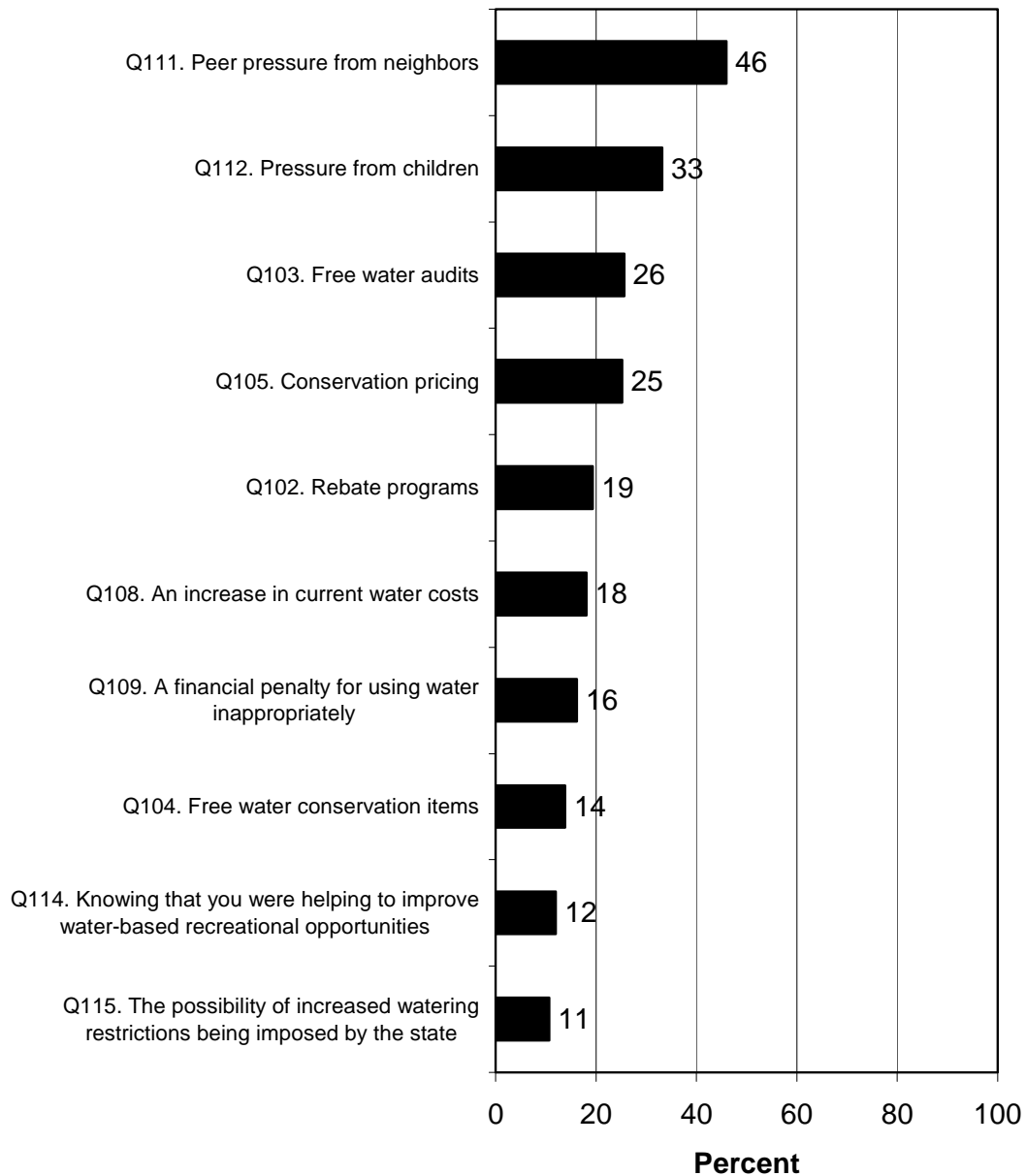
Q102-124. Percent who said the following would make them very unlikely to adopt water conservation practices or conserve water. Part 1.



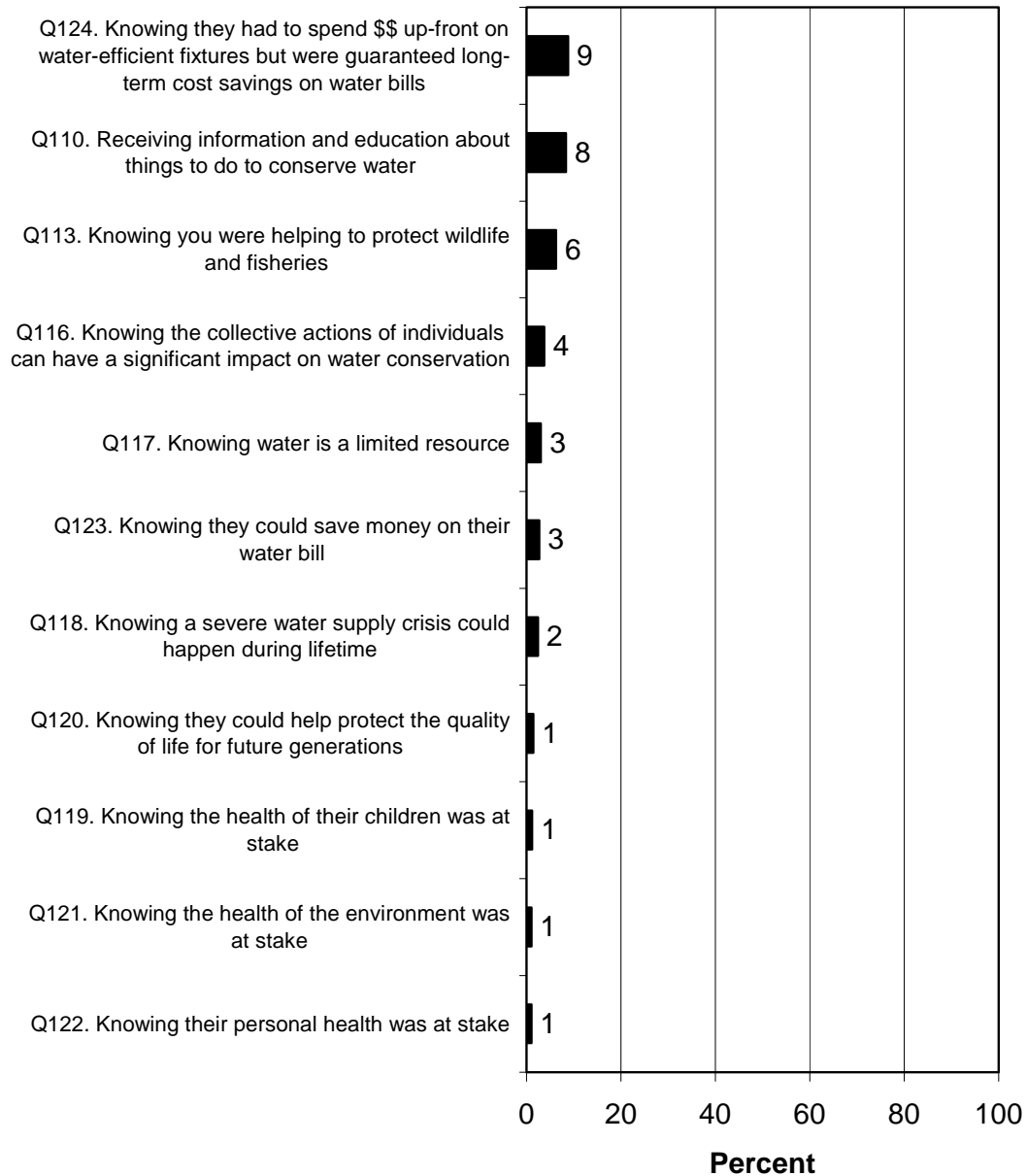
**Q102-124. Percent who said the following would make them very unlikely to adopt water conservation practices or conserve water.
Part 2.**



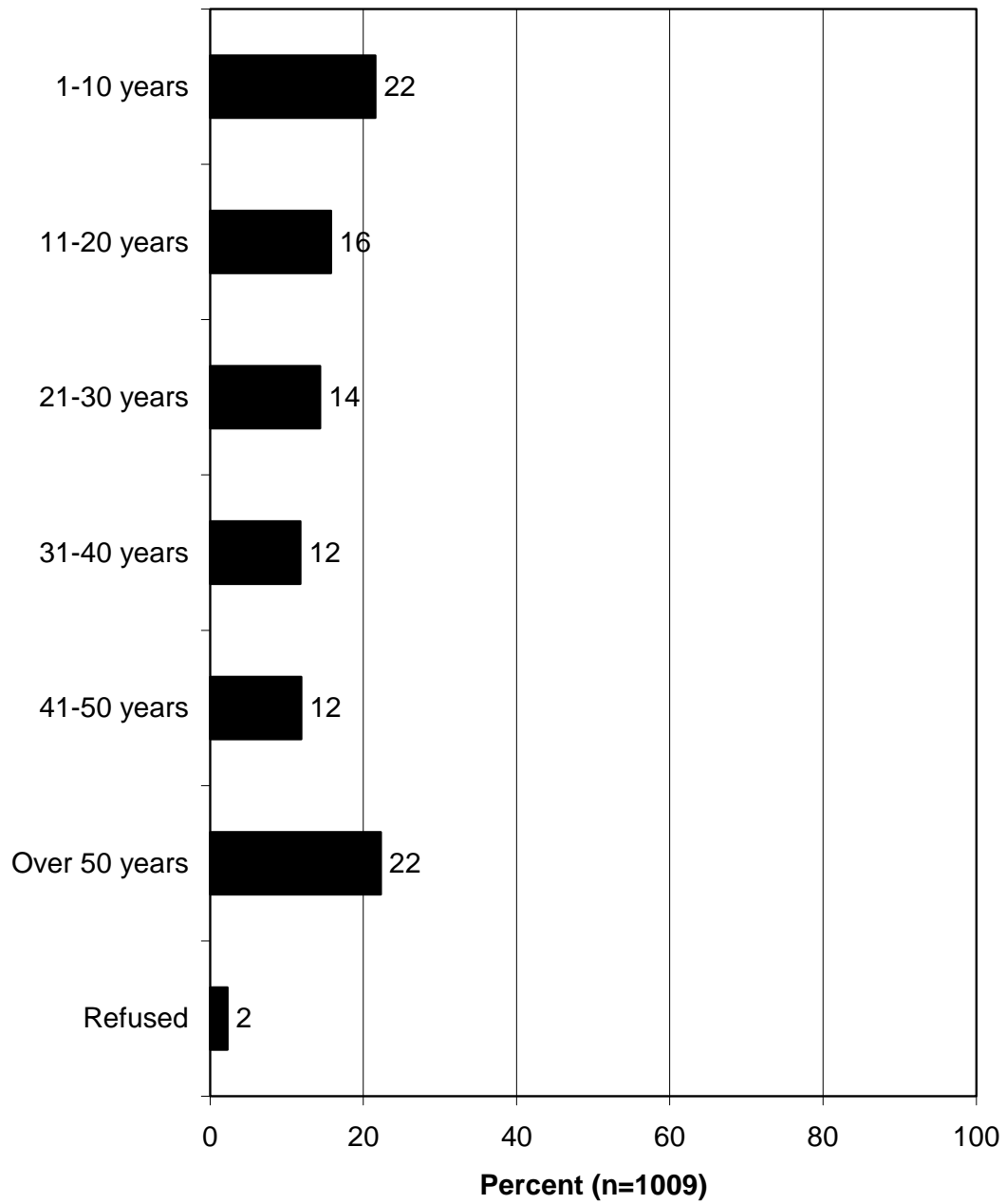
Q102-124. Percent who said the following would make them somewhat or very unlikely to adopt water conservation practices or conserve water. Part 1.



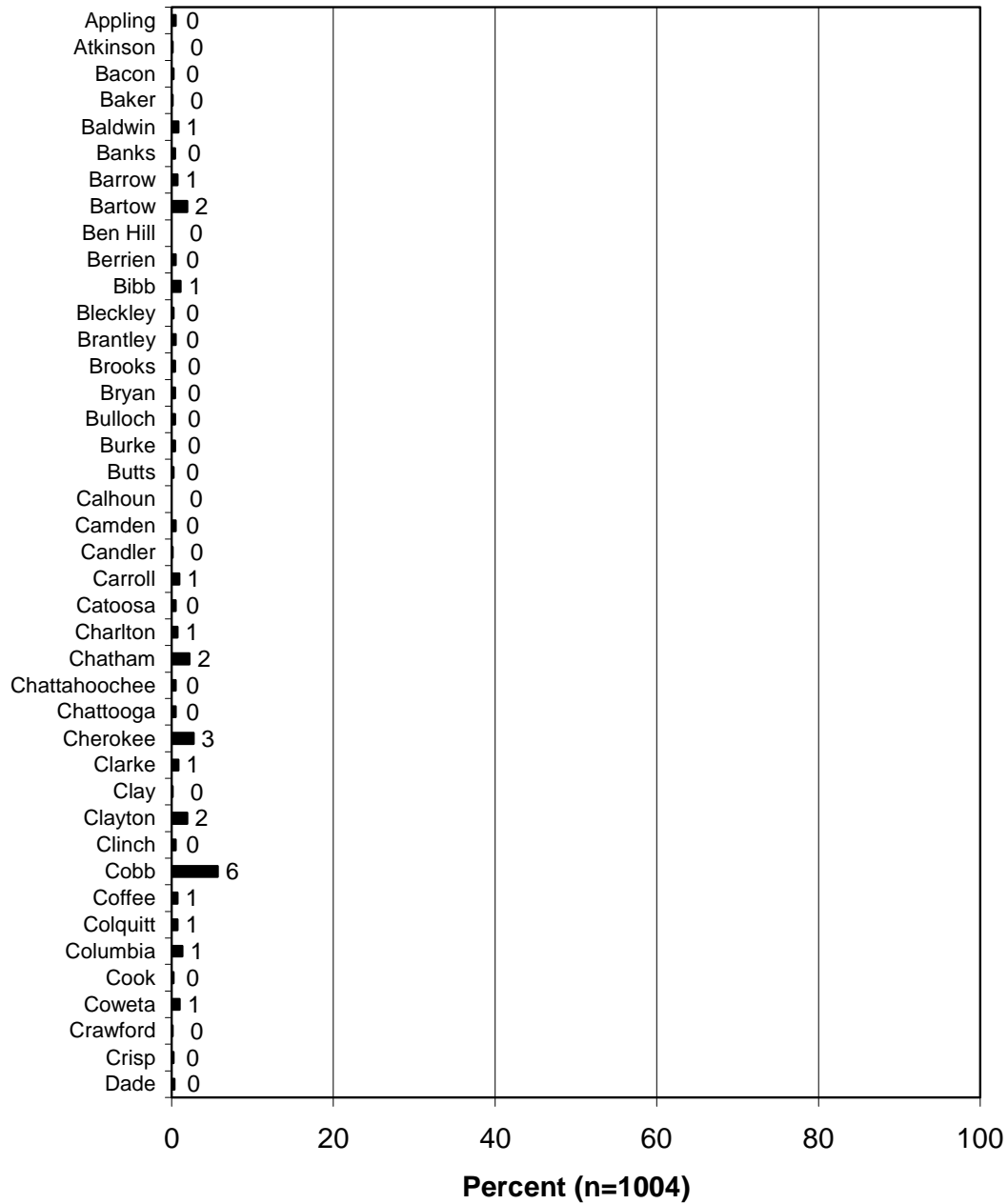
**Q102-124. Percent who said the following would make them somewhat or very unlikely to adopt water conservation practices or conserve water.
Part 2.**



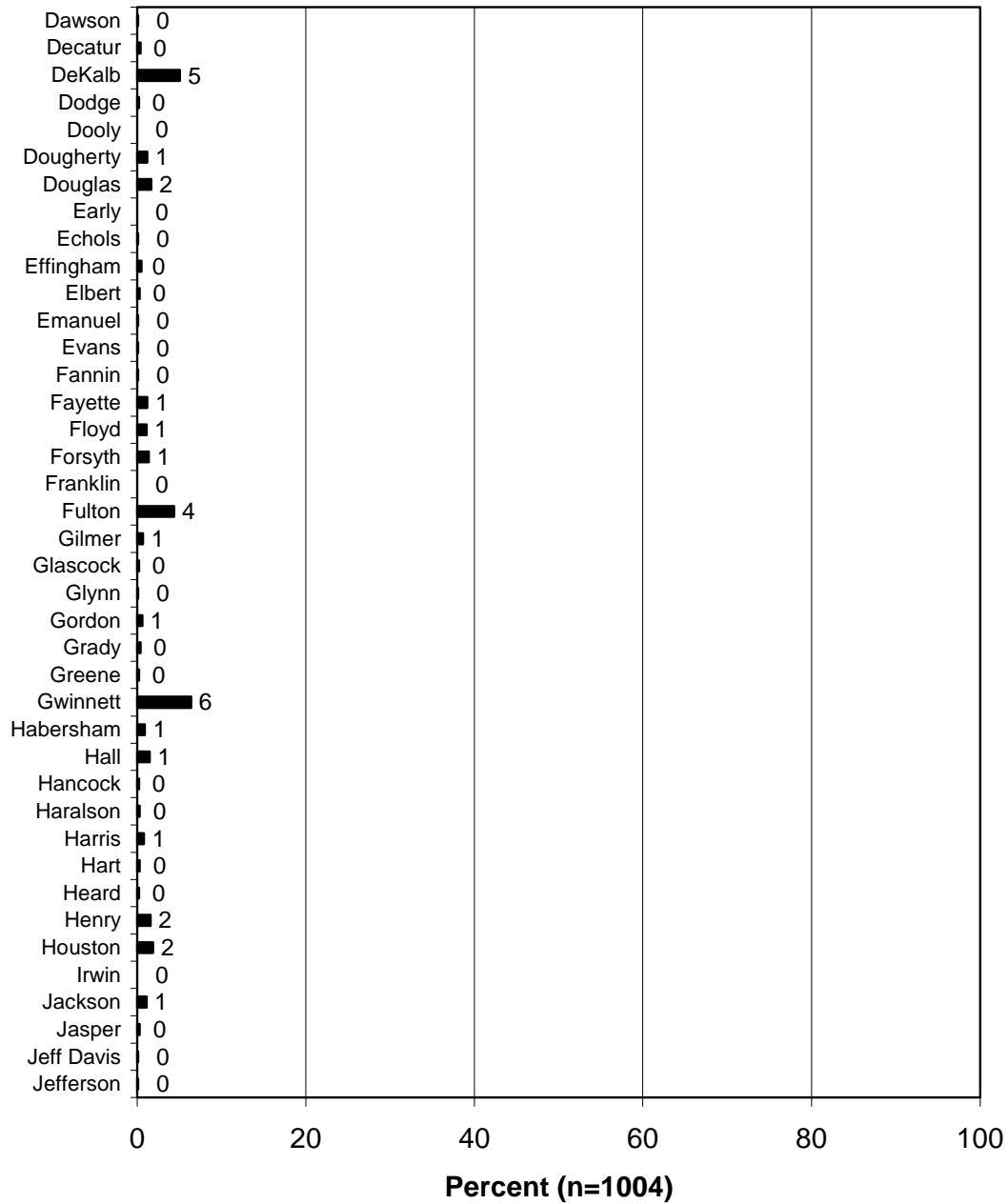
Q131. How long have you lived in Georgia?



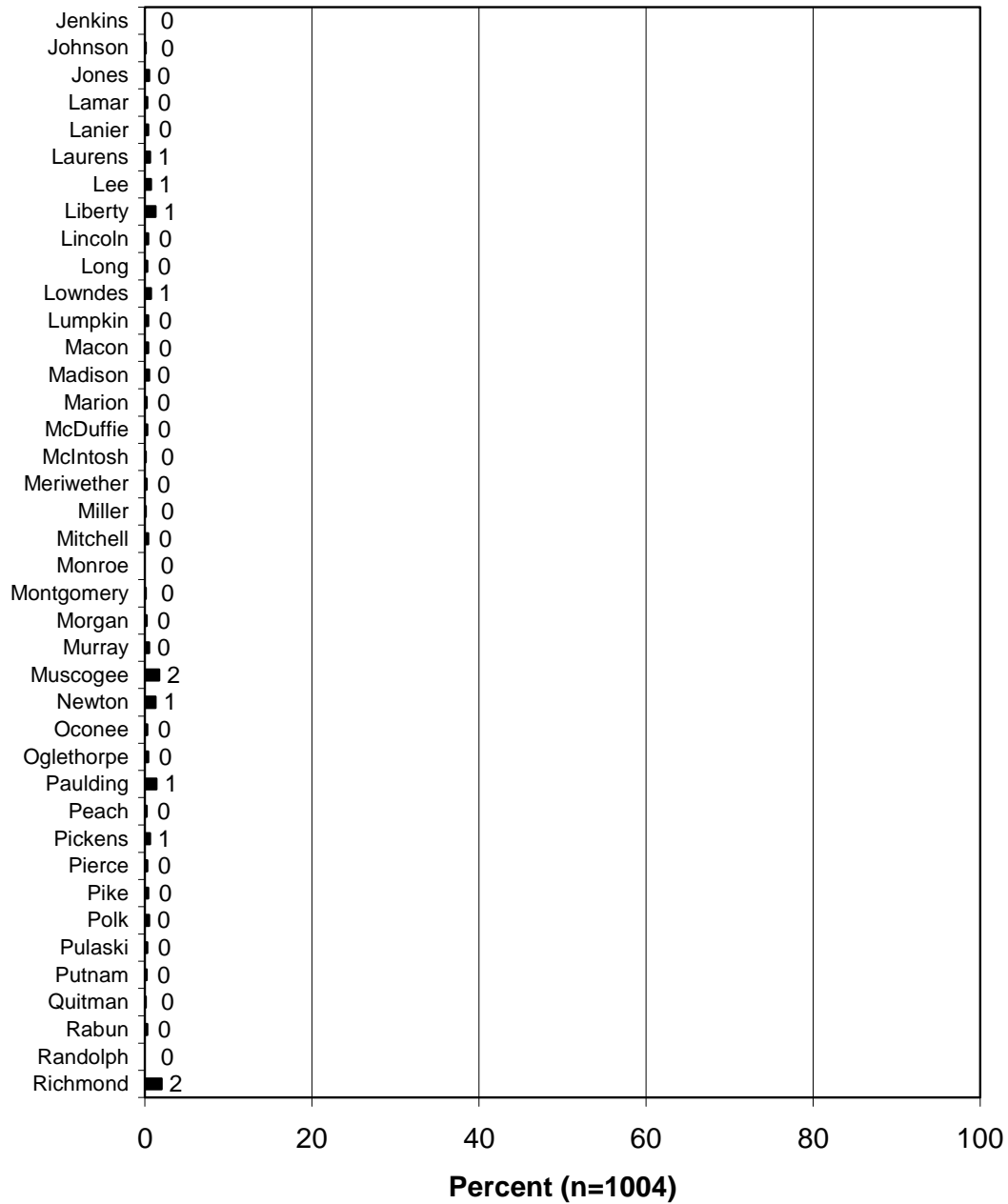
**Q133. In what county do you live?
Part 1.**



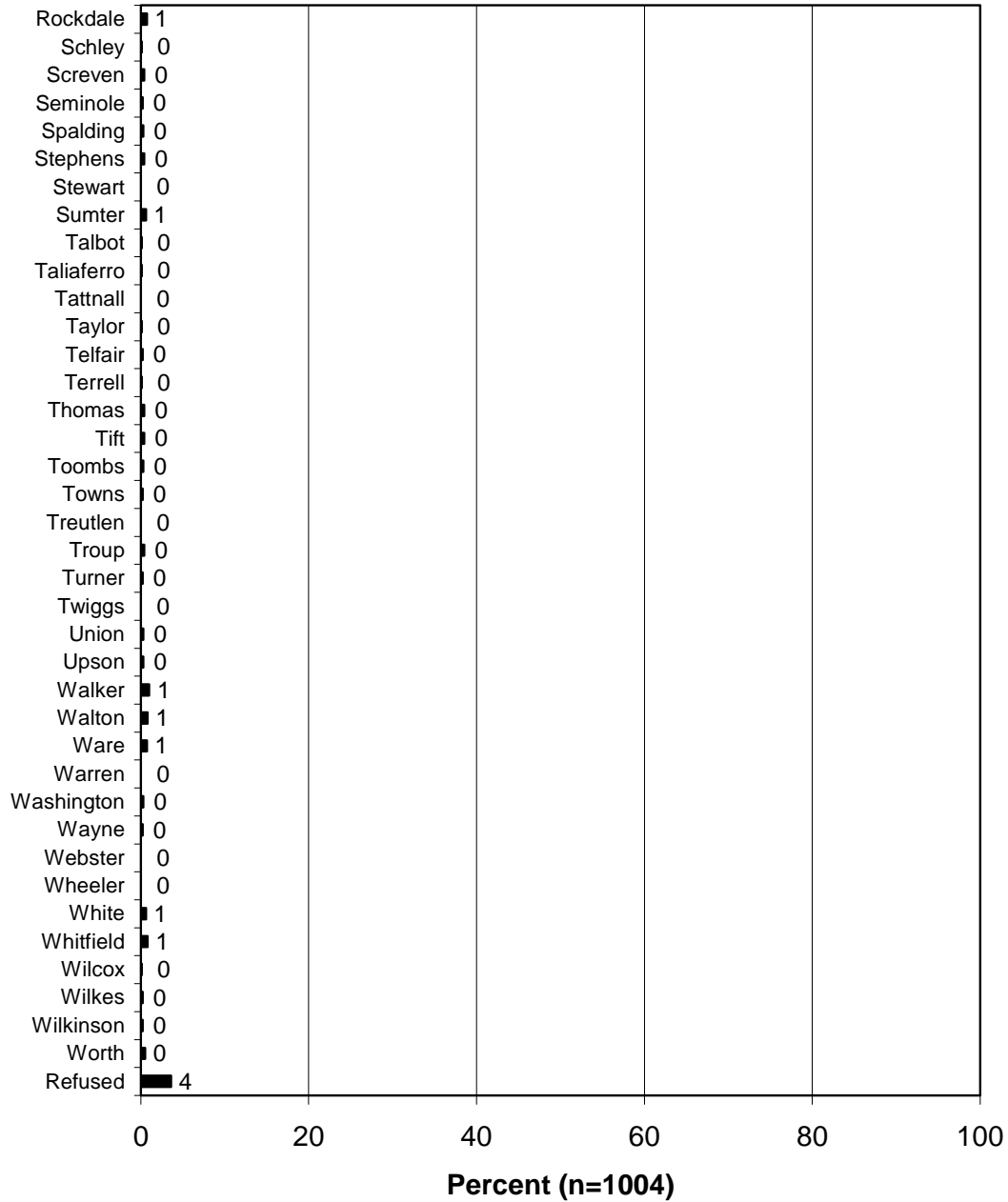
**Q133. In what county do you live?
Part 2.**



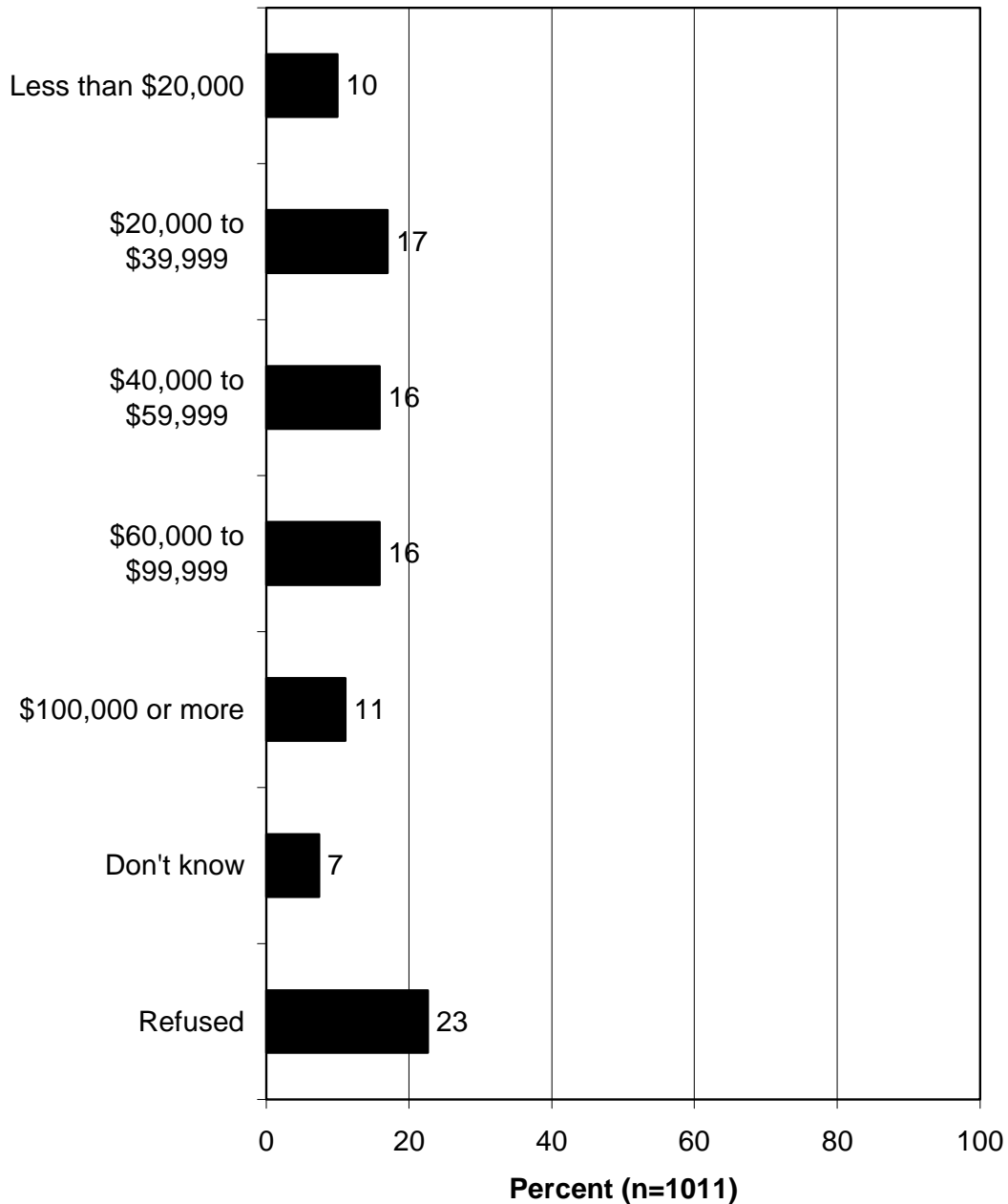
**Q133. In what county do you live?
Part 3.**



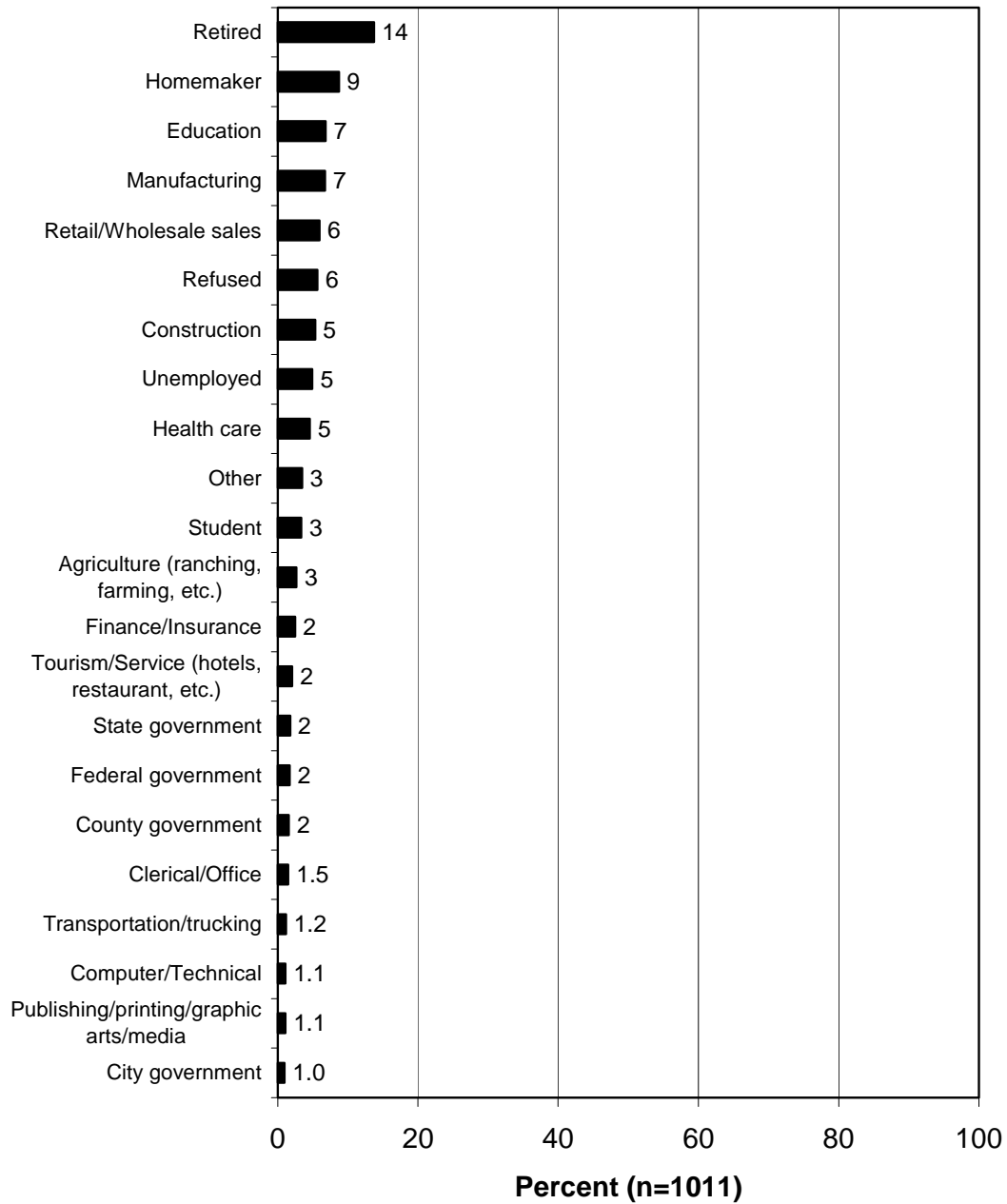
Q133. In what county do you live? Part 4.



Q148. Which of these categories best describes your total household income before taxes last year?



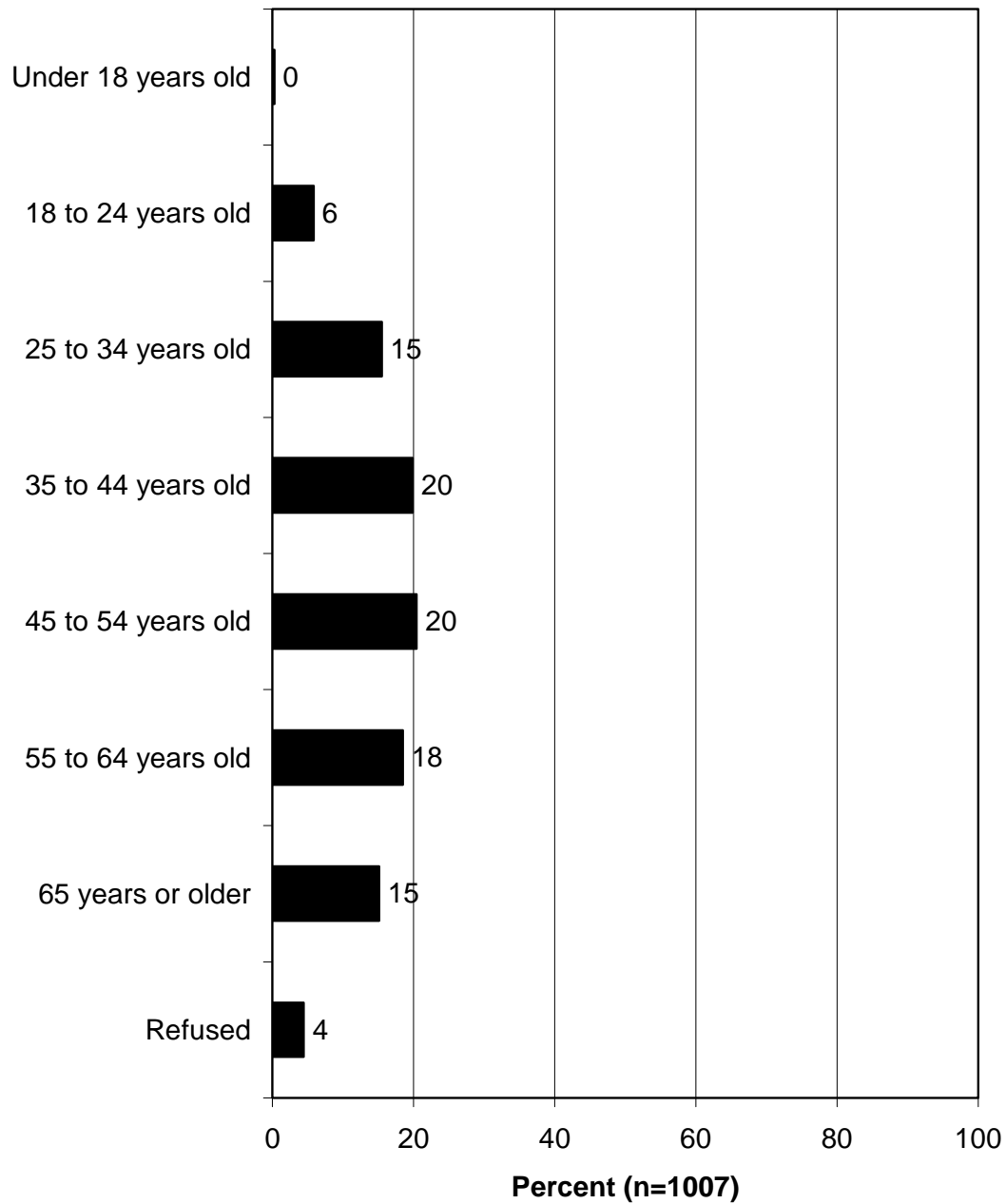
**Q149. Which of these categories best describes your profession?
Part 1.**



**Q149. Which of these categories best describes your profession?
Part 2.**



Q151. May I ask your age?



Q153. Respondent's gender (not asked, but observed by interviewer).



ADDITIONAL Z-SCORES

Says polluted water/water quality is one of the most important natural resource issues facing Georgia	Z-SCORE
Says not enough water/water quantity is one of the most important natural resource issues facing Georgia	10.82***
Says GA Dept. of Natural Resources is primarily responsible for managing water	4.78***
Household income of \$60,000 or more (pre-tax)	4.28***
Already routinely checks fixtures for leaks	3.81***
Thinks industry uses the most water in Georgia	3.3***
Is concerned about water quality because of habitat, environmental, spiritual, and/or aesthetic concerns	3.29**
45-54 years old	3.14**
Lives in Gilmer County	3.13**
Says water quality is a very or somewhat important issue facing Georgia	3.11**
Moderately or strongly disagrees that the State is doing enough to conserve water in Georgia	3.08**
Says air pollution/air quality is one of the most important natural resource issues facing Georgia	3.05**
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	2.95**
Says water quantity is a very or somewhat important issue facing Georgia	2.94**
Internet is preferred method of receiving info about water resources and water conservation	2.92**
Already washes car less frequently or not at all	2.88**
TV is preferred method of receiving info about water resources and water conservation	2.83**
Says urban sprawl is a very or somewhat important issue facing Georgia	2.81**
Is very concerned about water quality in Georgia	2.8**
Has graduate or professional degree	2.78**
Strongly or moderately disagree that I don't think conservation efforts work (is a reason for not conserving)	2.77**
Strongly or moderately disagree that I don't think my actions will make a difference (is a reason for not conserving)	2.71**
Is a homeowner	2.7**
Already waters lawn infrequently	2.65**
Newspapers are preferred method of receiving info about water resources and water conservation	2.6**
Lives in Cobb County	2.53*
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	2.5*
Is concerned about water quantity because of environmental concerns	2.41*
Owns more than 1 acre (median)	2.37*
Is part of a neighborhood association	2.37*
Lives in Troup County	2.36*
Has already installed a rain sensor on irrigation system	2.36*

Most likely to say polluted water/water quality is one of the most important natural resource issues facing Georgia.

Public meetings or forums are preferred method of receiving info about water resources and water conservation	2.36*
Is concerned about water quantity because of concerns for future generations	2.27*
White	2.24*
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	2.23*
Birth defects is a health/safety concern	2.19*
Rarely or never makes effort to conserve water because not concerned about having enough water	2.14*
Is somewhat concerned about water quantity in Georgia	2.03*
Strongly or moderately agrees that he/she can make a difference in water conservation	1.99*
Strongly or moderately disagree that I don't know what I can do to conserve water (is a reason for not conserving)	1.97*
Thinks residential users use the most water in Georgia	1.96*
Strongly or moderately disagree that industry uses too much water (is a reason for not conserving)	1.96*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Does not receive water usage tips with water bill	-2.15*
Says water quality is a somewhat or very unimportant issue facing Georgia	-2.21*
Lives in Coffee County	-2.25*
Pressure from children would make him/her somewhat or very unlikely to conserve water	-2.26*
Lives in Chatham County	-2.27*
Owns 1 acre or less (median)	-2.37*
Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	-2.42*
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-2.58**
Strongly or moderately agree that I don't think my actions will make a difference (is a reason for not conserving)	-2.59**
African-American	-2.6**
Is not a homeowner	-2.7**
18-24 years old	-2.91**
Household income of less than \$60,000 (pre-tax)	-2.91**
No college experience	-3.01**
Very or somewhat likely to routinely check fixtures for leaks	-3.03**
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-3.33***
Is not at all concerned about water quality in Georgia	-3.39***

Most likely *not* to say polluted water/water quality is one of the most important natural resource issues facing Georgia.

Says not enough water/water quantity is one of the most important natural resource issues facing Georgia	Z-SCORE
Says polluted water/water quality is one of the most important natural resource issues facing Georgia	10.82***
Is very concerned about water quantity in Georgia	4.36***
Says Georgia's waterways are very or somewhat healthy	4.07***
Says GA Dept. of Natural Resources is primarily responsible for managing water	3.57***
Says water quantity is a very or somewhat important issue facing Georgia	3.53***
White	3.24**
College experience, with or without obtaining an Associate's or Bachelor's degree	3.17**
Newspapers are preferred method of receiving info about water resources and water conservation	3.06**
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	3.03**
Says urban sprawl is a very or somewhat important issue facing Georgia	2.99**
Household income of \$60,000 or more (pre-tax)	2.92**
Strongly or moderately agree that businesses uses too much water (is a reason for not conserving)	2.78**
Has already installed a rain sensor on irrigation system	2.75**
Is a homeowner	2.75**
Indicated that laundry was one of the top three ways they use water	2.54*
Works in agriculture	2.42*
Works in city government	2.42*
Works in construction	2.42*
Works in county government	2.42*
Works in education	2.42*
Works in federal government	2.42*
Is a homemaker	2.42*
Works in manufacturing	2.42*
Works in mining	2.42*
Works for nonprofit organization	2.42*
Works in retail/wholesale sales	2.42*
Works in state government	2.42*
Is a student	2.42*
Works in timber industry	2.42*
Works in tourism/service	2.42*
Is unemployed	2.42*
Lives in Colquitt County	2.4*
Lives in Lee County	2.4*
55-64 years old	2.31*
Has graduate or professional degree	2.3*
Lives in Towns County	2.16*
Personally receives water bill	2.14*

Most likely to say not enough water/water quantity is one of the most important natural resource issues facing Georgia.

Makes effort to conserve water because of concerns about water restrictions	2.14*
Strongly or moderately agree that my friends and neighbors aren't conserving water (is a reason for not conserving)	2.13*
Lives on a farm or ranch	2.1*
Thinks industry uses 29% or less of all water used in Georgia	2.06*
Says disposal of household garbage and other municipal wastes in landfills is a somewhat or very unimportant issue facing Georgia	2.01*
Already waters lawn infrequently	2*
Lives in Lanier County	1.97*
Lives in Macon County	1.97*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Thinks industry uses more than 30% of all water used in Georgia	-2.06*
Imposition of a financial penalty for using water inappropriately would make him/her somewhat or very unlikely to conserve water	-2.08*
Indicated that taking a shower was one of the top three ways they use water	-2.12*
Makes effort to conserve water because it's the right thing to do	-2.2*
Says water quantity is a somewhat or very unimportant issue facing Georgia	-2.37*
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	-2.39*
Says Georgia's waterways are somewhat or very unhealthy	-2.41*
Says air pollution/air quality is one of the most important natural resource issues facing Georgia	-2.5*
Strongly or moderately disagree that businesses uses too much water (is a reason for not conserving)	-2.71**
Is not a homeowner	-2.75**
25-34 years old	-2.83**
Someone else receives water bill	-2.93**
Strongly or moderately disagree that I never get information on whether my conservation efforts are helpful (is a reason for not conserving)	-3.06**
Strongly or moderately disagree that the state doesn't have an adequate statewide conservation plan (is a reason for not conserving)	-3.12**
Household income of less than \$60,000 (pre-tax)	-3.39***
African-American	-3.59***
Is not at all concerned about water quantity in Georgia	-4.4***
No college experience	-4.85***

Most likely *not* to say not enough water/water quantity is one of the most important natural resource issues facing Georgia.

Says air quality is a very or somewhat important issue facing Georgia	Z-SCORE
Says water quality is a very or somewhat important issue facing Georgia	6.32***
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	5.9***
Says urban sprawl is a very or somewhat important issue facing Georgia	5.83***
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	5.38***
Says protection of greenspace is a very or somewhat important issue facing Georgia	5.23***
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	4.81***
Says water quantity is a very or somewhat important issue facing Georgia	4.7***
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	4.29***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	3.97***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	3.94***
Strongly or moderately agrees that he/she can make a difference in water conservation	3.69***
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	3.58***
Is very concerned about water quality in Georgia	3.38***
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	3.34***
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	3.26**
Is female	3.16**
Says air pollution/air quality is one of the most important natural resource issues facing Georgia	3.15**
Says recycling of household products is a very or somewhat important issue facing Georgia	3.06**
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	2.98**
Is concerned about water quantity because of water shortages and watering restrictions	2.97**
Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	2.95**
Thinks residential users use more than 45% of all water used in Georgia	2.92**
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	2.89**
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	2.89**
Says quality of wetlands is a very or somewhat important issue facing Georgia	2.89**

Most likely to say air quality is a very or somewhat important issue facing Georgia.

Strongly or moderately supports statewide water conservation effort	2.87**
Knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water	2.74**
Strongly or moderately disagree that I don't think conservation efforts work (is a reason for not conserving)	2.58**
Brochures mailed to house are preferred method of receiving info about water resources and water conservation	2.5*
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	2.42*
Usually opens the water bill	2.42*
Thinks people use a great deal of water in everyday life	2.39*
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	2.33*
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.21*
Strongly or moderately disagree that institutions (such as government and universities) use too much water (is a reason for not conserving)	2.2*
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	2.19*
Very or somewhat likely to wash car less frequently or not at all	2.17*
An increase in current water costs would make him/her very or somewhat likely to conserve water	2.06*
Says Georgia's waterways are somewhat or very unhealthy	2.06*
Strongly or moderately disagree that my friends and neighbors aren't conserving water (is a reason for not conserving)	2.02*
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	2.02*
Personally receives water bill	2.01*
Strongly or moderately disagree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.01*
25-34 years old	2*
Thinks residential users use the most water in Georgia	1.97*
Has lived in Georgia for 30 or fewer years (median)	1.97*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Is not at all concerned about water quality in Georgia	-1.97*
Has lived in Georgia for more than 30 years (median)	-1.97*
Makes effort to conserve water because it's the right thing to do	-1.97*
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-2.05*
Knowledge that a severe water supply crisis could happen during lifetime would make him/her somewhat or very unlikely to conserve water	-2.05*
Lives in Bulloch County	-2.07*
Lives in Burke County	-2.07*
Lives in Macon County	-2.07*

Lives in Mitchell County	-2.07*
Lives in Oglethorpe County	-2.07*
Lives in Thomas County	-2.07*
Moderately or strongly disagrees that he/she can make a difference in water conservation	-2.11*
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-2.14*
Says loss of wildlife habitat is a somewhat or very unimportant issue facing Georgia	-2.14*
Not at all likely to wash car less frequently or not at all	-2.19*
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-2.21*
Usually is not the person to open the water bill	-2.5*
Free water audits and water conservation demonstrations are preferred method of receiving info about water resources and water conservation	-2.5*
Lives in Elbert County	-2.51*
Lives in McDuffie County	-2.51*
Lives in Oconee County	-2.51*
Lives in Union County	-2.51*
Lives in Washington County	-2.51*
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her somewhat or very unlikely to conserve water	-2.56*
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-2.63**
Indicated that landscaping such as fish ponds was one of the top three ways they use water	-2.68**
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to conserve water	-2.71**
Strongly or moderately agree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	-2.82**
Thinks residential users use 44% or less of all water used in Georgia	-2.92**
Not at all likely to routinely check fixtures for leaks	-2.97**
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	-2.99**
Says Georgia's waterways are very or somewhat healthy	-3.18**
Is male	-3.2**
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	-3.21**
Lives in Bacon County	-3.23**
Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	-3.35***
Says disposal of household garbage and other municipal wastes in landfills is a somewhat or very unimportant issue facing Georgia	-3.42***
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-3.63***

Thinks people use a little water in everyday life	-3.72***
Says water quality is a somewhat or very unimportant issue facing Georgia	-3.8***
Says water quantity is a somewhat or very unimportant issue facing Georgia	-3.94***
Says urban sprawl is a somewhat or very unimportant issue facing Georgia	-4.02***
Not at all likely to install water saving devices in toilet	-4.09***
Lives in Glynn County	-4.77***
Lives in McIntosh County	-4.77***
Lives in Taylor County	-4.77***
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	-5.13***
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-5.3***
Rarely or never makes effort to conserve water because doesn't care	-6.03***

Most likely *not* to say air quality is a very or somewhat important issue facing Georgia.

Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	Z-SCORE
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	9.82***
Says recycling of household products is a very or somewhat important issue facing Georgia	9.33***
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	8.12***
Says quality of wetlands is a very or somewhat important issue facing Georgia	7.51***
Says protection of greenspace is a very or somewhat important issue facing Georgia	7.16***
Is very concerned about water quality in Georgia	5.5***
Says urban sprawl is a very or somewhat important issue facing Georgia	5.02***
Says water quantity is a very or somewhat important issue facing Georgia	3.83***
Strongly or moderately supports statewide water conservation effort	3.8***
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	3.38***
Says air quality is a very or somewhat important issue facing Georgia	3.34***
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	3.3**
Strongly or moderately agrees that he/she can make a difference in water conservation	3.07**
Strongly or moderately agree that the state government isn't conserving water in Georgia (is a reason for not conserving)	2.92**
Says water quality is a very or somewhat important issue facing Georgia	2.89**
Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	2.86**
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	2.8**
Strongly or moderately disagree that water is not very expensive (is a reason for not conserving)	2.53*
Lives in a small city/town or a rural area	2.5*
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	2.39*
Owns more than 1 acre (median)	2.36*
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.31*
Husband usually opens water bill	2.26*
35-44 years old	2.21*
Is very concerned about water quantity in Georgia	2.15*
Says state government in general is primarily responsible for managing water	2.14*

Most likely to say disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia.

Says air pollution/air quality is one of the most important natural resource issues facing Georgia	2.13*
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	2.12*
Makes effort to conserve water because of concern about future generations	2.11*
Was somewhat concerned about trying to follow the 2000-2002 watering restrictions in GA	2.08*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Pressure from children would make him/her somewhat or very unlikely to conserve water	-2.02*
Lives in Bacon County	-2.02*
Lives in Heard County	-2.02*
Lives in Morgan County	-2.02*
Lives in Seminole County	-2.02*
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-2.04*
Receiving info about things to do to conserve water would make him/her somewhat or very unlikely to conserve water	-2.04*
Not at all likely to install water saving devices in toilet	-2.09*
Says water quality is a somewhat or very unimportant issue facing Georgia	-2.13*
Strongly or moderately agree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	-2.26*
Lives in Chatham County	-2.27*
Strongly or moderately disagree that the state government isn't conserving water in Georgia (is a reason for not conserving)	-2.28*
Wife usually opens water bill	-2.35*
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	-2.36*
Owens 1 acre or less (median)	-2.36*
Lives in Clinch County	-2.42*
Is not at all concerned about water quality in Georgia	-2.65**
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	-2.71**
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her somewhat or very unlikely to conserve water	-2.74**
Moderately or strongly disagrees that he/she can make a difference in water conservation	-2.81**
Says urban sprawl is a somewhat or very unimportant issue facing Georgia	-2.82**
Lives in Whitfield County	-2.82**
Lives in large city/urban area or a suburban area	-2.84**
Lives in Bryan County	-2.87**
Lives in Muscogee County	-2.96**
Thinks car washes use the most water in Georgia	-2.97**
Lives in Emanuel County	-3.18**

Is somewhat concerned about water quality in Georgia	-3.63***
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to conserve water	-3.68***
Is not at all concerned about water quantity in Georgia	-3.75***
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	-4.27***
Lives in Bleckley County	-4.49***
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	-4.92***
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-5.07***
Says loss of wildlife habitat is a somewhat or very unimportant issue facing Georgia	-7.12***
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-8.62***

Most likely *not* to say disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia.

Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	Z-SCORE
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	14.19***
Says quality of wetlands is a very or somewhat important issue facing Georgia	10.53***
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	9.82***
Says protection of greenspace is a very or somewhat important issue facing Georgia	8.5***
Says urban sprawl is a very or somewhat important issue facing Georgia	6.55***
Says recycling of household products is a very or somewhat important issue facing Georgia	6.27***
Says water quantity is a very or somewhat important issue facing Georgia	5.85***
Says water quality is a very or somewhat important issue facing Georgia	5.23***
Says air quality is a very or somewhat important issue facing Georgia	4.81***
Is very concerned about water quality in Georgia	4.52***
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	4.51***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	4.47***
Strongly or moderately supports statewide water conservation effort	4.37***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	3.81***
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	3.73***
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	3.71***
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	3.61***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	3.33***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	3.25**
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	3.22**
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	3.22**
Is very concerned about water quantity in Georgia	3.1**
Pressure from children would make him/her very or somewhat likely to conserve water	2.99**
Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	2.93**

Most likely to say loss of wildlife habitat is a very or somewhat important issue facing Georgia.

Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	2.89**
Very or somewhat likely to install water saving devices in toilet	2.86**
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	2.79**
Strongly or moderately disagree that institutions (such as government and universities) use too much water (is a reason for not conserving)	2.73**
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.47*
Strongly or moderately agree that the state government isn't conserving water in Georgia (is a reason for not conserving)	2.43*
Indicated that taking a shower was one of the top three ways they use water	2.34*
Very or somewhat likely to practice drought-tolerant landscaping (xeriscaping)	2.34*
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	2.31*
Strongly or moderately disagree that I don't think my actions will make a difference (is a reason for not conserving)	2.28*
Is concerned about water quality because of health/safety concerns	2.27*
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	2.25*
Thinks industry uses the most water in Georgia	2.25*
Strongly or moderately agrees that he/she can make a difference in water conservation	2.23*
Moderately or strongly disagrees that the State is doing enough to conserve water in Georgia	2.21*
Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	2.19*
Strongly or moderately disagree that I don't know what I can do to conserve water (is a reason for not conserving)	2.15*
35-44 years old	2.13*
Strongly or moderately disagree that my friends and neighbors aren't conserving water (is a reason for not conserving)	2.13*
Has already installed water efficient showerheads	2.11*
Very or somewhat likely to install water efficient washing machines and dishwashers	2.11*
Very or somewhat likely to routinely check fixtures for leaks	2.06*
Lives in Fulton County	2.03*
Radio is preferred method of receiving info about water resources and water conservation	2.03*
Strongly or moderately disagree that the state doesn't have an adequate statewide conservation plan (is a reason for not conserving)	1.96*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Lives in Gilmer County	-1.97*
Lives in Lowndes County	-1.97*

Says water quantity is a somewhat or very unimportant issue facing Georgia	-2.04*
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her somewhat or very unlikely to conserve water	-2.04*
Not at all likely to install water saving devices in toilet	-2.09*
Is somewhat concerned about water quality in Georgia	-2.12*
Strongly or moderately agree that my friends and neighbors aren't conserving water (is a reason for not conserving)	-2.14*
Lives in Bacon County	-2.15*
Lives in Crisp County	-2.15*
Lives in Greene County	-2.15*
Lives in Marion County	-2.15*
Lives in Telfair County	-2.15*
Lives in Turner County	-2.15*
Rarely or never makes effort to conserve water because doesn't think there is a problem	-2.46*
Moderately or strongly opposes statewide water conservation effort	-2.52*
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	-2.54*
Thinks golf courses use the most water in Georgia	-2.6**
Strongly or moderately agree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	-2.7**
Is not at all concerned about water quantity in Georgia	-2.7**
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to conserve water	-2.96**
Landlord usually opens water bill	-3.16**
Says urban sprawl is a somewhat or very unimportant issue facing Georgia	-3.17**
Not at all likely to install water efficient showerheads	-3.23**
Lives in Taylor County	-3.34***
Says water quality is a somewhat or very unimportant issue facing Georgia	-3.42***
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-3.45***
Is not at all concerned about water quality in Georgia	-3.49***
65 years old or older .	-3.69***
Lives in Chatham County	-4.07***
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	-4.52***
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-4.88***
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	-7.02***

Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	-7.17***
Says disposal of household garbage and other municipal wastes in landfills is a somewhat or very unimportant issue facing Georgia	-8.46***
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-10.23***

Most likely *not* to say loss of wildlife habitat is a very or somewhat important issue facing Georgia.

Says recycling of household products is a very or somewhat important issue facing Georgia	Z-SCORE
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	9.33***
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	8.71***
Says quality of wetlands is a very or somewhat important issue facing Georgia	6.83***
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	6.27***
Says protection of greenspace is a very or somewhat important issue facing Georgia	5.71***
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	4.55***
Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	4.55***
Is very concerned about water quality in Georgia	4.17***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	4.17***
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	4.13***
Strongly or moderately agrees that he/she can make a difference in water conservation	3.83***
Strongly or moderately supports statewide water conservation effort	3.69***
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	3.62***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	3.46***
Lives in a small city/town or a rural area	3.25**
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	3.25**
Moderately or strongly disagrees that the State is doing enough to conserve water in Georgia	3.24**
Very or somewhat likely to install water efficient washing machines and dishwashers	3.23**
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	3.1**
Always or sometimes reads the water usage tips in bill	3.09**
Says air quality is a very or somewhat important issue facing Georgia	3.06**
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	3.02**
Is female	3**
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	2.98**
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	2.96**

Most likely to say recycling of household products is a very or somewhat important issue facing Georgia.

Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	2.94**
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	2.91**
No college experience	2.85**
Strongly or moderately agree that businesses uses too much water (is a reason for not conserving)	2.8**
Brochures mailed to house are preferred method of receiving info about water resources and water conservation	2.75**
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	2.67**
Says urban sprawl is a very or somewhat important issue facing Georgia	2.6**
Very or somewhat likely to install water saving devices in toilet	2.58**
Strongly or moderately agree that the state government isn't conserving water in Georgia (is a reason for not conserving)	2.57*
Already practices drought-tolerant landscaping (xeriscaping)	2.45*
Says water quality is a very or somewhat important issue facing Georgia	2.45*
African-American	2.43*
Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	2.36*
Says water quantity is a very or somewhat important issue facing Georgia	2.3*
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.15*
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	2.14*
Makes effort to conserve water because it's the right thing to do	2.04*
Very or somewhat likely to install water efficient showerheads	2*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Lives in Cherokee County	-1.97*
Usually is not the person to open the water bill	-1.98*
Says U.S. Fish and Wildlife Service is primarily responsible for managing water	-2.14*
Lives in Heard County	-2.15*
Lives in Morgan County	-2.15*
Lives in Wayne County	-2.15*
Knowledge that the health of his/her children was at stake would make him/her somewhat or very unlikely to conserve water	-2.21*
College experience, with or without obtaining an Associate's or Bachelor's degree	-2.25*
Says water quality is a somewhat or very unimportant issue facing Georgia	-2.29*
Lives in Douglas County	-2.32*
Strongly or moderately agrees that the State is doing enough to conserve water in Georgia	-2.33*
Says air quality is a somewhat or very unimportant issue facing Georgia	-2.44*

Somewhat or very unlikely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-2.52*
Strongly or moderately agree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	-2.65**
Says urban sprawl is a somewhat or very unimportant issue facing Georgia	-2.66**
Lives in Gwinnett County	-2.7**
Lives in Habersham County	-2.75**
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to conserve water	-2.78**
Is somewhat concerned about water quality in Georgia	-2.79**
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	-2.81**
Not at all likely to install water efficient washing machines and dishwashers	-2.82**
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-2.84**
Moderately or strongly opposes statewide water conservation effort	-2.87**
Not at all likely to install low-flow toilets	-2.92**
Is not at all concerned about water quantity in Georgia	-2.95**
Makes effort to conserve water to save money on water bill	-3.01**
Is male	-3.06**
Lives in large city/urban area or a suburban area	-3.1**
Says U.S. Forest Service is primarily responsible for managing water	-3.32***
Lives in Glynn County	-3.34***
Lives in Jeff Davis County	-3.34***
Rarely or never reads the water usage tips in bill	-3.39***
Is not at all concerned about water quality in Georgia	-3.45***
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-3.46***
Not at all likely to install water efficient showerheads	-3.79***
Says loss of wildlife habitat is a somewhat or very unimportant issue facing Georgia	-3.8***
Says water quantity is a somewhat or very unimportant issue facing Georgia	-3.9***
Moderately or strongly disagrees that he/she can make a difference in water conservation	-3.95***
Not at all likely to install water saving devices in toilet	-4***
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-4.56***
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-4.74***
Never makes effort to conserve water	-4.78***
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	-5.11***

Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	-6.21***
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	-8.14***
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-8.27***
Says disposal of household garbage and other municipal wastes in landfills is a somewhat or very unimportant issue facing Georgia	-9.07***

Most likely *not* to say recycling of household products is a very or somewhat important issue facing Georgia.

Strongly or moderately agrees that he/she can make a difference in water conservation	Z-SCORE
Strongly or moderately disagree that I don't think my actions will make a difference (is a reason for not conserving)	5.18***
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	5.15***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	4.98***
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	4.85***
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	4.66***
Says quality of wetlands is a very or somewhat important issue facing Georgia	4.66***
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	4.61***
Says urban sprawl is a very or somewhat important issue facing Georgia	4.54***
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	4.53***
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	4.48***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	4.36***
Strongly or moderately supports statewide water conservation effort	4.2***
Pressure from children would make him/her very or somewhat likely to conserve water	4.19***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	4.19***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	4.08***
Was not born in Georgia	3.97***
Has lived in Georgia for 30 or fewer years (median)	3.9***
Says recycling of household products is a very or somewhat important issue facing Georgia	3.83***
Has already installed water efficient showerheads	3.76***
Says air quality is a very or somewhat important issue facing Georgia	3.69***
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	3.62***
Strongly or moderately disagree that I don't think conservation efforts work (is a reason for not conserving)	3.57***
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	3.48***
Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	3.44***

Most likely to say strongly or moderately agrees that he/she can make a difference in water conservation.

Says protection of greenspace is a very or somewhat important issue facing Georgia	3.21**
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	3.17**
Always makes effort to conserve water	3.1**
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	3.07**
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	2.98**
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	2.96**
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	2.92**
Has graduate or professional degree	2.86**
Strongly or moderately disagree that I don't know what I can do to conserve water (is a reason for not conserving)	2.78**
Household income of \$60,000 or more (pre-tax)	2.74**
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	2.73**
Says water quantity is a very or somewhat important issue facing Georgia	2.72**
Is male	2.66**
Personally receives water bill	2.59**
Indicated that watering my lawn was one of the top three ways they use water	2.55*
Very or somewhat likely to replace current irrigation system with a drip irrigation system for lawn or garden	2.54*
Thinks people use a great deal of water in everyday life	2.52*
Says Georgia's waterways are very or somewhat healthy	2.46*
Internet is preferred method of receiving info about water resources and water conservation	2.38*
Is very concerned about water quality in Georgia	2.3*
Knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water	2.25*
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	2.23*
Thinks industry uses the most water in Georgia	2.22*
Says water quality is a very or somewhat important issue facing Georgia	2.22*
Rarely or never makes effort to conserve water because doesn't think about it	2.17*
Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	2.17*
College experience, with or without obtaining an Associate's or Bachelor's degree	2.13*
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.1*
Says polluted water/water quality is one of the most important natural resource issues facing Georgia	1.99*
Strongly or moderately agree that the state government isn't conserving water in Georgia (is a reason for not conserving)	1.97*

STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Lives in Banks County	-2.12*
Lives in Screven County	-2.12*
Lives in Thomas County	-2.12*
Is concerned about water quantity because of health concerns	-2.12*
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her somewhat or very unlikely to conserve water	-2.19*
Knowledge that water is a limited resource would make him/her somewhat or very unlikely to conserve water	-2.24*
Indicated that don't know was one of the top three ways they use water	-2.26*
Not at all likely to install water efficient showerheads	-2.28*
Moderately or strongly opposes statewide water conservation effort	-2.32*
Receiving info about things to do to conserve water would make him/her somewhat or very unlikely to conserve water	-2.32*
Is not at all concerned about water quantity in Georgia	-2.33*
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-2.36*
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-2.37*
Has a well or cistern	-2.49*
Says U.S. Forest Service is primarily responsible for managing water	-2.52*
Lives in Baker County	-2.52*
Lives in Candler County	-2.52*
Lives in Clay County	-2.52*
Lives in Echols County	-2.52*
Lives in Jeff Davis County	-2.52*
Lives in McIntosh County	-2.52*
Lives in Taliaferro County	-2.52*
Lives in Taylor County	-2.52*
Thinks car washes use the most water in Georgia	-2.62**
Lives in Elbert County	-2.68**
Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	-2.7**
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	-2.7**
Is female	-2.73**
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-2.78**
Rarely or never makes effort to conserve water because doesn't care	-2.81**
Somewhat or very unlikely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-2.82**

Knowledge that a severe water supply crisis could happen during lifetime would make him/her somewhat or very unlikely to conserve water	-2.84**
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-2.89**
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	-2.91**
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	-2.93**
Knowledge that the health of the environment was at stake would make him/her somewhat or very unlikely to conserve water	-3.02**
Lives in Madison County	-3.03**
Strongly or moderately agree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	-3.07**
Strongly or moderately agree that I don't think my actions will make a difference (is a reason for not conserving)	-3.13**
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-3.35***
Knowledge that he/she could save money on water bill would make him/her somewhat or very unlikely to conserve water	-3.44***
Lives in Seminole County	-3.56***
Lives in Oglethorpe County	-3.58***
Was born in Georgia	-3.64***
No college experience	-3.8***
Has lived in Georgia for more than 30 years (median)	-3.9***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	-3.96***
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her somewhat or very unlikely to conserve water	-4.11***
65 years old or older .	-4.17***
Knowledge that personal health was at stake would make him/her somewhat or very unlikely to conserve water	-4.32***
Knowledge that he/she could help protect the quality of life for future generations would make him/her somewhat or very unlikely to conserve water	-4.46***
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-4.5***
Is not at all concerned about water quality in Georgia	-4.52***
Never makes effort to conserve water	-6.61***

Most likely *not* to say strongly or moderately agrees that he/she can make a difference in water conservation.

Moderately or strongly disagrees that he/she can make a difference in water conservation	Z-SCORE
Never makes effort to conserve water	6.77***
Is not at all concerned about water quality in Georgia	5.42***
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her somewhat or very unlikely to conserve water	4.49***
Knowledge that he/she could save money on water bill would make him/her somewhat or very unlikely to conserve water	4.38***
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	4.35***
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	4.3***
Knowledge that he/she could help protect the quality of life for future generations would make him/her somewhat or very unlikely to conserve water	4.17***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	3.88***
Knowledge that a severe water supply crisis could happen during lifetime would make him/her somewhat or very unlikely to conserve water	3.69***
Somewhat or very unlikely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	3.54***
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	3.38***
Is not at all concerned about water quantity in Georgia	3.2**
Rarely or never makes effort to conserve water because doesn't care	3.18**
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	3.09**
Lives in Candler County	3.08**
Lives in Echols County	3.08**
Lives in Taliaferro County	3.08**
Moderately or strongly opposes statewide water conservation effort	3.08**
Knowledge that water is a limited resource would make him/her somewhat or very unlikely to conserve water	3.04**
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	2.99**
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	2.99**
Thinks car washes use the most water in Georgia	2.85**
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	2.8**
Lives in Banks County	2.76**
Strongly or moderately agree that I don't think my actions will make a difference (is a reason for not conserving)	2.68**

Most likely to say moderately or strongly disagrees that he/she can make a difference in water conservation.

Not at all likely to install water efficient showerheads	2.64**
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	2.61**
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	2.61**
Not at all likely to routinely check fixtures for leaks	2.35*
Lives in Madison County	2.33*
Receiving info about things to do to conserve water would make him/her somewhat or very unlikely to conserve water	2.3*
Says water quantity is a somewhat or very unimportant issue facing Georgia	2.28*
Knowledge that the health of the environment was at stake would make him/her somewhat or very unlikely to conserve water	2.24*
Knowledge that personal health was at stake would make him/her somewhat or very unlikely to conserve water	2.24*
Not at all likely to install low-flow toilets	2.22*
Lives in Walker County	2.22*
Was born in Georgia	2.11*
Says water quality is a somewhat or very unimportant issue facing Georgia	2.04*
Lives in DeKalb County	2.03*
Strongly or moderately agree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	2.03*
Says disposal of household garbage and other municipal wastes in landfills is a somewhat or very unimportant issue facing Georgia	2.02*
Not at all likely to replace current irrigation system with a drip irrigation system for lawn or garden	1.97*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Has graduate or professional degree	-1.99*
Says air pollution/air quality is one of the most important natural resource issues facing Georgia	-2.01*
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	-2.06*
Says water quality is a very or somewhat important issue facing Georgia	-2.11*
Says air quality is a very or somewhat important issue facing Georgia	-2.11*
Always makes effort to conserve water	-2.25*
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	-2.27*
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	-2.35*
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	-2.36*

Says protection of greenspace is a very or somewhat important issue facing Georgia	-2.39*
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	-2.4*
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	-2.4*
Strongly or moderately disagree that I don't think conservation efforts work (is a reason for not conserving)	-2.42*
Was not born in Georgia	-2.43*
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	-2.46*
Says urban sprawl is a very or somewhat important issue facing Georgia	-2.61**
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	-2.62**
Strongly or moderately supports statewide water conservation effort	-2.67**
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	-2.78**
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	-2.81**
Has already installed water efficient showerheads	-2.85**
Pressure from children would make him/her very or somewhat likely to conserve water	-2.87**
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	-2.9**
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-2.98**
Knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water	-3.19**
Strongly or moderately disagree that I don't think my actions will make a difference (is a reason for not conserving)	-3.35***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	-3.35***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	-3.61***
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	-3.72***
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	-3.74***
Says recycling of household products is a very or somewhat important issue facing Georgia	-3.95***
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-4.03***

Most likely *not* to say moderately or strongly disagrees that he/she can make a difference in water conservation.

Strongly or moderately supports statewide water conservation effort	Z-SCORE
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	5.76***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	5.53***
Says quality of wetlands is a very or somewhat important issue facing Georgia	5.41***
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	5.2***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	5.18***
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	5.15***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	5.13***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	4.75***
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	4.49***
Knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water	4.4***
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	4.37***
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	4.28***
Strongly or moderately agrees that he/she can make a difference in water conservation	4.2***
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	4.2***
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	4.14***
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	4.14***
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	4.11***
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	3.8***
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	3.79***
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	3.73***
Says recycling of household products is a very or somewhat important issue facing Georgia	3.69***
Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	3.59***

Most likely to say strongly or moderately supports statewide water conservation effort.

Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	3.58***
Says protection of greenspace is a very or somewhat important issue facing Georgia	3.47***
Strongly or moderately disagree that farming uses too much water (is a reason for not conserving)	3.46***
Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	3.32***
Water bill inserts are preferred method of receiving info about water resources and water conservation	3.05**
Says urban sprawl is a very or somewhat important issue facing Georgia	3.05**
Says air quality is a very or somewhat important issue facing Georgia	2.87**
Says water quantity is a very or somewhat important issue facing Georgia	2.83**
Very or somewhat likely to install water saving devices in toilet	2.82**
An increase in current water costs would make him/her very or somewhat likely to conserve water	2.77**
Always makes effort to conserve water	2.69**
45-54 years old	2.57*
Strongly or moderately disagree that I don't think conservation efforts work (is a reason for not conserving)	2.54*
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	2.42*
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	2.34*
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	2.32*
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	2.31*
Brochures mailed to house are preferred method of receiving info about water resources and water conservation	2.21*
Pressure from children would make him/her very or somewhat likely to conserve water	2.18*
Owens 1 acre or less (median)	2.14*
Has lived in Georgia for 30 or fewer years (median)	2.11*
Lives in large city/urban area or a suburban area	2.03*
Receives water usage tips with water bill	1.99*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	-1.98*
Imposition of a financial penalty for using water inappropriately would make him/her somewhat or very unlikely to conserve water	-2*
Lives in Walker County	-2.02*
Is not at all concerned about water quality in Georgia	-2.05*
65 years old or older	-2.07*

Receiving info about things to do to conserve water would make him/her somewhat or very unlikely to conserve water	-2.08*
Has lived in Georgia for more than 30 years (median)	-2.11*
Owns more than 1 acre (median)	-2.14*
Lives in Dawson County	-2.25*
Lives in Echols County	-2.25*
Lives in McIntosh County	-2.25*
Lives in Talbot County	-2.25*
Lives in Taliaferro County	-2.25*
Lives in Taylor County	-2.25*
Says air quality is a somewhat or very unimportant issue facing Georgia	-2.26*
Lives in Habersham County	-2.28*
Not at all likely to install water efficient showerheads	-2.3*
Not at all likely to routinely check fixtures for leaks	-2.31*
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her somewhat or very unlikely to conserve water	-2.32*
Lives in Haralson County	-2.35*
Landlord usually opens water bill	-2.36*
Thinks institutional users use the most water in Georgia	-2.38*
Somewhat or very unlikely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-2.41*
Has a well or cistern	-2.44*
Says disposal of household garbage and other municipal wastes in landfills is a somewhat or very unimportant issue facing Georgia	-2.5*
Says water quantity is a somewhat or very unimportant issue facing Georgia	-2.51*
Knowledge that the health of the environment was at stake would make him/her somewhat or very unlikely to conserve water	-2.57*
Lives in Appling County	-2.63**
Moderately or strongly disagrees that he/she can make a difference in water conservation	-2.67**
Not at all likely to install water saving devices in toilet	-2.69**
Says loss of wildlife habitat is a somewhat or very unimportant issue facing Georgia	-2.86**
Not at all likely to replace current irrigation system with a drip irrigation system for lawn or garden	-3**
Strongly or moderately agree that farming uses too much water (is a reason for not conserving)	-3.1**
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-3.12**
Lives in Cook County	-3.19**
Lives in Morgan County	-3.19**
Is not at all concerned about water quantity in Georgia	-3.2**

Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	-3.3**
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to conserve water	-3.42***
Not at all likely to install a rain sensor on irrigation system	-3.52***
Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	-3.67***
Not at all likely to install water efficient hose nozzles for outside garden hoses	-3.67***
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-3.73***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	-3.73***
An increase in current water costs would make him/her somewhat or very unlikely to conserve water	-3.87***
Indicated that don't know was one of the top three ways they use water	-3.91***
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-3.98***
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	-4.15***
Strongly or moderately agree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	-4.19***
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her somewhat or very unlikely to conserve water	-4.29***
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-4.44***
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-4.99***
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-5.32***
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-5.33***

Most likely *not* to say strongly or moderately supports statewide water conservation effort.

Moderately or strongly opposes statewide water conservation effort	Z-SCORE
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her somewhat or very unlikely to conserve water	5.3***
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	4.97***
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	4.9***
Lives in Morgan County	4.47***
Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	4.41***
Says water quantity is a somewhat or very unimportant issue facing Georgia	4.15***
Lives in Appling County	3.96***
Strongly or moderately agree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	3.92***
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	3.85***
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	3.82***
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	3.72***
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	3.54***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	3.47***
Lives in Haralson County	3.47***
An increase in current water costs would make him/her somewhat or very unlikely to conserve water	3.39***
Not at all likely to install water efficient hose nozzles for outside garden hoses	3.37***
Lives in Echols County	3.16**
Lives in Talbot County	3.16**
Lives in Taliaferro County	3.16**
Lives in Taylor County	3.16**
Strongly or moderately agree that farming uses too much water (is a reason for not conserving)	3.14**
Moderately or strongly disagrees that he/she can make a difference in water conservation	3.08**
Imposition of a financial penalty for using water inappropriately would make him/her somewhat or very unlikely to conserve water	3.03**
Is not at all concerned about water quantity in Georgia	3.01**
Not at all likely to replace current irrigation system with a drip irrigation system for lawn or garden	2.97**
Lives in Douglas County	2.93**
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	2.86**
Lives in Brooks County	2.84**

Most likely to say moderately or strongly opposes statewide water conservation effort.

Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her somewhat or very unlikely to conserve water	2.79**
Lives in Newton County	2.73**
Thinks institutional users use the most water in Georgia	2.62**
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	2.6**
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	2.54*
Not at all likely to install water saving devices in toilet	2.43*
Lives in Effingham County	2.4*
Lives in Murray County	2.4*
Thinks people use a little water in everyday life	2.37*
Says GA Dept. of Natural Resources is primarily responsible for managing water	2.35*
Lives in Walker County	2.3*
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to conserve water	2.27*
Says loss of wildlife habitat is a somewhat or very unimportant issue facing Georgia	2.25*
Is male	2.23*
Strongly or moderately agree that I don't think conservation efforts work (is a reason for not conserving)	2.21*
Says air quality is a somewhat or very unimportant issue facing Georgia	2.2*
Knowledge that the health of the environment was at stake would make him/her somewhat or very unlikely to conserve water	2.2*
Not at all likely to install a rain sensor on irrigation system	2.18*
Not at all likely to routinely check fixtures for leaks	2.16*
Knowledge that water is a limited resource would make him/her somewhat or very unlikely to conserve water	2.13*
Says water quality is a somewhat or very unimportant issue facing Georgia	2.09*
Lives in Gordon County	2.06*
Has already installed water saving devices in toilet	2.05*
Lives in Cook County	2.01*
Lives in Dodge County	2.01*
Lives in Glascock County	2.01*
Lives in Greene County	2.01*
Lives in Wilkinson County	2.01*
Not at all likely to water lawn infrequently	1.98*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Is concerned about water quantity because of health concerns	-1.96*
Indicated that washing dishes and other household items was one of the top three ways they use water	-2.1*
Always makes effort to conserve water	-2.28*
Strongly or moderately disagree that farming uses too much water (is a reason for not conserving)	-2.29*

Strongly or moderately agrees that he/she can make a difference in water conservation	-2.32*
Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	-2.35*
Is female	-2.39*
Getting sick is a health/safety concern	-2.39*
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	-2.42*
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	-2.49*
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	-2.52*
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	-2.55*
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	-2.63**
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	-2.65**
Very or somewhat likely to install water saving devices in toilet	-2.73**
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	-2.78**
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	-2.85**
Says recycling of household products is a very or somewhat important issue facing Georgia	-2.87**
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	-3.1**
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-3.23**
Says quality of wetlands is a very or somewhat important issue facing Georgia	-3.37***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	-3.56***
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-3.64***
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	-3.66***
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	-4.18***
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	-4.21***

Most likely *not* to say moderately or strongly opposes statewide water conservation effort.

Very or somewhat likely to wash car less frequently or not at all	Z-SCORE	
Very or somewhat likely to wash only full loads of clothes and dishes	8.09***	Most likely to say very or somewhat likely to wash car less frequently or not at all.
Very or somewhat likely to not let water run unnecessarily	7.26***	
Very or somewhat likely to water lawn infrequently	6.7***	
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	3.25**	
Strongly or moderately agree that farming uses too much water (is a reason for not conserving)	3.14**	
Says Georgia's waterways are very or somewhat healthy	2.88**	
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	2.83**	
Radio is preferred method of receiving info about water resources and water conservation	2.72**	
Cancer is a health/safety concern	2.68**	
Very or somewhat likely to install a rain sensor on irrigation system	2.63**	
Household income of \$60,000 or more (pre-tax)	2.53*	
Rarely or never makes effort to conserve water because not concerned about having enough water	2.46*	
18-24 years old	2.42*	
Thinks agricultural users use more than 30% of all water used in Georgia	2.28*	
Says air quality is a very or somewhat important issue facing Georgia	2.17*	
Makes effort to conserve water because of concerns about water restrictions	2.15*	
An increase in current water costs would make him/her very or somewhat likely to conserve water	2.15*	
Lives in Haralson County	2.12*	
Lives in Putnam County	2.12*	
African-American	2.11*	
Says urban sprawl is a very or somewhat important issue facing Georgia	2.1*	
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her somewhat or very unlikely to conserve water	2.04*	
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED		
Getting sick is a health/safety concern	-2.13*	
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-2.15*	
Thinks agricultural users use 29% or less of all water used in Georgia	-2.28*	
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-2.33*	
Has already installed a rain sensor on irrigation system	-2.38*	
Strongly or moderately disagree that farming uses too much water (is a reason for not conserving)	-2.73**	

Says Georgia's waterways are somewhat or very unhealthy	-3.28**	
Not at all likely to wash car less frequently or not at all	-4.05***	
Already waters lawn infrequently	-4.68***	Most likely <i>not</i> to say very or somewhat likely to wash car less frequently or not at all.
Already does not let water run unnecessarily	-6.66***	
Already washes only full loads of clothes and dishes	-6.96***	

Very or somewhat likely to not let water run unnecessarily	Z-SCORE
Very or somewhat likely to wash only full loads of clothes and dishes	11.11***
Very or somewhat likely to wash car less frequently or not at all	7.26***
Very or somewhat likely to water lawn infrequently	5.63***
African-American	4.16***
Lives in large city/urban area or a suburban area	3.5***
Strongly or moderately agree that I don't think I'm wasting water (is a reason for not conserving)	3.28**
Radio is preferred method of receiving info about water resources and water conservation	2.93**
Thinks agricultural users use more than 30% of all water used in Georgia	2.74**
Strongly or moderately agree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.73**
Lives in Chatham County	2.51*
Lives in Meriwether County	2.41*
Household income of \$60,000 or more (pre-tax)	2.29*
Very or somewhat likely to install a rain sensor on irrigation system	2.28*
Lives in Grady County	2.27*
Is not a homeowner	2.22*
18-24 years old	2.1*
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	2.05*
Says depletion of fossil fuels is one of the most important natural resource issues facing Georgia	2.04*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Has already installed a rain sensor on irrigation system	-2.01*
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-2.12*
Strongly or moderately disagree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	-2.16*
Is a homeowner	-2.22*
Thinks industry uses the most water in Georgia	-2.22*
White	-2.33*
Always makes effort to conserve water	-2.47*
Strongly or moderately disagree that I don't think I'm wasting water (is a reason for not conserving)	-2.53*
Lives in a small city/town or a rural area	-2.7**
Thinks agricultural users use 29% or less of all water used in Georgia	-2.74**
Not at all likely to not let water run unnecessarily	-3.86***

Most likely to say very or somewhat likely to not let water run unnecessarily.

Already waters lawn infrequently	-5.31***
Already washes car less frequently or not at all	-6.91***
Already washes only full loads of clothes and dishes	-10.03***

Most likely *not* to say very or somewhat likely to not let water run unnecessarily.

Very or somewhat likely to wash only full loads of clothes and dishes	Z-SCORE
Very or somewhat likely to not let water run unnecessarily	11.11***
Very or somewhat likely to wash car less frequently or not at all	8.09***
Very or somewhat likely to water lawn infrequently	6.7***
18-24 years old	4.57***
African-American	3.29**
Strongly or moderately agree that I don't think my actions will make a difference (is a reason for not conserving)	3.13**
Other family member usually opens water bill	2.93**
Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	2.77**
Lives in Meriwether County	2.73**
Lives in Grady County	2.64**
Is not a homeowner	2.64**
Radio is preferred method of receiving info about water resources and water conservation	2.61**
Has lived in Georgia for 30 or fewer years (median)	2.57*
Not at all likely to water lawn infrequently	2.45*
Strongly or moderately agree that my friends and neighbors aren't conserving water (is a reason for not conserving)	2.42*
Lives in DeKalb County	2.31*
Says water quantity is a very or somewhat important issue facing Georgia	2.3*
Cancer is a health/safety concern	2.28*
Does not receive water usage tips with water bill	2.24*
Rarely makes effort to conserve water	2.2*
Strongly or moderately agree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.2*
Strongly or moderately agree that I don't think I'm wasting water (is a reason for not conserving)	2.17*
Strongly or moderately agree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	2.09*
Landlord usually opens water bill	2.06*
Lives in Fulton County	2.06*
Says quality of wetlands is a very or somewhat important issue facing Georgia	2.05*
Not at all likely to wash car less frequently or not at all	2.01*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Indicated that watering my plants/garden was one of the top three ways they use water	-1.99*
Strongly or moderately disagree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	-2*
Receives water usage tips with water bill	-2.23*
Lives in Cobb County	-2.23*
Strongly or moderately disagree that I don't think my actions will make a difference (is a reason for not conserving)	-2.39*
White	-2.49*
Always makes effort to conserve water	-2.51*

Most likely to say very or somewhat likely to wash only full loads of clothes and dishes.

Has lived in Georgia for more than 30 years (median)	-2.57*
Is a homeowner	-2.64**
Knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water	-2.73**
Wife usually opens water bill	-3.04**
Already waters lawn infrequently	-7.69***
Already washes car less frequently or not at all	-8.6***
Already does not let water run unnecessarily	-9.37***

Most likely *not* to say very or somewhat likely to wash only full loads of clothes and dishes.

Very or somewhat likely to install a rain sensor on irrigation system	Z-SCORE
Very or somewhat likely to replace current irrigation system with a drip irrigation system for lawn or garden	13.9***
Was somewhat concerned about trying to follow the 2000-2002 watering restrictions in GA	3.72***
Not at all likely to replace current irrigation system with a drip irrigation system for lawn or garden	3.5***
Indicated that watering my lawn was one of the top three ways they use water	3.36***
Thinks car washes use the most water in Georgia	3.33***
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	3.11**
Very or somewhat likely to water lawn infrequently	2.93**
Water bill inserts are preferred method of receiving info about water resources and water conservation	2.78**
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.73**
Very or somewhat likely to wash car less frequently or not at all	2.63**
Lives in Camden County	2.62**
Internet is preferred method of receiving info about water resources and water conservation	2.59**
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	2.53*
Has lived in Georgia for 30 or fewer years (median)	2.48*
Lives in Heard County	2.47*
Lives in Taliaferro County	2.47*
Lives in Turner County	2.47*
Lives in Cook County	2.47*
Was not born in Georgia	2.44*
Strongly or moderately agree that water is not very expensive (is a reason for not conserving)	2.43*
Has already replaced current irrigation system with a drip irrigation system for lawn or garden	2.43*
Strongly or moderately agree that businesses uses too much water (is a reason for not conserving)	2.39*
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	2.32*
Very or somewhat likely to not let water run unnecessarily	2.28*
Lives in Forsyth County	2.2*
Strongly or moderately agree that the state government isn't conserving water in Georgia (is a reason for not conserving)	2.21*
Says urban sprawl is a very or somewhat important issue facing Georgia	2.15*
Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	2.1*
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	2.08*

Most likely to say very or somewhat likely to install a rain sensor on irrigation system.

Lives in Coffee County	2.07*
Lives in Laurens County	2.07*
Lives in Liberty County	2.07*
Lives in Lowndes County	2.07*
Strongly or moderately agree that industry uses too much water (is a reason for not conserving)	2.04*
Is concerned about water quantity because of concerns for future generations	2.03*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Was born in Georgia	-2.07*
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-2.09*
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	-2.37*
Has lived in Georgia for more than 30 years (median)	-2.48*
Not at all likely to install a rain sensor on irrigation system	-2.83**

Most likely *not* to say very or somewhat likely to install a rain sensor on irrigation system.

Very or somewhat likely to replace current irrigation system with a drip irrigation system for lawn or garden	Z-SCORE
Very or somewhat likely to install a rain sensor on irrigation system	13.9***
Very or somewhat likely to water lawn infrequently	4.19***
Lives in Heard County	3.09**
Lives in Turner County	3.09**
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	3.09**
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	2.85**
Pressure from children would make him/her very or somewhat likely to conserve water	2.83**
Indicated that landscaping such as fish ponds was one of the top three ways they use water	2.8**
Lives in Coffee County	2.78**
Thinks institutional users use the most water in Georgia	2.69**
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	2.6**
Is concerned about water quantity because of concerns for future generations	2.55*
Strongly or moderately agrees that he/she can make a difference in water conservation	2.54*
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	2.52*
Says depletion of fossil fuels is one of the most important natural resource issues facing Georgia	2.49*
Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	2.41*
Your children getting sick is a health/safety concern	2.4*
Strongly or moderately agree that institutions (such as government and universities) use too much water (is a reason for not conserving)	2.37*
Lives in Fulton County	2.33*
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	2.26*
Strongly or moderately agree that industry uses too much water (is a reason for not conserving)	2.22*
35-44 years old	2.22*
Thinks people use a little water in everyday life	2.19*
Indicated that cooking was one of the top three ways they use water	2.03*
Says recycling is one of the most important natural resource issues facing Georgia	2.03*
Says agricultural runoff is one of the most important natural resource issues facing Georgia	1.98*
Lives in Burke County	1.96*
Lives in Dade County	1.96*
Lives in Effingham County	1.96*

Most likely to say very or somewhat likely to replace current irrigation system with a drip irrigation system for lawn or garden.

Lives in Hancock County	1.96*
Lives in Pierce County	1.96*
Lives in Spalding County	1.96*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Strongly or moderately disagree that industry uses too much water (is a reason for not conserving)	-1.99*
Makes effort to conserve water because of concerns about water restrictions	-2.17*

Most likely *not* to say very or somewhat likely to replace current irrigation system with a drip irrigation system for lawn or garden.

Very or somewhat likely to water lawn infrequently	Z-SCORE
Very or somewhat likely to wash only full loads of clothes and dishes	6.7***
Very or somewhat likely to wash car less frequently or not at all	6.7***
Very or somewhat likely to not let water run unnecessarily	5.63***
Very or somewhat likely to replace current irrigation system with a drip irrigation system for lawn or garden	4.19***
Indicated that watering my lawn was one of the top three ways they use water	3.49***
Not at all likely to wash only full loads of clothes and dishes	3.48***
African-American	3.18**
Lives in Bibb County	3.18**
Is somewhat concerned about water quantity in Georgia	3.13**
Very or somewhat likely to install a rain sensor on irrigation system	2.93**
Lives in Haralson County	2.69**
Not at all likely to not let water run unnecessarily	2.58**
Indicated that washing my car was one of the top three ways they use water	2.54*
Lives in Houston County	2.49*
Personally receives water bill	2.45*
Says Georgia's waterways are very or somewhat healthy	2.4*
Lives in DeKalb County	2.24*
Was somewhat concerned about trying to follow the 2000-2002 watering restrictions in GA	2.23*
Household income of \$60,000 or more (pre-tax)	2.19*
Rarely makes effort to conserve water	2.13*
Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	2.11*
Is part of a neighborhood association	2.1*
Knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water	2.05*
Radio is preferred method of receiving info about water resources and water conservation	2.03*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Peer pressure from neighbors would make him/her somewhat or very unlikely to conserve water	-1.97*
Indicated that taking a shower was one of the top three ways they use water	-2.23*
Has a well or cistern	-2.48*
White	-2.82*
Not at all likely to water lawn infrequently	-3.88***
Already washes car less frequently or not at all	-5.69***
Already does not let water run unnecessarily	-6.16***
Already washes only full loads of clothes and dishes	-7.2***

Most likely to say very or somewhat likely to water lawn infrequently.

Most likely *not* to say very or somewhat likely to water lawn infrequently.

Very or somewhat likely to routinely check fixtures for leaks	Z-SCORE	Most likely to say very or somewhat likely to routinely check fixtures for leaks.
Very or somewhat likely to practice drought-tolerant landscaping (xeriscaping)	12.08***	
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	9.96***	
Very or somewhat likely to install water efficient showerheads	9.19***	
Very or somewhat likely to install water efficient washing machines and dishwashers	9.14***	
Very or somewhat likely to install water saving devices in toilet	7.35***	
Very or somewhat likely to install low-flow toilets	6.35***	
25-34 years old	3.51***	
Is not a homeowner	3.01**	
Your children getting sick is a health/safety concern	2.61**	
Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	2.59**	
African-American	2.59**	
Lives in large city/urban area or a suburban area	2.51*	
Someone else receives water bill	2.41*	
Has lived in Georgia for 30 or fewer years (median)	2.39*	
Birth defects is a health/safety concern	2.28*	
Indicated that washing my car was one of the top three ways they use water	2.16*	
Lives in Bibb County	2.12*	
Owns 1 acre or less (median)	2.09*	
Lives in Decatur County	2.08*	
Says threatened or endangered species is one of the most important natural resource issues facing Georgia	2.08*	
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	2.06*	
Is somewhat concerned about water quality in Georgia	2.05*	
Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	2.04*	
Knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water	2.02*	
Lives in Columbia County	1.97*	
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED		
Lives in Jackson County	-2.05*	
Owns more than 1 acre (median)	-2.09*	
Getting sick is a health/safety concern	-2.09*	
Has a well or cistern	-2.34*	
Has lived in Georgia for more than 30 years (median)	-2.39*	
Lives in a small city/town or a rural area	-2.55*	
55-64 years old	-2.63**	
Is a homeowner	-3.01**	
Says polluted water/water quality is one of the most important natural resource issues facing Georgia	-3.03**	
Not at all likely to install water efficient hose nozzles for outside garden hoses	-3.34***	
Not at all likely to routinely check fixtures for leaks	-3.4***	

Has already installed low-flow toilets	-4.92***
Has already installed water saving devices in toilet	-5.07***
Has already installed water efficient hose nozzles for outside garden hoses	-6.14***
Has already installed water efficient showerheads	-6.9***
Already practices drought-tolerant landscaping (xeriscaping)	-7.66***
Has already installed water efficient washing machines and dishwashers	-8.32***
Not at all likely to practice drought-tolerant landscaping (xeriscaping)	-9.39***

Most likely *not* to say very or somewhat likely to routinely check fixtures for leaks.

Very or somewhat likely to practice drought-tolerant landscaping (xeriscaping)	Z-SCORE
Very or somewhat likely to routinely check fixtures for leaks	12.08***
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	9.46***
Very or somewhat likely to install water efficient showerheads	9.22***
Very or somewhat likely to install water efficient washing machines and dishwashers	8.81***
Very or somewhat likely to install water saving devices in toilet	8.31***
Very or somewhat likely to install low-flow toilets	7.04***
Lives in Richmond County	2.91**
Strongly or moderately agree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	2.85**
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	2.79**
Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	2.76**
Says urban sprawl is a very or somewhat important issue facing Georgia	2.65**
Strongly or moderately agree that I never get information on whether my conservation efforts are helpful (is a reason for not conserving)	2.63**
25-34 years old	2.35*
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	2.34*
Lives in White County	2.3*
Says Georgia's waterways are very or somewhat healthy	2.24*
Thinks industry uses 29% or less of all water used in Georgia	2.1*
Future generations getting sick is a health/safety concern	2.07*
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	2.04*
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	2.04*
Thinks industry uses more than 30% of all water used in Georgia	-2.1*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
55-64 years old	-2.16*
Lives in Douglas County	-2.49*
Says loss of wildlife habitat is a somewhat or very unimportant issue facing Georgia	-2.6**
Not at all likely to install water efficient hose nozzles for outside garden hoses	-3.4***
Has already installed low-flow toilets	-4.14***

Most likely to say very or somewhat likely to practice drought-tolerant landscaping (xeriscaping).

Has already installed water efficient hose nozzles for outside garden hoses	-4.67***
Has already installed water saving devices in toilet	-5.08***
Has already installed water efficient showerheads	-7.31***
Has already installed water efficient washing machines and dishwashers	-7.46***
Already routinely checks fixtures for leaks	-10.4***
Already practices drought-tolerant landscaping (xeriscaping)	-13.2***

Most likely *not* to say very or somewhat likely to practice drought-tolerant landscaping (xeriscaping).

Very or somewhat likely to install water efficient washing machines and dishwashers	Z-SCORE
Very or somewhat likely to routinely check fixtures for leaks	9.14***
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	9.12***
Very or somewhat likely to practice drought-tolerant landscaping (xeriscaping)	8.81***
Very or somewhat likely to install water saving devices in toilet	8.65***
Very or somewhat likely to install water efficient showerheads	8.45***
Very or somewhat likely to install low-flow toilets	7.1***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	4.15***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	3.62***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	3.47***
Says urban sprawl is a very or somewhat important issue facing Georgia	3.39***
Says recycling of household products is a very or somewhat important issue facing Georgia	3.23**
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	2.91**
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	2.29*
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.17*
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	2.16*
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	2.11*
African-American	1.99*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Lives in Catoosa County	-2.04*
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her somewhat or very unlikely to conserve water	-2.06*
Already practices drought-tolerant landscaping (xeriscaping)	-2.06*
Disagrees that he/she can make a difference in water conservation because residential users don't use very much water	-2.08*
Somewhat or very unlikely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-2.21*
Says GA Dept. of Natural Resources is primarily responsible for managing water	-2.32*
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-2.49*
Lives in Jackson County	-2.5*
Lives in Whitfield County	-2.5*

Most likely to say very or somewhat likely to install water efficient washing machines and dishwashers.

Not at all likely to routinely check fixtures for leaks	-2.58**
Has already installed low-flow toilets	-2.68**
Not at all likely to install low-flow toilets	-2.68**
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-3.1**
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-3.11**
Has already installed water efficient hose nozzles for outside garden hoses	-3.64***
Has already installed water saving devices in toilet	-3.79***
Not at all likely to install water saving devices in toilet	-4.12***
Not at all likely to install water efficient hose nozzles for outside garden hoses	-4.31***
Not at all likely to practice drought-tolerant landscaping (xeriscaping)	-4.74***
Has already installed water efficient showerheads	-4.98***
Already routinely checks fixtures for leaks	-6.88***
Not at all likely to install water efficient washing machines and dishwashers	-9.16***

Most likely *not* to say very or somewhat likely to install water efficient washing machines and dishwashers.

Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	Z-SCORE
Very or somewhat likely to install water efficient showerheads	11.21***
Very or somewhat likely to routinely check fixtures for leaks	9.96***
Very or somewhat likely to practice drought-tolerant landscaping (xeriscaping)	9.46***
Very or somewhat likely to install water efficient washing machines and dishwashers	9.12***
Very or somewhat likely to install water saving devices in toilet	8.94***
Very or somewhat likely to install low-flow toilets	5.6***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	4.21***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	3.11**
Lives in Muscogee County	2.76**
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	2.66**
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	2.45*
Strongly or moderately supports statewide water conservation effort	2.42*
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	2.4*
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	2.31*
Strongly or moderately agree that farming uses too much water (is a reason for not conserving)	2.31*
Usually opens the water bill	2.3*
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	2.29*
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	2.22*
Strongly or moderately agree that I don't know what I can do to conserve water (is a reason for not conserving)	2.21*
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.17*
Says recycling of household products is a very or somewhat important issue facing Georgia	2.14*
Was somewhat concerned about trying to follow the 2000-2002 watering restrictions in GA	2.13*
Strongly or moderately agree that businesses uses too much water (is a reason for not conserving)	2.11*
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	2.08*
Your children getting sick is a health/safety concern	2.08*
Pressure from children would make him/her very or somewhat likely to conserve water	2.02*

Most likely to say very or somewhat likely to install water efficient hose nozzles for outside garden hoses.

Strongly or moderately agree that I never get information on whether my conservation efforts are helpful (is a reason for not conserving)	2.01*
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	1.97*
Indicated that washing my car was one of the top three ways they use water	1.96*
Says habitat fragmentation is one of the most important natural resource issues facing Georgia	-2*
Information posted on billboards is preferred method of receiving info about water resources and water conservation	-2*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Strongly or moderately agree that my friends and neighbors aren't conserving water (is a reason for not conserving)	-2.09*
Lives in Douglas County	-2.13*
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-2.14*
Not at all likely to install water efficient showerheads	-2.39*
Lives in Whitfield County	-2.45*
Usually is not the person to open the water bill	-2.57*
Moderately or strongly opposes statewide water conservation effort	-2.65**
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-2.71**
Has already installed low-flow toilets	-3.08**
Not at all likely to install water saving devices in toilet	-3.27**
Has already installed water saving devices in toilet	-4.52***
Already practices drought-tolerant landscaping (xeriscaping)	-5.05***
Not at all likely to practice drought-tolerant landscaping (xeriscaping)	-6.06***
Has already installed water efficient washing machines and dishwashers	-6.9***
Has already installed water efficient showerheads	-7.86***
Already routinely checks fixtures for leaks	-8.26***
Not at all likely to install water efficient hose nozzles for outside garden hoses	-8.27***

Most likely *not* to say very or somewhat likely to install water efficient hose nozzles for outside garden hoses.

Very or somewhat likely to install water efficient showerheads	Z-SCORE
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	11.21***
Very or somewhat likely to install water saving devices in toilet	10.57***
Very or somewhat likely to practice drought-tolerant landscaping (xeriscaping)	9.22***
Very or somewhat likely to routinely check fixtures for leaks	9.19***
Very or somewhat likely to install water efficient washing machines and dishwashers	8.45***
Very or somewhat likely to install low-flow toilets	8.42***
Strongly or moderately agree that I don't know what I can do to conserve water (is a reason for not conserving)	3.56***
African-American	3.17**
Sometimes makes effort to conserve water	3.02**
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	2.95**
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	2.9**
25-34 years old	2.88**
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	2.6**
Is female	2.52*
Husband usually opens water bill	2.4*
An increase in current water costs would make him/her very or somewhat likely to conserve water	2.36*
Strongly or moderately agree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	2.26*
Lives in Clayton County	2.18*
Lives in Richmond County	2.14*
Lives in Barrow County	2.13*
Lives in Dougherty County	2.03*
Says recycling of household products is a very or somewhat important issue facing Georgia	2*
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	1.99*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Lives in Whitfield County	-2.01*
35-44 years old	-2.06*
Not at all likely to install water saving devices in toilet	-2.07*
Strongly or moderately disagree that I don't know what I can do to conserve water (is a reason for not conserving)	-2.16*
White	-2.38*
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-2.41*
Says GA Dept. of Natural Resources is primarily responsible for managing water	-2.44*
Strongly or moderately disagree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	-2.51*
Is male	-2.56*

Most likely to say very or somewhat likely to install water efficient showerheads.

Wife usually opens water bill	-2.58*
Always makes effort to conserve water	-3.57***
Not at all likely to install water efficient hose nozzles for outside garden hoses	-4.12***
Has already installed water efficient hose nozzles for outside garden hoses	-6.49***
Not at all likely to install water efficient showerheads	-6.5***
Has already installed water saving devices in toilet	-6.51***
Already practices drought-tolerant landscaping (xeriscaping)	-6.59***
Has already installed water efficient washing machines and dishwashers	-7.23***
Has already installed low-flow toilets	-7.27***
Not at all likely to practice drought-tolerant landscaping (xeriscaping)	-7.45***
Already routinely checks fixtures for leaks	-7.87***

Most likely *not* to say very or somewhat likely to install water efficient showerheads.

Very or somewhat likely to install water saving devices in toilet	Z-SCORE
Very or somewhat likely to install low-flow toilets	11.99***
Very or somewhat likely to install water efficient showerheads	10.57***
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	8.94***
Very or somewhat likely to install water efficient washing machines and dishwashers	8.65***
Very or somewhat likely to practice drought-tolerant landscaping (xeriscaping)	8.31***
Very or somewhat likely to routinely check fixtures for leaks	7.35***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	5.22***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	5.07***
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	3.92***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	3.24**
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	3.21**
Sometimes makes effort to conserve water	3.14**
Is very concerned about water quality in Georgia	3**
Strongly or moderately supports statewide water conservation effort	2.82**
Has lived in Georgia for 30 or fewer years (median)	2.78**
Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	2.71**
Your children getting sick is a health/safety concern	2.67**
Indicated that washing dishes and other household items was one of the top three ways they use water	2.53*
Pressure from children would make him/her very or somewhat likely to conserve water	2.49*
Makes effort to conserve water because of concerns about own health	2.44*
Future generations getting sick is a health/safety concern	2.37*
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	2.37*
Usually opens the water bill	2.34*
Birth defects is a health/safety concern	2.31*
College experience, with or without obtaining an Associate's or Bachelor's degree	2.29*
Strongly or moderately agree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	2.23*
Is female	2.21*
Lives in Richmond County	2.17*
Lives in Chattooga County	2.14*
Lives in Decatur County	2.14*

Most likely to say very or somewhat likely to install water saving devices in toilet.

Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	2.09*
Strongly or moderately agree that businesses uses too much water (is a reason for not conserving)	2.03*
Indicated that laundry was one of the top three ways they use water	2.01*
Is not a homeowner	2*
Is concerned about water quantity because of water shortages and watering restrictions	1.99*
Is a homeowner	-2*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Indicated that cooking was one of the top three ways they use water	-2.02*
Is male	-2.07*
Is somewhat concerned about water quality in Georgia	-2.12*
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-2.13*
65 years old or older .	-2.14*
Usually is not the person to open the water bill	-2.15*
No college experience	-2.31*
Not at all likely to install water efficient washing machines and dishwashers	-2.45*
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	-2.51*
Always makes effort to conserve water	-2.52*
Strongly or moderately disagree that businesses uses too much water (is a reason for not conserving)	-2.7**
Moderately or strongly opposes statewide water conservation effort	-2.73**
Has lived in Georgia for more than 30 years (median)	-2.78**
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	-2.79**
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-2.85**
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-2.98**
Not at all likely to install water efficient showerheads	-3.49***
Already practices drought-tolerant landscaping (xeriscaping)	-3.67***
Has already installed water efficient hose nozzles for outside garden hoses	-3.72***
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-4.2***
Not at all likely to install water efficient hose nozzles for outside garden hoses	-4.28***
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-4.74***
Not at all likely to practice drought-tolerant landscaping (xeriscaping)	-5.37***
Already routinely checks fixtures for leaks	-5.57***

Has already installed water efficient washing machines and dishwashers	-5.83***
Has already installed water efficient showerheads	-5.94***
Not at all likely to install water saving devices in toilet	-8.67***
Has already installed low-flow toilets	-9.12***

Most likely *not* to say very or somewhat likely to install water saving devices in toilet.

Very or somewhat likely to install low-flow toilets	Z-SCORE
Very or somewhat likely to install water saving devices in toilet	11.99***
Very or somewhat likely to install water efficient showerheads	8.42***
Very or somewhat likely to install water efficient washing machines and dishwashers	7.1***
Very or somewhat likely to practice drought-tolerant landscaping (xeriscaping)	7.04***
Very or somewhat likely to routinely check fixtures for leaks	6.35***
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	5.6***
Lives in Dougherty County	2.91**
Lives in Richmond County	2.72**
Lives in Liberty County	2.54*
Says depletion of fossil fuels is one of the most important natural resource issues facing Georgia	2.51*
Always or sometimes reads the water usage tips in bill	2.35*
Lives in Bleckley County	2.23*
Lives in Burke County	2.23*
Lives in Washington County	2.23*
Listserve are preferred method of receiving info about water resources and water conservation	2.21*
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.17*
Sometimes makes effort to conserve water	2.11*
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	2.09*
Is concerned about water quantity because of water shortages and watering restrictions	1.99*
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	1.98*
Rarely or never reads the water usage tips in bill	-2*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-2.11*
Is somewhat concerned about water quality in Georgia	-2.15*
Not at all likely to install water efficient showerheads	-2.19*
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-2.22*
Always makes effort to conserve water	-2.57*
Already practices drought-tolerant landscaping (xeriscaping)	-3.44***
Has already installed water efficient hose nozzles for outside garden hoses	-3.93***
Not at all likely to practice drought-tolerant landscaping (xeriscaping)	-4.06***
Not at all likely to install water saving devices in toilet	-4.28***
Has already installed water efficient washing machines and dishwashers	-4.86***

Most likely to say very or somewhat likely to install low-flow toilets.

Already routinely checks fixtures for leaks	-5.02***
Has already installed water efficient showerheads	-5.42***
Has already installed water saving devices in toilet	-5.95***
Not at all likely to install low-flow toilets	-6.57***

Most likely *not* to say very or somewhat likely to install low-flow toilets.

Makes effort to conserve water because wants to make a difference	Z-SCORE
Makes effort to conserve water because of concerns about own health	5.25***
Makes effort to conserve water because of concern about future generations	4.43***
Lives in Chatham County	3.36***
Lives in Washington County	3.27**
Is concerned about water quantity because of health concerns	3.26**
Says threatened or endangered species is one of the most important natural resource issues facing Georgia	3.24**
Is very concerned about water quality in Georgia	3.21**
Is a member of a sportsmen's organization	3.16**
Makes effort to conserve water because of concerns about family's health	3.09**
Thinks industry uses the most water in Georgia	3.08**
Says state government in general is primarily responsible for managing water	2.99**
Says habitat fragmentation is one of the most important natural resource issues facing Georgia	2.96**
Indicated that laundry was one of the top three ways they use water	2.71**
Strongly or moderately agree that the state doesn't have an adequate statewide conservation plan (is a reason for not conserving)	2.59**
Is concerned about water quality because of its effect on drinking water	2.57*
Lives in Upson County	2.55*
Listserve is preferred method of receiving info about water resources and water conservation	2.53*
Cancer is a health/safety concern	2.42*
45-54 years old	2.41*
Pressure from children would make him/her very or somewhat likely to conserve water	2.27*
Is concerned about water quantity because of environmental concerns	2.25*
Not at all likely to water lawn infrequently	2.19*
Disagrees that he/she can make a difference in water conservation because residential users don't use very much water	2.18*
TV is preferred method of receiving info about water resources and water conservation	2.13*
Lives in Lincoln County	2.11*
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.09*
Lives in Cobb County	2.05*

Most likely to say makes effort to conserve water because wants to make a difference.

Not at all likely to wash car less frequently or not at all	1.99*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Is somewhat concerned about water quality in Georgia	-2.54*
Is not at all concerned about water quantity in Georgia	-2.56*
Makes effort to conserve water to save money on water bill	-2.58*

Most likely *not* to say makes effort to conserve water because wants to make a difference.

Makes effort to conserve water because of concerns about water availability	Z-SCORE		
Has a well or cistern	5.42***	Most likely to say makes effort to conserve water because of concerns about water availability.	
Indicated that watering my plants/garden was one of the top three ways they use water	3.65***		
Is concerned about water quantity because of water shortages and watering restrictions	3.26**		
Strongly or moderately disagree that I never get information on whether my conservation efforts are helpful (is a reason for not conserving)	2.83**		
Makes effort to conserve water because of concerns about own health	2.78**		
Lives in Pike County	2.72**		
Makes effort to conserve water because of concerns about family's health	2.57*		
Owns more than 1 acre (median)	2.55*		
Has already installed water saving devices in toilet	2.41*		
Strongly or moderately disagree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.33*		
Is very concerned about water quantity in Georgia	2.27*		
Strongly or moderately disagree that businesses uses too much water (is a reason for not conserving)	2.19*		
Not at all likely to practice drought-tolerant landscaping (xeriscaping)	2.11*		
Says wildlife health is one of the most important natural resource issues facing Georgia	2.07*		
Moderately or strongly disagrees that the State is doing enough to conserve water in Georgia	2.04*		
Lives in Pulaski County	1.99*		Most likely <i>not</i> to say makes effort to conserve water because of concerns about water availability.
Lives in Screven County	1.99*		
The Weather Channel is preferred method of receiving info about water resources and water conservation	1.99*		
Lives in Crawford County	1.98*		
Lives in Echols County	1.98*		
Lives in Fannin County	1.98*		
Is a homeowner	1.97*		
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED			
Is not a homeowner	-1.97*		
Is a member of an environmental organization	-2.2*		
Strongly or moderately agree that I don't think I'm wasting water (is a reason for not conserving)	-2.24*		
Strongly or moderately agrees that the State is doing enough to conserve water in Georgia	-2.31*		
Indicated that washing dishes and other household items was one of the top three ways they use water	-2.5*		
Owns 1 acre or less (median)	-2.55*		
Personally receives water bill	-3.67***		
Makes effort to conserve water because it's the right thing to do	-4.85***		
Makes effort to conserve water to save money on water bill	-6.13***		

Makes effort to conserve water because of concerns about drought	Z-SCORE
Makes effort to conserve water because of concerns about water restrictions	4.47***
Is very concerned about water quantity in Georgia	3.28**
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	3.1**
Lives in Pickens County	2.99**
Has a well or cistern	2.99**
Lives in Elbert County	2.93**
Lives in Telfair County	2.93**
Lives in Toombs County	2.93**
Lives in Towns County	2.93**
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	2.78**
No college experience	2.72**
Says water quantity is a very or somewhat important issue facing Georgia	2.58*
Not at all likely to install low-flow toilets	2.49*
Lives in Madison County	2.35*
Lives in White County	2.35*
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.34*
Is concerned about water quantity because of water shortages and watering restrictions	2.32*
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	2.18*
Says acid rain is one of the most important natural resource issues facing Georgia	2.11*
Lives in Bryan County	2.11*
Lives in Emanuel County	2.07*
Lives in Johnson County	2.07*
Lives in McIntosh County	2.07*
Lives in Miller County	2.07*
Lives in Talbot County	2.07*
Lives in Terrell County	2.07*
Indicated that washing my car was one of the top three ways they use water	2.05*
Thinks commercial businesses use the most water in Georgia	2.03*
Says recycling is one of the most important natural resource issues facing Georgia	2.01*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	

Most likely to say makes effort to conserve water because of concerns about drought.

Knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water	-1.98*
Is concerned about water quantity because of concerns for future generations	-2.03*
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-2.03*
Lives in Clayton County	-2.07*

Most likely *not* to say makes effort to conserve water because of concerns about drought.

Makes effort to conserve water because it's the right thing to do	Z-SCORE
Free water audits and water conservation demonstrations are preferred method of receiving info about water resources and water conservation	3.49***
Lives in Marion County	2.86**
Lives in Peach County	2.86**
Indicated that landscaping such as fish ponds was one of the top three ways they use water	2.71**
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	2.64**
Strongly or moderately disagree that industry uses too much water (is a reason for not conserving)	2.63**
Somewhat or very unlikely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	2.53*
Was not born in Georgia	2.53*
Getting sick is a health/safety concern	2.46*
Strongly or moderately disagree that institutions (such as government and universities) use too much water (is a reason for not conserving)	2.4*
Was somewhat concerned about trying to follow the 2000-2002 watering restrictions in GA	2.36*
Lives in Chattooga County	2.27*
Lives in Clinch County	2.27*
Is concerned about water quantity because of health concerns	2.19*
Strongly or moderately disagree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	2.17*
Lives in Brooks County	2.05*
Lives in Dade County	2.05*
Says recycling of household products is a very or somewhat important issue facing Georgia	2.04*
Is not at all concerned about water quantity in Georgia	2.02*
Lives in Butts County	2.02*
Lives in Candler County	2.02*
Lives in Cook County	2.02*
Lives in Dawson County	2.02*
Lives in Echols County	2.02*
Is concerned about water quality because of its effect on drinking water	2.01*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Says air quality is a very or somewhat important issue facing Georgia	-1.97*
Lives in Richmond County	-2.18*
Says not enough water/water quantity is one of the most important natural resource issues facing Georgia	-2.2*
Is very concerned about water quantity in Georgia	-2.32*
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-2.34*
Makes effort to conserve water because of concern about future generations	-2.34*

Most likely to say makes effort to conserve water because it's the right thing to do.

Strongly or moderately agree that institutions (such as government and universities) use too much water (is a reason for not conserving)	-2.36*
Says water quantity is a very or somewhat important issue facing Georgia	-2.48*
Was born in Georgia	-2.51*
Says water quality is a very or somewhat important issue facing Georgia	-2.57*
Strongly or moderately agree that industry uses too much water (is a reason for not conserving)	-2.67**
Makes effort to conserve water because of concerns about water restrictions	-4.17***
Makes effort to conserve water to save money on water bill	-4.85***
Makes effort to conserve water because of concerns about water availability	-4.85***
Makes effort to conserve water because of concerns about drought	-4.92***

Most likely *not* to say makes effort to conserve water because it's the right thing to do.

Makes effort to conserve water because of concerns about environment	Z-SCORE
Was not born in Georgia	3.31***
Lives in Colquitt County	3.15**
Is concerned about water quantity because of environmental concerns	2.99**
Lives in Greene County	2.88**
Lives in Haralson County	2.88**
Lives in Lowndes County	2.83**
Lives in Whitfield County	2.83**
Lives in Cobb County	2.81**
Says Environmental Protection Agency is primarily responsible for managing water	2.8**
Lives in Henry County	2.79**
Has graduate or professional degree	2.72**
Already practices drought-tolerant landscaping (xeriscaping)	2.63**
Birth defects is a health/safety concern	2.55*
Makes effort to conserve water because of concerns about water restrictions	2.45*
Lives in Bibb County	2.34*
Is a member of a conservation organization	2.29*
Strongly or moderately agree that farming uses too much water (is a reason for not conserving)	2.22*
Lives in Hart County	2.22*
Lives in Stephens County	2.22*
Says acid rain is one of the most important natural resource issue facing Georgia	2.21*
Is a member of an environmental organization	2.21*
Thinks agricultural users use more than 30% of all water used in Georgia	2.16*
Is part of a neighborhood association	2.12*
Thinks people use a great deal of water in everyday life	2.06*
Says air pollution/air quality is one of the most important natural resource issues facing Georgia	2.03*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
No college experience	-2.02*
Strongly or moderately disagree that farming uses too much water (is a reason for not conserving)	-2.05*
Lives in a small city/town or a rural area	-2.07*
Strongly or moderately agree that I never get information on whether my conservation efforts are helpful (is a reason for not conserving)	-2.11*
Thinks agricultural users use 29% or less of all water used in Georgia	-2.16*
Makes effort to conserve water to save money on water bill	-2.44*
African-American	-2.46*
Was born in Georgia	-3.06**

Most likely to say makes effort to conserve water because of concerns about environment.

Most likely *not* to say makes effort to conserve water because of concerns about environment.

Makes effort to conserve water because of concerns about water restrictions	Z-SCORE	
Makes effort to conserve water because of concerns about drought	4.47***	
Lives in Quitman County	3.16**	Most likely to say makes effort to conserve water because of concerns about water restrictions.
Lives in Terrell County	3.16**	
Indicated that cooking was one of the top three ways they use water	3.11**	
Lives in Forsyth County	2.55*	
Lives in Henry County	2.55*	
Makes effort to conserve water because of concerns about environment	2.45*	
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.21*	
Very or somewhat likely to wash car less frequently or not at all	2.15*	
Daughter usually opens water bill	2.15*	
Indicated that taking a shower was one of the top three ways they use water	2.14*	
Says not enough water/water quantity is one of the most important natural resource issues facing Georgia	2.14*	
Is concerned about water quantity because of water shortages and watering restrictions	2.09*	
Asian-American	2.07*	
Says depletion of ozone layer is one of the most important natural resource issues facing Georgia	2.01*	
Information fairs at malls or parks are preferred method of receiving info about water resources and water conservation	2.01*	
Lives in Wilkes County	2.01*	
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED		
Very or somewhat likely to replace current irrigation system with a drip irrigation system for lawn or garden	-2.17*	
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-2.27*	
Already washes car less frequently or not at all	-2.3*	
Indicated that waste disposal (toilet) was one of the top three ways they use water	-2.58*	Most likely <i>not</i> to say makes effort to conserve water because of concerns about water restrictions.
Has a well or cistern	-2.6**	
Makes effort to conserve water to save money on water bill	-3.27**	
Makes effort to conserve water because it's the right thing to do	-4.17***	

Makes effort to conserve water because of concerns about family's health	Z-SCORE
Makes effort to conserve water because of concerns about own health	18.69***
Lives in Baker County	7.68***
Information posted on billboards is preferred method of receiving info about water resources and water conservation	4.87***
Radio is preferred method of receiving info about water resources and water conservation	4.17***
Native American	4.11***
Is concerned about water quantity because of health concerns	3.89***
Makes effort to conserve water because wants to make a difference	3.09**
Asian-American	2.9**
Lives in Barrow County	2.88**
Lives in Coffee County	2.88**
Lives in Colquitt County	2.88**
Is very concerned about water quality in Georgia	2.86**
Makes effort to conserve water because of concerns about water availability	2.57*
Makes effort to conserve water because of concern about future generations	2.44*
Is concerned about water quality because of health/safety concerns	2.38*
Indicated that landscaping such as fish ponds was one of the top three ways they use water	2.24*
Lives in Carroll County	2.22*
Is concerned about water quality because of habitat, environmental, spiritual, and/or aesthetic concerns	2.2*
TV is preferred method of receiving info about water resources and water conservation	2.17*
Knowledge that he/she could save money on water bill would make him/her somewhat or very unlikely to conserve water	2.12*
Strongly or moderately disagree that industry uses too much water (is a reason for not conserving)	2.12*
Indicated that waste disposal (toilet) was one of the top three ways they use water	2*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Is somewhat concerned about water quality in Georgia	-2.48*

Most likely to say makes effort to conserve water because of concerns about family's health.

Most likely *not* to say makes effort to conserve water because of concerns about family's health.

Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	Z-SCORE
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	5.57***
Always makes effort to conserve water	5.07***
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	4.76***
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	4.67***
Strongly or moderately agrees that he/she can make a difference in water conservation	4.66***
Moderately or strongly disagrees that the State is doing enough to conserve water in Georgia	4.25***
Says recycling of household products is a very or somewhat important issue facing Georgia	4.13***
Already does not let water run unnecessarily	4.02***
Says water quantity is a very or somewhat important issue facing Georgia	3.91***
Strongly or moderately supports statewide water conservation effort	3.73***
Says quality of wetlands is a very or somewhat important issue facing Georgia	3.68***
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	3.68***
Says protection of greenspace is a very or somewhat important issue facing Georgia	3.61***
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	3.39***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	3.35***
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	3.23**
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	3.12**
Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	3.12**
Is very concerned about water quality in Georgia	3.12**
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	3.11**
Says air quality is a very or somewhat important issue facing Georgia	2.98**
Has lived in Georgia for 30 or fewer years (median)	2.93**
Says urban sprawl is a very or somewhat important issue facing Georgia	2.71**
Thinks people use a great deal of water in everyday life	2.62**

Most likely to say strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain.

Knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water	2.61**
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	2.54*
Thinks industry uses more than 30% of all water used in Georgia	2.52*
Very or somewhat likely to replace current irrigation system with a drip irrigation system for lawn or garden	2.52*
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	2.51*
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	2.47*
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	2.45*
Strongly or moderately disagree that I don't think conservation efforts work (is a reason for not conserving)	2.4*
Thinks agricultural users use more than 30% of all water used in Georgia	2.36*
Is female	2.32*
Has already installed water efficient showerheads	2.31*
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	2.25*
Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	2.2*
Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	2.14*
Strongly or moderately disagree that water is not very expensive (is a reason for not conserving)	2.13*
Does not receive water usage tips with water bill	2.12*
Rarely or never makes effort to conserve water because doesn't have to pay for it	2.11*
Strongly or moderately agree that institutions (such as government and universities) use too much water (is a reason for not conserving)	2.1*
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	2.1*
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	2.09*
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	1.99*
Personally receives water bill	1.96*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
No college experience	-1.97*
Was somewhat concerned about trying to follow the 2000-2002 watering restrictions in GA	-1.98*
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to conserve water	-1.99*

School or classroom discussions are preferred method of receiving info about water resources and water conservation	-2.02*
Lives in Grady County	-2.04*
Lives in Thomas County	-2.04*
White	-2.04*
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-2.09*
Very or somewhat likely to not let water run unnecessarily	-2.12*
Indicated that don't know was one of the top three ways they use water	-2.13*
Landlord usually opens water bill	-2.18*
Strongly or moderately agrees that the State is doing enough to conserve water in Georgia	-2.18*
Thinks people use a moderate amount of water in everyday life	-2.24*
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-2.24*
Thinks agricultural users use 29% or less of all water used in Georgia	-2.36*
Is male	-2.4*
Says U.S. Forest Service is primarily responsible for managing water	-2.43*
The Weather Channel is preferred method of receiving info about water resources and water conservation	-2.43*
Lives in Clay County	-2.44*
Lives in Dawson County	-2.44*
Lives in Echols County	-2.44*
Lives in Jeff Davis County	-2.44*
Lives in Miller County	-2.44*
Lives in Montgomery County	-2.44*
Lives in Taylor County	-2.44*
Lives in Terrell County	-2.44*
Thinks industry uses 29% or less of all water used in Georgia	-2.52*
Lives in Lamar County	-2.59**
Lives in Long County	-2.59**
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-2.6**
Is not at all concerned about water quality in Georgia	-2.6**
Somewhat or very unlikely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-2.61**
Knowledge that the health of the environment was at stake would make him/her somewhat or very unlikely to conserve water	-2.67**
Not at all likely to routinely check fixtures for leaks	-2.72**
Strongly or moderately agree that water is not very expensive (is a reason for not conserving)	-2.82**
Has lived in Georgia for more than 30 years (median)	-2.93**
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her somewhat or very unlikely to conserve water	-2.99**
Daughter usually opens water bill	-3.09**

Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	-3.18**
Not at all likely to install water saving devices in toilet	-3.22**
Moderately or strongly opposes statewide water conservation effort	-3.23**
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	-3.31***
Lives in Marion County	-3.46***
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-3.54***
Not at all likely to not let water run unnecessarily	-3.82***
Says water quantity is a somewhat or very unimportant issue facing Georgia	-3.99***
Moderately or strongly disagrees that he/she can make a difference in water conservation	-4.03***
Is not at all concerned about water quantity in Georgia	-4.17***
Not at all likely to install water efficient hose nozzles for outside garden hoses	-4.44***
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-4.62***
Strongly or moderately agree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	-4.63***
Never makes effort to conserve water	-4.76***
Not at all likely to install water efficient washing machines and dishwashers	-5.11***
Not at all likely to install water efficient showerheads	-5.4***

Most likely *not* to say strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain.

Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	Z-SCORE
Never makes effort to conserve water	6.06***
Not at all likely to install water efficient showerheads	4.88***
Strongly or moderately agree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	4.79***
Not at all likely to install water efficient washing machines and dishwashers	4.59***
Moderately or strongly disagrees that he/she can make a difference in water conservation	4.35***
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	4.2***
Says water quantity is a somewhat or very unimportant issue facing Georgia	3.99***
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	3.93***
Moderately or strongly opposes statewide water conservation effort	3.72***
Is not at all concerned about water quantity in Georgia	3.67***
Daughter usually opens water bill	3.57***
Is male	3.51***
Knowledge that the health of the environment was at stake would make him/her somewhat or very unlikely to conserve water	3.46***
Not at all likely to install water efficient hose nozzles for outside garden hoses	3.46***
Lives in Lamar County	3.38***
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	3.21**
Lives in Dawson County	3.08**
Lives in Echols County	3.08**
Lives in Jeff Davis County	3.08**
Lives in Miller County	3.08**
Lives in Montgomery County	3.08**
Lives in Terrell County	3.08**
Says U.S. Forest Service is primarily responsible for managing water	3.07**
Not at all likely to install water saving devices in toilet	2.92**
Thinks people use a moderate amount of water in everyday life	2.89**
Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	2.78**
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	2.65**
Strongly or moderately agrees that the State is doing enough to conserve water in Georgia	2.63**
Lives in Newton County	2.63**

Most likely to say moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain.

Thinks institutional users use the most water in Georgia	2.49*
Knowledge that a severe water supply crisis could happen during lifetime would make him/her somewhat or very unlikely to conserve water	2.44*
Strongly or moderately agree that water is not very expensive (is a reason for not conserving)	2.41*
Getting sick is a health/safety concern	2.37*
White	2.37*
Lives in Murray County	2.33*
Not at all likely to not let water run unnecessarily	2.29*
Knowledge that he/she could save money on water bill would make him/her somewhat or very unlikely to conserve water	2.25*
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	2.21*
Not at all likely to routinely check fixtures for leaks	2.21*
Has lived in Georgia for more than 30 years (median)	2.12*
Says air quality is a somewhat or very unimportant issue facing Georgia	2.11*
Usually is not the person to open the water bill	2.1*
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	2.1*
Somewhat or very unlikely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	2.09*
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her somewhat or very unlikely to conserve water	2.01*
Was somewhat concerned about trying to follow the 2000-2002 watering restrictions in GA	1.96*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	-1.97*
Usually opens the water bill	-1.99*
Strongly or moderately agree that institutions (such as government and universities) use too much water (is a reason for not conserving)	-2*
Says air quality is a very or somewhat important issue facing Georgia	-2.05*
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-2.05*
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	-2.11*
Has lived in Georgia for 30 or fewer years (median)	-2.12*
Already does not let water run unnecessarily	-2.14*
Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	-2.25*
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	-2.3*

Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	-2.47*
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	-2.51*
Says quality of wetlands is a very or somewhat important issue facing Georgia	-2.56*
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	-2.68**
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	-2.7**
Says water quantity is a very or somewhat important issue facing Georgia	-2.79**
Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	-2.85**
Thinks people use a great deal of water in everyday life	-3**
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	-3.05**
Strongly or moderately supports statewide water conservation effort	-3.12**
Strongly or moderately agrees that he/she can make a difference in water conservation	-3.35***
Moderately or strongly disagrees that the State is doing enough to conserve water in Georgia	-3.39***
Is female	-3.45***
Says recycling of household products is a very or somewhat important issue facing Georgia	-3.46***
Always makes effort to conserve water	-3.73***
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	-4.13***
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	-4.26***

Most likely *not* to say moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain.

Rarely or never reads the water usage tips in bill	Z-SCORE	Most likely to say rarely or never reads the water usage tips in bill.
Usually is not the person to open the water bill	3.94***	
Receiving info about things to do to conserve water would make him/her somewhat or very unlikely to conserve water	3.3**	
Never makes effort to conserve water	3.24**	
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	3.19**	
Thinks industry uses 29% or less of all water used in Georgia	3**	
Somewhat or very unlikely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	2.91**	
Not at all likely to install water efficient showerheads	2.78**	
Lives in Gwinnett County	2.73**	
Thinks people use a little water in everyday life	2.65**	
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	2.59**	
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	2.55*	
Knowledge that water is a limited resource would make him/her somewhat or very unlikely to conserve water	2.42*	
Not at all likely to wash car less frequently or not at all	2.38*	
Lives in Cherokee County	2.35*	
Owns 1 acre or less (median)	2.31*	
Rarely or never makes effort to conserve water because doesn't think there is a problem	2.3*	
Thinks public pools use the most water in Georgia	2.29*	
Listserve are preferred method of receiving info about water resources and water conservation	2.29*	
Lives in Camden County	2.28*	
Lives in Carroll County	2.28*	
Lives in Lee County	2.28*	
Lives in Quitman County	2.28*	
Lives in Toombs County	2.28*	
Lives in Cobb County	2.26*	
Is not a homeowner	2.2*	
Says GA Dept. of Natural Resources is primarily responsible for managing water	2.16*	
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	2.09*	
Says disposal of household garbage and other municipal wastes in landfills is a somewhat or very unimportant issue facing Georgia	2.05*	
Not at all likely to install low-flow toilets	2.04*	
TV is preferred method of receiving info about water resources and water conservation	2.01*	
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED		
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-1.98*	
Very or somewhat likely to install low-flow toilets	-2*	

Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	-2.13*
Is a homeowner	-2.2*
Strongly or moderately agree that the state government isn't conserving water in Georgia (is a reason for not conserving)	-2.21*
Brochures mailed to house are preferred method of receiving info about water resources and water conservation	-2.26*
Strongly or moderately agree that businesses uses too much water (is a reason for not conserving)	-2.3*
Owns more than 1 acre (median)	-2.31*
Rarely or never makes effort to conserve water because not concerned about having enough water	-2.39*
Lives in a small city/town or a rural area	-2.39*
Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	-2.42*
Water bill inserts are preferred method of receiving info about water resources and water conservation	-2.56*
Always makes effort to conserve water	-2.73**
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	-2.87**
African-American	-2.94**
Thinks industry uses more than 30% of all water used in Georgia	-3**
Says quality of wetlands is a very or somewhat important issue facing Georgia	-3.05**
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	-3.09**
Says recycling of household products is a very or somewhat important issue facing Georgia	-3.39***
Knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water	-3.61***
Usually opens the water bill	-4.26***

Most likely *not* to say rarely or never reads the water usage tips in bill.

An increase in current water costs would make him/her very or somewhat likely to conserve water	Z-SCORE
Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	10***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	5.52***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	5.44***
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	5.37***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	5.34***
Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	4.71***
Pressure from children would make him/her very or somewhat likely to conserve water	4.49***
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	4.38***
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	4.09***
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	3.02**
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	2.97**
Has lived in Georgia for 30 or fewer years (median)	2.73**
Owns 1 acre or less (median)	2.59**
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	2.59**
Strongly or moderately disagree that water is not very expensive (is a reason for not conserving)	2.31*
Lives in Houston County	2.31*
Lives in large city/urban area or a suburban area	2.22*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Not at all likely to install water efficient showerheads	-1.99*
Lives in Banks County	-2.06*
Lives in Grady County	-2.06*
Lives in Lumpkin County	-2.06*
Lives in Marion County	-2.06*
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	-2.12*
Already washes car less frequently or not at all	-2.16*
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-2.21*

Most likely to say an increase in current water costs would make him/her very or somewhat likely to conserve water.

Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her somewhat or very unlikely to conserve water	-2.26*
Indicated that don't know was one of the top three ways they use water	-2.32*
Receives water usage tips with water bill	-2.33*
Receiving info about things to do to conserve water would make him/her somewhat or very unlikely to conserve water	-2.36*
Lives in a small city/town or a rural area	-2.47*
Peer pressure from neighbors would make him/her somewhat or very unlikely to conserve water	-2.48*
Strongly or moderately agree that industry uses too much water (is a reason for not conserving)	-2.52*
Lives in Appling County	-2.53*
Lives in Colquitt County	-2.53*
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her somewhat or very unlikely to conserve water	-2.57*
Owns more than 1 acre (median)	-2.59**
Is a homeowner	-2.62**
Lives in Jackson County	-2.62**
Not at all likely to routinely check fixtures for leaks	-2.64**
Not at all likely to install water efficient hose nozzles for outside garden hoses	-2.71**
Has lived in Georgia for more than 30 years (median)	-2.73**
Pressure from children would make him/her somewhat or very unlikely to conserve water	-3.09**
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-3.28**
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to conserve water	-3.69***
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-4.05***
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-4.38***
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-4.76***
Has a well or cistern	-4.94***
Imposition of a financial penalty for using water inappropriately would make him/her somewhat or very unlikely to conserve water	-7.61***
An increase in current water costs would make him/her somewhat or very unlikely to conserve water	-15.75***

Most likely *not* to say an increase in current water costs would make him/her very or somewhat likely to conserve water.

Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	Z-SCORE
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	10.65***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	10.16***
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	10.06***
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	9.42***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	8.92***
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	7.76***
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	7.61***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	6.83***
Pressure from children would make him/her very or somewhat likely to conserve water	6.68***
Strongly or moderately agrees that he/she can make a difference in water conservation	4.53***
Strongly or moderately supports statewide water conservation effort	4.14***
Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	4.13***
An increase in current water costs would make him/her very or somewhat likely to conserve water	4.09***
Says protection of greenspace is a very or somewhat important issue facing Georgia	3.98***
Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	3.75***
Says recycling of household products is a very or somewhat important issue facing Georgia	3.62***
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	3.25**
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	3.22**
Always or sometimes reads the water usage tips in bill	3.16**
Says quality of wetlands is a very or somewhat important issue facing Georgia	3.13**
Says water quantity is a very or somewhat important issue facing Georgia	3.07**
Says air quality is a very or somewhat important issue facing Georgia	2.89**
Thinks people use a great deal of water in everyday life	2.39*

Most likely to say receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water.

Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.27*
Strongly or moderately agree that businesses uses too much water (is a reason for not conserving)	2.23*
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	2.22*
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	2.12*
Very or somewhat likely to install water saving devices in toilet	2.09*
Has already installed low-flow toilets	2.08*
Strongly or moderately agree that I never get information on whether my conservation efforts are helpful (is a reason for not conserving)	2.05*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Not at all likely to not let water run unnecessarily	-1.98*
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	-2.15*
Strongly or moderately agree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	-2.19*
Rarely makes effort to conserve water	-2.23*
Not at all likely to install water efficient hose nozzles for outside garden hoses	-2.59**
Is not at all concerned about water quantity in Georgia	-2.63**
Indicated that swimming pool was one of the top three ways they use water	-2.63**
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	-2.76**
Never makes effort to conserve water	-2.76**
Not at all likely to install water efficient washing machines and dishwashers	-2.91**
Not at all likely to install water efficient showerheads	-2.95**
Not at all likely to install water saving devices in toilet	-3**
Rarely or never reads the water usage tips in bill	-3.09**
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	-3.14**
An increase in current water costs would make him/her somewhat or very unlikely to conserve water	-3.16**
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-3.26**
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-3.3**
Not at all likely to install low-flow toilets	-3.3**
Pressure from children would make him/her somewhat or very unlikely to conserve water	-3.52***
Moderately or strongly disagrees that he/she can make a difference in water conservation	-3.74***
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-4.56***

Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-5.41***
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to conserve water	-5.93***
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her somewhat or very unlikely to conserve water	-5.97***
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her somewhat or very unlikely to conserve water	-6.82***
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-7.08***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	-7.34***
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-7.98***

Most likely *not* to say receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water.

Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	Z-SCORE
An increase in current water costs would make him/her very or somewhat likely to conserve water	10***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	7.33***
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	7.08***
Pressure from children would make him/her very or somewhat likely to conserve water	5.55***
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	5.23***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	5.21***
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	5.14***
Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	5.01***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	4.86***
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	4.13***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	3.96***
Strongly or moderately supports statewide water conservation plan	3.32***
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	3.29**
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	3.21**
Says air quality is a very or somewhat important issue facing Georgia	2.95**
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	2.89**
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	2.86**
Is very concerned about water quality in Georgia	2.72**
Very or somewhat likely to install water saving devices in toilet	2.71**
Already does not let water run unnecessarily	2.51*
Strongly or moderately disagree that I don't think my actions will make a difference (is a reason for not conserving)	2.36*
Says protection of greenspace is a very or somewhat important issue facing Georgia	2.36*
Says recycling of household products is a very or somewhat important issue facing Georgia	2.36*

Most likely to say imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water.

Strongly or moderately disagree that water is not very expensive (is a reason for not conserving)	2.27*
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.22*
Strongly or moderately agrees that he/she can make a difference in water conservation	2.17*
Strongly or moderately agree that I never get information on whether my conservation efforts are helpful (is a reason for not conserving)	2.06*
Says urban sprawl is a very or somewhat important issue facing Georgia	2*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Strongly or moderately agrees that it's too expensive to install water conserving fixtures (is a reason for not conserving)	-1.98*
Lives in Paulding County	-2.06*
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	-2.08*
Is not at all concerned about water quantity in Georgia	-2.08*
Says loss of wildlife habitat is a somewhat or very unimportant issue facing Georgia	-2.16*
Has already installed a rain sensor or irrigation system	-2.22*
Lives in Murray County	-2.24*
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-2.26*
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-2.34*
Not at all likely to install water efficient hose nozzles for outside garden hoses	-2.38*
Not at all likely to install water efficient showerheads	-2.45*
Not at all likely to not let water run unnecessarily	-2.47*
Makes effort to conserve water to save money on water bill	-2.62**
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	-2.61**
Lives in Walker County	-2.74**
Peer pressure from neighbors would make him/her somewhat or very unlikely to conserve water	-2.91**
Pressure from children would make him/her somewhat or very unlikely to conserve water	-2.91**
65 years old or older .	-2.98**
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-3.1**
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her somewhat or very unlikely to conserve water	-3.17**
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-3.7***
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to conserve water	-5.31***

Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-5.85***	Most likely <i>not</i> to say imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water.
An increase in current water costs would make him/her somewhat or very unlikely to conserve water	-7.98***	
Imposition of a financial penalty for using water inappropriately would make him/her somewhat or very unlikely to conserve water	-15.9***	

Pressure from children would make him/her very or somewhat likely to conserve water	Z-SCORE
Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	10.69***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	7.52***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	7.31***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	6.78***
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	6.68***
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	6.57***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	6.44***
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	5.94***
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	5.7***
Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	5.55***
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	5.13***
An increase in current water costs would make him/her very or somewhat likely to conserve water	4.49***
Strongly or moderately agrees that he/she can make a difference in water conservation	4.19***
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	4.14***
35-44 years old	3.58***
Strongly or moderately disagree that I don't think my actions will make a difference (is a reason for not conserving)	3.13**
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	2.99**
Has lived in Georgia for 30 or fewer years (median)	2.98**
Very or somewhat likely to replace current irrigation system with a drip irrigation system for lawn or garden	2.83**
Strongly or moderately disagree that water is not very expensive (is a reason for not conserving)	2.72**
Receives water usage tips with water bill	2.61**
Has graduate or professional degree	2.56*
Strongly or moderately disagree that I don't think conservation efforts work (is a reason for not conserving)	2.51*
Very or somewhat likely to install water saving devices in toilet	2.49*
Owns more than 1 acre (median)	2.44*
Strongly or moderately agree that the state government isn't conserving water in Georgia (is a reason for not conserving)	2.38*

Most likely to say pressure from children would make him/her very or somewhat likely to conserve water.

Is female	2.35*
Your children getting sick is a health/safety concern	2.33*
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.31*
Makes effort to conserve water because wants to make a difference	2.27*
Says water quality is a very or somewhat important issue facing Georgia	2.24*
Strongly or moderately supports statewide water conservation effort	2.18*
Says quality of wetlands is a very or somewhat important issue facing Georgia	2.1*
Asian-American	2.07*
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	2.02*
Internet is preferred method of receiving info about water resources and water conservation	1.99*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Not at all likely to replace current irrigation system with a drip irrigation system for lawn or garden	-2.05*
Indicated that don't know was one of the top three ways they use water	-2.18*
No college experience	-2.21*
Is male	-2.26*
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	-2.33*
Owns 1 acre or less (median)	-2.44*
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	-2.44*
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-2.51*
Is not at all concerned about water quantity in Georgia	-2.65**
Strongly or moderately agree that I don't think my actions will make a difference (is a reason for not conserving)	-2.85**
Moderately or strongly disagrees that he/she can make a difference in water conservation	-2.87**
Imposition of a financial penalty for using water inappropriately would make him/her somewhat or very unlikely to conserve water	-2.89**
Has lived in Georgia for more than 30 years (median)	-2.98**
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her somewhat or very unlikely to conserve water	-3.05**
An increase in current water costs would make him/her somewhat or very unlikely to conserve water	-3.19**
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to conserve water	-3.72***
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-3.72***

Receiving info about things to do to conserve water would make him/her somewhat or very unlikely to conserve water	-3.89***
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her somewhat or very unlikely to conserve water	-3.91***
65 years old or older	-4.08***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	-4.68***
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-4.74***
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-4.87***
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-5.12***
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-5.59***
Peer pressure from neighbors would make him/her somewhat or very unlikely to conserve water	-6.46***

Most likely *not* to say pressure from children would make him/her very or somewhat likely to conserve water.

Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	Z-SCORE
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	12.28***
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	10.71***
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	10.16***
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	7.7***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	7.66***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	7.62***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	6.82***
Pressure from children would make him/her very or somewhat likely to conserve water	6.78***
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	6.51***
Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	4.86***
Strongly or moderately supports statewide water conservation effort	4.75***
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	4.63***
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	4.47***
Strongly or moderately agrees that he/she can make a difference in water conservation	4.19***
Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	3.85***
Very or somewhat likely to install water efficient washing machines and dishwashers	3.47***
Brochures mailed to house are preferred method of receiving info about water resources and water conservation	3.34***
Very or somewhat likely to install water saving devices in toilet	3.24**
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	3.11**
Says urban sprawl is a very or somewhat important issue facing Georgia	3.01**
35-44 years old	2.99**
An increase in current water costs would make him/her very or somewhat likely to conserve water	2.97**
Says quality of wetlands is a very or somewhat important issue facing Georgia	2.93**

Most likely to say knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water.

Says recycling of household products is a very or somewhat important issue facing Georgia	2.91**
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	2.8**
Strongly or moderately agree that industry uses too much water (is a reason for not conserving)	2.78**
Says protection of greenspace is a very or somewhat important issue facing Georgia	2.73**
Says water quality is a very or somewhat important issue facing Georgia	2.62**
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.52*
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	2.51*
Says air quality is a very or somewhat important issue facing Georgia	2.42*
Your children getting sick is a health/safety concern	2.2*
Makes effort to conserve water because of concerns about drought	2.18*
Has lived in Georgia for 30 or fewer years (median)	2.12*
Thinks industry uses more than 30% of all water used in Georgia	2*
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	1.99*
Thinks industry uses the most water in Georgia	1.99*
Thinks industry uses 29% or less of all water used in Georgia	-2*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Has already installed water saving devices in toilet	-2.06*
Has lived in Georgia for more than 30 years (median)	-2.12*
Never makes effort to conserve water	-2.13*
An increase in current water costs would make him/her somewhat or very unlikely to conserve water	-2.37*
Not at all likely to install a rain sensor on irrigation system	-2.38*
Has already installed water efficient washing machines and dishwashers	-2.39*
Moderately or strongly opposes statewide water conservation effort	-2.42*
Lives in Fayette County	-2.56*
Says loss of wildlife habitat is a somewhat or very unimportant issue facing Georgia	-2.56*
Thinks people use a little water in everyday life	-2.62**
Information fairs at malls or parks are preferred method of receiving info about water resources and water conservation	-2.73**
Under 18 Years old	-2.73**
Lives in Clay County	-2.74**
Lives in Dawson County	-2.74**
Lives in Oglethorpe County	-2.74**
Lives in Putnam County	-2.74**
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	-2.87**

Lives in Brantley County	-2.95**
Lives in Walker County	-2.95**
Pressure from children would make him/her somewhat or very unlikely to conserve water	-2.99**
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	-3.17**
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-3.28**
Is not at all concerned about water quality in Georgia	-3.34***
Indicated that don't know was one of the top three ways they use water	-3.35***
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-3.37***
65 years old or older .	-3.59***
Moderately or strongly disagrees that he/she can make a difference in water conservation	-3.61***
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-3.83***
Thinks institutional users use the most water in Georgia	-4.14***
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-4.53***
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-5.06***
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-5.5***
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to conserve water	-6.73***
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her somewhat or very unlikely to conserve water	-7.51***
Receiving info about things to do to conserve water would make him/her somewhat or very unlikely to conserve water	-7.7***
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her somewhat or very unlikely to conserve water	-8.96***

Most likely *not* to say knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water.

Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	Z-SCORE
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	12.28***
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	8.14***
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	7.61***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	6.48***
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	6.05***
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	6.01***
Pressure from children would make him/her very or somewhat likely to conserve water	5.94***
Strongly or moderately supports statewide water conservation effort	5.2***
Strongly or moderately agrees that he/she can make a difference in water conservation	5.15***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	4.95***
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	4.14***
Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	3.93***
Says protection of greenspace is a very or somewhat important issue facing Georgia	3.68***
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	3.61***
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	3.61***
Says quality of wetlands is a very or somewhat important issue facing Georgia	3.36***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	3.32***
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	3.3**
Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	3.21**
Very or somewhat likely to install water efficient washing machines and dishwashers	2.91**
Strongly or moderately disagree that water is not very expensive (is a reason for not conserving)	2.86**
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	2.67**

Most likely to say knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water.

Says urban sprawl is a very or somewhat important issue facing Georgia	2.64**
An increase in current water costs would make him/her very or somewhat likely to conserve water	2.59**
Says air quality is a very or somewhat important issue facing Georgia	2.33*
Strongly or moderately agree that businesses uses too much water (is a reason for not conserving)	2.23*
College experience, with or without obtaining an Associate's or Bachelor's degree	2.16*
Says water quality is a very or somewhat important issue facing Georgia	2.15*
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	2.09*
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	2.08*
Water bill inserts are preferred method of receiving info about water resources and water conservation	2.01*
Has lived in Georgia for 30 or fewer years (median)	2*
Strongly or moderately disagree that I don't think I'm wasting water (is a reason for not conserving)	1.99*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Lives in Harris County	-1.97*
Has lived in Georgia for more than 30 years (median)	-2*
Has a well or cistern	-2.07*
Lives in Clay County	-2.08*
Lives in Dawson County	-2.08*
Lives in Decatur County	-2.08*
Lives in Echols County	-2.08*
Lives in Emanuel County	-2.08*
Lives in Lincoln County	-2.08*
Lives in Oglethorpe County	-2.08*
Lives in Putnam County	-2.08*
Lives in Taylor County	-2.08*
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-2.11*
Rarely makes effort to conserve water	-2.12*
Lives in Bryan County	-2.13*
Lives in Screven County	-2.13*
Lives in Thomas County	-2.13*
Lives in Walker County	-2.13*
Getting sick is a health/safety concern	-2.37*
Not at all likely to install low-flow toilets	-2.47*
Pressure from children would make him/her somewhat or very unlikely to conserve water	-2.49*
65 years old or older .	-2.5*
Not at all likely to not let water run unnecessarily	-2.51*
Daughter usually opens water bill	-2.53*

Lives in Fayette County	-2.62**
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-2.8**
Never makes effort to conserve water	-2.85**
Lives in Washington County	-2.95**
Is not at all concerned about water quality in Georgia	-2.95**
School or classroom discussions are preferred method of receiving info about water resources and water conservation	-2.95**
Has graduate or professional degree	-3.07**
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-3.59***
Lives in Brantley County	-3.61***
Moderately or strongly opposes statewide water conservation effort	-3.66***
Moderately or strongly disagrees that he/she can make a difference in water conservation	-3.72***
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-3.75***
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-4.01***
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her somewhat or very unlikely to conserve water	-5.41***
Receiving info about things to do to conserve water would make him/her somewhat or very unlikely to conserve water	-5.97***
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to conserve water	-5.99***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	-8.68***

Most likely *not* to say knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water.

The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	Z-SCORE
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	7.76***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	7.7***
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	7.38***
Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	7.08***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	6.56***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	6.06***
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	6.05***
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	5.93***
An increase in current water costs would make him/her very or somewhat likely to conserve water	5.37***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	5.18***
Pressure from children would make him/her very or somewhat likely to conserve water	5.13***
Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	4.8***
Strongly or moderately supports statewide water conservation effort	4.2***
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	3.71***
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	3.47***
Says disposal of household garbage and other municipal wastes in landfills is a very or somewhat important issue facing Georgia	3.38***
Lives in large city/urban area or a suburban area	3.37***
Says protection of greenspace is a very or somewhat important issue facing Georgia	3.34***
Says air quality is a very or somewhat important issue facing Georgia	3.26**
Says quality of wetlands is a very or somewhat important issue facing Georgia	3.21**
Strongly or moderately agrees that he/she can make a difference in water conservation	3.17**
Makes effort to conserve water because of concerns about drought	3.1**
Says water quantity is a very or somewhat important issue facing Georgia	3.08**

Most likely to say the possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water.

Has lived in Georgia for 30 or fewer years (median)	3.02**
Says urban sprawl is a very or somewhat important issue facing Georgia	2.99**
Says recycling of household products is a very or somewhat important issue facing Georgia	2.98**
Is very concerned about water quality in Georgia	2.72**
Strongly or moderately disagree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	2.52*
Strongly or moderately disagree that I don't think my actions will make a difference (is a reason for not conserving)	2.51*
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.51*
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	2.45*
Thinks people use a great deal of water in everyday life	2.42*
Says urban sprawl/urban development is one of the most important natural resource issues facing Georgia	2.33*
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	2.29*
Newspapers are preferred method of receiving info about water resources and water conservation	2.28*
Is female	2.15*
Rarely or never makes effort to conserve water because doesn't think about it	2.09*
Is concerned about water quality because of health/safety concerns	2.08*
Strongly or moderately disagree that the state doesn't have an adequate statewide conservation plan (is a reason for not conserving)	2.08*
Is very concerned about water quantity in Georgia	2.06*
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	2*
Always or sometimes reads the water usage tips in bill	2*
Says water quality is a very or somewhat important issue facing Georgia	1.99*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Thinks people use a little water in everyday life	-1.99*
Lives in Clay County	-2.01*
Lives in Dawson County	-2.01*
Lives in Jasper County	-2.01*
Lives in Long County	-2.01*
Lives in Miller County	-2.01*
Lives in Oglethorpe County	-2.01*
Lives in Putnam County	-2.01*
Lives in Wilkes County	-2.01*
Strongly or moderately disagree that the state government isn't conserving water in Georgia (is a reason for not conserving)	-2.16*
Is male	-2.19*
Moderately or strongly disagrees that he/she can make a difference in water conservation	-2.27*

Not at all likely to install a rain sensor on irrigation system	-2.32*
Not at all likely to install water efficient showerheads	-2.45*
Not at all likely to replace current irrigation system with a drip irrigation system for lawn or garden	-2.5*
Pressure from children would make him/her somewhat or very unlikely to conserve water	-2.67**
Has a well or cistern	-2.71**
Says loss of wildlife habitat is a somewhat or very unimportant issue facing Georgia	-2.88**
Rarely or never makes effort to conserve water because doesn't have to pay for it	-2.94**
Has lived in Georgia for more than 30 years (median)	-3.02**
Not at all likely to install water efficient hose nozzles for outside garden hoses	-3.05**
65 years old or older	-3.08**
Lives in Walker County	-3.48***
Says disposal of household garbage and other municipal wastes in landfills is a somewhat or very unimportant issue facing Georgia	-3.48***
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-3.62***
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-3.66***
An increase in current water costs would make him/her somewhat or very unlikely to conserve water	-4.02***
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-4.11***
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her somewhat or very unlikely to conserve water	-4.21***
Imposition of a financial penalty for using water inappropriately would make him/her somewhat or very unlikely to conserve water	-4.5***
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-4.54***
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-4.55***
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her somewhat or very unlikely to conserve water	-4.59***
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-4.71***
Receiving info about things to do to conserve water would make him/her somewhat or very unlikely to conserve water	-4.84***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	-5.61***

Most likely *not* to say the possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water.

Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	Z-SCORE
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	10.71***
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	9.42***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	8.71***
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	8.44***
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	8.14***
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	7.38***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	7.24***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	5.89***
Pressure from children would make him/her very or somewhat likely to conserve water	5.7***
Says air quality is a very or somewhat important issue facing Georgia	5.38***
Imposition of a financial penalty for using water inappropriately would make him/her very or somewhat likely to conserve water	5.23***
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	4.88***
Strongly or moderately agrees that he/she can make a difference in water conservation	4.85***
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	4.67***
Strongly or moderately disagree that I don't think conservation efforts work (is a reason for not conserving)	4.34***
Strongly or moderately supports statewide water conservation effort	4.28***
Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	4.19***
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	3.83***
Says protection of greenspace is a very or somewhat important issue facing Georgia	3.77***
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	3.73***
Strongly or moderately agree that businesses uses too much water (is a reason for not conserving)	3.65***
Personally receives water bill	3.59***

Most likely to say knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water.

Says quality of wetlands is a very or somewhat important issue facing Georgia	3.55**
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	3.45***
Says recycling of household products is a very or somewhat important issue facing Georgia	3.1**
An increase in current water costs would make him/her very or somewhat likely to conserve water	3.02**
Was not born in Georgia	3**
Has lived in Georgia for 30 or fewer years (median)	2.99**
25-34 years old	2.9**
Thinks people use a great deal of water in everyday life	2.9**
Says urban sprawl is a very or somewhat important issue facing Georgia	2.98**
Says water quantity is a very or somewhat important issue facing Georgia	2.76**
Says water quality is a very or somewhat important issue facing Georgia	2.74**
Moderately or strongly disagrees that the State is doing enough to conserve water in Georgia	2.67**
Very or somewhat likely to install a rain sensor on irrigation system	2.53*
Receives water usage tips with water bill	2.36*
White	2.34*
Very or somewhat likely to replace current irrigation system with a drip irrigation system for lawn or garden	2.26*
Says air pollution/air quality is one of the most important natural resource issues facing Georgia	2.22*
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.19*
Strongly or moderately disagree that it's too expensive to install water conserving fixtures (is a reason for not conserving)	2.18*
Brochures mailed to house are preferred method of receiving info about water resources and water conservation	2.17*
Lives in Cobb County	2.11*
Sometimes makes effort to conserve water	2.04*
Lives in large city/urban area or a suburban area	2.02*
Water bill inserts are preferred method of receiving info about water resources and water conservation	1.98*
Strongly or moderately agree that I never get information on whether my conservation efforts are helpful (is a reason for not conserving)	1.97*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Rarely or never makes effort to conserve water because doesn't care	-1.97*
Indicated that don't know was one of the top three ways they use water	-2.04*
Imposition of a financial penalty for using water inappropriately would make him/her somewhat or very unlikely to conserve water	-2.04*
Is not at all concerned about water quality in Georgia	-2.18*

Not at all likely to routinely check fixtures for leaks	-2.23*
Moderately or strongly disagrees that he/she can make a difference in water conservation	-2.35*
Was born in Georgia	-2.46*
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	-2.59**
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-2.68**
Not at all likely to install water saving devices in toilet	-2.71**
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-2.72**
Thinks people use a little water in everyday life	-2.74**
Pressure from children would make him/her somewhat or very unlikely to conserve water	-2.76**
Lives in Clay County	-2.82**
Lives in Dawson County	-2.82**
Lives in Echols County	-2.82**
Lives in Madison County	-2.82**
Lives in Miller County	-2.82**
Lives in Mitchell County	-2.82**
Lives in Oglethorpe County	-2.82**
Lives in Putnam County	-2.82**
Lives in Taylor County	-2.82**
Not at all likely to install water efficient washing machines and dishwashers	-2.83**
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-2.9**
Has lived in Georgia for more than 30 years (median)	-2.99**
Never makes effort to conserve water	-3.01**
Lives in Screven County	-3.05**
Moderately or strongly opposes statewide water conservation effort	-3.1**
Daughter usually opens water bill	-3.36***
Has a well or cistern	-3.83***
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-4.01***
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-4.55***
65 years old or older .	-4.61***
The possibility of increased watering restrictions being imposed by the state would make him/her somewhat or very unlikely to conserve water	-4.78***

Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her somewhat or very unlikely to conserve water	-5.06***
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-5.33***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	-6.42***
Receiving info about things to do to conserve water would make him/her somewhat or very unlikely to conserve water	-6.5***
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-6.53***

Most likely *not* to say knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water.

Knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water	Z-SCORE
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	6.56***
Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	5.66***
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	4.8***
Strongly or moderately supports statewide water conservation effort	4.4***
Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	4.39***
Strongly or moderately disagree that I don't know what I can do to conserve water (is a reason for not conserving)	3.74***
White	3.56***
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	3.53***
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	3.52***
Always or sometimes reads the water usage tips in bill	3.5***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	3.07**
Already washes only full loads of clothes and dishes	2.89**
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	2.56*
College experience, with or without obtaining an Associate's or Bachelor's degree	2.55*
Knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water	2.53*
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	2.51*
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	2.39*
Says protection of greenspace is a very or somewhat important issue facing Georgia	2.38*
Is concerned about water quantity because of water shortages and watering restrictions	2.33*
Already washes car less frequently or not at all	2.31*
Strongly or moderately agrees that he/she can make a difference in water conservation	2.25*
45-54 years old	2.11*
Is somewhat concerned about water quantity in Georgia	2.09*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	-2.03*
Not at all likely to install a rain sensor on irrigation system	-2.14*
Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	-2.29*
Lives in Barrow County	-2.32*

Most likely to say knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water.

Lives in Decatur County	-2.32*
Lives in Pierce County	-2.32*
Lives in Upson County	-2.32*
Is not at all concerned about water quality in Georgia	-2.36*
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	-2.51*
Says urban sprawl is a somewhat or very unimportant issue facing Georgia	-2.63*
Very or somewhat likely to wash only full loads of clothes and dishes	-2.73**
Lives in Butts County	-3**
Lives in Dodge County	-3**
Lives in Long County	-3**
Lives in Lumpkin County	-3**
Lives in Seminole County	-3**
Lives in Troup County	-3**
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-3.18**
Moderately or strongly disagrees that he/she can make a difference in water conservation	-3.19*
Landlord usually opens water bill	-3.28**
Not at all likely to routinely check fixtures for leaks	-3.32***
Rarely or never reads the water usage tips in bill	-3.61***
Knowledge that personal health was at stake would make him/her somewhat or very unlikely to conserve water	-3.64***
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-3.72***
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-3.91***
Somewhat or very unlikely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-4.34***
Lives in Screven County	-4.46***
Lives in Stephens County	-4.46***
Lives in Taliaferro County	-4.46***
Knowledge that a severe water supply crisis could happen during lifetime would make him/her somewhat or very unlikely to conserve water	-4.6***
Knowledge that he/she could help protect the quality of life for future generations would make him/her somewhat or very unlikely to conserve water	-4.67***
Knowledge that he/she could save money on water bill would make him/her somewhat or very unlikely to conserve water	-6.96***

Most likely *not* to say knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water.

Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	Z-SCORE
Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	7.14***
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	6.73***
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	5.9***
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	5.81***
Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	5.63***
Knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water	5.48***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	5.35***
Knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water	4.8***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	4.54***
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	4.4***
Strongly or moderately agrees that he/she can make a difference in water conservation	3.62***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	3.61***
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	2.64**
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	2.47*
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	2.41*
Strongly or moderately supports statewide water conservation effort	2.32*
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.14*
Is concerned about water quality because of health/safety concerns	2.02*
Says air quality is a very or somewhat important issue facing Georgia	2.02*
Very or somewhat likely to install low-flow toilets	1.98*
Household income of \$60,000 or more (pre-tax)	1.98*
Strongly or moderately disagree that I don't think my actions will make a difference (is a reason for not conserving)	1.97*
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	1.97*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Not at all likely to install low-flow toilets	-1.96*

Most likely to say knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water.

Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	-2.11*
Not at all likely to install a rain sensor on irrigation system	-2.12*
Already practices drought-tolerant landscaping (xeriscaping)	-2.16*
Strongly or moderately agrees that the State is doing enough to conserve water in Georgia	-2.22*
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-2.3*
Lives in Decatur County	-2.39*
Lives in Oglethorpe County	-2.39*
Says air quality is a somewhat or very unimportant issue facing Georgia	-2.5*
Moderately or strongly disagrees that he/she can make a difference in water conservation	-2.62**
Lives in Cherokee County	-2.62**
Not at all likely to install water saving devices in toilet	-2.72**
Thinks car washes use the most water in Georgia	-2.73**
65 years old or older	-2.77**
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-2.97**
Never makes effort to conserve water	-2.99**
Lives in Habersham County	-3.06**
Lives in Appling County	-3.08**
Lives in Brantley County	-3.08**
Lives in Seminole County	-3.08**
Lives in Spalding County	-3.08**
Knowledge that the health of the environment was at stake would make him/her somewhat or very unlikely to conserve water	-3.74***
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-3.86***
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-3.93***
Knowledge that water is a limited resource would make him/her somewhat or very unlikely to conserve water	-4.07***
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-4.08***
Landlord usually opens water bill	-4.32***
Radio is preferred method of receiving info about water resources and water conservation	-4.37***
Lives in Union County	-4.57***
Knowledge that he/she could help protect the quality of life for future generations would make him/her somewhat or very unlikely to conserve water	-4.79***

Lives in Murray County	-5.16***
Knowledge that the health of his/her children was at stake would make him/her somewhat or very unlikely to conserve water	-5.26***
Knowledge that he/she could save money on water bill would make him/her somewhat or very unlikely to conserve water	-5.81***
Knowledge that personal health was at stake would make him/her somewhat or very unlikely to conserve water	-5.86***
Somewhat or very unlikely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-6***

Most likely *not* to say knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water.

Knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water	Z-SCORE
Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	7.89***
Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	6.23***
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	5.48***
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	5.19***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	3.4***
Indicated that laundry was one of the top three ways they use water	3.34***
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	3.27**
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	3.25**
Says quality of wetlands is a very or somewhat important issue facing Georgia	2.99**
Brochures mailed to house are preferred method of receiving info about water resources and water conservation	2.92**
Says air quality is a very or somewhat important issue facing Georgia	2.74**
Says water quality is a very or somewhat important issue facing Georgia	2.72**
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	2.61**
Knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water	2.53*
Strongly or moderately disagree that institutions (such as government and universities) use too much water (is a reason for not conserving)	2.41*
Strongly or moderately disagree that I don't think my actions will make a difference (is a reason for not conserving)	2.4*
Lives in a small city/town or a rural area	2.2*
Thinks residential users use the most water in Georgia	2.15*
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	2.11*
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	2.1*
Is concerned about water quantity because of water shortages and watering restrictions	2.08*
Wife usually opens water bill	2.07*
Very or somewhat likely to water lawn infrequently	2.05*
Very or somewhat likely to routinely check fixtures for leaks	2.02*
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	1.99*

Most likely to say knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water.

STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Makes effort to conserve water because of concerns about drought	-1.98*
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-2.01*
Is a member of a conservation organization	-2.04*
Already practices drought-tolerant landscaping (xeriscaping)	-2.05*
Lives in Oglethorpe County	-2.14*
Lives in Pierce County	-2.14*
Lives in Worth County	-2.14*
Is a member of an environmental organization	-2.17*
Is concerned about water quantity because of concerns for future generations	-2.28*
Has graduate or professional degree	-2.4*
Is a member of a sportsmen's organization	-2.57*
Knowledge that he/she could help protect the quality of life for future generations would make him/her somewhat or very unlikely to conserve water	-2.75**
Lives in Brantley County	-2.79**
Knowledge that a severe water supply crisis could happen during lifetime would make him/her somewhat or very unlikely to conserve water	-3.07**
Knowledge that the health of the environment was at stake would make him/her somewhat or very unlikely to conserve water	-3.47***
Knowledge that personal health was at stake would make him/her somewhat or very unlikely to conserve water	-3.47***
Landlord usually opens water bill	-3.71***
Indicated that landscaping such as fish ponds was one of the top three ways they use water	-3.99***
Lives in Elbert County	-4.18***
Lives in Evans County	-4.18***
Lives in Glynn County	-4.18***
Says agricultural runoff is one of the most important natural resource issues facing Georgia	-4.22***

Most likely *not* to say knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water.

Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	Z-SCORE
Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	13.78***
Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	13.61***
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	7.58***
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	6.73***
Knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water	6.56***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	5.22***
Knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water	5.19***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	5.19***
Says recycling of household products is a very or somewhat important issue facing Georgia	4.55***
Says protection of greenspace is a very or somewhat important issue facing Georgia	4.5***
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	4.43***
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	3.49***
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	3.35***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	3.25**
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	3.22**
Strongly or moderately disagree that my friends and neighbors aren't conserving water (is a reason for not conserving)	3.17**
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	3.12**
Strongly or moderately agrees that he/she can make a difference in water conservation	2.98**
Says urban sprawl is a very or somewhat important issue facing Georgia	2.95**
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	2.8**
Is concerned about water quality because of its effect on drinking water	2.48*
Is concerned about water quantity because of water shortages and watering restrictions	2.42*
Strongly or moderately supports statewide water conservation effort	2.34*

Most likely to say knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water.

Brochures mailed to house are preferred method of receiving info about water resources and water conservation	2.31*
Very or somewhat likely to install water efficient washing machines and dishwashers	2.29*
Thinks residential users use 44% or less of all water used in Georgia	2.08*
Strongly or moderately disagree that I don't know what I can do to conserve water (is a reason for not conserving)	2.06*
Very or somewhat likely to practice drought-tolerant landscaping (xeriscaping)	2.04*
Strongly or moderately agree that businesses uses too much water (is a reason for not conserving)	2.01*
Is concerned about water quality because of health/safety concerns	1.99*
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	1.98*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Is a member of a conservation organization	-2.02*
Thinks residential users use more than 45% of all water used in Georgia	-2.08*
65 years old or older .	-2.1*
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-2.11*
Says urban sprawl is a somewhat or very unimportant issue facing Georgia	-2.15*
Lives in Baldwin County	-2.17*
Lives in Clarke County	-2.17*
Says habitat fragmentation is one of the most important natural resource issues facing Georgia	-2.19*
Says water quality is a somewhat or very unimportant issue facing Georgia	-2.19*
Rarely or never makes effort to conserve water because doesn't think there is a problem	-2.3*
Moderately or strongly disagrees that he/she can make a difference in water conservation	-2.4*
Already practices drought-tolerant landscaping (xeriscaping)	-2.49*
Lives in Lincoln County	-2.62**
Lives in Walton County	-2.62**
Is a member of a sportsmen's organization	-2.68**
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-2.72**
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-2.75**
Says wildlife health is one of the most important natural resource issues facing Georgia	-2.85**
Disagrees that he/she can make a difference in water conservation because residential users don't use very much water	-3.08**
Knowledge that water is a limited resource would make him/her somewhat or very unlikely to conserve water	-3.27**

Lives in Seminole County	-3.35***
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-3.42***
Somewhat or very unlikely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-3.57***
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	-3.66***
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-3.72***
Knowledge that a severe water supply crisis could happen during lifetime would make him/her somewhat or very unlikely to conserve water	-3.82***
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-4.85***
Landlord usually opens water bill	-5.34***
Lives in Oglethorpe County	-5.59***
Knowledge that the health of his/her children was at stake would make him/her somewhat or very unlikely to conserve water	-5.87***
Knowledge that he/she could save money on water bill would make him/her somewhat or very unlikely to conserve water	-6.52***
Knowledge that the health of the environment was at stake would make him/her somewhat or very unlikely to conserve water	-8.83***
Knowledge that personal health was at stake would make him/her somewhat or very unlikely to conserve water	-8.83***

Most likely *not* to say knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water.

Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	Z-SCORE
Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	13.78***
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	13.61***
Knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water	6.23***
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	5.63***
Says recycling of household products is a very or somewhat important issue facing Georgia	4.55***
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	4.43***
Knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water	4.39***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	4.04***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	3.78***
Strongly or moderately supports statewide water conservation effort	3.59***
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	3.5***
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	3.12**
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	2.8**
Brochures mailed to house are preferred method of receiving info about water resources and water conservation	2.78**
Very or somewhat likely to practice drought-tolerant landscaping (xeriscaping)	2.76**
Is concerned about water quantity because of water shortages and watering restrictions	2.56*
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	2.4*
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.32*
Strongly or moderately disagree that my friends and neighbors aren't conserving water (is a reason for not conserving)	2.15*
Says quality of wetlands is a very or somewhat important issue facing Georgia	2.1*
Already washes car less frequently or not at all	2.09*
Always or sometimes reads the water usage tips in bill	2.05*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Is a member of a conservation organization	-2.02*
Rarely or never reads the water usage tips in bill	-2.13*

Most likely to say knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water.

Is a member of an environmental organization	-2.14*
Lives in Baldwin County	-2.17*
Knowledge that he/she could save money on water bill would make him/her somewhat or very unlikely to conserve water	-2.17*
Says habitat fragmentation is one of the most important natural resource issues facing Georgia	-2.19*
Not at all likely to install water efficient hose nozzles for outside garden hoses	-2.3*
Knowledge that a severe water supply crisis could happen during lifetime would make him/her somewhat or very unlikely to conserve water	-2.31*
Moderately or strongly opposes statewide water conservation effort	-2.35*
Not at all likely to practice drought-tolerant landscaping (xeriscaping)	-2.43*
Already practices drought-tolerant landscaping (xeriscaping)	-2.49*
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	-2.51*
Not at all likely to install water efficient showerheads	-2.52*
Lives in Haralson County	-2.62**
Lives in Walton County	-2.62**
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-2.75**
65 years old or older .	-2.76**
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-2.85**
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-3.19**
Lives in Cook County	-3.35***
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-3.42***
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-4.18***
Lives in Wilkes County	-4.93***
Landlord usually opens water bill	-5.34***
Lives in Oglethorpe County	-5.59***
Knowledge that the health of his/her children was at stake would make him/her somewhat or very unlikely to conserve water	-5.87***
Knowledge that personal health was at stake would make him/her somewhat or very unlikely to conserve water	-6.51***
Knowledge that he/she could help protect the quality of life for future generations would make him/her somewhat or very unlikely to conserve water	-7.33***

Most likely *not* to say knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water.

Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	Z-SCORE
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	13.78***
Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	13.78***
Knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water	7.89***
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	7.14***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	6.41***
Knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water	5.66***
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	4.73***
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	4.7***
Strongly or moderately supports statewide water conservation effort	3.58***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	3.53***
Strongly or moderately agrees that he/she can make a difference in water conservation	3.44***
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	3.13**
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	3.09**
Says recycling of household products is a very or somewhat important issue facing Georgia	2.94**
Says protection of greenspace is a very or somewhat important issue facing Georgia	2.74**
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	2.44*
Always or sometimes reads the water usage tips in bill	2.33*
Says urban sprawl is a very or somewhat important issue facing Georgia	2.32*
Strongly or moderately disagree that my friends and neighbors aren't conserving water (is a reason for not conserving)	2.22*
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	2.2*

Most likely to say knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water.

Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	2.19*
Already washes car less frequently or not at all	2.1*
Says quality of wetlands is a very or somewhat important issue facing Georgia	2.08*
Strongly or moderately disagree that I don't think conservation efforts work (is a reason for not conserving)	2.07*
Very or somewhat likely to routinely check fixtures for leaks	2.04*
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.01*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Not at all likely to install water efficient hose nozzles for outside garden hoses	-1.99*
Makes effort to conserve water because of concern about future generations	-2.25*
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-2.25*
Rarely or never makes effort to conserve water because doesn't think there is a problem	-2.3*
Rarely or never reads the water usage tips in bill	-2.42*
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-2.57*
Knowledge that water is a limited resource would make him/her somewhat or very unlikely to conserve water	-2.6**
Is not at all concerned about water quality in Georgia	-2.72**
Says habitat fragmentation is one of the most important natural resource issues facing Georgia	-2.78**
Somewhat or very unlikely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-2.83**
Not at all likely to install water efficient washing machines and dishwashers	-2.87**
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-2.93**
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	-3.38***
Not at all likely to install water efficient showerheads	-3.64***
Lives in Seminole County	-4.13***
Indicated that don't know was one of the top three ways they use water	-4.16***
Knowledge that he/she could save money on water bill would make him/her somewhat or very unlikely to conserve water	-4.63***
Knowledge that a severe water supply crisis could happen during lifetime would make him/her somewhat or very unlikely to conserve water	-4.86***
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-5.71***
Lives in Evans County	-6***
Lives in Oglethorpe County	-6.85***

Knowledge that the health of his/her children was at stake would make him/her somewhat or very unlikely to conserve water	-7.24***
Landlord usually opens water bill	-7.62***
Knowledge that the health of the environment was at stake would make him/her somewhat or very unlikely to conserve water	-10.78***
Knowledge that he/she could help protect the quality of life for future generations would make him/her somewhat or very unlikely to conserve water	-11.37***

Most likely *not* to say knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water.

Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	Z-SCORE	Most likely to say very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills.
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	9.16***	
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	6.64***	
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	5.81***	
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	5.79***	
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	5.04***	
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	4.94***	
Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	4.7***	
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	4.43***	
Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	4.43***	
Strongly or moderately supports statewide water conservation effort	3.79***	
Says quality of wetlands is a very or somewhat important issue facing Georgia	3.72***	
Strongly or moderately agrees that he/she can make a difference in water conservation	3.48***	
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	3.06**	
Says recycling of household products is a very or somewhat important issue facing Georgia	3.02**	
Personally receives water bill	2.69**	
Strongly or moderately disagree that I don't think my actions will make a difference (is a reason for not conserving)	2.54*	
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	2.54*	
Knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water	2.39*	
Very or somewhat likely to install water saving devices in toilet	2.37*	
Very or somewhat likely to install a rain sensor on irrigation system	2.32*	
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	2.29*	
Water bill inserts are preferred method of receiving info about water resources and water conservation	2.25*	
Knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water	2.11*	
Getting sick is a health/safety concern	2.08*	
Very or somewhat likely to not let water run unnecessarily	2.05*	

African-American	2.01*
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	1.97*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Not at all likely to wash car less frequently or not at all	-1.97*
Rarely or never reads the water usage tips in bill	-1.98*
Makes effort to conserve water to save money on water bill	-1.99*
Thinks people use a little water in everyday life	-2.04*
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-2.05*
Lives in Bryan County	-2.06*
Lives in Charlton County	-2.06*
Lives in Glynn County	-2.06*
Lives in Jeff Davis County	-2.06*
Lives in Lamar County	-2.06*
Lives in Macon County	-2.06*
Lives in Oconee County	-2.06*
Lives in Stephens County	-2.06*
Lives in Wilkes County	-2.06*
Says depletion of ozone layer is one of the most important natural resource issues facing Georgia	-2.07*
Says agricultural runoff is one of the most important natural resource issues facing Georgia	-2.07*
Says U.S. Forest Service is primarily responsible for managing water	-2.07*
Information fairs at malls or parks are preferred method of receiving info about water resources and water conservation	-2.07*
The Weather Channel is preferred method of receiving info about water resources and water conservation	-2.07*
Lives in Gordon County	-2.1*
Lives in Jackson County	-2.1*
Lives in Murray County	-2.1*
Daughter usually opens water bill	-2.21*
Lives in Muscogee County	-2.23*
Says GA State Soil and Water Conservation Comm. is primarily responsible for managing water	-2.28*
Magazines are preferred method of receiving info about water resources and water conservation	-2.3*
Knowledge that the health of the environment was at stake would make him/her somewhat or very unlikely to conserve water	-2.36*
TV is preferred method of receiving info about water resources and water conservation	-2.39*
Not at all likely to not let water run unnecessarily	-2.45*
Radio is preferred method of receiving info about water resources and water conservation	-2.46*
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-2.54*

Lives in Habersham County	-2.57*
Says urban sprawl is a somewhat or very unimportant issue facing Georgia	-2.77**
Strongly or moderately agree that I don't think my actions will make a difference (is a reason for not conserving)	-2.84**
Lives in Appling County	-2.91**
Lives in Seminole County	-2.91**
Indicated that don't know was one of the top three ways they use water	-2.94**
Moderately or strongly disagrees that he/she can make a difference in water conservation	-2.98**
Not at all likely to install water saving devices in toilet	-3**
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	-3.05**
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	-3.06**
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-3.23**
Knowledge that personal health was at stake would make him/her somewhat or very unlikely to conserve water	-3.51***
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-3.53***
Knowledge that a severe water supply crisis could happen during lifetime would make him/her somewhat or very unlikely to conserve water	-3.53***
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-3.56***
Knowledge that he/she could help protect the quality of life for future generations would make him/her somewhat or very unlikely to conserve water	-3.58***
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-3.63***
Moderately or strongly opposes statewide water conservation effort	-3.64***
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-3.75***
Knowledge that the health of his/her children was at stake would make him/her somewhat or very unlikely to conserve water	-4.06***
Knowledge that he/she could save money on water bill would make him/her somewhat or very unlikely to conserve water	-4.7***

Most likely *not* to say very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills.

Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	Z-SCORE
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	9.16***
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	7.58***
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	7.3***
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	7.06***
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	6.24***
Personally receives water bill	6.19***
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	5.9***
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	5.66***
Knowledge that personal health was at stake would make him/her very or somewhat likely to conserve water	4.73***
Knowledge that water is a limited resource would make him/her very or somewhat likely to conserve water	3.53***
Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	3.5***
Strongly or moderately disagree that I don't know what I can do to conserve water (is a reason for not conserving)	3.42***
Knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water	3.27**
Has lived in Georgia for 30 or fewer years (median)	3.01**
25-34 years old	2.83**
Strongly or moderately agrees that he/she can make a difference in water conservation	2.73**
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	2.66**
Very or somewhat likely to install water efficient showerheads	2.6**
Does not live on a farm or ranch	2.57*
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	2.51*
Says protection of greenspace is a very or somewhat important issue facing Georgia	2.44*
Water bill inserts are preferred method of receiving info about water resources and water conservation	2.42*
Strongly or moderately supports statewide water conservation effort	2.31*
African-American	2.28*
Lives in large city/urban area or a suburban area	2.24*
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.23*

Most likely to say knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water.

Internet is preferred method of receiving info about water resources and water conservation	2.13*
45-54 years old	2.08*
Very or somewhat likely to practice drought-tolerant landscaping (xeriscaping)	2.04*
Owns 1 acre or less (median)	2*
Indicated that washing dishes and other household items was one of the top three ways they use water	1.96*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Owns more than 1 acre (median)	-2*
Lives in Appling County	-2.01*
Lives in Brantley County	-2.01*
Lives in Dodge County	-2.01*
Lives in Harris County	-2.01*
Lives in Meriwether County	-2.01*
Lives in Seminole County	-2.01*
Is a member of an environmental organization	-2.02*
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	-2.16*
Strongly or moderately disagree that farming uses too much water (is a reason for not conserving)	-2.3*
Not at all likely to install water efficient hose nozzles for outside garden hoses	-2.37*
Moderately or strongly disagrees that he/she can make a difference in water conservation	-2.4*
Knowledge that water is a limited resource would make him/her somewhat or very unlikely to conserve water	-2.42*
Knowledge that the health of the environment was at stake would make him/her somewhat or very unlikely to conserve water	-2.43*
Moderately or strongly disagrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-2.51*
Lives on a farm or ranch	-2.57*
Never makes effort to conserve water	-2.59**
Is a member of a sportsmen's organization	-2.77**
Information posted on billboards is preferred method of receiving info about water resources and water conservation	-2.87**
Knowledge that a severe water supply crisis could happen during lifetime would make him/her somewhat or very unlikely to conserve water	-2.97**
Has lived in Georgia for more than 30 years (median)	-3.01**
Is a member of a conservation organization	-3.01**
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-3.11**
Lives in Baker County	-3.15**
Lives in Bryan County	-3.15**
Lives in Charlton County	-3.15**
Lives in Glynn County	-3.15**
Lives in Lamar County	-3.15**
Lives in McDuffie County	-3.15**

Lives in Stephens County	-3.15**
Says agricultural runoff is one of the most important natural resource issues facing Georgia	-3.18**
65 years old or older .	-3.34***
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-3.39***
Says urban sprawl is a somewhat or very unimportant issue facing Georgia	-3.4***
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	-3.84***
Somewhat or very unlikely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-3.96***
Knowledge that personal health was at stake would make him/her somewhat or very unlikely to conserve water	-4***
Knowledge that he/she could help protect the quality of life for future generations would make him/her somewhat or very unlikely to conserve water	-4.47***
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-4.95***
Knowledge that the health of his/her children was at stake would make him/her somewhat or very unlikely to conserve water	-6.39***
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-6.61***
Has a well or cistern	-7.08***

Most likely *not* to say knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water.

Radio is preferred method of receiving info about water resources and water conservation	Z-SCORE
TV is preferred method of receiving info about water resources and water conservation	10.7***
Magazines are preferred method of receiving info about water resources and water conservation	8.53***
Demonstrations are preferred method of receiving info about water resources and water conservation	6.64***
Information posted on billboards is preferred method of receiving info about water resources and water conservation	5.92***
Newspapers are preferred method of receiving info about water resources and water conservation	5.64***
The Weather Channel is preferred method of receiving info about water resources and water conservation	4.69***
Lives in Pike County	4.45***
Makes effort to conserve water because of concerns about family's health	4.17***
Household income of \$60,000 or more (pre-tax)	3.51***
Lives in DeKalb County	3.32***
Information fairs at malls or parks are preferred method of receiving info about water resources and water conservation	3.17**
Asian-American	3.15**
Lives in Bleckley County	3.14**
Lives in Turner County	3.14**
Says state government in general is primarily responsible for managing water	3.02**
Very or somewhat likely to not let water run unnecessarily	2.93**
Lives in Baldwin County	2.85**
Is concerned about water quantity because of environmental concerns	2.77**
Very or somewhat likely to wash car less frequently or not at all	2.72**
Not at all likely to install low-flow toilets	2.7**
Very or somewhat likely to wash only full loads of clothes and dishes	2.61**
Says GA State Soil and Water Conservation Comm. is primarily responsible for managing water	2.47*
Lives in Haralson County	2.44*
Lives in McDuffie County	2.44*
Personally receives water bill	2.4*
Is a homeowner	2.25*
Knowledge that a severe water supply crisis could happen during lifetime would make him/her somewhat or very unlikely to conserve water	2.22*
Water bill inserts are preferred method of receiving info about water resources and water conservation	2.2*

Most likely to say radio is preferred method of receiving info about water resources and water conservation.

Indicated that waste disposal (toilet) was one of the top three ways they use water	2.12*
Is concerned about water quality because of habitat, environmental, spiritual, and/or aesthetic concerns	2.04*
School or classroom discussions are preferred method of receiving info about water resources and water conservation	2.03*
Very or somewhat likely to water lawn infrequently	2.03*
Says loss of wildlife habitat is a very or somewhat important issue facing Georgia	2.03*
Lives in Banks County	2.01*
Lives in Brooks County	2.01*
An increase in current water costs would make him/her somewhat or very unlikely to conserve water	1.98*
Native American	1.96*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Has a well or cistern	-1.98*
Indicated that washing dishes and other household items was one of the top three ways they use water	-2.07*
Already does not let water run unnecessarily	-2.11*
Is not a homeowner	-2.25*
Not at all likely to replace current irrigation system with a drip irrigation system for lawn or garden	-2.45*
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-2.46*
Brochures mailed to house are preferred method of receiving info about water resources and water conservation	-3.24**
Knowledge that a severe water supply crisis could happen during lifetime would make him/her very or somewhat likely to conserve water	-4.37***

Most likely *not* to say radio is preferred method of receiving info about water resources and water conservation.

TV is preferred method of receiving info about water resources and water conservation	Z-SCORE
Radio is preferred method of receiving info about water resources and water conservation	10.7***
Newspapers are preferred method of receiving info about water resources and water conservation	9.95***
Is concerned about water quantity because of environmental concerns	4.43***
Magazines are preferred method of receiving info about water resources and water conservation	4.41***
Says state government in general is primarily responsible for managing water	3.07**
Lives in Bleckley County	3.01**
Lives in Dodge County	3.01**
Demonstrations are preferred method of receiving info about water resources and water conservation	2.98**
Lives in Grady County	2.96**
Says polluted water/water quality is one of the most important natural resource issues facing Georgia	2.83**
Lives in Lee County	2.69**
55-64 years old	2.47*
Has lived in Georgia for more than 30 years (median)	2.36*
Lives in Walton County	2.35*
Strongly or moderately agree that I don't think my actions will make a difference (is a reason for not conserving)	2.23*
Future generations getting sick is a health/safety concern	2.21*
Lives in Union County	2.18*
Property owner usually opens water bill	2.18*
Property manager usually opens water bill	2.18*
Makes effort to conserve water because of concerns about family's health	2.17*
Under 18 Years old	2.16*
Household income of less than \$60,000 (pre-tax)	2.16*
Lives in DeKalb County	2.14*
Makes effort to conserve water because wants to make a difference	2.13*
Lives in Echols County	2.12*
Lives in Fannin County	2.12*
Lives in Jeff Davis County	2.12*
Lives in Jefferson County	2.12*
Says U.S. Forest Service is primarily responsible for managing water	2.11*
The Weather Channel is preferred method of receiving info about water resources and water conservation	2.11*
Somewhat or very unlikely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	2.08*

Most likely to say TV is preferred method of receiving info about water resources and water conservation.

Says industrial pollution is one of the most important natural resource issues facing Georgia	2.03*
Information posted on billboards is preferred method of receiving info about water resources and water conservation	2.03*
Rarely or never reads the water usage tips in bill	2.01*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Already does not let water run unnecessarily	-2.05*
Internet is preferred method of receiving info about water resources and water conservation	-2.32*
Has lived in Georgia for 30 or fewer years (median)	-2.36*
Always or sometimes reads the water usage tips in bill	-2.36*
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-2.39*
Is a member of a conservation organization	-2.5*
Says urban sprawl is a somewhat or very unimportant issue facing Georgia	-2.59**
25-34 years old	-3.3***
Brochures mailed to house are preferred method of receiving info about water resources and water conservation	-7.13***

Most likely *not* to say TV is preferred method of receiving info about water resources and water conservation.

Newspapers are preferred method of receiving info about water resources and water conservation	Z-SCORE
TV is preferred method of receiving info about water resources and water conservation	9.95***
Magazines are preferred method of receiving info about water resources and water conservation	8.94***
Radio is preferred method of receiving info about water resources and water conservation	5.64***
Is concerned about water quantity because of concerns for future generations	4.51***
65 years old or older.	4.03***
Makes effort to conserve water because of concern about future generations	3.4***
Demonstrations are preferred method of receiving info about water resources and water conservation	3.31***
Says GA Dept. of Natural Resources is primarily responsible for managing water	3.27**
Is concerned about water quantity because of environmental concerns	3.11**
Says not enough water/water quantity is one of the most important natural resource issues facing Georgia	3.06**
Property owner usually opens water bill	2.79**
Property manager usually opens water bill	2.79**
Says polluted water/water quality is one of the most important natural resource issues facing Georgia	2.6**
Future generations getting sick is a health/safety concern	2.57*
Strongly or moderately agree that I don't think my actions will make a difference (is a reason for not conserving)	2.55*
Information posted on billboards is preferred method of receiving info about water resources and water conservation	2.42*
Lives in White County	2.36*
Lives in Echols County	2.35*
Lives in Jeff Davis County	2.35*
Lives in Jefferson County	2.35*
Lives in Montgomery County	2.35*
Says U.S. Forest Service is primarily responsible for managing water	2.34*
The Weather Channel is preferred method of receiving info about water resources and water conservation	2.34*
Thinks agricultural users use 29% or less of all water used in Georgia	2.3*
The possibility of increased watering restrictions being imposed by the state would make him/her very or somewhat likely to conserve water	2.28*
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	2.2*
Has lived in Georgia for more than 30 years (median)	2.2*
Lives in Chatham County	2.17*
Lives in large city/urban area or a suburban area	2.14*
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.12*

Most likely to say newspapers are preferred method of receiving info about water resources and water conservation.

Rarely or never makes effort to conserve water because doesn't think about it	2.12*
Strongly or moderately agree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.09*
Lives in DeKalb County	2.06*
Lives in Barrow County	2.03*
Lives in Rockdale County	2.03*
Moderately or strongly disagrees that the State is doing enough to conserve water in Georgia	2.02*
Public meetings or forums are preferred method of receiving info about water resources and water conservation	2.02*
Strongly or moderately agree that institutions (such as government and universities) use too much water (is a reason for not conserving)	2*
Indicated that watering my plants/garden was one of the top three ways they use water	1.99*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Was somewhat concerned about trying to follow the 2000-2002 watering restrictions in GA	-1.99*
Not at all likely to install water efficient showerheads	-2.09*
35-44 years old	-2.16*
Has lived in Georgia for 30 or fewer years (median)	-2.2*
Strongly or moderately disagree that I don't think my actions will make a difference (is a reason for not conserving)	-2.28*
Thinks agricultural users use more than 30% of all water used in Georgia	-2.3*
25-34 years old	-2.43*
Indicated that taking a shower was one of the top three ways they use water	-2.57*
Brochures mailed to house are preferred method of receiving info about water resources and water conservation	-8.75***

Most likely *not* to say newspapers are preferred method of receiving info about water resources and water conservation.

Brochures mailed to house are preferred method of receiving info about water resources and water conservation	Z-SCORE
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	3.72***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	3.34***
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	3.28**
Strongly or moderately disagree that I don't think my actions will make a difference (is a reason for not conserving)	3.17**
Receiving info about things to do to conserve water would make him/her very or somewhat likely to conserve water	3**
Knowledge that the health of his/her children was at stake would make him/her very or somewhat likely to conserve water	2.92**
Knowledge that the health of the environment was at stake would make him/her very or somewhat likely to conserve water	2.78**
Says recycling of household products is a very or somewhat important issue facing Georgia	2.75**
Lives in Coweta County	2.6**
Strongly or moderately disagree that I don't think conservation efforts work (is a reason for not conserving)	2.51*
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	2.5*
Says air quality is a very or somewhat important issue facing Georgia	2.5*
Always or sometimes reads the water usage tips in bill	2.33*
Knowledge that he/she could help protect the quality of life for future generations would make him/her very or somewhat likely to conserve water	2.31*
Strongly or moderately supports statewide water conservation effort	2.21*
Strongly or moderately disagree that farming uses too much water (is a reason for not conserving)	2.17*
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	2.17*
Lives in Troup County	2.04*
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	2.01*
Says depletion of fossil fuels is one of the most important natural resource issues facing Georgia	2*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Strongly or moderately agree that I don't think conservation efforts work (is a reason for not conserving)	-1.97*
Thinks people use a little water in everyday life	-2.03*
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	-2.05*

Most likely to say brochures mailed to house are preferred method of receiving info about water resources and water conservation.

Lives in large city/urban area or a suburban area	-2.09*
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-2.19*
Says acid rain is one of the most important natural resource issues facing Georgia	-2.19*
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	-2.26*
Rarely or never reads the water usage tips in bill	-2.26*
Receiving info about things to do to conserve water would make him/her somewhat or very unlikely to conserve water	-2.28*
Knowledge that the health of his/her children was at stake would make him/her somewhat or very unlikely to conserve water	-2.32*
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her somewhat or very unlikely to conserve water	-2.33*
65 years old or older	-2.34*
Indicated that watering my plants/garden was one of the top three ways they use water	-2.45*
Says disposal of household garbage and other municipal wastes in landfills is a somewhat or very unimportant issue facing Georgia	-2.47*
Not at all likely to wash only full loads of clothes and dishes	-2.54*
Says state government in general is primarily responsible for managing water	-2.65**
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	-2.67**
Says recycling of household products is a somewhat or very unimportant issue facing Georgia	-2.8**
Not at all likely to install low-flow toilets	-2.81**
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-2.81**
Not at all likely to not let water run unnecessarily	-2.85**
Strongly or moderately agree that I don't think my actions will make a difference (is a reason for not conserving)	-2.92**
Household income of less than \$60,000 (pre-tax)	-2.93**
Indicated that landscaping such as fish ponds was one of the top three ways they use water	-2.95**
Radio is preferred method of receiving info about water resources and water conservation	-3.24**
Magazines are preferred method of receiving info about water resources and water conservation	-3.38***
Not at all likely to install water saving devices in toilet	-3.98***
Internet is preferred method of receiving info about water resources and water conservation	-4.27***
Water bill inserts are preferred method of receiving info about water resources and water conservation	-5.34***
TV is preferred method of receiving info about water resources and water conservation	-7.13***
Newspapers are preferred method of receiving info about water resources and water conservation	-8.75***

Most likely *not* to say brochures mailed to house are preferred method of receiving info about water resources and water conservation.

Magazines are preferred method of receiving info about water resources and water conservation	Z-SCORE
Newspapers are preferred method of receiving info about water resources and water conservation	8.94***
Radio is preferred method of receiving info about water resources and water conservation	8.53***
Demonstrations are preferred method of receiving info about water resources and water conservation	7.26***
The Weather Channel is preferred method of receiving info about water resources and water conservation	5.13***
Lives in Johnson County	5.1***
Lives in Miller County	5.1***
Information posted on billboards is preferred method of receiving info about water resources and water conservation	4.76***
TV is preferred method of receiving info about water resources and water conservation	4.41***
Information fairs at malls or parks are preferred method of receiving info about water resources and water conservation	3.49***
Says habitat fragmentation is one of the most important natural resource issues facing Georgia	3.23**
Is concerned about water quantity because of concerns for future generations	3.11**
Under 18 Years old	2.74**
Lives in Pierce County	2.72**
Lives in Spalding County	2.72**
Says protection of greenspace is one of the most important natural resource issues facing Georgia	2.6**
Strongly or moderately agree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.59**
Is concerned about water quality because of habitat, environmental, spiritual, and/or aesthetic concerns	2.58**
Says state government in general is primarily responsible for managing water	2.53*
Lives in Chatham County	2.49*
Strongly or moderately agree that institutions (such as government and universities) use too much water (is a reason for not conserving)	2.39*
School or classroom discussions are preferred method of receiving info about water resources and water conservation	2.28*
Has already installed water saving devices in toilet	2.26*
Lives in Banks County	2.26*
Lives in Bryan County	2.26*
Lives in Bulloch County	2.26*
Lives in Lincoln County	2.26*
Lives in Macon County	2.26*
Lives in Tift County	2.26*
Works in agriculture	2.25*
Works in city government	2.25*
Works in construction	2.25*

Most likely to say magazines are preferred method of receiving info about water resources and water conservation.

Works in county government	2.25*
Works in education	2.25*
Works in federal government	2.25*
Is a homemaker	2.25*
Works in manufacturing	2.25*
Works in mining	2.25*
Works for nonprofit organization	2.25*
Works in retail/wholesale sales	2.25*
Works in state government	2.25*
Is a student	2.25*
Works in timber industry	2.25*
Works in tourism/service	2.25*
Is unemployed	2.25*
Future generations getting sick is a health/safety concern	2.24*
Says habitat loss is one of the most important natural resource issues facing Georgia	2.24*
65 years old or older	2.08*
Lives in Hall County	1.99*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Personally receives water bill	-2.15*
Strongly or moderately disagree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	-2.19*
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-2.3*
Indicated that taking a shower was one of the top three ways they use water	-2.5*
Brochures mailed to house are preferred method of receiving info about water resources and water conservation	-3.38***

Most likely *not* to say magazines are preferred method of receiving info about water resources and water conservation.

Water bill inserts are preferred method of receiving info about water resources and water conservation	Z-SCORE	Most likely to say water bill inserts are preferred method of receiving info about water resources and water conservation.
Personally receives water bill	8.33***	
Receives water usage tips with water bill	5.32***	
Lives in large city/urban area or a suburban area	4.03***	
Information posted on billboards is preferred method of receiving info about water resources and water conservation	3.33***	
Demonstrations are preferred method of receiving info about water resources and water conservation	3.3***	
Strongly or moderately supports statewide water conservation effort	3.05**	
Always or sometimes reads the water usage tips in bill	2.94**	
Is concerned about water quantity because of concerns for future generations	2.88**	
Very or somewhat likely to install a rain sensor on irrigation system	2.78**	
Owens 1 acre or less (median)	2.72**	
Is a homeowner	2.71**	
Says habitat fragmentation is one of the most important natural resource issues facing Georgia	2.7**	
Lives in Whitfield County	2.7**	
Lives in Cobb County	2.69**	
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	2.42*	
Rarely or never makes effort to conserve water because doesn't think the govt. does enough	2.37*	
The Weather Channel is preferred method of receiving info about water resources and water conservation	2.33*	
Lives in Quitman County	2.33*	
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	2.25*	
Says habitat loss is one of the most important natural resource issues facing Georgia	2.23*	
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.23*	
Was very concerned about trying to follow the 2000-2002 watering restrictions in GA	2.21*	
Radio is preferred method of receiving info about water resources and water conservation	2.2*	
Always makes effort to conserve water	2.18*	
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	2.12*	
Does not live on a farm or ranch	2.01*	
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	2.01*	

Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	1.99*
Knowledge that the collective actions of individuals can have a significant impact on water conservation would make him/her very or somewhat likely to conserve water	1.98*
College experience, with or without obtaining an Associate's or Bachelor's degree	1.98*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Not at all likely to wash car less frequently or not at all	-1.97*
Not at all likely to install a rain sensor on irrigation system	-1.99*
Rebate programs would make him/her somewhat or very unlikely to adopt water conservation practices	-2.07*
25-34 years old	-2.46*
Rarely or never reads the water usage tips in bill	-2.56*
Is not a homeowner	-2.71**
Owns more than 1 acre (median)	-2.72**
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	-3.17**
Lives in a small city/town or a rural area	-3.8***
Does not receive water usage tips with water bill	-4.07***
Someone else receives water bill	-4.23***
Brochures mailed to house are preferred method of receiving info about water resources and water conservation	-5.34***
Has a well or cistern	-6.17***

Most likely *not* to say water bill inserts are preferred method of receiving info about water resources and water conservation.

The Weather Channel is preferred method of receiving info about water resources and water conservation	Z-SCORE
Demonstrations are preferred method of receiving info about water resources and water conservation	22.47***
Information fairs at malls or parks are preferred method of receiving info about water resources and water conservation	22.47***
School or classroom discussions are preferred method of receiving info about water resources and water conservation	15.87***
Public meetings or forums are preferred method of receiving info about water resources and water conservation	11.98***
Lives in Baldwin County	11.12***
Information posted on billboards is preferred method of receiving info about water resources and water conservation	10.56***
Magazines are preferred method of receiving info about water resources and water conservation	5.13***
Radio is preferred method of receiving info about water resources and water conservation	4.69***
Internet is preferred method of receiving info about water resources and water conservation	3**
65 years old or older .	2.38*
Newspapers are preferred method of receiving info about water resources and water conservation	2.34*
Water bill inserts are preferred method of receiving info about water resources and water conservation	2.33*
Strongly or moderately agree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.26*
TV is preferred method of receiving info about water resources and water conservation	2.11*
Makes effort to conserve water because of concerns about water availability	1.99*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-2.07*
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-2.43*
Says protection of greenspace is a very or somewhat important issue facing Georgia	-2.57*

Most likely to say The Weather Channel is preferred method of receiving info about water resources and water conservation.

Most likely *not* to say The Weather Channel is preferred method of receiving info about water resources and water conservation.

Demonstrations are preferred method of receiving info about water resources and water conservation	Z-SCORE
The Weather Channel is preferred method of receiving info about water resources and water conservation	22.47***
Information fairs at malls or parks are preferred method of receiving info about water resources and water conservation	15.87***
Information posted on billboards is preferred method of receiving info about water resources and water conservation	14.94***
School or classroom discussions are preferred method of receiving info about water resources and water conservation	11.19***
Public meetings or forums are preferred method of receiving info about water resources and water conservation	8.42***
Lives in Baldwin County	7.81***
Magazines are preferred method of receiving info about water resources and water conservation	7.26***
Radio is preferred method of receiving info about water resources and water conservation	6.64***
Newspapers are preferred method of receiving info about water resources and water conservation	3.31***
Water bill inserts are preferred method of receiving info about water resources and water conservation	3.3***
TV is preferred method of receiving info about water resources and water conservation	2.98**
Lives in DeKalb County	2.88**
Makes effort to conserve water to save money on water bill	2.4*
Is concerned about water quantity because of health concerns	2.29*
Strongly or moderately agree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.26*
Is concerned about water quantity because of environmental concerns	2.04*

Most likely to say demonstrations are preferred method of receiving info about water resources and water conservation.

Information posted on billboards is preferred method of receiving info about water resources and water conservation	Z-SCORE
Demonstrations are preferred method of receiving info about water resources and water conservation	14.94***
The Weather Channel is preferred method of receiving info about water resources and water conservation	10.56***
Lives in Glynn County	10.48***
Public meetings or forums are preferred method of receiving info about water resources and water conservation	7.82***
Information fairs at malls or parks are preferred method of receiving info about water resources and water conservation	7.4***
Radio is preferred method of receiving info about water resources and water conservation	5.92***
School or classroom discussions are preferred method of receiving info about water resources and water conservation	5.14***
Makes effort to conserve water because of concerns about family's health	4.87***
Magazines are preferred method of receiving info about water resources and water conservation	4.76***
Says agricultural runoff is one of the most important natural resource issues facing Georgia	4.56**
Makes effort to conserve water because of concerns about own health	4.53***
Knowledge that the health of his/her children was at stake would make him/her somewhat or very unlikely to conserve water	4.33***
Says habitat fragmentation is one of the most important natural resource issues facing Georgia	3.51**
Lives in Baldwin County	3.48***
Water bill inserts are preferred method of receiving info about water resources and water conservation	3.33***
Strongly or moderately agree that I don't think my actions will make a difference (is a reason for not conserving)	3.21**
Strongly or moderately agree that my friends and neighbors aren't conserving water (is a reason for not conserving)	3.14**
Is concerned about water quality because of habitat, environmental, spiritual, and/or aesthetic concerns	2.89**
Lives in Jackson County	2.89**
Knowledge that he/she could save money on water bill would make him/her somewhat or very unlikely to conserve water	2.78**
Strongly or moderately agree that industry uses too much water (is a reason for not conserving)	2.74**
Lives in Fayette County	2.74**
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	2.69**
Lives in Fulton County	2.61**
65 years old or older .	2.48*
An increase in current water costs would make him/her somewhat or very unlikely to conserve water	2.44*

Most likely to say information posted on billboards is preferred method of receiving info about water resources and water conservation.

Newspapers are preferred method of receiving info about water resources and water conservation	2.42*
Strongly or moderately agree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.36*
Always makes effort to conserve water	2.35*
Lives in DeKalb County	2.34*
Lives in Muscogee County	2.19*
Thinks people use a great deal of water in everyday life	2.1*
TV is preferred method of receiving info about water resources and water conservation	2.03*
Says protection of greenspace is one of the most important natural resource issues facing Georgia	2.02*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Very or somewhat likely to install water efficient hose nozzles for outside garden hoses	-2*
Strongly or moderately disagree that my friends and neighbors aren't conserving water (is a reason for not conserving)	-2.28*
Strongly or moderately disagree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	-2.7**
Strongly or moderately disagree that I don't think my actions will make a difference (is a reason for not conserving)	-2.74**
Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	-2.87**

Most likely *not* to say information posted on billboards is preferred method of receiving info about water resources and water conservation.

Information fairs at malls or parks are preferred method of receiving info about water resources and water conservation	Z-SCORE
The Weather Channel is preferred method of receiving info about water resources and water conservation	22.47***
Demonstrations are preferred method of receiving info about water resources and water conservation	15.87***
School or classroom discussions are preferred method of receiving info about water resources and water conservation	11.19***
Public meetings or forums are preferred method of receiving info about water resources and water conservation	8.42***
Lives in Baldwin County	7.81***
Information posted on billboards is preferred method of receiving info about water resources and water conservation	7.4***
Internet is preferred method of receiving info about water resources and water conservation	4.25***
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her somewhat or very unlikely to conserve water	3.86***
Magazines are preferred method of receiving info about water resources and water conservation	3.49***
Says protection of greenspace is a somewhat or very unimportant issue facing Georgia	3.39***
Radio is preferred method of receiving info about water resources and water conservation	3.17**
Not at all likely to install a rain sensor on irrigation system	3.12**
Lives in Cobb County	2.7**
18-24 years old	2.67**
Says protection of threatened and endangered species is a somewhat or very unimportant issue facing Georgia	2.54*
Conservation pricing would make him/her somewhat or very unlikely to adopt water conservation practices	2.44*
Says quality of wetlands is a somewhat or very unimportant issue facing Georgia	2.36*
Makes effort to conserve water because of concerns about water restrictions	2.01*
Not at all likely to replace current irrigation system with a drip irrigation system for lawn or garden	2*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Very or somewhat likely to conserve water if had to spend money up-front on water efficient fixtures but were guaranteed long-term cost savings on water bills	-2.07*
Says quality of wetlands is a very or somewhat important issue facing Georgia	-2.68**
Knowledge that he/she was helping to protect wildlife and fisheries would make him/her very or somewhat likely to conserve water	-2.73**
Says protection of greenspace is a very or somewhat important issue facing Georgia	-3.64***

Most likely to say information fairs at malls or parks are preferred method of receiving info about water resources and water conservation.

Most likely *not* to say information fairs at malls or parks are preferred method of receiving info about water resources and water conservation.

Public meetings or forums are preferred method of receiving info about water resources and water conservation	Z-SCORE	Most likely to say public meetings or forums are preferred method of receiving info about water resources and water conservation.
The Weather Channel is preferred method of receiving info about water resources and water conservation	11.98***	
Lives in McIntosh County	11.9***	
Demonstrations are preferred method of receiving info about water resources and water conservation	8.42***	
Information fairs at malls or parks are preferred method of receiving info about water resources and water conservation	8.42***	
Lives in Towns County	8.36***	
Information posted on billboards is preferred method of receiving info about water resources and water conservation	7.82***	
School or classroom discussions are preferred method of receiving info about water resources and water conservation	5.87***	
Lives in Banks County	5.83***	
Lives in Lumpkin County	5.83***	
Says threatened or endangered species is one of the most important natural resource issues facing Georgia	4.35**	
Lives in Baldwin County	4.01***	
Says water quality is a somewhat or very unimportant issue facing Georgia	3.38***	
Says air quality is a somewhat or very unimportant issue facing Georgia	2.7*	
Strongly or moderately agree if I conserve water, it just means that more people will be able to move to my community (is a reason for not conserving)	2.65**	
Has lived in Georgia for more than 30 years (median)	2.61**	
Lives in Muscogee County	2.58**	
Owns more than 1 acre (median)	2.49*	
Says polluted water/water quality is one of the most important natural resource issues facing Georgia	2.36*	
Was not at all concerned about trying to follow the 2000-2002 watering restrictions in GA	2.24*	
Strongly or moderately agree that my friends and neighbors aren't conserving water (is a reason for not conserving)	2.13*	
65 years old or older .	2.07*	
Newspapers are preferred method of receiving info about water resources and water conservation	2.02*	
Has graduate or professional degree	2.02*	
Moderately or strongly disagrees that the State is doing enough to conserve water in Georgia	2.01*	
Rarely or never makes effort to conserve water because not concerned about having enough water	2.01*	
Is a member of an environmental organization	2.01*	
Strongly or moderately agree that I don't think my actions will make a difference (is a reason for not conserving)	2.01*	
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED		
Owns 1 acre or less (median)	-2.49*	Most likely <i>not</i> to say public meetings or forums are preferred method of receiving info about water resources and water conservation.
Has lived in Georgia for 30 or fewer years (median)	-2.61**	

School or classroom discussions are preferred method of receiving info about water resources and water conservation	Z-SCORE
The Weather Channel is preferred method of receiving info about water resources and water conservation	15.87***
Demonstrations are preferred method of receiving info about water resources and water conservation	11.19***
Information fairs at malls or parks are preferred method of receiving info about water resources and water conservation	11.19***
Lives in Bryan County	7.8***
Is not at all concerned about water quality in Georgia	6.34***
Public meetings or forums are preferred method of receiving info about water resources and water conservation	5.87***
Lives in Baldwin County	5.44***
Information posted on billboards is preferred method of receiving info about water resources and water conservation	5.14***
Says water quality is a somewhat or very unimportant issue facing Georgia	4.62***
Lives in Houston County	3.38***
Is not at all concerned about water quantity in Georgia	3.35***
Rarely or never makes effort to conserve water because doesn't think there is a problem	2.61**
Magazines are preferred method of receiving info about water resources and water conservation	2.28*
Free water audits would make him/her somewhat or very unlikely to adopt water conservation practices	2.27*
Radio is preferred method of receiving info about water resources and water conservation	2.03*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Strongly or moderately agrees that water should be conserved when there are not drought conditions and when there is plenty of rain	-2.02*
Says protection of threatened and endangered species is a very or somewhat important issue facing Georgia	-2.42*
Says water quality is a very or somewhat important issue facing Georgia	-2.66**
Knowledge that he/she was helping to improve water-based recreational opportunities would make him/her very or somewhat likely to conserve water	-2.95**

Most likely to say school or classroom discussions are preferred method of receiving info about water resources and water conservation.

Most likely *not* to say school or classroom discussions are preferred method of receiving info about water resources and water conservation.

Listservs are preferred method of receiving info about water resources and water conservation	Z-SCORE
Lives in Chattooga County	6.95***
Lives in Clinch County	6.95***
Works in agriculture	6.13***
Works in city government	6.13***
Works in construction	6.13***
Works in county government	6.13***
Works in education	6.13***
Works in federal government	6.13***
Is a homemaker	6.13***
Works in manufacturing	6.13***
Works in mining	6.13***
Works for nonprofit organization	6.13***
Works in retail/wholesale sales	6.13***
Works in state government	6.13***
Is a student	6.13***
Works in timber industry	6.13***
Works in tourism/service	6.13***
Is unemployed	6.13***
Lives in Clarke County	5.44***
Indicated that watering my plants/garden was one of the top three ways they use water	4.27***
18-24 years old	3.78***
Says depletion of fossil fuels is one of the most important natural resource issues facing Georgia	3.52***
Internet is preferred method of receiving info about water resources and water conservation	2.67**
Says disposal of household garbage and other municipal wastes in landfills is a somewhat or very unimportant issue facing Georgia	2.6**
Makes effort to conserve water because wants to make a difference	2.53*
Thinks agriculture/farming uses the most water in Georgia	2.45*
Says urban sprawl/urban development is one of the most important natural resource issues facing Georgia	2.36*
Rarely or never reads the water usage tips in bill	2.29*
Lives on a farm or ranch	2.25*
Very or somewhat likely to install low-flow toilets	2.21*
Household income of \$60,000 or more (pre-tax)	2.17*
Says GA Dept. of Natural Resources is primarily responsible for managing water	2.13*
Receiving info about things to do to conserve water would make him/her somewhat or very unlikely to conserve water	2.13*

Most likely to say Listservs are preferred method of receiving info about water resources and water conservation.

STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Always or sometimes reads the water usage tips in bill	-2.18*
Does not live on a farm or ranch	-2.2*
Indicated that laundry was one of the top three ways they use water	-2.33*

Most likely *not* to say Listservs are preferred method of receiving info about water resources and water conservation.

Internet is preferred method of receiving info about water resources and water conservation	Z-SCORE	Most likely to say Internet is preferred method of receiving info about water resources and water conservation.
Information fairs at malls or parks are preferred method of receiving info about water resources and water conservation	4.25***	
Strongly or moderately disagree that I don't think individual users use that much water (is a reason for not conserving)	4.04***	
Free water conservation items would make him/her very or somewhat likely to adopt water conservation practices	3.59***	
Is a member of an environmental organization	3.44***	
Has lived in Georgia for 30 or fewer years (median)	3.31***	
Thinks public pools use the most water in Georgia	3.28**	
Strongly or moderately disagree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	3.27**	
Lives in large city/urban area or a suburban area	3.19**	
Says urban sprawl is a very or somewhat important issue facing Georgia	3.11**	
Household income of \$60,000 or more (pre-tax)	3.01**	
The Weather Channel is preferred method of receiving info about water resources and water conservation	3**	
Lives in Atkinson County	3**	
Lives in Candler County	3**	
Lives in Jefferson County	3**	
Says polluted water/water quality is one of the most important natural resource issues facing Georgia	2.92**	
Rebate programs would make him/her very or somewhat likely to adopt water conservation practices	2.86**	
Strongly or moderately disagree that the state doesn't have an adequate statewide conservation plan (is a reason for not conserving)	2.68**	
Listserve are preferred method of receiving info about water resources and water conservation	2.67**	
Conservation pricing would make him/her very or somewhat likely to adopt water conservation practices	2.62**	
Very or somewhat likely to install a rain sensor on irrigation system	2.59**	
Says GA Dept. of Natural Resources is primarily responsible for managing water	2.55*	
Native American	2.51*	
Has graduate or professional degree	2.44*	
College experience, with or without obtaining an Associate's or Bachelor's degree	2.42*	
Strongly or moderately agrees that he/she can make a difference in water conservation	2.38*	
Has already replaced current irrigation system with a drip irrigation system for lawn or garden	2.36*	
Free water audits would make him/her very or somewhat likely to adopt water conservation practices	2.31*	
18-24 years old	2.28*	
Was not born in Georgia	2.25*	
Indicated that swimming pool was one of the top three ways they use water	2.19*	

Knowledge that he/she could save money on water bill would make him/her very or somewhat likely to conserve water	2.13*
35-44 years old	2.11*
Is a member of a conservation organization	2.1*
Is concerned about water quantity because of concerns for future generations	2.09*
Peer pressure from neighbors would make him/her very or somewhat likely to conserve water	2.02*
Pressure from children would make him/her very or somewhat likely to conserve water	1.99*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Not at all likely to install water efficient hose nozzles for outside garden hoses	-1.97*
55-64 years old	-2.05*
Free water conservation items would make him/her somewhat or very unlikely to adopt water conservation practices	-2.12*
Was born in Georgia	-2.13*
TV is preferred method of receiving info about water resources and water conservation	-2.32*
Strongly or moderately agree that there isn't a water quantity problem in Georgia (is a reason for not conserving)	-2.4*
African-American	-2.4*
Strongly or moderately agree that I don't think individual users use that much water (is a reason for not conserving)	-3.01**
Lives in a small city/town or a rural area	-3.02**
Has lived in Georgia for more than 30 years (median)	-3.31***
65 years old or older	-3.58***
Brochures mailed to house are preferred method of receiving info about water resources and water conservation	-4.27***
No college experience	-4.46***

Most likely *not* to say Internet is preferred method of receiving info about water resources and water conservation.

Free water audits and water conservation demonstrations are preferred method of receiving info about water resources and water conservation	Z-SCORE
Lives in Dade County	10.46***
Lives in Clinch County	8.06***
Indicated that landscaping such as fish ponds was one of the top three ways they use water	5.99***
Native American	4.93***
Lives in Columbia County	4.9***
Hispanic	4.57***
Says air quality is a somewhat or very unimportant issue facing Georgia	4.41***
Makes effort to conserve water because it's the right thing to do	3.49***
Thinks people use a little water in everyday life	3.3**
Thinks agriculture/farming uses the most water in Georgia	3.04**
Says water quantity is a somewhat or very unimportant issue facing Georgia	2.88**
Is not at all concerned about water quantity in Georgia	2.49*
Lives in large city/urban area or a suburban area	2.22*
Is not at all concerned about water quality in Georgia	2.21*
Strongly or moderately agrees that the State is doing enough to conserve water in Georgia	2.21*
Says protection of greenspace is one of the most important natural resource issues facing Georgia	1.97*
STATISTICALLY INSIGNIFICANT VARIABLES OMITTED	
Indicated that laundry was one of the top three ways they use water	-2.02*
Lives in a small city/town or a rural area	-2.1*
Says air quality is a very or somewhat important issue facing Georgia	-2.5*

Most likely to say free water audits and water conservation demonstrations are preferred method of receiving info about water resources and water conservation.

Most likely *not* to say free water audits and water conservation demonstrations are preferred method of receiving info about water resources and water conservation.