

## Water Conservation & Knowledge Survey

Cowichan Watershed  
2011 Baseline Survey

Preliminary Results

### Purpose

- To assess the public's general knowledge about water and water conservation

### Approach

- Random sample of households within Cowichan Watershed
- In-person interviews of one adult in the household
- Interviews conducted by 4 young local people
- Fourteen questions took approximately 5 minutes per interview
- Very few households refused an interview

### Sample = 560 Households

Area	Number of Households
North Cowichan	197
Lake Cowichan	62
Island	76
Cowichan	27
Area B (Cowichan Bay)	41
Area B-	49
Area T (Horseshoe Bay)	24
Area I (Tokeby)	34
Island Lands	28

### Preliminary Findings

#### Household Water Source

Water Source	Number of Households
Creek Well	120
Community Well	350
Cowichan River	150
A Lake	100
Reservoir	50
Somebody Else	20
Don't Know	420

### Preliminary Findings

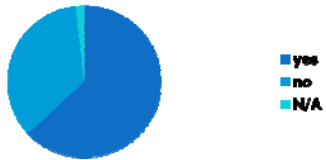
#### Importance Placed on Need to Conserve Water

Importance Level	Percentage of Respondents
Not too important	~10%
Fairly important	~30%
Very important	44%

44% of respondents noted that water is a limited resource

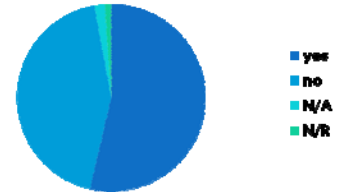
## Preliminary Findings

### Households Aware of Watering Restrictions



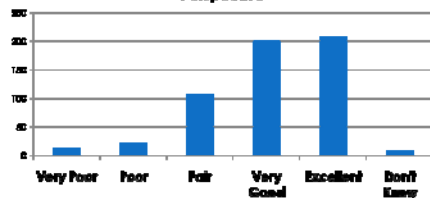
## Preliminary Findings

### Households Aware of Low Flush Toilet Rebate



## Preliminary Findings

### How People Rate Quality of Water from a Health Perspective



## Preliminary Findings

### Households Purchasing Bottled Water for the Home

