

## Consumer Awareness Telephone Survey

1. On a scale of 1-5, with 5 being very important, how important is it for Americans to conserve water resources?
2. Please indicate which of the following activities you routinely conduct:
  - Turn off the tap while brushing your teeth
  - Take short showers
  - Run the dishwasher and clothes washer only when full
  - Monitor fixtures for leaks and repair right away
  - Reuse bathing water in garden
  - Collect rainwater
  - None of the above
3. Have you ever seen or heard of the WaterSense label?
4. (If yes on #3) What does the WaterSense label mean to you?
5. (If yes on #3) What types of products, goods, or services do you think of when you think of the WaterSense label?
6. (If yes on #3) Where did you see or hear something about WaterSense label?
  - Newspaper or magazine advertisement
  - Newspaper or magazine article
  - TV commercial
  - TV news feature story
  - Radio commercial
  - Billboard
  - Utility mailing or bill inserts
  - Direct mail or circular advertisement
  - Labels on appliances or equipment
  - Displays in stores
  - Internet
  - Salesperson
  - Contractor
  - Realtor
  - Homebuilder
  - Friend, neighbor, relative, or co-worker
  - Other (please specify)
  - Don't know
7. (If yes on #3) What did you see or hear about WaterSense label? Please be specific.
8. (If yes on #3) As far as you know, who decides if a product deserves the WaterSense label?  
Select one answer only.
  - Product manufacturers
  - Retailers/stores
  - US Government
  - Independent certification bodies (e.g., Underwriters Laboratories)
  - Water utilities
  - Other: \_\_\_\_\_
  - Don't know

9. (If yes on #3) Now we're going to ask you about several groups of products. As you review the list, please select each of the products, product literature, or packaging on which you have seen the WaterSense label.

- Residential toilets
- Commercial toilets
- Urinals
- Bathroom sink faucets
- Showerheads
- Kitchen sink faucets
- Lawn irrigation equipment (e.g., controllers)
- Dishwashers
- Washing machines (clothes washers)
- Humidifiers
- New homes
- None of these

10. Have you or someone else in your household been shopping in a store in the last 12 months for any of the products listed below? (Yes, No, Don't Know)

- Toilets
- Bathroom sink faucet
- Showerhead
- Kitchen sink faucet
- Lawn irrigation equipment (e.g., controllers)
- Dishwasher
- Washing machine (clothes washer)
- Humidifier
- New home
- None of these

11. Please consider each of the groups of products again. Which of these products have you purchased in the last 12 months? Please identify all that apply.

- Toilets
- Bathroom sink faucet
- Showerhead
- Kitchen sink faucet
- Lawn irrigation equipment (e.g., controllers)
- Dishwasher
- Washing machine (clothes washer)
- Humidifier
- New home
- None of these

12. For any of the products you purchased, did you see the WaterSense label (on the product itself, on the packaging, or on the instructions)? (Yes, No, Don't Know)

13. In general, how satisfied are you with each of the following products you purchased? (Discuss each product purchased whether or not labeled in random order)

- Response scale: Very Dissatisfied
  - Somewhat Dissatisfied
  - Neither Satisfied nor Dissatisfied
  - Somewhat Satisfied
  - Very Satisfied
  - Don't Know
14. For each WaterSense labeled product(s) you purchased, how much did the WaterSense label influence your purchase decision?
- Very much
  - Somewhat
  - Slightly
  - Not at all likely
  - Don't know.
15. Did you receive rebates or reduced-rate financing for any WaterSense labeled product(s) you purchased?
16. If rebates or reduced-rate financing had not been available, how likely is it that you would have purchased the WaterSense labeled product?
- Very much
  - Somewhat
  - Slightly
  - Not at all likely
  - Don't know.
17. How likely are you to recommend WaterSense labeled products to a friend? (0=Extremely Unlikely 10=Extremely Likely)
18. Please select the source(s) of information you are most likely to use to obtain information about **plumbing** products. (All that apply)
- Consumer Reports and other product-oriented magazines
  - Other magazines
  - Newspapers
  - Radio
  - Television
  - Water utility
  - Advice from retailers or salespersons
  - Advice from contractors
  - Advice from a friend, neighbor, relative, or co-worker
  - Internet
  - Other \_\_\_\_\_
  - Don't know
19. (If Internet checked): Please select the type of Internet source(s) you are most likely to rely on to obtain information about this product type. (All that apply).
- Local utility websites
  - State or Federal government websites

- Product manufacturer websites
- Retailer websites
- Consumer organization websites (e.g., Consumer Reports)
- Other \_\_\_\_\_
- Don't Know

20. Please select the source(s) of information you are most likely to use to obtain information about **irrigation** products. (All that apply)

- Consumer Reports and other product-oriented magazines
- Other magazines
- Newspapers
- Radio
- Television
- Water utility
- Advice from retailers or salespersons
- Advice from contractors
- Advice from a friend, neighbor, relative, or co-worker
- Internet
- Other \_\_\_\_\_
- Don't know

21. (If Internet checked): Please select the type of Internet source(s) you are most likely to rely on to obtain information about this product type. (All that apply).

- Local utility websites
- State or Federal government websites
- Product manufacturer websites
- Retailer websites
- Consumer organization websites (e.g., Consumer Reports)
- Other \_\_\_\_\_
- Don't Know

20. Consider each of the following statements and indicate how strongly you agree or disagree with the statement. Scale (Strongly Agree, Somewhat Agree, Neither Agree or Disagree, Somewhat Disagree, Strongly Disagree)

- WaterSense labeled products provide me with more benefits than products without the WaterSense label.
- WaterSense labeled products offer better value than products without the label.
- If I cannot find the kind of product I am looking for with a WaterSense label, I will shop elsewhere rather than buy a product that does not qualify for the label.
- Buying WaterSense labeled products makes me feel like I'm helping to protect the environment for future generations
- Buying WaterSense labeled products makes me feel like I'm contributing to society
- Buying WaterSense labeled products makes me feel like I'm spending extra money for nothing.
- I consider myself loyal to WaterSense labeled products.
- It seems like most products have the WaterSense label these days.
- If I see the WaterSense label, I know I'm getting a more energy-efficient product.
- When I buy a product with the WaterSense label, I can always be sure it's high quality.