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What is Your Water IQ?

Texans show strong interest in conserving water, but just how much do they know about their water resources? Survey findings indicate the need for more public awareness on water-related issues.

Do Texans know where their drinking water comes from? Do they care about conserving water?

The answer to the latter is yes, they do care. But a statewide survey indicates that many people know little about their water before it comes out of the tap. In a random survey of 1,228 Texans, 98 percent said they believe water conservation is important, but only 28 percent "definitely" knew the natural source for their drinking water.

Those findings stem from market research commissioned by the Texas Water Development Board (TWDB) to explore the public's awareness and attitudes on water issues. The survey results might be used to develop a statewide education campaign on water policy and conservation efforts.

The Water Conservation Implementation Task Force has recommended that the Legislature boost public awareness of the water quality and availability issues facing this fast-growing state. The panel, which was created by the Legislature, has determined that people who are knowledgeable about water resources are more efficient in their water use.



The TWDB expects that its public education efforts will carry the slogan: "Water IQ: Know Your Water."

One of the most important survey findings was that "water conservation as an issue has almost universal support among Texans," according to the research conducted by Tuerff-Davis EnviroMedia of Austin on behalf of the TWDB.

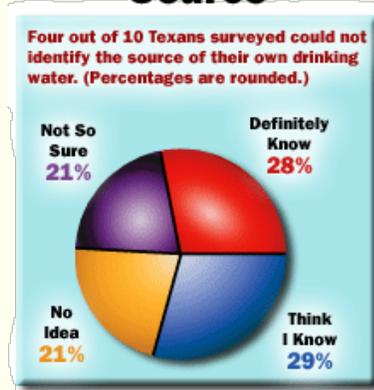
"Water conservation behavior is bi-partisan and shows little variance by region, ideology, or gender," said the report issued by TWDB. "Income is more of a predictor, with those earning more than \$50,000 per year being most likely to conserve."

Among the other findings were:

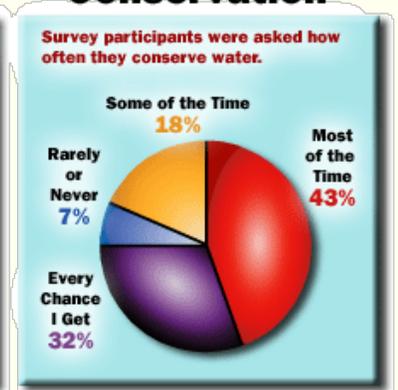
- 48 percent of respondents predicted Texas probably will not have enough water or will experience a considerable water shortage in the next 25 years.
- 54 percent said state government is not doing enough about water conservation.
- 90 percent said they conserve water, but 72 percent said they could do more.

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Knowledge of Drinking Water Source



Frequency of Water Conservation



Actions to Conserve Water

