

What People Say They Do

vs

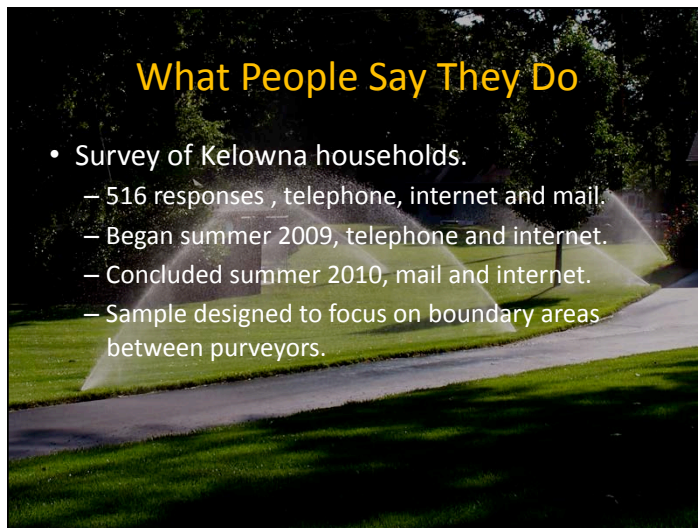
What they Do

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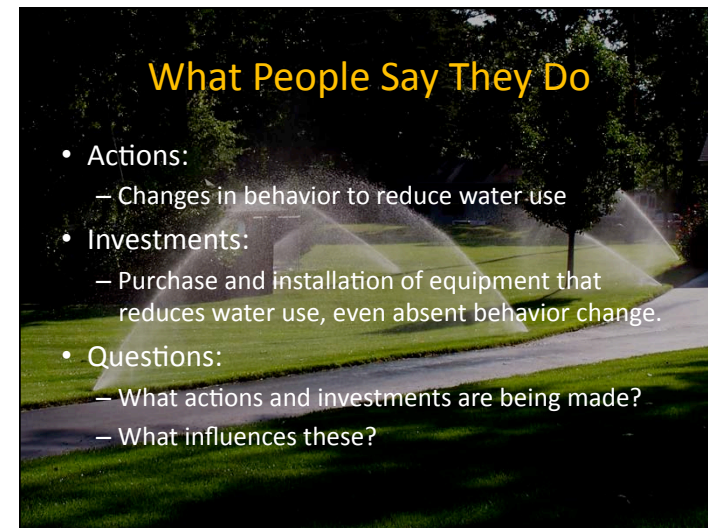
Why Conserve Water?

- Moral considerations
 - Conserve so others, now and tomorrow, can have.
 - Limit our use for good of ecosystem.
- Economic considerations
 - I save money if I use less water.
 - My purveyor won't have to expand and raise my rates as soon.
- Policy question
 - Economics dominate, raise price to conserve.
 - Morals dominate, educate and persuade.



What People Say They Do

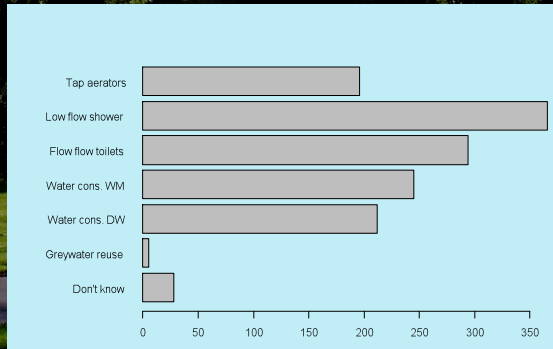
- Survey of Kelowna households.
 - 516 responses , telephone, internet and mail.
 - Began summer 2009, telephone and internet.
 - Concluded summer 2010, mail and internet.
 - Sample designed to focus on boundary areas between purveyors.



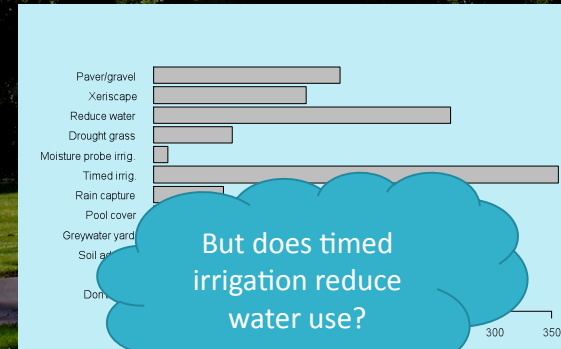
What People Say They Do

- Actions:
 - Changes in behavior to reduce water use
- Investments:
 - Purchase and installation of equipment that reduces water use, even absent behavior change.
- Questions:
 - What actions and investments are being made?
 - What influences these?

Reported Indoor Investments

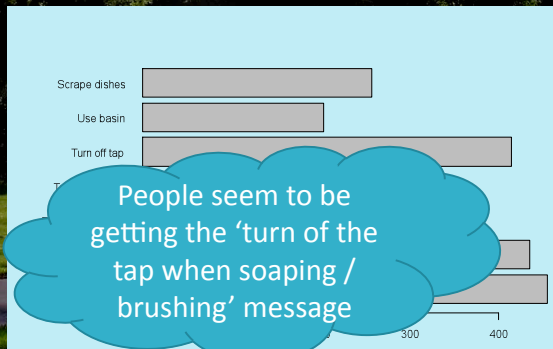


Reported Outdoor Investments



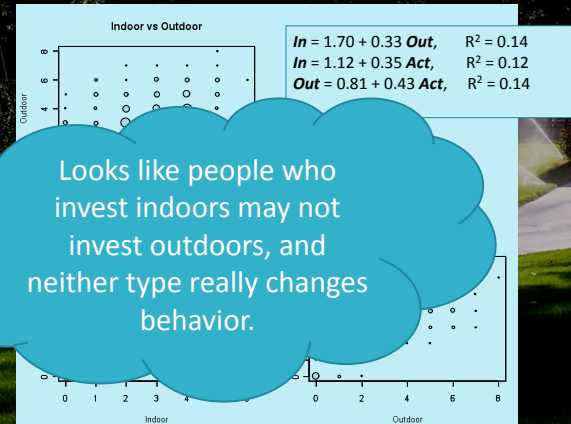
But does timed irrigation reduce water use?

Reported Behaviors



People seem to be getting the 'turn of the tap when soaping / brushing' message

Conservation Choice Relationships



Looks like people who invest indoors may not invest outdoors, and neither type really changes behavior.

Comparing Water Purveyors

- Kelowna
– City
– SF
• Exp
– If
– If mo
– difference

Place your bets!

**Money
vs
Morals**

Comparing Water Purveyors

Does what you say you do have any relationship to who you get your water from?



Comparing Water Purveyors

- Attitudes
– No
– S
• B
– ID
– No diffe

**Money
Looses!**

Explaining Conservation

- Are people with more environmental values
– Atti
• imp
• pe
– Yes

**Morals
Loose!**

Explaining Conservation

- Combined and interaction effects.

– Out

People with more money (can) invest in water conservation. However, constant is still the more you bug them, the more likely they are to conserve.

kanagan
facing

What People Do.

- Kelowna (and RWW) charge by volume.

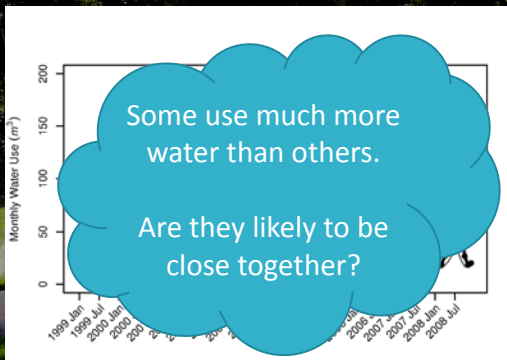
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Translation:

Is there any evidence that people act like their neighbours?

- Econometric ... showing for spatial lag and spatial error processes.

Temporal Patterns



Spatial Patterns



Spatial Regression Results

- Important variables:
 - Lot size, house age, etc. (increase water use)
 - High income (more water use?)
- Spatial effects:
 - Strong evidence of spatial dependence
 - Implied spillover effects
 - Aggregate influence of innovations depends on location of innovations.

People seem to be influenced by what their neighbours do.

Keep telling people, as many ways as possible, to conserve water.

Recognize that people learn from their neighbours.