



BOOK NOW – and receive your results by around mid-July – see over for details!

Future Sources of Water – maybe not desalination?

We included a short series of questions about sources of water in a recent CRSMS over the period April 1-3, with the following results:

- Around two-third majorities suggest placing at least a very high priority on applying more extensive water restrictions (68%) and treating more stormwater (66%), and close to a majority would (also) place at least a very high priority on recycling more sewage (49%).
- On the other hand, only around one-third minorities would (also) place at least a very high priority on building more dams (34%) or building more desalination plants (33%).

Everyone in the sample was asked:

In recent years the fresh water supplies in all capital cities and many country cities and towns have been seriously depleting. In general, what level of priority would you give to each of the following possible solutions: ...firstly [READ OUT, ROTATE] Would you give it an extremely, very, moderately or low priority, or wouldn't do it at all?

	Don't do at all %	Low priority %	Moderately high %	Very high %	Extremely high %	Total extremely + very high priority %
More extensive water restrictions – everybody to use less water, or use it more efficiently	2	3	27	31	37	68
Treat more stormwater	1	5	28	35	31	66
Recycle more sewage	10	15	26	36	13	49
Build more dams	14	23	29	19	15	34
Build more desalination plants to produce fresh water from sea water	12	22	33	20	13	33

The **CRSMS** is brought to you by:



– Canberra's leading social and government research organisation.

(formerly Arcraft Research)

ACT now!

If you are looking for prompt answers on the opinions, knowledge, understanding and behaviour of people in Canberra and the surrounding communities:

We have a ready-made solution for you.

- A regular social and market survey tailored cost-effectively to meet the needs of a range of government, academic, not-for-profit and business clients.
- The survey covers the ACT and region – ie, it covers all of Canberra, plus, if you wish, surrounding centres including Queanbeyan, Jerrabomberra, Yass, Bungendore, Braidwood and Captains Flat and many rural-residential communities and villages in between.
- Each wave involves telephone interviews with a fresh, reliable sample of 1,000 people, representative of the 18+ years Canberra community in terms of gender, age and location.
- At the 95% confidence level commonly used in social and market research, results involving the whole sample are likely to be no more than 3% either way of the result that would have been obtained if the whole 18+ years population had been surveyed.
- Questions are analysed by relevant socio-demographics and by region and compiled into a succinct tabular report.
- The survey is conducted monthly and costs range from as low as \$900* per question (+ GST).
* This price is for simple closed-ended questions. We will quote open-ended questions and complex and/or multi-faceted closed-ended questions on a case-by-case basis. Prices include analysis and tabular report with results broken by key demographics.
- Both once-off and ongoing series of questions are welcome.
- We offer personal presentation and discussion of findings for a modest additional fee.
- We can also handle your other research and evaluation needs.



We look forward very much to serving you.



For any enquiries, and to book your questions into the next survey, **please call Les Winton now** on 02 6232 6264 or 0414 504 832.

The next wave of the Canberra and Region Social and Market Survey (CRSMS) will be conducted over the weekend of **July 6 to 9**, 2007 with results by around **mid-July**.

Timetable:

Cut-off for inclusion of questions	Wednesday, July 4
Telephone interviewing	Weekend of July 6-9
Top-line results	Wednesday July 11
Tabular report	Tuesday July 17



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