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1. Policies that affect water use: Restrictions on groundwater use *Bay Area, Central Valley, and Southern CA residents, most likely voters*

There is a lot of talk about the shortage of water in California this year. Some people have suggested making changes to public policies that affect water use in the state. Considering five of these ideas, do you support or oppose...

During a drought, restrictions on water use even if an area has groundwater available to draw on

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Strongly support	34%	40%	34%	31%	35%	37%	19%	27%	56%	32%	35%	29%	31%	38%
Somewhat support	33%	41%	33%	32%	33%	33%	31%	42%	15%	34%	32%	32%	38%	31%
Neither support or oppose	16%	15%	16%	17%	16%	16%	26%	17%	16%	16%	17%	18%	18%	15%
Somewhat oppose	11%	2%	11%	12%	13%	9%	16%	12%	5%	12%	10%	13%	10%	10%
Strongly oppose	6%	2%	6%	8%	4%	7%	8%	3%	9%	7%	6%	9%	4%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(926)	(77)	(160)	(448)	(241)	(577)	(66)	(181)	(33)	(452)	(474)	(242)	(250)	(434)

	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Strongly support	34%	47%	35%	28%	44%	22%	29%	51%	31%	19%	31%	35%	34%
Somewhat support	33%	28%	34%	35%	34%	29%	34%	33%	39%	29%	37%	33%	32%
Neither support or oppose	16%	13%	16%	18%	15%	17%	17%	11%	18%	18%	19%	15%	16%
Somewhat oppose	11%	7%	10%	13%	6%	22%	11%	4%	9%	20%	8%	12%	11%
Strongly oppose	6%	6%	5%	7%	1%	10%	9%	1%	4%	14%	6%	5%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(926)	(197)	(185)	(544)	(365)	(260)	(224)	(310)	(254)	(339)	(228)	(324)	(233)



2. Policies that affect water use: Required sharing of groundwater *Bay Area, Central Valley, and Southern CA residents, most likely voters*

There is a lot of talk about the shortage of water in California this year. Some people have suggested making changes to public policies that affect water use in the state. Considering five of these ideas, do you support or oppose...

During a drought, required sharing of groundwater supplies with neighboring communities in need of additional water

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Strongly support	23%	37%	24%	20%	23%	23%	30%	23%	24%	22%	25%	23%	21%	25%
Somewhat support	39%	43%	34%	38%	42%	42%	35%	38%	21%	38%	40%	38%	46%	36%
Neither support or oppose	24%	11%	30%	24%	24%	21%	28%	24%	46%	26%	23%	23%	21%	27%
Somewhat oppose	9%	6%	9%	11%	7%	9%	3%	9%	7%	8%	10%	10%	8%	9%
Strongly oppose	5%	4%	4%	6%	4%	5%	4%	5%	2%	6%	4%	7%	5%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(924)	(78)	(159)	(445)	(242)	(576)	(64)	(180)	(34)	(449)	(475)	(240)	(250)	(434)

	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Strongly support	23%	28%	25%	20%	30%	18%	19%	33%	18%	18%	26%	23%	23%
Somewhat support	39%	35%	35%	42%	38%	39%	40%	39%	41%	38%	37%	41%	36%
Neither support or oppose	24%	23%	26%	24%	23%	21%	24%	23%	28%	22%	26%	23%	25%
Somewhat oppose	9%	9%	9%	9%	6%	14%	10%	4%	8%	13%	7%	8%	11%
Strongly oppose	5%	5%	5%	5%	2%	8%	7%	2%	5%	9%	4%	4%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(924)	(198)	(185)	(541)	(363)	(259)	(225)	(309)	(256)	(337)	(228)	(322)	(233)



3. Policies that affect water use: Reduction of subsidies to farmers *Bay Area, Central Valley, and Southern CA residents, most likely voters*

There is a lot of talk about the shortage of water in California this year. Some people have suggested making changes to public policies that affect water use in the state. Considering five of these ideas, do you support or oppose...

Reduction or elimination of government subsidies to farmers (subsidies make water less expensive for farmers than it otherwise would be)

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Strongly support	22%	22%	27%	22%	18%	20%	18%	27%	27%	23%	20%	25%	21%	21%
Somewhat support	27%	30%	25%	27%	28%	29%	29%	30%	19%	29%	26%	28%	27%	28%
Neither support or oppose	21%	16%	19%	19%	26%	22%	25%	14%	24%	19%	23%	18%	22%	23%
Somewhat oppose	17%	18%	15%	18%	17%	16%	12%	21%	18%	15%	19%	16%	18%	17%
Strongly oppose	13%	14%	14%	14%	11%	14%	16%	9%	13%	14%	12%	14%	13%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(926)	(78)	(160)	(448)	(240)	(578)	(65)	(179)	(34)	(450)	(476)	(242)	(249)	(435)

	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Strongly support	22%	26%	21%	20%	24%	15%	25%	25%	21%	18%	25%	17%	21%
Somewhat support	27%	24%	24%	30%	32%	25%	24%	31%	28%	23%	28%	27%	25%
Neither support or oppose	21%	22%	20%	21%	23%	17%	22%	22%	24%	17%	21%	21%	23%
Somewhat oppose	17%	13%	20%	18%	14%	21%	17%	14%	19%	20%	18%	19%	17%
Strongly oppose	13%	16%	15%	11%	7%	22%	12%	8%	10%	22%	8%	17%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(926)	(198)	(186)	(542)	(365)	(259)	(226)	(310)	(257)	(337)	(229)	(323)	(232)



4. Policies that affect water use: Required cut backs to protect fish *Bay Area, Central Valley, and Southern CA residents, most likely voters*

There is a lot of talk about the shortage of water in California this year. Some people have suggested making changes to public policies that affect water use in the state. Considering five of these ideas, do you support or oppose...

During a drought, required cut backs on other water uses to protect fish in streams and lakes from dying

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Strongly support	34%	48%	35%	34%	30%	33%	35%	38%	40%	34%	35%	33%	35%	35%
Somewhat support	30%	33%	33%	25%	36%	30%	35%	32%	27%	27%	34%	29%	29%	32%
Neither support or oppose	16%	8%	19%	17%	15%	15%	23%	11%	21%	16%	16%	20%	16%	14%
Somewhat oppose	11%	8%	8%	14%	10%	12%	1%	13%	10%	13%	9%	10%	10%	12%
Strongly oppose	8%	2%	6%	10%	9%	10%	6%	6%	2%	10%	7%	9%	10%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(927)	(78)	(160)	(448)	(241)	(579)	(65)	(179)	(34)	(450)	(477)	(242)	(249)	(436)

	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Strongly support	34%	45%	31%	31%	44%	22%	30%	49%	32%	20%	39%	34%	34%
Somewhat support	30%	30%	27%	31%	36%	26%	27%	31%	39%	23%	29%	31%	29%
Neither support or oppose	16%	13%	19%	16%	12%	18%	17%	12%	16%	20%	20%	16%	14%
Somewhat oppose	11%	7%	9%	14%	5%	20%	16%	6%	8%	20%	8%	12%	11%
Strongly oppose	8%	6%	13%	8%	4%	14%	10%	2%	5%	17%	5%	8%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(927)	(198)	(186)	(543)	(365)	(259)	(226)	(310)	(257)	(338)	(229)	(323)	(233)



5. Policies that affect water use: Required reductions from 2013 levels *Bay Area, Central Valley, and Southern CA residents, most likely voters*

There is a lot of talk about the shortage of water in California this year. Some people have suggested making changes to public policies that affect water use in the state. Considering five of these ideas, do you support or oppose...

Requirements for all communities to reduce their water use from the amount they used in 2013, even though that means that some communities that made efforts to conserve water before 2013 must make more cut backs in water use than those communities that did not

	Age					Race				Gender		Education		
	Total	18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Strongly support	18%	30%	18%	15%	17%	18%	26%	13%	20%	17%	19%	16%	18%	19%
Somewhat support	27%	44%	28%	21%	30%	27%	25%	33%	35%	28%	26%	27%	28%	26%
Neither support or oppose	19%	9%	19%	21%	18%	18%	20%	23%	16%	20%	17%	23%	16%	17%
Somewhat oppose	24%	11%	20%	29%	24%	25%	21%	22%	9%	22%	27%	23%	25%	25%
Strongly oppose	12%	6%	15%	13%	11%	12%	9%	10%	20%	14%	11%	11%	14%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(923)	(77)	(160)	(446)	(240)	(575)	(66)	(180)	(34)	(449)	(474)	(240)	(249)	(434)

	CA Region				Party ID			Ideology			Family Income		
	Total	BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Strongly support	18%	18%	18%	18%	23%	16%	15%	25%	13%	14%	18%	19%	16%
Somewhat support	27%	29%	23%	27%	32%	23%	23%	31%	32%	18%	23%	32%	26%
Neither support or oppose	19%	16%	23%	18%	20%	17%	17%	19%	17%	19%	22%	18%	17%
Somewhat oppose	24%	26%	28%	22%	18%	26%	30%	19%	27%	29%	26%	23%	24%
Strongly oppose	12%	11%	8%	14%	7%	19%	15%	6%	11%	20%	12%	8%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(923)	(197)	(184)	(542)	(367)	(257)	(223)	(309)	(256)	(336)	(228)	(322)	(232)



6. Regulating residential water use: prefer limits/fines or higher costs for heavier users *Bay Area, Central Valley, and Southern CA residents, age 18+*

If the drought continues and the state of California must take more steps to cut back water use by residential users, which of the following regulations would you prefer to see:

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Same limit on water use, large fines for going over	57%	64%	58%	54%	53%	55%	59%	62%	52%	56%	58%	59%	53%	58%
No limit, higher costs per gallon over basic amount	21%	22%	24%	21%	17%	24%	18%	16%	31%	26%	17%	17%	24%	24%
Not sure	22%	14%	18%	26%	30%	21%	23%	22%	18%	19%	25%	24%	23%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1493)	(328)	(316)	(577)	(272)	(780)	(107)	(405)	(81)	(639)	(854)	(451)	(424)	(618)

	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Same limit on water use, large fines for going over	57%	53%	62%	57%	65%	48%	56%	64%	61%	52%	64%	54%	48%
No limit, higher costs per gallon over basic amount	21%	22%	18%	22%	18%	25%	25%	20%	23%	22%	18%	21%	33%
Not sure	22%	25%	21%	21%	18%	28%	20%	16%	16%	26%	18%	24%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1493)	(284)	(306)	(903)	(587)	(333)	(387)	(457)	(454)	(448)	(476)	(513)	(297)



7. Regulating residential water use: prefer limits/fines or higher costs for heavier users *Bay Area, Central Valley, and So. CA residents, most likely voters*

If the drought continues and the state of California must take more steps to cut back water use by residential users, which of the following regulations would you prefer to see:

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Same limit on water use, large fines for going over	54%	60%	51%	54%	54%	57%	53%	64%	51%	57%	49%	57%	56%	
No limit, higher costs per gallon over basic amount	23%	34%	31%	20%	17%	24%	20%	18%	25%	29%	16%	20%	23%	
Not sure	24%	6%	19%	26%	29%	22%	24%	29%	10%	20%	28%	31%	21%	
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
(Unweighted N)	(931)	(78)	(161)	(448)	(244)	(578)	(67)	(183)	(34)	(452)	(479)	(245)	(434)	

	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Same limit on water use, large fines for going over	54%	57%	59%	51%	61%	41%	53%	64%	59%	41%	64%	52%	48%
No limit, higher costs per gallon over basic amount	23%	23%	21%	23%	20%	25%	25%	18%	22%	27%	18%	22%	31%
Not sure	24%	20%	20%	26%	19%	34%	22%	18%	19%	32%	18%	27%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(931)	(198)	(188)	(545)	(369)	(259)	(226)	(311)	(256)	(341)	(230)	(327)	(232)



8A. Recycled wastewater: Willingness to use (no water treatment information), sheet 1 of 2 Bay Area, Central Valley, and So. CA (not-O.C.), age 18+

Note: Shown to a split sample, with 1/3rd of respondents viewing this question version (see Tables 9A-10B for other question versions)

Would you be willing to use recycled wastewater for...

% responding "Yes" (instead of "No" or "Not sure")	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Drinking	10%	21%	10%	6%	4%	8%	11%	12%	6%	14%	7%	10%	9%	12%
Cooking	18%	26%	20%	16%	7%	14%	7%	26%	8%	27%	9%	22%	16%	14%
Bathing	22%	27%	19%	22%	19%	21%	11%	26%	12%	28%	16%	26%	17%	18%
Washing clothes	42%	55%	35%	43%	36%	45%	40%	40%	43%	48%	36%	43%	41%	41%
Toilet flushing	89%	90%	85%	89%	92%	91%	83%	82%	100%	91%	86%	84%	92%	92%
Filling swimming pools	39%	36%	34%	44%	40%	41%	24%	38%	50%	42%	35%	38%	39%	39%
Lawn watering	89%	86%	86%	91%	91%	93%	75%	86%	97%	89%	88%	87%	92%	89%
Watering grassy fields where dairy cows graze	66%	73%	56%	68%	71%	69%	62%	59%	90%	74%	59%	65%	69%	65%
Watering vegetable crops	62%	63%	58%	61%	67%	62%	53%	59%	85%	68%	57%	62%	64%	60%
Watering fruit trees	70%	69%	68%	69%	79%	73%	52%	67%	97%	77%	64%	73%	72%	67%
(Unweighted N) for "Drinking"	(495)	(105)	(112)	(193)	(85)	(265)	(40)	(132)	(24)	(205)	(290)	(155)	(140)	(200)



8B. Recycled wastewater: Willingness to use (no water treatment information), sheet 2 of 2 Bay Area, Central Valley, and So. CA (not-O.C.), age 18+

Note: Shown to a split sample, with 1/3rd of respondents viewing this question version (see Tables 9A-10B for other question versions)

Would you be willing to use recycled wastewater for...

% responding "Yes" (instead of "No" or "Not sure")	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Drinking	10%	6%	9%	12%	14%	4%	10%	11%	8%	16%	8%	9%	8%
Cooking	18%	7%	18%	21%	20%	21%	17%	20%	14%	25%	18%	17%	13%
Bathing	22%	16%	28%	21%	25%	21%	19%	25%	24%	21%	22%	18%	23%
Washing clothes	42%	35%	51%	42%	46%	42%	39%	48%	44%	40%	48%	37%	36%
Toilet flushing	89%	89%	89%	88%	91%	86%	90%	96%	91%	88%	85%	88%	91%
Filling swimming pools	39%	36%	42%	39%	44%	38%	39%	44%	39%	37%	38%	38%	39%
Lawn watering	89%	93%	94%	85%	92%	92%	81%	94%	91%	88%	87%	89%	88%
Watering grassy fields where dairy cows graze	66%	67%	72%	64%	72%	72%	63%	77%	63%	71%	64%	63%	74%
Watering vegetable crops	62%	67%	69%	58%	64%	66%	59%	66%	63%	68%	60%	61%	64%
Watering fruit trees	70%	77%	78%	65%	73%	73%	70%	77%	74%	74%	68%	70%	75%
(Unweighted N) for "Drinking"	(495)	(102)	(106)	(287)	(188)	(107)	(131)	(140)	(156)	(154)	(153)	(185)	(98)



9A. Recycled wastewater: Willingness to use (basic O.C. water treatment information), sheet 1 of 2 Bay Area, Central Valley, and So. CA (not-O.C.), age 18+

Note: Shown to a split sample, with 1/3rd of respondents viewing this question version (see Tables 8A-B & 10A-B for other question versions)

Orange County in Southern California currently has a toilet to tap wastewater recycling program for outdoor and indoor water use, including drinking and bathing. The Orange County Water District purifies wastewater and injects it into the local groundwater aquifer basin. The groundwater is then pumped back into the water system, providing 70% of Orange County's water supply.

Would you be willing to use recycled wastewater for...

% responding "Yes" (instead of "No" or "Not sure")	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Drinking	17%	26%	12%	19%	9%	16%	12%	17%	25%	25%	8%	18%	11%	19%
Cooking	24%	27%	21%	26%	19%	24%	16%	27%	9%	28%	19%	26%	18%	24%
Bathing	36%	32%	35%	36%	39%	35%	41%	35%	30%	42%	29%	32%	27%	46%
Washing clothes	56%	45%	54%	62%	62%	59%	51%	51%	39%	58%	54%	54%	48%	64%
Toilet flushing	86%	80%	82%	87%	96%	91%	96%	74%	95%	80%	91%	81%	84%	92%
Filling swimming pools	49%	38%	52%	54%	49%	56%	39%	52%	20%	50%	49%	46%	47%	55%
Lawn watering	91%	87%	86%	92%	97%	97%	96%	81%	95%	89%	92%	88%	92%	93%
Watering grassy fields where dairy cows graze	71%	60%	67%	78%	77%	80%	69%	62%	58%	73%	70%	66%	67%	81%
Watering vegetable crops	61%	48%	57%	70%	64%	68%	57%	57%	28%	64%	58%	60%	57%	65%
Watering fruit trees	73%	59%	71%	81%	76%	75%	67%	71%	50%	75%	71%	74%	64%	78%
(Unweighted N) for "Drinking"	(416)	(92)	(79)	(161)	(84)	(220)	(31)	(116)	(16)	(173)	(243)	(139)	(111)	(166)



9B. Recycled wastewater: Willingness to use (basic O.C. water treatment information), sheet 2 of 2 Bay Area, Central Valley, and So. CA (not-O.C.), age 18+

Note: Shown to a split sample, with 1/3rd of respondents viewing this question version (see Tables 8A-B & 10A-B for other question versions)

Orange County in Southern California currently has a toilet to tap wastewater recycling program for outdoor and indoor water use, including drinking and bathing. The Orange County Water District purifies wastewater and injects it into the local groundwater aquifer basin. The groundwater is then pumped back into the water system, providing 70% of Orange County's water supply.

Would you be willing to use recycled wastewater for...

% responding "Yes" (instead of "No" or "Not sure")	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Drinking	17%	17%	21%	15%	20%	4%	18%	18%	24%	9%	17%	17%	15%
Cooking	24%	22%	24%	24%	23%	17%	30%	28%	26%	19%	23%	24%	18%
Bathing	36%	48%	36%	32%	41%	31%	37%	41%	43%	28%	36%	33%	36%
Washing clothes	56%	57%	53%	58%	61%	48%	55%	55%	67%	55%	61%	53%	63%
Toilet flushing	86%	87%	83%	87%	94%	73%	90%	90%	94%	82%	88%	82%	96%
Filling swimming pools	49%	51%	52%	48%	53%	55%	43%	57%	48%	46%	54%	43%	53%
Lawn watering	91%	87%	92%	91%	93%	87%	95%	91%	95%	95%	96%	85%	97%
Watering grassy fields where dairy cows graze	71%	78%	80%	66%	73%	72%	71%	73%	74%	77%	77%	64%	83%
Watering vegetable crops	61%	64%	59%	61%	59%	69%	60%	62%	61%	67%	66%	52%	72%
Watering fruit trees	73%	74%	74%	72%	72%	77%	74%	73%	78%	77%	77%	67%	82%
(Unweighted N) for "Drinking"	(416)	(66)	(100)	(250)	(175)	(90)	(103)	(146)	(124)	(111)	(148)	(136)	(75)



10A. Recycled wastewater: Willingness to use (most O.C. water treatment information), sheet 1 of 2 Bay Area, Central Valley, and So. CA (not-O.C.), age 18+

Note: Shown to a split sample, with 1/3rd of respondents viewing this question version (see Tables 8A-9B for other question versions)

Orange County in Southern California currently uses recycled wastewater for outdoor and indoor use, including drinking and bathing. The Orange County Water District puts wastewater through a multi-stage process that scientists claim removed all particles, chemicals, pharmaceuticals, bacteria, and viruses. The treated water is injected into the local groundwater aquifer basin. The groundwater is then pumped back into the water system, providing 70% of Orange County's water supply.

Would you be willing to use recycled wastewater for...

% responding "Yes" (instead of "No" or "Not sure")	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Drinking	20%	21%	25%	17%	17%	22%	15%	17%	23%	27%	13%	21%	20%	19%
Cooking	29%	32%	25%	28%	36%	39%	20%	20%	27%	33%	26%	28%	31%	30%
Bathing	43%	49%	40%	38%	49%	51%	50%	28%	38%	50%	36%	35%	44%	48%
Washing clothes	63%	64%	55%	63%	72%	66%	72%	53%	58%	68%	57%	58%	61%	67%
Toilet flushing	91%	88%	91%	91%	93%	93%	84%	88%	83%	92%	89%	88%	89%	94%
Filling swimming pools	56%	56%	55%	53%	65%	60%	66%	46%	51%	60%	53%	53%	51%	63%
Lawn watering	89%	85%	88%	90%	95%	90%	88%	89%	75%	88%	90%	89%	85%	92%
Watering grassy fields where dairy cows graze	74%	71%	71%	73%	86%	78%	71%	70%	66%	79%	69%	72%	70%	78%
Watering vegetable crops	71%	77%	68%	67%	73%	79%	62%	62%	59%	79%	63%	73%	69%	70%
Watering fruit trees	76%	83%	72%	76%	76%	82%	70%	71%	60%	82%	71%	79%	78%	73%
(Unweighted N) for "Drinking"	(469)	(102)	(102)	(183)	(82)	(248)	(29)	(121)	(32)	(219)	(250)	(123)	(138)	(208)



10B. Recycled wastewater: Willingness to use (most O.C. water treatment information), sheet 2 of 2 Bay Area, Central Valley, and So. CA (not-O.C.), age 18+

Note: Shown to a split sample, with 1/3rd of respondents viewing this question version (see Tables 8A-9B for other question versions)

Orange County in Southern California currently uses recycled wastewater for outdoor and indoor use, including drinking and bathing. The Orange County Water District puts wastewater through a multi-stage process that scientists claim removed all particles, chemicals, pharmaceuticals, bacteria, and viruses. The treated water is injected into the local groundwater aquifer basin. The groundwater is then pumped back into the water system, providing 70% of Orange County's water supply.

Would you be willing to use recycled wastewater for...

% responding "Yes" (instead of "No" or "Not sure")	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Drinking	20%	25%	11%	21%	21%	19%	21%	26%	15%	22%	24%	19%	20%
Cooking	29%	39%	24%	27%	34%	28%	29%	40%	20%	33%	34%	25%	31%
Bathing	43%	53%	40%	39%	45%	44%	40%	60%	30%	46%	46%	42%	43%
Washing clothes	63%	70%	52%	63%	66%	65%	59%	77%	60%	63%	62%	63%	63%
Toilet flushing	91%	92%	87%	91%	92%	87%	94%	97%	93%	89%	87%	89%	98%
Filling swimming pools	56%	65%	49%	55%	57%	62%	56%	70%	46%	60%	59%	55%	58%
Lawn watering	89%	89%	88%	89%	90%	86%	89%	94%	92%	87%	86%	87%	98%
Watering grassy fields where dairy cows graze	74%	75%	74%	74%	74%	77%	72%	81%	78%	74%	63%	77%	85%
Watering vegetable crops	71%	75%	68%	70%	74%	65%	69%	73%	79%	67%	69%	67%	82%
Watering fruit trees	76%	77%	73%	77%	77%	74%	78%	78%	83%	75%	76%	71%	87%
(Unweighted N) for "Drinking"	(469)	(114)	(96)	(259)	(176)	(106)	(133)	(142)	(135)	(148)	(145)	(162)	(95)



11. Recycled wastewater: Willingness to use - top line results compared from tables 8A-10B Bay Area, Central Valley, and So. CA (not-O.C.), age 18+

Note: Shown to a split sample, with 1/3rd of respondents viewing each question version

Would you be willing to use recycled wastewater for...

	No treatment information			Basic O.C.treatment information			More O.C. treatment information		
	Yes	No	Not Sure	Yes	No	Not Sure	Yes	No	Not Sure
Drinking	10%	80%	10%	17%	65%	18%	20%	63%	17%
Cooking	18%	72%	10%	24%	59%	17%	29%	55%	15%
Bathing	22%	69%	9%	36%	48%	16%	43%	43%	15%
Washing clothes	42%	47%	11%	56%	30%	14%	63%	29%	8%
Toilet flushing	89%	7%	5%	86%	7%	7%	91%	7%	3%
Filling swimming pools	39%	48%	14%	49%	33%	18%	56%	33%	11%
Lawn watering	89%	9%	3%	91%	4%	5%	89%	7%	4%
Watering grassy fields where dairy cows graze	66%	26%	8%	71%	15%	14%	74%	17%	9%
Watering vegetable crops	62%	28%	11%	61%	26%	13%	71%	21%	9%
Watering fruit trees	70%	22%	8%	73%	14%	13%	76%	16%	8%
(Unweighted N) for "Drinking"	(46)	(400)	(49)	(69)	(274)	(73)	(89)	(313)	(67)



12. Reallocation from agriculture to residential and business use (no allocation information) Bay Area, Central Valley, and So. CA residents, most likely voters

Note: Shown to a split sample, with 1/3rd of respondents viewing this question version (see Tables 13-14 for other question versions)

To deal with drought conditions, do you support or oppose giving some of the water currently used for agriculture to residential and other business use instead?

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Strongly support	12%	42%	21%	8%	3%	15%	8%	5%	21%	15%	8%	11%	13%	12%
Somewhat support	17%	12%	22%	19%	13%	23%	22%	9%	5%	19%	15%	8%	27%	18%
Neither support or oppose	32%	12%	26%	33%	41%	26%	53%	35%	48%	29%	35%	42%	25%	29%
Somewhat oppose	25%	20%	22%	26%	28%	23%	18%	37%	21%	26%	25%	26%	24%	26%
Strongly oppose	14%	14%	10%	14%	16%	13%	0%	14%	5%	12%	16%	14%	12%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(312)	(24)	(58)	(149)	(81)	(198)	(21)	(61)	(11)	(164)	(148)	(81)	(90)	(141)

	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Strongly support	12%	15%	11%	11%	13%	6%	16%	17%	9%	11%	13%	12%	13%
Somewhat support	17%	12%	13%	21%	24%	13%	15%	22%	21%	11%	18%	17%	20%
Neither support or oppose	32%	34%	31%	32%	38%	23%	28%	32%	34%	25%	33%	26%	39%
Somewhat oppose	25%	26%	26%	25%	20%	33%	26%	24%	24%	28%	24%	28%	17%
Strongly oppose	14%	14%	19%	12%	6%	25%	15%	6%	13%	25%	12%	17%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(312)	(62)	(74)	(176)	(123)	(78)	(87)	(108)	(82)	(114)	(85)	(116)	(72)



13. Reallocation from agriculture to residential and business use (ag information) Bay Area, Central Valley, and So. CA residents, most likely voters

Note: Shown to a split sample, with 1/3rd of respondents viewing this question version (see Tables 12 & 14 for other question versions)

As you might know, California agricultural growers, who contribute about 2% of California's GDP, use about 80% of the water put to human use in the state.

To deal with drought conditions, do you support or oppose giving some of the water currently used for agriculture to residential and other business use instead?

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Strongly support	21%	23%	26%	18%	22%	17%	40%	25%	38%	26%	16%	24%	19%	20%
Somewhat support	26%	41%	19%	24%	29%	29%	23%	20%	17%	24%	28%	29%	24%	25%
Neither support or oppose	23%	22%	20%	26%	20%	24%	19%	25%	11%	22%	24%	23%	22%	24%
Somewhat oppose	20%	9%	14%	21%	25%	22%	12%	14%	34%	17%	23%	10%	26%	24%
Strongly oppose	10%	5%	21%	11%	4%	8%	7%	16%	0%	12%	9%	14%	10%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(332)	(33)	(49)	(167)	(83)	(195)	(24)	(75)	(12)	(156)	(176)	(94)	(92)	(146)

	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Strongly support	21%	25%	10%	23%	23%	21%	22%	30%	11%	20%	21%	18%	23%
Somewhat support	26%	22%	32%	26%	37%	13%	23%	41%	23%	14%	37%	24%	23%
Neither support or oppose	23%	24%	18%	24%	23%	27%	25%	18%	27%	22%	16%	26%	15%
Somewhat oppose	20%	17%	25%	19%	14%	26%	21%	8%	27%	28%	16%	27%	19%
Strongly oppose	10%	13%	15%	7%	3%	14%	10%	3%	12%	16%	10%	6%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(332)	(70)	(63)	(199)	(139)	(95)	(69)	(108)	(98)	(116)	(78)	(119)	(79)



14. Reallocation from agriculture to residential and business use (ag & environ. information) Bay Area, Central Valley, and So. CA residents, most likely voters

Note: Shown to a split sample, with 1/3rd of respondents viewing this question version (see Tables 13-14 for other question versions)

As you might know, in California, about 40% of the available water goes to agricultural growers, about 10% goes to residential and business users, and the remaining 50% is designated to protect the environment.

To deal with drought conditions, do you support or oppose giving some of the water currently used for agriculture to residential and other business use instead?

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Strongly support	14%	32%	9%	16%	10%	12%	27%	4%	24%	12%	15%	14%	13%	14%
Somewhat support	24%	29%	24%	21%	27%	27%	11%	21%	41%	30%	19%	17%	28%	26%
Neither support or oppose	27%	24%	39%	23%	25%	27%	28%	38%	3%	25%	28%	35%	27%	22%
Somewhat oppose	23%	9%	14%	30%	23%	21%	28%	23%	0%	19%	25%	19%	21%	25%
Strongly oppose	13%	7%	14%	11%	15%	13%	6%	16%	32%	13%	12%	14%	11%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(290)	(21)	(53)	(136)	(80)	(188)	(21)	(47)	(11)	(134)	(156)	(70)	(70)	(150)

	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Strongly support	14%	13%	7%	16%	15%	12%	8%	15%	7%	19%	19%	14%	9%
Somewhat support	24%	23%	26%	24%	29%	16%	21%	30%	27%	16%	22%	22%	33%
Neither support or oppose	27%	33%	17%	27%	31%	21%	29%	29%	31%	19%	31%	25%	21%
Somewhat oppose	23%	14%	25%	26%	20%	28%	25%	22%	24%	23%	14%	25%	27%
Strongly oppose	13%	17%	25%	8%	6%	23%	17%	5%	10%	24%	15%	15%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(290)	(66)	(51)	(173)	(106)	(89)	(70)	(95)	(79)	(111)	(67)	(92)	(83)



15. Relaxing environmental laws to build water storage and transportation *Bay Area, Central Valley, and Southern CA residents, most likely voters*

Some people have suggested making that we need to relax California's existing environmental laws that make it more difficult to build water storage systems that transport water from one part of the state to another. Others argue that the state's environmental laws protect endangered species and should not be weakened.

Do you support relaxing these environmental laws to try to address future water shortages in California?

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Yes, strongly support	35%	37%	27%	36%	39%	36%	23%	36%	33%	40%	30%	46%	32%	29%
Yes, somewhat support	18%	19%	15%	17%	22%	18%	31%	16%	22%	15%	22%	16%	18%	19%
Neither support or oppose	19%	18%	27%	16%	17%	16%	21%	24%	28%	16%	22%	20%	21%	17%
No, somewhat oppose	11%	10%	16%	9%	10%	13%	12%	12%	3%	11%	11%	8%	10%	14%
No, strongly oppose	17%	17%	16%	21%	12%	17%	13%	11%	14%	18%	16%	11%	19%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(932)	(76)	(161)	(451)	(244)	(581)	(66)	(182)	(34)	(452)	(480)	(246)	(250)	(436)

	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Yes, strongly support	35%	24%	37%	39%	15%	59%	40%	11%	29%	63%	29%	33%	39%
Yes, somewhat support	18%	17%	17%	19%	21%	17%	15%	17%	22%	17%	18%	21%	16%
Neither support or oppose	19%	17%	18%	20%	23%	15%	21%	19%	22%	15%	23%	20%	16%
Yes, somewhat oppose	11%	14%	7%	11%	16%	6%	7%	19%	11%	3%	12%	9%	13%
Yes, strongly oppose	17%	27%	21%	12%	24%	4%	17%	34%	16%	2%	18%	17%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(932)	(198)	(187)	(547)	(367)	(262)	(225)	(311)	(256)	(342)	(231)	(325)	(234)



16. Policies that affect water supply: Building dams and reservoirs *Bay Area, Central Valley, and Southern CA residents, most likely voters*

Historically, California has depended on melted snow from the Sierra mountains to provide a large portion of the state's water supply during the summer, when water use is the heaviest. But low snowfall in the Sierras this past winter has increased the concern that we can no longer depend on mountain snowpack as the main way we store water for later use.

Thinking about other ways to provide water, do you support or oppose...Building more dams and reservoirs to store water

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Strongly support	46%	44%	36%	44%	56%	45%	37%	47%	53%	46%	45%	51%	43%	44%
Somewhat support	24%	28%	26%	24%	23%	27%	19%	26%	15%	26%	23%	25%	24%	24%
Neither support or oppose	16%	18%	19%	15%	13%	14%	35%	17%	6%	14%	17%	15%	16%	15%
Somewhat oppose	9%	8%	13%	10%	5%	8%	4%	7%	18%	7%	11%	5%	10%	11%
Strongly oppose	6%	3%	7%	7%	3%	6%	6%	4%	8%	7%	4%	4%	7%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(924)	(77)	(159)	(444)	(244)	(576)	(64)	(181)	(33)	(449)	(475)	(243)	(249)	(432)

	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Strongly support	46%	40%	52%	46%	35%	66%	49%	30%	44%	63%	44%	48%	45%
Somewhat support	24%	22%	18%	28%	30%	19%	18%	28%	26%	19%	22%	25%	25%
Neither support or oppose	16%	17%	13%	16%	18%	9%	21%	18%	17%	11%	18%	16%	14%
Somewhat oppose	9%	15%	7%	7%	10%	5%	6%	15%	7%	5%	10%	7%	12%
Strongly oppose	6%	7%	11%	3%	8%	2%	6%	9%	6%	2%	7%	5%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(924)	(195)	(186)	(543)	(362)	(260)	(225)	(307)	(256)	(338)	(227)	(324)	(230)



17. Policies that affect water supply: Storing more water in natural underground aquifers *Bay Area, Central Valley, and Southern CA, most likely voters*

Historically, California has depended on melted snow from the Sierra mountains to provide a large portion of the state's water supply during the summer, when water use is the heaviest. But low snowfall in the Sierras this past winter has increased the concern that we can no longer depend on mountain snowpack as the main way we store water for later use.

Thinking about other ways to provide water, do you support or oppose...Storing more water in natural underground aquifers

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Strongly support	64%	59%	55%	65%	70%	65%	55%	62%	62%	66%	62%	66%	58%	65%
Somewhat support	25%	28%	29%	26%	21%	27%	30%	24%	18%	23%	27%	22%	33%	23%
Neither support or oppose	9%	11%	15%	7%	8%	7%	15%	13%	18%	9%	10%	11%	7%	9%
Somewhat oppose	1%	2%	0%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%
Strongly oppose	1%	1%	2%	1%	1%	1%	0%	2%	2%	1%	1%	1%	1%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(926)	(78)	(160)	(446)	(242)	(577)	(64)	(182)	(34)	(451)	(475)	(243)	(248)	(435)

	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Strongly support	64%	65%	63%	63%	62%	64%	72%	66%	62%	64%	58%	64%	65%
Somewhat support	25%	19%	26%	27%	27%	27%	18%	23%	27%	26%	25%	28%	24%
Neither support or oppose	9%	14%	9%	8%	9%	8%	9%	9%	10%	9%	15%	7%	10%
Somewhat oppose	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Strongly oppose	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(926)	(197)	(187)	(542)	(365)	(259)	(225)	(309)	(258)	(337)	(227)	(326)	(231)



18. Policies that affect water supply: Collecting and treating storm water for use *Bay Area, Central Valley, and Southern CA, most likely voters*

Historically, California has depended on melted snow from the Sierra mountains to provide a large portion of the state's water supply during the summer, when water use is the heaviest. But low snowfall in the Sierras this past winter has increased the concern that we can no longer depend on mountain snowpack as the main way we store water for later use.

Thinking about other ways to provide water, do you support or oppose...Collecting and treating storm water for use

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Strongly support	70%	73%	71%	68%	72%	71%	51%	70%	78%	73%	67%	70%	68%	71%
Somewhat support	21%	22%	16%	22%	22%	22%	35%	19%	13%	19%	23%	20%	24%	20%
Neither support or oppose	7%	2%	9%	8%	5%	5%	14%	9%	9%	5%	9%	9%	6%	6%
Somewhat oppose	2%	2%	3%	1%	1%	1%	0%	2%	0%	2%	1%	2%	3%	1%
Strongly oppose	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(929)	(78)	(161)	(448)	(242)	(579)	(67)	(179)	(34)	(452)	(477)	(244)	(250)	(435)

	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Strongly support	70%	69%	74%	69%	68%	69%	73%	72%	71%	68%	70%	69%	71%
Somewhat support	21%	21%	20%	21%	23%	22%	16%	21%	20%	22%	17%	23%	22%
Neither support or oppose	7%	8%	4%	7%	6%	6%	9%	5%	6%	9%	8%	8%	5%
Somewhat oppose	2%	1%	1%	2%	2%	2%	1%	2%	3%	1%	3%	1%	1%
Strongly oppose	1%	1%	2%	1%	1%	0%	1%	1%	1%	0%	1%	0%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(929)	(198)	(188)	(543)	(367)	(259)	(226)	(308)	(259)	(339)	(231)	(324)	(232)



19. Policies that affect water supply: Building desalination plants *Bay Area, Central Valley, and Southern CA residents, most likely voters*

Historically, California has depended on melted snow from the Sierra mountains to provide a large portion of the state's water supply during the summer, when water use is the heaviest. But low snowfall in the Sierras this past winter has increased the concern that we can no longer depend on mountain snowpack as the main way we store water for later use.

Thinking about other ways to provide water, do you support or oppose...Building desalination plants along the coast to remove salt from ocean water

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Strongly support	57%	57%	55%	56%	61%	58%	57%	57%	52%	65%	49%	59%	63%	53%
Somewhat support	25%	26%	22%	25%	26%	27%	19%	23%	17%	22%	28%	23%	23%	27%
Neither support or oppose	10%	9%	14%	10%	7%	9%	19%	13%	11%	7%	13%	11%	7%	11%
Somewhat oppose	5%	5%	6%	5%	4%	4%	3%	4%	13%	3%	7%	3%	5%	6%
Strongly oppose	3%	2%	3%	4%	3%	2%	2%	4%	7%	4%	3%	5%	2%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(929)	(78)	(160)	(448)	(243)	(579)	(65)	(181)	(34)	(452)	(477)	(244)	(249)	(436)

	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Strongly support	57%	54%	59%	58%	52%	63%	59%	48%	64%	62%	51%	59%	59%
Somewhat support	25%	23%	24%	26%	28%	21%	24%	32%	20%	21%	26%	24%	29%
Neither support or oppose	10%	12%	9%	9%	12%	9%	9%	10%	11%	9%	12%	9%	7%
Somewhat oppose	5%	6%	7%	4%	6%	5%	3%	7%	3%	5%	6%	5%	4%
Strongly oppose	3%	6%	2%	3%	2%	3%	5%	3%	3%	4%	6%	3%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(929)	(198)	(187)	(544)	(367)	(259)	(226)	(310)	(259)	(337)	(229)	(326)	(232)



20A. Top priorities for California’s state government - Shown BEFORE water q’s, sheet 1 of 2 Bay Area, Central Valley, and So. CA residents, most likely voters

Note: Shown to a split sample, with half of respondents viewing as first question and half viewing after all water-related items (see Tables 21A-B)

Thinking about the issues facing California’s state government in 2015, what do you think should be a top priority, is important but lower priority, is not too important or not important at all?

	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
<i>% saying each is a “top priority”</i>														
Dealing with the state’s water problems	81%	76%	82%	80%	83%	82%	65%	88%	79%	82%	79%	80%	83%	80%
Strengthening the state’s economy	56%	51%	42%	58%	66%	55%	73%	59%	61%	52%	62%	59%	48%	59%
Reducing influence of special interests on st. gov’t	56%	55%	46%	53%	69%	58%	45%	61%	42%	62%	51%	69%	50%	51%
Improving state’s roads, bridges, and public trans.	53%	39%	50%	54%	59%	52%	43%	60%	62%	57%	49%	52%	51%	55%
Improving the job situation	51%	53%	52%	46%	59%	50%	73%	48%	34%	46%	56%	55%	55%	46%
Balancing the state’s budget	49%	25%	39%	52%	58%	44%	68%	50%	57%	43%	55%	60%	47%	42%
Improving the K-12 education system	46%	50%	57%	42%	45%	45%	63%	40%	65%	44%	48%	36%	42%	55%
Reducing crime	44%	56%	29%	42%	55%	41%	59%	48%	60%	36%	54%	57%	43%	37%
Dealing with the issue of illegal immigration	43%	16%	35%	43%	57%	44%	56%	35%	27%	37%	49%	52%	42%	37%
Protecting the environment	41%	47%	48%	40%	34%	42%	47%	38%	29%	42%	39%	35%	42%	43%
Reforming the state’s tax system	38%	23%	32%	42%	42%	37%	34%	46%	20%	40%	37%	43%	33%	38%
Helping the poor and needy people	36%	47%	44%	33%	31%	30%	45%	40%	34%	30%	42%	38%	37%	33%
Dealing with global warming	35%	44%	40%	34%	30%	38%	35%	34%	25%	35%	35%	26%	42%	37%
Improving the state’s higher education system	35%	69%	40%	27%	32%	35%	57%	31%	34%	32%	37%	27%	39%	37%
Reducing income inequality	33%	47%	48%	28%	27%	30%	54%	29%	26%	31%	35%	27%	41%	33%
Strengthening gun laws	33%	35%	32%	34%	31%	30%	49%	35%	30%	30%	37%	26%	33%	38%
Dealing with the state’s energy problems	33%	29%	41%	28%	36%	33%	37%	25%	41%	32%	33%	21%	38%	38%
Reducing state’s costs for MediCal program	32%	30%	24%	34%	34%	30%	41%	37%	28%	28%	36%	35%	34%	29%
Reforming the state’s prison system	28%	38%	39%	23%	25%	30%	49%	12%	14%	27%	29%	28%	32%	26%
Make public employee pension sys. fiscally sound	27%	20%	20%	24%	38%	28%	25%	31%	29%	30%	22%	23%	31%	27%
(Unweighted N) Dealing w/ state’s water problems	(484)	(45)	(81)	(241)	(117)	(308)	(35)	(83)	(21)	(236)	(248)	(128)	(129)	(227)



20B. Top priorities for California’s state government - Shown BEFORE water q’s, sheet 2 of 2 Bay Area, Central Valley, and So. CA residents, most likely voters

Note: Shown to a split sample, with half of respondents viewing as first question and half viewing after all water-related items (see Tables 21A-B)

Thinking about the issues facing California’s state government in 2015, what do you think should be a top priority, is important but lower priority, is not too important or not important at all?

% saying each is a “top priority”	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Dealing with the state’s water problems	81%	81%	83%	80%	88%	73%	76%	87%	86%	68%	88%	77%	79%
Strengthening the state’s economy	56%	46%	71%	57%	50%	73%	57%	47%	55%	69%	52%	60%	52%
Reducing influence of special interests on st. gov’t	56%	57%	66%	53%	54%	58%	53%	60%	50%	58%	55%	63%	48%
Improving state’s roads, bridges, and public trans.	53%	53%	57%	52%	66%	31%	56%	68%	56%	33%	48%	54%	53%
Improving the job situation	51%	42%	38%	58%	45%	65%	49%	43%	51%	61%	50%	58%	39%
Balancing the state’s budget	49%	42%	54%	50%	35%	75%	44%	26%	50%	74%	54%	50%	40%
Improving the K-12 education system	46%	52%	40%	46%	59%	35%	38%	62%	42%	31%	40%	39%	57%
Reducing crime	44%	45%	48%	43%	40%	70%	29%	35%	40%	59%	44%	50%	32%
Dealing with the issue of illegal immigration	43%	30%	45%	47%	20%	79%	41%	16%	33%	80%	51%	39%	36%
Protecting the environment	41%	52%	56%	32%	58%	15%	38%	67%	40%	11%	51%	40%	31%
Reforming the state’s tax system	38%	26%	42%	42%	28%	58%	40%	27%	34%	55%	31%	36%	40%
Helping the poor and needy people	36%	41%	35%	34%	50%	20%	25%	58%	31%	14%	47%	35%	30%
Dealing with global warming	35%	42%	43%	30%	54%	6%	32%	62%	30%	7%	39%	34%	25%
Improving the state’s higher education system	35%	41%	31%	34%	51%	14%	33%	54%	34%	12%	28%	33%	41%
Reducing income inequality	33%	39%	23%	34%	48%	7%	31%	58%	30%	6%	40%	32%	29%
Strengthening gun laws	33%	34%	40%	31%	56%	11%	19%	57%	26%	11%	40%	31%	27%
Dealing with the state’s energy problems	33%	32%	26%	35%	39%	20%	35%	45%	24%	25%	34%	31%	28%
Reducing state’s costs for MediCal program	32%	30%	35%	32%	32%	38%	25%	28%	27%	39%	35%	35%	22%
Reforming the state’s prison system	28%	34%	23%	27%	36%	17%	27%	36%	29%	17%	31%	29%	25%
Make public employee pension sys. fiscally sound	27%	27%	23%	28%	32%	18%	26%	29%	29%	21%	18%	26%	31%
(Unweighted N) Dealing w/ state’s water problems	(484)	(98)	(89)	(297)	(200)	(134)	(113)	(171)	(143)	(162)	(116)	(170)	(122)

Hoover Institution Golden State Poll - EMBARGOED FOR RELEASE UNTIL TUE., SEPT. 29, 2015, 7:00 AM PT

Fieldwork by YouGov

August 31 - September 11, 2015



21A. Top priorities for California's state government - Shown AFTER water q's, sheet 1 of 2 Bay Area, Central Valley, and So. CA residents, most likely voters

Note: Shown to a split sample, with half of respondents viewing as first question (see Tables 20A-B) and half viewing after all water-related items

Thinking about the issues facing California's state government in 2015, what do you think should be a top priority, is important but lower priority, is not too important or not important at all?

% saying each is a "top priority"	Total	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
Dealing with the state's water problems	81%	77%	71%	84%	85%	82%	90%	72%	79%	85%	77%	79%	82%	82%
Strengthening the state's economy	65%	66%	51%	66%	73%	62%	63%	79%	47%	64%	65%	75%	68%	57%
Reducing influence of special interests on st. gov't	60%	41%	43%	59%	80%	62%	51%	54%	50%	64%	56%	63%	56%	60%
Improving the job situation	58%	53%	53%	57%	63%	53%	65%	71%	30%	59%	57%	74%	53%	50%
Balancing the state's budget	57%	66%	49%	53%	65%	52%	45%	65%	49%	58%	56%	68%	57%	50%
Reducing crime	55%	77%	44%	45%	71%	52%	50%	64%	58%	49%	61%	75%	53%	44%
Dealing with the issue of illegal immigration	50%	47%	44%	46%	61%	52%	36%	48%	51%	49%	52%	61%	44%	47%
Improving state's roads, bridges, and public trans.	47%	35%	36%	50%	56%	50%	73%	44%	20%	52%	43%	50%	45%	47%
Improving the K-12 education system	47%	74%	41%	40%	55%	47%	60%	51%	48%	44%	50%	55%	46%	43%
Reforming the state's tax system	46%	41%	36%	47%	55%	40%	51%	57%	41%	50%	41%	54%	51%	38%
Dealing with the state's energy problems	41%	41%	33%	39%	52%	38%	52%	48%	45%	46%	36%	48%	47%	35%
Improving the state's higher education system	40%	76%	34%	31%	46%	36%	46%	48%	64%	39%	41%	51%	34%	36%
Protecting the environment	39%	74%	34%	38%	35%	39%	53%	37%	38%	37%	41%	38%	34%	42%
Dealing with global warming	38%	56%	41%	36%	33%	35%	65%	35%	64%	34%	42%	32%	40%	41%
Helping the poor and needy people	35%	53%	33%	33%	34%	35%	62%	32%	12%	36%	34%	39%	43%	28%
Reducing state's costs for MediCal program	35%	44%	24%	31%	44%	29%	55%	39%	35%	34%	35%	48%	32%	27%
Strengthening gun laws	34%	31%	19%	33%	47%	32%	49%	33%	56%	26%	42%	34%	31%	36%
Reforming the state's prison system	34%	59%	40%	24%	36%	36%	55%	23%	26%	41%	27%	35%	37%	32%
Reducing income inequality	33%	57%	37%	27%	30%	33%	55%	24%	38%	31%	34%	30%	32%	35%
Make public employee pension sys. fiscally sound	32%	50%	24%	32%	33%	29%	37%	34%	34%	35%	29%	39%	36%	26%
(Unweighted N) Dealing w/ state's water problems	(440)	(30)	(78)	(209)	(123)	(270)	(31)	(94)	(13)	(216)	(224)	(115)	(122)	(203)



21B. Top priorities for California’s state government - Shown AFTER water q’s, sheet 1 of 2 Bay Area, Central Valley, and So. CA residents, most likely voters

Note: Shown to a split sample, with half of respondents viewing as first question (see Tables 20A-B) and half viewing after all water-related items

Thinking about the issues facing California’s state government in 2015, what do you think should be a top priority, is important but lower priority, is not too important or not important at all?

% saying each is a “top priority”	Total	CA Region			Party ID			Ideology			Family Income		
		BA	CV	SC	Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
Dealing with the state’s water problems	81%	85%	81%	79%	85%	73%	85%	85%	80%	77%	80%	81%	82%
Strengthening the state’s economy	65%	46%	74%	70%	57%	79%	63%	49%	70%	75%	70%	60%	62%
Reducing influence of special interests on st. gov’t	60%	62%	64%	58%	62%	57%	59%	67%	56%	56%	57%	58%	60%
Improving the job situation	58%	46%	63%	61%	52%	66%	63%	48%	64%	62%	59%	60%	49%
Balancing the state’s budget	57%	50%	62%	58%	37%	81%	57%	27%	66%	76%	54%	57%	53%
Reducing crime	55%	43%	56%	61%	43%	72%	57%	31%	69%	66%	57%	60%	37%
Dealing with the issue of illegal immigration	50%	43%	44%	56%	26%	76%	60%	17%	54%	77%	44%	53%	47%
Improving state’s roads, bridges, and public trans.	47%	55%	51%	43%	60%	36%	45%	61%	46%	33%	47%	46%	46%
Improving the K-12 education system	47%	47%	48%	47%	60%	44%	33%	55%	50%	37%	50%	47%	48%
Reforming the state’s tax system	46%	36%	53%	48%	29%	64%	49%	28%	44%	63%	43%	43%	50%
Dealing with the state’s energy problems	41%	35%	39%	45%	48%	33%	45%	50%	38%	36%	45%	38%	42%
Improving the state’s higher education system	40%	37%	48%	38%	53%	36%	26%	55%	38%	30%	47%	41%	31%
Protecting the environment	39%	42%	25%	43%	62%	17%	30%	60%	38%	22%	46%	37%	38%
Dealing with global warming	38%	53%	25%	35%	64%	13%	28%	67%	35%	15%	40%	38%	39%
Helping the poor and needy people	35%	34%	35%	35%	54%	21%	24%	53%	32%	20%	51%	30%	23%
Reducing state’s costs for MediCal program	35%	25%	38%	38%	33%	45%	32%	27%	36%	37%	36%	38%	26%
Strengthening gun laws	34%	43%	25%	33%	57%	16%	25%	51%	36%	16%	35%	32%	33%
Reforming the state’s prison system	34%	33%	32%	35%	41%	25%	35%	51%	29%	22%	37%	37%	30%
Reducing income inequality	33%	42%	25%	31%	50%	15%	29%	60%	27%	13%	36%	37%	26%
Make public employee pension sys. fiscally sound	32%	26%	32%	35%	31%	39%	30%	26%	33%	36%	31%	34%	30%
(Unweighted N) Dealing w/ state’s water problems	(440)	(97)	(96)	(247)	(164)	(125)	(111)	(137)	(113)	(177)	(113)	(151)	(109)



22. California regional sample specification

	<u>Unweighted N</u>	<u>% of sample</u>	<u>E-1 pop. est. (as of 01/01/15)*</u>	<u>% of 3 region pop.</u>		<u>Unweighted N</u>	<u>% of sample</u>	<u>E-1 pop. est. (as of 01/01/15)*</u>	<u>% of 3 region pop.</u>
SF Bay Area	(284)	18.9%	7,510,942	20.3%	Central Valley	(306)	20.4%	6,869,836	18.5%
Alameda County	(62)	4.1%	1,594,569	4.3%	Butte County	(19)	1.3%	224,323	0.6%
Contra Costa	(44)	2.9%	1,102,871	3.0%	Colusa	(2)	0.1%	21,715	0.1%
Marin	(4)	0.3%	258,972	0.7%	Fresno	(32)	2.1%	972,297	2.6%
Napa	(3)	0.2%	140,362	0.4%	Glenn	(1)	0.1%	28,728	0.1%
San Francisco	(35)	2.3%	845,602	2.3%	Kern	(33)	2.2%	874,264	2.4%
San Mateo	(21)	1.4%	753,123	2.0%	Kings	(5)	0.3%	149,721	0.4%
Santa Clara	(71)	4.7%	1,889,638	5.1%	Madera	(5)	0.3%	155,878	0.4%
Solano	(24)	1.6%	429,552	1.2%	Merced	(10)	0.7%	266,134	0.7%
Sonoma	(20)	1.3%	496,253	1.3%	Placer	(17)	1.1%	369,454	1.0%
					Sacramento	(83)	5.5%	1,470,912	4.0%
So. California	(910)	60.7%	22,667,880	61.2%	San Joaquin	(33)	2.2%	719,511	1.9%
Imperial County	(9)	0.6%	183,429	0.5%	Shasta	(6)	0.4%	178,673	0.5%
Los Angeles	(393)	26.2%	10,136,559	27.4%	Stanislaus	(26)	1.7%	532,297	1.4%
Orange	(107)	7.1%	3,147,655	8.5%	Sutter	(3)	0.2%	95,948	0.3%
Riverside	(114)	7.6%	2,308,441	6.2%	Tehama	(3)	0.2%	64,323	0.2%
San Bernardino	(98)	6.5%	2,104,291	5.7%	Tulare	(16)	1.1%	462,189	1.3%
San Diego	(132)	8.8%	3,227,496	8.7%	Yolo	(10)	0.7%	209,393	0.6%
San Luis Obispo	(12)	0.8%	274,293	0.7%	Yuba	(2)	0.1%	74,076	0.2%
Santa Barbara	(17)	1.1%	437,643	1.2%					
Ventura	(28)	1.9%	848,073	2.3%					

*State of California, Department of Finance, *E-1 Population Estimates for Cities, Counties and the State with Annual Percent Change — January 1, 2014 and 2015*. Sacramento, California, May 2015, <http://www.dof.ca.gov/research/demographic/reports/estimates/e-1/>.



23. California regions: Descriptive statistics

Region	(N)	Age				Race				Gender		Education		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Asian	Male	Female	HS or Less	Some College	College Graduate
SF Bay Area	(284)	20%	24%	33%	23%	54%	9%	16%	11%	46%	54%	24%	23%	53%
Central Valley	(306)	23%	27%	35%	15%	45%	3%	39%	4%	50%	50%	43%	29%	28%
So. California	(910)	21%	29%	34%	16%	37%	7%	39%	6%	50%	50%	44%	22%	34%
(Total Unweighted N)	(1500)													

Region	(N)	Party ID			Ideology			Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Under 40	40-100	100+
SF Bay Area	(284)	49%	16%	24%	39%	36%	25%	20%	48%	32%
Central Valley	(306)	39%	17%	26%	35%	38%	28%	50%	37%	14%
So. California	(910)	38%	23%	26%	32%	35%	34%	44%	39%	17%
(Total Unweighted N)	(1500)									

Hoover Institution Golden State Poll - EMBARGOED FOR RELEASE UNTIL TUE., SEPT. 29, 2015, 7:00 AM PT

Fieldwork by YouGov

August 31 - September 11, 2015



Sponsorship	The Hoover Institution
Fieldwork	YouGov
Interviewing dates	August 31 - September 11, 2015
Target population	Residents of the San Francisco Bay Area, Central Valley, and Southern California, age 18 and over See Table 22: California regional sample specification for region descriptions, subsample sizes by region and county, and comparisons between sample representation and current population estimates
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching to a sampling frame (stratified by age, gender, race, education, and geographic location inside California) constructed from the full 2013 American Community Survey (ACS).
Weighting	The sample was weighted using propensity scores based on age, gender, race/ethnicity, years of education, and geographical region inside California. The weights range from .176 to 7.041, with a mean of one and a standard deviation of .916.
Number of respondents	1500 in full sample
Margin of error	+/- 3.4% for the full sample
Survey mode	Web-based interviews
Questions reported	All questions reported