

Topline Summary

2018 Fresno State-Friant Water Authority Valley Water Attitudes Survey

Conducted by the Institute for Leadership and Public Policy
in cooperation with
Friant Water Authority and the California Water Institute

Likely Voters, San Joaquin Valley
N=486, +/- 4.4% Margin of Error

1. How important do you think water is to the future of the jobs and services in your community?
 - 90% Very important
 - 8 Somewhat important
 - 2 Not too important

[ROTATED QUESTIONS #2-6]

2. Do you think that water is as important to the overall health of the San Joaquin Valley as high technology is to the Silicon Valley?

- 94% Yes
- 4 No
- 2 Don't Know

3. What do you believe is the greatest threat to water in the San Joaquin Valley?

- 38% Drought
- 23 Policies made in Sacramento that don't reflect the importance of the Valley
- 17 Lack of water storage such as reservoirs
- 9 Over pumping of groundwater
- 6 Policies made in Washington D.C. that don't reflect the importance of the Valley
- 5 Damaged water infrastructure and canals used to move water where it needs to go
- 2 Other

4. How important do you think it is to have federal, state and local government representatives who will fight for valley-friendly water policy including more water storage and dams, funding to fix canals, and Delta water supply reliability?

- 84% Very important
- 14 Somewhat important
- 2 Not too important

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5. What do you believe is the most important thing that can be done to protect water in the San Joaquin Valley?

- 38% Build more water storage and dams
- 22 Fix damaged water infrastructure and canals
- 17 Increase water conservation
- 15 Restore reliability of Delta water supply
- 6 Prevent over pumping of groundwater
- 2 Other

6. Proposition 3 will appear on the November 6, 2018, statewide ballot and will authorize the state to issue an \$8.9 billion bond to fund projects for Water Supply and Quality, Watershed, Fish, Wildlife, Water Conveyance, and Groundwater Sustainability and Storage. If the election were held today, how would you vote on Proposition 3?

- 64% Yes
- 10 No
- 26 Don't know

Methodology

The findings in this report are based on a survey of an online panel of registered voters from the San Joaquin Valley, which includes eight counties: Fresno, Kern, Kings, Madera, Merced, San Joaquin, Stanislaus, and Tulare. A total of 503 registered voters completed interviews in English, however results presented in this report are limited to the 486 respondents who answered all questions in the survey, were 18 years of age or over, registered to vote, identified as likely voters, and lived in one of the eight counties in the San Joaquin Valley. All respondents completed the survey online. Data was collected by SoapBox sample, which manages an online panel via ISA Corp. Interviewing took place from October 9-15, 2018.

Survey respondents are part of a proprietary panel created by SoapBox Sample and were invited to take the survey via email request. A total of 22,396 invites were sent out. Based on the American Association for Public Opinion Research's (AAPOR) Standard Definitions, Version 4 (web) (2016), we had a response rate of 4.25% (RR2). The final sample was weighted by age, gender, race/ethnicity, and party registration to match the characteristics of the likely voter population in the San Joaquin Valley for the 2018 general election. The Institute used likely voter data from Political Data, Inc. (18G5) to calculate benchmarks for age, gender, race/ethnicity and party registration. The margin of error for the survey is ± 4.4 percent at the 95 percent confidence level for the weighted sample of 486 adults. That is, we are 95 percent confident the results will reflect the population's responses ± 4.4 percentage points, if all likely voters in the San Joaquin Valley were interviewed. There are other possible sources of error beyond sampling variability, such as question wording, question sequencing, and survey timing. Additional information about our methodology is available upon request from Dr. Lisa Bryant at lbryant@mail.fresnostate.edu or 559.278.7612.