



FOR MORE INFORMATION, CONTACT:

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FOR IMMEDIATE RELEASE: AUGUST 6, 2014

LIKELY VOTERS FAVOR SCALED-DOWN WATER BOND

Two public opinion polls commissioned jointly by the California Alliance for Jobs, The Nature Conservancy (TNC) and Association of California Water Agencies (ACWA) show that a scaled-down water bond has a significantly better chance of obtaining voter approval than the \$11.1 billion bond currently slated for the November 2014 ballot.

The two polls were conducted back-to-back by JMM Research from July 28 through August 4. The first poll tested the response of 800 likely voters for the \$11.14 billion water bond that was initially placed on the November 2010 ballot but, due to subsequent actions by the Legislature, is now scheduled for the upcoming November General Election. The second poll tested the response of 600 likely voters for a smaller, \$6.9 billion bond.

A key finding of the polling indicates that, while the state's prolonged drought has increased voter concerns about the availability of water supplies, voters are nevertheless cautious about how much the state should obligate itself in new bond spending to improve and upgrade water facilities.

Another key finding shows that the credibility Governor Jerry Brown has gained with voters on fiscal issues could have significant impact on the success or failure of a potential water bond.

Summary of poll results

Increasing water supplies for drought relief was "very important" to 80 percent of likely voters, eclipsed only by 85 percent of voters who indicated that "improving the economy and creating jobs" was very important.

When presented with two options for a water bond to finance water system improvements, a bare 51 percent majority of likely voters indicated support for an \$11 billion bond versus 31 percent opposed, with 18 percent expressing no opinion. When presented with a \$6.9 billion water bond option, 58 percent indicated support with 26 percent opposed and 16 percent undecided.

When presented with the actual ballot label for Proposition 43, the \$11.14 billion water bond that has been posted on the Secretary of State's website, 50 percent of respondents indicated they would likely vote "YES," 36 percent would likely vote "NO" and 14 percent had no opinion.

After hearing arguments in favor of the \$11.14 billion water bond, support edged up by only 1 percent to 51 percent. However, after hearing arguments against the water bond, the numbers reversed, with support dropping to 34 percent and opposition increasing to 51 percent. The most persuasive argument against the \$11.14 billion bond was: "Governor Jerry Brown opposes this bond measure because the

state can't afford it. The Governor would like to eliminate many projects and reduce the total bond by half – to \$6.9 billion.”

The second poll, which tested only a scaled-down bond, showed that 56 percent of likely voters supported the initial concept of a \$6.9 billion water bond, with 27 percent opposing and 17 percent indicating no opinion. These numbers were consistent with the initial concept question for a \$6.9 billion bond posed in the first poll.

When respondents were presented with a hypothetical ballot label for a \$6.9 billion water bond, 56 percent of likely voters indicated they would vote “YES,” 32 percent said they would vote “NO” and 12 percent had no opinion. After positive and negative arguments, support for a \$6.9 billion bond comes in at 44 percent, with 41 percent opposed and 15 percent expressing no opinion.

“With the timing and its focus on likely voters, we believe this polling contains the most relevant data available on where voters stand regarding a potential water bond in the November election,” said Jim Earp, executive director of the California Alliance for Jobs. “The existing \$11 billion water bond – particularly if it doesn’t have the Governor’s support – is highly unlikely to pass in November. Conversely, even though the margin of support for a smaller bond is close right now, there are no undecided votes in an actual election. Agreement in the Legislature and strong support by the Governor for a scaled-down water bond should capture the majority of the 15 percent who are currently undecided, leading to a solid majority in November.”

“These polling results indicate, once again, that while voters are drought-aware in 2014, they are also debt-aware,” said Tim Quinn, executive director of ACWA. “It is critical this year that we move forward on a comprehensive water policy for California and a successful water bond is the best way to do this. Everyone involved, from the governor to legislators to stakeholders, should be prepared to negotiate a smaller water bond that adequately funds key projects and has a significantly greater chance of passage.”

“The continuing drought and public support for investments in water present an important opportunity to put California on a path to more sustainable water management,” said Jay Ziegler, Director of Policy & External Affairs of the Nature Conservancy. “A successful bond needs to strike a balance in addressing our water needs and protecting environmental values.”

The California Alliance for Jobs is a labor-management partnership representing more than 2,000 contractors and 80,000 union construction workers that build transportation, water and other critical infrastructure that Californians rely upon every day.

ACWA represents approximately 430 public water agencies that deliver more than 90 percent of the water used in California.

The Nature Conservancy has been an active supporter in past water bond efforts and The Conservancy has more than 100,000 members in California.

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	CALIFORNIA	SAMPLE: _____
	JMM-14-728	
\$11B POLL	J.MOORE METHODS	CLUSTER POINT _____
	1127 11th St. #1050	INTERVIEWER : _____
N=800	Sacramento, CA 95814	TIME BEGUN : _____
(+/- 3.8%)	(916-444-2727)	TIME FINISH : _____
	(FAX-444-6457)	

Hello, may I please speak with _____?
NOTE : ONLY THE NAME ON THE SAMPLE SHEET QUALIFIES FOR THE INTERVIEW.

Hello, I'm _____ with JMM Research. We're conducting a public opinion survey among registered voters in California this evening. The survey takes 10-12 minutes, it covers a variety of statewide issues, and it's all multiple choice and very easy to participate.

Can you give me 10-12 minutes to participate in the survey?

IF NO or NOT NOW, OFFER TO MAKE AN APPOINTMENT FOR LATER :

I can call you back at a time that is better for you, if you would like to participate in the survey. (SCHEDULE A FIRM APPOINTMENT TIME)

1a. Do you have a favorable or unfavorable opinion of ___(a)___ ?

	FAVR	UN-FAVR	NO OPIN
a1. President Barack Obama.	46	45	9
a2. Governor Jerry Brown.	54	35	11
a3. the California State Legislature.	31	47	22

1b. In the upcoming election for Governor, who will you most likely support ...? (READ NAMES)

Democrat Governor Jerry Brown.	53
or Republican Neel Kashkari (cash-CAR-ee). ..	33
NEITHER.	6
NO OPINION.	8

Now I'll ask your opinion on several issues.

2a. Is the issue of ___(a)___ very, somewhat or not too important to you ?

	VERY	SOME WHAT	NOT TOO	NO OPIN
a1. balancing the state budget.	70	23	6	1
a2. improving the economy and creating jobs.	85	13	2	0
a3. increasing water supplies for drought relief.	80	16	3	1
a4. improving public safety.	59	33	7	1
a5. improving public education.	79	15	6	0

2b. Which ONE of those 5 issues is most important to you ?
 (RE-READ ISSUES IF NECESSARY)

balancing the state budget.	13
improving the economy and creating jobs.	30
increasing water supplies for drought relief.	22
improving public safety.	4
improving public education.	30

Several measures will be on the statewide ballot this year.

3. Would you support or oppose ___(a)___ ?

	SUPP	OPPS	NO OPIN
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a1. a statewide ballot measure to create a State "Budget Stabilization" fund that sets aside a percentage of yearly state General Fund revenues to pay down state debt and create a larger budget reserve.	64	17	19
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ROTATE: EVEN CLUSTERS READ a2 FIRST. 1
 ODD CLUSTERS READ a3 FIRST. 2

a2. an \$11 billion dollar state bond measure to increase and protect state and local water supplies.	51	31	18
a3. a \$6.9 billion dollar state bond measure to increase and protect state and local water supplies.	58	26	16

I'll read the official ballot language for one of these measures.

4. The official language for Proposition 43 reads as follows:

WATER BOND. FUNDING FOR WATER QUALITY, SUPPLY, TREATMENT, AND STORAGE PROJECTS. Authorizes \$11.14 billion dollars in general obligation bonds for state water supply infrastructure projects, including surface and groundwater storage, ecosystem and watershed protection and restoration, and Bay-Delta Estuary sustainability.

FISCAL IMPACT: Increased state bond costs averaging \$560 million dollars annually over 40 years. Local government savings for water-related projects, likely averaging a couple hundred million dollars annually over the next few decades.

4a. That was the ballot language. Would you likely vote "yes" or "no" on Proposition 43 ?

	TOTAL	1st SAMP	2nd SAMP
YES.	50	50	50
NO.	36	36	36
NO OPINION.	14	14	14

Now I'll ask your opinion of some statements made by both supporters and opponents of this water bond measure called Proposition 43.

ROTATE SETS: EVEN CLUSTERS READ SET 5 FIRST. 1
 ODD CLUSTERS READ SET 6 FIRST. 2

5a. SUPPORTERS of Proposition 43 say ___(a)__. Is this statement very, somewhat or not too persuasive ?		VERY	SOME WHAT	NOT TOO	NO OPIN
a1.	the on-going drought demonstrates we need state-wide investments to increase the reliability of our water supplies, and water storage projects are a key part of the solution.	34	33	29	4
a2.	this bond will improve water quality and environmental conditions in our rivers and streams that are critical for our water supplies, and provide funding for habitat restoration.	33	31	32	4
a3.	drought, earthquakes and sea level rise all threaten our water supplies. This bond makes investment in local and regional water systems that will make water supplies more reliable.	37	27	32	4
a4.	this drought shows we need to make investments to modernize California's water supply system to protect jobs and our economy and meet the needs of people and agriculture.	40	35	23	2
a5.	this bond will be paid from existing funds and will NOT increase taxes. Administrative costs are limited to no more that five percent and annual independent, public audits are required. ...	39	34	24	3
a6.	water shortages are causing family farms in California to go out of business. We need to invest in our water system to protect family farms and the state's agricultural economy and jobs.	41	39	18	2

5b. Having heard statements made by SUPPORTERS, would you likely support or oppose Proposition 43 - an \$11 billion dollar water bond ?

	TOTAL	1st SAMP	2nd SAMP
SUPPORT.	51	48	54
OPPOSE.	33	36	30
NO OPINION.	16	16	16

6a.	OPPONENTS of Proposition 43 say ___(a)___ . Is this statement very, somewhat or not too persuasive?				
		VERY	SOME WHAT	NOT TOO	NO OPIN
a1.	too many of the projects included in this bond are "pork" projects that don't increase water supplies or help with drought relief.	29	27	36	8
a2.	the bond provides \$3 billion dollars to a new government commission to spend on new dams and water storage projects with no accountability to California taxpayers.	31	31	34	4
a3.	this bond would provide \$1.5 billion dollars to help build two 35 mile long twin tunnels designed to export more water from Northern California to benefit big corporate farms and fill Southern California swimming pools.	28	25	44	3
a4.	California is in a serious drought and needs a smarter water bond. Using taxpayer funds for special interest projects is not the solution.	35	29	31	5
a5.	almost every major newspaper in California has said this bond is too costly and contains too many special interest projects.	37	35	23	5

*** READ ONLY FOR SAMPLE 1***

a6.	Governor Jerry Brown opposes this bond measure because the state can't afford it. The Governor would like to eliminate many projects and reduce the total bond by half - to \$6.9 billion.	39	34	22	5
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6b. Having heard statements made by OPPONENTS, would you likely support or oppose Proposition 43 - an \$11 billion dollar water bond ?

	TOTAL	1st SAMP	2nd SAMP
SUPPORT.	34	33	34
OPPOSE.	51	54	47
NO OPINION.	15	13	18

And now just a few confidential questions for classification purposes. Your name and number are not attached to your answers. This information is kept strictly confidential and used only to classify your opinions.

d1. In terms of your political outlook, do you consider yourself a Conservative, a Moderate or a Liberal ?

CONSERVATIVE	33
MODERATE	37
LIBERAL	26
DON'T KNOW	4

d2. Are you a member of any of the following ethnic groups ?
(READ LIST - CIRCLE ALL THEY SAY)

Are you ... ?	YES
... hispanic or latino.	12
asian.	6
black/african-american.	7
or none of the above.	63

d3. For statistical purposes only : What was the approximate total income of your household last year. Was it

\$ 30,000 or less	18
\$ 30,000 - 60,000	21
\$ 60,000 - 90,000	16
or \$ 90,000 or more.....	36
(REFUSED).....	9

d4. Regarding taxes and government, would you prefer less government and lower taxes, or slightly higher taxes for better government services?

LESS GOVT/LOWER TAXES.	55
BETTER GOVT/HIGHER TAXES.	39
NO OPINION.	6

d5. Which concerns you more - the power of big government or the power of big corporations ?

BIG GOVERNMENT.	45
BIG CORPORATIONS.	47
NO OPINION.	8

Thank you very much, goodday / goodnight .

DEMO = 45	18-29 = 7
REPB = 33	30-39 = 8
OTHR = 22	40-49 = 12
	50-59 = 22
MALE = 48	60-69 = 24
FEML = 52	70+ = 27

\$6.9b BOND

N=600
(+/- 4.2%)

CALIFORNIA
JMM-14-801
J.MOORE METHODS
1127 11th St. #1050
Sacramento, CA 95814
(916-444-2727)
(FAX-444-6457)

Hello, may I please speak with ____?

NOTE : ONLY THE NAME ON THE SAMPLE SHEET QUALIFIES FOR THE INTERVIEW.

Hello, I'm ____ with JMM Research. We're conducting a quick 8-9 minute public opinion survey among registered voters in your area this evening on a variety of statewide issues.

Can you give me 8-9 minutes to participate in the survey?

1a. Do you have a favorable or unfavorable opinion of ____ (a) ____ ?

	FAVR	UN-FAVR	NO OPIN
a1. President Barack Obama.	47	42	11
a2. Governor Jerry Brown.	53	33	14
a3. the California State Legislature.	28	49	23

1b. In the upcoming election for Governor, who will you most likely support ...? (READ NAMES)

Democrat Governor Jerry Brown.	52
or Republican Neel Kashkari (cash-CAR-ee). ..	33
NEITHER.	6
NO OPINION.	9

Several measures will be on the statewide ballot this year.

2. Would you support or oppose ____ (a) ____ ?

	SUPP	OPPS	NO OPIN
a1. a statewide ballot measure to create a State "Budget Stabilization" fund that sets aside a percentage of yearly state General Fund revenues to pay down state debt and create a larger budget reserve.	64	14	22
a2. a \$6.9 billion dollar state bond measure to increase and protect state and local water supplies.	56	27	17

I'll read the official ballot language for one of these measures.

3. The official language for Proposition 43 reads as follows:

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FISCAL IMPACT: Increased state bond costs averaging \$350 million dollars annually over 40 years. Local government savings for water-related projects, likely averaging a hundred million dollars annually over the next few decades.

3a. That was the ballot language. Would you likely vote "yes" or "no" on Proposition 43 ?

YES.	56
NO.	32
NO OPINION.	12

Now I'll ask your opinion of some statements made by both supporters and opponents of this water bond measure called Proposition 43.

ROTATE SETS: EVEN CLUSTERS READ SET 4 FIRST. 1
 ODD CLUSTERS READ SET 5 FIRST. 2

4a. SUPPORTERS of Proposition 43 say ___(a)___. Is this statement very, somewhat or not too persuasive ?		VERY	SOME WHAT	NOT TOO	NO OPIN
a1.	this water plan allows excess water to be stored during wet years to be used during the dry, drought years.	41	32	24	3
a2.	this is a balanced water plan that provides for implementation of the most cost-efficient and least environmentally damaging water projects.	25	38	33	4
a3.	earthquakes, floods, and sea level rise threaten our water delivery systems. We should make these water system improvements now before it's too late and more costly.	38	27	34	1
a4.	California's water system is aging and needs repair before a large flood or earthquake destroys the water delivery system which two-thirds of California residents depend on.	48	29	20	3
a5.	this water plan will improve the reliability and protect the water supplies we all depend on.	34	36	27	3
a6.	this water plan will protect tens of thousands of jobs in the state that would be lost if the water delivery system failed in a flood or earthquake.	28	30	40	2
a7.	because this bond plan no longer pays for environmentally damaging water exports from Northern California, many environmental groups will now support this bond plan.	23	32	40	5
a8.	Governor Brown says we can afford this bond because it cuts many unnecessary projects and reduces the bond debt of earlier proposals by almost half.	25	34	37	4

4b. Having heard statements made by SUPPORTERS, would you likely support or oppose Proposition 43 - a \$6.9 billion dollar water bond ?

SUPPORT. 53
 OPPOSE. 33
 NO OPINION. 14

5a.	OPPONENTS of Proposition 43 say ___(a)___ . Is this statement very, somewhat or not too persuasive?				
		VERY	SOME WHAT	NOT TOO	NO OPIN
a1.	even though this bond is smaller than prior proposals, it fails to meet California's water needs and provide meaningful relief to the drought.	10	35	49	6
a2.	the bond gives more than \$2 billion dollars to a politically-appointed state government commission to spend on dams and water storage projects.	18	29	49	4
a3.	the bond still proposes spending money on habitat restoration projects that could increase the export of water to Central Valley farmers and Southern California.	20	39	37	4
a4.	this bond will increase debt and taxpayers will ultimately be on the hook for \$13 billion dollars in payments over the life of this bond. ...	35	31	31	3
a5.	this bond does not have enough funding for water conservation, recycling and local water projects that could make a real difference in the drought.	22	39	34	5
5b.	Having heard statements made by OPPONENTS, would you likely support or oppose Proposition 43 - a \$6.9 billion dollar water bond ?				
	SUPPORT.	44			
	OPPOSE.	41			
	NO OPINION.	15			

And now just a few confidential questions for classification purposes. Your name and number are not attached to your answers. This information is kept strictly confidential and used only to classify your opinions.

d1.	In terms of your political outlook, do you consider yourself a Conservative, a Moderate or a Liberal ?	
	CONSERVATIVE	30
	MODERATE	39
	LIBERAL	26
	DON'T KNOW	5

d2. Are you a member of any of the following ethnic groups ?
 (READ LIST - CIRCLE ALL THEY SAY)

Are you ... ?	YES
... hispanic or latino.	13
asian.	7
black/african-american.	4
or none of the above.	78

d3. For statistical purposes only : What was the approximate total income of your household last year. Was it

\$ 30,000 or less	16
\$ 30,000 - 60,000	21
\$ 60,000 - 90,000	17
or \$ 90,000 or more.....	30
(REFUSED).....	16

d4. Regarding taxes and government, would you prefer less government and lower taxes, or slightly higher taxes for better government services?

LESS GOVT/LOWER TAXES.	56
BETTER GOVT/HIGHER TAXES.	35
NO OPINION.	9

d5. Which concerns you more - the power of big government or the power of big corporations ?

BIG GOVERNMENT.	44
BIG CORPORATIONS.	46
NO OPINION.	10

=====
 Thank you very much, goodday / goodnight .
 =====

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