

# American River Authority Survey

## Interview Schedule

**Sample:** 500 Registered Voters from Placer, El Dorado, Sacramento and San Joaquin Counties  
574 would ensure at least 100 interviews for each county which is a plus or minus 9.8% margin of error

**Field Dates:** September 19-22, 2004

**Margin of Error:** +4.38% is the margin of error for a total sample of 500

### *Public Opinion Strategies*

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1. First, generally speaking, would you please tell me if you believe your area of California is headed in the RIGHT DIRECTION or do you think the area where you live is pretty seriously off on the WRONG TRACK?

**(IF CHOICE, ASK:)** And, do you feel STRONGLY that your area of California is (moving in the right direction/off on the wrong track) or do you only SOMEWHAT feel that way?

	20%	STRONGLY RIGHT DIRECTION
<b>59%</b>	39%	SOMEWHAT RIGHT DIRECTION
<b>28%</b>	15%	SOMEWHAT WRONG TRACK
	13%	STRONGLY WRONG TRACK
	11%	DON'T KNOW (DNR)
	1%	REFUSED (DNR)

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## American River Authority Interview Schedule

Changing subjects now...

I would like to read you some statements about water issues facing Northern California residents. After hearing each statement, please rate for me on a scale of one to ten, with ten being VERY IMPORTANT and one being NOT IMPORTANT AT ALL, how important each of these issues is to you personally.

The (first/next/last) issue is... **RANDOMIZE** On a scale of one to ten, how important is this issue to you personally?

2. Protecting our water supply from pollution and contamination  
**69% 10**
  3. Using water for generating electricity instead of traditional fuels, such as oil and gas, when possible.  
**38% 10**
  4. Ensuring that we have sufficient water for our region in case of a drought  
**53% 10**
  5. Protecting Northern California water supplies from export to Southern California  
**39% 10**
  6. Providing additional ways to protect the Sacramento area from flooding  
**33% 10**
  7. Increasing the water supply available for economic development in the area where you live  
**21% 10**
  8. Ensuring that there is sufficient water for our farmers and ranchers in California  
**48% 10**
  9. Creating a significant water conservation program in California  
**39% 10**
  10. Ensuring we have sufficient water to protect fish, wildlife, and native vegetation  
**41% 10**
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**American River Authority Interview Schedule**

11. Now, please tell me which of the following ideas best describes your attitude for the best approach to city water use and conservation in our region. **(RANDOMIZE AND READ ALL OPTIONS, ACCEPT ONLY ONE RESPONSE)**

- 7% California is a natural desert in the summer months, and we should not allow local residents to have lawns and other plants which are not native to the area and that require a great deal of water to keep them alive.
  - 35% We should use the most efficient water conservation methods available.
  - 50% Everyone should have the right to use the water they need, but they should not waste the water.
  - 6% Northern California has plenty of water and they should be allowed to use water to help make their communities beautiful.
  - 1% ALL OF THE ABOVE (DNR)
  - \* DON'T KNOW (DNR)
  - REFUSED (DNR)
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I would now like to discuss dams and reservoirs in your area. Most of the water which is located in California dams and reservoirs is used for protecting and preserving our streams, rivers, and the delta as well as protecting against flooding. The remaining water is water we use in our everyday life. Agriculture uses about 80% of this water and our communities use approximately 20%.

12. As California's population continues to grow, many believe that there will be a shortage of water in the future to meet all the demands of the state. Please tell me which of the following choices you would most likely favor in order to meet the new demands. **(RANDOMIZE AND READ ALL OPTIONS, ACCEPT ONLY ONE RESPONSE)**

- 4% Reduce the amount of water available for agriculture use
  - 35% Bring about new water efficient technologies for homes and businesses
  - 28% Build new dams and create new water supplies.
  - 3% Reduce the amount of water for wildlife and natural vegetation.
  - 28% Limit new growth of housing and businesses
  - 1% DON'T KNOW (DNR)
  - \* REFUSED (DNR)
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13. Please rate for me on a scale of one to five, with five being VERY CONCERNED and one being NOT CONCERNED AT ALL, how concerned are you about the threat of flooding to your home or to your place of employment?

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
22%	14%	8%	13%	19%	45%	64%

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14. As you may or may not know, Sacramento has recently completed a flood control and levee improvement project which provides the area with a 100 year level of flood protection.

Additionally the United States Congress has agreed to give \$108 million to raise the water capacity of Folsom Dam seven feet which will increase the Sacramento flood protection to a 200 year level.

Some local Sacramento area residents recommend increasing flood protection even further because they believe this is still a relatively low level of protection.

Knowing what I have just read you, do you believe Sacramento should have an even greater level of flood protection.

**(IF CHOICE, ASK:)** And, do you DEFINITELY feel Sacramento (should/should not) have a greater level of flood protection, or do you just PROBABLY feel that way?

	21%	DEFINITELY SHOULD
<b>42%</b>	21%	PROBABLY SHOULD
<b>52%</b>	30%	PROBABLY SHOULD NOT
	22%	DEFINITELY SHOULD NOT
	6%	DON'T KNOW/UNSURE (DNR)
	*	REFUSED (DNR)

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15. Now would you please tell me whether you SUPPORT or OPPOSE the building of Auburn Dam?

**(IF CHOICE, ASK:)** And, would you say you STRONGLY (support/oppose) the building of the Auburn Dam, or do you just SOMEWHAT (support/oppose) its construction?

- 32% STRONGLY SUPPORT
  - 57%** 25% SOMEWHAT SUPPORT
  - 23%** 9% SOMEWHAT OPPOSE
  - 14% STRONGLY OPPOSE
  
  - 19% DON'T KNOW (DNR)
  - \* REFUSED (DNR)
- 

**ROTATE QUESTIONS 16 AND 17**

I would now like to ask you additional questions about the Auburn Dam.

16. **(WHEN READ AS FIRST OF TWO QUESTIONS, READ)** For years there has been a debate about whether or not the dam should be built. **(ALWAYS READ THE REMAINDER)** Even if you OPPOSE the building of the dam, I would like to ask you which of the following reasons you believe would be the best reason to have the dam. **(RANDOMIZE AND READ ALL OPTIONS, ACCEPT ONLY ONE RESPONSE)**

- 28% The dam would provide enough new clean electricity to power 600,000 California homes..
  - 20% The dam would supply enough fresh water for 500,000 California homes.
  - 19% The dam would provide flood protection for local communities.
  - 16% The dam would allow Folsom Lake to remain full throughout the summer for recreational uses.
  - 7% The dam would provide sufficient water to protect fish, wildlife and native vegetation.
  
  - 8% DON'T KNOW (DNR)
  - 2% REFUSED (DNR)
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17. **(WHEN READ AS FIRST OF TWO QUESTIONS, READ)** For years there has been a debate about whether or not the dam should be built. **(ALWAYS READ THE REMAINDER)** Even if you are a person who SUPPORTS the Auburn Dam, please tell me which of the following reasons you believe would be the best reason NOT to build the dam. **(RANDOMIZE AND READ ALL OPTIONS, ACCEPT ONLY ONE RESPONSE)**

- 27% The dam would be built near an earthquake fault.
  - 25% The dam would destroy 48 miles and 10,000 acres of American River land.
  - 21% The dam would cost an estimated \$3 billion dollars.
  - 16% The dam would flood areas currently used, by about one million people per year, for mountain biking, motorcycling, horseback riding, fly fishing, and white water rafting.
  
  - 9% DON'T KNOW (DNR)
  - 2% REFUSED (DNR)
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**(IF Q14:1-2)**

18. You said earlier that you believe Sacramento should have a greater level of flood protection. In order to obtain this additional level of flood protection, which of the following would you be willing to pay? **ROTATE TOP TO BOTTOM, BOTTOM TO TOP, ACCEPT ONLY ONE RESPONSE**

- 67% \$100 per year
  - 13% \$500 per year
  - 2% \$1,000 per year
  
  - 13% DO NOT WANT TO PAY ANY ADDITIONAL (DNR)
  - 3% DON'T KNOW (DNR)
  - 1% REFUSED (DNR)
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**American River Authority Interview Schedule**

In the foothills of El Dorado and Placer Counties there are miles of open canals that deliver undrinkable water to individual rural customers and to the water treatment plants that clean up the water and supply drinking water to other local communities. Thinking about these canals and the water which comes through them, I would like to read you some statements and have you tell me if you agree or disagree with each statement. What I would like you to do is rate for me on a scale of one to five with five being you **STRONGLY AGREE** and one that you **STRONGLY DISAGREE** with this particular statement.

The (first/second) statement is... **ROTATE** On a scale of one to five, how strongly would you say you **AGREE** or **DISAGREE** with this statement?

19. The government agency in charge of the canals should line the canals with cement or replace the canals entirely with pipe, in order to avoid the loss of water from water evaporation, from water spilling over the banks of the canals, or from water seeping into the ground along the canal route.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
37%	20%	17%	25%	17%	16%	33%

20. The government agency which controls the canals should leave the canals as they are. Water which spills over the side or seeps into the ground along the route of the canal is a source of water for local streams and rivers which provide needed water for the plants, animals, and other environmental life near these streams and rivers.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
43%	25%	18%	32%	10%	11%	21%

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**American River Authority Interview Schedule**

In our region of California, there are several hydroelectric projects (projects where water is used to generate electricity) that will need to be re-licensed within the next 10 years. I am now going to read you several statements about how some water experts believe the water should be used. Please rate for me on a scale of one to five, with five being that you STRONGLY SUPPORT and one that you STRONGLY OPPOSE, the ideas proposed by these people.

The (first/next/last) statement is... **RANDOMIZE** On a scale of one to five, how do you feel about this use for the water? Remember, five means you strongly support this use, and one means you strongly oppose this idea. Remember, you can pick any number in between if you would like.

21. Instead of using water for generating electricity, more water should be used to increase the amount of water that remains in the streams and rivers to better protect the wildlife around these streams and rivers.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
35%	19%	16%	32%	15%	16%	31%

22. The water currently being used to generate electricity should be used instead to increase the amount of water available for use in our communities and for economic development.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
30%	15%	15%	27%	20%	20%	40%

23. The water currently being used for generating electricity should be kept where it is in order to maximize the generation of clean hydroelectric power.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
65%	37%	28%	22%	6%	5%	11%

24. The water which is currently used for generating electricity should be used instead for increasing the amount of water flow into our rivers in order to create better rafting and fishing opportunities.

<u>4-5</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1-2</u>
13%	7%	6%	21%	24%	40%	64%

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Now I would like to ask you a few final questions just for statistical purposes...

D1. AGE GROUPS

9%	18-24
9%	25-34
16%	35-44
28%	45-54
17%	55-64
20%	65+
2%	REFUSED

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D2. On a scale of one to ten, with 10 being VERY CONSERVATIVE and 1 being VERY LIBERAL, how would you describe your personal political ideology?

28%	8-10 (CONSERVATIVE)
50%	4-7 (MODERATE)
18%	1-3 (LIBERAL)

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D3. And, which of these statements best describes how you usually voted in past elections? (**READ LIST, ROTATE TOP TO BOTTOM, BOTTOM TO TOP**)

30%	MOSTLY REPUBLICAN
10%	A FEW MORE REPUBLICANS THAN DEMOCRATS
<b>37%</b>	20% INDEPENDENT, VOTE FOR THE PERSON
7%	A FEW MORE DEMOCRATS THAN REPUBLICANS
28%	MOSTLY DEMOCRATS
4%	DON'T KNOW/REFUSED ( <b>DO NOT READ</b> )

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**American River Authority Interview Schedule**

D4. Gender (**BY OBSERVATION, BUT ASK EVERYONE**)  
Are you employed outside the home, are you a homemaker, or are you retired?

	31%	MALE/EMPLOYED
	1%	MALE/HOMEMAKER
	12%	MALE/RETIRED
<b>48%</b>	3%	MALE/NOT IN LABOR FORCE
<b>52%</b>	27%	FEMALE/EMPLOYED
	8%	FEMALE/HOMEMAKER
	15%	FEMALE/RETIRED
	1%	FEMALE/NOT IN LABOR FORCE
	1%	<b>(DO NOT READ)</b> MALE REFUSED
	*	<b>(DO NOT READ)</b> FEMALE REFUSED
<b>27%</b>		<b>TOTAL RETIRED</b>

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D5. Party registration (FROM SAMPLE LIST)

	43%	REPUBLICAN
	40%	DEMOCRAT
	13%	DECLINE TO STATE
	4%	OTHERS

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D6. Length of time registered at this address (FROM SAMPLE LIST)

	37%	0-2 YEARS
	19%	3-5 YEARS
	14%	6-10 YEARS
	30%	MORE THAN 10 YEARS

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D7. COUNTY (FROM SAMPLE LIST)

	9%	EL DORADO
	16%	PLACER
	51%	SACRAMENTO
	24%	SAN JOAQUIN

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