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SERVICES

811 First Avenue
Suite 451
Seattle, WA 98104
(206) 652-2454 TEL
(206) 652-5022 FAX

436 14th Street
Suite 820
Oakland, CA 94612
(510) 844-0680 TEL
(510) 844-0690 FAX

3857 N. High Street
Suite 302
Columbus, OH 43214
(614) 268-1660 TEL
EMCresearch.com

TO: Restore the Delta
FROM: Ruth Bernstein & Tom Patras, EMC Research
DATE: August 28, 2009
RE: Statewide Telephone Survey Results

EMC Research recently completed a statewide telephone survey of California voters. Outlined below are some of the key findings from that survey.

California Voters Are Extremely Pessimistic and Are Concerned About the State Budget

Seventy-six percent of voters feel that California is off on the wrong track, compared to only 13% who say things are headed in the right direction. When asked to use a 1 to 7 scale to rate priorities for the State of California, 68% rate "Fixing the state budget" as a 7, making this the most highly rated priority by California voters in this survey. Other items that received high priority ratings from voters in this survey included: "Improving the economy and creating jobs," (63% rated a '7'); "Reducing the state's debt," (56%); and, "Improving public education," (55%).

Voters Are Concerned about Water Issues But Many Are Hesitant to Support A Bond For Water Projects

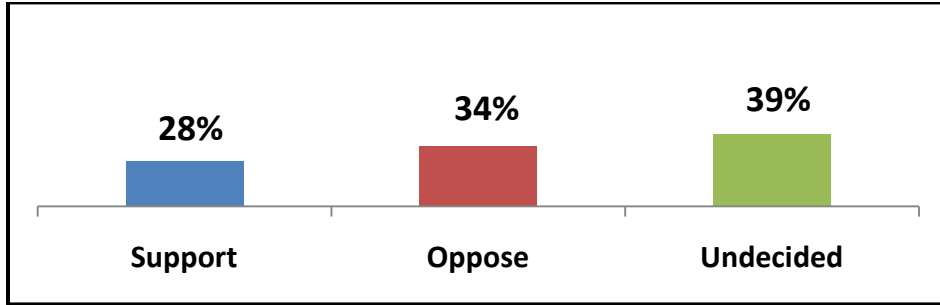
Overall awareness of water issues is quite high, with 40% saying they have heard a *great deal* recently about water issues in California, and another 39% saying they have heard *some* information recently. Additionally 51% rate "Ensuring a long-term, reliable supply of water as a very high priority (a 7 on a 1 to 7 scale) and 35% rate "promoting water conservation" as a very high priority. However, when asked about a proposed state bond to fund water improvement projects almost half (48%)of voters say they would oppose a bond for new dams reservoirs and other water infrastructure that would cost the general fund approximately \$700 million per year in debt service. Under half, 44%, of voters say they would support the bond.

Voters Are Skeptical of the Peripheral Canal Project

When asked specifically about awareness of the Peripheral Canal, about one in five voters (18%) said they had recently read, seen, or heard something about it. Awareness is higher in Northern California with 36% of voters in the Sacramento media market saying they've seen or heard something recently, 24% in Fresno, and 20% in the Bay Area compared to only 13% in the Los Angeles media market.

As expected, many voters have no opinion when asked simply: "Based on what you know today would you support or oppose construction of a Peripheral Canal in California?" But one third (34%) of all voters in California initially say they oppose the canal while 39% are undecided and only 28% indicate support.

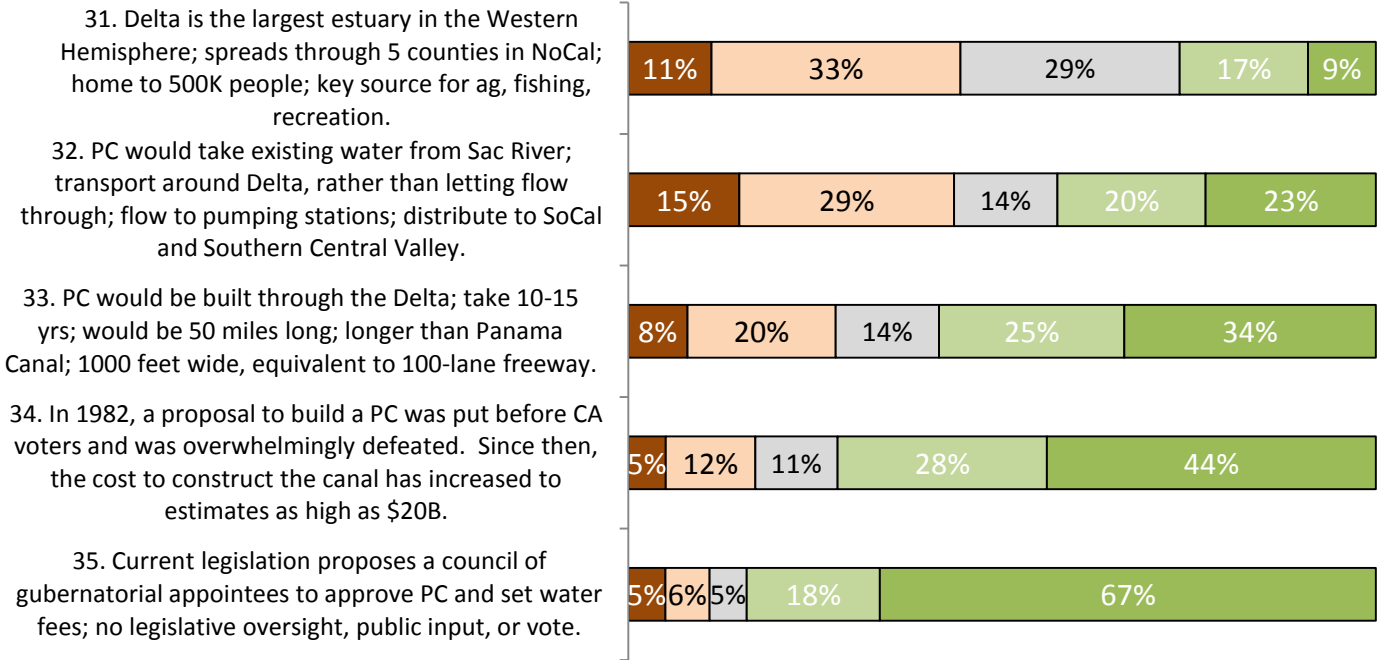
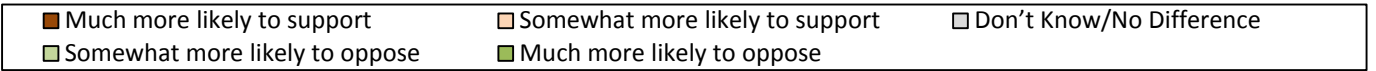
As you may know, some people have proposed the construction of a Peripheral Canal in California. Based on what you know today, do you support or oppose a Peripheral Canal?



Important to note is that intensity of opposition is nearly three times intensity of support with 14% of voters saying they strongly oppose the canal while only 5% are strongly in support. Additionally among those that have heard something recently about the canal, a majority (54%) is opposed while 35% indicate support.

Opposition to the Canal Increases Significantly When Basic Facts Presented

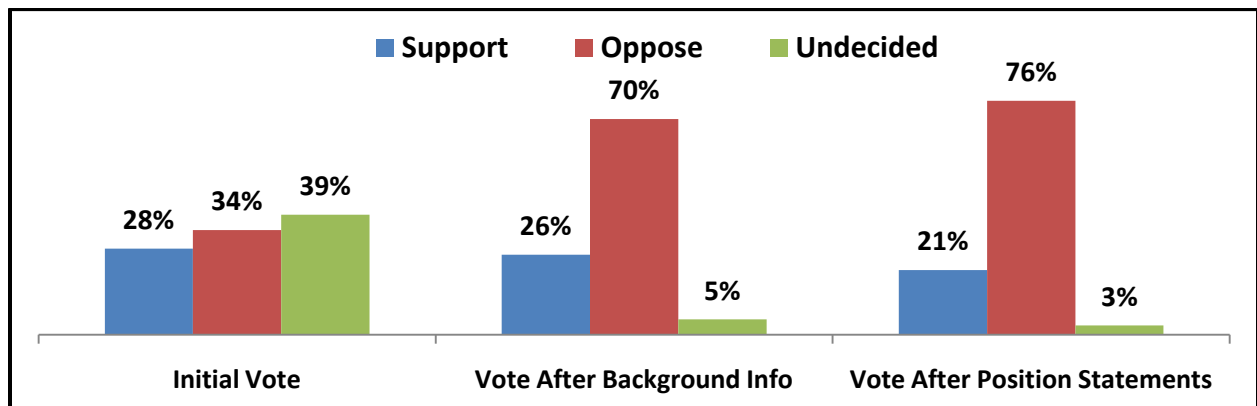
As voters are educated with some additional information, including some basic facts about the canal and the Delta, opposition increases significantly. A majority moves to opposition after simply hearing that the canal would move water from Northern to Southern California around the Delta, that it would take 10 to 15 years to build, and would be 50 miles long and 1000 feet wide. The vast majority (72%) become opposed when they hear the cost could be as high as \$20 billion.



After hearing all of this information, 70% respond that they are opposed to the project while only 26% support it. Intensity of support is particularly high with 41% of voters saying they strongly oppose the canal after hearing only a little information.

Voters Are Not Interested in Increasing the State's Debt for a Project That Is Potentially Harmful to the Environment

Finally, survey respondents were then read a series of statements that included the positions of both the proponents and opponents of the canal project. After both sides' positions were presented, respondents were asked one final time whether they support or oppose the Peripheral Canal project.



Once again the results show that as voters learn more, the opposition to the project intensifies. In particular, statements regarding the environment and the state budget compelled many voters to oppose the project.

“Supporters of the canal say it will improve water quality in Southern California and would make the Delta more natural and environmentally friendly. Opponents say diverting water around the Delta would destroy the Pacific Ocean’s largest estuary, and critical habitat for fish, migratory birds, and other wildlife will be lost forever.”

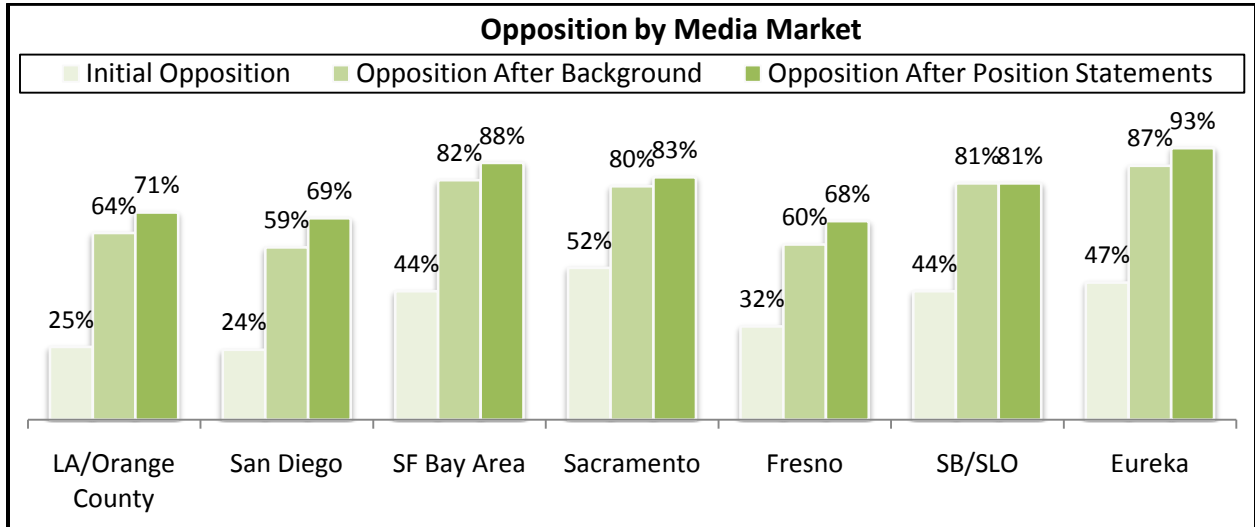
- 50% Much More Likely to Oppose the Peripheral Canal Project (and another 24% are somewhat likely to oppose)

“Supporters of the canal say it will stimulate the economy and create thousands of jobs. Opponents say it will add a billion dollars a year to the state debt, which is already more than sixty billion dollars.”

- 49% Much More Likely to Oppose the Peripheral Canal Project (and 25% somewhat likely to oppose)

Voters Throughout the State, Democrats and Republicans are Opposed to the Peripheral Canal Project

The survey data shows that Northern California voters are initially more aware of the canal and have the highest levels of opposition. However, as voters throughout the state learn more, opposition becomes high throughout the state.



Support for the canal project does not appear to be ideologically based with Democrats and Republicans equally in opposition. Initially, one third (33%) of Democrats are opposed while 31% are in support. Among Republicans, 34% are opposed to the canal while only 27% indicate support. After hearing all of the information, 72% of Republicans are opposed (42% strongly) and 80% of Democrats are opposed (50% strongly).

Methodology

EMC Research conducted 800 telephone interviews among registered voters statewide in California. The survey results have an overall margin of error of +/- 3.45%. The study was conducted August 23-27, 2009.