

Arizona Survey

Project: 2606114

N Size: 408 Registered Voters

Margin of Error: ± 5%

June 12-18, 2026

Topline Report

Question	Response	Frequency	Percentage
WFF1az	<i>How much have you heard, seen, or read this year about drought in the Colorado River Basin and Arizona?</i>		
	A lot	80	20%
	Some	173	42%
	Not too much	89	22%
	Nothing	66	16%
WFF2_1	<i>How concerned are you about each of the following impacts of drought? — Since the Colorado River provides drinking water for one in ten Americans, drought threatens our supply of clean drinking water.</i>		
	Very concerned	249	61%
	Somewhat concerned	113	28%
	Not too concerned	33	8%
	Not at all concerned	7	2%
	Don't know / No opinion	6	1%
WFF2_2	<i>How concerned are you about each of the following impacts of drought? — Drought, rising temperatures, and overuse have significantly lowered water levels in Colorado River reservoirs, threatening drinking water supplies for communities.</i>		
	Very concerned	258	63%
	Somewhat concerned	111	27%
	Not too concerned	25	6%
	Not at all concerned	8	2%
	Don't know / No opinion	6	1%
WFF2_3	<i>How concerned are you about each of the following impacts of drought? — Dramatically reduced water levels in Lake Powell threaten Glen Canyon Dam's ability to produce hydropower, putting power supplies for millions of people at risk.</i>		
	Very concerned	233	57%
	Somewhat concerned	126	31%
	Not too concerned	33	8%
	Not at all concerned	10	2%
	Don't know / No opinion	6	1%

Question	Response	Frequency	Percentage
WFF2_4	<i>How concerned are you about each of the following impacts of drought? — The Colorado River Basin includes some of the largest agricultural areas in the country, and hotter, drier conditions negatively affect their ability to produce the nation's food supply and increase food prices.</i>		
	Very concerned	223	55%
	Somewhat concerned	131	32%
	Not too concerned	40	10%
	Not at all concerned	7	2%
	Don't know / No opinion	7	2%
WFF2_5	<i>How concerned are you about each of the following impacts of drought? — Extreme heat and drier conditions bring more intense wildfires that put entire communities at risk.</i>		
	Very concerned	242	59%
	Somewhat concerned	122	30%
	Not too concerned	33	8%
	Not at all concerned	9	2%
	Don't know / No opinion	2	1%
WFF2_6	<i>How concerned are you about each of the following impacts of drought? — Flooding and severe wildfires can result in contaminants, erosion, and ash flowing into rivers and streams, threatening the clean water supplies that communities rely on.</i>		
	Very concerned	198	49%
	Somewhat concerned	159	39%
	Not too concerned	36	9%
	Not at all concerned	13	3%
	Don't know / No opinion	2	1%
WFF2_7	<i>How concerned are you about each of the following impacts of drought? — Increased wildfire risk from drought has left western residents with skyrocketing insurance rates or, in some cases, the inability to afford or secure homeowners' insurance at all.</i>		
	Very concerned	227	56%
	Somewhat concerned	123	30%
	Not too concerned	39	10%
	Not at all concerned	10	3%
	Don't know / No opinion	8	2%
WFF2_8	<i>How concerned are you about each of the following impacts of drought? — Lack of snowfall and low river flows negatively impact your state's tourism economy.</i>		
	Very concerned	155	38%
	Somewhat concerned	166	41%
	Not too concerned	64	16%
	Not at all concerned	18	4%
	Don't know / No opinion	4	1%

Question	Response	Frequency	Percentage
WFF3	<i>For you personally, how do the impacts of the droughts and diminishing water supplies from the Colorado River rank among other challenges facing your state?</i>		
	Top of mind	138	34%
	Important but not the most pressing challenge	204	50%
	Not as important as other issues facing the state	43	11%
	Don't know / No opinion	22	5%
WFF4	<i>How high of a priority is it to you personally to address the impacts of droughts and diminishing water supplies from the Colorado River? Would you say that it is...</i>		
	A top priority	142	35%
	An important, but not a top priority	199	49%
	Not much of a priority	32	8%
	Not a priority at all	15	4%
	Don't know / No opinion	19	5%
WFF5_1	<i>How important is it for each of the following to make addressing water security in Colorado River Basin states a priority this year? — Federal government officials</i>		
	Very important	243	60%
	Somewhat important	124	30%
	Not too important	23	6%
	Not at all important	9	2%
	Don't know / No opinion	8	2%
WFF5_2	<i>How important is it for each of the following to make addressing water security in Colorado River Basin states a priority this year? — State government officials</i>		
	Very important	279	68%
	Somewhat important	95	23%
	Not too important	20	5%
	Not at all important	6	2%
	Don't know / No opinion	7	2%
WFF6_1	<i>How much do you support or oppose the following approaches to protect the Colorado River and water security in your state? — Proactively managing and restoring forests using strategies such as thinning overgrown areas and conducting prescribed burns to protect communities and water infrastructure from catastrophic wildfires.</i>		
	Strongly support	222	54%
	Somewhat support	128	31%
	Somewhat oppose	32	8%
	Strongly oppose	10	3%
	Don't know / No opinion	15	4%

Question	Response	Frequency	Percentage
WFF6_2	<i>How much do you support or oppose the following approaches to protect the Colorado River and water security in your state? — Restoring wetlands and reconnecting rivers to their floodplains to help protect communities from fires and floods and filter pollutants from drinking water.</i>		
	Strongly support	221	54%
	Somewhat support	139	34%
	Somewhat oppose	18	4%
	Strongly oppose	5	1%
	Don't know / No opinion	26	6%
WFF6_3	<i>How much do you support or oppose the following approaches to protect the Colorado River and water security in your state? — Increasing agricultural efficiency by helping farmers to implement water-saving strategies like planting lower water-use crops and investing in water-saving infrastructure.</i>		
	Strongly support	222	54%
	Somewhat support	134	33%
	Somewhat oppose	26	6%
	Strongly oppose	7	2%
	Don't know / No opinion	18	5%
WFF6_4	<i>How much do you support or oppose the following approaches to protect the Colorado River and water security in your state? — Boosting municipal water conservation and water reuse with methods like water-efficient plumbing and appliances, leak-detection systems, recycling and reuse of purified wastewater, replacement of lawns with drought-tolerant landscaping, and incorporating water planning into development and growth decisions.</i>		
	Strongly support	226	55%
	Somewhat support	145	35%
	Somewhat oppose	13	3%
	Strongly oppose	6	2%
	Don't know / No opinion	18	4%
WFF7_1	<i>How important of a priority should each of the following be for government officials? — Forest management to limit damage from wildfires</i>		
	A top priority	204	50%
	An important, but not a top priority	144	35%
	Not much of a priority	35	9%
	Not a priority at all	10	3%
	Don't know / No opinion	14	3%

Question	Response	Frequency	Percentage
WFF7_2	<i>How important of a priority should each of the following be for government officials? — Restoring wetlands and floodplains to protect water supplies and communities</i>		
	A top priority	204	50%
	An important, but not a top priority	144	35%
	Not much of a priority	30	7%
	Not a priority at all	9	2%
	Don't know / No opinion	21	5%
WFF7_3	<i>How important of a priority should each of the following be for government officials? — Increasing agricultural efficiency to reduce water use</i>		
	A top priority	207	51%
	An important, but not a top priority	136	33%
	Not much of a priority	30	7%
	Not a priority at all	4	1%
	Don't know / No opinion	32	8%
WFF7_4	<i>How important of a priority should each of the following be for government officials? — Boosting municipal water conservation and water reuse</i>		
	A top priority	211	52%
	An important, but not a top priority	122	30%
	Not much of a priority	35	8%
	Not a priority at all	6	2%
	Don't know / No opinion	34	8%
WFF8	<i>When it comes to improving the health of the Colorado River, which of the following is closest to your point of view? Please select just one, even if none is exactly right.</i>		
	Strategies that address the western water crisis should prioritize investments in short-term conservation strategies that yield immediate water savings, such as temporary water restrictions, stabilizing reservoir levels, and compensating farmers to reduce irrigation use.	43	11%
	Strategies that address the western water crisis should prioritize long-term solutions to manage drought into the future. This includes resilience strategies, such as reconnecting floodplains to rivers to naturally regulate floodwaters and limit the spread of wildfires, modernizing infrastructure to ensure reliability in future droughts, and long-term reductions in water demand.	144	35%
	Strategies that address the western water crisis should put equal emphasis on both short-term conservation strategies and long-term solutions that will enable us to manage drought into the future.	199	49%
	Don't know / No opinion	22	5%

Question	Response	Frequency	Percentage
WFF9_1	<i>How much of a priority should each of the following goals be for Colorado River management? — Ensuring reliable water supplies for communities and future generations.</i>		
	A top priority	270	66%
	An important, but not a top priority	85	21%
	Not much of a priority	23	6%
	Not a priority at all	11	3%
	Don't know / No opinion	20	5%
WFF9_2	<i>How much of a priority should each of the following goals be for Colorado River management? — Helping farmers and ranchers adapt to hotter and drier conditions while maintaining food production.</i>		
	A top priority	208	51%
	An important, but not a top priority	150	37%
	Not much of a priority	21	5%
	Not a priority at all	16	4%
	Don't know / No opinion	13	3%
WFF9_3	<i>How much of a priority should each of the following goals be for Colorado River management? — Preventing critically low water levels and power shortages at Colorado River reservoirs.</i>		
	A top priority	250	61%
	An important, but not a top priority	105	26%
	Not much of a priority	30	7%
	Not a priority at all	10	2%
	Don't know / No opinion	14	3%
WFF9_4	<i>How much of a priority should each of the following goals be for Colorado River management? — Investing in water infrastructure and resilience strategies that maintain healthy forests, rivers, and streams along with modernized water delivery systems to improve long-term water reliability.</i>		
	A top priority	231	57%
	An important, but not a top priority	119	29%
	Not much of a priority	37	9%
	Not a priority at all	5	1%
	Don't know / No opinion	16	4%
WFF9_5	<i>How much of a priority should each of the following goals be for Colorado River management? — Protecting rivers, fish, wildlife habitat, and outdoor recreation opportunities.</i>		
	A top priority	192	47%
	An important, but not a top priority	155	38%
	Not much of a priority	42	10%
	Not a priority at all	7	2%
	Don't know / No opinion	12	3%

Question	Response	Frequency	Percentage
WFF9_6	<i>How much of a priority should each of the following goals be for Colorado River management? — Reducing wildfire, flood, and drought risks that threaten drinking water supplies.</i>		
	A top priority	244	60%
	An important, but not a top priority	108	27%
	Not much of a priority	31	8%
	Not a priority at all	10	2%
	Don't know / No opinion	15	4%
WFF9_7	<i>How much of a priority should each of the following goals be for Colorado River management? — Stabilizing water supplies now while preparing communities, economies, and ecosystems for future drought and water supply uncertainties.</i>		
	A top priority	237	58%
	An important, but not a top priority	133	32%
	Not much of a priority	21	5%
	Not a priority at all	7	2%
	Don't know / No opinion	11	3%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for respondents with demographic post-stratification weights applied.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Registered Voters	408	100%
wt_demGender_binary	Gender: Male	197	48%
	Gender: Female	211	52%
	N	408	
age	Age: 18-34	98	24%
	Age: 35-44	61	15%
	Age: 45-64	124	30%
	Age: 65+	125	31%
	N	408	
demAgeGeneration	GenZers: 1997-2012	60	15%
	Millennials: 1981-1996	100	24%
	GenXers: 1965-1980	98	24%
	Baby Boomers: 1946-1964	143	35%
	N	400	
xdemWhite	Ethnicity: White	336	82%
xdemHispBin	Ethnicity: Hispanic	105	26%
demRaceOther	Ethnicity: Other	50	12%
xdemInc3	Income: Under 50k	139	34%
	Income: 50k-100k	169	42%
	Income: 100k+	99	24%
	N	408	
demState	Arizona	408	100%
demUsr	an urban area	126	31%
	a suburban area	221	54%
	a rural area	61	15%
	N	408	
xpid3	PID: Dem (no lean)	131	32%
	PID: Ind (no lean)	111	27%
	PID: Rep (no lean)	165	41%
	N	408	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote24O	2024 Vote: Kamala Harris	170	42%
	2024 Vote: Donald Trump	191	47%
	2024 Vote: Other	4	1%
	2024 Vote: Didn't Vote	43	11%
	N	408	
custom_age	Age 18-44	159	39%
	Age 45+	249	61%
	N	408	
age_gender	Age 18-44/Gender: Male	81	20%
	Age 45+/Gender: Male	116	28%
	Age 18-44/Gender: Female	78	19%
	Age 45+/Gender: Female	133	33%
	N	408	
educ2	Non-college	236	58%
	Bachelor's+	172	42%
	N	408	
educ2_gender	Non-college/Gender: Male	105	26%
	Bachelor's+/Gender: Male	92	22%
	Non-college/Gender: Female	130	32%
	Bachelor's+/Gender: Female	81	20%
	N	408	
demBasin	CRB Counties	408	100%
demBasin2	CRB counties + water counties	408	100%
custom_region_num	AZ2	47	11%
	AZ1	284	70%
	AZ3	77	19%
	N	408	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

These survey results are provided for educational and informational purposes only. They are not intended to, and do not, support or oppose any candidate for public office, political party, election outcome, ballot measure, or specific legislation.

