

California Survey

Project: 2606114

N Size: 606 Registered Voters

Margin of Error: ± 4%

June 12-18, 2026

Topline Report

Question	Response	Frequency	Percentage
WFF1ca	<i>How much have you heard, seen, or read this year about drought in the Colorado River Basin and California?</i>		
	A lot	53	9%
	Some	170	28%
	Not too much	181	30%
	Nothing	203	34%
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	342	57%
	Somewhat concerned	174	29%
	Not too concerned	45	7%
	Not at all concerned	24	4%
	Don't know / No opinion	21	3%
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	338	56%
	Somewhat concerned	181	30%
	Not too concerned	43	7%
	Not at all concerned	22	4%
	Don't know / No opinion	21	3%
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	298	49%
	Somewhat concerned	201	33%
	Not too concerned	57	9%
	Not at all concerned	27	4%
	Don't know / No opinion	24	4%

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	342	56%
	Somewhat concerned	180	30%
	Not too concerned	33	6%
	Not at all concerned	26	4%
	Don't know / No opinion	24	4%
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	368	61%
	Somewhat concerned	158	26%
	Not too concerned	40	7%
	Not at all concerned	18	3%
	Don't know / No opinion	23	4%
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	305	50%
	Somewhat concerned	189	31%
	Not too concerned	69	11%
	Not at all concerned	22	4%
	Don't know / No opinion	21	4%
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	370	61%
	Somewhat concerned	157	26%
	Not too concerned	36	6%
	Not at all concerned	23	4%
	Don't know / No opinion	20	3%
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	216	36%
	Somewhat concerned	246	41%
	Not too concerned	92	15%
	Not at all concerned	35	6%
	Don't know / No opinion	17	3%

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	152	25%
	Important but not the most pressing challenge	295	49%
	Not as important as other issues facing the state	112	19%
	Don't know / No opinion	46	8%
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	195	32%
	An important, but not a top priority	266	44%
	Not much of a priority	74	12%
	Not a priority at all	38	6%
	Don't know / No opinion	32	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	348	57%
	Somewhat important	174	29%
	Not too important	38	6%
	Not at all important	12	2%
	Don't know / No opinion	33	5%
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	384	63%
	Somewhat important	138	23%
	Not too important	41	7%
	Not at all important	19	3%
	Don't know / No opinion	23	4%
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	343	57%
	Somewhat support	173	28%
	Somewhat oppose	31	5%
	Strongly oppose	7	1%
	Don't know / No opinion	53	9%

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	323	53%
	Somewhat support	181	30%
	Somewhat oppose	33	6%
	Strongly oppose	15	2%
	Don't know / No opinion	53	9%
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	318	52%
	Somewhat support	186	31%
	Somewhat oppose	40	7%
	Strongly oppose	13	2%
	Don't know / No opinion	50	8%
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	306	51%
	Somewhat support	189	31%
	Somewhat oppose	46	8%
	Strongly oppose	15	2%
	Don't know / No opinion	50	8%
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	395	65%
	An important, but not a top priority	148	24%
	Not much of a priority	25	4%
	Not a priority at all	8	1%
	Don't know / No opinion	31	5%

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	330	55%
	An important, but not a top priority	178	29%
	Not much of a priority	36	6%
	Not a priority at all	18	3%
	Don't know / No opinion	43	7%
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	299	49%
	An important, but not a top priority	212	35%
	Not much of a priority	40	7%
	Not a priority at all	19	3%
	Don't know / No opinion	36	6%
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	324	53%
	An important, but not a top priority	193	32%
	Not much of a priority	34	6%
	Not a priority at all	16	3%
	Don't know / No opinion	39	6%
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.	59	10%
	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.	203	33%
	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.	272	45%
	Don't know / No opinion	72	12%

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	364	60%
	An important, but not a top priority	165	27%
	Not much of a priority	31	5%
	Not a priority at all	9	1%
	Don't know / No opinion	38	6%
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	316	52%
	An important, but not a top priority	209	34%
	Not much of a priority	25	4%
	Not a priority at all	18	3%
	Don't know / No opinion	37	6%
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	314	52%
	An important, but not a top priority	208	34%
	Not much of a priority	19	3%
	Not a priority at all	12	2%
	Don't know / No opinion	53	9%
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	348	57%
	An important, but not a top priority	184	30%
	Not much of a priority	35	6%
	Not a priority at all	7	1%
	Don't know / No opinion	33	5%
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	322	53%
	An important, but not a top priority	190	31%
	Not much of a priority	48	8%
	Not a priority at all	12	2%
	Don't know / No opinion	34	6%

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	383	63%
	An important, but not a top priority	159	26%
	Not much of a priority	26	4%
	Not a priority at all	3	1%
	Don't know / No opinion	35	6%
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	315	52%
	An important, but not a top priority	214	35%
	Not much of a priority	24	4%
	Not a priority at all	13	2%
	Don't know / No opinion	40	7%

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	606	100%
wt_demGender_binary	Gender: Male	290	48%
	Gender: Female	316	52%
	N	606	
age	Age: 18-34	158	26%
	Age: 35-44	105	17%
	Age: 45-64	194	32%
	Age: 65+	148	24%
	N	606	
demAgeGeneration	GenZers: 1997-2012	79	13%
	Millennials: 1981-1996	208	34%
	GenXers: 1965-1980	153	25%
	Baby Boomers: 1946-1964	149	25%
	N	589	
xdemWhite	Ethnicity: White	366	60%
xdemHispBin	Ethnicity: Hispanic	178	29%
demRaceOther	Ethnicity: Other	187	31%
xdemInc3	Income: Under 50k	223	37%
	Income: 50k-100k	221	36%
	Income: 100k+	163	27%
	N	606	
demState	California	606	100%
demUsr	an urban area	190	31%
	a suburban area	347	57%
	a rural area	69	11%
	N	606	
xpid3	PID: Dem (no lean)	287	47%
	PID: Ind (no lean)	160	26%
	PID: Rep (no lean)	159	26%
	N	606	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote24O	2024 Vote: Kamala Harris	314	52%
	2024 Vote: Donald Trump	206	34%
	2024 Vote: Other	17	3%
	2024 Vote: Didn't Vote	68	11%
	N	606	
custom_age	Age 18-44	263	43%
	Age 45+	343	57%
	N	606	
age_gender	Age 18-44/Gender: Male	126	21%
	Age 45+/Gender: Male	164	27%
	Age 18-44/Gender: Female	137	23%
	Age 45+/Gender: Female	179	30%
	N	606	
educ2	Non-college	323	53%
	Bachelor's+	283	47%
	N	606	
educ2_gender	Non-college/Gender: Male	142	23%
	Bachelor's+/Gender: Male	148	24%
	Non-college/Gender: Female	181	30%
	Bachelor's+/Gender: Female	135	22%
	N	606	
demBasin	CRB Counties	119	20%
	Counties that get water from the basin	195	32%
	Not impacted counties	291	48%
	N	606	
demBasin2	CRB counties + water counties	315	52%
custom_region_num	CA5	114	19%
	CA8	91	15%
	CA3	151	25%
	CA4	108	18%
	CA2	61	10%
	CA7	13	2%
	CA6	54	9%
	CA1	14	2%
	N	606	

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.

