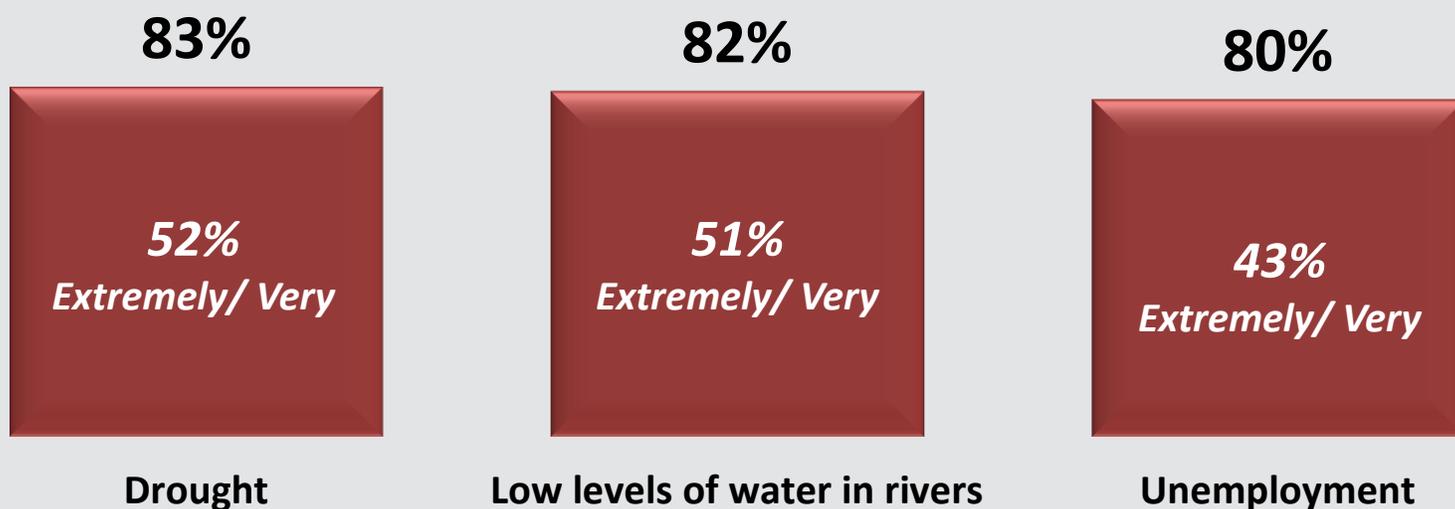


# Water

*While water may be for fighting in the West, voters in this survey largely agree that there is not enough water, and that more should be done to conserve it. They reject river diversions, support making agricultural irrigation more efficient, and say they are willing to conserve themselves.*

**Low levels of water and drought are seen as greater problems than the economy in the West today.**

Voters in the West are more likely to see drought (52% extremely/very serious) and low levels of water in rivers (51% extremely/very serious) as an extremely or very serious problem than they are unemployment in their state (43% extremely/very serious problem).



*Water issues are seen as either a more serious or as serious problem as unemployment in every Western state, with the exception of New Mexico, where concern over unemployment is far higher than in the other states in the West (71% view it as extremely or very serious problem).*

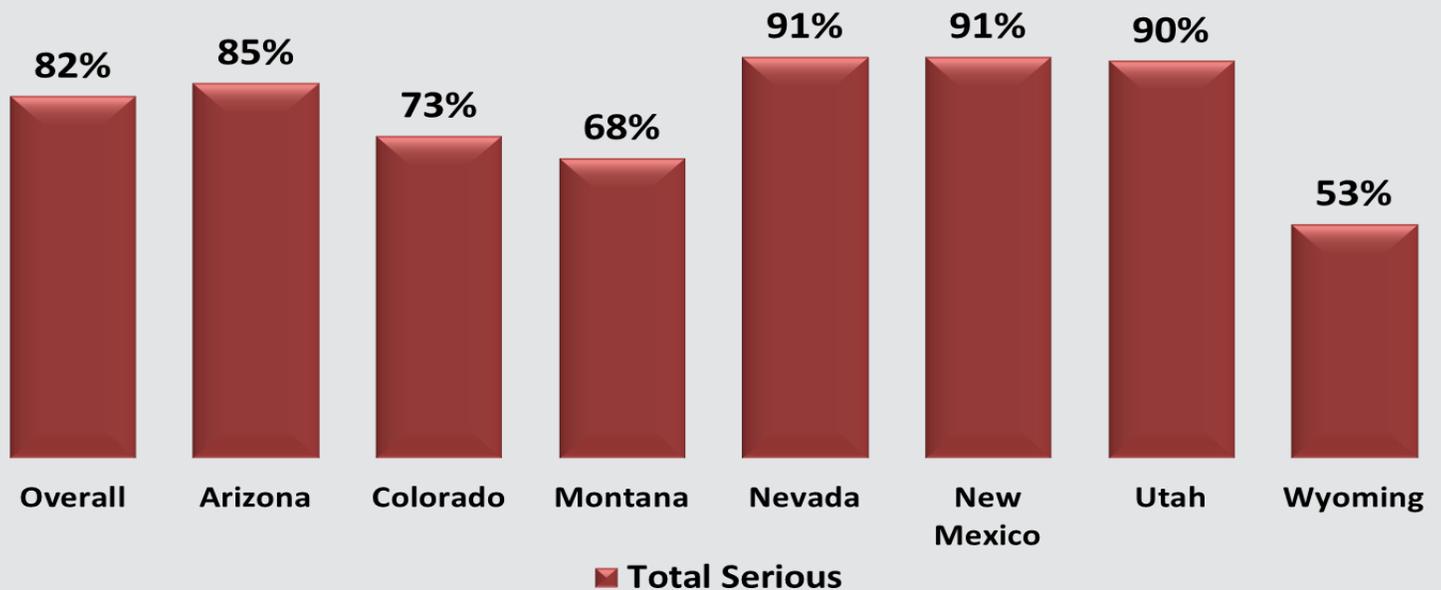
## ■ Total Serious



***Voters throughout the West perceive drought and the low level of water in rivers as a serious problem, but there is far higher intensity of concern in Nevada and Arizona.***

A majority of voters in every state say that the low level of water in rivers is a serious problem. However, the intensity of concern is significantly higher in the Southwest, predictably, where a majority of near majority classify it as either an “extremely” or “very” serious problem: Nevada (73% extremely/very serious), New Mexico (64%), Arizona (55%), and Utah (49%).

*Low Level of Water in Rivers by State*



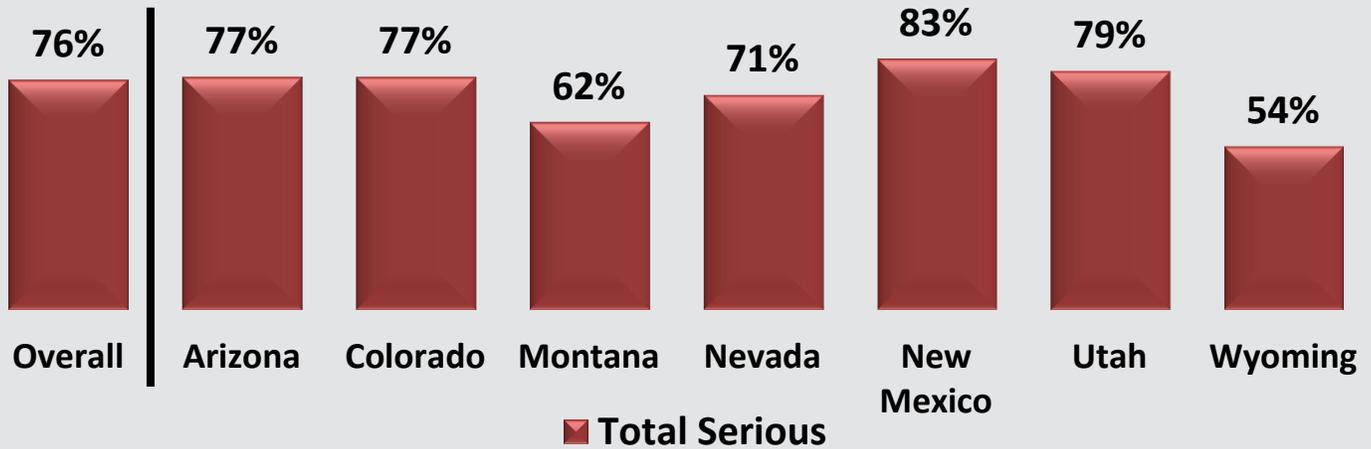
There is a similar distinction in the intensity of concern over drought. While two-thirds or more say “drought” is a serious problem in their state, the intensity of concern is significantly higher in those Southwestern states once again: Nevada (72% extremely/very serious problem), New Mexico (56%), Arizona (54%) and Utah (54%).



***There is not as much of a difference by state in recognition that pollution of rivers, lakes, and streams is a serious problem.***

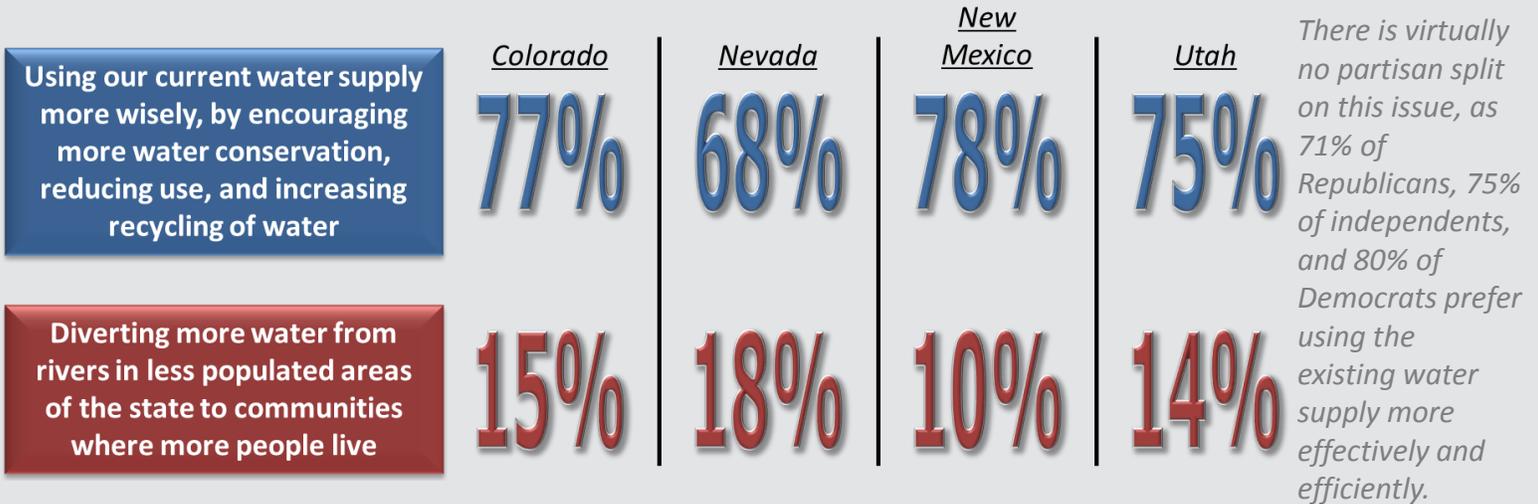
On the issue of water pollution in the West, we do not see the stark differences that we do on water availability issues. Concern over this issue is not as acute as it is on drought/low water level issues, as it is not seen as an extremely or very serious problem in any of the states in the West. However, clear majorities in each state do see it at least a somewhat serious problem.

*Pollution of Rivers, Lakes and Streams by State*



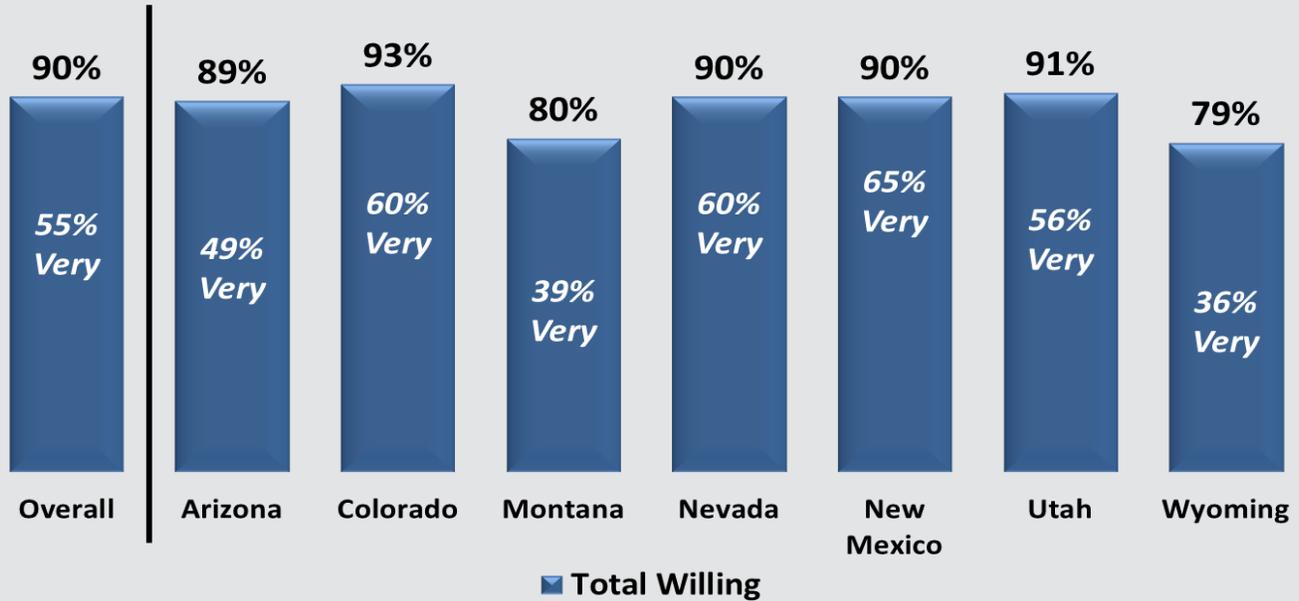
***At least two-thirds, and often more, of voters in affected states prefer conservation over diversions.***

Seventy-eight percent (78%) of voters in New Mexico, 77% in Colorado, 75% in Utah, and 68% in Nevada say they prefer using our current water supply more wisely as a means to address the state's water needs, rather than diverting more water from rivers in less populated areas of their home state.



**The vast majority of voters in the West are willing to make changes to reduce their household's water use by 20%.**

Throughout the West, nine-in-ten voters are willing to reduce the amount of water their household uses. In four states (New Mexico, Nevada, Colorado, and Utah), a clear majority of voters say they would be “very willing” to reduce their household’s water use by 20%.



**Across the Western states, there is consistently strong support for providing funding for low cost loans that would help modernize irrigation systems used by farmers and ranchers.**

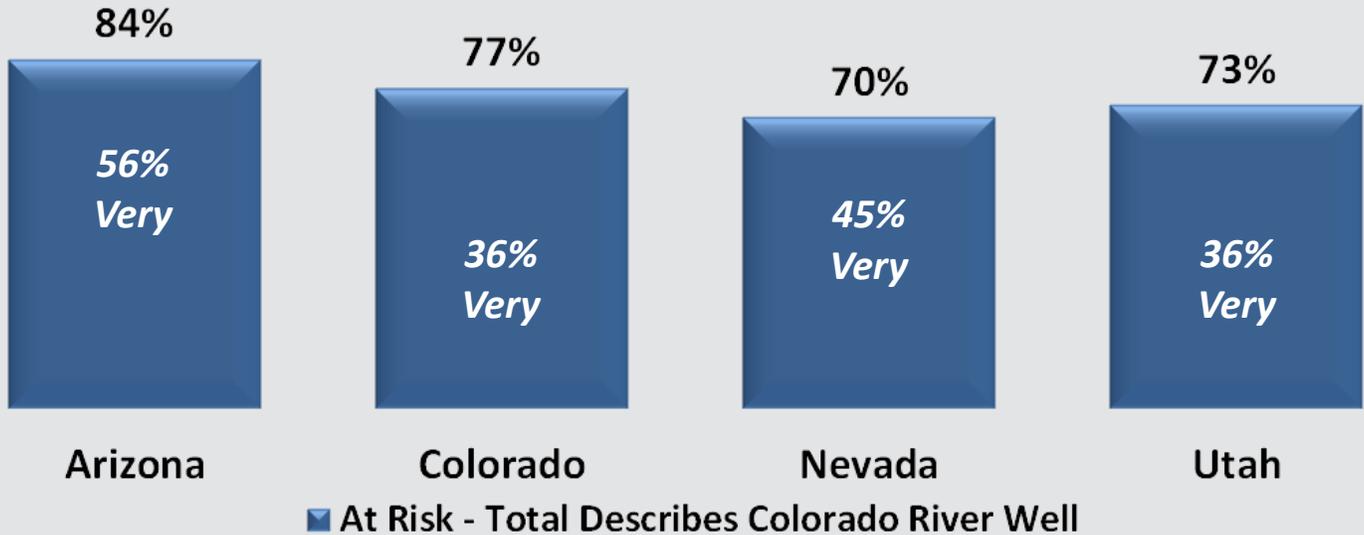
Eighty-four percent (84%) of voters in the West support funding for low costs loans to help modernize irrigation systems, and support is at 75% or higher in each of the seven Western states. Intensity is also very high, topping 45% in each state.

This is also another issue where there is hardly any split by party, as more than 80% of Democrats, Independents, and Republicans support funding for these types of programs.



## ***Voters in states along the Colorado River say that it is at risk.***

There is a clear belief that the Colorado River and the rivers and streams which flow into it are at risk. At least 70% of voters in Arizona (84%), Colorado (77%), Utah (73%), and Nevada (70%) say the phrase “at risk” describes the Colorado River and its tributaries well, with one third or more saying the phrase describes it very well.



## ***The Colorado River is viewed as critical to the state’s economy, a national treasure, and an attraction for tourism and recreation among residents of the states along the River.***

Voters in these Western states don’t just view the Colorado River as critical to the state’s economy (78% or higher in each state), but also view it as a national and state treasure that deserves protection (87% or higher in each state). They want the river to be protected not just because of what it means to the state economically, but because of its attraction as a place for recreation.

