



# Orange County Latino Voters Water/Drought Issues

September/October 2016



**SEXTANT**  
STRATEGIES & RESEARCH



**WCVI**

## Survey Methodology

- Between September 22 and October 4, 2016 Sextant Strategies & Research, in conjunction with the William C. Velazquez Institute (WCVI) conducted 404 interviews via internet with Latino registered voters in Orange County.
- Potential respondents received an email invitation to participate in the survey.
- The source of the email addresses was the California Voter File.

## Key Findings

**Concern about the drought and their long term water supply are both as high, or higher, among Latino voters in Orange County as any other issue. There is overwhelming support for increasing local supplies of water and desalination is, by far, the most interesting option in these voters' minds to accomplish that.**

- Four-in-five Latino voters have an “extremely” (52%) or “very” (29%) high level of concern about the drought.
  - Latino voters under 35, especially women, have the highest level of concern
- 85% call the need for new, local supplies of safe drinking water “urgent”
- Three-fourths agree that if government does not act soon, there will be a serious water shortage in their communities

## Key Findings Continued

**More than three-in-four Orange County Latino Voters support desalination as a way to provide a long-term local drinking water supply and four-in-five support the proposed Huntington Beach desalination plant.**

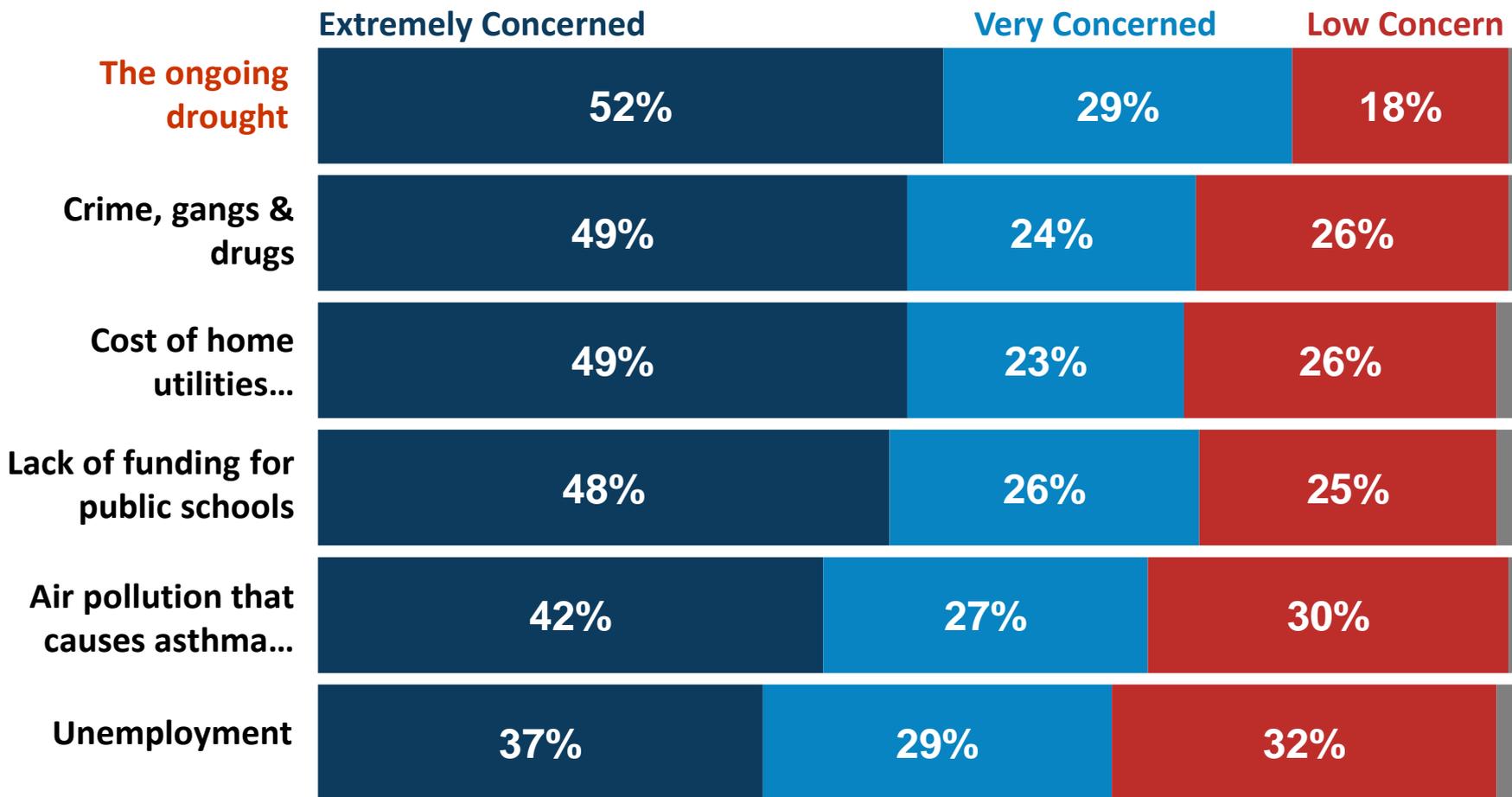
- Among a variety of options, desalination is the preferred option to provide a long-term local drinking water supply by a wide margin.
- Nearly nine-in-ten agree that local government should expedite approval of water projects.
- Support for the Huntington Beach project is consistent among Democrats, Republicans and Independents.

# Baseline attitudes about the drought and drinking water supply

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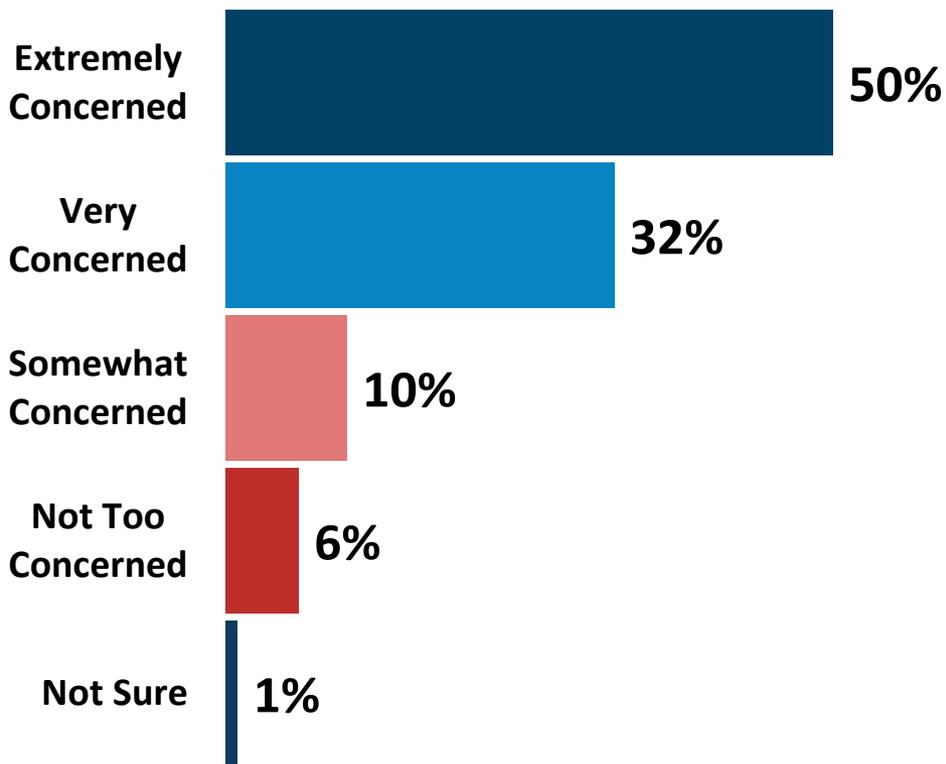
# The drought is the top and most intense concern among Latino voters

For each, please indicate how concerned you are about the issue, personally

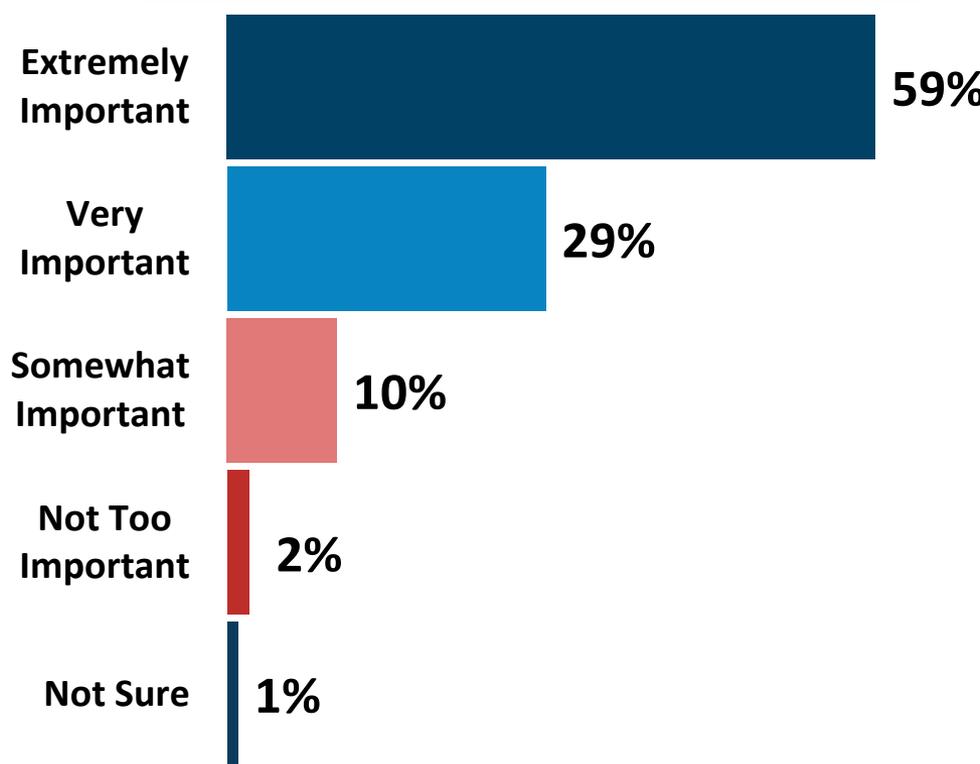


# Latino voters are worried about their drinking water supply and want to produce more locally

Southern California has been in a drought for several years now and there have been voluntary restrictions in place for water usage. Looking ahead, how concerned are you about the long term supply of drinking water in your community?



Almost all of the drinking water in Southern California comes from other parts of the state. How important do you think it is for Southern California to generate more of its own water supply? Is it

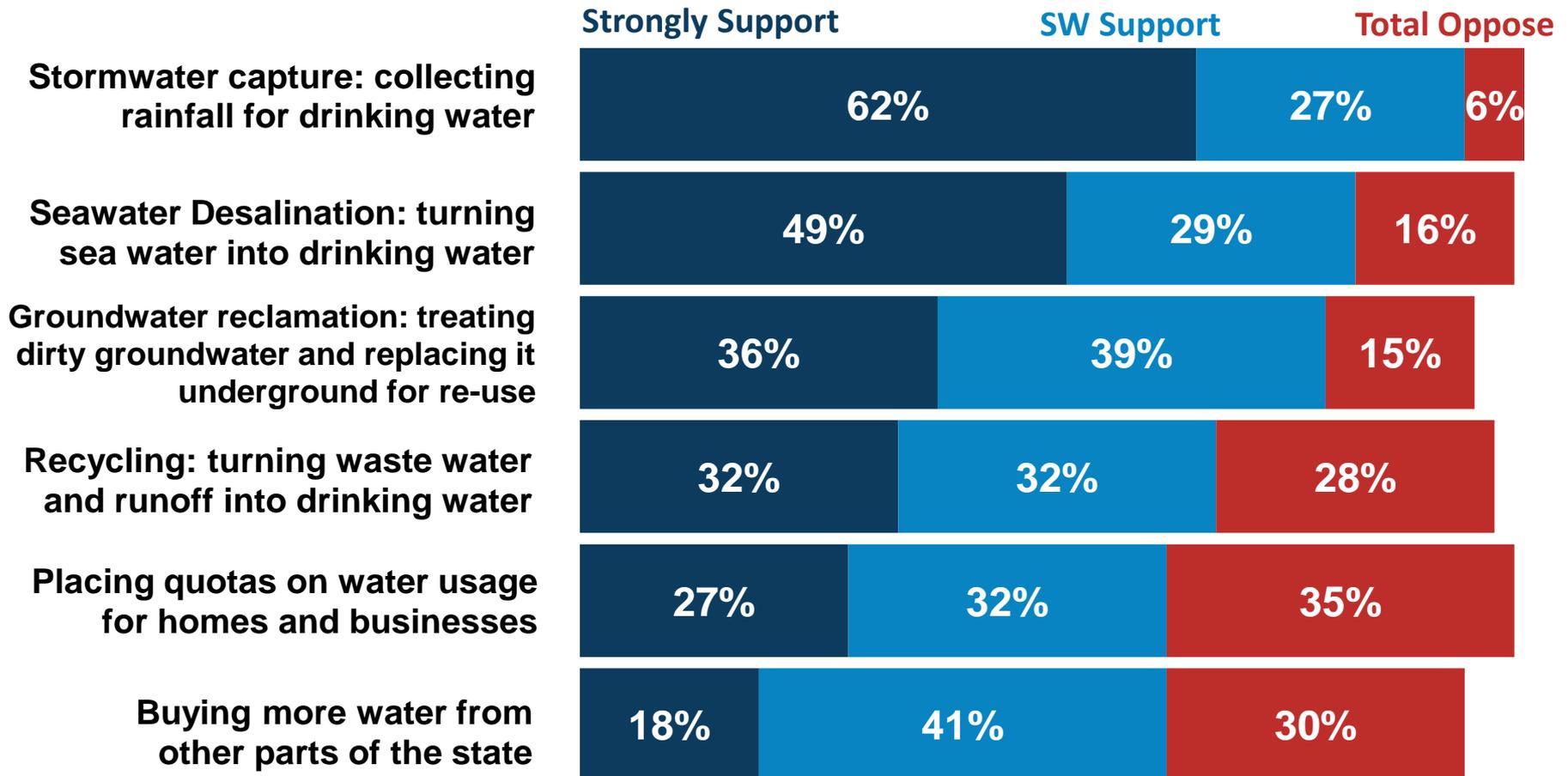


# Attitudes toward potential solutions

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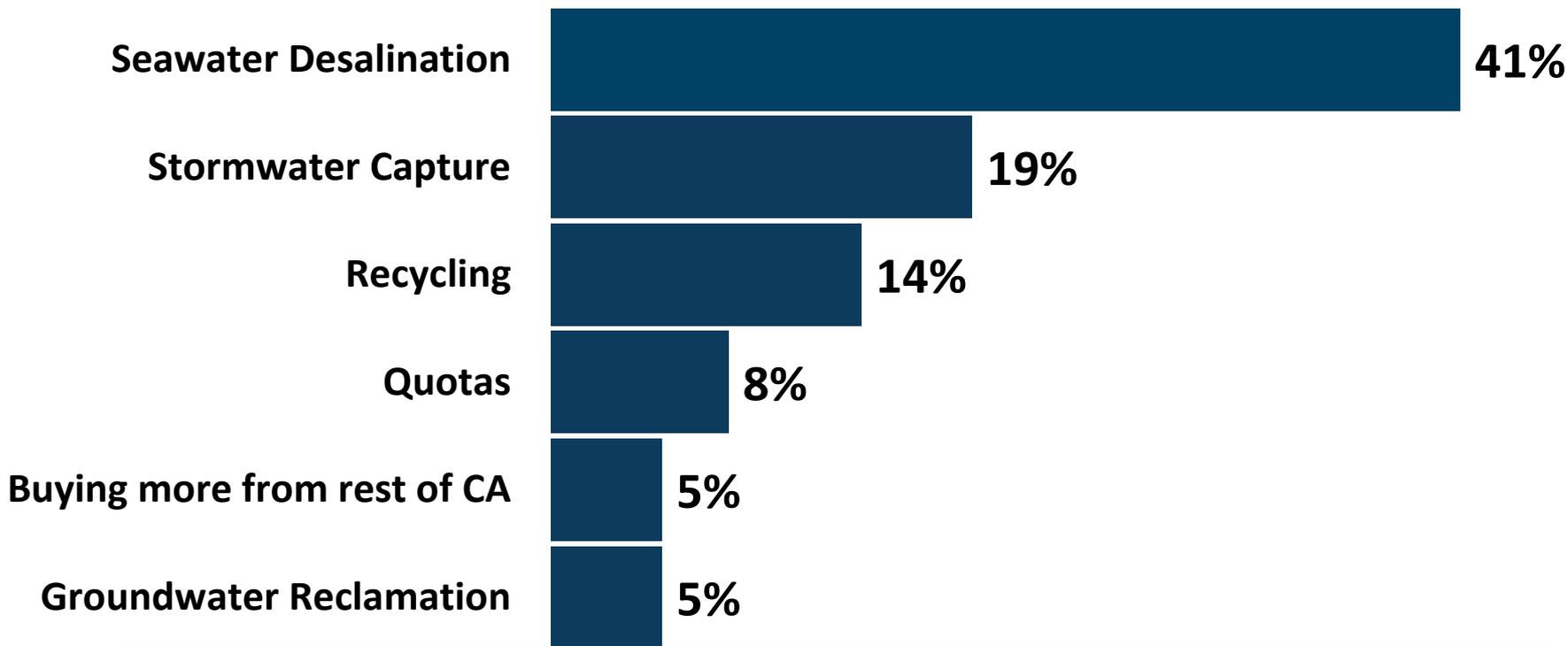
# Most Latino voters support a variety of measures to ensure the local drinking water supply

Below is a list of things that could be done to ensure the long term supply of safe drinking water to your area. After each, please indicate if you would strongly support it, somewhat support it, somewhat oppose it or strongly oppose it.



# By a significant margin, more Latino voters look to desalination as a solution for ensuring the local water supply

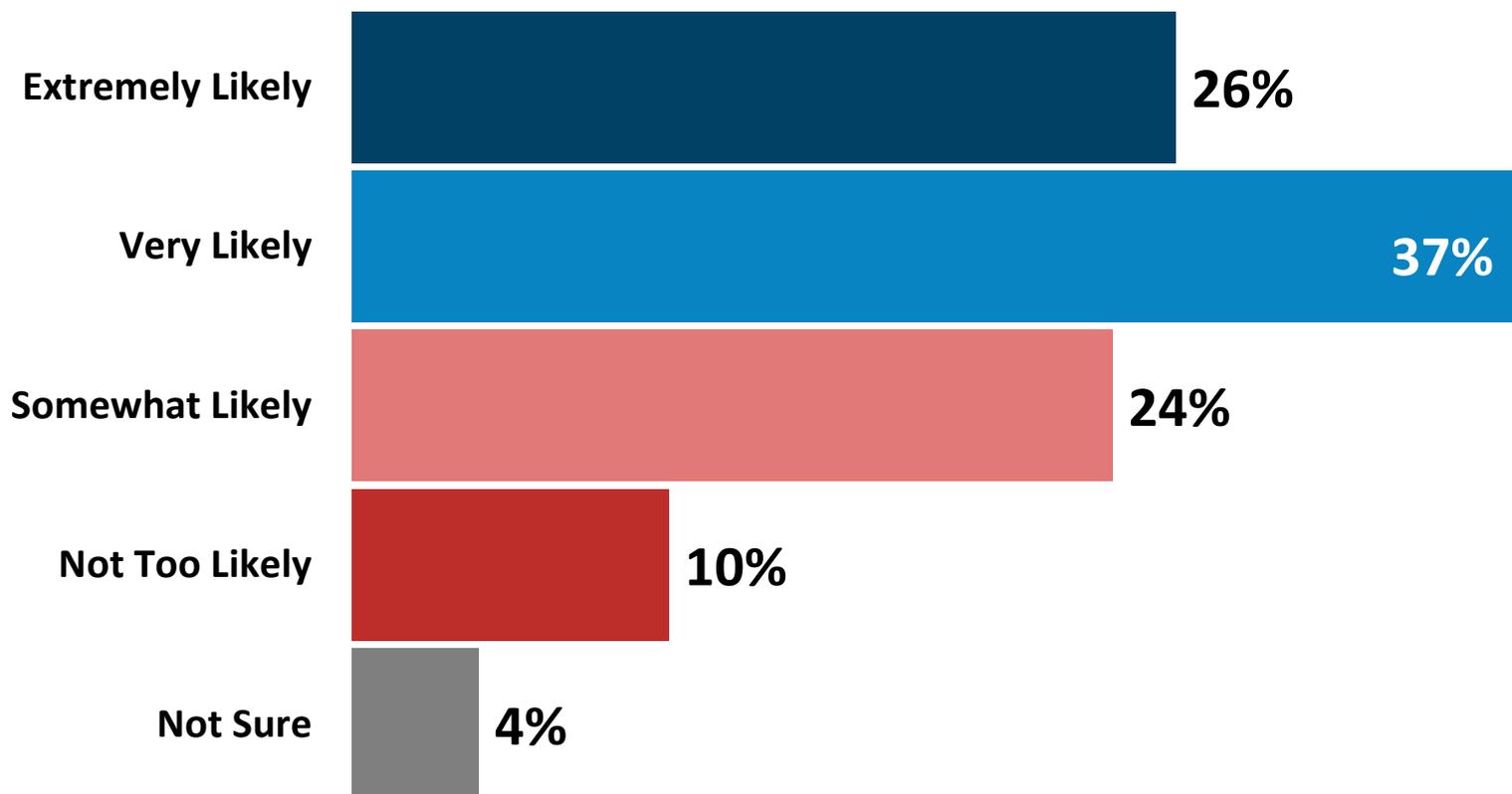
Which one of the ideas listed above are you most interested in seeing happen to ensure the long term supply of safe drinking water to your community?



Desalination is the top choice among all demographic and political subgroups. Only among older women is stormwater capture close to desalination.

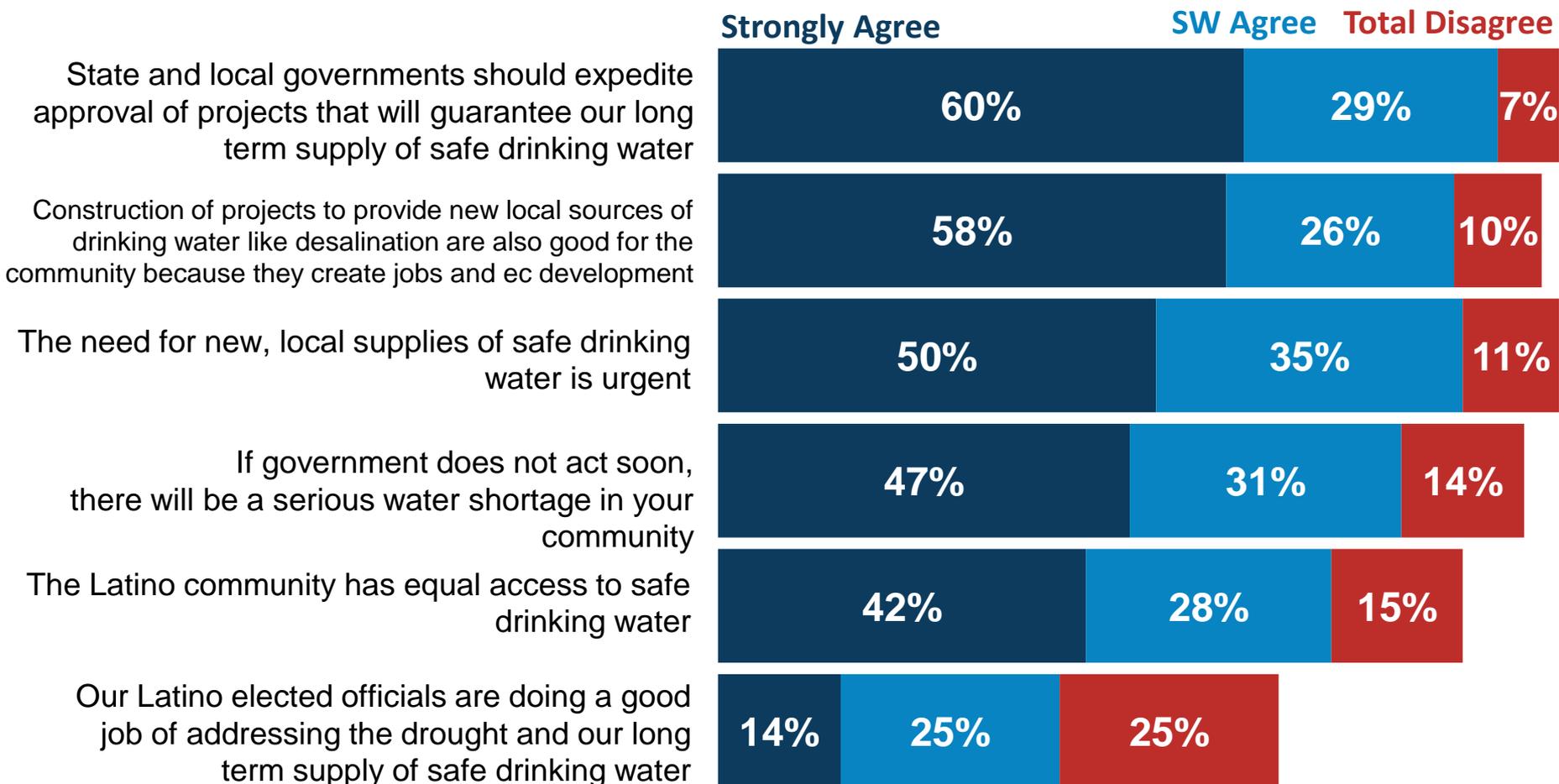
# More than three-in-five Latino voters expect water quotas if no action is taken

How likely do you think it is that there will be mandatory quotas on water usage for homes and businesses if no measures are taken to increase the local supply of water? Is it



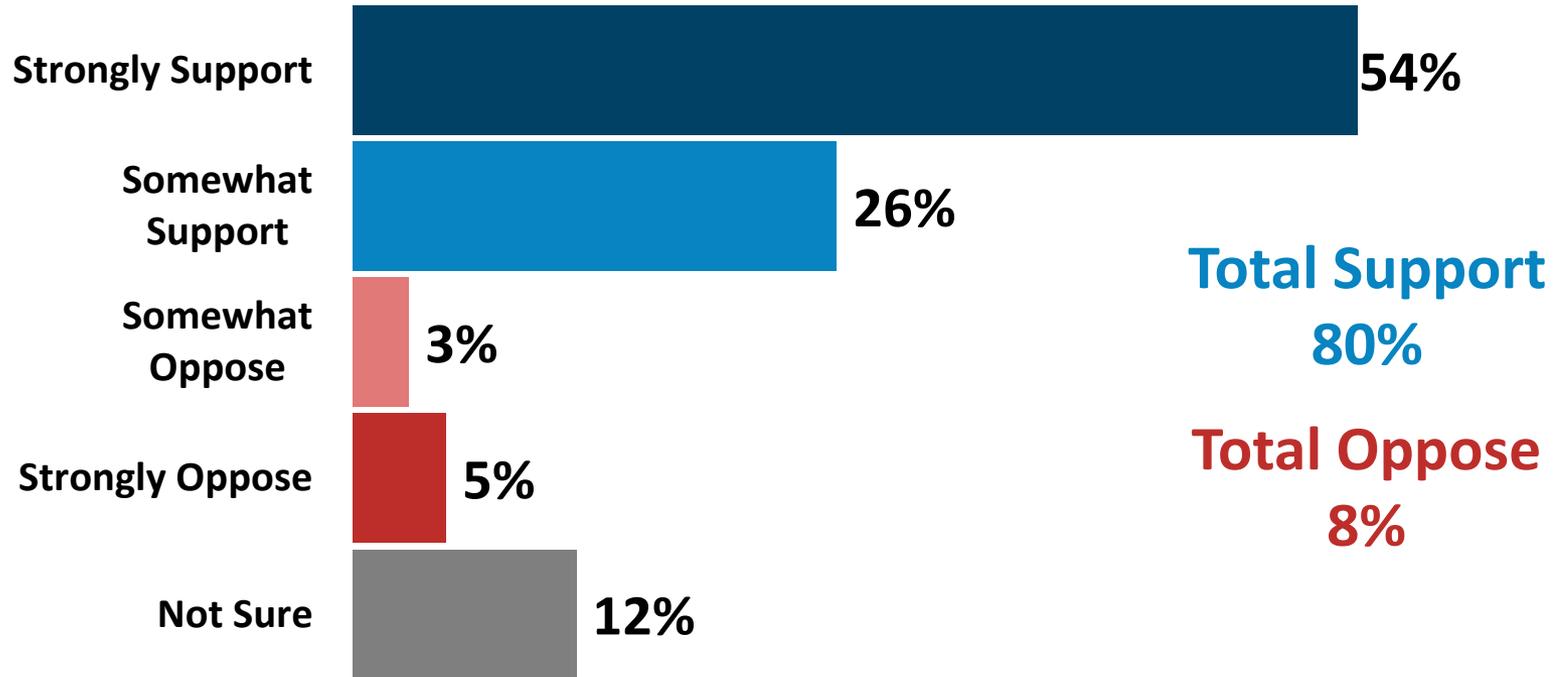
# There is strong agreement regarding the urgency of acting now

Below are some statements about water issues. After each one, please indicate how strongly you agree or disagree with the statement.



# Support for the Huntington Beach Desalination plant is overwhelming

Currently, there is a proposal to build a seawater desalination plant in Orange County that must be approved by the California Coastal Commission. What is your position on this project?



Women are more unsure than men by 12 points, but are no more opposed. This means that support levels could still grow.

For Additional Information

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Thank You

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