



William C. Velásquez Institute

For Immediate Release

More Information: Antonio Gonzalez, 323-332-6160
Tricia Gonzales, 210-240-9546

80% of OC Latino Voters Want HB Desalination Approved Now! New Survey Shows High Awareness of Drought and Water Policy Options

(Oct 13, 2016, Santa Ana) A new survey by Sextant Research commissioned by the William C. Velasquez Institute (WCVI) finds that Latino voters in Orange County, CA have a clear opinion on what their local and state representatives should do to provide safe and reliable supplies of water for the foreseeable future.

The survey found that Orange County Latino voters are keenly aware of California's drought problem and demand their elected officials enact policies to solve the water problem:

“As a public policy priority Latino voters favor addressing the drought (81%) by greater margins than other issues like crime (73%), school funding (74%), air pollution (69%), and jobs (66%). Furthermore, Latino voters are far more interested in policy proposals like desalination over water quotas and buying more imported water by at least five to one, said Antonio Gonzalez, President of the William C. Velasquez Institute (WCVI).

“Orange County Latino voters want prompt new policies from local and state government (89%) like the Huntington Beach Desalination plant (80%) currently before regulatory bodies like the Coastal Commission. They also favor capturing storm water and recycling. In short the WCVI-Sextant survey found that OC Latino voters want solutions to the drought that includes prompt action on multiple fronts,” he continued.

The survey conducted over two weeks by Sextant Research for WCVI also found that Orange County Latino voters fear that government inaction will lead to shortages (78%) and water rationing (63%). See http://wcv.org/latino_voter_research/polling_data.html to view the WCVI-Sextant survey Powerpoint, Toplines and Crosstabs.

Survey Methodology: Between September 22 and October 7, 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.

WCVI founded in 1985 is a paramount Latino-focused policy and research organization with offices in Los Angeles, CA and San Antonio, TX. www.wcv.org.
