

February 8, 2010

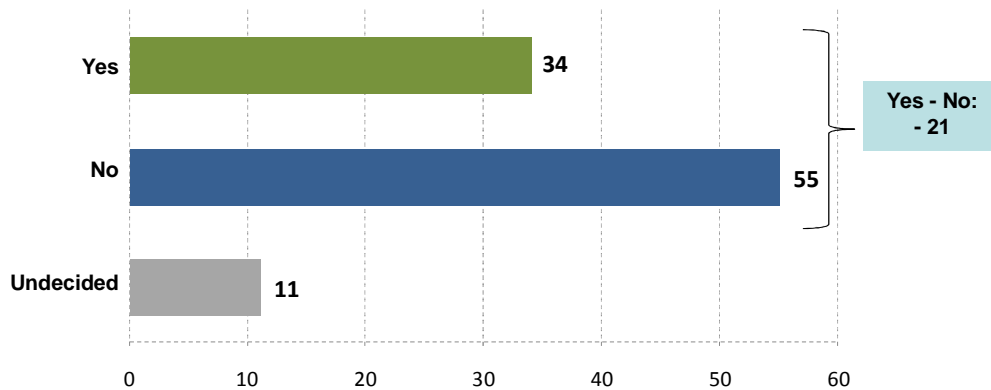
**To:** Interested Parties  
**From:** Ben Tulchin and Julie Lein, Tulchin Research  
**Re:** **New Statewide Poll Finds Voters Oppose \$11 Billion Water Bond**

A recent statewide survey found that voters strongly oppose the water bond that the State Legislature and Governor have put on California's November ballot. **More than a majority of Californians are already voting No on the bond (55%)** while only one in three voters (34%) currently supports the initiative. The remaining 11% are currently undecided. This is a very weak showing for a bond measure and indicates the bond is in serious trouble.

### Voters Oppose November 2010 Water Bond

Now I would like to ask you about a ballot measure on November's ballot. The measure is titled, "**Safe, clean, and reliable drinking water supply act of 2010**" and reads as follows: *To protect water quality and ensure safe, clean drinking water; meet the water supply needs of California residents, farms, businesses, expand water conservation and recycling; restore fish and wildlife habitat; reduce polluted runoff that contaminates rivers, streams, beaches, and bays; and protect the safety of water supplies threatened by earthquakes and other natural disasters; the State of California shall issue bonds totaling eleven billion one hundred forty million dollars (\$11,140,000) paid from existing state funds subject to independent, annual audits, and citizen oversight. The fiscal impact would cost the state about 22 billion dollars over 30 years to pay off the 11 billion dollars in principal and 11 billion in interest costs of the bonds with payments of 800 million dollars a year.*

Would you vote "Yes" in favor of the measure or "No" against it if the election were held today?



The poll results are even less encouraging for supporters of the bond upon a more detailed analysis of the findings. Specifically:

- **Nearly three times as many voters strongly oppose the bond as strongly support it.** A third of voters (32%) indicates they will definitely vote no on the bond if the election were held today compared to only 12% of voters who would definitely vote yes.
- **Opposition crosses party and geographic lines, as no demographic group anywhere in the state offers a majority of support for the bond.**
  - In a rare case of bipartisanship, Republicans (68% No), Independents (52%) and Democrats (46%) all reject the bond;

- o Majorities of voters in both Northern (54% No) and Southern California (56% No) would vote No on the bond if the election were held today.

<b>Opposition for the Water Bond Crosses Party and Geographical Lines</b>			
	<b>Yes</b>	<b>No</b>	<b>Yes – No</b>
<b>Democrats</b>	43%	46%	-3
<b>Republicans</b>	20%	68%	-48
<b>Decline-to-state/ other</b>	38%	52%	-14
<b>Northern California</b>	35%	54%	-19
<b>Southern California</b>	33%	56%	-23

When looking at a historical analysis of public polling conducted on previous statewide bond measures, we could not find an example of a statewide bond measure passing when a majority of voters initially opposed the measure. Therefore, given the current majority opposition to the water bond and the historical precedent, we conclude that the statewide water bond slated for the November 2010 bond is in serious trouble and stands very little chance of passing.

### **Methodology**

From January 20 – January 25, 2010 Tulchin Research conducted a telephone survey among 600 likely November 2010 voters across California. The margin of error is +/- 4.0 percentage points.