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**Tabulations from an August 2022 Survey
of California Registered Voters about the Drought**

by the
Berkeley IGS Poll
Institute of Governmental Studies
University of California, Berkeley

August 9-15, 2022

Introduction

The statistical tabulations in this volume are based on a *Berkeley IGS Poll* completed online in English and Spanish August 9-15 2022 among 9,254 California registered voters. The survey was conducted by the Institute of Governmental Studies (IGS) at the University of California, Berkeley. Funding for the poll was provided in part by the *Los Angeles Times*.

The survey distributed email invitations to stratified random samples of the state's registered voters. The latest poll also included an oversampling of registered voters in Los Angeles County, administered using the same methods, to enable the poll to examine specific issues of interest to voters in Los Angeles County for the *Times*. After the completion of data collection, the results were weighted to realign the Los Angeles County oversample to its actual share of the statewide registered voter population.

Each email invited voters to participate in a non-partisan survey conducted by the University and provided a link to the IGS website where the survey was housed. Reminder emails were distributed to non-responding voters and an opt out link was provided for voters not wishing to participate and not wanting to receive further email invitations.

Samples of registered voters with email addresses were provided to IGS by Political Data, Inc., a leading supplier of registered voter lists in California. The email addresses of voters were derived from information contained on the state's official voter registration rolls. Prior to the distribution of the emails, the overall sample was stratified by age and gender in an attempt to obtain a proper balance of survey respondents across all major segments of the registered voter population.

To protect the anonymity of survey respondents, voters' email addresses and all other personally identifiable information derived from the original voter listing were purged from the data file and replaced with a unique and anonymous identification number during data processing. Post-stratification weights were applied to align the overall sample of the registered voters to population characteristics of the state's registered voters.

The sampling error associated with the results from the survey are difficult to calculate precisely due to the effects of sample stratification and the post-stratification weighting. Nevertheless, it is likely that the results from the overall sample of registered voters are subject to a sampling error of approximately +/- 2 percentage points at the 95% confidence level.

Regional definitions referenced in this report

The results from the state's geographic regions referenced in this volume are comprised of the following counties:

Los Angeles County (Los Angeles County)

Orange County (Orange County)

San Diego County (San Diego County)

Inland Empire (Riverside, San Bernardino and Imperial counties)

Central Coast (Ventura, Santa Barbara, San Luis Obispo, Monterey, Santa Cruz and San Benito counties)

SF Bay Area (Alameda, Contra Costa, San Francisco, Marin, Napa, Sonoma, Solano, San Mateo, Santa Clara).

North Coast/Sierras (Del Norte, Siskiyou, Modoc, Humboldt, Trinity, Lassen, Mendocino, Plumas, Sierra, Nevada, Lake, Alpine, Amador, Calaveras, Tuolumne, Mono, Mariposa, Inyo counties.)

Sacramento Valley (Shasta, Tehama, Glenn, Butte, Colusa, Yuba, Placer, Sutter, Yolo, El Dorado, and Sacramento counties)

San Joaquin Valley (San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare, and Kern counties)

Central Valley (net) (includes all counties in the Sacramento Valley and San Joaquin Valley referenced above)

About the Institute of Governmental Studies

The Institute of Governmental Studies (IGS) is an interdisciplinary organized research unit that pursues a vigorous program of research, education, publication and public service. A component of the University of California system's flagship Berkeley campus, IGS is the oldest organized research unit in the UC system and the oldest public policy research center in the state. IGS's co-directors are Professor Eric Schickler and Associate Professor G. Cristina Mora.

IGS conducts periodic surveys of public opinion in California on matters of politics and public policy through its *Berkeley IGS Poll*. The poll seeks to provide a broad measure of contemporary public opinion, and to generate data for subsequent scholarly analysis. The director of the *Berkeley IGS Poll* is Mark DiCamillo. For a complete listing of stories issued by the *Berkeley IGS Poll* go to <https://www.igs.berkeley.edu/research/berkeley-igs-poll>.

August 2022 Berkeley IGS Poll — Statewide Registered Voters

Table 1: Q35 In your opinion, how serious do you feel California’s water shortage is? (Statewide Registered Voters)

	Region											Party Registration				Likely Voter		
	Total	Los Angeles County	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento Valley	South Valley	SF Bay Area	North Coast/Sieras	Democrat	Republican	NPP/other (net)	Other	No party preference	Likely voter	Not likely voter
unweighted n	9254.00	4538.00	627.00	455.00	639.00	400.00	937.00	521.00	416.00	1503.00	155.00	5501.00	1438.00	2315.00	554.00	1761.00	6321.00	2933.00
weighted n	9254.00	2391.00	823.00	755.00	1069.00	570.00	1615.00	752.00	863.00	1831.00	200.00	4323.00	2225.00	2705.00	625.00	2081.00	5164.00	4090.00
Extremely serious	0.71	0.69	0.68	0.65	0.67	0.79	0.73	0.71	0.74	0.77	0.72	0.79	0.59	0.69	0.64	0.70	0.75	0.67
Somewhat serious	0.23	0.24	0.24	0.28	0.28	0.18	0.23	0.22	0.23	0.18	0.27	0.18	0.33	0.23	0.27	0.22	0.21	0.26
Not too serious	0.04	0.05	0.06	0.06	0.03	0.01	0.03	0.05	0.01	0.04	0.01	0.02	0.07	0.05	0.07	0.05	0.04	0.05
No opinion	0.02	0.02	0.02	0.01	0.02	0.02	0.01	0.01	0.01	0.01	0.00	0.01	0.02	0.03	0.02	0.03	0.01	0.03

Table 2: Q35 In your opinion, how serious do you feel California’s water shortage is? (Statewide Registered Voters)

	Gender		Age							Race						Nativity		Union affiliated HH			
	Total	Male	Female	18-29	30-39	40-49	50-64	65+ (net)	65-74	75+	White non-Hispanic	Latino (net)	Spanish dominant	English dominant	Black	Asian/Pac Isle	Amer Indian/Native Amer	US	Another country	Yes	No
unweighted n	9254.00	4330.00	4924.00	1753.00	1638.00	1424.00	2277.00	2162.00	1396.00	765.00	4804.00	2319.00	503.00	1801.00	791.00	1154.00	196.00	7694.00	1540.00	2009.00	7211.00
weighted n	9254.00	4451.00	4803.00	1726.00	1661.00	1408.00	2222.00	2238.00	1473.00	764.00	4832.00	2499.00	738.00	1743.00	544.00	1262.00	181.00	7516.00	1731.00	1722.00	7515.00
Extremely serious	0.71	0.70	0.72	0.62	0.68	0.70	0.75	0.77	0.79	0.74	0.72	0.71	0.72	0.71	0.66	0.70	0.83	0.70	0.75	0.70	0.71
Somewhat serious	0.23	0.23	0.23	0.31	0.24	0.22	0.21	0.20	0.19	0.23	0.23	0.22	0.23	0.21	0.25	0.25	0.11	0.24	0.19	0.23	0.23
Not too serious	0.04	0.05	0.03	0.05	0.06	0.05	0.03	0.02	0.02	0.02	0.03	0.05	0.04	0.05	0.07	0.03	0.05	0.04	0.04	0.04	0.04
No opinion	0.02	0.02	0.02	0.03	0.02	0.03	0.01	0.01	0.00	0.01	0.01	0.02	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

Table 3: Q35 In your opinion, how serious do you feel California’s water shortage is? (Statewide Registered Voters)

	Total	Ideology					Education					Income					Tenure				
		Strongly con- ser- va- tive	Somewhat con- ser- va- tive	Moderate	Somewhat lib- eral	Strongly lib- eral	Not a high school grad- uate	High school grad- uate	Some col- lege/trad- e school	College grad- uate (BA)	Post grad- uate edu- ca- tion	Less than \$20,000	\$20,000- \$39,999	\$40,000- \$59,999	\$60,000- \$99,999	\$100,000- \$149,999	\$150,000- \$199,999 or more	\$200,000 or more	Own	Rent	Other
unweighted n	9254.00	651.00	1085.00	2747.00	2208.00	2529.00	107.00	780.00	2362.00	3126.00	2844.00	787.00	964.00	1067.00	1858.00	1704.00	998.00	1627.00	4807.00	3568.00	846.00
weighted n	9254.00	1087.00	1469.00	3104.00	1850.00	1731.00	208.00	1302.00	3784.00	2493.00	1449.00	1059.00	1226.00	1274.00	1827.00	1603.00	809.00	1242.00	4645.00	3610.00	984.00
Extremely serious	0.71	0.54	0.63	0.71	0.79	0.81	0.64	0.67	0.69	0.74	0.78	0.64	0.71	0.72	0.74	0.70	0.74	0.73	0.73	0.70	0.65
Somewhat serious	0.23	0.35	0.30	0.22	0.19	0.17	0.29	0.27	0.24	0.22	0.18	0.27	0.23	0.23	0.21	0.23	0.22	0.22	0.22	0.23	0.27
Not too serious	0.04	0.08	0.06	0.05	0.02	0.01	0.06	0.04	0.05	0.03	0.03	0.06	0.04	0.03	0.03	0.05	0.04	0.04	0.04	0.04	0.06
No opinion	0.02	0.03	0.01	0.02	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.02	0.02	0.02	0.02	0.02	0.01	0.01	0.01	0.02	0.02

Table 4: Q35 In your opinion, how serious do you feel California’s water shortage is? (Statewide Registered Voters)

	Total	Marital status				Voting in Nov 2020 election					Party identification			
		Married	Not married/ live together	Separated/ divorced/ widowed	Single/ never married	Non-voter	Voted in 2020	Biden voter	Trump voter	Other	Democrat	Republican	Pure Independ- ent/ other	
unweighted n	9254.00	4377.00	846.00	1370.00	2610.00	1240.00	8014.00	5943.00	1383.00	688.00	6373.00	1780.00	1059.00	
weighted n	9254.00	4318.00	777.00	1513.00	2613.00	1920.00	7334.00	4648.00	2507.00	179.00	5342.00	2702.00	1186.00	
Extremely serious	0.71	0.73	0.77	0.71	0.66	0.66	0.72	0.81	0.58	0.62	0.80	0.56	0.67	
Somewhat serious	0.23	0.22	0.19	0.24	0.26	0.27	0.22	0.16	0.32	0.26	0.18	0.34	0.24	
Not too serious	0.04	0.04	0.04	0.04	0.05	0.05	0.04	0.02	0.08	0.06	0.02	0.08	0.06	
No opinion	0.02	0.01	0.01	0.02	0.03	0.02	0.02	0.01	0.02	0.05	0.01	0.02	0.03	

Table 5: Q36 How much have you and your family been affected by the current water shortage? (Statewide Registered Voters)

	Region											Party Registration				Likely Voter		
	Total	Los Angeles County	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento Valley	San Joaquin Valley	SF Bay Area	North Coast/Sier-ras	Democrat	Republican	NPP/other (net)	Other	No party preference	Likely voter	Not likely voter
unweighted n	9254.00	4538.00	627.00	455.00	639.00	400.00	937.00	521.00	416.00	1503.00	155.00	5501.00	1438.00	2315.00	554.00	1761.00	6321.00	2933.00
weighted n	9254.00	2391.00	823.00	755.00	1069.00	570.00	1615.00	752.00	863.00	1831.00	200.00	4323.00	2225.00	2705.00	625.00	2081.00	5164.00	4090.00
Great deal/some (net)	0.40	0.42	0.33	0.27	0.39	0.41	0.47	0.42	0.52	0.42	0.46	0.40	0.45	0.37	0.36	0.37	0.43	0.38
A great deal	0.09	0.09	0.06	0.02	0.08	0.12	0.14	0.10	0.18	0.07	0.17	0.08	0.12	0.07	0.07	0.08	0.09	0.09
Somewhat	0.32	0.33	0.27	0.25	0.31	0.29	0.32	0.31	0.33	0.35	0.29	0.32	0.34	0.29	0.29	0.29	0.34	0.29
Little/none (net)	0.57	0.55	0.63	0.70	0.58	0.57	0.51	0.57	0.45	0.56	0.49	0.58	0.53	0.58	0.60	0.58	0.56	0.57
Only a little	0.32	0.30	0.35	0.39	0.30	0.36	0.30	0.32	0.28	0.32	0.23	0.34	0.28	0.31	0.30	0.31	0.35	0.28
Not at all	0.25	0.25	0.28	0.31	0.28	0.21	0.21	0.25	0.17	0.23	0.25	0.23	0.25	0.27	0.29	0.27	0.22	0.29
No opinion	0.03	0.04	0.04	0.03	0.03	0.02	0.02	0.01	0.04	0.02	0.05	0.02	0.02	0.05	0.04	0.05	0.01	0.05

Table 6: Q36 How much have you and your family been affected by the current water shortage? (Statewide Registered Voters)

	Gender		Age								Race						Nativity		Union affiliated HH		
	Total	Male	Female	18-29	30-39	40-49	50-64	65+(net)	65-74	75+	White non-Hispanic	Latino (net)	Spanish dominant (Latino)	English dominant (Latino)	Black	Asian/Pacific Islander	American Indian/Native American	US	Another country	Yes	No
unweighted n	9254.00	4330.00	4924.00	1753.00	1638.00	1424.00	2277.00	2162.00	1396.00	765.00	4804.00	2319.00	503.00	1801.00	791.00	1154.00	196.00	7694.00	1540.00	2009.00	7211.00
weighted n	9254.00	4451.00	4803.00	1726.00	1661.00	1408.00	2222.00	2238.00	1473.00	764.00	4832.00	2499.00	738.00	1743.00	544.00	1262.00	181.00	7516.00	1731.00	1722.00	7515.00
Great deal/some (net)	0.40	0.39	0.42	0.29	0.31	0.42	0.46	0.49	0.52	0.44	0.39	0.42	0.52	0.37	0.39	0.40	0.60	0.39	0.46	0.42	0.40
A great deal	0.09	0.08	0.09	0.05	0.08	0.08	0.11	0.10	0.09	0.10	0.07	0.11	0.18	0.08	0.08	0.06	0.29	0.08	0.11	0.11	0.08
Somewhat	0.32	0.31	0.32	0.24	0.22	0.34	0.35	0.40	0.43	0.34	0.32	0.31	0.34	0.29	0.31	0.33	0.31	0.31	0.35	0.31	0.32
Little/none (net)	0.57	0.58	0.55	0.66	0.65	0.56	0.51	0.49	0.46	0.55	0.58	0.55	0.46	0.59	0.58	0.56	0.38	0.58	0.50	0.55	0.57
Only a little	0.32	0.33	0.30	0.32	0.31	0.31	0.32	0.33	0.32	0.35	0.35	0.28	0.23	0.30	0.26	0.32	0.18	0.33	0.27	0.31	0.32
Not at all	0.25	0.25	0.25	0.34	0.34	0.25	0.19	0.16	0.14	0.20	0.23	0.27	0.23	0.29	0.31	0.24	0.19	0.25	0.22	0.24	0.25
No opinion	0.03	0.03	0.03	0.04	0.05	0.02	0.03	0.02	0.02	0.01	0.02	0.03	0.02	0.04	0.03	0.04	0.02	0.03	0.04	0.03	0.03

Table 7: Q36 How much have you and your family been affected by the current water shortage? (Statewide Registered Voters)

	Ideology						Education					Income						Tenure			
	Total	Strongly con- ser- va- tive	Somewhat con- ser- va- tive	Moderate	Somewhat lib- eral	Strongly lib- eral	Not a high school grad- uate	High school grad- uate	Some col- lege/trad- itional school	College grad- uate (BA)	Post grad- uate edu- ca- tion	Less than \$20,000	\$20,000- \$39,999	\$40,000- \$59,999	\$60,000- \$99,999	\$100,000- \$149,999	\$150,000- \$199,999 or more	\$200,000 Own	Rent	Other	
unweighted n	9254.00	651.00	1085.00	2747.00	2208.00	2529.00	107.00	780.00	2362.00	3126.00	2844.00	787.00	964.00	1067.00	1858.00	1704.00	998.00	1627.00	4807.00	3568.00	846.00
weighted n	9254.00	1087.00	1469.00	3104.00	1850.00	1731.00	208.00	1302.00	3784.00	2493.00	1449.00	1059.00	1226.00	1274.00	1827.00	1603.00	809.00	1242.00	4645.00	3610.00	984.00
Great deal/some (net)	0.40	0.49	0.44	0.41	0.39	0.32	0.47	0.37	0.41	0.39	0.43	0.38	0.42	0.44	0.39	0.39	0.45	0.37	0.46	0.34	0.36
A great deal	0.09	0.14	0.11	0.09	0.06	0.05	0.09	0.09	0.10	0.08	0.07	0.11	0.10	0.12	0.08	0.07	0.06	0.07	0.09	0.08	0.09
Somewhat	0.32	0.35	0.33	0.32	0.33	0.27	0.38	0.28	0.31	0.31	0.36	0.27	0.32	0.32	0.31	0.32	0.38	0.30	0.37	0.26	0.27
Little/none (net)	0.57	0.50	0.54	0.55	0.58	0.65	0.46	0.60	0.55	0.59	0.55	0.56	0.52	0.54	0.58	0.60	0.54	0.62	0.52	0.63	0.57
Only a little	0.32	0.25	0.29	0.29	0.37	0.37	0.22	0.31	0.30	0.35	0.35	0.29	0.25	0.29	0.34	0.34	0.34	0.38	0.33	0.31	0.29
Not at all	0.25	0.24	0.25	0.26	0.21	0.27	0.24	0.29	0.25	0.24	0.21	0.27	0.27	0.25	0.24	0.26	0.20	0.25	0.19	0.32	0.28
No opinion	0.03	0.01	0.02	0.04	0.03	0.03	0.07	0.03	0.04	0.02	0.02	0.06	0.06	0.02	0.03	0.01	0.01	0.01	0.02	0.03	0.07

Table 8: Q36 How much have you and your family been affected by the current water shortage? (Statewide Registered Voters)

	Marital status					Voting in Nov 2020 election					Party identification		
	Total	Married	Not married/ live together	Separated/ divorced/ widowed	Single/ never married	Non-voter	Voted in 2020	Biden voter	Trump voter	Other	Democrat	Republican	Pure Independ- ent/ other
unweighted n	9254.00	4377.00	846.00	1370.00	2610.00	1240.00	8014.00	5943.00	1383.00	688.00	6373.00	1780.00	1059.00
weighted n	9254.00	4318.00	777.00	1513.00	2613.00	1920.00	7334.00	4648.00	2507.00	179.00	5342.00	2702.00	1186.00
Great deal/some (net)	0.40	0.46	0.38	0.45	0.30	0.36	0.41	0.40	0.44	0.41	0.39	0.43	0.41
A great deal	0.09	0.09	0.08	0.10	0.07	0.09	0.09	0.07	0.11	0.11	0.08	0.10	0.10
Somewhat	0.32	0.36	0.30	0.35	0.23	0.27	0.33	0.33	0.33	0.30	0.32	0.32	0.31
Little/none (net)	0.57	0.53	0.59	0.53	0.66	0.59	0.56	0.57	0.54	0.54	0.58	0.56	0.52
Only a little	0.32	0.33	0.31	0.29	0.32	0.30	0.32	0.35	0.28	0.28	0.35	0.28	0.26
Not at all	0.25	0.20	0.28	0.23	0.33	0.29	0.24	0.22	0.26	0.25	0.23	0.27	0.26
No opinion	0.03	0.02	0.03	0.03	0.05	0.04	0.03	0.03	0.02	0.05	0.03	0.02	0.07

Table 9: Q37a Do you think California’s residential water users are doing their part to reduce their water use to help the state get through the drought? (Statewide Registered Voters)

	Total	Region										Party Registration				Likely Voter		
		Los Angeles County	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento Valley	South Valley	SF Bay Area	North Coast/Sieraras	Democrat	Republican	NPP/other (net)	Other	No party preference	Likely voter	Not likely voter
unweighted n	9254.00	4538.00	627.00	455.00	639.00	400.00	937.00	521.00	416.00	1503.00	155.00	5501.00	1438.00	2315.00	554.00	1761.00	6321.00	2933.00
weighted n	9254.00	2391.00	823.00	755.00	1069.00	570.00	1615.00	752.00	863.00	1831.00	200.00	4323.00	2225.00	2705.00	625.00	2081.00	5164.00	4090.00
Yes	0.32	0.32	0.30	0.29	0.34	0.36	0.35	0.36	0.33	0.28	0.25	0.28	0.43	0.29	0.33	0.27	0.37	0.25
No	0.42	0.41	0.44	0.44	0.37	0.39	0.43	0.39	0.46	0.46	0.46	0.47	0.32	0.43	0.41	0.44	0.40	0.45
Don't know	0.26	0.27	0.26	0.27	0.28	0.25	0.22	0.24	0.21	0.25	0.30	0.25	0.25	0.28	0.26	0.29	0.23	0.30

Table 10: Q37a Do you think California’s residential water users are doing their part to reduce their water use to help the state get through the drought? (Statewide Registered Voters)

	Total	Gender		Age							Race						Nativity		Union affiliated HH		
		Male	Female	18-29	30-39	40-49	50-64	65+ (net)	65-74	75+	White non-Hispanic	Latino (net)	Spanish dominant	English dominant	Black	Asian/Pac Isle	Amer Indian/Native Amer	US	Another country	Yes	No
unweighted n	9254.00	4330.00	4924.00	1753.00	1638.00	1424.00	2277.00	2162.00	1396.00	765.00	4804.00	2319.00	503.00	1801.00	791.00	1154.00	196.00	7694.00	1540.00	2009.00	7211.00
weighted n	9254.00	4451.00	4803.00	1726.00	1661.00	1408.00	2222.00	2238.00	1473.00	764.00	4832.00	2499.00	738.00	1743.00	544.00	1262.00	181.00	7516.00	1731.00	1722.00	7515.00
Yes	0.32	0.35	0.29	0.22	0.33	0.32	0.35	0.34	0.34	0.33	0.34	0.29	0.29	0.29	0.29	0.28	0.51	0.32	0.30	0.36	0.31
No	0.42	0.41	0.44	0.48	0.43	0.45	0.39	0.40	0.41	0.38	0.42	0.44	0.45	0.44	0.35	0.47	0.37	0.43	0.41	0.41	0.43
Don't know	0.26	0.24	0.27	0.30	0.23	0.23	0.26	0.26	0.25	0.29	0.25	0.27	0.26	0.27	0.36	0.25	0.11	0.25	0.28	0.23	0.27

Table 11: Q37a Do you think California’s residential water users are doing their part to reduce their water use to help the state get through the drought? (Statewide Registered Voters)

	Total	Ideology					Education					Income					Tenure				
		Strongly con- serv- va- tive	Somewhat con- serv- va- tive	Moderate	Somewhat lib- eral	Strongly lib- eral	Not a high school grad- uate	High school grad- uate	Some col- lege/ trade school	College grad- uate (BA)	Post grad- uate edu- ca- tion	Less than \$20,000	\$20,000- \$39,999	\$40,000- \$59,999	\$60,000- \$99,999	\$100,000- \$149,999	\$150,000- \$199,999 or more	\$200,000 or more	Own	Rent	Other
unweighted n	9254.00	651.00	1085.00	2747.00	2208.00	2529.00	107.00	780.00	2362.00	3126.00	2844.00	787.00	964.00	1067.00	1858.00	1704.00	998.00	1627.00	4807.00	3568.00	846.00
weighted n	9254.00	1087.00	1469.00	3104.00	1850.00	1731.00	208.00	1302.00	3784.00	2493.00	1449.00	1059.00	1226.00	1274.00	1827.00	1603.00	809.00	1242.00	4645.00	3610.00	984.00
Yes	0.32	0.51	0.38	0.29	0.26	0.25	0.37	0.25	0.35	0.31	0.30	0.28	0.30	0.29	0.34	0.36	0.33	0.37	0.27	0.27	0.26
No	0.42	0.27	0.36	0.43	0.49	0.49	0.40	0.47	0.39	0.44	0.46	0.43	0.42	0.43	0.41	0.44	0.42	0.43	0.40	0.46	0.40
Don't know	0.26	0.22	0.26	0.28	0.25	0.26	0.23	0.28	0.26	0.26	0.24	0.29	0.28	0.28	0.25	0.23	0.22	0.25	0.23	0.27	0.34

Table 12: Q37a Do you think California’s residential water users are doing their part to reduce their water use to help the state get through the drought? (Statewide Registered Voters)

	Total	Marital status				Voting in Nov 2020 election					Party identification		
		Married	Not married/ live together	Separated/ divorced/ widowed	Single/ never married	Non-voter	Voted in 2020	Biden voter	Trump voter	Other	Democrat	Republican	Pure Independent/ other
unweighted n	9254.00	4377.00	846.00	1370.00	2610.00	1240.00	8014.00	5943.00	1383.00	688.00	6373.00	1780.00	1059.00
weighted n	9254.00	4318.00	777.00	1513.00	2613.00	1920.00	7334.00	4648.00	2507.00	179.00	5342.00	2702.00	1186.00
Yes	0.32	0.35	0.34	0.33	0.25	0.25	0.33	0.28	0.43	0.37	0.27	0.43	0.28
No	0.42	0.41	0.45	0.39	0.46	0.45	0.42	0.48	0.31	0.29	0.48	0.31	0.43
Don't know	0.26	0.24	0.21	0.28	0.29	0.29	0.25	0.24	0.25	0.34	0.25	0.26	0.29

Table 13: Q37b Do you think California’s agricultural water users and farmers are doing their part to reduce their water use to help the state get through the drought? (Statewide Registered Voters)

	Total	Region										Party Registration				Likely Voter		
		Los Angeles County	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento/Valley	North/South Joaquin Valley	SF Bay Area	North Coast/Sier- ras	Democrat	Republican	NPP/ other (net)	Other	No party preference	Likely voter	Not likely voter
unweighted n	9254.00	4538.00	627.00	455.00	639.00	400.00	937.00	521.00	416.00	1503.00	155.00	5501.00	1438.00	2315.00	554.00	1761.00	6321.00	2933.00
weighted n	9254.00	2391.00	823.00	755.00	1069.00	570.00	1615.00	752.00	863.00	1831.00	200.00	4323.00	2225.00	2705.00	625.00	2081.00	5164.00	4090.00
Yes	0.29	0.24	0.27	0.25	0.30	0.32	0.45	0.41	0.49	0.20	0.38	0.19	0.51	0.26	0.35	0.23	0.32	0.25
No	0.28	0.28	0.29	0.27	0.28	0.30	0.21	0.22	0.19	0.33	0.28	0.34	0.14	0.28	0.24	0.29	0.28	0.27
Don't know	0.44	0.48	0.44	0.48	0.42	0.38	0.34	0.37	0.31	0.47	0.33	0.46	0.35	0.46	0.41	0.47	0.40	0.47

Table 14: Q37b Do you think California’s agricultural water users and farmers are doing their part to reduce their water use to help the state get through the drought? (Statewide Registered Voters)

	Gender		Age							Race						Nativity		Union affiliated HH			
	Total	Male	Female	18-29	30-39	40-49	50-64	65+(net)	65-74	75+	White non-Hispanic	Latino (net)	Spanish dominant	English dominant	Black	Asian/Pac Isle	Amer Indian/Native Amer	US	Another country	Yes	No
unweighted n	9254.00	4330.00	4924.00	1753.00	1638.00	1424.00	2277.00	2162.00	1396.00	765.00	4804.00	2319.00	503.00	1801.00	791.00	1154.00	196.00	7694.00	1540.00	2009.00	7211.00
weighted n	9254.00	4451.00	4803.00	1726.00	1661.00	1408.00	2222.00	2238.00	1473.00	764.00	4832.00	2499.00	738.00	1743.00	544.00	1262.00	181.00	7516.00	1731.00	1722.00	7515.00
Yes	0.29	0.29	0.28	0.23	0.26	0.28	0.33	0.32	0.32	0.31	0.30	0.30	0.29	0.30	0.30	0.18	0.45	0.30	0.24	0.32	0.28
No	0.28	0.32	0.23	0.28	0.35	0.31	0.24	0.23	0.24	0.22	0.29	0.25	0.23	0.25	0.18	0.33	0.32	0.28	0.25	0.31	0.27
Don't know	0.44	0.38	0.48	0.49	0.39	0.41	0.43	0.45	0.43	0.47	0.41	0.45	0.48	0.44	0.52	0.49	0.23	0.42	0.50	0.38	0.45

Table 15: Q37b Do you think California’s agricultural water users and farmers are doing their part to reduce their water use to help the state get through the drought? (Statewide Registered Voters)

	Ideology					Education					Income					Tenure					
	Total	Strongly conservative	Somewhat conservative	Moderate	Somewhat liberal	Strongly liberal	Not a high school graduate	High school graduate	Some college	College graduate (BA)	Post graduate education	Less than \$20,000	\$20,000-\$39,999	\$40,000-\$59,999	\$60,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000 or more	Own	Rent	Other
unweighted n	9254.00	651.00	1085.00	2747.00	2208.00	2529.00	107.00	780.00	2362.00	3126.00	2844.00	787.00	964.00	1067.00	1858.00	1704.00	998.00	1627.00	4807.00	3568.00	846.00
weighted n	9254.00	1087.00	1469.00	3104.00	1850.00	1731.00	208.00	1302.00	3784.00	2493.00	1449.00	1059.00	1226.00	1274.00	1827.00	1603.00	809.00	1242.00	4645.00	3610.00	984.00
Yes	0.29	0.56	0.43	0.29	0.16	0.12	0.44	0.36	0.31	0.24	0.23	0.27	0.29	0.29	0.30	0.30	0.30	0.26	0.32	0.27	0.20
No	0.28	0.15	0.18	0.23	0.35	0.45	0.14	0.19	0.26	0.33	0.34	0.25	0.23	0.28	0.28	0.29	0.30	0.34	0.27	0.29	0.25
Don't know	0.44	0.29	0.39	0.48	0.49	0.43	0.41	0.46	0.43	0.44	0.43	0.48	0.48	0.43	0.42	0.41	0.39	0.40	0.41	0.44	0.55

Table 16: Q37b Do you think California’s agricultural water users and farmers are doing their part to reduce their water use to help the state get through the drought? (Statewide Registered Voters)

	Marital status					Voting in Nov 2020 election					Party identification		
	Total	Married	Not married/divorced/live together	Separated/divorced/widowed	Single/never married	Non-voter	Voted in 2020	Biden voter	Trump voter	Other	Democrat	Republican	Pure Independent/other
unweighted n	9254.00	4377.00	846.00	1370.00	2610.00	1240.00	8014.00	5943.00	1383.00	688.00	6373.00	1780.00	1059.00
weighted n	9254.00	4318.00	777.00	1513.00	2613.00	1920.00	7334.00	4648.00	2507.00	179.00	5342.00	2702.00	1186.00
Yes	0.29	0.34	0.25	0.29	0.22	0.25	0.30	0.18	0.50	0.30	0.19	0.49	0.29
No	0.28	0.26	0.35	0.25	0.30	0.29	0.27	0.34	0.14	0.26	0.35	0.15	0.24
Don't know	0.44	0.40	0.40	0.46	0.48	0.45	0.43	0.47	0.35	0.44	0.47	0.36	0.48

Table 17: Q37c Do you think California’s business and commercial water users are doing their part to reduce their water use to help the state get through the drought? (Statewide Registered Voters)

	Total	Region										Party Registration				Likely Voter		
		Los Angeles County	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento/Valley	San Joaquin Valley	SF Bay Area	North Coast/Sieras	Democrat	Republican	NPP/other (net)	Other	No party preference	Likely voter	Not likely voter
unweighted n	9254.00	4538.00	627.00	455.00	639.00	400.00	937.00	521.00	416.00	1503.00	155.00	5501.00	1438.00	2315.00	554.00	1761.00	6321.00	2933.00
weighted n	9254.00	2391.00	823.00	755.00	1069.00	570.00	1615.00	752.00	863.00	1831.00	200.00	4323.00	2225.00	2705.00	625.00	2081.00	5164.00	4090.00
Yes	0.13	0.13	0.12	0.14	0.15	0.14	0.19	0.16	0.21	0.08	0.10	0.08	0.25	0.11	0.15	0.10	0.15	0.10
No	0.48	0.48	0.45	0.48	0.44	0.48	0.47	0.48	0.46	0.52	0.54	0.53	0.39	0.47	0.48	0.47	0.49	0.47
Don't know	0.39	0.40	0.43	0.37	0.41	0.38	0.34	0.35	0.33	0.40	0.36	0.39	0.36	0.42	0.36	0.44	0.36	0.42

Table 18: Q37c Do you think California’s business and commercial water users are doing their part to reduce their water use to help the state get through the drought? (Statewide Registered Voters)

	Total	Gender		Age							Race						Nativity		Union affiliated HH		
		Male	Female	18-29	30-39	40-49	50-64	65+ (net)	65-74	75+	White non-Hispanic	Latino (net)	Spanish dominant (Latino)	English dominant (Latino)	Black	Asian/Pac Isle	Amer Indian/Native Amer	US	Another country	Yes	No
unweighted n	9254.00	4330.00	4924.00	1753.00	1638.00	1424.00	2277.00	2162.00	1396.00	765.00	4804.00	2319.00	503.00	1801.00	791.00	1154.00	196.00	7694.00	1540.00	2009.00	7211.00
weighted n	9254.00	4451.00	4803.00	1726.00	1661.00	1408.00	2222.00	2238.00	1473.00	764.00	4832.00	2499.00	738.00	1743.00	544.00	1262.00	181.00	7516.00	1731.00	1722.00	7515.00
Yes	0.13	0.15	0.11	0.07	0.12	0.15	0.16	0.15	0.15	0.15	0.13	0.13	0.14	0.13	0.18	0.10	0.19	0.13	0.13	0.15	0.13
No	0.48	0.49	0.47	0.56	0.55	0.49	0.43	0.41	0.42	0.39	0.51	0.39	0.02	0.55	0.42	0.59	0.65	0.51	0.34	0.53	0.47
Don't know	0.39	0.36	0.41	0.36	0.32	0.37	0.42	0.44	0.43	0.46	0.36	0.48	0.84	0.32	0.40	0.31	0.16	0.35	0.53	0.32	0.40

Table 19: Q37c Do you think California’s business and commercial water users are doing their part to reduce their water use to help the state get through the drought? (Statewide Registered Voters)

	Total	Ideology					Education					Income						Tenure			
		Strongly conservative	Somewhat conservative	Moderate	Somewhat liberal	Strongly liberal	Not a high school graduate	High school graduate	Some college/school	College graduate (BA)	Post graduate education	Less than \$20,000	\$20,000-\$39,999	\$40,000-\$59,999	\$60,000-\$99,999	\$100,000-\$149,999	\$150,000-\$199,999	\$200,000 or more	Own	Rent	Other
unweighted n	9254.00	651.00	1085.00	2747.00	2208.00	2529.00	107.00	780.00	2362.00	3126.00	2844.00	787.00	964.00	1067.00	1858.00	1704.00	998.00	1627.00	4807.00	3568.00	846.00
weighted n	9254.00	1087.00	1469.00	3104.00	1850.00	1731.00	208.00	1302.00	3784.00	2493.00	1449.00	1059.00	1226.00	1274.00	1827.00	1603.00	809.00	1242.00	4645.00	3610.00	984.00
Yes	0.13	0.32	0.22	0.12	0.07	0.04	0.20	0.15	0.14	0.12	0.10	0.13	0.15	0.11	0.13	0.14	0.15	0.14	0.16	0.11	0.09
No	0.48	0.32	0.35	0.45	0.56	0.65	0.21	0.43	0.47	0.51	0.54	0.43	0.41	0.46	0.50	0.52	0.53	0.51	0.46	0.51	0.44
Don't know	0.39	0.36	0.43	0.43	0.37	0.32	0.59	0.42	0.39	0.37	0.36	0.44	0.44	0.42	0.37	0.35	0.33	0.35	0.38	0.38	0.47

Table 20: Q37c Do you think California’s business and commercial water users are doing their part to reduce their water use to help the state get through the drought? (Statewide Registered Voters)

	Marital status					Voting in Nov 2020 election					Party identification		
	Total	Married	Not married/ live together	Separated/ divorced/ widowed	Single/ never married	Non-voter	Voted in 2020	Biden voter	Trump voter	Other	Democrat	Republican	Pure Independent/ other
unweighted n	9254.00	4377.00	846.00	1370.00	2610.00	1240.00	8014.00	5943.00	1383.00	688.00	6373.00	1780.00	1059.00
weighted n	9254.00	4318.00	777.00	1513.00	2613.00	1920.00	7334.00	4648.00	2507.00	179.00	5342.00	2702.00	1186.00
Yes	0.13	0.15	0.12	0.15	0.09	0.11	0.14	0.08	0.25	0.14	0.08	0.25	0.11
No	0.48	0.45	0.56	0.42	0.54	0.45	0.49	0.55	0.37	0.46	0.54	0.36	0.49
Don't know	0.39	0.40	0.32	0.43	0.37	0.43	0.38	0.37	0.38	0.40	0.38	0.39	0.41

Table 21: Q38 Do you believe California’s drought rules and water restrictions are being implemented fairly to all three of the major types of water users or are they unfair to some types of users? (Statewide Registered Voters)

	Total	Region										Party Registration				Likely Voter		
		Los Angeles County	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento Valley	San Joaquin Valley	SF Bay Area	North Coast/Sier-ras	Democrat	Republican	NPP/other (net)	Other	No party preference	Likely voter	Not likely voter
unweighted n	9254.00	4538.00	627.00	455.00	639.00	400.00	937.00	521.00	416.00	1503.00	155.00	5501.00	1438.00	2315.00	554.00	1761.00	6321.00	2933.00
weighted n	9254.00	2391.00	823.00	755.00	1069.00	570.00	1615.00	752.00	863.00	1831.00	200.00	4323.00	2225.00	2705.00	625.00	2081.00	5164.00	4090.00
Fair to all types of water users	0.18	0.19	0.13	0.20	0.22	0.19	0.17	0.13	0.20	0.16	0.17	0.23	0.11	0.16	0.15	0.16	0.18	0.18
Unfair to one or more water users	0.37	0.35	0.40	0.34	0.35	0.38	0.49	0.48	0.50	0.31	0.43	0.30	0.51	0.38	0.45	0.36	0.40	0.34
Unfair to residential water users	0.21	0.23	0.24	0.20	0.19	0.23	0.20	0.20	0.20	0.20	0.15	0.21	0.20	0.23	0.24	0.23	0.22	0.21
Unfair to business and commercial water users	0.03	0.04	0.02	0.04	0.03	0.02	0.03	0.01	0.04	0.03	0.02	0.02	0.05	0.04	0.05	0.03	0.03	0.03
Unfair to agricultural water users and farmers	0.17	0.12	0.16	0.17	0.16	0.15	0.32	0.29	0.35	0.12	0.32	0.10	0.34	0.15	0.21	0.13	0.20	0.14
No opinion	0.45	0.46	0.48	0.45	0.43	0.44	0.34	0.39	0.30	0.53	0.40	0.47	0.38	0.47	0.40	0.49	0.42	0.48

Table 22: Q38 Do you believe California’s drought rules and water restrictions are being implemented fairly to all three of the major types of water users or are they unfair to some types of users? (Statewide Registered Voters)

	Gender		Age							Race						Nativity		Union affiliated HH			
	Total	Male	Female	18-29	30-39	40-49	50-64	65+(net)	65-74	75+	White non-Hispanic	Latino (net)	Spanish dominant (Latino)	English dominant (Latino)	Black	Asian/Pac Isle	Amer Indian/Native Amer	US	Another country	Yes	No
unweighted n	9254.00	4330.00	4924.00	1753.00	1638.00	1424.00	2277.00	2162.00	1396.00	765.00	4804.00	2319.00	503.00	1801.00	791.00	1154.00	196.00	7694.00	1540.00	2009.00	7211.00
weighted n	9254.00	4451.00	4803.00	1726.00	1661.00	1408.00	2222.00	2238.00	1473.00	764.00	4832.00	2499.00	738.00	1743.00	544.00	1262.00	181.00	7516.00	1731.00	1722.00	7515.00
Fair to all types of water users	0.18	0.19	0.17	0.13	0.16	0.17	0.20	0.21	0.22	0.19	0.15	0.23	0.37	0.16	0.19	0.21	0.15	0.16	0.27	0.18	0.18
Unfair to one or more water users	0.37	0.39	0.35	0.36	0.41	0.39	0.37	0.35	0.36	0.33	0.40	0.36	0.27	0.40	0.27	0.31	0.54	0.39	0.30	0.41	0.36
Unfair to residential water users	0.21	0.23	0.19	0.22	0.29	0.24	0.19	0.15	0.15	0.15	0.21	0.23	0.18	0.26	0.17	0.21	0.24	0.22	0.20	0.25	0.20
Unfair to business and commercial water users	0.03	0.04	0.03	0.04	0.03	0.03	0.03	0.02	0.02	0.03	0.03	0.04	0.04	0.04	0.01	0.03	0.03	0.03	0.03	0.02	0.03
Unfair to agricultural water users and farmers	0.17	0.17	0.17	0.14	0.13	0.17	0.19	0.20	0.22	0.18	0.21	0.14	0.09	0.16	0.12	0.10	0.32	0.19	0.10	0.18	0.17
No opinion	0.45	0.42	0.48	0.51	0.43	0.44	0.42	0.44	0.42	0.48	0.46	0.41	0.35	0.43	0.54	0.47	0.31	0.45	0.43	0.41	0.46

Table 23: Q38 Do you believe California’s drought rules and water restrictions are being implemented fairly to all three of the major types of water users or are they unfair to some types of users? (Statewide Registered Voters)

	Total	Ideology					Education					Income					Tenure				
		Strongly con- ser- va- tive	Somewhat con- ser- va- tive	Moderate	Somewhat lib- eral	Strongly lib- eral	Not a high school grad- uate	High school grad- uate	Some col- lege/ tradi- tional school	College grad- uate (BA)	Post grad- uate edu- ca- tion	Less than \$20,000	\$20,000- \$39,999	\$40,000- \$59,999	\$60,000- \$99,999	\$100,000- \$149,999	\$150,000- \$199,999	\$200,000 or more	Own	Rent	Other
unweighted n	9254.00	651.00	1085.00	2747.00	2208.00	2529.00	107.00	780.00	2362.00	3126.00	2844.00	787.00	964.00	1067.00	1858.00	1704.00	998.00	1627.00	4807.00	3568.00	846.00
weighted n	9254.00	1087.00	1469.00	3104.00	1850.00	1731.00	208.00	1302.00	3784.00	2493.00	1449.00	1059.00	1226.00	1274.00	1827.00	1603.00	809.00	1242.00	4645.00	3610.00	984.00
Fair to all types of water users	0.18	0.14	0.14	0.20	0.19	0.18	0.28	0.19	0.18	0.17	0.16	0.21	0.22	0.20	0.19	0.18	0.13	0.14	0.19	0.18	0.15
Unfair to one or more water users	0.37	0.55	0.45	0.35	0.30	0.32	0.31	0.34	0.41	0.35	0.35	0.34	0.33	0.37	0.40	0.37	0.38	0.40	0.40	0.35	0.32
Unfair to residential water users	0.21	0.22	0.20	0.20	0.21	0.25	0.11	0.16	0.24	0.21	0.22	0.21	0.20	0.21	0.22	0.20	0.23	0.24	0.22	0.21	0.18
Unfair to business and commercial water users	0.03	0.07	0.03	0.03	0.02	0.02	0.07	0.03	0.03	0.03	0.03	0.04	0.03	0.03	0.02	0.03	0.04	0.04	0.03	0.03	0.03
Unfair to agricultural water users and farmers	0.17	0.37	0.26	0.17	0.09	0.07	0.16	0.19	0.19	0.15	0.14	0.12	0.14	0.18	0.20	0.19	0.16	0.18	0.20	0.15	0.13
No opinion	0.45	0.31	0.41	0.45	0.51	0.51	0.41	0.46	0.41	0.48	0.49	0.45	0.45	0.44	0.41	0.45	0.49	0.46	0.42	0.47	0.54

Table 24: Q38 Do you believe California’s drought rules and water restrictions are being implemented fairly to all three of the major types of water users or are they unfair to some types of users? (Statewide Registered Voters)

	Total	Marital status				Voting in Nov 2020 election					Party identification		
		Married	Not married/ live together	Separated/ divorced/ widowed	Single/ never married	Non-voter	Voted in 2020	Biden voter	Trump voter	Other	Democrat	Republican	Pure Independent/ other
unweighted n	9254.00	4377.00	846.00	1370.00	2610.00	1240.00	8014.00	5943.00	1383.00	688.00	6373.00	1780.00	1059.00
weighted n	9254.00	4318.00	777.00	1513.00	2613.00	1920.00	7334.00	4648.00	2507.00	179.00	5342.00	2702.00	1186.00
Fair to all types of water users	0.18	0.19	0.13	0.21	0.16	0.20	0.17	0.21	0.11	0.11	0.22	0.11	0.15
Unfair to one or more water users	0.37	0.40	0.42	0.32	0.35	0.34	0.38	0.30	0.52	0.46	0.30	0.51	0.38
Unfair to residential water users	0.21	0.21	0.26	0.17	0.23	0.20	0.22	0.21	0.22	0.28	0.21	0.21	0.21
Unfair to business and commercial water users	0.03	0.03	0.03	0.02	0.03	0.03	0.03	0.02	0.05	0.03	0.02	0.05	0.04
Unfair to agricultural water users and farmers	0.17	0.20	0.15	0.16	0.13	0.14	0.18	0.10	0.33	0.20	0.09	0.33	0.17
No opinion	0.45	0.41	0.45	0.47	0.49	0.47	0.44	0.49	0.37	0.44	0.48	0.38	0.47

Table 25: Q39 How important do you think it is for California homeowners to make permanent changes to their outdoor landscaping, by removing lawns and turf and planting plants and shrubs that don't require much water? (Statewide Registered Voters)

	Total	Region										Party Registration				Likely Voter		
		Los Angeles County	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento Valley	San Joaquin Valley	SF Bay Area	North Coast/Sieras	Democrat	Republican	NPP/other (net)	Other	No party preference	Likely voter	Not likely voter
unweighted n	9254.00	4538.00	627.00	455.00	639.00	400.00	937.00	521.00	416.00	1503.00	155.00	5501.00	1438.00	2315.00	554.00	1761.00	6321.00	2933.00
weighted n	9254.00	2391.00	823.00	755.00	1069.00	570.00	1615.00	752.00	863.00	1831.00	200.00	4323.00	2225.00	2705.00	625.00	2081.00	5164.00	4090.00
Important (net)	0.72	0.73	0.75	0.70	0.69	0.77	0.64	0.69	0.59	0.77	0.74	0.85	0.49	0.70	0.69	0.71	0.73	0.71
Very important	0.40	0.42	0.38	0.35	0.36	0.50	0.34	0.35	0.33	0.45	0.43	0.52	0.19	0.38	0.34	0.39	0.41	0.39
Somewhat important	0.32	0.31	0.37	0.35	0.32	0.28	0.30	0.34	0.27	0.32	0.30	0.32	0.30	0.32	0.35	0.31	0.32	0.32
Not important (net)	0.21	0.18	0.20	0.23	0.25	0.20	0.28	0.26	0.29	0.17	0.20	0.10	0.44	0.21	0.24	0.20	0.23	0.19
Not too important	0.12	0.11	0.12	0.15	0.15	0.11	0.15	0.10	0.19	0.11	0.09	0.07	0.23	0.12	0.13	0.12	0.13	0.12
Not at all important	0.09	0.07	0.08	0.09	0.10	0.09	0.13	0.16	0.10	0.06	0.11	0.03	0.21	0.08	0.11	0.08	0.10	0.07
No opinion	0.07	0.09	0.05	0.07	0.06	0.03	0.08	0.05	0.12	0.06	0.06	0.06	0.07	0.09	0.07	0.10	0.04	0.10

Table 26: Q39 How important do you think it is for California homeowners to make permanent changes to their outdoor landscaping, by removing lawns and turf and planting plants and shrubs that don't require much water? (Statewide Registered Voters)

	Total	Gender		Age						Race							Nativity		Union affiliated HH		
		Male	Female	18-29	30-39	40-49	50-64	65+(net)	65-74	75+	White non-Hispanic	Latino (net)	Spanish dominant (Latino)	English dominant (Latino)	Black	Asian/Pac Isle	Amer Indian/Native Amer	US	Another country	Yes	No
unweighted n	9254.00	4330.00	4924.00	1753.00	1638.00	1424.00	2277.00	2162.00	1396.00	765.00	4804.00	2319.00	503.00	1801.00	791.00	1154.00	196.00	7694.00	1540.00	2009.00	7211.00
weighted n	9254.00	4451.00	4803.00	1726.00	1661.00	1408.00	2222.00	2238.00	1473.00	764.00	4832.00	2499.00	738.00	1743.00	544.00	1262.00	181.00	7516.00	1731.00	1722.00	7515.00
Important (net)	0.72	0.69	0.74	0.70	0.69	0.70	0.72	0.77	0.77	0.76	0.73	0.73	0.84	0.68	0.60	0.75	0.64	0.70	0.78	0.71	0.72
Very important	0.40	0.37	0.43	0.34	0.37	0.38	0.42	0.46	0.47	0.44	0.40	0.44	0.61	0.36	0.30	0.38	0.35	0.38	0.48	0.39	0.40
Somewhat important	0.32	0.32	0.32	0.36	0.32	0.32	0.29	0.31	0.30	0.32	0.33	0.29	0.23	0.31	0.30	0.37	0.30	0.32	0.30	0.32	0.32
Not important (net)	0.21	0.25	0.18	0.20	0.23	0.23	0.22	0.19	0.19	0.20	0.22	0.19	0.08	0.24	0.24	0.17	0.30	0.23	0.14	0.23	0.21
Not too important	0.12	0.14	0.11	0.13	0.13	0.11	0.13	0.12	0.11	0.14	0.13	0.11	0.05	0.14	0.14	0.12	0.13	0.13	0.10	0.12	0.13
Not at all important	0.09	0.11	0.07	0.06	0.10	0.12	0.09	0.07	0.07	0.06	0.09	0.08	0.03	0.10	0.10	0.05	0.16	0.10	0.05	0.11	0.08
No opinion	0.07	0.06	0.08	0.11	0.08	0.07	0.06	0.04	0.04	0.03	0.05	0.08	0.08	0.09	0.16	0.09	0.06	0.07	0.08	0.05	0.07

Table 27: Q39 How important do you think it is for California homeowners to make permanent changes to their outdoor landscaping, by removing lawns and turf and planting plants and shrubs that don't require much water? (Statewide Registered Voters)

	Total	Ideology					Education					Income					Tenure				
		Strongly con- ser- va- tive	Somewhat con- ser- vative	Moderate	Somewhat lib- eral	Strongly lib- eral	Not a high school grad- uate	High school grad- uate	Some col- lege/ tradi- tional school	College grad- uate (BA)	Post grad- uate edu- ca- tion	Less than \$20,000	\$20,000- \$39,999	\$40,000- \$59,999	\$60,000- \$99,999	\$100,000- \$149,999	\$150,000- \$199,999	\$200,000 or more	Own	Rent	Other
unweighted n	9254.00	651.00	1085.00	2747.00	2208.00	2529.00	107.00	780.00	2362.00	3126.00	2844.00	787.00	964.00	1067.00	1858.00	1704.00	998.00	1627.00	4807.00	3568.00	846.00
weighted n	9254.00	1087.00	1469.00	3104.00	1850.00	1731.00	208.00	1302.00	3784.00	2493.00	1449.00	1059.00	1226.00	1274.00	1827.00	1603.00	809.00	1242.00	4645.00	3610.00	984.00
Important (net)	0.72	0.42	0.59	0.70	0.87	0.89	0.77	0.67	0.68	0.75	0.79	0.73	0.74	0.72	0.72	0.73	0.71	0.70	0.75	0.68	
Very important	0.40	0.21	0.26	0.36	0.52	0.58	0.51	0.36	0.37	0.42	0.45	0.43	0.41	0.45	0.40	0.39	0.38	0.37	0.38	0.43	0.35
Somewhat important	0.32	0.21	0.34	0.34	0.35	0.31	0.26	0.30	0.31	0.33	0.34	0.30	0.34	0.27	0.32	0.33	0.34	0.34	0.32	0.32	0.32
Not important (net)	0.21	0.48	0.34	0.21	0.09	0.07	0.16	0.21	0.24	0.20	0.17	0.15	0.15	0.21	0.23	0.24	0.22	0.25	0.25	0.17	0.21
Not too important	0.12	0.24	0.18	0.13	0.07	0.06	0.10	0.13	0.13	0.13	0.10	0.09	0.10	0.12	0.13	0.13	0.13	0.17	0.14	0.10	0.14
Not at all important	0.09	0.25	0.16	0.08	0.02	0.02	0.06	0.08	0.11	0.07	0.07	0.06	0.05	0.09	0.10	0.12	0.09	0.09	0.11	0.07	0.07
No opinion	0.07	0.09	0.07	0.10	0.04	0.04	0.06	0.13	0.08	0.04	0.04	0.12	0.10	0.08	0.05	0.04	0.05	0.04	0.05	0.08	0.12

Table 28: Q39 How important do you think it is for California homeowners to make permanent changes to their outdoor landscaping, by removing lawns and turf and planting plants and shrubs that don't require much water? (Statewide Registered Voters)

	Total	Marital status				Voting in Nov 2020 election					Party identification		
		Married	Not married/ live together	Separated/ divorced/ widowed	Single/ never married	Non-voter	Voted in 2020	Biden voter	Trump voter	Other	Democrat	Republican	Pure Independ- ent/ other
unweighted n	9254.00	4377.00	846.00	1370.00	2610.00	1240.00	8014.00	5943.00	1383.00	688.00	6373.00	1780.00	1059.00
weighted n	9254.00	4318.00	777.00	1513.00	2613.00	1920.00	7334.00	4648.00	2507.00	179.00	5342.00	2702.00	1186.00
Important (net)	0.72	0.70	0.76	0.75	0.71	0.72	0.72	0.85	0.49	0.64	0.85	0.49	0.66
Very important	0.40	0.40	0.44	0.44	0.37	0.42	0.39	0.51	0.18	0.27	0.52	0.20	0.33
Somewhat important	0.32	0.31	0.32	0.31	0.34	0.30	0.32	0.33	0.30	0.36	0.33	0.29	0.33
Not important (net)	0.21	0.24	0.16	0.19	0.20	0.18	0.22	0.10	0.44	0.27	0.10	0.43	0.21
Not too important	0.12	0.13	0.10	0.12	0.12	0.10	0.13	0.07	0.24	0.19	0.07	0.23	0.12
Not at all important	0.09	0.11	0.06	0.06	0.07	0.08	0.09	0.03	0.20	0.08	0.03	0.20	0.09
No opinion	0.07	0.06	0.08	0.07	0.09	0.10	0.06	0.05	0.08	0.10	0.05	0.08	0.13