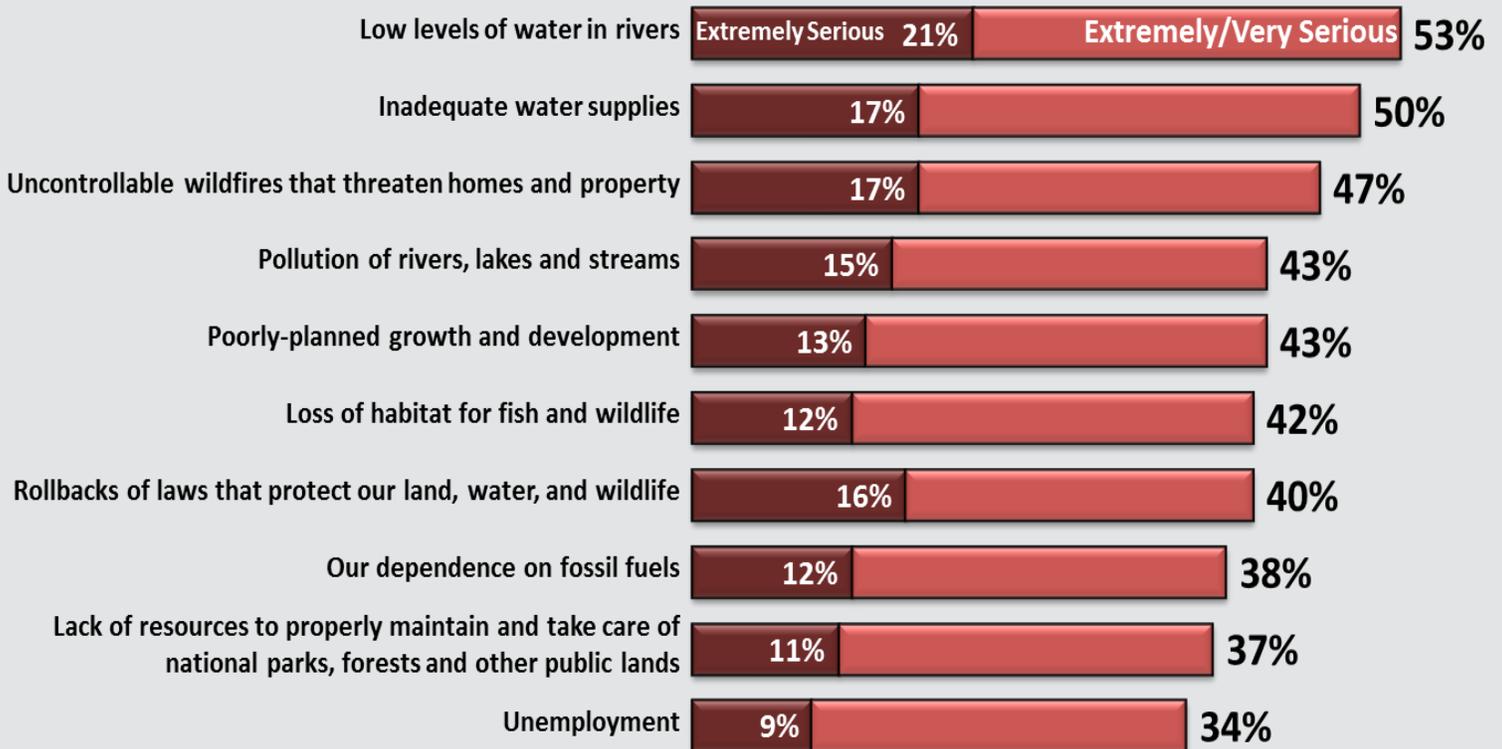


# Water

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

Voters in the West are much more likely to see low level of water in rivers (53%) and inadequate water supplies (50%) as an extremely or very serious problem than unemployment is in their state (34%).

## Problems Ranked by % Extremely/Very Serious



Water issues are seen as a clearly more serious problem than 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 (66% view it as extremely or very serious problem). However, even in New Mexico, concern about the low level of water in rivers is on par with economic concerns (63% extremely/very serious).



***There are clear differences by state on just how concerning water issues like the low level of water in rivers and inadequate water supplies are.***

The low level of water in rivers is seen as a more serious problem in the more southern Western states (63% extremely/serious problem in Nevada, 63% in New Mexico, 60% in Arizona, 50% in Colorado, 45% in Utah). In comparison, in the more northern Western states, just 34% of voters in Montana view the low level of water in rivers as an extremely or very serious problem, along with 33% in Wyoming and 28% in Idaho.

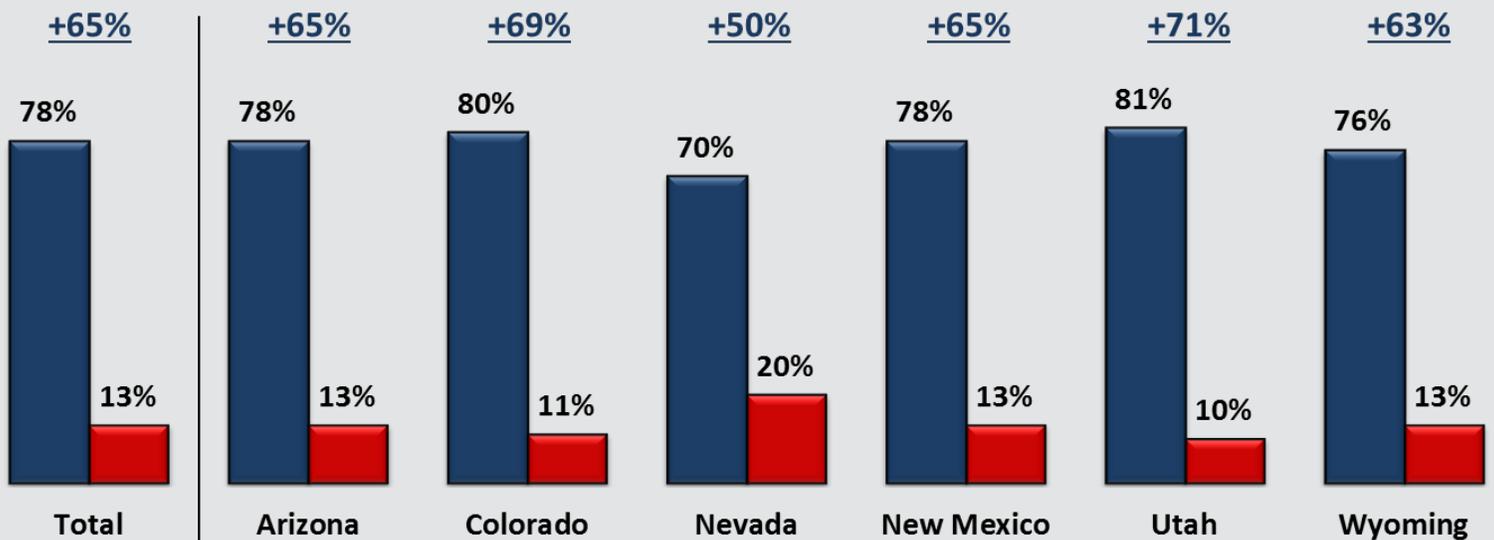
There is a similar split on the issue of inadequate water supplies. This is viewed as a major issue in Nevada (64% extremely/very serious), New Mexico (59%), Arizona (54%), Utah (51%), and Colorado (47%) As we saw with the low level of water in rivers, voters in upstream states like Montana (29%), Idaho (25%) and Wyoming (24%) do not have the same level of intensity this year about this issue.

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***Seventy percent (70%) or more of voters in affected states prefer conservation over diversions.***

Eighty-one percent (81%) of voters in Utah, 80% in Colorado, 78% in Arizona, 76% in Wyoming, and 70% in Nevada say they prefer using the 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.

**Preferred Water Approach – By State**



■ Using our current water supply more wisely   ■ Diverting more water from rivers in less populated areas

Support for conservation over diversion cuts across party lines, with 73% of Republicans, 80% of Independents, and 81% of Democrats siding with using the existing water supply more effectively and efficiently.

***Voters in states along the Colorado River view the river as at risk.***

There is a clear understanding that the Colorado River and the rivers and streams which flow into it are at risk. More than 70% of voters in Colorado (79%), Nevada (75%), Utah (73%), and Arizona (73%) say the phrase “at risk” describes the Colorado River and its tributaries well, with more than 40% in Arizona, Colorado, and Nevada saying the phrase describes it very well.

***The Colorado River is also seen as vital to the state’s economy, a national treasure that should be protected, and an attraction for tourism and recreation among residents of the states along the River.***

Voters in these Western states don’t just see the Colorado River as critical to their state’s economy (81% or higher in each state), but also as a national treasure that must be protected (89% or higher in each state). They also recognize that the Colorado River is not just important to their state’s economy, but see it as a key attraction for tourism and recreation.

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***While water pollution is less of a concern than water supply, it has seen a marked increase in the last year.***

“Pollution of rivers, lakes and streams” is deemed an extremely or very serious problem by more than two-in-five Western voters today (43%). Still, that is an increase of nine points in just the last year, when 34% deemed it an extremely or very serious problem. Notably, there are not the distinct differences from state by state regarding water quality that we see on water availability issues.

