



David Binder Research

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A recently completed survey by David Binder Research (DBR)* shows that around two thirds of registered voters in both Arizona and Colorado believe that the availability of water is a very urgent issue, with voters showing particular concern over the availability of water for farmers and ranchers in the region. In this environment of intense concern over water availability, voters also expect that solving the region’s water issues will likely require asking residents to use less water.

When respondents to the survey were asked whether they believe that the availability of water in the Western United States is a very urgent issue, a somewhat urgent issue, a slightly urgent issue, or not an urgent issue at all, 64 percent of Arizona voters and 66 percent of Colorado voters say they believe the issue is very urgent. Another 24 percent in Arizona, and 22 percent in Colorado indicate that they believe the issue is somewhat urgent. Only 12 percent in each state say they believe the availability of water is only a slightly urgent or non-urgent issue.

Based on what you know, do you think that the availability of water in the Western United States is a very urgent issue, a somewhat urgent issue, a slightly urgent issue, or not an urgent issue at all?				
	Very Urgent	Somewhat Urgent	Slightly Urgent	Not Urgent at All
Arizona	64%	24%	6%	6%
Colorado	66%	22%	6%	6%

Notably, the sense of urgency around water availability transcends partisanship, with upwards of 80 percent of registered Republican, Democrat, and independent voters in each state saying they think it is a very or somewhat urgent issue. The same is true across regions of each state, with over 80 percent in urban, rural and suburban areas of both states saying the issue is very or somewhat urgent.

Percent saying water availability is a very or somewhat important issue		
Democrats	Arizona	94
	Colorado	93
Republicans	Arizona	82
	Colorado	85
Independents	Arizona	87
	Colorado	89
Urban	Arizona	91
	Colorado	86
Suburban	Arizona	88
	Colorado	86
Rural/small town	Arizona	86
	Colorado	94

* David Binder Research (DBR) conducted a telephone survey with a base sample of 800 registered voters (400 in Arizona and 400 in Colorado) between August 24 and September 2, 2021. Oversamples of Native American, Latino, and rural voters were conducted in Arizona, with oversamples of Western Slope voters and Latino voters conducted in Colorado. Interviews were completed by cell phone and landline, and respondents were given the choice to conduct the survey in English or Spanish. The margin of error for the survey is ±4.9% in each state.

The sense of urgency around the availability of water in the region is further illustrated by the fact that 84 percent of voters in each state agree with the statement: “the Western United States faces a water crisis so urgent and so broad that it will affect the lives of everyone living and working in the region.” That includes 57 percent in each state that agree *strongly* with that statement.

Specifically, voters show the highest level of concern over the possibility that water will not be available for farmers and ranchers in the region, with 68 percent in Arizona and 75 percent in Colorado saying this is very concerning to them.

Next are some concerns that some people have about water in the Western United States. For each statement, indicate whether you personally find this to be very concerning, somewhat concerning, slightly concerning, or not at all concerning.		
PERCENT <u>VERY</u> CONCERNING	Arizona	Colorado
Water will not be available for farmers and ranchers in the region	68	75
The health of our rivers will deteriorate	68	71
Water will not be available to future generations in the region	67	69
Wildlife in the region will begin to die off due to dry conditions	64	65
Water will become more expensive	60	60
Residents will be required to limit their water usage	49	44

In addition, voters register significant concerns over the health of the region’s rivers, the availability of water for future generations, and the availability of water to future generations.

There is less concern over the possibility that residents will be required to limit their water usage, with less than 50 percent in both states saying that this is very concerning. This comes as the survey also shows that 86 percent of voters in Arizona and 83 percent in Colorado agree with the statement: “Solving the West’s water issues will likely require people to use less water.” This includes more than 50 percent in each state who *strongly* agree with this statement.

Among those voters who believe that the availability of water is a very important issue, 65 percent in Arizona and 70 percent in Colorado *strongly* agree that solving the West’s water issues will likely require AZ people to use less water.

There is also a high degree of concern over ensuring representation of the region’s diverse communities in the process of ensuring water for the region. 90 percent in both Arizona and Colorado agree with the statement: “in order to solve the water crisis facing the Colorado River Basin, we need to do a better job making sure that all of the region’s communities and interests have a voice in the process.” This includes two thirds in each state that *strongly* agree.