



STATEWIDE SURVEY



Key findings from a statewide survey of 500 registered voters, with an oversample in the Southwest counties, conducted June 20-26, 2013.

GCQ PUBLIC OPINION STRATEGIES

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PARTNER



METHODOLOGY



- ❑ Statewide survey of 500 registered voters, with an oversample in the Southwest counties, conducted on both landlines and cell phones.**
- ❑ Interviewing completed June 20-26, 2013.**
- ❑ Overall margin of error of $\pm 4.38\%$.**
- ❑ Sample distributed proportionally throughout the state and is demographically representative of the electorate.**

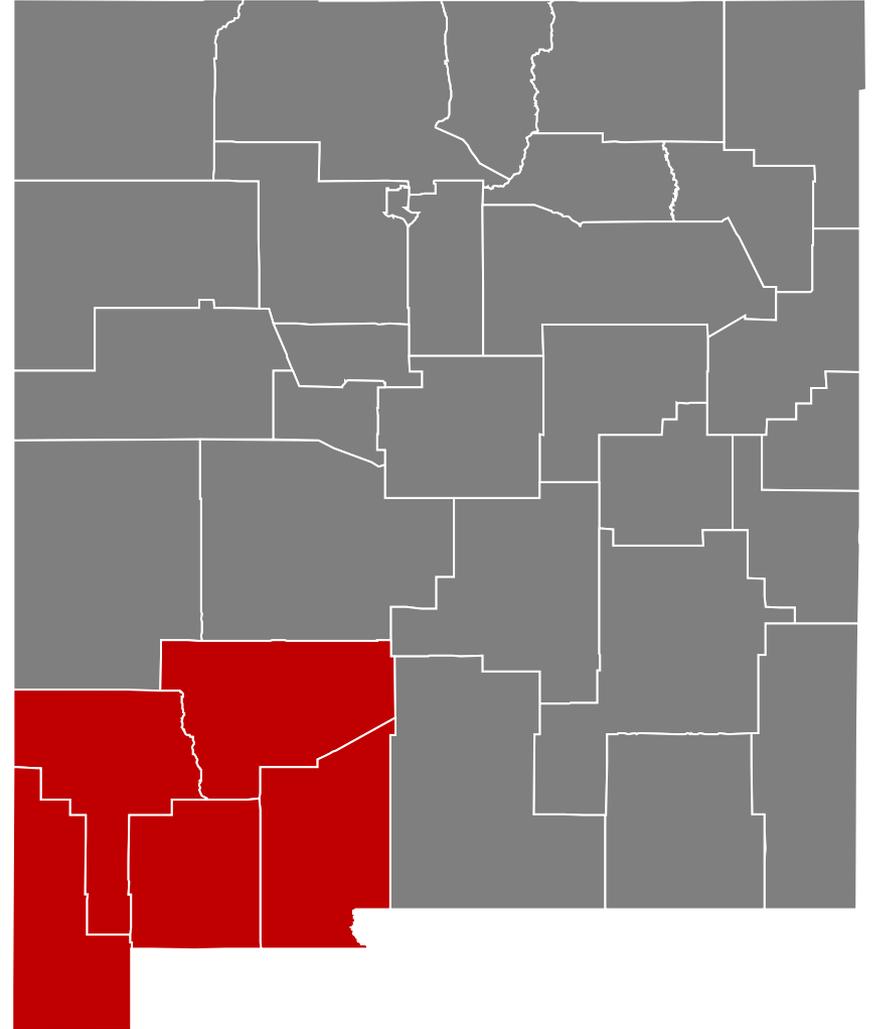


NEW MEXICO MAP



Definition of Southwest New Mexico:

- **Dona Ana**
- **Grant**
- **Hidalgo**
- **Luna**
- **Sierra**





Key Findings

A photograph of a person fly fishing in a river. The person is wearing a light-colored shirt, blue pants, and a straw hat. They are holding a fishing rod and are in the middle of a cast. The river is surrounded by lush green trees and vegetation. In the background, there are hills under a blue sky with some clouds. A large, stylized red '#1' is overlaid on the top left of the image.

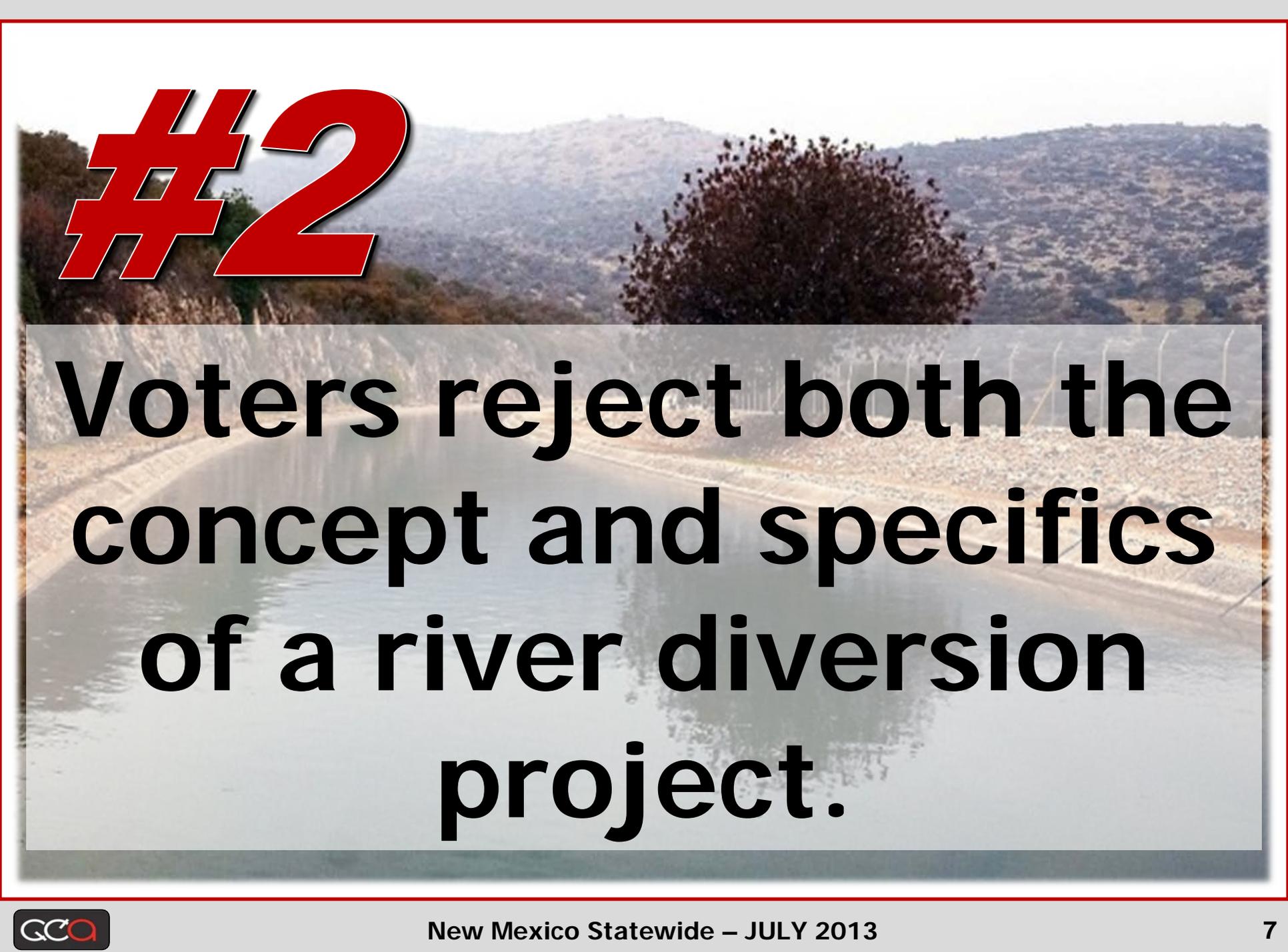
#1

Rivers are valued by residents of the state.

Most New Mexicans ascribe numerous positive attributes to rivers.

Attributes Ranked By Statewide Total Well

	Statewide		Southwest	
	% Very Well	% Total Well	% Very Well	% Total Well
Critical to New Mexico's quality of life	74%	91%	74%	89%
State treasures that should be protected for future generations	67%	89%	61%	88%
Important to me personally	61%	88%	63%	92%
Critical to New Mexico's outdoor recreation opportunities	58%	86%	59%	87%
Critical to the New Mexico economy	61%	85%	62%	87%



#2

Voters reject both the concept and specifics of a river diversion project.

When asked to choose the wiser path for the state to undertake, voters reject river diversions in favor of alternative approaches.

“And many experts say that New Mexico will continue to face water shortage situations in the future. They say that we face a choice in how we address that shortage. So, which one of the following would you prefer state water officials invest more time and resources in pursuing?”

Using our current water supply more wisely, by continuing to conserve water, using new technology to help reduce wasted water, and increasing recycling of water

Diverting more water from New Mexico’s rivers to communities where more people live

Statewide

Southwest

85%

89%

12%

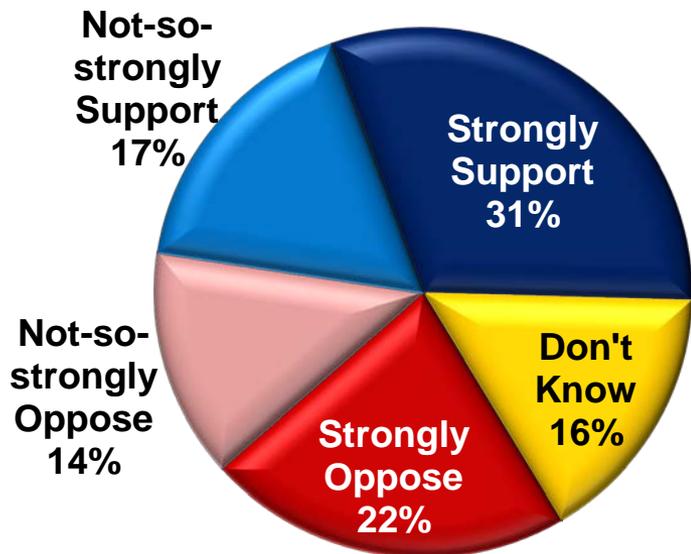
9%

Even in Southwestern New Mexico, voters are fairly divided in their initial opinion of the specific Gila River diversion.

“Would you support or oppose the state of New Mexico helping to fund the construction of a pipeline to divert water from the Gila River in western New Mexico over the Continental Divide to cities and farms in southwestern New Mexico?”

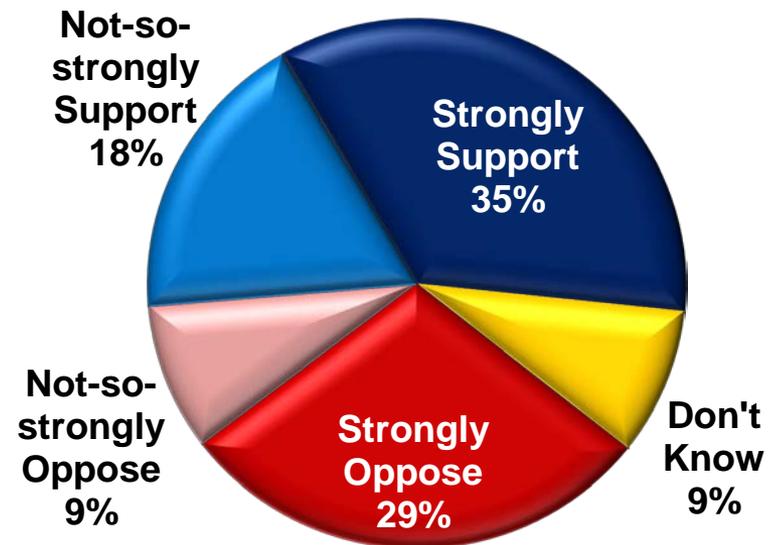
Statewide

Total Support	47%
Total Oppose	36%



Southwest

Total Support	53%
Total Oppose	39%





#3

The more New Mexico voters hear, the less they like the Gila River project.



WHAT WE DID



We then provided more details about the potential proposal:

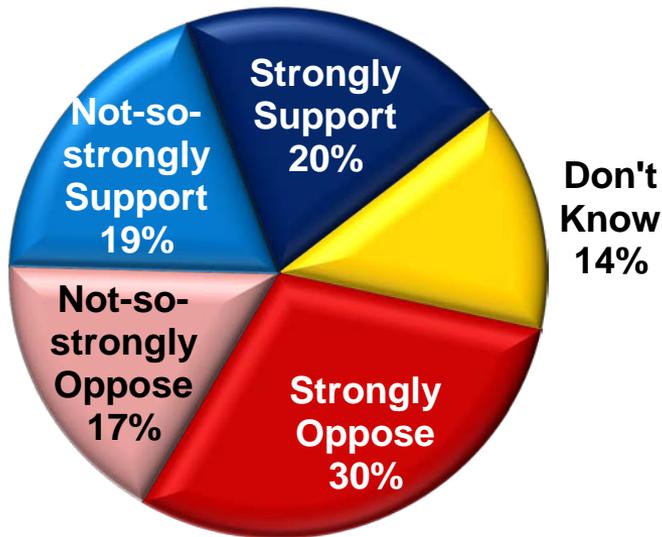
“Let me tell you more about this -- In 2004, Congress enacted the Arizona Water Settlement Act to settle water disputes between one Native American tribe in Arizona and a number of other parties. As part of the settlement, the law provides up to 66 million dollars in federal money that could be used for any project that addresses water supply issues, and up to 62 million dollars in federal funds if the state builds a water pipeline to divert water from the Gila River. New Mexico would have to cover the rest of the cost of the pipeline, and would have to pay Arizona for the amount of water it takes out of the Gila river every year. There is not yet a set plan for where exactly the pipeline would run, but some proposals divert the river water to Deming and others to Las Cruces.”

Support drops dramatically after voters hear more about what the project entails.

“Now knowing this, would you support or oppose the state of New Mexico helping to fund the construction of a pipeline to divert water from the Gila River in western New Mexico over the Continental Divide to cities and farms in southwestern New Mexico?”

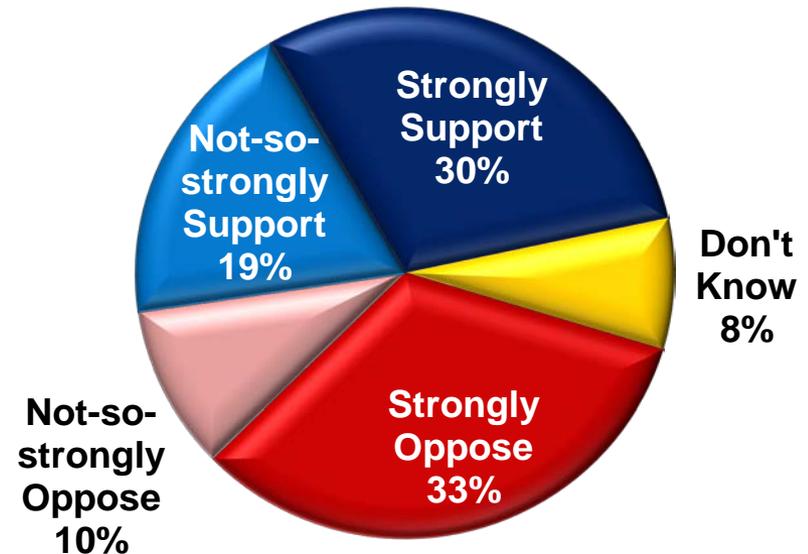
Statewide

Total Support	39%
Total Oppose	47%



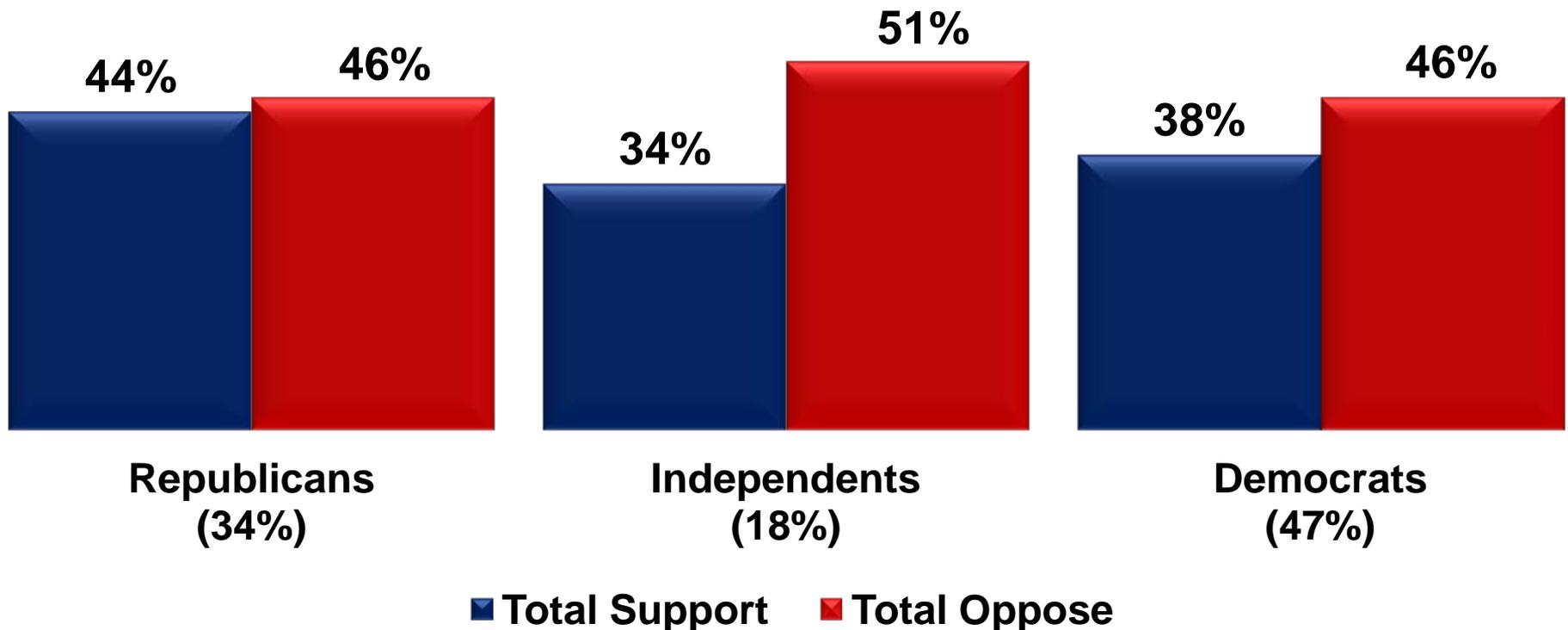
Southwest

Total Support	49%
Total Oppose	43%



Voters across the political spectrum are more likely to reject the plan after they hear more.

Informed Gila River Pipeline Ballot By Party



This rejection is in part because many perceive the diversion as a pricey band-aid.

“And does this seem like more of...”

A temporary fix that will NOT permanently help to solve the water supply problems in part of our state.

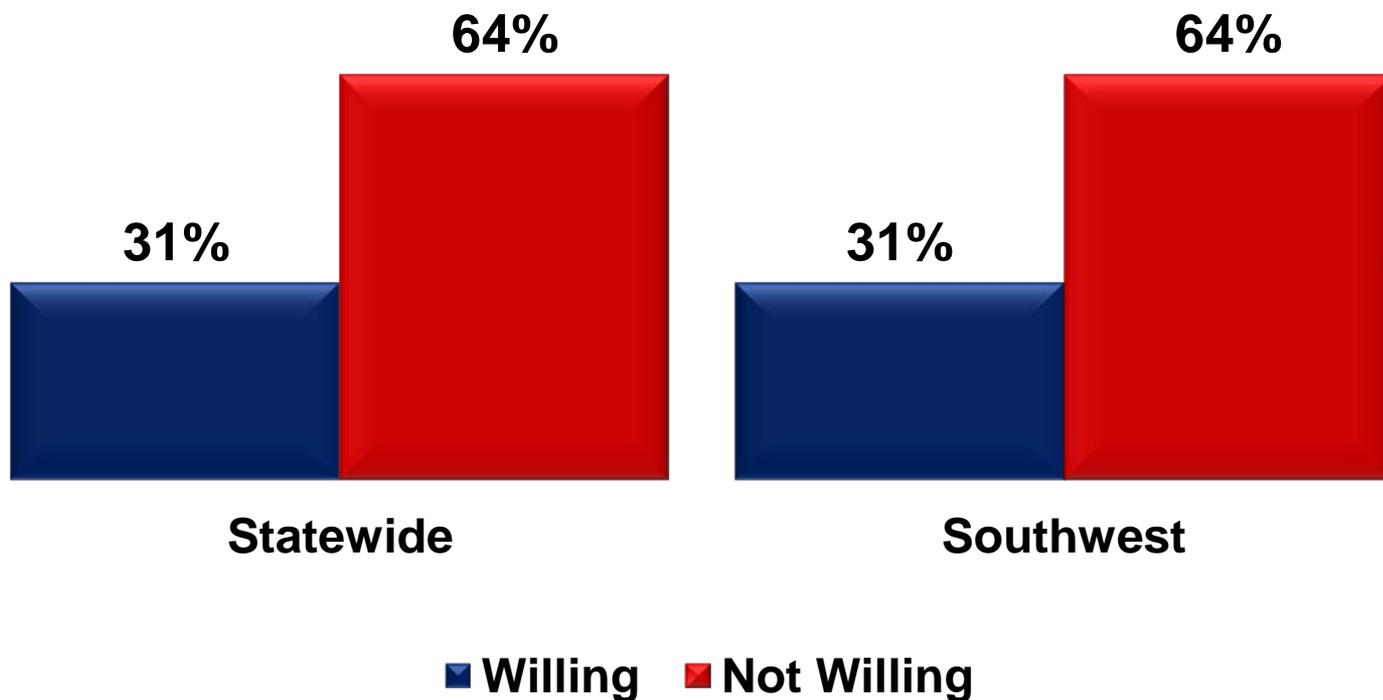
<u>Statewide</u>	<u>Southwest</u>
69%	68%

A long-term solution that will permanently help to solve the water supply problems in part of our state

24%	23%
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Few are willing to pay for the diversion project.

“And would you be willing or not willing to pay more in taxes in order to fund construction of a pipeline to divert water from the Gila River?”



That federal funding is at stake does not matter to voters – they want home grown solutions.

“Which one of the following would you prefer...”

That New Mexico come up with its own solutions to its water problems so it can have greater control over how it uses its water

<u>Statewide</u>	<u>Southwest</u>
75%	68%

That New Mexico invest in this specific project that Congress authorized so it can take advantage of federal funds designated for this water pipeline

22%	29%
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