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OPINION RESEARCH • STRATEGIC ANALYSIS

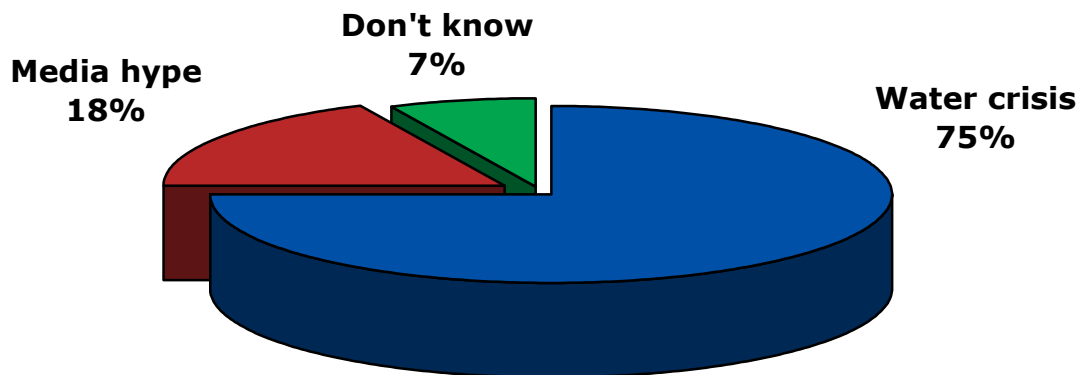
November 29, 2007

TO: Interested Parties
FROM: Bob Moore & Hans Kaiser
RE: Yes Virginia, there is a Water Crisis

A recent survey of 2006 general election voters and new registrants in California reveals that 75% believe the state is facing a water crisis. Further, fully 51% "strongly" believe the following statement:

"Do you believe California is really facing a water crisis, or do believe this is nothing more than media hype?"

At the same time, just 18% chalk it up to media hype and 7% have no opinion on the subject.



There is widespread agreement throughout the state that a water crisis exists. Among the most likely to say the water crisis exists are residents of the San Francisco TV market and rural Californians, voters with postgraduate education and self-described Liberals. Among the most likely to say the water crisis is hype are voters age 18-34 and Hispanics. However, even among these two groups, there is majority agreement that California is facing a water crisis.

**Is there a water crisis?
TV Market/County**

| | Water Crisis % | Media hype % |
|----------------------------------|-------------------------------|-----------------------------|
| Los Angeles County | 71 | 24 |
| Orange County | 73 | 16 |
| Riverside/San Bernardino/Ventura | 69 | 25 |
| Los Angeles TV | 72 | 21 |
| San Diego County | 74 | 20 |
| San Francisco TV | 81 | 12 |
| Sacramento TV | 72 | 20 |
| Elsewhere/rural | 80 | 15 |

For detailed tables of subgroup findings,
please contact us at moore@moore-info.com.

The survey was conducted November 11-13, 2007. A total 802 interviews were conducted among a representative sample of 2006 general election voters and new registrants in California. Potential sampling error is plus or minus 3% at the 95% confidence level.

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