

AUBURN DAM SURVEY SUMMARY

Survey was conducted by JD Franz, a full service public opinion and marketing research firm, located in Sacramento. The Auburn Dam telephone poll surveyed 404 people who were selected from the Sacramento County directory of registered voters using the random digital dialing system (RDD). The survey lasted 11 days: from February 18-28, 2005. Individual telephone sessions required anywhere from 2 minutes to 18 minutes to complete. Seventy-six percent (76%) of the calls were completed in 3-5 minutes.

Participant Profile

Participant gender broke down as follows: 54.5% (220) female and 45.5 (184) male. On the whole, the participants were well educated: 76.5% (309) had college experience and some 46.8% (189) of those achieved a 4-year degree or higher. Length of residence broke down fairly evenly across the decades as follows:

Length of Residence	Percent	Total %
1-5 years	9.9%	
6-10 years	8.9%	18.8%
11-20 years	19.8%	38.6%
21-30 years	19.8%	58.4%
31-40 years	16.6%	75.0%
Over 40 years	13.6%	100%

Political Affiliation

47% (190) of the respondents indicated that they were Democrats, 41.3% (167) were Republicans, and 10.1% (41) either declined to state or were Independents. Eighty-five percent indicated they voted in the last local election and 100% voted in the last general election and 100% voted in the recall election.

Participant Responses on major water issues

Participants were allowed to select one out of 5 possible responses on major water issues including: (1) not at all important, (2) not very important, (3) somewhat important, (4) very important, and (5) don't know.

Water Issues rated as "VERY IMPORTANT"	Now	Future
a. Water Quality	79.2	82.7
b. Flood Protection	59.2	62.6
c. Water Shortages	56.4	70.6

Participant Responses on Sacramento County's power generation capability

Almost one-third of the respondents didn't know the answer (30.4%) and **over 40% (41.8%) felt it was inadequate**. Less than one-third felt it was adequate (27.7%)

Participant Responses on water recreation facilities

Almost half of the respondents felt that water recreation facilities were adequate, 29.5% felt it was inadequate, and 21.8% felt they didn't know.

Support for Auburn Dam

When asked if they would strongly support, support, oppose, or strongly oppose the proposed multipurpose water facility in the Auburn area, the responses clearly showed strong support. 24.5% said they STRONGLY support the Auburn Dam.

Strongly Support or Support	62.1%	251 responses
Strongly Oppose or Oppose	16.6%	67 responses
Don't Know	21.3%	86 responses

Fiscal Support Level

Those who indicated support for the Auburn Dam (251) were asked how much they were willing to pay in property taxes to fund this project. Almost two-thirds supported a \$25 annual property tax.

\$100 per year	31.9%	80 responses
\$ 75 per year	33.9%	85 responses
\$ 50 per year	45.8%	115 responses
\$ 25 per year	64.1%	161 responses

Reasons cited for Auburn Dam Support

This was an open ended questions which allowed participants to select their own reasons. Of the 20 listed reasons for supporting the Auburn Dam, the TOP THREE include:

Flood Control/Flood Protection	15.9%	73 responses
For Future Generations	10.2%	47 responses
Folsom can't handle water storage	8.5%	39 responses

Reasons cited for Auburn Dam Opposition

Of the 15 listed reasons for opposing the Auburn Dam, three top reasons include:

Adverse effect on environment	14.7%	16 responses
Costs too much	10.1%	11 responses
We don't need it	9.2%	10 responses

Comments

When it comes to support for the Auburn Dam, our survey population did not sit on the fence. It clearly showed support and then selected the amount of additional property tax they were willing to bear. Furthermore, 21.3% indicated they didn't know whether or not to support or oppose the Auburn Dam. Clearly, with additional information, we will be able to garner even more support from this group as well.

Reasons for supporting the Auburn Dam indicated that our respondents had an interest in flood protection, maintaining quality of life for future generations, as well as water storage. Those who opposed the Dam didn't cite cost as a primary reason. Instead they showed concern for the environment, a familiar battle ground for Dam supporters.

While it is pleasing to see that the survey respondents are so knowledgeable about water issues, the survey may not reflect the sentiments of Sacramento County's population at large. Registered voters on the whole are politically active, aware and interested in local and state issues. Our level of education attained by the survey participants is extremely high. According to the 2000 census, only 24.8% of Sacramento County population were college graduates who earned a BA degree or higher. In our survey, 46.8% achieved a four-year degree or higher.

Auburn Dam Council's concern about the influx of new people and the potential lack of awareness of water issues was not addressed in this survey mainly because it was limited to Sacramento County. This county has received as many new people from neighboring counties in the Sacramento region as it has from counties outside our region. This accounts for the relative stability in "length of residence" across the decades.

The Auburn Dam survey results are very encouraging. This information provides the Council with a solid base from which to develop a strategy for the Auburn Dam project.