

PPIC Statewide Survey: Californians and the Environment

October 4, 2017

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Supported with funding from the David and Lucile Packard Foundation, the Dirk and Charlene Kabcenell Foundation, the Flora Family Foundation, and the Heising-Simons Foundation



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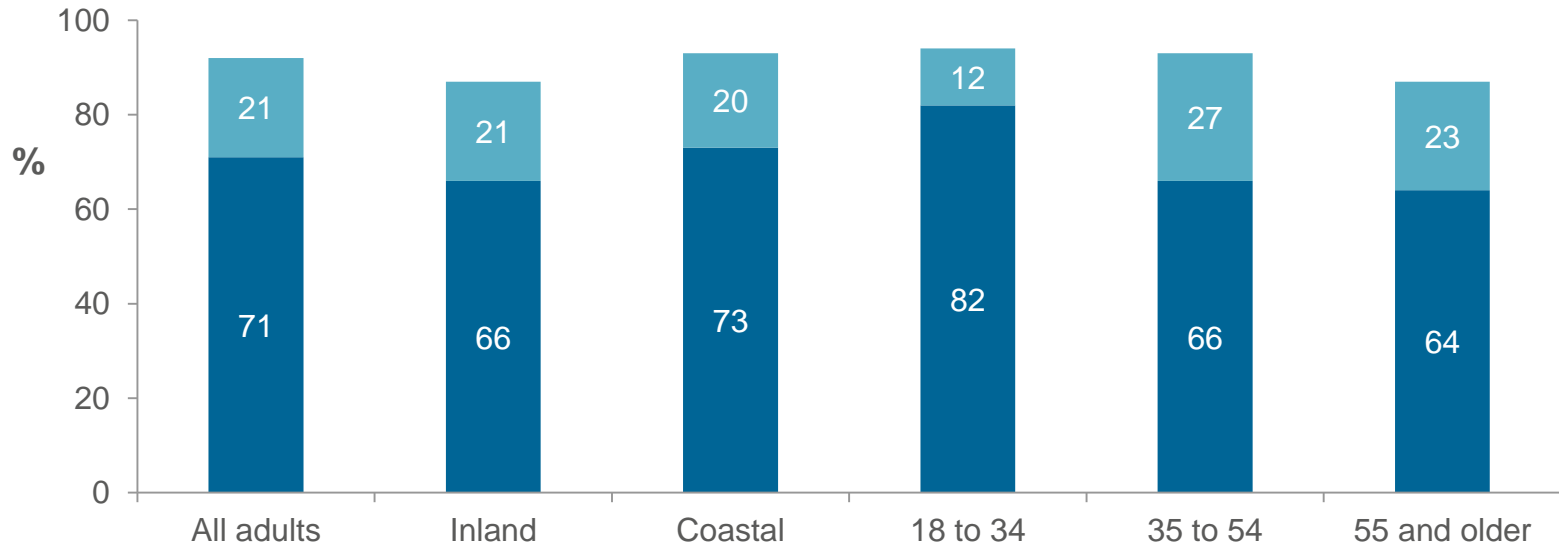
Californians and the Environment

- Provide a voice for all Californians in important state policy debates
 - 340,000+ Californians interviewed since 1998
 - 160+ general, issue, and regional surveys
- Telephone interviews, July 9–18, 2017
 - 65% cell phone, 35% landline
 - 1,708 adults, $\pm 3.4\%$ margin of error
 - 1,095 likely voters, $\pm 4.3\%$ margin of error
- Opinions and policy preferences on climate change, air pollution, water supply, and coastal issues

California's ocean and beaches

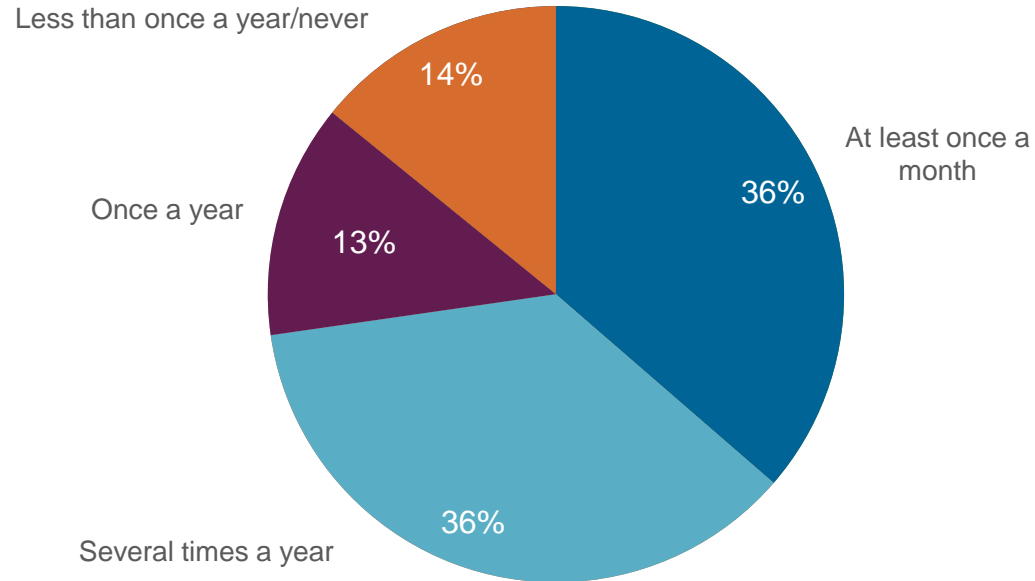
How important is the condition of California's ocean and beaches to you personally?

■ Somewhat important
■ Very important

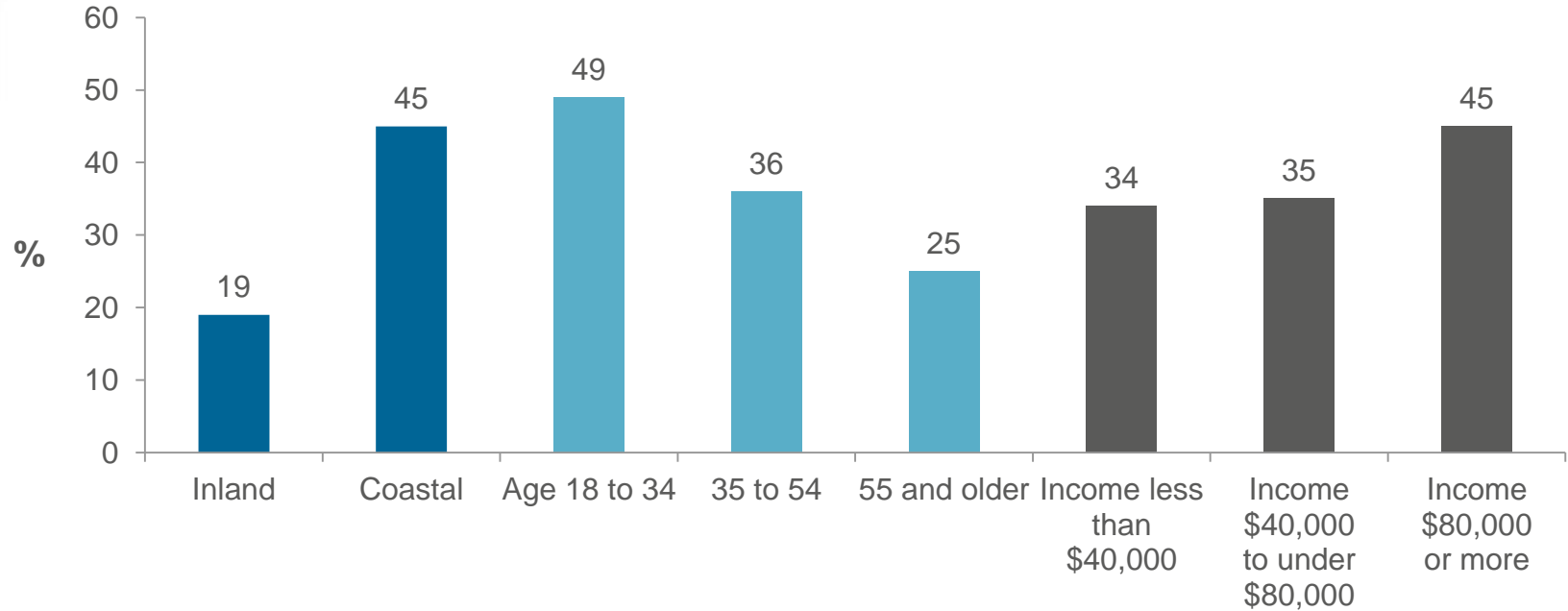


Visiting California's coast

How often do you visit a beach on the California coast?

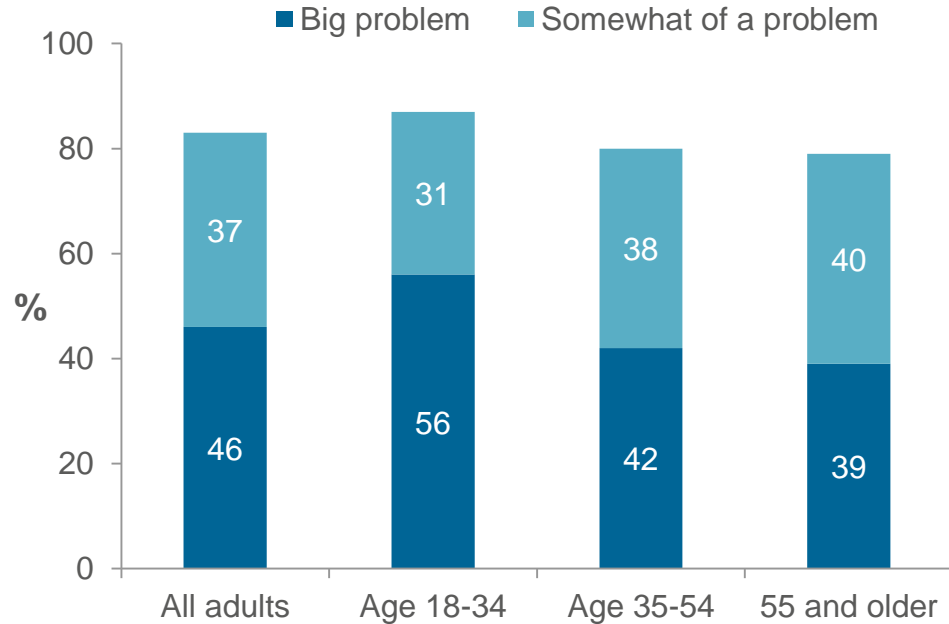


Visit a beach on the coast at least once a month

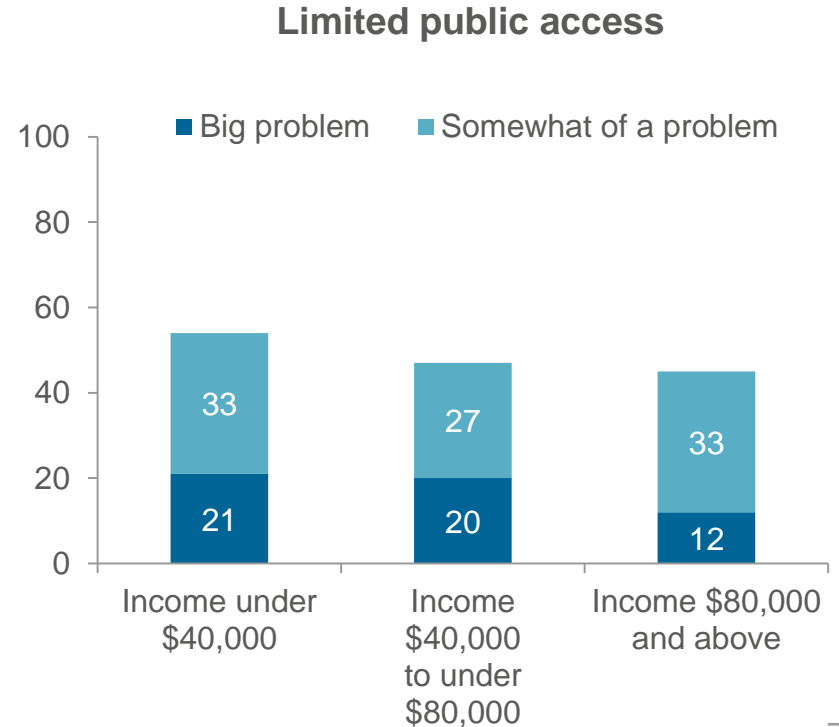
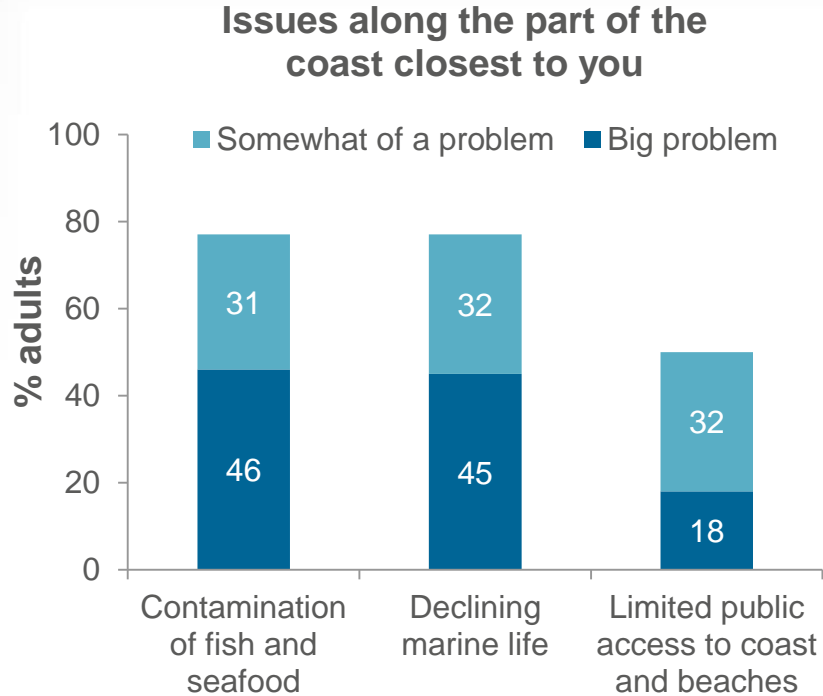


Ocean and beach pollution

Do you think that ocean and beach pollution along the California coast is a big problem, somewhat of a problem, or not a problem in California today?

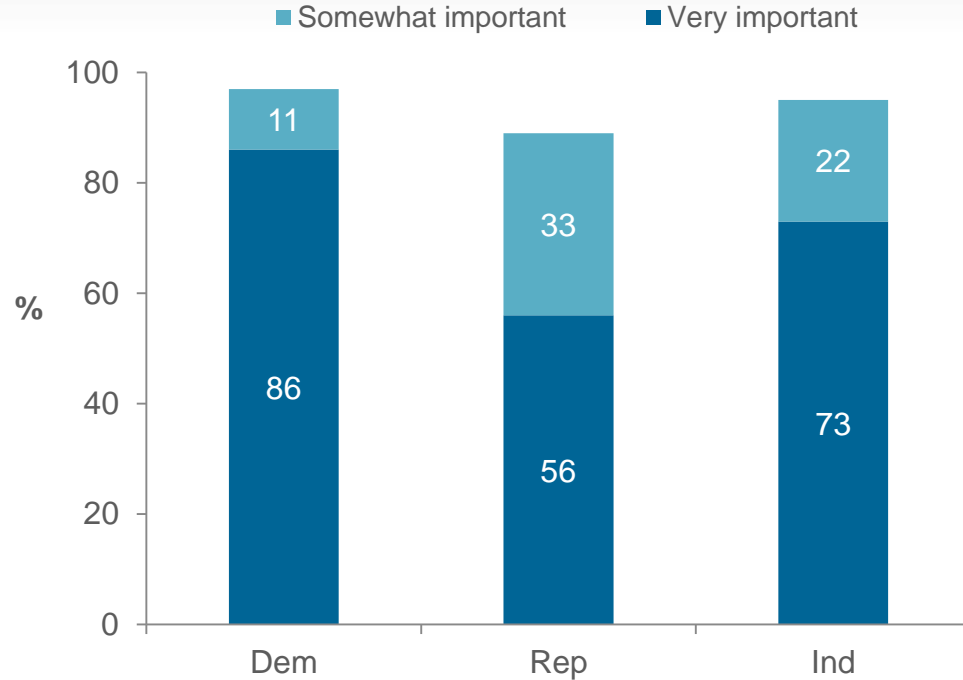


Seriousness of coastal issues



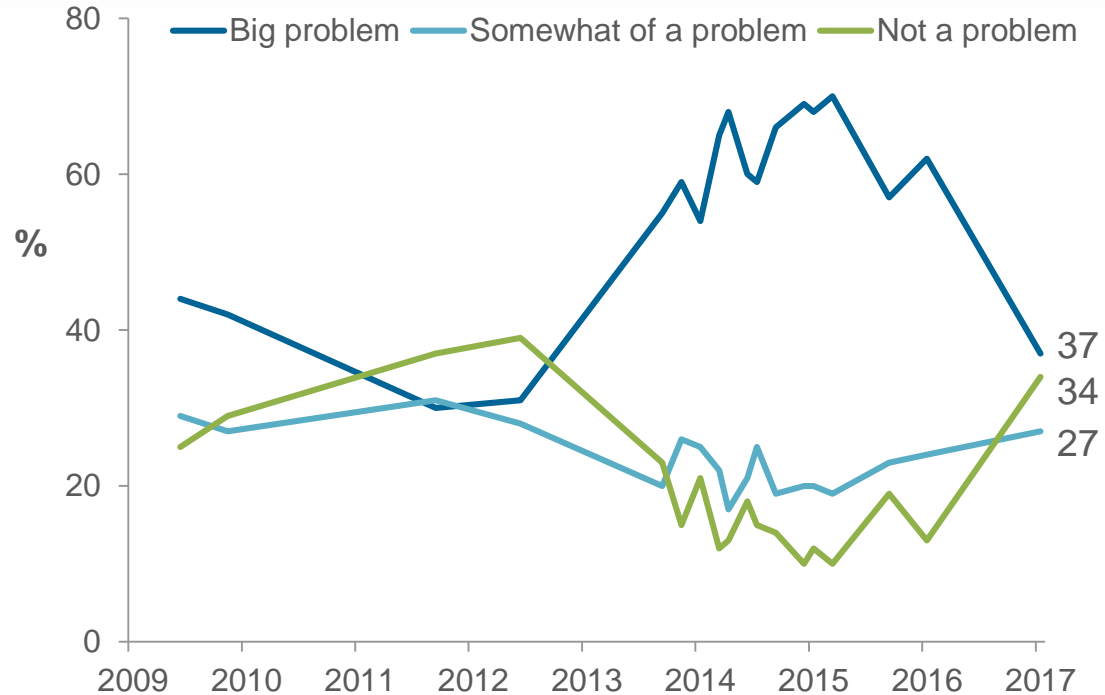
Importance of Marine Protected Areas (MPAs)

Next, Marine Protected Areas, or MPAs, are managed by the California State Fish and Game Commission to protect fish, wildlife, and their habitat in coastal waters...



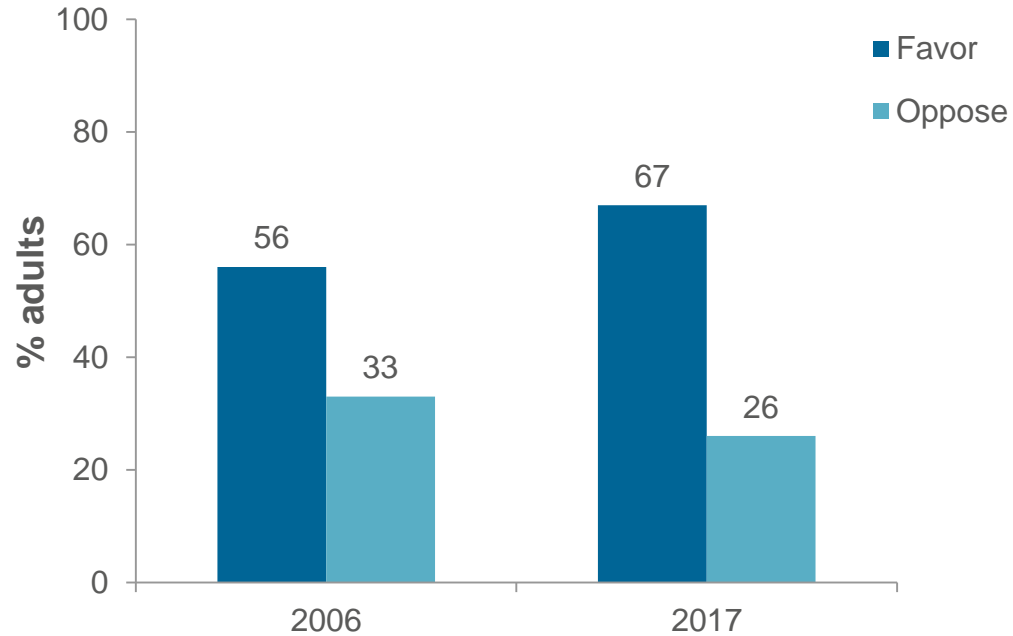
Water supply

Would you say that the supply of water is a big problem, somewhat of a problem, or not much of a problem in your part of California?



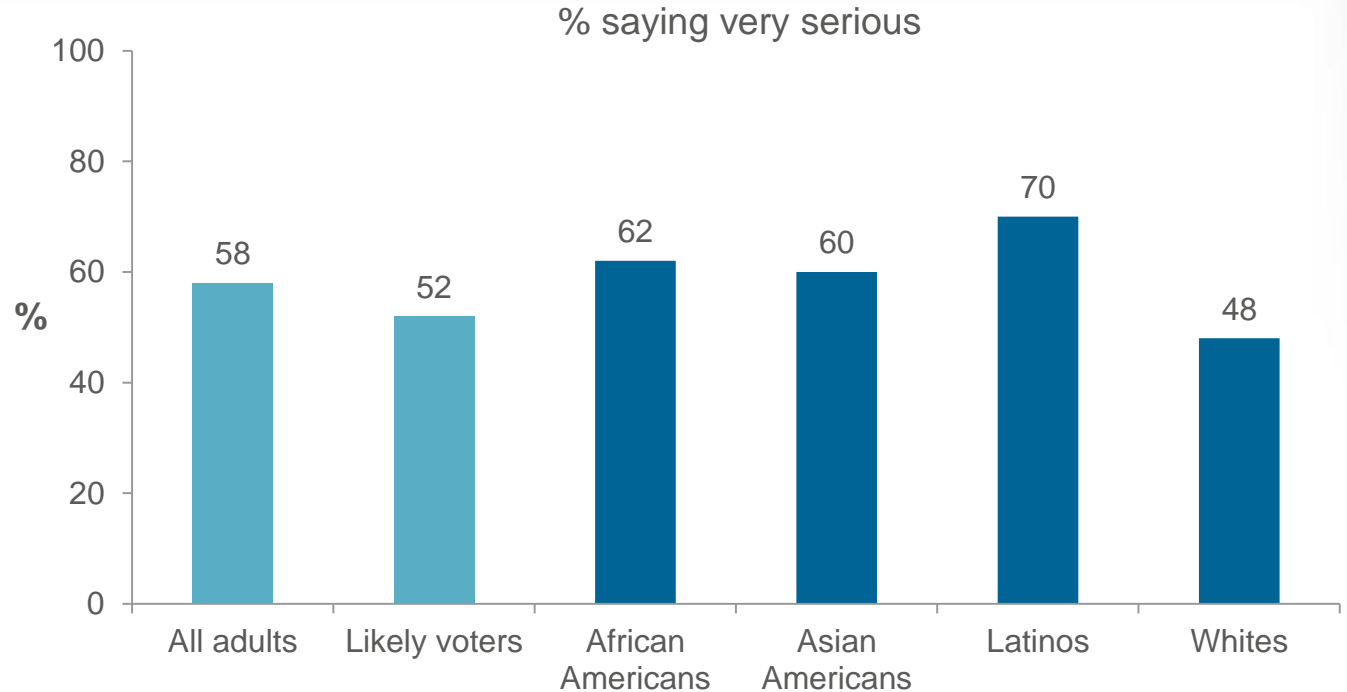
Support for building desalination plants

Do you favor or oppose building desalination plants on the California coast?



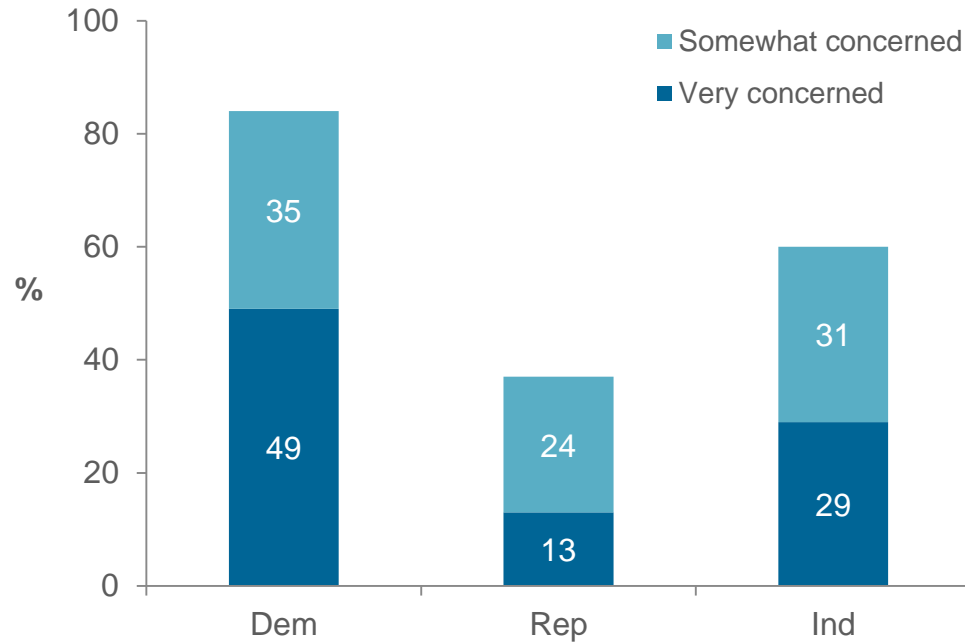
Threat of global warming

How serious of a threat is global warming to the economy and quality of life for California's future?

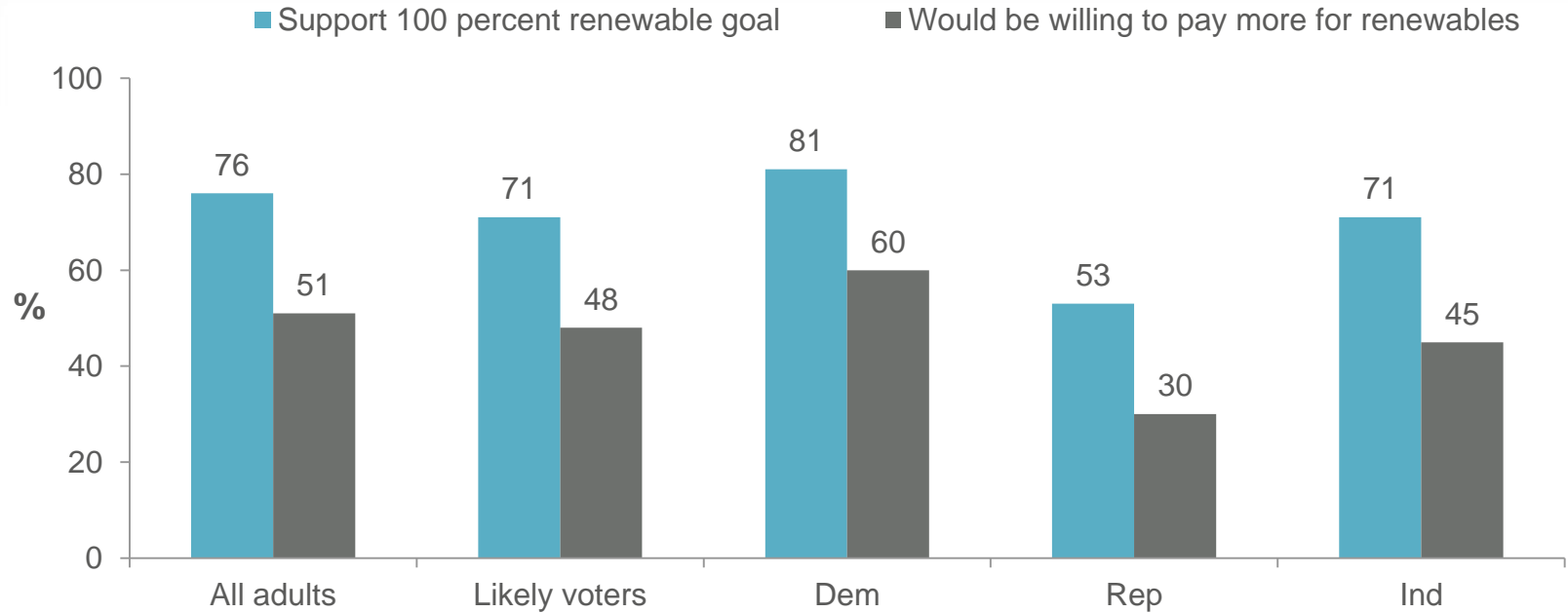


Concern about sea level rise

Thinking about the possible impact of global warming in California, how concerned are you about rising sea levels?

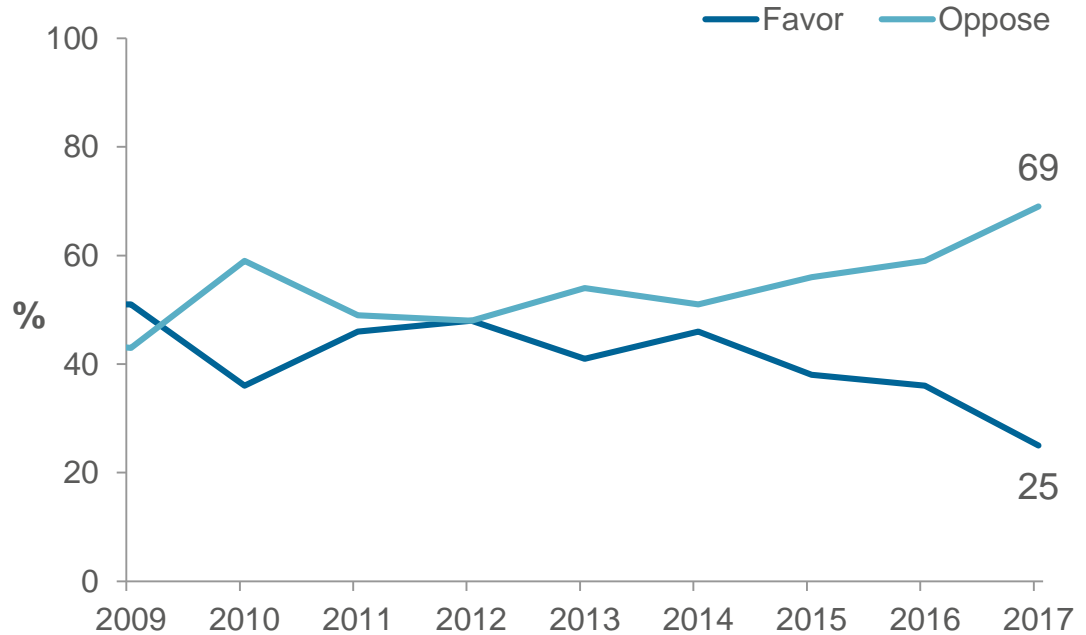


Renewable energy

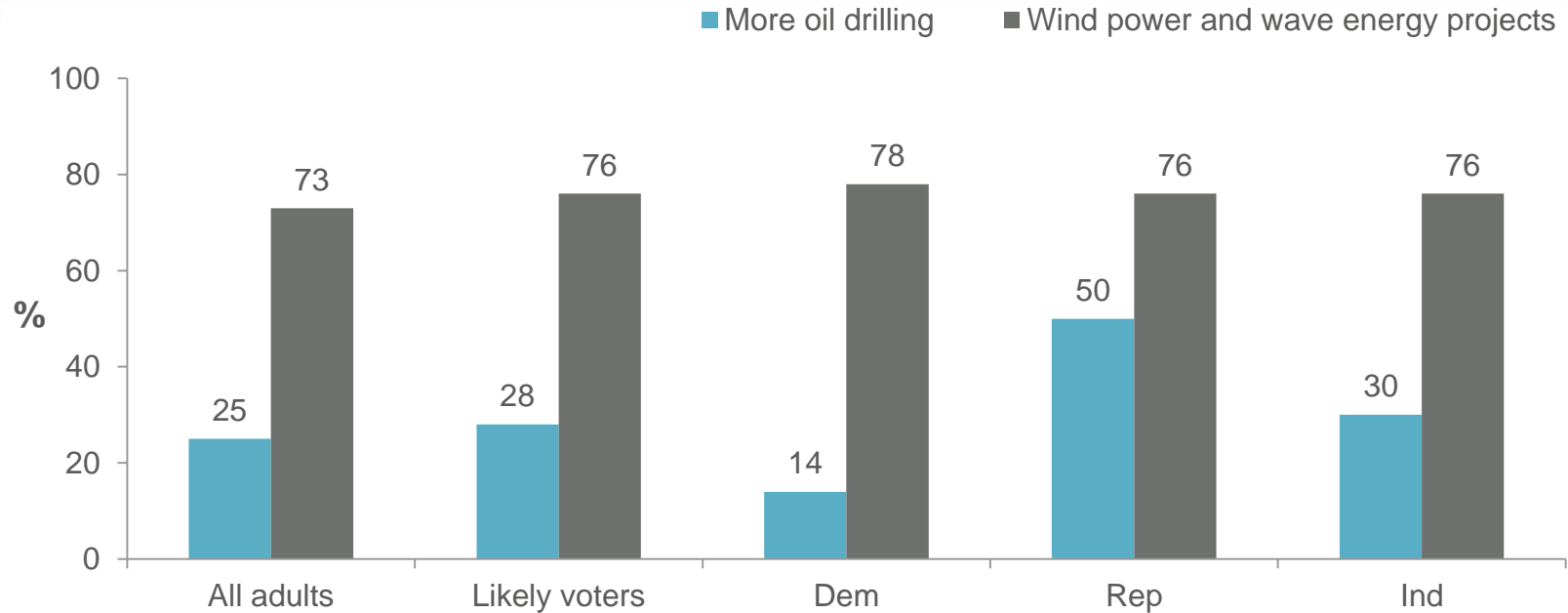


Support for more oil drilling off the coast

Do you favor or oppose allowing more oil drilling off the California coast?



Support for energy development off the California coast



Conclusions

- Nearly all Californians say the condition of the ocean and beaches is important to the state and to themselves personally.
- Younger and wealthier adults are most likely to frequent California's beaches.
- Majorities see ocean pollution and contamination of seafood as a problem.
- Fewer say access is a big problem, and wealthier adults are least likely to say this.
- Strong majorities support the ideas of desalination and wind and wave energy projects.

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Notes on the use of these slides

These slides were created to accompany a presentation. They do not include full documentation of sources, data samples, methods, and interpretations. To avoid misinterpretations, please contact:

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Thank you for your interest in this work.