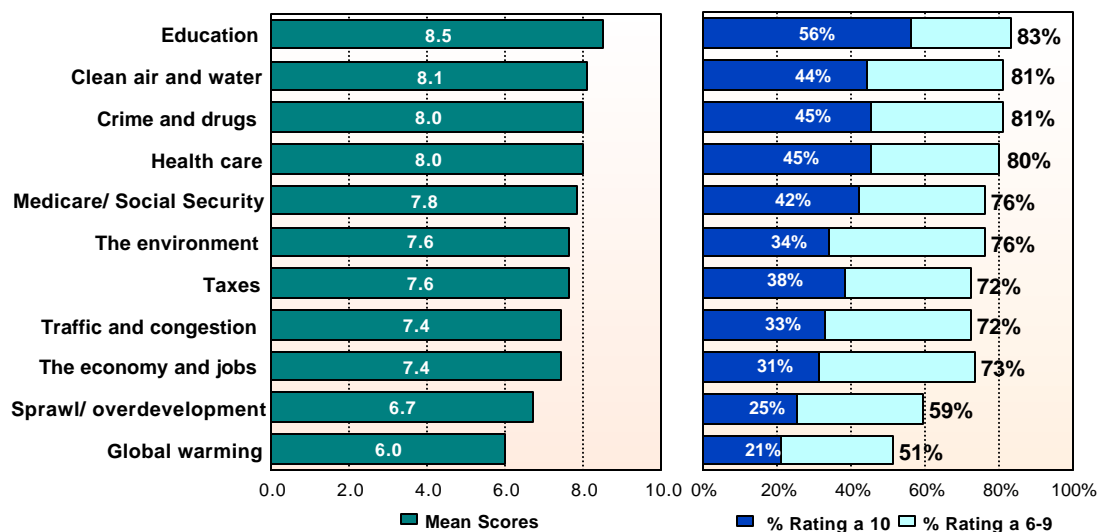


**Clean air and water rank as one of voters' top issues.** Education continues to be the number one issue for voters, but clean air and water, crime and drugs, and health care are tied as the second issue with which voters are most concerned. In comparing environmental issues, clean air and water does better than “the environment,” with similar overall ratings but with much more intensity than the former.

### Clean air and water ranks as one of voters' top issues.

How concerned are you about each of the following issues on a scale of 0 to 10?  
(10 = extremely concerned, 5 = somewhat concerned, and 0 = not at all concerned)



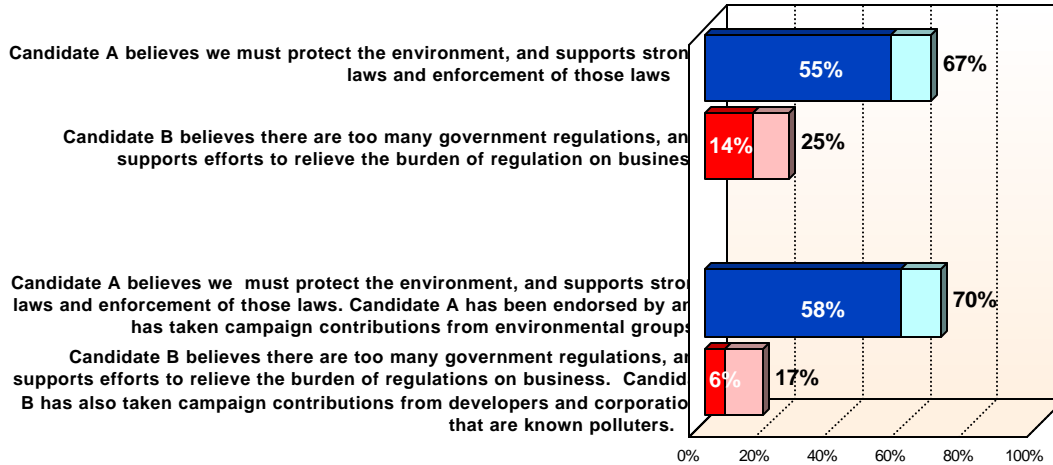
**Clean air and water play a critical role for voters when it comes to decision time at the ballot box.** Nearly nine out of ten (88 percent) indicate issues involving “clean water, clean air and open space” are important to them in deciding how to vote, with exactly half replying that they are primary factors. Clean air, water and open space fare slightly better than “conservation and environmental issues,” though overwhelming numbers of voters respond that the latter is also a major determinant in how they vote, with 82 percent saying either very or somewhat important and 44 percent saying very important.

By an overwhelming margin, **a pro-environment candidate soundly beats a candidate who favors fewer regulations.** Fully two-thirds of voters (67 percent) support the candidate who wants to protect the environment and “supports strong laws and enforcement of those laws,” with a strong majority of all voters (55 percent) intensely favoring this candidate.

Conversely, only 25 percent prefer a candidate who feels there are too many government regulations that are a burden on business, with a scant 14 percent strongly supporting this candidate. The four-to-one margin in intense support between the two candidates (55 percent strongly favor the pro-environment candidate to 14 percent strongly backing the candidate who wants fewer regulations) is particularly notable.

**A pro-environment candidate soundly beats a candidate who favors fewer regulations, with a dominant majority strongly supporting the pro-environment candidate.**

If you had to choose, which candidate would you favor?



***The pro-environment candidate successfully draws support from across the ideological spectrum.*** Liberals are practically unanimous in their support (73 percent strongly favor, 79 percent strongly or somewhat favor). More than three out of four self-described moderates (77 percent) back the pro-environment candidate (63 percent strongly), and a strong majority (56 percent) of conservatives do so as well with a near majority intensely backing this candidate (45 percent).

***California voters not only want to elect pro-environment candidates for office, they also want these officials to take action to protect the environment once they are elected, either in the form of stronger environmental protection laws or at least tougher enforcement of current laws.*** Nearly all voters share this view (77 percent) as one-fifth (21 percent) want new laws that are stronger and three out of five (56 percent) say existing laws are not enforced properly and should be strictly enforced. Only 19 percent say current laws are adequate or should be relaxed.

***Specific environmental issues: air, water, and growth are the top environmental concerns.*** When voters are asked to name their greatest environmental concern in an open-ended format, air and water stand out as their number one problem. Specifically, one quarter of voters (24 percent) say either air pollution or air quality is their top concern. One out of five (19 percent) choose some variation of water and water pollution. Growth and development is emerging as a major environmental issue, as 18 percent name either growth or a variation of growth, such as traffic, sprawl, or loss of farmland and open space.