



Statewide Attitudes Research

August 2023

1,200 interviews

MOE ± 2.83

Positives of Living in California (Open-End)

What is the best thing about living in California?

Natural Surroundings & Weather – 61%

“The weather and natural resources around it, the beach, mountains, camping locations, etc.”

“The fact that you can go to the ocean or mountains. California has the best of both worlds.”

“The weather and the beauty.”

Sense of Community – 11%

“It’s home and I can’t imagine living anywhere else”
“California is my home. We are 5th generation native Californians.”

Lifestyle – 8%

“The amenities: events, food, nature, public areas, cities”
“Living with people of different cultures.”

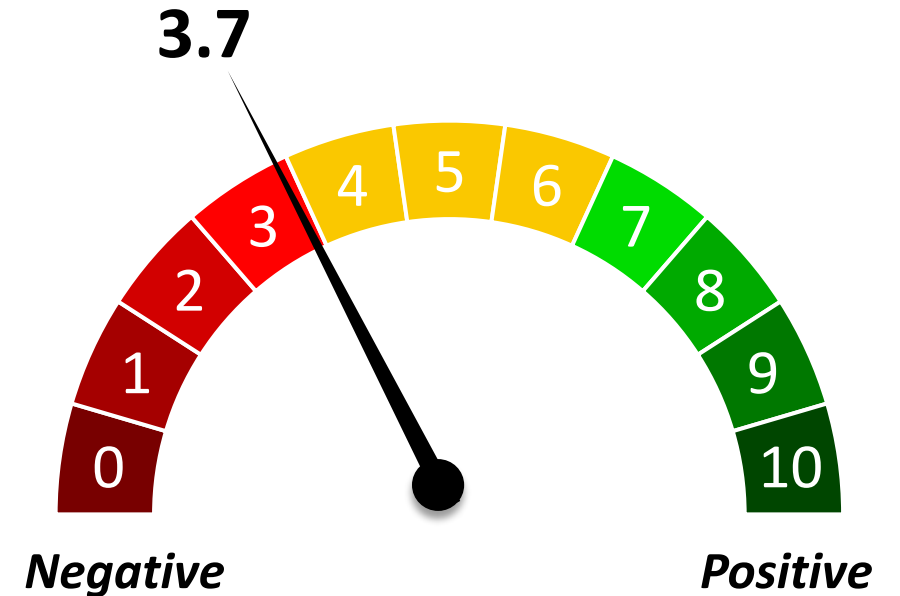
Politics and Progressive Values – 6%

“How much better the politics are here compared to the rest of the country.”

Quality of Life Indicators

- 63%** say California is pretty seriously off on the wrong track
- 57%** rate the quality of life in California negatively
- 67%** are unhappy or worried about changes in their community
- 72%** think the next generation will be worse off than their parents
- 50%** say they would leave California in the next 5 years if their personal/financial situation was not a factor

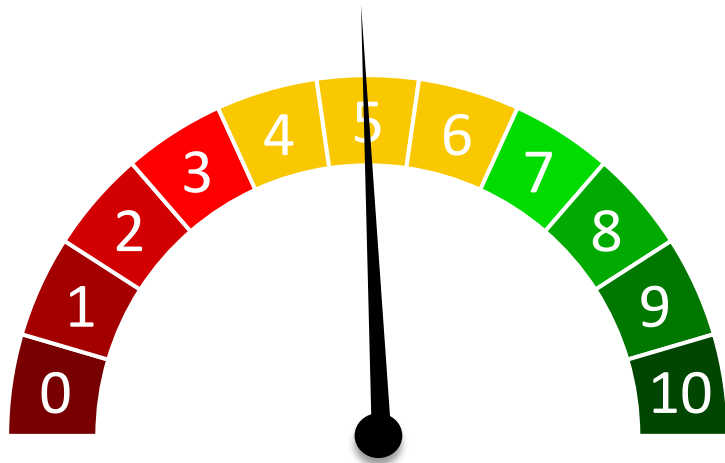
Voter Satisfaction Index August 2023



Voter Satisfaction Index by Party/Age

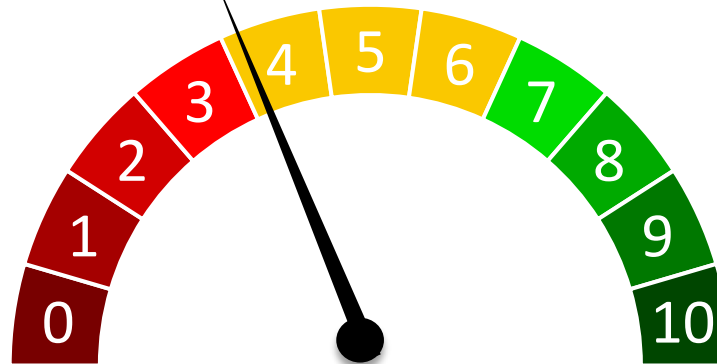
Democrats and Democratic-Leaning NPPs Over 50 (32%)

5.4



Democrats and Democratic-Leaning NPPs Under 50 (29%)

4.1

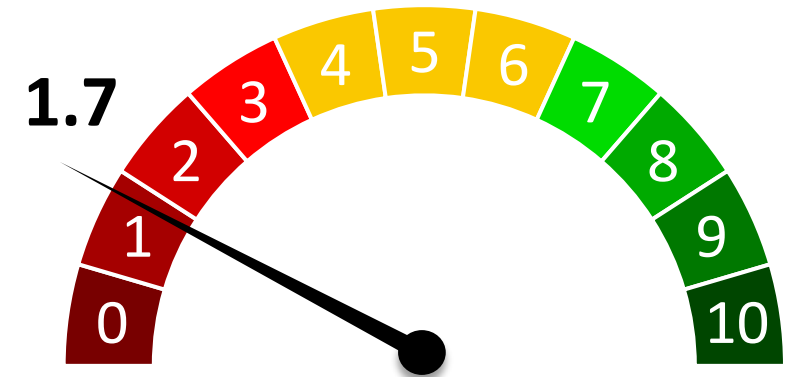


Negative

Positive

Republican and Republican-Leaning NPPs Overall (39%)

1.7



Frustrations with California (Open-End)

What are the issues facing California that you are most frustrated or concerned about?



48% mention cost of living, taxes, or the cost of housing



28% specifically mention homelessness

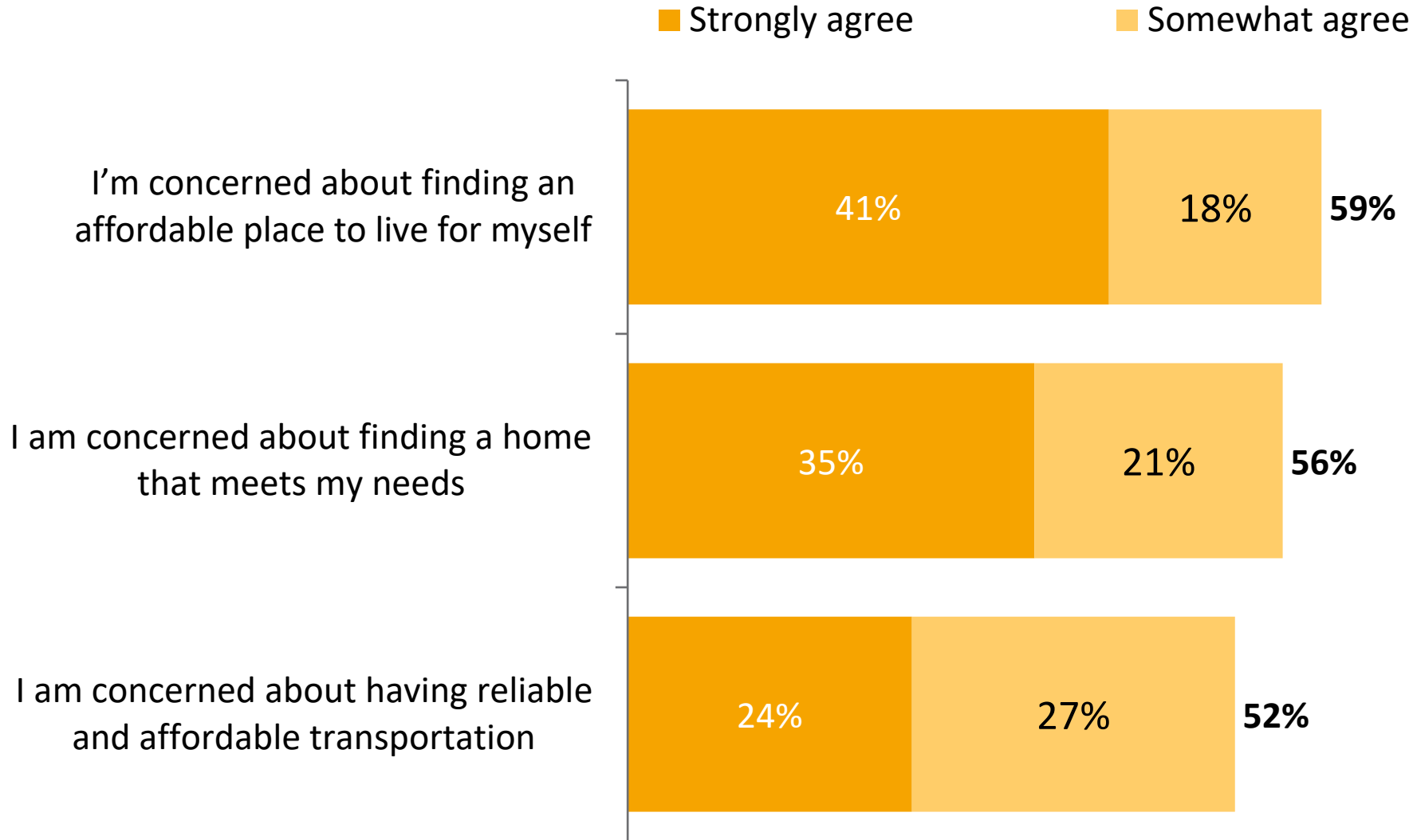


20% mention crime/lawlessness



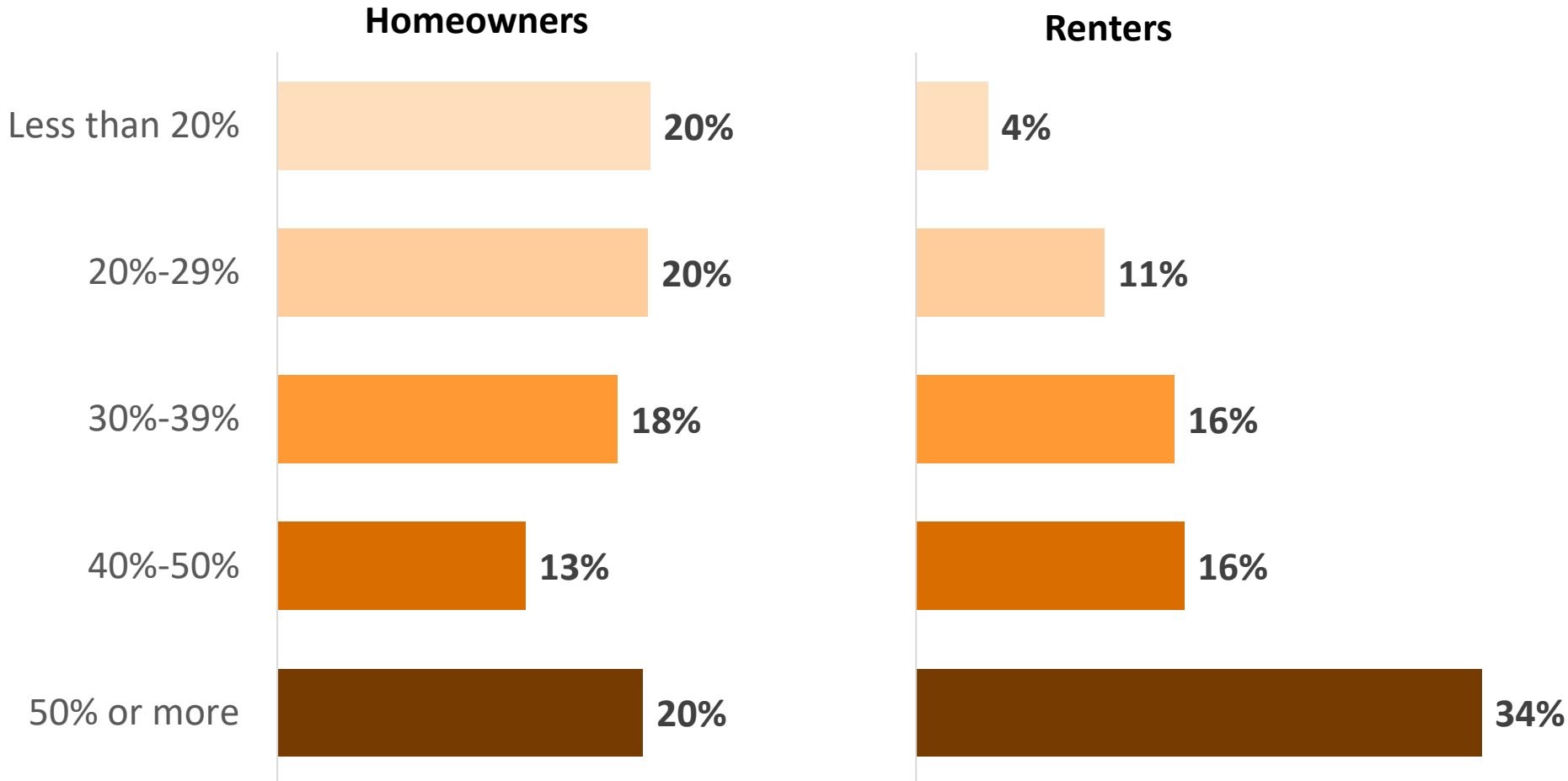
13% mention politicians

Housing and Transportation



Income Spent on Housing

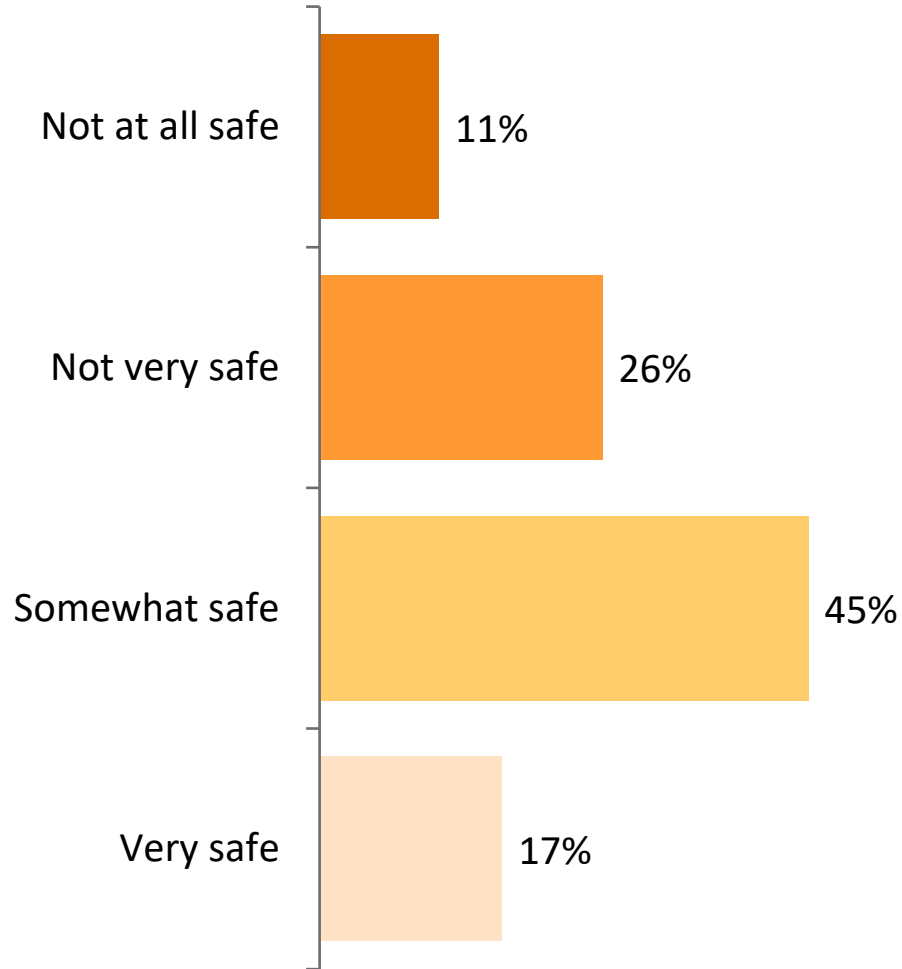
Approximately what percentage of your household income do you spend on housing?



91%
of respondents
say owning a
home is
important to
them

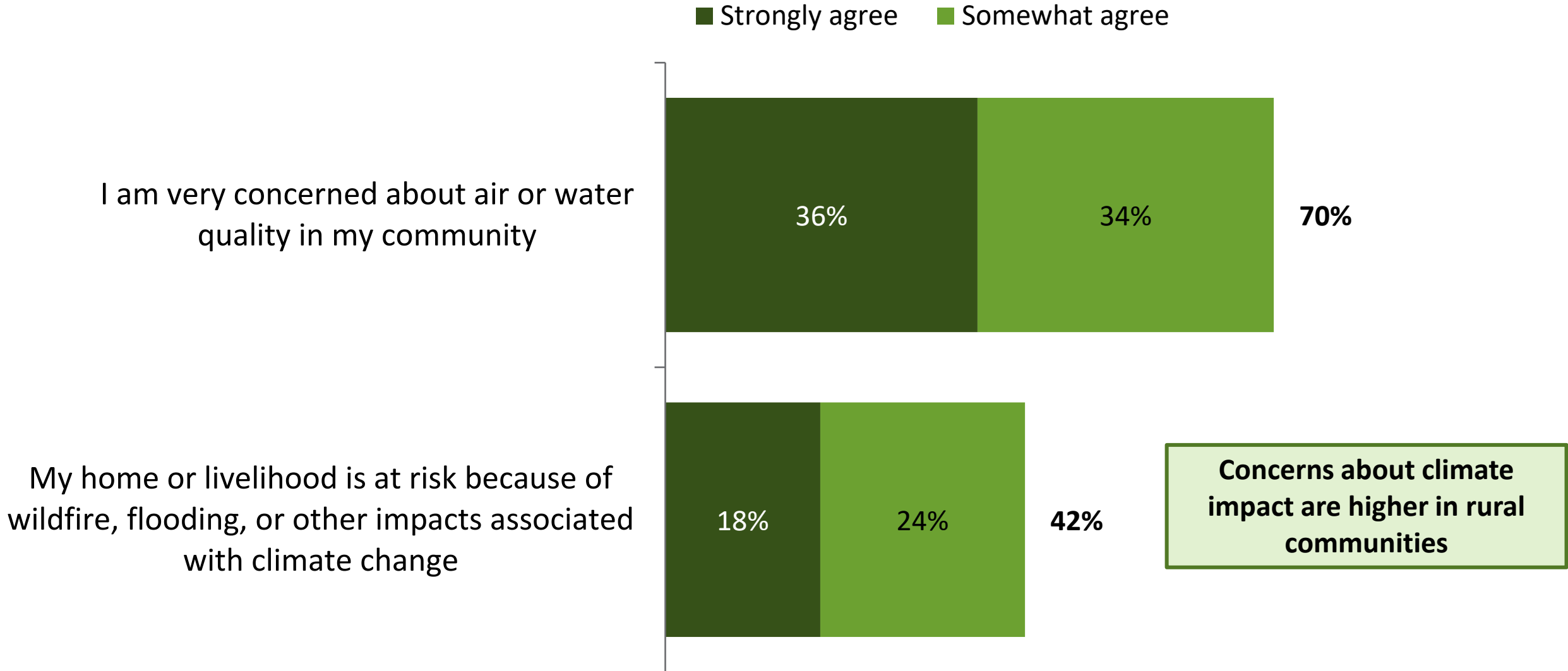
Community Safety

Thinking about safety in your community, would you say you feel...?



61%
say they avoid going to places in their community because of crime

38%
Report being the victim of theft or petty crime in the last year



Encountering Homelessness

71%

say they personally
encounter people who
are experiencing
homelessness

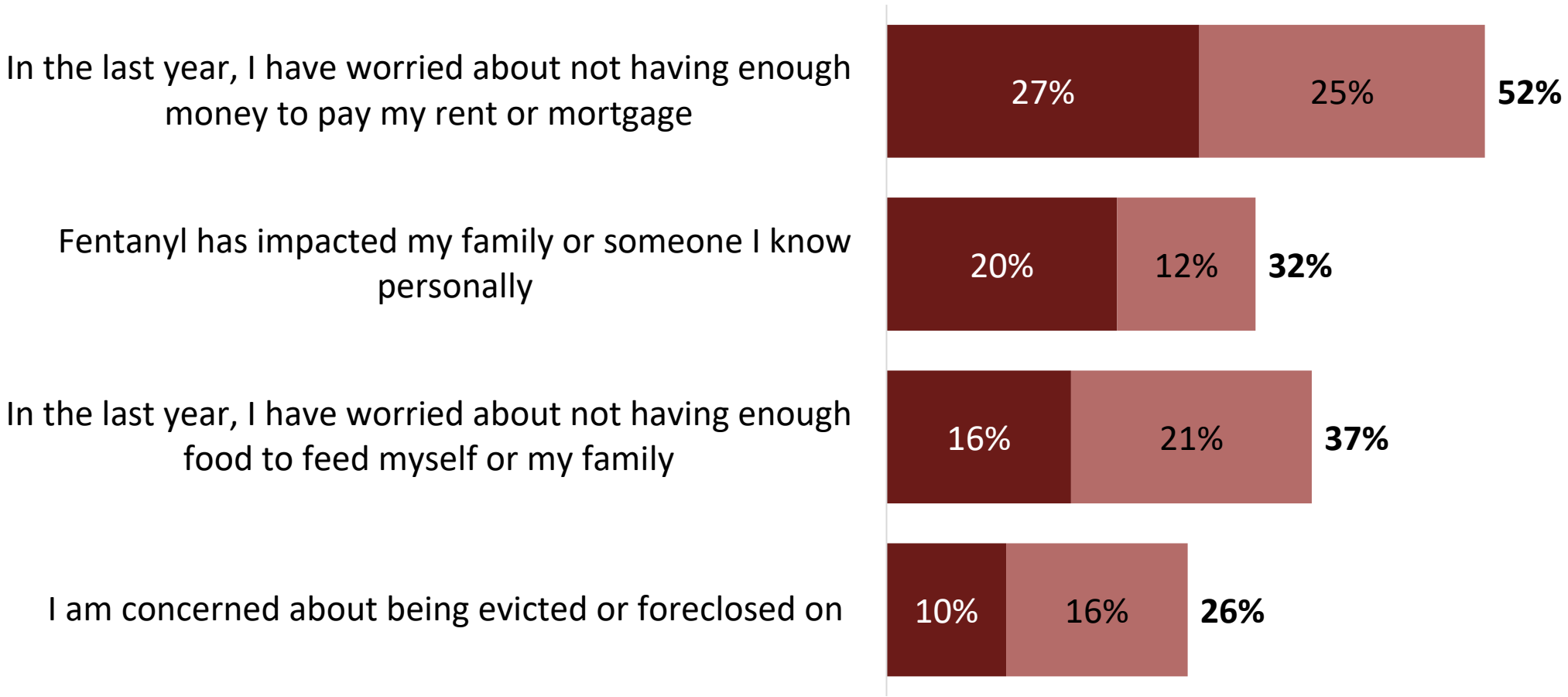
DAILY

“All throughout and around my neighborhood there are homeless people living on the streets. I know a lot of these people just need help getting off their feet, and it make me worried for my future.”

Democratic man, San Diego

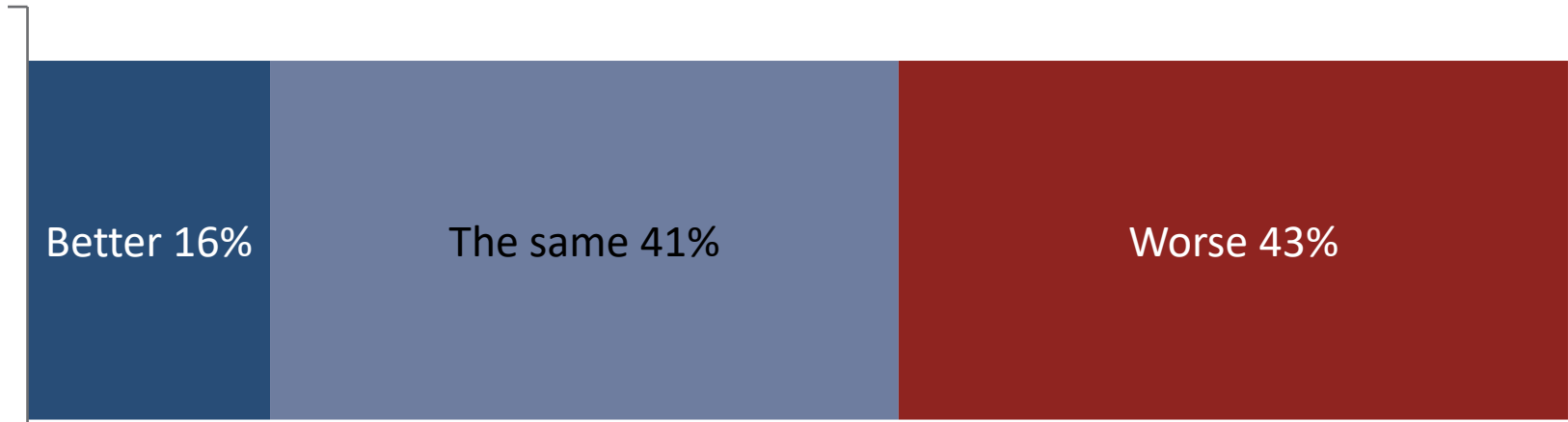
Serious Challenges

■ Strongly Agree ■ Somewhat Agree



Q21/22/34/44. Please indicate whether you agree or disagree with each of the following statements.

How do you think the California economy will be doing 6 months from now?



How would you say you and your household will be doing financially 6 months from now?

