California Statewide Online Voter Survey

Report on results

From Thursday, October 10 through Monday, October 14, 2019 J. Wallin Opinion Research conducted an online survey of voters throughout the State of California.

We interviewed 800 respondents and our sample is stratified, meaning that the demographic composition of our results matches the demographic composition of the region and turnout model that we surveyed.

J. Wallin Opinion Research performs research on behalf of business, government and political clients.
Top Issues
Cost of living in California
Is the most important issue to California voters

Question: Please rank the importance of the following issues that are prominent in California. Rearrange the list by tapping on the topic and sliding the most important issue to the top and the least important issue to the bottom.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of living in California</td>
<td>34.6%</td>
</tr>
<tr>
<td>Climate change</td>
<td>17.2%</td>
</tr>
<tr>
<td>Immigration</td>
<td>16.9%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>14.0%</td>
</tr>
<tr>
<td>Homelessness</td>
<td>11.0%</td>
</tr>
<tr>
<td>Water storage</td>
<td>6.2%</td>
</tr>
</tbody>
</table>
Top five issues:
Ranked by political party

Question: Please rank the importance of the following issues that are prominent in California. Rearrange the list by tapping on the topic and sliding the most important issue to the top and the least important issue to the bottom.

- Cost of living in California
- Climate change
- Immigration
- Healthcare
- Homelessness

**Graph:**
- Rep
- Dem
- DTS

<table>
<thead>
<tr>
<th>Issue</th>
<th>Rep</th>
<th>Dem</th>
<th>DTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of living in California</td>
<td>31.0%</td>
<td>34.0%</td>
<td>38.6%</td>
</tr>
<tr>
<td>Climate change</td>
<td>6.9%</td>
<td>23.0%</td>
<td>17.0%</td>
</tr>
<tr>
<td>Immigration</td>
<td>37.0%</td>
<td>8.4%</td>
<td>13.5%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>9.5%</td>
<td>18.0%</td>
<td>13.9%</td>
</tr>
<tr>
<td>Homelessness</td>
<td>11.0%</td>
<td>12.0%</td>
<td>12.0%</td>
</tr>
</tbody>
</table>
Homelessness
Nearly 9 out of 10 (88.9%) voters say it is important
That homelessness is one of the top two priorities of California’s Governor

Question: How important do you feel that fixing homelessness is to be one of the top two priorities of California’s Governor?
News Sources
Cable news channels and local TV
Are the top media sources for political news

Question: From which one of the following media sources are you most likely to hear political news first?

- Cable news (CNN, Fox News, MSNBC): 31.4%
- Local TV news: 30.9%
- Social and digital media (Facebook, online news sites): 16.5%
- News talk radio: 8.9%
- Print newspapers: 6.8%
- Friends and family: 5.6%
Question: Please rank the importance of the following issues that are prominent in California. Rearrange the list by tapping on the topic and sliding the most important issue to the top and the least important issue to the bottom.

Top news sources:
Ranked by party
Thank you