



THE  
PEOPLE'S  
VOICE



# CalChamber<sup>®</sup> 4<sup>th</sup> Annual Survey of California Voter Attitudes

**Robert Green & Adam Rosenblatt, PSB Research**

# Methodology

PSB conducted online interviews from November 9 to 13, 2018 among n=1,002 California 2018 general election voters.

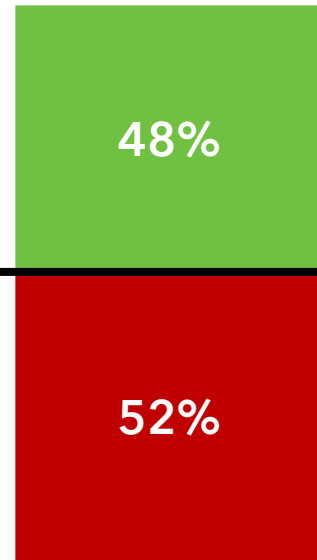
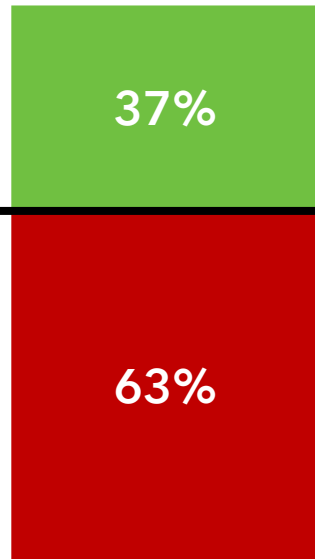
The margin of error for this study is +/- 3.10% at the 95% confidence level and larger for subgroups. Some percentages may add to more or less than 100% due to rounding.



# Key Findings

# CA voters do not like direction of nation; split on whether state on right vs wrong path

**Right direction**

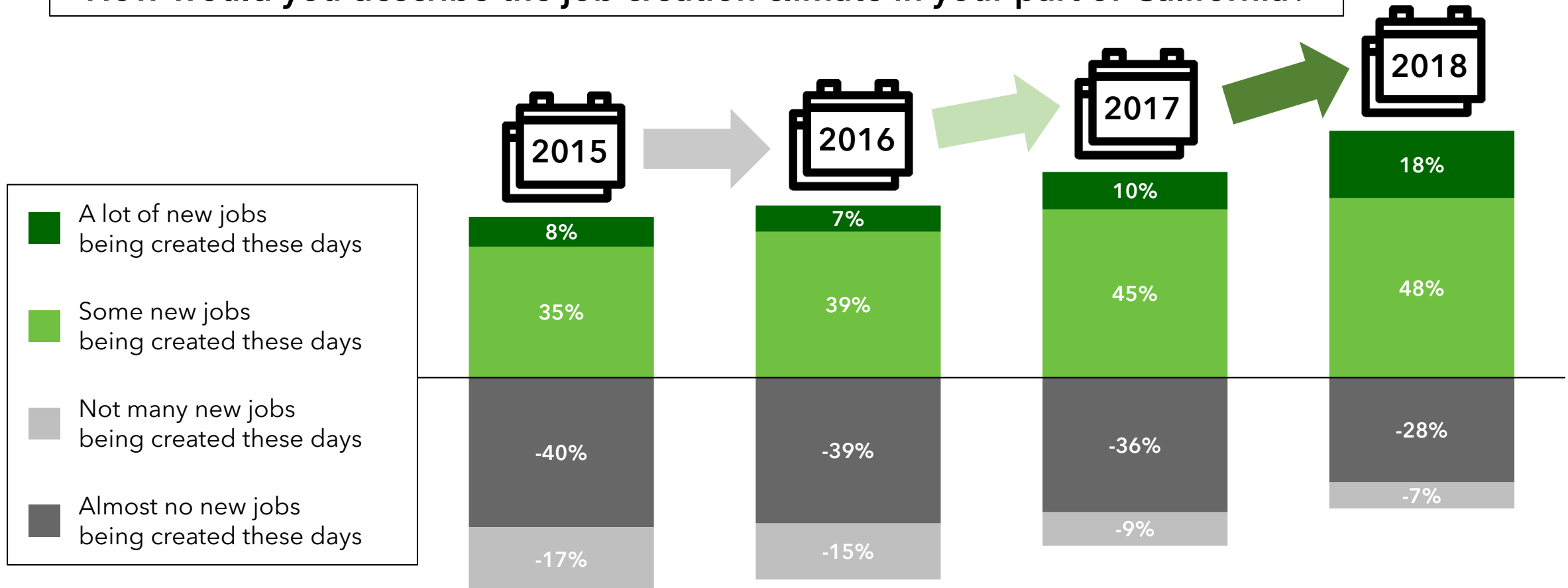


**Wrong track**



# Voters say more new jobs where they live; noteworthy job creation increase starting in 2017

How would you describe the job creation climate in your part of California?



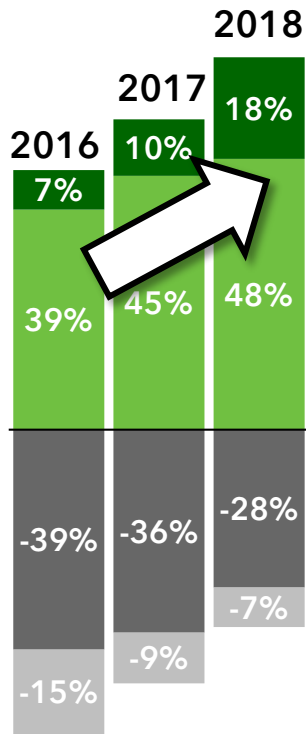
NOTE: "Not many new jobs" and "almost no new jobs" displayed as negative %

# Since 2016, perception of job creation has significantly improved in all parts of CA

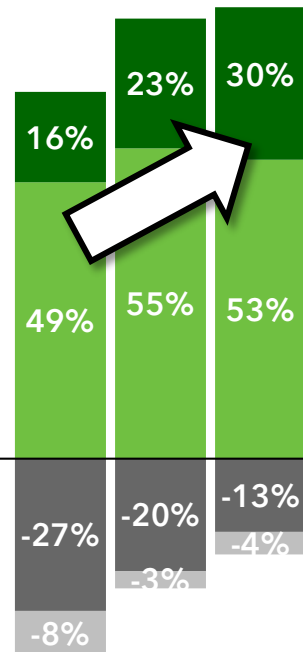
How would you describe the job creation climate in your part of California?

- A lot of new jobs...
- Some new jobs...
- Not many new jobs...
- Almost no new jobs...

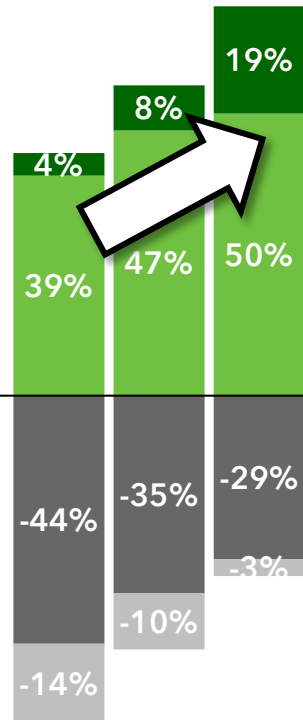
## Statewide



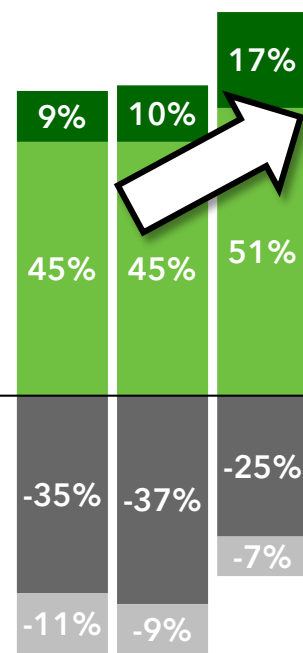
## SF Bay Area



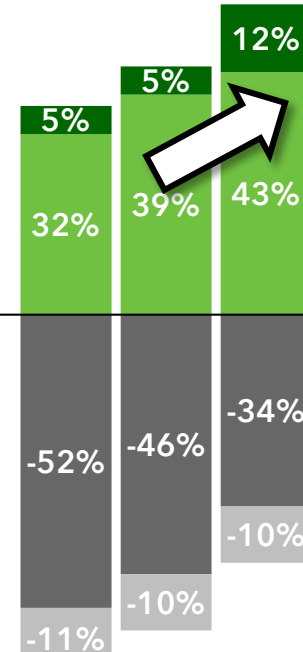
## OC/San Diego



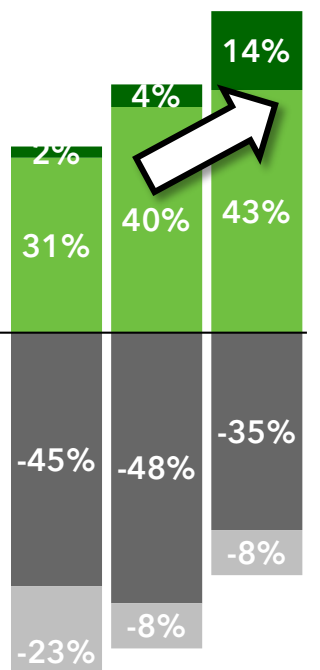
## Los Angeles



## Inland Empire



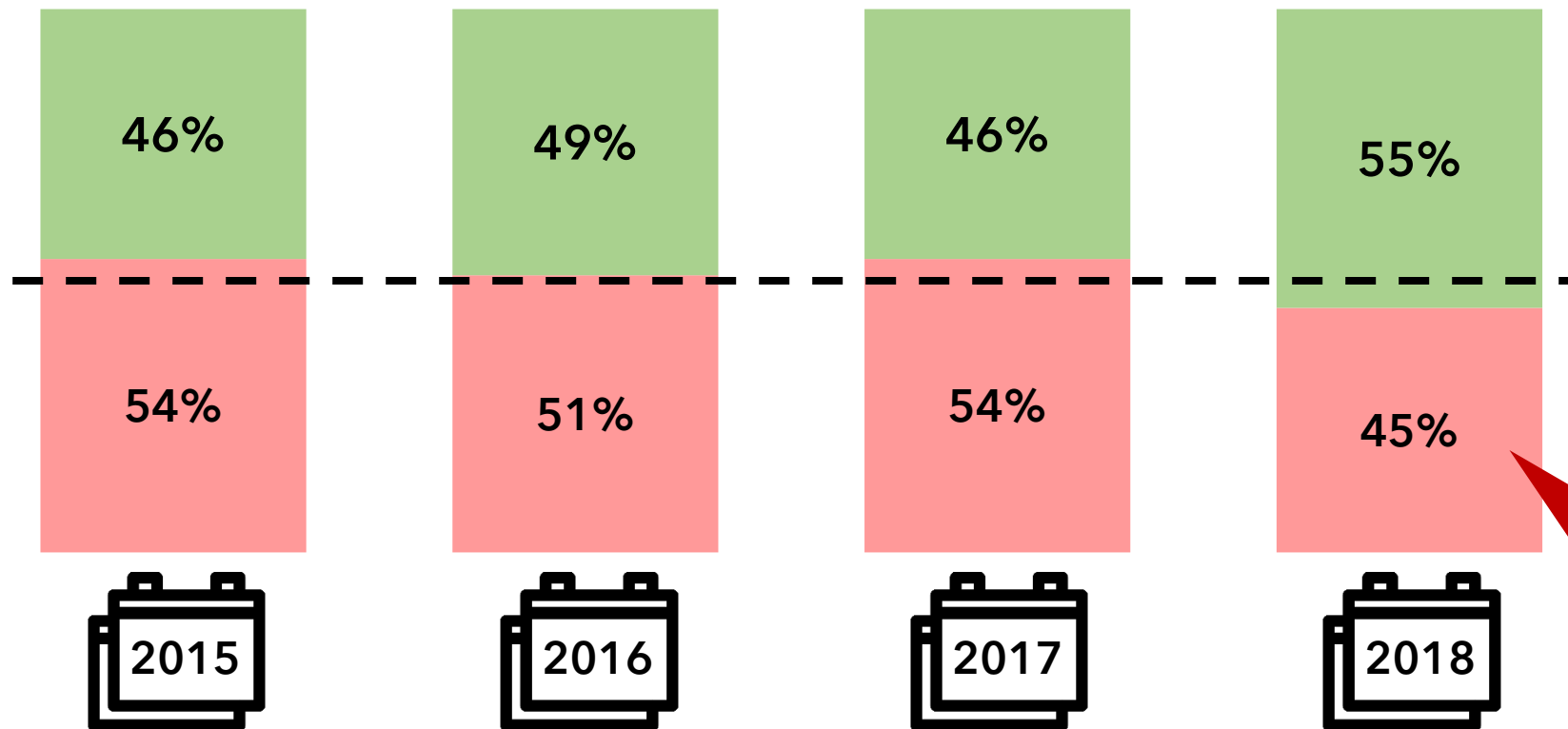
## Central Valley



NOTE: "Not many new jobs" and "almost no new jobs" displayed as negative %

# In addition to more new jobs overall, voters now say these are better paying, middle class jobs...

(AMONG THOSE WHO SAY THERE ARE "A LOT" OR "SOME" NEW JOBS CREATED IN THEIR PART OF CALIFORNIA)  
Would you say most of the new jobs being created...



Lead to higher pay and middle class

Tend to be dead ends and do not lead to middle class

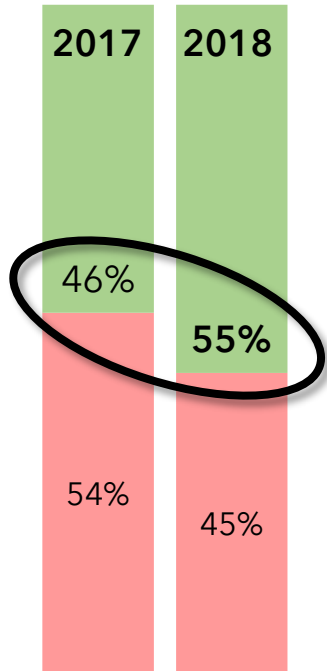
# ...and the opportunity of "better" jobs has now extended to many parts of CA (not only Bay area)

(AMONG THOSE WHO SAY THERE ARE "A LOT" OR "SOME" NEW JOBS CREATED IN THEIR PART OF CALIFORNIA)  
**Would you say most of the new jobs being created...**

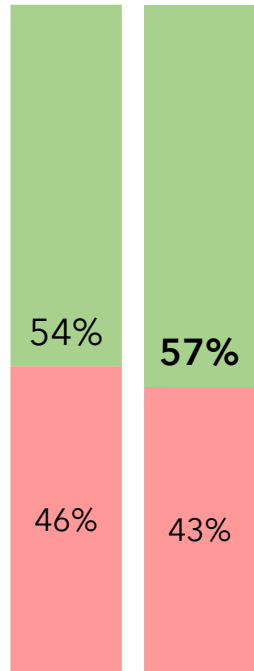
**Lead to higher pay and middle class**

**Tend to be dead ends and do not lead to middle class**

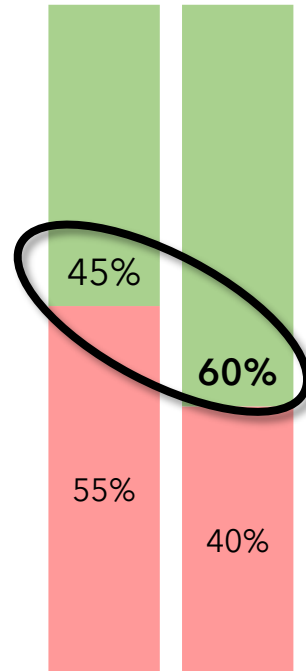
## Statewide



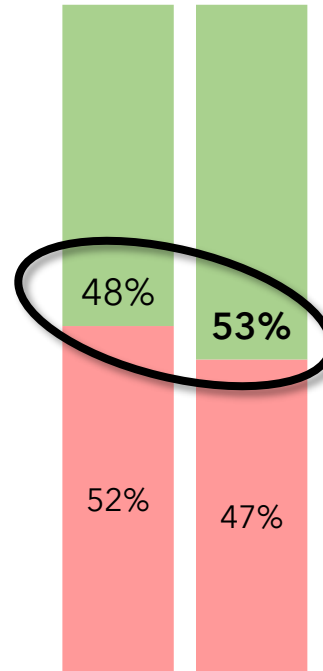
## SF Bay Area



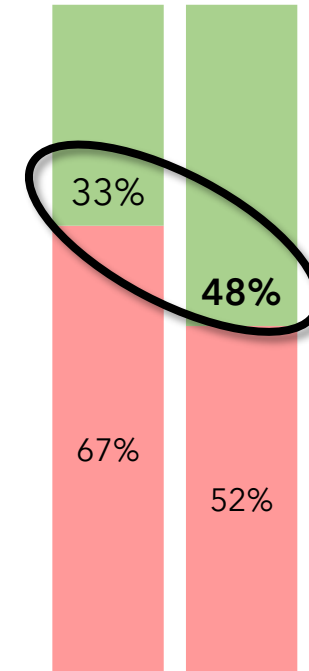
## OC/San Diego



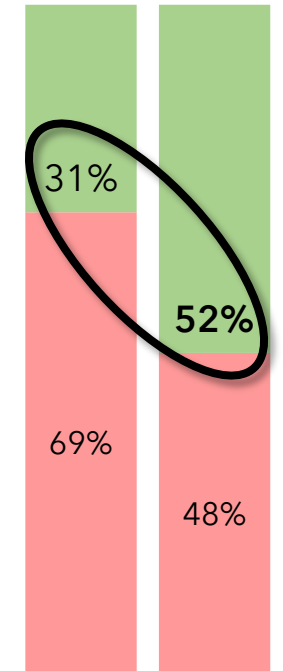
## Los Angeles



## Inland Empire



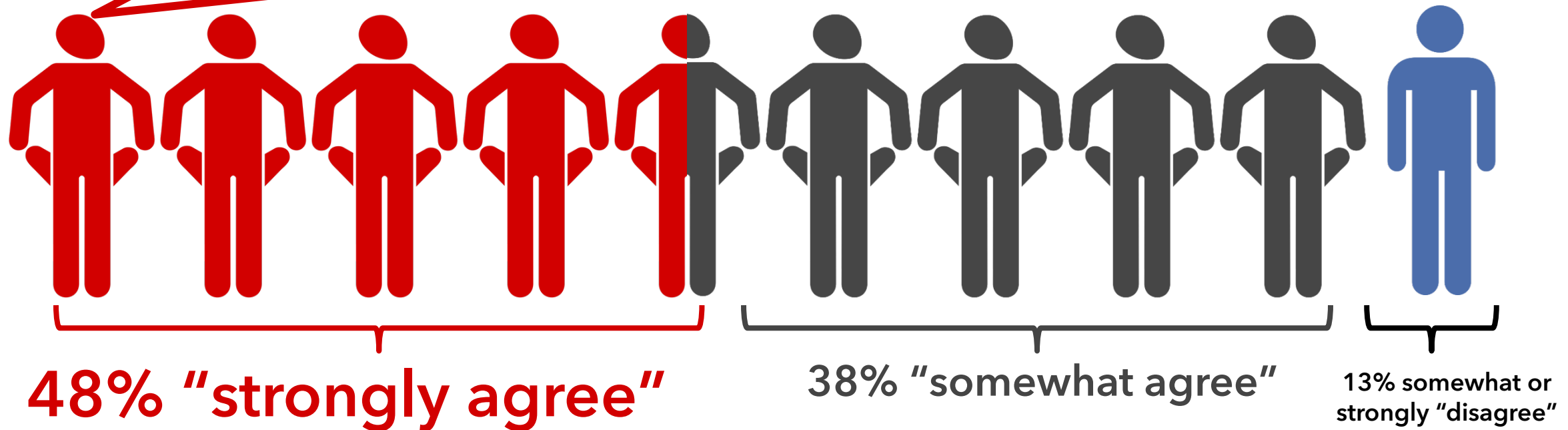
## Central Valley





However, more middle class jobs does not mean voters say middle class lifestyle any easier in CA

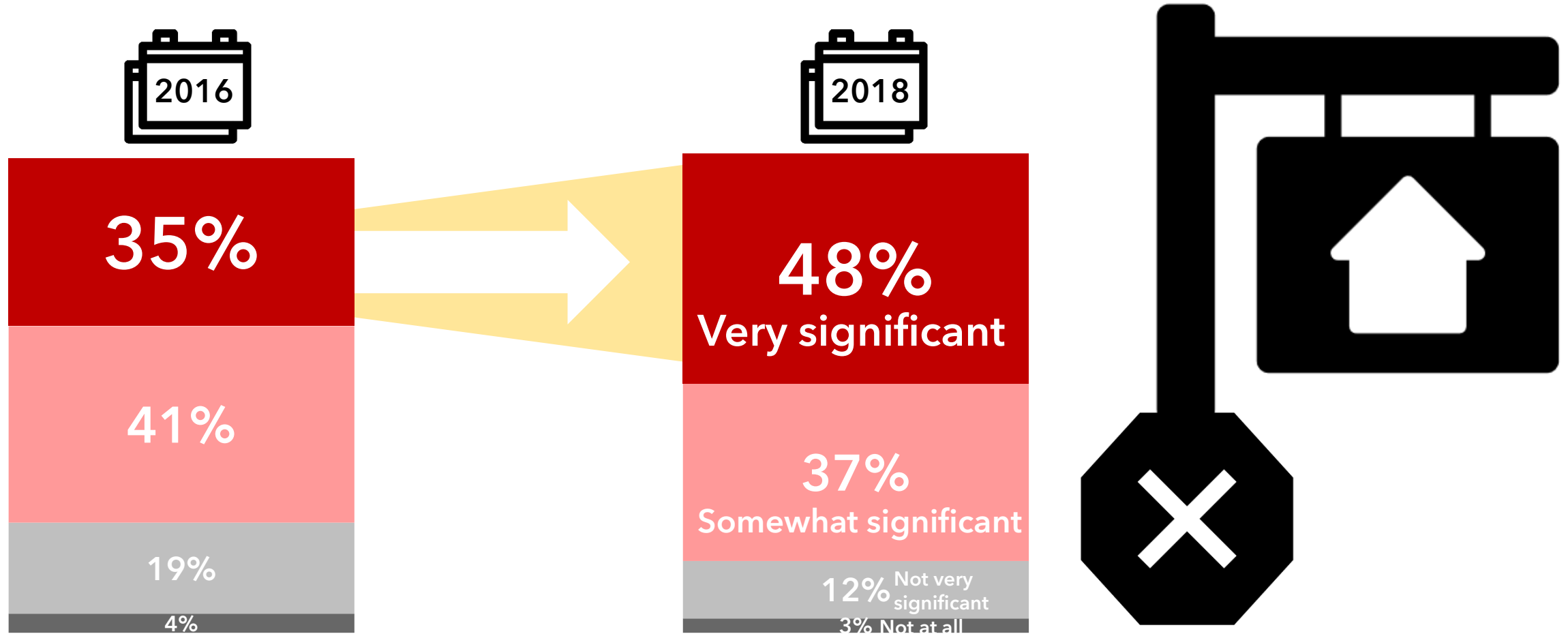
Earning enough income to enjoy a middle class lifestyle is becoming almost impossible in my part of California



# Drilldown on several key issues facing new Governor & legislature

# Already pressing housing shortage concerns have risen noticeably last two years

In your opinion, how significant is the housing shortage in California?



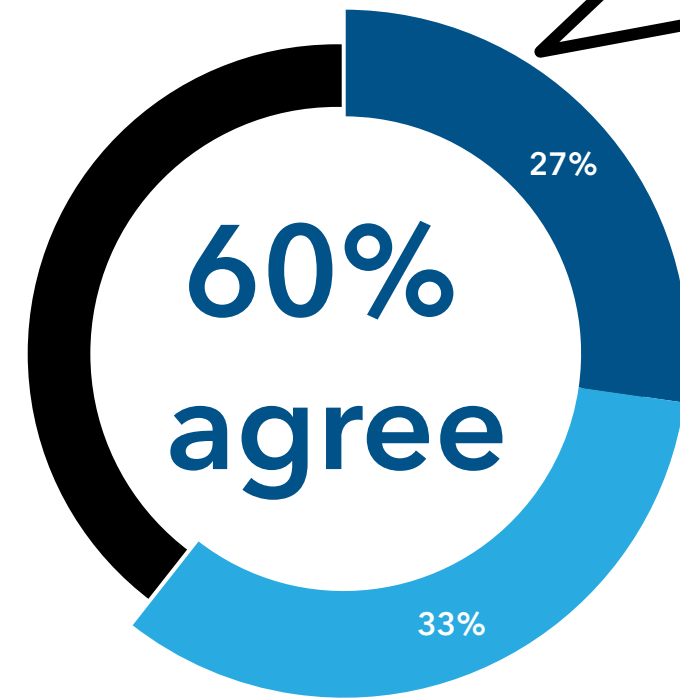
# Lack of affordable homes causing many to consider leaving California for better prospects

"would move [to another state] in order to improve their ability to purchase a home"

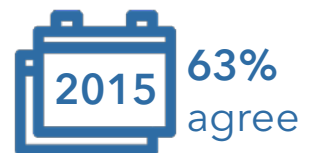
52%



(AMONG THOSE WITH KIDS AT HOME)  
My children will have a better future if they leave California

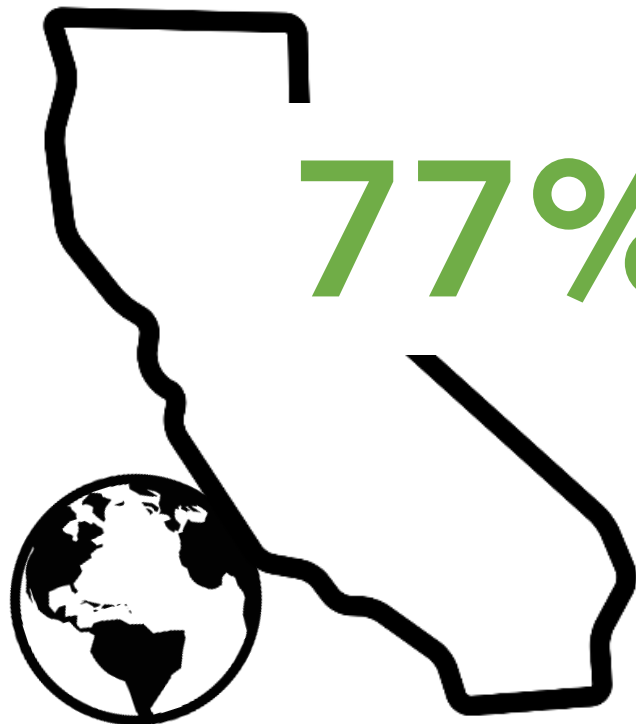


## TRACKING



# And while voters like California policies and leadership on greenhouse gases...

Climate change is a global challenge, but many people believe it will take state and local leadership to make real progress to reduce greenhouse gas emissions. How important to you is the State of California setting its own policies to reduce greenhouse gas emissions?



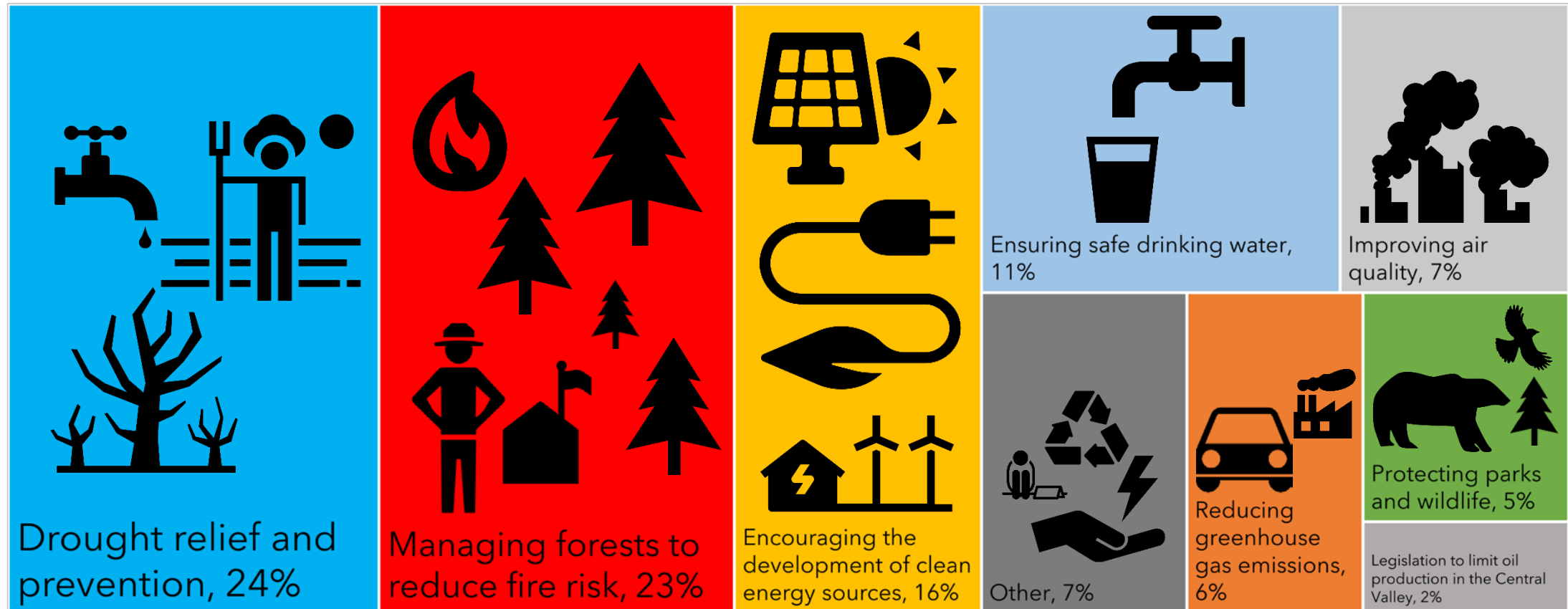
77%

say it is **IMPORTANT** that "the State of California set its own policies to reduce greenhouse gas emissions"

51% "very important" + 26% "somewhat important"









# ...they want legislative focus upon drought & fire mgmt; less clean energy and greenhouse gases

Of the following environmental concerns, which do you believe should be the highest priority for the California Governor and Legislature?





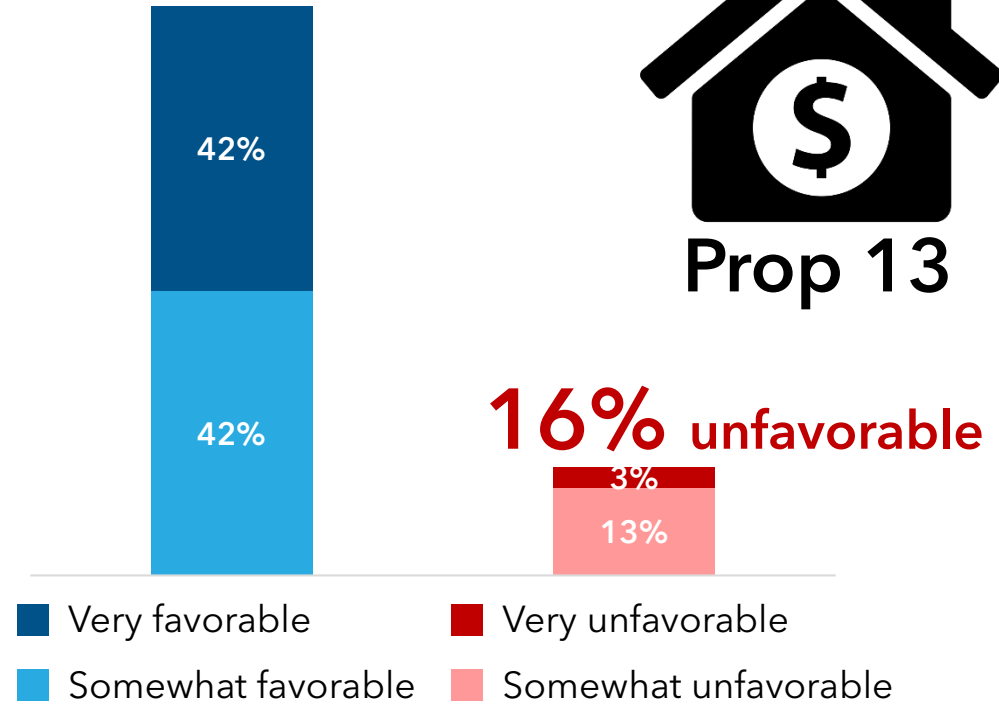
# ...not surprisingly, voters reject solutions offered; better to connect the challenge with fire & forest

	Would you support or oppose the following state policies to reduce greenhouse gas emissions in California?	OPPOSE (%)	Strongly oppose	Somewhat oppose
	Increase the price of new homes by about \$58,000	88	65	23
	Purposely design roads to be more congested, or not expand highway capacity	86	66	20
	Increase electricity bills by 30% to 50% by 2030	86	66	20
	Increase the price of gasoline by one to two dollars a gallon by 2030	79	60	19
	Impose new fees for driving	78	54	24
	Phase out the use of natural gas cooking in homes and restaurants	69	39	30
	Phase out the use of natural gas for home heating and water heating	63	32	31
	Ban internal combustion automobile engines by 2040	46	25	21

# Voters are tax adverse: Prop 13 still favorable and Californians reject idea of B2B sales (service) tax

Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable view of Prop 13?

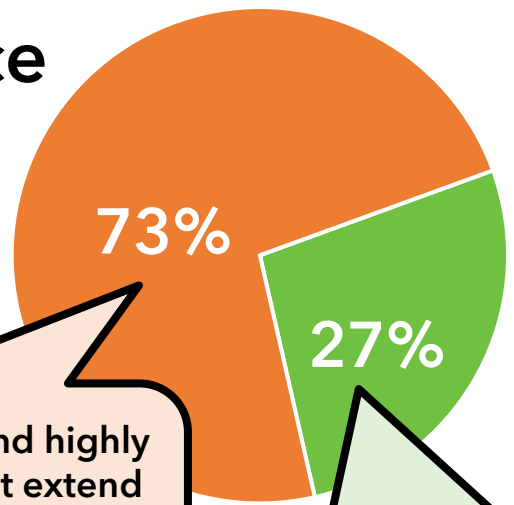
**84% favorable**



California's sales tax currently applies to goods like toasters and smartphones, but not to services like lawyers, lawn care, automotive repair, or online advertising. This distinction means that much of the service economy is not subject to sales tax. Which comes closer to your view?



**Service Tax?**

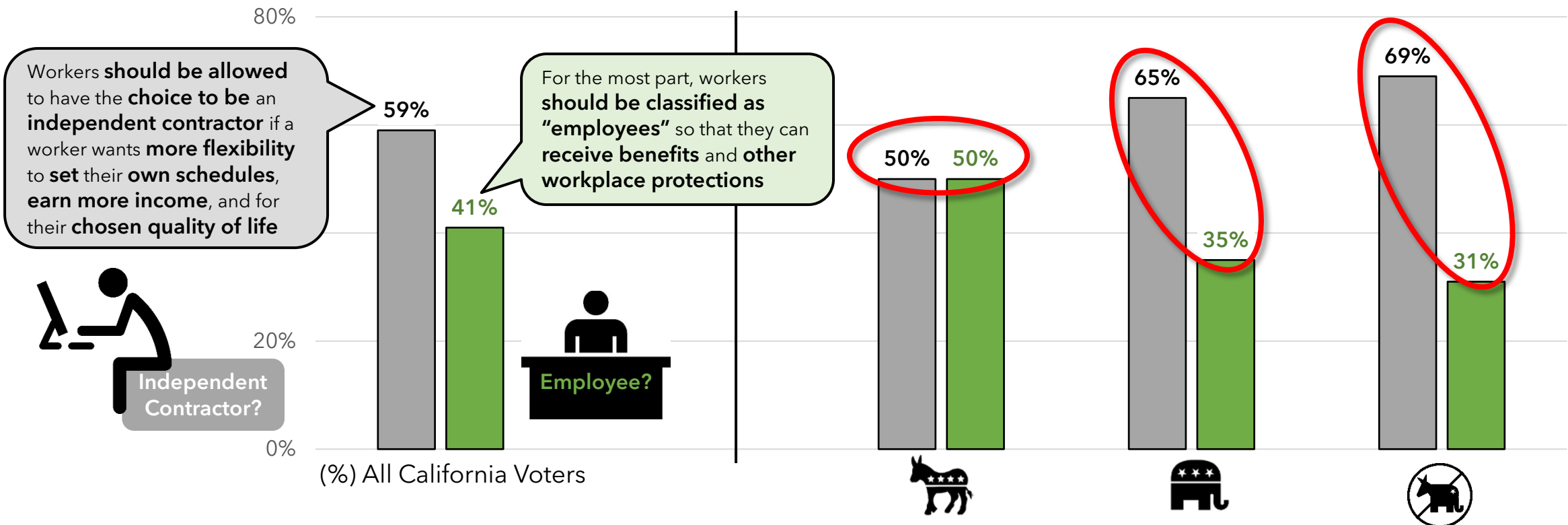


California is too expensive and highly taxed already. We should not extend the sales tax to services because consumers and businesses will just end up paying more and making less.

California needs to modernize its tax code and extend the sales tax to cover business-to-business services so that everyone is paying their fair share of the costs of running the state.

# Is Dynamex Dyn-o-mite? It depends on who you ask...

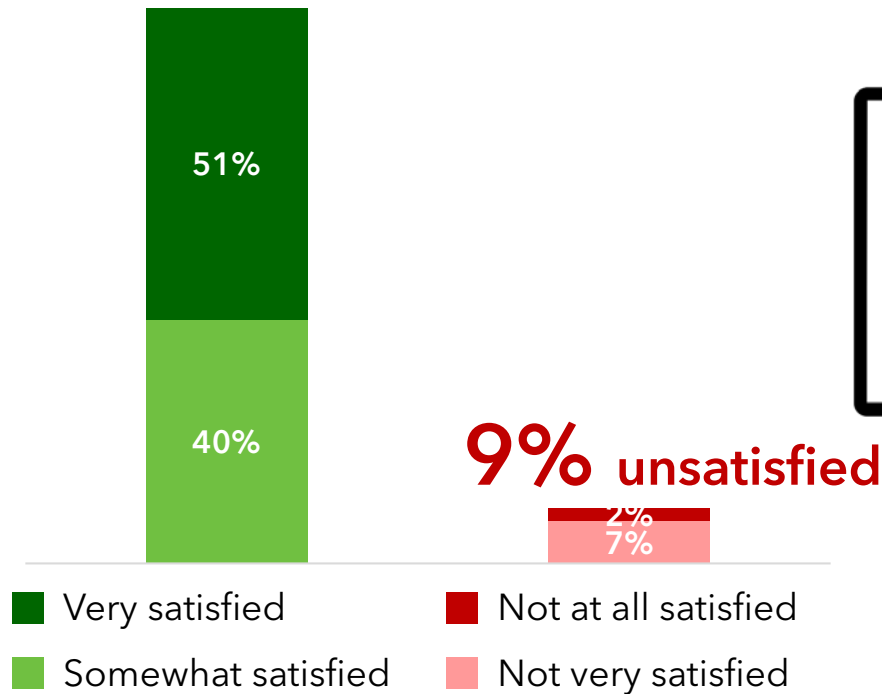
Recently, the California Supreme Court changed what kinds of workers are classified as “independent contractors” rather than employees. Independent contractors are typically defined as those who set their own hours and cover their own expenses and insurance. This ruling may affect nearly two million workers in California by reclassifying them from “independent contractors” to “employees” - even if they just do work on the side for extra income. The ruling likely affects many different types of jobs, rideshare drivers, truck drivers, art teachers, and real estate agents. Which of these statements comes closer to your view?



# Insured express strong satisfaction with current HC plan; they rather keep what they have

(AMONG THOSE WHO HAVE HEALTH INSURANCE)  
How satisfied are you with your current health insurance?

**91% satisfied**

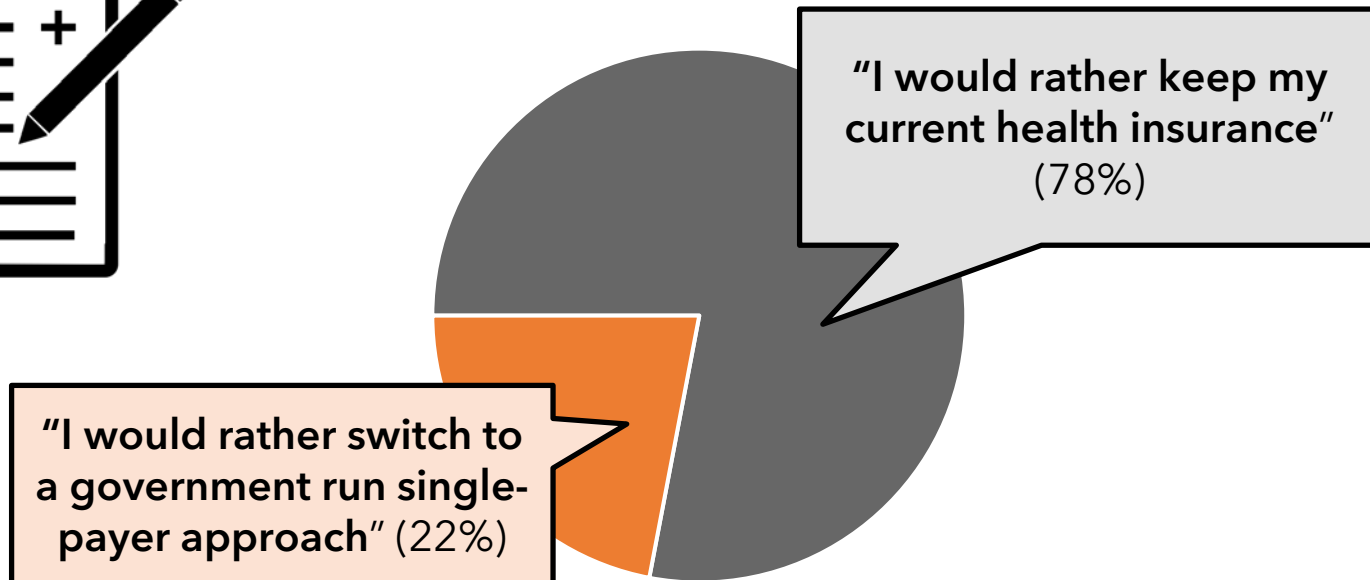


**9% unsatisfied**



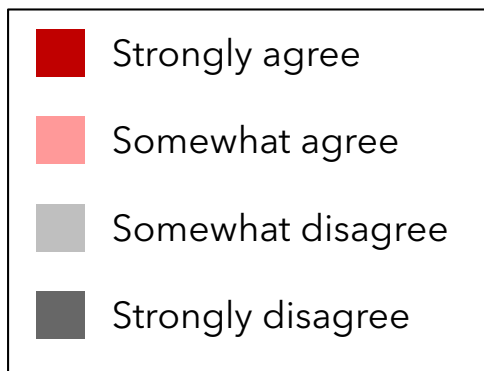
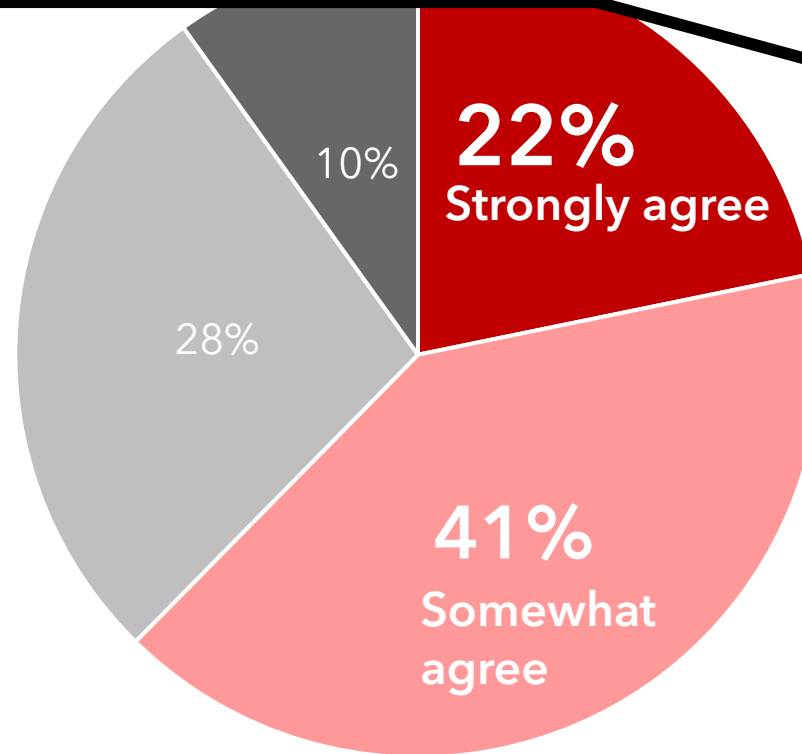
(AMONG THOSE WITH PRIVATE HEALTH INSURANCE) **Some Californians support the creation of a government-run, taxpayer-funded single-payer healthcare program that would replace private health insurance.**

If you had the choice, would you rather keep your current health insurance or switch to a single-payer approach?



# Public order is key concern

I no longer feel safe because of the danger and disorder in society today

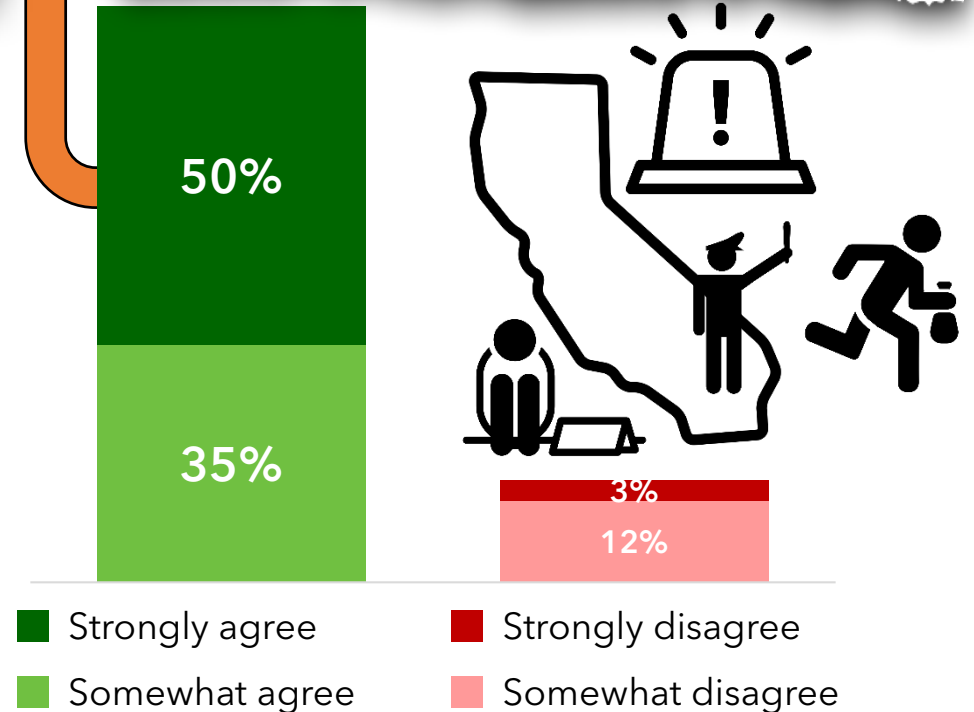
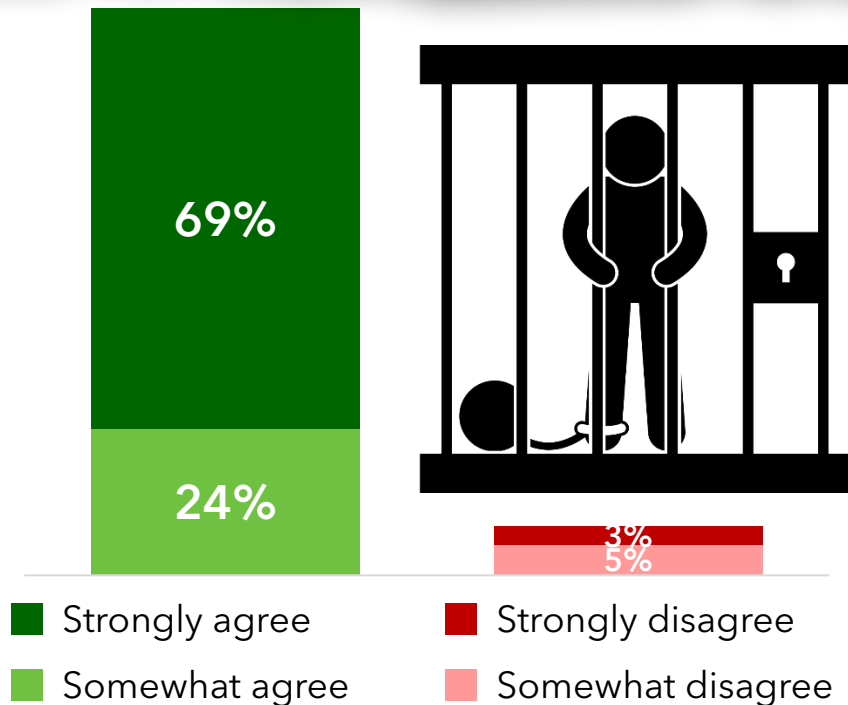


# Street crime common; strong desire to expand the list of punishable crimes

"The California State Legislature should expand the list of violent crime for which early release is not an option to include rape of an unconscious person, trafficking a child for sex, and felony domestic violence"

57% say homeless is a "very significant" problem in their community

"Street crime, shoplifting, car theft, and homelessness have become rampant throughout California"





Despite anger & chaos, a dream of bipartisanship is not dead (even if CA GOP look to be)



**97% AGREE**

(including 77% who "strongly agree")

Politics is becoming increasingly connected to anger and chaos, rather than achieving practical outcomes



**97% AGREE**

(including 71% who "strongly agree")

It is important for elected officials to work together to find bipartisan solutions and solve problems.



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