

October 31, 2024



CYGNAL

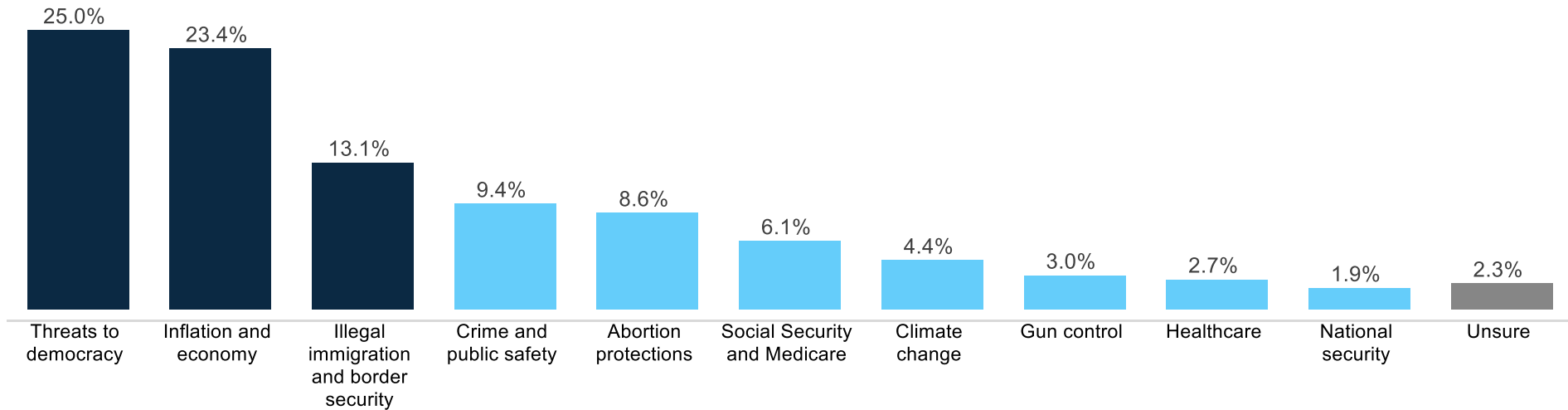
Survey of Likely General Election Voters **California Statewide**

October 27 – 30, 2024 | n=611 | $\pm 3.95\%$

Insights & Analysis

- The generic **congressional** ballot is **D+22**. The **presidential** race stands at 31% **Donald Trump**, 55% **Kamala Harris**, with 9% of voters choosing a third-party candidate and another 5% undecided (**D+24**). Undecideds on the presidential race are 40% R and 17% D on the generic.
 - **Donald Trump** is performing closer to his **2016** share (31.6%) than to his **2020** share (34.3%).
 - In contrast, **Kamala Harris** is underperforming both **Biden's** ballot share in **2020** (63.5%) and **Clinton's** ballot share in **2016** (61.7%), driven by the larger third-party vote share.
 - Though **Harris** is supported 2-to-1 by **Hispanic voters** (29–59) overall, **Trump** is overperforming with 29% of the Hispanic vote compared to the 23% he had based on 2020 exit polls. **Harris is underperforming** Biden's 75% support among Latino voters in 2020.
 - Harris's net image is +17 (57% fav / 40% unfav), making her much more favorable than **Gavin Newsom** (48% fav / 47% unfav).
- The **U.S. Senate** race stands at 32% **Steve Garvey**, 55% **Adam Schiff**, and 14% undecided (**D+23**), moving to D+24 when undecideds are matched up against their generic ballot partisan preference.
 - **Harris' image is more favorable with undecideds and third-party U.S. Senate voters** (56%) than **Trump's** (27%), who's image is similar to Garvey's among those groups.
- On **Proposition 33** (33 Yes, 48 No, 18 Undecided), a strong plurality of voters **oppose** repealing the Costa-Hawkins Act, effectively maintaining state restrictions on rent control policies.
- Machine-learning **Segmentation Analysis** identified three key voter segments: *GOP Base* (27%), *Dem Base* (56%), and *Moderates* (17%).
 - The **Moderates** segment is **younger** (<55), more college-educated, and more ideologically moderate than the **GOP Base** segment. They tend to be less informed about the candidates but **lean heavily Republican on the generic ballot** and Trump on the presidential. They are split right down the middle on Proposition 33 whereas the *GOP Base* is strongly opposed. They are more concentrated in the San Francisco/Sacramento DMAs than the *GOP Base*.

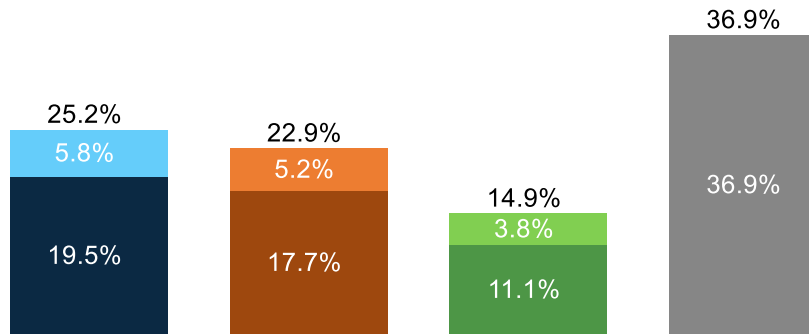
Top Priority



| | M <55 | F <55 | M 55+ | F 55+ | M Col | M No Col | F No Col | F Col | SF/Sac DMAs | LA DMA | Other DMAs | GOP | NPP | DEM | White | Hispanic | Other Races | Pres Undec | Senate Undec | Swing Voters | Double Voters | Trump '20 | Biden '20 | 2 of 4 | 1 of 4 | 3 of 4 | 4 of 4 | 0 of 4 |
|---|-------|-------|-------|-------|-------|----------|----------|-------|-------------|--------|------------|-----|-----|-----|-------|----------|-------------|------------|--------------|--------------|---------------|-----------|-----------|--------|--------|--------|--------|--------|
| Threats to democracy | 28% | 22% | 24% | 27% | 30% | 23% | 18% | 31% | 19% | 28% | 28% | 7% | 27% | 35% | 25% | 22% | 29% | 5% | 10% | 16% | 23% | 6% | 37% | 18% | 23% | 23% | 29% | 31% |
| Inflation and economy | 30% | 21% | 27% | 15% | 27% | 29% | 23% | 14% | 19% | 24% | 27% | 35% | 26% | 15% | 21% | 28% | 25% | 30% | 38% | 29% | 15% | 35% | 16% | 36% | 17% | 23% | 20% | 24% |
| Illegal immigration and border security | 12% | 10% | 18% | 16% | 8% | 20% | 15% | 8% | 16% | 11% | 13% | 32% | 15% | 2% | 17% | 9% | 10% | 25% | 13% | 12% | 6% | 35% | 4% | 13% | 12% | 15% | 13% | 10% |
| Crime and public safety | 12% | 12% | 6% | 6% | 10% | 8% | 8% | 11% | 15% | 8% | 5% | 11% | 11% | 8% | 6% | 9% | 14% | 27% | 17% | 19% | 26% | 11% | 7% | 8% | 15% | 12% | 7% | 8% |
| Abortion protections | 3% | 14% | 5% | 10% | 3% | 5% | 12% | 14% | 12% | 7% | 7% | 2% | 6% | 14% | 9% | 11% | 6% | 0% | 6% | 4% | 3% | 1% | 12% | 5% | 11% | 7% | 9% | 15% |
| Social Security and Medicare | 1% | 2% | 11% | 14% | 4% | 6% | 11% | 2% | 1% | 9% | 8% | 3% | 3% | 9% | 5% | 10% | 5% | 2% | 2% | 6% | 4% | 3% | 9% | 5% | 3% | 7% | 9% | 0% |
| Climate change | 7% | 5% | 3% | 3% | 8% | 2% | 2% | 6% | 5% | 4% | 5% | 1% | 4% | 7% | 7% | 2% | 0% | 0% | 4% | 4% | 11% | 0% | 7% | 3% | 5% | 5% | 5% | 4% |
| Gun control | 1% | 3% | 4% | 3% | 3% | 3% | 2% | 5% | 4% | 3% | 1% | 5% | 2% | 2% | 3% | 2% | 4% | 5% | 3% | 3% | 4% | 2% | 2% | 5% | 3% | 3% | 2% | 5% |
| Healthcare | 1% | 6% | 0% | 2% | 1% | 0% | 4% | 5% | 3% | 2% | 3% | 0% | 2% | 4% | 1% | 5% | 4% | 0% | 0% | 2% | 1% | 0% | 3% | 4% | 5% | 2% | 1% | 4% |
| National security | 1% | 2% | 2% | 3% | 2% | 1% | 1% | 3% | 2% | 2% | 2% | 2% | 0% | 2% | 1% | 1% | 3% | 0% | 1% | 2% | 1% | 3% | 1% | 0% | 1% | 3% | 3% | 0% |
| Unsure | 3% | 3% | 1% | 1% | 3% | 2% | 2% | 2% | 3% | 2% | 1% | 2% | 3% | 2% | 3% | 1% | 1% | 5% | 4% | 3% | 5% | 3% | 2% | 5% | 6% | 0% | 1% | 0% |

Which one of the following issues is the most important to you in the election?

Vote Method



Vote/return ballot in-person on Election Day

Vote by mail returning ballot as soon as possible

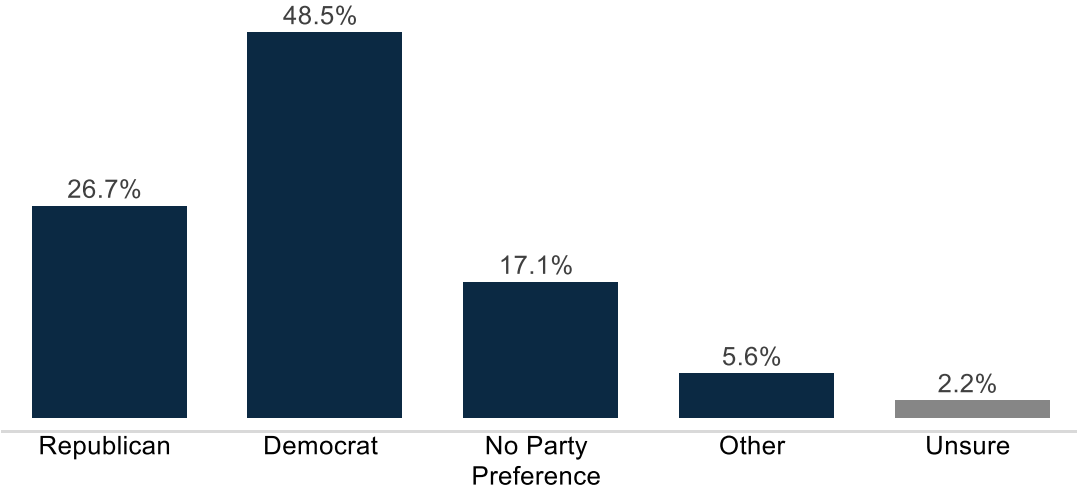
Vote by mail returning ballot closer to the election

Already returned ballot

| | M <55 | F <55 | M 55+ | F 55+ | M Col | M No Col | F No Col | F Col | SF/Sac DMAs | LA DMA | Other DMAs | GOP | NPP | DEM | White | Hispanic | Other Races | Pres Undec | Senate Undec | Swing Voters | Double Haters | Trump '20 | Biden '20 | 2 of 4 | 1 of 4 | 3 of 4 | 4 of 4 | 0 of 4 |
|---|-------|-------|-------|-------|-------|----------|----------|-------|-------------|--------|------------|-----|-----|-----|-------|----------|-------------|------------|--------------|--------------|---------------|-----------|-----------|--------|--------|--------|--------|--------|
| Definitely vote | 47% | 54% | 47% | 42% | 43% | 51% | 51% | 48% | 49% | 51% | 43% | 51% | 51% | 43% | 42% | 62% | 49% | 64% | 57% | 55% | 58% | 51% | 46% | 36% | 52% | 59% | 46% | 44% |
| Probably vote | 15% | 18% | 16% | 10% | 13% | 17% | 17% | 12% | 14% | 17% | 13% | 14% | 15% | 16% | 14% | 14% | 19% | 12% | 23% | 20% | 12% | 12% | 16% | 23% | 17% | 11% | 12% | 15% |
| Vote/return ballot in-person on Election Day | 34% | 25% | 24% | 16% | 23% | 34% | 27% | 15% | 23% | 30% | 18% | 29% | 23% | 22% | 25% | 29% | 20% | 36% | 30% | 25% | 19% | 34% | 21% | 26% | 22% | 32% | 22% | 21% |
| Vote by mail returning ballot as soon as possible | 17% | 27% | 29% | 19% | 22% | 23% | 23% | 24% | 23% | 25% | 18% | 24% | 23% | 22% | 18% | 30% | 30% | 26% | 26% | 30% | 25% | 20% | 24% | 23% | 27% | 25% | 19% | 27% |
| Vote by mail returning ballot closer to the election | 11% | 20% | 10% | 17% | 10% | 11% | 17% | 21% | 17% | 12% | 18% | 13% | 20% | 15% | 13% | 17% | 17% | 13% | 24% | 20% | 25% | 10% | 17% | 10% | 21% | 13% | 17% | 11% |
| Already returned ballot | 38% | 28% | 37% | 48% | 44% | 32% | 33% | 40% | 37% | 33% | 45% | 35% | 34% | 41% | 44% | 24% | 33% | 25% | 20% | 25% | 31% | 37% | 38% | 41% | 31% | 30% | 42% | 41% |
| Definitely vote/return ballot in-person on Election Day | 27% | 19% | 18% | 11% | 20% | 26% | 20% | 11% | 17% | 23% | 15% | 24% | 18% | 16% | 18% | 26% | 15% | 30% | 20% | 17% | 17% | 28% | 15% | 16% | 19% | 26% | 17% | 18% |
| Probably vote/return ballot in-person on Election Day | 6% | 6% | 5% | 5% | 4% | 8% | 7% | 4% | 6% | 7% | 3% | 5% | 5% | 6% | 6% | 3% | 5% | 6% | 10% | 8% | 2% | 6% | 6% | 10% | 3% | 6% | 6% | 3% |
| Definitely vote by mail returning ballot as soon as possible | 12% | 21% | 22% | 17% | 16% | 16% | 20% | 18% | 18% | 19% | 14% | 18% | 17% | 16% | 15% | 22% | 22% | 21% | 21% | 22% | 20% | 16% | 19% | 15% | 20% | 20% | 17% | 17% |
| Probably vote by mail returning ballot as soon as possible | 5% | 6% | 8% | 2% | 6% | 7% | 3% | 6% | 5% | 6% | 4% | 5% | 6% | 6% | 3% | 8% | 8% | 6% | 5% | 8% | 5% | 4% | 5% | 9% | 7% | 5% | 2% | 10% |
| Definitely vote by mail returning ballot closer to the election | 8% | 14% | 7% | 14% | 6% | 9% | 10% | 19% | 14% | 8% | 13% | 9% | 16% | 11% | 9% | 14% | 12% | 13% | 16% | 15% | 21% | 8% | 12% | 6% | 13% | 13% | 12% | 10% |
| Probably vote by mail returning ballot closer to the election | 3% | 6% | 3% | 3% | 4% | 2% | 6% | 2% | 3% | 4% | 5% | 4% | 4% | 4% | 4% | 3% | 6% | 0% | 8% | 5% | 4% | 2% | 5% | 5% | 7% | 1% | 5% | 1% |

How do you plan to vote in the November 5th general election for President and U.S. Congress?

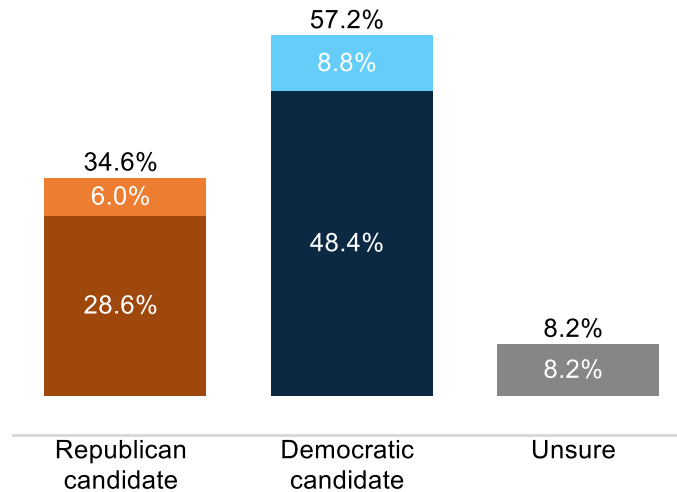
Partisanship by Registration



| | M <55 | F <55 | M 55+ | F 55+ | M Col | M No Col | F No Col | F Col | SF/Sac DMAs | LA DMA | Other DMAs | White | Hispanic | Other Races | Pres Undec | Senate Undec | Swing Voters | Double Haters | Trump '20 | Biden '20 | 2 of 4 | 1 of 4 | 3 of 4 | 4 of 4 | 0 of 4 |
|---------------------|-------|-------|-------|-------|-------|----------|----------|-------|-------------|--------|------------|-------|----------|-------------|------------|--------------|--------------|---------------|-----------|-----------|--------|--------|--------|--------|--------|
| Republican | 26% | 21% | 34% | 31% | 18% | 39% | 31% | 16% | 22% | 28% | 30% | 36% | 23% | 7% | 26% | 15% | 14% | 19% | 75% | 6% | 37% | 22% | 29% | 25% | 14% |
| Democrat | 44% | 55% | 42% | 50% | 51% | 37% | 50% | 56% | 50% | 50% | 44% | 40% | 53% | 68% | 17% | 30% | 34% | 36% | 6% | 72% | 43% | 53% | 46% | 50% | 55% |
| No Party Preference | 23% | 18% | 16% | 10% | 24% | 16% | 12% | 18% | 20% | 14% | 19% | 17% | 16% | 15% | 34% | 40% | 36% | 30% | 10% | 17% | 13% | 19% | 17% | 17% | 24% |
| Other | 4% | 6% | 6% | 7% | 4% | 6% | 5% | 8% | 6% | 5% | 6% | 4% | 6% | 4% | 3% | 8% | 11% | 10% | 7% | 4% | 6% | 6% | 6% | 5% | 7% |
| Unsure | 3% | 1% | 2% | 2% | 4% | 2% | 2% | 2% | 2% | 3% | 1% | 2% | 1% | 6% | 19% | 8% | 5% | 4% | 2% | 2% | 2% | 1% | 2% | 3% | 0% |

How are you registered to vote in California? You may consider yourself of a different party, but what does your voter registration card show?

Generic Ballot



| | M <55 | F <55 | M 55+ | F 55+ | M Col | M No Col | F No Col | F Col | SF/Sac DMAs | LA DMA | Other DMAs | GOP | NPP | DEM | White | Hispanic | Other Races | Pres Undec | Senate Undec | Swing Voters | Double Haters | Trump '20 | Biden '20 | 2 of 4 | 1 of 4 | 3 of 4 | 4 of 4 | 0 of 4 |
|-------------------------------------|-------|-------|-------|-------|-------|----------|----------|-------|-------------|--------|------------|-----|-----|-----|-------|----------|-------------|------------|--------------|--------------|---------------|-----------|-----------|--------|--------|--------|--------|--------|
| Republican candidate | 38% | 30% | 40% | 33% | 29% | 47% | 35% | 25% | 31% | 34% | 40% | 90% | 29% | 6% | 40% | 34% | 24% | 40% | 31% | 26% | 34% | 91% | 8% | 39% | 34% | 40% | 32% | 20% |
| Democratic candidate | 52% | 61% | 54% | 61% | 62% | 45% | 57% | 66% | 58% | 59% | 53% | 7% | 51% | 89% | 53% | 61% | 63% | 17% | 38% | 38% | 40% | 4% | 84% | 53% | 56% | 50% | 62% | 73% |
| Definitely the Republican candidate | 29% | 24% | 36% | 28% | 21% | 41% | 31% | 19% | 22% | 30% | 37% | 82% | 18% | 4% | 35% | 30% | 13% | 9% | 16% | 0% | 15% | 82% | 6% | 35% | 24% | 32% | 27% | 18% |
| Probably the Republican candidate | 9% | 5% | 4% | 5% | 9% | 6% | 4% | 6% | 10% | 5% | 3% | 8% | 12% | 2% | 5% | 4% | 11% | 31% | 15% | 26% | 19% | 8% | 3% | 3% | 10% | 8% | 5% | 2% |
| Probably the Democratic candidate | 7% | 10% | 9% | 9% | 8% | 8% | 9% | 10% | 12% | 8% | 7% | 2% | 17% | 10% | 8% | 9% | 10% | 9% | 17% | 38% | 13% | 2% | 11% | 9% | 10% | 6% | 8% | 16% |
| Definitely the Democratic candidate | 45% | 51% | 45% | 52% | 54% | 37% | 48% | 56% | 47% | 51% | 46% | 5% | 34% | 80% | 45% | 53% | 53% | 8% | 21% | 0% | 27% | 2% | 74% | 43% | 45% | 45% | 53% | 57% |
| Unsure | 10% | 10% | 6% | 6% | 8% | 8% | 8% | 9% | 11% | 7% | 7% | 3% | 20% | 5% | 7% | 5% | 14% | 44% | 31% | 36% | 26% | 5% | 7% | 9% | 10% | 9% | 6% | 8% |

If the election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

Image Tests

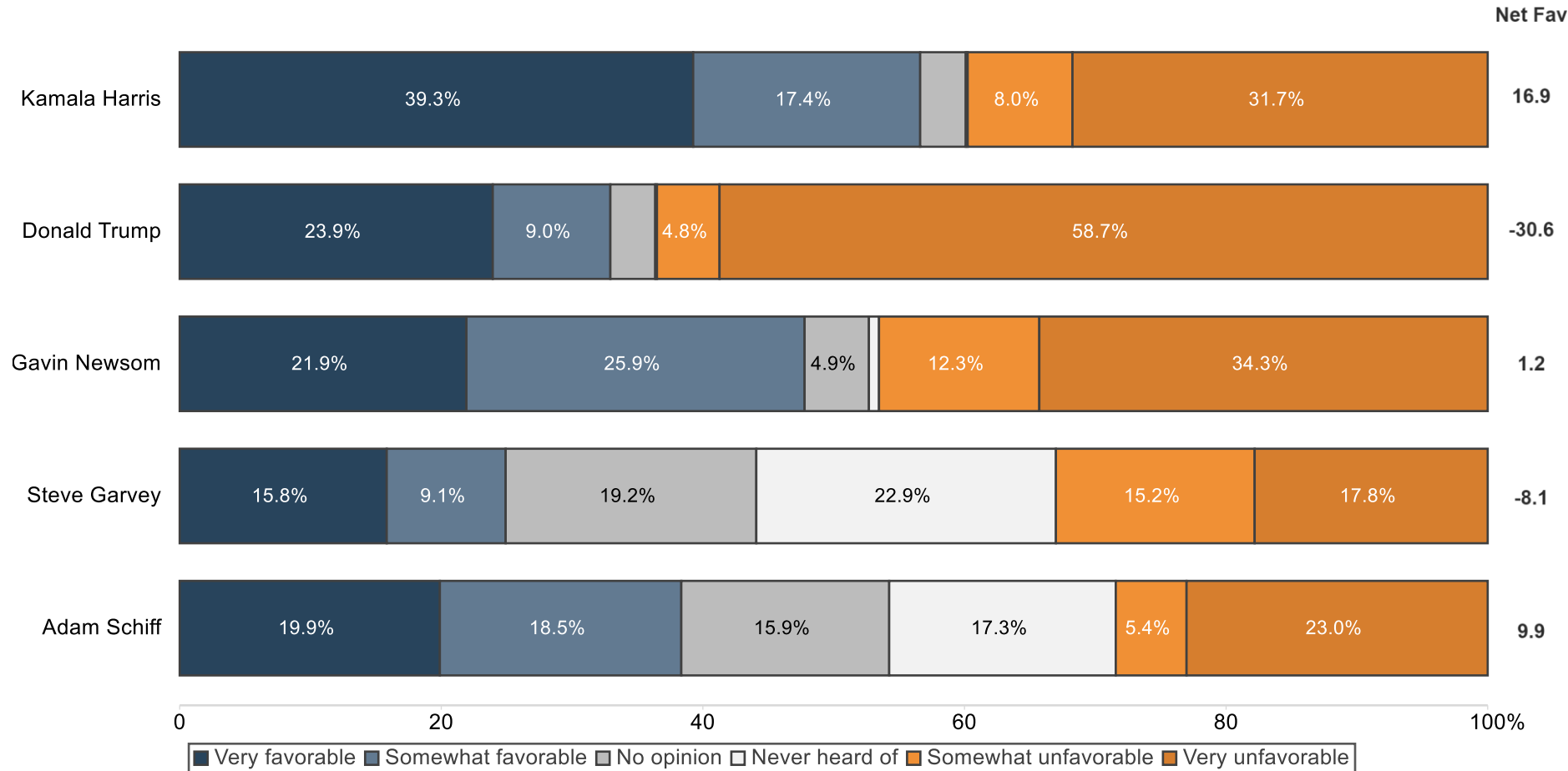


Image Tests Heatmaps

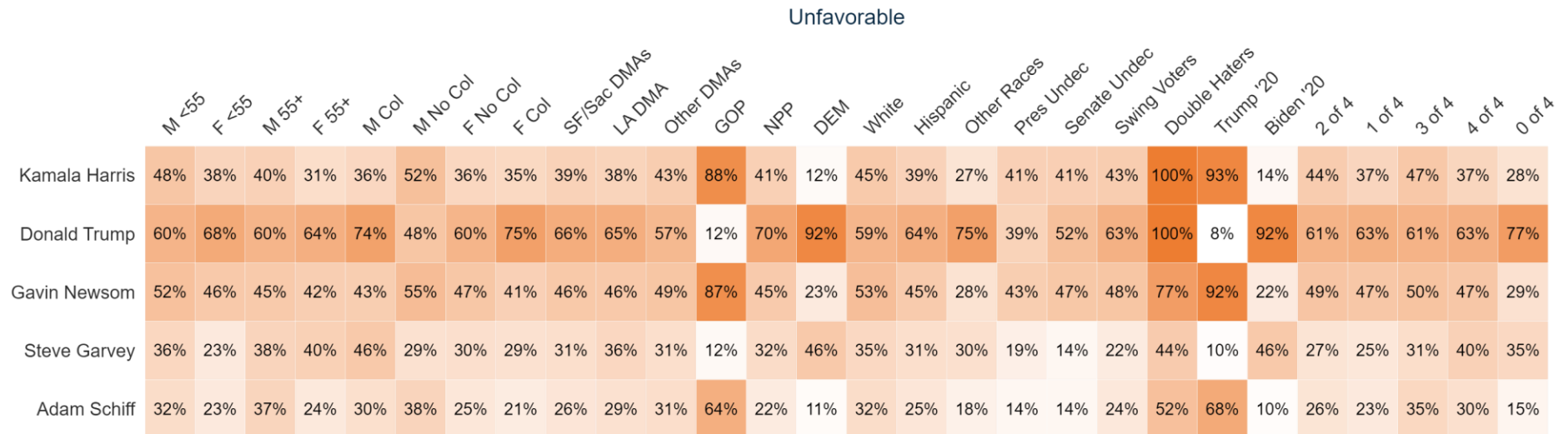
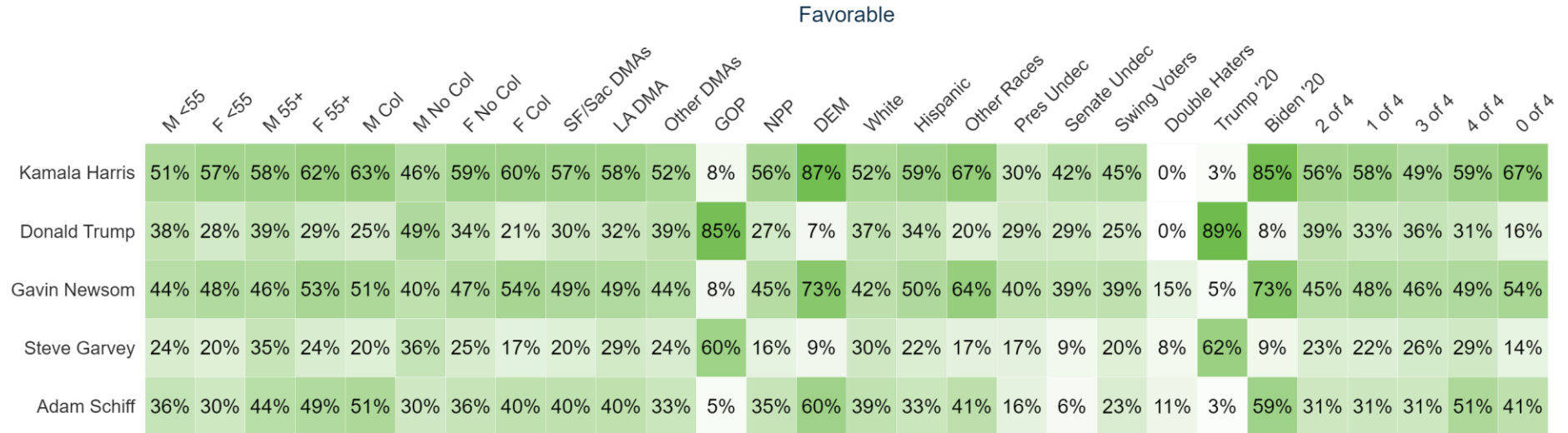
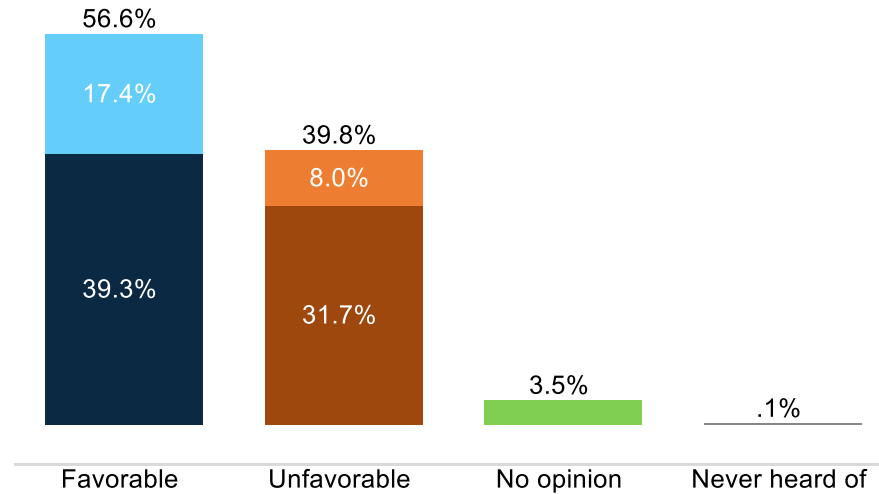


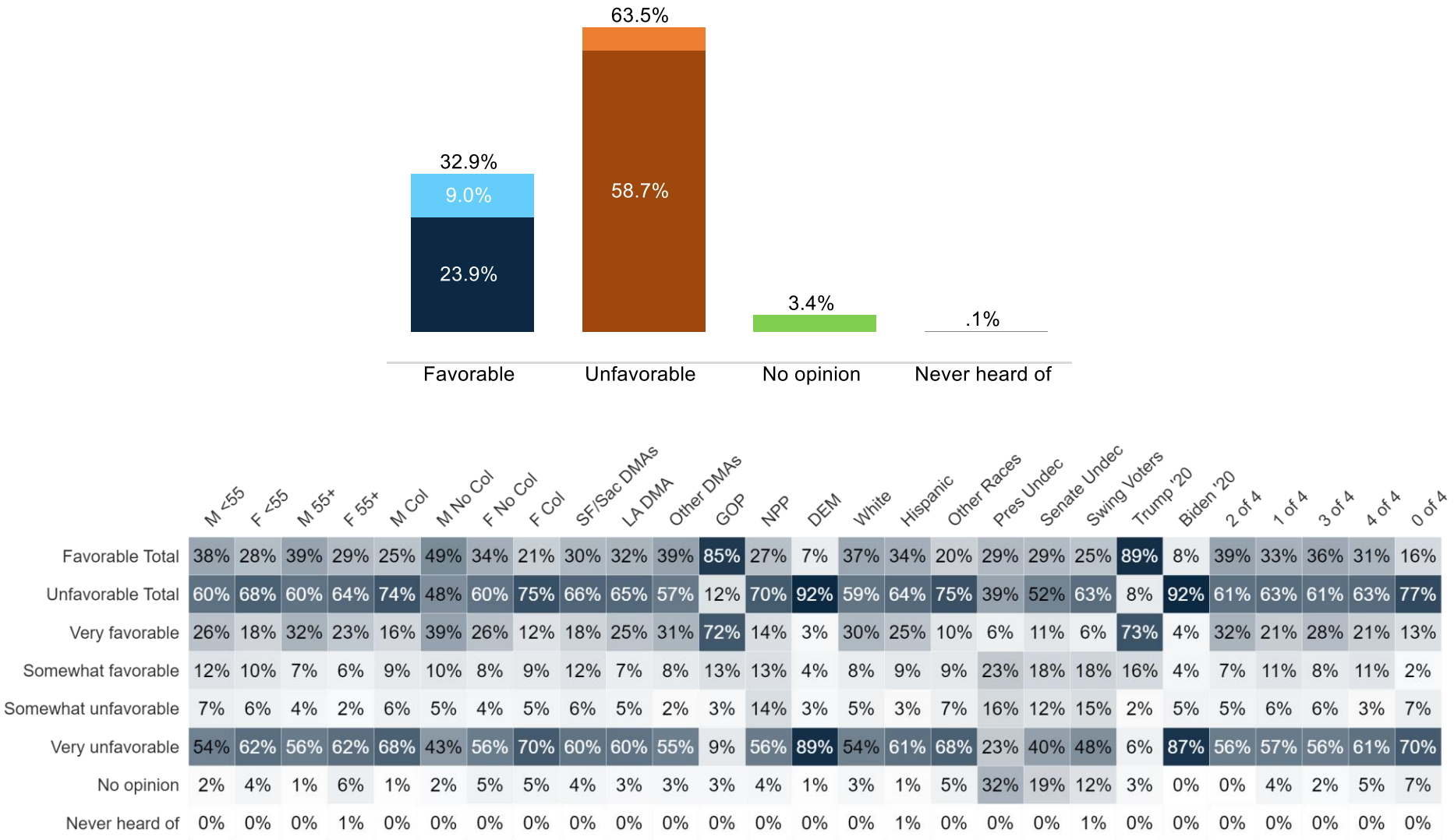
Image: Kamala Harris



| | M <55 | F <55 | M 55+ | F 55+ | M Col | M No Col | F No Col | F Col | SF/Sac DMAs | LA DMA | Other DMAs | GOP | NPP | DEM | White | Hispanic | Other Races | Pres Undec | Senate Undec | Swing Voters | Trump '20 | Biden '20 | 2 of 4 | 1 of 4 | 3 of 4 | 4 of 4 | 0 of 4 |
|----------------------|-------|-------|-------|-------|-------|----------|----------|-------|-------------|--------|------------|-----|-----|-----|-------|----------|-------------|------------|--------------|--------------|-----------|-----------|--------|--------|--------|--------|--------|
| Favorable Total | 51% | 57% | 58% | 62% | 63% | 46% | 59% | 60% | 57% | 58% | 52% | 8% | 56% | 87% | 52% | 59% | 67% | 30% | 42% | 45% | 3% | 85% | 56% | 58% | 49% | 59% | 67% |
| Unfavorable Total | 48% | 38% | 40% | 31% | 36% | 52% | 36% | 35% | 39% | 38% | 43% | 88% | 41% | 12% | 45% | 39% | 27% | 41% | 41% | 43% | 93% | 14% | 44% | 37% | 47% | 37% | 28% |
| Very favorable | 31% | 38% | 39% | 52% | 39% | 30% | 44% | 43% | 38% | 41% | 37% | 3% | 28% | 67% | 36% | 40% | 49% | 13% | 17% | 19% | 1% | 63% | 38% | 38% | 32% | 46% | 40% |
| Somewhat favorable | 20% | 19% | 19% | 10% | 24% | 16% | 15% | 16% | 19% | 17% | 15% | 5% | 28% | 20% | 15% | 19% | 18% | 17% | 25% | 26% | 3% | 22% | 18% | 21% | 18% | 13% | 27% |
| Somewhat unfavorable | 13% | 9% | 3% | 4% | 11% | 8% | 5% | 10% | 9% | 9% | 5% | 9% | 11% | 5% | 8% | 8% | 7% | 22% | 14% | 20% | 6% | 6% | 8% | 8% | 11% | 5% | 14% |
| Very unfavorable | 35% | 29% | 37% | 28% | 25% | 45% | 31% | 25% | 31% | 29% | 38% | 79% | 30% | 7% | 38% | 31% | 20% | 18% | 28% | 24% | 87% | 7% | 36% | 29% | 36% | 32% | 14% |
| No opinion | 1% | 5% | 1% | 6% | 1% | 2% | 5% | 5% | 3% | 4% | 4% | 4% | 3% | 1% | 3% | 2% | 5% | 29% | 17% | 12% | 4% | 1% | 0% | 5% | 4% | 4% | 5% |
| Never heard of | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

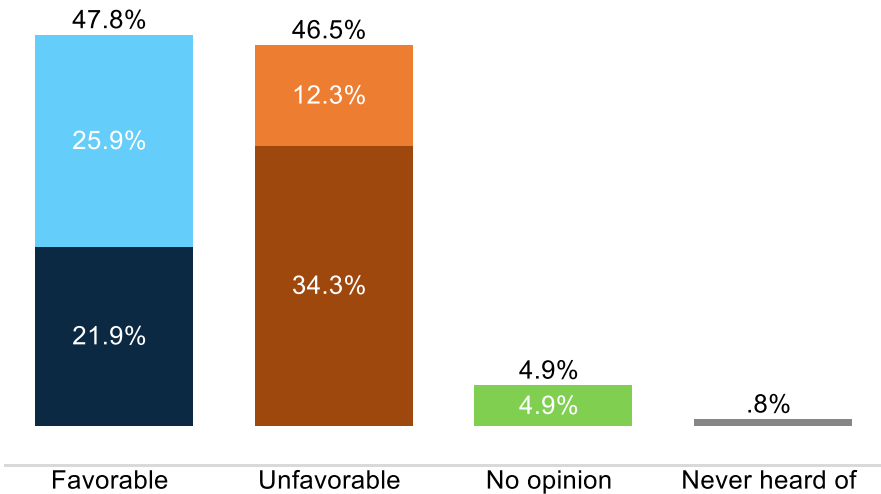
Do you have a favorable or unfavorable opinion of Kamala Harris?

Image: Donald Trump



Do you have a favorable or unfavorable opinion of Donald Trump?

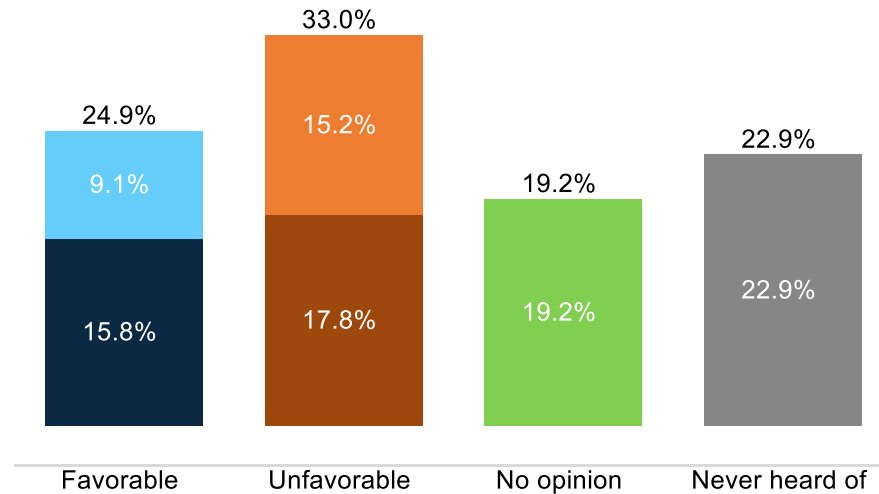
Image: Gavin Newsom



| | M <55 | F <55 | M 55+ | F 55+ | M Col | M No Col | F No Col | F Col | SF/Sac DMAs | LA DMA | Other DMAs | GOP | NPP | DEM | White | Hispanic | Other Races | Pres Undec | Senate Undec | Swing Voters | Double Haters | Trump '20 | Biden '20 | 2 of 4 | 1 of 4 | 3 of 4 | 4 of 4 | 0 of 4 |
|----------------------|-------|-------|-------|-------|-------|----------|----------|-------|-------------|--------|------------|-----|-----|-----|-------|----------|-------------|------------|--------------|--------------|---------------|-----------|-----------|--------|--------|--------|--------|--------|
| Favorable Total | 44% | 48% | 46% | 53% | 51% | 40% | 47% | 54% | 49% | 49% | 44% | 8% | 45% | 73% | 42% | 50% | 64% | 40% | 39% | 39% | 15% | 5% | 73% | 45% | 48% | 46% | 49% | 54% |
| Unfavorable Total | 52% | 46% | 45% | 42% | 43% | 55% | 47% | 41% | 46% | 46% | 49% | 87% | 45% | 23% | 53% | 45% | 28% | 43% | 47% | 48% | 77% | 92% | 22% | 49% | 47% | 50% | 47% | 29% |
| Very favorable | 16% | 20% | 22% | 31% | 19% | 18% | 25% | 24% | 19% | 25% | 20% | 3% | 17% | 36% | 17% | 27% | 28% | 17% | 14% | 14% | 2% | 0% | 36% | 24% | 18% | 25% | 22% | 17% |
| Somewhat favorable | 28% | 28% | 24% | 22% | 31% | 21% | 22% | 30% | 30% | 24% | 24% | 5% | 29% | 37% | 24% | 23% | 36% | 23% | 25% | 26% | 12% | 4% | 37% | 21% | 30% | 21% | 27% | 37% |
| Somewhat unfavorable | 15% | 14% | 6% | 12% | 16% | 8% | 13% | 13% | 13% | 13% | 10% | 9% | 15% | 12% | 12% | 13% | 8% | 17% | 19% | 17% | 30% | 8% | 12% | 11% | 10% | 14% | 12% | 16% |
| Very unfavorable | 36% | 32% | 39% | 30% | 27% | 47% | 35% | 27% | 34% | 33% | 39% | 78% | 30% | 11% | 42% | 31% | 20% | 25% | 28% | 31% | 47% | 84% | 11% | 38% | 37% | 36% | 35% | 13% |
| No opinion | 4% | 5% | 7% | 5% | 6% | 4% | 5% | 5% | 4% | 5% | 6% | 5% | 9% | 3% | 5% | 4% | 6% | 17% | 14% | 12% | 9% | 3% | 4% | 5% | 5% | 5% | 4% | 12% |
| Never heard of | 1% | 1% | 2% | 0% | 1% | 1% | 1% | 0% | 0% | 1% | 2% | 0% | 1% | 1% | 0% | 2% | 2% | 0% | 0% | 0% | 0% | 0% | 1% | 2% | 0% | 0% | 0% | 5% |

Do you have a favorable or unfavorable opinion of Gavin Newsom?

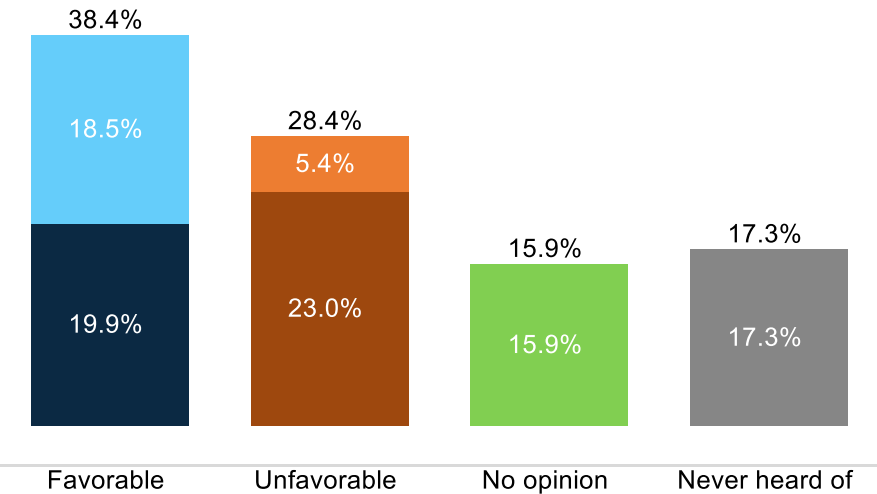
Image: Steve Garvey



| | M <55 | F <55 | M 55+ | F 55+ | M Col | M No Col | F No Col | F Col | SF/Sac DMAs | LA DMA | Other DMAs | GOP | NPP | DEM | White | Hispanic | Other Races | Pres Undec | Senate Undec | Swing Voters | Double Haters | Trump '20 | Biden '20 | 2 of 4 | 1 of 4 | 3 of 4 | 4 of 4 | 0 of 4 |
|----------------------|-------|-------|-------|-------|-------|----------|----------|-------|-------------|--------|------------|-----|-----|-----|-------|----------|-------------|------------|--------------|--------------|---------------|-----------|-----------|--------|--------|--------|--------|--------|
| Favorable Total | 24% | 20% | 35% | 24% | 20% | 36% | 25% | 17% | 20% | 29% | 24% | 60% | 16% | 9% | 30% | 22% | 17% | 17% | 9% | 20% | 8% | 62% | 9% | 23% | 22% | 26% | 29% | 14% |
| Unfavorable Total | 36% | 23% | 38% | 40% | 46% | 29% | 30% | 29% | 31% | 36% | 31% | 12% | 32% | 46% | 35% | 31% | 30% | 19% | 14% | 22% | 44% | 10% | 46% | 27% | 25% | 31% | 40% | 35% |
| Very favorable | 14% | 15% | 20% | 16% | 9% | 23% | 18% | 12% | 12% | 20% | 12% | 44% | 7% | 4% | 18% | 17% | 11% | 6% | 2% | 8% | 2% | 47% | 4% | 15% | 11% | 20% | 17% | 8% |
| Somewhat favorable | 10% | 5% | 15% | 8% | 11% | 13% | 7% | 5% | 8% | 9% | 11% | 16% | 9% | 5% | 12% | 5% | 6% | 11% | 6% | 12% | 6% | 15% | 5% | 7% | 10% | 7% | 12% | 7% |
| Somewhat unfavorable | 17% | 11% | 19% | 15% | 24% | 12% | 12% | 14% | 17% | 14% | 14% | 9% | 21% | 18% | 18% | 9% | 16% | 16% | 11% | 14% | 30% | 6% | 18% | 10% | 17% | 14% | 15% | 26% |
| Very unfavorable | 19% | 12% | 19% | 25% | 21% | 17% | 19% | 15% | 14% | 21% | 16% | 3% | 12% | 28% | 17% | 22% | 14% | 2% | 3% | 8% | 14% | 4% | 27% | 17% | 8% | 17% | 25% | 9% |
| No opinion | 16% | 23% | 13% | 23% | 13% | 16% | 21% | 26% | 22% | 17% | 18% | 14% | 22% | 19% | 18% | 19% | 24% | 41% | 29% | 30% | 30% | 15% | 21% | 21% | 20% | 20% | 18% | 16% |
| Never heard of | 24% | 34% | 14% | 12% | 21% | 19% | 24% | 28% | 27% | 18% | 27% | 13% | 30% | 26% | 18% | 28% | 29% | 23% | 48% | 28% | 18% | 14% | 25% | 29% | 33% | 22% | 13% | 34% |

Do you have a favorable or unfavorable opinion of Steve Garvey?

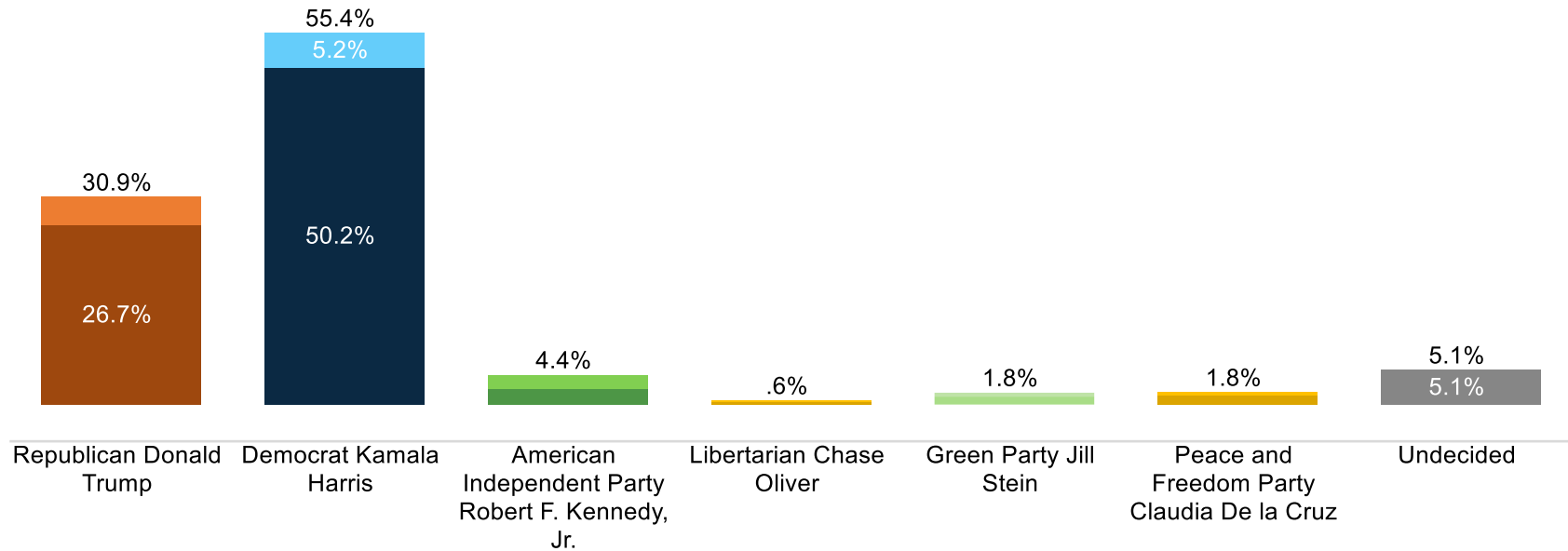
Image: Adam Schiff



| | M <55 | F <55 | M 55+ | F 55+ | M Col | M No Col | F No Col | F Col | SF/Sac DMAs | LA DMA | Other DMAs | GOP | NPP | DEM | White | Hispanic | Other Races | Pres Undec | Senate Undec | Swing Voters | Double Haters | Trump '20 | Biden '20 | 2 of 4 | 1 of 4 | 3 of 4 | 4 of 4 | 0 of 4 |
|----------------------|-------|-------|-------|-------|-------|----------|----------|-------|-------------|--------|------------|-----|-----|-----|-------|----------|-------------|------------|--------------|--------------|---------------|-----------|-----------|--------|--------|--------|--------|--------|
| Favorable Total | 36% | 30% | 44% | 49% | 51% | 30% | 36% | 40% | 40% | 40% | 33% | 5% | 35% | 60% | 39% | 33% | 41% | 16% | 6% | 23% | 11% | 3% | 59% | 31% | 31% | 31% | 51% | 41% |
| Unfavorable Total | 32% | 23% | 37% | 24% | 30% | 38% | 25% | 21% | 26% | 29% | 31% | 64% | 22% | 11% | 32% | 25% | 18% | 14% | 14% | 24% | 52% | 68% | 10% | 26% | 23% | 35% | 30% | 15% |
| Very favorable | 11% | 12% | 28% | 36% | 23% | 15% | 20% | 22% | 20% | 21% | 18% | 1% | 14% | 33% | 23% | 15% | 20% | 5% | 0% | 4% | 3% | 2% | 33% | 13% | 9% | 17% | 33% | 8% |
| Somewhat favorable | 25% | 18% | 16% | 13% | 28% | 15% | 15% | 17% | 20% | 19% | 15% | 4% | 21% | 26% | 17% | 18% | 22% | 12% | 6% | 19% | 8% | 1% | 26% | 17% | 23% | 14% | 17% | 32% |
| Somewhat unfavorable | 7% | 6% | 3% | 3% | 8% | 3% | 4% | 6% | 9% | 3% | 6% | 9% | 8% | 3% | 4% | 5% | 4% | 10% | 8% | 9% | 24% | 5% | 4% | 6% | 7% | 6% | 4% | 3% |
| Very unfavorable | 25% | 17% | 34% | 20% | 22% | 35% | 20% | 15% | 17% | 26% | 26% | 56% | 14% | 8% | 28% | 21% | 14% | 4% | 6% | 15% | 28% | 63% | 6% | 21% | 16% | 29% | 26% | 12% |
| No opinion | 13% | 19% | 12% | 20% | 9% | 15% | 18% | 20% | 18% | 15% | 15% | 15% | 20% | 14% | 15% | 16% | 20% | 39% | 35% | 27% | 12% | 15% | 15% | 20% | 19% | 15% | 11% | 24% |
| Never heard of | 19% | 28% | 7% | 8% | 10% | 17% | 22% | 18% | 17% | 16% | 21% | 15% | 24% | 15% | 14% | 26% | 21% | 31% | 46% | 26% | 24% | 14% | 15% | 23% | 26% | 19% | 9% | 20% |

Do you have a favorable or unfavorable opinion of Adam Schiff?

Presidential Ballot



If the general election for President was held today between the following candidates, and you had to make a choice, who would you vote for?



CYGNAL

Presidential Ballot Heatmap

| | M <55 | F <55 | M 55+ | F 55+ | M Col | M No Col | F No Col | F Col | SF/Sac DMAs | LA DMA | Other DMAs | GOP | NPP | DEM | White | Hispanic | Other Races | Senate Undec | Swing Voters | Double Haters | Trump '20 | Biden '20 | 2 of 4 | 1 of 4 | 3 of 4 | 4 of 4 | 0 of 4 |
|--|-------|-------|-------|-------|-------|----------|----------|-------|-------------|--------|------------|-----|-----|-----|-------|----------|-------------|--------------|--------------|---------------|-----------|-----------|--------|--------|--------|--------|--------|
| Republican Donald Trump | 37% | 25% | 37% | 26% | 24% | 48% | 30% | 20% | 26% | 31% | 38% | 84% | 24% | 5% | 38% | 29% | 18% | 27% | 20% | 18% | 88% | 6% | 37% | 32% | 34% | 28% | 18% |
| Democrat Kamala Harris | 52% | 55% | 54% | 62% | 63% | 44% | 54% | 62% | 54% | 57% | 54% | 8% | 48% | 87% | 52% | 59% | 61% | 33% | 37% | 28% | 3% | 83% | 51% | 53% | 50% | 60% | 68% |
| American Independent Party Robert F. Kennedy, Jr. | 3% | 5% | 3% | 6% | 4% | 3% | 4% | 7% | 7% | 3% | 3% | 2% | 7% | 2% | 5% | 4% | 5% | 7% | 11% | 8% | 6% | 2% | 4% | 3% | 6% | 4% | 4% |
| Libertarian Chase Oliver | 2% | 0% | 0% | 0% | 2% | 1% | 0% | 0% | 2% | 0% | 0% | 0% | 2% | 0% | 0% | 0% | 1% | 0% | 3% | 5% | 1% | 0% | 0% | 1% | 1% | 0% | 0% |
| Green Party Jill Stein | 2% | 3% | 0% | 0% | 3% | 0% | 2% | 2% | 2% | 2% | 1% | 0% | 3% | 1% | 2% | 0% | 1% | 7% | 6% | 15% | 0% | 1% | 2% | 3% | 1% | 1% | 3% |
| Peace and Freedom Party Claudia De la Cruz | 1% | 3% | 2% | 0% | 2% | 1% | 1% | 3% | 3% | 2% | 1% | 0% | 4% | 1% | 1% | 3% | 4% | 3% | 4% | 13% | 0% | 3% | 3% | 0% | 3% | 1% | 1% |
| Definitely Republican Donald Trump | 29% | 20% | 36% | 25% | 18% | 44% | 27% | 17% | 20% | 28% | 34% | 80% | 17% | 3% | 34% | 25% | 13% | 14% | 8% | 9% | 81% | 4% | 34% | 24% | 30% | 25% | 14% |
| Probably Republican Donald Trump | 8% | 5% | 1% | 1% | 5% | 5% | 4% | 3% | 6% | 3% | 4% | 4% | 8% | 2% | 4% | 4% | 5% | 13% | 12% | 9% | 7% | 2% | 4% | 7% | 5% | 3% | 4% |
| Definitely Democrat Kamala Harris | 48% | 51% | 45% | 57% | 57% | 38% | 50% | 57% | 49% | 52% | 49% | 5% | 38% | 83% | 47% | 52% | 58% | 28% | 20% | 23% | 1% | 78% | 44% | 49% | 45% | 56% | 58% |
| Probably Democrat Kamala Harris | 4% | 4% | 9% | 5% | 6% | 6% | 4% | 5% | 5% | 5% | 5% | 3% | 10% | 4% | 5% | 6% | 3% | 5% | 17% | 5% | 2% | 5% | 7% | 4% | 5% | 4% | 10% |
| Definitely American Independent Party Robert F. Kennedy, Jr. | 2% | 2% | 2% | 4% | 2% | 3% | 3% | 2% | 4% | 2% | 2% | 1% | 4% | 2% | 2% | 3% | 3% | 3% | 6% | 1% | 2% | 1% | 1% | 2% | 3% | 3% | 4% |
| Probably American Independent Party Robert F. Kennedy, Jr. | 1% | 3% | 1% | 2% | 2% | 0% | 2% | 4% | 3% | 2% | 1% | 1% | 3% | 1% | 3% | 1% | 1% | 4% | 5% | 7% | 4% | 1% | 3% | 1% | 3% | 2% | 0% |
| Definitely Libertarian Chase Oliver | 1% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 2% | 0% | 0% | 0% | 0% | 0% | 1% | 2% | 0% | 0% | 0% | 0% | 1% | 0% | 0% |
| Probably Libertarian Chase Oliver | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 3% | 1% | 0% | 0% | 1% | 0% | 0% | 0% |
| Definitely Green Party Jill Stein | 2% | 2% | 0% | 0% | 3% | 0% | 1% | 2% | 2% | 1% | 1% | 0% | 3% | 1% | 1% | 0% | 1% | 5% | 4% | 12% | 0% | 1% | 2% | 2% | 1% | 1% | 0% |
| Probably Green Party Jill Stein | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 2% | 2% | 2% | 0% | 0% | 0% | 1% | 0% | 1% | 3% |
| Definitely Peace and Freedom Party Claudia De la Cruz | 1% | 3% | 1% | 0% | 1% | 1% | 1% | 3% | 2% | 1% | 1% | 0% | 4% | 1% | 1% | 3% | 2% | 3% | 2% | 12% | 0% | 2% | 1% | 0% | 3% | 1% | 1% |
| Probably Peace and Freedom Party Claudia De la Cruz | 0% | 0% | 2% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 2% | 0% | 2% | 1% | 0% | 1% | 2% | 0% | 0% | 0% | 0% |
| Undecided | 3% | 8% | 3% | 6% | 3% | 2% | 8% | 6% | 7% | 5% | 2% | 5% | 10% | 2% | 3% | 5% | 10% | 24% | 19% | 14% | 2% | 4% | 3% | 8% | 4% | 6% | 5% |

If the general election for President was held today between the following candidates, and you had to make a choice, who would you vote for?

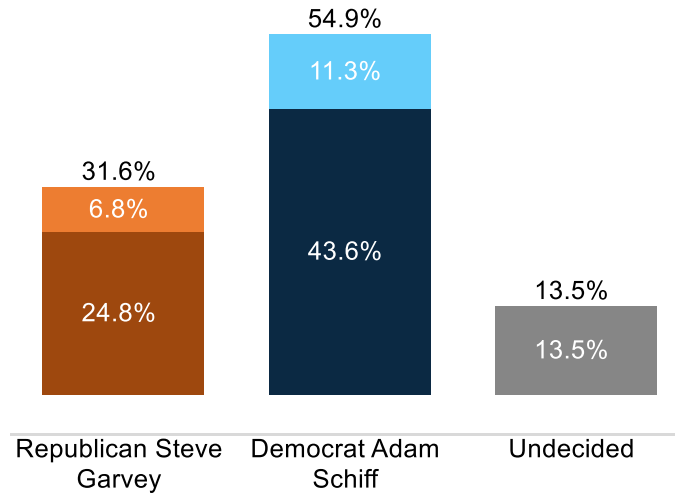


CYGNAL

Percent Change: Generic to Presidential Ballot

| | M <55 | F <55 | M 55+ | F 55+ | M Col | M No Col | F No Col | F Col | SF/Sac DMAs | LA DMA | Other DMAs | GOP | NPP | DEM | White | Hispanic | Other Races | Senate Undec | Swing Voters | Double Haters | Trump '20 | Biden '20 | 2 of 4 | 1 of 4 | 3 of 4 | 4 of 4 | 0 of 4 |
|-------------------------------------|-------|-------|-------|-------|-------|----------|----------|-------|-------------|--------|------------|-----|------|-----|-------|----------|-------------|--------------|--------------|---------------|-----------|-----------|--------|--------|--------|--------|--------|
| Republican candidate | -2% | -4% | -3% | -6% | -6% | 1% | -5% | -5% | -5% | -4% | -2% | -6% | -5% | -1% | -2% | -5% | -5% | -4% | -6% | -17% | -2% | -2% | -1% | -2% | -6% | -4% | -2% |
| Democratic candidate | -1% | -6% | 0% | 1% | 0% | -1% | -2% | -4% | -4% | -1% | 1% | 1% | -2% | -2% | -1% | -3% | -2% | -5% | -1% | -12% | -1% | -1% | -2% | -2% | 0% | -2% | -5% |
| Definitely the Republican candidate | 0% | -4% | 0% | -3% | -2% | 2% | -4% | -2% | -2% | -2% | -2% | -2% | -1% | -1% | -1% | -5% | 0% | -2% | 8% | -6% | -1% | -1% | -2% | 0% | -2% | -3% | -3% |
| Probably the Republican candidate | -1% | 0% | -3% | -4% | -3% | -1% | -1% | -3% | -4% | -2% | 1% | -3% | -4% | 0% | -1% | 0% | -5% | -2% | -14% | -10% | -1% | -1% | 0% | -3% | -4% | -2% | 2% |
| Definitely the Democratic candidate | 2% | 0% | 0% | 5% | 3% | 0% | 3% | 1% | 2% | 1% | 3% | 0% | 4% | 3% | 1% | 0% | 5% | 7% | 20% | -4% | -2% | 4% | 0% | 4% | 0% | 3% | 1% |
| Probably the Democratic candidate | -3% | -6% | 0% | -4% | -2% | -1% | -5% | -5% | -6% | -2% | -2% | 1% | -6% | -5% | -3% | -3% | -7% | -12% | -22% | -8% | 0% | -5% | -2% | -6% | -1% | -5% | -6% |
| Unsure | -7% | -1% | -3% | -1% | -5% | -5% | 0% | -3% | -4% | -2% | -5% | 2% | -10% | -3% | -4% | 0% | -4% | -7% | -17% | -12% | -3% | -3% | -6% | -2% | -5% | -1% | -2% |

U.S. Senate Ballot



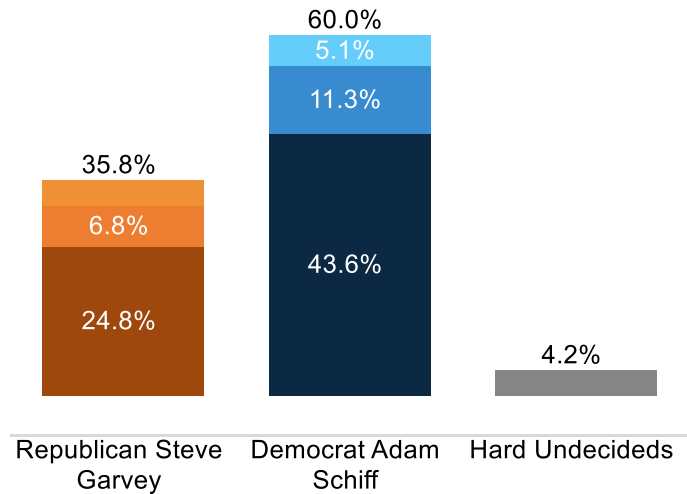
| | M <55 | F <55 | M 55+ | F 55+ | M Col | M No Col | F No Col | F Col | SF/Sac DMAs | LA DMA | Other DMAs | GOP | NPP | DEM | White | Hispanic | Other Races | Pres Undec | Swing Voters | Double Haters | Trump '20 | Biden '20 | 2 of 4 | 1 of 4 | 3 of 4 | 4 of 4 | 0 of 4 |
|------------------------------------|-------|-------|-------|-------|-------|----------|----------|-------|-------------|--------|------------|-----|-----|-----|-------|----------|-------------|------------|--------------|---------------|-----------|-----------|--------|--------|--------|--------|--------|
| Republican Steve Garvey | 34% | 25% | 39% | 31% | 27% | 45% | 31% | 23% | 28% | 32% | 37% | 85% | 22% | 5% | 39% | 27% | 18% | 13% | 23% | 33% | 90% | 5% | 38% | 27% | 37% | 30% | 15% |
| Democrat Adam Schiff | 52% | 53% | 57% | 59% | 63% | 46% | 49% | 64% | 54% | 57% | 52% | 7% | 47% | 86% | 50% | 60% | 62% | 25% | 40% | 43% | 2% | 84% | 48% | 51% | 54% | 59% | 64% |
| Definitely Republican Steve Garvey | 22% | 19% | 33% | 29% | 17% | 35% | 27% | 18% | 19% | 26% | 31% | 72% | 11% | 4% | 32% | 20% | 14% | 6% | 12% | 15% | 76% | 4% | 29% | 17% | 29% | 26% | 12% |
| Probably Republican Steve Garvey | 12% | 6% | 6% | 1% | 10% | 10% | 4% | 4% | 9% | 6% | 6% | 13% | 11% | 1% | 8% | 7% | 4% | 7% | 11% | 18% | 14% | 2% | 9% | 9% | 8% | 4% | 3% |
| Definitely Democrat Adam Schiff | 39% | 39% | 47% | 52% | 52% | 35% | 40% | 50% | 42% | 46% | 41% | 3% | 31% | 73% | 42% | 45% | 45% | 10% | 13% | 22% | 2% | 67% | 33% | 37% | 40% | 52% | 53% |
| Probably Democrat Adam Schiff | 13% | 14% | 9% | 7% | 11% | 11% | 10% | 14% | 12% | 11% | 10% | 4% | 15% | 13% | 8% | 15% | 17% | 15% | 27% | 21% | 0% | 17% | 15% | 14% | 13% | 7% | 11% |
| Undecided | 14% | 21% | 4% | 10% | 10% | 9% | 19% | 14% | 17% | 11% | 12% | 7% | 31% | 8% | 11% | 13% | 20% | 63% | 37% | 24% | 8% | 11% | 13% | 23% | 9% | 11% | 21% |

If the general election for U.S. Senate was held today, and you had to make a choice, who would you vote for?

Percent Change: Generic to U.S. Senate Ballot

| | M <55 | F <55 | M 55+ | F 55+ | M Col | M No Col | F No Col | F Col | SF/Sac DMAs | LA DMA | Other DMAs | GOP | NPP | DEM | White | Hispanic | Other Races | Pres Undec | Swing Voters | Double Haters | Trump '20 | Biden '20 | 2 of 4 | 1 of 4 | 3 of 4 | 4 of 4 | 0 of 4 |
|-------------------------------------|-------|-------|-------|-------|-------|----------|----------|-------|-------------|--------|------------|------|-----|-----|-------|----------|-------------|------------|--------------|---------------|-----------|-----------|--------|--------|--------|--------|--------|
| Republican candidate | -4% | -4% | -1% | -2% | -2% | -2% | -4% | -2% | -3% | -3% | -3% | -5% | -7% | -1% | 0% | -7% | -6% | -27% | -3% | -1% | -1% | -3% | 0% | -7% | -3% | -2% | -5% |
| Democratic candidate | 0% | -7% | 3% | -2% | 1% | 1% | -7% | -3% | -4% | -2% | -1% | 0% | -4% | -3% | -4% | -1% | -1% | 8% | 2% | 3% | -2% | 0% | -4% | -5% | 3% | -3% | -8% |
| Definitely the Republican candidate | -7% | -5% | -3% | 2% | -3% | -7% | -4% | -1% | -3% | -4% | -6% | -10% | -6% | 0% | -3% | -10% | 1% | -3% | 12% | 0% | -7% | -2% | -6% | -7% | -3% | -2% | -6% |
| Probably the Republican candidate | 3% | 1% | 2% | -3% | 1% | 4% | 0% | -2% | 0% | 1% | 3% | 5% | -1% | -1% | 3% | 3% | -6% | -24% | -15% | -1% | 6% | -1% | 6% | -1% | 0% | 0% | 1% |
| Definitely the Democratic candidate | -6% | -11% | 2% | 0% | -3% | -3% | -8% | -6% | -4% | -5% | -4% | -2% | -3% | -6% | -4% | -8% | -8% | 2% | 13% | -5% | 0% | -6% | -10% | -8% | -4% | -1% | -4% |
| Probably the Democratic candidate | 6% | 4% | 1% | -2% | 3% | 4% | 0% | 3% | 1% | 4% | 3% | 2% | -1% | 4% | 0% | 7% | 7% | 6% | -12% | 8% | -2% | 6% | 6% | 3% | 7% | -1% | -4% |
| Unsure | 4% | 12% | -2% | 4% | 2% | 1% | 11% | 5% | 7% | 5% | 4% | 5% | 11% | 4% | 4% | 8% | 7% | 19% | 2% | -2% | 3% | 3% | 4% | 12% | 0% | 5% | 13% |

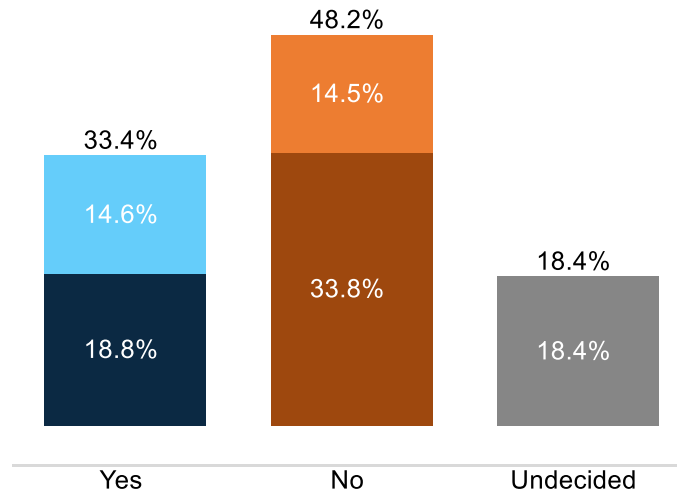
U.S. Senate Ballot Combined



| | M <55 | F <55 | M 55+ | F 55+ | M Col | M No Col | F No Col | F Col | SF/Sac DMAs | LA DMA | Other DMAs | GOP | NPP | DEM | White | Hispanic | Other Races | Pres Undec | Swing Voters | Double Haters | Trump '20 | Biden '20 | 2 of 4 | 1 of 4 | 3 of 4 | 4 of 4 | 0 of 4 |
|------------------------------------|-------|-------|-------|-------|-------|----------|----------|-------|-------------|--------|------------|-----|-----|-----|-------|----------|-------------|------------|--------------|---------------|-----------|-----------|--------|--------|--------|--------|--------|
| Republican Steve Garvey | 39% | 32% | 42% | 32% | 31% | 48% | 37% | 25% | 33% | 35% | 41% | 92% | 31% | 6% | 42% | 32% | 23% | 30% | 32% | 38% | 94% | 8% | 43% | 37% | 38% | 34% | 18% |
| Democrat Adam Schiff | 57% | 61% | 58% | 64% | 68% | 48% | 57% | 68% | 62% | 60% | 56% | 7% | 59% | 92% | 54% | 65% | 69% | 30% | 50% | 49% | 3% | 89% | 54% | 58% | 57% | 63% | 74% |
| Definitely Republican Steve Garvey | 22% | 19% | 33% | 29% | 17% | 35% | 27% | 18% | 19% | 26% | 31% | 72% | 11% | 4% | 32% | 20% | 14% | 6% | 12% | 15% | 76% | 4% | 29% | 17% | 29% | 26% | 12% |
| Probably Republican Steve Garvey | 12% | 6% | 6% | 1% | 10% | 10% | 4% | 4% | 9% | 6% | 6% | 13% | 11% | 1% | 8% | 7% | 4% | 7% | 11% | 18% | 14% | 2% | 9% | 9% | 8% | 4% | 3% |
| Lean Republican Steve Garvey | 5% | 7% | 3% | 1% | 4% | 4% | 6% | 3% | 5% | 4% | 4% | 6% | 9% | 1% | 3% | 5% | 6% | 17% | 9% | 5% | 4% | 3% | 5% | 10% | 1% | 4% | 3% |
| Definitely Democrat Adam Schiff | 39% | 39% | 47% | 52% | 52% | 35% | 40% | 50% | 42% | 46% | 41% | 3% | 31% | 73% | 42% | 45% | 45% | 10% | 13% | 22% | 2% | 67% | 33% | 37% | 40% | 52% | 53% |
| Probably Democrat Adam Schiff | 13% | 14% | 9% | 7% | 11% | 11% | 10% | 14% | 12% | 11% | 10% | 4% | 15% | 13% | 8% | 15% | 17% | 15% | 27% | 21% | 0% | 17% | 15% | 14% | 13% | 7% | 11% |
| Lean Democrat Adam Schiff | 5% | 7% | 1% | 5% | 5% | 2% | 8% | 5% | 8% | 3% | 5% | 0% | 12% | 5% | 5% | 5% | 7% | 5% | 10% | 6% | 1% | 5% | 6% | 7% | 3% | 4% | 10% |
| Hard Undecideds | 4% | 7% | 0% | 4% | 1% | 3% | 6% | 6% | 5% | 4% | 3% | 1% | 10% | 2% | 3% | 3% | 8% | 40% | 18% | 13% | 3% | 3% | 3% | 5% | 5% | 3% | 8% |

If the general election for U.S. Senate was held today, and you had to make a choice, who would you vote for?

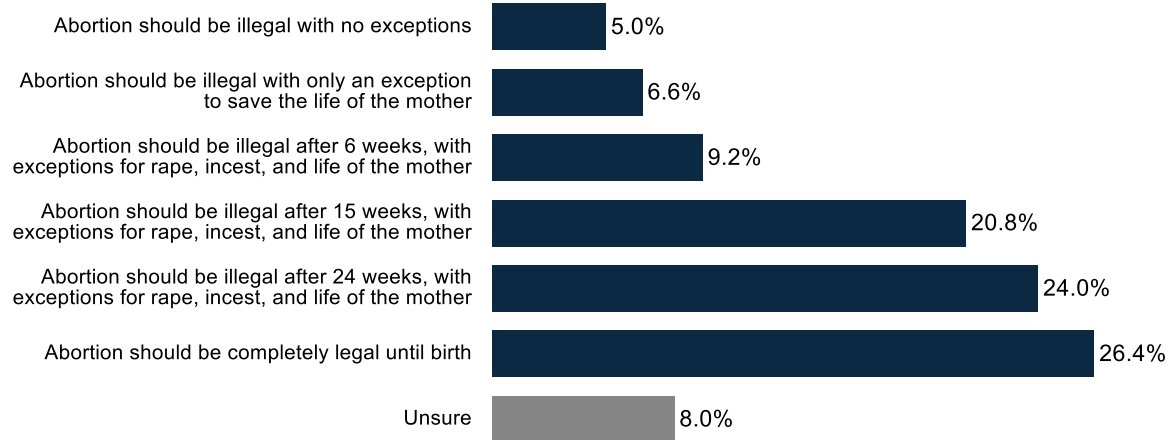
Proposition 33 Ballot



| | M <55 | F <55 | M 55+ | F 55+ | M Col | M No Col | F No Col | F Col | SF/Sac DMAs | LA DMA | Other DMAs | GOP | NPP | DEM | White | Hispanic | Other Races | Pres Undec | Senate Undec | Swing Voters | Double Haters | Trump '20 | Biden '20 | 2 of 4 | 1 of 4 | 3 of 4 | 4 of 4 | 0 of 4 |
|----------------|-------|-------|-------|-------|-------|----------|----------|-------|-------------|--------|------------|-----|-----|-----|-------|----------|-------------|------------|--------------|--------------|---------------|-----------|-----------|--------|--------|--------|--------|--------|
| Yes Total | 39% | 39% | 20% | 30% | 32% | 29% | 31% | 42% | 30% | 37% | 31% | 18% | 37% | 40% | 32% | 34% | 37% | 25% | 30% | 34% | 56% | 17% | 40% | 34% | 34% | 37% | 27% | 47% |
| No Total | 47% | 40% | 65% | 47% | 51% | 58% | 45% | 40% | 49% | 45% | 54% | 68% | 41% | 41% | 52% | 43% | 44% | 33% | 33% | 44% | 25% | 70% | 39% | 47% | 43% | 48% | 53% | 42% |
| Definitely Yes | 21% | 20% | 16% | 17% | 22% | 16% | 18% | 19% | 18% | 20% | 19% | 9% | 18% | 26% | 19% | 20% | 20% | 12% | 11% | 17% | 29% | 9% | 24% | 18% | 17% | 21% | 16% | 28% |
| Probably Yes | 17% | 20% | 4% | 13% | 10% | 13% | 13% | 23% | 12% | 18% | 12% | 10% | 19% | 14% | 13% | 14% | 17% | 13% | 19% | 16% | 27% | 8% | 17% | 16% | 18% | 16% | 11% | 18% |
| Probably No | 13% | 15% | 15% | 15% | 15% | 13% | 17% | 13% | 16% | 14% | 14% | 10% | 9% | 17% | 13% | 15% | 16% | 15% | 19% | 21% | 5% | 11% | 14% | 17% | 17% | 8% | 15% | 22% |
| Definitely No | 34% | 25% | 50% | 31% | 36% | 45% | 28% | 27% | 33% | 31% | 40% | 58% | 32% | 24% | 39% | 29% | 28% | 18% | 13% | 23% | 20% | 60% | 25% | 30% | 26% | 39% | 39% | 20% |
| Undecided | 14% | 21% | 16% | 23% | 17% | 13% | 24% | 18% | 22% | 18% | 15% | 14% | 22% | 19% | 16% | 23% | 19% | 42% | 38% | 23% | 19% | 12% | 20% | 20% | 23% | 15% | 20% | 11% |

Proposition 33 is an initiative that will appear on the ballot for the general election: Should the Costa-Hawkins Rental Housing Act of 1995 (a state law) be repealed so local governments can regulate rents? A YES vote allows cities and counties to enact or expand rent control. A NO vote keeps the Costa-Hawkins limits, maintaining state restrictions on rent control policies. If the election were held today, and you had to make a choice, would you vote YES or NO on Proposition 33?

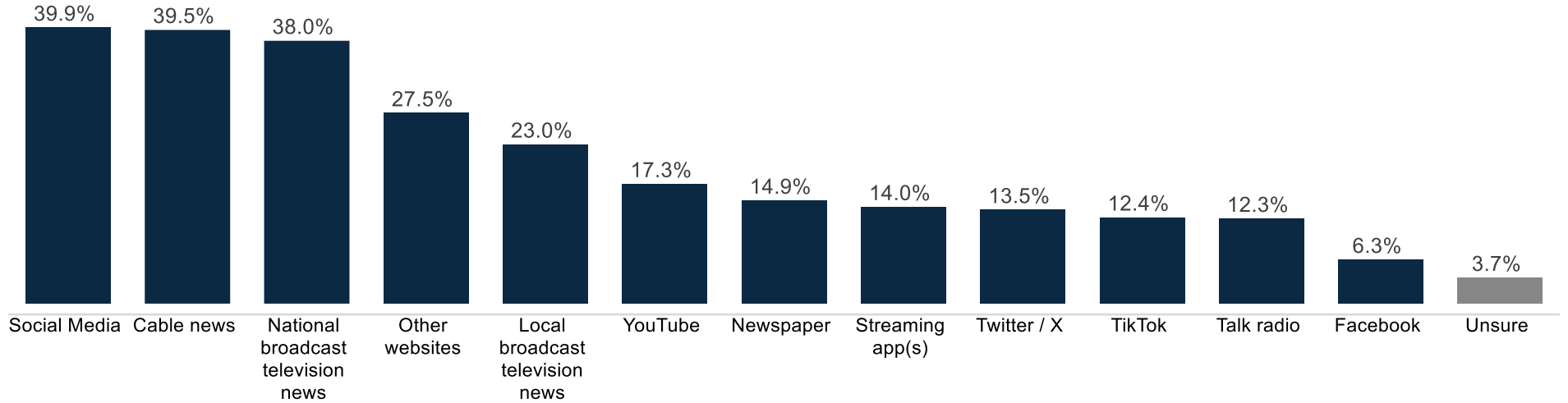
Abortion Position



| | M <55 | F <55 | M 55+ | F 55+ | M Col | M No Col | F No Col | F Col | SF/Isac DMAs | LA DMA | Other DMAs | GOP | NPP | DEM | White | Hispanic | Other Races | Pres Undec | Senate Undec | Swing Voters | Double Haters | Trump '20 | Biden '20 | 2 of 4 | 1 of 4 | 3 of 4 | 4 of 4 | 0 of 4 |
|---|-------|-------|-------|-------|-------|----------|----------|-------|--------------|--------|------------|-----|-----|-----|-------|----------|-------------|------------|--------------|--------------|---------------|-----------|-----------|--------|--------|--------|--------|--------|
| Strict Illegal | 9% | 9% | 14% | 17% | 8% | 14% | 14% | 9% | 8% | 11% | 17% | 24% | 7% | 5% | 11% | 13% | 12% | 14% | 6% | 10% | 4% | 29% | 5% | 6% | 8% | 18% | 13% | 7% |
| Abortion should be illegal with no exceptions | 2% | 5% | 7% | 8% | 4% | 3% | 7% | 5% | 3% | 5% | 8% | 9% | 4% | 3% | 4% | 7% | 5% | 14% | 2% | 4% | 2% | 10% | 4% | 3% | 3% | 7% | 5% | 5% |
| Abortion should be illegal with only an exception to save the life of the mother | 7% | 4% | 8% | 9% | 4% | 10% | 7% | 5% | 5% | 6% | 9% | 16% | 4% | 3% | 7% | 6% | 8% | 0% | 4% | 6% | 2% | 19% | 1% | 3% | 5% | 11% | 8% | 2% |
| Short Weeks Exceptions | 30% | 32% | 29% | 27% | 25% | 34% | 33% | 26% | 33% | 30% | 27% | 47% | 31% | 19% | 32% | 29% | 28% | 34% | 34% | 35% | 35% | 47% | 23% | 47% | 26% | 32% | 24% | 17% |
| Abortion should be illegal after 6 weeks, with exceptions for rape, incest, and life of the mother | 10% | 9% | 11% | 7% | 5% | 16% | 10% | 5% | 10% | 9% | 8% | 20% | 11% | 3% | 10% | 10% | 5% | 19% | 16% | 12% | 4% | 19% | 4% | 14% | 11% | 7% | 10% | 1% |
| Abortion should be illegal after 15 weeks, with exceptions for rape, incest, and life of the mother | 20% | 23% | 18% | 21% | 20% | 18% | 23% | 21% | 22% | 21% | 19% | 27% | 20% | 16% | 22% | 20% | 24% | 15% | 18% | 23% | 31% | 28% | 19% | 33% | 15% | 26% | 15% | 16% |
| Long Weeks Exception: Abortion should be illegal after 24 weeks, with exceptions for rape, incest, and life of the mother | 27% | 23% | 21% | 24% | 30% | 20% | 21% | 27% | 23% | 25% | 24% | 15% | 25% | 28% | 26% | 22% | 20% | 28% | 29% | 28% | 21% | 12% | 28% | 16% | 33% | 23% | 20% | 43% |
| No Limitations: Abortion should be completely legal until birth | 27% | 34% | 26% | 15% | 34% | 20% | 22% | 31% | 31% | 24% | 25% | 4% | 28% | 41% | 24% | 28% | 32% | 9% | 23% | 16% | 34% | 3% | 38% | 27% | 29% | 21% | 29% | 28% |
| Unsure | 6% | 2% | 10% | 17% | 3% | 12% | 10% | 6% | 5% | 10% | 8% | 10% | 9% | 6% | 7% | 7% | 7% | 16% | 9% | 11% | 5% | 9% | 6% | 5% | 5% | 6% | 13% | 6% |

Which of the following options most closely describes your position on the issue of abortion?

News Source



| | M <55 | F <55 | M 55+ | F 55+ | M Col | M No Col | F No Col | F Col | SF/Sac DMAs | LA DMA | Other DMAs | GOP | NPP | DEM | White | Hispanic | Other Races | Pres Undec | Senate Undec | Swing Voters | Double Haters | Trump '20 | Biden '20 | 2 of 4 | 1 of 4 | 3 of 4 | 4 of 4 | 0 of 4 |
|------------------------------------|-------|-------|-------|-------|-------|----------|----------|-------|-------------|--------|------------|-----|-----|-----|-------|----------|-------------|------------|--------------|--------------|---------------|-----------|-----------|--------|--------|--------|--------|--------|
| Social Media | 53% | 47% | 30% | 20% | 42% | 44% | 37% | 37% | 37% | 44% | 35% | 38% | 50% | 38% | 38% | 49% | 38% | 36% | 52% | 42% | 40% | 40% | 34% | 39% | 51% | 42% | 28% | 64% |
| Cable news | 29% | 39% | 50% | 45% | 36% | 39% | 38% | 44% | 36% | 41% | 42% | 38% | 40% | 41% | 39% | 38% | 46% | 38% | 35% | 31% | 24% | 42% | 42% | 41% | 37% | 39% | 43% | 28% |
| National broadcast television news | 33% | 38% | 44% | 40% | 37% | 38% | 36% | 42% | 38% | 37% | 40% | 21% | 37% | 47% | 34% | 43% | 46% | 28% | 27% | 35% | 24% | 20% | 47% | 35% | 38% | 35% | 38% | 52% |
| Other websites | 35% | 33% | 22% | 14% | 33% | 26% | 25% | 27% | 32% | 28% | 20% | 34% | 23% | 24% | 32% | 20% | 23% | 6% | 31% | 25% | 34% | 33% | 26% | 34% | 25% | 29% | 25% | 23% |
| Local broadcast television news | 19% | 20% | 28% | 29% | 23% | 23% | 23% | 23% | 18% | 25% | 26% | 17% | 32% | 23% | 14% | 35% | 31% | 39% | 29% | 27% | 28% | 19% | 26% | 10% | 22% | 29% | 29% | 10% |
| YouTube | 28% | 12% | 18% | 11% | 22% | 25% | 10% | 14% | 17% | 18% | 16% | 16% | 19% | 17% | 16% | 20% | 22% | 18% | 27% | 21% | 22% | 16% | 15% | 15% | 18% | 20% | 12% | 34% |
| Newspaper | 13% | 13% | 19% | 16% | 25% | 7% | 8% | 22% | 18% | 13% | 15% | 4% | 14% | 20% | 21% | 7% | 9% | 12% | 8% | 14% | 19% | 4% | 21% | 16% | 14% | 12% | 17% | 16% |
| Streaming app(s) | 14% | 20% | 8% | 10% | 12% | 11% | 16% | 16% | 11% | 17% | 13% | 18% | 17% | 11% | 13% | 17% | 12% | 14% | 14% | 11% | 21% | 18% | 10% | 21% | 13% | 12% | 11% | 17% |
| Twitter / X | 27% | 12% | 11% | 2% | 20% | 20% | 8% | 8% | 14% | 15% | 10% | 18% | 19% | 9% | 17% | 13% | 5% | 8% | 15% | 15% | 22% | 21% | 8% | 14% | 16% | 16% | 11% | 13% |
| TikTok | 17% | 22% | 1% | 2% | 11% | 10% | 18% | 10% | 9% | 14% | 14% | 7% | 18% | 15% | 7% | 23% | 12% | 12% | 21% | 11% | 12% | 7% | 12% | 13% | 21% | 8% | 6% | 38% |
| Talk radio | 12% | 11% | 18% | 9% | 9% | 20% | 9% | 12% | 12% | 12% | 13% | 20% | 9% | 9% | 13% | 10% | 15% | 17% | 10% | 13% | 16% | 20% | 10% | 12% | 6% | 16% | 13% | 7% |
| Facebook | 4% | 10% | 2% | 7% | 3% | 4% | 8% | 10% | 7% | 7% | 5% | 4% | 7% | 8% | 7% | 4% | 9% | 11% | 7% | 6% | 5% | 4% | 7% | 3% | 5% | 9% | 8% | 3% |
| Unsure | 3% | 4% | 2% | 6% | 2% | 3% | 7% | 1% | 4% | 4% | 4% | 6% | 3% | 3% | 4% | 1% | 4% | 12% | 6% | 6% | 2% | 4% | 4% | 7% | 7% | 2% | 2% | 2% |

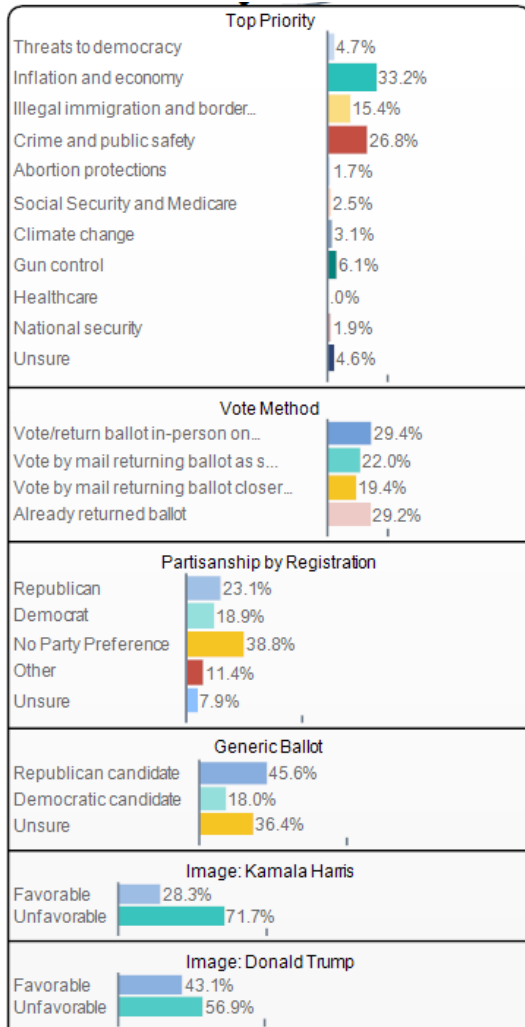
What are your primary sources for news? Select up to three options.

News Source Performance

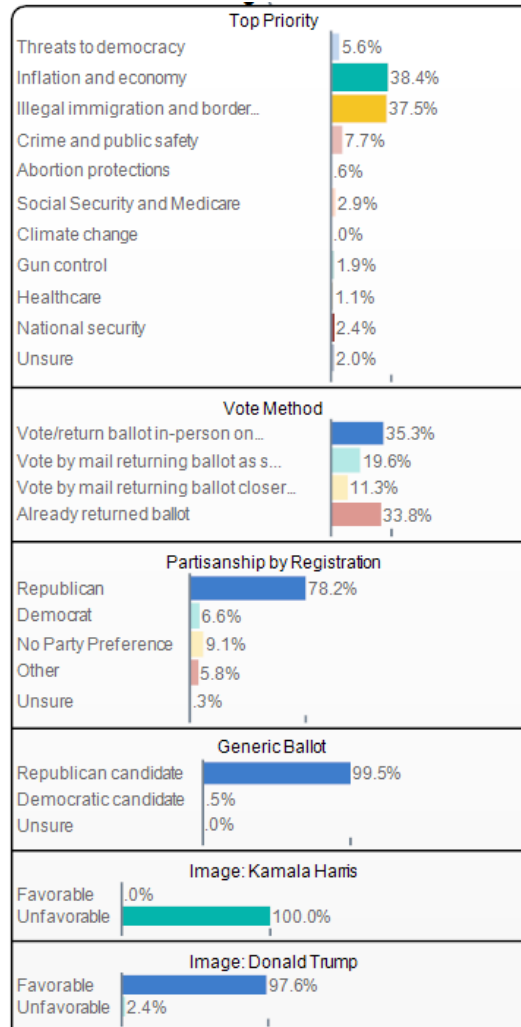
| | Total | 2020 Trump Voters | 2024 Trump Voters | GB GOP Voters | Garvey Voters | Margin (Retro) | Margin (GB) |
|------------------------------------|-------|-------------------|-------------------|---------------|---------------|----------------|-------------|
| Social Media | 39.9 | 26.9 | 36.2 | 38.8 | 30.9 | 4.0 | -7.9 |
| Cable news | 39.5 | 28.6 | 30.4 | 32.8 | 29.6 | 1.0 | -3.2 |
| National broadcast television news | 38.0 | 14.2 | 16.2 | 18.8 | 16.8 | 2.6 | -2.0 |
| Other websites | 27.5 | 32.4 | 38.9 | 42.6 | 39.2 | 6.7 | -3.4 |
| Local broadcast television news | 23.0 | 22.9 | 20.0 | 28.7 | 22.1 | -.7 | -6.6 |
| YouTube | 17.3 | 25.0 | 36.1 | 37.5 | 28.8 | 3.8 | -8.7 |
| Newspaper | 14.9 | 6.8 | 9.2 | 13.5 | 14.2 | 7.4 | .7 |
| Streaming app(s) | 14.0 | 34.8 | 43.0 | 51.7 | 47.7 | 12.9 | -3.9 |
| Twitter / X | 13.5 | 42.7 | 48.6 | 53.2 | 48.6 | 5.8 | -4.6 |
| TikTok | 12.4 | 15.9 | 23.3 | 20.9 | 16.0 | .0 | -4.9 |
| Talk radio | 12.3 | 45.2 | 45.5 | 51.0 | 49.4 | 4.1 | -1.6 |
| Facebook | 6.3 | 16.8 | 31.4 | 39.1 | 21.5 | 4.7 | -17.6 |
| Unsure | 3.7 | 25.5 | 38.4 | 38.4 | 38.4 | 12.8 | .0 |

Segmentation Analysis:

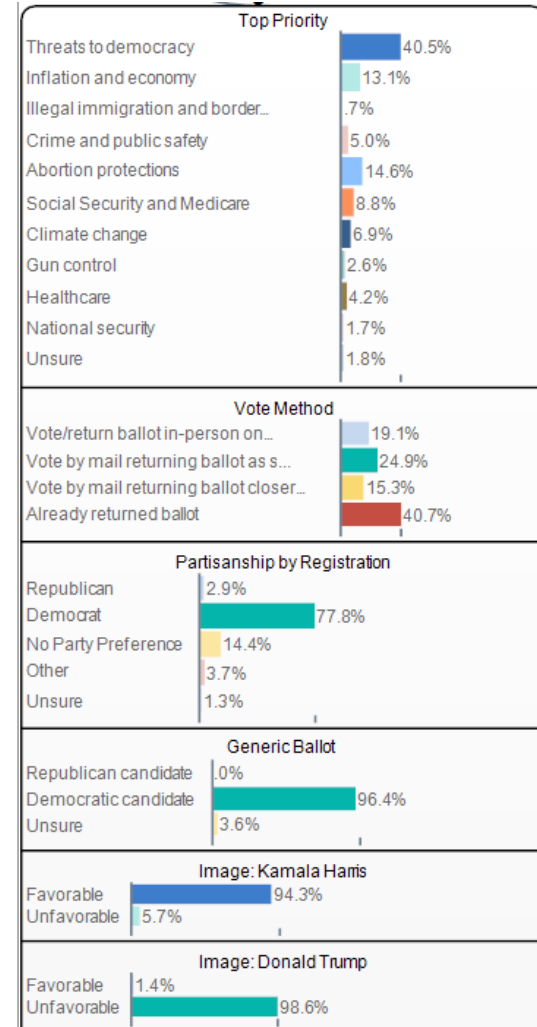
Moderates (17%)



GOP Base (27%)

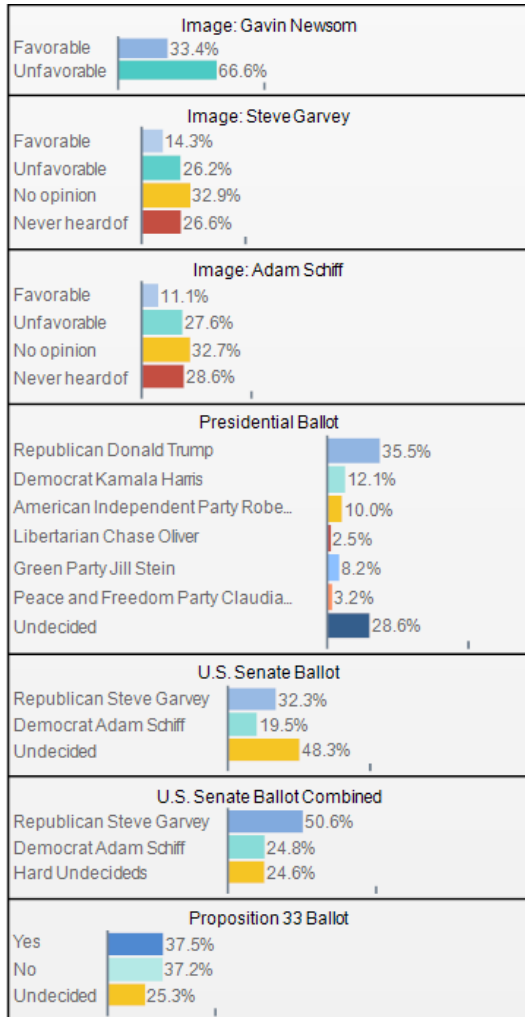


Dem Base (56%)

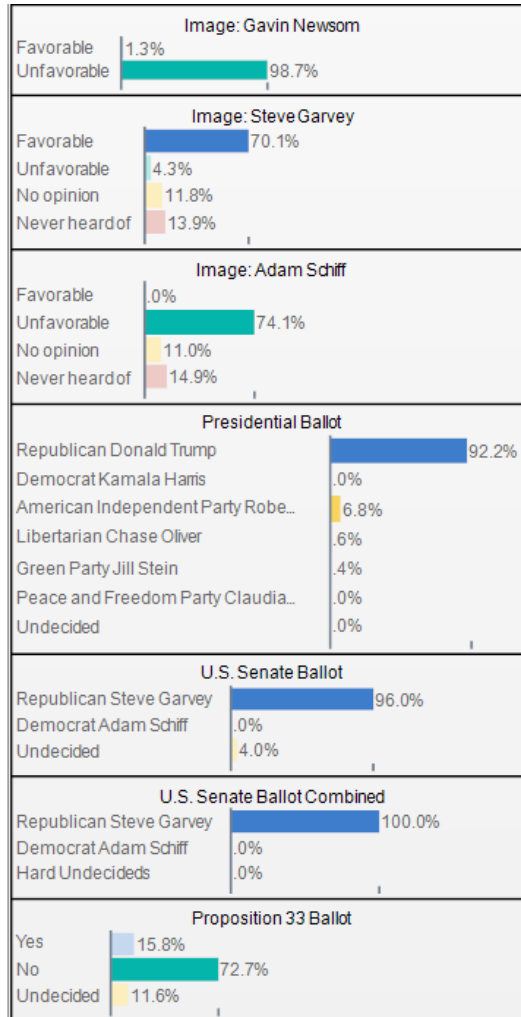


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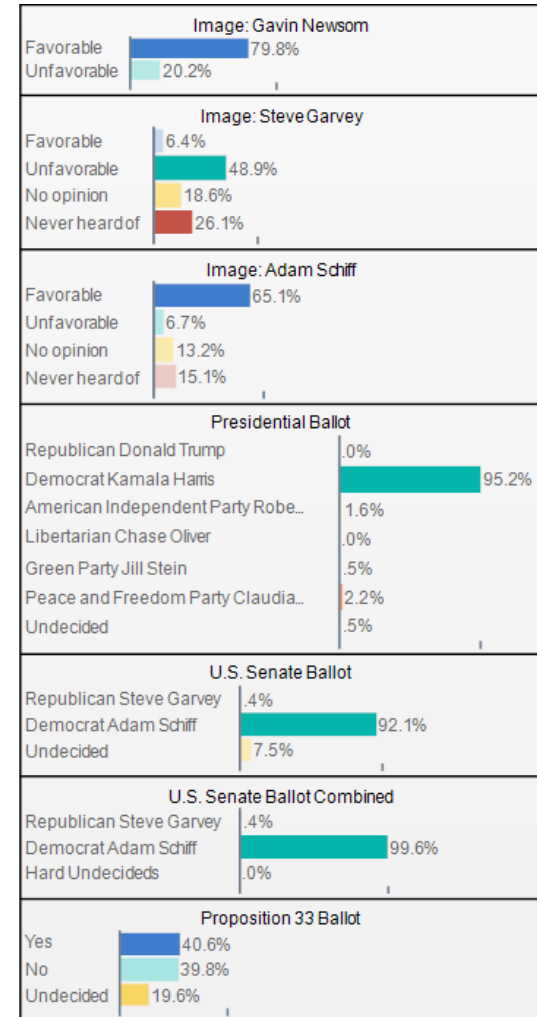
Moderates (17%)



GOP Base (27%)

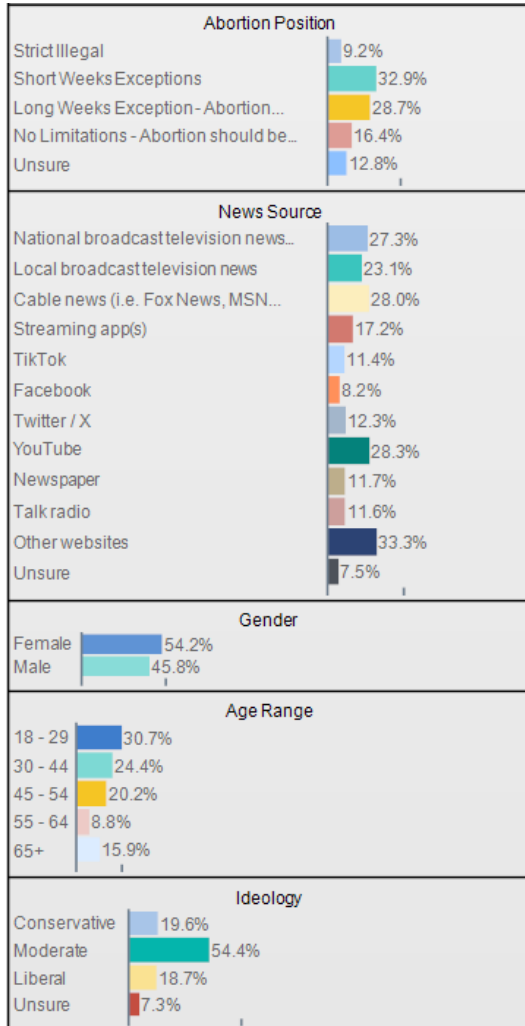


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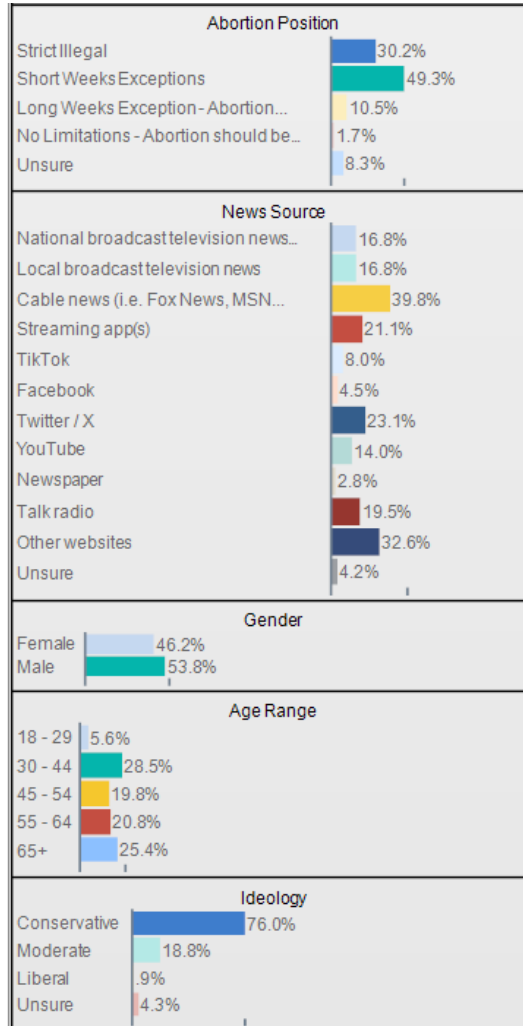


Segmentation Analysis:

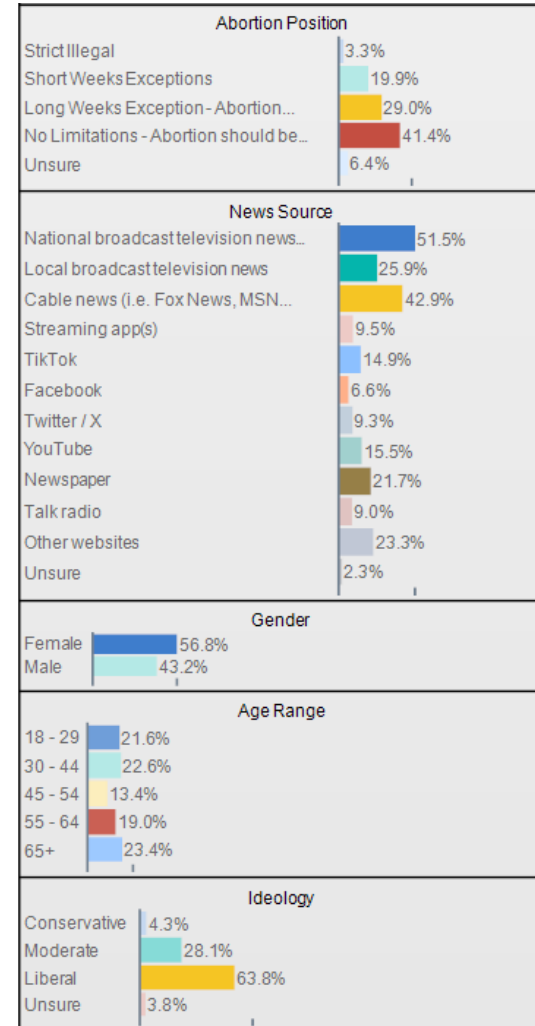
Moderates (17%)



GOP Base (27%)

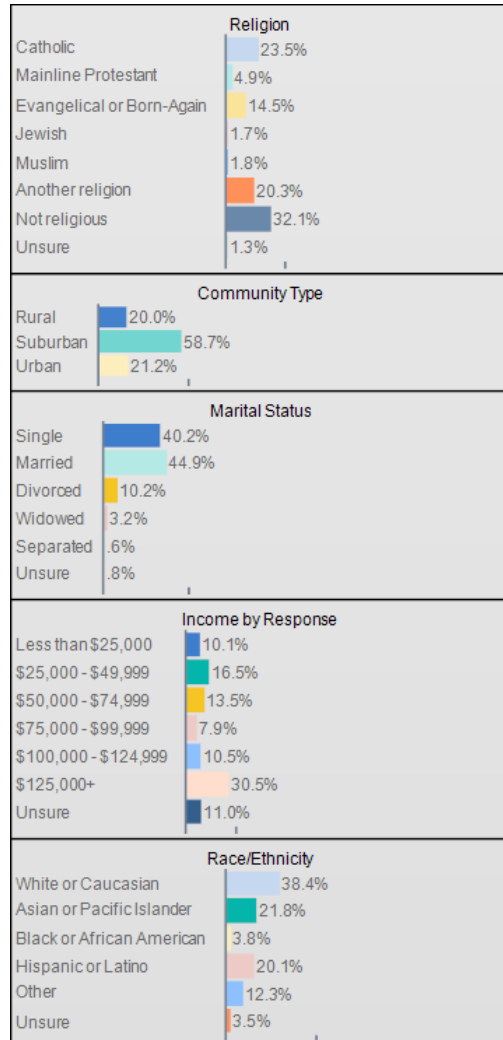


Dem Base (56%)

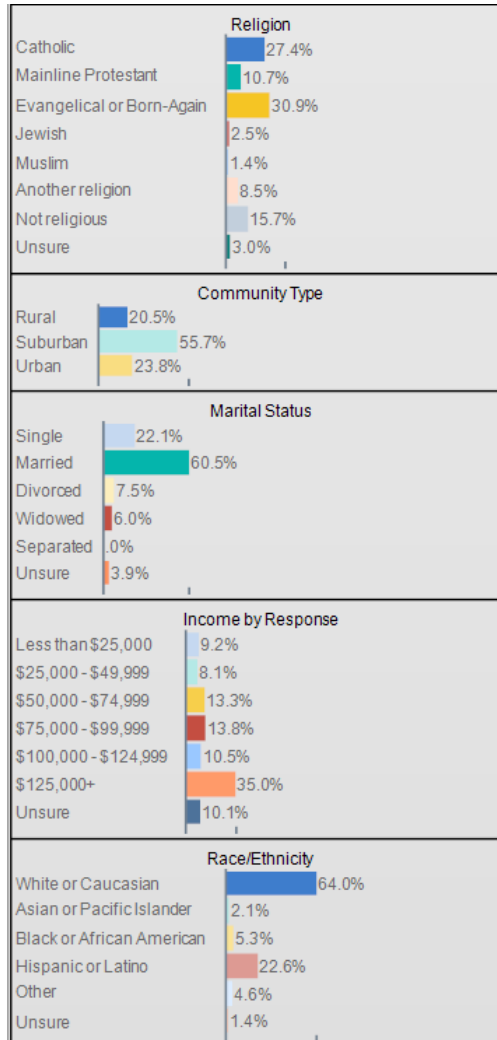


Segmentation Analysis:

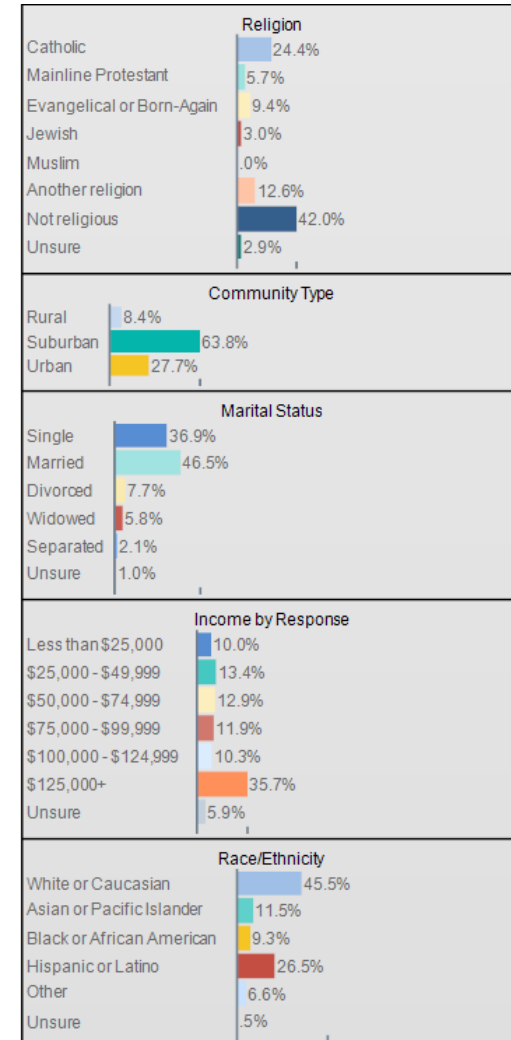
Moderates (17%)



GOP Base (27%)

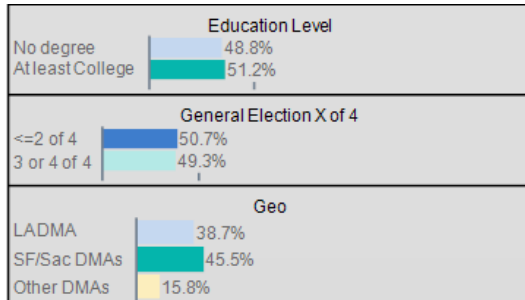


Dem Base (56%)

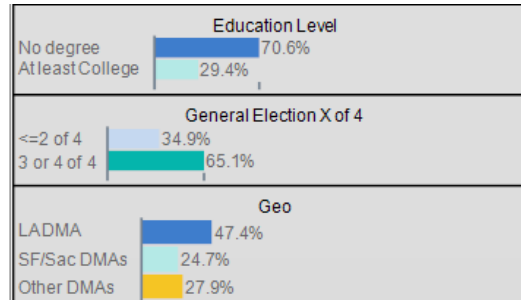


Segmentation Analysis:

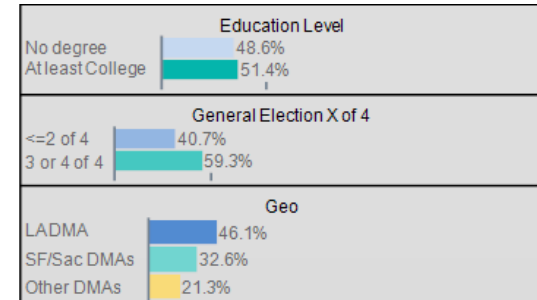
Moderates (17%)



GOP Base (27%)

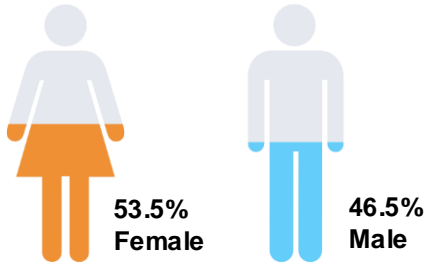


Dem Base (56%)

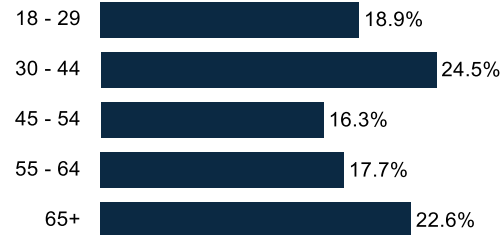


Demographics

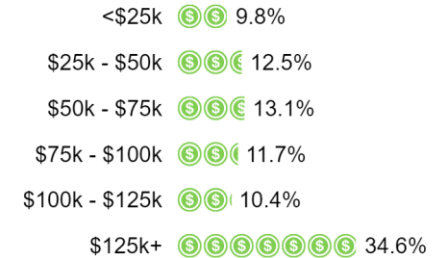
Sex



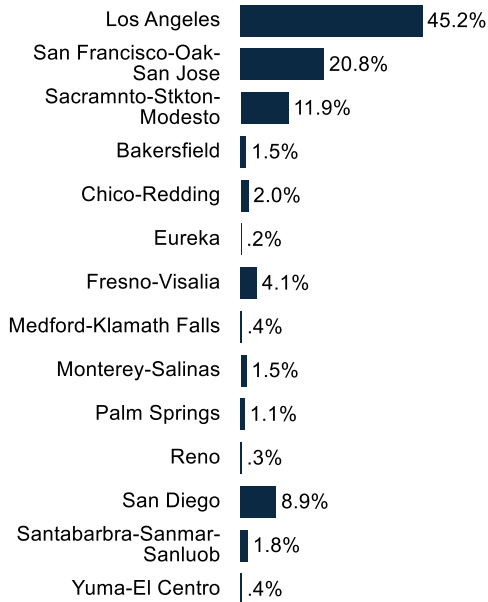
Age Range



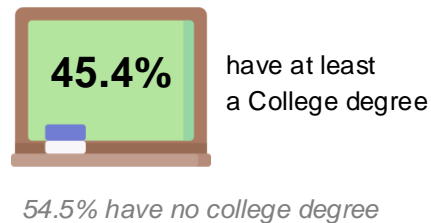
Household Income



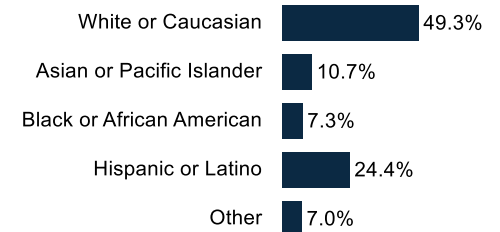
Geo - DMA



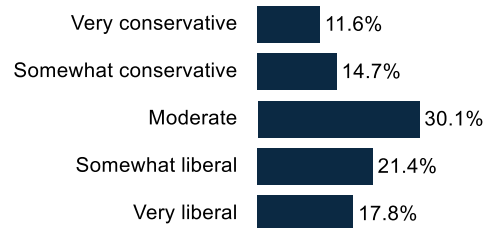
Education



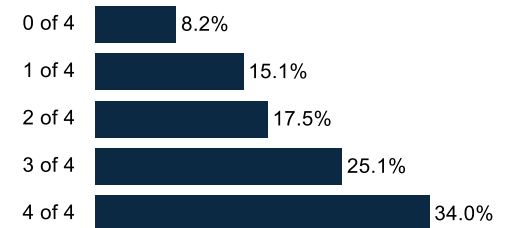
Race/Ethnicity



Ideology



Election X of 4



Methodology

This probabilistic survey was conducted October 27 - 30, 2024, in English, using registration-based sampling (RBS) techniques. A total of 611 respondents registered to vote in the State of California participated via SMS-to-web and live phone interviews. The survey has a margin of error of $\pm 3.95\%$ at the 95% confidence level.

Voter contact lists were sourced from Cygnal's proprietary voter file, which is regularly updated and maintained to reflect current voter registrations. The sample was stratified by geography (DMA groupings), registered political party, ethnicity, gender, and age to ensure representativeness. Each potential respondent was assigned a unique URL for survey entry through Qualtrics. Data quality protocols included checks for length of interview outliers, straightlining, duplicate IP addresses, and voter demographic consistency with the voter file.

The survey data were weighted to reflect the 2024 General Election Likely Voter population. Weighted variables include geography, gender, age, registered political party, race, and education. Population estimates for geography, gender, age, and political party were derived from Cygnal's proprietary voter file. Estimates for race and education were sourced from the 2022 American Community Survey and adjusted for a likely voter audience based on historical voting patterns and stated intent to vote.

Question wording on the topline is consistent with the survey script and delivery in Qualtrics and by live interviewers. This survey was conducted internally by Cygnal's team and was not sponsored by any third party.