



**CYNAL**

**Survey of Registered Voters**

California Statewide

*Conducted July 24 – 25, 2023*

n=1000 |  $\pm 3.08\%$

*Top Issues*

1. Which of the following issues are most important in California? Select Two.

	Freq.	%	Gen Elec
Inflation and economy	346	34.6%	35.1%
High taxes	164	16.4%	16.2%
Infrastructure and roads	57	5.7%	5.9%
Climate change	182	18.2%	19.3%
Abortion	72	7.2%	7.0%
Crime and public safety	245	24.5%	24.6%
Gun control	179	17.9%	16.4%
Illegal immigration	124	12.4%	13.9%
Healthcare	160	16.0%	15.4%
Homelessness	386	38.6%	37.7%
Education	84	8.4%	8.6%
Unsure	0	0.0%	0.0%
Total	1000	100.0%	100.0%

*Vote Likelihood & Method*

2. How do you plan to vote in the November 2024 general for President and U.S. Congress, and statewide ballot measures?

	Freq.	%	Gen Elec
<b><u>Return ballot in-person on Election Day</u></b>	<b><u>324</u></b>	<b><u>32.4%</u></b>	<b><u>36.0%</u></b>
Definitely return ballot in-person on Election Day	238	23.8%	26.2%
Probably return ballot in-person on Election Day	86	8.6%	9.8%
<b><u>Vote by mail returning ballot as soon as possible</u></b>	<b><u>376</u></b>	<b><u>37.6%</u></b>	<b><u>41.8%</u></b>
Definitely vote by mail returning ballot as soon as possible	283	28.3%	31.5%
Probably vote by mail returning ballot as soon as possible	93	9.3%	10.3%
<b><u>Vote by mail returning ballot closer to the election</u></b>	<b><u>199</u></b>	<b><u>19.9%</u></b>	<b><u>22.2%</u></b>
Definitely vote by mail returning ballot closer to the election	105	10.5%	12.0%
Probably vote by mail returning ballot closer to the election	94	9.4%	10.2%
I do not plan to vote in the 2024 general election	40	4.0%	0.0%
Unsure	61	6.1%	0.0%
Total	1000	100.0%	100.0%

*State Direction*

3. Generally speaking, would you say things in California are headed in the right direction or off on the wrong track?

	Freq.	%	Gen Elec
<b><u>Right direction</u></b>	<b><u>445</u></b>	<b><u>44.5%</u></b>	<b><u>47.1%</u></b>
Definitely the right direction	114	11.4%	12.5%
Mostly the right direction	332	33.2%	34.6%
<b><u>Wrong track</u></b>	<b><u>473</u></b>	<b><u>47.3%</u></b>	<b><u>47.4%</u></b>
Mostly the wrong track	229	22.9%	22.9%



Definitely the wrong track	244	24.4%	24.5%
Unsure	82	8.2%	5.5%
Total	1000	100.0%	100.0%

*Newsom Job Approval*

4. Do you approve or disapprove of the job that Gavin Newsom is doing as Governor?

	<b>Freq.</b>	<b>%</b>	<b>Gen Elec</b>
<b><u>Approve</u></b>	<b><u>455</u></b>	<b><u>45.5%</u></b>	<b><u>48.3%</u></b>
Strongly approve	197	19.7%	21.5%
Somewhat approve	258	25.8%	26.8%
<b><u>Neither approve nor disapprove</u></b>	<b><u>151</u></b>	<b><u>15.1%</u></b>	<b><u>13.9%</u></b>
<b><u>Disapprove</u></b>	<b><u>326</u></b>	<b><u>32.6%</u></b>	<b><u>33.7%</u></b>
Somewhat disapprove	99	9.9%	10.2%
Strongly disapprove	227	22.7%	23.5%
Unsure	68	6.8%	4.2%
Total	1000	100.0%	100.0%

Now, thinking about ongoing issues facing California residents...

*Taxes*

5. In general, do you feel taxes in California are too high, too low, or about right?

	<b>Freq.</b>	<b>%</b>	<b>Gen Elec</b>
<b><u>High</u></b>	<b><u>780</u></b>	<b><u>78.0%</u></b>	<b><u>78.9%</u></b>
Way too high	497	49.7%	50.5%
A little too high	283	28.3%	28.3%
<b><u>About right</u></b>	<b><u>145</u></b>	<b><u>14.5%</u></b>	<b><u>15.0%</u></b>
<b><u>Low</u></b>	<b><u>34</u></b>	<b><u>3.4%</u></b>	<b><u>3.5%</u></b>
A little low	23	2.3%	2.1%
Way too low	12	1.2%	1.4%
Unsure	41	4.1%	2.6%
Total	1000	100.0%	100.0%

*Direction of Crime*

6. In general, over the last 24 months do you feel crime has increased or decreased in California?

	<b>Freq.</b>	<b>%</b>	<b>Gen Elec</b>
<b><u>Increased</u></b>	<b><u>731</u></b>	<b><u>73.1%</u></b>	<b><u>75.2%</u></b>
Definitely increased	419	41.9%	44.2%
Probably increased	312	31.2%	31.1%



<b><u>Decreased</u></b>	<b><u>165</u></b>	<b><u>16.5%</u></b>	<b><u>15.6%</u></b>
Probably decreased	121	12.1%	11.4%
Definitely decreased	45	4.5%	4.2%
Unsure	103	10.3%	9.1%
Total	1000	100.0%	100.0%

*Direction of Public Safety*

7. Compared to 24 months ago, do you currently feel more safe or less safe living in California?

	<b>Freq.</b>	<b>%</b>	<b>Gen Elec</b>
<b><u>Less safe</u></b>	<b><u>614</u></b>	<b><u>61.4%</u></b>	<b><u>63.2%</u></b>
Much less safe	263	26.3%	26.5%
Somewhat less safe	352	35.2%	36.7%
<b><u>More safe</u></b>	<b><u>279</u></b>	<b><u>27.9%</u></b>	<b><u>28.2%</u></b>
Somewhat more safe	199	19.9%	20.0%
Much more safe	81	8.1%	8.2%
Unsure	106	10.6%	8.6%
Total	1000	100.0%	100.0%

*Crime Victim*

8. Have you or a loved one been a victim of a crime in the last 12 months?

	<b>Freq.</b>	<b>%</b>	<b>Gen Elec</b>
Yes, I have or a loved one has been a victim	218	21.8%	22.2%
No, neither I nor a loved one have been a victim	721	72.1%	72.7%
Unsure	61	6.1%	5.1%
Total	1000	100.0%	100.0%

*Death Penalty for Convicted Murderers*

9. Do you support or oppose allowing the death penalty for convicted murderers in the state of California?

	<b>Freq.</b>	<b>%</b>	<b>Gen Elec</b>
<b><u>Support</u></b>	<b><u>532</u></b>	<b><u>53.2%</u></b>	<b><u>56.3%</u></b>
Strongly support	321	32.1%	33.7%
Somewhat support	211	21.1%	22.6%
<b><u>Neither support nor oppose</u></b>	<b><u>193</u></b>	<b><u>19.3%</u></b>	<b><u>18.5%</u></b>
<b><u>Oppose</u></b>	<b><u>214</u></b>	<b><u>21.4%</u></b>	<b><u>21.1%</u></b>
Somewhat oppose	93	9.3%	9.3%



Strongly oppose	122	12.2%	11.8%
Unsure	61	6.1%	4.1%
Total	1000	100.0%	100.0%

*Newsom's Death Penalty Moratorium*

10. In 2019, Governor Newsom signed an executive order for a moratorium, effectively halting all capital punishment (AKA the death penalty), regardless of the circumstances while he is the Governor. Do you agree or disagree with the moratorium to halt the death penalty for sentenced death row prisoners?

	Freq.	%	Gen Elec
<b><u>Agree</u></b>	<b><u>339</u></b>	<b><u>33.9%</u></b>	<b><u>34.8%</u></b>
Strongly agree	163	16.3%	16.4%
Somewhat agree	176	17.6%	18.4%
<b><u>Neither agree nor disagree</u></b>	<b><u>208</u></b>	<b><u>20.8%</u></b>	<b><u>19.4%</u></b>
<b><u>Disagree</u></b>	<b><u>398</u></b>	<b><u>39.8%</u></b>	<b><u>42.2%</u></b>
Somewhat disagree	155	15.5%	16.0%
Strongly disagree	243	24.3%	26.2%
Unsure	55	5.5%	3.6%
Total	1000	100.0%	100.0%

*Death Penalty Amendment*

11. If a constitutional amendment to repeal the death penalty in all circumstances were placed on the 2024 statewide ballot, how would you vote?

	Freq.	%	Gen Elec
<b><u>Yes, to repeal</u></b>	<b><u>384</u></b>	<b><u>38.4%</u></b>	<b><u>40.3%</u></b>
Definitely yes, to repeal	191	19.1%	20.5%
Probably yes, to repeal	193	19.3%	19.7%
<b><u>No, to keep</u></b>	<b><u>402</u></b>	<b><u>40.2%</u></b>	<b><u>42.0%</u></b>
Probably no, to keep	191	19.1%	19.2%
Definitely no, to keep	211	21.1%	22.7%
Undecided	214	21.4%	17.8%
Total	1000	100.0%	100.0%

*Circumstances for Death Penalty*

12. Although no one has been executed since 2006, specific crimes are eligible for the death penalty in California. The following is information about death penalty cases that you may hear or see in the news. Select whether the information makes you feel the death penalty is justified or not justified in those circumstances.



**A. Idaho Murderer**

Bryan Kohberger was charged with the murders of four college students he allegedly stalked at their off-campus home at the University of Idaho. Kohberger is accused of breaking into the home and repeatedly stabbing three college-aged women and one man before fleeing the scene.

	Freq.	%	Gen Elec
<b><u>Justified</u></b>	<b><u>734</u></b>	<b><u>73.4%</u></b>	<b><u>76.2%</u></b>
Very justified	545	54.5%	56.4%
Somewhat justified	189	18.9%	19.7%
<b><u>Not justified</u></b>	<b><u>173</u></b>	<b><u>17.3%</u></b>	<b><u>16.3%</u></b>
Not very justified	74	7.4%	6.9%
Not justified at all	98	9.8%	9.5%
Unsure	93	9.3%	7.5%
Total	1000	100.0%	100.0%

**B. UC Davis Murderer**

A man in Davis, California brutally killed two college-aged women, and left another in the ICU, choosing his victims at random including one UC Davis student. He terrorized a community for over five days before being caught, and the Yolo County District Attorney is considering the death penalty in the case.

	Freq.	%	Gen Elec
<b><u>Justified</u></b>	<b><u>766</u></b>	<b><u>76.6%</u></b>	<b><u>79.8%</u></b>
Very justified	559	55.9%	58.6%
Somewhat justified	207	20.7%	21.2%
<b><u>Not justified</u></b>	<b><u>154</u></b>	<b><u>15.4%</u></b>	<b><u>14.2%</u></b>
Not very justified	67	6.7%	6.5%
Not justified at all	87	8.7%	7.6%
Unsure	80	8.0%	6.1%
Total	1000	100.0%	100.0%

**C. Boston Bomber**

Two domestic terrorists attacked the Boston Marathon, detonating two homemade pressure cooker bombs, killing three people and injuring hundreds including seventeen who lost limbs. Massachusetts abolished capital punishment in 1984 but utilized federal law to seek the death penalty in this case.

	Freq.	%	Gen Elec
<b><u>Justified</u></b>	<b><u>751</u></b>	<b><u>75.1%</u></b>	<b><u>78.2%</u></b>
Very justified	557	55.7%	58.7%
Somewhat justified	194	19.4%	19.5%
<b><u>Not justified</u></b>	<b><u>163</u></b>	<b><u>16.3%</u></b>	<b><u>15.1%</u></b>
Not very justified	74	7.4%	6.7%
Not justified at all	90	9.0%	8.4%



Unsure	85	8.5%	6.7%
Total	1000	100.0%	100.0%

**D. Violent Crimes Against Children**

Violent crimes against children, such as rape or murder.

	Freq.	%	Gen Elec
<b><u>Justified</u></b>	<b><u>758</u></b>	<b><u>75.8%</u></b>	<b><u>78.4%</u></b>
Very justified	600	60.0%	62.9%
Somewhat justified	157	15.7%	15.5%
<b><u>Not justified</u></b>	<b><u>168</u></b>	<b><u>16.8%</u></b>	<b><u>16.3%</u></b>
Not very justified	59	5.9%	6.0%
Not justified at all	109	10.9%	10.3%
Unsure	74	7.4%	5.3%
Total	1000	100.0%	100.0%

**E. Terrorism**

Terrorism, such as the perpetrators of the September 11th attacks on the World Trade Center buildings.

	Freq.	%	Gen Elec
<b><u>Justified</u></b>	<b><u>730</u></b>	<b><u>73.0%</u></b>	<b><u>75.6%</u></b>
Very justified	569	56.9%	60.2%
Somewhat justified	161	16.1%	15.4%
<b><u>Not justified</u></b>	<b><u>190</u></b>	<b><u>19.0%</u></b>	<b><u>18.4%</u></b>
Not very justified	90	9.0%	8.3%
Not justified at all	100	10.0%	10.1%
Unsure	80	8.0%	5.9%
Total	1000	100.0%	100.0%

**F. Mass Murder**

Mass murderers, such as the Las Vegas shooter who killed 58 people.

	Freq.	%	Gen Elec
<b><u>Justified</u></b>	<b><u>767</u></b>	<b><u>76.7%</u></b>	<b><u>78.8%</u></b>
Very justified	608	60.8%	63.7%
Somewhat justified	159	15.9%	15.1%
<b><u>Not justified</u></b>	<b><u>173</u></b>	<b><u>17.3%</u></b>	<b><u>16.7%</u></b>
Not very justified	62	6.2%	6.1%
Not justified at all	112	11.2%	10.6%
Unsure	60	6.0%	4.5%
Total	1000	100.0%	100.0%



**G. Treason**

Treason, such as selling United States plans of war with enemies.

	<b>Freq.</b>	<b>%</b>	<b>Gen Elec</b>
<b><u>Justified</u></b>	<b><u>582</u></b>	<b><u>58.2%</u></b>	<b><u>60.8%</u></b>
Very justified	342	34.2%	36.1%
Somewhat justified	240	24.0%	24.7%
<b><u>Not justified</u></b>	<b><u>278</u></b>	<b><u>27.8%</u></b>	<b><u>27.8%</u></b>
Not very justified	158	15.8%	15.4%
Not justified at all	120	12.0%	12.4%
Unsure	140	14.0%	11.4%
Total	1000	100.0%	100.0%

**H. Perjury**

Perjury resulting in the execution of someone innocent.

	<b>Freq.</b>	<b>%</b>	<b>Gen Elec</b>
<b><u>Justified</u></b>	<b><u>488</u></b>	<b><u>48.8%</u></b>	<b><u>50.7%</u></b>
Very justified	254	25.4%	26.7%
Somewhat justified	235	23.5%	24.0%
<b><u>Not justified</u></b>	<b><u>339</u></b>	<b><u>33.9%</u></b>	<b><u>34.0%</u></b>
Not very justified	142	14.2%	14.3%
Not justified at all	197	19.7%	19.7%
Unsure	172	17.2%	15.3%
Total	1000	100.0%	100.0%

**I. Life Sentence Murder**

Murdering someone while serving a life sentence.

	<b>Freq.</b>	<b>%</b>	<b>Gen Elec</b>
<b><u>Justified</u></b>	<b><u>652</u></b>	<b><u>65.2%</u></b>	<b><u>68.1%</u></b>
Very justified	428	42.8%	44.9%
Somewhat justified	225	22.5%	23.2%
<b><u>Not justified</u></b>	<b><u>232</u></b>	<b><u>23.2%</u></b>	<b><u>22.4%</u></b>
Not very justified	112	11.2%	10.6%
Not justified at all	121	12.1%	11.8%
Unsure	115	11.5%	9.5%
Total	1000	100.0%	100.0%





13. Are you female or male?

	Freq.	%
Female	523	52.3%
Male	477	47.7%
Total	1000	100.0%

14. What age range do you fall within?

	Freq.	%
<b><u>Under 55</u></b>	<b><u>606</u></b>	<b><u>60.6%</u></b>
18 - 29	193	19.3%
30 - 44	263	26.3%
45 - 54	150	15.0%
<b><u>55 and Over</u></b>	<b><u>394</u></b>	<b><u>39.4%</u></b>
55 - 64	158	15.8%
65+	236	23.6%
Total	1000	100.0%

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

	Freq.	%
Republican	240	24.0%
Democrat	465	46.5%
Independent/Other	204	20.4%
Decline-to-state	29	2.9%
Not registered	19	1.9%
Unsure	43	4.3%
Total	1000	100.0%

16. And thinking about your views toward politics and government, would you say you are...

	Freq.	%
<b><u>Conservative</u></b>	<b><u>262</u></b>	<b><u>26.2%</u></b>
Very conservative	97	9.7%
Somewhat conservative	165	16.5%
<b><u>Moderate</u></b>	<b><u>345</u></b>	<b><u>34.5%</u></b>
<b><u>Liberal</u></b>	<b><u>335</u></b>	<b><u>33.5%</u></b>
Somewhat liberal	195	19.5%
Very liberal	139	13.9%
Unsure	59	5.9%
Total	1000	100.0%



17. If you have one, what is your religious affiliation?

	Freq.	%
Catholic	326	32.6%
Mainline Protestant (Methodist, Lutheran, Episcopal, Anglican, etc.)	94	9.4%
Evangelical or Born-Again (Baptist, Non-denominational Evangelical, Pentecostal, Church of God, etc.)	149	14.9%
Another religion	104	10.4%
Not religious	282	28.2%
Unsure	45	4.5%
Total	1000	100.0%

18. Which of the following best describes your race or ethnicity?

	Freq.	%
White or Caucasian	523	52.3%
Asian or Pacific Islander	112	11.2%
Black or African American	41	4.1%
Hispanic or Latino	283	28.3%
Other	31	3.1%
Unsure	10	1.0%
Total	1000	100.0%

19. Thinking back, who did you vote for in the 2020 election for President?

	Freq.	%
Republican Donald Trump	249	24.9%
Democrat Joe Biden	548	54.8%
Another candidate	40	4.0%
Did not vote in 2020	122	12.2%
Unsure	40	4.0%
Total	1000	100.0%

20. What's the highest level of education you have completed?

	Freq.	%
<b>No degree</b>	<b>535</b>	<b>53.5%</b>
Some high school	14	1.4%
High school diploma/GED	169	16.9%
Technical Certification	40	4.0%
Some college or Associate's Degree	312	31.2%
<b>At least College</b>	<b>454</b>	<b>45.4%</b>
Four-year undergraduate or Bachelor's Degree	297	29.7%
Graduate degree or further	157	15.7%



Unsure	11	1.1%
Total	1000	100.0%

## 21. Geo

	Freq.	%
Central Coast	63	6.3%
Central Valley	97	9.7%
Inland Empire	120	12.0%
Los Angeles County	244	24.4%
North Coast/Sierras	101	10.1%
Orange County	90	9.0%
San Diego County	86	8.6%
San Francisco Bay Area	199	19.9%
Total	1000	100.0%

## 22. Geo - DMA

	Freq.	%
Chico-Redding Dma	14	1.4%
Eureka Dma	6	0.6%
Fresno-Visalia Dma	50	5.0%
Los Angeles Dma	465	46.5%
Medford-Klamath Falls Dma	1	0.1%
Monterey-Salinas Dma	31	3.1%
Reno Dma	5	0.5%
Sacramnto-Stkton-Modesto Dma	116	11.6%
San Diego Dma	86	8.6%
San Francisco-Oak-San Jose Dma	195	19.5%
Santabarbra-Sanmar-Sanluob Dma	18	1.8%
Yuma-El Centro Dma	13	1.3%
Total	1000	100.0%

## 23. Geo – County

	Freq.	%
Alameda County	56	5.6%
Alpine County	5	0.5%
Amador County	3	0.3%
Butte County	7	0.7%
Calaveras County	3	0.3%
Colusa County	3	0.3%
Contra Costa County	26	2.6%
Del Norte County	2	0.2%
El Dorado County	4	0.4%
Fresno County	27	2.7%
Glenn County	1	0.1%
Humboldt County	3	0.3%



Imperial County	13	1.3%
Inyo County	1	0.1%
Kern County	10	1.0%
Kings County	4	0.4%
Lake County	6	0.6%
Lassen County	0	0.0%
Los Angeles County	244	24.4%
Madera County	2	0.2%
Marin County	2	0.2%
Mariposa County	0	0.0%
Mendocino County	1	0.1%
Merced County	6	0.6%
Modoc County	1	0.1%
Mono County	0	0.0%
Monterey County	14	1.4%
Napa County	6	0.6%
Nevada County	3	0.3%
Orange County	90	9.0%
Placer County	9	0.9%
Plumas County	1	0.1%
Riverside County	54	5.4%
Sacramento County	32	3.2%
San Benito County	5	0.5%
San Bernardino County	53	5.3%
San Diego County	86	8.6%
San Francisco	40	4.0%
San Joaquin County	17	1.7%
San Luis Obispo County	6	0.6%
San Mateo County	8	0.8%
Santa Barbara County	12	1.2%
Santa Clara County	38	3.8%
Santa Cruz County	12	1.2%
Shasta County	3	0.3%
Sierra County	0	0.0%
Siskiyou County	1	0.1%
Solano County	10	1.0%
Sonoma County	12	1.2%
Stanislaus County	19	1.9%
Sutter County	4	0.4%
Tehama County	2	0.2%
Trinity County	1	0.1%
Tulare County	10	1.0%
Tuolumne County	1	0.1%
Ventura County	14	1.4%
Yolo County	4	0.4%
Yuba County	3	0.3%
Not registered to vote	0	0.0%
Unsure	0	0.0%
Total	1000	100.0%



## 24. Income

	<b>Freq.</b>	<b>%</b>
<\$50k	547	54.7%
\$50k-\$99k	311	31.1%
\$100k+	97	9.7%
Unknown	45	4.5%
Total	1000	100.0%

## 25. Age + Income

	<b>Freq.</b>	<b>%</b>
<55 <\$50k	328	32.8%
<55 \$50k-\$99k	182	18.2%
<55 \$100k+	66	6.6%
55+ <\$50k	219	21.9%
55+ \$50k-\$99k	129	12.9%
55+ \$100k+	31	3.1%
Unknown	45	4.5%
Total	1000	100.0%

## 26. Age + Gender

	<b>Freq.</b>	<b>%</b>
F 18 - 29	103	10.3%
F 30 - 44	138	13.8%
F 45 - 54	80	8.0%
F 55 - 64	80	8.0%
F 65+	121	12.1%
M 18 - 29	89	8.9%
M 30 - 44	125	12.5%
M 45 - 54	70	7.0%
M 55 - 64	78	7.8%
M 65+	114	11.4%
Total	1000	100.0%

## 27. Race + Gender

	<b>Freq.</b>	<b>%</b>
White Female	237	23.7%
White Male	286	28.6%
Asian Female	57	5.7%
Asian Male	55	5.5%
Black Female	25	2.5%
Black Male	17	1.7%
Hispanic Female	177	17.7%
Hispanic Male	106	10.6%
Other Female	23	2.3%
Other Male	8	0.8%



Unsure	10	1.0%
Total	1000	100.0%

## 28. Education + Gender

	Freq.	%
Female At least College	234	23.4%
Female No degree	284	28.4%
Male At least College	220	22.0%
Male No degree	252	25.2%
Unsure	11	1.1%
Total	1000	100.0%

## METHODOLOGY

This survey was conducted July 24 – 25, 2023, with 1000 likely registered voters. It has a margin of error of  $\pm 3.08\%$ . Known registered voters were interviewed via online panel. This survey was weighted to a likely registered voter universe.

## ABOUT THE FIRM

[Cygna](#) is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygna consistently ranks as the most accurate firm, and clients rely on Cygna's ability to create intelligence for action. Its team members have worked in 48 states and multiple countries on more than 2,700 corporate, public affairs, and political campaigns.

