



PPIC

30 YEARS



STATEWIDE SURVEY · DECEMBER 2024

PPIC Statewide Survey: Californians and Their Economic Well-Being

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Key Findings

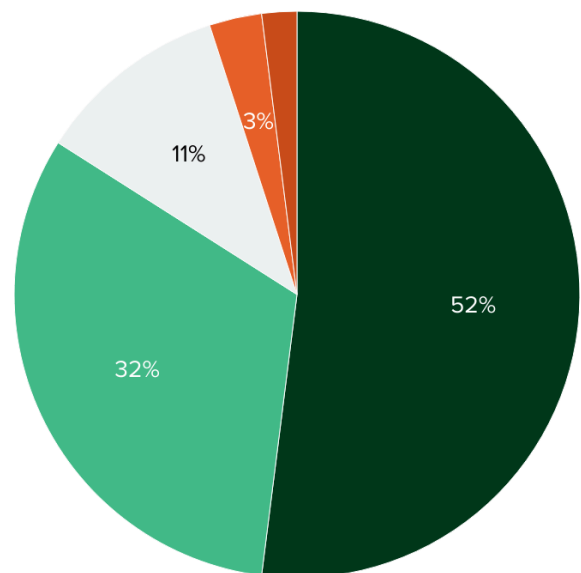
The economic well-being of Americans was a key issue in the presidential election. National economic indicators pointed to steady employment growth and lower inflation rates in 2024, but many voters were unhappy with the status quo. For Californians, the outcome of the election raises questions about the potential impact of the next president and Congress on economic conditions—and their jobs and financial situations. While financial markets are signaling optimism, many working Californians continue to struggle with relatively low wages, given the state’s high cost of living.

These are among the key findings of the *Californians and Their Economic Well-Being* survey that was conducted from November 6 to November 22:

- **Fifty-two percent say that “getting costs and inflation under control” and 45 percent say that “building an economy that gives every American a chance to succeed” should be very high economic priorities for the next president.** A majority of Californians are expecting bad times for the state economy in the next 12 months. Most residents are “somewhat” satisfied with their own finances, while almost half of lower-income residents are not satisfied. One in three believe that the “American Dream” of working hard and getting ahead still holds true, while seven in ten say that children growing up in California today will be financially worse off than their parents.
- **Twenty-nine percent of Californians, and half of lower-income adults, say they or someone in their household has cut back on food to save money.** Twenty-six percent of residents, and about four in ten lower-income adults, worry every day or almost every day about their cost of housing.

Most Californians prioritize getting costs and inflation under control

Very high priority High priority
Medium priority Low priority
Very low priority



➤ **Fifty-two percent of Californians have an unfavorable opinion of artificial intelligence (AI), and part-time employees have the most unfavorable views.** Half of employed adults think that AI will decrease the number of jobs in their industry. One in three workers express concerns about AI resulting in their jobs or their hours being cut, including four in ten of those with lower incomes.

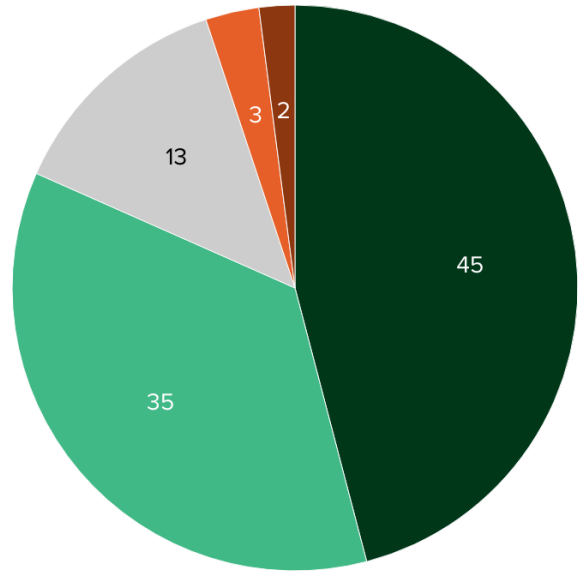
➤ **Most employed residents say they are at least somewhat satisfied with their jobs; younger and lower-income workers are less likely than others to be very satisfied.** Sixty-one percent say their job offers opportunities for growth and advancement, and 56 percent say it offers education and training assistance; however, fewer than half of lower-income workers have jobs that offer these opportunities. Sixty-six percent of employed adults say that the company or organization they work for offers diversity, equity, and inclusion (DEI) training or meetings. Sixty-three percent of Californians think that it is a good thing for companies to have DEI programs.

➤ **Seven in ten Californians approve of labor unions, including majorities across partisan and income groups.** One in three residents would like to see labor unions have more influence than they have today; partisans are divided. About eight in ten residents agree that it is important for workers to organize so that employers do not take advantage of them, and that voting gives people like themselves some say in what government does. Most Californians agree that the wealthy and the poor should have an equal amount of influence on government policymaking.

➤ **Seventy-six percent of Californians favor increasing government funding so that child care programs are available for more lower-income working parents.** Overwhelming majorities also favor increasing government funding for job training programs so that more workers can gain the skills they need for today's jobs. Three in four favor the government expanding eligibility for and increasing the Earned Income Tax Credit for lower-income working families and individuals. Partisans are divided on policies that would make two-year and four-year college tuition free, eliminate college debt, and give first-time home buyers \$25,000 to put toward a down payment.

Most Californians prioritize building an economy that gives every American a chance to succeed

Very high priority High priority
 Medium priority Low priority
 Very low priority



Most Californians think the American Dream does not hold true

	Still holds true	Once held true, but not anymore	Never held true
All adults	33	52	15
Democrats	32	50	17
Republicans	39	56	5
Independents	29	54	17

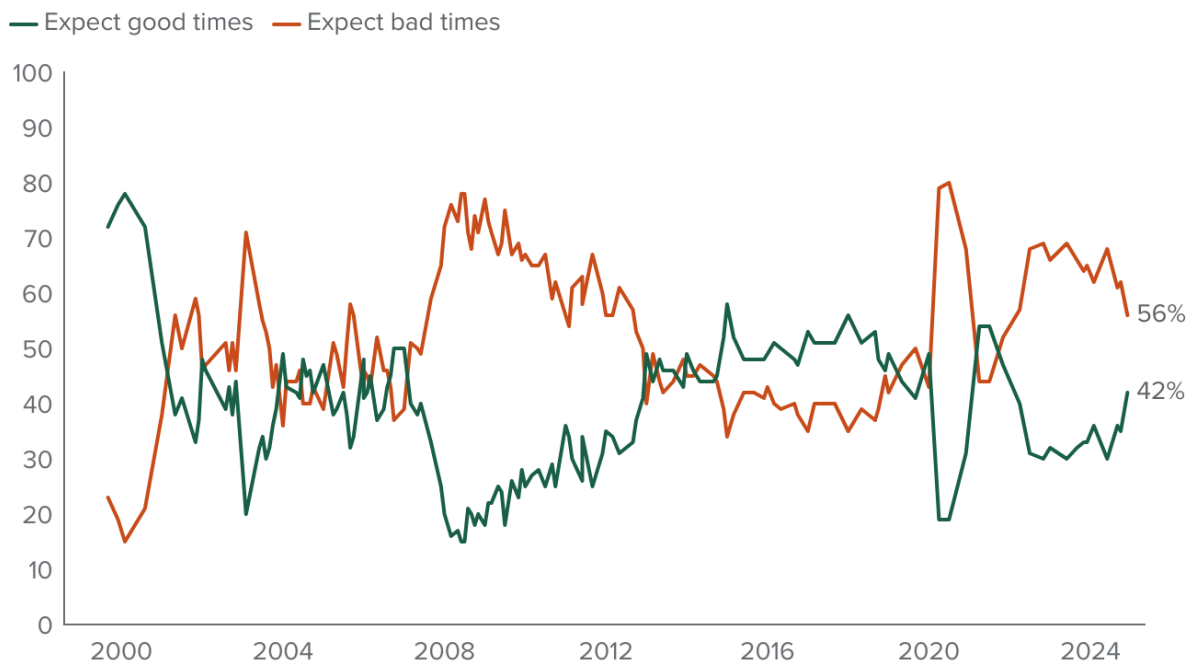
Economic Conditions

The economy was the top issue in our [pre-election polling](#). With the election in the rearview mirror, how are Californians thinking about the economic priorities of the next president? Fifty-two percent of adult residents say that “getting costs and inflation under control” and 45 percent say that “building an economy that gives

every American a chance to succeed” should be “very high” economic priorities for the next president. Overwhelming majorities across partisan and income groups and regions of the state believe that the two economic goals should be “very high or high” priorities of the next president.

Over the next 12 months, 56 percent of adult residents expect bad times financially in California. Sixty-two percent expected bad times in our October survey. Today, solid majorities of Republicans (60%) and independents (65%) are pessimistic, compared to 47 percent of Democrats. And majorities across income groups and state regions expect bad times financially in the next 12 months.

Most Californians expect bad economic times in the next year



SOURCES: PPIC Statewide Surveys 1999–2024.

When asked about the availability of well-paying jobs in their part of California, more than eight in ten view this as a big problem (20%) or somewhat of a problem (64%). The availability of well-paying jobs is more likely to be perceived as a big problem for those with household incomes under \$40,000 (28%) than for those with household incomes of \$80,000 or more (18%), and for those with a high school education or less (21%) or some college education (24%) than for college graduates (16%). Orange/San Diego (12%) and San Francisco Bay Area (15%) residents are less likely than Los Angeles (20%), Central Valley (22%), or Inland Empire (27%) residents to say this is a big problem in their region.

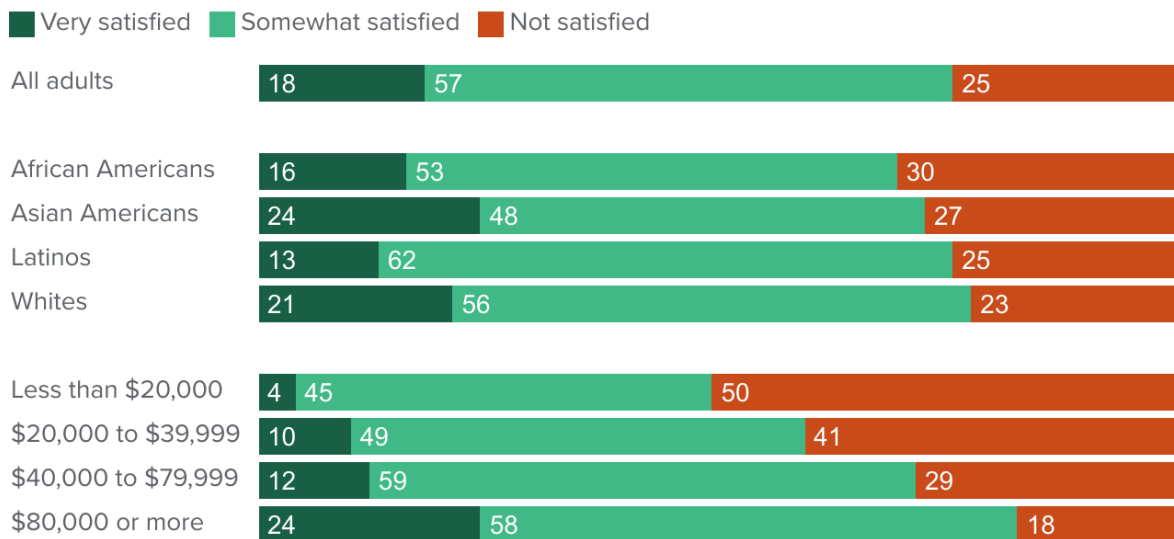
Twenty-six percent of adults say the lack of well-paying jobs has made them consider moving away from the part of California they live in now (note: 21% say they would move outside of the state). Thirty-nine percent of adults with children in their household, 31 percent of renters, and 30 percent of 18-to-34-year-olds have considered moving from their part of California for this reason.

In terms of their personal financial situation today, 52 percent say that it is about the same as a year ago, while three in ten say they are worse off and one in five are better off than they were a year ago. Those

earning under \$40,000 a year are much more likely than those with household incomes of \$80,000 or more to say they are worse off today than a year ago (40% to 25%). Republicans (47%) are more likely than Democrats (17%) and independents (31%) to say they are financially worse off today.

Three in four Californians say they are very (18%) or somewhat (57%) satisfied with their financial situation, while one in four are not satisfied (25%). Satisfaction with personal finances was similar a year ago. Today, about half or more across demographic groups and regions are at least somewhat satisfied with their financial situation. Republicans (29%) and independents (25%) are somewhat more likely than Democrats (18%) to say they are not satisfied. Renters are more likely than homeowners to say they are not satisfied (32% to 20%). Half of adults with annual incomes under \$20,000 are not satisfied with their financial situation, compared to 18 percent of those making \$80,000 or more.

Most Californians are satisfied with their personal finances although relatively few are very satisfied



SOURCE: PPIC Statewide Survey, December 2024. Survey was fielded from November 6–22, 2024 (n=2,344 adults, n=1,449 likely voters).

How many Californians are struggling financially? Based on their current financial situation, about one in five adults say it would be very difficult (11%) or nearly impossible (8%) to pay for a \$1,000 emergency expense. About half of lower-income residents, three in ten renters, and one in four younger adults say that paying for this emergency expense would be very difficult or nearly impossible.

Looking a year ahead at their personal financial situation, 52 percent expect it to be the same as they are today, while 21 percent expect to be worse off, and 27 percent expect to be better off than they are today. Republicans (37%) are more likely than Democrats (25%) and independents (24%) to say they will be financially better off a year from now than they are today. Adults ages 18 to 34 are more likely than those 55 and older to think they will be financially better off (33% to 20%). Those earning under \$40,000 a year are more likely than those with household incomes of \$80,000 or more to say they will be worse off a year from now than they are today (30% to 18%).

Only one in three Californians think that the American Dream—the notion that if you work hard, you’ll get ahead—holds true. About half or more across partisan and demographic groups and state regions think the American Dream once held true, while 15 percent think it never held true. Just 25 percent of 18-to-34-year-olds and 26 percent of renters think that the American Dream still holds true. In addition, six in ten adults and majorities across partisan and income groups and state regions think the American Dream is harder to achieve in California than elsewhere in the US (12% easier, 26% same).

Moreover, 70 percent of Californians think that when children in California today grow up, they will be worse off financially than their parents (28% better off). Solid majorities across regions and partisan and demographic groups—including 63 percent of adults with children in their household—believe that when children in California today grow up, they will be financially worse off than their parents.

Most Californians think children today will be worse off financially than their parents

	Better off	Worse off	Don't know
All adults	28	70	2
Likely voters	24	74	2
Democrats	32	67	1
Republicans	18	80	2
Independents	19	79	2
Central Valley	31	66	2
Inland Empire	29	70	0
Los Angeles	28	70	3
Orange/San Diego	26	72	2
SF Bay Area	28	68	4
Men	27	72	1
Women	29	68	3
African Americans	33	64	3
Asian Americans	31	66	2
Latinos	37	61	2
Whites	20	78	2
Less than \$20,000	35	64	2
\$20,000 to \$39,999	31	67	2
\$40,000 to \$79,999	30	67	2
\$80,000 or more	26	72	2

SOURCE: PPIC Statewide Survey, December 2024. Survey was fielded from November 6–22, 2024 (n=2,344 adults, n=1,449 likely voters).

Economic Security and Worries

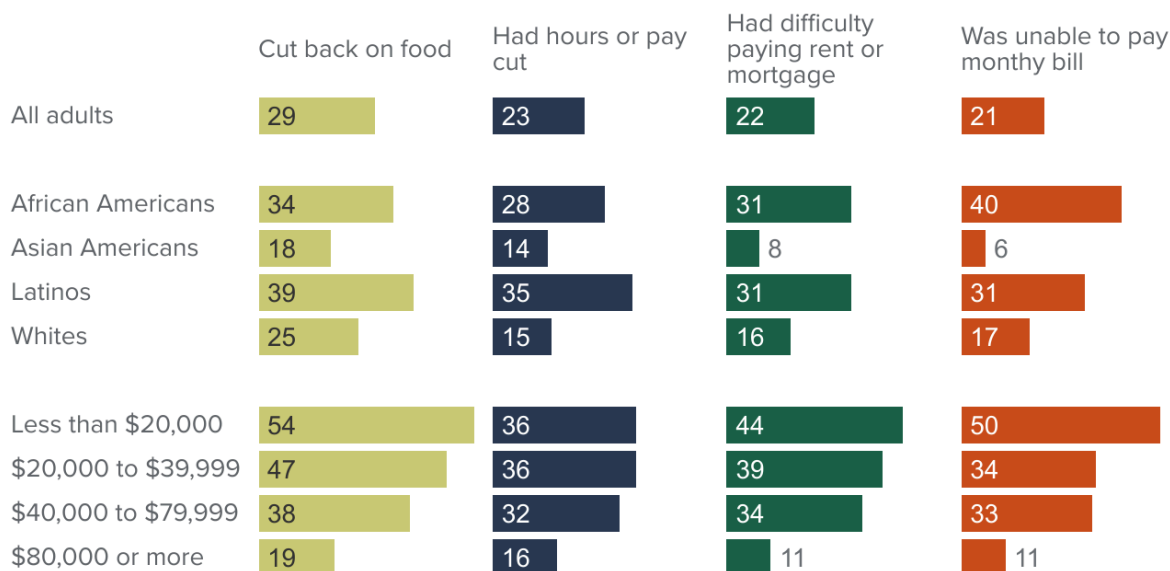
Rising prices and inflation have impacted many Californians. We asked Californians about their experiences with various financial difficulties in the past year. Three in ten Californians (29%)—including half of lower-income adults—say they have reduced meals or cut back on food to save money; slightly fewer have had their hours cut at work (23%), had difficulty paying rent or their mortgage (22%), or been unable to pay a monthly bill (21%). Californians also report that they or someone in their household have put off going to see a doctor or purchasing medication (20%), received CalFresh benefits (17%) or food from a food bank or pantry (17%), been laid off (16%), or received unemployment benefits (12%). Notably, these findings are mostly similar to results [a year ago](#).

Californians in households with incomes under \$20,000 are especially likely to report cutting back on food, being unable to pay a bill, or having difficulty paying for housing. Notably, renters are nearly three times more likely than homeowners to say they had difficulty paying for housing (34% to 12%). African Americans and Latinos are more likely than Asian Americans and whites to report hardship across all of these areas.

Among the oversample of lower-income Californians with incomes less than \$40,000, those who are younger, less educated, and making less than \$20,000 a year are generally more likely than others to report experiences of these hardships.

About one in four have been unable to pay monthly bill, had difficulty paying mortgage, or put off a doctor visit

% happened to me or someone in my household



SOURCE: PPIC Statewide Survey, December 2024. Survey was fielded from November 6–22, 2024 (n=2,344 adults, n=1,449 likely voters).

We also asked Californians how often they worry about a variety of economic issues. About one in four Californians worry every day or almost every day about saving for retirement (28%), the cost of housing (26%), and the amount of debt they have (24%). Slightly fewer worry every day or almost every day about

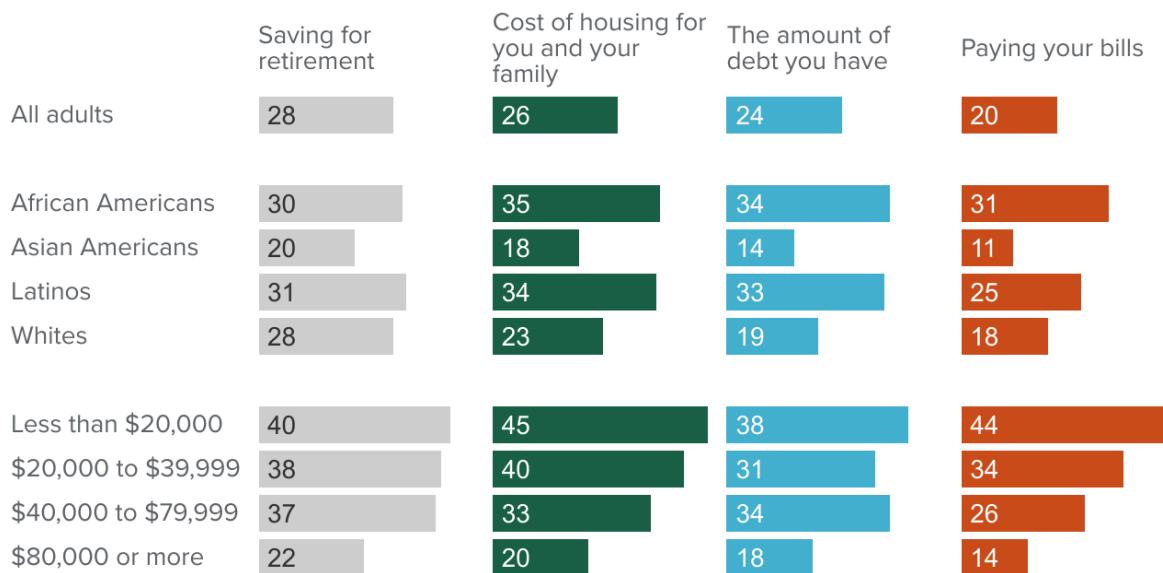
paying bills (20%), the cost of health care (19%), and job loss in their household (15%). Among parents, one-third worry daily or almost every day about being able to save enough for their children’s college education (32%) and one in ten worry about the cost of child care (12%). Overall, these findings are similar to last November.

African Americans and Latinos are generally more likely than Asian Americans and whites to worry about these issues, while concern decreases with rising income. Additionally, older Californians and homeowners are less likely than younger adults and renters to worry frequently about most of these issues.

Among the oversample of lower-income Californians, those who are especially likely to be worried about most of these issues are women, younger Californians, and those without a college degree.

Californians are most worried about saving for retirement and the cost of housing

% worry every day or almost every day



SOURCE: PPIC Statewide Survey, December 2024. Survey was fielded from November 6–22, 2024 (n=2,344 adults, n=1,449 likely voters).

Over the past few years, artificial intelligence (AI) and its impact have attracted a lot of attention. Nine in ten (91%) adults have heard or read at least a little about AI, and 52 percent have an unfavorable view. However, most employed Californians are not concerned about the possibility that AI will result in them losing their job or having their hours or salary cut.

A third of employed adults report being very (9%) or somewhat concerned (24%) about job impacts from AI, while two in three are not very concerned (40%) or not at all concerned (27%). Across regions, concern is highest in the Inland Empire (39%) and Los Angeles (36%), followed by Orange/San Diego (32%), the Central Valley (28%), and the San Francisco Bay Area (27%). Latinos (37%), African Americans (36%), and Asian Americans (34%) are more likely than whites (26%) to be concerned. Concern is lower among older workers and those who attended college, and it decreases with rising income. Among the lower-income oversample, Latinos are especially likely to be concerned (44%).

It is noteworthy that when asked about what impact advances in AI would have on the number of jobs in their industry, half of employed adults say these advances would decrease the number of jobs (50%), four in ten say it would not impact the number of jobs (39%), and one in ten say it would increase the number of jobs (10%).

Most Californians are not concerned about the possibility that artificial intelligence will result in their jobs or hours being cut

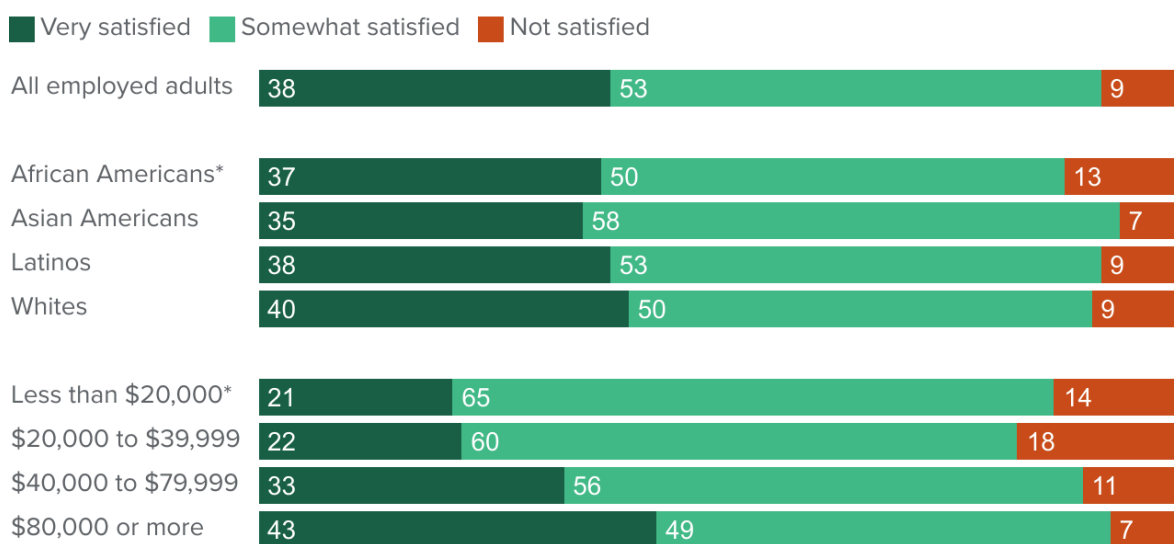
	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned
All adults	9	24	40	27
Likely voters	9	20	42	29
Democrats	8	22	38	32
Republicans	14	14	35	35
Independents	5	26	44	26
Central Valley	5	23	47	24
Inland Empire	13	26	36	25
Los Angeles	10	26	33	31
Orange/San Diego	10	22	44	24
SF Bay Area	4	23	42	30
Men	7	24	42	27
Women	11	23	37	28
African Americans	10	26	34	30
Asian Americans	4	30	45	19
Latinos	14	23	36	27
Whites	4	22	45	29
Less than \$20,000	13	37	29	21
\$20,000 to \$39,999	16	21	36	27
\$40,000 to \$79,999	14	24	35	27
\$80,000 or more	6	23	43	28

SOURCE: PPIC Statewide Survey, December 2024. Survey was fielded from November 6–22, 2024 (n=2,344 adults, n=1,449 likely voters).

Job Conditions

Most employed adults across the state are very (38%) or somewhat satisfied (53%) with their jobs; about one in ten say they are not satisfied (9%). Shares saying they are very satisfied vary across regions and some demographic groups. About six in ten Inland Empire workers (59%) say they are very satisfied, compared to four in ten or fewer in other regions of the state (40% Orange/San Diego, 37% Central Valley, 36% San Francisco Bay Area, 32% Los Angeles). Views are similar across racial/ethnic and gender groups. Adults 55 and older (46%) are more likely to be very satisfied with their jobs than adults ages 18 to 34 (33%). Only about two in ten adults with incomes under \$40,000 hold this view, compared to a third of adults earning \$40,000 to \$79,999 and more than four in ten who earn \$80,000 or more.

Most employed adults are at least somewhat satisfied with their job



SOURCE: PPIC Statewide Survey, December 2024. Survey was fielded from November 6–22, 2024 (n=2,344 adults, n=1,449 likely voters).

NOTES: Among employed adults only. *Small sample size for African Americans and those with incomes less than \$20,000.

More than eight in ten employed Californians say they have at least a fair amount of job security, including overwhelming majorities across regional, partisan, and demographic groups. Adults earning less than \$40,000 (70%) are less likely to say they have job security compared to other income groups (81% \$40,000-\$79,999, 88% \$80,000 or more). Full-time workers (89%) are far more likely than part-time workers (69%) to report job security. Relatedly, more than eight in ten employed adults say they have stable and predictable hours (81%) and pay (85%), while part-time workers are far less likely to have stable hours (60%) and pay (68%). Majorities of adults making less than \$40,000 say they do not have predictable hours (60%) or pay (64%) at work.

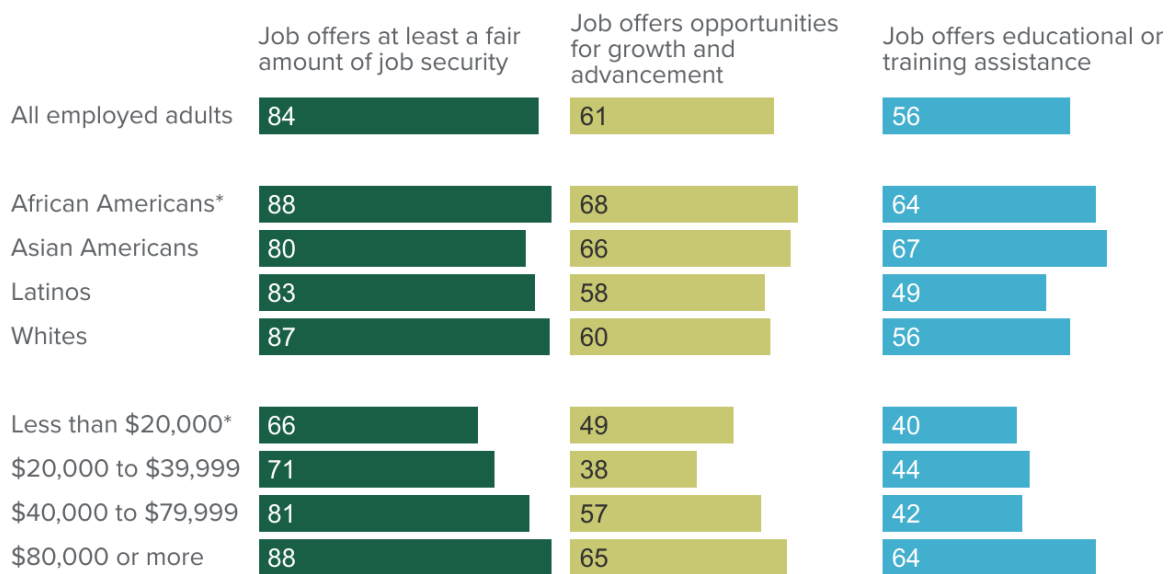
A solid majority (61%) of working adults say their job offers opportunities for growth and advancement, while about four in ten say their job does not. Men (65%) are more likely than women (56%) to report that their job offers these opportunities. Lower-income Californians are much less likely than those with higher incomes to say their job offers opportunities for growth and advancement. Notably, two-thirds of full-time workers say this, compared to about four in ten part-time workers.

A majority (56%) of California workers say their jobs offer educational or training assistance; shares vary across demographic and regional groups. Majorities of African Americans, Asian Americans, and whites say their jobs offer this type of assistance, compared to about half of Latinos. Less-educated adults are less likely than college graduates to say this, and residents earning less than \$80,000 are less likely than those earning more to report this. While majorities across regions say their jobs offer educational or training assistance, Inland Empire workers (61%) are most likely—and workers in the Central Valley (52%) are the least likely—to say this.

Most employed adults say their job provides health insurance coverage (78%), paid sick leave (83%), and a retirement savings plan (72%). A majority of Californians earning under \$20,000 say their job does **not** provide health insurance coverage (62%) or a retirement savings plan (61%). A majority do say their job provides paid sick leave (56%). (Note: The sample size for employed Californians earning less than \$20,000 is less than 100).

Most employed adults say their job offers job security; majorities say their job offers growth opportunities and educational or training assistance

% yes



SOURCE: PPIC Statewide Survey, December 2024. Survey was fielded from November 6–22, 2024 (n=2,344 adults, n=1,449 likely voters).

NOTES: Among employed adults only. *Small sample size for African Americans and those with incomes less than \$20,000.

Two-thirds of adult workers say their company or organization provides training or meetings on diversity, equity, and inclusion. Solid majorities across partisan, regional, and most demographic groups say this. Lower-income adults are less likely to report this than those earning more than \$80,000. Seven in ten full-time workers (71%) say this, compared to only half of part-time workers (50%).

A solid majority (63%) of California adults say companies adopting diversity, equity, and inclusion programs is a good thing, while about a third say it is a bad thing. Majorities across partisan, regional and

demographic groups say it is a good thing, with the exception of Republicans (31%). The share saying it is a good thing is highest among Democrats (86%), African Americans (76%), women (70%), and Latinos (69%).

Strong majorities of employed adults say their company or organization provides trainings or meetings on diversity, equity, and inclusion

	Yes	No
All employed adults	66	34
Likely voters	66	34
Democrats	70	30
Republicans	63	37
Independents	67	33
Central Valley	64	36
Inland Empire	68	32
Los Angeles	67	33
Orange/San Diego	64	36
SF Bay Area	66	33
Men	67	32
Women	64	36
African Americans*	74	26
Asian Americans	70	28
Latinos	63	37
Whites	65	35
Less than \$20,000*	59	41
\$20,000 to \$39,999	52	48
\$40,000 to \$79,999	58	42
\$80,000 or more	71	29

SOURCE: PPIC Statewide Survey, December 2024. Survey was fielded from November 6–22, 2024 (n=2,344 adults, n=1,449 likely voters).

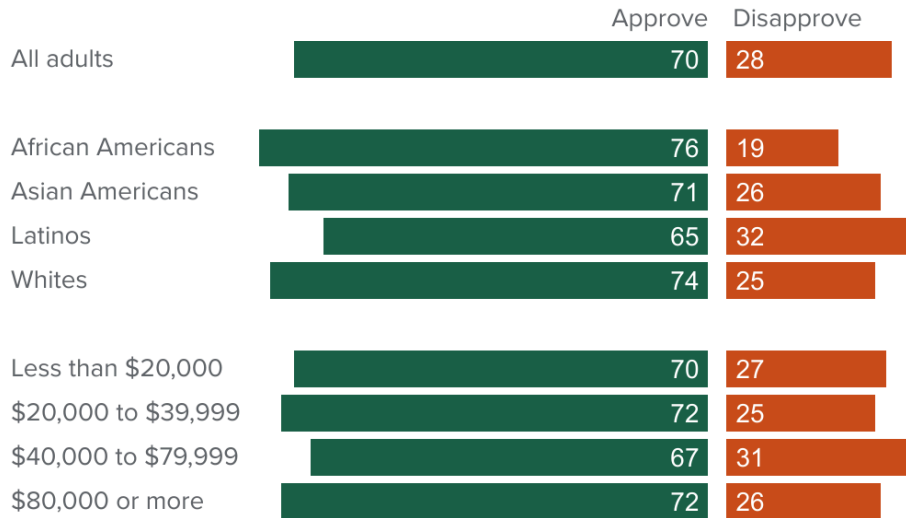
NOTES: Among employed adults only. *Small sample size for African Americans and those with incomes less than \$20,000.

Worker Power

Overwhelming majorities of adults (70%) and likely voters (75%) approve of labor unions, while about a quarter disapprove (28% adults, 24% likely voters). Shares were similar in November 2023 (70% approve, 26% disapprove). Majorities of Democrats (87%), independents (68%), and Republicans (57%) express approval. Solid majorities across demographic groups approve, including overwhelming majorities of full-

and part-time working adults. Solid majorities across the state’s regions approve of labor unions. Compared to Californians, adults nationwide (70%) are equally as likely to approve of labor unions, according to an [August Gallup poll](#).

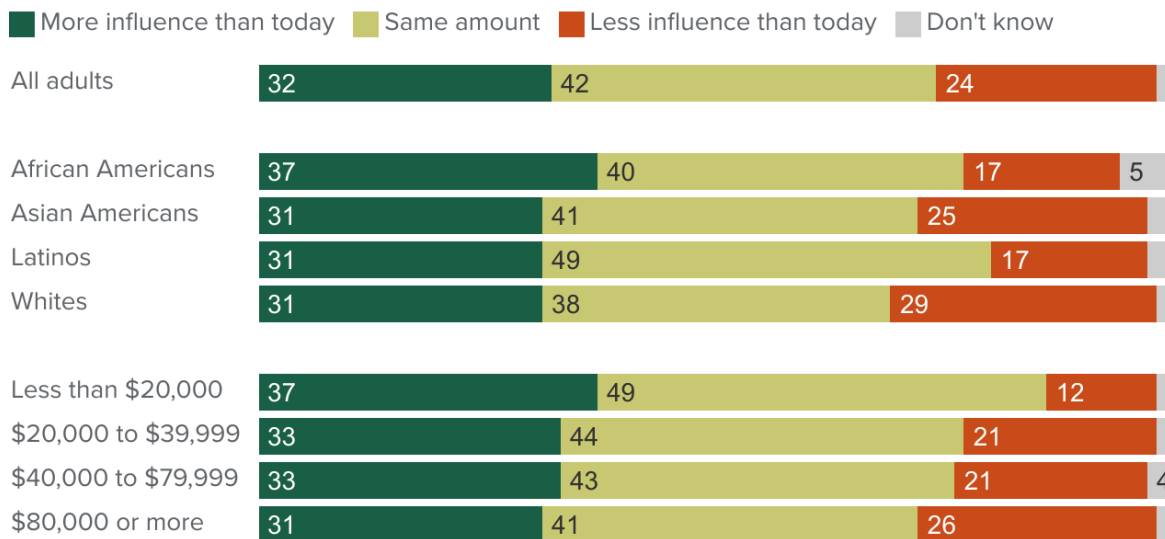
An overwhelming share of Californians approve of labor unions



SOURCE: PPIC Statewide Survey, December 2024. Survey was fielded from November 6–22, 2024 (n=2,344 adults, n=1,449 likely voters).

Roughly four in ten adults (42%) say unions should have the same amount of influence in the United States as they have today. About one in three say they should have more influence, and about a quarter say unions should have less influence. These shares were similar last November. Today, about four in ten Democrats (43%), Republicans (42%), and independents (39%) say unions should have the same amount of influence, but Republicans are most likely to say they should have less (44%), and Democrats are most likely to say they should have more (42%). Roughly four in ten or more across demographic and regional groups say unions should have the same amount of influence they have today. San Francisco Bay Area residents (41%), African Americans (37%), and adults with incomes under \$20,000 (37%) are among the most likely to say labor unions should have more influence. Adults ages 18 to 34 (36%) are slightly more likely than older adults (30%) to say this.

Roughly four in ten Californians want labor unions to have the same amount of influence as they have today



SOURCE: PPIC Statewide Survey, December 2024. Survey was fielded from November 6–22, 2024 (n=2,344 adults, n=1,449 likely voters).

About nine in ten (88%) adults agree that the wealthy and the poor should have equal influence on government policymaking. More than eight in ten across partisan, demographic, and regional groups agree, including half or more across these groups who completely agree with this statement.

Eighty-one percent of adults agree that voting gives people like them some say in what the government does (36% completely agree, 45% somewhat agree). Across partisan, demographic, and regional groups, most hold this view, including over three in ten among these groups who completely agree with this statement. Complete agreement is highest among Inland Empire residents (45%), Democrats (42%), Asian Americans (41%), and adults ages 55 or older (41%).

About eight in ten adults somewhat (38%) or completely agree (45%) that it is important for workers to organize so that employers do not take advantage of them. These shares were similar about a year ago. Today, strong majorities across partisan, demographic, and regional groups agree that it is important for workers to organize. However, there is some nuance: shares in complete agreement reach a majority only among Democrats (60%), African Americans (59%), Latinos (53%), adults earning less than \$20,000 (51%), and adults ages 18 to 34 (51%).

While labor unions have overwhelming support and many say it is important for workers to organize, few Californians report being offered union membership at work. Fewer than three in ten adults (28%) say their workplace offers membership in or affiliation with a union, occupation association, worker center, or other group that represents workers; 71 percent say their workplace does not offer this. One in three California adults (33%) say they or someone in their family is a union member.

Most Californians agree that the wealthy and the poor should have equal influence in policymaking and that it is important for workers to organize so employers do not take advantage of them

% completely/somewhat agree

	The wealthy and the poor should have equal influence on government policymaking	It is important for workers to organize so that employers do not take advantage of them
All adults	88	83
Likely voters	90	81
Democrats	92	92
Republicans	88	67
Independents	89	79
Central Valley	87	81
Inland Empire	91	84
Los Angeles	87	83
Orange/San Diego	88	81
SF Bay Area	91	86
Men	86	80
Women	91	86
African Americans	86	84
Asian Americans	87	85
Latinos	87	88
Whites	90	79
Less than \$20,000	82	84
\$20,000 to \$39,999	88	88
\$40,000 to \$79,999	89	85
\$80,000 or more	89	81

SOURCE: PPIC Statewide Survey, December 2024. Survey was fielded from November 6–22, 2024 (n=2,344 adults, n=1,449 likely voters).

Worker Policies

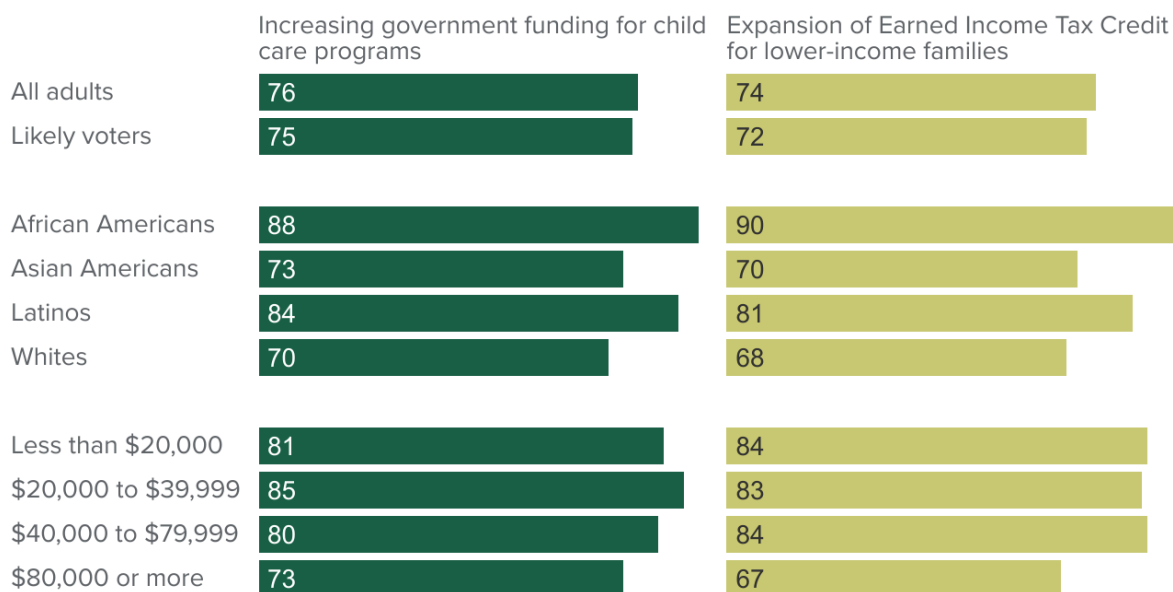
There is solid support for policies that could improve the economic well-being of Californians. About three in four adults and likely voters favor increased government funding to make child care programs available to more lower-income working parents, while about a quarter are opposed. Most Democrats (89%) and independents (73%) are in favor, while Republicans are divided (49% favor, 50% oppose). Seven in ten or

more across demographic and regional groups are in favor. More than eight in ten African Americans and Latinos are in favor, compared to about seven in ten or more whites and Asian Americans. Across regions, support is highest in the San Francisco Bay Area (81%) and lowest in Orange/San Diego and the Inland Empire (73% each). Lower-income adults are more likely to be in favor than those earning \$80,000 or more.

Overwhelming majorities of adults (74%) and likely voters (72%) support expanding eligibility for and increasing the Earned Income Tax Credit for lower-income working Californians (oppose: 24% adults, 27% likely voters). Most Democrats (89%) and a strong majority of independents (69%) are in favor, while a majority of Republicans are opposed (54%). Strong majorities across demographic and regional groups are in favor. Across racial/ethnic groups, African Americans (90%) are most likely and whites (68%) are least likely to express support. More than eight in ten residents earning less than \$80,000 are in favor of expanding the earned income tax credit, compared to fewer who make \$80,000 or more.

Overwhelming majorities favor increasing government funding for child care programs and expanding the Earned Income Tax Credit

% favor



SOURCE: PPIC Statewide Survey, December 2024. Survey was fielded from November 6–22, 2024 (n=2,344 adults, n=1,449 likely voters).

Two in three adults and more than six in ten likely voters (63%) favor a government policy to make tuition free at both public two-year and four-year colleges; about a third of adults and four in ten likely voters (37%) oppose this idea. An overwhelming majority of Democrats support free tuition, compared to a smaller majority of independents (58%). Meanwhile, two-thirds of Republicans are opposed (67%). Solid majorities across regions are in favor, with support highest in the San Francisco Bay Area (71%). Among racial/ethnic groups, overwhelming majorities of African Americans (87%) and Latinos (75%) and about six in ten Asian Americans say they are in favor of free tuition (whites: 56% favor). Support decreases as income increases.

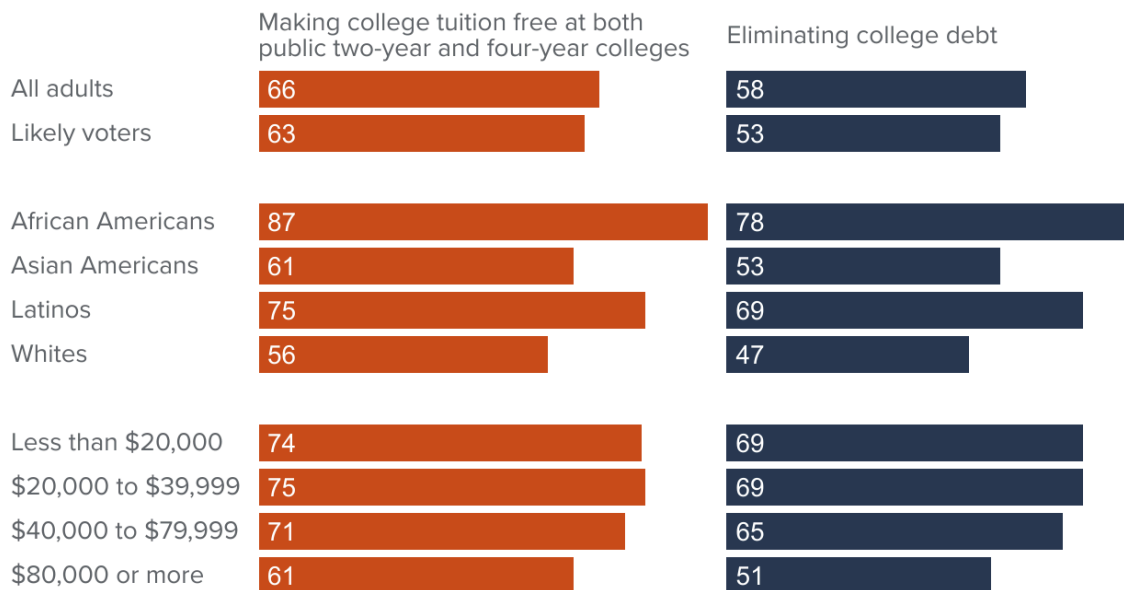
When asked whether they would favor or oppose a government policy to eliminate college debt, a majority of adults (58%) express support, while likely voters are more divided (53% favor, 47% oppose). Support was

similar last November (57%) but has declined since December 2020, when 65 percent were in favor. Today, partisans are divided on this issue: nearly eight in ten Democrats (78%) favor eliminating college debt, while eight in ten Republicans (79%) are opposed, and independents are divided (51% favor, 48% oppose).

Support for eliminating college debt varies across demographic groups, with adults under 55 more likely than older adults to express support. Support for this policy increases as income declines. Majorities of African Americans (78%), Latinos (69%), and Asian Americans (53%) are in favor of eliminating college debt, while a majority of whites are opposed (52%). Half or more across most regions are in favor.

Majorities favor government policies to reduce higher education costs

% favor



SOURCE: PPIIC Statewide Survey, December 2024. Survey was fielded from November 6–22, 2024 (n=2,344 adults, n=1,449 likely voters).

About eight in ten adults and likely voters favor increased government funding for job training programs so that more workers have the skills they need for today’s jobs; two in ten are opposed. Nine in ten Democrats and about eight in ten independents support this, compared to a smaller majority of Republicans (59%). More than three in four or more across regions and demographic groups are in favor of increased funding for job training.

Overwhelming majorities of adults (78%) and likely voters (75%) favor the government offering a health insurance plan similar to Medicare that adults can purchase instead of private insurance (21% adults and 24% likely voters are opposed). Nine in ten Democrats and about three in four independents are in favor, while Republicans are divided (50% favor, 49% oppose). Roughly seven in ten or more across demographic and regional groups favor a public health care option.

Overwhelming majorities favor increased funding for job training and a public health care option

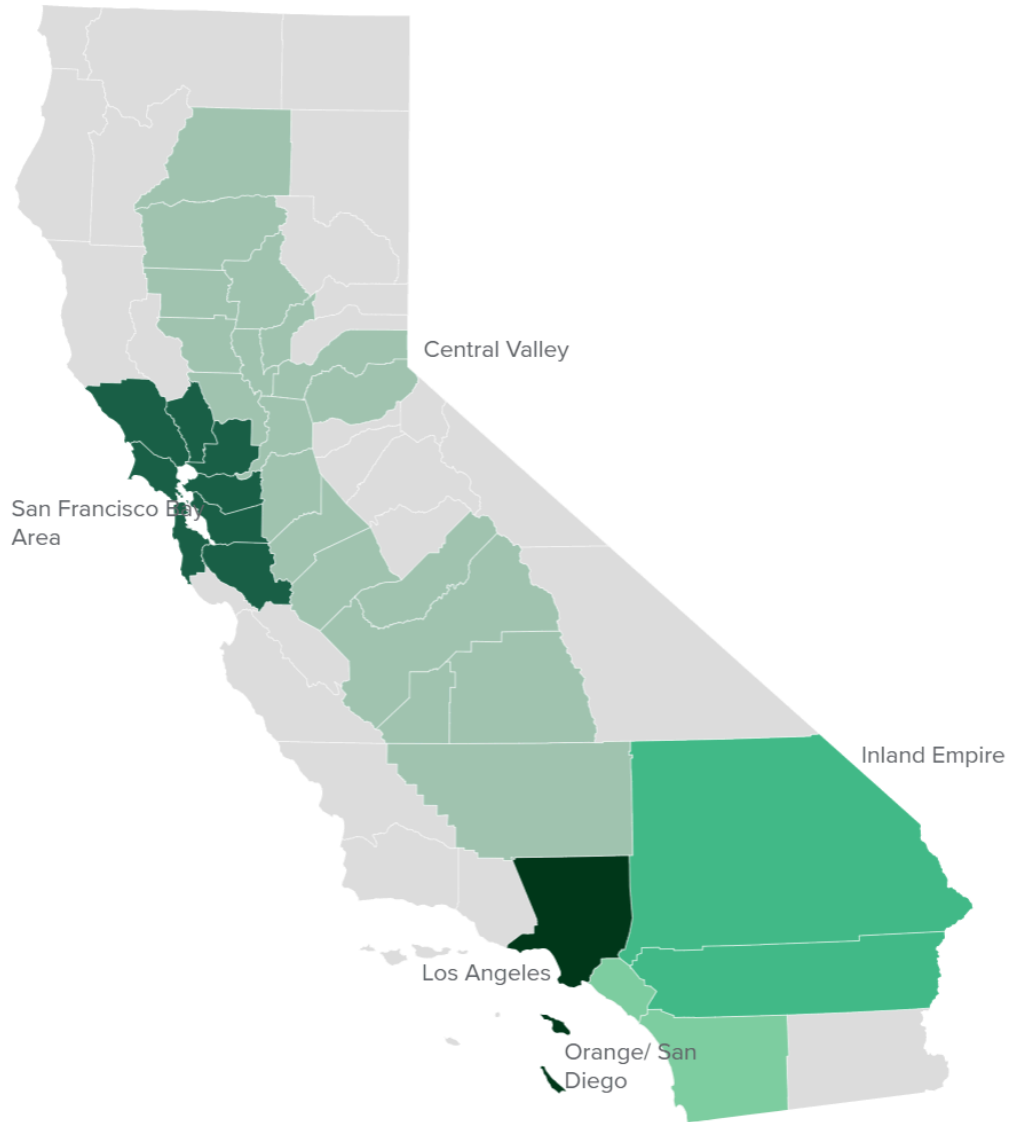
% favor

	Increasing government funding for job training programs	Government offering a public health care option
All adults	79	78
Likely voters	79	75
Democrats	91	92
Republicans	59	50
Independents	78	77
Central Valley	76	72
Inland Empire	80	75
Los Angeles	80	80
Orange/San Diego	75	76
SF Bay Area	85	83
Men	77	76
Women	81	80
African Americans	91	86
Asian Americans	78	78
Latinos	83	84
Whites	76	74
Less than \$20,000	83	78
\$20,000 to \$39,999	86	83
\$40,000 to \$79,999	81	80
\$80,000 or more	77	76

SOURCE: PPIC Statewide Survey, December 2024. Survey was fielded from November 6–22, 2024 (n=2,344 adults, n=1,449 likely voters).

Regional Map

This map highlights the five geographic regions for which we present results; these regions account for approximately 90 percent of the state population. Residents of other geographic areas (in gray) are included in the results reported for all adults, registered voters, and likely voters, but sample sizes for these less-populous areas are not large enough to report separately.



Methodology

This is the 26th year of the PPIC Statewide Survey. Coauthors of this report include survey director Mark Baldassare, who holds the Miller Chair in Public Policy; associate survey director and research fellow Dean Bonner, who was project manager for this survey; and survey analysts Lauren Mora and Deja Thomas. The Californians and Their Economic Well-Being survey is supported with funding from the Arjay R. and Frances F. Miller Foundation and the James Irvine Foundation. The PPIC Statewide Survey invites input, comments, and suggestions from policy and public opinion experts and from its own advisory committee, but survey methods, questions, and content are determined solely by PPIC's survey team.

Findings in this report are based on a survey of 2,344 California adult residents. The median time to complete the survey was 18 minutes. Interviews were conducted from November 6–22, 2024.

The survey was conducted by Ipsos, using its online KnowledgePanel, in English, Spanish, Chinese (simplified or traditional), Vietnamese, and Korean according to respondents' preferences. We chose these languages because Spanish is the dominant language among non-English-speaking adults in California, followed in prevalence by the three Asian languages. KnowledgePanel members are recruited through probability-based sampling and include both those with internet access and those without. KnowledgePanel provides internet access for those who do not have it and, if needed, a device to access the internet when they join the panel. KnowledgePanel members are primarily recruited using address-based sampling (ABS) methodology, which improves population coverage, particularly for hard-to-reach populations such as young adults and minority groups. ABS-recruited Latinos are supplemented with a dual-frame random digit dialing (RDD) sampling methodology that targets telephone exchanges associated with areas with a higher concentration of Latinos to provide the capability to conduct representative online surveys with Latinos, including those who speak only Spanish. KnowledgePanel's recruitment was originally based on a national RDD frame and switched to the primarily ABS-based methodology in 2009. KnowledgePanel includes households with landlines and cell phones, including those with cellphones only and those without phones. ABS allows probability-based sampling of addresses from the US Postal Service's Delivery Sequence File (DSF). The DSF-based sampling frame used for address selection is enhanced with a series of refinements—such as the appendage of various ancillary data to each address from commercial and government data sources—to facilitate complex stratification plans. Taking advantage of such refinements, quarterly samples are selected using a stratified sampling methodology that aims to retain the representativeness of the panel. KnowledgePanel recruits new panel members throughout the year to offset panel attrition.

To qualify for the survey, a panel member must be age 18 or older and reside in California. A general population sample of Californians was selected using Ipsos's PPS (probability proportional to size) sampling procedure to select study-specific samples. Briefly, to select such samples, the panel is first weighted to population benchmarks and those panel weights are used as the measure of size for a PPS sample selection that yields a fully representative sample. An oversample of panelists with household income under \$40,000 augmented the general population sample. A total of 2,422 respondents completed the survey out of 6,944 panelists who were sampled, for a response rate of 35 percent. To ensure the highest data quality, we flagged respondents who sped through the survey, which we defined as completing the survey in one-fourth of the overall median time (less than 4.4 minutes). We also flagged respondents if their self-reported age or gender did not match the data stored in their profile. A total of 78 cases were removed after this review process, resulting in 2,344 total qualified and valid cases.

Accent on Languages, Inc., translated new survey questions into Spanish, with assistance from Renatta DeFever. Ipsos translated all survey questions into Chinese, Vietnamese, and Korean.

Ipsos uses the US Census Bureau's 2018–2022 American Community Survey's (ACS) Public Use Microdata Series for California (with regional coding information from the University of Minnesota's Integrated Public Use Microdata Series for California) to compare certain demographic characteristics of the survey sample—region, age, gender, race/ethnicity, and education—with the characteristics of California's adult population. The survey sample was closely comparable to the ACS figures. We also used voter registration data from the California Secretary of State to compare the party registration of registered voters in our sample to party registration statewide. The sample of Californians is first weighted using an initial sampling or base weight that corrects for any differences in the probability of selecting various segments of the KnowledgePanel sample. This base weight is further adjusted using an iterative proportional fitting (raking) procedure that aligns sample demographics to population benchmarks from the 2018–2022 ACS data as well as party registration benchmarks from the California Secretary of State's voter registration file.

The sampling error, taking design effects from weighting into consideration, is ± 3.1 percent at the 95 percent confidence level for the total unweighted sample of 2,344 adults. This means that 95 times out of 100, the results will be within 3.1 percentage points of what they would be if all adults in California were interviewed. The sampling error for unweighted subgroups are larger: for the 1,929 registered voters, the sampling error is ± 3.3 percent; for the 1,449 likely voters, it is ± 3.8 percent. The sampling error for the oversample of 1,020 lower-income Californians is ± 5.3 percent. Sampling error is only one type of error to which surveys are subject. Results may also be affected by factors such as question wording, question order, and survey timing.

We present results for five geographic regions, accounting for approximately 90 percent of the state population. "Central Valley" includes Butte, Colusa, El Dorado, Fresno, Glenn, Kern, Kings, Madera, Merced, Placer, Sacramento, San Joaquin, Shasta, Stanislaus, Sutter, Tehama, Tulare, Yolo, and Yuba Counties. "San Francisco Bay Area" includes Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma Counties. "Los Angeles" refers to Los Angeles County, "Inland Empire" refers to Riverside and San Bernardino Counties, and "Orange/San Diego" refers to Orange and San Diego Counties. Residents of other geographic areas are included in the results reported for all adults, registered voters, and likely voters, but sample sizes for these less-populous areas are not large enough to report separately.

We present results for non-Hispanic whites, who account for 38 percent of the state's adult population, and also for Latinos, who account for 36 percent of the state's adult population and constitute one of the fastest-growing voter groups. We also present results for non-Hispanic Asian Americans, who make up about 16 percent of the state's adult population, and non-Hispanic African Americans, who comprise about 5 percent. Results for other racial/ethnic groups—such as Native Americans—are included in the results reported for all adults, registered voters, and likely voters, but sample sizes are not large enough for separate analysis. Results for African American and Asian American likely voters are combined with those of other racial/ethnic groups because sample sizes for African American and Asian American likely voters are too small for separate analysis. We compare the opinions of those who report they are registered Democrats, registered Republicans, and decline-to-state or independent voters; the results for those who say they are registered to vote in other parties are not large enough for separate analysis. We also analyze the responses of likely voters—so designated per their responses to survey questions about voter registration, previous election participation, intentions to vote this year, attention to election news, and current interest in politics.

Sample sizes and margins of error for each subgroup are presented in the table below.

The percentages presented in the report tables and in the questionnaire may not add to 100 due to rounding.

We compare current PPIC Statewide Survey results to those in our earlier surveys and national surveys conducted by Gallup. Numerous questions were adapted from the Public Religion Research Institute's (PRRI) California Workers Survey dated August 2018 and national surveys by the Pew Research Center and YouGov. Additional details about our methodology can be found at www.ppic.org/wp-content/uploads/SurveyMethodology.pdf and are available upon request through surveys@ppic.org.

Unweighted N-size and margin of error

Group	Unweighted N-size	Margin of error
All adults	2,344	3.1%
Likely voters	1,449	3.8%
Employed adults	1,132	4.2%
Democrats	994	4.9%
Republicans	459	6.6%
No party preference/ Independents	526	6.2%
Central Valley	509	7%
Inland Empire	275	9.7%
Los Angeles	592	6.3%
Orange/San Diego	328	7.7%
SF Bay Area	422	6.8%
Men	1,033	4.5%
Women	1,311	4.3%
African Americans	194	10.9%
Asian Americans	226	8.3%
Latinos	826	5.7%
Whites	1,013	4.4%
Less than \$20,000	385	8.1%
\$20,000 to \$39,999	622	7%
\$40,000 to \$79,999	363	6.9%
\$80,000 or more	929	4.2%
All likely voters	1,449	3.8%
Employed likely voters	640	5.3%
Democrats	747	5.5%
Republicans	370	7.2%
No Party Preference/ Independents	332	7.6%
Central Valley	286	9%
Inland Empire	169	11.9%
Los Angeles	339	7.9%
Orange/San Diego	208	9.5%
SF Bay Area	302	7.8%
Men	699	5.3%
Women	750	5.3%
Latinos	357	8.3%
Whites	792	4.8%
Other	300	8.2%
Less than \$20,000	173	10.3%
\$20,000 to less than \$40,000	333	8.4%
\$40,000 to \$79,999	206	9.1%
\$80,000 or more	708	4.8%
All lower income adults	1,020	5.3%
Democrats	394	8.7%
Republicans	151	12.3%
No Party Preference/ Independents	210	10.5%
Central Valley	280	11.2%
Inland Empire	141	15%
Los Angeles	303	9.9%
Orange/San Diego	104	15%
SF Bay Area	103	15%
Men	356	8.9%

Additional 5 rows not shown.

SOURCE: PPIC Statewide Survey, December 2024. Survey was fielded from November 6–22, 2024 (n=2,344 adults, n=1,449 likely voters).

Questions and Responses

November 6–22, 2024

2,344 California adult residents

English, Spanish, Chinese (simplified and traditional), Vietnamese, and Korean

Margin of error 3.1±% at 95% confidence level for total sample

Percentages may not add to 100 due to rounding

1. Do you approve of the way that Governor Newsom is handling the issue of jobs and the economy?

48% approve

50% disapprove

2% don't know

2. Do you approve or disapprove of the way that the California Legislature is handling the issue of jobs and the economy?

44% approve

54% disapprove

2% don't know

3. How much of the time can you trust the state government to do what is right when it comes to handling the issue of jobs and the economy?

[rotate order top to bottom/bottom to top; 1-5/5-1]

6% just about always

37% most of the time

56% only some of the time

1% don't know

4. Do you think things in California are generally going in the right direction or the wrong direction?

44% right direction

56% wrong direction

1% don't know

5. Turning to economic conditions in California, do you think that during the next 12 months we will have good times financially or bad times?

42% good times

56% bad times

2% don't know

6. Taken all together, how would you say things are these days? Would you say you are:

11% very happy

52% pretty happy

36% not too happy
1% don't know

7. How much of a problem is the availability of well-paying jobs in your part of California today? Is it a big problem, somewhat of a problem, or not a problem?

20% big problem
64% somewhat of a problem
15% not a problem
1% don't know

8. Does the lack of well-paying jobs make you and your family seriously consider moving away from the part of California you live in now?

[If yes, ask: Are you considering moving elsewhere in California, or outside of the state?]

5% yes, seriously considered moving to another part of California
21% yes, seriously considered moving outside of California
73% no, have not seriously considered moving
1% don't know

9. Now thinking about your own personal finances, would you say that you and your family are financially better off, worse off, or just about the same as you were a year ago?

19% better off
29% worse off
52% about the same
– don't know

10. Now looking ahead, do you think a year from now that you and your family will be better off, worse off, or just about the same as now

27% better off
21% worse off
52% about the same
1% don't know

11. How would you describe your household's financial situation today? Would you say you are very satisfied, somewhat satisfied, or not satisfied with your situation?

18% very satisfied
57% somewhat satisfied
25% not satisfied
– don't know

12. Suppose that you have an emergency expense that costs \$1,000. Based on your current financial situation, how difficult would it be for you to pay for this expense?

[rotate top to bottom/bottom to top; 1-4/4-1]

56% not too difficult
24% somewhat difficult
11% very difficult
8% nearly impossible
– don't know

13. On another topic, do you think the American Dream—that if you work hard you'll get ahead—still holds true, never held true, or once held true but does not anymore?

33% still holds true
15% never held true
52% once held true, but not anymore
1% don't know

14. Do you think the American Dream is easier to achieve in California than elsewhere in the US or harder to achieve?

12% easier to achieve
62% harder to achieve
26% about the same
1% don't know

15. When children today in California grow up, do you think they will be better off or worse off financially than their parents?

28% better off
70% worse off
2% don't know

Now, please indicate whether you or anyone in your household has done or experienced any of the following in the last 12 months...

[rotate questions 16 to 24]

16. Been laid off or lost their job.

6% yes, happened to me
7% yes, happened to someone in my household
3% yes, happened to me and someone in my household
83% did not happen to anyone in my household
– don't know

17. Had work hours reduced or pay cut.

9% yes, happened to me
10% yes, happened to someone in my household
4% yes, happened to me and someone in my household
77% did not happen to anyone in my household
– don't know

18. Put off seeing a doctor or purchasing medication for financial reasons.

11% yes, happened to me
5% yes, happened to someone in my household
4% yes, happened to me and someone in my household
79% did not happen to anyone in my household
– don't know

19. Was not able to pay a monthly bill.

11% yes, happened to me
5% yes, happened to someone in my household
5% yes, happened to me and someone in my household
79% did not happen to anyone in my household
– don't know

20. Received benefits from the CalFresh program, also known as Supplemental Nutritional Assistance Program or food stamps.

9% yes, happened to me
6% yes, happened to someone in my household
2% yes, happened to me and someone in my household
83% did not happen to anyone in my household
– don't know

21. Reduced meals or cut back on food to save money.

14% yes, happened to me
4% yes, happened to someone in my household
11% yes, happened to me and someone in my household
71% did not happen to anyone in my household
– don't know

22. Received unemployment benefits.

4% yes, happened to me
6% yes, happened to someone in my household
2% yes, happened to me and someone in my household
87% did not happen to anyone in my household
– don't know

23. Received food from a food bank or pantry.

9% yes, happened to me
4% yes, happened to someone in my household
4% yes, happened to me and someone in my household
83% did not happen to anyone in my household
– don't know

24. Had difficulty paying rent or mortgage.

11% yes, happened to me

6% yes, happened to someone in my household

5% yes, happened to me and someone in my household

78% did not happen to anyone in my household

– don't know

25. And in the past 12 months have you faced the threat of eviction?

4% yes

96% no

– don't know

Next, how often, if ever, do you worry about each of the following?

[rotate questions 26 to 33]

26. You or someone in your family losing their job.

8% every day

7% almost every day

30% sometimes

26% rarely

29% never

– don't know

27. The cost of health care for you and your family.

9% every day

10% almost every day

36% sometimes

21% rarely

24% never

– don't know

28. The cost of housing for you and your family.

14% every day

12% almost every day

33% sometimes

18% rarely

22% never

– don't know

29. Paying bills.

11% every day

9% almost every day

26% sometimes
25% rarely
28% never
– don't know

30. The cost of child care.

8% every day
4% almost every day
19% sometimes
18% rarely
52% never
– don't know

31. The amount of debt you have.

13% every day
11% almost every day
25% sometimes
21% rarely
30% never
– don't know

32. Being able to save enough for your children's college education.

17% every day
15% almost every day
35% sometimes
17% rarely
15% never
– don't know

33. Being able to save enough for your retirement.

15% every day
13% almost every day
37% sometimes
15% rarely
20% never
– don't know

Next, we have some questions about your current job...

34. [employed adults only] Overall, would you say you are very satisfied, somewhat satisfied, or not satisfied with your job?

38% very satisfied
53% somewhat satisfied

9% not satisfied
– don't know

Please answer yes or no about each of the following in regards to your current job...

[rotate questions 35 to 40]

35. [employed adults only] Would you say that you have stable and predictable pay at work?

85% yes
15% no

36. [employed adults only] Would you say that you have stable and predictable hours at work?

81% yes
19% no
– don't know

37. [employed adults only] Would you say that your job offers opportunities for growth and advancement?

61% yes
39% no
– don't know

38. [employed adults only] Would you say that you have at least a fair amount of job security?

84% yes
15% no
– don't know

39. [employed adults only] Would you say that you can voice concerns at work without fear of negative consequences?

73% yes
26% no
– don't know

40. [employed adults only] Would you say that decisions made at work take into account your views and concerns?

65% yes
25% no
1% don't know

41. [employed adults only] As far as you know, does the company or organization you work for provide trainings or meetings on diversity, equity, and inclusion at work?

66% yes
34% no
– don't know

42. [employed adults only] Which describes your current employment or work situation?

- 60% working outside the home
- 13% working from home/remotely
- 24% mix of some work from home, and some outside home/at workplace
- 2% something else
- don't know

43. [employed adults only] If you had the choice, for the next year, would you prefer to:

- 36% work outside the home/at your workplace full-time
- 30% work from outside home or remotely full time
- 34% mix some days working remotely, some days at the workplace
- 1% don't know

44. [employed adults only] Regardless of your current work arrangement, would you say that, for the most part, the responsibilities of your job...

[rotate response options]

- 43% can be done from home
- 56% cannot be done from home
- don't know

Changing topics,

Artificial intelligence (AI) is designed to learn tasks that humans typically do, for instance recognizing speech or pictures.

45. How much have you heard or read about AI?

- 35% a lot
- 56% a little
- 9% nothing at all
- don't know

46. Do you have a favorable or unfavorable opinion of AI or artificial intelligence?

- 45% favorable
- 52% unfavorable
- 3% don't know

47. [employed adults only] How concerned are you about the possibility of AI resulting in you losing your job, or having your hours or salary cut?

- 9% very concerned
- 24% somewhat concerned
- 40% not very concerned
- 27% not at all concerned
- don't know

48. Do you think that advances in artificial intelligence (AI) will [rotate] [1] increase [or] [2] decrease the number of jobs available in the industry that you are currently employed in?

8% increase
52% decrease
38% have no effect
2% don't know

49. [employed adults only] Next, does your workplace offer a membership in or affiliation with a union, occupation association, worker center, or other type of group that represents workers?

28% yes
71% no
1% don't know

50. [employed adults only] Are you or is anyone in your immediate family a member of a labor union? [If yes, ask: Is that person you or another person in your family?]

14% yes, myself
15% yes, another person in my family
4% yes myself and another person in my family
67% no
– don't know

51. Do you approve or disapprove of labor unions?

70% approve
28% disapprove
2% don't know

52. Would you, personally, like to see labor unions in the United States have – [rotate] [1] [more influence than they have today], the same amount as today [or] [2] less influence than they have today?]

32% more influence than they have today
42% the same amount as today
24% less influence than they have today
2% don't know

And thinking about the benefits offered at your current job...

53. [employed adults only] Does your current job provide healthcare coverage?

78% yes
22% no
– don't know

54. [employed adults only] Does your current job provide paid sick leave?

83% yes
17% no
– don't know

55. [employed adults only] Does your current job provide retirement savings?

72% yes
27% no
– don't know

56. [employed adults only] Does your current job provide educational or training assistance?

56% yes
44% no
1% don't know

Next, please read these two statements and say if you completely agree, somewhat agree, somewhat disagree, or completely disagree with each one.

[randomize questions 57 to 59]

57. It is important for workers to organize so that employers do not take advantage of them.

45% completely agree
38% somewhat agree
12% somewhat disagree
4% completely disagree
1% don't know

58. Voting gives people like me some say in what the government does.

36% completely agree
45% somewhat agree
13% somewhat disagree
6% completely disagree
– don't know

59. The wealthy and the poor should have equal influence on government policymaking.

62% completely agree
26% somewhat agree
8% somewhat disagree
4% completely disagree
– don't know

On another topic,

Do you favor or oppose each of these policies that could improve the economic well-being of Californians?

[rotate questions 60 to 68]

60. Do you favor or oppose a government policy to make college tuition free at both public two-year and four-year colleges?

66% favor
34% oppose
– don't know

61. Would you favor or oppose a government policy to eliminate college debt?

58% favor
41% oppose
1% don't know

62. Do you favor or oppose increasing government funding so that child care programs are available for more lower-income working parents?

76% favor
23% oppose
1% don't know

63. Do you favor or oppose increasing government funding for job training programs so that more workers have the skills they need for today's jobs?

79% favor
20% oppose
1% don't know

64. Would you favor or oppose the government offering a health insurance plan, similar to Medicare, that Americans can choose to purchase instead of private insurance?

78% favor
21% oppose
1% don't know

65. Do you favor or oppose the government expanding the eligibility and payments of the Earned Income Tax Credit for lower-income working families and individuals?

74% favor
24% oppose
2% don't know

66. Would you favor or oppose the federal government providing a guaranteed income, sometimes called a "Universal Basic Income," of about \$1,000 a month for all adult citizens, whether or not they work?

47% favor
52% oppose
1% don't know

67. Do you favor or oppose a policy that would increase the current minimum wage from \$15 per hour to \$16 in 2024 and subsequently by \$1 each year until it reaches \$18?

62% favor
37% oppose
1% don't know

68. Do you favor or oppose a policy that would give first-time homebuyers \$25,000 to put toward a down payment?

62% favor
37% oppose
1% don't know

On another topic,

69. How big of a problem is racism in the US today? Is it a big problem, somewhat of a problem, a small problem, or not a problem at all?

40% big problem
34% somewhat of a problem
19% small problem
7% not a problem at all
– don't know

70. Was there a time in the last twelve months when you felt you were treated unfairly at your place of work because of your racial or ethnic background?

11% yes
88% no
1% not applicable (*volunteered*)
– don't know

71. How much do you think that racial and ethnic discrimination contributes to economic inequality in this country?

29% a great deal
37% a fair amount
24% not too much
9% not at all
1% don't know

72. How much, if at all, do you think the legacy of slavery affects the position of Black people in American society today?

22% a great deal
29% a fair amount
27% not too much
20% not at all
1% don't know

73. In recent years, some companies have adopted diversity, equity, and inclusion programs, or “DEI programs.” Do you think it’s a good thing or a bad thing for companies to adopt these programs?

63% good thing
34% bad thing
4% don’t know

74. Some people are registered to vote and others are not. Are you absolutely certain that you are registered to vote in California?

76% yes
23% no [skip to q75b]

74a. Are you registered as a Democrat, a Republican, another party, or are you registered as a decline-to-state or independent voter?

47% Democrat [ask q75]
25% Republican [skip to q75a]
2% another party (please specify) [skip to q76]
26% decline-to-state/independent [skip to q75b]

[likely voters only]

49% Democrat [ask q75]
26% Republican [skip to q75a]
2% another party (please specify) [skip to q76]
23% decline-to-state/independent [skip to q75b]

75. Would you call yourself a strong Democrat or not a very strong Democrat?

55% strong
45% not very strong
– don’t know

[skip to q76]

75a. Would you call yourself a strong Republican or not a very strong Republican?

56% strong
44% not very strong
– don’t know

[skip to q76]

75b. Do you think of yourself as closer to the Republican Party or Democratic Party?

19% Republican Party
36% Democratic Party
36% neither
9% don’t know

76. These days, do you feel [rotate response options] [1] (optimistic) or [2] (pessimistic) that Americans of different political views can still come together and work out their differences?

35% optimistic
63% pessimistic
1% don't know

When considering economic priorities for the next president, please tell me if each of the following should be a: [rotate order] very high priority, a high priority, medium priority, low priority, [or] very low priority.

[rotate questions 77 and 78]

77. Building an economy that gives every American a chance to succeed.

[rotate order top to bottom/bottom to top; 1-5/5-1]

45% very high priority
35% high priority
13% medium priority
3% low priority
2% very low priority
– don't know

78. Getting costs and inflation under control.

[rotate order top to bottom/bottom to top; 1-5/5-1]

52% very high priority
32% high priority
11% medium priority
3% low priority
2% very low priority
– don't know

79. Would you consider yourself to be politically: [rotate order top to bottom]

13% very liberal
18% somewhat liberal
44% middle-of-the-road
17% somewhat conservative
7% very conservative
– don't know

80. Generally speaking, how much interest would you say you have in politics?

18% a great deal
36% a fair amount
31% only a little

15% none
– don't know

[d1–d17 demographic questions]

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