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**Tabulations from a late May 2026 Poll of
California Registered Voters about the Sources they turn to
for News and Information about Election-related Issues**

by the
Berkeley IGS Poll
Institute of Governmental Studies
University of California, Berkeley

May 19-24, 2026

Introduction

The statistical tabulations in this volume are based on a *Berkeley IGS Poll* completed by the Institute of Governmental Studies (IGS) at the University of California, Berkeley. The findings are based on a *Berkeley IGS Poll* completed by the Institute of Governmental Studies (IGS) at the University of California, Berkeley. The poll was conducted online in English and Spanish May 19-24, 2026, among 8,578 registered voters in California. To enable the survey to obtain voter preferences in the Los Angeles mayoral primary election, the survey also included an oversampling of registered voters in the city of Los Angeles. After the conclusion of data collection, the results were weighted to return the disproportionate sampling of L.A. City voters to its actual share of the state's registered voter population. Funding for the poll was provided in part by the *Los Angeles Times*.

Data collection was completed by distributing email and text message invitations to stratified random samples of the state's registered voters. Each email or text invited voters to participate in a non-partisan survey conducted by the University and provided a link to the IGS website where the survey questionnaire was housed. Reminders were distributed to non-responding voters and an opt out link was provided for voters not wishing to receive further invitations.

Samples of the state's registered voters were provided to IGS by Political Data, Inc., a leading supplier of registered voter lists in California and were derived from information contained on the state's voter registration rolls, which is a public document. The samples were stratified by age and gender to obtain a proper balance of survey respondents. A separate random sample of Spanish-speakers was drawn from the pool of registered voters who requested that their official voting materials be sent to them in Spanish to enable the survey to assess voter opinions among the state's Spanish-speaking voters.

To protect the anonymity of respondents, voters' email addresses, cell phone numbers and all other personally identifiable information derived from their voter record were purged from the data file and replaced with a unique and anonymous identification number during data processing. After the completion of data collection, post-stratification weights were applied to the survey data file to align the sample of registered voters surveyed to population characteristics of registered voters statewide and within major regions of the state on a wide range of variables. More information about the survey methods used by the *Berkeley IGS Poll* can be found on the poll's website at <https://www.igs.berkeley.edu/research/berkeley-igs-poll>.

The sampling error associated with the survey results is difficult to calculate precisely because of sample stratification and post-stratification weighting. Nevertheless, it is likely that findings from the overall registered voter sample have a sampling error of about +/-2 percentage points at the 95% confidence level. A more complete description of the survey methods used by the poll can be found at https://igs.berkeley.edu/sites/default/files/survey_methods_of_the_berkeley_igs_poll_2026_revised.pdf.

Regional definitions referenced in this report

The results from the state's geographic regions referenced in this volume are comprised of the following counties:

Los Angeles County (Los Angeles County)

LA City (City of Los Angeles)

Not LA City (all areas within LA County not in LA City)

Orange County (Orange County)

San Diego County (San Diego County)

Inland Empire (Riverside, San Bernardino and Imperial counties)

Central Coast (Ventura, Santa Barbara, San Luis Obispo, Monterey, Santa Cruz, and San Benito counties)

Central Valley (net) (includes all counties in the Sacramento Valley and San Joaquin Valley referenced below)

Sacramento Valley (Shasta, Tehama, Glenn, Butte, Colusa, Yuba, Placer, Sutter, Yolo, El Dorado, and Sacramento counties)

San Joaquin Valley (San Joaquin, Stanislaus, Merced, Madera, Fresno, Kings, Tulare, and Kern counties)

San Francisco Bay Area (Alameda, Contra Costa, San Francisco, Marin, Napa, Sonoma, Solano, San Mateo, Santa Clara)

North Coast/Sierras (Del Norte, Siskiyou, Modoc, Humboldt, Trinity, Lassen, Mendocino, Plumas, Sierra, Nevada, Lake, Alpine, Amador, Calaveras, Tuolumne, Mono, Mariposa, Inyo counties.)

About the Institute of Governmental Studies

The Institute of Governmental Studies (IGS) is an interdisciplinary organized research unit that pursues a vigorous program of research, education, publication and public service. A component of the University of California system's flagship Berkeley campus, IGS is the oldest organized research unit in the UC system and the oldest public policy research center in the state. IGS's co-directors are Professor Eric Schickler and Professor G. Cristina Mora.

IGS conducts periodic surveys of public opinion in California on matters of politics and public policy through its *Berkeley IGS Poll*. The poll seeks to provide a broad measure of contemporary public opinion, and to generate data for subsequent scholarly analysis. Veteran pollster Mark DiCamillo serves as director of the *Berkeley IGS Poll*. For a complete listing of stories issued by the *Berkeley IGS Poll* go to <https://www.igs.berkeley.edu/research/berkeley-igs-poll>.

Table 1: Q13. Which of the following sources do you rely on to get news and information about election-related issues? Select as many as apply. (Statewide Registered Voters)

	Total	Region												Party Registration			Voting Likelihood			
		Los Angeles County	LA City	Not LA City	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento North Valley	San Joaquin Valley	SF Bay Area	North Coast/Sier-ras	Democrat	Republican	NPP/ other	Likely voter (total)	Already voted	Likely/ not voted yet	Not a likely voter
unweighted n	8578.00	2803.00	1913.00	890.00	801.00	555.00	730.00	533.00	1257.00	767.00	490.00	1718.00	181.00	4701.00	1775.00	2102.00	5472.00	1512.00	3960.00	3106.00
weighted n	8578.00	2208.00	865.00	1343.00	754.00	704.00	1016.00	519.00	1510.00	854.00	656.00	1698.00	169.00	3881.00	2163.00	2534.00	3513.00	670.00	2843.00	5065.00
The official voter information guide that is mailed to all voters	0.47	0.45	0.43	0.46	0.46	0.39	0.43	0.49	0.48	0.50	0.45	0.57	0.38	0.55	0.36	0.46	0.57	0.49	0.59	0.41
Google or other search engines	0.44	0.47	0.48	0.46	0.44	0.41	0.37	0.45	0.45	0.48	0.41	0.44	0.36	0.45	0.37	0.48	0.38	0.35	0.39	0.48
National or cable television news, either live or online	0.39	0.37	0.34	0.39	0.34	0.42	0.37	0.41	0.38	0.39	0.37	0.42	0.40	0.41	0.40	0.34	0.47	0.45	0.47	0.33
Social media, such as Facebook, X (Twitter), Instagram, or TikTok	0.39	0.44	0.45	0.43	0.39	0.38	0.40	0.33	0.39	0.36	0.43	0.37	0.32	0.39	0.37	0.42	0.31	0.28	0.31	0.46
Newspapers, either online or in print	0.37	0.40	0.43	0.38	0.34	0.35	0.27	0.34	0.32	0.37	0.24	0.48	0.34	0.44	0.24	0.37	0.45	0.37	0.47	0.31
Local television news, either live or online	0.35	0.36	0.38	0.34	0.31	0.34	0.38	0.37	0.35	0.35	0.34	0.36	0.34	0.39	0.31	0.35	0.38	0.38	0.38	0.34
Family, friends, neighbors or co-workers	0.33	0.36	0.37	0.35	0.28	0.29	0.27	0.34	0.34	0.36	0.31	0.37	0.23	0.36	0.27	0.33	0.31	0.26	0.32	0.35
YouTube	0.30	0.29	0.30	0.29	0.26	0.28	0.30	0.29	0.31	0.30	0.33	0.30	0.30	0.26	0.31	0.33	0.23	0.26	0.22	0.34
Podcasts	0.26	0.26	0.26	0.27	0.29	0.25	0.26	0.25	0.25	0.26	0.23	0.27	0.38	0.23	0.33	0.26	0.27	0.25	0.27	0.26
News magazines, online or in print	0.24	0.27	0.28	0.27	0.25	0.22	0.19	0.23	0.21	0.22	0.19	0.28	0.27	0.28	0.17	0.25	0.27	0.24	0.28	0.22
Radio news, either live or online	0.23	0.25	0.27	0.24	0.23	0.20	0.22	0.19	0.23	0.25	0.20	0.25	0.26	0.24	0.25	0.22	0.27	0.27	0.27	0.21
Local community-based organizations	0.22	0.25	0.28	0.23	0.19	0.19	0.19	0.25	0.18	0.20	0.15	0.26	0.25	0.28	0.12	0.20	0.25	0.21	0.26	0.20
Campaign mailers	0.09	0.09	0.09	0.09	0.08	0.11	0.09	0.09	0.10	0.10	0.10	0.10	0.06	0.11	0.08	0.08	0.11	0.09	0.11	0.08
None of these	0.04	0.04	0.03	0.04	0.04	0.05	0.06	0.02	0.05	0.05	0.05	0.03	0.01	0.03	0.06	0.05	0.03	0.05	0.03	0.05

Table 2: Q13. Which of the following sources do you rely on to get news and information about election-related issues? Select as many as apply. (Statewide Registered Voters)

Statewide Registered Voters)																	
	Total	Gender		Age					Race/Ethnicity						Generation		
		Male	Female	18-29	30-39	40-49	50-64	65+	White non-Hispanic	Latino	English dominant	Spanish dominant	Black	Asian/Pac Isle	1st generation	2nd generation	3rd+ generation
unweighted n	8578.00	4093.00	4482.00	2065.00	1881.00	1266.00	1570.00	1796.00	4835.00	2117.00	1874.00	243.00	366.00	954.00	1115.00	2046.00	5336.00
weighted n	8578.00	4162.00	4416.00	1547.00	1555.00	1348.00	1918.00	2210.00	4037.00	2434.00	2090.00	343.00	519.00	1387.00	1355.00	2109.00	5017.00
The official voter information guide that is mailed to all voters	0.47	0.43	0.52	0.44	0.40	0.43	0.47	0.58	0.54	0.40	0.41	0.36	0.41	0.44	0.39	0.42	0.52
Google or other search engines	0.44	0.43	0.45	0.57	0.52	0.45	0.38	0.32	0.42	0.44	0.47	0.27	0.41	0.53	0.39	0.50	0.42
National or cable television news, either live or online	0.39	0.39	0.38	0.29	0.23	0.31	0.44	0.57	0.43	0.34	0.33	0.37	0.40	0.33	0.39	0.33	0.41
Social media, such as Facebook, X (Twitter), Instagram, or TikTok	0.39	0.38	0.41	0.67	0.52	0.38	0.31	0.20	0.32	0.47	0.51	0.21	0.41	0.48	0.34	0.52	0.35
Newspapers, either online or in print	0.37	0.37	0.37	0.28	0.32	0.35	0.36	0.48	0.45	0.28	0.31	0.09	0.34	0.33	0.33	0.34	0.40
Local television news, either live or online	0.35	0.34	0.36	0.34	0.27	0.33	0.35	0.44	0.34	0.36	0.37	0.32	0.47	0.34	0.35	0.36	0.36
Family, friends, neighbors or co-workers	0.33	0.30	0.36	0.45	0.40	0.31	0.28	0.26	0.34	0.29	0.31	0.11	0.33	0.40	0.27	0.36	0.33
YouTube	0.30	0.37	0.23	0.41	0.37	0.31	0.28	0.17	0.24	0.34	0.36	0.19	0.33	0.39	0.30	0.36	0.27
Podcasts	0.26	0.29	0.24	0.21	0.32	0.34	0.28	0.20	0.27	0.25	0.28	0.09	0.25	0.25	0.23	0.25	0.28
News magazines, online or in print	0.24	0.25	0.24	0.22	0.23	0.24	0.25	0.27	0.27	0.19	0.21	0.10	0.28	0.27	0.20	0.23	0.26
Radio news, either live or online	0.23	0.24	0.23	0.19	0.17	0.24	0.26	0.28	0.26	0.21	0.23	0.08	0.28	0.17	0.20	0.22	0.25
Local community-based organizations	0.22	0.19	0.25	0.24	0.25	0.23	0.21	0.20	0.21	0.22	0.24	0.14	0.25	0.22	0.20	0.22	0.22
Campaign mailers	0.09	0.08	0.10	0.09	0.10	0.08	0.08	0.11	0.09	0.09	0.09	0.08	0.14	0.08	0.08	0.08	0.10
None of these	0.04	0.04	0.04	0.03	0.06	0.06	0.04	0.02	0.03	0.05	0.05	0.05	0.06	0.03	0.04	0.04	0.04

Table 3: Q13. Which of the following sources do you rely on to get news and information about election-related issues? Select as many as apply. (Statewide Registered Voters)

	Education					Household income				Marital status			Religious preference					Union HH	
	Total	High school grad or less	Some college/trade school	College graduate (BA)	Post graduate degree	Less than \$40,000	\$40,000-\$99,999	\$100,000-\$199,999	\$200,000 or more	Married/live together	Separated/divorced/widowed	Single/never married	Protestant/Christian	Catholic	Jewish	Other religion	No preference/atheist	Union HH	Non-union HH
unweighted n	8578.00	808.00	2128.00	3020.00	2604.00	1519.00	2475.00	2491.00	1924.00	4733.00	1117.00	2699.00	2047.00	1286.00	501.00	546.00	4174.00	2252.00	6311.00
weighted n	8578.00	1267.00	3260.00	2642.00	1379.00	1857.00	2739.00	2310.00	1474.00	4502.00	1614.00	2428.00	2634.00	1486.00	275.00	519.00	3641.00	2009.00	6554.00
The official voter information guide that is mailed to all voters	0.47	0.35	0.47	0.51	0.55	0.41	0.50	0.51	0.47	0.48	0.48	0.45	0.43	0.45	0.53	0.48	0.51	0.49	0.47
Google or other search engines	0.44	0.40	0.46	0.43	0.43	0.43	0.44	0.44	0.45	0.41	0.35	0.54	0.39	0.37	0.47	0.46	0.49	0.45	0.43
National or cable television news, either live or online	0.39	0.32	0.40	0.40	0.40	0.36	0.38	0.39	0.42	0.41	0.45	0.31	0.42	0.42	0.47	0.32	0.35	0.38	0.39
Social media, such as Facebook, X (Twitter), Instagram, or TikTok	0.39	0.47	0.40	0.39	0.34	0.46	0.39	0.37	0.38	0.35	0.27	0.56	0.36	0.39	0.35	0.41	0.43	0.42	0.39
Newspapers, either online or in print	0.37	0.23	0.30	0.42	0.55	0.28	0.31	0.43	0.49	0.38	0.38	0.34	0.28	0.33	0.63	0.42	0.42	0.38	0.37
Local television news, either live or online	0.35	0.35	0.38	0.36	0.30	0.37	0.34	0.37	0.33	0.37	0.36	0.33	0.37	0.42	0.44	0.34	0.31	0.38	0.35
Family, friends, neighbors or co-workers	0.33	0.26	0.33	0.34	0.39	0.32	0.33	0.34	0.34	0.31	0.28	0.42	0.30	0.24	0.45	0.38	0.37	0.36	0.32
YouTube	0.30	0.36	0.32	0.27	0.23	0.35	0.30	0.30	0.23	0.26	0.26	0.38	0.30	0.28	0.23	0.35	0.29	0.31	0.29
Podcasts	0.26	0.20	0.26	0.29	0.27	0.21	0.25	0.29	0.31	0.28	0.25	0.23	0.27	0.20	0.29	0.24	0.28	0.28	0.26
News magazines, online or in print	0.24	0.15	0.22	0.27	0.34	0.22	0.21	0.29	0.29	0.26	0.23	0.23	0.20	0.23	0.33	0.22	0.28	0.25	0.24
Radio news, either live or online	0.23	0.20	0.23	0.23	0.29	0.22	0.21	0.25	0.26	0.25	0.24	0.19	0.23	0.24	0.36	0.26	0.22	0.28	0.22
Local community-based organizations	0.22	0.13	0.22	0.23	0.28	0.18	0.23	0.24	0.21	0.22	0.19	0.24	0.18	0.16	0.30	0.25	0.26	0.27	0.20
Campaign mailers	0.09	0.11	0.09	0.09	0.09	0.11	0.10	0.09	0.05	0.08	0.12	0.10	0.09	0.10	0.07	0.12	0.09	0.11	0.09
None of these	0.04	0.05	0.05	0.03	0.02	0.05	0.04	0.04	0.03	0.04	0.04	0.04	0.04	0.04	0.01	0.05	0.03	0.03	0.04

Table 4: Q13. Which of the following sources do you rely on to get news and information about election-related issues? Select as many as apply. (Statewide Registered Voters)

	Total	Political ideology					Other Pol. IDs			Newsom rating		2024 vote		Financial situation				Tenure		
		Strongly con- ser- va- tive	Somewhat con- ser- va- tive	Moderate	Somewhat lib- eral	Strongly lib- eral	Born- again Chris- tian	Progress- ive	MAGA	Libertar- ian	Approve	Disapprove	Harris voter	Trump voter	Comfort- able	Adequate	Stressed	Falling be- hind	Own	Renter/other
unweighted n	8578.00	715.00	973.00	2061.00	1826.00	2975.00	1095.00	4592.00	1032.00	1207.00	4460.00	3769.00	4964.00	1599.00	3859.00	2891.00	1051.00	422.00	4083.00	4475.00
weighted n	8578.00	988.00	1334.00	2534.00	1762.00	1937.00	1610.00	3746.00	1559.00	1436.00	3900.00	4270.00	3523.00	2309.00	3252.00	3075.00	1285.00	549.00	4083.00	4478.00
The official voter information guide that is mailed to all voters	0.47	0.33	0.39	0.44	0.57	0.56	0.39	0.54	0.34	0.38	0.56	0.41	0.59	0.38	0.50	0.49	0.44	0.42	0.51	0.45
Google or other search engines	0.44	0.31	0.39	0.42	0.50	0.50	0.36	0.48	0.33	0.46	0.46	0.41	0.46	0.38	0.43	0.44	0.48	0.45	0.39	0.48
National or cable television news, either live or online	0.39	0.42	0.39	0.38	0.40	0.36	0.42	0.37	0.43	0.34	0.44	0.35	0.43	0.39	0.43	0.38	0.36	0.31	0.44	0.34
Social media, such as Facebook, X (Twitter), Instagram, or TikTok	0.39	0.34	0.40	0.33	0.39	0.50	0.34	0.44	0.34	0.47	0.37	0.42	0.36	0.38	0.36	0.40	0.47	0.44	0.32	0.46
Newspapers, either online or in print	0.37	0.17	0.25	0.35	0.46	0.49	0.23	0.45	0.19	0.32	0.48	0.28	0.50	0.23	0.47	0.33	0.30	0.30	0.41	0.33
Local television news, either live or online	0.35	0.26	0.37	0.40	0.39	0.31	0.37	0.36	0.31	0.34	0.39	0.33	0.39	0.30	0.35	0.36	0.38	0.34	0.37	0.34
Family, friends, neighbors or co-workers	0.33	0.23	0.27	0.30	0.38	0.42	0.28	0.37	0.22	0.31	0.35	0.31	0.35	0.27	0.34	0.33	0.35	0.32	0.30	0.36
YouTube	0.30	0.34	0.32	0.28	0.26	0.31	0.35	0.30	0.33	0.36	0.23	0.36	0.25	0.33	0.24	0.33	0.35	0.34	0.23	0.35
Podcasts	0.26	0.33	0.33	0.22	0.21	0.29	0.30	0.25	0.33	0.32	0.21	0.32	0.22	0.37	0.25	0.28	0.27	0.25	0.27	0.26
News magazines, online or in print	0.24	0.15	0.16	0.22	0.29	0.34	0.19	0.30	0.15	0.24	0.30	0.20	0.31	0.15	0.28	0.22	0.23	0.24	0.25	0.24
Radio news, either live or online	0.23	0.21	0.23	0.24	0.25	0.23	0.23	0.24	0.24	0.23	0.24	0.23	0.25	0.25	0.25	0.22	0.25	0.22	0.27	0.20
Local community-based organizations	0.22	0.12	0.12	0.16	0.23	0.41	0.17	0.31	0.12	0.19	0.27	0.17	0.28	0.13	0.22	0.24	0.21	0.21	0.20	0.24
Campaign mailers	0.09	0.07	0.09	0.09	0.10	0.10	0.10	0.11	0.10	0.09	0.10	0.08	0.11	0.08	0.08	0.10	0.11	0.12	0.08	0.11
None of these	0.04	0.08	0.05	0.05	0.02	0.02	0.05	0.02	0.05	0.03	0.02	0.05	0.01	0.06	0.03	0.03	0.05	0.06	0.03	0.05