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Journal

Berkeley IGS Poll

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Publication Date

2026-08-13



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**Tabulations Reporting California Likely Voter Preferences
for Governor in the November General Election**

by the

Berkeley IGS Poll

Institute of Governmental Studies

University of California, Berkeley

August 3-9, 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 August 3-9, 2026, among 4,207 registered voters in California, including 2,310 who were considered likely to vote in the state's November 2026 general election. 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>.

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 Professors Eric Schickler and 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>.

Early August 2026 Berkeley IGS Poll - Statewide Likely Voters

Table 1: Q2. Below are the candidates for Governor in California’s November general election. If the election were being held today for whom would you vote for Governor? (Statewide Likely Voters)

	Region													Party Registration			Political identifiers			Likely voters	
Total	LA County (total)	LA City	Not LA City	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento Valley	San Joaquin Valley	SF Bay Area	North Coast/Sier-ras	Democrat	Republican	No party preference/other	MAGA	Progressive	Democrat Socialist	Likely voters	Not a likely voter	
unweighted n	2827.00	595.00	269.00	326.00	293.00	232.00	265.00	194.00	532.00	332.00	200.00	635.00	81.00	1452.00	733.00	642.00	444.00	1306.00	839.00	2827.00	0
weighted n	2310.00	566.00	230.00	337.00	211.00	195.00	232.00	140.00	408.00	240.00	168.00	506.00	51.00	1063.00	698.00	548.00	465.00	949.00	626.00	2310.00	0
Xavier Becerra, Democrat	0.55	0.60	0.64	0.57	0.50	0.45	0.46	0.62	0.45	0.50	0.38	0.69	0.44	0.88	0.04	0.58	0.02	0.90	0.93	0.55	-
Steve Hilton, Republican	0.37	0.31	0.24	0.36	0.39	0.49	0.48	0.33	0.50	0.45	0.57	0.24	0.53	0.06	0.91	0.30	0.97	0.04	0.01	0.37	-
Undecided	0.07	0.09	0.11	0.07	0.11	0.06	0.06	0.05	0.05	0.05	0.05	0.08	0.03	0.06	0.05	0.12	0.01	0.06	0.05	0.07	-

Table 2: Q2. Below are the candidates for Governor in California’s November general election. If the election were being held today for whom would you vote for Governor? (Statewide Likely Voters)

	Gender			Age							Race/Ethnicity				Generation		
Total	Male	Female		18-29	30-39	40-49	50-64	65 or older (net)	65-74	75 or older	White non-Hispanic	Latino	Black	Asian/Pac Isle	1st generation	2nd generation	3rd+ generation
unweighted n	2827.00	1515.00	1312.00	277.00	333.00	419.00	689.00	1109.00	637.00	472.00	1796.00	614.00	109.00	241.00	400.00	520.00	1892.00
weighted n	2310.00	1116.00	1194.00	180.00	282.00	346.00	617.00	885.00	516.00	369.00	1311.00	459.00	135.00	377.00	343.00	464.00	1491.00
Xavier Becerra, Democrat	0.55	0.50	0.61	0.69	0.62	0.53	0.52	0.54	0.53	0.55	0.54	0.57	0.66	0.57	0.55	0.65	0.53
Steve Hilton, Republican	0.37	0.42	0.33	0.17	0.30	0.42	0.39	0.40	0.39	0.42	0.41	0.35	0.23	0.32	0.35	0.28	0.41
Undecided	0.07	0.08	0.06	0.14	0.08	0.05	0.09	0.06	0.08	0.03	0.05	0.08	0.11	0.11	0.10	0.07	0.06

Table 3: Q2. Below are the candidates for Governor in California's November general election. If the election were being held today for whom would you vote for Governor? (Statewide Likely Voters)

	Total	Education				Household income				Marital status			Religious preference				
		High school grad or less	Some college/trade school	College graduate (BA)	Post graduate education	Less than \$39,999	\$40,000-\$99,999	\$100,000-\$199,999	\$200,000 or more	Married/live together	Separated/divorced/widowed	Single/never married	Protestant/Christian	Catholic	Other religion	Atheist	No preference
unweighted n	2827.00	277.00	714.00	978.00	856.00	378.00	766.00	983.00	643.00	1710.00	516.00	594.00	786.00	487.00	271.00	451.00	823.00
weighted n	2310.00	250.00	792.00	825.00	441.00	308.00	648.00	817.00	489.00	1349.00	461.00	496.00	724.00	366.00	237.00	323.00	654.00
Xavier Becerra, Democrat	0.55	0.55	0.49	0.55	0.66	0.58	0.56	0.55	0.56	0.51	0.52	0.71	0.33	0.47	0.61	0.86	0.68
Steve Hilton, Republican	0.37	0.35	0.45	0.36	0.27	0.30	0.37	0.39	0.38	0.42	0.40	0.21	0.59	0.47	0.30	0.08	0.25
Undecided	0.07	0.09	0.06	0.08	0.07	0.12	0.07	0.06	0.06	0.07	0.08	0.07	0.08	0.06	0.10	0.05	0.07

Table 4: Q2. Below are the candidates for Governor in California's November general election. If the election were being held today for whom would you vote for Governor? (Statewide Likely Voters)

	Total	Political ideology					Union HH		Tenure		2024 vote for Pres				Vote preference for Governor		
		Strongly conservative	Somewhat conservative	Moderate liberal	Somewhat liberal	Strongly liberal	Yes	No	Own	Renter/other	Didn't vote	Voted	Harris	Trump	Becerra	Hilton	Undecided
unweighted n	2827.00	317.00	407.00	720.00	540.00	837.00	704.00	2122.00	1806.00	1013.00	124.00	2703.00	1746.00	745.00	1758	851	218
weighted n	2310.00	323.00	379.00	596.00	425.00	586.00	560.00	1750.00	1466.00	836.00	113.00	2197.00	1277.00	826.00	1281	863	166
Xavier Becerra, Democrat	0.55	0.04	0.09	0.48	0.93	0.94	0.60	0.54	0.50	0.65	0.67	0.55	0.90	0.02	1	0	0
Steve Hilton, Republican	0.37	0.96	0.84	0.38	0.01	0.00	0.34	0.39	0.43	0.28	0.17	0.38	0.03	0.94	0	1	0
Undecided	0.07	0.00	0.06	0.14	0.06	0.05	0.06	0.08	0.07	0.08	0.15	0.07	0.07	0.04	0	0	1

Table 5: Q3(1). Regardless of whom you might support for Governor, is your opinion of Xavier Becerra favorable or unfavorable, or do you not know enough about him to say? (Statewide Likely Voters)

	Total	Region												Party Registration			Political identifiers			Likely voters	
		LA County (total)	LA City	Not LA City	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento Valley	San Joaquin Valley	SF Bay Area	North Coast/Sier-ras	Democrat	Republican	No party preference/other	MAGA	Progressive	Democrat-socialist	Likely voters	Not a likely voter
unweighted n	2829.00	595.00	269.00	326.00	293.00	232.00	265.00	194.00	533.00	333.00	200.00	636.00	81.00	1452.00	733.00	644.00	444.00	1307.00	840.00	2829.00	0
weighted n	2310.00	566.00	230.00	337.00	211.00	195.00	232.00	140.00	408.00	240.00	168.00	507.00	51.00	1063.00	698.00	549.00	465.00	949.00	626.00	2310.00	0
Favorable (net)	0.49	0.53	0.51	0.55	0.45	0.38	0.41	0.51	0.41	0.43	0.37	0.60	0.41	0.77	0.07	0.48	0.03	0.75	0.74	0.49	-
Strongly favorable	0.18	0.18	0.17	0.18	0.18	0.19	0.18	0.20	0.17	0.18	0.17	0.20	0.14	0.31	0.03	0.14	0.01	0.30	0.31	0.18	-
Somewhat favorable	0.31	0.36	0.34	0.37	0.26	0.19	0.23	0.31	0.23	0.25	0.20	0.41	0.27	0.46	0.04	0.35	0.01	0.45	0.43	0.31	-
Unfavorable (net)	0.43	0.38	0.37	0.39	0.48	0.52	0.53	0.43	0.50	0.49	0.52	0.32	0.52	0.16	0.84	0.44	0.88	0.19	0.20	0.43	-
Somewhat unfavorable	0.12	0.14	0.19	0.11	0.15	0.11	0.08	0.12	0.11	0.11	0.11	0.13	0.03	0.10	0.11	0.17	0.09	0.13	0.14	0.12	-
Strongly unfavorable	0.31	0.24	0.18	0.28	0.33	0.40	0.46	0.31	0.40	0.39	0.41	0.19	0.49	0.06	0.73	0.27	0.79	0.07	0.06	0.31	-
No opinion	0.08	0.08	0.12	0.06	0.07	0.08	0.06	0.06	0.08	0.08	0.10	0.07	0.06	0.07	0.08	0.08	0.08	0.06	0.05	0.08	-

Table 6: Q3(1). Regardless of whom you might support for Governor, is your opinion of Xavier Becerra favorable or unfavorable, or do you not know enough about him to say? (Statewide Likely Voters)

	Total	Gender		Age							Race/Ethnicity				Generation		
		Male	Female	18-29	30-39	40-49	50-64	65 or older (net)	65-74	75 or older	White non-Hispanic	Latino	Black	Asian/Pac Isle	1st generation	2nd generation	3rd+ generation
unweighted n	2829.00	1517.00	1312.00	277.00	333.00	420.00	690.00	1109.00	637.00	472.00	1798.00	614.00	109.00	241.00	400.00	520.00	1894.00
weighted n	2310.00	1117.00	1194.00	180.00	282.00	346.00	617.00	885.00	516.00	369.00	1311.00	459.00	135.00	377.00	343.00	464.00	1491.00
Favorable (net)	0.49	0.42	0.55	0.48	0.40	0.48	0.47	0.54	0.53	0.56	0.49	0.47	0.65	0.49	0.51	0.50	0.48
Strongly favorable	0.18	0.13	0.23	0.07	0.10	0.17	0.18	0.24	0.23	0.26	0.18	0.21	0.26	0.17	0.26	0.12	0.19
Somewhat favorable	0.31	0.29	0.32	0.41	0.30	0.31	0.29	0.30	0.30	0.29	0.31	0.26	0.38	0.32	0.24	0.38	0.30
Unfavorable (net)	0.43	0.50	0.37	0.46	0.51	0.45	0.45	0.38	0.38	0.37	0.44	0.45	0.31	0.41	0.38	0.43	0.44
Somewhat unfavorable	0.12	0.15	0.10	0.26	0.21	0.08	0.11	0.09	0.08	0.10	0.10	0.14	0.13	0.18	0.17	0.17	0.09
Strongly unfavorable	0.31	0.36	0.27	0.20	0.30	0.37	0.34	0.29	0.30	0.27	0.34	0.31	0.17	0.23	0.21	0.26	0.35
No opinion	0.08	0.07	0.08	0.06	0.09	0.07	0.07	0.08	0.09	0.06	0.07	0.07	0.04	0.09	0.09	0.07	0.07

Early August 2026 Berkeley IGS Poll - Statewide Likely Voters

Table 7: Q3(1). Regardless of whom you might support for Governor, is your opinion of Xavier Becerra favorable or unfavorable, or do you not know enough about him to say? (Statewide Likely Voters)

	Total	Education				Household income				Marital status			Religious preference				
		High school grad or less	Some college/trade school	College graduate (BA)	Post graduate education	Less than \$39,999	\$40,000-\$99,999	\$100,000-\$199,999	\$200,000 or more	Married/live together	Separated/divorced/widowed	Single/never married	Protestant-Christian	Catholic	Other religion	Atheist	No preference
unweighted n	2829.00	278.00	714.00	978.00	857.00	378.00	766.00	985.00	643.00	1711.00	516.00	595.00	786.00	488.00	271.00	451.00	824.00
weighted n	2310.00	251.00	792.00	825.00	441.00	308.00	648.00	818.00	489.00	1350.00	461.00	496.00	724.00	367.00	237.00	323.00	654.00
Favorable (net)	0.49	0.50	0.45	0.46	0.60	0.49	0.50	0.50	0.47	0.45	0.52	0.57	0.34	0.45	0.54	0.70	0.55
Strongly favorable	0.18	0.21	0.18	0.18	0.18	0.24	0.22	0.17	0.14	0.16	0.22	0.21	0.16	0.23	0.19	0.19	0.18
Somewhat favorable	0.31	0.28	0.27	0.28	0.42	0.25	0.29	0.33	0.33	0.29	0.30	0.36	0.18	0.22	0.35	0.52	0.37
Unfavorable (net)	0.43	0.41	0.47	0.45	0.34	0.37	0.42	0.45	0.44	0.47	0.38	0.36	0.57	0.48	0.37	0.25	0.37
Somewhat unfavorable	0.12	0.10	0.12	0.13	0.12	0.12	0.11	0.11	0.15	0.13	0.08	0.15	0.11	0.13	0.12	0.13	0.12
Strongly unfavorable	0.31	0.31	0.35	0.32	0.21	0.25	0.31	0.34	0.29	0.35	0.30	0.21	0.46	0.35	0.25	0.12	0.24
No opinion	0.08	0.09	0.07	0.08	0.06	0.14	0.08	0.05	0.08	0.07	0.10	0.06	0.09	0.06	0.08	0.05	0.08

Table 8: Q3(1). Regardless of whom you might support for Governor, is your opinion of Xavier Becerra favorable or unfavorable, or do you not know enough about him to say? (Statewide Likely Voters)

	Total	Political ideology					Union HH		Tenure		2024 vote for Pres				Vote preference for Governor		
		Strongly conservative	Somewhat conservative	Moderate	Somewhat liberal	Strongly liberal	Yes	No	Own	Renter/other	Didn't vote	Voted	Harris	Trump	Becerra	Hilton	Undecided
unweighted n	2829.00	317.00	407.00	721.00	540.00	838.00	706.00	2122.00	1808.00	1013.00	124.00	2705.00	1747.00	745.00	1758.00	851.00	218.00
weighted n	2310.00	323.00	379.00	597.00	425.00	586.00	560.00	1750.00	1467.00	836.00	113.00	2197.00	1277.00	826.00	1281.00	863.00	166.00
Favorable (net)	0.49	0.06	0.12	0.47	0.84	0.73	0.50	0.49	0.47	0.51	0.58	0.48	0.79	0.04	0.83	0.03	0.25
Strongly favorable	0.18	0.04	0.04	0.18	0.27	0.29	0.18	0.18	0.19	0.18	0.07	0.19	0.31	0.02	0.32	0.01	0.02
Somewhat favorable	0.31	0.02	0.08	0.29	0.57	0.44	0.32	0.30	0.29	0.33	0.51	0.30	0.48	0.03	0.51	0.02	0.23
Unfavorable (net)	0.43	0.84	0.80	0.43	0.10	0.21	0.46	0.42	0.45	0.40	0.34	0.44	0.14	0.86	0.13	0.89	0.37
Somewhat unfavorable	0.12	0.08	0.15	0.13	0.08	0.15	0.15	0.11	0.12	0.13	0.17	0.12	0.10	0.12	0.10	0.13	0.25
Strongly unfavorable	0.31	0.76	0.65	0.30	0.02	0.06	0.30	0.31	0.34	0.27	0.17	0.32	0.05	0.74	0.03	0.76	0.12
No opinion	0.08	0.08	0.08	0.10	0.06	0.06	0.04	0.09	0.07	0.09	0.08	0.08	0.06	0.09	0.04	0.07	0.39

Early August 2026 Berkeley IGS Poll - Statewide Likely Voters

Table 9: Q3(2). Regardless of whom you might support for Governor, is your opinion of Steve Hilton favorable or unfavorable, or do you not know enough about him to say? (Statewide Likely Voters)

	Total	Region												Party Registration			Political identifiers			Likely voters	
		LA County (total)	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	No party preference/other	MAGA	Progressive	Democrat-socialist	Likely voters	Not a likely voter
unweighted n	2829.00	595.00	269.00	326.00	293.00	232.00	265.00	194.00	533.00	333.00	200.00	636.00	81.00	1452.00	733.00	644.00	444.00	1307.00	840.00	2829.00	0
weighted n	2310.00	566.00	230.00	337.00	211.00	195.00	232.00	140.00	408.00	240.00	168.00	507.00	51.00	1063.00	698.00	549.00	465.00	949.00	626.00	2310.00	0
Favorable (net)	0.39	0.35	0.27	0.41	0.43	0.50	0.51	0.33	0.48	0.44	0.54	0.25	0.51	0.10	0.90	0.31	0.94	0.06	0.05	0.39	-
Strongly favorable	0.26	0.21	0.13	0.27	0.28	0.35	0.37	0.25	0.31	0.28	0.36	0.16	0.36	0.04	0.66	0.17	0.78	0.03	0.01	0.26	-
Somewhat favorable	0.13	0.14	0.14	0.14	0.15	0.15	0.14	0.08	0.17	0.16	0.18	0.09	0.15	0.06	0.24	0.14	0.16	0.03	0.03	0.13	-
Unfavorable (net)	0.50	0.54	0.56	0.52	0.46	0.42	0.45	0.59	0.39	0.41	0.35	0.63	0.40	0.75	0.06	0.59	0.02	0.81	0.83	0.50	-
Somewhat unfavorable	0.11	0.11	0.13	0.11	0.12	0.06	0.10	0.13	0.09	0.10	0.07	0.15	0.08	0.14	0.02	0.16	0.01	0.13	0.13	0.11	-
Strongly unfavorable	0.39	0.42	0.43	0.42	0.34	0.36	0.35	0.46	0.30	0.32	0.28	0.48	0.32	0.61	0.04	0.43	0.01	0.68	0.71	0.39	-
No opinion	0.10	0.11	0.16	0.07	0.11	0.08	0.05	0.08	0.13	0.14	0.11	0.11	0.09	0.15	0.04	0.10	0.03	0.12	0.11	0.10	-

Table 10: Q3(2). Regardless of whom you might support for Governor, is your opinion of Steve Hilton favorable or unfavorable, or do you not know enough about him to say? (Statewide Likely Voters)

	Total	Gender		Age							Race/Ethnicity				Generation		
		Male	Female	18-29	30-39	40-49	50-64	65 or older (net)	65-74	75 or older	White non-Hispanic	Latino	Black	Asian/Pac Isle	1st generation	2nd generation	3rd+ generation
unweighted n	2829.00	1517.00	1312.00	277.00	333.00	420.00	690.00	1109.00	637.00	472.00	1798.00	614.00	109.00	241.00	400.00	520.00	1894.00
weighted n	2310.00	1117.00	1194.00	180.00	282.00	346.00	617.00	885.00	516.00	369.00	1311.00	459.00	135.00	377.00	343.00	464.00	1491.00
Favorable (net)	0.39	0.42	0.36	0.18	0.29	0.44	0.41	0.43	0.42	0.45	0.41	0.37	0.32	0.35	0.44	0.29	0.41
Strongly favorable	0.26	0.27	0.25	0.09	0.19	0.24	0.27	0.31	0.30	0.34	0.28	0.25	0.16	0.22	0.26	0.19	0.28
Somewhat favorable	0.13	0.15	0.11	0.09	0.10	0.20	0.14	0.12	0.13	0.11	0.14	0.12	0.15	0.13	0.18	0.10	0.13
Unfavorable (net)	0.50	0.49	0.52	0.70	0.61	0.49	0.47	0.46	0.46	0.45	0.50	0.52	0.52	0.52	0.42	0.61	0.49
Somewhat unfavorable	0.11	0.11	0.12	0.10	0.12	0.12	0.12	0.10	0.11	0.09	0.11	0.09	0.11	0.13	0.11	0.12	0.11
Strongly unfavorable	0.39	0.38	0.41	0.60	0.50	0.38	0.35	0.36	0.36	0.36	0.39	0.43	0.41	0.39	0.31	0.49	0.39
No opinion	0.10	0.09	0.11	0.12	0.09	0.07	0.12	0.10	0.10	0.10	0.08	0.11	0.17	0.12	0.13	0.09	0.10

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Table 11: Q3(2). Regardless of whom you might support for Governor, is your opinion of Steve Hilton favorable or unfavorable, or do you not know enough about him to say? (Statewide Likely Voters)

	Total	Education				Household income				Marital status			Religious preference				
		High school or less	Some college/trade school	College graduate (BA)	Post graduate education	Less than \$39,999	\$40,000-\$99,999	\$100,000-\$199,999	\$200,000 or more	Married/live together	Separated/divorced/widowed	Single/never married	Protestant/Christian	Catholic	Other religion	Atheist	No preference
unweighted n	2829.00	278.00	714.00	978.00	857.00	378.00	766.00	985.00	643.00	1711.00	516.00	595.00	786.00	488.00	271.00	451.00	824.00
weighted n	2310.00	251.00	792.00	825.00	441.00	308.00	648.00	818.00	489.00	1350.00	461.00	496.00	724.00	367.00	237.00	323.00	654.00
Favorable (net)	0.39	0.42	0.46	0.38	0.27	0.32	0.41	0.41	0.37	0.44	0.41	0.23	0.60	0.51	0.30	0.09	0.27
Strongly favorable	0.26	0.32	0.31	0.24	0.16	0.23	0.28	0.26	0.24	0.29	0.30	0.13	0.42	0.34	0.22	0.05	0.15
Somewhat favorable	0.13	0.10	0.15	0.14	0.10	0.09	0.13	0.15	0.13	0.15	0.11	0.09	0.18	0.17	0.09	0.04	0.12
Unfavorable (net)	0.50	0.42	0.45	0.52	0.62	0.50	0.50	0.50	0.55	0.47	0.42	0.68	0.30	0.41	0.55	0.80	0.62
Somewhat unfavorable	0.11	0.06	0.10	0.12	0.15	0.08	0.11	0.11	0.15	0.11	0.10	0.12	0.09	0.09	0.16	0.11	0.13
Strongly unfavorable	0.39	0.37	0.35	0.39	0.48	0.42	0.39	0.39	0.41	0.36	0.32	0.56	0.21	0.32	0.40	0.68	0.49
No opinion	0.10	0.16	0.08	0.10	0.11	0.18	0.09	0.09	0.08	0.08	0.16	0.09	0.10	0.08	0.13	0.11	0.10

Table 12: Q3(2). Regardless of whom you might support for Governor, is your opinion of Steve Hilton favorable or unfavorable, or do you not know enough about him to say? (Statewide Likely Voters)

	Total	Political ideology					Union HH		Tenure		2024 vote for Pres				Vote preference for Governor		
		Strongly conservative	Somewhat conservative	Moderate liberal	Somewhat liberal	Strongly liberal	Yes	No	Own	Renter/other	Didn't vote	Voted	Harris	Trump	Becerra	Hilton	Undecided
unweighted n	2829.00	317.00	407.00	721.00	540.00	838.00	706.00	2122.00	1808.00	1013.00	124.00	2705.00	1747.00	745.00	1758.00	851.00	218.00
weighted n	2310.00	323.00	379.00	597.00	425.00	586.00	560.00	1750.00	1467.00	836.00	113.00	2197.00	1277.00	826.00	1281.00	863.00	166.00
Favorable (net)	0.39	0.94	0.85	0.41	0.06	0.01	0.35	0.40	0.44	0.30	0.20	0.40	0.07	0.91	0.04	0.94	0.22
Strongly favorable	0.26	0.73	0.59	0.21	0.02	0.01	0.22	0.27	0.29	0.20	0.12	0.27	0.03	0.66	0.02	0.66	0.03
Somewhat favorable	0.13	0.20	0.27	0.20	0.04	0.01	0.13	0.13	0.15	0.10	0.08	0.13	0.05	0.25	0.02	0.28	0.20
Unfavorable (net)	0.50	0.04	0.10	0.42	0.81	0.88	0.57	0.48	0.47	0.57	0.64	0.50	0.79	0.04	0.84	0.04	0.37
Somewhat unfavorable	0.11	0.02	0.04	0.16	0.19	0.10	0.12	0.11	0.12	0.10	0.16	0.11	0.16	0.02	0.17	0.03	0.14
Strongly unfavorable	0.39	0.02	0.06	0.26	0.62	0.78	0.45	0.37	0.35	0.47	0.48	0.39	0.63	0.02	0.67	0.01	0.23
No opinion	0.10	0.02	0.04	0.16	0.13	0.10	0.08	0.11	0.09	0.13	0.15	0.10	0.13	0.04	0.12	0.02	0.40

Table 13: Q4. The following are some of the attributes that apply to Xavier Becerra. Which of these do you consider most important to you as a reason you are supporting Becerra for Governor? (Statewide Likely Voters - Becerra supporters)

	Total	Region												Party Registration			Political identifiers			Likely voters	
		LA County (total)	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/Sierras	Democrat	Republican	No party preference/other	MAGA	Progressive	Democrat-Socialist	Likely voters	Not a likely voter
unweighted n	1758.00	388.00	185.00	203.00	177.00	124.00	152.00	125.00	287.00	195.00	92.00	458.00	47.00	1318.00	60.00	380.00	19.00	1185.00	784.00	1758.00	0
weighted n	1281.00	339.00	148.00	191.00	106.00	87.00	108.00	87.00	183.00	120.00	64.00	348.00	23.00	933.00	30.00	319.00	9.00	850.00	582.00	1281.00	0
Supports traditional Democratic policies, like expanding healthcare and protecting LGBTQ+ rights	0.38	0.33	0.31	0.34	0.39	0.40	0.42	0.38	0.39	0.42	0.33	0.39	0.43	0.38	0.29	0.38	0.01	0.41	0.39	0.38	-
Will aggressively fight Trump administration policies	0.38	0.38	0.34	0.40	0.32	0.39	0.32	0.46	0.37	0.36	0.39	0.39	0.33	0.37	0.40	0.40	0.44	0.38	0.37	0.38	-
A Democrat	0.13	0.16	0.19	0.14	0.15	0.12	0.16	0.08	0.12	0.11	0.14	0.11	0.09	0.15	0.07	0.08	0.13	0.13	0.15	0.13	-
An experienced politician	0.06	0.08	0.07	0.08	0.08	0.02	0.08	0.02	0.04	0.02	0.09	0.07	0.12	0.06	0.17	0.06	0.16	0.04	0.04	0.06	-
Latino, son of immigrants	0.01	0.02	0.01	0.02	0.00	0.01	0.00	0.03	0.02	0.02	0.02	0.01	0.03	0.01	0.00	0.01	0.05	0.01	0.01	0.01	-
Another reason	0.04	0.04	0.08	0.01	0.06	0.07	0.02	0.03	0.06	0.07	0.02	0.04	0.00	0.03	0.08	0.07	0.21	0.03	0.04	0.04	-
No opinion	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-

Table 14: Q4. The following are some of the attributes that apply to Xavier Becerra. Which of these do you consider most important to you as a reason you are supporting Becerra for Governor? (Statewide Likely Voters - Becerra supporters)

	Gender			Age							Race/Ethnicity				Generation		
	Total	Male	Female	18-29	30-39	40-49	50-64	65 or older (net)	65-74	75 or older	White non-Hispanic	Latino	Black	Asian/Pac Isle	1st generation	2nd generation	3rd+ generation
unweighted n	1758.00	851.00	907.00	212.00	236.00	256.00	393.00	661.00	370.00	291.00	1099.00	405.00	75.00	155.00	247.00	357.00	1146.00
weighted n	1281.00	555.00	726.00	125.00	174.00	184.00	319.00	479.00	274.00	205.00	704.00	261.00	90.00	215.00	187.00	301.00	788.00
Supports traditional Democratic policies, like expanding healthcare and protecting LGBTQ+ rights	0.38	0.37	0.38	0.43	0.39	0.46	0.33	0.36	0.34	0.39	0.40	0.37	0.36	0.35	0.24	0.36	0.41
Will aggressively fight Trump administration policies	0.38	0.38	0.38	0.30	0.33	0.33	0.40	0.41	0.43	0.39	0.38	0.32	0.49	0.35	0.38	0.33	0.40
A Democrat	0.13	0.13	0.13	0.14	0.17	0.16	0.12	0.11	0.11	0.10	0.11	0.15	0.12	0.19	0.16	0.19	0.10
An experienced politician	0.06	0.06	0.07	0.02	0.03	0.02	0.09	0.09	0.09	0.09	0.06	0.09	0.04	0.06	0.15	0.03	0.06
Latino, son of immigrants	0.01	0.01	0.01	0.03	0.01	0.00	0.02	0.01	0.01	0.00	0.01	0.04	0.00	0.00	0.02	0.02	0.01
Another reason	0.04	0.06	0.03	0.08	0.07	0.04	0.04	0.02	0.02	0.02	0.04	0.04	0.00	0.06	0.06	0.06	0.03
No opinion	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Table 15: Q4. The following are some of the attributes that apply to Xavier Becerra. Which of these do you consider most important to you as a reason you are supporting Becerra for Governor? (Statewide Likely Voters - Becerra supporters)

		Education				Household income				Marital status			Religious preference				
	Total	High school grad or less	Some college/trade school	College graduate (BA)	Post graduate education	Less than \$39,999	\$40,000-\$99,999	\$100,000-\$199,999	\$200,000 or more	Married/live together	Separated/divorced/widowed	Single/never married	Protestant Christian	Catholic	Other religion	Atheist	No preference
unweighted n	1758.00	173.00	374.00	608.00	603.00	250.00	471.00	607.00	408.00	1008.00	307.00	442.00	306.00	278.00	178.00	392.00	601.00
weighted n	1281.00	139.00	391.00	458.00	293.00	178.00	364.00	449.00	274.00	688.00	238.00	355.00	241.00	172.00	144.00	279.00	442.00
Supports traditional Democratic policies, like expanding healthcare and protecting LGBTQ+ rights	0.38	0.40	0.40	0.38	0.32	0.43	0.37	0.38	0.34	0.37	0.36	0.41	0.31	0.31	0.41	0.43	0.38
Will aggressively fight Trump administration policies																	
A Democrat	0.13	0.12	0.10	0.15	0.14	0.12	0.13	0.14	0.11	0.13	0.10	0.15	0.14	0.11	0.16	0.11	0.13
An experienced politician	0.06	0.06	0.06	0.06	0.07	0.07	0.06	0.08	0.04	0.07	0.09	0.04	0.09	0.11	0.04	0.03	0.06
Latino, son of immigrants	0.01	0.02	0.00	0.02	0.01	0.00	0.02	0.01	0.02	0.02	0.00	0.01	0.01	0.03	0.01	0.01	0.01
Another reason	0.04	0.03	0.03	0.05	0.06	0.02	0.05	0.04	0.04	0.06	0.01	0.04	0.03	0.05	0.04	0.03	0.05
No opinion	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Table 16: Q4. The following are some of the attributes that apply to Xavier Becerra. Which of these do you consider most important to you as a reason you are supporting Becerra for Governor? (Statewide Likely Voters - Becerra supporters)

	Total	Political ideology					Union HH		Tenure		2024 vote for Pres				Vote preference for Governor		
		Strongly con- serva- tive	Somewhat con- serva- tive	Moderate	Somewhat liberal	Strongly liberal	Yes	No	Own	Renter/ other	Didn't vote	Voted	Harris	Trump	Becerra	Hilton	Undecided
unweighted n	1758.00	23.00	55.00	389.00	501.00	788.00	472.00	1286.00	1052.00	703.00	84.00	1674.00	1583.00	21.00	1758.00	0	0
weighted n	1281.00	13.00	35.00	285.00	395.00	553.00	338.00	943.00	736.00	540.00	76.00	1205.00	1155.00	18.00	1281.00	0	0
Supports traditional Democratic policies, like expanding healthcare and protecting LGBTQ+ rights	0.38	0.01	0.13	0.32	0.39	0.42	0.37	0.38	0.36	0.39	0.48	0.37	0.37	0.18	0.38	-	-
Will aggressively fight Trump administration policies	0.38	0.51	0.62	0.37	0.40	0.34	0.40	0.37	0.40	0.35	0.37	0.38	0.38	0.22	0.38	-	-
A Democrat	0.13	0.08	0.15	0.11	0.11	0.15	0.15	0.12	0.10	0.16	0.11	0.13	0.13	0.14	0.13	-	-
An experienced politician	0.06	0.29	0.04	0.12	0.06	0.03	0.03	0.08	0.08	0.04	0.00	0.07	0.07	0.24	0.06	-	-
Latino, son of immigrants	0.01	0.00	0.03	0.02	0.01	0.01	0.02	0.01	0.01	0.01	0.02	0.01	0.01	0.00	0.01	-	-
Another reason	0.04	0.11	0.03	0.06	0.03	0.04	0.03	0.05	0.04	0.04	0.03	0.04	0.04	0.22	0.04	-	-
No opinion	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	-

Table 17: Q5. The following are some of the attributes that apply to Steve Hilton. Which of these do you consider most important to you as a reason you are supporting Hilton for Governor? (Statewide Likely Voters - Hilton supporters)

	Total	Region												Party Registration			Political identifiers			Likely voters	
		LA County (total)	LA City	Not LA City	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento Valley	San Joaquin Valley	SF Bay Area	North Coast/Sieras	Democrat	Republican	No party preference/other	MAGA	Progressive	Democrat Socialist	Likely voters	Not a likely voter
unweighted n	851.00	152.00	56.00	96.00	90.00	92.00	93.00	58.00	208.00	117.00	91.00	127.00	31.00	47.00	638.00	166.00	416.00	47.00	8.00	851.00	0
weighted n	863.00	177.00	56.00	121.00	83.00	96.00	110.00	46.00	204.00	108.00	96.00	119.00	27.00	62.00	636.00	165.00	450.00	40.00	9.00	863.00	0
Supports traditional Republican policies, like lowering taxes and reducing government regulation	0.55	0.50	0.54	0.48	0.63	0.65	0.61	0.47	0.53	0.53	0.53	0.49	0.69	0.29	0.59	0.51	0.58	0.35	0.33	0.55	-
Not part of the California political establishment	0.28	0.34	0.37	0.32	0.24	0.21	0.20	0.33	0.31	0.31	0.32	0.32	0.26	0.53	0.27	0.25	0.22	0.20	0.24	0.28	-
A Republican	0.07	0.06	0.03	0.07	0.10	0.05	0.10	0.08	0.09	0.13	0.05	0.05	0.05	0.02	0.08	0.06	0.11	0.28	0.00	0.07	-
Endorsed by President Trump	0.04	0.06	0.02	0.08	0.00	0.07	0.04	0.02	0.03	0.01	0.05	0.06	0.00	0.09	0.04	0.05	0.07	0.07	0.00	0.04	-
A political strategist and commentator	0.01	0.00	0.00	0.00	0.00	0.00	0.01	0.06	0.01	0.00	0.03	0.04	0.00	0.02	0.01	0.03	0.01	0.05	0.21	0.01	-
Another reason	0.03	0.05	0.03	0.05	0.03	0.02	0.05	0.04	0.02	0.02	0.02	0.04	0.00	0.04	0.01	0.10	0.01	0.05	0.22	0.03	-
No opinion	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-

Table 18: Q5. The following are some of the attributes that apply to Steve Hilton. Which of these do you consider most important to you as a reason you are supporting Hilton for Governor? (Statewide Likely Voters - Hilton supporters)

	Gender			Age							Race/Ethnicity				Generation		
	Total	Male	Female	18-29	30-39	40-49	50-64	65 or older (net)	65-74	75 or older	White non-Hispanic	Latino	Black	Asian/Pac Isle	1st generation	2nd generation	3rd+ generation
unweighted n	851.00	532.00	319.00	32.00	67.00	133.00	239.00	380.00	223.00	157.00	578.00	156.00	20.00	60.00	115.00	117.00	615.00
weighted n	863.00	469.00	394.00	30.00	86.00	146.00	244.00	357.00	202.00	154.00	540.00	160.00	31.00	120.00	120.00	130.00	609.00
Supports traditional Republican policies, like lowering taxes and reducing government regulation	0.55	0.53	0.58	0.62	0.57	0.53	0.55	0.56	0.48	0.65	0.57	0.52	0.38	0.53	0.53	0.54	0.56
Not part of the California political establishment	0.28	0.31	0.26	0.22	0.18	0.29	0.28	0.32	0.36	0.26	0.27	0.28	0.47	0.25	0.23	0.28	0.30
A Republican	0.07	0.07	0.08	0.01	0.15	0.07	0.08	0.06	0.07	0.04	0.09	0.07	0.00	0.05	0.08	0.07	0.07
Endorsed by President Trump	0.04	0.04	0.05	0.10	0.05	0.04	0.05	0.03	0.05	0.01	0.03	0.06	0.00	0.11	0.10	0.04	0.03
A political strategist and commentator	0.01	0.02	0.01	0.00	0.00	0.01	0.01	0.02	0.02	0.02	0.01	0.02	0.00	0.03	0.03	0.00	0.01
Another reason	0.03	0.04	0.03	0.05	0.05	0.07	0.03	0.01	0.02	0.01	0.03	0.05	0.14	0.03	0.02	0.07	0.03
No opinion	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Table 19: Q5. The following are some of the attributes that apply to Steve Hilton. Which of these do you consider most important to you as a reason you are supporting Hilton for Governor? (Statewide Likely Voters - Hilton supporters)

	Education					Household income				Marital status			Religious preference				
	Total	High school grad or less	Some college/trade school	College graduate (BA)	Post graduate education	Less than \$39,999	\$40,000-\$99,999	\$100,000-\$199,999	\$200,000 or more	Married/live together	Separated/divorced/widowed	Single/never married	Protestant/Christian	Catholic	Other religion	Atheist	No preference
unweighted n	851.00	79.00	291.00	287.00	192.00	85.00	245.00	306.00	193.00	589.00	167.00	93.00	418.00	178.00	68.00	31.00	152.00
weighted n	863.00	88.00	354.00	301.00	119.00	92.00	242.00	317.00	187.00	573.00	185.00	104.00	424.00	174.00	70.00	27.00	166.00
Supports traditional Republican policies, like lowering taxes and reducing government regulation	0.55	0.51	0.52	0.61	0.55	0.50	0.55	0.58	0.56	0.57	0.50	0.52	0.62	0.50	0.44	0.58	0.49
Not part of the California political establishment	0.28	0.24	0.31	0.27	0.27	0.28	0.29	0.27	0.29	0.28	0.30	0.28	0.23	0.33	0.27	0.20	0.41
A Republican	0.07	0.08	0.08	0.06	0.07	0.11	0.06	0.06	0.09	0.07	0.08	0.09	0.07	0.06	0.12	0.19	0.05
Endorsed by President Trump	0.04	0.11	0.05	0.02	0.04	0.07	0.07	0.03	0.03	0.02	0.08	0.09	0.03	0.08	0.08	0.00	0.02
A political strategist and commentator	0.01	0.02	0.01	0.00	0.03	0.02	0.02	0.02	0.00	0.01	0.03	0.00	0.02	0.02	0.02	0.00	0.00
Another reason	0.03	0.04	0.02	0.04	0.03	0.02	0.02	0.04	0.04	0.04	0.01	0.03	0.03	0.01	0.07	0.03	0.04
No opinion	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Table 20: Q5. The following are some of the attributes that apply to Steve Hilton. Which of these do you consider most important to you as a reason you are supporting Hilton for Governor? (Statewide Likely Voters - Hilton supporters)

	Total	Political ideology					Union HH		Tenure		2024 vote for Pres				Vote preference for Governor		
		Strongly con- serva- tive	Somewhat con- serva- tive	Moderate	Somewhat liberal	Strongly liberal	Yes	No	Own	Renter/ other	Didn't vote	Voted	Harris	Trump	Becerra	Hilton	Undecided
unweighted n	851.00	290.00	322.00	227.00	8.00	3.00	186.00	665.00	627.00	220.00	23.00	828.00	50.00	693.00	0	851.00	0
weighted n	863.00	309.00	320.00	226.00	5.00	2.00	189.00	674.00	629.00	231.00	20.00	843.00	35.00	773.00	0	863.00	0
Supports traditional Republican policies, like lowering taxes and reducing government regulation	0.55	0.59	0.60	0.44	0.23	0.06	0.59	0.54	0.57	0.51	0.48	0.55	0.50	0.57	-	0.55	-
Not part of the California political establishment	0.28	0.22	0.26	0.40	0.47	0.56	0.28	0.29	0.28	0.29	0.16	0.29	0.38	0.27	-	0.28	-
A Republican	0.07	0.10	0.08	0.04	0.00	0.00	0.06	0.08	0.06	0.11	0.13	0.07	0.01	0.08	-	0.07	-
Endorsed by President Trump	0.04	0.06	0.03	0.05	0.00	0.00	0.01	0.05	0.04	0.05	0.15	0.04	0.00	0.04	-	0.04	-
A political strategist and commentator	0.01	0.01	0.01	0.02	0.00	0.00	0.00	0.02	0.01	0.01	0.00	0.01	0.05	0.01	-	0.01	-
Another reason	0.03	0.03	0.02	0.05	0.30	0.38	0.06	0.02	0.03	0.02	0.08	0.03	0.07	0.02	-	0.03	-
No opinion	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-	0.00	-