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

by the

Berkeley IGS Poll

Institute of Governmental Studies

University of California, Berkeley

October 19-25, 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 September 15-20, 2026, among 2,787 registered voters in California, of whom a weighted subset of 1,477 had either already voted or were considered likely to vote in the state's upcoming midterm 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>.

Late October 2026 Berkeley IGS Poll — Statewide Likely voters

Table 1: Q3A/Q3B. The general election ballot (included/includes) an election for Governor of California. Below are the candidates. (For whom/If the election were being held today for whom) did you vote for Governor of California? (Total Statewide Likely Voters)

	Total	Region										Party registration			Likelihood of voting			
		LA County	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	Likely voters (total)	Already voted	Likely/not voted yet	Not a likely voter
unweighted n	1892.00	424.00	200.00	160.00	169.00	124.00	307.00	186.00	121.00	466.00	42.00	1010.00	478.00	404.00	1892.00	858.00	1034.00	0.00
weighted n	1477.70	329.34	147.55	122.31	159.26	96.97	255.97	152.06	103.91	336.20	30.11	712.76	392.16	372.78	1477.70	390.18	1087.52	0.00
Xavier Becerra, Democrat	0.61	0.66	0.52	0.50	0.60	0.68	0.53	0.51	0.55	0.72	0.32	0.94	0.04	0.59	0.61	0.61	0.61	-
Steve Hilton, Republican	0.34	0.29	0.39	0.49	0.38	0.23	0.42	0.41	0.45	0.23	0.65	0.03	0.94	0.31	0.34	0.36	0.33	-
Undecided (total)	0.05	0.05	0.09	0.01	0.02	0.09	0.05	0.08	0.00	0.05	0.03	0.04	0.02	0.10	0.05	0.03	0.06	-
Undecided (haven't voted yet)	0.04	0.03	0.08	0.00	0.02	0.09	0.05	0.08	0.00	0.04	0.03	0.03	0.02	0.08	0.04	0.00	0.06	-
Don't recall/left blank/ref (already voted)	0.01	0.02	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.02	0.01	0.03	0.00	-

Table 2: Q3A/Q3B. The general election ballot (included/includes) an election for Governor of California. Below are the candidates. (For whom/If the election were being held today for whom) did you vote for Governor of California? (Total 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 (net)	Black	Asian/Pac Isle	1st generation	2nd generation	3rd+ generation
unweighted n	1892.00	1033.00	859.00	162.00	247.00	246.00	503.00	734.00	396.00	338.00	1115.00	400.00	55.00	270.00	367.00	375.00	1140.00
weighted n	1477.70	703.62	774.08	98.18	198.98	191.60	394.94	594.00	328.46	265.54	857.38	316.28	78.95	212.00	238.44	277.57	947.23
Xavier Becerra, Democrat	0.61	0.57	0.65	0.81	0.68	0.66	0.52	0.60	0.60	0.60	0.59	0.60	0.67	0.72	0.65	0.66	0.58
Steve Hilton, Republican	0.34	0.39	0.30	0.13	0.23	0.28	0.43	0.37	0.36	0.38	0.37	0.34	0.19	0.24	0.32	0.28	0.37
Undecided (total)	0.05	0.04	0.06	0.06	0.09	0.05	0.05	0.03	0.04	0.02	0.04	0.06	0.14	0.03	0.03	0.07	0.05
Undecided (haven't voted yet)	0.04	0.04	0.05	0.04	0.06	0.05	0.05	0.03	0.04	0.02	0.04	0.03	0.14	0.03	0.02	0.06	0.04
Don't recall/left blank/ref (already voted)	0.01	0.00	0.01	0.02	0.02	0.00	0.01	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.01	0.01	0.00

Table 3: Q3A/Q3B. The general election ballot (included/includes) an election for Governor of California. Below are the candidates. (For whom/If the election were being held today for whom) did you vote for Governor of California? (Total 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	1892.00	142.00	441.00	678.00	629.00	218.00	542.00	640.00	440.00	1166.00	330.00	393.00	489.00	357.00	186.00	308.00	549.00
weighted n	1477.70	116.42	552.91	498.15	309.04	166.85	469.66	494.63	310.47	885.42	291.63	298.16	460.14	253.55	146.71	200.21	414.98
Xavier Becerra, Democrat	0.61	0.55	0.53	0.65	0.72	0.66	0.59	0.62	0.62	0.57	0.56	0.77	0.37	0.58	0.74	0.91	0.70
Steve Hilton, Republican	0.34	0.40	0.42	0.29	0.25	0.26	0.35	0.35	0.33	0.38	0.38	0.17	0.57	0.41	0.21	0.07	0.23
Undecided (total)	0.05	0.05	0.05	0.06	0.03	0.08	0.06	0.02	0.06	0.04	0.06	0.05	0.06	0.01	0.05	0.02	0.07
Undecided (haven't voted yet)	0.04	0.04	0.04	0.05	0.03	0.04	0.05	0.02	0.05	0.04	0.04	0.04	0.06	0.01	0.03	0.02	0.06
Don't recall/left blank/ref (already voted)	0.01	0.01	0.01	0.01	0.00	0.03	0.01	0.00	0.00	0.00	0.01	0.01	0.00	0.01	0.02	0.00	0.01

Table 4: Q3A/Q3B. The general election ballot (included/includes) an election for Governor of California. Below are the candidates. (For whom/If the election were being held today for whom) did you vote for Governor of California? (Total Statewide Likely Voters)

	Total	Political ideology					Political identifiers			Union HH		Tenure		2024 vote for President			
		Strongly conservative	Somewhat conservative	Moderate	Somewhat liberal	Strongly liberal	MAGA	Progressive	Democratic Socialist	Yes	No	Own	Renter/ other	Didn't vote	Voted (net)	Harris	Trump
unweighted n	1892.00	200.00	274.00	433.00	425.00	555.00	271.00	838.00	496.00	451.00	1440.00	1228.00	662.00	141.00	1751.00	1184.00	449.00
weighted n	1477.70	189.89	241.10	373.51	309.69	359.84	279.77	573.86	349.72	364.67	1111.50	965.20	511.47	182.35	1295.35	796.89	453.11
Xavier Becerra, Democrat	0.61	0.02	0.11	0.62	0.95	0.96	0.01	0.93	0.92	0.64	0.60	0.57	0.68	0.72	0.60	0.94	0.02
Steve Hilton, Republican	0.34	0.97	0.87	0.28	0.02	0.00	0.97	0.03	0.01	0.33	0.34	0.39	0.25	0.20	0.36	0.02	0.95
Undecided (total)	0.05	0.02	0.02	0.10	0.03	0.04	0.02	0.04	0.07	0.03	0.05	0.04	0.07	0.09	0.04	0.04	0.03
Undecided (haven't voted yet)	0.04	0.01	0.01	0.09	0.02	0.03	0.02	0.03	0.05	0.03	0.05	0.03	0.05	0.04	0.04	0.04	0.02
Don't recall/left blank/ref (already voted)	0.01	0.01	0.01	0.01	0.00	0.01	0.00	0.01	0.01	0.00	0.01	0.00	0.02	0.04	0.00	0.00	0.00

Table 5: Q3A/Q3B. The general election ballot (included/includes) an election for Governor of California. Below are the candidates. (For whom/If the election were being held today for whom) did you vote for Governor of California? (Total Statewide Likely Voters)

	Vote preference for Governor				Top election issues											
	Total	Becerra	Hilton	Undecided/ not sure	Reducing taxes	Reducing cost of living	Improving public education	Improving health care coverage for needy	Promoting housing development	Promoting job creation/econ dev	Maintain or win control of Congress	Fighting Trump admin. policies	Protecting immigrant communities	Fighting crime/ensuring public safety	Immigration enforcement	Managing AI and new data centers
unweighted n	1892.00	1284.00	525.00	83.00	285.00	682.00	151.00	229.00	125.00	201.00	408.00	801.00	206.00	241.00	225.00	133.00
weighted n	1477.70	902.61	503.61	71.48	283.49	507.36	101.89	132.43	78.12	159.61	323.43	587.88	134.76	228.95	220.16	116.42
Xavier Becerra, Democrat	0.61	1.00	0.00	0.00	0.09	0.58	0.77	0.88	0.84	0.53	0.80	0.94	0.94	0.17	0.03	0.87
Steve Hilton, Republican	0.34	0.00	1.00	0.00	0.86	0.34	0.16	0.06	0.10	0.41	0.19	0.02	0.02	0.79	0.95	0.07
Undecided (total)	0.05	0.00	0.00	1.00	0.05	0.08	0.07	0.06	0.07	0.06	0.01	0.04	0.04	0.04	0.02	0.06
Undecided (haven't voted yet)	0.04	0.00	0.00	0.86	0.04	0.07	0.06	0.05	0.04	0.06	0.01	0.03	0.02	0.04	0.01	0.06
Don't recall/left blank/ref (already voted)	0.01	0.00	0.00	0.14	0.00	0.01	0.01	0.02	0.02	0.00	0.00	0.01	0.02	0.00	0.01	0.00

Table 6: Q3A/Q3B. The general election ballot (included/includes) an election for Governor of California. Below are the candidates. (For whom/If the election were being held today for whom) did you vote for Governor of California? (Total Statewide Likely Voters)

	Becerra image						Hilton image					Who will be elected governor			Importance of CA electing Latino gov			How electing a Latino gov would make you feel		
	Total	Strongly favorable	Somewhat favorable	Somewhat unfavorable	Strongly unfavorable	No opinion	Strongly favorable	Somewhat favorable	Somewhat unfavorable	Strongly unfavorable	No opinion	Becerra	Hilton	Don't know	Important	Not important	Don't know	Proud	Indifferent	Uneasy
unweighted n	1892.00	442.00	686.00	209.00	460.00	95.00	363.00	184.00	227.00	946.00	172.00	1431.00	247.00	214.00	808.00	971.00	113.00	795.00	748.00	114.00
weighted n	1477.70	319.87	468.44	160.94	447.86	80.59	350.18	156.99	185.68	644.11	140.74	1042.30	241.09	194.32	520.50	854.61	102.59	525.73	621.09	106.21
Xavier Becerra, Democrat	0.61	0.99	0.95	0.47	0.06	0.46	0.02	0.11	0.82	0.96	0.78	0.81	0.01	0.30	0.93	0.41	0.69	0.95	0.50	0.06
Steve Hilton, Republican	0.34	0.00	0.03	0.36	0.90	0.35	0.98	0.86	0.06	0.01	0.08	0.15	0.99	0.54	0.03	0.55	0.19	0.03	0.44	0.91
Undecided (total)	0.05	0.00	0.02	0.16	0.04	0.20	0.00	0.04	0.12	0.03	0.14	0.04	0.00	0.16	0.04	0.04	0.12	0.02	0.06	0.03
Undecided (haven't voted yet)	0.04	0.00	0.02	0.16	0.04	0.12	0.00	0.03	0.12	0.03	0.10	0.04	0.00	0.11	0.03	0.04	0.09	0.01	0.06	0.01
Don't recall/left blank/ref (already voted)	0.01	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.04	0.01	0.00	0.03	0.01	0.00	0.02

Table 7: Q4A/Q4B(1). Regardless of (whom you supported for Governor/whom you might support), what is your overall opinion of Xavier Becerra – strongly favorable, somewhat favorable, somewhat unfavorable, strongly unfavorable, or do you not know enough about him to say? (Statewide Likely Voters)

	Total	Region										Party registration			Likelihood of voting			
		LA County	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento/ North Valley	San Joaquin Valley	SF Bay Area	North Coast/ Sierras	Demo- crat	Repub- lican	No party preference/other	Likely voters (total)	Already voted	Likely/not voted yet	Not a likely voter
unweighted n	1892.00	424.00	200.00	160.00	169.00	124.00	307.00	186.00	121.00	466.00	42.00	1010.00	478.00	404.00	1892.00	858.00	1034.00	0.00
weighted n	1477.70	329.34	147.55	122.31	159.26	96.97	255.97	152.06	103.91	336.20	30.11	712.76	392.16	372.78	1477.70	390.18	1087.52	0.00
Favorable (net)	0.53	0.56	0.52	0.44	0.53	0.65	0.43	0.46	0.39	0.61	0.30	0.83	0.06	0.47	0.53	0.57	0.52	-
Strongly favorable	0.22	0.26	0.19	0.21	0.30	0.21	0.17	0.17	0.17	0.20	0.12	0.37	0.02	0.13	0.22	0.26	0.20	-
Somewhat favorable	0.32	0.30	0.33	0.23	0.23	0.44	0.27	0.29	0.22	0.41	0.18	0.45	0.04	0.34	0.32	0.31	0.32	-
Unfavorable (net)	0.41	0.40	0.44	0.50	0.37	0.35	0.52	0.51	0.53	0.32	0.63	0.13	0.87	0.47	0.41	0.34	0.44	-
Somewhat unfavorable	0.11	0.14	0.08	0.11	0.09	0.09	0.10	0.10	0.11	0.11	0.09	0.09	0.09	0.16	0.11	0.09	0.12	-
Strongly unfavorable	0.30	0.26	0.36	0.39	0.28	0.26	0.41	0.41	0.42	0.21	0.53	0.04	0.78	0.31	0.30	0.25	0.32	-
No opinion	0.05	0.04	0.03	0.06	0.10	0.00	0.05	0.03	0.08	0.07	0.07	0.04	0.07	0.06	0.05	0.09	0.04	-

Table 8: Q4A/Q4B(1). Regardless of (whom you supported for Governor/whom you might support), what is your overall opinion of Xavier Becerra – strongly favorable, somewhat favorable, somewhat unfavorable, strongly 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 (net)	Black	Asian/Pac Isle	1st generation	2nd generation	3rd+ generation
unweighted n	1892.00	1033.00	859.00	162.00	247.00	246.00	503.00	734.00	396.00	338.00	1115.00	400.00	55.00	270.00	367.00	375.00	1140.00
weighted n	1477.70	703.62	774.08	98.18	198.98	191.60	394.94	594.00	328.46	265.54	857.38	316.28	78.95	212.00	238.44	277.57	947.23
Favorable (net)	0.53	0.48	0.58	0.48	0.52	0.50	0.49	0.59	0.58	0.61	0.53	0.53	0.56	0.57	0.57	0.55	0.52
Strongly favorable	0.22	0.17	0.26	0.13	0.15	0.15	0.19	0.29	0.27	0.31	0.21	0.27	0.24	0.14	0.27	0.18	0.21
Somewhat favorable	0.32	0.31	0.32	0.35	0.37	0.35	0.30	0.30	0.30	0.29	0.31	0.26	0.32	0.43	0.29	0.37	0.31
Unfavorable (net)	0.41	0.48	0.35	0.41	0.41	0.44	0.47	0.37	0.40	0.32	0.42	0.42	0.40	0.33	0.35	0.41	0.43
Somewhat unfavorable	0.11	0.12	0.10	0.16	0.19	0.16	0.09	0.07	0.08	0.06	0.10	0.10	0.23	0.12	0.12	0.11	0.11
Strongly unfavorable	0.30	0.36	0.26	0.25	0.22	0.28	0.38	0.30	0.32	0.27	0.33	0.32	0.16	0.20	0.24	0.30	0.32
No opinion	0.05	0.04	0.06	0.12	0.08	0.06	0.04	0.04	0.02	0.07	0.05	0.05	0.04	0.11	0.08	0.05	0.05

Table 9: Q4A/Q4B(1). Regardless of (whom you supported for Governor/whom you might support), what is your overall opinion of Xavier Becerra – strongly favorable, somewhat favorable, somewhat unfavorable, strongly 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	Sepa-rated/ divorced/ widowed	Single/ never married	Protes-tant/ Christian	Other Catholic religion	Atheist	No pref-erence	
unweighted n	1892.00	142.00	441.00	678.00	629.00	218.00	542.00	640.00	440.00	1166.00	330.00	393.00	489.00	357.00	186.00	308.00	549.00
weighted n	1477.70	116.42	552.91	498.15	309.04	166.85	469.66	494.63	310.47	885.42	291.63	298.16	460.14	253.55	146.71	200.21	414.98
Favorable (net)	0.53	0.48	0.47	0.56	0.62	0.61	0.51	0.55	0.53	0.51	0.53	0.60	0.36	0.56	0.68	0.74	0.56
Strongly favorable	0.22	0.24	0.23	0.20	0.20	0.26	0.26	0.21	0.15	0.18	0.29	0.24	0.17	0.30	0.29	0.22	0.20
Somewhat favorable	0.32	0.25	0.24	0.36	0.41	0.34	0.25	0.34	0.38	0.33	0.24	0.36	0.19	0.26	0.40	0.52	0.36
Unfavorable (net)	0.41	0.41	0.46	0.40	0.34	0.28	0.43	0.42	0.43	0.45	0.39	0.33	0.58	0.39	0.30	0.24	0.37
Somewhat unfavorable	0.11	0.02	0.10	0.12	0.14	0.11	0.10	0.09	0.15	0.12	0.08	0.10	0.11	0.05	0.12	0.13	0.14
Strongly unfavorable	0.30	0.39	0.37	0.28	0.20	0.17	0.33	0.33	0.27	0.33	0.31	0.23	0.47	0.34	0.17	0.11	0.23
No opinion	0.05	0.11	0.07	0.04	0.04	0.11	0.06	0.03	0.05	0.04	0.07	0.07	0.06	0.06	0.02	0.02	0.07

Table 10: Q4A/Q4B(1). Regardless of (whom you supported for Governor/whom you might support), what is your overall opinion of Xavier Becerra – strongly favorable, somewhat favorable, somewhat unfavorable, strongly unfavorable, or do you not know enough about him to say? (Statewide Likely Voters)

	Total	Political ideology					Political identifiers			Union HH		Tenure		2024 vote for President			
		Strongly conservative	Somewhat conservative	Moderate	Somewhat liberal	Strongly liberal	MAGA	Progressive	Democratic Socialist	Yes	No	Own	Renter/ other	Didn't vote	Voted (net)	Harris	Trump
unweighted n	1892.00	200.00	274.00	433.00	425.00	555.00	271.00	838.00	496.00	451.00	1440.00	1228.00	662.00	141.00	1751.00	1184.00	449.00
weighted n	1477.70	189.89	241.10	373.51	309.69	359.84	279.77	573.86	349.72	364.67	1111.50	965.20	511.47	182.35	1295.35	796.89	453.11
Favorable (net)	0.53	0.03	0.14	0.55	0.87	0.75	0.04	0.76	0.75	0.51	0.54	0.52	0.55	0.60	0.52	0.81	0.05
Strongly favorable	0.22	0.02	0.06	0.22	0.33	0.33	0.01	0.32	0.34	0.21	0.22	0.20	0.24	0.26	0.21	0.33	0.02
Somewhat favorable	0.32	0.02	0.08	0.33	0.54	0.43	0.03	0.44	0.41	0.30	0.32	0.32	0.31	0.34	0.31	0.48	0.03
Unfavorable (net)	0.41	0.87	0.82	0.37	0.09	0.21	0.90	0.19	0.19	0.44	0.40	0.44	0.36	0.27	0.43	0.15	0.89
Somewhat unfavorable	0.11	0.05	0.10	0.14	0.07	0.15	0.08	0.13	0.13	0.13	0.10	0.10	0.12	0.13	0.11	0.11	0.09
Strongly unfavorable	0.30	0.82	0.72	0.23	0.03	0.06	0.82	0.07	0.07	0.31	0.30	0.33	0.24	0.14	0.33	0.04	0.81
No opinion	0.05	0.09	0.04	0.07	0.04	0.04	0.06	0.05	0.06	0.05	0.05	0.04	0.09	0.13	0.04	0.04	0.05

Table 11: Q4A/Q4B(1). Regardless of (whom you supported for Governor/whom you might support), what is your overall opinion of Xavier Becerra – strongly favorable, somewhat favorable, somewhat unfavorable, strongly unfavorable, or do you not know enough about him to say? (Statewide Likely Voters)

	Vote preference for Governor				Top election issues											
	Total	Becerra	Hilton	Undecided/ not sure	Reducing taxes	Reducing cost of living	Improving public education	Improving health care coverage for needy	Promoting housing development	Promoting job creation/econ dev	Maintain or win control of Congress	Fighting Trump admin. policies	Protecting immigrant communities	Fighting crime/ensuring public safety	Immigration enforcement	Managing AI and new data centers
unweighted n	1892.00	1284.00	525.00	83.00	285.00	682.00	151.00	229.00	125.00	201.00	408.00	801.00	206.00	241.00	225.00	133.00
weighted n	1477.70	902.61	503.61	71.48	283.49	507.36	101.89	132.43	78.12	159.61	323.43	587.88	134.76	228.95	220.16	116.42
Favorable (net)	0.53	0.85	0.03	0.13	0.09	0.48	0.67	0.74	0.58	0.45	0.74	0.84	0.85	0.12	0.07	0.75
Strongly favorable	0.22	0.35	0.00	0.02	0.02	0.15	0.25	0.35	0.10	0.15	0.35	0.35	0.42	0.05	0.02	0.27
Somewhat favorable	0.32	0.49	0.03	0.11	0.07	0.33	0.42	0.39	0.48	0.30	0.39	0.49	0.44	0.07	0.04	0.48
Unfavorable (net)	0.41	0.11	0.92	0.64	0.87	0.45	0.22	0.22	0.34	0.50	0.22	0.12	0.11	0.80	0.87	0.21
Somewhat unfavorable	0.11	0.08	0.12	0.37	0.12	0.15	0.12	0.15	0.18	0.18	0.05	0.09	0.07	0.11	0.04	0.10
Strongly unfavorable	0.30	0.03	0.80	0.28	0.75	0.30	0.10	0.06	0.16	0.31	0.16	0.03	0.03	0.69	0.83	0.11
No opinion	0.05	0.04	0.06	0.22	0.04	0.07	0.11	0.04	0.08	0.06	0.05	0.04	0.04	0.08	0.06	0.04

Table 12: Q4A/Q4B(1). Regardless of (whom you supported for Governor/whom you might support), what is your overall opinion of Xavier Becerra – strongly favorable, somewhat favorable, somewhat unfavorable, strongly unfavorable, or do you not know enough about him to say? (Statewide Likely Voters)

	Becerra image						Hilton image					Who will be elected governor			Importance of CA electing Latino gov			How electing a Latino gov would make you feel		
	Total	Strongly favorable	Somewhat favorable	Somewhat unfavorable	Strongly unfavorable	No opinion	Strongly favorable	Somewhat favorable	Somewhat unfavorable	Strongly unfavorable	No opinion	Becerra	Hilton	Don't know	Important	Not important	Don't know	Proud	Indifferent	Uneasy
unweighted n	1892.00	442.00	686.00	209.00	460.00	95.00	363.00	184.00	227.00	946.00	172.00	1431.00	247.00	214.00	808.00	971.00	113.00	795.00	748.00	114.00
weighted n	1477.70	319.87	468.44	160.94	447.86	80.59	350.18	156.99	185.68	644.11	140.74	1042.30	241.09	194.32	520.50	854.61	102.59	525.73	621.09	106.21
Favorable (net)	0.53	1.00	1.00	0.00	0.00	0.00	0.04	0.19	0.74	0.81	0.60	0.70	0.03	0.27	0.85	0.34	0.57	0.88	0.40	0.05
Strongly favorable	0.22	1.00	0.00	0.00	0.00	0.00	0.02	0.05	0.20	0.34	0.33	0.29	0.01	0.06	0.41	0.11	0.17	0.45	0.09	0.04
Somewhat favorable	0.32	0.00	1.00	0.00	0.00	0.00	0.02	0.14	0.54	0.47	0.27	0.41	0.02	0.21	0.44	0.23	0.41	0.43	0.31	0.01
Unfavorable (net)	0.41	0.00	0.00	1.00	1.00	0.00	0.92	0.76	0.24	0.17	0.09	0.26	0.93	0.56	0.10	0.61	0.36	0.08	0.54	0.83
Somewhat unfavorable	0.11	0.00	0.00	1.00	0.00	0.00	0.06	0.16	0.19	0.12	0.02	0.11	0.06	0.15	0.09	0.11	0.23	0.07	0.13	0.07
Strongly unfavorable	0.30	0.00	0.00	0.00	1.00	0.00	0.85	0.61	0.05	0.05	0.07	0.15	0.87	0.40	0.01	0.50	0.13	0.02	0.41	0.76
No opinion	0.05	0.00	0.00	0.00	0.00	1.00	0.04	0.05	0.02	0.01	0.32	0.04	0.03	0.17	0.05	0.05	0.06	0.03	0.06	0.12

Table 13: Q4A/Q4B(2). Regardless of (whom you supported for Governor/whom you might support), what is your overall opinion of Steve Hilton – strongly favorable, somewhat favorable, somewhat unfavorable, strongly unfavorable, or do you not know enough about him to say? (Statewide Likely Voters)

	Total	Region										Party registration			Likelihood of voting			
		LA County	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento/ North Valley	San Joaquin Valley	SF Bay Area	North Coast/ Sierras	Demo- crat	Repub- lican	No party preference/other	Likely voters (total)	Already voted	Likely/not voted yet	Not a likely voter
unweighted n	1892.00	424.00	200.00	160.00	169.00	124.00	307.00	186.00	121.00	466.00	42.00	1010.00	478.00	404.00	1892.00	858.00	1034.00	0.00
weighted n	1477.70	329.34	147.55	122.31	159.26	96.97	255.97	152.06	103.91	336.20	30.11	712.76	392.16	372.78	1477.70	390.18	1087.52	0.00
Favorable (net)	0.34	0.28	0.41	0.53	0.37	0.24	0.42	0.41	0.43	0.24	0.65	0.04	0.90	0.33	0.34	0.36	0.34	-
Strongly favorable	0.24	0.19	0.25	0.39	0.24	0.16	0.31	0.28	0.36	0.18	0.20	0.02	0.69	0.17	0.24	0.24	0.23	-
Somewhat favorable	0.11	0.09	0.16	0.13	0.13	0.08	0.11	0.13	0.07	0.05	0.44	0.02	0.22	0.16	0.11	0.11	0.10	-
Unfavorable (net)	0.56	0.62	0.50	0.41	0.54	0.68	0.50	0.53	0.46	0.64	0.29	0.83	0.06	0.58	0.56	0.52	0.58	-
Somewhat unfavorable	0.13	0.14	0.11	0.12	0.09	0.16	0.14	0.18	0.08	0.12	0.11	0.15	0.03	0.18	0.13	0.12	0.13	-
Strongly unfavorable	0.44	0.47	0.39	0.29	0.45	0.53	0.36	0.35	0.38	0.52	0.18	0.68	0.03	0.40	0.44	0.40	0.45	-
No opinion	0.10	0.10	0.09	0.07	0.09	0.07	0.08	0.06	0.11	0.12	0.06	0.13	0.04	0.10	0.10	0.13	0.08	-

Table 14: Q4A/Q4B(2). Regardless of (whom you supported for Governor/whom you might support), what is your overall opinion of Steve Hilton – strongly favorable, somewhat favorable, somewhat unfavorable, strongly 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 (net)	Black	Asian/Pac Isle	1st generation	2nd generation	3rd+ generation
unweighted n	1892.00	1033.00	859.00	162.00	247.00	246.00	503.00	734.00	396.00	338.00	1115.00	400.00	55.00	270.00	367.00	375.00	1140.00
weighted n	1477.70	703.62	774.08	98.18	198.98	191.60	394.94	594.00	328.46	265.54	857.38	316.28	78.95	212.00	238.44	277.57	947.23
Favorable (net)	0.34	0.39	0.30	0.14	0.19	0.29	0.44	0.38	0.38	0.39	0.36	0.38	0.26	0.22	0.33	0.26	0.37
Strongly favorable	0.24	0.27	0.20	0.11	0.11	0.19	0.31	0.27	0.27	0.26	0.25	0.25	0.21	0.17	0.26	0.19	0.25
Somewhat favorable	0.11	0.11	0.10	0.03	0.08	0.10	0.13	0.11	0.10	0.12	0.11	0.13	0.05	0.04	0.07	0.07	0.13
Unfavorable (net)	0.56	0.54	0.58	0.72	0.69	0.63	0.50	0.52	0.55	0.47	0.57	0.48	0.66	0.63	0.47	0.64	0.56
Somewhat unfavorable	0.13	0.14	0.12	0.12	0.15	0.18	0.12	0.11	0.13	0.08	0.14	0.09	0.13	0.14	0.13	0.15	0.12
Strongly unfavorable	0.44	0.41	0.46	0.60	0.54	0.45	0.38	0.41	0.42	0.39	0.44	0.39	0.53	0.49	0.34	0.50	0.44
No opinion	0.10	0.07	0.12	0.15	0.12	0.08	0.07	0.10	0.07	0.14	0.07	0.14	0.08	0.15	0.20	0.09	0.07

Table 15: Q4A/Q4B(2). Regardless of (whom you supported for Governor/whom you might support), what is your overall opinion of Steve Hilton – strongly favorable, somewhat favorable, somewhat unfavorable, strongly 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	1892.00	142.00	441.00	678.00	629.00	218.00	542.00	640.00	440.00	1166.00	330.00	393.00	489.00	357.00	186.00	308.00	549.00
weighted n	1477.70	116.42	552.91	498.15	309.04	166.85	469.66	494.63	310.47	885.42	291.63	298.16	460.14	253.55	146.71	200.21	414.98
Favorable (net)	0.34	0.41	0.43	0.28	0.25	0.30	0.36	0.35	0.31	0.38	0.39	0.19	0.57	0.40	0.23	0.07	0.22
Strongly favorable	0.24	0.29	0.30	0.19	0.18	0.18	0.23	0.26	0.22	0.27	0.28	0.11	0.42	0.28	0.17	0.02	0.14
Somewhat favorable	0.11	0.12	0.13	0.09	0.08	0.12	0.13	0.09	0.09	0.12	0.10	0.08	0.16	0.12	0.07	0.05	0.08
Unfavorable (net)	0.56	0.40	0.46	0.66	0.66	0.51	0.53	0.59	0.61	0.55	0.45	0.69	0.35	0.45	0.69	0.85	0.68
Somewhat unfavorable	0.13	0.10	0.10	0.15	0.14	0.12	0.11	0.12	0.17	0.13	0.11	0.14	0.08	0.08	0.14	0.16	0.19
Strongly unfavorable	0.44	0.29	0.36	0.51	0.52	0.39	0.42	0.47	0.44	0.43	0.34	0.55	0.28	0.37	0.55	0.70	0.49
No opinion	0.10	0.19	0.11	0.06	0.09	0.18	0.11	0.06	0.08	0.07	0.16	0.12	0.07	0.15	0.08	0.08	0.10

Table 16: Q4A/Q4B(2). Regardless of (whom you supported for Governor/whom you might support), what is your overall opinion of Steve Hilton – strongly favorable, somewhat favorable, somewhat unfavorable, strongly unfavorable, or do you not know enough about him to say? (Statewide Likely Voters)

	Total	Political ideology					Political identifiers			Union HH		Tenure		2024 vote for President			
		Strongly conservative	Somewhat conservative	Moderate	Somewhat liberal	Strongly liberal	MAGA	Progressive	Democratic Socialist	Yes	No	Own	Renter/ other	Didn't vote	Voted (net)	Harris	Trump
unweighted n	1892.00	200.00	274.00	433.00	425.00	555.00	271.00	838.00	496.00	451.00	1440.00	1228.00	662.00	141.00	1751.00	1184.00	449.00
weighted n	1477.70	189.89	241.10	373.51	309.69	359.84	279.77	573.86	349.72	364.67	1111.50	965.20	511.47	182.35	1295.35	796.89	453.11
Favorable (net)	0.34	0.96	0.87	0.27	0.03	0.01	0.97	0.04	0.03	0.32	0.35	0.39	0.26	0.20	0.36	0.04	0.93
Strongly favorable	0.24	0.84	0.56	0.13	0.02	0.00	0.82	0.03	0.02	0.21	0.25	0.27	0.18	0.14	0.25	0.01	0.69
Somewhat favorable	0.11	0.12	0.31	0.14	0.02	0.01	0.16	0.01	0.01	0.11	0.10	0.12	0.07	0.06	0.11	0.03	0.24
Unfavorable (net)	0.56	0.01	0.09	0.56	0.86	0.90	0.02	0.87	0.85	0.60	0.55	0.53	0.62	0.62	0.55	0.85	0.04
Somewhat unfavorable	0.13	0.00	0.04	0.19	0.20	0.12	0.01	0.15	0.16	0.09	0.14	0.13	0.12	0.21	0.11	0.16	0.02
Strongly unfavorable	0.44	0.01	0.05	0.37	0.66	0.79	0.01	0.72	0.69	0.51	0.41	0.40	0.50	0.42	0.44	0.68	0.02
No opinion	0.10	0.03	0.04	0.17	0.10	0.08	0.01	0.09	0.13	0.08	0.10	0.08	0.12	0.18	0.08	0.11	0.03

Table 17: Q4A/Q4B(2). Regardless of (whom you supported for Governor/whom you might support), what is your overall opinion of Steve Hilton – strongly favorable, somewhat favorable, somewhat unfavorable, strongly unfavorable, or do you not know enough about him to say? (Statewide Likely Voters)

	Vote preference for Governor				Top election issues											
	Total	Becerra	Hilton	Undecided/ not sure	Reducing taxes	Reducing cost of living	Improving public education	Improving health care coverage for needy	Promoting housing development	Promoting job creation/ econ dev	Maintain or win control of Congress	Fighting Trump admin. policies	Protecting immigrant communities	Fighting crime/ ensuring public safety	Immigration enforcement	Managing AI and new data centers
unweighted n	1892.00	1284.00	525.00	83.00	285.00	682.00	151.00	229.00	125.00	201.00	408.00	801.00	206.00	241.00	225.00	133.00
weighted n	1477.70	902.61	503.61	71.48	283.49	507.36	101.89	132.43	78.12	159.61	323.43	587.88	134.76	228.95	220.16	116.42
Favorable (net)	0.34	0.03	0.95	0.10	0.87	0.33	0.17	0.07	0.12	0.40	0.19	0.04	0.02	0.78	0.92	0.04
Strongly favorable	0.24	0.01	0.68	0.02	0.62	0.22	0.13	0.03	0.05	0.24	0.16	0.01	0.00	0.53	0.71	0.00
Somewhat favorable	0.11	0.02	0.27	0.08	0.25	0.10	0.04	0.03	0.06	0.16	0.03	0.03	0.01	0.24	0.21	0.04
Unfavorable (net)	0.56	0.85	0.03	0.62	0.11	0.57	0.68	0.83	0.78	0.51	0.72	0.84	0.84	0.14	0.04	0.83
Somewhat unfavorable	0.13	0.17	0.02	0.32	0.05	0.15	0.21	0.15	0.18	0.16	0.12	0.17	0.15	0.05	0.00	0.13
Strongly unfavorable	0.44	0.68	0.01	0.30	0.06	0.41	0.47	0.68	0.60	0.36	0.59	0.67	0.69	0.09	0.04	0.70
No opinion	0.10	0.12	0.02	0.28	0.02	0.11	0.15	0.10	0.11	0.08	0.09	0.11	0.14	0.09	0.04	0.13

Table 18: Q4A/Q4B(2). Regardless of (whom you supported for Governor/whom you might support), what is your overall opinion of Steve Hilton – strongly favorable, somewhat favorable, somewhat unfavorable, strongly unfavorable, or do you not know enough about him to say? (Statewide Likely Voters)

	Becerra image						Hilton image					Who will be elected governor			Importance of CA electing Latino gov			How electing a Latino gov would make you feel		
	Total	Strongly favorable	Some-what favorable	Some-what unfavorable	Strongly unfavorable	No opinion	Strongly favorable	Some-what favorable	Some-what unfavorable	Strongly unfavorable	No opinion	Becerra	Hilton	Don't know	Important	Not important	Don't know	Proud	Indifferent	Uneasy
unweighted n	1892.00	442.00	686.00	209.00	460.00	95.00	363.00	184.00	227.00	946.00	172.00	1431.00	247.00	214.00	808.00	971.00	113.00	795.00	748.00	114.00
weighted n	1477.70	319.87	468.44	160.94	447.86	80.59	350.18	156.99	185.68	644.11	140.74	1042.30	241.09	194.32	520.50	854.61	102.59	525.73	621.09	106.21
Favorable (net)	0.34	0.05	0.06	0.29	0.88	0.28	1.00	1.00	0.00	0.00	0.00	0.16	0.96	0.55	0.05	0.54	0.19	0.04	0.44	0.89
Strongly favorable	0.24	0.02	0.01	0.14	0.67	0.19	1.00	0.00	0.00	0.00	0.00	0.09	0.81	0.32	0.02	0.39	0.07	0.02	0.30	0.71
Somewhat favorable	0.11	0.02	0.05	0.15	0.21	0.10	0.00	1.00	0.00	0.00	0.00	0.07	0.15	0.23	0.03	0.15	0.12	0.02	0.14	0.17
Unfavorable (net)	0.56	0.81	0.86	0.69	0.10	0.16	0.00	0.00	1.00	1.00	0.00	0.75	0.01	0.22	0.83	0.39	0.63	0.84	0.48	0.07
Somewhat unfavorable	0.13	0.12	0.21	0.22	0.02	0.05	0.00	0.00	1.00	0.00	0.00	0.16	0.00	0.07	0.15	0.10	0.18	0.16	0.13	0.02
Strongly unfavorable	0.44	0.69	0.65	0.48	0.08	0.11	0.00	0.00	0.00	1.00	0.00	0.59	0.01	0.15	0.68	0.28	0.44	0.68	0.35	0.05
No opinion	0.10	0.14	0.08	0.01	0.02	0.55	0.00	0.00	0.00	0.00	1.00	0.09	0.02	0.23	0.12	0.07	0.18	0.11	0.08	0.04

Table 19: Q5A/Q5B. Which one or two of the following do you consider to be among your top issues in the November general election? Please select no more than two. (Statewide Likely Voters)

	Total	Region										Party registration			Likelihood of voting			
		LA County	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	Likely voters (total)	Already voted	Likely/not voted yet	Not a likely voter
unweighted n	1892.00	424.00	200.00	160.00	169.00	124.00	307.00	186.00	121.00	466.00	42.00	1010.00	478.00	404.00	1892.00	858.00	1034.00	0.00
weighted n	1477.70	329.34	147.55	122.31	159.26	96.97	255.97	152.06	103.91	336.20	30.11	712.76	392.16	372.78	1477.70	390.18	1087.52	0.00
Fighting Trump administration policies	0.40	0.43	0.42	0.29	0.38	0.48	0.34	0.35	0.33	0.43	0.24	0.60	0.04	0.38	0.40	0.41	0.39	-
Reducing the cost of living	0.34	0.30	0.31	0.43	0.35	0.22	0.43	0.44	0.42	0.34	0.27	0.32	0.33	0.40	0.34	0.33	0.35	-
Ensuring that my party maintains or wins control of Congress	0.22	0.21	0.19	0.15	0.28	0.21	0.20	0.22	0.17	0.25	0.26	0.34	0.14	0.07	0.22	0.27	0.20	-
Reducing taxes	0.19	0.19	0.21	0.29	0.19	0.17	0.22	0.24	0.20	0.14	0.11	0.03	0.44	0.23	0.19	0.16	0.20	-
Fighting crime and ensuring public safety	0.15	0.16	0.13	0.16	0.17	0.11	0.16	0.11	0.23	0.13	0.48	0.04	0.35	0.16	0.15	0.13	0.16	-
Immigration enforcement	0.15	0.12	0.20	0.18	0.14	0.10	0.21	0.19	0.24	0.11	0.27	0.01	0.41	0.13	0.15	0.18	0.14	-
Promoting job creation and economic development	0.11	0.10	0.11	0.09	0.14	0.10	0.10	0.12	0.07	0.11	0.12	0.10	0.14	0.10	0.11	0.09	0.11	-
Improving health care coverage for those in need	0.09	0.10	0.08	0.10	0.08	0.12	0.06	0.04	0.10	0.10	0.10	0.12	0.02	0.11	0.09	0.08	0.09	-
Protecting immigrant communities	0.09	0.11	0.13	0.12	0.09	0.17	0.03	0.03	0.01	0.08	0.01	0.14	0.01	0.08	0.09	0.10	0.09	-
Managing artificial intelligence and the building of new data centers	0.08	0.08	0.07	0.03	0.08	0.12	0.09	0.11	0.07	0.07	0.07	0.09	0.01	0.13	0.08	0.07	0.08	-
Improving public education	0.07	0.06	0.08	0.04	0.03	0.09	0.06	0.08	0.04	0.10	0.02	0.08	0.04	0.08	0.07	0.05	0.07	-
Promoting housing development	0.05	0.08	0.02	0.02	0.04	0.08	0.04	0.04	0.04	0.06	0.03	0.06	0.02	0.07	0.05	0.04	0.06	-

Table 20: Q5A/Q5B. Which one or two of the following do you consider to be among your top issues in the November general election? Please select no more than two. (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 (net)	Black	Asian/Pac Isle	1st generation	2nd generation	3rd+ generation
unweighted n	1892.00	1033.00	859.00	162.00	247.00	246.00	503.00	734.00	396.00	338.00	1115.00	400.00	55.00	270.00	367.00	375.00	1140.00
weighted n	1477.70	703.62	774.08	98.18	198.98	191.60	394.94	594.00	328.46	265.54	857.38	316.28	78.95	212.00	238.44	277.57	947.23
Fighting Trump administration policies	0.40	0.35	0.44	0.40	0.39	0.36	0.38	0.42	0.42	0.42	0.40	0.35	0.39	0.44	0.38	0.39	0.40
Reducing the cost of living	0.34	0.37	0.32	0.43	0.45	0.42	0.35	0.27	0.29	0.24	0.31	0.36	0.47	0.41	0.36	0.38	0.32
Ensuring that my party maintains or wins control of Congress	0.22	0.20	0.24	0.13	0.14	0.15	0.18	0.31	0.29	0.33	0.26	0.14	0.27	0.16	0.14	0.16	0.26
Reducing taxes	0.19	0.23	0.16	0.11	0.13	0.23	0.25	0.18	0.23	0.12	0.18	0.25	0.12	0.17	0.21	0.20	0.19
Fighting crime and ensuring public safety	0.15	0.17	0.14	0.16	0.08	0.16	0.21	0.14	0.14	0.15	0.14	0.19	0.09	0.17	0.18	0.13	0.15
Immigration enforcement	0.15	0.16	0.14	0.02	0.06	0.09	0.20	0.18	0.17	0.20	0.17	0.10	0.12	0.10	0.16	0.11	0.16
Promoting job creation and economic development	0.11	0.13	0.09	0.16	0.17	0.12	0.11	0.08	0.06	0.09	0.11	0.10	0.14	0.09	0.11	0.13	0.10
Improving health care coverage for those in need	0.09	0.08	0.10	0.10	0.11	0.10	0.07	0.09	0.09	0.09	0.09	0.11	0.11	0.07	0.07	0.09	0.10
Protecting immigrant communities	0.09	0.05	0.13	0.20	0.15	0.07	0.06	0.08	0.07	0.09	0.08	0.14	0.07	0.06	0.08	0.10	0.09
Managing artificial intelligence and the building of new data centers	0.08	0.05	0.10	0.06	0.10	0.10	0.05	0.08	0.07	0.10	0.08	0.07	0.06	0.09	0.06	0.10	0.08
Improving public education	0.07	0.06	0.08	0.03	0.12	0.08	0.04	0.07	0.06	0.09	0.07	0.06	0.00	0.10	0.08	0.07	0.06
Promoting housing development	0.05	0.08	0.03	0.13	0.09	0.08	0.03	0.03	0.04	0.03	0.05	0.05	0.05	0.07	0.07	0.07	0.05

Table 21: Q5A/Q5B. Which one or two of the following do you consider to be among your top issues in the November general election? Please select no more than two. (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	1892.00	142.00	441.00	678.00	629.00	218.00	542.00	640.00	440.00	1166.00	330.00	393.00	489.00	357.00	186.00	308.00	549.00
weighted n	1477.70	116.42	552.91	498.15	309.04	166.85	469.66	494.63	310.47	885.42	291.63	298.16	460.14	253.55	146.71	200.21	414.98
Fighting Trump administration policies	0.40	0.42	0.34	0.44	0.44	0.40	0.41	0.40	0.39	0.38	0.40	0.46	0.26	0.36	0.47	0.59	0.45
Reducing the cost of living	0.34	0.46	0.35	0.33	0.32	0.41	0.36	0.31	0.36	0.33	0.35	0.39	0.33	0.36	0.39	0.30	0.36
Ensuring that my party maintains or wins control of Congress	0.22	0.22	0.19	0.24	0.24	0.25	0.22	0.22	0.20	0.19	0.29	0.22	0.21	0.21	0.19	0.33	0.19
Reducing taxes	0.19	0.23	0.22	0.18	0.15	0.11	0.16	0.21	0.24	0.22	0.17	0.13	0.32	0.18	0.17	0.05	0.14
Fighting crime and ensuring public safety	0.15	0.15	0.19	0.14	0.11	0.08	0.13	0.17	0.18	0.18	0.14	0.09	0.22	0.20	0.07	0.05	0.14
Immigration enforcement	0.15	0.16	0.19	0.11	0.12	0.12	0.19	0.14	0.08	0.17	0.17	0.07	0.27	0.16	0.08	0.04	0.09
Promoting job creation and economic development	0.11	0.05	0.11	0.12	0.11	0.07	0.10	0.11	0.14	0.11	0.07	0.15	0.12	0.10	0.11	0.10	0.10
Improving health care coverage for those in need	0.09	0.02	0.11	0.08	0.11	0.15	0.09	0.10	0.05	0.08	0.11	0.11	0.05	0.10	0.12	0.13	0.09
Protecting immigrant communities	0.09	0.05	0.11	0.08	0.09	0.12	0.10	0.10	0.05	0.09	0.07	0.12	0.04	0.07	0.16	0.10	0.13
Managing artificial intelligence and the building of new data centers	0.08	0.12	0.07	0.07	0.10	0.10	0.07	0.08	0.08	0.07	0.08	0.10	0.08	0.07	0.06	0.09	0.08
Improving public education	0.07	0.05	0.05	0.07	0.11	0.05	0.07	0.06	0.08	0.08	0.08	0.04	0.04	0.08	0.06	0.08	0.10
Promoting housing development	0.05	0.00	0.03	0.06	0.09	0.03	0.05	0.04	0.09	0.05	0.04	0.08	0.01	0.06	0.05	0.10	0.08

Table 22: Q5A/Q5B. Which one or two of the following do you consider to be among your top issues in the November general election? Please select no more than two. (Statewide Likely Voters)

	Total	Political ideology					Political identifiers			Union HH		Tenure		2024 vote for President			
		Strongly conservative	Somewhat conservative	Moderate	Somewhat liberal	Strongly liberal	MAGA	Progressive	Democratic Socialist	Yes	No	Own	Renter/other	Didn't vote	Voted (net)	Harris	Trump
unweighted n	1892.00	200.00	274.00	433.00	425.00	555.00	271.00	838.00	496.00	451.00	1440.00	1228.00	662.00	141.00	1751.00	1184.00	449.00
weighted n	1477.70	189.89	241.10	373.51	309.69	359.84	279.77	573.86	349.72	364.67	1111.50	965.20	511.47	182.35	1295.35	796.89	453.11
Fighting Trump administration policies	0.40	0.01	0.07	0.38	0.66	0.61	0.01	0.61	0.63	0.41	0.39	0.39	0.40	0.41	0.40	0.61	0.02
Reducing the cost of living	0.34	0.26	0.37	0.43	0.30	0.33	0.32	0.33	0.35	0.38	0.33	0.30	0.43	0.39	0.34	0.33	0.33
Ensuring that my party maintains or wins control of Congress	0.22	0.15	0.09	0.19	0.32	0.29	0.15	0.28	0.24	0.17	0.23	0.21	0.23	0.23	0.22	0.28	0.12
Reducing taxes	0.19	0.48	0.42	0.22	0.03	0.01	0.47	0.03	0.01	0.17	0.20	0.23	0.12	0.09	0.21	0.04	0.49
Fighting crime and ensuring public safety	0.15	0.36	0.37	0.14	0.04	0.02	0.34	0.03	0.01	0.17	0.15	0.17	0.12	0.11	0.16	0.04	0.37
Immigration enforcement	0.15	0.56	0.34	0.08	0.01	0.00	0.51	0.02	0.03	0.13	0.16	0.18	0.09	0.09	0.16	0.00	0.44
Promoting job creation and economic development	0.11	0.08	0.14	0.14	0.10	0.08	0.11	0.08	0.07	0.10	0.11	0.11	0.11	0.19	0.10	0.08	0.13
Improving health care coverage for those in need	0.09	0.00	0.03	0.07	0.13	0.16	0.01	0.13	0.14	0.10	0.09	0.09	0.10	0.06	0.09	0.14	0.01
Protecting immigrant communities	0.09	0.00	0.02	0.05	0.12	0.20	0.00	0.18	0.21	0.12	0.08	0.07	0.13	0.12	0.09	0.14	0.00
Managing artificial intelligence and the building of new data centers	0.08	0.00	0.04	0.09	0.10	0.11	0.00	0.12	0.13	0.10	0.07	0.07	0.09	0.10	0.08	0.11	0.01
Improving public education	0.07	0.02	0.03	0.09	0.08	0.08	0.02	0.07	0.09	0.07	0.07	0.07	0.07	0.06	0.07	0.09	0.03
Promoting housing development	0.05	0.01	0.02	0.05	0.08	0.07	0.02	0.08	0.06	0.05	0.05	0.05	0.07	0.06	0.05	0.07	0.02

Table 23: Q5A/Q5B. Which one or two of the following do you consider to be among your top issues in the November general election? Please select no more than two. (Statewide Likely Voters)

	Vote preference for Governor				Top election issues											
	Total	Becerra	Hilton	Undecided/ not sure	Reducing taxes	Reducing cost of living	Improving public education	Improving health care coverage for needy	Promoting housing development	Promoting job creation/ econ dev	Maintain or win control of Congress	Fighting Trump admin. policies	Protecting immigrant communities	Fighting crime/ ensuring public safety	Immigration enforcement	Managing AI and new data centers
unweighted n	1892.00	1284.00	525.00	83.00	285.00	682.00	151.00	229.00	125.00	201.00	408.00	801.00	206.00	241.00	225.00	133.00
weighted n	1477.70	902.61	503.61	71.48	283.49	507.36	101.89	132.43	78.12	159.61	323.43	587.88	134.76	228.95	220.16	116.42
Fighting Trump administration policies	0.40	0.62	0.02	0.31	0.02	0.28	0.20	0.27	0.22	0.10	0.56	1.00	0.50	0.02	0.04	0.51
Reducing the cost of living	0.34	0.33	0.34	0.55	0.33	1.00	0.20	0.28	0.25	0.24	0.15	0.24	0.09	0.18	0.13	0.13
Ensuring that my party maintains or wins control of Congress	0.22	0.29	0.12	0.05	0.02	0.10	0.03	0.05	0.05	0.07	1.00	0.31	0.12	0.02	0.14	0.07
Reducing taxes	0.19	0.03	0.49	0.18	1.00	0.19	0.04	0.02	0.02	0.10	0.01	0.01	0.00	0.32	0.34	0.00
Fighting crime and ensuring public safety	0.15	0.04	0.36	0.14	0.25	0.08	0.08	0.00	0.08	0.18	0.02	0.01	0.00	1.00	0.26	0.01
Immigration enforcement	0.15	0.01	0.41	0.07	0.26	0.06	0.05	0.01	0.02	0.05	0.09	0.01	0.00	0.25	1.00	0.02
Promoting job creation and economic development	0.11	0.09	0.13	0.13	0.06	0.07	0.12	0.05	0.08	1.00	0.04	0.03	0.05	0.13	0.03	0.02
Improving health care coverage for those in need	0.09	0.13	0.01	0.12	0.01	0.07	0.09	1.00	0.08	0.04	0.02	0.06	0.10	0.00	0.01	0.07
Protecting immigrant communities	0.09	0.14	0.01	0.07	0.00	0.02	0.06	0.10	0.04	0.04	0.05	0.12	1.00	0.00	0.00	0.05
Managing artificial intelligence and the building of new data centers	0.08	0.11	0.02	0.09	0.00	0.03	0.08	0.06	0.06	0.01	0.03	0.10	0.05	0.01	0.01	1.00
Improving public education	0.07	0.09	0.03	0.10	0.02	0.04	1.00	0.07	0.06	0.08	0.01	0.03	0.04	0.03	0.02	0.07
Promoting housing development	0.05	0.07	0.01	0.07	0.01	0.04	0.05	0.05	1.00	0.04	0.01	0.03	0.02	0.03	0.01	0.04

Table 24: Q5A/Q5B. Which one or two of the following do you consider to be among your top issues in the November general election? Please select no more than two. (Statewide Likely Voters)

	Total	Becerra image					Hilton image					Who will be elected governor			Importance of CA electing Latino gov			How electing a Latino gov would make you feel		
		Strongly favorable	Some-what favorable	Some-what unfavorable	Strongly unfavorable	No opinion	Strongly favorable	Some-what favorable	Some-what unfavorable	Strongly unfavorable	No opinion	Becerra	Hilton	Don't know	Important	Not important	Don't know	Proud	Indifferent	Uneasy
unweighted n	1892.00	442.00	686.00	209.00	460.00	95.00	363.00	184.00	227.00	946.00	172.00	1431.00	247.00	214.00	808.00	971.00	113.00	795.00	748.00	114.00
weighted n	1477.70	319.87	468.44	160.94	447.86	80.59	350.18	156.99	185.68	644.11	140.74	1042.30	241.09	194.32	520.50	854.61	102.59	525.73	621.09	106.21
Fighting Trump administration policies	0.40	0.65	0.61	0.34	0.04	0.26	0.02	0.13	0.55	0.61	0.48	0.52	0.03	0.22	0.64	0.23	0.53	0.63	0.31	0.03
Reducing the cost of living	0.34	0.24	0.35	0.48	0.34	0.43	0.32	0.34	0.42	0.33	0.38	0.34	0.33	0.37	0.30	0.37	0.35	0.28	0.38	0.29
Ensuring that my party maintains or wins control of Congress	0.22	0.35	0.27	0.11	0.12	0.18	0.15	0.07	0.22	0.30	0.21	0.25	0.10	0.18	0.29	0.18	0.20	0.30	0.20	0.12
Reducing taxes	0.19	0.02	0.04	0.21	0.48	0.13	0.50	0.46	0.08	0.03	0.03	0.12	0.50	0.22	0.02	0.30	0.11	0.03	0.25	0.43
Fighting crime and ensuring public safety	0.15	0.03	0.03	0.16	0.35	0.24	0.35	0.36	0.06	0.03	0.14	0.09	0.33	0.27	0.03	0.23	0.15	0.02	0.20	0.33
Immigration enforcement	0.15	0.02	0.02	0.06	0.41	0.17	0.45	0.29	0.00	0.01	0.06	0.06	0.49	0.22	0.03	0.23	0.09	0.02	0.17	0.57
Promoting job creation and economic development	0.11	0.07	0.10	0.18	0.11	0.11	0.11	0.16	0.14	0.09	0.10	0.11	0.09	0.13	0.07	0.14	0.08	0.07	0.13	0.10
Improving health care coverage for those in need	0.09	0.15	0.11	0.12	0.02	0.07	0.01	0.03	0.11	0.14	0.10	0.11	0.02	0.08	0.13	0.06	0.12	0.12	0.09	0.01
Protecting immigrant communities	0.09	0.18	0.13	0.06	0.01	0.07	0.00	0.01	0.11	0.14	0.13	0.12	0.00	0.06	0.19	0.03	0.08	0.19	0.03	0.00
Managing artificial intelligence and the building of new data centers	0.08	0.10	0.12	0.07	0.03	0.06	0.00	0.03	0.08	0.13	0.11	0.10	0.00	0.06	0.10	0.06	0.13	0.10	0.08	0.00
Improving public education	0.07	0.08	0.09	0.08	0.02	0.13	0.04	0.03	0.11	0.07	0.11	0.07	0.03	0.10	0.08	0.06	0.07	0.10	0.05	0.03
Promoting housing development	0.05	0.02	0.08	0.09	0.03	0.08	0.01	0.03	0.08	0.07	0.06	0.07	0.02	0.02	0.06	0.05	0.05	0.06	0.06	0.04

Table 25: Q6A/Q6B. Regardless of (whom you supported for Governor/whom you might support), who do you think will win the election and become the next Governor of California? (Statewide Likely Voters)

	Total	Region										Party registration			Likelihood of voting			
		LA County	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento/North Valley	San Joaquin Valley	SF Bay Area	North Coast/Sierras	Demo-crat	Repub-lican	No party preference/other	Likely voters (total)	Already voted	Likely/not voted yet	Not a likely voter
unweighted n	1892.00	424.00	200.00	160.00	169.00	124.00	307.00	186.00	121.00	466.00	42.00	1010.00	478.00	404.00	1892.00	858.00	1034.00	0.00
weighted n	1477.70	329.34	147.55	122.31	159.26	96.97	255.97	152.06	103.91	336.20	30.11	712.76	392.16	372.78	1477.70	390.18	1087.52	0.00
Xavier Becerra	0.71	0.75	0.64	0.61	0.70	0.71	0.62	0.65	0.57	0.79	0.76	0.90	0.27	0.80	0.71	0.69	0.71	-
Steve Hilton	0.16	0.13	0.16	0.25	0.15	0.15	0.24	0.20	0.29	0.11	0.20	0.02	0.50	0.08	0.16	0.14	0.17	-
Don't know	0.13	0.11	0.20	0.15	0.15	0.14	0.15	0.15	0.14	0.10	0.04	0.08	0.23	0.12	0.13	0.18	0.12	-

Table 26: Q6A/Q6B. Regardless of (whom you supported for Governor/whom you might support), who do you think will win the election and become the next Governor of California? (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 (net)	Black	Asian/Pac Isle	1st generation	2nd generation	3rd+ generation
unweighted n	1892.00	1033.00	859.00	162.00	247.00	246.00	503.00	734.00	396.00	338.00	1115.00	400.00	55.00	270.00	367.00	375.00	1140.00
weighted n	1477.70	703.62	774.08	98.18	198.98	191.60	394.94	594.00	328.46	265.54	857.38	316.28	78.95	212.00	238.44	277.57	947.23
Xavier Becerra	0.71	0.71	0.71	0.84	0.77	0.77	0.64	0.69	0.69	0.68	0.70	0.67	0.84	0.77	0.66	0.76	0.70
Steve Hilton	0.16	0.18	0.15	0.03	0.10	0.11	0.25	0.17	0.20	0.12	0.17	0.18	0.12	0.14	0.19	0.12	0.17
Don't know	0.13	0.12	0.14	0.13	0.13	0.12	0.11	0.15	0.11	0.20	0.14	0.15	0.04	0.09	0.15	0.12	0.13

Table 27: Q6A/Q6B. Regardless of (whom you supported for Governor/whom you might support), who do you think will win the election and become the next Governor of California? (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	Sepa- rated/ divorced/ widowed	Single/ never married	Protes- tant/ Christian	Other Catholic religion	Atheist	No pre- ference	
unweighted n	1892.00	142.00	441.00	678.00	629.00	218.00	542.00	640.00	440.00	1166.00	330.00	393.00	489.00	357.00	186.00	308.00	549.00
weighted n	1477.70	116.42	552.91	498.15	309.04	166.85	469.66	494.63	310.47	885.42	291.63	298.16	460.14	253.55	146.71	200.21	414.98
Xavier Becerra	0.71	0.57	0.61	0.75	0.84	0.65	0.68	0.70	0.81	0.69	0.63	0.82	0.56	0.69	0.78	0.89	0.76
Steve Hilton	0.16	0.20	0.21	0.14	0.10	0.11	0.19	0.16	0.13	0.19	0.20	0.05	0.27	0.20	0.10	0.03	0.11
Don't know	0.13	0.22	0.18	0.11	0.05	0.24	0.13	0.14	0.06	0.12	0.17	0.12	0.17	0.11	0.12	0.08	0.13

Table 28: Q6A/Q6B. Regardless of (whom you supported for Governor/whom you might support), who do you think will win the election and become the next Governor of California? (Statewide Likely Voters)

	Total	Political ideology					Political identifiers			Union HH		Tenure		2024 vote for President			
		Strongly conservative	Somewhat conservative	Moderate	Somewhat liberal	Strongly liberal	MAGA	Progressive	Democratic Socialist	Yes	No	Own	Renter/other	Didn't vote	Voted (net)	Harris	Trump
unweighted n	1892.00	200.00	274.00	433.00	425.00	555.00	271.00	838.00	496.00	451.00	1440.00	1228.00	662.00	141.00	1751.00	1184.00	449.00
weighted n	1477.70	189.89	241.10	373.51	309.69	359.84	279.77	573.86	349.72	364.67	1111.50	965.20	511.47	182.35	1295.35	796.89	453.11
Xavier Becerra	0.71	0.21	0.46	0.74	0.92	0.91	0.20	0.90	0.89	0.73	0.70	0.70	0.73	0.79	0.69	0.91	0.31
Steve Hilton	0.16	0.57	0.35	0.11	0.02	0.00	0.58	0.03	0.01	0.19	0.16	0.18	0.13	0.09	0.17	0.01	0.47
Don't know	0.13	0.22	0.19	0.15	0.06	0.09	0.22	0.07	0.10	0.08	0.15	0.12	0.15	0.12	0.13	0.08	0.22

Table 29: Q6A/Q6B. Regardless of (whom you supported for Governor/whom you might support), who do you think will win the election and become the next Governor of California? (Statewide Likely Voters)

	Vote preference for Governor		Top election issues													
	Total	Becerra	Hilton	Undecided/not sure	Reducing taxes	Reducing cost of living	Improving public education	Improving health care coverage for needy	Promoting housing development	Promoting job creation/econ dev	Maintain or win control of Congress	Fighting Trump admin. policies	Protecting immigrant communities	Fighting crime/ensuring public safety	Immigration enforcement	Managing AI and new data centers
unweighted n	1892.00	1284.00	525.00	83.00	285.00	682.00	151.00	229.00	125.00	201.00	408.00	801.00	206.00	241.00	225.00	133.00
weighted n	1477.70	902.61	503.61	71.48	283.49	507.36	101.89	132.43	78.12	159.61	323.43	587.88	134.76	228.95	220.16	116.42
Xavier Becerra	0.71	0.93	0.32	0.56	0.42	0.70	0.74	0.84	0.88	0.70	0.82	0.92	0.91	0.42	0.26	0.90
Steve Hilton	0.16	0.00	0.47	0.01	0.42	0.16	0.08	0.04	0.06	0.14	0.07	0.01	0.00	0.35	0.54	0.00
Don't know	0.13	0.06	0.21	0.43	0.15	0.14	0.18	0.11	0.06	0.16	0.11	0.07	0.09	0.23	0.20	0.10

Table 30: Q6A/Q6B. Regardless of (whom you supported for Governor/whom you might support), who do you think will win the election and become the next Governor of California? (Statewide Likely Voters)

	Becerra image						Hilton image					Who will be elected governor			Importance of CA electing Latino gov			How electing a Latino gov would make you feel		
	Total	Strongly favorable	Some-what unfavorable	Some-what unfavorable	Strongly unfavorable	No opinion	Strongly favorable	Some-what unfavorable	Some-what unfavorable	Strongly unfavorable	No opinion	Becerra	Hilton	Don't know	Impor- tant	Not im- portant	Don't know	Proud	Indif- ferent	Uneasy
unweighted n	1892.00	442.00	686.00	209.00	460.00	95.00	363.00	184.00	227.00	946.00	172.00	1431.00	247.00	214.00	808.00	971.00	113.00	795.00	748.00	114.00
weighted n	1477.70	319.87	468.44	160.94	447.86	80.59	350.18	156.99	185.68	644.11	140.74	1042.30	241.09	194.32	520.50	854.61	102.59	525.73	621.09	106.21
Xavier Becerra	0.71	0.95	0.90	0.72	0.36	0.48	0.26	0.48	0.92	0.95	0.65	1.00	0.00	0.00	0.91	0.59	0.66	0.93	0.67	0.22
Steve Hilton	0.16	0.01	0.01	0.09	0.47	0.10	0.56	0.23	0.00	0.00	0.04	0.00	1.00	0.00	0.01	0.27	0.04	0.01	0.19	0.55
Don't know	0.13	0.04	0.09	0.18	0.18	0.41	0.18	0.29	0.08	0.05	0.31	0.00	0.00	1.00	0.08	0.14	0.30	0.06	0.14	0.22

Table 31: Q7A/Q7B. Xavier Becerra could become California’s first elected Latino governor. How important do you feel it is for California to elect its first Latino governor? (Statewide Likely Voters)

	Total	Region										Party registration			Likelihood of voting			
		LA County	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento/ North Valley	San Joaquin Valley	SF Bay Area	North Coast/ Sierras	Demo- crat	Repub- lican	No party preference/other	Likely voters (total)	Already voted	Likely/not voted yet	Not a likely voter
unweighted n	1892.00	424.00	200.00	160.00	169.00	124.00	307.00	186.00	121.00	466.00	42.00	1010.00	478.00	404.00	1892.00	858.00	1034.00	0.00
weighted n	1477.70	329.34	147.55	122.31	159.26	96.97	255.97	152.06	103.91	336.20	30.11	712.76	392.16	372.78	1477.70	390.18	1087.52	0.00
Important (net)	0.35	0.39	0.37	0.25	0.36	0.41	0.29	0.29	0.29	0.38	0.20	0.56	0.04	0.29	0.35	0.37	0.35	-
Very important	0.15	0.18	0.19	0.11	0.16	0.21	0.13	0.11	0.16	0.14	0.01	0.25	0.01	0.12	0.15	0.19	0.14	-
Somewhat important	0.20	0.21	0.18	0.15	0.21	0.20	0.16	0.18	0.13	0.24	0.20	0.31	0.03	0.16	0.20	0.18	0.21	-
Not important (net)	0.58	0.56	0.56	0.68	0.54	0.54	0.62	0.60	0.64	0.55	0.78	0.37	0.92	0.63	0.58	0.55	0.59	-
Not too important	0.16	0.19	0.12	0.16	0.10	0.21	0.12	0.12	0.13	0.19	0.18	0.19	0.08	0.18	0.16	0.16	0.16	-
Not at all important	0.42	0.37	0.44	0.53	0.44	0.34	0.49	0.48	0.51	0.35	0.60	0.17	0.84	0.44	0.42	0.39	0.43	-
No opinion	0.07	0.05	0.07	0.06	0.10	0.05	0.09	0.11	0.07	0.07	0.02	0.07	0.05	0.09	0.07	0.08	0.06	-

Table 32: Q7A/Q7B. Xavier Becerra could become California’s first elected Latino governor. How important do you feel it is for California to elect its first Latino governor? (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 (net)	Black	Asian/Pac Isle	1st generation	2nd generation	3rd+ generation
unweighted n	1892.00	1033.00	859.00	162.00	247.00	246.00	503.00	734.00	396.00	338.00	1115.00	400.00	55.00	270.00	367.00	375.00	1140.00
weighted n	1477.70	703.62	774.08	98.18	198.98	191.60	394.94	594.00	328.46	265.54	857.38	316.28	78.95	212.00	238.44	277.57	947.23
Important (net)	0.35	0.28	0.42	0.53	0.43	0.45	0.30	0.30	0.31	0.29	0.33	0.43	0.38	0.33	0.36	0.39	0.34
Very important	0.15	0.10	0.20	0.28	0.13	0.23	0.14	0.12	0.15	0.09	0.12	0.27	0.15	0.14	0.19	0.16	0.13
Somewhat important	0.20	0.18	0.22	0.24	0.30	0.21	0.16	0.18	0.16	0.20	0.21	0.16	0.23	0.19	0.17	0.22	0.20
Not important (net)	0.58	0.66	0.51	0.40	0.51	0.48	0.64	0.62	0.62	0.63	0.60	0.52	0.48	0.62	0.58	0.56	0.59
Not too important	0.16	0.18	0.14	0.15	0.19	0.12	0.13	0.18	0.17	0.20	0.16	0.12	0.18	0.24	0.20	0.17	0.14
Not at all important	0.42	0.48	0.36	0.24	0.32	0.36	0.50	0.44	0.45	0.43	0.44	0.40	0.30	0.38	0.38	0.38	0.45
No opinion	0.07	0.07	0.07	0.07	0.06	0.08	0.06	0.08	0.07	0.08	0.07	0.06	0.14	0.05	0.06	0.06	0.07

Table 33: Q7A/Q7B. Xavier Becerra could become California’s first elected Latino governor. How important do you feel it is for California to elect its first Latino 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	1892.00	142.00	441.00	678.00	629.00	218.00	542.00	640.00	440.00	1166.00	330.00	393.00	489.00	357.00	186.00	308.00	549.00
weighted n	1477.70	116.42	552.91	498.15	309.04	166.85	469.66	494.63	310.47	885.42	291.63	298.16	460.14	253.55	146.71	200.21	414.98
Important (net)	0.35	0.31	0.33	0.36	0.40	0.50	0.34	0.36	0.29	0.33	0.32	0.45	0.21	0.38	0.45	0.50	0.39
Very important	0.15	0.20	0.17	0.15	0.11	0.30	0.15	0.15	0.09	0.13	0.15	0.23	0.09	0.21	0.19	0.16	0.17
Somewhat important	0.20	0.11	0.16	0.21	0.29	0.21	0.19	0.20	0.20	0.20	0.17	0.22	0.12	0.17	0.26	0.34	0.21
Not important (net)	0.58	0.65	0.59	0.58	0.53	0.39	0.57	0.58	0.66	0.61	0.60	0.46	0.73	0.58	0.48	0.42	0.53
Not too important	0.16	0.14	0.13	0.17	0.21	0.11	0.17	0.16	0.18	0.15	0.18	0.18	0.11	0.16	0.19	0.21	0.18
Not at all important	0.42	0.51	0.46	0.41	0.32	0.28	0.41	0.42	0.48	0.47	0.43	0.27	0.62	0.42	0.29	0.21	0.35
No opinion	0.07	0.04	0.08	0.06	0.07	0.11	0.08	0.06	0.05	0.06	0.08	0.09	0.07	0.04	0.07	0.08	0.09

Table 34: Q7A/Q7B. Xavier Becerra could become California’s first elected Latino governor. How important do you feel it is for California to elect its first Latino governor? (Statewide Likely Voters)

	Total	Political ideology					Political identifiers			Union HH		Tenure		2024 vote for President			
		Strongly conservative	Somewhat conservative	Moderate	Somewhat liberal	Strongly liberal	MAGA	Progressive	Democratic Socialist	Yes	No	Own	Renter/ other	Didn’t vote	Voted (net)	Harris	Trump
unweighted n	1892.00	200.00	274.00	433.00	425.00	555.00	271.00	838.00	496.00	451.00	1440.00	1228.00	662.00	141.00	1751.00	1184.00	449.00
weighted n	1477.70	189.89	241.10	373.51	309.69	359.84	279.77	573.86	349.72	364.67	1111.50	965.20	511.47	182.35	1295.35	796.89	453.11
Important (net)	0.35	0.04	0.08	0.26	0.50	0.67	0.04	0.63	0.64	0.39	0.34	0.29	0.48	0.34	0.35	0.54	0.04
Very important	0.15	0.02	0.04	0.13	0.17	0.31	0.02	0.27	0.32	0.17	0.15	0.11	0.23	0.14	0.16	0.24	0.02
Somewhat important	0.20	0.02	0.04	0.13	0.33	0.37	0.03	0.36	0.32	0.22	0.19	0.18	0.24	0.20	0.20	0.30	0.01
Not important (net)	0.58	0.96	0.89	0.61	0.43	0.26	0.93	0.31	0.24	0.56	0.58	0.64	0.45	0.54	0.58	0.39	0.93
Not too important	0.16	0.03	0.08	0.20	0.25	0.17	0.06	0.18	0.13	0.15	0.16	0.17	0.14	0.22	0.15	0.21	0.05
Not at all important	0.42	0.93	0.81	0.42	0.18	0.09	0.87	0.13	0.11	0.41	0.42	0.47	0.31	0.32	0.43	0.17	0.88
No opinion	0.07	0.01	0.03	0.12	0.07	0.07	0.02	0.07	0.12	0.05	0.08	0.07	0.07	0.12	0.06	0.07	0.04

Table 35: Q7A/Q7B. Xavier Becerra could become California’s first elected Latino governor. How important do you feel it is for California to elect its first Latino governor? (Statewide Likely Voters)

	Vote preference for Governor				Top election issues											
	Total	Becerra	Hilton	Undecided/ not sure	Reducing taxes	Reducing cost of living	Improving public education	Improving health care coverage for needy	Promoting housing development	Promoting job creation/ econ dev	Maintain or win control of Congress	Fighting Trump admin. policies	Protecting immigrant communities	Fighting crime/ ensuring public safety	Immigration enforcement	Managing AI and new data centers
unweighted n	1892.00	1284.00	525.00	83.00	285.00	682.00	151.00	229.00	125.00	201.00	408.00	801.00	206.00	241.00	225.00	133.00
weighted n	1477.70	902.61	503.61	71.48	283.49	507.36	101.89	132.43	78.12	159.61	323.43	587.88	134.76	228.95	220.16	116.42
Important (net)	0.35	0.54	0.03	0.31	0.04	0.31	0.43	0.50	0.38	0.22	0.46	0.57	0.75	0.06	0.06	0.45
Very important	0.15	0.24	0.00	0.09	0.02	0.11	0.19	0.16	0.13	0.09	0.18	0.26	0.47	0.01	0.02	0.23
Somewhat important	0.20	0.30	0.02	0.22	0.02	0.20	0.24	0.34	0.24	0.13	0.28	0.31	0.28	0.05	0.04	0.22
Not important (net)	0.58	0.38	0.94	0.52	0.92	0.62	0.50	0.41	0.56	0.73	0.48	0.34	0.19	0.87	0.89	0.43
Not too important	0.16	0.22	0.07	0.06	0.07	0.18	0.22	0.28	0.23	0.25	0.18	0.17	0.14	0.10	0.02	0.22
Not at all important	0.42	0.16	0.87	0.46	0.85	0.43	0.28	0.13	0.33	0.49	0.30	0.17	0.05	0.76	0.87	0.21
No opinion	0.07	0.08	0.04	0.17	0.04	0.07	0.07	0.09	0.07	0.05	0.06	0.09	0.06	0.07	0.04	0.11

Table 36: Q7A/Q7B. Xavier Becerra could become California’s first elected Latino governor. How important do you feel it is for California to elect its first Latino governor? (Statewide Likely Voters)

	Becerra image						Hilton image						Who will be elected governor			Importance of CA electing Latino gov			How electing a Latino gov would make you feel		
	Total	Strongly favorable	Some-what favorable	Some-what unfavorable	Strongly unfavorable	No opinion	Strongly favorable	Some-what favorable	Some-what unfavorable	Strongly unfavorable	No opinion	Becerra	Hilton	Don't know	Impor- tant	Not im- portant	Don't know	Proud	Indif- ferent	Uneasy	
unweighted n	1892.00	442.00	686.00	209.00	460.00	95.00	363.00	184.00	227.00	946.00	172.00	1431.00	247.00	214.00	808.00	971.00	113.00	795.00	748.00	114.00	
weighted n	1477.70	319.87	468.44	160.94	447.86	80.59	350.18	156.99	185.68	644.11	140.74	1042.30	241.09	194.32	520.50	854.61	102.59	525.73	621.09	106.21	
Important (net)	0.35	0.66	0.49	0.28	0.01	0.34	0.04	0.09	0.42	0.55	0.43	0.45	0.03	0.21	1.00	0.00	0.00	0.80	0.13	0.02	
Very important	0.15	0.39	0.18	0.04	0.00	0.09	0.01	0.04	0.17	0.23	0.23	0.19	0.00	0.13	0.43	0.00	0.00	0.41	0.00	0.01	
Somewhat important	0.20	0.27	0.31	0.24	0.01	0.25	0.02	0.05	0.25	0.32	0.19	0.26	0.02	0.08	0.57	0.00	0.00	0.39	0.13	0.01	
Not important (net)	0.58	0.28	0.42	0.57	0.96	0.58	0.94	0.83	0.48	0.38	0.44	0.48	0.96	0.63	0.00	1.00	0.00	0.17	0.82	0.97	
Not too important	0.16	0.15	0.27	0.22	0.04	0.11	0.05	0.11	0.26	0.20	0.18	0.19	0.07	0.10	0.00	0.28	0.00	0.12	0.24	0.06	
Not at all important	0.42	0.14	0.15	0.35	0.92	0.48	0.90	0.72	0.22	0.17	0.26	0.29	0.89	0.53	0.00	0.72	0.00	0.06	0.57	0.91	
No opinion	0.07	0.05	0.09	0.15	0.03	0.08	0.02	0.08	0.10	0.07	0.13	0.06	0.02	0.16	0.00	0.00	1.00	0.02	0.05	0.01	

Table 37: Q8A/Q8B. How does the possibility of California electing its first Latino governor make you feel? (Statewide Likely Voters)

	Total	Region										Party registration			Likelihood of voting			
		LA County	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento/ North Valley	San Joaquin Valley	SF Bay Area	North Coast/ Sierras	Demo- crat	Repub- lican	No party preference/other	Likely voters (total)	Already voted	Likely/not voted yet	Not a likely voter
unweighted n	1892.00	424.00	200.00	160.00	169.00	124.00	307.00	186.00	121.00	466.00	42.00	1010.00	478.00	404.00	1892.00	858.00	1034.00	0.00
weighted n	1477.70	329.34	147.55	122.31	159.26	96.97	255.97	152.06	103.91	336.20	30.11	712.76	392.16	372.78	1477.70	390.18	1087.52	0.00
Proud (net)	0.36	0.41	0.32	0.30	0.35	0.45	0.26	0.28	0.24	0.40	0.18	0.58	0.03	0.28	0.36	0.38	0.35	-
Very proud	0.18	0.20	0.15	0.17	0.25	0.21	0.16	0.16	0.15	0.17	0.11	0.31	0.01	0.13	0.18	0.20	0.18	-
Somewhat proud	0.17	0.20	0.18	0.12	0.11	0.24	0.11	0.12	0.10	0.23	0.08	0.27	0.02	0.15	0.17	0.18	0.17	-
Indifferent	0.42	0.39	0.44	0.43	0.36	0.42	0.49	0.52	0.45	0.40	0.58	0.30	0.53	0.53	0.42	0.38	0.44	-
Uneasy (net)	0.07	0.06	0.08	0.11	0.14	0.00	0.08	0.07	0.10	0.05	0.09	0.01	0.20	0.05	0.07	0.08	0.07	-
Somewhat uneasy	0.02	0.01	0.01	0.03	0.03	0.00	0.02	0.04	0.00	0.02	0.00	0.01	0.03	0.01	0.02	0.02	0.02	-
Very uneasy	0.06	0.05	0.07	0.08	0.11	0.00	0.06	0.03	0.10	0.03	0.09	0.00	0.17	0.03	0.06	0.06	0.05	-
No opinion	0.15	0.15	0.16	0.16	0.15	0.13	0.17	0.13	0.21	0.15	0.14	0.11	0.24	0.14	0.15	0.16	0.15	-

Table 38: Q8A/Q8B. How does the possibility of California electing its first Latino governor make you feel? (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 (net)	Black	Asian/Pac Isle	1st generation	2nd generation	3rd+ generation
unweighted n	1892.00	1033.00	859.00	162.00	247.00	246.00	503.00	734.00	396.00	338.00	1115.00	400.00	55.00	270.00	367.00	375.00	1140.00
weighted n	1477.70	703.62	774.08	98.18	198.98	191.60	394.94	594.00	328.46	265.54	857.38	316.28	78.95	212.00	238.44	277.57	947.23
Proud (net)	0.36	0.29	0.42	0.43	0.44	0.43	0.27	0.35	0.36	0.34	0.34	0.45	0.31	0.31	0.38	0.38	0.34
Very proud	0.18	0.12	0.24	0.25	0.18	0.24	0.14	0.18	0.22	0.13	0.16	0.32	0.13	0.13	0.21	0.19	0.17
Somewhat proud	0.17	0.17	0.17	0.18	0.26	0.18	0.14	0.17	0.14	0.20	0.19	0.14	0.19	0.18	0.17	0.18	0.18
Indifferent	0.42	0.47	0.37	0.45	0.38	0.43	0.39	0.45	0.45	0.45	0.44	0.32	0.46	0.46	0.38	0.41	0.43
Uneasy (net)	0.07	0.08	0.06	0.01	0.04	0.06	0.11	0.07	0.06	0.08	0.08	0.05	0.00	0.08	0.11	0.02	0.08
Somewhat uneasy	0.02	0.02	0.01	0.00	0.01	0.01	0.02	0.02	0.01	0.03	0.02	0.01	0.00	0.02	0.04	0.01	0.02
Very uneasy	0.06	0.06	0.05	0.01	0.03	0.05	0.09	0.05	0.05	0.05	0.07	0.04	0.00	0.06	0.08	0.02	0.06
No opinion	0.15	0.16	0.15	0.10	0.14	0.09	0.23	0.13	0.13	0.14	0.14	0.17	0.22	0.15	0.13	0.19	0.15

Table 39: Q8A/Q8B. How does the possibility of California electing its first Latino governor make you feel? (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	Other Catholic religion	Atheist	No preference	
unweighted n	1892.00	142.00	441.00	678.00	629.00	218.00	542.00	640.00	440.00	1166.00	330.00	393.00	489.00	357.00	186.00	308.00	549.00
weighted n	1477.70	116.42	552.91	498.15	309.04	166.85	469.66	494.63	310.47	885.42	291.63	298.16	460.14	253.55	146.71	200.21	414.98
Proud (net)	0.36	0.34	0.33	0.37	0.39	0.46	0.35	0.36	0.32	0.32	0.35	0.46	0.21	0.40	0.49	0.51	0.37
Very proud	0.18	0.24	0.20	0.17	0.15	0.30	0.19	0.17	0.14	0.15	0.20	0.26	0.12	0.26	0.18	0.20	0.20
Somewhat proud	0.17	0.09	0.13	0.20	0.24	0.16	0.16	0.19	0.18	0.17	0.15	0.20	0.09	0.14	0.32	0.30	0.17
Indifferent	0.42	0.41	0.37	0.45	0.47	0.36	0.38	0.42	0.53	0.44	0.40	0.39	0.46	0.38	0.38	0.39	0.42
Uneasy (net)	0.07	0.08	0.10	0.05	0.04	0.07	0.10	0.06	0.05	0.08	0.07	0.05	0.11	0.08	0.03	0.03	0.06
Somewhat uneasy	0.02	0.03	0.02	0.02	0.00	0.03	0.01	0.02	0.02	0.02	0.03	0.01	0.02	0.01	0.00	0.01	0.02
Very uneasy	0.06	0.05	0.09	0.03	0.04	0.04	0.09	0.04	0.03	0.06	0.05	0.04	0.09	0.07	0.03	0.02	0.03
No opinion	0.15	0.17	0.20	0.13	0.10	0.12	0.17	0.17	0.10	0.16	0.18	0.10	0.21	0.14	0.09	0.07	0.15

Table 40: Q8A/Q8B. How does the possibility of California electing its first Latino governor make you feel? (Statewide Likely Voters)

	Total	Political ideology					Political identifiers			Union HH		Tenure		2024 vote for President			
		Strongly conservative	Somewhat conservative	Moderate	Somewhat liberal	Strongly liberal	MAGA	Progressive	Democratic Socialist	Yes	No	Own	Renter/ other	Didn't vote	Voted (net)	Harris	Trump
unweighted n	1892.00	200.00	274.00	433.00	425.00	555.00	271.00	838.00	496.00	451.00	1440.00	1228.00	662.00	141.00	1751.00	1184.00	449.00
weighted n	1477.70	189.89	241.10	373.51	309.69	359.84	279.77	573.86	349.72	364.67	1111.50	965.20	511.47	182.35	1295.35	796.89	453.11
Proud (net)	0.36	0.03	0.06	0.25	0.55	0.66	0.03	0.62	0.62	0.40	0.34	0.30	0.47	0.33	0.36	0.56	0.03
Very proud	0.18	0.01	0.03	0.17	0.24	0.34	0.01	0.32	0.35	0.21	0.17	0.15	0.25	0.15	0.19	0.29	0.01
Somewhat proud	0.17	0.02	0.04	0.08	0.32	0.32	0.01	0.30	0.27	0.19	0.17	0.15	0.21	0.18	0.17	0.26	0.02
Indifferent	0.42	0.48	0.61	0.50	0.34	0.25	0.48	0.28	0.27	0.39	0.43	0.45	0.36	0.48	0.41	0.33	0.54
Uneasy (net)	0.07	0.28	0.13	0.05	0.01	0.01	0.25	0.01	0.01	0.06	0.08	0.08	0.06	0.07	0.07	0.01	0.19
Somewhat uneasy	0.02	0.03	0.03	0.02	0.01	0.00	0.05	0.01	0.00	0.01	0.02	0.02	0.02	0.03	0.02	0.01	0.03
Very uneasy	0.06	0.25	0.10	0.02	0.00	0.00	0.20	0.01	0.00	0.05	0.06	0.06	0.04	0.04	0.06	0.00	0.15
No opinion	0.15	0.21	0.20	0.20	0.10	0.08	0.24	0.08	0.10	0.15	0.15	0.17	0.12	0.13	0.16	0.11	0.24

Table 41: Q8A/Q8B. How does the possibility of California electing its first Latino governor make you feel? (Statewide Likely Voters)

	Vote preference for Governor				Top election issues											
	Total	Becerra	Hilton	Undecided/ not sure	Reducing taxes	Reducing cost of living	Improving public education	Improving health care coverage for needy	Promoting housing development	Promoting job creation/ econ dev	Maintain or win control of Congress	Fighting Trump admin. policies	Protecting immigrant communities	Fighting crime/ ensuring public safety	Immigration enforcement	Managing AI and new data centers
unweighted n	1892.00	1284.00	525.00	83.00	285.00	682.00	151.00	229.00	125.00	201.00	408.00	801.00	206.00	241.00	225.00	133.00
weighted n	1477.70	902.61	503.61	71.48	283.49	507.36	101.89	132.43	78.12	159.61	323.43	587.88	134.76	228.95	220.16	116.42
Proud (net)	0.36	0.55	0.03	0.14	0.05	0.29	0.53	0.49	0.43	0.24	0.48	0.57	0.76	0.04	0.06	0.47
Very proud	0.18	0.29	0.01	0.00	0.02	0.14	0.27	0.18	0.16	0.12	0.27	0.30	0.51	0.01	0.02	0.27
Somewhat proud	0.17	0.26	0.03	0.13	0.03	0.15	0.26	0.31	0.27	0.12	0.22	0.27	0.24	0.03	0.04	0.21
Indifferent	0.42	0.34	0.54	0.56	0.54	0.46	0.33	0.40	0.45	0.51	0.38	0.33	0.15	0.55	0.49	0.42
Uneasy (net)	0.07	0.01	0.19	0.04	0.16	0.06	0.03	0.01	0.05	0.07	0.04	0.01	0.00	0.15	0.27	0.00
Somewhat uneasy	0.02	0.01	0.04	0.00	0.03	0.01	0.00	0.01	0.01	0.05	0.01	0.01	0.00	0.05	0.02	0.00
Very uneasy	0.06	0.00	0.16	0.04	0.13	0.05	0.03	0.00	0.05	0.02	0.03	0.00	0.00	0.10	0.25	0.00
No opinion	0.15	0.10	0.23	0.26	0.25	0.18	0.11	0.11	0.07	0.19	0.09	0.10	0.09	0.26	0.18	0.10

Table 42: Q8A/Q8B. How does the possibility of California electing its first Latino governor make you feel? (Statewide Likely Voters)

	Becerra image						Hilton image					Who will be elected governor			Importance of CA electing Latino gov			How electing a Latino gov would make you feel		
	Total	Strongly favorable	Some-what favor-able	Some-what unfavor-able	Strongly unfavorable	No opinion	Strongly favorable	Some-what favor-able	Some-what unfavor-able	Strongly unfavorable	No opinion	Becerra	Hilton	Don't know	Import-ant	Not im-portant	Don't know	Proud	Indif-ferent	Uneasy
unweighted n	1892.00	442.00	686.00	209.00	460.00	95.00	363.00	184.00	227.00	946.00	172.00	1431.00	247.00	214.00	808.00	971.00	113.00	795.00	748.00	114.00
weighted n	1477.70	319.87	468.44	160.94	447.86	80.59	350.18	156.99	185.68	644.11	140.74	1042.30	241.09	194.32	520.50	854.61	102.59	525.73	621.09	106.21
Proud (net)	0.36	0.74	0.48	0.23	0.02	0.21	0.03	0.07	0.45	0.56	0.42	0.47	0.03	0.16	0.81	0.11	0.13	1.00	0.00	0.00
Very proud	0.18	0.50	0.20	0.05	0.01	0.06	0.02	0.02	0.20	0.30	0.21	0.24	0.01	0.08	0.46	0.03	0.04	0.51	0.00	0.00
Somewhat proud	0.17	0.25	0.28	0.18	0.01	0.15	0.02	0.05	0.26	0.26	0.21	0.23	0.01	0.08	0.35	0.08	0.09	0.49	0.00	0.00
Indifferent	0.42	0.17	0.42	0.52	0.57	0.44	0.54	0.54	0.42	0.34	0.35	0.40	0.48	0.45	0.16	0.59	0.33	0.00	1.00	0.00
Uneasy (net)	0.07	0.01	0.00	0.04	0.18	0.16	0.22	0.12	0.01	0.01	0.03	0.02	0.24	0.12	0.00	0.12	0.02	0.00	0.00	1.00
Somewhat uneasy	0.02	0.01	0.00	0.03	0.03	0.04	0.04	0.03	0.01	0.00	0.01	0.01	0.02	0.04	0.00	0.03	0.00	0.00	0.00	0.23
Very uneasy	0.06	0.00	0.00	0.01	0.15	0.12	0.18	0.08	0.01	0.00	0.02	0.01	0.22	0.08	0.00	0.09	0.01	0.00	0.00	0.77
No opinion	0.15	0.08	0.10	0.21	0.24	0.19	0.21	0.27	0.11	0.09	0.20	0.11	0.25	0.27	0.03	0.18	0.53	0.00	0.00	0.00

Table 43: Q9A/Q9B(1). Do you agree or disagree with the following statements about the possibility of California electing its first Latino governor? - Electing a Latino governor will help ease fears in the Latino community (Statewide Likely Voters)

	Total	Region										Party registration			Likelihood of voting			
		LA County	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento/ North Valley	San Joaquin Valley	SF Bay Area	North Coast/ Sierras	Demo- crat	Repub- lican	No party preference/other	Likely voters (total)	Already voted	Likely/not voted yet	Not a likely voter
unweighted n	1892.00	424.00	200.00	160.00	169.00	124.00	307.00	186.00	121.00	466.00	42.00	1010.00	478.00	404.00	1892.00	858.00	1034.00	0.00
weighted n	1477.70	329.34	147.55	122.31	159.26	96.97	255.97	152.06	103.91	336.20	30.11	712.76	392.16	372.78	1477.70	390.18	1087.52	0.00
Agree (net)	0.44	0.45	0.43	0.40	0.46	0.47	0.35	0.36	0.33	0.49	0.48	0.60	0.17	0.42	0.44	0.51	0.41	-
Agree strongly	0.08	0.09	0.10	0.05	0.14	0.07	0.04	0.02	0.07	0.08	0.14	0.12	0.03	0.07	0.08	0.12	0.07	-
Agree somewhat	0.36	0.36	0.34	0.36	0.33	0.40	0.31	0.34	0.26	0.41	0.35	0.48	0.14	0.35	0.36	0.40	0.34	-
Disagree (net)	0.32	0.36	0.33	0.31	0.33	0.29	0.30	0.25	0.37	0.28	0.27	0.20	0.54	0.30	0.32	0.24	0.34	-
Disagree somewhat	0.13	0.15	0.14	0.12	0.11	0.12	0.11	0.11	0.10	0.16	0.03	0.13	0.14	0.13	0.13	0.08	0.15	-
Disagree strongly	0.18	0.21	0.19	0.19	0.22	0.17	0.19	0.14	0.26	0.12	0.24	0.07	0.40	0.17	0.18	0.16	0.19	-
No opinion	0.24	0.19	0.23	0.28	0.20	0.24	0.35	0.38	0.31	0.23	0.25	0.20	0.29	0.28	0.24	0.25	0.24	-

Table 44: Q9A/Q9B(1). Do you agree or disagree with the following statements about the possibility of California electing its first Latino governor? - Electing a Latino governor will help ease fears in the Latino community (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 (net)	Black	Asian/Pac Isle	1st generation	2nd generation	3rd+ generation
unweighted n	1892.00	1033.00	859.00	162.00	247.00	246.00	503.00	734.00	396.00	338.00	1115.00	400.00	55.00	270.00	367.00	375.00	1140.00
weighted n	1477.70	703.62	774.08	98.18	198.98	191.60	394.94	594.00	328.46	265.54	857.38	316.28	78.95	212.00	238.44	277.57	947.23
Agree (net)	0.44	0.40	0.47	0.52	0.37	0.44	0.38	0.49	0.49	0.49	0.44	0.40	0.44	0.52	0.48	0.41	0.43
Agree strongly	0.08	0.08	0.09	0.09	0.10	0.10	0.05	0.09	0.10	0.08	0.07	0.13	0.09	0.08	0.12	0.09	0.07
Agree somewhat	0.36	0.33	0.38	0.43	0.27	0.34	0.32	0.40	0.39	0.42	0.37	0.28	0.35	0.44	0.36	0.32	0.36
Disagree (net)	0.32	0.35	0.28	0.30	0.42	0.35	0.35	0.25	0.29	0.20	0.29	0.43	0.30	0.29	0.29	0.39	0.31
Disagree somewhat	0.13	0.14	0.13	0.18	0.24	0.15	0.11	0.10	0.11	0.09	0.13	0.18	0.07	0.11	0.10	0.20	0.12
Disagree strongly	0.18	0.21	0.16	0.12	0.18	0.20	0.24	0.15	0.18	0.11	0.15	0.26	0.23	0.18	0.18	0.19	0.18
No opinion	0.24	0.24	0.25	0.18	0.21	0.21	0.27	0.26	0.22	0.31	0.28	0.16	0.26	0.19	0.23	0.21	0.26

Table 45: Q9A/Q9B(1). Do you agree or disagree with the following statements about the possibility of California electing its first Latino governor? - Electing a Latino governor will help ease fears in the Latino community (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	1892.00	142.00	441.00	678.00	629.00	218.00	542.00	640.00	440.00	1166.00	330.00	393.00	489.00	357.00	186.00	308.00	549.00
weighted n	1477.70	116.42	552.91	498.15	309.04	166.85	469.66	494.63	310.47	885.42	291.63	298.16	460.14	253.55	146.71	200.21	414.98
Agree (net)	0.44	0.46	0.40	0.47	0.45	0.58	0.44	0.43	0.39	0.40	0.49	0.51	0.36	0.42	0.55	0.52	0.45
Agree strongly	0.08	0.16	0.09	0.08	0.05	0.18	0.10	0.06	0.05	0.07	0.08	0.13	0.07	0.13	0.10	0.11	0.04
Agree somewhat	0.36	0.31	0.31	0.39	0.40	0.40	0.34	0.37	0.34	0.33	0.41	0.38	0.29	0.29	0.45	0.41	0.41
Disagree (net)	0.32	0.30	0.32	0.31	0.33	0.17	0.35	0.32	0.34	0.35	0.23	0.30	0.35	0.34	0.31	0.27	0.29
Disagree somewhat	0.13	0.10	0.12	0.14	0.17	0.07	0.15	0.14	0.14	0.14	0.09	0.15	0.10	0.13	0.22	0.18	0.13
Disagree strongly	0.18	0.21	0.20	0.17	0.16	0.10	0.20	0.18	0.20	0.21	0.14	0.15	0.25	0.21	0.09	0.09	0.16
No opinion	0.24	0.23	0.28	0.22	0.22	0.25	0.21	0.25	0.26	0.25	0.28	0.19	0.29	0.24	0.14	0.21	0.25

Table 46: Q9A/Q9B(1). Do you agree or disagree with the following statements about the possibility of California electing its first Latino governor? - Electing a Latino governor will help ease fears in the Latino community (Statewide Likely Voters)

	Total	Political ideology					Political identifiers			Union HH		Tenure		2024 vote for President			
		Strongly conservative	Somewhat conservative	Moderate	Somewhat liberal	Strongly liberal	MAGA	Progressive	Democratic Socialist	Yes	No	Own	Renter/ other	Didn't vote	Voted (net)	Harris	Trump
unweighted n	1892.00	200.00	274.00	433.00	425.00	555.00	271.00	838.00	496.00	451.00	1440.00	1228.00	662.00	141.00	1751.00	1184.00	449.00
weighted n	1477.70	189.89	241.10	373.51	309.69	359.84	279.77	573.86	349.72	364.67	1111.50	965.20	511.47	182.35	1295.35	796.89	453.11
Agree (net)	0.44	0.11	0.27	0.47	0.60	0.56	0.17	0.59	0.57	0.45	0.43	0.41	0.50	0.49	0.43	0.58	0.17
Agree strongly	0.08	0.04	0.04	0.10	0.09	0.10	0.04	0.11	0.14	0.06	0.09	0.05	0.14	0.09	0.08	0.11	0.04
Agree somewhat	0.36	0.07	0.23	0.36	0.51	0.46	0.12	0.48	0.44	0.39	0.35	0.36	0.36	0.41	0.35	0.48	0.12
Disagree (net)	0.32	0.61	0.46	0.25	0.17	0.26	0.54	0.23	0.23	0.38	0.30	0.31	0.33	0.23	0.33	0.21	0.54
Disagree somewhat	0.13	0.11	0.17	0.07	0.14	0.19	0.12	0.16	0.16	0.17	0.12	0.12	0.17	0.10	0.14	0.14	0.14
Disagree strongly	0.18	0.49	0.30	0.17	0.04	0.07	0.42	0.07	0.07	0.21	0.17	0.19	0.16	0.13	0.19	0.07	0.40
No opinion	0.24	0.28	0.27	0.29	0.23	0.18	0.30	0.18	0.19	0.17	0.27	0.28	0.17	0.28	0.24	0.21	0.29

Table 47: Q9A/Q9B(1). Do you agree or disagree with the following statements about the possibility of California electing its first Latino governor? - Electing a Latino governor will help ease fears in the Latino community (Statewide Likely Voters)

	Vote preference for Governor				Top election issues											
	Total	Becerra	Hilton	Undecided/ not sure	Reducing taxes	Reducing cost of living	Improving public education	Improving health care coverage for needy	Promoting housing development	Promoting job creation/ econ dev	Maintain or win control of Congress	Fighting Trump admin. policies	Protecting immigrant communities	Fighting crime/ ensuring public safety	Immigration enforcement	Managing AI and new data centers
unweighted n	1892.00	1284.00	525.00	83.00	285.00	682.00	151.00	229.00	125.00	201.00	408.00	801.00	206.00	241.00	225.00	133.00
weighted n	1477.70	902.61	503.61	71.48	283.49	507.36	101.89	132.43	78.12	159.61	323.43	587.88	134.76	228.95	220.16	116.42
Agree (net)	0.44	0.60	0.18	0.20	0.18	0.42	0.54	0.58	0.41	0.41	0.53	0.62	0.62	0.21	0.13	0.63
Agree strongly	0.08	0.11	0.03	0.10	0.03	0.07	0.10	0.09	0.08	0.04	0.11	0.13	0.12	0.05	0.04	0.07
Agree somewhat	0.36	0.49	0.16	0.10	0.15	0.35	0.44	0.49	0.33	0.37	0.42	0.49	0.49	0.16	0.08	0.56
Disagree (net)	0.32	0.19	0.51	0.53	0.49	0.33	0.27	0.26	0.30	0.39	0.23	0.18	0.23	0.54	0.49	0.14
Disagree somewhat	0.13	0.14	0.12	0.21	0.11	0.16	0.17	0.20	0.22	0.19	0.15	0.11	0.19	0.10	0.10	0.08
Disagree strongly	0.18	0.06	0.39	0.32	0.38	0.17	0.09	0.06	0.08	0.20	0.08	0.07	0.04	0.44	0.39	0.05
No opinion	0.24	0.21	0.31	0.27	0.32	0.25	0.20	0.16	0.29	0.21	0.25	0.20	0.16	0.25	0.39	0.23

Table 48: Q9A/Q9B(1). Do you agree or disagree with the following statements about the possibility of California electing its first Latino governor? - Electing a Latino governor will help ease fears in the Latino community (Statewide Likely Voters)

	Becerra image						Hilton image					Who will be elected governor			Importance of CA electing Latino gov			How electing a Latino gov would make you feel		
	Total	Strongly favorable	Somewhat favorable	Somewhat unfavorable	Strongly unfavorable	No opinion	Strongly favorable	Somewhat favorable	Somewhat unfavorable	Strongly unfavorable	No opinion	Becerra	Hilton	Don't know	Important	Not important	Don't know	Proud	Indifferent	Uneasy
unweighted n	1892.00	442.00	686.00	209.00	460.00	95.00	363.00	184.00	227.00	946.00	172.00	1431.00	247.00	214.00	808.00	971.00	113.00	795.00	748.00	114.00
weighted n	1477.70	319.87	468.44	160.94	447.86	80.59	350.18	156.99	185.68	644.11	140.74	1042.30	241.09	194.32	520.50	854.61	102.59	525.73	621.09	106.21
Agree (net)	0.44	0.74	0.59	0.23	0.14	0.39	0.17	0.29	0.48	0.60	0.51	0.55	0.10	0.26	0.75	0.28	0.23	0.72	0.34	0.16
Agree strongly	0.08	0.23	0.06	0.03	0.02	0.09	0.03	0.09	0.07	0.11	0.10	0.10	0.01	0.07	0.19	0.02	0.04	0.18	0.02	0.07
Agree somewhat	0.36	0.51	0.54	0.20	0.13	0.30	0.14	0.20	0.40	0.49	0.41	0.45	0.09	0.20	0.56	0.26	0.19	0.55	0.32	0.09
Disagree (net)	0.32	0.13	0.19	0.47	0.55	0.21	0.53	0.45	0.27	0.21	0.17	0.24	0.65	0.34	0.15	0.43	0.20	0.16	0.37	0.62
Disagree somewhat	0.13	0.09	0.13	0.30	0.12	0.09	0.12	0.14	0.16	0.15	0.07	0.14	0.11	0.16	0.11	0.15	0.14	0.13	0.16	0.07
Disagree strongly	0.18	0.03	0.05	0.17	0.44	0.12	0.41	0.31	0.11	0.06	0.10	0.10	0.54	0.18	0.04	0.29	0.06	0.04	0.21	0.56
No opinion	0.24	0.13	0.22	0.30	0.30	0.40	0.30	0.26	0.25	0.19	0.32	0.22	0.25	0.39	0.11	0.29	0.57	0.11	0.29	0.22

Table 49: Q9A/Q9B(2). Do you agree or disagree with the following statements about the possibility of California electing its first Latino governor? - Electing a Latino governor has the potential of worsening racial tensions in California (Statewide Likely Voters)

	Total	Region										Party registration			Likelihood of voting			
		LA County	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento/ North Valley	San Joaquin Valley	SF Bay Area	North Coast/ Sierras	Demo- crat	Repub- lican	No party preference/other	Likely voters (total)	Already voted	Likely/not voted yet	Not a likely voter
unweighted n	1892.00	424.00	200.00	160.00	169.00	124.00	307.00	186.00	121.00	466.00	42.00	1010.00	478.00	404.00	1892.00	858.00	1034.00	0.00
weighted n	1477.70	329.34	147.55	122.31	159.26	96.97	255.97	152.06	103.91	336.20	30.11	712.76	392.16	372.78	1477.70	390.18	1087.52	0.00
Agree (net)	0.21	0.19	0.26	0.34	0.20	0.19	0.23	0.23	0.24	0.18	0.17	0.13	0.36	0.22	0.21	0.23	0.21	-
Agree strongly	0.09	0.08	0.08	0.16	0.11	0.06	0.10	0.06	0.16	0.05	0.09	0.02	0.21	0.07	0.09	0.08	0.09	-
Agree somewhat	0.13	0.11	0.18	0.18	0.10	0.12	0.13	0.17	0.08	0.13	0.08	0.11	0.14	0.15	0.13	0.15	0.12	-
Disagree (net)	0.63	0.66	0.63	0.57	0.60	0.69	0.54	0.54	0.54	0.69	0.72	0.73	0.46	0.63	0.63	0.59	0.65	-
Disagree somewhat	0.25	0.26	0.22	0.27	0.26	0.26	0.18	0.14	0.24	0.28	0.29	0.27	0.18	0.28	0.25	0.23	0.25	-
Disagree strongly	0.38	0.40	0.42	0.29	0.34	0.43	0.37	0.41	0.30	0.41	0.44	0.46	0.28	0.35	0.38	0.36	0.39	-
No opinion	0.15	0.16	0.11	0.10	0.19	0.13	0.22	0.22	0.22	0.13	0.11	0.14	0.18	0.14	0.15	0.18	0.14	-

Table 50: Q9A/Q9B(2). Do you agree or disagree with the following statements about the possibility of California electing its first Latino governor? - Electing a Latino governor has the potential of worsening racial tensions in California (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 (net)	Black	Asian/Pac Isle	1st generation	2nd generation	3rd+ generation
unweighted n	1892.00	1033.00	859.00	162.00	247.00	246.00	503.00	734.00	396.00	338.00	1115.00	400.00	55.00	270.00	367.00	375.00	1140.00
weighted n	1477.70	703.62	774.08	98.18	198.98	191.60	394.94	594.00	328.46	265.54	857.38	316.28	78.95	212.00	238.44	277.57	947.23
Agree (net)	0.21	0.21	0.22	0.19	0.18	0.20	0.27	0.19	0.17	0.22	0.21	0.19	0.17	0.29	0.33	0.16	0.20
Agree strongly	0.09	0.09	0.08	0.09	0.06	0.08	0.13	0.07	0.05	0.08	0.08	0.09	0.02	0.12	0.18	0.02	0.08
Agree somewhat	0.13	0.12	0.13	0.10	0.11	0.12	0.15	0.13	0.12	0.14	0.13	0.10	0.15	0.17	0.15	0.14	0.12
Disagree (net)	0.63	0.64	0.62	0.74	0.70	0.67	0.55	0.63	0.68	0.56	0.63	0.69	0.63	0.58	0.48	0.70	0.65
Disagree somewhat	0.25	0.24	0.26	0.49	0.26	0.32	0.17	0.23	0.21	0.26	0.25	0.25	0.21	0.28	0.18	0.31	0.25
Disagree strongly	0.38	0.41	0.37	0.25	0.44	0.35	0.38	0.40	0.47	0.31	0.39	0.44	0.42	0.29	0.30	0.39	0.40
No opinion	0.15	0.15	0.16	0.06	0.12	0.13	0.17	0.17	0.14	0.22	0.16	0.12	0.20	0.13	0.19	0.13	0.15

Table 51: Q9A/Q9B(2). Do you agree or disagree with the following statements about the possibility of California electing its first Latino governor? - Electing a Latino governor has the potential of worsening racial tensions in California (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	Sepa- rated/ divorced/ widowed	Single/ never married	Protes- tant/ Christian	Catholic	Other religion	Atheist	No pref- erence
unweighted n	1892.00	142.00	441.00	678.00	629.00	218.00	542.00	640.00	440.00	1166.00	330.00	393.00	489.00	357.00	186.00	308.00	549.00
weighted n	1477.70	116.42	552.91	498.15	309.04	166.85	469.66	494.63	310.47	885.42	291.63	298.16	460.14	253.55	146.71	200.21	414.98
Agree (net)	0.21	0.30	0.24	0.19	0.18	0.25	0.23	0.19	0.21	0.24	0.20	0.16	0.24	0.28	0.20	0.14	0.19
Agree strongly	0.09	0.10	0.10	0.06	0.09	0.08	0.11	0.06	0.08	0.08	0.09	0.08	0.12	0.13	0.03	0.03	0.06
Agree somewhat	0.13	0.20	0.13	0.13	0.10	0.17	0.12	0.13	0.12	0.15	0.11	0.08	0.12	0.14	0.16	0.11	0.13
Disagree (net)	0.63	0.57	0.57	0.70	0.66	0.58	0.63	0.64	0.68	0.62	0.61	0.70	0.58	0.59	0.65	0.74	0.66
Disagree somewhat	0.25	0.15	0.24	0.29	0.23	0.30	0.24	0.22	0.26	0.23	0.21	0.33	0.19	0.27	0.23	0.27	0.29
Disagree strongly	0.38	0.43	0.33	0.41	0.43	0.28	0.39	0.42	0.42	0.39	0.40	0.37	0.38	0.32	0.41	0.47	0.37
No opinion	0.15	0.13	0.19	0.12	0.16	0.17	0.14	0.17	0.12	0.15	0.19	0.14	0.18	0.13	0.16	0.12	0.15

Table 52: Q9A/Q9B(2). Do you agree or disagree with the following statements about the possibility of California electing its first Latino governor? - Electing a Latino governor has the potential of worsening racial tensions in California (Statewide Likely Voters)

	Total	Political ideology					Political identifiers			Union HH		Tenure		2024 vote for President			
		Strongly conservative	Somewhat conservative	Moderate	Somewhat liberal	Strongly liberal	MAGA	Progressive	Democratic Socialist	Yes	No	Own	Renter/ other	Didn't vote	Voted (net)	Harris	Trump
unweighted n	1892.00	200.00	274.00	433.00	425.00	555.00	271.00	838.00	496.00	451.00	1440.00	1228.00	662.00	141.00	1751.00	1184.00	449.00
weighted n	1477.70	189.89	241.10	373.51	309.69	359.84	279.77	573.86	349.72	364.67	1111.50	965.20	511.47	182.35	1295.35	796.89	453.11
Agree (net)	0.21	0.47	0.27	0.23	0.12	0.10	0.41	0.13	0.14	0.22	0.21	0.22	0.19	0.23	0.21	0.13	0.36
Agree strongly	0.09	0.30	0.15	0.05	0.02	0.01	0.24	0.02	0.02	0.08	0.09	0.08	0.09	0.08	0.09	0.02	0.21
Agree somewhat	0.13	0.16	0.11	0.18	0.11	0.09	0.17	0.11	0.12	0.14	0.13	0.14	0.11	0.15	0.13	0.12	0.15
Disagree (net)	0.63	0.37	0.54	0.59	0.71	0.80	0.42	0.78	0.76	0.67	0.62	0.61	0.67	0.58	0.64	0.75	0.45
Disagree somewhat	0.25	0.13	0.23	0.19	0.32	0.33	0.13	0.30	0.30	0.26	0.24	0.24	0.27	0.21	0.25	0.30	0.16
Disagree strongly	0.38	0.24	0.32	0.40	0.40	0.48	0.29	0.48	0.46	0.41	0.37	0.37	0.41	0.37	0.39	0.44	0.28
No opinion	0.15	0.16	0.19	0.18	0.16	0.09	0.17	0.09	0.10	0.11	0.17	0.17	0.13	0.20	0.15	0.12	0.19

Table 53: Q9A/Q9B(2). Do you agree or disagree with the following statements about the possibility of California electing its first Latino governor? - Electing a Latino governor has the potential of worsening racial tensions in California (Statewide Likely Voters)

	Vote preference for Governor				Top election issues											
	Total	Becerra	Hilton	Undecided/ not sure	Reducing taxes	Reducing cost of living	Improving public education	Improving health care coverage for needy	Promoting housing development	Promoting job creation/ econ dev	Maintain or win control of Congress	Fighting Trump admin. policies	Protecting immigrant communities	Fighting crime/ ensuring public safety	Immigration enforcement	Managing AI and new data centers
unweighted n	1892.00	1284.00	525.00	83.00	285.00	682.00	151.00	229.00	125.00	201.00	408.00	801.00	206.00	241.00	225.00	133.00
weighted n	1477.70	902.61	503.61	71.48	283.49	507.36	101.89	132.43	78.12	159.61	323.43	587.88	134.76	228.95	220.16	116.42
Agree (net)	0.21	0.13	0.37	0.16	0.30	0.21	0.21	0.11	0.11	0.21	0.19	0.13	0.11	0.32	0.45	0.20
Agree strongly	0.09	0.02	0.21	0.07	0.14	0.06	0.05	0.04	0.09	0.09	0.07	0.02	0.02	0.18	0.28	0.05
Agree somewhat	0.13	0.11	0.16	0.09	0.17	0.15	0.15	0.07	0.02	0.12	0.13	0.11	0.09	0.14	0.17	0.15
Disagree (net)	0.63	0.73	0.45	0.68	0.48	0.64	0.69	0.79	0.77	0.68	0.64	0.73	0.82	0.52	0.34	0.63
Disagree somewhat	0.25	0.29	0.16	0.30	0.15	0.25	0.24	0.38	0.33	0.27	0.23	0.29	0.34	0.19	0.11	0.30
Disagree strongly	0.38	0.44	0.28	0.39	0.34	0.39	0.45	0.41	0.44	0.41	0.42	0.43	0.48	0.33	0.22	0.32
No opinion	0.15	0.14	0.19	0.16	0.21	0.15	0.11	0.10	0.12	0.11	0.17	0.15	0.07	0.16	0.22	0.18

Table 54: Q9A/Q9B(2). Do you agree or disagree with the following statements about the possibility of California electing its first Latino governor? - Electing a Latino governor has the potential of worsening racial tensions in California (Statewide Likely Voters)

	Becerra image						Hilton image					Who will be elected governor			Importance of CA electing Latino gov			How electing a Latino gov would make you feel		
	Total	Strongly favorable	Somewhat favorable	Somewhat unfavorable	Strongly unfavorable	No opinion	Strongly favorable	Somewhat favorable	Somewhat unfavorable	Strongly unfavorable	No opinion	Becerra	Hilton	Don't know	Important	Not important	Don't know	Proud	Indifferent	Uneasy
unweighted n	1892.00	442.00	686.00	209.00	460.00	95.00	363.00	184.00	227.00	946.00	172.00	1431.00	247.00	214.00	808.00	971.00	113.00	795.00	748.00	114.00
weighted n	1477.70	319.87	468.44	160.94	447.86	80.59	350.18	156.99	185.68	644.11	140.74	1042.30	241.09	194.32	520.50	854.61	102.59	525.73	621.09	106.21
Agree (net)	0.21	0.14	0.14	0.19	0.36	0.21	0.42	0.26	0.14	0.13	0.15	0.15	0.43	0.27	0.14	0.28	0.07	0.15	0.20	0.74
Agree strongly	0.09	0.03	0.01	0.03	0.21	0.13	0.27	0.07	0.00	0.02	0.05	0.03	0.28	0.11	0.02	0.14	0.01	0.02	0.07	0.59
Agree somewhat	0.13	0.11	0.12	0.16	0.15	0.08	0.14	0.20	0.14	0.11	0.10	0.12	0.14	0.16	0.12	0.14	0.06	0.13	0.12	0.16
Disagree (net)	0.63	0.72	0.72	0.71	0.45	0.58	0.39	0.59	0.74	0.76	0.55	0.73	0.37	0.45	0.79	0.55	0.46	0.79	0.64	0.17
Disagree somewhat	0.25	0.21	0.32	0.36	0.15	0.33	0.13	0.22	0.35	0.30	0.20	0.29	0.07	0.24	0.33	0.20	0.20	0.30	0.28	0.07
Disagree strongly	0.38	0.51	0.41	0.35	0.31	0.25	0.26	0.37	0.40	0.46	0.36	0.44	0.30	0.21	0.46	0.35	0.27	0.49	0.36	0.10
No opinion	0.15	0.14	0.14	0.10	0.19	0.21	0.19	0.15	0.12	0.11	0.29	0.12	0.20	0.28	0.07	0.17	0.46	0.06	0.17	0.09

Table 55: Q9A/Q9B(3). Do you agree or disagree with the following statements about the possibility of California electing its first Latino governor? - Electing a Latino governor will reduce racial inequalities in the state (Statewide Likely Voters)

	Total	Region										Party registration			Likelihood of voting			
		LA County	San Diego County	Orange County	Inland Empire	Central Coast	Central Valley (total)	Sacramento/ North Valley	San Joaquin Valley	SF Bay Area	North Coast/ Sierras	Demo- crat	Repub- lican	No party preference/other	Likely voters (total)	Already voted	Likely/not voted yet	Not a likely voter
unweighted n	1892.00	424.00	200.00	160.00	169.00	124.00	307.00	186.00	121.00	466.00	42.00	1010.00	478.00	404.00	1892.00	858.00	1034.00	0.00
weighted n	1477.70	329.34	147.55	122.31	159.26	96.97	255.97	152.06	103.91	336.20	30.11	712.76	392.16	372.78	1477.70	390.18	1087.52	0.00
Agree (net)	0.25	0.24	0.26	0.26	0.23	0.26	0.19	0.21	0.16	0.29	0.21	0.37	0.05	0.21	0.25	0.29	0.23	-
Agree strongly	0.04	0.06	0.05	0.01	0.03	0.05	0.02	0.01	0.03	0.03	0.00	0.05	0.00	0.04	0.04	0.05	0.03	-
Agree somewhat	0.21	0.18	0.21	0.25	0.19	0.21	0.17	0.20	0.13	0.25	0.21	0.32	0.05	0.17	0.21	0.24	0.20	-
Disagree (net)	0.57	0.60	0.52	0.60	0.57	0.53	0.60	0.59	0.63	0.54	0.66	0.43	0.76	0.64	0.57	0.52	0.59	-
Disagree somewhat	0.24	0.28	0.23	0.24	0.22	0.24	0.22	0.21	0.23	0.25	0.24	0.28	0.17	0.25	0.24	0.23	0.25	-
Disagree strongly	0.33	0.32	0.29	0.36	0.36	0.29	0.39	0.38	0.40	0.29	0.43	0.15	0.59	0.39	0.33	0.29	0.34	-
No opinion	0.18	0.16	0.22	0.13	0.20	0.21	0.21	0.20	0.22	0.18	0.13	0.20	0.18	0.15	0.18	0.19	0.18	-

Table 56: Q9A/Q9B(3). Do you agree or disagree with the following statements about the possibility of California electing its first Latino governor? - Electing a Latino governor will reduce racial inequalities in the state (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 (net)	Black	Asian/Pac Isle	1st generation	2nd generation	3rd+ generation
unweighted n	1892.00	1033.00	859.00	162.00	247.00	246.00	503.00	734.00	396.00	338.00	1115.00	400.00	55.00	270.00	367.00	375.00	1140.00
weighted n	1477.70	703.62	774.08	98.18	198.98	191.60	394.94	594.00	328.46	265.54	857.38	316.28	78.95	212.00	238.44	277.57	947.23
Agree (net)	0.25	0.22	0.27	0.27	0.21	0.27	0.19	0.28	0.25	0.32	0.23	0.25	0.30	0.26	0.33	0.23	0.23
Agree strongly	0.04	0.04	0.04	0.06	0.01	0.05	0.03	0.04	0.06	0.02	0.02	0.10	0.03	0.02	0.11	0.02	0.02
Agree somewhat	0.21	0.18	0.24	0.21	0.20	0.22	0.17	0.24	0.19	0.30	0.21	0.15	0.27	0.24	0.23	0.21	0.20
Disagree (net)	0.57	0.61	0.53	0.62	0.64	0.59	0.64	0.50	0.52	0.47	0.55	0.61	0.62	0.59	0.52	0.62	0.57
Disagree somewhat	0.24	0.25	0.24	0.33	0.28	0.27	0.21	0.24	0.24	0.23	0.25	0.25	0.14	0.27	0.22	0.29	0.23
Disagree strongly	0.33	0.37	0.29	0.29	0.36	0.32	0.43	0.26	0.28	0.24	0.30	0.36	0.48	0.32	0.31	0.33	0.34
No opinion	0.18	0.17	0.20	0.11	0.15	0.14	0.17	0.22	0.23	0.22	0.21	0.14	0.09	0.14	0.14	0.15	0.20

Table 57: Q9A/Q9B(3). Do you agree or disagree with the following statements about the possibility of California electing its first Latino governor? - Electing a Latino governor will reduce racial inequalities in the state (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	1892.00	142.00	441.00	678.00	629.00	218.00	542.00	640.00	440.00	1166.00	330.00	393.00	489.00	357.00	186.00	308.00	549.00
weighted n	1477.70	116.42	552.91	498.15	309.04	166.85	469.66	494.63	310.47	885.42	291.63	298.16	460.14	253.55	146.71	200.21	414.98
Agree (net)	0.25	0.27	0.24	0.24	0.26	0.38	0.24	0.24	0.19	0.22	0.25	0.31	0.19	0.30	0.26	0.31	0.23
Agree strongly	0.04	0.10	0.04	0.03	0.02	0.08	0.05	0.02	0.02	0.02	0.06	0.05	0.03	0.08	0.02	0.04	0.03
Agree somewhat	0.21	0.18	0.21	0.21	0.23	0.31	0.19	0.22	0.17	0.20	0.19	0.26	0.17	0.22	0.24	0.28	0.20
Disagree (net)	0.57	0.56	0.56	0.60	0.56	0.44	0.60	0.56	0.65	0.59	0.56	0.54	0.63	0.52	0.58	0.48	0.58
Disagree somewhat	0.24	0.23	0.21	0.28	0.25	0.20	0.24	0.24	0.29	0.24	0.24	0.27	0.20	0.21	0.35	0.25	0.26
Disagree strongly	0.33	0.34	0.35	0.31	0.32	0.24	0.35	0.32	0.36	0.35	0.32	0.28	0.42	0.31	0.23	0.23	0.32
No opinion	0.18	0.16	0.20	0.17	0.18	0.18	0.16	0.20	0.16	0.19	0.19	0.14	0.18	0.17	0.15	0.20	0.19

Table 58: Q9A/Q9B(3). Do you agree or disagree with the following statements about the possibility of California electing its first Latino governor? - Electing a Latino governor will reduce racial inequalities in the state (Statewide Likely Voters)

	Total	Political ideology					Political identifiers			Union HH		Tenure		2024 vote for President			
		Strongly conservative	Somewhat conservative	Moderate	Somewhat liberal	Strongly liberal	MAGA	Progressive	Democratic Socialist	Yes	No	Own	Renter/ other	Didn't vote	Voted (net)	Harris	Trump
unweighted n	1892.00	200.00	274.00	433.00	425.00	555.00	271.00	838.00	496.00	451.00	1440.00	1228.00	662.00	141.00	1751.00	1184.00	449.00
weighted n	1477.70	189.89	241.10	373.51	309.69	359.84	279.77	573.86	349.72	364.67	1111.50	965.20	511.47	182.35	1295.35	796.89	453.11
Agree (net)	0.25	0.07	0.09	0.22	0.36	0.37	0.05	0.38	0.40	0.26	0.24	0.21	0.31	0.23	0.25	0.37	0.04
Agree strongly	0.04	0.02	0.01	0.05	0.06	0.04	0.02	0.06	0.09	0.04	0.04	0.03	0.06	0.02	0.04	0.05	0.01
Agree somewhat	0.21	0.05	0.09	0.18	0.31	0.33	0.04	0.32	0.31	0.22	0.21	0.19	0.25	0.21	0.21	0.32	0.03
Disagree (net)	0.57	0.79	0.75	0.58	0.41	0.47	0.79	0.46	0.43	0.60	0.57	0.60	0.52	0.62	0.57	0.43	0.80
Disagree somewhat	0.24	0.12	0.23	0.25	0.31	0.26	0.14	0.29	0.25	0.27	0.24	0.26	0.22	0.28	0.24	0.28	0.18
Disagree strongly	0.33	0.67	0.53	0.33	0.10	0.21	0.65	0.17	0.18	0.33	0.33	0.35	0.30	0.34	0.33	0.15	0.62
No opinion	0.18	0.14	0.16	0.20	0.23	0.17	0.15	0.16	0.17	0.15	0.19	0.19	0.17	0.15	0.19	0.20	0.15

Table 59: Q9A/Q9B(3). Do you agree or disagree with the following statements about the possibility of California electing its first Latino governor? - Electing a Latino governor will reduce racial inequalities in the state (Statewide Likely Voters)

	Vote preference for Governor				Top election issues											
	Total	Becerra	Hilton	Undecided/ not sure	Reducing taxes	Reducing cost of living	Improving public education	Improving health care coverage for needy	Promoting housing development	Promoting job creation/econ dev	Maintain or win control of Congress	Fighting Trump admin. policies	Protecting immigrant communities	Fighting crime/ensuring public safety	Immigration enforcement	Managing AI and new data centers
unweighted n	1892.00	1284.00	525.00	83.00	285.00	682.00	151.00	229.00	125.00	201.00	408.00	801.00	206.00	241.00	225.00	133.00
weighted n	1477.70	902.61	503.61	71.48	283.49	507.36	101.89	132.43	78.12	159.61	323.43	587.88	134.76	228.95	220.16	116.42
Agree (net)	0.25	0.37	0.04	0.16	0.05	0.20	0.32	0.36	0.18	0.18	0.30	0.38	0.44	0.08	0.07	0.35
Agree strongly	0.04	0.06	0.00	0.06	0.02	0.03	0.06	0.02	0.02	0.02	0.04	0.06	0.09	0.01	0.01	0.03
Agree somewhat	0.21	0.31	0.04	0.10	0.03	0.17	0.26	0.35	0.16	0.16	0.26	0.32	0.36	0.07	0.06	0.32
Disagree (net)	0.57	0.44	0.80	0.71	0.80	0.64	0.53	0.41	0.55	0.69	0.49	0.42	0.38	0.77	0.75	0.40
Disagree somewhat	0.24	0.29	0.17	0.18	0.18	0.29	0.26	0.26	0.26	0.31	0.29	0.28	0.24	0.18	0.09	0.29
Disagree strongly	0.33	0.15	0.63	0.53	0.63	0.35	0.27	0.15	0.29	0.38	0.20	0.15	0.13	0.59	0.65	0.10
No opinion	0.18	0.20	0.16	0.13	0.15	0.16	0.14	0.23	0.27	0.13	0.21	0.19	0.18	0.15	0.18	0.26

Table 60: Q9A/Q9B(3). Do you agree or disagree with the following statements about the possibility of California electing its first Latino governor? - Electing a Latino governor will reduce racial inequalities in the state (Statewide Likely Voters)

	Becerra image						Hilton image					Who will be elected governor			Importance of CA electing Latino gov			How electing a Latino gov would make you feel		
	Total	Strongly favorable	Some-what favorable	Some-what unfavorable	Strongly unfavorable	No opinion	Strongly favorable	Some-what favorable	Some-what unfavorable	Strongly unfavorable	No opinion	Becerra	Hilton	Don't know	Important	Not important	Don't know	Proud	Indifferent	Uneasy
unweighted n	1892.00	442.00	686.00	209.00	460.00	95.00	363.00	184.00	227.00	946.00	172.00	1431.00	247.00	214.00	808.00	971.00	113.00	795.00	748.00	114.00
weighted n	1477.70	319.87	468.44	160.94	447.86	80.59	350.18	156.99	185.68	644.11	140.74	1042.30	241.09	194.32	520.50	854.61	102.59	525.73	621.09	106.21
Agree (net)	0.25	0.54	0.34	0.08	0.02	0.18	0.06	0.11	0.25	0.36	0.35	0.31	0.04	0.16	0.55	0.08	0.06	0.51	0.12	0.03
Agree strongly	0.04	0.13	0.02	0.00	0.00	0.03	0.01	0.03	0.01	0.05	0.09	0.05	0.00	0.02	0.10	0.00	0.01	0.09	0.00	0.00
Agree somewhat	0.21	0.40	0.32	0.08	0.01	0.15	0.05	0.08	0.24	0.31	0.25	0.26	0.04	0.14	0.45	0.08	0.05	0.42	0.12	0.03
Disagree (net)	0.57	0.27	0.47	0.74	0.85	0.50	0.80	0.73	0.55	0.46	0.34	0.52	0.80	0.58	0.34	0.74	0.39	0.37	0.68	0.92
Disagree somewhat	0.24	0.18	0.34	0.38	0.14	0.28	0.12	0.26	0.34	0.29	0.19	0.28	0.10	0.22	0.24	0.25	0.18	0.28	0.27	0.11
Disagree strongly	0.33	0.10	0.13	0.36	0.71	0.22	0.68	0.48	0.21	0.17	0.15	0.24	0.70	0.35	0.10	0.49	0.20	0.09	0.41	0.81
No opinion	0.18	0.19	0.19	0.17	0.14	0.32	0.14	0.16	0.19	0.18	0.31	0.17	0.16	0.26	0.11	0.18	0.55	0.12	0.20	0.05