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Introduction and Methodology

From April 3 – 13, 2026, DHM Research conducted an online survey of California residents. The purpose of the survey was to assess the overall mood and economic outlook of Californians, as well as their opinions on topics such as homelessness, AI, candidates for the June gubernatorial primary election, and the LA 2028 Summer Olympics.

Research Methodology

The online survey consisted of N=500 California residents and took approximately 15 minutes to complete. This is a sufficient sample size to assess Californians' opinions generally and to review findings by multiple subgroups.

Respondents were members of a professionally maintained online panel. Respondents were invited to the survey via email. A variety of quality control measures were employed, including multi-step authentication of panel participants, removing any respondents who failed in-survey checks, and questionnaire pre-testing and validation. The data are weighted to match the March 2026 Current Population Survey on age, race/ethnicity, sex, income, education, region, and metropolitan status for California, as well as California population benchmarks of 2024 vote.

Statement of Limitations

Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for the study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. The margin of error for this survey is: ± 4.4% percentage points.

DHM Research Background

DHM Research has been providing opinion research and consultation throughout the West Coast and other regions of the United States for over 40 years. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

DHM California Pulse Survey
April 3 – 13, 2026
California Residents 18+
N=500; margin of error ±-4.4% percentage points
15 minutes

SCREENER & DEMOGRAPHICS

1. In what state do you live in?

Response category	n=500
California	100%
All other states	--

2. In which county do you live? **[Drop down list of California counties]**

3. In what year were you born? **[Code year born into age categories below]**

Response category	n=500
18 - 29	17%
30 - 44	29%
45 - 64	31%
65+	23%

4. How do you describe your gender?

Response category	n=500
Man	48%
Woman	51%
Non-binary or another identity	1%

5. Which of the following best describes your race or ethnicity? You may choose more than one.

Response category	n=500
Asian / Pacific Islander	22%
Black / African American	8%
Hispanic / Latino/a/x	30%
Middle Eastern / North African	1%
Native American / American Indian	5%
White / Caucasian	52%
Other	2%
White alone	**40%**
POC	**60%**

6. What is the highest level of education that you have completed?

Response category	n=500
Less than high school	2%
High school diploma / GED	31%
Some college / 2-year degree	25%
College / 4-year degree	28%
Graduate / professional school	14%

7. Are you currently employed?

Response category	n=500
Total Employed	**63%**
Yes, full time (35 or more hours per week)	45%
Yes, part time (less than 35 hours per week)	18%
Total Unemployed	**37%**
No, but looking for work	8%
No, and not looking for work	9%
No, I am retired	19%

8. Which category best describes your gross household income, before taxes?

Response category	n=500
Less than $25,000	13%
$25,000 to less than $50,000	14%
$50,000 to less than $75,000	20%
$75,000 to less than $100,000	17%
$100,000 to less than $150,000	21%
$150,000 or more	15%

9. How are you registered to vote?

Response category	n=500
Democrat	47%
Republican	28%
No Party Preference / Decline to State	15%
Some other party	5%
Not registered	4%

GENERAL MOOD & TOP PROBLEM

10. All things considered, would you say California is headed in the right direction or on the wrong track?

Response category	n=500
Right direction	39%
Wrong track	48%
Don't know	13%

11. What is the most important problem facing California today?

Response category	n=500
Cost of living / Inflation	32%
Housing affordability	15%
Homelessness	14%
Economy / Jobs	9%
Gas prices	7%
Poor government leadership / Government mismanagement	7%
Taxes	7%
Trump / Federal government	6%
Crime / Safety	4%
Immigration / Illegal immigration	4%
Healthcare	3%
Political divisions / Partisanship	3%
ICE / Raids / Deportation	3%
Environment / Climate change	2%
Fraud / Waste of funds	2%
Everything	2%
Gavin Newsom	2%
Drugs / Addiction / Mental health	2%
Growth / Population	1%
Income inequality / Billionaires	1%
Infrastructure / Roads / Transportation	1%
Traffic	<1%
Education / Schools	<1%
None	1%
Other	3%
Don't know/Refused	<1%

ECONOMIC OUTLOOK & BUSINESS CLIMATE

12. How would you rate California's current economic conditions?

Response category	n=500
Total Good	**41%**
Very good	8%
Good	33%
Total Poor	**55%**
Poor	35%
Very poor	20%
Don't know	4%

13. Would you say economic conditions in California are getting better, getting worse, or staying about the same?

Response category	n=500
Getting better	13%
Getting worse	56%
Staying about the same	28%
Don't know	3%

14. How would you rate your current personal financial situation?

Response category	n=500
Total Good	**57%**
Very good	10%
Good	47%
Total Poor	**42%**
Poor	31%
Very poor	11%
Don't know	1%

15. Is your personal financial situation getting better, getting worse, or staying about the same?

Response category	n=500
Getting better	18%
Getting worse	36%
Staying about the same	45%
Don't know	2%

16. Thinking about the job situation in your community, is now a good time or a bad time to find a quality job?

Response category	n=500
Total Good time	**26%**
Very good time	7%
Good time	18%
Total Bad time	**59%**
Bad time	42%
Very bad time	17%
Don't know	15%

17. Overall, how would you rate California's business climate?

Response category	n=500
Total Good	**40%**
Very good	10%
Good	30%
Total Poor	**50%**
Poor	37%
Very poor	13%
Don't know	10%

TECHNOLOGY & AI

19. **[If employed, full or part time]** How often do you use AI tools currently for work?

Response category	n=316
Often/Sometimes	**54%**
Often	23%
Sometimes	31%
Rarely/Never	**46%**
Rarely	24%
Never	22%

Please indicate whether you agree or disagree with the following statements about AI in the workplace.

Response category	Total Agree	Strongly agree	Somewhat agree	Total Disagree	Somewhat disagree	Strongly disagree	Don't know
20 (1). AI will create more job opportunities than it eliminates.							
n=500	**25%**	9%	16%	**64%**	32%	32%	11%
20 (2). In general, AI in the workplace is a good thing for workers.							
n=500	**43%**	8%	35%	**50%**	27%	23%	7%
20 (3). **[If employed, full or part time]** AI could replace my job.							
n=316	**37%**	14%	22%	**60%**	20%	39%	4%

For each item below, what kind of impact, if any, do you think the AI industry in California is having on…?

Response category	Total Positive impact	Very positive impact	Somewhat positive impact	No impact	Total Negative impact	Somewhat negative impact	Very negative impact	Don't know
21 (1). California's overall economy								
n=500	**31%**	6%	25%	14%	**44%**	28%	16%	11%
21 (2). The availability of good-paying jobs in California								
n=500	**20%**	5%	15%	15%	**55%**	34%	21%	9%
21 (3). Income inequality in California								
n=500	**15%**	4%	11%	20%	**55%**	30%	25%	11%

22. Which of the following statements comes closest to your own view?

Response category	n=500
California should lead in setting AI rules, even if they differ from national standards	42%
AI rules should mostly be set at the national level to avoid a patchwork of state laws	38%
Unsure	20%

Do you support or oppose each of the following proposals for regulating AI companies?

Response category	Total Support	Strongly Support	Somewhat Support	Total Oppose	Somewhat Oppose	Strongly Oppose	Don't know
23 (1). Requiring AI companies to disclose what data they use to train their systems, including whether it uses personal or copyrighted information							
n=500	**84%**	61%	23%	**10%**	7%	4%	6%
23 (2). Requiring companies to label political ads that were created or altered using AI							
n=500	**85%**	66%	19%	**10%**	7%	3%	5%
23 (3). Banning sexually explicit deepfake images or videos made without a person's consent							
n=500	**85%**	74%	12%	**10%**	5%	5%	5%

HOUSING & HOMELESSNESS

24. In general, do you think it is a good time or bad time to buy a home?

Response category	n=500
Total Good time	**20%**
Very good time	5%
Good time	16%
Total Bad time	**63%**
Bad time	39%
Very bad time	24%
Don't know	16%

25. At this time, would you say that California has too little, too much, or about the right amount of available housing?

Response category	n=500
Too little	63%
Too much	10%
About the right amount	18%
Don't know	9%

26. Which of the following statements comes closest to your own view?

Response category	n=500
Homelessness is mostly the result of a lack of affordable places to live	48%
Homelessness is mostly the result of mental illness and drug addiction	45%
Don't know	7%

27. Which of the following statements comes closest to your own view?

Response category	n=500
With the right policies and resources, homelessness is a problem that can be solved in my community	64%
No matter how hard we try, homelessness will always be a problem in my community	32%
Don't know	5%

28. How confident are you that the state and local governments in California are making progress on homelessness?

Response category	n=500
Total Confident	**25%**
Very confident	6%
Somewhat confident	19%
Total Not confident	**71%**
Not too confident	38%
Not at all confident	33%
Don't know	4%

GOVERNOR PRIMARY

29. **[Asked only to those registered to vote]** As you may know, Gavin Newsom is term limited and there will be a primary election this June for Governor. How likely are you to vote in the June primary election?

Response category	n=478
Absolutely certain to vote	72%
Probably will vote	16%
50-50 likelihood to vote	7%
Not likely to vote	5%

[Asked only to those likely to vote in June primary election]

How important, if at all, is the following issue to you when deciding who to vote for Governor?

Response category	Total Important	Very important	Somewhat important	Total Not important	Not too important	Not at all important	Don't know
31 (1). Healthcare							
n=452	**91%**	68%	23%	**8%**	7%	1%	1%
31 (2). Homelessness							
n=452	**93%**	57%	36%	**6%**	5%	1%	1%
31 (3). Housing affordability							
n=452	**94%**	69%	25%	**5%**	4%	<1%	1%
31 (4). Cost of living							
n=452	**97%**	77%	20%	**2%**	2%	0%	1%
31 (5). Jobs							
n=452	**94%**	66%	29%	**5%**	5%	<1%	1%
31 (6). Climate change							
n=452	**77%**	48%	28%	**23%**	11%	12%	1%
31 (7). Public safety							
n=452	**91%**	59%	31%	**8%**	7%	1%	1%
31 (8). Immigration							
n=452	**80%**	51%	29%	**19%**	14%	5%	1%
31 (9). Abortion							
n=452	**73%**	47%	26%	**26%**	13%	13%	2%
31 (10). Standing up to Trump							
n=452	**73%**	57%	16%	**24%**	6%	18%	3%

32. Generally speaking, would you like to see the next governor continue Governor Newsom's policies or take a different direction?

Response category	n=452
Continue Governor Newsom's policies	33%
Take a different direction	56%
Don't know	11%

33. Which of the following statements comes closest to your own view?

Response category	n=452
The next governor should focus on national political issues and standing up to Trump	21%
The next governor should focus on state issues here in California	74%
Don't know	5%

34. Where have you seen or heard information about the candidates running for governor?

Response category	n=452
Social media (e.g., Facebook, Twitter/X, TikTok, Instagram)	48%
Local TV news	39%
Campaign advertisements (TV, online, mailers, etc.)	38%
Cable TV news (e.g., CNN, Fox News, MSNBC)	32%
Word of mouth (friends, family, coworkers)	23%
Local newspapers or news websites	19%
National newspapers or news websites (e.g., New York Times, Washington Post)	17%
Official campaign websites or emails	16%
Candidate events or town halls	7%
I haven't seen or heard anything about the candidates	14%
Other	3%

35. As you may know, in 2010 California voters approved a "top-two primary" system. This means that all candidates for statewide office appear on the same primary ballot, regardless of party. The two candidates who receive the most votes - even if they are from the same party - advance to the general election in November. In general, do you support or oppose California's top-two primary system?

Response category	n=452
Total Support	**60%**
Strongly support	25%
Somewhat support	35%
Total Oppose	**27%**
Somewhat oppose	15%
Strongly oppose	12%
Don't know	13%

36. When deciding whom to vote for in the primary, which of the following comes closest to your view? I will vote for the candidate for governor that I most prefer, even if they may not win. Or I might vote for another candidate for governor who has a better chance of advancing, even if they aren't my top choice, to make sure my party is represented in the general election in November.

Response category	n=452
I will vote for the candidate for governor that I most prefer, even if they may not win	57%
I might vote for another candidate for governor who has a better chance of advancing, even if they aren't my top choice, to make sure my party is represented in the general election in November	37%
Don't know	6%

How concerned are you about the following scenario in the primary election for governor:

Response category	Total Concerned	Very concerned	Somewhat concerned	Total Not concerned	Not too concerned	Not at all concerned	Don't know
37 (1). Two Republicans advancing to the general election, so that there are no Democrats on the ballot in November							
n=452	**57%**	37%	20%	**39%**	16%	23%	3%
37 (2). Two Democrats advancing to the general election, so that there are no Republicans on the ballot in November							
n=452	**41%**	23%	18%	**56%**	19%	37%	3%
37 (3). Your preferred candidate failing to advance to the general election and not being on the ballot in November							
n=452	**63%**	24%	39%	**32%**	24%	7%	6%

38. Suppose two Republicans advanced from the primary, so that there were no Democrats on the ballot in November. Would that make you support or oppose returning to the old partisan primary system, where each party's top candidate advances to November, so that there is always one Republican and one Democrat on the ballot?

Response category	n=452
Total Support	**60%**
Strongly support	35%
Somewhat support	25%
Total Oppose	**21%**
Somewhat oppose	14%
Strongly oppose	7%
Don't know	19%

(RESUME ASKING ALL)

LA28

Moving to a different topic.

39. As you may know, the 2026 Milan Cortina Winter Olympics recently concluded, and the next Summer Olympics will be held in Los Angeles in 2028. Have you heard or seen anything recently about LA hosting the 2028 Summer Olympics, known as LA 28?

Response category	n=500
Total Yes	**69%**
Yes, a lot	26%
Yes, a little	43%
No, haven't heard or seen anything	29%
Don't know	2%

40. How likely are you to attend an event in person during the 2028 Summer Olympics in LA?

Response category	n=500
Total Likely	**27%**
Very likely	11%
Somewhat likely	16%
Total Not likely	**70%**
Not too likely	18%
Not at all likely	52%
Don't know	3%

41. Overall, do you view the 2028 Summer Olympics in LA as a positive or negative for California?

Response category	n=500
Total Positive	**74%**
Very positive	34%
Somewhat positive	40%
Total Negative	**15%**
Somewhat negative	9%
Very negative	6%
Don't know	11%

What kind of impact, if any, do you think the 2028 Summer Olympics in LA will have on…?

Response category	Total Positive impact	Very positive impact	Somewhat positive impact	No impact	Total Negative impact	Somewhat negative impact	Very negative impact	Don't know
42 (1). California's economy								
n=500	**81%**	29%	52%	8%	**7%**	4%	2%	5%
42 (2). California's national/international reputation								
n=500	**66%**	24%	42%	18%	**9%**	7%	2%	7%
42 (3). Your day-to-day life								
n=500	**24%**	10%	14%	60%	**13%**	10%	4%	3%

Please indicate whether you agree or disagree with the following statements about the 2028 Summer Olympics in LA.

Response category	Total Concerned	Very concerned	Somewhat concerned	Total Not concerned	Not too concerned	Not at all concerned	Don't know
43 (1). The economic and cultural benefits of the Olympics will outweigh temporary inconveniences like traffic and crowds.							
n=500	**65%**	24%	41%	**24%**	17%	7%	11%
43 (2). Los Angeles will be well prepared to host the Olympics in two years.							
n=500	**58%**	23%	35%	**29%**	19%	10%	12%
43 (3). I am proud for the Olympics to be held in California.							
n=500	**70%**	40%	30%	**18%**	12%	7%	11%
43 (4). I am proud for the Olympics to be held in the United States.							
n=500	**70%**	38%	33%	**19%**	11%	8%	11%
43 (5). I am worried countries or athletes may boycott these Olympics.							
n=500	**32%**	10%	21%	**47%**	24%	23%	21%
43 (6). LA should be focusing on local issues, like recovering from the 2025 fires, rather than preparing for the Olympics.							
n=500	**57%**	26%	31%	**34%**	25%	9%	9%

What kind of impact, if any, do you think each of the following will have on the success of the 2028 Summer Olympics in Los Angeles?

Response category	Total Positive impact	Very positive impact	Somewhat positive impact	No impact	Total Negative impact	Somewhat negative impact	Very negative impact	Don't know
44 (1). The International Olympic Committee								
n=500	**54%**	19%	35%	19%	**13%**	9%	4%	15%
44 (2). The LA28 organizing committee								
n=500	**56%**	17%	39%	16%	**11%**	8%	3%	17%
44 (3). President Trump								
n=500	**22%**	12%	10%	21%	**50%**	12%	38%	8%
44 (4). The federal government								
n=500	**28%**	8%	20%	27%	**31%**	17%	14%	13%
44 (5). Los Angeles Mayor Karen Bass								
n=500	**40%**	12%	28%	22%	**22%**	10%	12%	16%
44 (6). Elected officials in Los Angeles								
n=500	**46%**	12%	34%	23%	**15%**	9%	6%	16%
44 (7). Elected officials in California								
n=500	**46%**	13%	34%	25%	**14%**	9%	6%	14%