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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: $\pm 4.4\%$ 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 \pm 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?

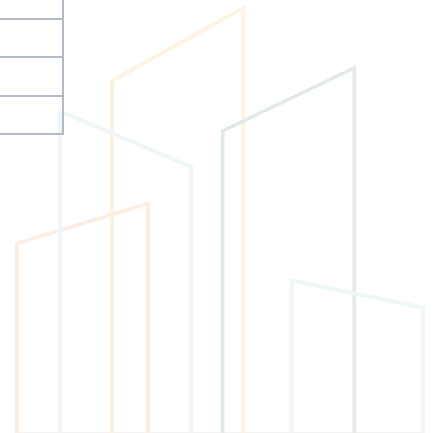
Response category	n=500
Less than high school	2%
High school diploma / GED	31%
Some college / 2-year degree	25%
College / 4-year degree	28%
Graduate / professional school	14%

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%



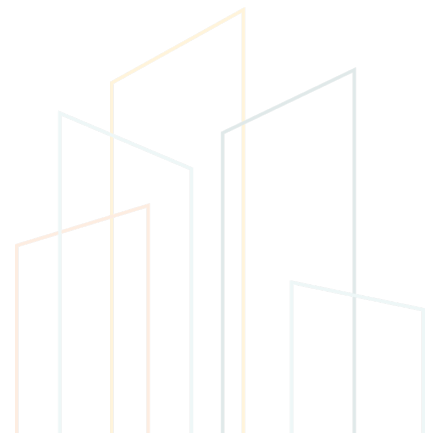
9. How are you registered to vote?

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%



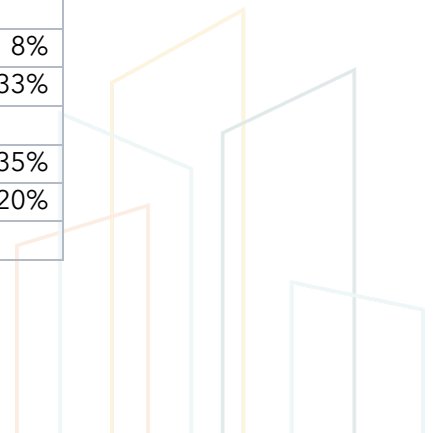
11. What is the most important problem facing California today?

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?

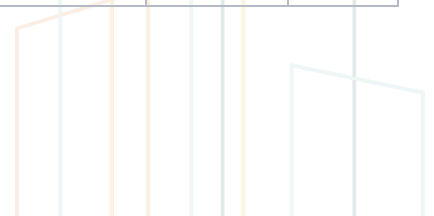
Response category	n=316
Often/Sometimes	54%
Often	23%
Sometimes	31%
Rarely/Never	46%
Rarely	24%
Never	22%

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%

[Questions 24-44 withheld for future release]

