



## MEMORANDUM

TO: Interested Parties  
FROM: Gene Ulm and George Nassar, Public Opinion Strategies  
SUBJECT: Key Findings – California Survey  
DATE: June 2, 2025

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*Public Opinion Strategies recently completed a survey of 1,000 registered voters in California. The survey was conducted May 19-22, 2025, and has a margin of error of  $\pm 3.10\%$ . The memo below outlines some key findings from the survey.*

### THE BOTTOM LINE

The California data reveals an unprecedented opportunity for lawsuit reform, driven by a perfect storm of economic anxiety and voter frustration with Sacramento's inaction. Nine-in-ten California voters report rising costs of living - with two-thirds (67%) saying costs have increased "a lot" - while 72% directly link lawsuit abuse to higher prices for California families. This economic pressure is magnified by a crisis of confidence in state leadership, with a vast majority (64%) of voters rating the Legislature's performance on holding down the cost of living for California families as "poor".

When voters learn that the average California family bears an extra \$5,500 annual burden due to lawsuit abuse, over six-in-ten (64%) support legislation that would reform the cost of lawsuit, settlements, and related legal fees. Even among those with firsthand experience using personal injury lawyers, there is support for systemic reform.

Leading on lawsuit reform gives California legislators a unique opportunity to tackle rising costs that are squeezing working families. With overwhelming voter support across party lines and a clear connection to kitchen table issues, lawmakers have a powerful mandate for action.

### **Economic anxiety is reaching critical levels as California families face multiple cost pressures.**

- An overwhelming nine-in-ten California voters (90%) report increases in their cost of living over the past year, with two-thirds (67%) experiencing "a lot" of cost growth.
- Insurance costs are hitting families particularly hard, with 76% seeing premium increases and more than half (52%) reporting substantial jumps in their rates.
- Nearly three-quarters of voters (72%) recognize lawsuit abuse as a key driver of rising costs for California families.

**Voters want direct action from their state legislators on cost-of-living issues.**

- A bipartisan majority of voters (93%) gives the State Legislature “poor” or “only fair” ratings on holding down the cost of living for California families.
  - Republicans: 2% Excellent/Good – 97% Fair/Poor
  - NPP: 4% Excellent/Good – 96% Fair/Poor
  - Democrats: 11% Excellent/Good – 87% Fair/Poor
- This low rating suggests an urgent need for legislators to take clear action on cost-related issues.

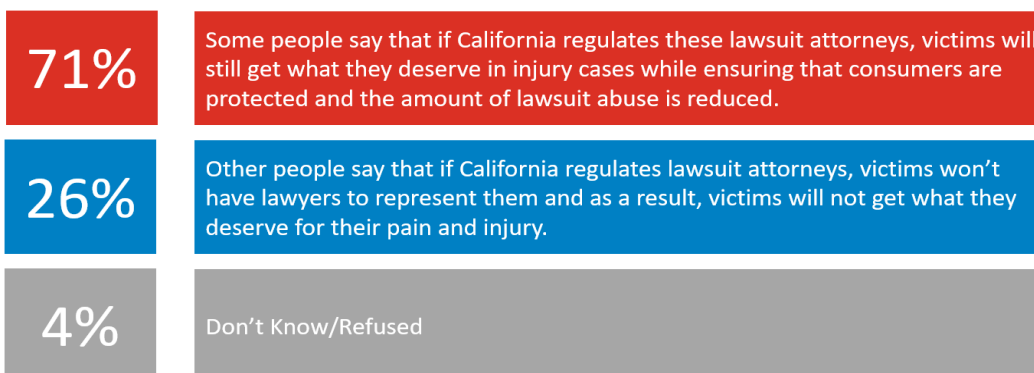
**Voters not only support efforts to reform lawsuit abuse, but they also say it is important to them personally.**

- When voters learn the average California family pays an extra roughly \$5,500 a year on goods and services as a result of lawsuit abuse, support for reform is strong across the board.
  - Republicans: 65% Support – 13% Oppose
  - NPP: 65% Support – 12% Oppose
  - Democrats: 63% Support – 14% Oppose
- Over eight-in-ten (83%) say it is important to them personally for the California Legislature to stop lawsuit abuse and eliminate the hidden tax on California consumers.

**Even those who have used a personal injury lawyer support reform, and they say victims will still get what they deserve in injury cases.**

- Among those with direct experience using personal injury lawyers (20% of voters), support for reform is strong (62% Support - 16% Oppose).
- Over seven-in-ten (71%) voters who have used a personal injury lawyer believe that even if California regulates personal injury lawyers, victims will still get what they deserve in injury cases. This includes 74% of registered Democrats and 75% of self-described liberals.

*I am going to read you two more statements about regulating lawsuit attorneys. After I read both statements, please tell me which one comes closest to how you feel.*



**By championing reform, state legislators can demonstrate they are on the side of California families.**

- A striking 86% of voters say their state legislator should vote to stop lawsuit abuse and eliminate the hidden tax on California families, rather than protecting personal injury lawyers.