

CALIFORNIA STATEWIDE SURVEY

Interview Schedule



May 19 - 22, 2025
Project #: 250120
N=1,000 Registered Voters
Margin of Error = $\pm 3.10\%$

An asterisk () in a response category means that less than 0.5% of respondents chose that response category and a dash (-) represents no response.*

Note: due to rounding, some figures may be higher or lower by less than one-half of one percent.

Getting started...

1. Do you approve or disapprove of the job Gavin Newsom is doing as Governor?

(IF APPROVE/DISAPPROVE, ASK:) And would you say you STRONGLY (APPROVE/DISAPPROVE) or just SOMEWHAT (APPROVE/DISAPPROVE)?

37% TOTAL APPROVE

55% TOTAL DISAPPROVE

10% Strongly Approve

27% Somewhat Approve

17% Somewhat Disapprove

38% Strongly Disapprove

8% Don't Know **(DO NOT READ)**

* Refused **(DO NOT READ)**

2. And, do you approve or disapprove of the job the California State Legislature is doing in Sacramento?

(IF APPROVE/DISAPPROVE, ASK:) And would you say you STRONGLY (APPROVE/DISAPPROVE) or just SOMEWHAT (APPROVE/DISAPPROVE)?

35% TOTAL APPROVE

44% TOTAL DISAPPROVE

6% Strongly Approve

29% Somewhat Approve

14% Somewhat Disapprove

31% Strongly Disapprove

19% Don't Know **(DO NOT READ)**

1% Refused **(DO NOT READ)**

3. And, If the elections for State Legislature were being held today, for whom would you vote...
(ROTATE)

the Republican candidate

...or...

the Democratic candidate?

32% Republican

48% Democratic

20% Hard Undecided/Not Sure **(DO NOT READ)**

1% Refused **(DO NOT READ)**

Now, I would like to read you some names of different people and organizations here in California. For each one, please tell me, first whether you've heard of the person or organization; then, if so, please tell me whether you have a favorable or unfavorable impression of the person or organization. If I name someone or an organization you don't know too much about, just tell me and we'll go on to the next one. The **(FIRST/NEXT)** one is...**(RANDOMIZE)**

(IF FAV/UNFAV, ASK:) And would that be a VERY (favorable/unfavorable) or just SOMEWHAT (favorable/unfavorable) impression?

	TOTAL FAV	TOTAL UNFAV	VERY FAV	SMWT FAV	SMWT UNFAV	VERY UNFAV	HRD OF/NO OPIN	NEVER HEARD	REF
4. California Insurance Commissioner Ricardo Lara	13%	26%	3%	10%	11%	15%	19%	43%	*
(ASK OF SAMPLE A ONLY)									
5. Ambulance Lawyers	10%	37%	2%	8%	16%	20%	20%	33%	*
(ASK OF SAMPLE B ONLY)									
6. Rideshare Companies	49%	22%	14%	34%	15%	7%	18%	11%	*
7. Personal Injury Lawyers	25%	36%	4%	21%	24%	12%	29%	10%	*
(ASK OF SAMPLE B ONLY)									
8. Billboard Attorneys	12%	31%	1%	11%	20%	11%	25%	32%	*

Thinking now about the experiences you may or may not have had with personal injury lawyers...

9. Have you ever used a personal injury lawyer?

20% Yes
79% No

* Don't Know **(DO NOT READ)**
* Refused **(DO NOT READ)**

Moving on...

(ASK OF SAMPLE A ONLY)

10. Over the past year, would you say that your overall cost of living has...**(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** gone up, stayed about the same or gone down?

(IF GONE UP, ASK:) And would you say it has gone up a lot or gone up just a little?

90% TOTAL GONE UP

67% Gone Up A Lot

23% Gone Up A Little

8% Stayed the Same

3% Gone Down

* Don't Know **(DO NOT READ)**

— Refused **(DO NOT READ)**

(ASK OF SAMPLE B ONLY)

11. Over the past year, would you say that the costs of your insurance premiums have... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** gone up, stayed about the same or gone down?

(IF GONE UP, ASK:) And would you say they have gone up a lot or gone up just a little?

76% TOTAL GONE UP

52% Gone Up A Lot

24% Gone Up A Little

19% Stayed the Same

1% Gone Down

4% Don't Know **(DO NOT READ)**

— Refused **(DO NOT READ)**

12. Next, generally speaking, how would you rate the job the California State Legislature has done holding down the cost of living for California families? Would you say they have done a(n)...**(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

7% TOTAL EXCELLENT/GOOD
92% TOTAL FAIR/POOR

* Excellent
6% Good
29% Only Fair
...or...
64% Poor

...job at holding down the cost of living for California families?

1% Don't Know **(DO NOT READ)**
* Refused **(DO NOT READ)**

On a different topic...

13. How much have you seen, read or heard about legislation here in California that would reform the cost of lawsuits, settlements and related legal fees? **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

11% TOTAL A LOT/SOME
88% TOTAL NOT MUCH/NOTHING

1% A Lot
10% Some
35% Not Much
...or...
53% Nothing At All

* Don't Know **(DO NOT READ)**
* Refused **(DO NOT READ)**

14. And, regardless of how much you have seen, read or heard, would you support or oppose this bill that would reform the cost of lawsuits, settlements and related legal fees?

(IF SUPPORT/OPPOSE, ASK:) And would you say you **STRONGLY (SUPPORT/OPPOSE)** or just **SOMEWHAT (SUPPORT/OPPOSE)**?

36% TOTAL SUPPORT
12% TOTAL OPPOSE

14% Strongly Support
21% Somewhat Support
8% Somewhat Oppose
4% Strongly Oppose

51% Don't Know **(DO NOT READ)**
2% Refused **(DO NOT READ)**

15. Next, please tell me if you agree or disagree with the following statement:

Lawsuit abuse drives up the cost of goods and services for California families.

(IF AGREE/DISAGREE, ASK:) And would you say you **STRONGLY (AGREE/DISAGREE)** or just **SOMEWHAT (AGREE/DISAGREE)**?

72% TOTAL AGREE
25% TOTAL DISAGREE

38% Strongly Agree
34% Somewhat Agree
18% Somewhat Disagree
7% Strongly Disagree

3% Don't Know **(DO NOT READ)**
* Refused **(DO NOT READ)**

16. As you may know, the average California family pays an extra roughly \$5,500 (**five thousand five hundred dollars**) a year on goods and services as a result of lawsuit abuse. Knowing this, would you support or oppose a bill that would reform the cost of lawsuits, settlements and related legal fees?

(IF SUPPORT/OPPOSE, ASK:) And would you say you **STRONGLY (SUPPORT/OPPOSE)** or just **SOMEWHAT (SUPPORT/OPPOSE)**?

<u>INIT</u>	<u>INF</u>	
36%	64%	TOTAL SUPPORT
12%	13%	TOTAL OPPOSE
14%	34%	Strongly Support
21%	31%	Somewhat Support
8%	7%	Somewhat Oppose
4%	6%	Strongly Oppose
51%	22%	Don't Know (DO NOT READ)
2%	1%	Refused (DO NOT READ)

Still thinking about this...

(ASK OF SAMPLE A ONLY)

17. How important is it to you that the California Legislature stop lawsuit abuse and eliminate this hidden tax on California consumers? Is it...(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

83%	TOTAL IMPORTANT
16%	TOTAL NOT IMPORTANT
42%	Very Important
41%	Somewhat Important
11%	Not Too Important
	...or...
5%	Not At All Important
1%	Don't Know (DO NOT READ)
*	Refused (DO NOT READ)

(ASK OF SAMPLE B ONLY)

18. Which of the following comes closer to your opinion about your State Legislator? **(ROTATE)**

- 86% Your State Legislator should vote to stop lawsuit abuse and eliminate the hidden tax on California families.
...or...
7% Your State Legislator should vote to protect billboard attorneys in California.
- 5% Don't Know **(DO NOT READ)**
2% Refused **(DO NOT READ)**
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(ASK OF SAMPLE A ONLY)

19. After I read the following statements, please tell me if you agree more with supporters or more with opponents of more regulations on billboard attorneys...**(ROTATE)**

Supporters of more regulations on billboard attorneys say that stopping lawsuit abuse by billboard attorneys is critically important to eliminate the \$5,500 **(five thousand five hundred dollar)** hidden tax working California families pay.

...while...

Opponents of more regulations on attorneys say that more regulations will harm victims by limiting fair compensation and will only protect negligent parties and others who did harm.

(IF CHOICE, ASK:) And would you say you agree STRONGLY or NOT SO STRONGLY?

62% TOTAL SUPPORTERS

30% TOTAL OPPONENTS

- 30% Strongly Agree With Supporters
32% Not So Strongly Agree With Supporters
19% Not So Strongly Agree With Opponents
11% Strongly Agree With Opponents

- 6% Don't Know **(DO NOT READ)**
2% Refused **(DO NOT READ)**
-

(ASK OF SAMPLE B ONLY)

20. Next, 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...(ROTATE)

71% **(SOME/OTHER)** people say that if California regulates these lawsuit attorneys, victims will still get what they deserve in injury cases while ensuring that consumers are protected and the amount of lawsuit abuse is reduced.

...while...

26% **(OTHER/SOME)** people say that if California regulates lawsuit attorneys, victims won't have lawyers to represent them and as a result, victims will not get what they deserve for their pain and injury.

...which is closest to how you feel?

3% Don't Know **(DO NOT READ)**

1% Refused **(DO NOT READ)**

Next, I would like to read you a few statements about billboard attorneys. After I read each one, please tell me if that statement makes you more likely or less likely to support a bill that would reform the cost of lawsuits, settlements and related legal fees. The **(FIRST/NEXT)** one is...(RANDOMIZE)

TOTAL MORE	TOTAL LESS	MUCH MORE	SMWT MORE	SMWT LESS	MUCH LESS	NO DIFF	DK	REF
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RANKED BY % TOTAL MORE LIKELY

24. These reforms will help California's small business owners by lowering insurance premiums, helping them keep their lights on, continue to pay hard-working Californians right here in our state, and put food on the table for their loved ones.

77%	11%	48%	29%	5%	6%	11%	*	*
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22. Currently, billboard attorneys aren't regulated. While it's good for these lawyers, lawsuit abuse is very costly for taxpayers like you. In fact, studies show Californians pay a hidden tax of nearly \$5,500 **(five thousand five hundred dollars)** per household per year because of lawsuit abuse.

73%	14%	43%	31%	6%	8%	11%	1%	*
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21. Of all things impacting the higher cost of living for California families, auto insurance is one of the worst. Just last year in California, full-coverage insurance costs increased by 48% **(forty-eight percent)** and car insurance costs are among the highest in the nation. These rates have skyrocketed due to rampant lawsuit abuse from billboard attorneys.

73%	15%	48%	26%	7%	8%	11%	1%	*
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CONTINUED...

	TOTAL MORE	TOTAL LESS	MUCH MORE	SMWT MORE	SMWT LESS	MUCH LESS	NO DIFF	DK	REF
25. The lawsuit abuse from billboard attorneys costs states like California billions of dollars per year when that money would be better spent properly funding education, infrastructure and public safety.	73%	13%	47%	26%	8%	6%	12%	1%	*
28. Not only do personal injury lawyers take 30-40% (thirty to forty percent) of a settlement for their fees, they sneak hidden fees into their expenses that enable them to make even more money while reducing the amount the victim receives.	72%	17%	47%	25%	7%	9%	11%	1%	*
27. At a time when Californians need insurance coverage most, billboard attorneys' lawsuit abuse is forcing insurance companies to limit their coverage options and sometimes even driving them out of the state completely. This abuse must stop before more insurers abandon our state.	71%	15%	42%	29%	8%	7%	12%	1%	*
26. According to reports, between 2017 and 2021, 6.8 (six point eight) billion dollars was spent by billboard attorneys on advertising in the United States. They often target low-income, minority communities with these ads, many of whom lose their cases and are saddled with thousands of dollars in medical debt they don't have the ability to pay.	70%	17%	44%	26%	7%	10%	11%	1%	*
23. In California, billboard attorneys and law firms donate millions of dollars to lawmakers who then pass laws that make it easier for these attorneys to file more lawsuits and become even wealthier.	70%	19%	47%	23%	9%	10%	10%	1%	*
29. Lawsuit abuse has "blown a hole" in Los Angeles's budget, as well as the budgets of cities across California. Funds usually allocated for public services such as libraries, sidewalk repair, public transportation, and other municipal necessities are instead being diverted to pay these personal injury settlements.	68%	17%	40%	28%	9%	7%	14%	1%	*
30. Lawsuit abuse has driven up the cost of insurance so high that it has decreased the number of new affordable housing options for lower income Californians across the state.	67%	19%	42%	25%	8%	11%	13%	1%	*

Now that you have some more information...

31. Would you support or oppose legislation that would reform the cost of lawsuits, settlements and related legal fees?

(IF SUPPORT/OPPOSE, ASK:) And would you say you **STRONGLY (SUPPORT/OPPOSE)** or just **SOMEWHAT (SUPPORT/OPPOSE)?**

<u>INIT</u>	<u>INF</u>	<u>FIN</u>	
36%	64%	75%	TOTAL SUPPORT
12%	13%	12%	TOTAL OPPOSE
14%	34%	47%	Strongly Support
21%	31%	28%	Somewhat Support
8%	7%	6%	Somewhat Oppose
4%	6%	7%	Strongly Oppose
51%	22%	12%	Don't Know (DO NOT READ)
2%	1%	1%	Refused (DO NOT READ)

32. And, would you have a more favorable or less favorable opinion of your State Legislator if they voted to protect billboard attorneys over eliminating the hidden tax California working families pay as a result of lawsuit abuse?

(IF MORE/LESS FAVORABLE, ASK:) And, is that **MUCH (more/less) favorable** or just **SOMEWHAT (more/less) favorable**?

21%	TOTAL MORE FAVORABLE
62%	TOTAL LESS FAVORABLE
10%	Much More Favorable
11%	Somewhat More Favorable
21%	Somewhat Less Favorable
41%	Much Less Favorable
16%	No Difference
1%	Don't Know (DO NOT READ)
*	Refused (DO NOT READ)

Now, I have just a few questions for statistical purposes only...

D18A. Do you use any online social media networks like Facebook, Instagram, X (formerly known as Twitter), TikTok, Snapchat and YouTube?

(IF YES, ASK) How often do you use social networking sites like these **(ROTATE)** everyday, weekly, a few times a month at most, less than once a month, or never?

78% TOTAL WEEKLY+
8% TOTAL LESS OFTEN

63% Yes, everyday
15% Yes, weekly
5% Yes, a few times a month
2% Yes, monthly
14% Never

* Don't know **(DO NOT READ)**
* Refused **(DO NOT READ)**

D18B. Which of the following social media platforms, if any, do you use? **(RANDOMIZE, ACCEPT MULTIPLE RESPONSES)**

55% YouTube
55% Facebook
52% Instagram
26% TikTok
23% X (formerly known as Twitter)
11% Snapchat

5% Other **(DO NOT READ)**
11% Do not use social media platforms **(DO NOT READ)**
* Refused **(DO NOT READ)**

N1. And, how do you typically get your news? **(RANDOMIZE) (SELECT ALL THAT APPLY)**

50% Online from websites
45% Online from social media such as TikTok, Instagram, X and Facebook
34% Broadcast news such as ABC, NBC, CBS, or local Fox News
32% Cable news such as Fox News, CNN, or MSNBC
22% Radio
17% Newspapers
2% Other **(DO NOT READ)**

3% None of these **(DO NOT READ)**
– Refused **(DO NOT READ)**

N2. Which one of the following news sources do you most often watch or listen to for information as to what is happening in the country? **(RANDOMIZE) (SELECT ALL THAT APPLY)**

28% National news broadcasts like ABC, CBS and NBC
25% NPR
24% Local broadcast news
21% FOX News
21% CNN
17% MSNBC

24% None of these **(DO NOT READ)**
* Don't know **(DO NOT READ)**
– Refused **(DO NOT READ)**

D1. And, in what year were you born?

26% 18 - 34
16% 35 - 44
15% 45 - 54
16% 55 - 64
27% 65 and above

* Refused

D2. Gender

47% Male
53% Female

D6A. What is your main racial or ethnic heritage? Is it...

55% Caucasian or White
24% Hispanic or Latino
10% Asian or Pacific Islander
6% African American or Black
3% American Indian or Alaskan Native

1% Other or Mixed Race **(DO NOT READ)**
– Don't Know **(DO NOT READ)**
1% Refused **(DO NOT READ)**

D3A. What is the last grade you completed in school?

54% TOTAL <COLLEGE

46% TOTAL COLLEGE+

- * Some Grade School (Grades 1-8)
- 1% Some High School (Grades 9-11)
- 17% Graduated High School (Grade 12)
- 5% Technical/Vocational School
- 31% Some College
- 30% Graduated College (e.g. Bachelor of Arts, Bachelor of Science)
- 16% Post-graduate (e.g. PhD, MD, JD, MA)

* Refused (**DO NOT READ**)

D4B. Are you registered to vote as... (**ROTATE FIRST TWO CHOICES**)

a Republican,
a Democrat,
or something else?

(IF REPUBLICAN/DEMOCRAT ASK) Would you call yourself a STRONG (Republican/Democrat) or a NOT-SO-STRONG (Republican/Democrat)?

(IF SOMETHING ELSE, ASK) Do you think of yourself as closer to (**ROTATE**) the Republican or to the Democratic party?

25% TOTAL REPUBLICAN

42% TOTAL DEMOCRAT

30% TOTAL LEAN/INDEPENDENT

- 16% Strong Republican
 - 8% Not-so-strong Republican
 - 4% Lean Republican
 - 17% Unaffiliated/Independent/Something else
 - 9% Lean Democrat
 - 15% Not-so-strong Democrat
 - 27% Strong Democrat
 - 1% Don't know (**DO NOT READ**)
 - 1% Refused (**DO NOT READ**)
-

D4C. Party from file.

25%	REPUBLICAN
46%	DEMOCRAT
20%	UNAFFILIATED/INDEPENDENT/SOMETHING ELSE
9%	ALL OTHER PARTIES

D5A. Generally speaking, do you consider yourself to be **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)** conservative, moderate or liberal on most issues?

(IF CONSERVATIVE/LIBERAL, ASK:) And would you say you are VERY (CONSERVATIVE/LIBERAL) or just SOMEWHAT (CONSERVATIVE/LIBERAL)?

25%	TOTAL CONSERVATIVE
38%	TOTAL LIBERAL
12%	Very Conservative
13%	Somewhat Conservative
35%	Moderate
15%	Somewhat Liberal
23%	Very Liberal
1%	Don't Know (DO NOT READ)
1%	Refused (DO NOT READ)

D9A. And for statistical purposes only... Is your total annual HOUSEHOLD income greater or less than \$80,000 dollars?

40%	TOTAL <\$80K
32%	TOTAL \$80K-\$150K
16%	Under \$40,000
12%	Between \$40,000 - \$60,000
13%	Between \$60,000 - \$80,000
13%	Between \$80,000 - \$100,000
19%	Between \$100,000 and \$150,000
24%	Over \$150,000
4%	Refused (DO NOT READ)
