

---

★ BSP ★  
RESEARCH

---

September 2nd, 2022

To: Power California

From: Stephen Nuño-Perez, Matt Barreto, Elias Rodarte

Re: Young Californians poll

---

### Summary

BSP Research was retained to field a survey studying young Californian's 18-30 years old on a wide range of state issues for the upcoming November election with the goal of harnessing this young voting bloc to affect change and hold elected officials accountable. BSP was asked to study what issues mobilize young Californians and what is most pertinent to their lives. Informed from focus groups run on June 14<sup>th</sup>, 2022, BSP tested a wide range of issues mentioned by focus group participants such as inflation and homelessness. Aside from collecting data on what issues were impacting young Californian lives, BSP also collected data on how exactly these issues were impacting their lives and their quality of life in the state. BSP also ensured that Young Californian voices were being heard from the Inland empire and Central Valley.

The study was in the field from July 26 through August 12, 2022. A total of 1,400 respondents were surveyed, all online, with surveys conducted in English. After collection the data was weighted to reflect the demographics, by race, gender, and other factors of the state. With an N of 1400, the margin of error is +- 2.6% across the study.

### Key Findings

Below is a bullet point summary of our findings, following a presentation of findings to Power California.

- Undoubtedly young Californians are pessimistic about the direction of the state with the majority (45%) of respondents indicating California was on the wrong track. Interestingly, Black (49%) and AAPI (48%) respondents held more positive views than Latino (38%) and White (39%) respondents in thinking things in California are going in the right direction.
- Addressing gun violence/mass shootings (25%), Rising cost of living (25%), Increased housing costs (25%), and homelessness (25%) were the top issues for young Californians. As such candidates should focus on these issues to motivate and mobilize this key demographic to come out to the polls on election day.
- When asked what would motivate them to vote, respondents between the ages of 18-24 years old selected gun control (31%), followed by protection of abortion rights (27%) as

---

★ BSP ★  
RESEARCH

---

the two issues that would motivate them the most to vote. Amongst young adults aged 25-30 years old, the top two issues are rent control (25%), closely followed by the lowering of taxes (24%).

- Inflation is a key area where respondents felt they personally were struggling the most. 87% indicated that the “The cost of living for me and my family is going up faster than my wages and income can keep up”. To help keep up with these rising costs, 40% of respondents reported having to take on a second job or side hustle, 38% contemplated moving away from California, 32% had to postpone paying certain bills, and 27% even reported postponing medical or dental procedures. Inflation is severely hampering young Californian’s ability to live a fulfilling life and has undoubtedly touched a vast majority of their lives.
- As inflation hammers the state, young Californians are struggling to keep up with the rising costs of rent. 29% reported that they had to choose between paying rent or another bill, another 26% indicated they moved back home with family over the last 12 months, and 24% said they had missed a rent payment over the last year.
- Young Californians want politicians who are going hold greedy corporations who they find as the most culpable for the increase in prices (30%) accountable. Other reasons young Californians blamed for the increase in prices was high taxes (30%), lack of affordable housing (28%), the pandemic (28%), and politicians who only care about themselves (23%).
- 71% of young Californians believe that we should focus more on real issues, like increasing affordable housing in California, instead of spending so much time on issues like banning gas-powered cars.
- The U.S. Supreme Court’s decision on Roe v. Wade tremendously affected respondents’ trust. Latino (30%), White (36%), Black (28%), and AAPI (32%) respondents reported they do not trust the Supreme Court at all.
- In light of the Supreme Court overturning Roe v. Wade, 69% of young Californians would support California amending its Constitution to provide a guaranteed right to reproductive freedom including the right to an abortion.
- Other policy positions respondents were in favor of include expanding state health insurance to everyone in California (74%), Enacting rent control (73%), expanding taxes on individuals making over \$2 million a year to provide funds for zero emission projects (63%).
- Amongst racial groups, White and AAPI respondents had the least amount of trust in President Biden with 57% of white respondents and 55% of AAPI respondents indicating

---

★ BSP ★  
RESEARCH

---

have little to no trust in President Biden. Among Black respondents this number was 53% and among Latinos, the share who reported trusting the president and not trusting him was evenly mixed at 50%.

- On a state level, 53% of respondents trust Governor Gavin Newsom, while only 51% of respondents trust the state legislature.
- Despite this lack of trust in the state government, 85% of respondents agreed local governments should be doing more to make housing more affordable. 76% agreed local governments should be doing more to address the effects of climate change. Young Californians want local government to do more in making their lives easier.
- Although more Latino (42%), White (45%), and Black (39%) respondents vote in-person on election day than by mail or in-person early before election day, Asian respondents typically vote by mail in California's elections (60%).

### Summary

The survey outlines important context to the state of young people ages 18-30 in California that distinguishes them from older voters, who typically turn out at higher rates on election day. Gun violence, abortion, and homelessness are disproportionately important for young Californians and are motivating factors in driving them to the polls on election day. Housing security is an abundantly acute problem throughout the survey, as most young people say they cannot keep up with the rising costs of rent. As such, many young Californians reported working multiple jobs to make ends meet and provide for their necessities. This has created an environment where over half of all young Californians are either pessimistic or uncertain about their immediate future. Unsurprisingly, young Californians have lukewarm levels of trust towards national and state politicians. Despite this, young Californians are looking to local government to ease housing costs and help clean up the environment.