



California Voter Views of the 2026 Primary Election

Key Findings of a Survey Conducted November 7-17, 2025



OPINION
RESEARCH
& STRATEGY



Bipartisan Research Team



Lucia Del Puppo – FM3






Fairbank, Maslin, Maullin, Metz & Associates (FM3) – a national Democratic opinion research firm with offices in Oakland, Los Angeles and Portland, Oregon– has specialized in public policy oriented opinion research since 1981. The firm has assisted hundreds of political campaigns at every level of the ballot – from President to City Council – with opinion research and strategic guidance. FM3 also provides research and strategic consulting to public agencies, businesses and public interest organizations nationwide.



Lori Weigel – NBS

New Bridge Strategy (NBS) – an opinion research firm that listens and creates connections on behalf of public policy efforts and campaigns. The firm's roots are in Republican politics, having conducted research on behalf of dozens of GOP candidates from City Council to the presidential level. They also assist coalitions from across the political spectrum in crafting winning ballot measure campaigns, public education initiatives, and legislative policy efforts. NBS helps our clients bridge divides to create winning majorities.

Survey Methodology

Dates	November 7-17, 2025
Survey Type	Dual-mode Voter Survey
Research Population	Likely November 2028 Voters, including oversamples of Likely June 2026; an additional oversample of parents with children ages 12 and under was obtained through opt-in online panels.
Total Interviews	801 Likely November 2028 voters, including an oversample to reach 601 likely June 2026 voters statewide; with an additional oversample 329 parents with children ages 12 and under.
Margin of Sampling Error	(Likely November 2028 and Likely June 2026) $\pm 4.0\%$ at the 95% Confidence Level
Contact Methods	 Telephone Calls  Email Invitations  Text Invitations
Data Collection Modes	 Telephone Interviews  Online Interviews
Languages	English & Spanish

(Note: Not All Results Will Sum to 100% Due to Rounding)

Key Findings

- More than four in five California voters agree that the next Governor should make California a place young children can thrive, including more than nine in ten parents of children ages 12 and under.
- Nearly nine in ten California voters support policies that:
 - Make childcare and preschool affordable
 - Provide quality prenatal and postpartum care
 - Provide fair wages and benefits for childcare workers
 - Build children's behavioral / mental health workforce
 - Increase mental health support for young kids and caregivers
- Affordability and cost of living are a top priority for California voters.
 - Many struggle to make housing payments, have postponed medical care for affordability reasons, and skipped meals for affordability reasons.
 - Nearly three-quarters of parents say raising children places a financial strain on their family.
 - Families were widely affected by the recent government shutdown.

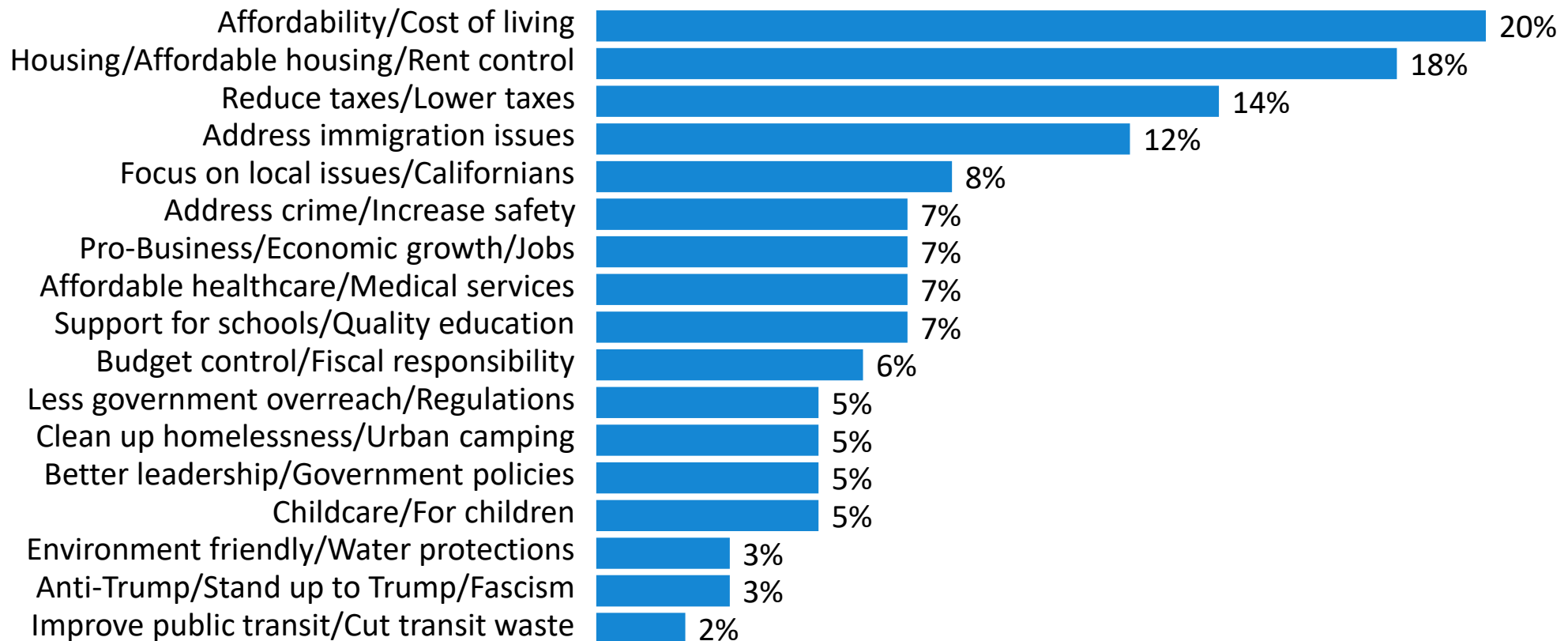


Issue Context

Housing and affordability also top the list of issues in relation to children and families.

*In a few words of your own, what is the most important change you think the next Governor should make to improve the quality of life for **California children and families**?*

(Open-ended; Half Sample)



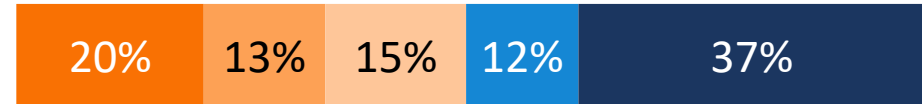
One in five Californians have struggled to afford housing and postponed medical care due to affordability.

In the last 12 months, have you experienced any of the following?

■ Experienced ■ Frequently Worried ■ Occasionally Worried ■ Rarely Worried ■ Never Worried ■ Don't Know

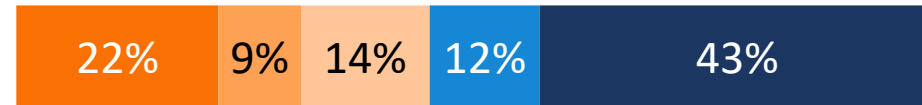
**Experienced/
Frequently Worried**

Struggled to afford rent or mortgage payments



33%

Postponed medical care because you couldn't afford it



31%

Postponed mental health care because you couldn't afford it



21%

Skipped meals because you couldn't afford food



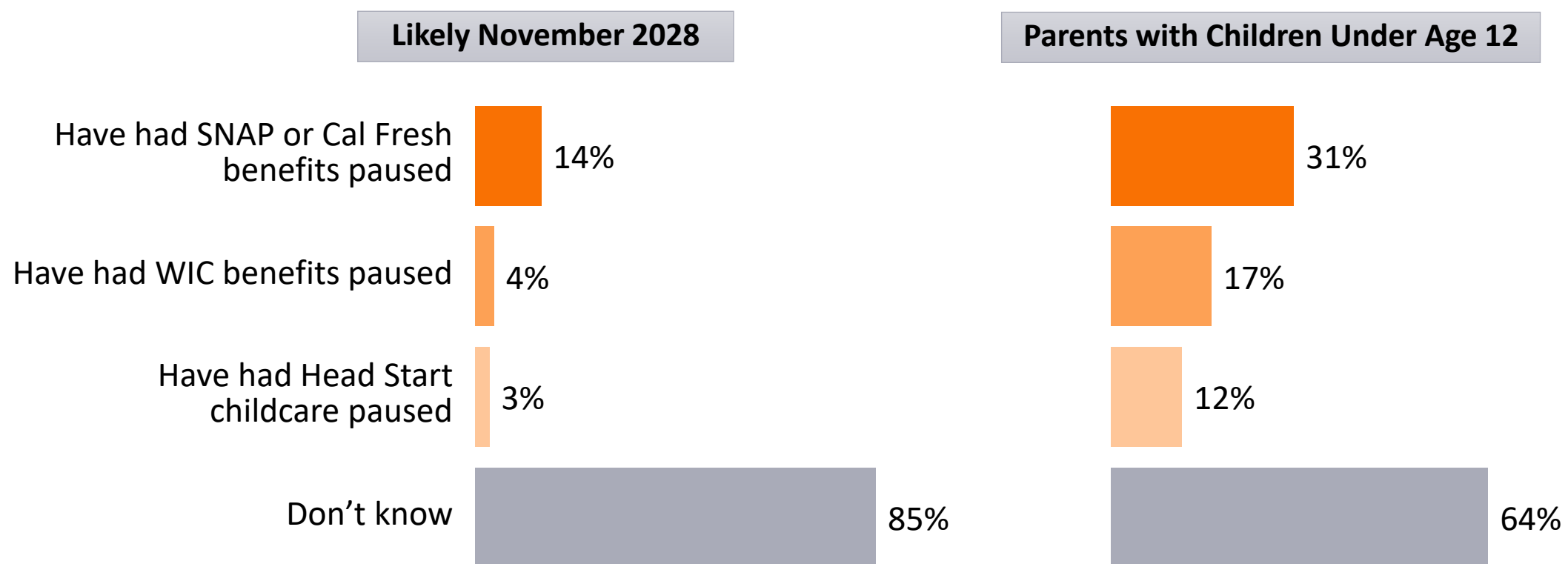
17%

Nearly half of parents with children under age 12 struggled to afford housing payments or frequently worried about it.

Experiences	Experienced/Frequently Worried						
	All Voters	Parents of Children Ages 12 and Under	Race/Ethnicity				
			Whites	Latinos	African Americans	Asians/Pacific Islanders	All Voters of Color
Struggled to afford rent or mortgage payments	33%	47%	30%	39%	47%	25%	38%
Postponed medical care because you couldn't afford it	31%	34%	27%	37%	41%	24%	36%
Postponed mental health care because you couldn't afford it	21%	36%	17%	31%	24%	20%	27%
Skipped meals because you couldn't afford food	17%	26%	14%	20%	31%	9%	21%

One-third of parents with children under age 12 had their CalFresh benefits interrupted by the government shutdown.

(Multiple Responses Accepted)

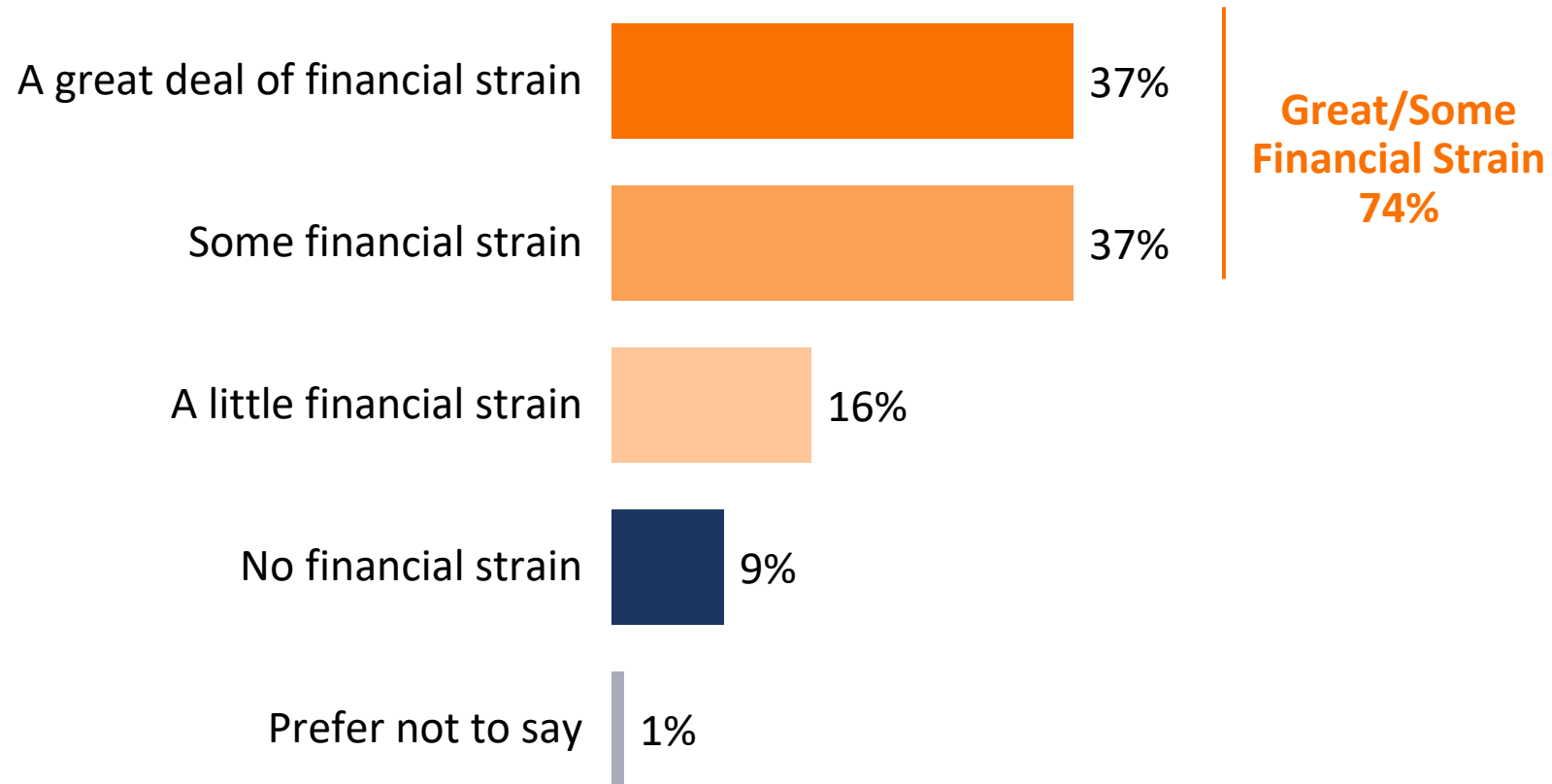




Experiences of Parents with Younger Children

Among parents with kids under age 12, three-quarters say the cost of raising children places a financial strain on their family.

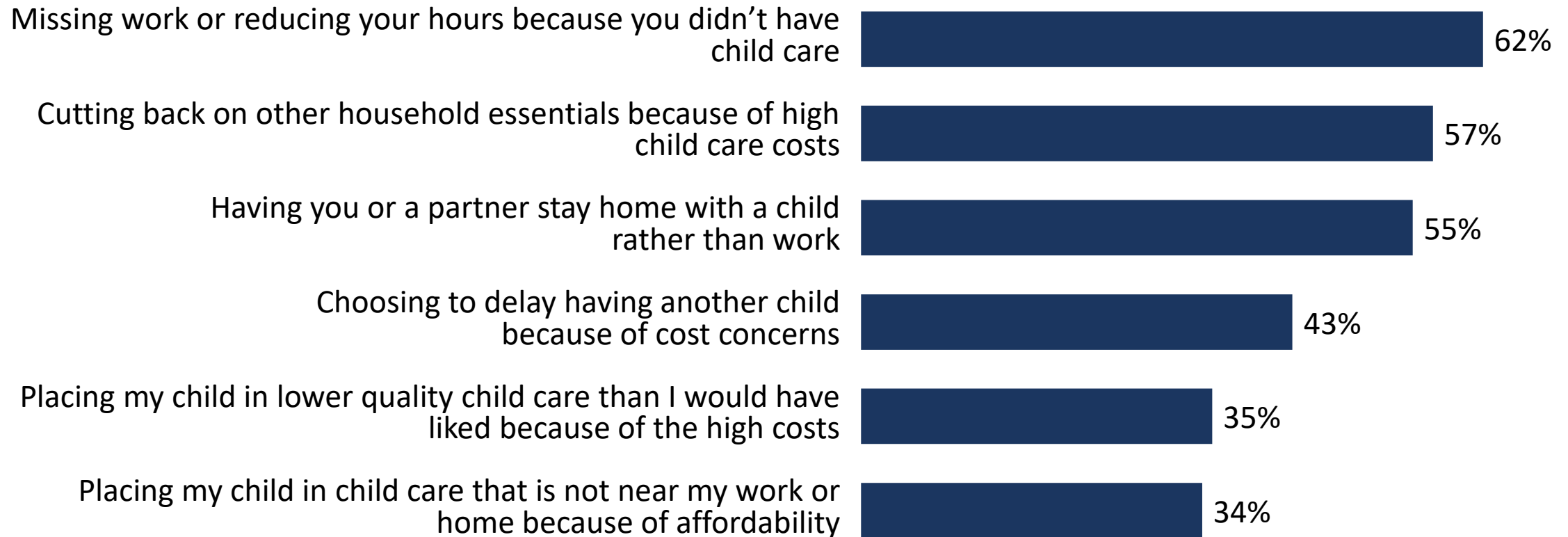
Does the cost of raising children place a financial strain on you and your family?



Three in five parents of children under age 12 say they have missed work or reduced hours because they didn't have childcare.

Sometimes the cost of raising children forces parents to make difficult decisions. I am going to read you a list of decisions some parents have to make. Please tell me if this is a decision you personally have had to make.

(Yes)

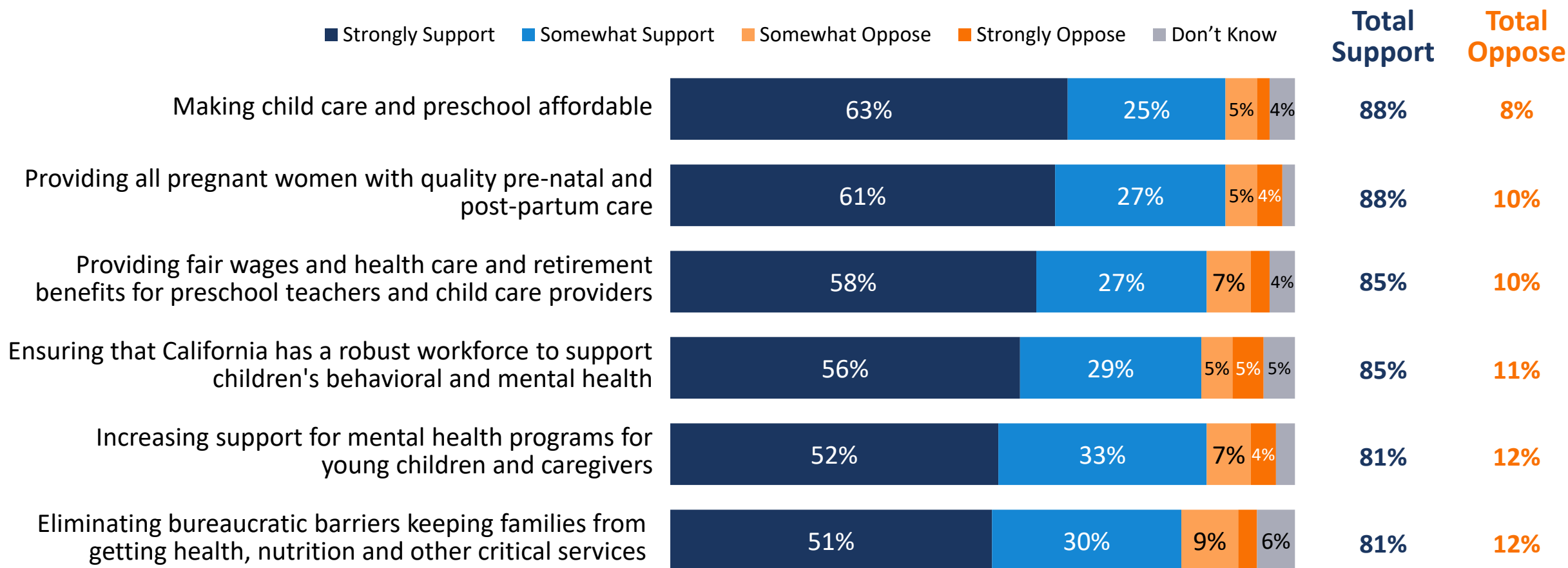




Views of Policies for Children and Families

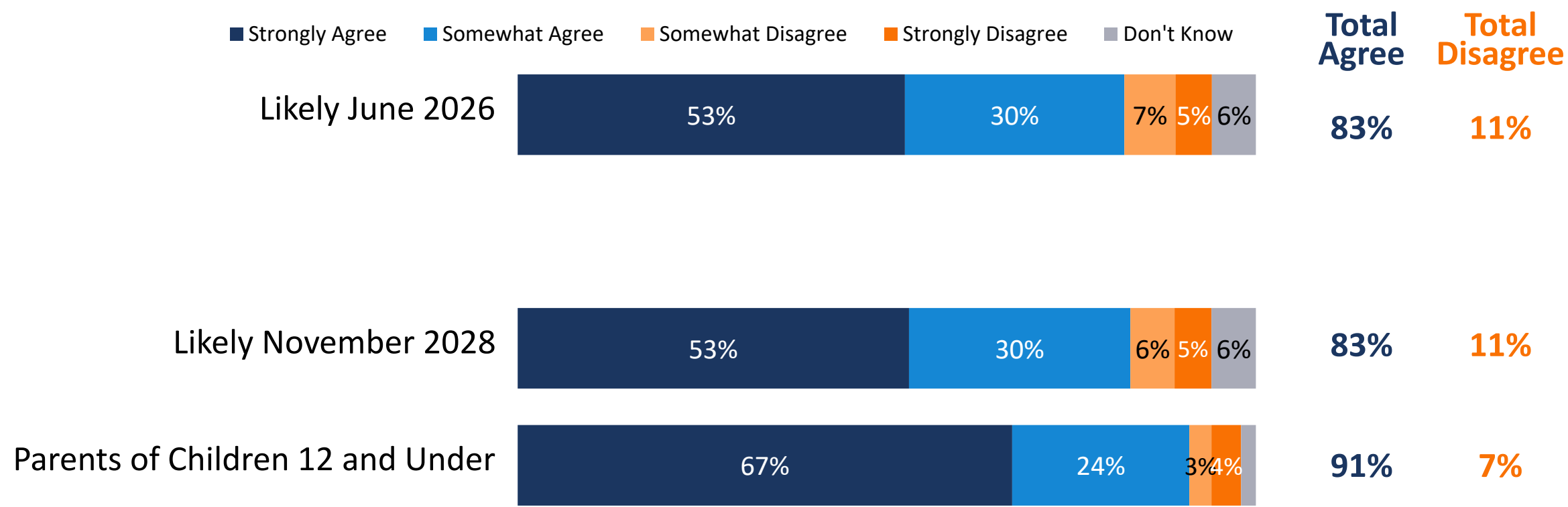
More than four in five voters support making childcare and preschool affordable and providing all pregnant women with quality care.

*Here are a list of policies that have been proposed to support children and families in California.
Please indicate whether you strongly support, somewhat support, somewhat oppose, or strongly oppose each one.*



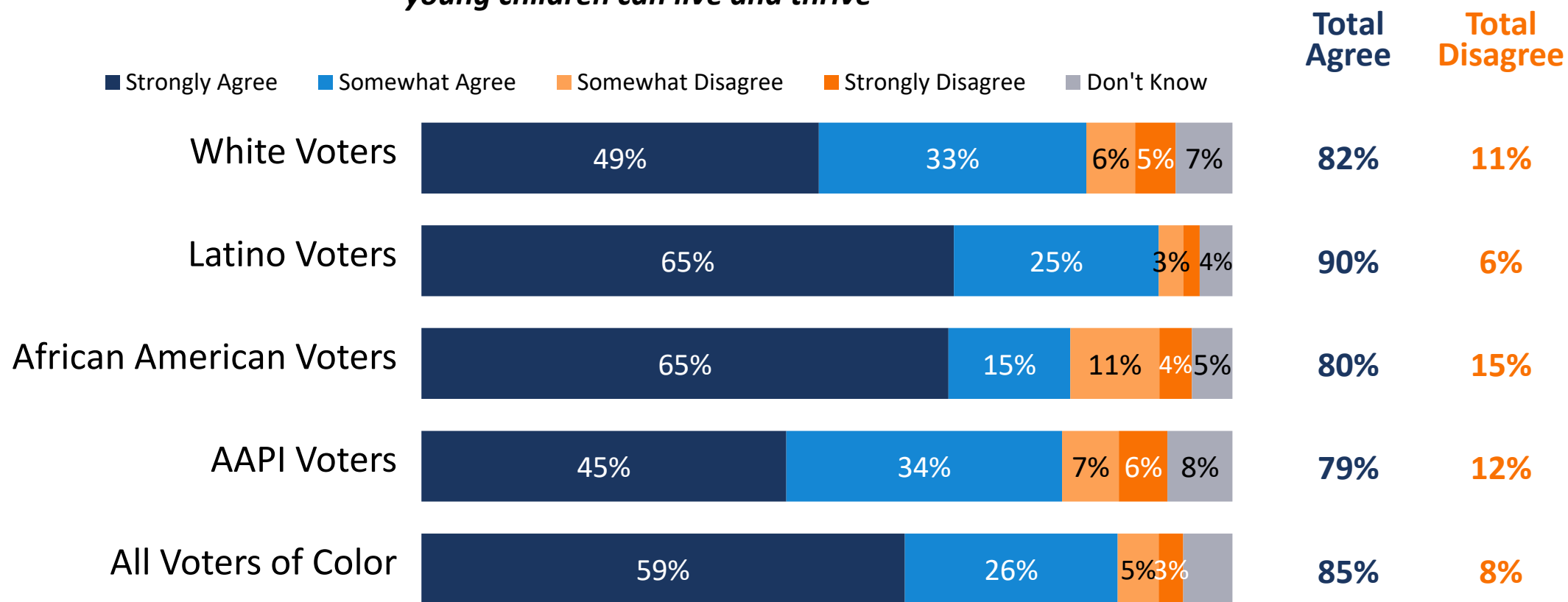
More than four in five voters think the next Governor should prioritize making California a place where families with young children can live and thrive.

California’s next Governor should prioritize policies that make California a place where families with young children can live and thrive



Strong agreement with this statement cuts across race and ethnicity.

California's next Governor should prioritize policies that make California a place where families with young children can live and thrive





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