

Survey of California Voters - Report on Results -

April 13, 2021



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Justin Wallin is a “marketing concept” strategist, with over fifteen years of experience helping to develop communications strategy through opinion research. Wallin delivers strategic direction to Fortune 500 firms, statewide, city and municipal governments, political candidates and campaigns, organizations and non-profit organizations, entrepreneurial ventures and other businesses.

He is a recognized expert in accurately measuring public opinion, forecasting outcomes and identifying the most effective ways to influence thoughts and behaviors.

Wallin is a regular guest on Fox News, CNN and BBC. His research, commentary and analysis can be found in RealClearPolitics, Politico, Roll Call, Campaigns & Elections, Public CEO and Inside Politics with Nathan Gonzales. He has lectured at the University of Southern California, Pepperdine University, Loyola Marymount University, California State Universities and Hillsdale College and has taught both graduate and undergraduate courses in marketing. He is a featured speaker throughout the nation on matters of strategy, marketing and messaging.

After driving global strategy and marketing programs in the technology industry early in his career, Wallin was a founder of the re-launched, historic Columbia Yacht Corporation. The racing boats he built span the globe. He sold his stake in the company in 2008.

Wallin is a Fellow of the Jesse M. Unruh Institute of Politics at USC.

Wallin received his MBA with an emphasis in marketing and strategy from the University of Southern California, and his BA (Philosophy) from Whittier College.



Survey of California voters

Report on results

From Friday, April 9 through Monday, April 12, 2021, J. Wallin Opinion Research conducted a telephone survey of voters throughout the state of California.

We interviewed 1,000 respondents. The survey was administered in Spanish and English languages and contacting both mobile and landlines (70.5% of this survey was completed on mobile phones). A survey of this size yields a margin of error of +/-3.1% (95% confidence interval).

Our sample is stratified, meaning that the demographic composition of our results matches the demographic composition of the region and turnout model that we surveyed. Key demographics include:

Ethnic Background

- White = 38.2%
- Latino/Hispanic = 28.9%
- Black/African-American = 10.4%
- Asian/Pacific Islander = 10.4%
- Native American = 1.7%
- Middle Eastern = 0.7%
- Other = 9.7%

Gender

- Women = 52%
- Men = 48%

Age Group

- 18-34 = 28.6%
- 35-54 = 31.5%
- 55-64 = 16.4%
- 65-69 = 7.2%
- 70+ = 16.3%

Region

- Los Angeles County = 26.2%
- Other Southern California = 31.7%
- Central Valley = 18.9%
- San Francisco Bay Area = 19.1%
- Other Northern California = 4.1%

J. Wallin Opinion Research performs research on behalf of business, government and political clients.

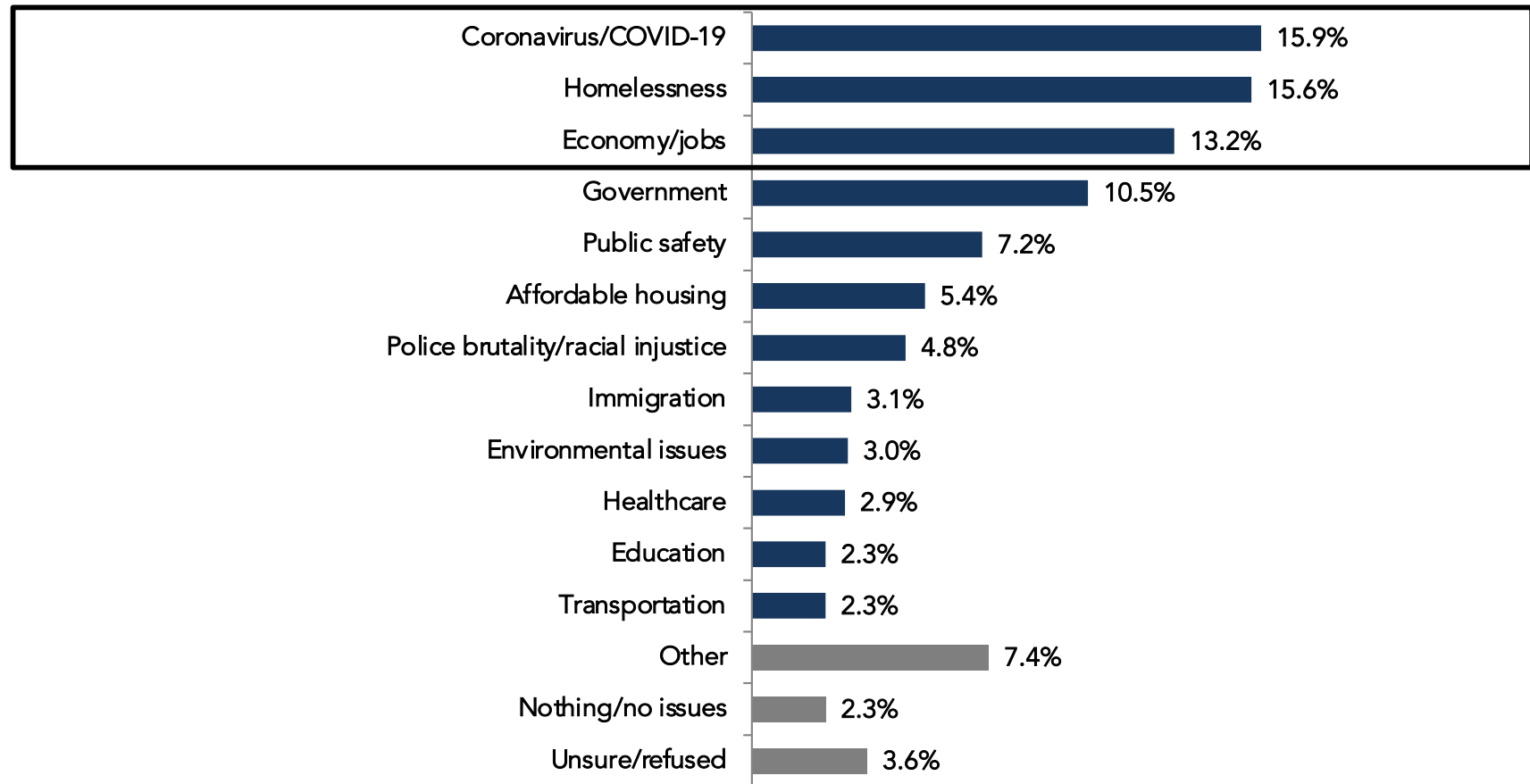


General Themes

Coronavirus, homelessness and economy/jobs

Are the leading “dinner table conversations” of California voters

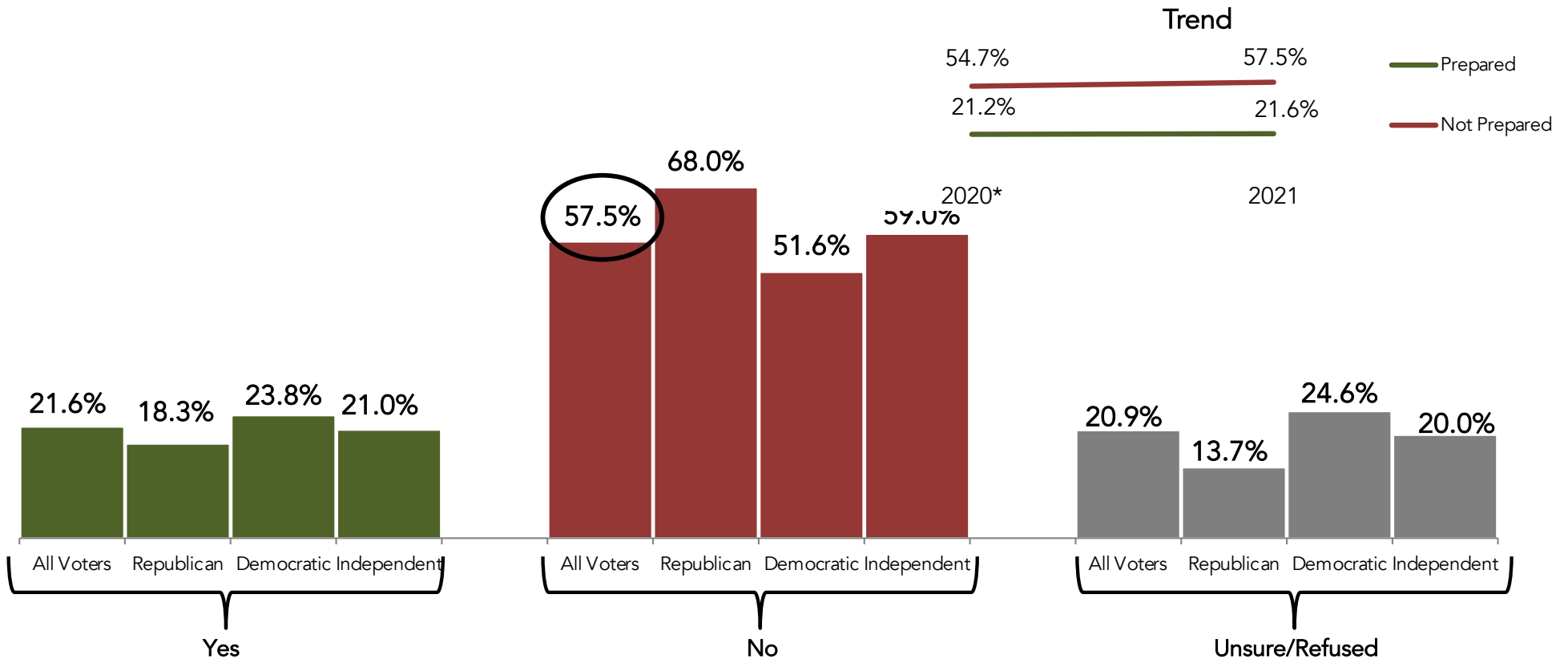
Question: What is the most important issue facing your community today?



California's Aging Population

A majority (57.5%) feels that California Is NOT prepared to care for its growing aging population

Question: Over the next decade, California's aging population will increase by four million. In twenty-five years, it will double. More than half will require some form of long-term care. The aging of California's population will dramatically increase the number of people who need services and supports across the healthcare and social services system. Do you feel that California will be prepared to care for its growing aging population?

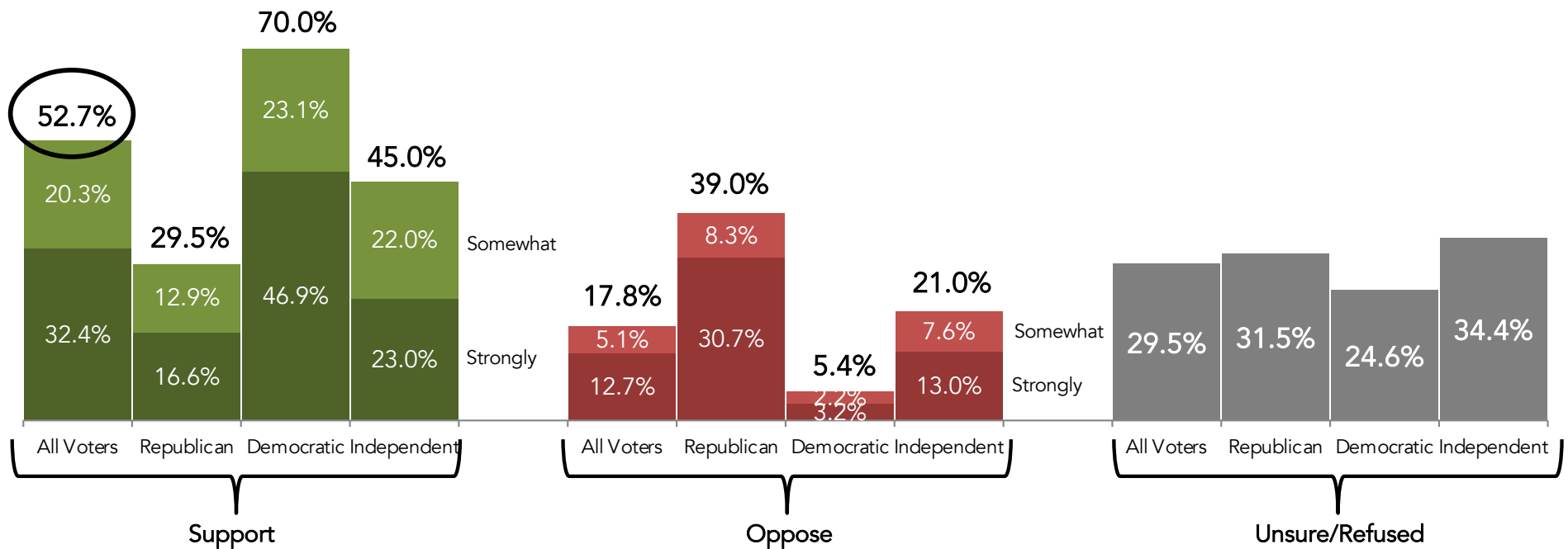


* 2020 Question: "Since March, the Coronavirus crisis has hit older adults and people with chronic conditions particularly hard. At the same time, California's population is aging, bringing with it an increase in the number of people who need services and supports across the healthcare and social services system, but often who cannot afford or find available options. Do you feel that California is prepared to care for its growing aging population now and into the future?"

The Master Plan for Aging

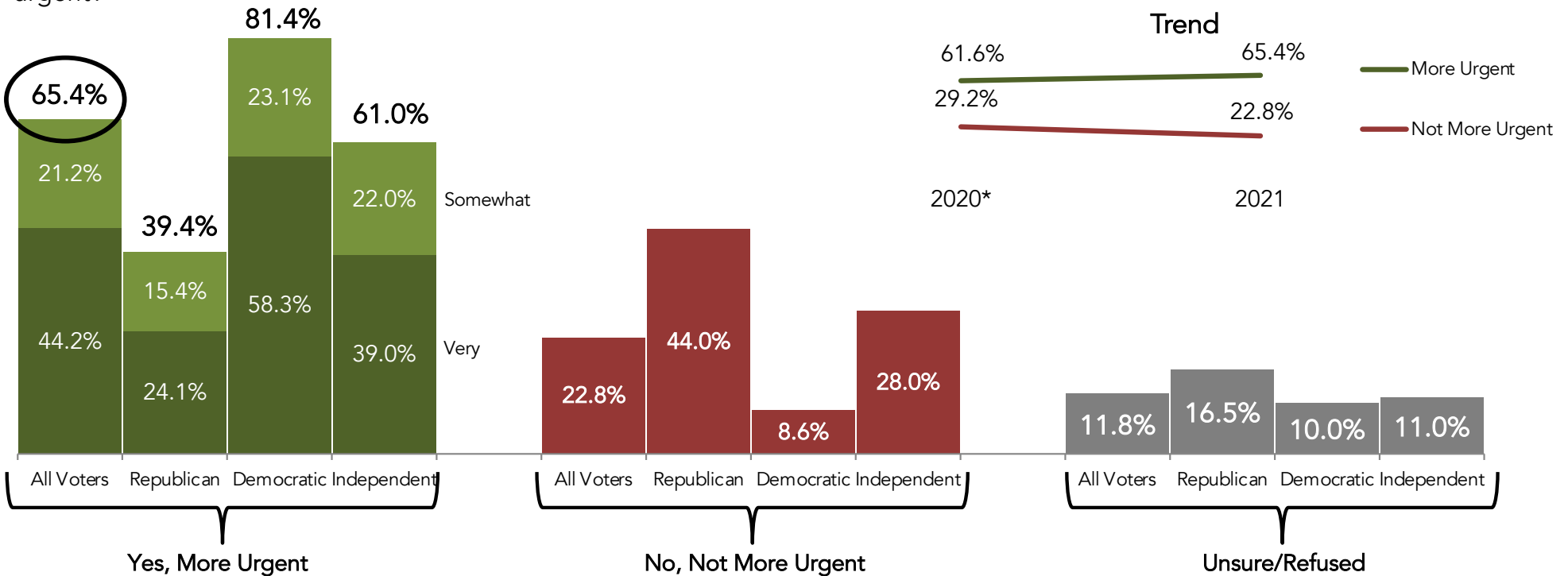
A majority (52.7%) supports California's Master Plan for Aging

Question: Early this year, Governor Newsom launched California's first Master Plan for Aging, a blueprint for a ten-year plan to build "an age-friendly state so that all Californians can age with dignity and independence." In general, do you support or oppose California's Master Plan for Aging? [RECORD] [IF SUPPORT OR OPPOSE>>>] And would you say that you strongly (support/oppose) or somewhat (support/oppose)?



Nearly a supermajority (65.4%) says the pandemic Has made it more urgent for CA's elected leaders to prioritize the Master Plan

Question: The COVID-19 pandemic has hit older adults especially hard. About three-quarters of our state's COVID-related deaths were among those sixty-five or older. Eighty-percent of these deaths are from our Black and Latino communities. The pandemic has magnified long-standing challenges - including workforce shortages and lack of access to services - within our healthcare and social services systems that disproportionately affect older adults, racial/ethnic populations, people with disabilities, and their caregivers. Do you feel that the pandemic has made it more urgent for California's elected leaders to prioritize investing in the Master Plan for Aging to better address the needs of Californians, particularly those populations that have been most affected by COVID-19? [RECORD] [IF YES>>>] And would you say that it is much more or somewhat more urgent?



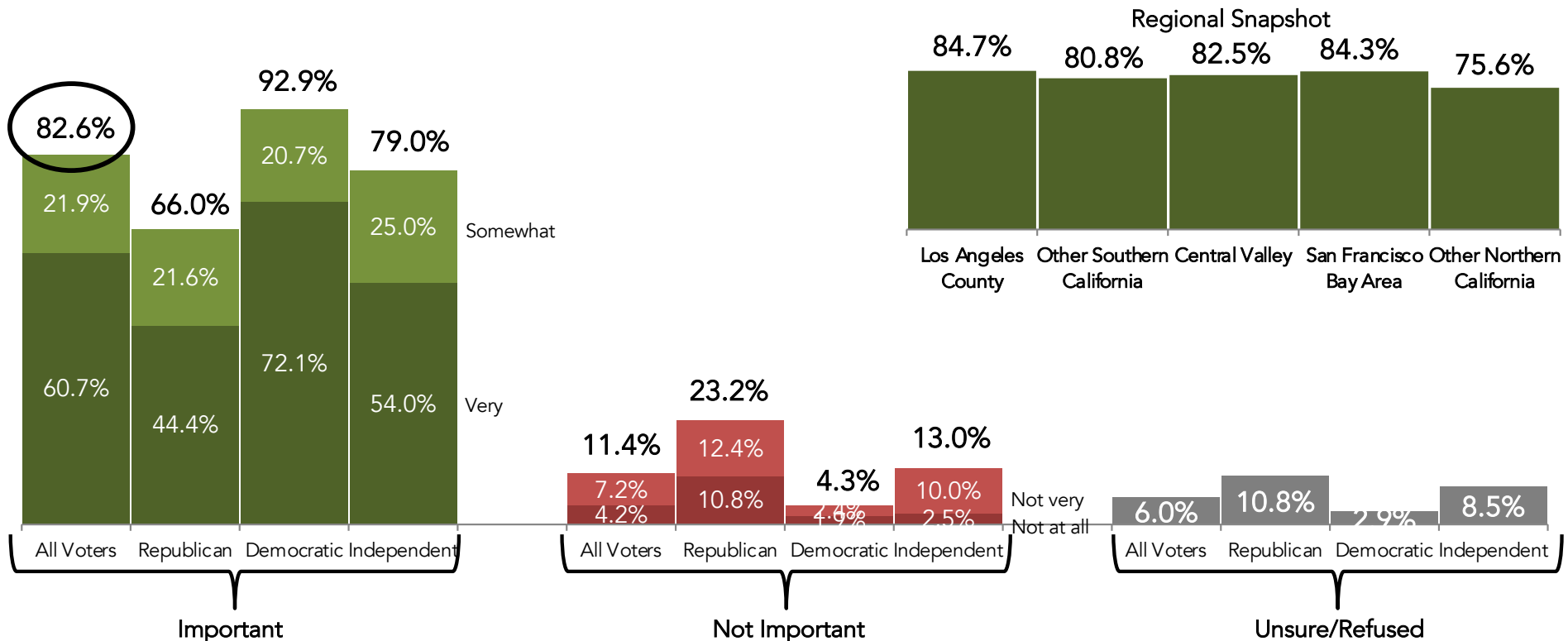
* 2020 Question: "Do you feel that the Coronavirus pandemic has made it more urgent for California's elected leaders to focus on the Master Plan for Aging? [RECORD] [IF YES>>>] And would you say that it is much more or somewhat more urgent?"

Alzheimer's and The Master Plan for Aging

82.6% feel it is important for Alzheimer's disease

To be a critical component of the state's Master Plan for Aging (intensity is high)

Question: By 2025, our state will spend more than five billion dollars to care for nearly 850,000 Californians living with Alzheimer's and related dementias. This fatal brain disease is one of the most challenging conditions that our aging population faces, and it deeply impacts not only the person diagnosed but also families and caregivers. The Master Plan for Aging includes recommendations for early screening, timely diagnosis and ongoing care planning for Californians with Alzheimer's disease. How important do you feel it is for Alzheimer's disease to be a critical component of the state's Master Plan for Aging? Would you say that it is very important, somewhat important, not very important or not at all important?

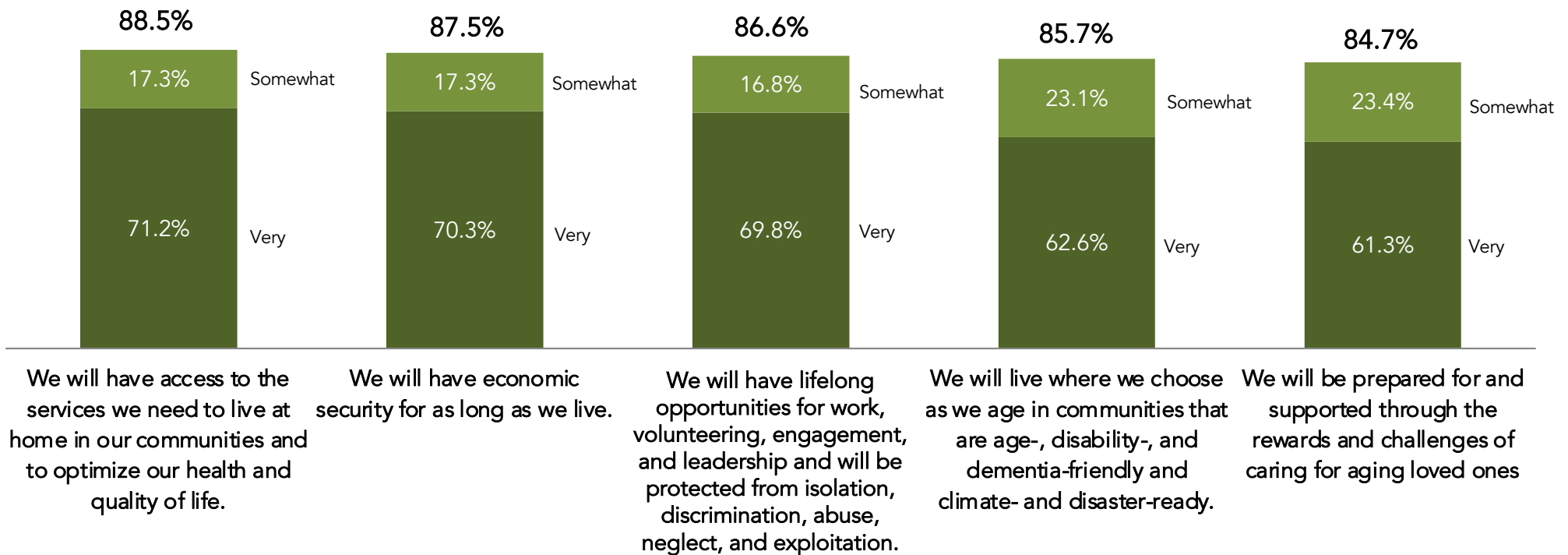


The Five Key Goals

Each of the five key goals established by the plan

Are ranked as being important by over eight out of ten voters (intensity is high)

Question: Now, I am going to read a list of the FIVE key goals established by California’s Master Plan for Aging. Please listen to each and then let me know if you feel that goal is very important, somewhat important, not very important or not at all important towards best preparing our state for its rapidly aging population and their families?”

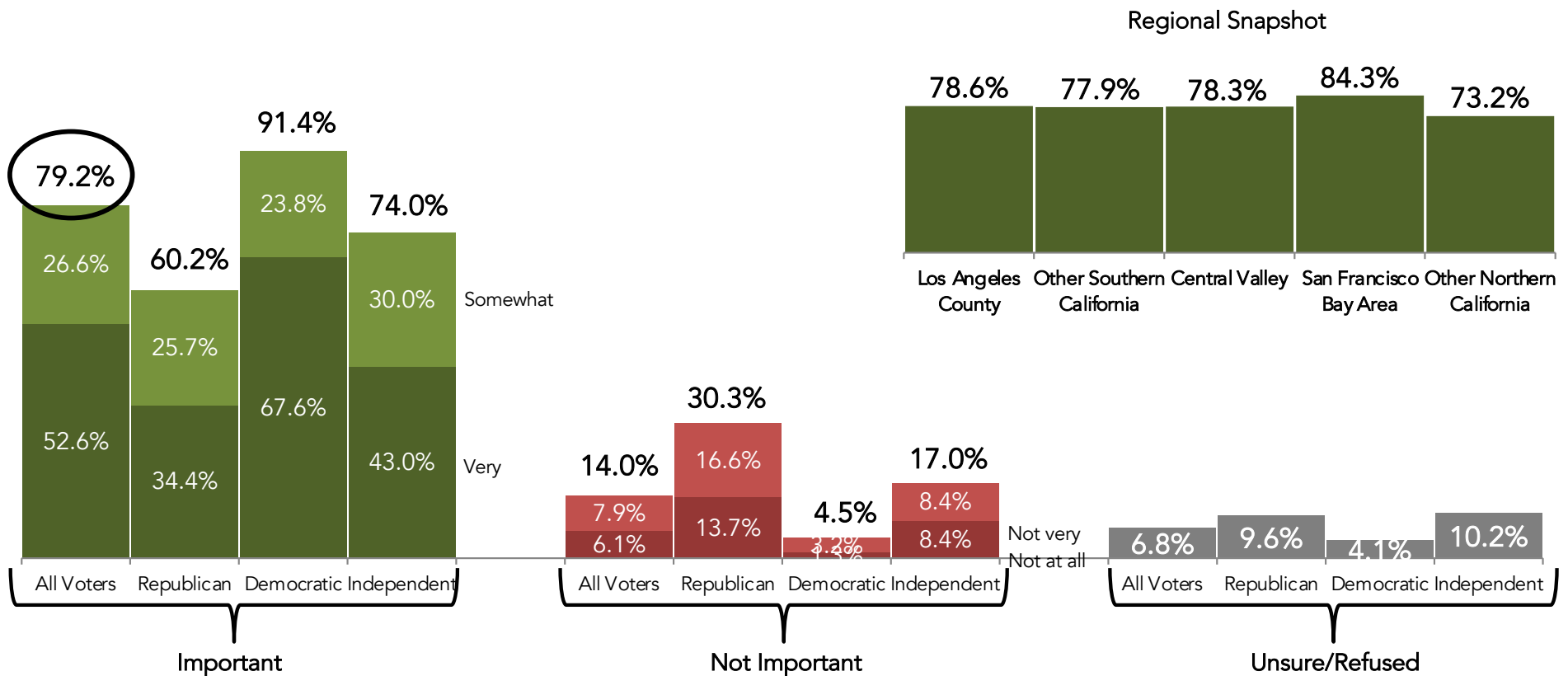


Investing In and Prioritizing The Master Plan for Aging

79.2% feel it is important for the Governor

To prioritize and invest in the Master Plan for Aging (intensity is high)

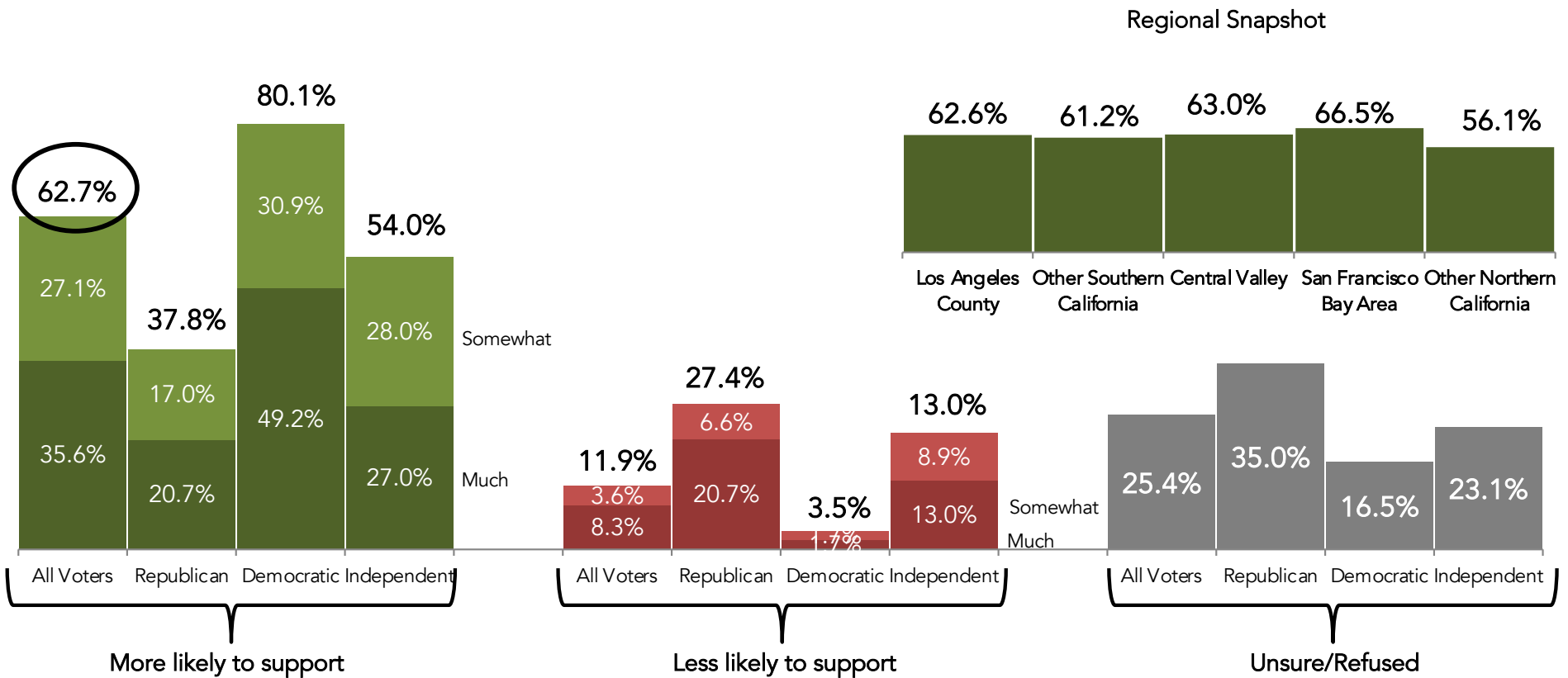
Question: How important do you feel it is for California's Governor to prioritize and invest in the Master Plan for Aging to ensure it achieves its goals? Would you say that it is very important, somewhat important, not very important or not at all important?



Political Impact on Elected Officials

Nearly a supermajority (62.7%) would be more likely to support An elected official if they prioritized California's Master Plan for Aging

Question: Would you be more likely or less likely to support elected officials if they prioritized California's Master Plan for Aging? [RECORD] [IF MORE LIKELY OR LESS LIKELY>>>] And would you say that you are much [more likely/less likely] or somewhat [more likely/less likely]?



Final Thoughts

Highlights of themes wherein opinions of key demographics

Differ significantly from that of the aggregate

Those who are MORE likely to feel that California is unprepared to care for its aging population

- Those in Northern California (68.3%)

Those who are MORE likely to support the Master Plan for Aging

- Black/African-American voters (65.7%)

Those who are MORE likely to feel that COVID has made it more urgent to prioritize investing in the Master Plan

- Black/African-American voters (79.0%)
- Asian/Pacific Islanders (74.0%)
- Those aged 70+ (74.0%)

Those who are MORE likely to feel that it is important for California's Governor to prioritize and invest in the Master Plan to ensure it achieves its goals

- Black/African-American voters (87.6%)
- Latino/Hispanic voters (85.8%)

Those who are MORE likely to support elected officials if they prioritized California's Master Plan

- Black/African-American voters (73.3%)
- Those aged 70+ (71.0%)
- Asian/Pacific Islander voters (70.2%)



Thank you

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