



MEMORANDUM

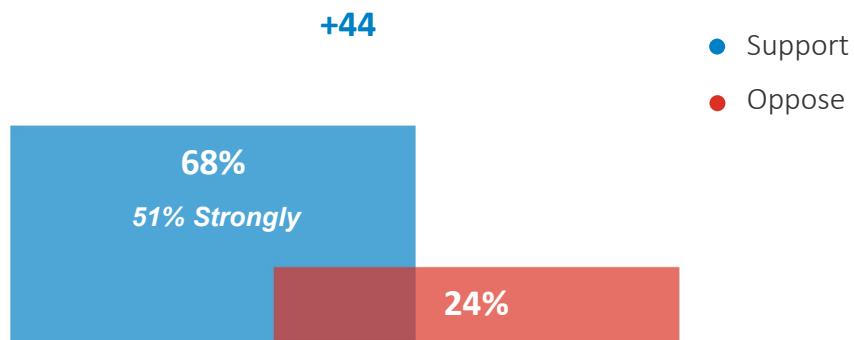
TO: Interested Parties
FROM: George Nassar, Public Opinion Strategies
SUBJECT: Key Findings – California Statewide Survey
DATE: January 24, 2025

Public Opinion Strategies recently completed a survey of 800 likely voters in California. The survey was conducted January 19-22, 2025, and has a margin of error of ±3.46%. The memo below outlines some key findings from the survey.

Support for a voter ID requirement enjoys broad, bipartisan support in California.

- Support for voter ID is both wide AND deep: 68% of Californians support a voter ID requirement, with a majority of voters (51%) STRONGLY supporting it.

In general, do you support or oppose requiring all voters to show a government-issued identification in order to vote?



- Importantly, voter ID is a bipartisan issue with a majority of Democrats (52%), seven-in-ten Independents (70%) and nearly all Republicans (93%) supporting it.
- Support for voter ID is strong among both white voters (66%) and non-white voters (70%).
- Voter ID gets broad, majority support across all corners of the state from Los Angeles to San Francisco to rural areas.

THE BOTTOM LINE: Support for voter ID enjoys broad, bipartisan support in the Golden State and will start in a strong position should it appear on the 2026 ballot in California.