

**Leger**

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REPORT

# Perception of the State of California

*Survey of U.S. Residents*

**LA  
Times**

DATE 2024-02-02



# Methodology

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## Method

Online survey among respondents 18 years of age or older.

(U.S. sample: n= 1,004).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



## When

January 26 to  
January 28, 2024



## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than  $\pm 3.1\%$ , (19 times out of 20).



## Weighting

Results were weighted according to **age, gender, region, education, ethnicity and number of people in the household** in order to ensure a representative sample of the American population.

# Methodology

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## Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



## Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



## Questions

Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: [cbourque@leger360.com](mailto:cbourque@leger360.com)

*A more detailed methodology is presented in the Appendix.*

# Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

## 2021 CANADIAN FEDERAL ELECTION



### LEGER SURVEY

Published in *Le Journal de Montréal*  
and *The National Post/Postmedia*  
September 18, 2021

### OFFICIAL RESULTS

2021 Canadian Federal Election\*

33%	32%	19%	7%	6%	2%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

# Key highlights

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## Some of the key highlights of our survey about the Perception of the State of California include...

- Over a third of U.S residents believe that California is a model other states should avoid (39%), compared to 15% who think it should be copied and nearly half (46%) who believe it is a little bit of both. Democratic voters (25%) are more likely to say it is a model to copy, whereas Republican voters (66%) are more inclined to think the opposite.
- 87% of U.S residents agree that the state of California is too expensive (cost of living), 76% agree with the fact that it is diverse, and 65% consider it a good place to visit. Nearly half (52%) believe it is an unsafe place, and only a third (37%) think it is a good place to raise a family.
- 23% of U.S residents not living in California would consider moving there, as opposed to 77% who would not. The main reasons for considering a move are employment opportunities (26%) and the warmer/mild climate (23%). The main reasons against moving, aside from a general reluctance to move (38%), are that it doesn't correspond to their way of living (20%) and disliking the politics there (19%). Republican voters (30%) are more likely to reject the idea of moving there due to the politics.
- More than half of U.S residents (58%) believe that California has a positive impact on the United States, while 42% think it has a negative impact. Democratic voters are more likely to view California's impact as positive (87% compared to 33% among Republicans).
- Generally, Republican voters are significantly more likely to have a negative opinion or rate the tested items more negatively, compared to Democratic voters who have a more positive perception of the state of California.

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REPORT

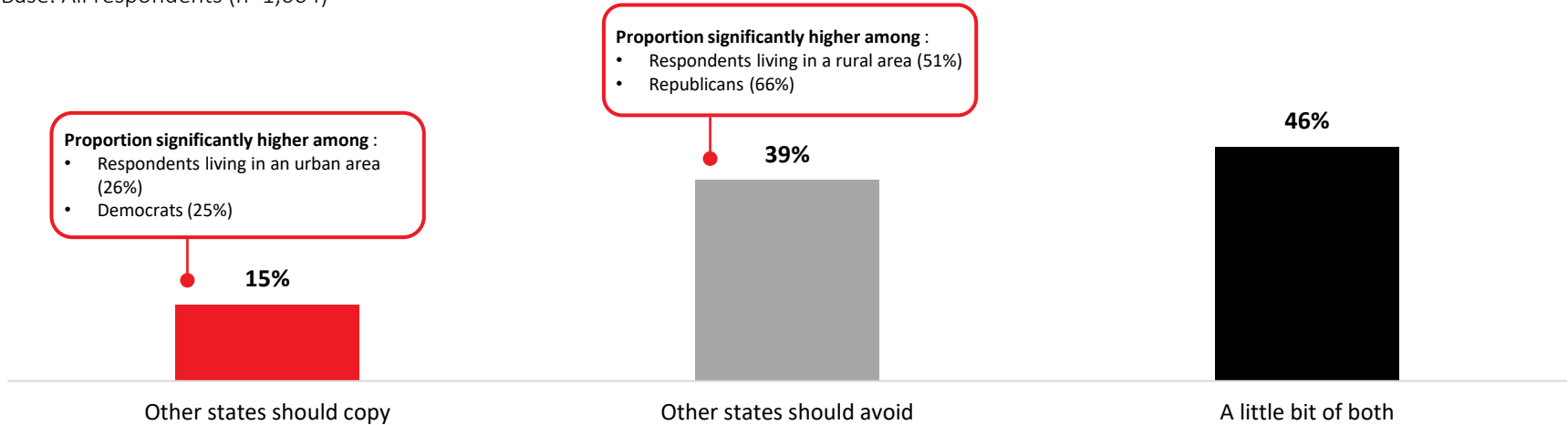
# Detailed Results



# California as a Model State

**Q1.** Based on what you know about California, is it a model ...

Base: All respondents (n=1,004)

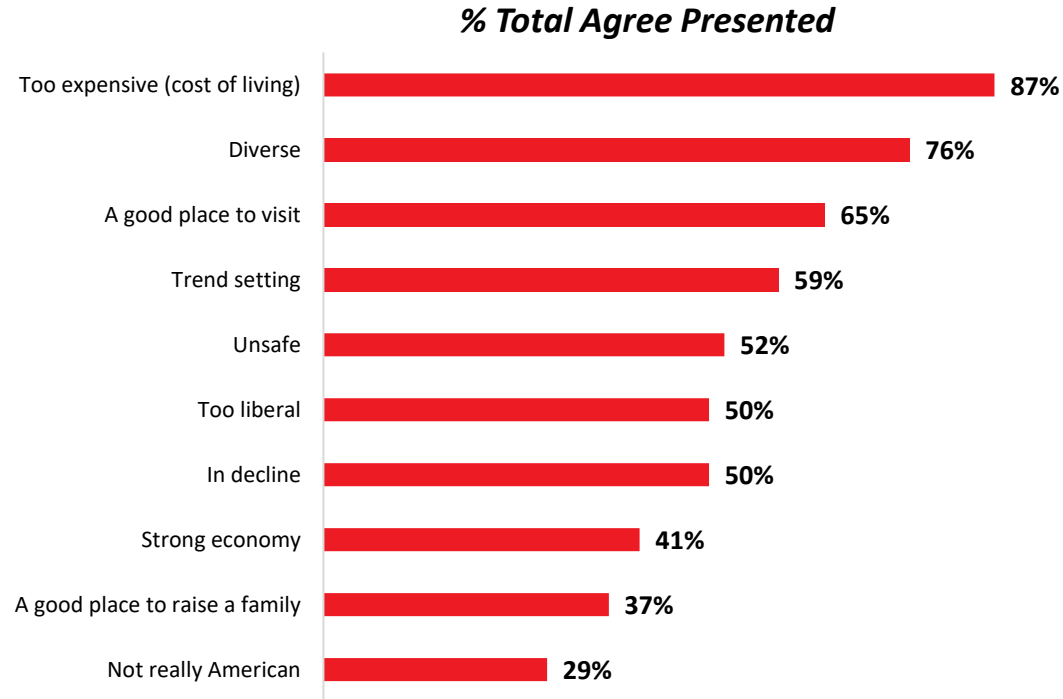


	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Residents of California	Rest of the U.S.
Weighted n=	1,004	180	210	381	233	489	515	299	314	391	120	884
Unweighted n=	1,004	195	204	390	215	483	521	215	370	419	112	892
Other states should copy	15%	14%	13%	14%	19%	18%	12%	22%	18%	7%	30%	13%
Other states should avoid	39%	40%	44%	42%	30%	43%	36%	26%	35%	52%	11%	43%
A little bit of both	46%	46%	43%	44%	51%	39%	52%	52%	46%	41%	58%	44%

# Agreement with Statements About California (1/2)

**Q2.** Tell me to what extent you agree or disagree with the following statements about California.

Base: All respondents (n=1,004)





# Agreement with Statements About California (2/2)

**Q2.** Tell me to what extent you agree or disagree with the following statements about California.

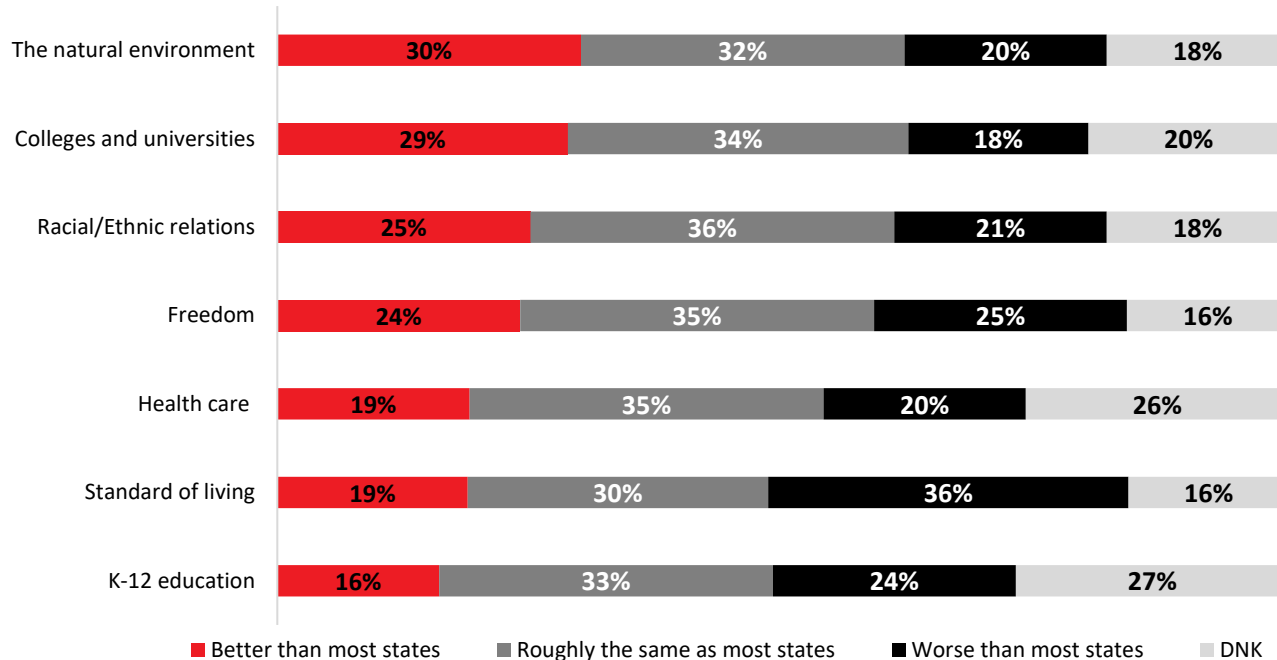
Base: All respondents

<i>% Total Agree Presented</i>	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Residents of California	Rest of the U.S.	Republican	Democrat	Independent
Weighted n=	1,004	180	210	381	233	489	515	299	314	391	120	884	299	334	306
Unweighted n=	1,004	195	204	390	215	483	521	215	370	419	112	892	299	337	312
Too expensive (cost of living)	<b>87%</b>	83%	91%	87%	87%	85%	89%	83%	87%	89%	82%	88%	<b>92%</b>	84%	87%
Diverse	<b>76%</b>	71%	76%	76%	78%	76%	75%	75%	78%	74%	82%	75%	75%	79%	74%
A good place to visit	<b>65%</b>	58%	65%	<b>60%</b>	<b>78%</b>	66%	64%	67%	<b>70%</b>	<b>59%</b>	<b>87%</b>	<b>62%</b>	<b>52%</b>	<b>81%</b>	61%
Trend setting	<b>59%</b>	54%	55%	58%	<b>69%</b>	60%	59%	<b>69%</b>	60%	<b>52%</b>	<b>77%</b>	<b>57%</b>	<b>48%</b>	<b>78%</b>	<b>52%</b>
Unsafe	<b>52%</b>	49%	50%	<b>58%</b>	47%	54%	50%	45%	53%	56%	<b>33%</b>	<b>55%</b>	<b>74%</b>	<b>33%</b>	49%
Too liberal	<b>50%</b>	52%	45%	53%	45%	<b>54%</b>	<b>45%</b>	45%	47%	<b>55%</b>	<b>32%</b>	<b>52%</b>	<b>81%</b>	<b>30%</b>	45%
In decline	<b>50%</b>	48%	48%	<b>56%</b>	42%	<b>57%</b>	<b>42%</b>	43%	50%	54%	<b>31%</b>	<b>52%</b>	<b>76%</b>	<b>33%</b>	45%
Strong economy	<b>41%</b>	36%	35%	41%	<b>51%</b>	<b>46%</b>	<b>37%</b>	48%	46%	<b>32%</b>	<b>59%</b>	<b>39%</b>	<b>29%</b>	<b>62%</b>	<b>33%</b>
A good place to raise a family	<b>37%</b>	35%	31%	34%	<b>50%</b>	39%	36%	<b>49%</b>	40%	<b>26%</b>	<b>67%</b>	<b>33%</b>	<b>24%</b>	<b>58%</b>	<b>31%</b>
Not really American	<b>29%</b>	29%	24%	<b>36%</b>	<b>20%</b>	<b>35%</b>	<b>23%</b>	30%	27%	29%	21%	30%	<b>48%</b>	<b>18%</b>	24%

# Comparing California to Other States (1/3)

**Q3.** For each of the following, please indicate if you think California is better than most states, worse than most states or roughly the same as most states.

Base: All respondents (n=1,004)



# Comparing California to Other States (2/3)

**Q3.** For each of the following, please indicate if you think California is better than most states, worse than most states or roughly the same as most states.

Base: All respondents

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Residents of California	Rest of the U.S.	Republican	Democrat	Independent	
Weighted n=	1,004	180	210	381	233	489	515	299	314	391	120	884	299	334	306	
Unweighted n=	1,004	195	204	390	215	483	521	215	370	419	112	892	299	337	312	
<b>The natural environment</b>																
Better than most states	<b>30%</b>	28%	<b>23%</b>	32%	36%	<b>37%</b>	<b>24%</b>	33%	31%	27%	<b>42%</b>	<b>29%</b>	26%	<b>40%</b>	26%	
Roughly the same as most states	<b>32%</b>	34%	36%	29%	34%	33%	32%	32%	32%	33%	37%	32%	27%	<b>38%</b>	33%	
Worse than most states	<b>20%</b>	22%	21%	19%	17%	20%	19%	17%	21%	21%	<b>12%</b>	<b>21%</b>	<b>30%</b>	<b>9%</b>	20%	
<b>Colleges and universities</b>																
Better than most states	<b>29%</b>	24%	22%	29%	<b>37%</b>	<b>36%</b>	<b>21%</b>	<b>37%</b>	28%	<b>23%</b>	<b>44%</b>	<b>26%</b>	23%	<b>40%</b>	<b>21%</b>	
Roughly the same as most states	<b>34%</b>	38%	38%	30%	35%	31%	37%	31%	38%	34%	38%	34%	29%	<b>40%</b>	34%	
Worse than most states	<b>18%</b>	16%	16%	20%	16%	21%	15%	<b>9%</b>	15%	<b>26%</b>	<b>8%</b>	<b>19%</b>	<b>31%</b>	<b>4%</b>	20%	
<b>Racial/Ethnic relations</b>																
Better than most states	<b>25%</b>	25%	22%	24%	31%	28%	22%	<b>41%</b>	23%	<b>15%</b>	<b>47%</b>	<b>22%</b>	<b>16%</b>	<b>34%</b>	24%	
Roughly the same as most states	<b>36%</b>	35%	36%	35%	37%	36%	35%	32%	39%	35%	37%	35%	31%	<b>46%</b>	32%	
Worse than most states	<b>21%</b>	21%	21%	21%	23%	24%	19%	<b>14%</b>	19%	<b>29%</b>	<b>9%</b>	<b>23%</b>	<b>36%</b>	<b>7%</b>	23%	

# Comparing California to Other States (3/3)

**Q3.** For each of the following, please indicate if you think California is better than most states, worse than most states or roughly the same as most states.

Base: All respondents

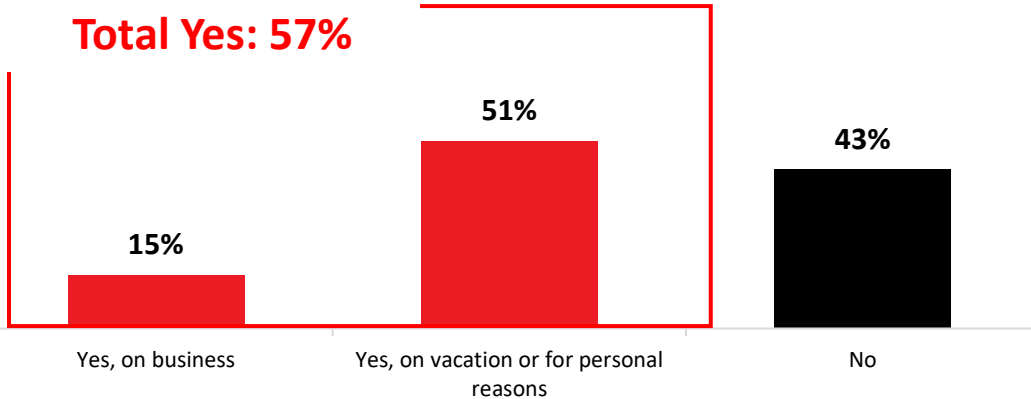
	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Residents of California	Rest of the U.S.	Republican	Democrat	Independent
Weighted n=	1,004	180	210	381	233	489	515	299	314	391	120	884	299	334	306
Unweighted n=	1,004	195	204	390	215	483	521	215	370	419	112	892	299	337	312
<b>Freedom</b>															
Better than most states	24%	16%	24%	24%	28%	29%	19%	35%	21%	17%	43%	21%	13%	34%	22%
Roughly the same as most states	35%	44%	31%	29%	39%	31%	38%	33%	39%	33%	39%	34%	26%	47%	33%
Worse than most states	25%	22%	27%	27%	24%	31%	20%	17%	22%	34%	11%	27%	46%	5%	28%
<b>Health care</b>															
Better than most states	19%	15%	15%	18%	27%	24%	14%	28%	17%	14%	38%	16%	11%	28%	19%
Roughly the same as most states	35%	39%	27%	35%	39%	34%	35%	30%	37%	36%	35%	35%	28%	46%	34%
Worse than most states	20%	16%	26%	21%	18%	25%	16%	14%	20%	26%	11%	22%	38%	6%	19%
<b>Standard of living</b>															
Better than most states	19%	17%	17%	19%	22%	23%	16%	26%	18%	15%	30%	18%	12%	29%	17%
Roughly the same as most states	30%	32%	26%	27%	36%	31%	29%	31%	30%	28%	43%	28%	21%	40%	27%
Worse than most states	36%	35%	40%	36%	31%	38%	34%	29%	34%	42%	21%	38%	54%	17%	39%
<b>K-12 education</b>															
Better than most states	16%	9%	11%	21%	17%	20%	11%	22%	19%	9%	20%	15%	11%	23%	12%
Roughly the same as most states	33%	37%	38%	28%	35%	31%	36%	33%	36%	32%	42%	32%	27%	48%	29%
Worse than most states	24%	17%	24%	25%	28%	31%	18%	16%	20%	34%	18%	25%	38%	8%	30%

# Visits to California

## Q4. Have you ever visited California?

Base: Respondents who do not currently live in California (n=892)

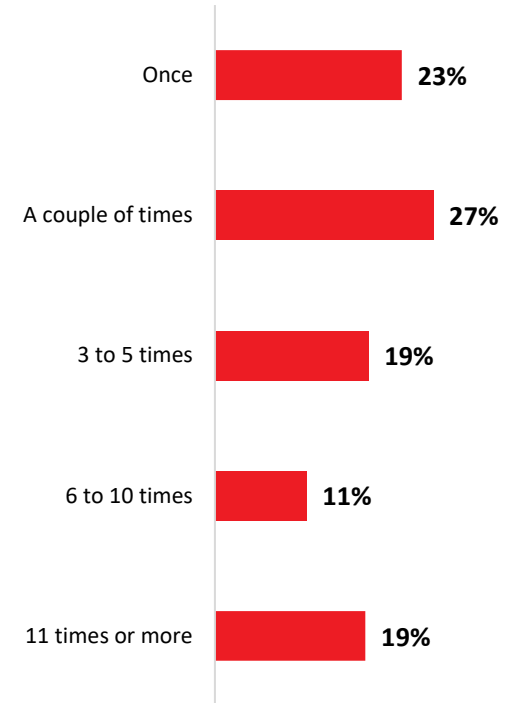
**Total Yes: 57%**



	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+
Weighted n=	884	180	210	381	113	423	461	251	270	362
Unweighted n=	892	195	204	390	103	417	475	184	319	389
<b>Total Yes</b>	<b>57%</b>	<b>46%</b>	50%	53%	<b>96%</b>	<b>63%</b>	<b>50%</b>	<b>47%</b>	53%	<b>66%</b>
Yes, on business	15%	13%	<b>10%</b>	16%	22%	<b>19%</b>	<b>11%</b>	12%	14%	17%
Yes, on vacation or for personal reasons	51%	<b>42%</b>	46%	<b>46%</b>	<b>94%</b>	<b>56%</b>	<b>47%</b>	<b>38%</b>	50%	<b>61%</b>
No	43%	<b>54%</b>	50%	47%	<b>4%</b>	<b>37%</b>	<b>50%</b>	<b>53%</b>	47%	<b>34%</b>

## Q5. How many times have you visited?

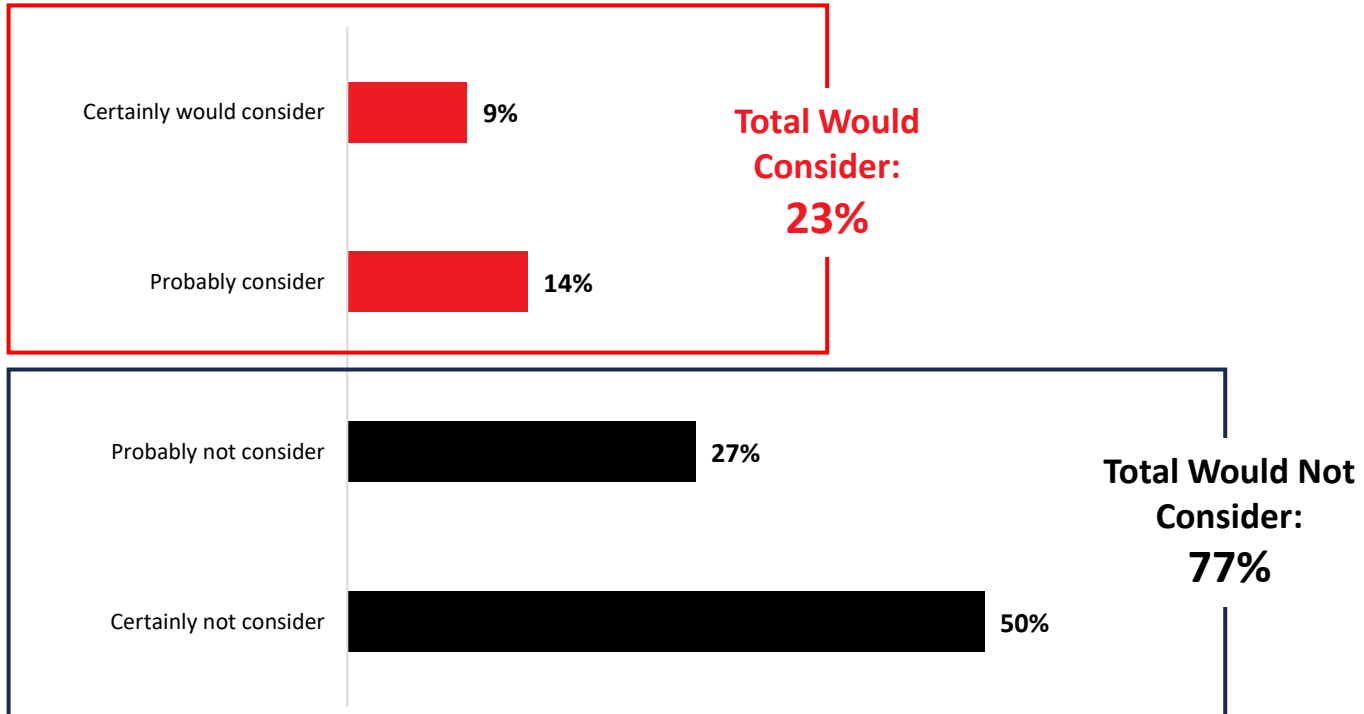
Base: Respondents who visited California (n=536)



# Consideration of Moving to California (1/2)

**Q6.** Would you consider moving to California?

Base: Respondents who do not currently live in California (n=892)



# Consideration of Moving to California (2/2)

## Q6. Would you consider moving to California?

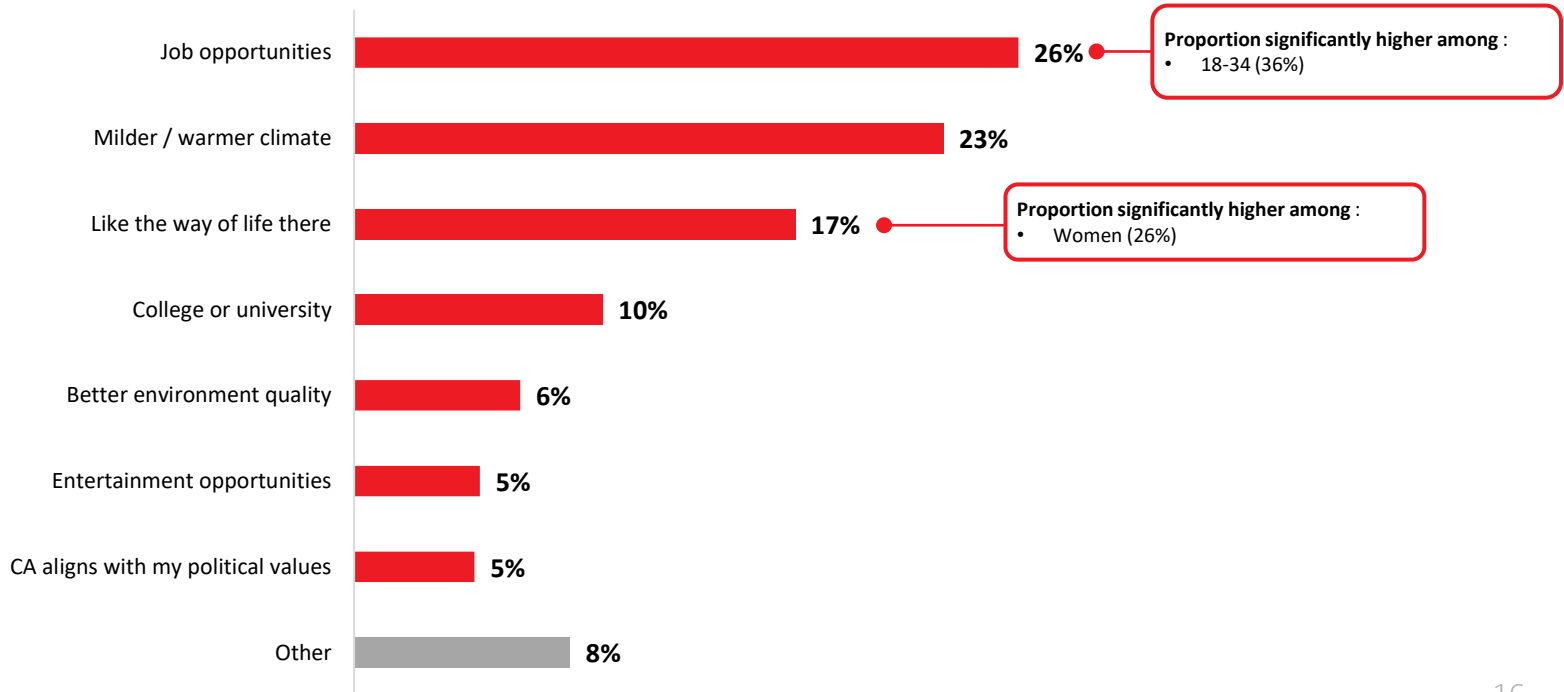
Base: Respondents who do not currently live in California

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Visited California	Did not visit California	Republican	Democrat	Independent
Weighted n=	884	180	210	381	113	423	461	251	270	362	499	384	281	268	277
Unweighted n=	892	195	204	390	103	417	475	184	319	389	536	356	283	273	283
<b>Total Would Consider</b>	<b>23%</b>	21%	21%	26%	23%	27%	20%	<b>43%</b>	25%	<b>9%</b>	<b>27%</b>	<b>18%</b>	<b>17%</b>	<b>32%</b>	22%
Certainly would consider	<b>9%</b>	7%	6%	<b>13%</b>	8%	11%	8%	<b>18%</b>	10%	<b>3%</b>	11%	7%	11%	<b>16%</b>	<b>4%</b>
Probably consider	<b>14%</b>	14%	15%	13%	15%	16%	12%	<b>25%</b>	15%	<b>6%</b>	<b>17%</b>	<b>11%</b>	<b>6%</b>	17%	18%
<b>Total Would Not Consider</b>	<b>77%</b>	79%	79%	74%	77%	73%	80%	<b>57%</b>	75%	<b>91%</b>	<b>73%</b>	<b>82%</b>	<b>83%</b>	<b>68%</b>	78%
Probably not consider	<b>27%</b>	26%	26%	26%	32%	24%	30%	31%	29%	23%	26%	29%	<b>20%</b>	30%	31%
Certainly not consider	<b>50%</b>	53%	52%	48%	45%	49%	50%	<b>26%</b>	46%	<b>68%</b>	47%	53%	<b>64%</b>	<b>38%</b>	47%

# Reasons for Considering a Move to California

**Q7.** For what specific reason would you consider moving to California?

Base: Respondents who would consider moving to California (n=186)

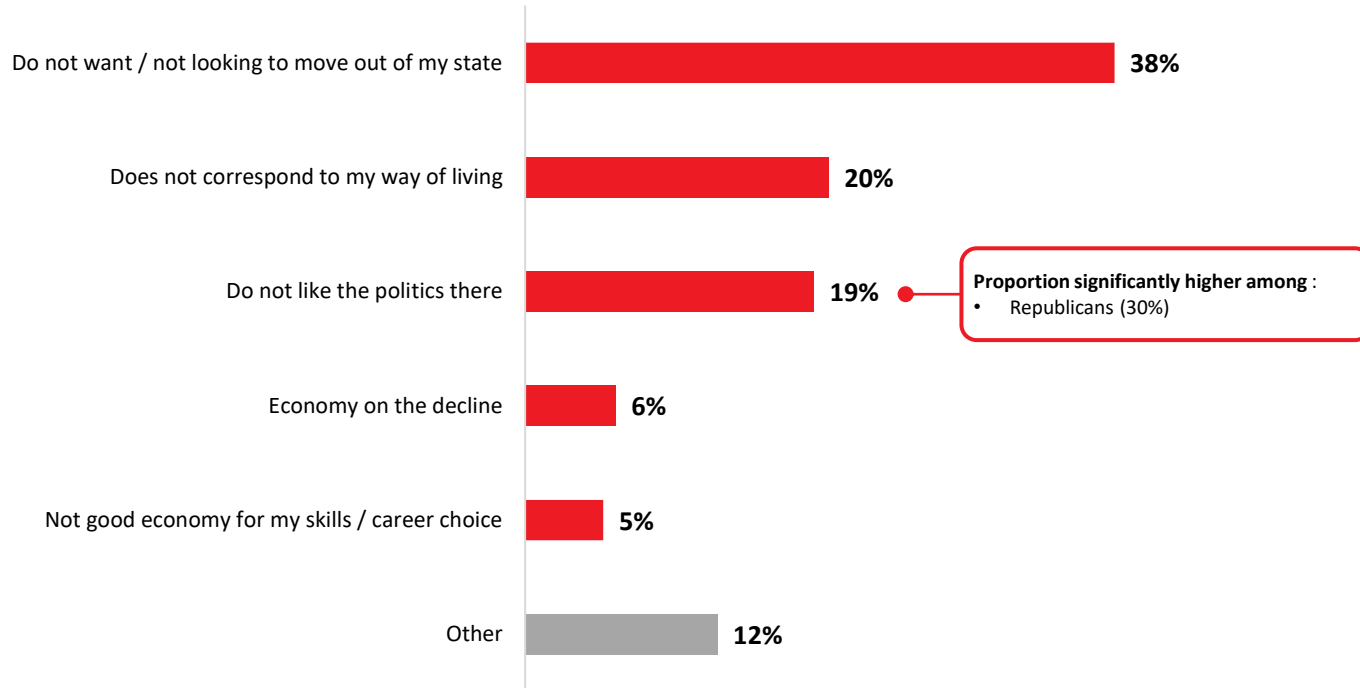




# Reasons Against Considering a Move to California

**Q8.** For what specific reason would you not consider moving to California?

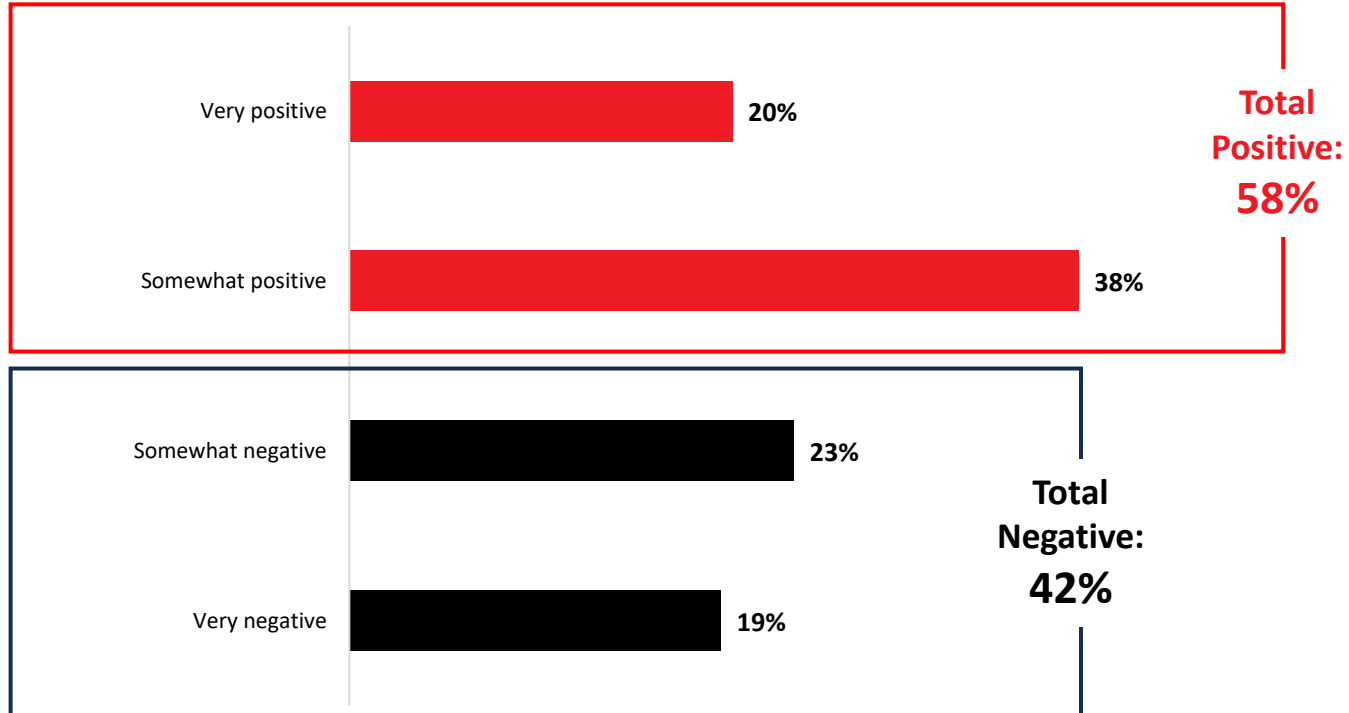
Base: Respondents who would not consider moving to California (n=706)



# California's Impact on America (1/2)

**Q9.** And overall, do you think that California has a positive or negative impact on America as a whole?

Base: All respondents (n=1,004)



# California's Impact on America (2/2)

**Q9.** And overall, do you think that California has a positive or negative impact on America as a whole?

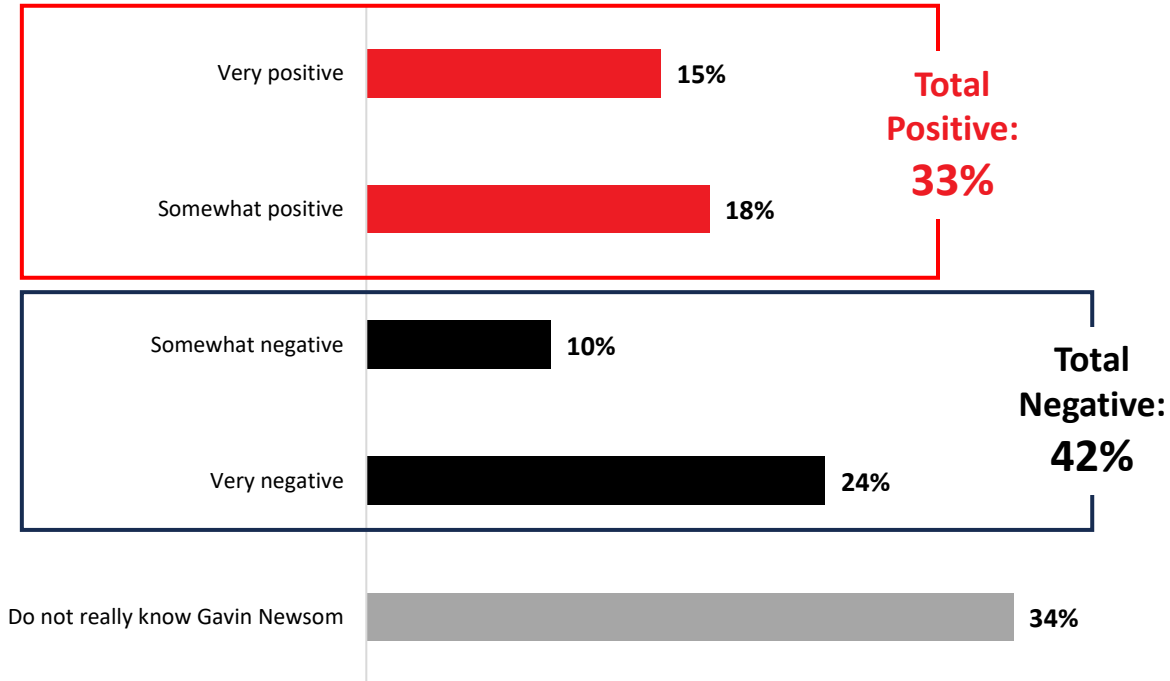
Base: All respondents

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Residents of California	Rest of the U.S.	Republican	Democrat	Independent
Weighted n=	1,004	180	210	381	233	489	515	299	314	391	120	884	299	334	306
Unweighted n=	1,004	195	204	390	215	483	521	215	370	419	112	892	299	337	312
<b>NET POSITIVE</b>	<b>58%</b>	54%	54%	56%	<b>67%</b>	56%	59%	<b>71%</b>	60%	<b>45%</b>	<b>84%</b>	<b>54%</b>	<b>33%</b>	<b>87%</b>	<b>51%</b>
Very positive	<b>20%</b>	15%	15%	21%	<b>27%</b>	<b>25%</b>	<b>15%</b>	22%	22%	<b>16%</b>	<b>38%</b>	<b>17%</b>	<b>9%</b>	<b>38%</b>	<b>13%</b>
Somewhat positive	<b>38%</b>	39%	39%	35%	40%	<b>31%</b>	<b>44%</b>	<b>49%</b>	38%	<b>29%</b>	45%	37%	<b>24%</b>	<b>49%</b>	38%
<b>NET NEGATIVE</b>	<b>42%</b>	46%	46%	44%	<b>33%</b>	44%	41%	<b>29%</b>	40%	<b>55%</b>	<b>16%</b>	<b>46%</b>	<b>67%</b>	<b>13%</b>	<b>49%</b>
Somewhat negative	<b>23%</b>	24%	24%	25%	19%	21%	25%	19%	22%	27%	<b>14%</b>	<b>24%</b>	<b>29%</b>	<b>12%</b>	27%
Very negative	<b>19%</b>	22%	21%	20%	15%	<b>23%</b>	<b>16%</b>	<b>10%</b>	17%	<b>28%</b>	<b>2%</b>	<b>22%</b>	<b>37%</b>	<b>2%</b>	21%

# Opinions of Governor Gavin Newsom (1/2)

**Q10.** Would you say you have a positive or negative opinion of Mr. Gavin Newsom, the Governor of California?

Base: All respondents (n=1,004)



# Opinions of Governor Gavin Newsom (2/2)

**Q10.** Would you say you have a positive or negative opinion of Mr. Gavin Newsom, the Governor of California?

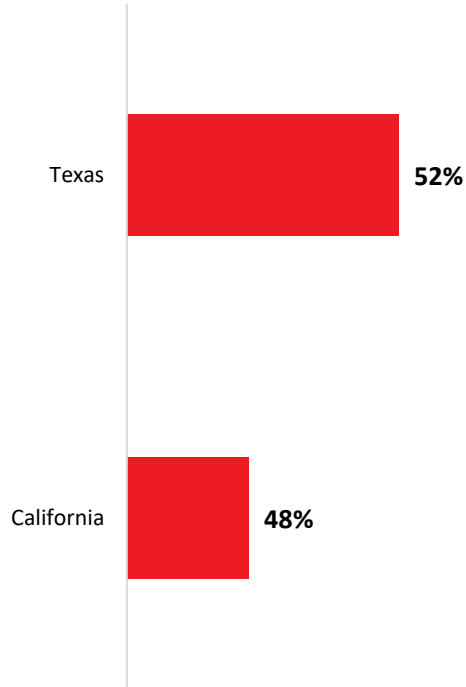
Base: All respondents

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Residents of California	Rest of the U.S.	Republican	Democrat	Independent
Weighted n=	1,004	180	210	381	233	489	515	299	314	391	120	884	299	334	306
Unweighted n=	1,004	195	204	390	215	483	521	215	370	419	112	892	299	337	312
<b>NET POSITIVE</b>	<b>33%</b>	32%	<b>21%</b>	31%	<b>48%</b>	<b>38%</b>	<b>28%</b>	35%	36%	29%	<b>65%</b>	<b>29%</b>	<b>13%</b>	<b>63%</b>	<b>25%</b>
Very positive	<b>15%</b>	12%	11%	15%	<b>22%</b>	<b>18%</b>	<b>12%</b>	14%	16%	15%	<b>28%</b>	<b>13%</b>	<b>6%</b>	<b>31%</b>	<b>10%</b>
Somewhat positive	<b>18%</b>	20%	<b>9%</b>	16%	<b>27%</b>	20%	16%	21%	20%	<b>14%</b>	<b>37%</b>	<b>15%</b>	<b>7%</b>	<b>32%</b>	15%
<b>NET NEGATIVE</b>	<b>33%</b>	32%	33%	34%	33%	<b>40%</b>	<b>27%</b>	27%	<b>27%</b>	<b>43%</b>	24%	35%	<b>58%</b>	<b>8%</b>	37%
Somewhat negative	<b>10%</b>	8%	11%	10%	9%	10%	9%	14%	9%	<b>6%</b>	9%	10%	13%	<b>6%</b>	8%
Very negative	<b>24%</b>	23%	23%	24%	25%	<b>30%</b>	<b>18%</b>	<b>13%</b>	<b>18%</b>	<b>36%</b>	<b>15%</b>	<b>25%</b>	<b>45%</b>	<b>1%</b>	29%
Do not really know Gavin Newsom	<b>34%</b>	37%	<b>46%</b>	35%	<b>18%</b>	<b>22%</b>	<b>45%</b>	37%	36%	<b>29%</b>	<b>11%</b>	<b>37%</b>	29%	30%	38%

# State Representation of Personal Values (1/2)

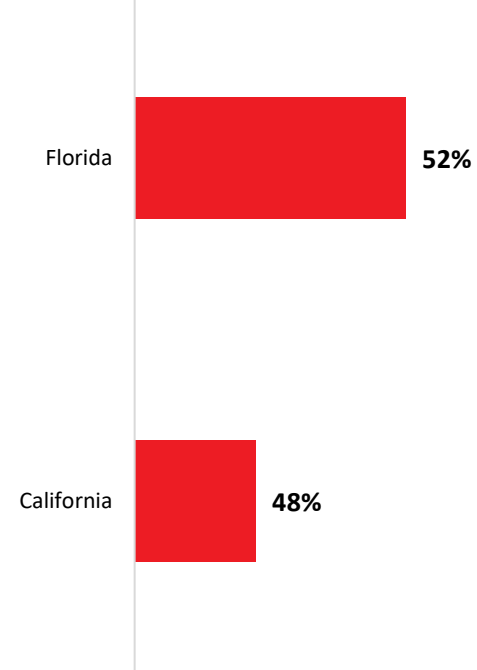
**Q11.** Among the following choices, which state better represents your values, in terms of its laws and way of life?

Base: All respondents (n=1,004)



**Q12.** Among the following choices, which state better represents your values, in terms of its laws and way of life?

Base: All respondents (n=1,004)



# State Representation of Personal Values (2/2)

**Q11.** Among the following choices, which state better represents your values, in terms of its laws and way of life?

Base: All respondents

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Residents of California	Rest of the U.S.	Republican	Democrat	Independent
Weighted n=	1,004	180	210	381	233	489	515	299	314	391	120	884	299	334	306
Unweighted n=	1,004	195	204	390	215	483	521	215	370	419	112	892	299	337	312
Texas	52%	56%	52%	58%	38%	54%	50%	40%	52%	61%	22%	56%	84%	20%	54%
California	48%	44%	48%	42%	62%	46%	50%	60%	48%	39%	78%	44%	16%	80%	46%

**Q12.** Among the following choices, which state better represents your values, in terms of its laws and way of life?

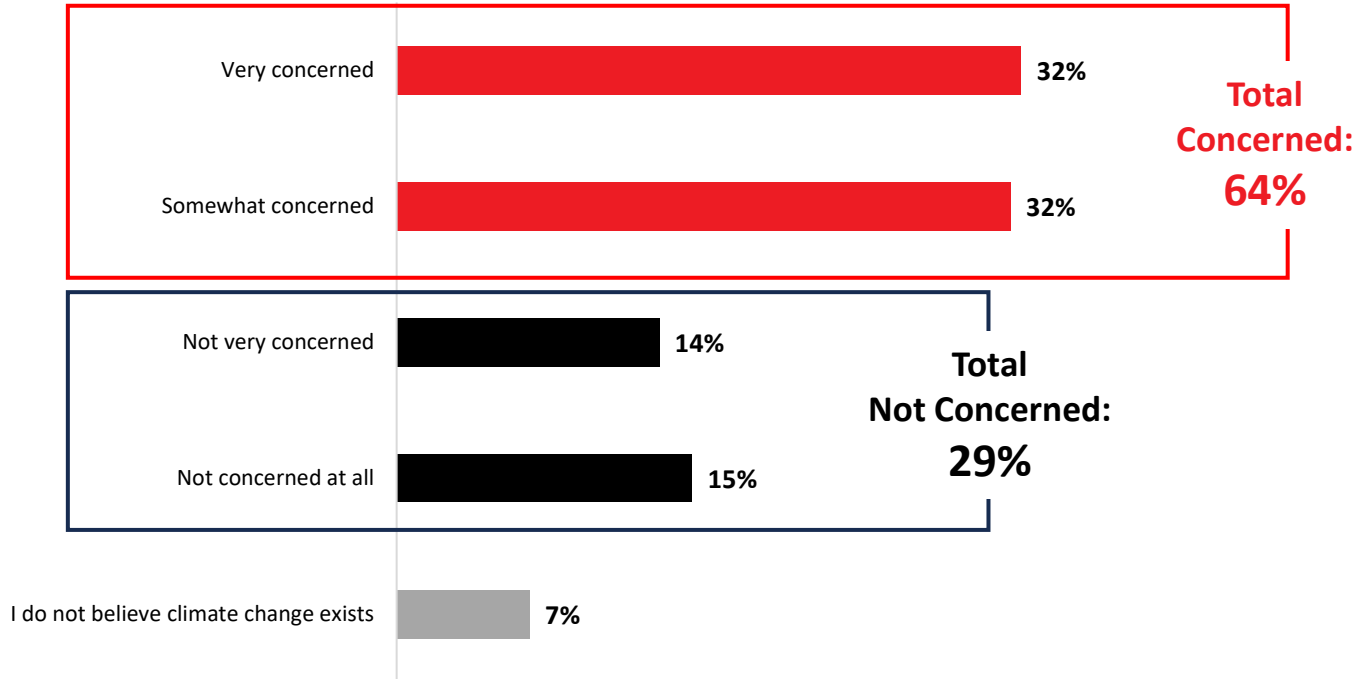
Base: All respondents

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Residents of California	Rest of the U.S.	Republican	Democrat	Independent
Weighted n=	1,004	180	210	381	233	489	515	299	314	391	120	884	299	334	306
Unweighted n=	1,004	195	204	390	215	483	521	215	370	419	112	892	299	337	312
Florida	52%	60%	55%	57%	35%	53%	51%	39%	55%	59%	16%	57%	80%	24%	54%
California	48%	40%	45%	43%	65%	47%	49%	61%	45%	41%	84%	43%	20%	76%	46%

# Concerns About Climate Change (1/2)

**Q13.** To what extent are you concerned about climate change?

Base: All respondents (n=1,004)





# Concerns About Climate Change (2/2)

**Q13.** To what extent are you concerned about climate change?

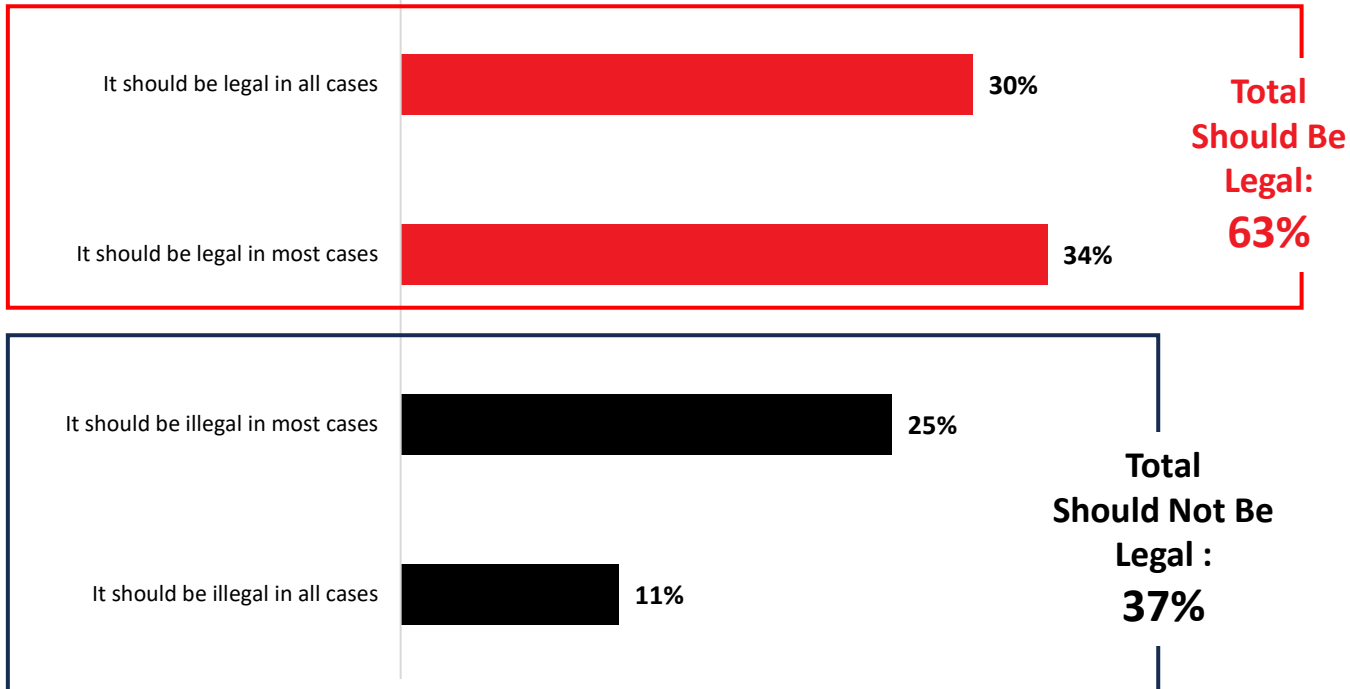
Base: All respondents

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Residents of California	Rest of the U.S.	Republican	Democrat	Independent
Weighted n=	1,004	180	210	381	233	489	515	299	314	391	120	884	299	334	306
Unweighted n=	1,004	195	204	390	215	483	521	215	370	419	112	892	299	337	312
<b>NET CONCERNED</b>	<b>64%</b>	65%	60%	64%	67%	<b>59%</b>	<b>69%</b>	<b>71%</b>	68%	<b>56%</b>	<b>76%</b>	<b>63%</b>	<b>47%</b>	<b>84%</b>	59%
Very concerned	<b>32%</b>	32%	30%	36%	29%	34%	31%	35%	33%	30%	32%	32%	<b>17%</b>	<b>52%</b>	27%
Somewhat concerned	<b>32%</b>	33%	31%	28%	38%	<b>25%</b>	<b>38%</b>	36%	35%	<b>26%</b>	<b>44%</b>	<b>30%</b>	30%	32%	32%
<b>NET NOT CONCERNED</b>	<b>29%</b>	31%	29%	29%	28%	<b>34%</b>	<b>25%</b>	26%	25%	<b>34%</b>	<b>19%</b>	<b>30%</b>	<b>44%</b>	<b>13%</b>	32%
Not very concerned	<b>14%</b>	11%	14%	14%	15%	14%	13%	13%	12%	15%	11%	14%	<b>18%</b>	<b>8%</b>	14%
Not concerned at all	<b>15%</b>	20%	15%	14%	14%	<b>19%</b>	<b>12%</b>	13%	13%	<b>19%</b>	9%	16%	<b>25%</b>	<b>5%</b>	18%
I do not believe climate change exists	<b>7%</b>	5%	11%	7%	5%	7%	7%	<b>2%</b>	7%	<b>10%</b>	5%	7%	9%	<b>3%</b>	9%

# Opinions on Abortion (1/2)

**Q14.** Which of the following best represents your opinion on abortion.

Base: All respondents (n=1,004)



# Opinions on Abortion (2/2)

**Q14.** Which of the following best represents your opinion on abortion.

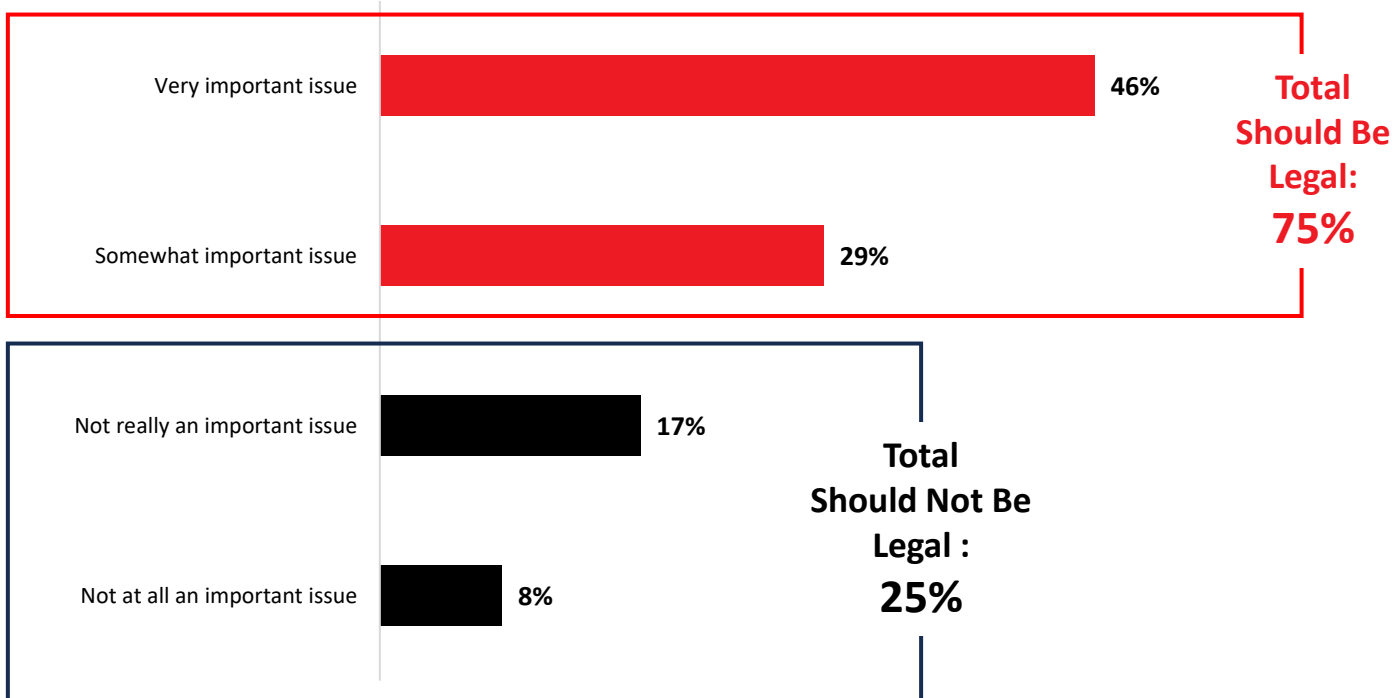
Base: All respondents

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Residents of California	Rest of the U.S.	Republican	Democrat	Independent
Weighted n=	1,004	180	210	381	233	489	515	299	314	391	120	884	299	334	306
Unweighted n=	1,004	195	204	390	215	483	521	215	370	419	112	892	299	337	312
<b>NET LEGAL</b>	<b>63%</b>	70%	60%	58%	69%	60%	67%	65%	67%	59%	<b>79%</b>	<b>61%</b>	<b>46%</b>	<b>87%</b>	57%
It should be legal in all cases	<b>30%</b>	29%	25%	26%	<b>40%</b>	28%	32%	<b>39%</b>	27%	<b>25%</b>	<b>46%</b>	<b>27%</b>	<b>14%</b>	<b>47%</b>	28%
It should be legal in most cases	<b>34%</b>	41%	34%	32%	29%	32%	35%	<b>26%</b>	<b>40%</b>	34%	34%	34%	32%	<b>40%</b>	30%
<b>NET ILLEGAL</b>	<b>37%</b>	30%	40%	42%	31%	40%	33%	35%	33%	41%	<b>21%</b>	<b>39%</b>	<b>54%</b>	<b>13%</b>	43%
It should be illegal in most cases	<b>25%</b>	24%	30%	27%	21%	28%	23%	23%	23%	30%	<b>10%</b>	<b>28%</b>	<b>38%</b>	<b>8%</b>	<b>31%</b>
It should be illegal in all cases	<b>11%</b>	<b>6%</b>	11%	<b>15%</b>	10%	12%	11%	12%	10%	11%	11%	11%	<b>16%</b>	<b>5%</b>	11%

# Perception of Racism in America (1/2)

**Q15.** To what extent do you feel racism is an issue in America?

Base: All respondents (n=1,004)



# Perception of Racism in America (2/2)

**Q15.** To what extent do you feel racism is an issue in America?

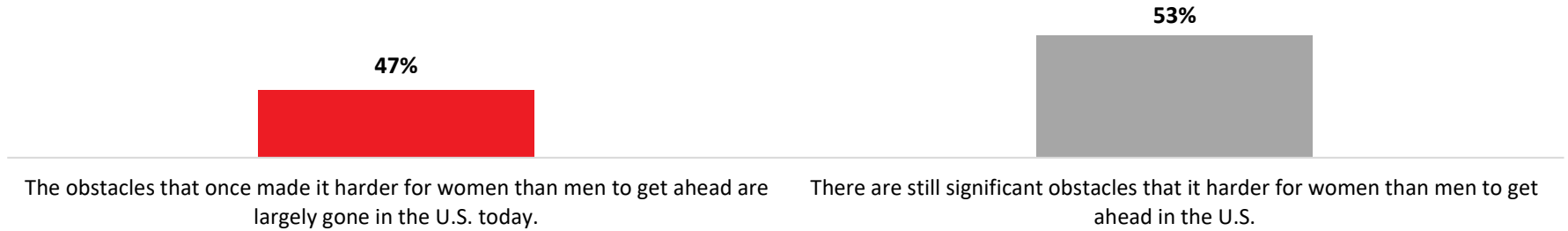
Base: All respondents

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Residents of California	Rest of the U.S.	Republican	Democrat	Independent
Weighted n=	1,004	180	210	381	233	489	515	299	314	391	120	884	299	334	306
Unweighted n=	1,004	195	204	390	215	483	521	215	370	419	112	892	299	337	312
<b>NET IMPORTANT</b>	<b>75%</b>	70%	74%	76%	79%	72%	78%	<b>82%</b>	79%	<b>67%</b>	<b>89%</b>	<b>73%</b>	<b>55%</b>	<b>93%</b>	73%
Very important issue	<b>46%</b>	<b>38%</b>	46%	50%	48%	44%	49%	<b>54%</b>	50%	<b>37%</b>	52%	46%	<b>24%</b>	<b>69%</b>	42%
Somewhat important issue	<b>29%</b>	32%	27%	27%	31%	28%	29%	28%	29%	30%	36%	28%	31%	24%	31%
<b>NET NOT IMPORTANT</b>	<b>25%</b>	30%	26%	24%	21%	28%	22%	<b>18%</b>	21%	<b>33%</b>	<b>11%</b>	<b>27%</b>	<b>45%</b>	<b>7%</b>	27%
Not really an important issue	<b>17%</b>	21%	17%	15%	17%	18%	16%	13%	14%	<b>23%</b>	11%	18%	<b>29%</b>	<b>6%</b>	19%
Not at all an important issue	<b>8%</b>	9%	10%	8%	5%	10%	6%	5%	7%	10%	<b>0%</b>	<b>9%</b>	<b>16%</b>	<b>1%</b>	9%

# Perception of Gender Equality in the U.S.

**Q16.** Which of the following is closest to your view

Base: All respondents (n=1,004)



	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Residents of California	Rest of the U.S.	Republican	Democrat	Independent
Weighted n=	1,004	180	210	381	233	489	515	299	314	391	120	884	299	334	306
Unweighted n=	1,004	195	204	390	215	483	521	215	370	419	112	892	299	337	312
The obstacles that once made it harder for women than men to get ahead are largely gone in the U.S. today.	47%	51%	45%	48%	45%	56%	39%	49%	50%	44%	49%	47%	61%	34%	48%
There are still significant obstacles that it harder for women than men to get ahead in the U.S.	53%	49%	55%	52%	55%	44%	61%	51%	50%	56%	51%	53%	39%	66%	52%

# Views on the U.S. Economic System

**Q17.** Which of the following is closest to your view

Base: All respondents (n=1,004)

78%



22%



The obstacles that once made it harder for women than men to get ahead are largely gone in the U.S. today.

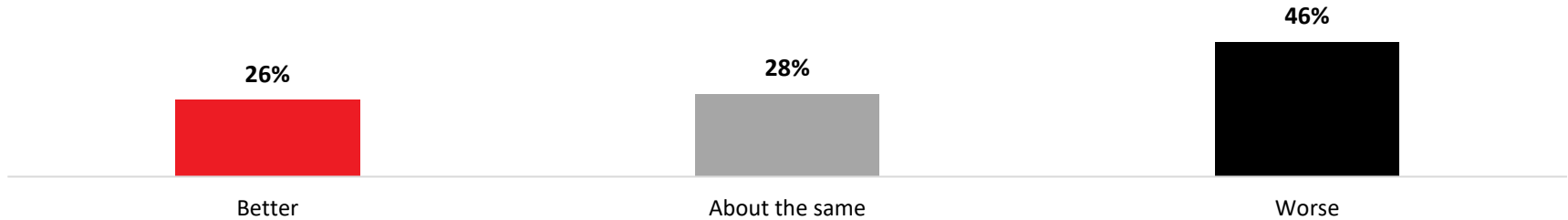
There are still significant obstacles that it harder for women than men to get ahead in the U.S.

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Residents of California	Rest of the U.S.	Republican	Democrat	Independent
Weighted n=	1,004	180	210	381	233	489	515	299	314	391	120	884	299	334	306
Unweighted n=	1,004	195	204	390	215	483	521	215	370	419	112	892	299	337	312
The current U.S. economic system unfairly favors the rich and powerful	78%	79%	81%	75%	80%	77%	80%	49%	50%	44%	81%	78%	61%	34%	48%
The current U.S. economic system is generally fair to everyone	22%	21%	19%	25%	20%	23%	20%	51%	50%	56%	19%	22%	39%	66%	52%

# Life in America Compared to 50 Years Ago

**Q18.** In general, would you say life in America is better, worse or about the same as 50 years ago for people like you?

Base: All respondents (n=1,004)



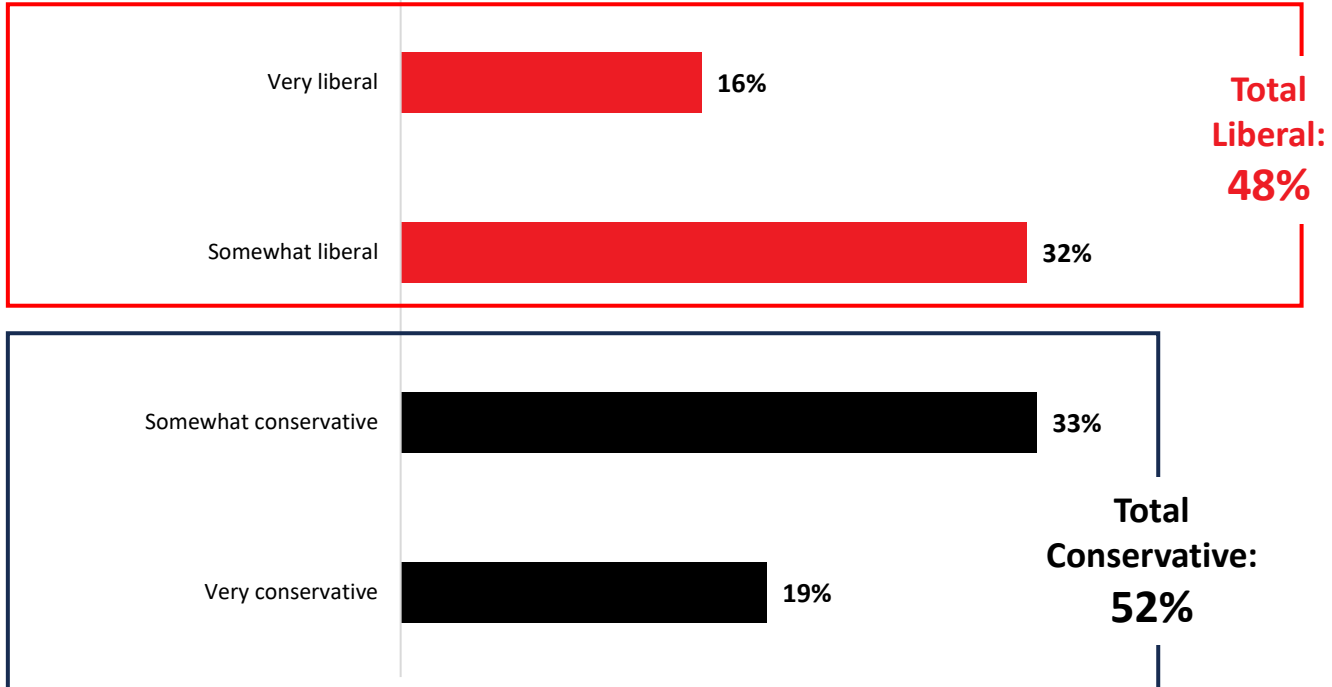
	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Residents of California	Rest of the U.S.	Republican	Democrat	Independent
Weighted n=	1,004	180	210	381	233	489	515	299	314	391	120	884	299	334	306
Unweighted n=	1,004	195	204	390	215	483	521	215	370	419	112	892	299	337	312
Better	26%	29%	22%	27%	26%	28%	25%	31%	26%	23%	32%	25%	26%	34%	18%
About the same	28%	26%	27%	28%	31%	28%	28%	32%	31%	22%	38%	27%	17%	34%	28%
Worse	46%	45%	51%	45%	44%	44%	47%	37%	43%	55%	30%	48%	57%	32%	53%



# Political Orientation (1/2)

**Q19.** When it comes to your political and social views, would you say you are...

Base: All respondents (n=1,004)



# Political Orientation (2/2)

**Q19.** When it comes to your political and social views, would you say you are...

Base: All respondents

	TOTAL U.S.	North-east	Mid-west	South	West	Male	Female	18-34	35-54	55+	Residents of California	Rest of the U.S.	Republican	Democrat	Independent
Weighted n=	1,004	180	210	381	233	489	515	299	314	391	120	884	299	334	306
Unweighted n=	1,004	195	204	390	215	483	521	215	370	419	112	892	299	337	312
<b>NET LIBERAL</b>	<b>48%</b>	44%	47%	47%	54%	48%	48%	<b>58%</b>	50%	<b>39%</b>	<b>69%</b>	<b>45%</b>	<b>15%</b>	<b>80%</b>	47%
Very liberal	<b>16%</b>	14%	12%	16%	19%	17%	14%	21%	19%	<b>9%</b>	<b>28%</b>	<b>14%</b>	<b>7%</b>	<b>30%</b>	<b>8%</b>
Somewhat liberal	<b>32%</b>	30%	35%	31%	35%	32%	33%	37%	31%	30%	41%	31%	<b>8%</b>	<b>50%</b>	38%
<b>NET CONSERVATIVE</b>	<b>52%</b>	56%	53%	53%	46%	52%	52%	<b>42%</b>	50%	<b>61%</b>	<b>31%</b>	<b>55%</b>	<b>85%</b>	<b>20%</b>	53%
Somewhat conservative	<b>33%</b>	38%	36%	31%	29%	30%	36%	<b>26%</b>	32%	<b>39%</b>	<b>21%</b>	<b>35%</b>	<b>45%</b>	<b>17%</b>	38%
Very conservative	<b>19%</b>	18%	17%	21%	18%	21%	17%	15%	18%	22%	<b>10%</b>	<b>20%</b>	<b>39%</b>	<b>3%</b>	16%

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REPORT

# Detailed Methodology



# Weighted and Unweighted Sample (1/2)

The table below presents the U.S. geographic distribution of respondents before weighting.

	Unweighted	Weighted
<b>US Region</b>	<b>1,004</b>	<b>1,004</b>
NorthEast	195	180
MidWest	204	210
South	390	381
West	215	233

# Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender and age for the United States.

	Unweighted	Weighted
<b>Gender</b>	<b>1,004</b>	<b>1,004</b>
Male	483	489
Female	521	515
<b>Age</b>	<b>1,004</b>	<b>1,004</b>
Between 18 and 29	88	191
Between 30 and 39	218	178
Between 40 and 49	186	164
Between 50 and 64	281	252
65 or older	231	219

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- **Leger**  
Marketing research and polling
- **Customer Experience (CX)**  
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**  
Data modelling and analysis
- **Leger Opinion (LEO)**  
Panel management
- **Leger Communities**  
Online community management
- **Leger Digital**  
Digital strategy and user experience
- **International Research**  
Worldwide Independent Network (WIN)

**600**

**EMPLOYEES**



**185**

**CONSULTANTS**



**8**

**OFFICES**

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG  
EDMONTON | CALGARY | VANCOUVER | NEW YORK

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