

To: Mayors for a Guaranteed Income

From: Daniel Gotoff, Celinda Lake, McCauley Pugh, and Ronan Ferrentino, LRP

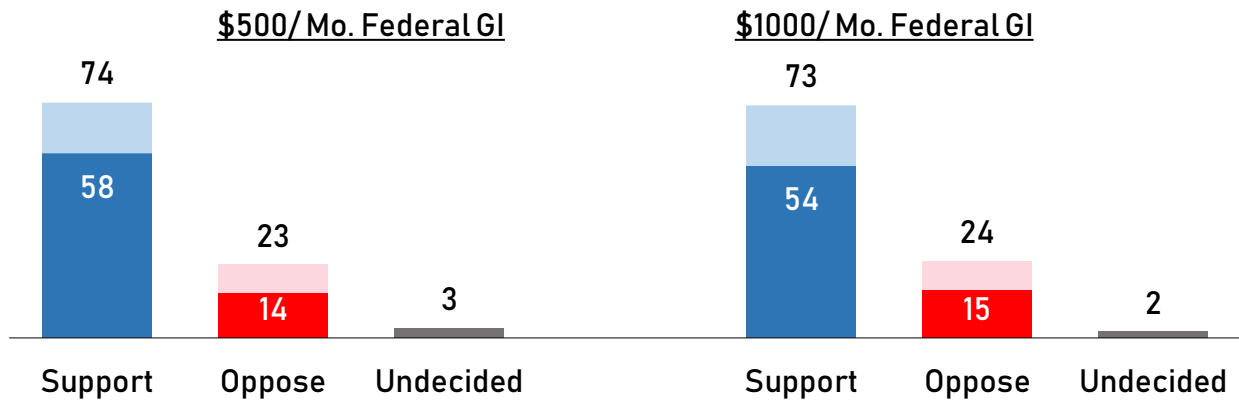
Re: Key Findings from California Statewide Survey

Date: April 29th, 2024

Lake Research Partners, in consultation with Chesapeake Beach Consulting, designed and administered this survey via online panel. The survey reached 901 likely 2024 voters in California, including an oversample of n=100 Latine voters. The survey was conducted April 9-21, 2024. The margin of error for the base sample is +/-3.5% and larger for subgroups.

California Voters Overwhelmingly Support Guaranteed Income

- More than 7-in-10 likely voters in California support the federal government putting in place a GI program, providing monthly cash payments of \$500 or \$1000 a month to all adult citizens who make below their community’s median income.



- The difference between the two levels tested is almost indiscernible: 74% of voters support a monthly GI program at the \$500 level (including 58% who support it strongly) and 73% support a monthly GI program at the \$1000 level (including 54% who support it strongly).
 - Support is broad, attracting majorities of all major subgroups in the data, including women (76% support combined across both levels) and men (70% support); Democrats (86% support), independents (62% support), and Republicans (54% support); Black (94% support), Latine (80% support), AAPI (73% support), and White (69% support) voters; younger (83% support) and older (64% support) voters; as well as voters in every part of the state.
 - Support is also intense, with majorities of voters *strongly* supporting a federal GI program at both levels tested in this survey.
 - Opposition to a GI program is limited to less than one-quarter of the electorate: 23% for the \$500 a month federal GI program and 24% for the \$1000 a month federal GI program.
 - Despite being offered “undecided” as an express response option, between just 2-3% of voters are unsure where they stand on this question today.

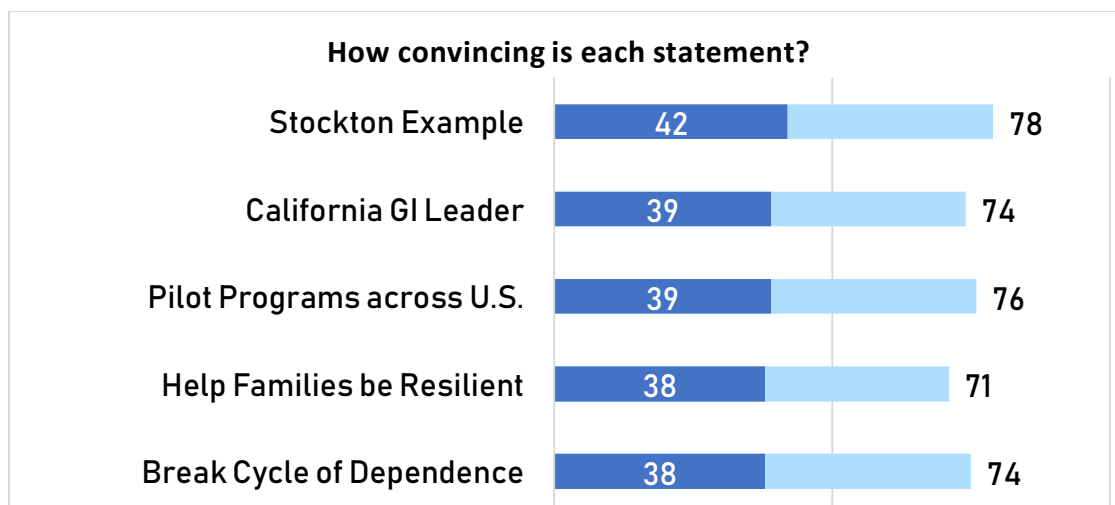
- California voters do not need to be argued into supporting a GI program. Additional programmatic information does not appreciably impact the support number. With more information, 75% of voters say they would support a federal guaranteed income of \$500 a month, and 73% say they would support a federal guaranteed income of \$1000 a month.

Economic Concerns Underpin Support for Guaranteed Income Programs

- California voters see GI programs as addressing a pressing set of economic needs. Three-quarters of voters (75%) strongly agree that “working Americans should be paid enough to provide for their families”. A 59% majority strongly agree that “a guaranteed income program would provide struggling families with needed financial support” and 54% strongly agree that “many people in this country aren’t getting the help that they need to succeed and get ahead.”
- Solid majorities of California voters express high levels of concern “over half of Americans are unable to afford a \$500 emergency expense” (67% very concerned), “in the last decade, the median home price rose roughly 30% and incomes crept up just 11% over the same time period” (64%), “the wealth gap between America’s richest and poorer families more than doubled from 1989 to 2016” (63%), and that one-third of Americans have nothing saved for retirement (62%).

Powerful Arguments to Support GI Programs

- Messages in support of the federal government putting in place a GI program are highly resonant among California voters. The most persuasive arguments tend to focus on the success of GI programs in California and across the country. Voters also respond strongly to messaging that underscores and the role that GI plays in helping families be resilient in the face of financially stressful life events. All of these messages resonate with upwards of 7-in-10 voters, and with considerable intensity. The text of the messages can be found on page 3 of this memo.



Appendix: Message Language

[STOCKTON] Because of pilot programs all over the country, we already have many examples of how successful guaranteed income programs can be to raise families out of poverty and set them on the path to success. In Stockton, California, 125 residents were given a \$500 monthly stipend with no strings attached for 24 months. Not only did recipients' quality of life improve, but researchers found that the number of full-time workers increased by a third by the time the program was over.

[CALIFORNIA LEADER] California has been a national leader on guaranteed income pilot programs. We were the first state in the country to have a mayor-led guaranteed income program, and now there are over one hundred cities in the U.S. that are running or have run pilot programs. These programs have repeatedly proven their success by allowing Californians who are struggling financially to enter a path toward stability, including finding full-time employment, stable housing, and access to transportation and childcare support.

[PILOT PROGRAMS] The best way to narrow the wealth gap and foster stability is by providing direct cash payments to struggling Americans. In over 100 cities, including 38 cities in California, guaranteed income pilot programs have enhanced recipients' financial stability by enabling them to use funds where they need them most: essentials like clothing, food, housing, and transportation. Participants have been able to invest in their long-term economic well-being by taking a class to improve job skills, saving to start a small business, or eliminating debts.

[GETTING BY/THRIVING FAMILIES] Every family in America deserves the opportunity to thrive, but unfortunately, too many families are barely making ends meet – parents are uncertain about their ability to cover all their bills, provide their children with the opportunities they need to succeed, or even afford essential necessities such as food and heating. Implementing a national guaranteed income program would not only help families get by but also empower them to truly thrive.

[BREAKING INTO THE CYCLE OF DEPENDENCE] Contrary to the notion that a guaranteed income rewards laziness and drains the economy by discouraging work, those in pilots actually gain employment. That's because the \$500/\$1000 a month allows people to get child care, fix that broken tire, or address any barriers that keeps them from fully participating in our economy. The boost of guaranteed income can help people enrolled in other safety net / benefits programs reach for goals and it's a helpful onramp for breaking the cycle of dependency.