



MEMO

TO: Interested Parties
FROM: Rodriguez Gudelunas Strategies
RE: California Likely Voter Survey
DATE: February 27, 2024

Public Opinion of Speed Limiting Devices

A survey was conducted by RG Strategies among likely November 2024 voters in California to determine public opinion on a proposed law that would require cars and trucks to implement speed limiting devices by 2027.

The survey shows that 69% of California voters are opposed to legislation to require cars and trucks to implement speed limiting devices beginning in 2027.

- Over half (51%) of voters oppose the legislation strongly.
- Only 12% of voters strongly support the legislation.

A new law is being considered in California that would require cars and trucks to implement speed limiting devices beginning in 2027. These devices would prevent cars and trucks from going more than 10 miles over the speed limit, using GPS technology or cameras to determine the maximum speed allowed in a given location. Do you support or oppose a law to prevent cars and trucks from going over 10 miles per hour over the speed limit?

Support, strongly	12%	→25% Support
Support, somewhat	12	
Oppose, somewhat	18	→69% Oppose
Oppose, strongly	51	
Don't know	7	

The proposed legislation fails to reach majority support among any major subgroup of voters.

- Legislation requiring speed limiting devices in cars and trucks is unpopular across political parties, including opposition from 63% of Democrats, 79% of Republicans, and 69% of independent voters.



- Seventy percent of moderate voters are opposed, along with 64% percent of progressives, 58% of liberals, and 79% of conservatives.
- Over 70% of Generation Z, Millennial, and Generation X voters are opposed, along with two-thirds (66%) of younger Boomers aged 60-66.

Support and Opposition by Subgroups

	Support	Oppose	Don't Know
TOTAL	25	69	6
Democrat	33	63	5
Republican	14	79	7
No Party Preference	21	69	10
Progressive	32	64	4
Liberal	31	58	11
Moderate	26	70	4
Conservative	13	79	7
Women	26	66	8
Men	24	71	5
White	22	74	4
Latino	28	65	7
Asian	33	61	5
Black	27	66	7
Generation Z (18-27)	18	72	11
Millennials (28-43)	20	72	7
Generation X (44-59)	20	75	6
Younger Boomers (60-66)	26	66	9
Seniors (67+)	40	56	3
Bay Area	25	61	14
SoCal	27	68	5
Sac/Valley	19	77	4

Methodology

- 800 interviews conducted from February 12th – February 19th, 2024.
- The margin of the sampling error is ±3.5% at the 95% confidence level.
- The survey used mixed modes of telephone (mobiles and landlines) and online including voter file emails and text to web.
- Respondents were likely November 2024 registered California voters.
- The survey was conducted in English and Spanish.

