


Role Profile for Roger Niello, California State Senate District 6


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Date: 9/15/25

Part 1 – Individual/Organization Profile

Legislator Background

- Name: Roger Niello
- District: California State Senate District 6 (Sacramento suburbs, including Roseville and Fair Oaks)
- Party Affiliation: Republican
- Age: 75 (born October 2, 1948)
- Gender: Male
- Race/Ethnicity: White,
- Marital Status: Married to Mary Niello
- Education:
 - B.A. in Accounting, University of California, Berkeley
 - MBA, University of California, Los Angeles

Career Background

- Non-Political:
 - Long-time businessman; ran Niello Auto Group, a family car dealership business.
 - Active in local chambers of commerce and community groups.
- Political:
 - Began public service on the Sacramento County Board of Supervisors (1999–2004).
 - Elected to the California State Assembly (2004–2010), representing the 5th Assembly District.
 - Returned to politics after more than a decade in the private sector, elected to the California State Senate in 2022.

Current Role

- Number of Years in Current Role: Elected in November 2022, serving since December 2022 (about 2–3 years).

- % of Vote in Last General Election: Approximately 53.9% in 2022.

Issues Best Known For

- Fiscal responsibility and limiting government spending.
- Business growth and economic development.
- Public safety and support for law enforcement.

Prominent Donors

- California Association of Realtors
- Automobile Dealers PAC
- California Chamber of Commerce-affiliated groups
- Local business coalitions

Ideology

- Economic: Fiscally conservative; emphasizes tax relief, business-friendly policies, and restrained government spending.
- Social: Generally conservative; aligned with Republican positions on public safety and traditional values.
- Environmental: Skeptical of costly regulations; supports balanced approaches that consider business/economic impacts.

Part 2 – Constituent Profile

Economics

- Prominent Industries: Government (Sacramento as state capital), health care, technology, retail trade, auto sales, and professional services.
- Unemployment Rate: 4–5% (consistent with Sacramento County averages).
- Income Levels: Median household income around \$80,000–90,000 depending on locality.
- Poverty Rate: Approximately 10–12%.

Demographics

- Population: Roughly 950,000 in Senate District 6.
- Racial Breakdown (approximate):
 - White – 60%
 - Hispanic/Latino – 20%
 - Asian – 12%
 - Black – 7%
 - Other/Mixed – 1%

- Median Age: Around 37–39 years old.
- Urban/Suburban/Rural: Mostly suburban (Roseville, Fair Oaks, Folsom), with some urban areas tied to Sacramento.

Politics

- Partisan Voter Registration:
 - Democrats – 45%
 - Republicans – 28%
 - No Party Preference – 22%
- Recent Voting Trends:
 - 2020 – Democrats 54%, Republicans 44%
 - 2016 – Democrats 51%, Republicans 45%
 - 2012 – Democrats 50%, Republicans 47%

Key Constituent Issues

- Public Safety: Concerns over crime and homelessness.
- Economy & Taxes: Support for small business, cost of living relief, skepticism of new taxes.
- Education: Strong local support for high-quality public schools and community colleges.

General Positions of Constituents

- Economic: Center-right to moderate
- Social: Mixed
- Environmental: Concern about wildfires, water access, and air quality, but cautious about expensive regulatory measures.