



# Road to the Recall

## Poll Report

### August 2021

Sponsored by Core Decision Analytics, the "Road to the Recall" poll is independent and not affiliated with any client, candidate campaign, nor any independent expenditure effort for or against the recall.

## Road to the Recall Methodology

Core Decision Analytics conducted N=804 online interviews among California registered voters from Tuesday July 27 - Thursday July 29, 2021. The overall margin of error is +/-3.46% at the 95% confidence interval and higher for subgroups.

This poll report contains all questions in the survey presented in the order in which they were asked (with the exception of screens and demographics which are at the end of the report for ease of review). Findings in certain tables are displayed ranked based on results; however, certain choices in the survey (such as candidate names) were presented in a randomized rotation in an effort to minimize order bias. Some percentages may add to more or less than 100% due to rounding.

Visit [CoreDecision.com/RoadToTheRecall](https://CoreDecision.com/RoadToTheRecall) for additional content and detailed analysis.

## About Core Decision Analytics (CODA)

Core Decision Analytics (CODA) creates actionable insights that enable success for corporate, political, and public-sector clients, combining wise counsel with trustworthy quantitative and qualitative methods to precisely and accurately answer what matters, who to target, what to say, and how to win.

Guided by a senior team of expert practitioners in quantitative, qualitative, and advanced analytics methods, CODA leverages decades of winning experience across the nation and globe on behalf of political campaigns, corporate clients, government agencies, trade and professional associations, and non-profits. CODA is part of the Core Strategic Group, a premier holding company comprised of the best political, public affairs, and association management practitioners in the world.

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## Key Findings

1. Would you say things in California are...

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
Heading in the right direction	<b>51</b>	52	50
Headed down the wrong track	<b>49</b>	48	50

2. Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of Gavin Newsom?

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
<b>TOTAL FAV</b>	<b>60</b>	<b>61</b>	<b>60</b>
<b>TOTAL UNFAV</b>	<b>40</b>	<b>39</b>	<b>40</b>
Very favorable	<b>24</b>	26	28
Somewhat favorable	<b>36</b>	35	32
Somewhat unfavorable	<b>17</b>	15	12
Very unfavorable	<b>23</b>	24	28

3. Generally speaking, how would you rate Gavin Newsom's job performance as governor of California?

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
Excellent	<b>20</b>	22	23
Good	<b>32</b>	32	30
Fair	<b>21</b>	18	16
Poor	<b>27</b>	28	32

4. As you may know, there will be a special recall election later this year where voters will be asked whether or not they should recall (remove) Gavin Newsom as Governor.

How much have you heard, read, or seen about the special recall election?

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
A lot	<b>39</b>	41	47
Some	<b>44</b>	44	40
Just a little	<b>15</b>	14	12
Nothing at all	<b>2</b>	1	1

5. The special recall election will be held on Tuesday, September 14. All California voters will receive a ballot they can return by mail (USPS) or they can vote in-person.

Do you think you will vote in the upcoming special election?

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
Definitely vote in the special election	<b>73</b>	80	100
Probably vote	<b>18</b>	20	**
Might or might not vote	<b>7</b>	*	**
Probably not vote	<b>1</b>	*	**
Definitely not vote in the special election	<b>1</b>	*	**

\*By definition, "Likely" recall voters are those who say "Definitely vote..." or "Probably vote"

\*\*By definition, "Definite" recall voters are only those who say "Definitely vote..."

**NOTE:** All voters were asked the 'recall vote' question and 'replacement candidate' question.

Those who indicated they will "definitely" or "probably" vote saw the following prompt:

We would like to ask your opinion about the two questions that will appear on the recall election ballot.

"Might or might not" / "probably not" / "definitely not" vote saw the following prompt:

We would still like to ask your opinion about the two questions that will appear on the recall election ballot, even though you said you [might or might not / probably would not / definitely would not] vote in the election.

6. The special election ballot will ask voters:  
"Shall Gavin Newsom be recalled (removed) from the office of Governor?"

How would you vote? Would you...

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
Vote Yes to remove Newsom from office	<b>39</b>	42	43
Vote No to keep Newsom as Governor	<b>48</b>	49	50
Undecided / don't know	<b>12</b>	9	7

7. **AMONG THOSE WHO SAY VOTE YES:** Would you DEFINITELY vote yes or would you PROBABLY vote yes (remove Newsom from office)?

(%) AMONG THOSE WHO SAY YES	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
Definitely Yes	<b>89</b>	90	94
Probably Yes	<b>11</b>	10	6

8. **AMONG THOSE WHO SAY VOTE NO:** Would you DEFINITELY vote no or would you PROBABLY vote no (keep Newsom as Governor)?

(%) AMONG THOSE WHO SAY NO	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
Definitely No	<b>74</b>	77	82
Probably No	<b>26</b>	23	18

9. **AMONG THOSE SAY UNDECIDED:** Do you lean towards voting yes, to remove Newsom from office, OR do you lean towards voting no, to keep Newsom as Governor?

(%) AMONG THOSE WHO SAY UNDECIDED	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
Lean Yes (remove Newsom from office)	<b>20</b>	26	25
Lean No (keep Newsom as Governor)	<b>20</b>	22	25
Truly undecided / don't know	<b>60</b>	52	50

10. The special election ballot will ask voters:  
*“Shall Gavin Newsom be recalled (removed) from the office of Governor?”*

How would you vote? Would you...

SUMMARY INCLUDING INTENSITY (**CODED BASED ON PRIOR RESPONSES**)

(%)	All California Voters	“Likely” Recall Voters	“Definite” Recall Voters
YES, DEFINITELY	<b>35</b>	38	41
YES, PROBABLY	<b>4</b>	4	3
UNDECIDED, LEAN YES	<b>2</b>	2	2
TRUE UNDECIDED	<b>7</b>	5	3
UNDECIDED, LEAN NO	<b>3</b>	2	2
NO, PROBABLY	<b>13</b>	11	9
NO, DEFINITELY	<b>36</b>	38	41

11. The special election ballot will also ask “replacement candidates.” If a majority of voters choose to recall the Governor, then the replacement candidate with the most votes would be elected.

All voters have the opportunity to select a replacement candidate even if they vote NO against the recall (in other words, if they vote to “keep Newsom”).

We will present you the full list of the 46 replacement candidates as they will appear on the ballot, including their political party preference and occupation.

Which “replacement candidate” would you be most likely to vote for?  
**(CANDIDATE ORDER RANDOMLY ROTATED)**

**(DISPLAYING SORTED SUMMARY INCLUDING ALL CANDIDATES WITH 2% OR MORE)**

	(%)	All California Voters	“Likely” Recall Voters	“Definite” Recall Voters
	Larry A. <b>Elder</b> , Republican, Broadcaster / Author	<b>9</b>	10	12
	John <b>Cox</b> , Republican, Businessman / Accountant / Father	<b>4</b>	4	4
	Jacqueline <b>McGowan</b> , Democratic, Cannabis Policy Advisor	<b>3</b>	3	2
	Kevin L. <b>Faulconer</b> , Republican, Businessman / Educator	<b>3</b>	3	3
	Kevin <b>Paffrath</b> , Democratic, Financial Educator / Analyst	<b>2</b>	3	3
	Brandon M. <b>Ross</b> , Democratic, Physician / Attorney	<b>2</b>	2	2
	Kevin <b>Kiley</b> , Republican, California Legislator	<b>2</b>	2	2
	<b>ALL OTHERS LESS THAN 2% (TOTAL)</b>	<b>20</b>	20	17
	OTHER LESS THAN 2% (DEMOCRAT SUBTOTAL)	5	5	4
	OTHER LESS THAN 2% (REPUBLICAN SUBTOTAL)	10	10	8
	OTHER LESS THAN 2% (OTHER / NPP SUBTOTAL)	5	5	4
	<b>None of these</b>	<b>22</b>	22	24
	<b>Undecided</b>	<b>34</b>	32	31

12. [SEE PRIOR TABLE FOR FULL QUESTION WORDING] ...Which “replacement candidate” would you be most likely to vote for? **(CANDIDATE ORDER ROTATED)**

**(NOTE: THE COMPLETE TABLE - INCLUDING “NONE OF THESE” & “UNDECIDED” CONTINUES ON NEXT PAGE)**

(%)	All California Voters	“Likely” Recall Voters	“Definite” Recall Voters
Larry A. <b>Elder</b> , Republican, Broadcaster / Author	<b>9</b>	10	12
John <b>Cox</b> , Republican, Businessman / Accountant / Father	<b>4</b>	4	4
Jacqueline <b>McGowan</b> , Democratic, Cannabis Policy Advisor	<b>3</b>	3	2
Kevin L. <b>Faulconer</b> , Republican, Businessman / Educator	<b>3</b>	3	3
Kevin <b>Paffrath</b> , Democratic, Financial Educator / Analyst	<b>2</b>	3	3
Brandon M. <b>Ross</b> , Democratic, Physician / Attorney	<b>2</b>	2	2
Kevin <b>Kiley</b> , Republican, California Legislator	<b>2</b>	2	2
Daniel <b>Watts</b> , Democratic, Free Speech Lawyer	<b>1</b>	1	1
Armando “Mando” <b>Perez-Serrato</b> , Democratic, No Ballot Designation	<b>1</b>	1	1
Anthony <b>Trimino</b> , Republican, Entrepreneur / CEO	<b>1</b>	1	1
Caitlyn <b>Jenner</b> , Republican, Businessperson / Entrepreneur	<b>1</b>	1	1
Patrick <b>Kilpatrick</b> , Democratic, Actor / Screenwriter / Producer	<b>1</b>	1	1
Nickolas <b>Wildstar</b> , Republican, Musician / Entrepreneur / Father	<b>1</b>	1	1
Dan <b>Kapelovitz</b> , Green, Criminal Defense Attorney	<b>1</b>	1	1
Holly L. <b>Baade</b> , Democratic, Mother / Business Owner	<b>1</b>	1	1
Ted <b>Gaines</b> , Republican, Board of Equalization Member	<b>1</b>	1	1
<b>Angelyne</b> , No Party Preference, Entertainer	<b>1</b>	1	0
David <b>Lozano</b> , Republican, Executive Officer / Attorney	<b>1</b>	1	1
Doug <b>Ose</b> , Republican, Farmer / Small Businessman	<b>1</b>	1	1
Jeff <b>Hewitt</b> , Libertarian, Riverside County Supervisor	<b>1</b>	1	1
Denis <b>Lucey</b> , No Party Preference, Teacher	<b>1</b>	1	1
Steve Chavez <b>Lodge</b> , Republican, Retired Homicide Detective	<b>1</b>	1	0

**(FULL LIST CONTINUES ON NEXT PAGE)**

(CONTINUATION OF FULL LIST FROM PRIOR PAGE)

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
David Alexander <b>Bramante</b> , Republican, Realtor / Multifamily Developer	1	1	1
Sam L. <b>Gallucci</b> , Republican, Pastor / CEO / Consultant	1	0	1
Denver <b>Stoner</b> , Republican, Deputy Sheriff	1	1	1
Jeremiah "Jeremy" <b>Marciniak</b> , No Party Preference, No Ballot Designation	1	1	1
John R. <b>Drake</b> , Democratic, College Student	0	0	0
Leo S. <b>Zacky</b> , Republican, Businessman / Farmer	0	0	1
James G. <b>Hanink</b> , No Party Preference, Retired Educator	0	0	0
David <b>Moore</b> , No Party Preference, Public School Teacher	0	0	0
Jenny Rae <b>Le Roux</b> , Republican, Business Owner / Mother	0	0	0
Kevin K. <b>Kaul</b> , No Party Preference, Real Estate Developer	0	0	0
Diego <b>Martinez</b> , Republican, Businessman	0	0	0
Michael <b>Loebs</b> , No Party Preference, University Lecturer	0	0	0
David <b>Hillberg</b> , Republican, Aircraft Mechanic / Actor	0	0	0
Robert C. <b>Newman II</b> , Republican, Farmer / Psychologist	0	0	0
Major <b>Singh</b> , No Party Preference, Software Engineer	0	0	0
Rhonda <b>Furin</b> , Republican, Nonprofit President	0	0	0
Dennis <b>Richter</b> , No Party Preference, Retail Store Worker	0	0	0
Joel <b>Ventresca</b> , Democratic, Retired Airport Analyst	0	0	0
Joe M. <b>Symmon</b> , Republican, Community Volunteer	0	0	0
Chauncey "Slim" <b>Killens</b> , Republican, Retired Correctional Officer	0	0	0
Adam <b>Papagan</b> , No Party Preference, Entertainer	0	0	0
Sarah <b>Stephens</b> , Republican, Pastor	0	0	0
Heather <b>Collins</b> , Green, Business Owner / Hairstylist	0	0	0
Daniel <b>Mercuri</b> , Republican, Father / Business Owner	0	0	0
<b>None of these</b>	<b>22</b>	22	24
<b>Undecided</b>	<b>34</b>	32	31



## Screening Criteria & Demographics

13. Do you or does anyone in your household work in any of the following?  
**(MULTIPLE RESPONSES PERMITTED)**

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
An advertising, marketing, research, or public relations agency	*	*	*
A media outlet, such as a newspaper or TV station	*	*	*
A retail establishment	5	5	5
A medical office, hospital, or similar healthcare setting	7	7	6
A political consulting or polling firm	*	*	*
None of the above	88	88	89
Don't know	*	*	*

\*Screening criteria excluded those in specific industries or who said "don't know"

14. In what state do you currently reside?

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
California	100	100	100
ALL OTHER RESPONSES	*	*	*

\*By definition, all had to currently reside in California

15. In what county do you currently reside? **(CODE REGION 5-WAY)**

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
ORANGE / SAN DIEGO	17	16	15
INLAND EMPIRE	10	10	10
LOS ANGELES	30	31	30
CENTRAL VALLEY	18	18	18
SAN FRANCISCO BAY AREA	20	20	20
OTHER / UNCODED	5	5	6

DEFINITION OF "5-WAY" REGION (Only ~5% of voters live in a county not coded in one these regions)

- Los Angeles: Los Angeles, Ventura
- San Francisco Bay: Sonoma, Napa, Marin, Solano, Contra Costa, Alameda, Santa Clara, San Mateo, San Francisco
- Orange County / San Diego: Imperial, Orange, San Diego
- Inland Empire: Riverside, San Bernardino
- Central Valley: Kern, Kings, Fresno, Madera, Merced, San Joaquin, Sacramento, El Dorado, Placer, Sutter, Colusa, Butte, Glenn, Shasta, Tulare, Stanislaus, Yolo, Yuba, Tehama

16. For statistical purposes only, what is your age? **(CODED INTO CATEGORIES)**

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
18-34	<b>27</b>	25	20
35-49	<b>22</b>	22	21
50-64	<b>25</b>	26	27
65+	<b>26</b>	27	32

17. What is your gender?

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
Male	<b>47</b>	48	50
Female	<b>53</b>	52	50
Other	<b>0</b>	0	0
Prefer not to answer	<b>*</b>	*	*

\*Screening criteria excluded those who said "prefer not to answer"

18. Are you yourself of Hispanic or Latino origin or descent, such as Mexican, Puerto Rican, Salvadoran, or some other Latin American or Spanish background?

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
Yes	<b>24</b>	23	22
No	<b>76</b>	77	78

19. **AMONG THOSE NOT HISPANIC / LATINO:** What is your race?

(%) AMONG THOSE NOT HISPANIC / LATINO	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
African American / Black	<b>5</b>	5	4
White / Caucasian	<b>74</b>	75	79
Asian	<b>17</b>	16	13
Other	<b>4</b>	4	4

20. RACE / ETHNICITY **(CODED BASED ON PREVIOUS QUESTIONS)**

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
WHITE, NON-HISPANIC	<b>56</b>	58	62
BLACK, NON-HISPANIC	<b>4</b>	4	3
HISPANIC / LATINO	<b>24</b>	23	22
ASIAN, NON-HISPANIC	<b>13</b>	12	10
OTHER, NON-HISPANIC	<b>3</b>	3	3

21. Are you currently registered to vote in the state of California?

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
Yes	<b>100</b>	100	100
No	*	*	*
Don't know / unsure	*	*	*

\*By definition, all had to be registered to vote in California

22. Regardless of how you might feel today, are you registered to vote as a...?

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
Democrat	<b>47</b>	48	47
Republican	<b>25</b>	26	27
"NPP" (No Party Preference) or "DTS" (Decline to State)	<b>25</b>	24	24
Other	<b>3</b>	3	3
Don't know / unsure	*	*	*
Prefer not to answer	*	*	*

\*Screening criteria excluded those who said "don't know / unsure" or "prefer not to answer"

23. Regardless of how you might be registered to vote, do you consider yourself a...

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
Democrat	<b>43</b>	43	43
Republican	<b>22</b>	23	23
Independent	<b>34</b>	32	33
Other	<b>1</b>	1	1
Don't know	*	*	*

\*Screening criteria excluded those who said "don't know"

24. Do you have children under the age of 18 living at home?

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
Yes	<b>30</b>	30	27
No	<b>70</b>	70	73

25. What is the highest level of education that you've had the opportunity to complete?

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
High school or less	<b>9</b>	8	7
Technical / vocational school	<b>3</b>	3	3
Some college	<b>20</b>	20	20
Graduated college	<b>42</b>	42	41
Post-graduate	<b>26</b>	28	29
Prefer not to answer	<b>0</b>	0	0

26. Finally, for statistical purposes only, we need to know your total household income for 2020. Will you please tell me which of the following categories best represents your total household income?

(%)	All California Voters	"Likely" Recall Voters	"Definite" Recall Voters
Less than \$20,000	<b>6</b>	5	6
\$20,000 - \$34,999	<b>8</b>	8	7
\$35,000 - \$49,999	<b>8</b>	8	8
\$50,000 - \$74,999	<b>19</b>	19	19
\$75,000 - \$99,999	<b>18</b>	18	18
\$100,000 - \$149,999	<b>20</b>	21	22
\$150,000 or more	<b>16</b>	17	18
Prefer not to answer	<b>4</b>	4	4