



June 9, 2021

TO: Interested Parties
FROM: Erik Iverson, Moore Information Group
RE: California Recall Survey Results

A recent survey of California voters shows Governor Gavin Newsom struggling to fend off being recalled by voters while businessman John Cox has emerged as the clear leader in the bid to replace Newsom. The live caller survey of 800 registered California voters (86% cellphone/14% landline), conducted June 1-3 by Moore Information Group, revealed three key takeaways from the race:

1. Intensity is on the side of the “Yes” vote on the recall ballot. Governor Gavin Newsom is walking a tightrope among Californians most likely to vote in the upcoming recall election. Among all voters surveyed, 44% say they would vote “Yes” to recall/remove Newsom while 50% would vote “No” and 6% are undecided. *However, among the voters who say are most likely to turn out in a recall election (N=682), it’s bad news for Newsom: 49% would vote “Yes” to recall the Governor while 46% would vote “No” and 5% are undecided.*

These results suggest the race is much tighter than recent public polling has indicated. Especially troubling for Newsom is that 1-in-5 registered Democrats, along with 82% of GOP voters and 45% of Independent or NPP/other voters, would vote to recall Newsom – suggesting the effort isn’t solely a partisan affair.

	Yes	No	Net Yes
All voters (N=800)	44%	50%	-6%
Likely voters (N=684)	49%	46%	+3%
Party Registration (among all voters)			
Republicans	82%	14%	+68%
Democrats	21%	72%	-51%
NPP/others	45%	48%	-3%

2. If Newsom is recalled, John Cox is the front-runner to replace him. A look inside the data shows Cox is the clear frontrunner and leads on both the full field ballot – which includes multiple Democrats – as well as a 4-way GOP candidate only ballot among top Republican challengers.

Full-Field Ballot	All Voters	Likely Voters
John Cox, businessman, Republican	16%	18%
Antonio Villaraigosa, former Mayor of Los Angeles, Democrat	9%	8%
Kevin Faulconer, former Mayor of San Diego, Republican	7%	8%
Tom Steyer, Businessman, Democrat	5%	5%
Caitlyn Jenner, reality TV personality and former Olympic Athlete, Republican	4%	4%
Kevin De León, Los Angeles City Councilman, Democrat	4%	4%
Doug Ose, former Congressman, Republican	2%	2%
Someone else	14%	13%
Don't know	38%	37%

GOP 4-Way Ballot	All Voters	Likely Voters
John Cox, businessman, Republican	22%	24%
Kevin Faulconer, former Mayor of San Diego, Republican	11%	12%
Caitlyn Jenner, reality TV personality and former Olympic Athlete, Republican	6%	6%
Doug Ose, former Congressman, Republican	4%	4%
Someone else	18%	17%
Don't know	39%	37%

3. Size matters, and this election – like most “special elections” – will be all about the size of the turnout. Right now, among those most likely to vote, the intensity is with John Cox and the “Yes” to recall vote. Newsom’s numbers are soft, and the data suggests that could soften turnout and boost the “Yes” vote on the recall. The turnout model for this survey is similar to the turnout in the 2003 Recall and respondents were also asked how likely they are to vote in a recall election this year. Only 85% of our sample reported that they are “very” or “fairly” likely to vote in a recall election this year, indicating that turnout could be lower than 2003. And as outlined above, the recall ballot among this group of likely voters is 49% “Yes” and 46% “No.” In an election that is all about Gavin Newsom, he starts out with only 27% of voters having a “very” favorable opinion of him. More problematic for Newsom is that when looking at the mood of the electorate, just 48% of voters believe California is heading in the “right direction.” Even more troubling for the Governor, the critical NPP/other block of voters are especially pessimistic with just 43% saying the state is heading in the “right direction” while 51% say it’s heading off on the “wrong track.” If turnout is lower than 2003, Newsom appears to be the likely culprit.

This telephone survey was conducted by live interviewers – both landline (14%) and cell phones (86%), June 1-3, 2021, among a representative sample of N=800 likely recall election voters statewide in California. Overall sampling error is plus minus 3% at the 95% confidence level.

About Moore Information Group

Moore Information Group knows how to accurately poll – and win – tough races. In 2020 alone, MIG was 6 for 6 in U.S. Senate races, including three of the highest profile and most expensive campaigns: Susan Collins (R-ME), Steve Daines (R-MT) and Tommy Tuberville in Alabama. Both Senators Daines and Collins had to fight two- front wars – one, their actual campaigns and two, the public polling false narratives that showed them either trailing or labeled “toss up” races by DC media insiders. Senators Daines and Collins are long-time clients, so when MIGs numbers looked different than the public polls, they knew who to trust. MIG got it right where almost all others were wrong. And when several outside polls showed Tommy Tuberville’s race with Jeff Sessions to be too close to call, MIG accurately predicted Coach’s 20-point win over Sessions.

We also polled for Senators Cynthia Lummis (R-WY), Dan Sullivan (R-AK) and Jim Risch (R-ID). Combined, in 2020 alone, MIG helped elect or reelect 14 members of the U.S. House of Representatives, 6 U.S. Senators, 1 Governor and numerous state legislators in multiple states.

With over 40 years in the business, MIG has polled for more than 50 U.S. Senate campaigns, over 280 Congressional campaigns, over 35 Gubernatorial campaigns (including the 2003 recall election of Gray Davis in CA) and over 50 statewide initiatives. And in California alone, Moore Information Group has polled for 15 statewide campaigns, 28 congressional campaigns and 10 ballot measure campaigns and over 50 State Senate and Assembly races. MIG has also conducted in-depth surveys among Hispanic voters in California as well as undertaking opinion research efforts for corporations, municipalities, trade associations and Independent Expenditure committees. There is no part of the state that we haven’t polled. Simply put, MIG knows California and its voters.