



**MEMORANDUM**

TO: INTERESTED PARTIES

FROM: DAVID GILLIARD, PRESIDENT, GILLIARD BALLING & ASSOCIATES  
GEORGE NASSAR, PARTNER, PUBLIC OPINION STRATEGIES

SUBJECT: CA POST-RECALL SURVEY KEY FINDINGS AND A LOOK TOWARDS 2022

DATE: NOVEMEBER 29, 2021

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On behalf of Rescue California, Public Opinion Strategies completed a survey of N=600 Republicans in California ( $\pm 4\%$ ) Of the 600 Republicans interviewed, 300 voted in the 2021 Recall and 300 did not vote in the 2021 Recall. The survey was conducted November 6-14, 2021.

**SURVEY OBJECTIVE:**

The purpose of the survey was to determine the profile of non-voting Republicans and how to engage them in the future.

**KEY FINDINGS:**

- Republicans who did not vote in the 2021 Recall were younger, less white and more downscale in both education and economic status than the Republicans who voted.

Demos	GOP Voters	GOP Non-Voters
18-34	14%	31%
35-54	28%	29%
55-64	22%	18%
65+	36%	22%
White	68%	60%
Minority	31%	39%
Poor/Working Class	21%	25%
Upper Middle/Well-To-Do	35%	29%
Less than College	43%	54%
College+	57%	46%

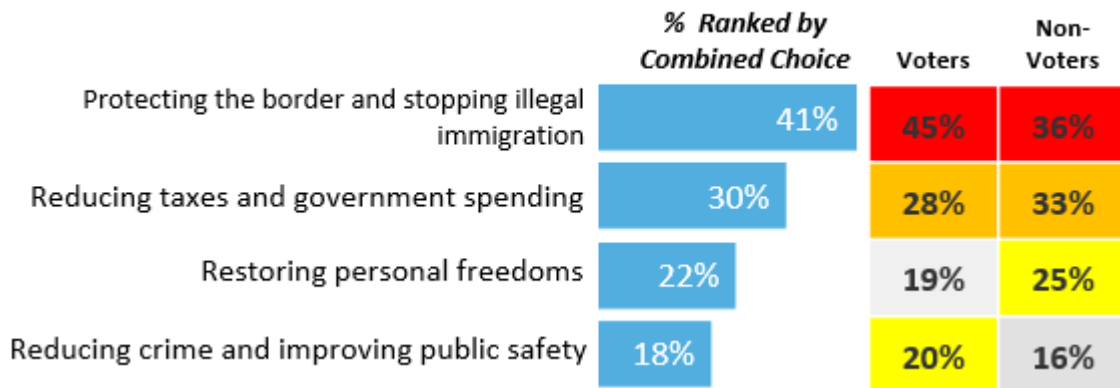
- 21% of Republicans who did not vote in the Recall said Election Fraud was a top issue. Only 12% of Republican voters said Election Fraud was a top issue.
- 46% of Republicans who voted had no trust in voting by mail. 63% of Republicans who did not vote have no trust in voting by mail.
- The number one reason (16%) non-voting Republicans said for their decision to skip voting was their belief that the recall election was “rigged.” The number two reason was their belief that their vote “would not matter.” (12%).
- Both groups of Republicans say California is on the wrong track and disapprove of the job Newsom is doing as Governor. Each group has a similar net favorability rating of the Republican party and are united in their unfavorable rating of the Democratic party.

	GOP Voters	GOP Non-Voters		GOP Voters	GOP Non-Voters
Right Direction	4%	1%	Newsom Approve	5%	6%
Wrong Track	95%	97%	Newsom Disapprove	94%	93%

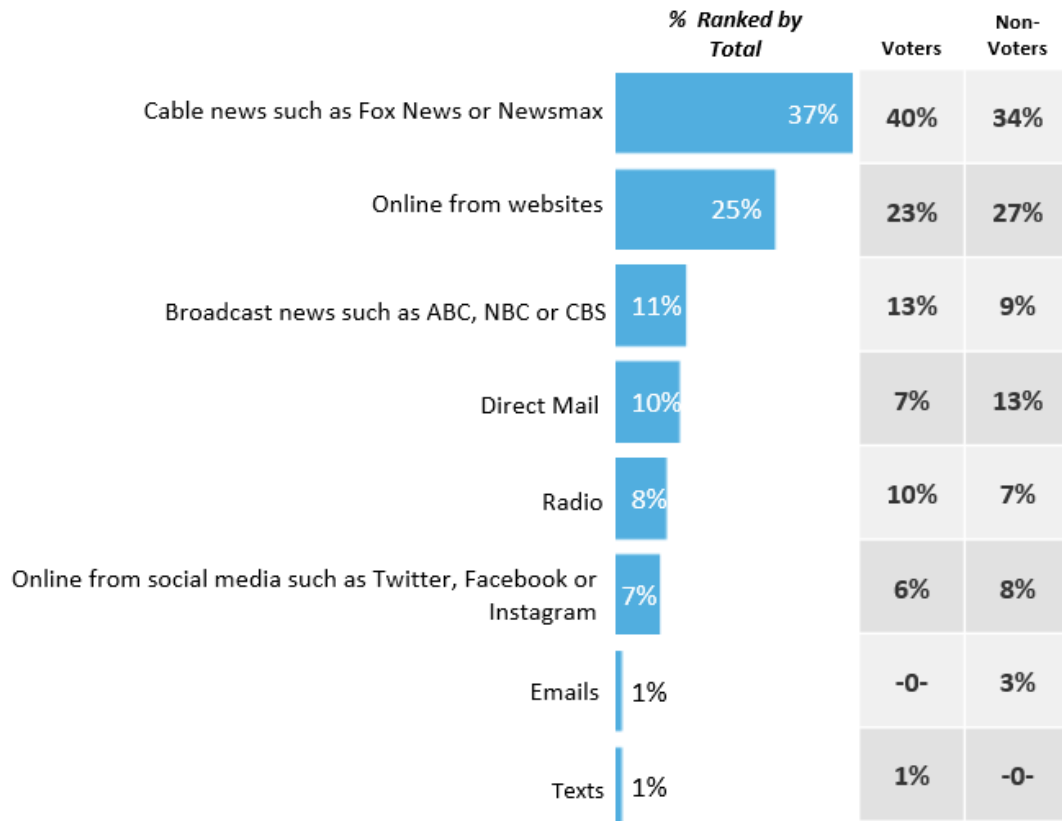
Republican Party	GOP Voters	GOP Non-Voters	Democrat Party	GOP Voters	GOP Non-Voters
Favorable	84%	85%	Favorable	4%	4%
Unfavorable	14%	12%	Unfavorable	95%	94%

- When asked which one or two issues are currently most important to them in deciding their vote for Governor, non-voters were a bit more likely to say reducing taxes and government

spending and restoring personal freedoms than border security.



- When asked where they typically get their election information, non-voters are more likely to be found online on websites and on social media and less on broadcast and cable news than the voters.



### **THE BOTTOM LINE:**

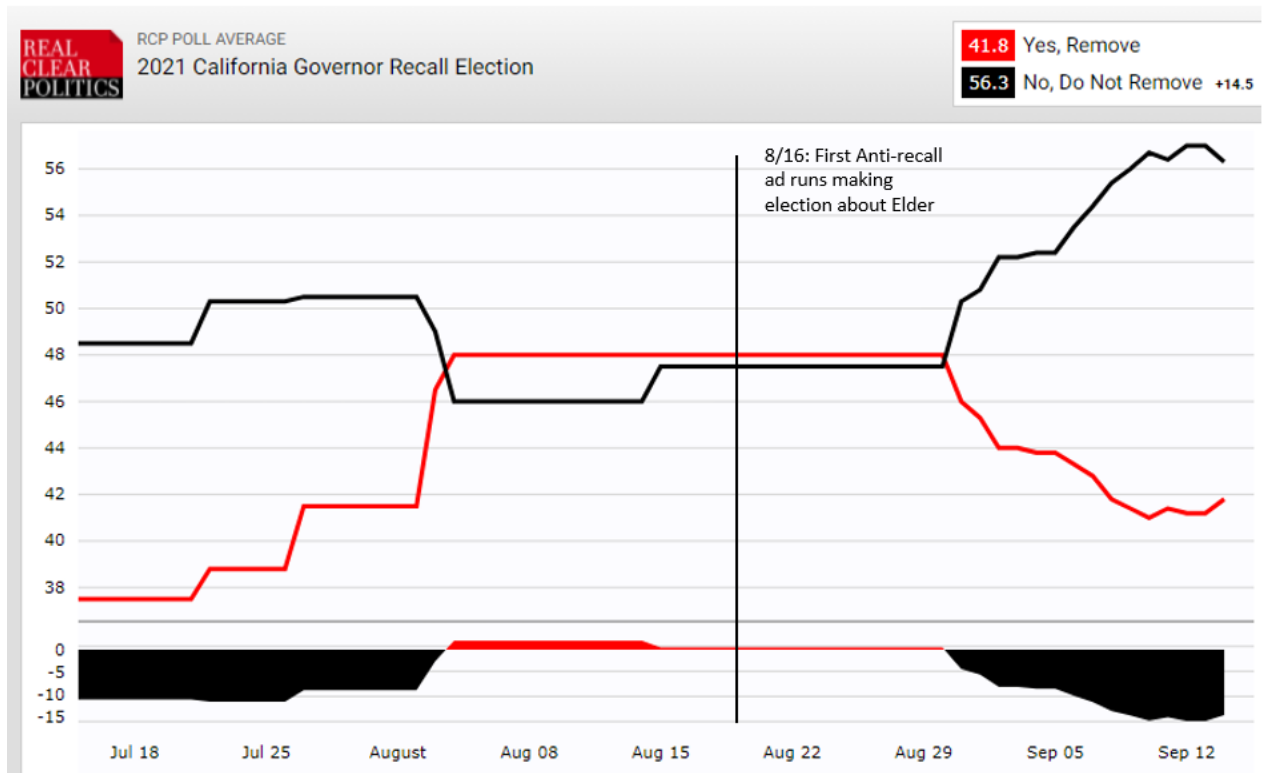
Most public surveys of the California recall showed an enthusiasm advantage for Republicans and when the dust settled, Republicans did indeed turn out at a slightly higher rate than Democrats and Independents. In fact, Republicans turned out at a rate of 69%, an advantage over Democrats who turned out at a rate of 61% and Independents who turned out at 46%.

The Republicans who did not turn out to vote in the recall do not differ significantly in their views of key political figures or top issues. Where they do differ is their demographics, their view of election fraud and mail voting, and how we can reach them. The non-voters are younger, less white and more downscale than voters and more skeptical of the election and voting process.

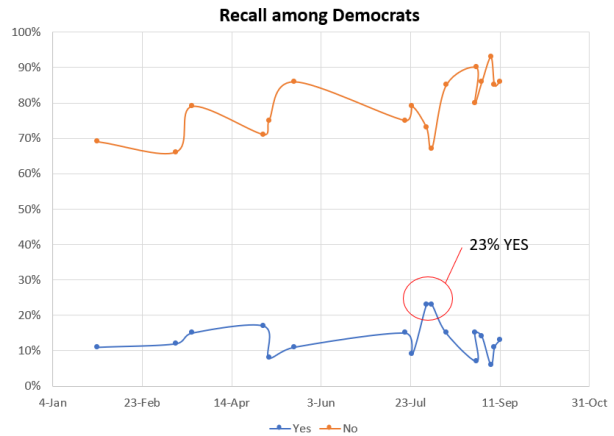
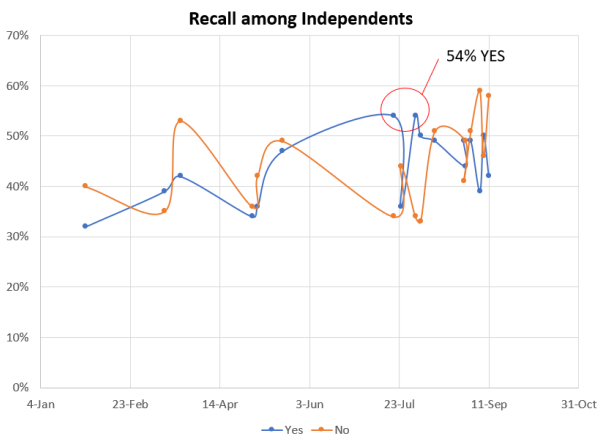
## LOOKING AHEAD TO 2022:

In a state where Democrats significantly outnumber Republicans, maximizing our Republican vote is a small part of the overall path to victory, we must win independents and win over some disaffected Democrats.

The 2021 recall offered some clues on how that can be done. According to the Real Clear Politics polling average, the race was a statistical tie in late July/Early August.



According to those public polls conducted in late July/Early August, Independents were voting YES by an average of 11 points and an average of 20% of Democrats were voting YES.



On August 16<sup>th</sup>, the anti-recall campaign switched tactics. Instead of talking about Newsom and what he was accomplishing, they focused their fire on Elder and his stance on coronavirus. Once that message burned in, Democrats and Independents moved away from supporting the recall effort.

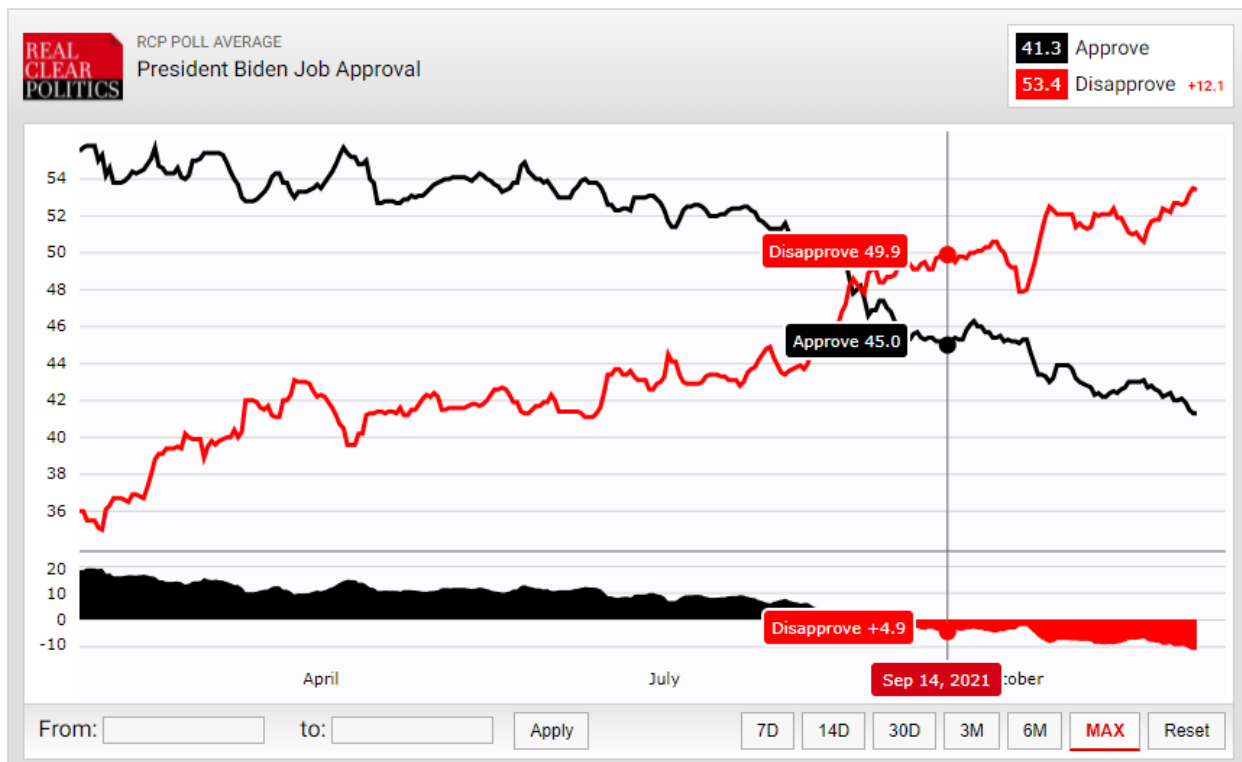
Exit polls from the recall show that 31% of recall voters cited Coronavirus as their top issue, Newsom won these voters 82%-18%. The economy was in a distant third at 16%, these economy voters voted YES by a 61%-39% margin.

**Most important issue facing CA**  
3,266 total respondents


	Coronavirus 31%	Homelessness 23%	Wildfires 16%	Crime 8%	Economy 15%
● No	82%	60%	76%	13%	39%
● Yes	18%	40%	24%	87%	61%

Updated 3:30 p.m. ET, Sep. 23

Since the recall, the political environment has significantly deteriorated for the Democrats. According to the latest Real Clear Politics averages, President Biden’s current approval rating is a dismal 41% and Republicans are favored on the generic ballot.



Presidents with approval ratings under 50% lose, on average, 39 seats in the US House.

<b>Biden's Current Job Approval (RCP Avg as of 11/21)</b>		
<b>41%</b>		
<u><b>Job Approval</b></u>	<u><b>Average Change</b></u>	
<b>Over 60%</b>	<b>+1 Seat</b>	
<b>49%-59%^</b>	<b>-12 Seats</b>	
<b>Under 49%</b>	<b>-39 Seats</b>	

*Source: Gallup using final presidential approval and midterm election results from 1962 to 2018, not including 1974.*

November 2, 2021 offered a glimpse into what is in store for Democrats in 2022. In Virginia, Glenn Youngkin defeated Democrat Terry McAuliffe in a state Biden won by 10 points. Youngkin won despite the fact McAuliffe attempted to adopt the Newsom recall coronavirus strategy. And in New Jersey, the incumbent Democratic Governor nearly lost in a state Biden carried by about sixteen points just one year earlier. Republicans also had big wins in New York and Pennsylvania. In Texas, Republicans flipped a 70% Hispanic district that had voted for Biden by 14 points. And a Republican won the City Attorney race in Seattle, Washington.

Exit polls from Virginia show the economy was the number one concern at 33%. Coronavirus was a distant 4th at 15%.

<b>Most important issue facing VA</b>					
3,899 total respondents					
	<b>Taxes</b> 15%	<b>Economy/Jobs</b> 33%	<b>Education</b> 24%	<b>Coronavirus</b> 15%	<b>Abortion</b> 8%
● <b>McAuliffe</b>	32%	44%	47%	<b>84%</b>	41%
● <b>Youngkin</b>	<b>68%</b>	<b>55%</b>	<b>53%</b>	16%	<b>58%</b>

Updated 3:58 p.m. ET, Nov. 3

As Coronavirus pulls into the rearview and the economy moves into the top spot of voter's concern, Independents and disaffected Democrats will move towards the Republican party, leading California Republicans to victory in 2022.