



POLLING MEMO

TO: All Interested Parties
FROM: David Wolfson, DecipherAi
DATE: Thursday, March 13th
RE: November 2026 Polling Results

California Voters Reject Democrat Policies:

Nearly 50% of Californians Could Vote for a Republican Governor

71% – Democrats Have Not Addressed Cost of Living

Nearly half of likely California voters say they would consider voting for a Republican for Governor in 2026 (Republican party voter registration in California is just 25%).

Other findings show California's Democrat Leaders are out touch:

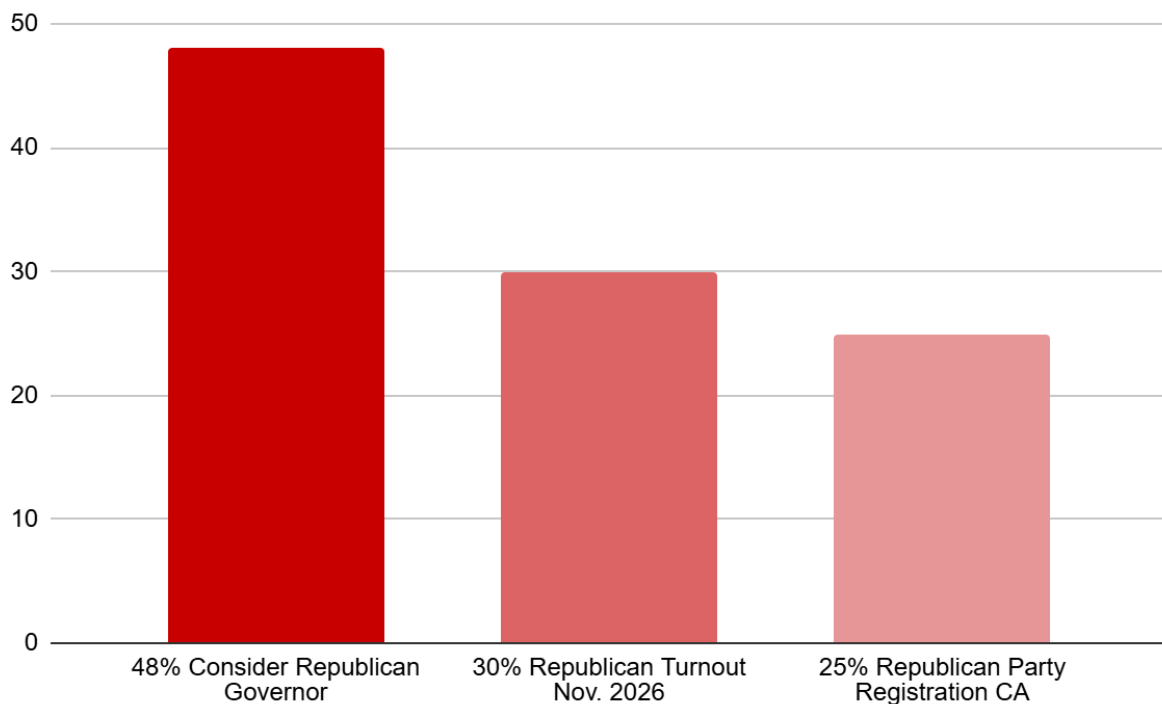
- 83% of voters said gas prices are too high in California
- 73% support fully funding anti-crime Prop. 36, which State Democrat Leaders have refused to do
- 72% feel homelessness still is a big problem after years of Democrat control Sacramento
- 71% believe the Democrats in charge have not addressed the state's high cost of living
- 69% think Democrats in Sacramento have not done enough to bring down energy/utility costs
- 62% support a "full independent investigation" of the recent Los Angeles Wildfires
- Only 24% of Californians think males (transgender) should compete in female sports

"Voters are increasingly concerned about the direction of California under one-party rule," said Owen Brennan, president of Madison McQueen. "On issue after issue, voters are seeing their quality of life fall and their cost of living rise."

"Are voters ready for a change from the policy priorities of Democrats?" Brennan asked. "With the right leadership and policy focus, California Republicans are looking at the biggest window of opportunity in a generation."

Polling was conducted in California over March 6th to 9th of likely Nov. 2026 voters by David Wolfson, a national Pollster, and Faculty Lecturer at Columbia University's Political Analytics Graduate Program.

Q: Would you consider voting for a Republican candidate in the next Governor's election in 2026?



The survey polling mode was via SMS/Text with a 95% Confidence Level, 4% standard margin of error, and n=704 completed responses. The poll was sponsored by Madison McQueen, a Los Angeles based media firm that has elected Assembly Members, State Senators and Members of Congress throughout California.

Toplines – March 2025 California State Survey

Survey Project Overview

- Prepared by: David Wolfson, DecipherAI
- Contact: Madison McQueen
- Survey Name: California Statewide Survey
- Survey Mode(s): SMS/Text to Web
- Sample Size: n=704
- Field Dates: March 6-9, 2025
- 95% Confidence Level
- Post-stratified on Age, Gender, Race, Party, and DMA, with General Election turnout weights applied to balance these factors. Due to weighting and rounded calculations, not all responses may total exactly n704.

Questionnaire Sections

1. Screening Questions
2. Subject Matter Questions
3. Demographic and Behavioral Questions
4. Pre-Coded Variables

Screening Questions

Eligible to Vote

Are you 18 years of age or older and registered to vote in California?

Q1		%
Yes	704	100
No	0	0
Not Sure	0	0

Presidential Vote

Did you vote last November in the Presidential Election in California?

Q2		%
Yes	704	100
No	0	0
Not Sure	0	0

Voter Propensity General 2026

How likely are you to vote next year in 2026 for Governor out of the following options?

Q3		%
Extremely Likely	587	83.4
Very Likely	110	15.6
Somewhat Likely	7	1.0
Not Very Likely	0	0.0
Not Likely at All	0	0.0

Subject Matter Questions

Healthcare for Undocumented Immigrants

Do you support or oppose free healthcare to undocumented (illegal) immigrants in California, funded by taxpayer dollars?

Q9		%
Strongly support	110	15.6
Somewhat support	111	15.8
Somewhat oppose	112	15.9
Strongly oppose	316	44.9
Unsure / No Opinion	55	7.8

Sanctuary Policy

Do you oppose or support California's sanctuary state policies which protect undocumented (illegal) immigrants, including those convicted of crimes?

Q10		%
Strongly support	206	29.3
Somewhat support	86	12.2
Somewhat oppose	67	9.5
Strongly oppose	320	45.5
Unsure / No Opinion	25	3.6

Proposition 36

Proposition 36, which increased penalties for repeat offenders and organized retail criminals, was passed by voters but has not been fully funded, limiting its enforcement. Do you agree or disagree that California's Democrat leaders should fully fund the enforcement of penalties as outlined in Proposition 36?

Q11		%
Strongly agree	383	54.4
Somewhat agree	133	18.9
Somewhat disagree	28	4.0
Strongly disagree	44	6.2
Unsure	116	16.5

Taxes

Do you support current tax rates under California's Democrat leadership?

Q13		%
Yes, taxes are at a good level in the State	248	35.2
No, taxes are too high and hurting residents	378	53.6
Not sure	79	11.2

Homelessness

Governor Newsom was elected in 2018 along with a supermajority of Democrats in the State Legislature. Since then do you think the Democrat Leaders in California have effectively addressed the homelessness crisis in the state?

Q14		%
Yes	102	14.5
No	504	71.6
Don't Know	98	13.9

Affordability

How would you rate the overall affordability of living in California?

Q15		%
Very affordable	4	0.6
Somewhat affordable	126	17.9
Not really affordable	283	40.2
Very unaffordable	291	41.3

Gas Prices

How do you feel about gas prices in California compared to other states?

Q17		%
Gas prices are reasonable	62	8.8
Gas prices are too high	587	83.5
Don't know	54	7.7

Electricity Rates

California's electricity rates are 92% higher for residential homes than the national average. Have Democrats done enough to control your energy costs?

Q18		%
Yes	84	11.9
No	487	69.2
Unsure	133	18.9

Democrat Leadership and Cost of Living

Do you think the Democrat leaders in the State have effectively addressed cost-of-living concerns in California?

Q19		%
Yes	83	11.8
No	502	71.3
Unsure	119	16.9

Wildfire Investigation

Do you think there should be a full independent investigation about what happened in the run up to the recent California wildfire disaster and management (fire hydrants without water, empty reservoirs, firefighter staffing issues, lack of brush clearing)?

Q26		%
Yes	438	62.2
No	173	24.6
Unsure	93	13.2

Transgender in Female Sports

Should biological males (who identify themselves as transgender) be allowed to compete in female sports in California?

Q27		%
Yes	167	23.7
No	401	56.9
Don't Know	137	19.4

Intending to Move

If you had the financial means, would you consider leaving California due to high costs, disasters, crime, etc.

Q29		%
Yes, I am actively planning to move	131	18.6
Yes, I have thought about it	158	22.4
No, I plan to stay in California	361	51.3
Not sure	54	7.7

Republican Governor

Would you consider voting for a Republican candidate in the next Governor's election in 2026?

Q31		%
Yes, definitely	229	32.5
Possibly, depending on the candidate	111	15.8
No, I will only vote for a Democrat	278	39.5
Not sure	86	12.2

Republican Insurance Commissioner

Would you consider voting for a Republican candidate as California's next Insurance Commissioner in 2026?

Q32		%
Yes, definitely	217	30.9
Possibly, depending on the candidate	143	20.3
No, I will only vote for a Democrat	266	37.8
Not sure	77	11.0

Demographic and Behavioral Questions

Ideology

Do you consider yourself to be...

Q34		%
Very Conservative	136	19.3
Somewhat Conservative	139	19.7
Moderate	190	27.0
Liberal	240	34.0

Presidential Candidate 2024

Who did you vote for last month in the Presidential Election?

Q35		%
Donald Trump	269	38.2
Kamala Harris	414	58.7
Other	18	2.6
Don't Know	4	0.6

Education

What is the last grade you completed in school?

Q36		%
High School Degree or less	142	20.2
Some College	64	9.1
Bachelor's Degree	369	52.4
Graduate Degree, such as a Master's degree, professional degree, or PhD	129	18.3

Pre-Coded Variables

Ethnicity

What is your ethnicity? (Pre-Coded)

RaceSimple		%
African American	20	2.8
Asian	64	9.1
Hispanic	137	19.5
White/Other	482	68.6

Party

Are you registered as a... (Pre-Coded)

Party		%
Republican	204	29.0
Democrat	354	50.3
Independent	146	20.7

Age

What is your age? (Pre-Coded)

Age_Group		%
18-34	92	13.1
35-54	213	30.3
55-64	135	19.2
65+	264	37.5

Gender

What is your gender? (Pre-Coded)

Gender		%
Male	329	46.7
Female	375	53.3

DMA

What Media Market do you live in? (Pre-Coded)

DMA		%
LOS ANGELES	296	42.0
OTHERS	106	15.1
SACRAMENTO-STOKTON-MODESTO	82	11.6
SAN DIEGO	64	9.1
SAN FRANCISCO-OAK-SAN JOSE	156	22.2

Q4 - What are your top concerns presently in California?

