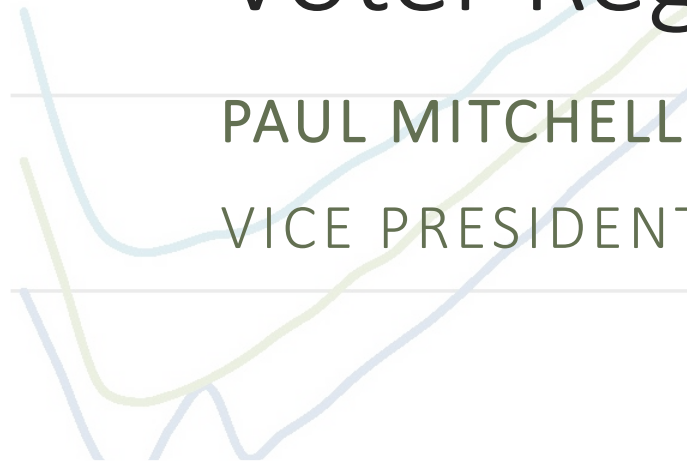


Voter Registration and Participation

PAUL MITCHELL

VICE PRESIDENT – POLITICAL DATA INC.



The 2014 Election

Participation in the 2014 Elections was below all expectations

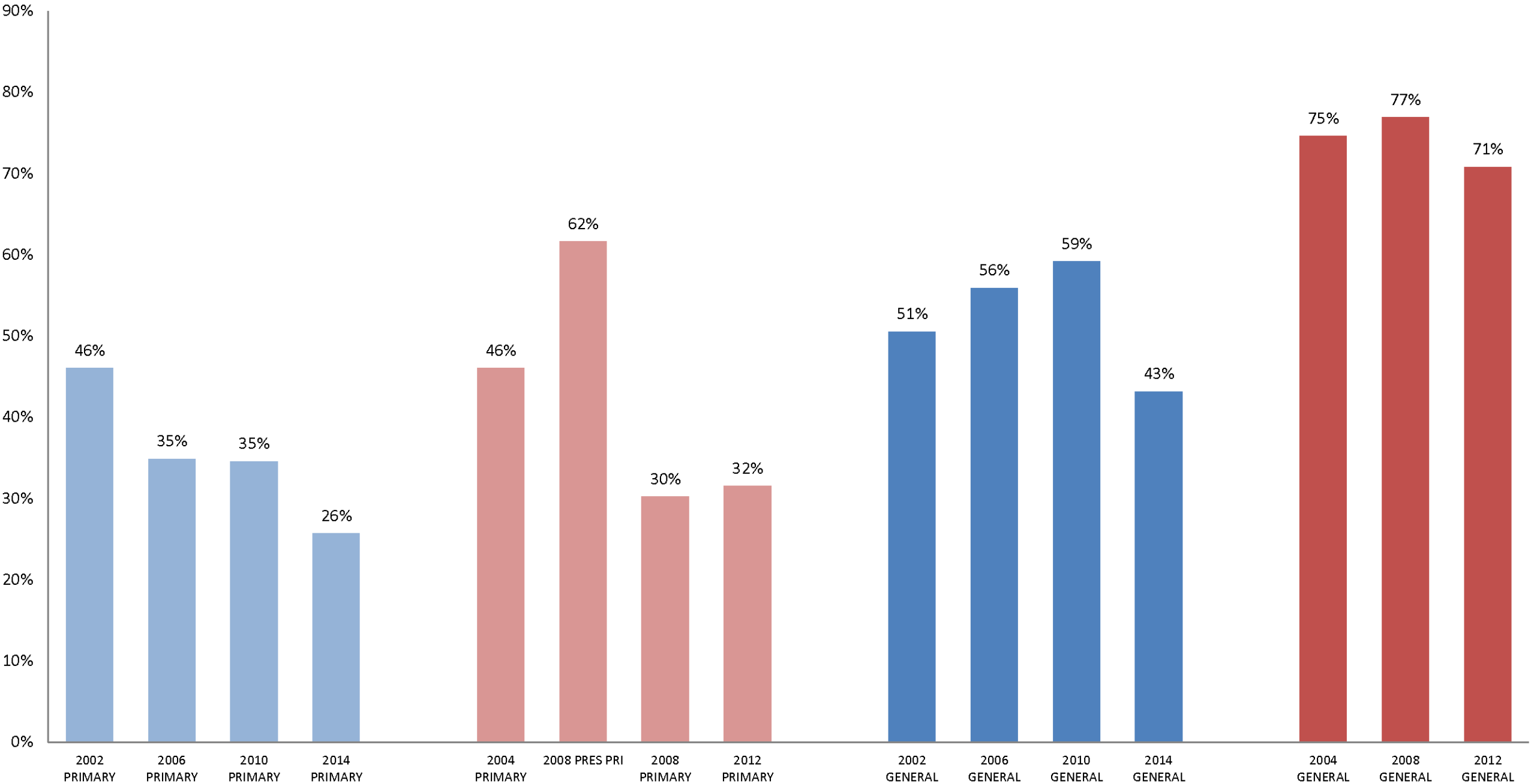
- 2014 Primary

 - :: 25% Total Turnout – Gov Primary usually ~ 35%

- 2014 General

 - :: 42% Total Turnout – Gov General usually ~ 52%

Historic Turnout :: 2002 – 2014 Primaries and Generals

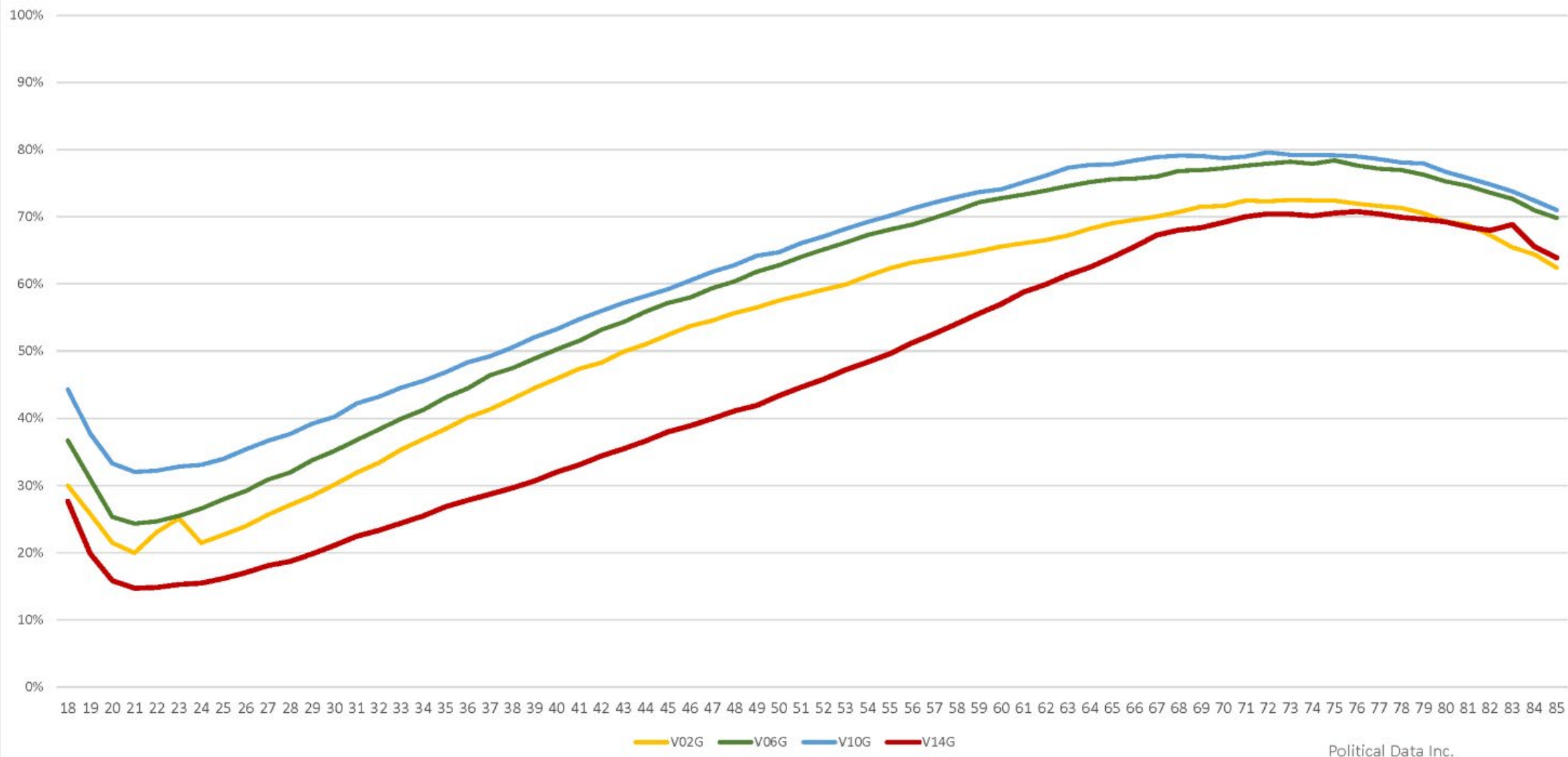


Age as a key factor in voting

Who votes is very strongly associated with age

- Looking at Registered Voters there is a strong historic pattern
- High and low turnout elections generally follow same patterns
- 2014 showed strong drop for everyone under 60.

VOTED - GUBERNATORIAL GENERALS 2002 - 2014

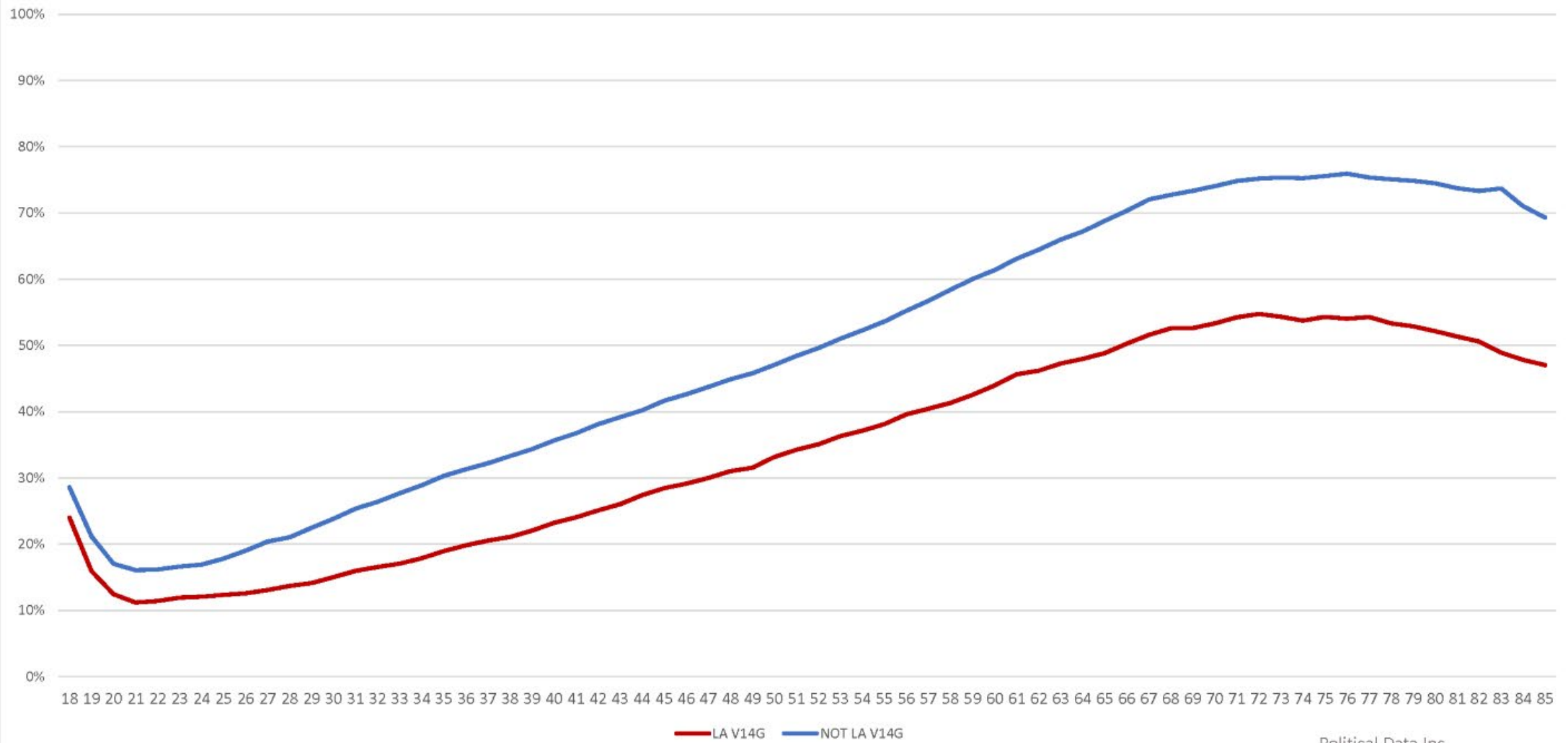


Los Angeles and Rest of State

Different voting patterns historically

- Significantly lower turnout 31% for LA / 46% for rest of state
- Latino 23% to 31% Statewide; Asian 26% to 42%
- Reduced vote turnout exists across age groups

VOTED - 2014 GENERAL - LOS ANGELES COUNTY vs. REST OF CALIFORNIA

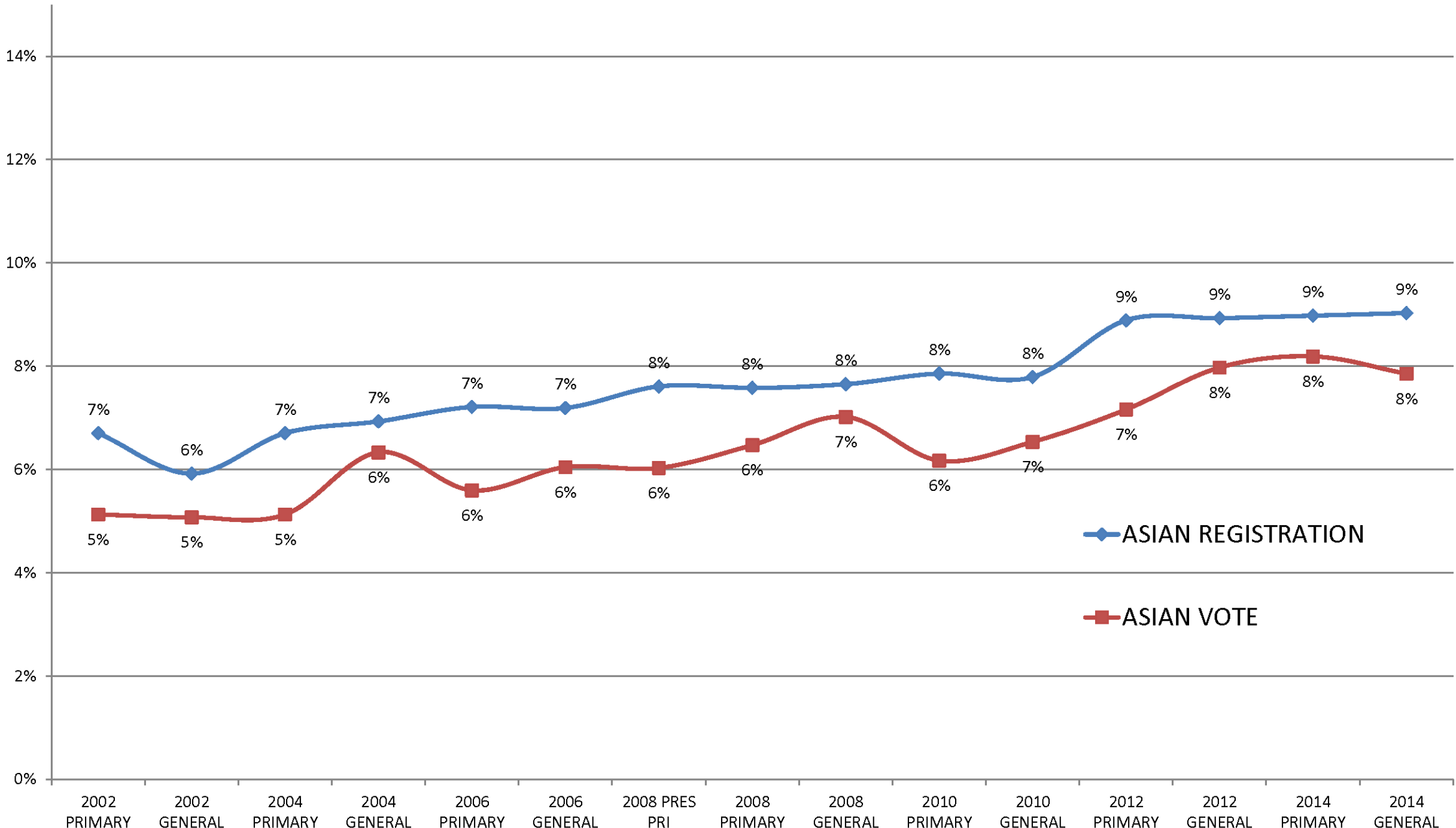


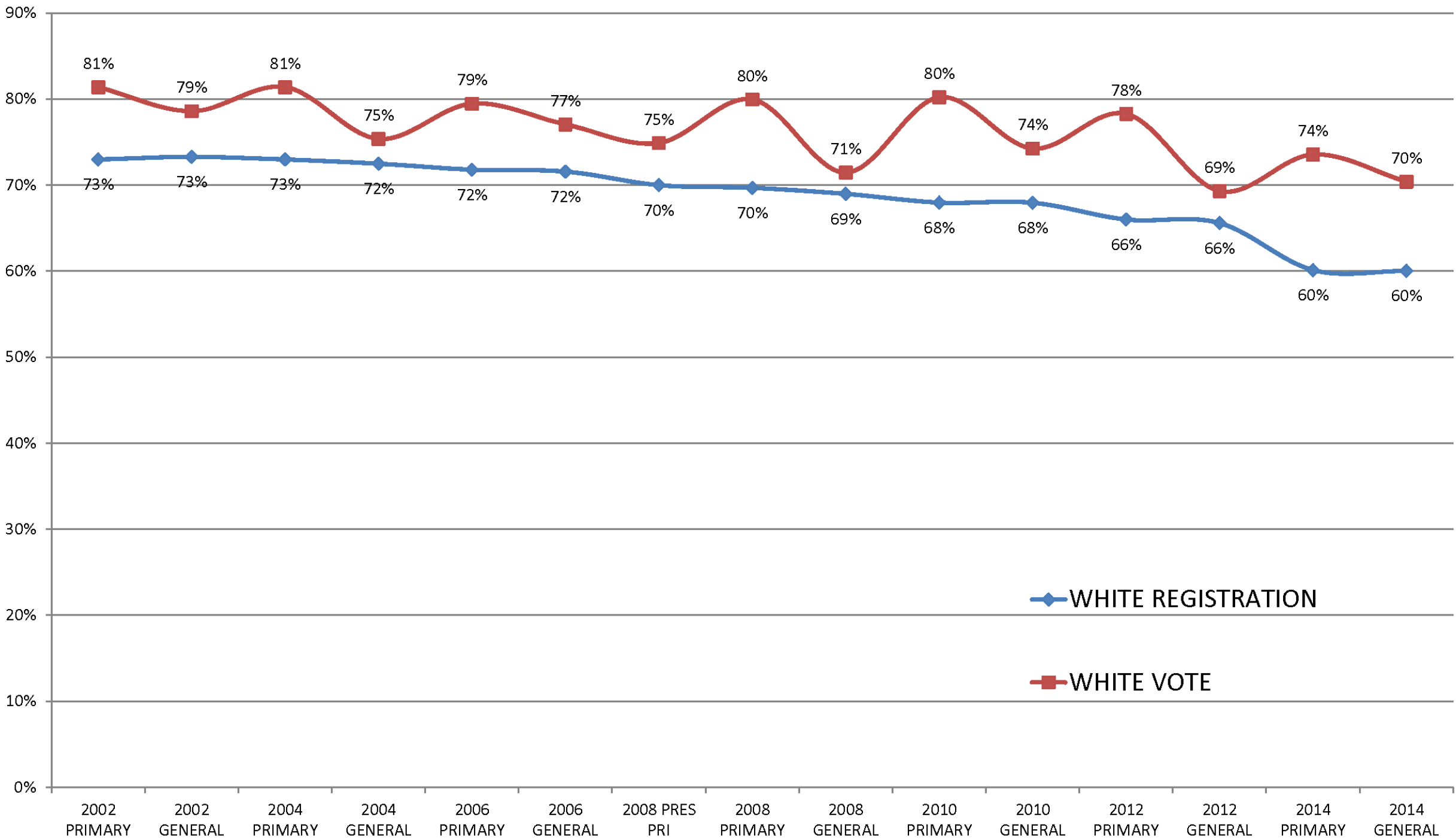
Political Data Inc.

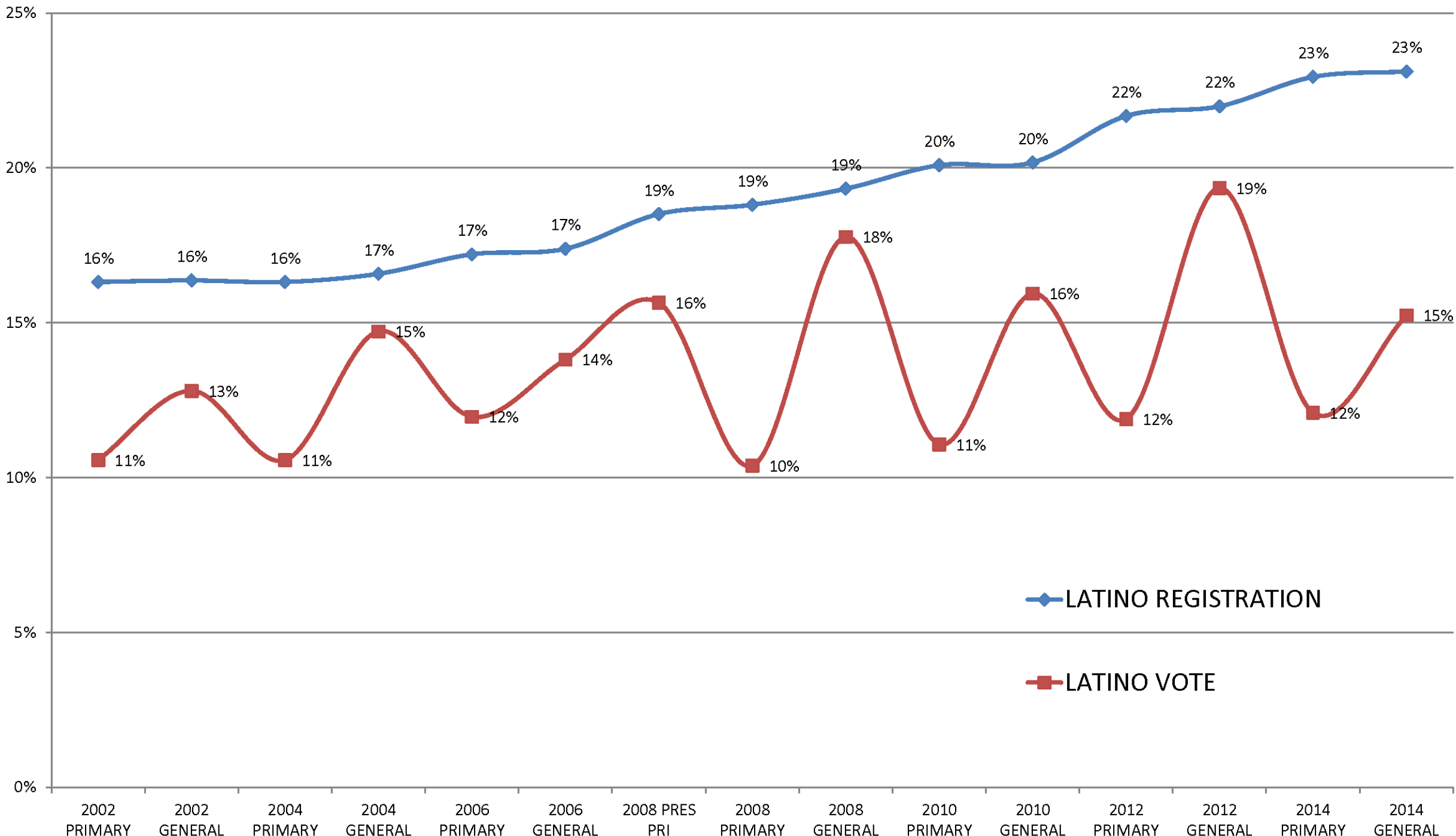
Ethnicity and voting

Hard to overstate the power of ethnicity in voting behavior

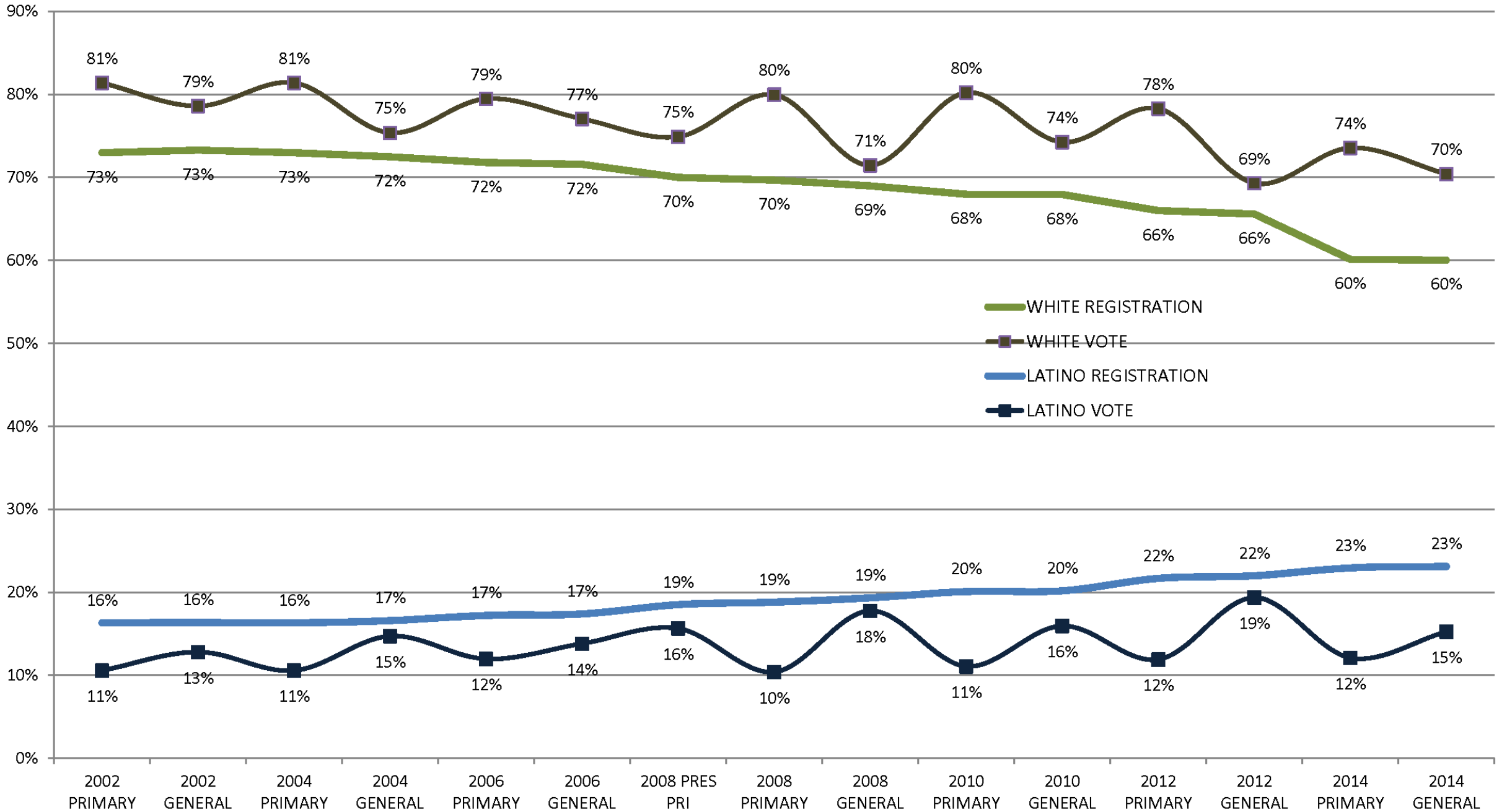
- Dramatic differences between the population as a whole and those who vote – making for an Electorate that does not look like California.
- Several Los Angeles Communities are Majority Latino but in low turnout elections the median voter is White
- Latinos have only twice, in thousands of elections studied, significantly outpaced their rate of registration.







2004-2012 Presidential Years Latino and White Registration and Turnout



Absentee Voting Trends

Rates of Permanent Absentee Status have been increasing.

- 2002
 - :: 9% of Voters are PAV
 - :: 15% of Votes cast are By Mail
- 2014
 - :: 50% of Voters are PAV
 - :: 62% of Votes cast are By Mail

Absentee Voting Trends

Rates of Permanent Absentee Growth has been uneven.

- LA County

:: 31% of Voters are PAV // 44% of Votes cast are By Mail

- SF Bay

:: 60% of Voters are PAV // 69% of Votes cast are By Mail

Absentee Voting Trends

Rates of Permanent Absentee Growth has been uneven.

- Divergence in PAV use by Ethnicity
 - :: African American 30%
 - :: Latino 40%
 - :: Asian 55%
 - :: White 52%

Absentee Voting Trends

Rates of Permanent Absentee Growth has been uneven.

- New Registrants are becoming more PAV
 - :: 49% of Traditional paper registration forms
 - :: 60% of Motor Voter paper forms
 - :: 66% of Online Voter Registrations

Absentee Voting Trends

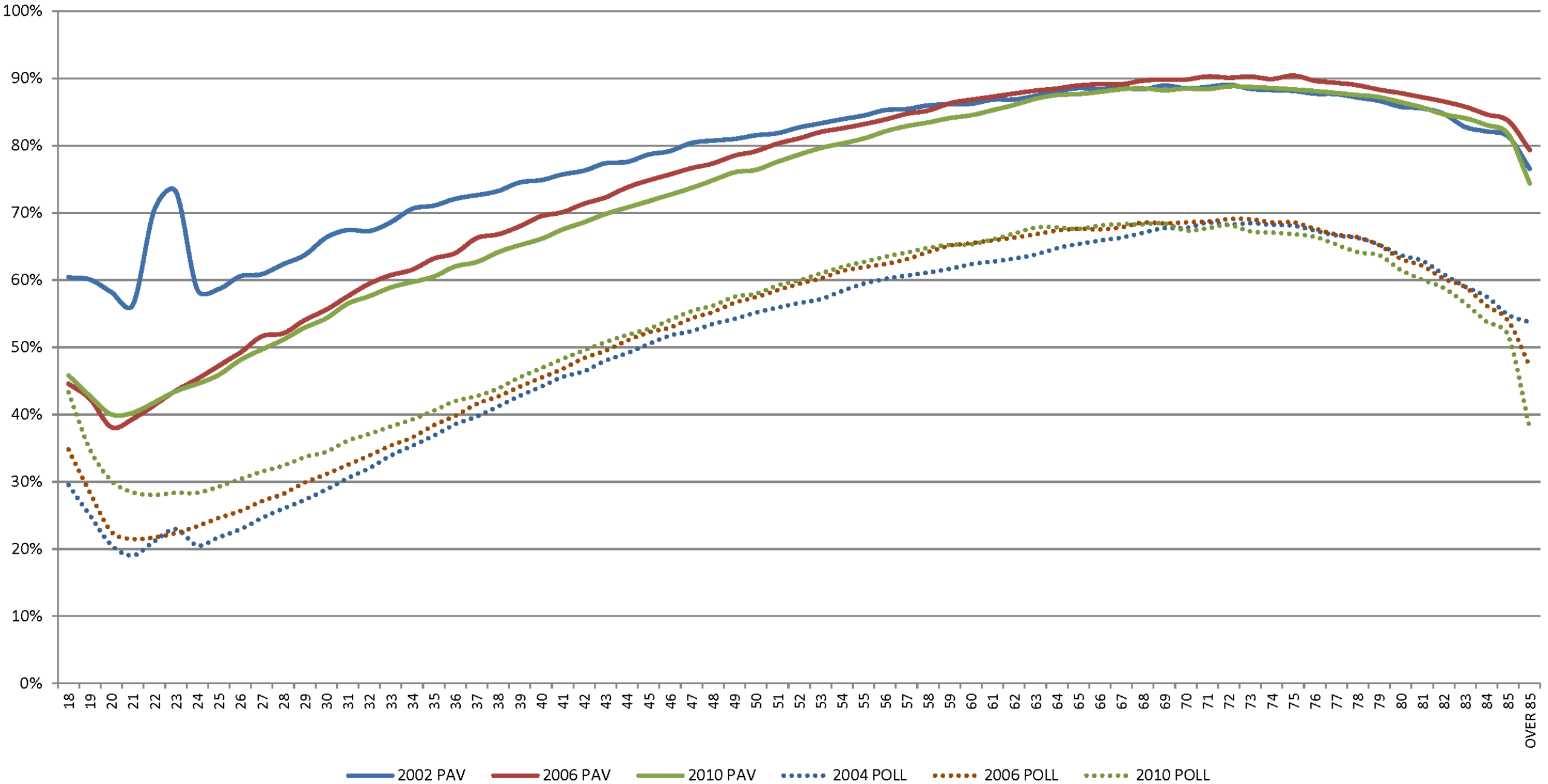
Rates of Permanent Absentee Growth has been uneven.

- Age a significant factor, but Closing

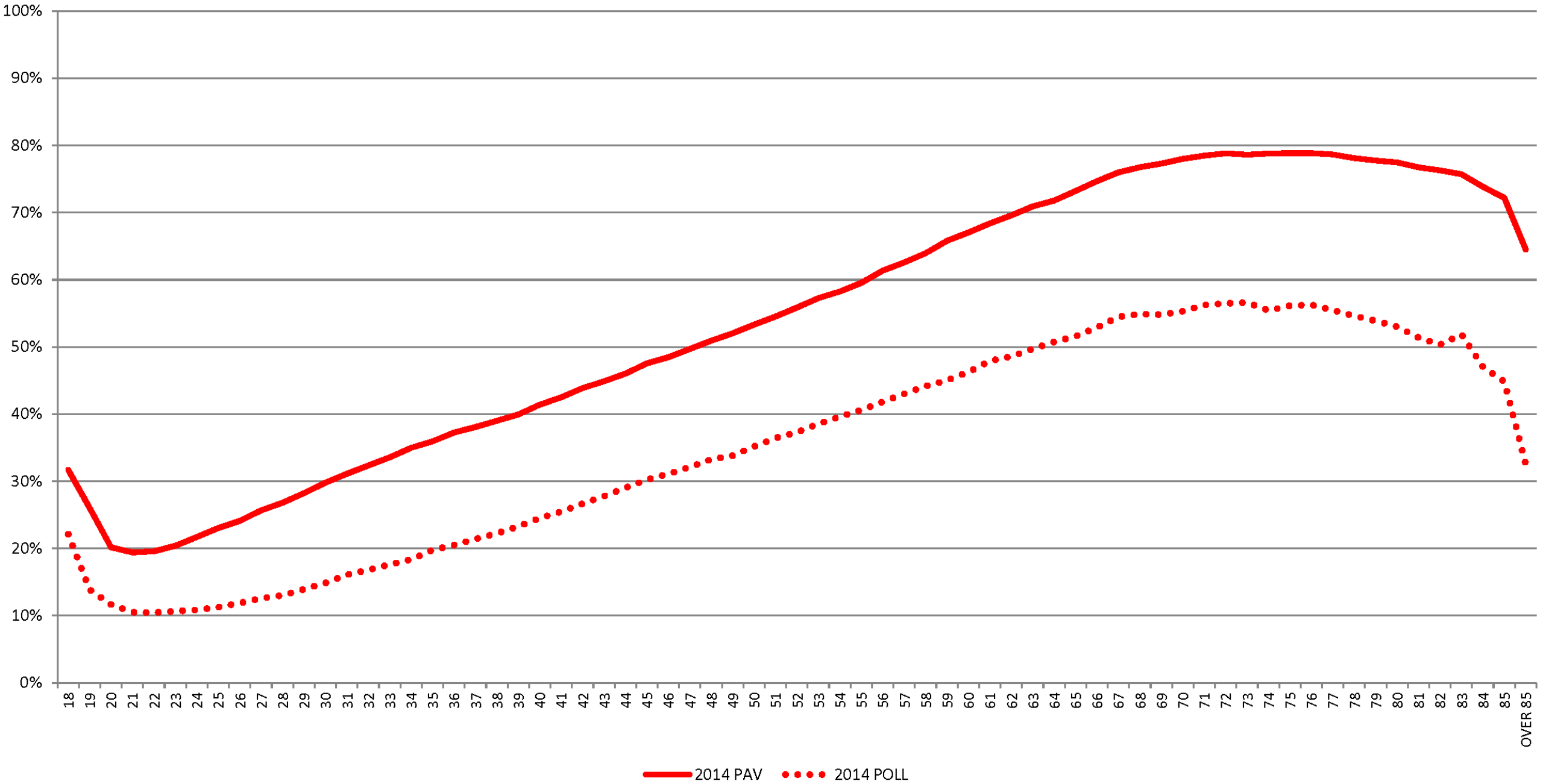
:: 2002: 25% of Age 60+ Ballots / 8% of Age 18-28

:: 2014: 68% of Age 60+ Ballots / 60% of Age 18-28

Turnout 2002 – 2014 Gubernatorial General :: PAV vs POLL



Turnout 2002 – 2014 Gubernatorial General :: PAV vs POLL



Turnout 2002 – 2014 Gubernatorial General :: PAV vs POLL

