

# Winning Strategies to Engage Underrepresented Communities



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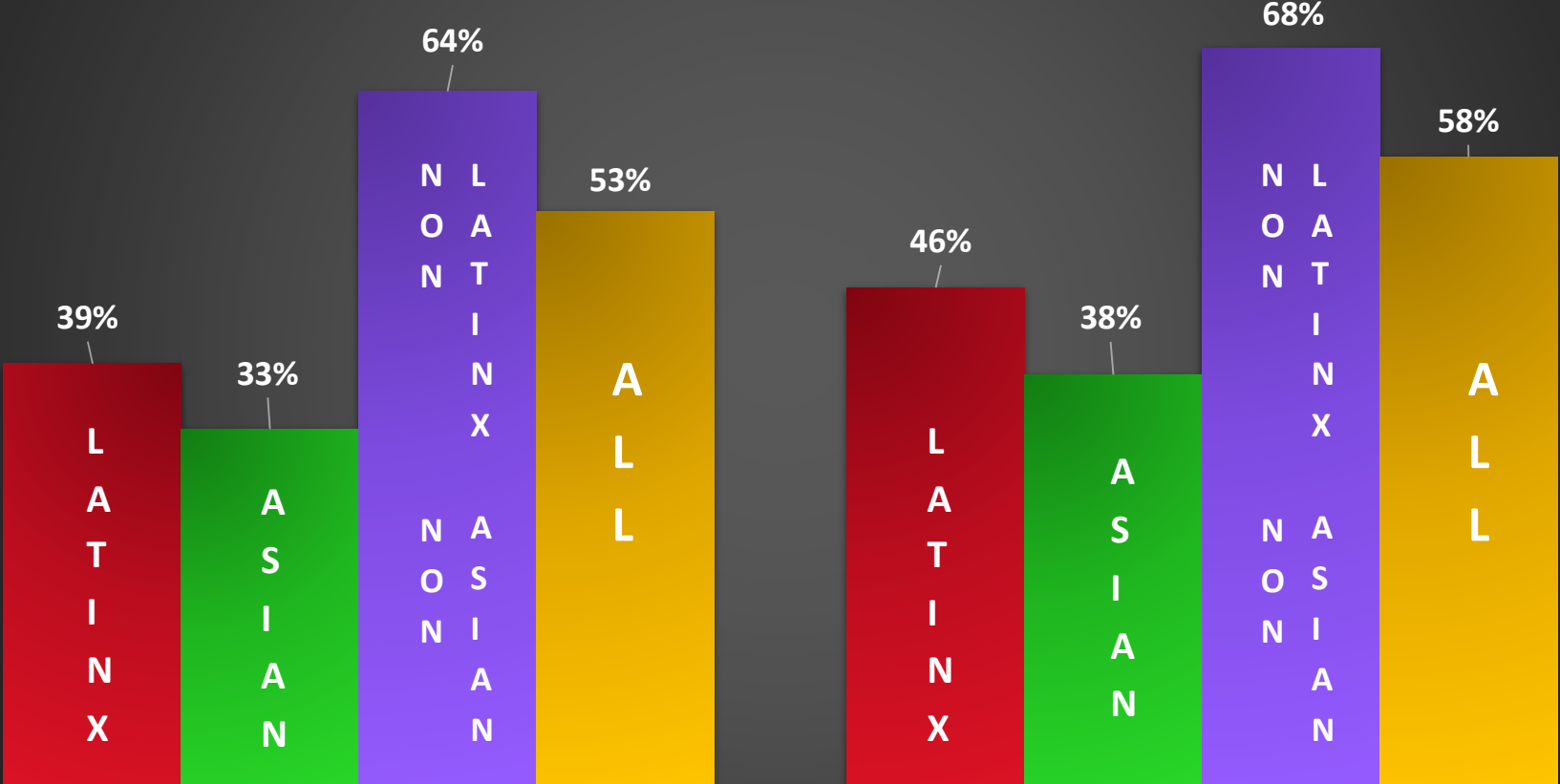
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# California 2016 Voter Registration

- ✓ California added 2 million voters – up to a record 19.4 Million. **79% registration rate.**
- ✓ Youth registration jumped to 63%
- ✓ Overall increase from 2012, but still significant disparities in registration of eligible populations.
  - ✓ Latinx – 68%
  - ✓ Asians – 60%
  - ✓ Non-Latinx/Asian – 89% (largely white)

# California Turnout of Eligible Voters

Turnout Rates of Eligible Voters: 2012 & 2016 General Elections



November 2012

November 2016