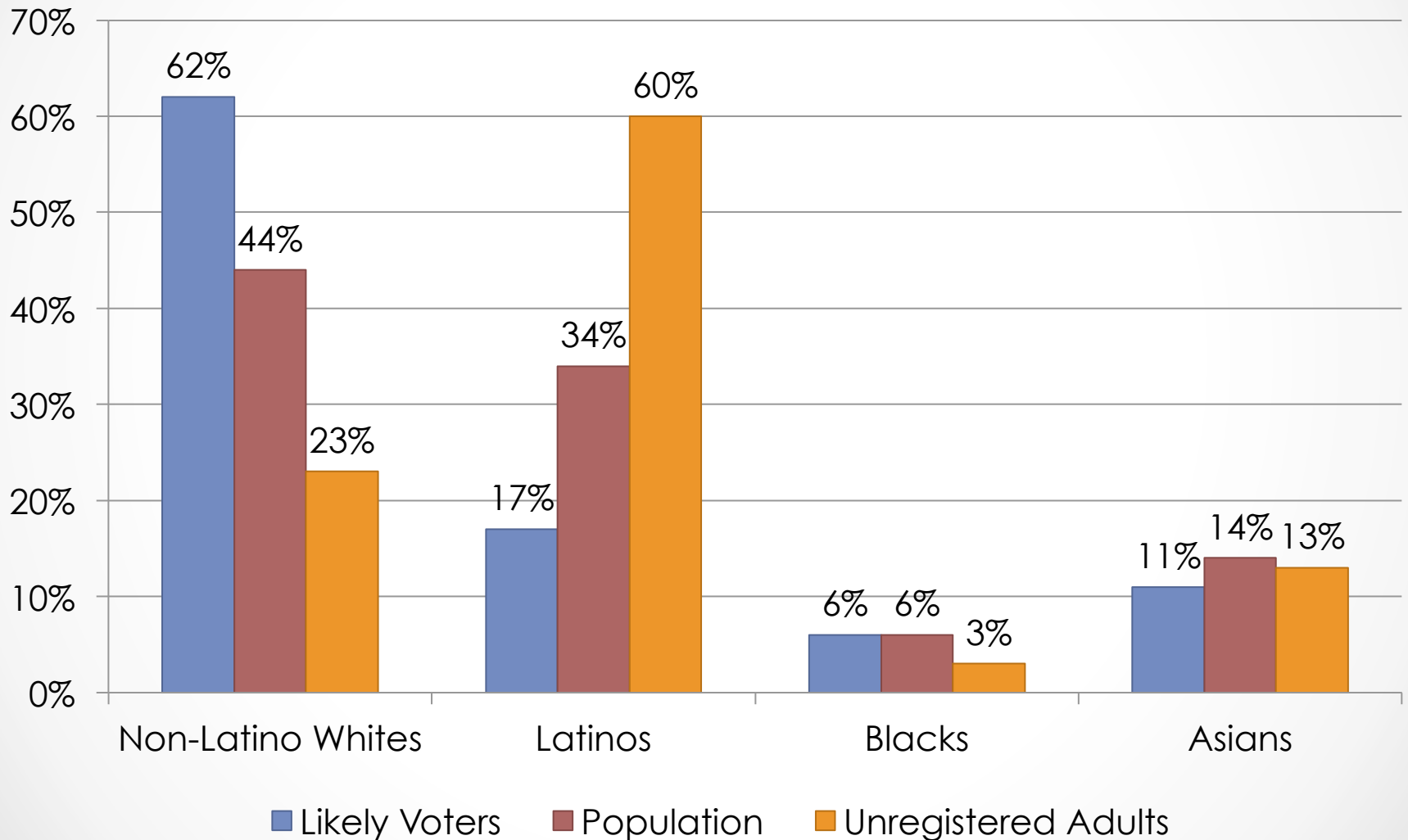


The California Electorate: Demographics and Engagement

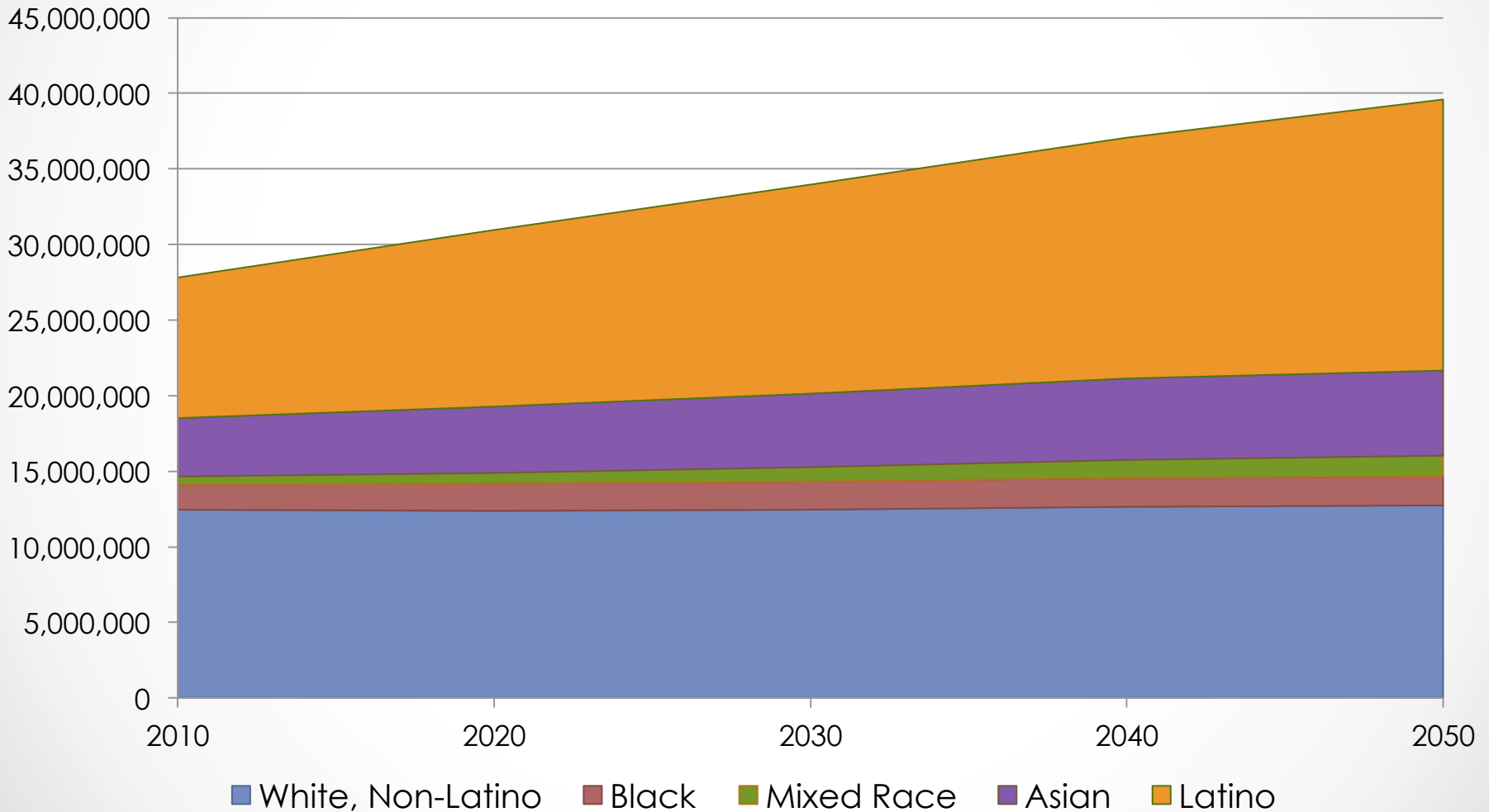
Lisa García Bedolla
University of California, Berkeley

The Engagement Gap

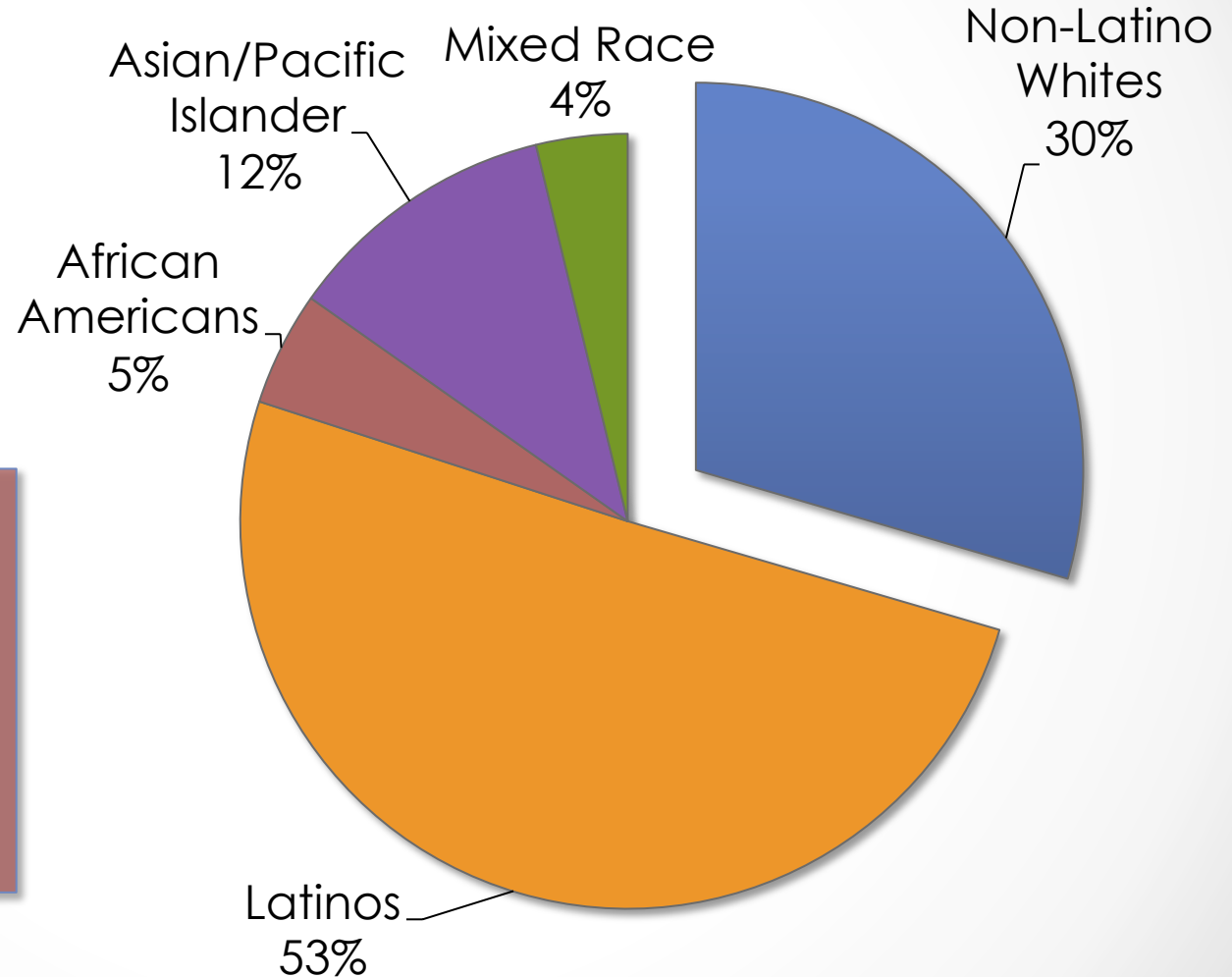


SOURCES: Likely voters – 2014 PPIC Statewide Poll; Population – U.S. Census

Projected Adult Population, 2010-2050, by Ethnorate

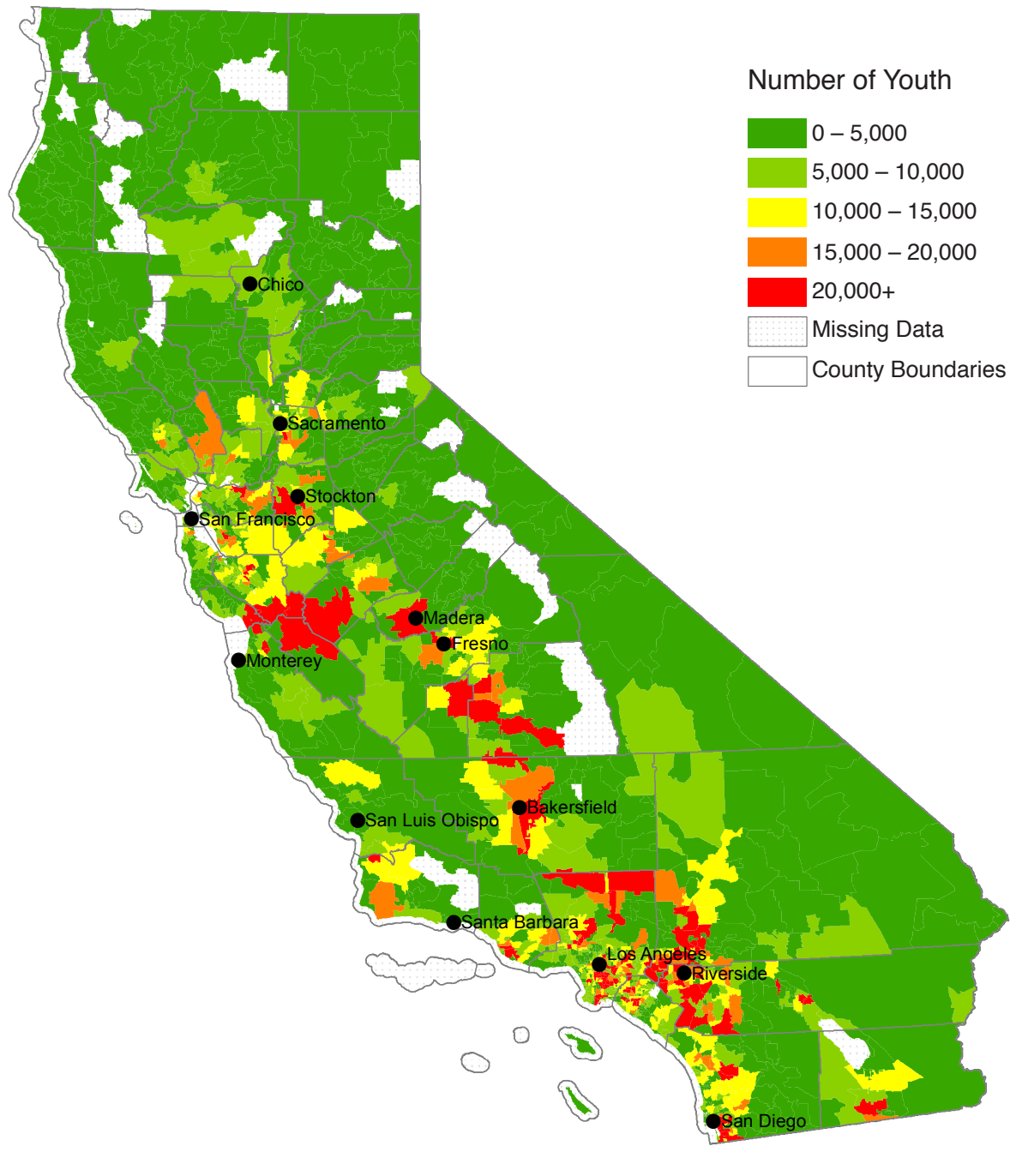


California's New Electorate, 2030



**70% of
California's new
voters in 2030
will be of color**

Hotspots of Youth Entering Electorate 2012-2030 by Zip Code

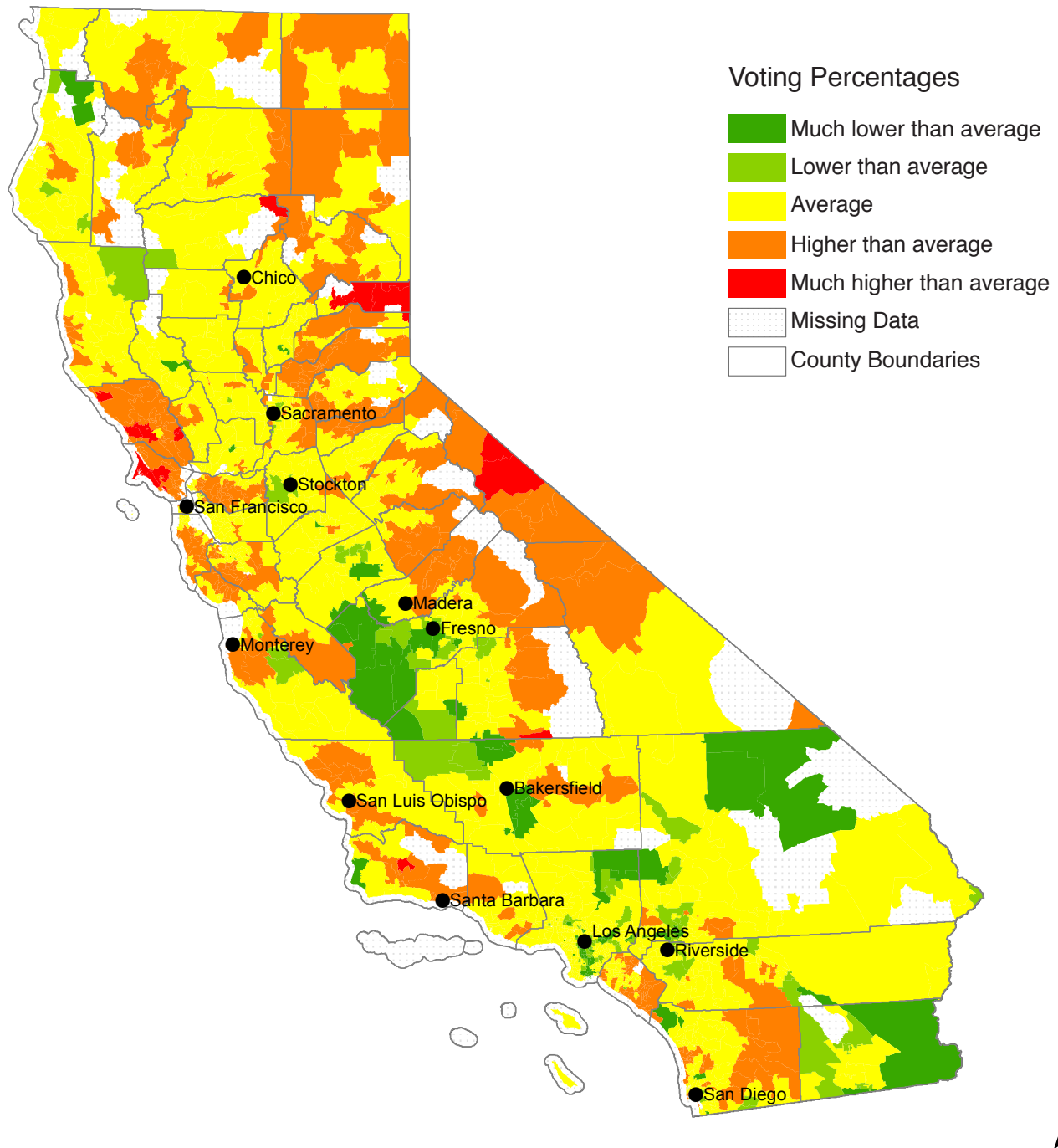


Notes: (a) Data are presented for CA Zips. (b) A hot spot is defined as an area that is overperforming relative to state averages, whereas a cold spot reflects an underperforming area. In the legend, much higher than average = more than 1.5 standard deviations above the norm; higher than average = more than 1 standard deviation above the norm; average = at the mean level and under 1 standard deviation above or below the state average; lower than average = 1 to 1.5 standard deviations below the norm; and much lower than average = more than 1.5 standard deviations below the norm. Counts represent number of individuals in each geographical unit of analysis who are under 18 citizens (native born or naturalized foreign born) This map assumes that the maturing population is constant and does not account for mobility or mortality. Source: Counts of youth are based on data obtained from the 2012 American Community Survey 5-year estimates.

Key Findings

- Latinos and Asian Americans less likely to register to vote, regardless of income
- Where people register varies across groups
- Registration and voting rates vary significantly across the state, and across ethnoracial groups within geographic regions
- Electoral reforms like early voting will not have the same effect on all of California's voters

Voting Propensity by Zip Code, Overall



Notes: (a) Data are presented for CA Zips. (b) A hot spot is defined as an area that is overperforming relative to state averages, whereas a cold spot reflects an underperforming area. In the legend, much higher than average = more than 1.5 standard deviations above the norm; higher than average = more than 1 standard deviations above the norm; average = at the mean level and under 1 standard deviation above or below the state average; lower than average = 1 to 1.5 standard deviations below the norm; and much lower than average = more than 1.5 standard deviations below the norm. 1.96 standard deviations are inapplicable because the categories do not conform to the 0-100% range. Source: Registration propensities are based on registrars' data aggregated by Political Data Incorporated (download date June 1, 2014) and on 2012 American Community Survey 5-year estimates.

Policy Recommendations

- A representative electorate requires collective commitment, effort, and outreach
- State leaders and elections officials need to be proactive to ensure eligible voters have access to the ballot
 - Registration needs to be as “automatic” as possible
 - Polling places need to be accessible in terms of language access and access for voters with disabilities
 - Voters need to be educated about their eligibility and reforms such as same day registration or early voting
 - “Overperforming” jurisdictions need to be studied to determine the reasons underlying their success