

Three California Election Megatrends and Their Implications in the 2006 Gubernatorial Election

- by -

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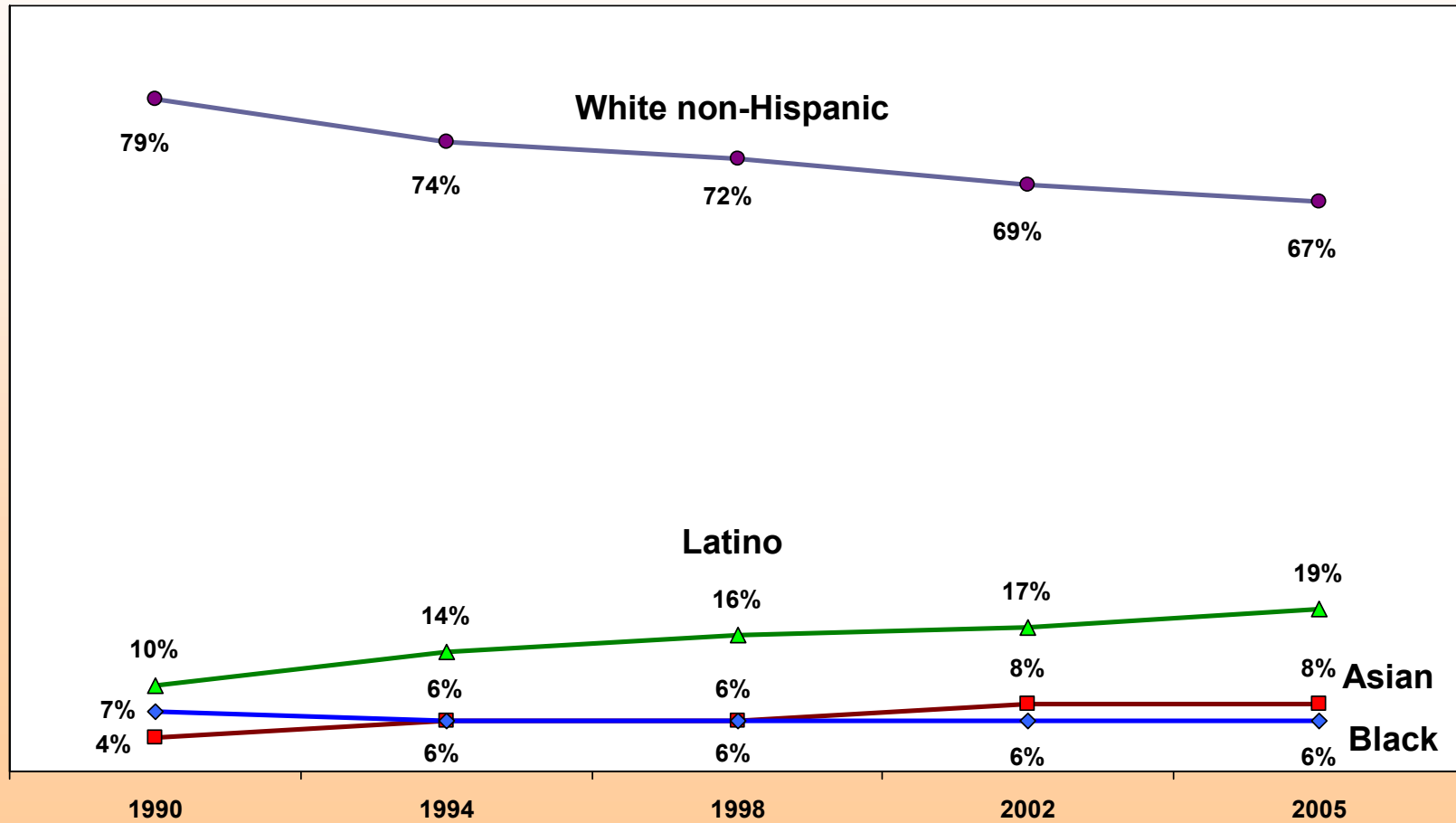
Table 1

The Three Mega-trends in Recent California Elections

- Latino voters
- The Coastal/Inland divide
- Voting by mail

Table 2

Election Megatrend #1: Latino Voters



Source: The Field Poll

The Field Poll

Table 3

Net Change in the Number of California Registered Voters Overall and by Racial/Ethnic Group

	<u>1990</u>	<u>2005</u>	<u>Δ</u>
<u>Total registered voters</u>	<u>13,478,800</u>	<u>15,891,000</u>	<u>+ 2,400,000</u>
White non-Hispanic	10,600,000 (79%)	10,600,000 (67%)	0
Latino	1,350,000 (10%)	3,050,000 (19%)	+ 1,700,000
Black/African-American	950,000 (7%)	950,000 (6%)	0
Asian/other	600,000 (4%)	1,300,000 (8%)	+ 700,000

Source: Total voters from the California Secretary of State, subgroup estimates are from The Field Poll.

Note: Figures rounded to nearest thousands.

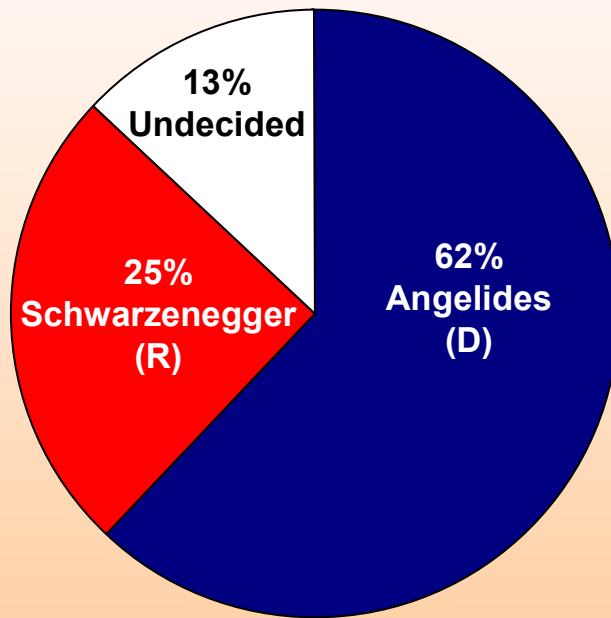
Table 4
**The Structural Advantage that Latino Voters Provide
 Democratic Candidates in Recent California Elections**

	<u>Latino votes cast for</u>		<u>Latinos as % of total vote</u>	<u>Net Latino edge to Dem candidate</u>
	<u>Dem candidate</u>	<u>GOP candidate</u>		
2004 (President)	66%	32	18%	+ 6.0
2002 (Governor)	65%	24	14%	+ 5.7
2000 (President)	68%	29	14%	+ 5.2
1998 (Governor)	78%	17	14%	+ 8.5
1996 (President)	70%	21	11%	+ 5.4
1994 (Governor)	71%	25	9%	+ 4.1
1992 (President)	65%	35*	8%	+ 2.4
1990 (Governor)	53%	47	5%	+ 0.3

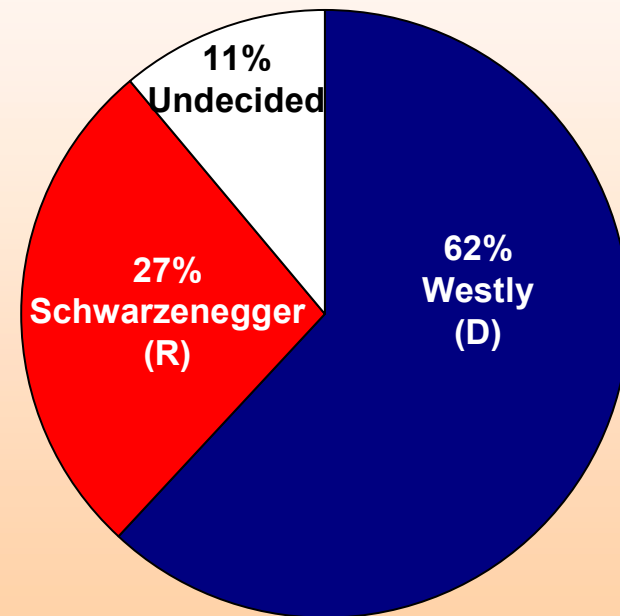
Source: Vote totals from the California Secretary of State, other estimates are from The Field Poll.

* Includes vote for Ross Perot.

Table 5
**Initial Latino Voter Preferences in the
2006 General Election for Governor**



Angelides vs. Schwarzenegger



Westly vs. Schwarzenegger

Source: *The Field Poll, Late October 2005*

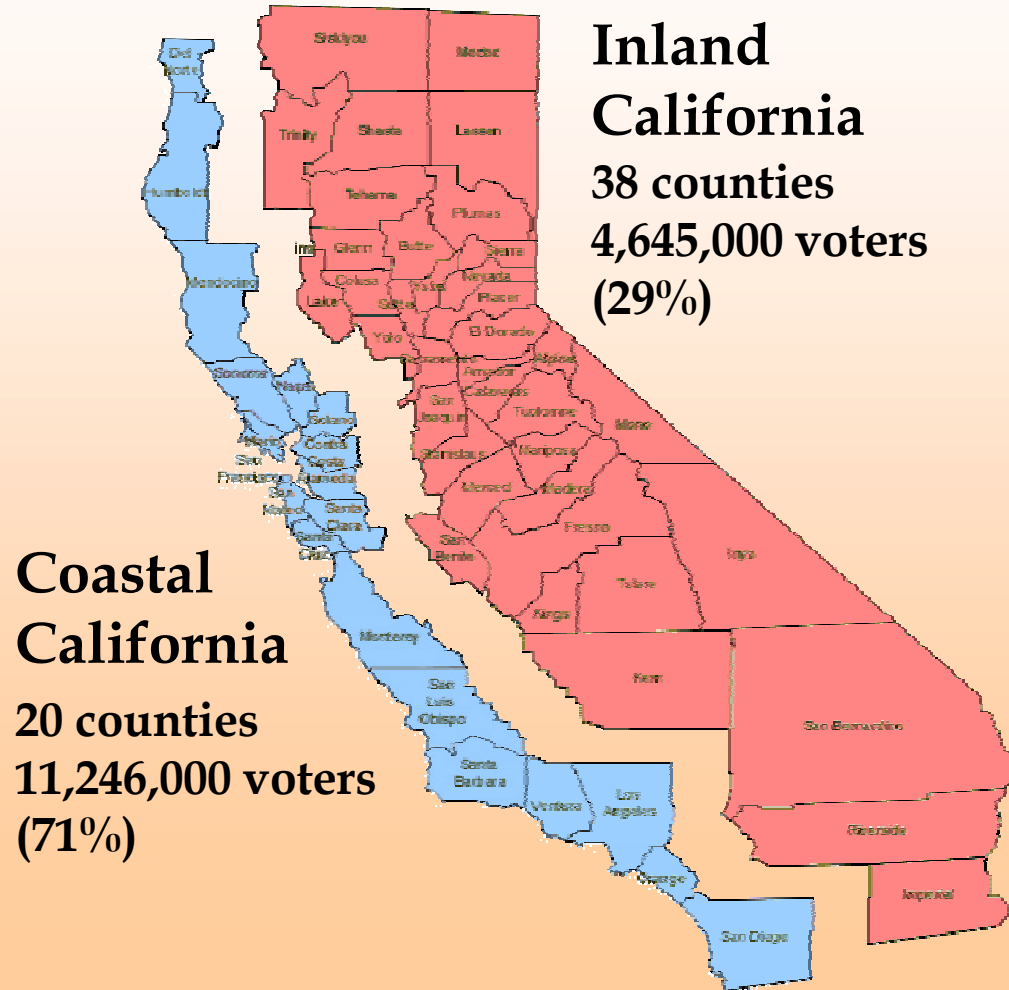
Table 6

Election Megatrend #1: Latino Voters (Summary)

- Latino share of the state's registered voters has nearly doubled in the past 15 years, from 10% in 1990 to 19% in 2005.
- In numeric terms, new Latino registrants have accounted for over 70% of the net growth in the California registered voter population since 1990. This is likely to continue.
- As the size of their vote has increased, Latino voters are still favoring top-of-the-ticket Democratic candidates by greater than 2 to 1 margins. Both Democrats holding similar leads over Schwarzenegger in early pre-election polls for Governor.
- Unless Schwarzenegger is able to improve his standing with Latino voters in 2006, he must carry the non-Latino vote by at least 6 points to win re-election.

Table 7

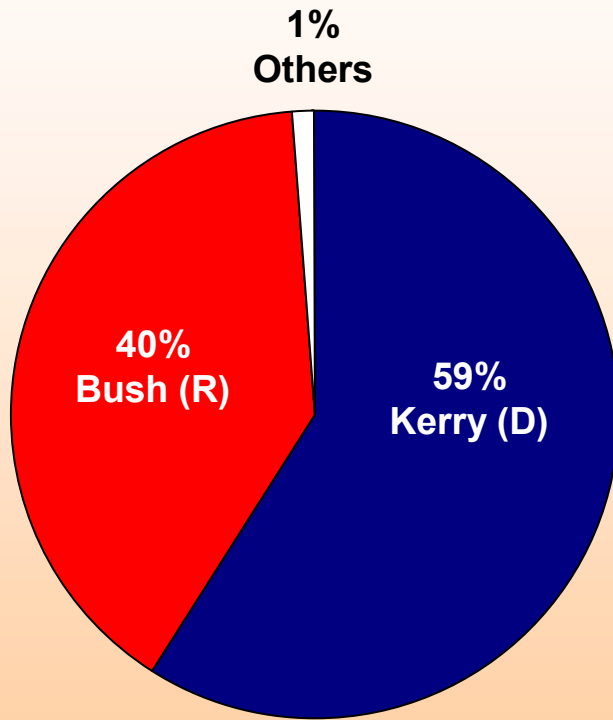
Election Megatrend #2: The Coastal/Inland Divide



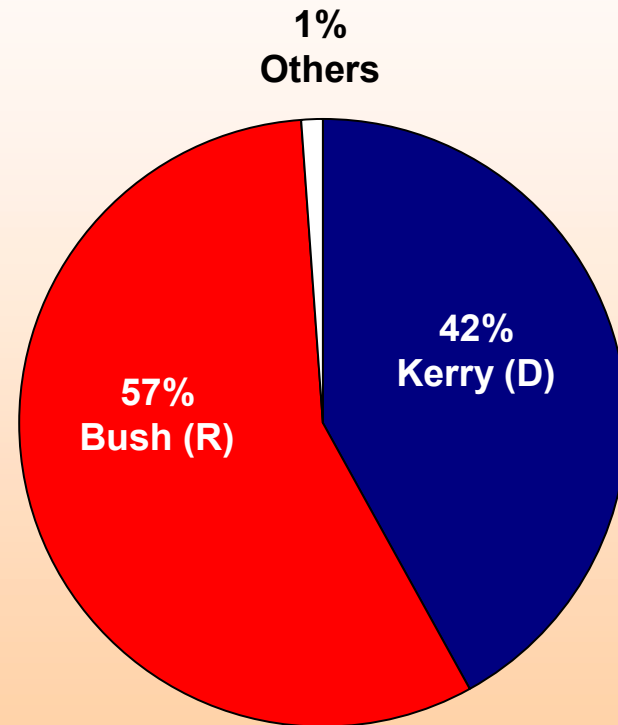
Note: Voter totals rounded

Table 8

Differences Between the Voting Preferences of Coastal and Inland California Voters in the 2004 Presidential Election



Coastal voters

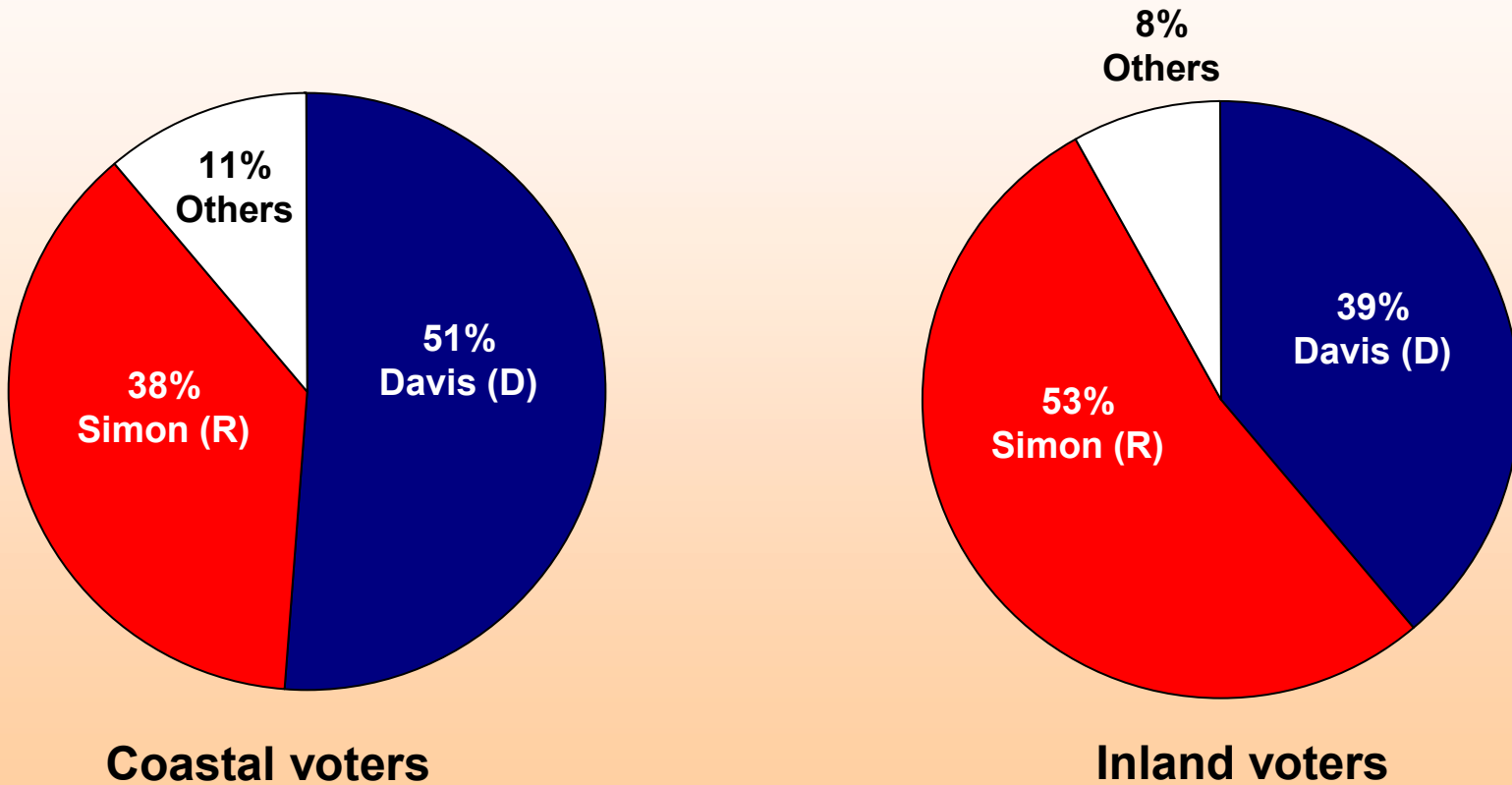


Inland voters

Source: California Secretary of State

Table 9

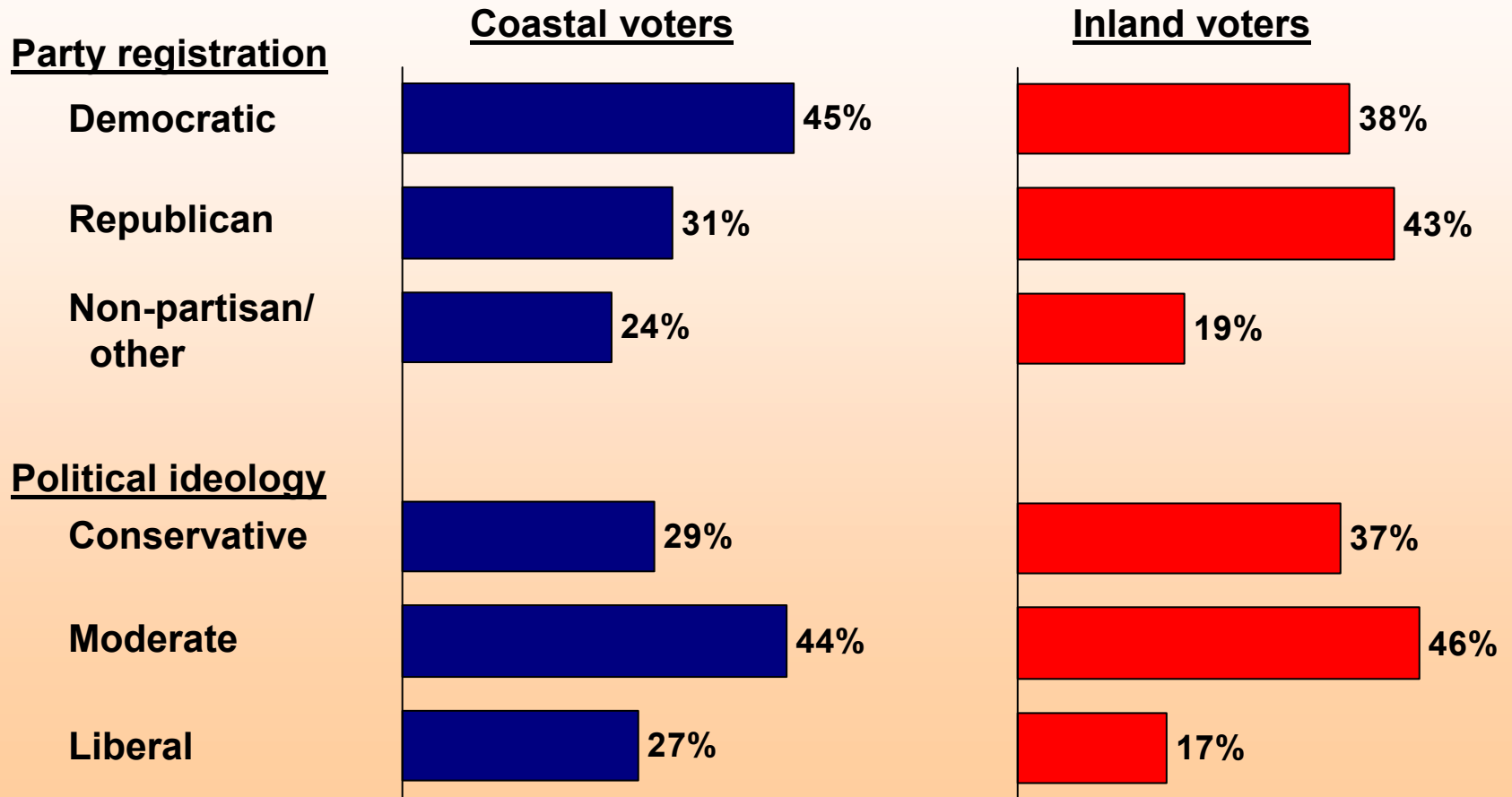
Differences Between the Voting Preferences of Coastal and Inland California Voters in the 2002 Gubernatorial Election



Source: California Secretary of State

Table 10

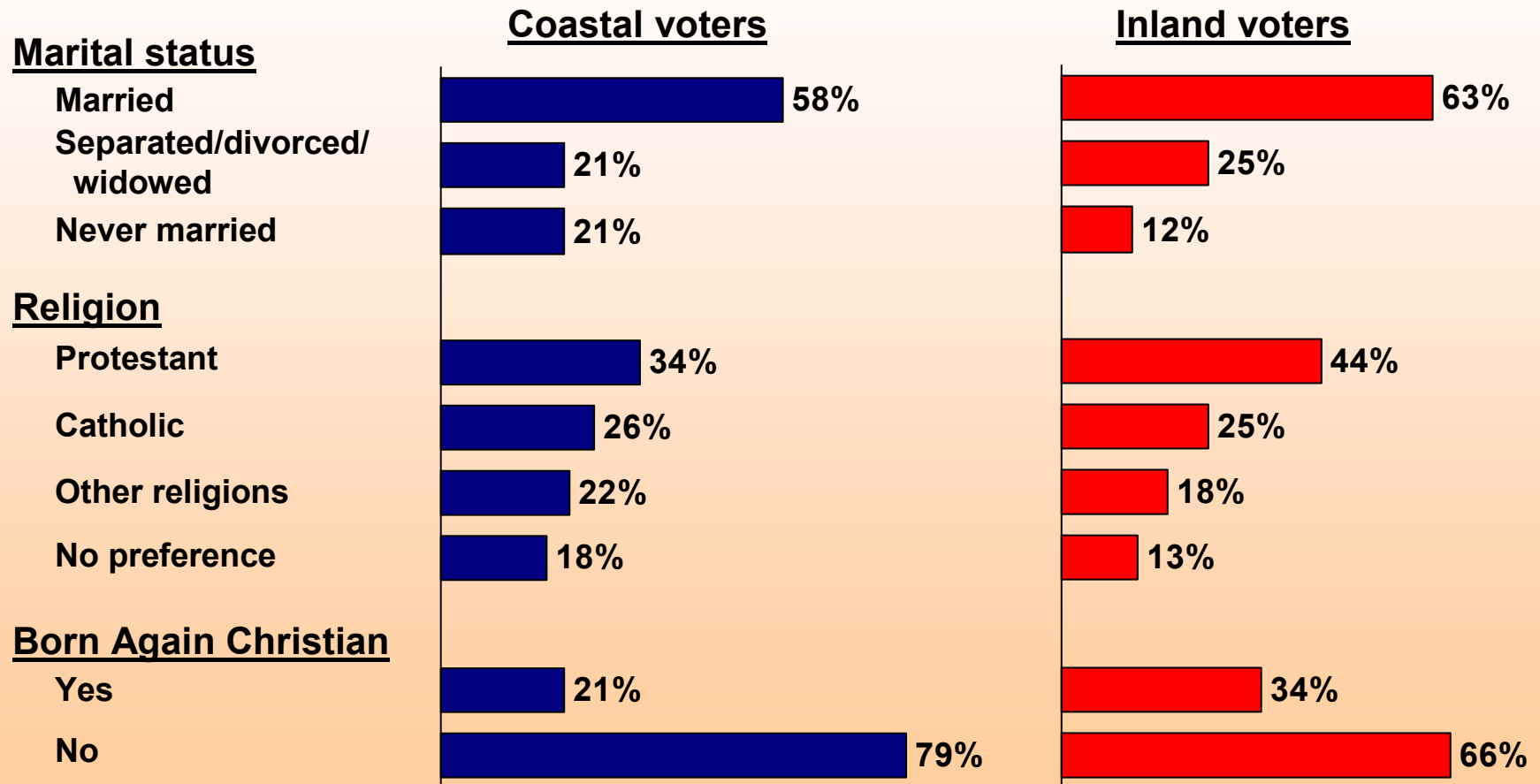
Differences Between Coastal and Inland California Voters by Party and Political Ideology



Source: *The Field Poll*

Table 11

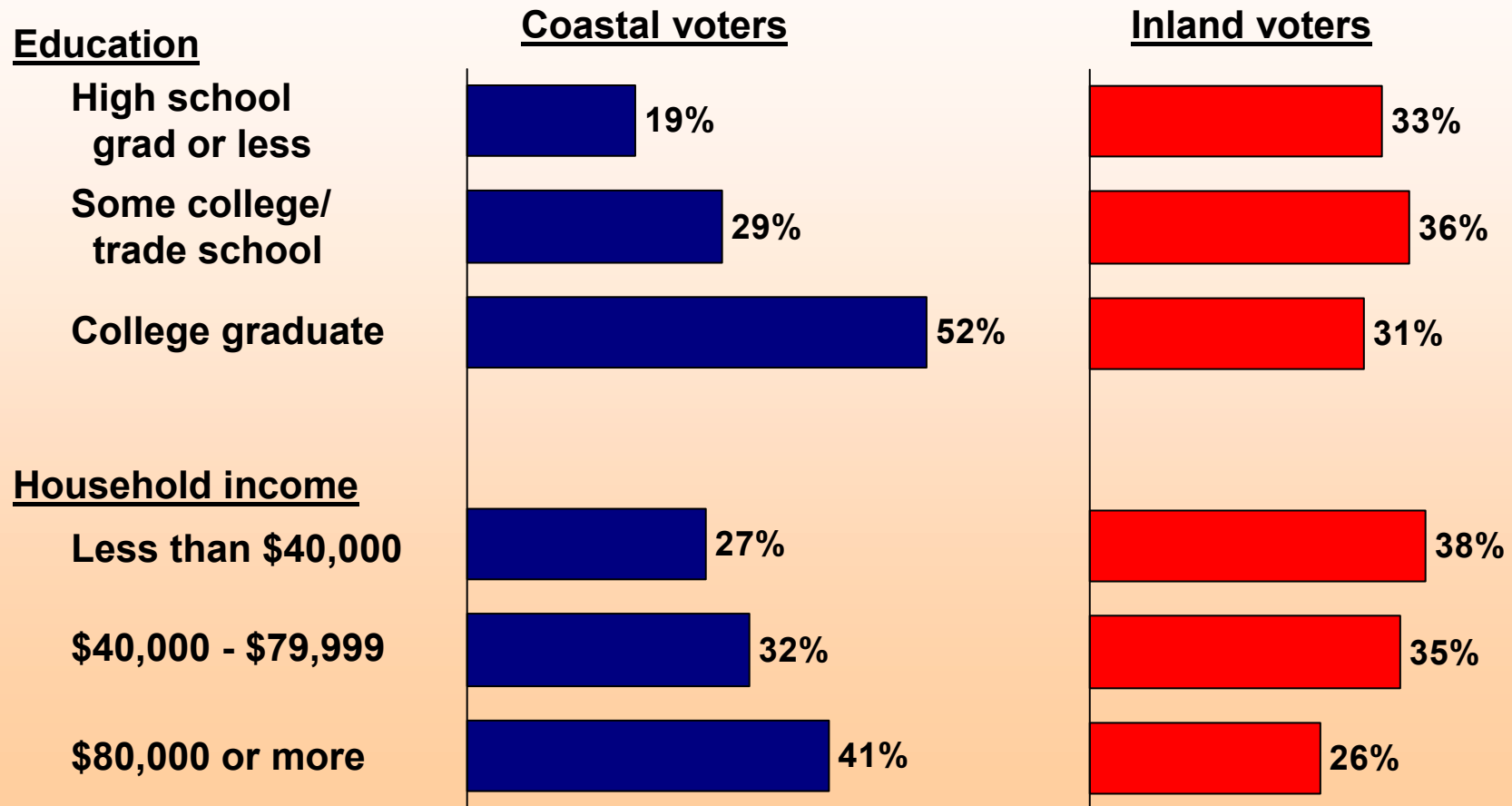
Differences Between Coastal and Inland California Voters by Marital Status and Religion



Source: The Field Poll

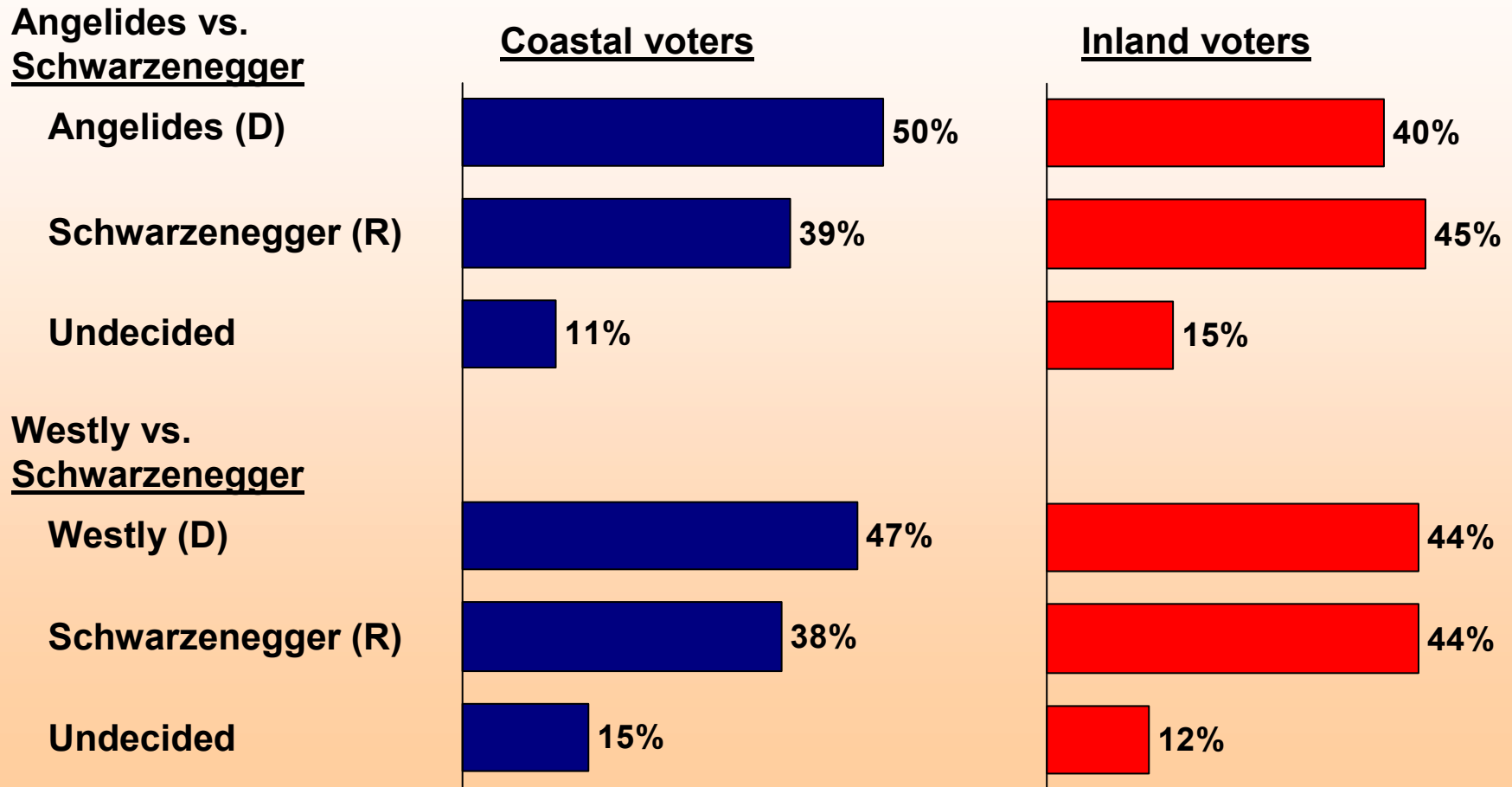
Table 12

Differences Between Coastal and Inland California Voters by Education and Income



Source: *The Field Poll*

Table 13
**Comparing Initial Coastal and Inland Voter Preferences
 in the 2006 General Election for Governor**



Source: *The Field Poll, Late October 2005*

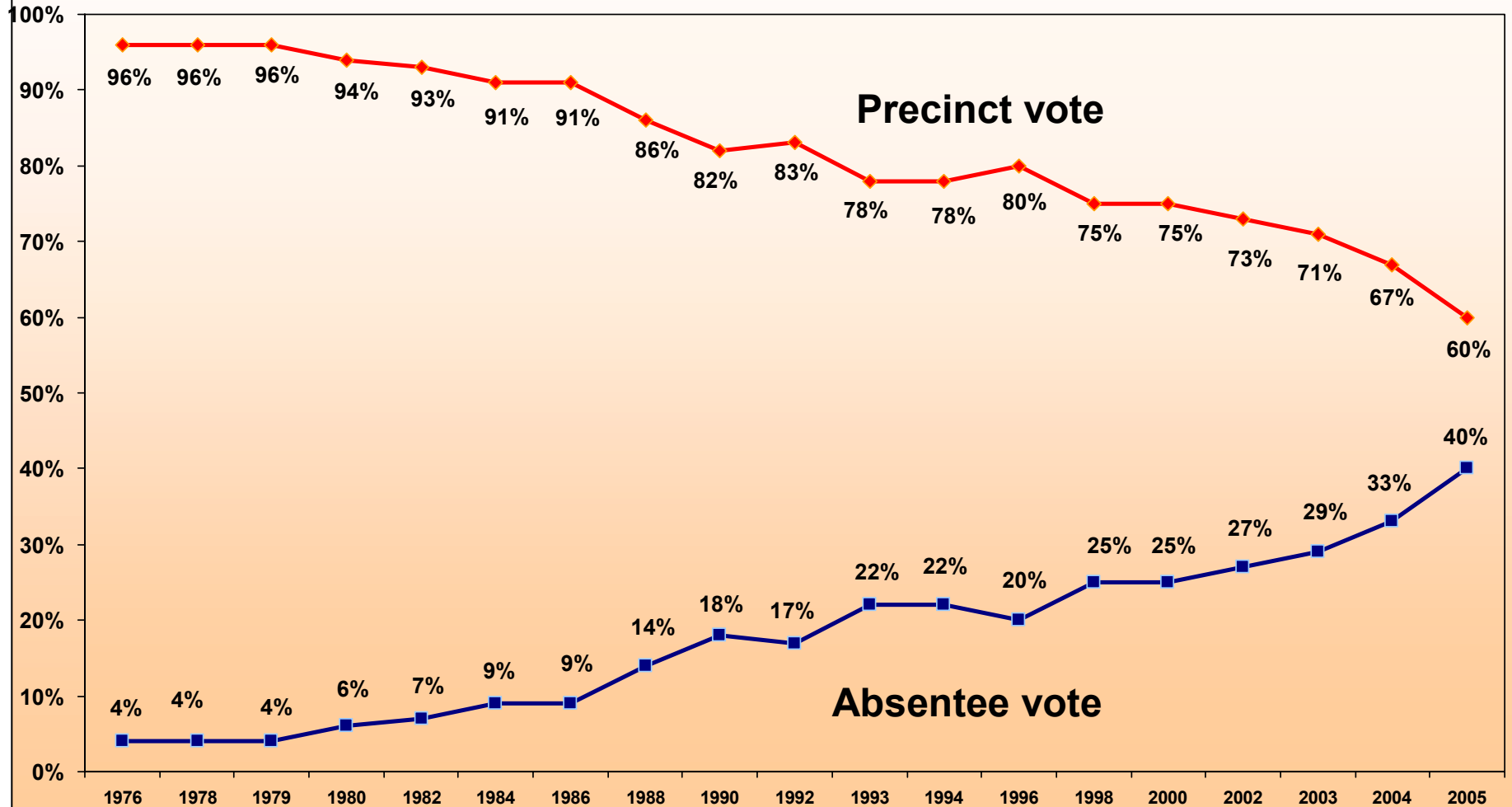
Table 14

Election Megatrend #2: The Coastal/Inland Divide (Summary)

- Results of recent top-of-the-ticket elections in California show a widening chasm between the vote preferences of Coastal Californians and Inland Californians.
- Coastal voters, who constitute 71% of all voters, favor Democratic candidates by double-digit margins, while Inland voters favor GOP candidates also by double digit margins.
- Coastal voters include large proportions of registered Democrats and non-partisans, liberals, college graduates, high income households and never marrieds.
- Inland voters include larger proportions of registered Republicans, conservatives, Protestants (especially born-again Christians), married voters, non-college graduates and lower income voters.

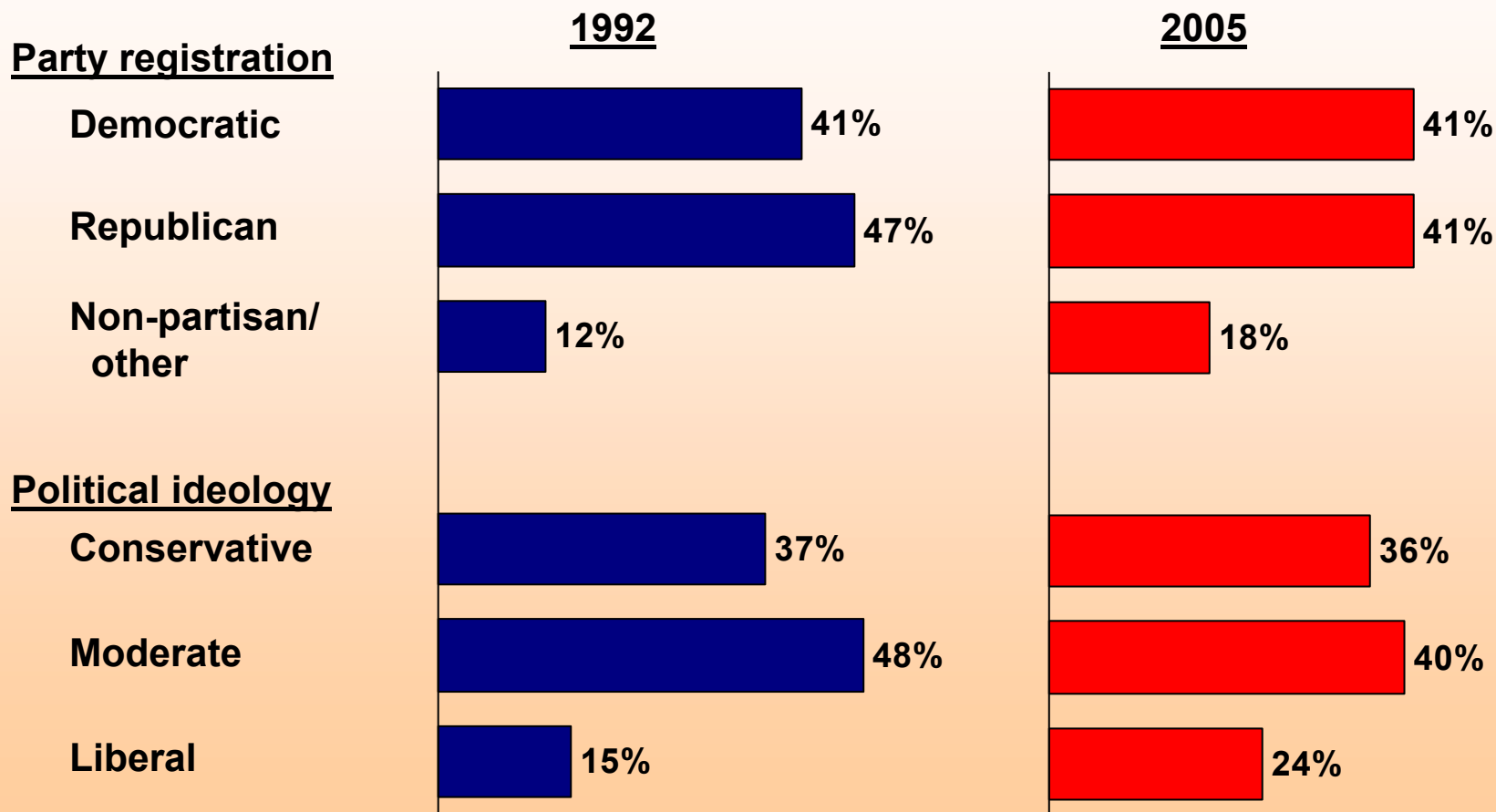
Table 15

Election Megatrend #3: Voting by Mail



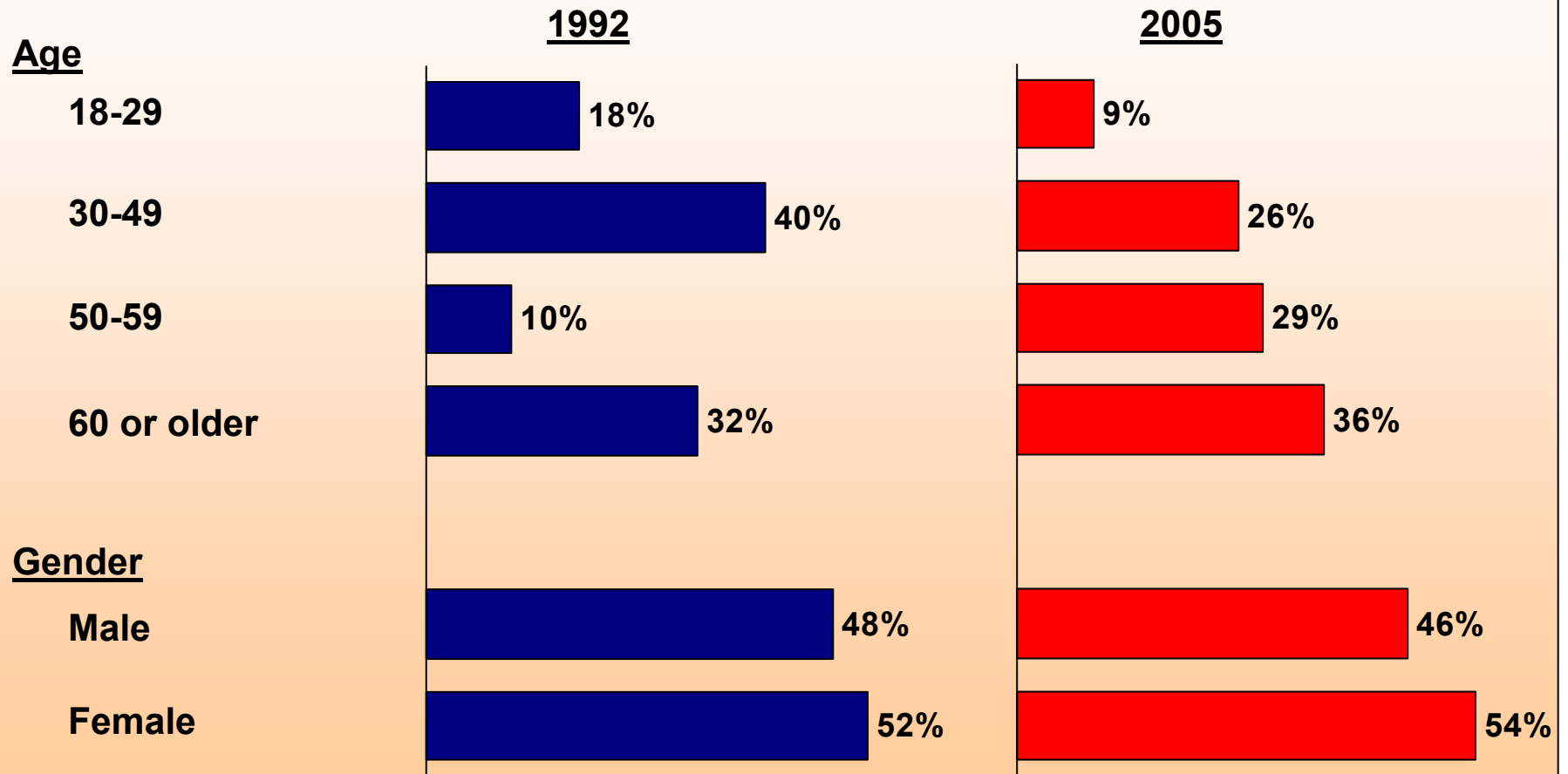
Source: California Secretary of State

Table 16
**The Changing Demographic Characteristics of Absentee
 Ballot Voters in California - 1992 vs. 2005 (1)**



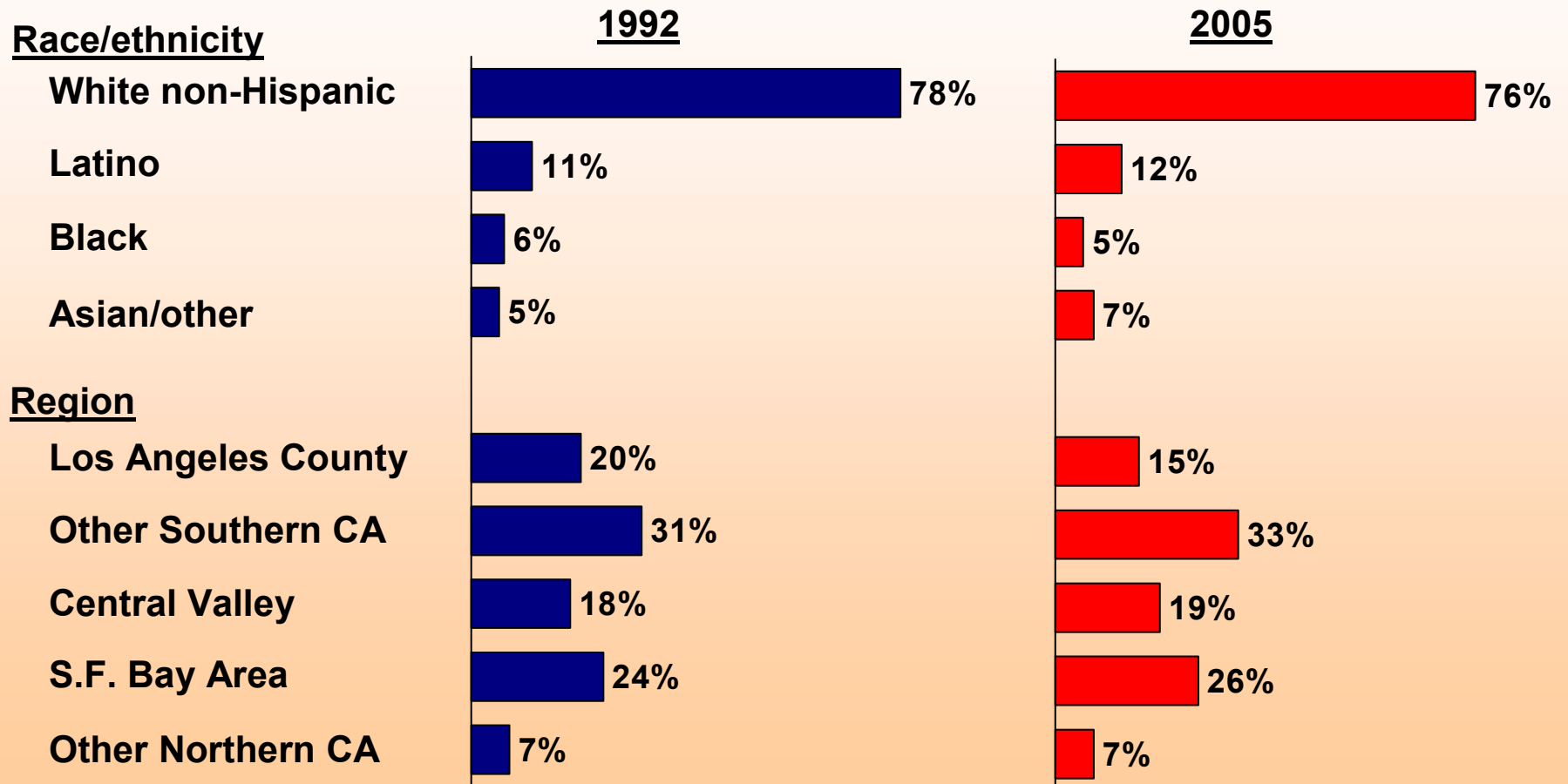
Source: *The Field Poll*

Table 17
**The Changing Demographic Characteristics of Absentee
 Ballot Voters in California - 1992 vs. 2005 (2)**



Source: *The Field Poll*

Table 18
**The Changing Demographic Characteristics of Absentee
 Ballot Voters in California - 1992 vs. 2005 (3)**



Source: *The Field Poll*

Table 19

Reasons for the Increase in Mail Ballot Voting in California (1)

- Voting by mail extends the “voting window” from a 13-hour period on one day to a longer 3-4 week period, giving voters greater opportunities to find time to vote.
- Voting by mail enables voters to avoid precinct-related inconveniences, such as bad weather, long lines and fears of going to an unfamiliar place to vote.
- Voting by mail provides voters with a way to cope with the growing number of ballot propositions and enables voters to refer to outside information aides *while in the act of voting*.
- Parties, campaigns and special interest groups are increasingly targeting supporters and encouraging them to get their vote “in the bank” prior to election day.

Table 20

Reasons for the Increase in Mail Ballot Voting in California (2)

- County Registrars are openly encouraging mail ballot voting as a way to reduce election costs.
- The experience of voting by mail is usually positive, allowing voting to be done at one's own pace in a setting of voters' own choosing. This increases the likelihood that voting by mail will be voters' preferred voting method in the future.
- The huge increase in the numbers of voters signing up as "permanent absentee voters" underscores the fact that voting by mail will continue to grow in the future.

Table 21

Election Megatrend #3: Voting by Mail (Implications)

- Increased mail ballot voting appears to have halted the long-term decline in voter turnout in California (e.g., the higher than expected turnouts in 2003, 2004 and 2005 elections).
- As the number of mail ballot voters has grown, it has altered the composition of absentee voters, with as many Democrats as Republicans now choosing to vote by mail.
- Campaigns will likely shift more of their resources to personalized forms of voter outreach to absentee voters, track when they receive their ballots and when they have cast their votes.
- Mass media ads will start earlier so as not to exclude early mail ballot voters from their appeals.

Table 22

Election Megatrend #3: Voting by Mail (Implications) *(cont'd)*

- Get-out-the-vote appeals will morph into two separate and distinct efforts, the first involving absentee voters continuing throughout the final three weeks of the campaign, and the second targeting precinct voters in the final days of the campaign.
- Surveys conducted during the campaign's final week will be able to monitor who's ahead, providing partial reads of how the election is going.
- A growing share of the vote will remain uncounted in election night vote totals, resulting in greater uncertainty about election outcomes in close contests.