

State: CA

Election Dates Used in Analysis: 06/03/08 06/08/10 11/04/08 11/02/10

All registered Democrats

| Individual | Household | Male  | Female | I_Phone | HH_Phone | Age     |         |         |         |       |       |
|------------|-----------|-------|--------|---------|----------|---------|---------|---------|---------|-------|-------|
|            |           |       |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+   | **    |
| 6,492      | 4,723     | 2,610 | 3,844  | 6,081   | 4,375    | 188     | 340     | 389     | 1,741   | 3,824 | 6,482 |
|            |           |       |        |         |          | 3%      | 5%      | 6%      | 27%     | 59%   | 100%  |

Democrats registered since 11/01/2010

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age     |         |         |         |     |      |
|------------|-----------|------|--------|---------|----------|---------|---------|---------|---------|-----|------|
|            |           |      |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | **   |
| 14         | 14        | 5    | 8      | 8       | 8        | 3       | 3       | 4       | 2       | 2   | 14   |
|            |           |      |        |         |          | 21%     | 21%     | 29%     | 14%     | 14% | 100% |

Democrats who voted in 1 or more of 4

| Individual | Household | Male  | Female | I_Phone | HH_Phone | Age     |         |         |         |       |       |
|------------|-----------|-------|--------|---------|----------|---------|---------|---------|---------|-------|-------|
|            |           |       |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+   | **    |
| 6,147      | 4,486     | 2,460 | 3,651  | 5,790   | 4,183    | 141     | 287     | 350     | 1,639   | 3,722 | 6,139 |
|            |           |       |        |         |          | 2%      | 5%      | 6%      | 27%     | 61%   | 100%  |

Democrats who voted in 2 or more of 4

| Individual | Household | Male  | Female | I_Phone | HH_Phone | Age     |         |         |         |       |       |
|------------|-----------|-------|--------|---------|----------|---------|---------|---------|---------|-------|-------|
|            |           |       |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+   | **    |
| 5,418      | 3,996     | 2,164 | 3,222  | 5,134   | 3,762    | 69      | 197     | 260     | 1,403   | 3,483 | 5,412 |
|            |           |       |        |         |          | 1%      | 4%      | 5%      | 26%     | 64%   | 100%  |

Democrats who voted in 3 or more of 4

| Individual | Household | Male  | Female | I_Phone | HH_Phone | Age     |         |         |         |       |       |
|------------|-----------|-------|--------|---------|----------|---------|---------|---------|---------|-------|-------|
|            |           |       |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+   | **    |
| 4,216      | 3,157     | 1,691 | 2,495  | 4,007   | 2,990    | 30      | 91      | 146     | 992     | 2,951 | 4,210 |
|            |           |       |        |         |          | 1%      | 2%      | 3%      | 24%     | 70%   | 100%  |

State: CA

Election Dates Used in Analysis: 06/03/08 06/08/10 11/04/08 11/02/10

Democrats who voted in 4 of 4

| Individual | Household | Male  | Female | I_Phone | HH_Phone | Age     |         |         |         |       | Age<br>** |
|------------|-----------|-------|--------|---------|----------|---------|---------|---------|---------|-------|-----------|
|            |           |       |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+   |           |
| 2,826      | 2,137     | 1,153 | 1,652  | 2,689   | 2,029    | 8       | 30      | 58      | 547     | 2,177 | 2,820     |
|            |           |       |        |         |          | 0%      | 1%      | 2%      | 19%     | 77%   | 100%      |

Democrats who voted in 1 or more of 4 or registered since 11/01/2010

| Individual | Household | Male  | Female | I_Phone | HH_Phone | Age     |         |         |         |       | Age<br>** |
|------------|-----------|-------|--------|---------|----------|---------|---------|---------|---------|-------|-----------|
|            |           |       |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+   |           |
| 6,161      | 4,497     | 2,465 | 3,659  | 5,798   | 4,190    | 144     | 290     | 354     | 1,641   | 3,724 | 6,153     |
|            |           |       |        |         |          | 2%      | 5%      | 6%      | 27%     | 60%   | 100%      |

Democrats who voted in 2 or more of 4 or registered since 11/01/2010

| Individual | Household | Male  | Female | I_Phone | HH_Phone | Age     |         |         |         |       | Age<br>** |
|------------|-----------|-------|--------|---------|----------|---------|---------|---------|---------|-------|-----------|
|            |           |       |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+   |           |
| 5,432      | 4,008     | 2,169 | 3,230  | 5,142   | 3,769    | 72      | 200     | 264     | 1,405   | 3,485 | 5,426     |
|            |           |       |        |         |          | 1%      | 4%      | 5%      | 26%     | 64%   | 100%      |

Democrats who voted in 3 or more of 4 or registered since 11/01/2010

| Individual | Household | Male  | Female | I_Phone | HH_Phone | Age     |         |         |         |       | Age<br>** |
|------------|-----------|-------|--------|---------|----------|---------|---------|---------|---------|-------|-----------|
|            |           |       |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+   |           |
| 4,230      | 3,170     | 1,696 | 2,503  | 4,015   | 2,998    | 33      | 94      | 150     | 994     | 2,953 | 4,224     |
|            |           |       |        |         |          | 1%      | 2%      | 4%      | 23%     | 70%   | 100%      |

Democrats who voted in 4 of 4 or registered since 11/01/2010

| Individual | Household | Male  | Female | I_Phone | HH_Phone | Age     |         |         |         |       | Age<br>** |
|------------|-----------|-------|--------|---------|----------|---------|---------|---------|---------|-------|-----------|
|            |           |       |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+   |           |
| 2,840      | 2,151     | 1,158 | 1,660  | 2,697   | 2,037    | 11      | 33      | 62      | 549     | 2,179 | 2,834     |
|            |           |       |        |         |          | 0%      | 1%      | 2%      | 19%     | 77%   | 100%      |

State: CA

Election Dates Used in Analysis: 06/03/08 06/08/10 11/04/08 11/02/10

Democrats who voted in 1 or both of 06/08/10 and 06/03/08

| Individual | Household | Male  | Female | I_Phone | HH_Phone | Age     |         |         |         |       | Age<br>** |
|------------|-----------|-------|--------|---------|----------|---------|---------|---------|---------|-------|-----------|
|            |           |       |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+   |           |
| 4,740      | 3,523     | 1,901 | 2,808  | 4,486   | 3,315    | 59      | 145     | 202     | 1,125   | 3,202 | 4,733     |
|            |           |       |        |         |          | 1%      | 3%      | 4%      | 24%     | 68%   | 100%      |

Democrats who voted in both of 06/08/10 and 06/03/08

| Individual | Household | Male  | Female | I_Phone | HH_Phone | Age     |         |         |         |       | Age<br>** |
|------------|-----------|-------|--------|---------|----------|---------|---------|---------|---------|-------|-----------|
|            |           |       |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+   |           |
| 2,958      | 2,237     | 1,205 | 1,730  | 2,808   | 2,118    | 9       | 42      | 70      | 579     | 2,252 | 2,952     |
|            |           |       |        |         |          | 0%      | 1%      | 2%      | 20%     | 76%   | 100%      |

Seniors Democrats (Age 60+)

| Individual | Household | Male  | Female | I_Phone | HH_Phone | Age     |         |         |         |       | Age<br>** |
|------------|-----------|-------|--------|---------|----------|---------|---------|---------|---------|-------|-----------|
|            |           |       |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+   |           |
| 3,824      | 2,965     | 1,589 | 2,207  | 3,596   | 2,772    | 0       | 0       | 0       | 0       | 3,824 | 3,824     |
|            |           |       |        |         |          |         |         |         |         | 100%  | 100%      |

Male Democrats

| Individual | Household | Male  | Female | I_Phone | HH_Phone | Age     |         |         |         |       | Age<br>** |
|------------|-----------|-------|--------|---------|----------|---------|---------|---------|---------|-------|-----------|
|            |           |       |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+   |           |
| 2,610      | 2,479     | 2,610 | 0      | 2,443   | 2,316    | 72      | 145     | 141     | 661     | 1,589 | 2,608     |
|            |           |       |        |         |          | 3%      | 6%      | 5%      | 25%     | 61%   | 100%      |

Female Democrats

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age     |         |         |         |       | Age<br>** |
|------------|-----------|------|--------|---------|----------|---------|---------|---------|---------|-------|-----------|
|            |           |      |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+   |           |
| 3,844      | 3,610     | 0    | 3,844  | 3,603   | 3,373    | 116     | 192     | 246     | 1,075   | 2,207 | 3,836     |
|            |           |      |        |         |          | 3%      | 5%      | 6%      | 28%     | 57%   | 100%      |

State: CA

Election Dates Used in Analysis: 06/03/08 06/08/10 11/04/08 11/02/10

Households with male Democrats but no female voters

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age<br>18 - 24 | Age<br>25 - 34 | Age<br>35 - 44 | Age<br>45 - 59 | Age<br>60+ | Age<br>** |
|------------|-----------|------|--------|---------|----------|----------------|----------------|----------------|----------------|------------|-----------|
| 706        | 661       | 706  | 0      | 610     | 568      | 18             | 50             | 42             | 204            | 391        | 705       |
|            |           |      |        |         |          | 3%             | 7%             | 6%             | 29%            | 55%        | 100%      |

Households with female Democrats but no male voters

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age<br>18 - 24 | Age<br>25 - 34 | Age<br>35 - 44 | Age<br>45 - 59 | Age<br>60+ | Age<br>** |
|------------|-----------|------|--------|---------|----------|----------------|----------------|----------------|----------------|------------|-----------|
| 1,429      | 1,333     | 0    | 1,429  | 1,271   | 1,177    | 42             | 86             | 85             | 342            | 869        | 1,424     |
|            |           |      |        |         |          | 3%             | 6%             | 6%             | 24%            | 61%        | 100%      |

Democrats with a telephone number (cell or landline)

| Individual | Household | Male  | Female | I_Phone | HH_Phone | Age<br>18 - 24 | Age<br>25 - 34 | Age<br>35 - 44 | Age<br>45 - 59 | Age<br>60+ | Age<br>** |
|------------|-----------|-------|--------|---------|----------|----------------|----------------|----------------|----------------|------------|-----------|
| 6,081      | 4,375     | 2,443 | 3,603  | 6,081   | 4,375    | 171            | 304            | 367            | 1,635          | 3,596      | 6,073     |
|            |           |       |        |         |          | 3%             | 5%             | 6%             | 27%            | 59%        | 100%      |

Democrats with a cell number only

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age<br>18 - 24 | Age<br>25 - 34 | Age<br>35 - 44 | Age<br>45 - 59 | Age<br>60+ | Age<br>** |
|------------|-----------|------|--------|---------|----------|----------------|----------------|----------------|----------------|------------|-----------|
| 372        | 302       | 144  | 228    | 372     | 302      | 26             | 40             | 40             | 132            | 134        | 372       |
|            |           |      |        |         |          | 7%             | 11%            | 11%            | 35%            | 36%        | 100%      |