

State: CA

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

## All registered Voters

| Individual | Household | Male    | Female  | I_Phone | HH_Phone | Age     |         |         |         |         | Age<br>** |
|------------|-----------|---------|---------|---------|----------|---------|---------|---------|---------|---------|-----------|
|            |           |         |         |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+     |           |
| 331,442    | 206,509   | 153,816 | 175,673 | 284,349 | 168,018  | 27,908  | 46,287  | 44,174  | 96,596  | 116,155 | 331,120   |
|            |           |         |         |         |          | 8%      | 14%     | 13%     | 29%     | 35%     | 100%      |

## Voters 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+ |           |
| 1,638      | 1,580     | 787  | 822    | 1,020   | 986      | 602     | 393     | 240     | 256     | 145 | 1,636     |
|            |           |      |        |         |          | 37%     | 24%     | 15%     | 16%     | 9%  | 100%      |

## Voters who voted in 1 or more of 4

| Individual | Household | Male    | Female  | I_Phone | HH_Phone | Age     |         |         |         |         | Age<br>** |
|------------|-----------|---------|---------|---------|----------|---------|---------|---------|---------|---------|-----------|
|            |           |         |         |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+     |           |
| 280,553    | 178,102   | 129,003 | 150,073 | 245,264 | 149,311  | 18,830  | 32,517  | 35,567  | 85,386  | 108,068 | 280,368   |
|            |           |         |         |         |          | 7%      | 12%     | 13%     | 30%     | 39%     | 100%      |

## Voters who voted in 2 or more of 4

| Individual | Household | Male    | Female  | I_Phone | HH_Phone | Age     |         |         |         |        | Age<br>** |
|------------|-----------|---------|---------|---------|----------|---------|---------|---------|---------|--------|-----------|
|            |           |         |         |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+    |           |
| 220,852    | 143,661   | 101,888 | 117,921 | 197,876 | 125,099  | 7,655   | 18,522  | 25,412  | 70,315  | 98,802 | 220,706   |
|            |           |         |         |         |          | 3%      | 8%      | 12%     | 32%     | 45%    | 100%      |

## Voters who voted in 3 or more of 4

| Individual | Household | Male   | Female | I_Phone | HH_Phone | Age     |         |         |         |        | Age<br>** |
|------------|-----------|--------|--------|---------|----------|---------|---------|---------|---------|--------|-----------|
|            |           |        |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+    |           |
| 157,539    | 105,625   | 72,737 | 84,093 | 142,836 | 93,801   | 2,528   | 8,320   | 14,159  | 49,173  | 83,258 | 157,438   |
|            |           |        |        |         |          | 2%      | 5%      | 9%      | 31%     | 53%    | 100%      |

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## Voters 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+    |           |
| 94,409     | 66,419    | 43,516 | 50,449 | 86,311  | 59,845   | 715     | 2,776   | 5,823   | 26,613  | 58,419 | 94,346    |
|            |           |        |        |         |          | 1%      | 3%      | 6%      | 28%     | 62%    | 100%      |

## Voters 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+     |           |
| 282,157    | 179,037   | 129,771 | 150,880 | 246,270 | 149,760  | 19,424  | 32,903  | 35,798  | 85,634  | 108,211 | 281,970   |
|            |           |         |         |         |          | 7%      | 12%     | 13%     | 30%     | 38%     | 100%      |

## Voters 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+    |           |
| 222,490    | 144,817   | 102,675 | 118,743 | 198,896 | 125,712  | 8,257   | 18,915  | 25,652  | 70,571  | 98,947 | 222,342   |
|            |           |         |         |         |          | 4%      | 9%      | 12%     | 32%     | 44%    | 100%      |

## Voters 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+    |           |
| 159,177    | 106,968   | 73,524 | 84,915 | 143,856 | 94,566   | 3,130   | 8,713   | 14,399  | 49,429  | 83,403 | 159,074   |
|            |           |        |        |         |          | 2%      | 5%      | 9%      | 31%     | 52%    | 100%      |

## Voters 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+    |           |
| 96,047     | 67,880    | 44,303 | 51,271 | 87,331  | 60,717   | 1,317   | 3,169   | 6,063   | 26,869  | 58,564 | 95,982    |
|            |           |        |        |         |          | 1%      | 3%      | 6%      | 28%     | 61%    | 100%      |

State: CA

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

Voters 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+    |           |
| 179,676    | 118,806   | 82,973 | 95,843 | 161,515 | 104,163  | 4,988   | 11,876  | 17,484  | 55,402  | 89,796 | 179,546   |
|            |           |        |        |         |          | 3%      | 7%      | 10%     | 31%     | 50%    | 100%      |

Voters 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+    |           |
| 101,300    | 70,294    | 46,631 | 54,174 | 92,461  | 63,144   | 953     | 3,256   | 6,414   | 28,580  | 62,030 | 101,233   |
|            |           |        |        |         |          | 1%      | 3%      | 6%      | 28%     | 61%    | 100%      |

Seniors Voters (Age 60+)

| Individual | Household | Male   | Female | I_Phone | HH_Phone | Age     |         |         |         |         | Age<br>** |
|------------|-----------|--------|--------|---------|----------|---------|---------|---------|---------|---------|-----------|
|            |           |        |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+     |           |
| 116,155    | 85,865    | 53,733 | 61,648 | 103,734 | 75,317   | 0       | 0       | 0       | 0       | 116,155 | 116,155   |
|            |           |        |        |         |          |         |         |         |         | 100%    | 100%      |

Male Voters

| Individual | Household | Male    | Female | I_Phone | HH_Phone | Age     |         |         |         |        | Age<br>** |
|------------|-----------|---------|--------|---------|----------|---------|---------|---------|---------|--------|-----------|
|            |           |         |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+    |           |
| 153,816    | 135,488   | 153,816 | 0      | 132,093 | 114,810  | 12,852  | 21,779  | 20,733  | 44,601  | 53,733 | 153,698   |
|            |           |         |        |         |          | 8%      | 14%     | 13%     | 29%     | 35%    | 100%      |

Female Voters

| Individual | Household | Male | Female  | I_Phone | HH_Phone | Age     |         |         |         |        | Age<br>** |
|------------|-----------|------|---------|---------|----------|---------|---------|---------|---------|--------|-----------|
|            |           |      |         |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+    |           |
| 175,673    | 154,869   | 0    | 175,673 | 150,712 | 131,230  | 14,735  | 24,277  | 23,223  | 51,590  | 61,648 | 175,473   |
|            |           |      |         |         |          | 8%      | 14%     | 13%     | 29%     | 35%    | 100%      |

State: CA

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

Households with male Voters but no female voters

| Individual | Household | Male   | Female | I_Phone | HH_Phone | Age     | Age     | Age     | Age     | Age    | Age    |
|------------|-----------|--------|--------|---------|----------|---------|---------|---------|---------|--------|--------|
|            |           |        |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+    | **     |
| 55,832     | 50,456    | 55,832 | 0      | 40,630  | 35,935   | 6,206   | 9,903   | 7,865   | 15,123  | 16,665 | 55,762 |
|            |           |        |        |         |          | 11%     | 18%     | 14%     | 27%     | 30%    | 100%   |

Households with female Voters but no male voters

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age     | Age     | Age     | Age     | Age    | Age    |
|------------|-----------|------|--------|---------|----------|---------|---------|---------|---------|--------|--------|
|            |           |      |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+    | **     |
| 78,421     | 69,806    | 0    | 78,421 | 59,994  | 52,337   | 8,535   | 12,714  | 9,764   | 19,286  | 27,970 | 78,269 |
|            |           |      |        |         |          | 11%     | 16%     | 12%     | 25%     | 36%    | 100%   |

Voters with a telephone number (cell or landline)

| Individual | Household | Male    | Female  | I_Phone | HH_Phone | Age     | Age     | Age     | Age     | Age     | Age     |
|------------|-----------|---------|---------|---------|----------|---------|---------|---------|---------|---------|---------|
|            |           |         |         |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+     | **      |
| 284,349    | 168,018   | 132,093 | 150,712 | 284,349 | 168,018  | 19,840  | 36,930  | 38,254  | 85,343  | 103,734 | 284,101 |
|            |           |         |         |         |          | 7%      | 13%     | 13%     | 30%     | 36%     | 100%    |

Voters with a cell number only

| Individual | Household | Male   | Female | I_Phone | HH_Phone | Age     | Age     | Age     | Age     | Age    | Age    |
|------------|-----------|--------|--------|---------|----------|---------|---------|---------|---------|--------|--------|
|            |           |        |        |         |          | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+    | **     |
| 46,859     | 31,426    | 21,868 | 24,756 | 46,859  | 31,426   | 5,867   | 10,181  | 6,915   | 12,565  | 11,305 | 46,833 |
|            |           |        |        |         |          | 13%     | 22%     | 15%     | 27%     | 24%    | 100%   |