

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 | Age | Age | Age | Age |
|------------|-----------|---------|---------|---------|----------|---------|---------|---------|---------|---------|---------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | ** |
| 397,179 | 229,311 | 187,398 | 207,395 | 357,648 | 200,098 | 28,813 | 40,621 | 52,146 | 126,166 | 149,218 | 396,964 |
| | | | | | | 7% | 10% | 13% | 32% | 38% | 100% |

Voters registered since 11/01/2010

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | Age | Age | Age | Age | Age |
|------------|-----------|-------|--------|---------|----------|---------|---------|---------|---------|-----|-------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | ** |
| 2,590 | 2,415 | 1,225 | 1,337 | 2,010 | 1,866 | 912 | 490 | 416 | 421 | 350 | 2,589 |
| | | | | | | 35% | 19% | 16% | 16% | 14% | 100% |

Voters who voted in 1 or more of 4

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | Age | Age | Age | Age | Age |
|------------|-----------|---------|---------|---------|----------|---------|---------|---------|---------|---------|---------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | ** |
| 356,794 | 209,750 | 167,432 | 187,371 | 324,158 | 185,869 | 18,533 | 31,068 | 45,884 | 117,607 | 143,527 | 356,619 |
| | | | | | | 5% | 9% | 13% | 33% | 40% | 100% |

Voters who voted in 2 or more of 4

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | Age | Age | Age | Age | Age |
|------------|-----------|---------|---------|---------|----------|---------|---------|---------|---------|---------|---------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | ** |
| 288,901 | 176,488 | 135,905 | 151,518 | 264,468 | 158,715 | 8,337 | 17,675 | 32,732 | 97,846 | 132,162 | 288,752 |
| | | | | | | 3% | 6% | 11% | 34% | 46% | 100% |

Voters who voted in 3 or more of 4

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | Age | Age | Age | Age | Age |
|------------|-----------|--------|---------|---------|----------|---------|---------|---------|---------|---------|---------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | ** |
| 201,473 | 128,292 | 95,422 | 105,101 | 184,834 | 116,174 | 2,978 | 7,297 | 16,226 | 63,778 | 111,079 | 201,358 |
| | | | | | | 1% | 4% | 8% | 32% | 55% | 100% |

State: CA

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

Voters who voted in 4 of 4

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | | | | | Age ** |
|------------|-----------|--------|--------|---------|----------|---------|---------|---------|---------|--------|-----------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | |
| 122,028 | 80,977 | 57,878 | 63,572 | 112,281 | 73,772 | 930 | 2,323 | 6,304 | 32,666 | 79,727 | 121,950 |
| | | | | | | 1% | 2% | 5% | 27% | 65% | 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 ** |
|------------|-----------|---------|---------|---------|----------|---------|---------|---------|---------|---------|-----------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | |
| 359,347 | 211,016 | 168,632 | 188,696 | 326,135 | 186,682 | 19,442 | 31,550 | 46,289 | 118,018 | 143,872 | 359,171 |
| | | | | | | 5% | 9% | 13% | 33% | 40% | 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 ** |
|------------|-----------|---------|---------|---------|----------|---------|---------|---------|---------|---------|-----------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | |
| 291,491 | 178,067 | 137,130 | 152,855 | 266,478 | 159,799 | 9,249 | 18,165 | 33,148 | 98,267 | 132,512 | 291,341 |
| | | | | | | 3% | 6% | 11% | 34% | 45% | 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 ** |
|------------|-----------|--------|---------|---------|----------|---------|---------|---------|---------|---------|-----------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | |
| 204,063 | 130,225 | 96,647 | 106,438 | 186,844 | 117,578 | 3,890 | 7,787 | 16,642 | 64,199 | 111,429 | 203,947 |
| | | | | | | 2% | 4% | 8% | 31% | 55% | 100% |

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

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | | | | | Age ** |
|------------|-----------|--------|--------|---------|----------|---------|---------|---------|---------|--------|-----------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | |
| 124,618 | 83,138 | 59,103 | 64,909 | 114,291 | 75,394 | 1,842 | 2,813 | 6,720 | 33,087 | 80,077 | 124,539 |
| | | | | | | 1% | 2% | 5% | 27% | 64% | 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 ** |
|------------|-----------|---------|---------|---------|----------|---------|---------|---------|---------|---------|-----------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | |
| 224,126 | 140,769 | 105,900 | 117,116 | 204,452 | 126,410 | 5,972 | 10,099 | 19,252 | 70,249 | 118,421 | 223,993 |
| | | | | | | 3% | 5% | 9% | 31% | 53% | 100% |

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

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | | | | | Age ** |
|------------|-----------|--------|--------|---------|----------|---------|---------|---------|---------|--------|-----------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | |
| 126,691 | 83,640 | 60,043 | 66,030 | 116,445 | 76,073 | 1,217 | 2,647 | 6,743 | 33,991 | 82,010 | 126,608 |
| | | | | | | 1% | 2% | 5% | 27% | 65% | 100% |

Seniors Voters (Age 60+)

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | | | | | Age ** |
|------------|-----------|--------|--------|---------|----------|---------|---------|---------|---------|---------|-----------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | |
| 149,218 | 104,043 | 70,267 | 78,098 | 135,473 | 93,166 | 0 | 0 | 0 | 0 | 149,218 | 149,218 |
| | | | | | | | | | | 100% | 100% |

Male Voters

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | | | | | Age ** |
|------------|-----------|---------|--------|---------|----------|---------|---------|---------|---------|--------|-----------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | |
| 187,398 | 165,465 | 187,398 | 0 | 169,087 | 148,106 | 14,558 | 19,486 | 23,937 | 59,083 | 70,267 | 187,331 |
| | | | | | | 8% | 10% | 13% | 32% | 37% | 100% |

Female Voters

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | | | | | Age ** |
|------------|-----------|------|---------|---------|----------|---------|---------|---------|---------|--------|-----------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | |
| 207,395 | 183,774 | 0 | 207,395 | 186,444 | 163,803 | 14,037 | 20,884 | 27,834 | 66,397 | 78,098 | 207,250 |
| | | | | | | 7% | 10% | 13% | 32% | 38% | 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 ** |
|------------|-----------|--------|--------|---------|----------|---------|---------|---------|---------|--------|-----------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | |
| 48,724 | 44,157 | 48,724 | 0 | 39,350 | 35,121 | 3,909 | 7,026 | 6,800 | 15,079 | 15,884 | 48,698 |
| | | | | | | 8% | 14% | 14% | 31% | 33% | 100% |

Households with female Voters but no male voters

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | | | | | Age ** |
|------------|-----------|------|--------|---------|----------|---------|---------|---------|---------|--------|-----------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | |
| 69,896 | 62,616 | 0 | 69,896 | 57,735 | 50,951 | 4,761 | 8,444 | 8,660 | 18,608 | 29,328 | 69,801 |
| | | | | | | 7% | 12% | 12% | 27% | 42% | 100% |

Voters with a telephone number (cell or landline)

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | | | | | Age ** |
|------------|-----------|---------|---------|---------|----------|---------|---------|---------|---------|---------|-----------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | |
| 357,648 | 200,098 | 169,087 | 186,444 | 357,648 | 200,098 | 25,897 | 35,262 | 46,651 | 114,193 | 135,473 | 357,476 |
| | | | | | | 7% | 10% | 13% | 32% | 38% | 100% |

Voters with a cell number only

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | | | | | Age ** |
|------------|-----------|--------|--------|---------|----------|---------|---------|---------|---------|--------|-----------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | |
| 60,487 | 37,406 | 29,024 | 31,099 | 60,487 | 37,406 | 6,156 | 11,198 | 9,616 | 18,601 | 14,891 | 60,462 |
| | | | | | | 10% | 19% | 16% | 31% | 25% | 100% |