

State: CA

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

All registered Independents

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | Age | Age | Age | Age | Age |
|------------|-----------|--------|--------|---------|----------|---------|---------|---------|---------|--------|--------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | ** |
| 61,196 | 52,184 | 29,578 | 29,668 | 51,118 | 42,813 | 7,542 | 16,559 | 11,790 | 15,043 | 10,249 | 61,183 |
| | | | | | | 12% | 27% | 19% | 25% | 17% | 100% |

Independents 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+ | ** |
| 406 | 400 | 208 | 176 | 267 | 262 | 145 | 126 | 60 | 43 | 32 | 406 |
| | | | | | | 36% | 31% | 15% | 11% | 8% | 100% |

Independents 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+ | ** |
| 44,516 | 38,037 | 21,714 | 21,647 | 37,952 | 31,972 | 3,843 | 10,761 | 8,910 | 12,121 | 8,873 | 44,508 |
| | | | | | | 9% | 24% | 20% | 27% | 20% | 100% |

Independents 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+ | ** |
| 28,541 | 24,701 | 14,435 | 13,471 | 24,866 | 21,289 | 1,368 | 5,384 | 5,596 | 8,831 | 7,355 | 28,534 |
| | | | | | | 5% | 19% | 20% | 31% | 26% | 100% |

Independents 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+ | ** |
| 15,328 | 13,455 | 8,007 | 7,019 | 13,542 | 11,790 | 417 | 1,831 | 2,652 | 5,129 | 5,294 | 15,323 |
| | | | | | | 3% | 12% | 17% | 33% | 35% | 100% |

State: CA

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

Independents 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+ | |
| 7,567 | 6,741 | 4,122 | 3,311 | 6,769 | 5,992 | 100 | 563 | 1,073 | 2,535 | 3,294 | 7,565 |
| | | | | | | 1% | 7% | 14% | 34% | 44% | 100% |

Independents 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+ | |
| 44,922 | 38,381 | 21,922 | 21,823 | 38,219 | 32,187 | 3,988 | 10,887 | 8,970 | 12,164 | 8,905 | 44,914 |
| | | | | | | 9% | 24% | 20% | 27% | 20% | 100% |

Independents 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+ | |
| 28,947 | 25,071 | 14,643 | 13,647 | 25,133 | 21,526 | 1,513 | 5,510 | 5,656 | 8,874 | 7,387 | 28,940 |
| | | | | | | 5% | 19% | 20% | 31% | 26% | 100% |

Independents 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+ | |
| 15,734 | 13,838 | 8,215 | 7,195 | 13,809 | 12,037 | 562 | 1,957 | 2,712 | 5,172 | 5,326 | 15,729 |
| | | | | | | 4% | 12% | 17% | 33% | 34% | 100% |

Independents 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+ | |
| 7,973 | 7,134 | 4,330 | 3,487 | 7,036 | 6,247 | 245 | 689 | 1,133 | 2,578 | 3,326 | 7,971 |
| | | | | | | 3% | 9% | 14% | 32% | 42% | 100% |

State: CA

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

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

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | Age | Age | Age | Age | Age |
|------------|-----------|-------|--------|---------|----------|---------|---------|---------|---------|-------|--------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | ** |
| 18,329 | 16,054 | 9,451 | 8,476 | 16,013 | 13,895 | 789 | 2,505 | 3,211 | 5,913 | 5,905 | 18,323 |
| | | | | | | 4% | 14% | 18% | 32% | 32% | 100% |

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

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | Age | Age | Age | Age | Age |
|------------|-----------|-------|--------|---------|----------|---------|---------|---------|---------|-------|-------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | ** |
| 8,054 | 7,170 | 4,372 | 3,537 | 7,203 | 6,371 | 137 | 656 | 1,155 | 2,656 | 3,448 | 8,052 |
| | | | | | | 2% | 8% | 14% | 33% | 43% | 100% |

Seniors Independents (Age 60+)

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | Age | Age | Age | Age | Age |
|------------|-----------|-------|--------|---------|----------|---------|---------|---------|---------|--------|--------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | ** |
| 10,249 | 9,298 | 5,125 | 4,758 | 8,901 | 8,031 | 0 | 0 | 0 | 0 | 10,249 | 10,249 |
| | | | | | | | | | | 100% | 100% |

Male Independents

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | Age | Age | Age | Age | Age |
|------------|-----------|--------|--------|---------|----------|---------|---------|---------|---------|-------|--------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | ** |
| 29,578 | 28,222 | 29,578 | 0 | 24,672 | 23,422 | 3,406 | 7,595 | 5,924 | 7,522 | 5,125 | 29,572 |
| | | | | | | 12% | 26% | 20% | 25% | 17% | 100% |

Female Independents

| Individual | Household | Male | Female | I_Phone | HH_Phone | Age | Age | Age | Age | Age | Age |
|------------|-----------|------|--------|---------|----------|---------|---------|---------|---------|-------|--------|
| | | | | | | 18 - 24 | 25 - 34 | 35 - 44 | 45 - 59 | 60+ | ** |
| 29,668 | 28,268 | 0 | 29,668 | 24,765 | 23,456 | 3,802 | 8,426 | 5,563 | 7,113 | 4,758 | 29,662 |
| | | | | | | 13% | 28% | 19% | 24% | 16% | 100% |

State: CA

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

Households with male Independents 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+ | ** |
| 14,479 | 13,899 | 14,479 | 0 | 10,622 | 10,118 | 1,645 | 4,068 | 2,852 | 3,671 | 2,240 | 14,476 |
| | | | | | | 11% | 28% | 20% | 25% | 15% | 100% |

Households with female Independents 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+ | ** |
| 16,949 | 16,177 | 0 | 16,949 | 12,947 | 12,247 | 2,324 | 5,162 | 3,064 | 3,738 | 2,657 | 16,945 |
| | | | | | | 14% | 30% | 18% | 22% | 16% | 100% |

Independents 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+ | ** |
| 51,118 | 42,813 | 24,672 | 24,765 | 51,118 | 42,813 | 6,109 | 13,017 | 10,051 | 13,031 | 8,901 | 51,109 |
| | | | | | | 12% | 25% | 20% | 25% | 17% | 100% |

Independents 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+ | ** |
| 12,014 | 10,636 | 5,604 | 6,029 | 12,014 | 10,636 | 2,089 | 4,532 | 2,383 | 2,164 | 845 | 12,013 |
| | | | | | | 17% | 38% | 20% | 18% | 7% | 100% |