

CALIFORNIA'S LIKELY VOTERS

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► **Voter registration has increased since 2007; the share of Republicans is down.**

As of February 2011, voter registration is at 72.8% with 17.2 million of the 23.6 million eligible voters registered to vote. Forty-four percent are registered as Democrats, 30.9% as Republicans, 20.4% as decline-to-state or independents, and 4.7% as other parties. Since 2007 (the last odd-numbered year before a presidential election), the percentage of eligible voters who are registered has grown from 68.9% to 72.8%. The percentage of registered Democrats (42.5% in 2007, 44% today) and independents (18.8% in 2007, 20.4% today) has grown slightly. Republican registration has decreased from 34.2% in 2007 to 30.9% today.

► **Likely voters tend to be conservative; unregistered adults lean toward the Democratic Party.**

Among likely voters in our surveys, 40% say they are conservative, compared to 32% with liberal leanings and 29% who say they are middle-of-the-road. Thirty-six percent of infrequent voters are conservative, 33% are middle-of-the-road, and 31% are liberal. Among Californians not registered to vote, 37% self-identify as conservative, 32% as liberal, and 31% as middle-of-the-road. Among those not registered to vote, 47% lean toward the Democratic Party and 19% lean toward the Republican Party; 34% lean toward neither or don't know.

► **Likely voters are still disproportionately white.**

Although non-Hispanic whites constitute only 44% of California's adult population, they make up a solid majority (65%) of the state's likely voters. Latinos represent a third of the state's population but only 17% of likely voters. Since 2007 the share of white likely voters has decreased 7 points and the proportion of Latino likely voters has increased slightly, by 3 points. Still, 57% of those not registered to vote are Latino and only 24% are white. Three in 10 infrequent voters are Latino (31%), compared to four in 10 who are white (43%). Asians make up 14% of the population and their share of likely voters has grown slightly from 5% in 2007 to 9% today. Blacks make up 6% of both likely voters and the state's population.

► **Regional distribution of likely voters is representative; Los Angeles has a high share of unregistered adults.**

The proportion of likely voters in each region is comparable to the region's share of the overall population: Los Angeles (27% of adults, 24% of likely voters), the San Francisco Bay Area (20% of adults, 22% of likely voters), Central Valley (18% of adults, 17% of likely voters), Orange/San Diego Counties (16% of adults, 18% of likely voters), Inland Empire (11% of adults, 10% of likely voters). Los Angeles has a somewhat disproportionate share of unregistered adults (31%).

► **Likely voters are older, more educated, and more affluent; they own homes and were born in the U.S.**

Forty-two percent of likely voters are age 55 or older, but this age group makes up only 20% of the state's adult population. Older residents also make up the lowest percentage of infrequent voters (17%) and unregistered adults (14%). Young adults (ages 18 to 34) constitute 19% of likely voters but 33% of the adult population. Since 2007, the share of likely voters who are college graduates has decreased 10 points (54% in 2007, 44% today) and the share of voters with some college has grown 7 points (from 30% in 2007, 37% today). Among those not registered to vote 66% have a high school diploma or less. Residents earning \$80,000 or more make up 41% of likely voters; fewer earn between \$40,000 and \$80,000 (31%) or under \$40,000 (27%). Those earning under \$40,000 constitute 69% of unregistered adults. Among likely voters, the vast majority (76%) are homeowners, while 24% rent; by comparison, 65% of unregistered adults rent and 35% are homeowners. Eighty-three percent of likely voters are U.S. born, compared to 17% who are immigrants.



		Registered voters		Not registered to vote
		Likely voters	Infrequent voters	
Party registration	Democrat	44%	47%	–
	Republican	35	21	–
	Independent	17	29	–
	Other	4	2	–
Major party leanings among independents and those not registered to vote	Republican Party	29	26	19%
	Democratic Party	36	38	47
	Neither/Don't know	35	36	34
Ideology	Liberal	32	31	32
	Middle-of-the-road	29	33	31
	Conservative	40	36	37
Race/Ethnicity	Whites	65	43	24
	Latinos	17	31	57
	Asians	9	14	14
	Blacks	6	9	4
	Other	3	3	2
Region	Los Angeles	24	29	31
	SF Bay Area	22	16	18
	Orange/San Diego	18	17	14
	Central Valley	17	19	18
	Inland Empire	10	11	13
	Other	10	7	7
Gender	Men	48	49	51
	Women	52	51	49
Age	18 to 34	19	49	44
	35 to 54	39	34	42
	55 and older	42	17	14
Education	No college	19	52	66
	Some college	37	27	17
	College graduate	44	21	17
Income	Under \$40,000	27	54	69
	\$40,000 to under \$80,000	31	25	18
	\$80,000 or more	41	21	13
Own/rent	Own	76	41	35
	Rent	24	59	65
Nativity	U.S.-born	83	76	37
	Immigrant	17	24	63

Note: "Likely voters" are registered voters meeting criteria on interest in politics, attention to issues, voting behavior, and intention to vote (for full description of criteria visit <http://www.ppic.org/content/other/SurveyMethodology.pdf>); "infrequent voters" are registered voters who do not meet these criteria.

Sources: Ten PPIC Statewide Surveys, September 2010 to July 2011, including 11,322 likely voters, 4,424 infrequent voters, and 6,573 unregistered adults. California Secretary of State, *Report of Registration*, February 2011. 2006–08 American Community Survey. 2010 U.S. Census.

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