

■ **THE COMPOSITION OF ELECTORATE HAS SHIFTED SINCE LAST GUBERNATORIAL ELECTION.**

The number of registered voters in California rose by more than one million between the November 2006 gubernatorial election and the June 2010 gubernatorial primary (from 15.8 to 17 million), and the composition of the electorate has shifted. Democrats constitute 44.5% of registered voters (up 3 points since 2006), Republicans make up 30.8% (down 3.5 points), and decline-to-state or independent voters account for 20.2% (up 1.5 points). Our surveys indicate that among those most likely to vote, 44% are Democrats, 35% are Republicans, and 18% are independents, relatively unchanged since 2006.

■ **CONSERVATISM HAS GROWN AMONG REPUBLICANS AND INDEPENDENTS.**

Among Republican likely voters, the vast majority say they are politically conservative (73%), up 8 points since 2006 (65%). Although a plurality of independent likely voters consider themselves moderate (40%), the percentage identifying as conservative (31%) has increased 5 points since 2006 (26%); 29% say they are liberal (32% in 2006). Independents continue to lean more toward the Democratic than Republican Party (38% vs. 30%), but Democratic leanings are down 4 points since 2006; 32% say they lean toward neither party. Among Democratic likely voters, 50% identify as liberal, 32% as moderate, and 18% as conservative, similar to 2006.

**ADDITIONAL JUST THE FACTS
ON CALIFORNIA VOTERS**

- California's Independent Voters
- California's Likely Voters
- Latino Likely Voters in California

■ **THE CONSERVATIVE ATTITUDE TOWARD TAXING AND SPENDING HAS ALSO MADE GAINS.**

Likely voters in 2006 were slightly more likely to prefer paying higher taxes in return for having a state government that provides more services (49%) than paying lower taxes and having fewer services (44%). Today, they are slightly more likely to prefer lower taxes and fewer services (48%) than higher taxes and more services (43%). While preferences among Democrats are similar to 2006 (two-thirds prefer higher taxes and more services), the preference for lower taxes and fewer services grew 7 points to 74% among Republicans and 5 points to 50% among independents.

■ **THE SHARE OF LATINO LIKELY VOTERS HAS RISEN SINCE 2006.**

Since 2006, the percentage of likely voters who are Latino has risen 4 points (14% to 18%), while the share of whites has declined 6 points (72% to 66%). The largest shift in racial/ethnic composition occurred among Democratic likely voters: whites now make up 54% (down 8 points), Latinos 26% (up 6 points), blacks 11% (no change), and Asians 6% (up 2 points). Republicans have a far greater proportion of whites (82%) and smaller proportions of Latinos (9%) and blacks (1%), while the share of Asians (5%) is similar to Democrats; the racial/ethnic mix of Republicans has changed little since 2006. Among independents, 65% are white (down 3 points), 15% Latino, 6% black, and 9% Asian.

■ **THE SHARE OF LIKELY VOTERS WITH HIGHER INCOMES HAS RISEN; OTHER DEMOGRAPHICS REMAIN SIMILAR.**

The share of likely voters across parties with household incomes of at least \$80,000 has grown since 2006 (up 6 points to 38% among Democrats, up 7 points to 47% among Republicans, and up 7 points to 44% among independents). Compared to Republicans and independents, Democrats still have the greatest share of voters with incomes under \$40,000. Most likely voters across parties are at least 35 years old; independents have the fewest voters age 55 and older (32% versus 41% of Democrats and 47% of Republicans). Still, the share of older voters is up 6 points among independents since 2006. As in 2006, at least half of the likely voters across parties are college graduates. Democrats are represented by more women than men (58% to 42%), independents by more men (60% men, 40% women), and Republicans by slightly more men (52% men, 48% women).



California Voter and Party Profiles

		Likely Voters	Likely Voter Party Registration			
			Dem	Rep	Ind	Other
All likely voters		–	44%	35%	18%	3%
Ideology	Liberal	31%	50	7	29	36
	Middle-of-the-road	29	32	20	40	28
	Conservative	40	18	73	31	36
Government preference	Higher taxes, more services	43	66	18	39	47
	Lower taxes, fewer services	48	25	74	50	50
	Don't know	9	9	8	11	3
Strength of affiliation among major party voters	Strong	–	59	56	–	–
	Not very strong	–	38	41	–	–
	Don't know	–	3	4	–	–
Major party leanings among independent voters	Democratic Party	–	–	–	38	–
	Republican Party	–	–	–	30	–
	Neither/don't know	–	–	–	32	–
Region	Los Angeles	25	29	19	24	22
	SF Bay Area	22	27	14	24	30
	Central Valley	17	14	22	13	17
	Orange/San Diego	18	13	23	20	18
	Inland Empire	9	8	12	9	6
	Other	9	9	10	10	7
Age	18 to 34	19	21	13	26	27
	35 to 54	40	38	40	42	52
	55 and older	41	41	47	32	21
Gender	Men	49	42	52	60	57
	Women	51	58	48	40	43
Race/Ethnicity	Whites	66	54	82	65	75
	Latinos	18	26	9	15	15
	Blacks	7	11	1	6	2
	Asians	6	6	5	9	2
	Others	3	3	3	5	6
Education	No college	17	19	16	14	9
	Some college	31	30	33	30	37
	College graduate	52	51	51	56	54
Income	Under \$40,000	26	31	21	24	27
	\$40,000 to under \$80,000	32	31	32	32	34
	\$80,000 or more	42	38	47	44	39

Note: Likely voters are registered voters meeting criteria on interest in politics, attention to issues, voting behavior, and intention to vote.

Sources: (1) Eight PPIC Statewide Surveys, September 2009 to July 2010, including 9,993 likely voters. (2) California Secretary of State, *Report of Registration*, October 2006 and May 2010.

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