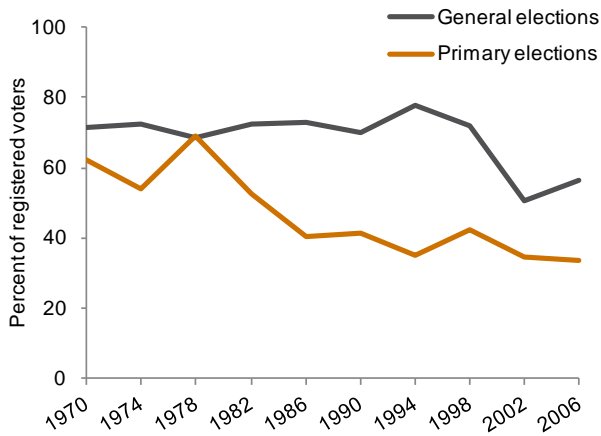


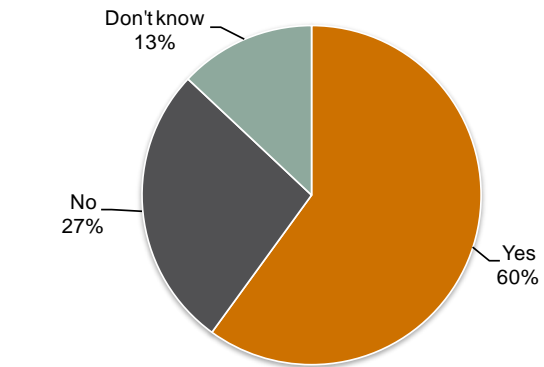
- **THE PRIMARY ELECTION SYSTEM IN CALIFORNIA HAS CHANGED SEVERAL TIMES SINCE 1909.**
In 1909, a direct primary system was established in California as a Progressive era reform. Under this closed primary system, only party members could vote on a party's ballot; decline-to-state voters used a nonpartisan ballot. Cross-filing was introduced in 1913, allowing candidates to be on either party's ballot. In 1959, a closed primary was restored. In 1996, Proposition 198 changed the system to a "blanket" format, allowing all candidates to appear on the same ballot. The U.S. Supreme Court declared this unconstitutional in 2000. The legislature then instituted a modified closed primary: Decline-to-state voters can now choose to vote on a party ballot, given party consent.
- **PROPOSITION 14 ON THE JUNE BALLOT COULD ONCE AGAIN MODIFY CALIFORNIA'S PRIMARY SYSTEM.**
If Proposition 14 passes on June 8, the state constitution will be amended to allow all voters, regardless of their party, to choose any candidate on the ballot. The top two vote-getters would then move on to the general election. A strong majority of likely voters favor this change: 60% say they would vote yes, 27% would vote no, and 13% are undecided.
- **MORE PROPOSITIONS QUALIFY FOR GENERAL ELECTIONS, YET A HIGHER SHARE PASS IN PRIMARY ELECTIONS.**
Since 1990, 225 propositions have qualified for the ballot in California. Of these, 40% qualified for a primary election and 60% for a general election. But 64% of the measures on primary ballots passed, compared to 49% in general elections. Of the 91 primary election propositions on the ballot since 1990, 58% were legislative propositions, and 42% were citizen initiatives. Voters passed far more of the legislative propositions (83%) than citizen initiatives (37%).
- **REGISTRATION RATES IN MOST PRIMARY ELECTIONS ARE LOWER THAN THOSE IN GENERAL ELECTIONS. MORE DEMOCRATS THAN REPUBLICANS ARE REGISTERED.**
Since 1918, registration rates have been lower in most primary elections than in general elections. The last time Republicans made up a majority of registered voters in a primary was in 1932. From 1936 to 1990, at least half of registered voters in the primary were Democrats. Democratic registration dipped below 50% before the 1994 gubernatorial primary (49% Democrats, 37% Republicans, 11% decline-to-state). Today, the partisan gap is a bit wider (45% Democrats, 31% Republicans), and a record high 20% of voters decline to state a party.
- **VOTER TURNOUT IS LOWER IN PRIMARY ELECTIONS—AND IN GUBERNATORIAL THAN PRESIDENTIAL PRIMARIES.**
Primary election turnout rates have been lower than in general elections since 1918, in most cases by at least 10 points. Primary turnout reached a record high of 69% in 1978 (compared to 70% in the general election)—when Governor Jerry Brown ran as an incumbent in the Democratic primary and Proposition 13 was on the ballot. Primary turnout reached a record low of 34% in 2006. Turnout has been lower in the last six gubernatorial primaries than in the last six presidential primaries.
- **CALIFORNIA'S JUNE PRIMARY INCLUDES CONTEST AMONG REPUBLICANS FOR GOVERNOR AND U.S. SENATE.**
The Republican primary race for governor has narrowed: support for Steve Poizner has increased 18 points (11% March, 29% today), while Meg Whitman's lead has decreased 23 points (61% March, 38% today), and 31% are undecided. Democrat Jerry Brown is running unopposed. Republican candidates for the U.S. Senate remain in a close race to challenge Democratic Senator Barbara Boxer, who has served since 1993 and holds an approval rating of 50% among likely voters. Carly Fiorina (25%) is even with Tom Campbell (23%); both lead Chuck DeVore (16%), and 36% are undecided.



Voter Turnout in California

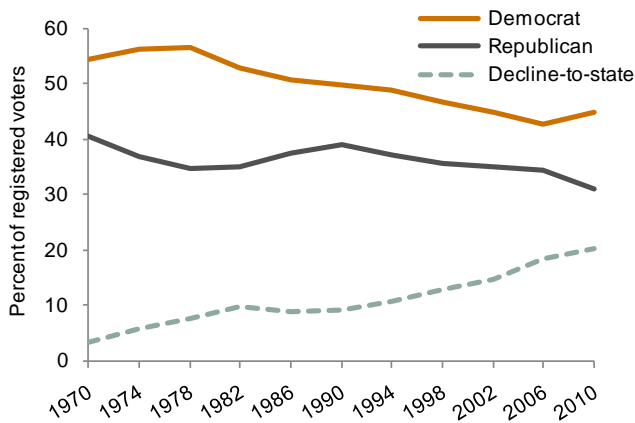


Proposition 14 "Top-Two-Vote-Getter" Primary

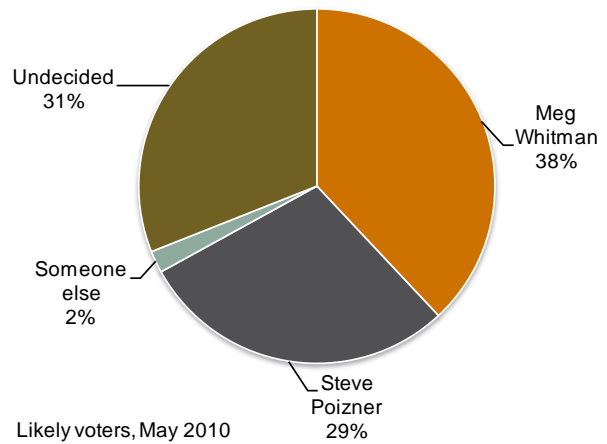


Likely voters, May 2010

Gubernatorial Primary Voter Registration

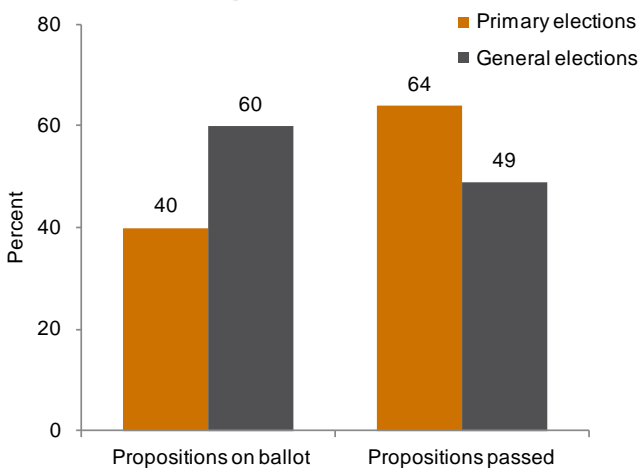


Republican Gubernatorial Primary

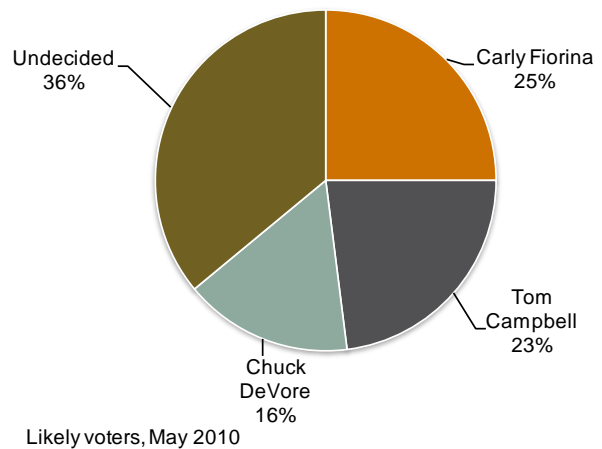


Likely voters, May 2010

Ballot Propositions Since 1990



Republican Senatorial Primary



Likely voters, May 2010

Sources: California Secretary of State. PPIC Statewide Survey, May 2010, 1,168 likely voters, ±3% margin of error.

Contact: survey@ppic.org



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