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# California's Likely Voters

## Nearly nine in ten eligible Californians are registered to vote—the highest rate since 1952.

- ▶ As of July 2021, 22.1 million of California's 24.8 million eligible adults (88.9%) were registered to vote.
- ▶ The current registration rate is 11 percentage points higher than it was in February 2017 (77.9%), the year preceding the last gubernatorial election.
- ▶ Voter registration and enthusiasm will play a role in the September recall election of Governor Newsom. In the lead up to the 2003 recall of Governor Davis, 70.3% of eligible adults were registered to vote—19 points lower than today.

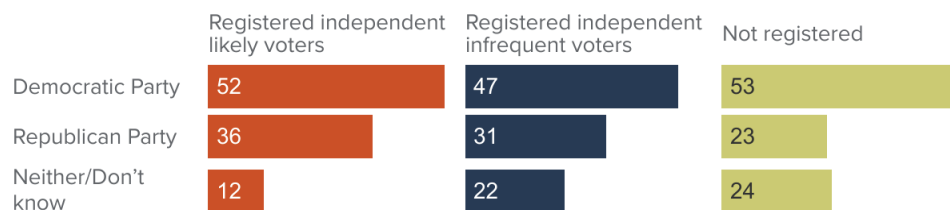
## Likely voters lean Democratic and are ideologically mixed.

- ▶ Among likely voters in our surveys over the past year, 48% are Democrats, 26% are Republicans, 22% are independents, and 5% are registered with other parties. Of those we consider infrequent voters, 40% are Democrats, 37% are independents, 19% are Republicans, and 4% are registered with other parties.
- ▶ Ideologically, 40% of likely voters are politically liberal, 29% are moderate, and 31% are conservative. Among infrequent voters, 28% say they are liberal, 43% are moderate, and 29% are conservative.

## Independent likely voters and unregistered adults lean Democratic.

- ▶ Among independent likely voters, 52% lean toward the Democratic Party, compared to 36% who lean toward the Republican Party and 12% who volunteer that they lean toward neither major party or are unsure.
- ▶ Among independent infrequent voters, 47% lean Democratic, 31% lean Republican, and 22% lean toward neither party or are unsure.
- ▶ Among unregistered adults, 53% lean Democratic, 23% lean Republican, and 24% lean toward neither party or are unsure.

### Independents and unregistered adults lean Democratic

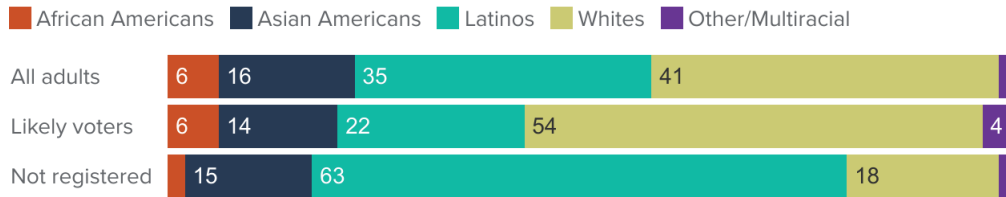


Sources: Eight PPIC Statewide Surveys from September 2020 to July 2021, including 14,015 adults, 9,499 likely voters, 2,343 infrequent voters, and 2,069 unregistered adults.

## Likely voters are disproportionately white.

- ▶ Whites make up only 41% of California's adult population but 54% of the state's likely voters. In contrast, Latinos comprise 35% of the adult population but just 22% of likely voters. Asian Americans make up 16% of adults and 14% of likely voters, while 6% of both adults and likely voters are African American. "Other race" and multiracial adults make up 2% of the adult population and 4% of likely voters.
- ▶ About six in ten unregistered adults are Latino (63%); fewer are white (18%), Asian American (15%), or African American (2%).

## Latinos are dramatically underrepresented among likely voters

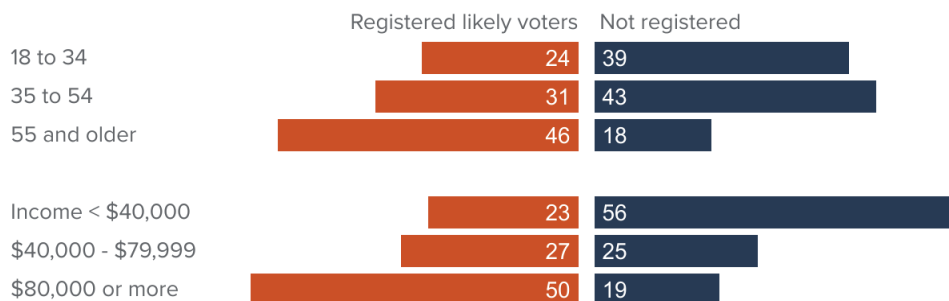


Sources: Eight PPIC Statewide Surveys from September 2020 to July 2021, including 14,015 adults, 9,499 likely voters, 2,343 infrequent voters, and 2,069 unregistered adults. US Census Bureau, 2014–2018 American Community Survey.

## Likely voters tend to be older, more educated and affluent, homeowners, and US born.

- ▶ Californians age 55 and older make up 34% of the state’s adult population but constitute 46% of likely voters. Young adults (age 18 to 34) make up 32% of the population but only 24% of likely voters, while adults age 35 to 54 are proportionally represented.
- ▶ Eight in ten likely voters either have some college education (40%) or are college graduates (41%); 19% have no college education.
- ▶ Fifty percent of likely voters have annual household incomes of \$80,000 or more, while 27% earn between \$40,000 and under \$80,000 and 23% earn \$40,000 or less.
- ▶ A strong majority of likely voters are homeowners (66%), while a third are renters. In contrast, 69% of unregistered adults and 63% of infrequent voters are renters.
- ▶ Eighty-three percent of likely voters were born in the United States.
- ▶ Women (51%) and men (49%) make up similar shares of California’s likely voters.

## Likely voters tend to be older and more affluent



Sources: Eight PPIC Statewide Surveys from September 2020 to July 2021, including 14,015 adults, 9,499 likely voters, 2,343 infrequent voters, and 2,069 unregistered adults.

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Notes: “Likely voters” are registered voters meeting criteria on interest in politics, attention to issues, voting behavior, and intention to vote; “infrequent voters” are registered voters who do not meet these criteria. A full description of these criteria are [available here](#).