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ENGAGEMENT
PROJECT

Research for a Stronger, More Inclusive Democracy

The Impact of Demographic Change on the Political Landscape

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Director

**What is the state of political
engagement?**

What was the eligible youth voter turnout rate
in the 2014 general election?



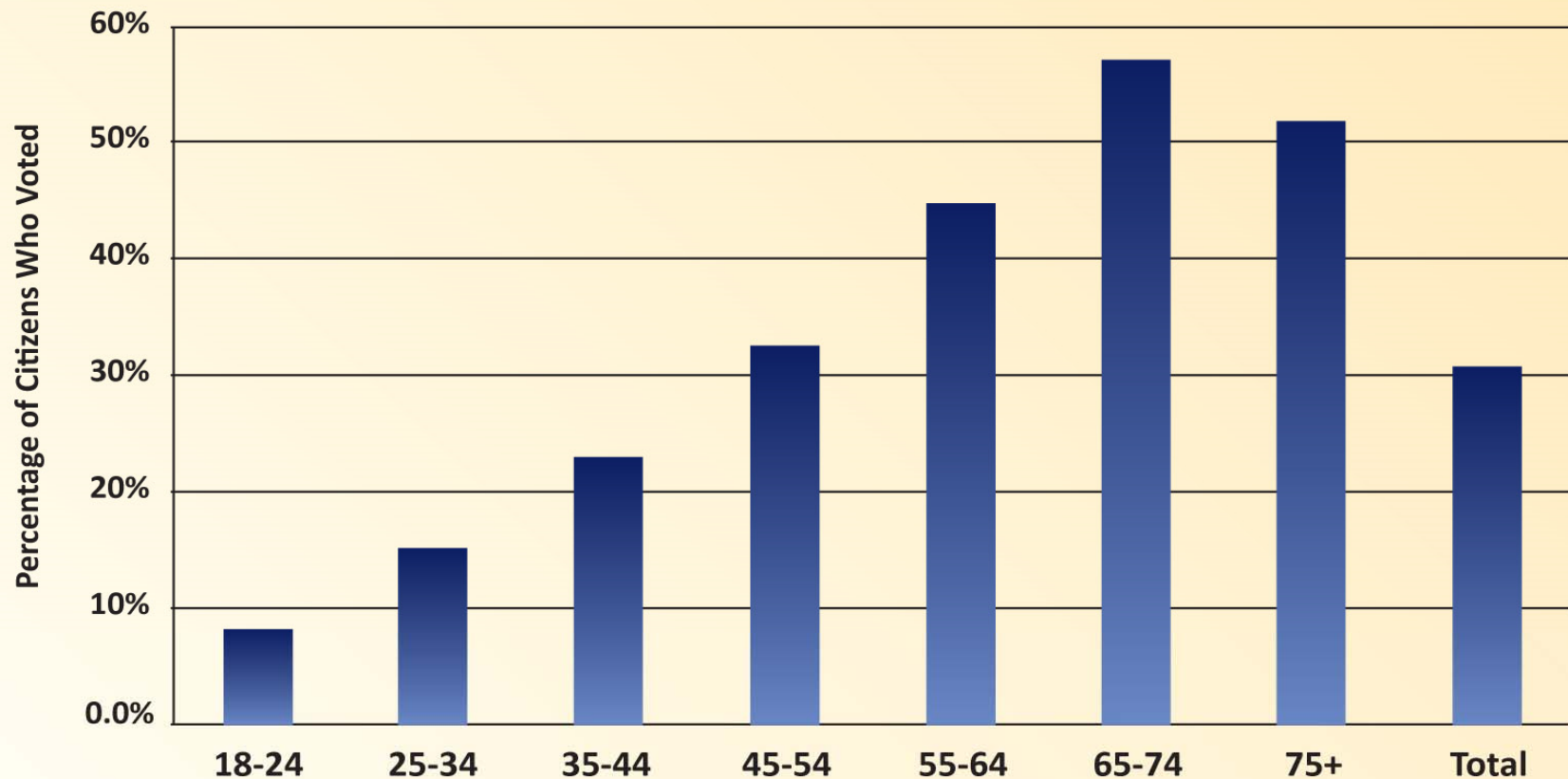
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8.2%

3.5 million eligible youth in California

285,000 youth actually voted

Eligible Voter Turnout by Age Cohort 2014 General Election



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Data Source: California Secretary of State, 2014

Latino Turnout?

17.3%

Asian American Turnout?

18.4%

Youth Underrepresented Among Voters

14.5% of eligible voter population

3.9% of all voters

Latinos and Asian-Americans Underrepresented Among Voters

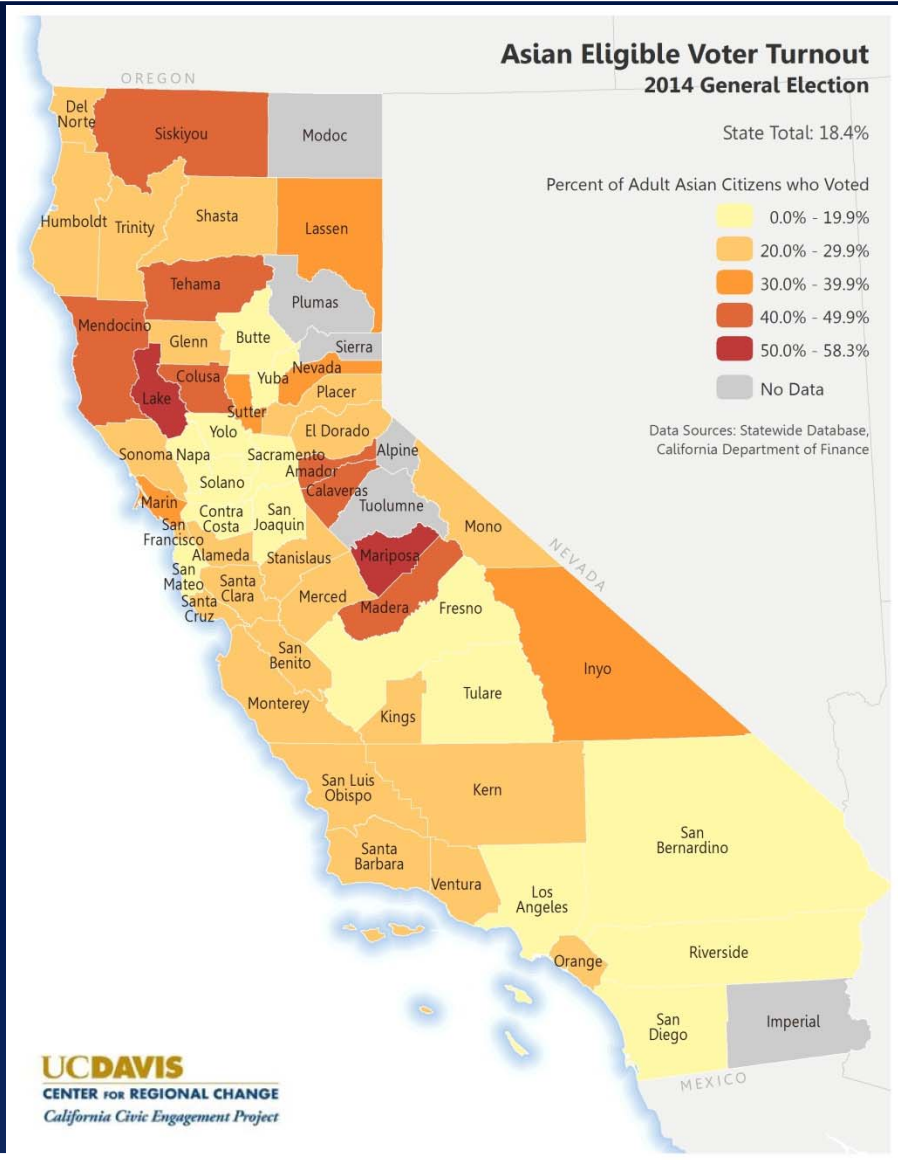
Latinos:

- 15.4% of all voters
- 28% of eligible voter population
- 39% of total population

Asian-Americans:

- 7.4% of all voters
- 12.4% of eligible voter population
- 13.3% of total population

Asian Eligible Voter Turnout 2014 General Election

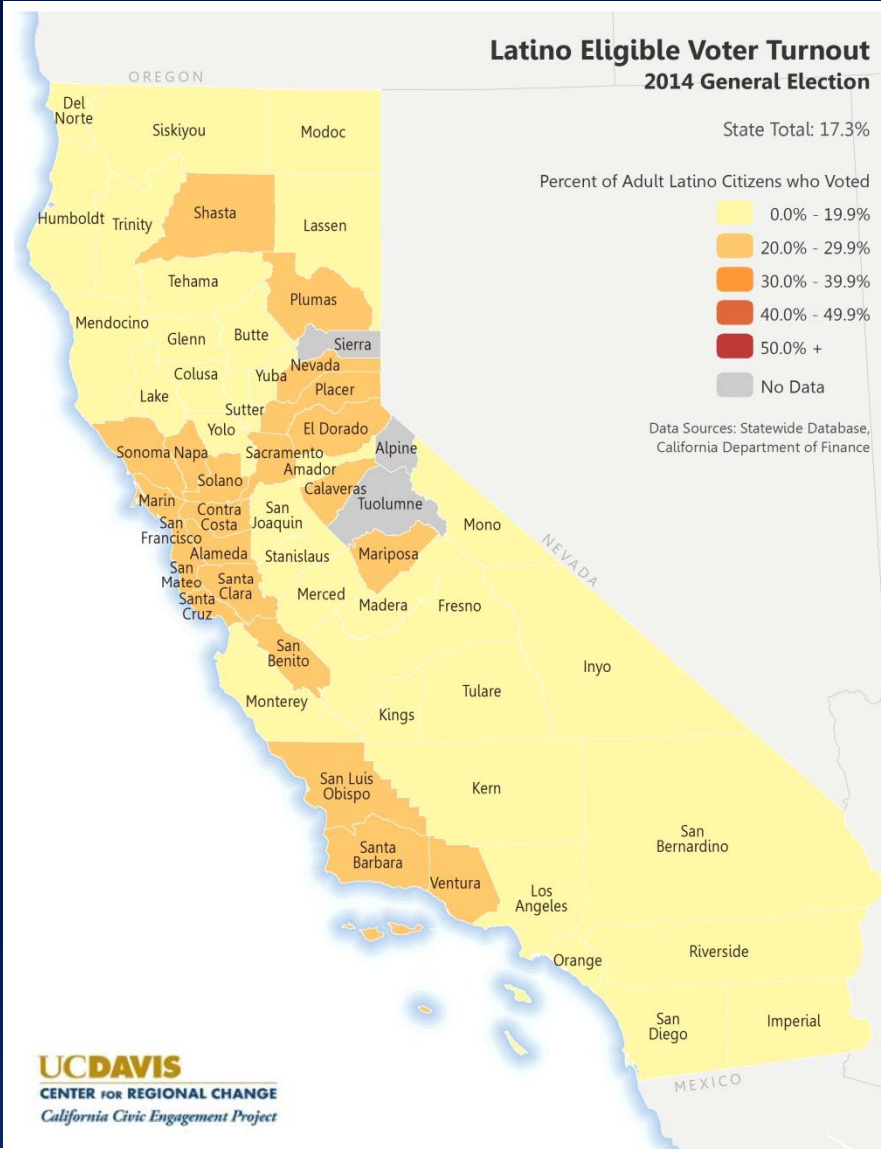


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Latino Eligible Voter Turnout 2014 General Election



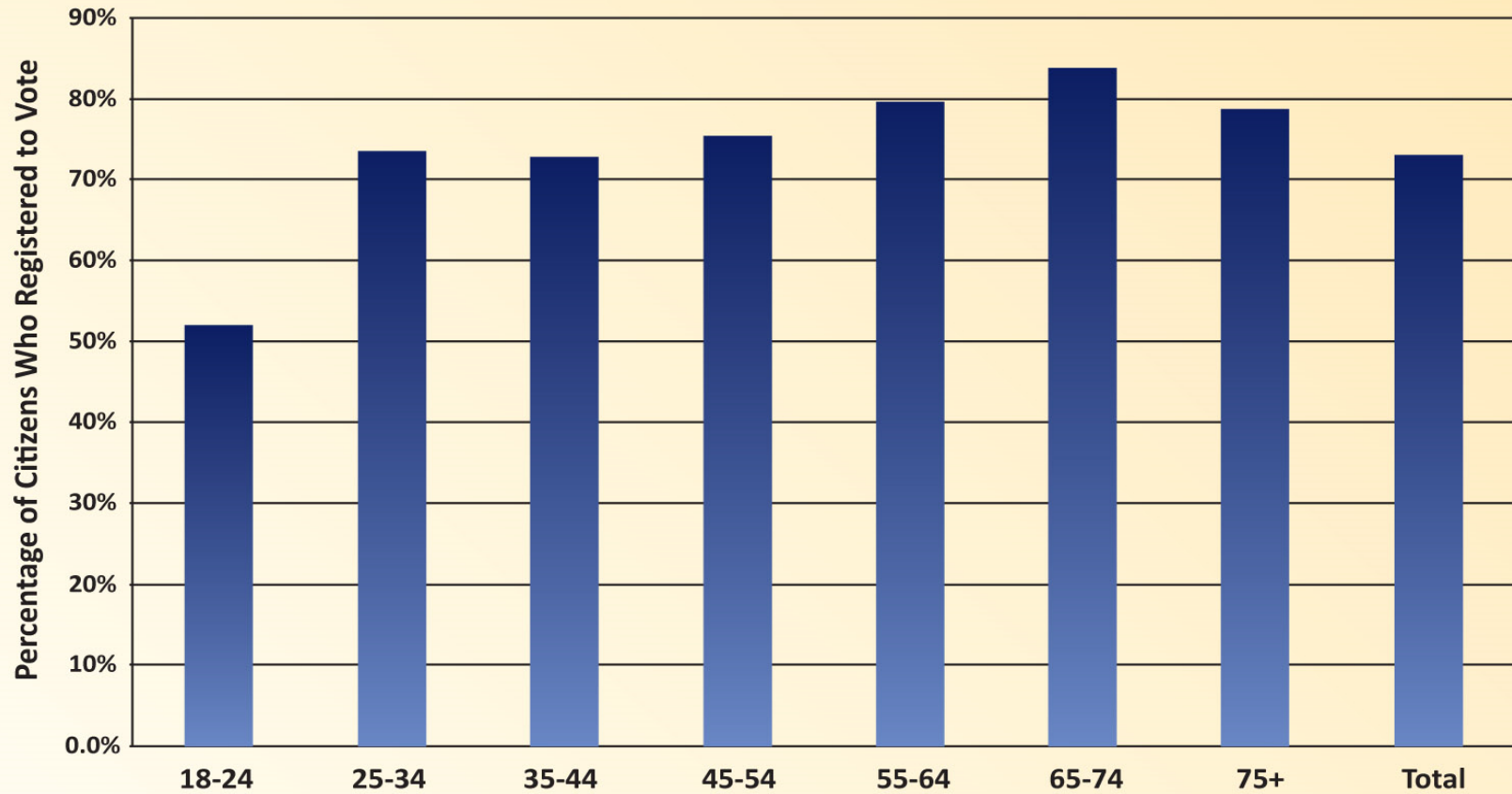
Voter Registration Rates



Low Latino and Asian-American Registration

- General – 73.9%
- Latinos – 62.8%
- Asian-Americans – 50.7%

Voter Registration Rates by Age Cohort 2014 General Election



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Data Source: California Secretary of State, 2014

San Mateo County Voter Turnout

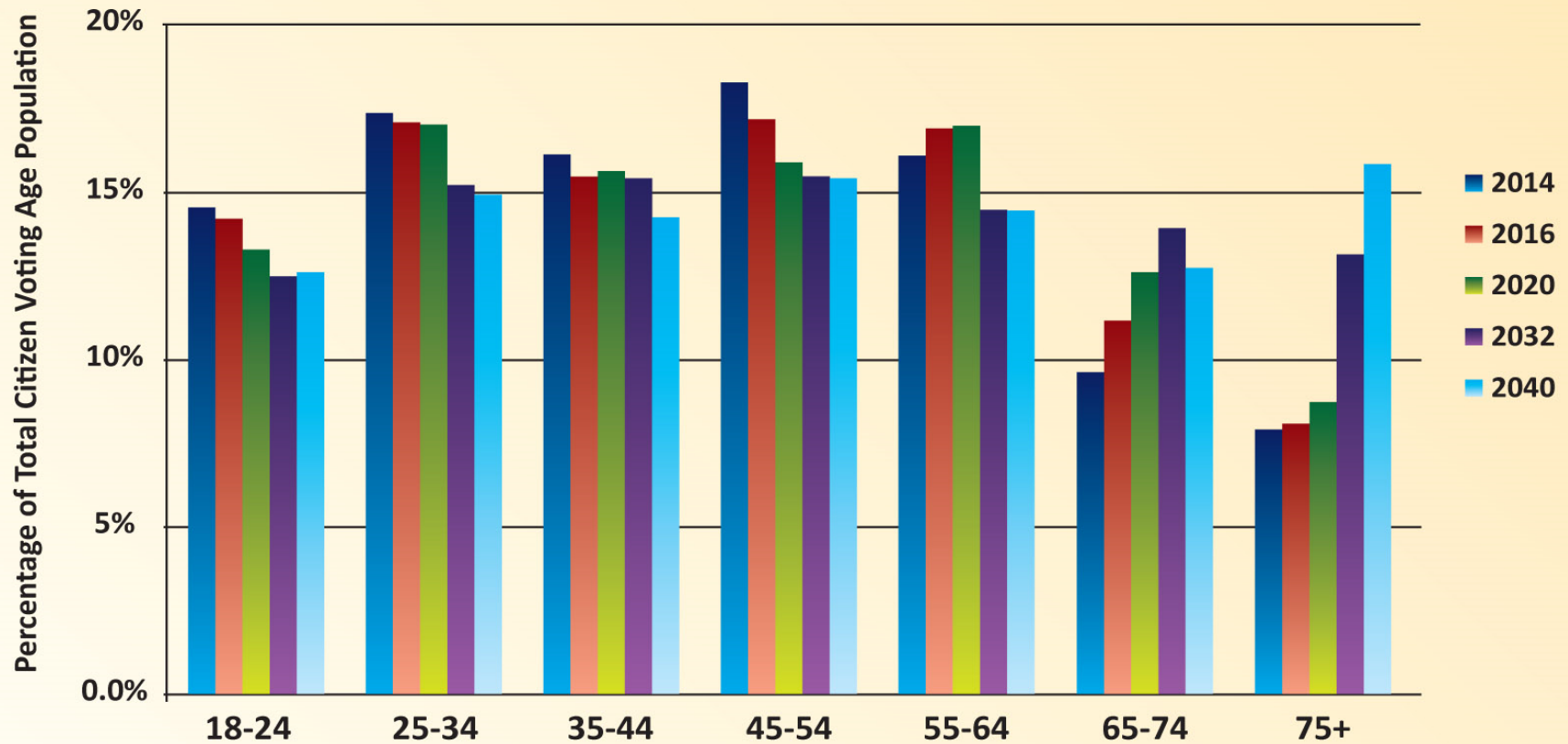
San Mateo County: 2014

Turnout Disparities:

- Total Eligible Voter Turnout – 34.5%
- Latino Eligible Voter Turnout – 20.0%
- Asian Eligible Voter Turnout – 14.9%
- Youth Eligible Turnout – 9.8%

**What should one expect in the
2016 elections and beyond?**

2014-2040 Projected Citizen Voting-Age Population by Age California



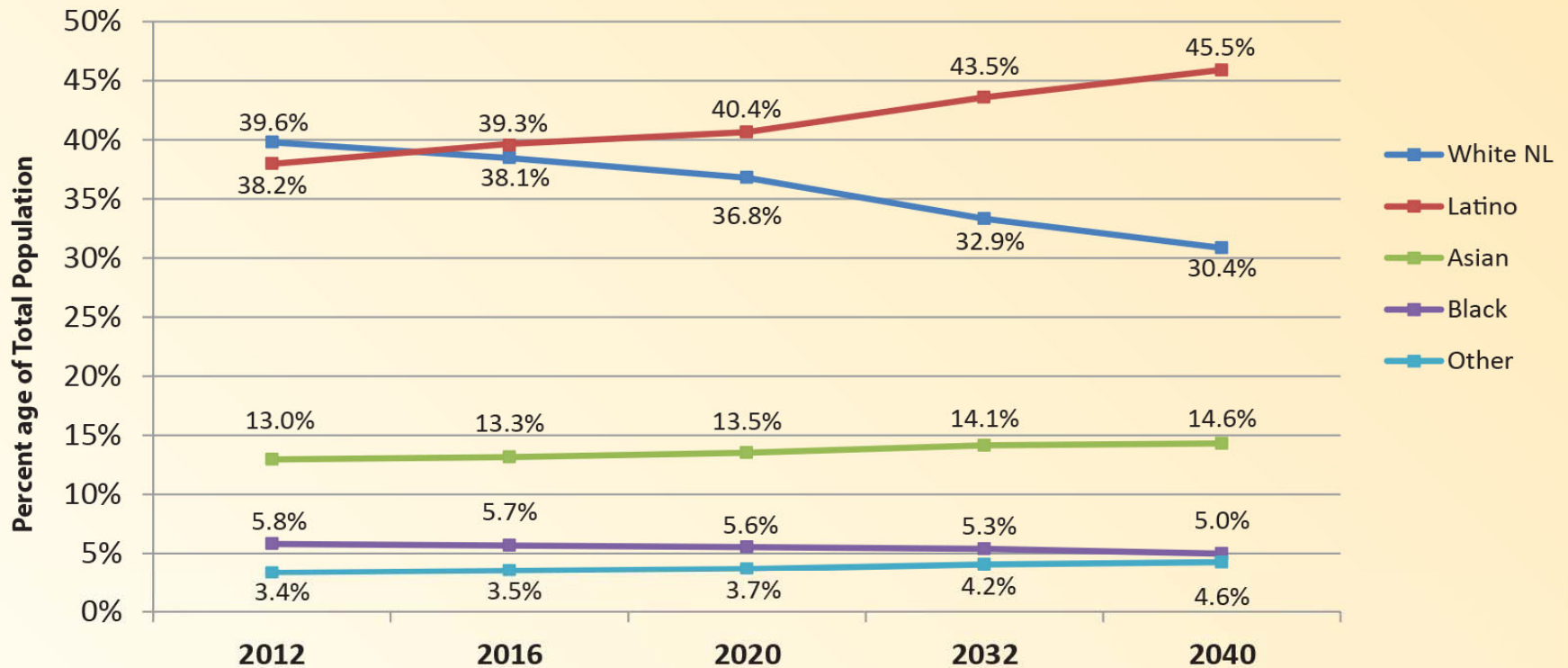
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Data Source: California Department of Finance Population Projections
 UC Davis California Civic Engagement Project - CCEP

Population shifts bring opportunities for the Latino and Asian vote

What do you think the Latino and Asian-American proportions of CA's population will be in 2040?

2012-2040 Projected Total Population California



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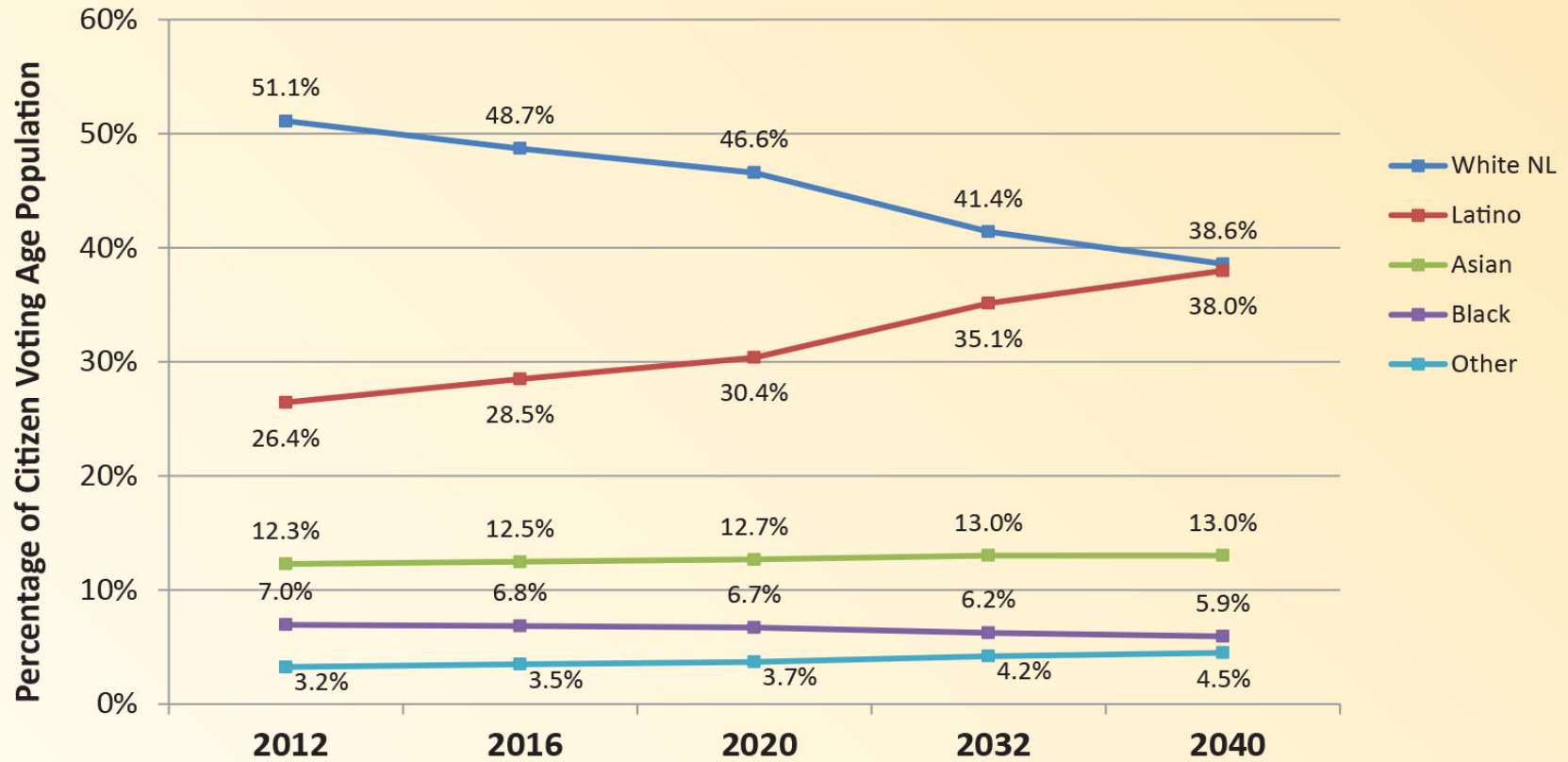
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Data Source:

California Department of Finance Population Projections

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2012-2040 Projected Citizen Voting-Age Population California



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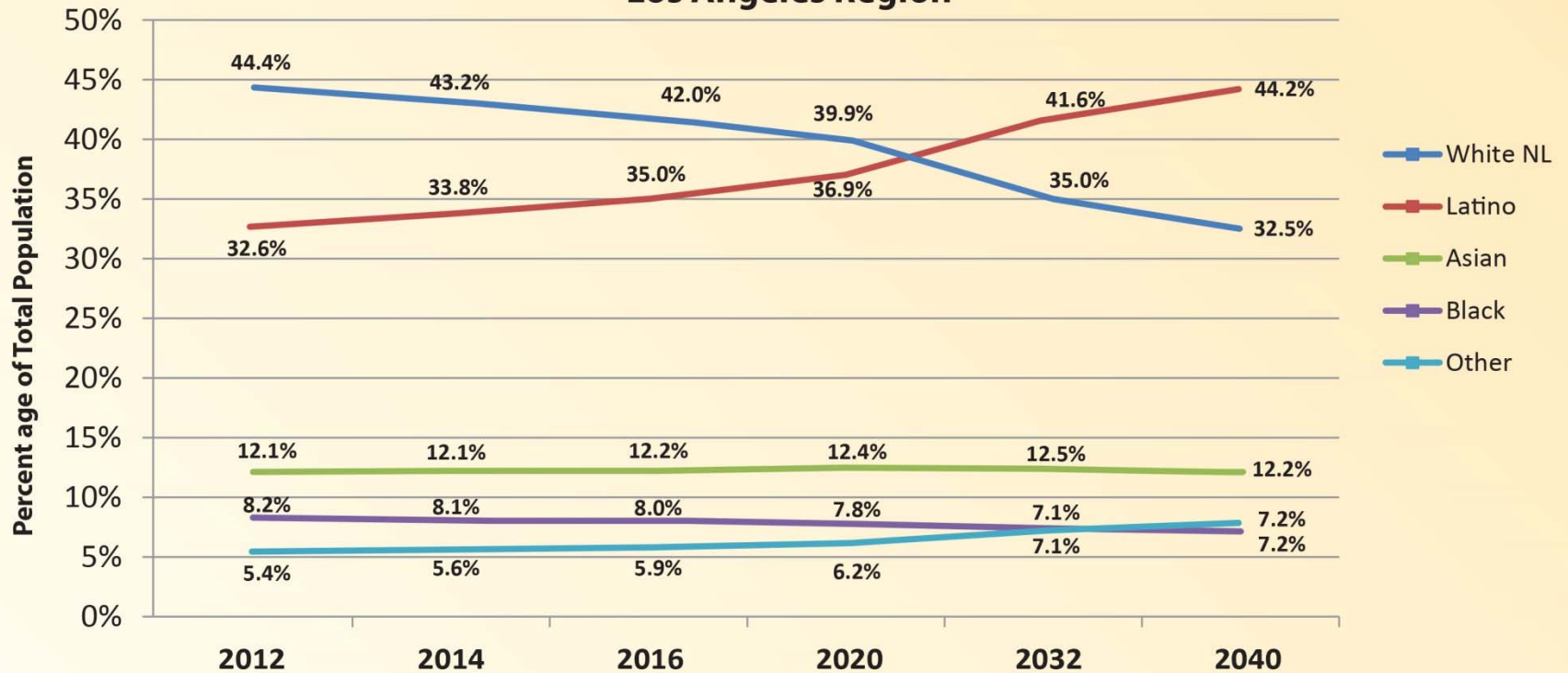
Projecting More Eligible Voters of Color

Based on current projections for 2040:

- 8.3 million new total eligible voters
- = 8 million new eligible voters of color
- = 5.8 million new eligible Latinos (94% increase)
- = 1.3 million new eligible Asians (43% increase)

California now has a majority-minority of eligible voters

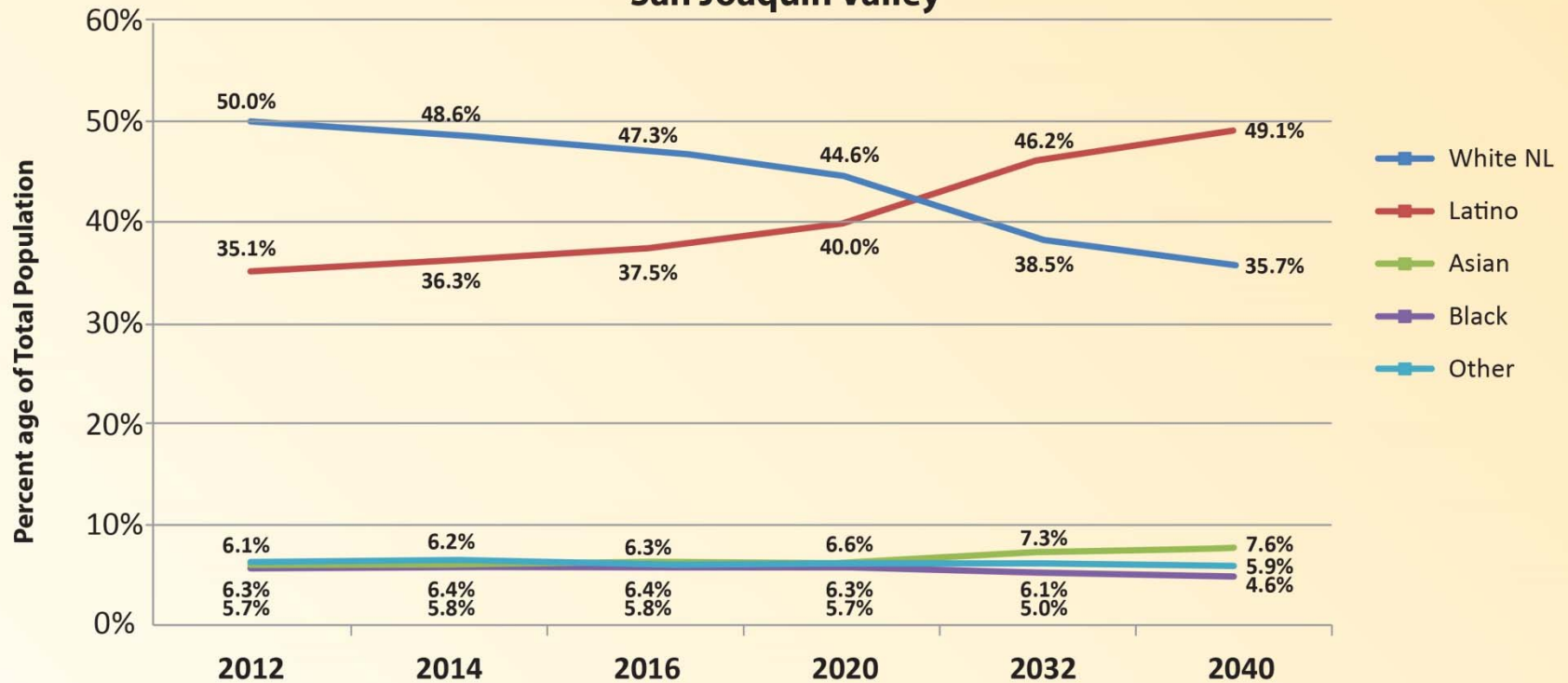
2012-2040 Projected Citizen Voting-Age Population Los Angeles Region



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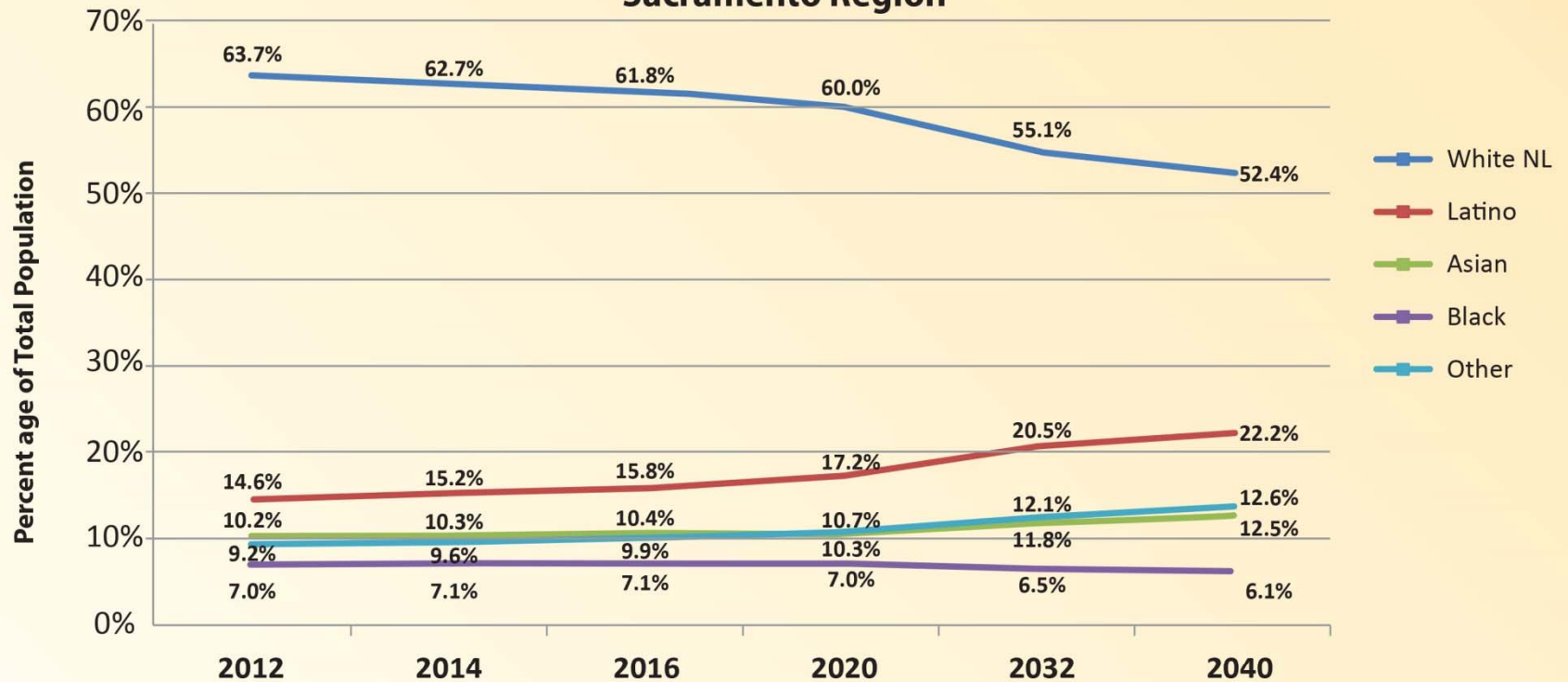
2012-2040 Projected Citizen Voting-Age Population San Joaquin Valley



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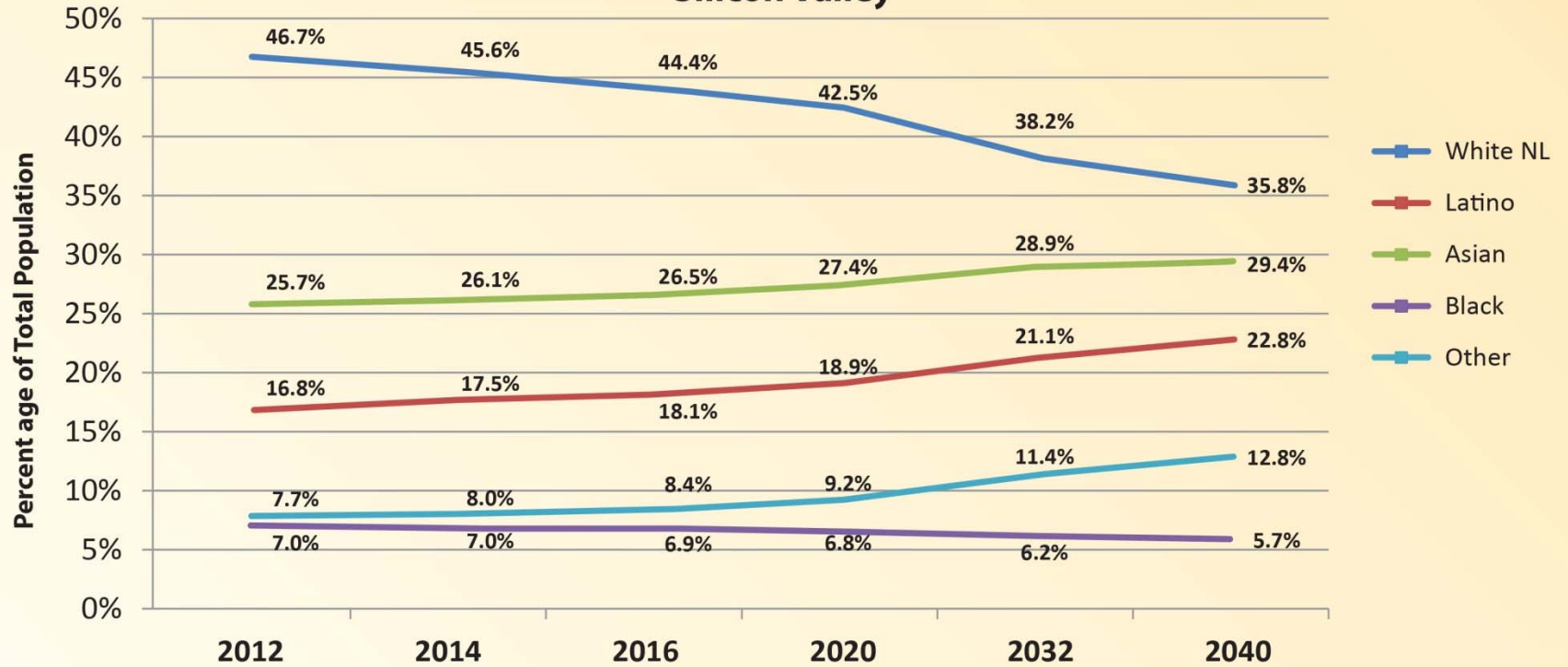
2012-2040 Projected Citizen Voting-Age Population Sacramento Region



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2012-2040 Projected Citizen Voting-Age Population Silicon Valley



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California Department of Finance Population Projections

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**What can be done to improve
voter turnout in California and
elsewhere?**

Why is turnout so low?

- It's a midterm!
 - Electoral context
 - Institutional barriers
 - Lack of outreach
 - Declining Party Affiliation
 - Demographics
 - Voter apathy
- = only those already very likely to vote did so



What Can be Done About Low Turnout?

- Electoral system
- Outreach
- Civics education – high schools
- Nonprofits can be key!



Solutions need to be relevant for communities

Thank you

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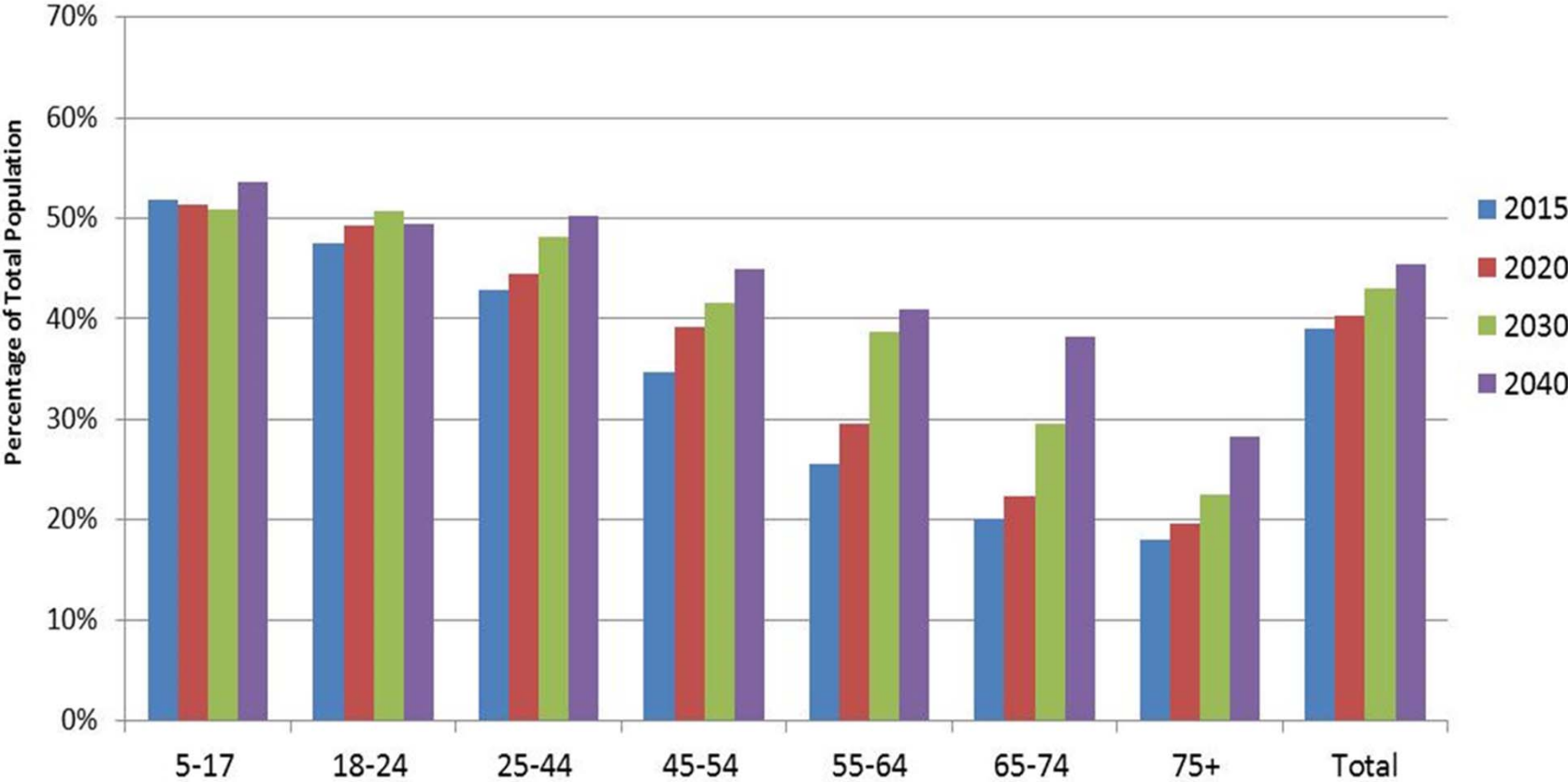
Twitter
@mindysromero

Projecting California's Youth Vote

- Assuming youth eligible turnout rates constant through this period:
- The 2012 eligible turnout rate for youth
– 30.2%

California is Aging

2015-2040 Projected Total Population by Age: Percent Latino California



Projected Share of the Vote by Age Cohorts: 2012-2040

California General Elections

