

For Immediate Release

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New poll: California’s millions of new voters are highly engaged, and many are primed to return to the polls in 2018

A new poll, released this week by EMC Research (www.emcresearch.com) and Capitol Weekly, analyzes attitudes and engagement of California’s 2.5 million new voters. The survey was conducted among a random sampling of the 2.45 million California voters that registered in 2016 and do not have any prior vote history in the state. They represent 13% of all registered voters in California, and 68% of them voted in November. The poll also included a control sample of randomly selected November 2016 voters for comparison purposes.

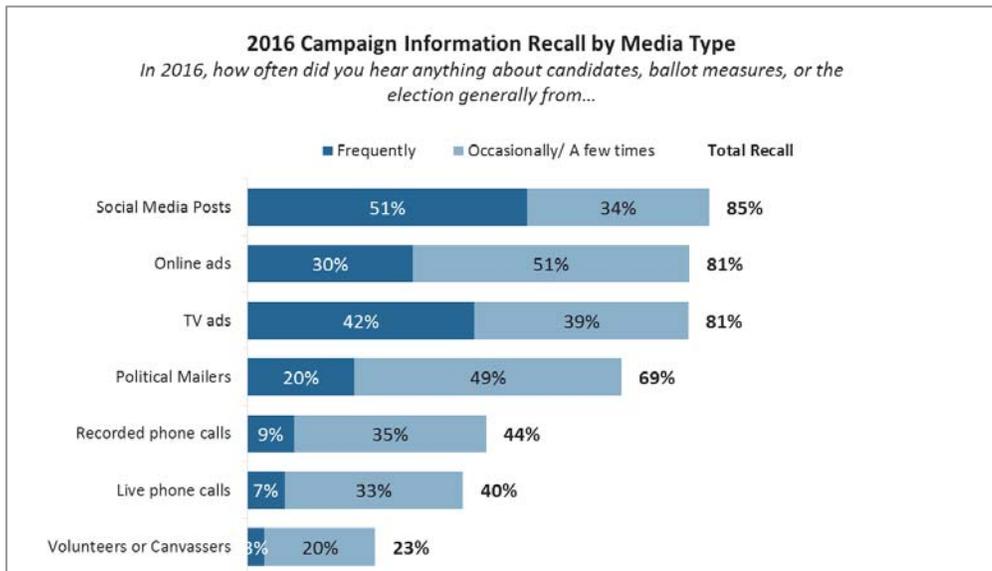
Some highlights of the poll follow.

New registrants who voted in November report high interest and engagement:

- 75% say they are following politics more closely since the November election
- 26% say they have contacted a lawmaker and 28% say they have marched or protested since the election
- 80% say that they followed November elections for state ballot measures very or somewhat closely
- 59% say they followed elections for state assembly or state Senate
- 63% say they followed elections for local candidates and ballot measures
- 45% are highly interested in the 2018 elections, and another 31% are at least somewhat interested

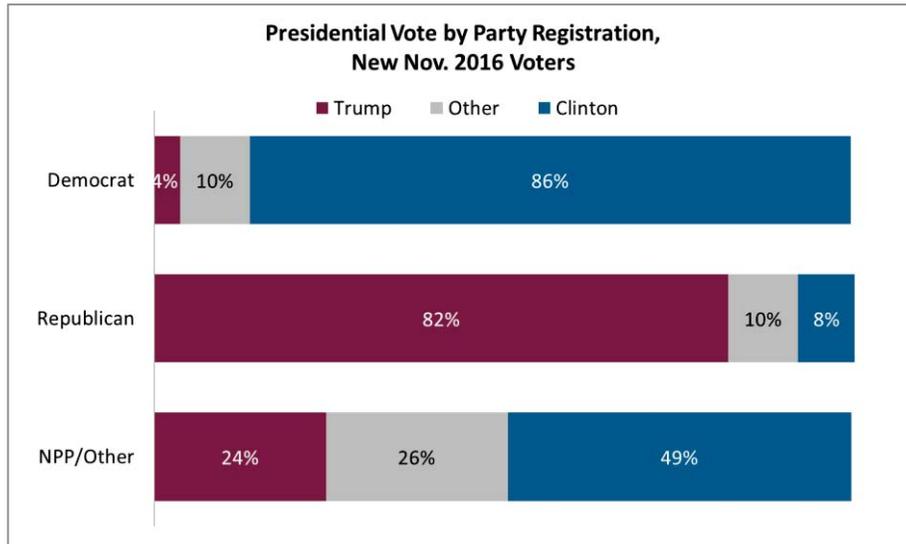
New registrants remember seeing media about the election – mainly on TV and social media

- 42% remember frequently seeing information on TV about the election, another 39% remember seeing something occasionally (81% total recall)
- 51% remember frequent social media posts, another 34% remember seeing something occasionally (85% total recall)
- Total recall of online ads is 81%, with 30% saying they received ads frequently
- Total recall of mailers is lower at 69%, only 20% of new registrants say they frequently received mail



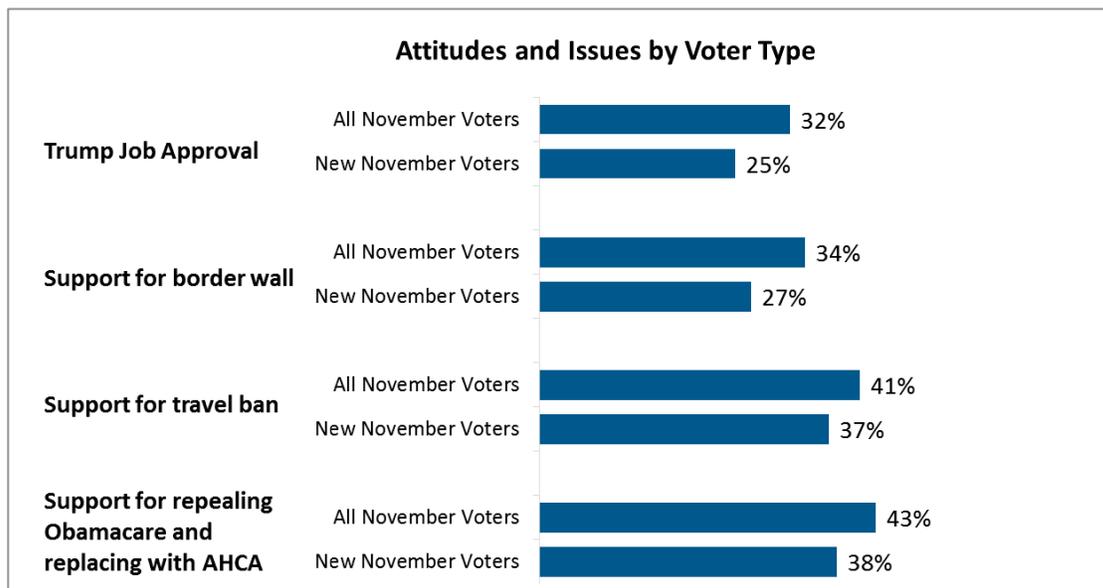
Not all new voters were Democrats voting for Clinton.

- Over half, 58%, of new registrants indicated that they voted for Hillary Clinton, 25% voted for Trump.
- Not surprisingly, 86% of Democrats voted for Clinton and 82% of Republicans voted for Trump. Among NPP voters, 49% voted for Clinton and 24% Trump (*see chart*)
- Many (30%) of new voters say they cast their vote primarily against Trump, as opposed to 28% that voted primarily for Clinton. 15% say they voted for Trump and 10% voted against Clinton.
- Newly eligible voters report the highest level of anti-Trump sentiment with 41% casting their ballot for that reason.



New voters are more progressive and more opposed to the Trump administration than overall November voters.

In addition to supporting Clinton in greater numbers, new voters are more progressive in their attitudes and issue positions. New voters include slightly fewer registered Democrats (43% compared to 46% of November voters overall) but also significantly fewer Republicans (17% compared to 28% of November voters overall). Nearly half (46%) consider themselves liberal, similar to 47% of November voters overall; but fewer are conservative 24%, compared to 30% of November voters overall. New voters give Trump a 25% job approval rating and oppose Trump’s border wall, travel ban and health care plan – in all cases, opposition to Trump’s position is stronger among new voters than overall November voters.

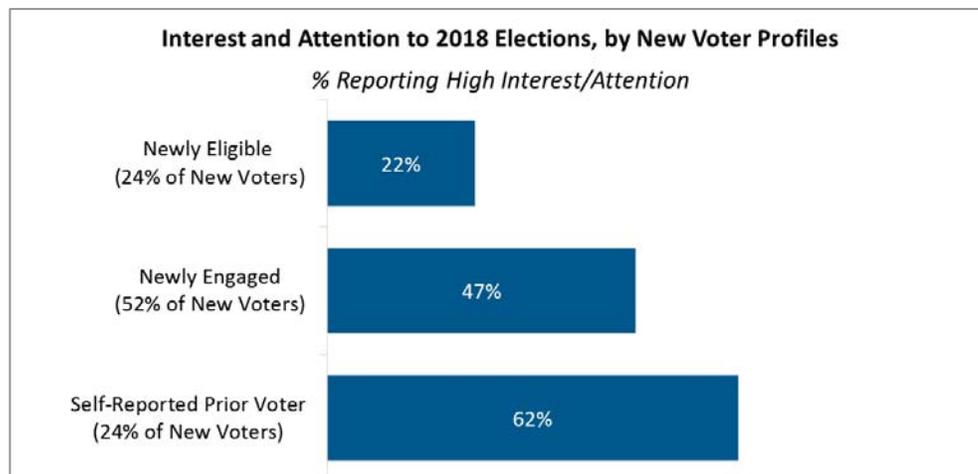


Importantly for California campaigns, not all new registrants are the same. The survey identified three distinct categories of new registrants.

Newly eligible voters – This group, which makes up another 24% of new registrants who voted in November voters, includes voters who are under age 23 or new citizens and are voting in their first presidential election. This group broke for Clinton by a greater margin than other new voters, and is disproportionately Latino – 42%, compared to 23% of the overall November electorate. This group is the least engaged and attentive to politics and least likely to participate in non-presidential elections.

Newly engaged voters – Just over half of November’s new voters (52%) became engaged in 2016 for other reasons. This group is the wild card for predicting engagement in mid-term elections. They are young – 46% under age 35, (compared to 22% of November voters overall) and 43% are registered with No Party Preference (compared to 26% of November voters.) Just under half of them express strong interest in 2018 elections, compared to 65% of November voters overall.

Self-reported prior voters – These voters, who make up 24% of new registrants who voted in November, have no vote history on file who report they are regular voters and re-registered because of a move. This group is very similar to the overall presidential electorate in attitudes, ideology, attention to political news and elections, and interest in the 2018 elections, but is somewhat younger and less partisan than the overall presidential electorate. It would be a mistake for campaigns to overlook this group by leaving out all 2016 new registrants from voter contact and turnout efforts, but quality turnout models and analytics will be needed to identify them.



The EMC Research/Capitol Weekly poll surveyed 888 California voters (margin of error - 3.3 percentage points), plus an additional 1,504 voters who registered in 2016 to vote in the presidential election (margin of error - 2.5 percentage points). Voters were interviewed online from April 4-18, 2017.

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