

Poll of California's New Voters



EMC Research (www.emcresearch.com) and Capitol Weekly conducted a poll analyzing political attitudes and engagement among 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 interviewed 1,504 randomly selected new voters (margin of error +/-2.5 percentage points) as well as a sample of 888 randomly selected November 2016 voters for comparison purposes (margin of error +/- 3.3 percentage points). Voters were interviewed online from April 4-18, 2017. Contact: Ruth Bernstein (510)-550-8922 / ruth@emcresearch.com



New Voters in CA



5.1 million people registered to vote in California in 2016 prior to October 24th. That's **27%** of all registered voters in the state.



2.69 million are voters with previous listed history of voting, who re-registered to vote.

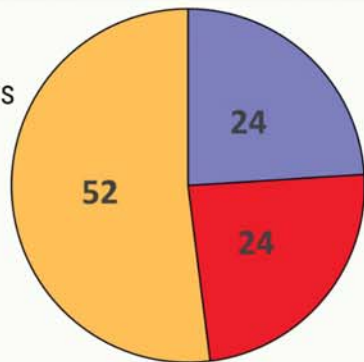


2.45 million are truly "new" on the voter file, with no previous vote history. With **1.66 million** or **68%** registering in time for the June Primary.



Profiling New Voters

52% of new voters are **Newly engaged**: new voters engaged for this election



24% of new voters are **Newly eligible**: under age 23, or newly citizens, and voting in their first presidential election

24% of new voters are **Self-reported Prior Voters**: say they vote in most elections, but re-registered because they moved



Presidential Vote

■ Clinton ■ Someone Else ■ Trump

All New Voters



Newly Eligible Voters



Newly Engaged Voters



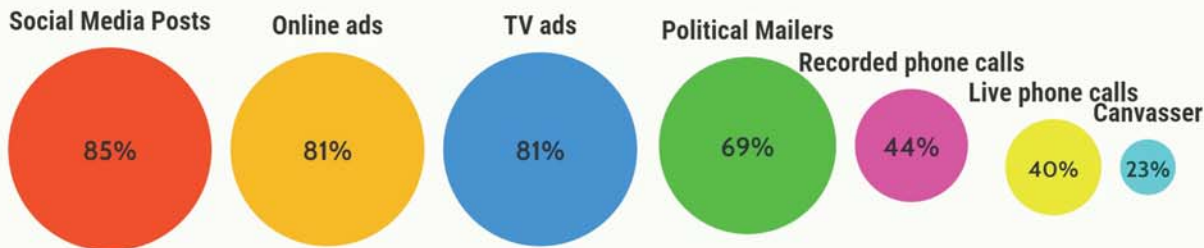
Self-reported Prior Voters





Campaign Outreach Recall

In 2016, how often did you hear anything about candidates, ballot measures, or the election generally from...



Political Engagement



75% of new voters say that they are following politics more closely.



28% of new voters have marched or protested since election day.



45% are highly interested in the 2018 midterm election



Spicer vs Spicely

Which do you like better...

White House Press Secretary Sean Spicer



12%

Melissa McCarthy's Impression of Spicer



45%

Men prefer **McCarthy's impression** by **24%**

Women prefer **McCarthy's impression** by **42%**

among all new voters

EMC Research (www.emcresearch.com) is a public opinion research and strategic consulting firm founded in 1989, with offices in Oakland, Seattle, Washington D.C., Columbus, Orlando, Portland, and Irving, TX providing opinion research and analytics for campaigns and organizations across the U.S.

Capitol Weekly is a publication of Open California, a 501(c)3 nonprofit organization founded in 2012 to inform, enlighten and educate Californians about public policy and state governance, and to provide a platform for engagement with public officials, advocates and political interests.

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