

# Datamar Inc.



## California Presidential Primary 2008 Targeting The Vote



## California

### Presidential Primary 2008

#### Targeting the Vote

Every four years California, along with the rest of the nation participates in a presidential campaign and myriad of other campaigns from state to local elections. Each of the campaigns is essentially a small businesses enterprise whose success or failure will be decided on the same day...the first Tuesday in November.

The success of any enterprise, and political campaigns are no exception, require accurate data as the basis for successful planning.

Once a clear goal has been determined, the campaign can move forward with polling to define your universe, establish base line data, develop message points and establish target audiences.

Datamar's reputation is based upon accurate data and current demographic database. While polling numbers may vary from survey to survey, a solid demographic database will provide a constant that will allow for a clear understanding of trends and polling data.

California in the 2008 Presidential Primary election had slightly more than 15 million registered voters, according to the California Secretary of State. Almost 9 million (57.5%) voted in the 2008 primary.

One of the most critical elements of an effective campaign strategic plan is an accurate picture of the actual voter universe. While it would be possible, and expensive to analyze all 15 million registered voters, there would be no value of including those who will did not participate in the election process. Datamar polling is focused on the 9 million voters who cast their votes.

Effective analysis of voter data is critical to success. One example is an analysis of voter registration by party. Such an analysis quickly shows that voter turnout varies significantly between parties.

This valuable information allows for establishment of a clear baseline as a basis for monitoring trends and movement in registration and turnout.

Party	Registered Voters	Percent	Voter Turnout	Voter Turnout vs. Registration
Democratic	6670454	43.4%	4298647	28.0%
Republican	5112054	33.2%	3033449	19.7%
Non-partisan	2940163	19.1%	1237872	8.1%
Other party	652831	4.2%	268811	1.7%
Total	15375502	100.0%	8838779	57.5%

As you can see from the attached data, registered Democrats have a significant numerical advantage over other parties, but not a majority of all registered voters. This number alone can be misleading, because it does not reflect the real voter world. When the data is refined to reflect active voters, Democrats do become the majority.

The refined data tell us that Republicans, non-partisan and "other" party registrants combined will still be less than the Democratic base.

Registration by Party

Registration	Percent
Democratic	43.4
Republican	33.2
Non-partisan	19.1
Other party	4.2
Total	100.0



Registered Voters by Region

Region	Percent
Northern Coastal	31.8
Central Coastal	28.7
Southern Coastal	30.6
Inland	9.0
Total	100.0



The Northern Coastal and Central Coastal regions have close to a 49% Democratic Party advantage over the rest of the groups, while the Southern and Inland regions have an advantage in Republican registration. Voter turnout followed the same pattern regionally as did registration. The Northern coastal regions voted Democratic at twice the rate of the Republicans, while the Southern and Central regions voted Republican at a slightly higher rate than the Democrats.

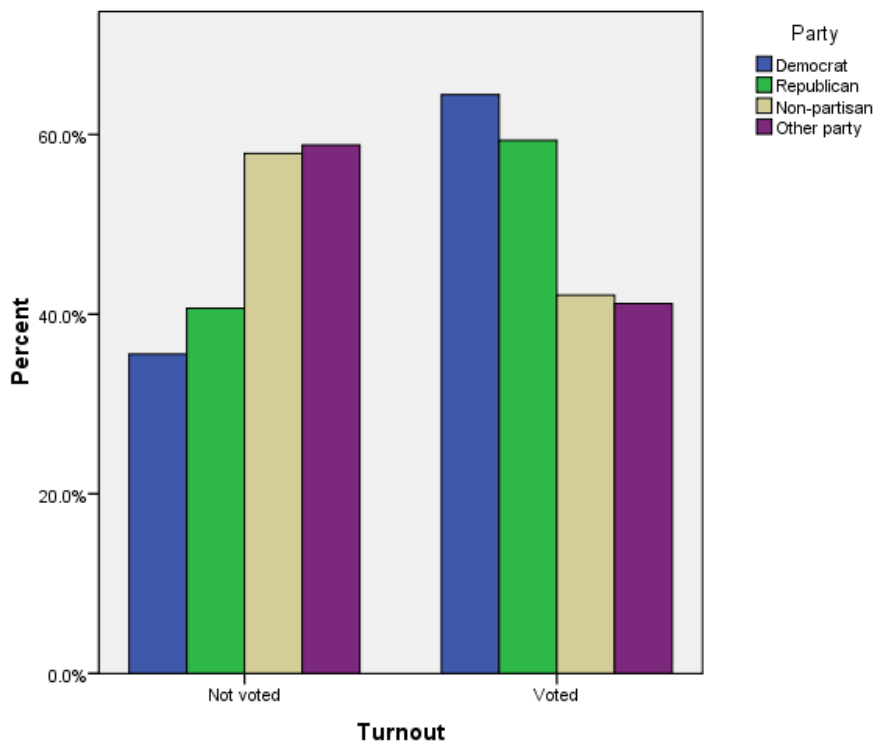
**Party Registration and Turnout by Region**

Region						
			Registration	Percent	Turnout	Total
<b>Northern Coastal</b>	Party	Democrat	2396756	49.1%	1669905	34.2%
		Republican	1266027	25.9%	802964	16.4%
		Non-partisan	1004667	20.6%	466416	9.6%
		Other party	214379	4.4%	97293	2.0%
		Total	4881829	100.0%	3036578	62.2%
<b>Central Coastal</b>	Party	Democrat	2171615	49.3%	1336955	30.3%
		Republican	1199081	27.2%	678399	15.4%
		Non-partisan	854557	19.4%	342892	7.8%
		Other party	182109	4.1%	71556	1.6%
		Total	4407362	100.0%	2429802	55.1%
<b>Southern Coastal</b>	Party	Democrat	1623175	34.5%	985392	21.0%
		Republican	2014538	42.8%	1154840	24.6%
		Non-partisan	870060	18.5%	343753	7.3%
		Other party	195681	4.2%	75076	1.6%
		Total	4703454	100.0%	2559061	54.4%
<b>Inland</b>	Party	Democrat	478908	34.6%	306395	22.2%
		Republican	632408	45.7%	397246	28.7%
		Non-partisan	210879	15.2%	84811	6.1%
		Other party	60662	4.4%	24886	1.8%
		Total	1382857	100.0%	813338	58.8%

As we turn toward the performance of political parties, that is, the comparisons of the voters vs. the non-voters within each political party, we see a high turnout for each of the parties.

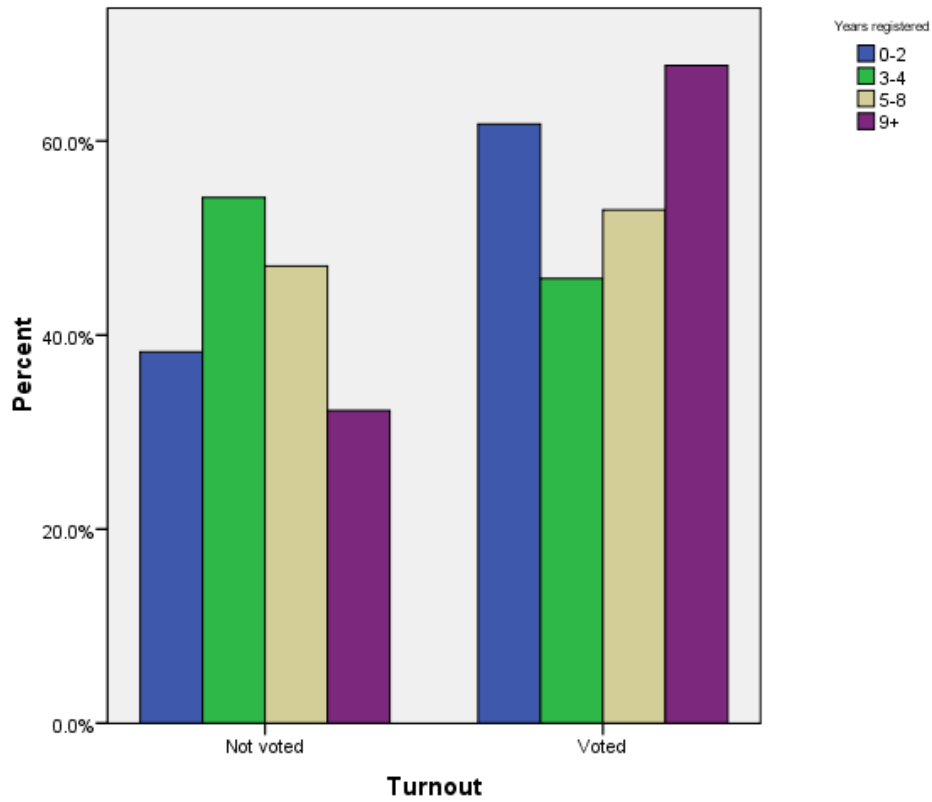
Turnout by Party

Party	Turnout		
	Not voted	Voted	Total
Democrat	35.6%	64.4%	100.0%
Republican	40.7%	59.3%	100.0%
Non-partisan	57.9%	42.1%	100.0%
Other party	58.8%	41.2%	100.0%
Total	42.5%	57.5%	100.0%



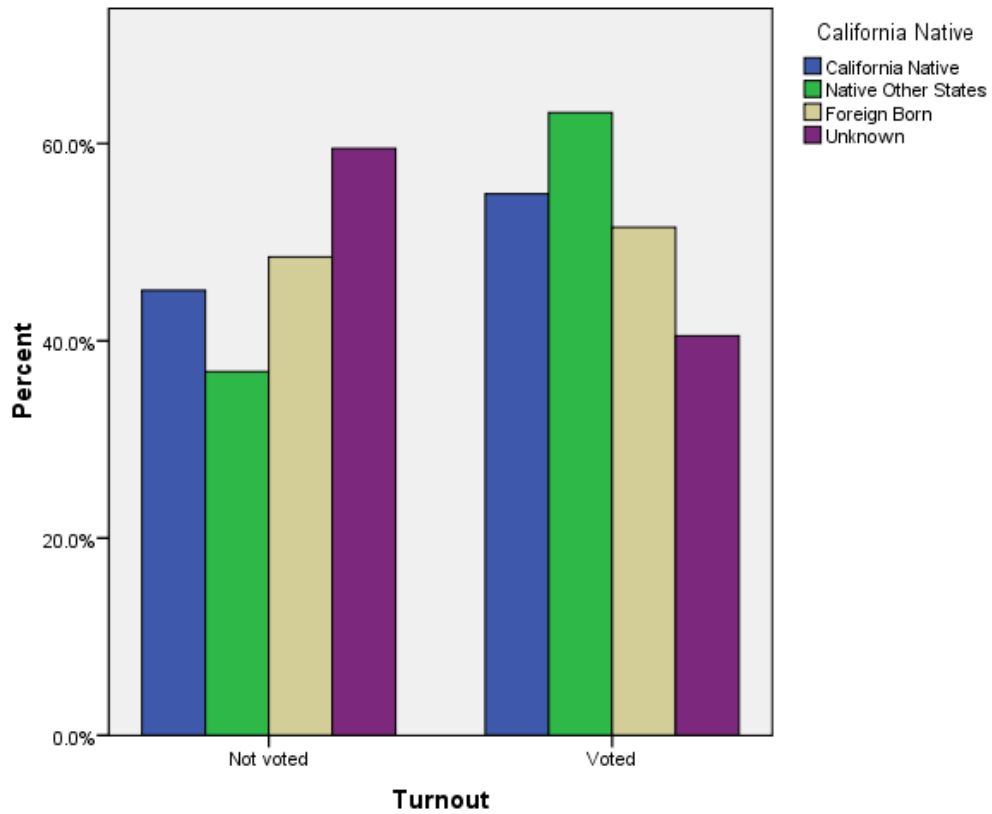
### Turnout by Years registered

		Turnout		
Years registered		Not voted	Voted	Total
	0-2	38.3%	61.7%	100.0%
	3-4	54.2%	45.8%	100.0%
	5-8	47.1%	52.9%	100.0%
	9+	32.2%	67.8%	100.0%
	Total	42.5%	57.5%	100.0%



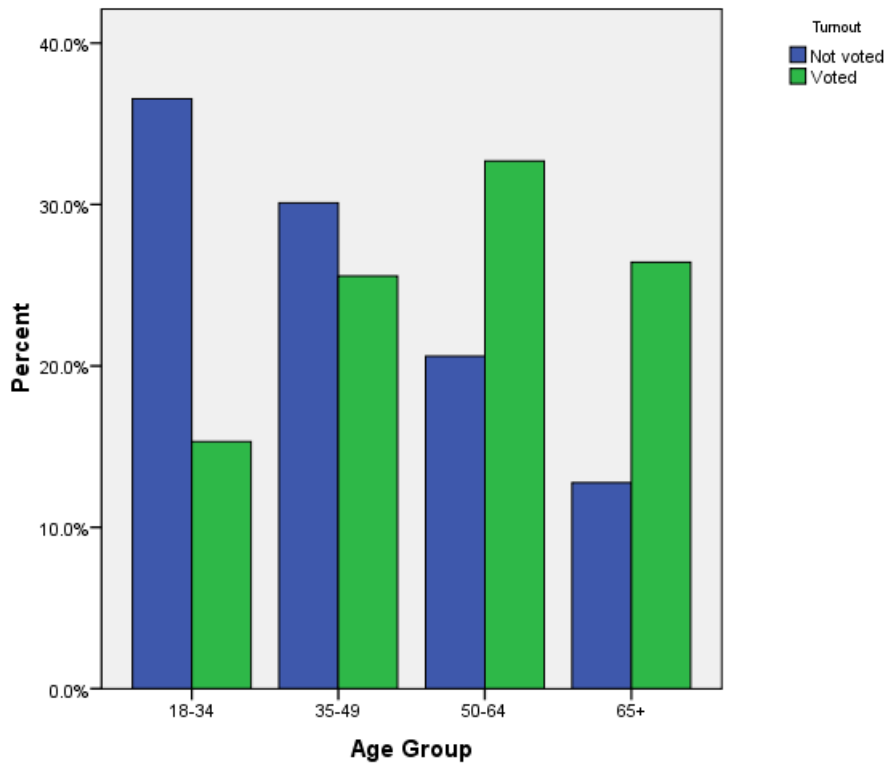
**Turnout by Birth Place**

Birth Place	Turnout		
	Not voted	Voted	Total
California Native	45.1%	54.9%	100.0%
Native Other States	36.9%	63.1%	100.0%
Foreign Born	48.5%	51.5%	100.0%
Unknown	59.5%	40.5%	100.0%
Total	42.5%	57.5%	100.0%

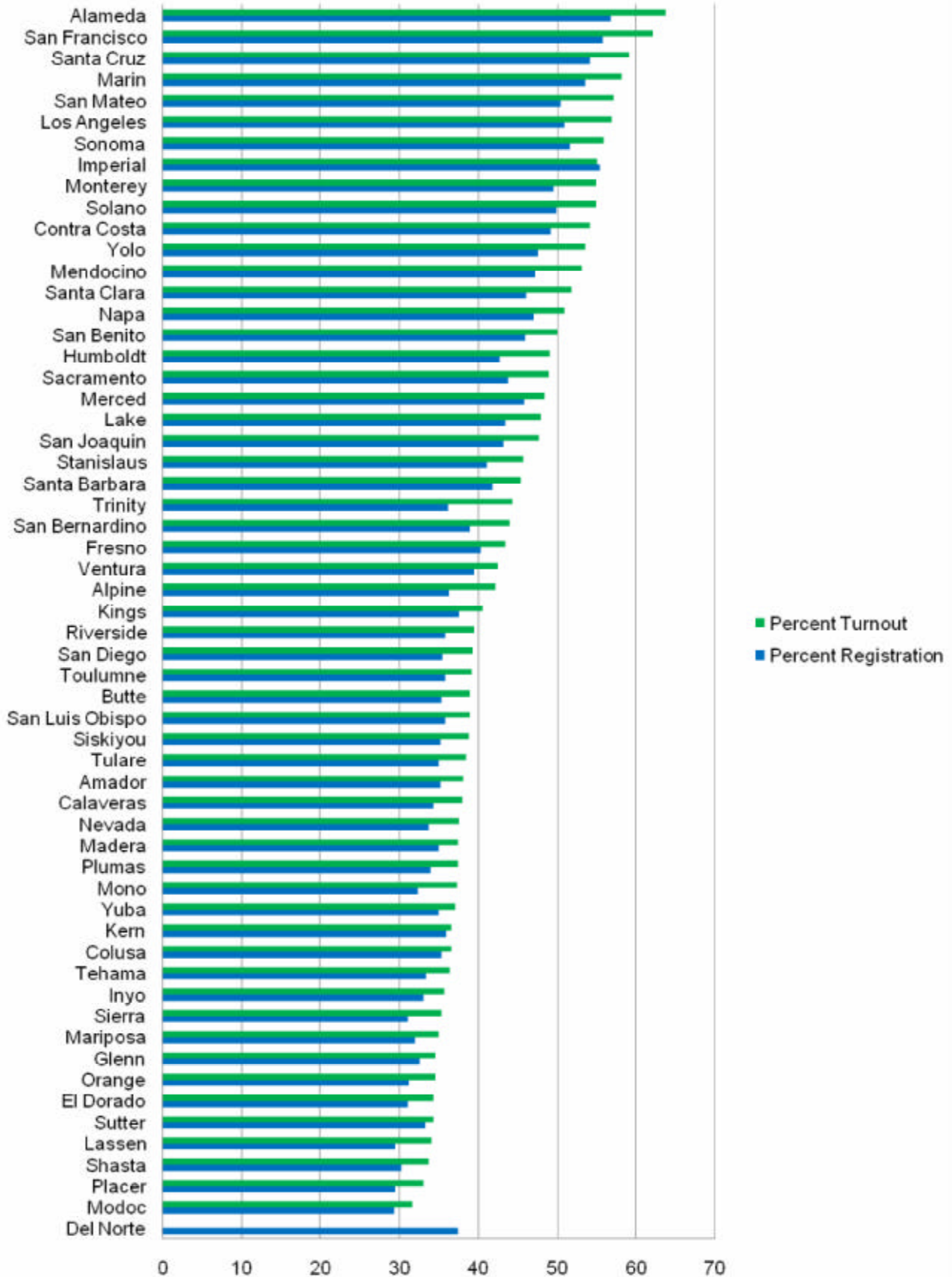


### Turnout by Age Group

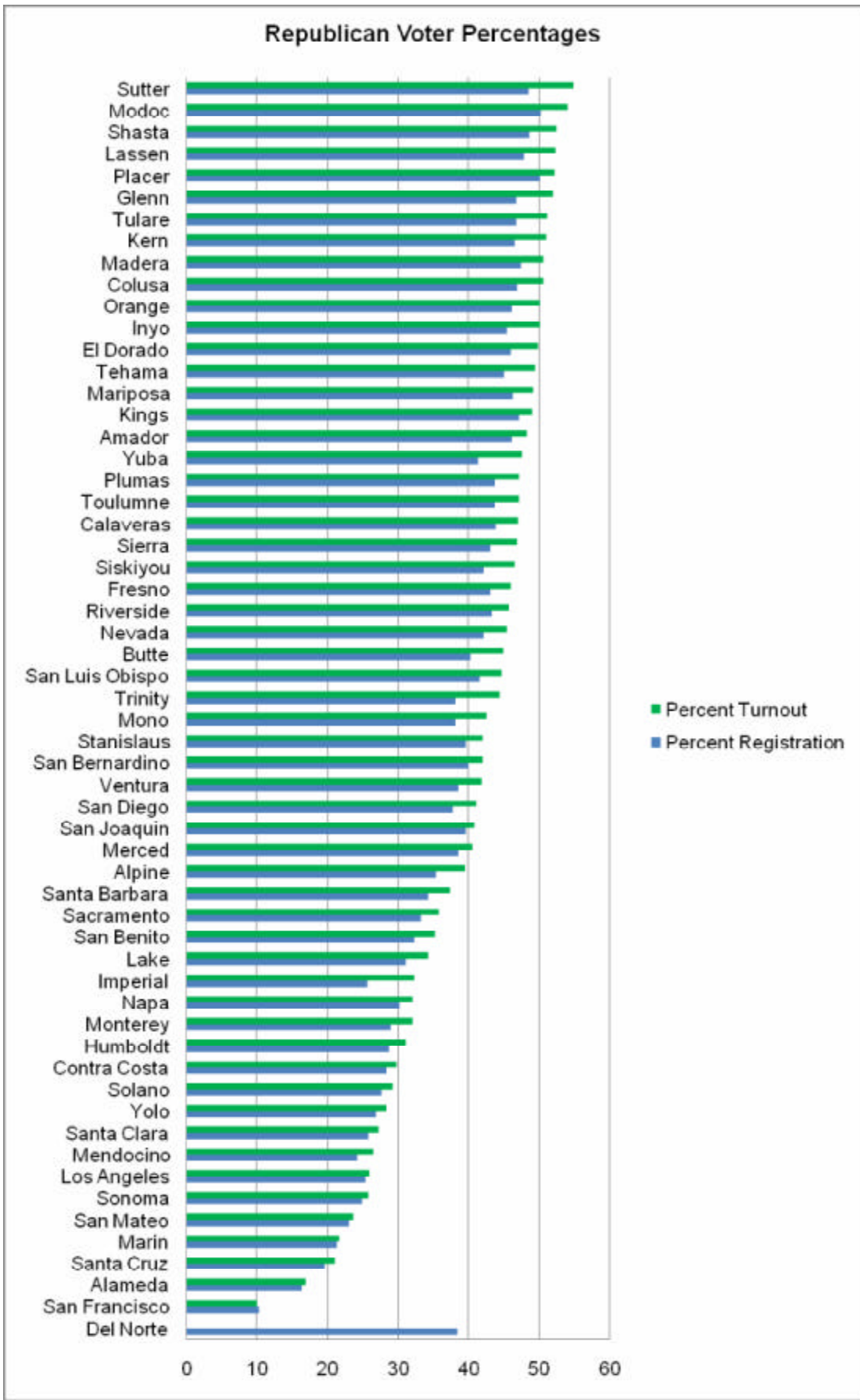
						Turnout	
		Not voted	Percent	Voted	Percent	Total	Total
Age Group	18-34	2388600	36.5%	1353044	15.3%	3741644	24.3%
	35-49	1967355	30.1%	2260214	25.6%	4227569	27.5%
	50-64	1346882	20.6%	2889492	32.7%	4236374	27.6%
	65+	833886	12.8%	2336029	26.4%	3169915	20.6%
	Total	6536723	100.0%	8838779	100.0%	15375502	100.0%



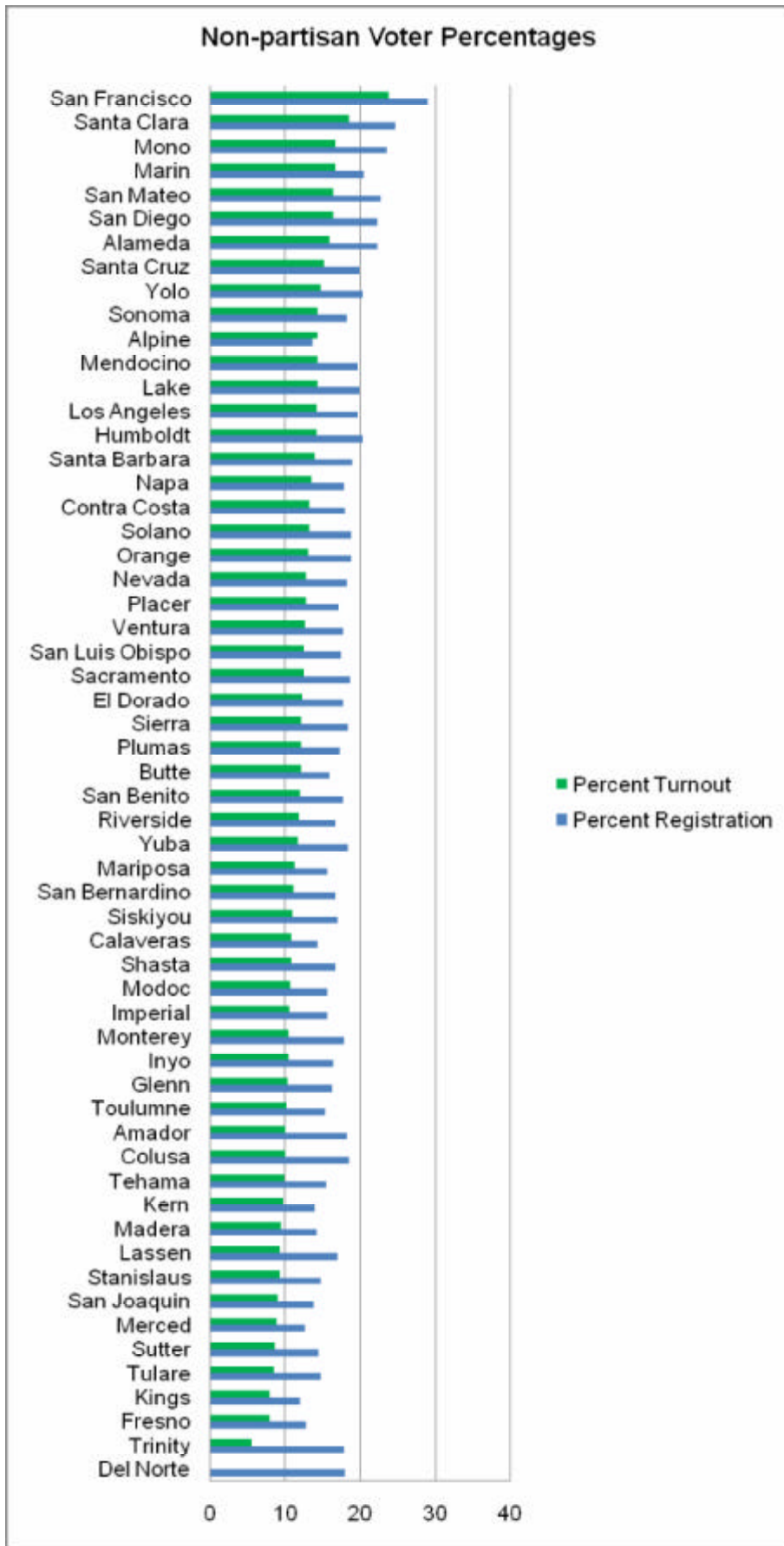
### Democratic Voter Percentages



County	Registered Democrats	Percent Democrat	Percent Voted		Total Registration	Total Voter Turnout	Total Percent Turnout
			Voted Democrat	Democrat			
Los Angeles	2008175	50.8	1189657	56.9	3951361	2090900	52.9
Orange	485565	31.1	254118	34.4	1560310	738107	47.3
San Diego	479807	35.4	306867	39.2	1355607	782967	57.8
Alameda	406153	56.8	270795	63.6	715409	425614	59.5
Santa Clara	327036	46.0	231173	51.8	711445	446642	62.8
San Bernardino	292335	38.9	163679	43.9	752242	372475	49.5
Sacramento	271426	43.7	173442	48.9	621618	354688	57.1
Riverside	267188	35.7	157276	39.4	747963	398986	53.3
Contra Costa	240251	49.2	163886	54.1	488676	302868	62.0
San Francisco	235829	55.7	165444	62.1	423739	266557	62.9
San Mateo	179956	50.4	118944	57.1	357305	208474	58.3
Ventura	153490	39.4	92878	42.4	389574	218800	56.2
Fresno	141547	40.2	74938	43.4	352109	172659	49.0
Sonoma	120944	51.6	97488	55.9	234528	174496	74.4
San Joaquin	108219	43.1	61750	47.6	251193	129658	51.6
Kern	101897	35.8	55887	36.6	284535	152641	53.6
Stanislaus	89074	41.1	46192	45.6	216942	101197	46.6
Solano	85500	49.8	59039	54.8	171556	107650	62.7
Santa Barbara	77970	41.7	54420	45.3	186925	120102	64.3
Marin	77627	53.6	62556	58.2	144926	107537	74.2
Santa Cruz	75075	54.1	52964	59.0	138850	89706	64.6
Monterey	72988	49.5	44757	54.9	147558	81585	55.3
Placer	53906	29.4	40273	33.0	183262	122215	66.7
San Luis Obispo	52702	35.7	36376	38.9	147582	93535	63.4
Tulare	48010	35.0	26381	38.3	137239	68796	50.1
Yolo	44227	47.5	27782	53.5	93019	51891	55.8
Merced	41599	45.7	18444	48.3	90937	38161	42.0
Butte	40337	35.3	26181	38.9	114390	67299	58.8
Humboldt	31949	42.7	21700	49.0	74801	44322	59.3
El Dorado	31607	31.0	21948	34.2	101979	64149	62.9
Napa	31123	47.0	22304	50.8	66278	43876	66.2
Imperial	28948	55.3	11189	55.0	52333	20350	38.9
Shasta	27210	30.2	18834	33.7	90161	55903	62.0
Mendocino	22260	47.2	15164	53.1	47163	28579	60.6
Nevada	20008	33.6	14536	37.5	59492	38801	65.2
Madera	17826	34.9	11039	37.4	51045	29503	57.8
Kings	16539	37.4	8582	40.5	44179	21207	48.0
Lake	14382	43.3	9025	47.8	33184	18877	56.9
Sutter	12664	33.2	7565	34.2	38146	22114	58.0
Toulumne	11302	35.8	7670	39.1	31589	19624	62.1
San Benito	10837	45.9	6855	50.0	23608	13723	58.1
Tehama	9761	33.3	6477	36.3	29282	17822	60.9
Calaveras	9296	34.3	6373	37.9	27104	16811	62.0
Yuba	9272	35.0	4976	37.0	26519	13436	50.7
Siskiyou	8852	35.2	5848	38.8	25139	15090	60.0
Amador	7166	35.2	5525	38.0	20381	14526	71.3
Del Norte	4682	37.4	0	0.0	12514	0	0.0
Plumas	4346	33.9	2996	37.3	12832	8026	62.5
Lassen	3874	29.4	2448	34.0	13186	7204	54.6
Glenn	3852	32.5	2598	34.5	11849	7529	63.5
Mariposa	3540	31.9	2520	35.0	11085	7205	65.0
Inyo	3316	33.0	2250	35.7	10053	6310	62.8
Trinity	2910	36.1	1963	44.3	8056	4428	55.0
Colusa	2633	35.3	1632	36.6	7452	4459	59.8
Mono	2178	32.3	1266	37.2	6742	3402	50.5
Modoc	1546	29.3	1051	31.6	5272	3331	63.2
Sierra	701	31.1	525	35.3	2257	1489	66.0
Alpine	282	36.2	201	42.1	779	477	61.2



County	Registered	Percent	Voted	Percent	Total	Total	Total
	Republicans	Republican	Republican	Voted Republican	Registration	Voter Turnout	Percent Turnout
Los Angeles	1004213	25.4	542009	25.9	3951361	2090900	52.9
Orange	718260	46.0	369350	50.0	1560310	738107	47.3
San Diego	511914	37.8	320975	41.0	1355607	782967	57.8
San Bernardino	301036	40.0	156036	41.9	752242	372475	49.5
Riverside	323780	43.3	182321	45.7	747963	398986	53.3
Alameda	117231	16.4	72019	16.9	715409	425614	59.5
Santa Clara	183513	25.8	121371	27.2	711445	446642	62.8
Sacramento	205895	33.1	126822	35.8	621618	354688	57.1
Contra Costa	137925	28.2	89875	29.7	488676	302868	62.0
San Francisco	43467	10.3	26672	10.0	423739	266557	62.9
Ventura	149951	38.5	91585	41.9	389574	218800	56.2
San Mateo	82088	23.0	49300	23.6	357305	208474	58.3
Fresno	151531	43.0	79234	45.9	352109	172659	49.0
Kern	132032	46.4	77848	51.0	284535	152641	53.6
San Joaquin	99216	39.5	52871	40.8	251193	129658	51.6
Sonoma	58108	24.8	45033	25.8	234528	174496	74.4
Stanislaus	85955	39.6	42400	41.9	216942	101197	46.6
Santa Barbara	63970	34.2	44805	37.3	186925	120102	64.3
Placer	91743	50.1	63755	52.2	183262	122215	66.7
Solano	47396	27.6	31385	29.2	171556	107650	62.7
San Luis Obispo	61274	41.5	41746	44.6	147582	93535	63.4
Monterey	42742	29.0	26117	32.0	147558	81585	55.3
Marin	30774	21.2	23335	21.7	144926	107537	74.2
Santa Cruz	27176	19.6	18777	20.9	138850	89706	64.6
Tulare	64084	46.7	35148	51.1	137239	68796	50.1
Butte	45986	40.2	30173	44.8	114390	67299	58.8
El Dorado	46864	46.0	31958	49.8	101979	64149	62.9
Yolo	24899	26.8	14669	28.3	93019	51891	55.8
Merced	35057	38.6	15466	40.5	90937	38161	42.0
Shasta	43795	48.6	29295	52.4	90161	55903	62.0
Humboldt	21431	28.7	13776	31.1	74801	44322	59.3
Napa	19957	30.1	14056	32.0	66278	43876	66.2
Nevada	25045	42.1	17593	45.3	59492	38801	65.2
Imperial	13441	25.7	6564	32.3	52333	20350	38.9
Madera	24175	47.4	14926	50.6	51045	29503	57.8
Mendocino	11422	24.2	7537	26.4	47163	28579	60.6
Kings	20845	47.2	10383	49.0	44179	21207	48.0
Sutter	18507	48.5	12126	54.8	38146	22114	58.0
Lake	10298	31.0	6471	34.3	33184	18877	56.9
Toulumne	13808	43.7	9237	47.1	31589	19624	62.1
Tehama	13193	45.1	8797	49.4	29282	17822	60.9
Calaveras	11889	43.9	7909	47.0	27104	16811	62.0
Yuba	10949	41.3	6387	47.5	26519	13436	50.7
Siskiyou	10582	42.1	7009	46.4	25139	15090	60.0
San Benito	7620	32.3	4824	35.2	23608	13723	58.1
Amador	9392	46.1	7008	48.2	20381	14526	71.3
Lassen	6293	47.7	3772	52.4	13186	7204	54.6
Plumas	5603	43.7	3782	47.1	12832	8026	62.5
Del Norte	4801	38.4	0	0.0	12514	0	0.0
Glenn	5544	46.8	3912	52.0	11849	7529	63.5
Mariposa	5118	46.2	3535	49.1	11085	7205	65.0
Inyo	4559	45.3	3154	50.0	10053	6310	62.8
Trinity	3070	38.1	1961	44.3	8056	4428	55.0
Colusa	3493	46.9	2253	50.5	7452	4459	59.8
Mono	2566	38.1	1443	42.4	6742	3402	50.5
Modoc	2646	50.2	1799	54.0	5272	3331	63.2
Sierra	971	43.0	697	46.8	2257	1489	66.0
Alpine	275	35.3	188	39.4	779	477	61.2



County	Registered	Percent	Voted	Percent	Total	Total	Total
	Non-partisan	Non-partisan	Non-partisan	Voted Non-partisan	Registration	Voter Turnout	Percent Turnout
Los Angeles	776710	19.7	298462	14.3	3951361	2090900	52.9
Orange	294731	18.9	96578	13.1	1560310	738107	47.3
San Diego	303247	22.4	129437	16.5	1355607	782967	57.8
San Bernardino	125815	16.7	41644	11.2	752242	372475	49.5
Riverside	125057	16.7	47344	11.9	747963	398986	53.3
Alameda	158185	22.3	67698	15.9	715409	425614	59.5
Santa Clara	176433	24.8	82879	18.6	711445	446642	62.8
Sacramento	116131	18.7	44541	12.6	621618	354688	57.1
Contra Costa	90668	18.1	40164	13.3	488676	302868	62.0
San Francisco	122984	29.0	63584	23.9	423739	266557	62.9
Ventura	69025	17.7	27706	12.7	389574	218800	56.2
San Mateo	81623	22.8	34546	16.6	357305	208474	58.3
Fresno	45219	12.8	13731	8.0	352109	172659	49.0
Kern	39973	14.0	14838	9.7	284535	152641	53.6
San Joaquin	34605	13.8	11707	9.0	251193	129658	51.6
Sonoma	43037	18.4	25242	14.5	234528	174496	74.4
Stanislaus	32111	14.8	9517	9.4	216942	101197	46.6
Santa Barbara	35629	19.1	16724	13.9	186925	120102	64.3
Placer	31609	17.2	15662	12.8	183262	122215	66.7
Solano	32337	18.8	14237	13.2	171556	107650	62.7
San Luis Obispo	25701	17.4	11749	12.6	147582	93535	63.4
Monterey	26346	17.9	8612	10.6	147558	81585	55.3
Marin	29873	20.6	18101	16.8	144926	107537	74.2
Santa Cruz	27738	20.0	13682	15.3	138850	89706	64.6
Tulare	20283	14.8	5824	8.5	137239	68796	50.1
Butte	20999	15.9	8143	12.1	114390	67299	58.8
El Dorado	18166	17.8	7885	12.3	101979	64149	62.9
Yolo	19009	20.4	7675	14.8	93019	51891	55.8
Merced	11534	12.7	3421	9.0	90937	38161	42.0
Shasta	15069	16.7	6100	10.9	90161	55903	62.0
Humboldt	15265	20.4	6315	14.2	74801	44322	59.3
Napa	11847	17.9	5931	13.5	66278	43876	66.2
Nevada	10889	18.3	5017	12.9	59492	38801	65.2
Imperial	8193	15.7	2163	10.6	52333	20350	38.9
Madera	7259	14.2	2793	9.5	51045	29503	57.8
Mendocino	9296	19.7	4120	14.4	47163	28579	60.6
Kings	5302	12.0	1701	8.0	44179	21207	48.0
Sutter	5564	14.6	1906	8.6	38146	22114	58.0
Lake	6659	20.1	2720	14.4	33184	18877	56.9
Toulumne	4878	15.4	1999	10.2	31589	19624	62.1
Tehama	4546	15.5	1764	9.9	29282	17822	60.9
Calaveras	4306	14.4	1839	10.9	27104	16811	62.0
Yuba	4887	18.4	1584	11.8	26519	13436	50.7
Siskiyou	4307	17.1	1670	11.1	25139	15090	60.0
San Benito	4208	17.8	1655	12.1	23608	13723	58.1
Amador	2786	18.4	1462	10.1	20381	14526	71.3
Lassen	2246	17.0	678	9.4	13186	7204	54.6
Plumas	2224	17.3	980	12.2	12832	8026	62.5
Del Norte	2261	18.1	0	0.0	12514	0	0.0
Glenn	1943	16.4	783	10.4	11849	7529	63.5
Mariposa	1730	15.6	817	11.3	11085	7205	65.0
Inyo	1666	16.6	663	10.5	10053	6310	62.8
Trinity	1445	17.9	248	5.6	8056	4428	55.0
Colusa	1074	18.6	446	10.0	7452	4459	59.8
Mono	1589	23.6	573	16.8	6742	3402	50.5
Modoc	824	15.6	361	10.8	5272	3331	63.2
Sierra	418	18.5	182	12.2	2257	1489	66.0
Alpine	174	13.7	69	14.5	779	477	61.2

Methodology: This analysis was produced using the voter file from the California Secretary of State.

Datamar provides political polls, public opinion research, data analysis and data support services to corporate and political clients.

Datamar offers survey and data analysis for political campaigns that help create successful results. Polling data will identify candidate or issue strengths and weaknesses, voter perspectives, voter opinion shifts as campaigns unfold, and vital information for the development of campaign messages.

## **Voter Surveys**

Datamar measures public opinion that will be critical to development of a successful campaign. Our techniques are valuable to political campaigns, targeted advocacy efforts, and corporate marketing efforts. Datamar can design and implement a comprehensive research program to address virtually any situation. Datamar is a full-service research firm that uses the following tools and techniques to assist our clients.

Accurate data and strategic insight of target audiences are critical for a successful campaign. Datamar employs cutting edge research tools to help focus campaign resources for successful results.

What sets Datamar apart is our commitment to provide clients with “actionable” research findings. Datamar surveys go one step further by using research data to develop a core set of recommendations for each campaign. This has positioned Datamar as an invaluable team member for successful political campaigns, corporate strategies, public affairs organizations and non-profits.

**State-of-the-Art Technology:** We employ the newest research techniques and computer modeling programs with proven and reliable methods to achieve the greatest accuracy and depth of understanding about the client's environment.

**Fast Turnaround:** Datamar offers the fastest turnaround time on survey research and strategic analysis in our industry. Our technical capabilities, in-house facilities and personal commitment to our clients means we can make the most effective use of that most valuable resource: time.

**Turning data into sound strategic advice:** Turning raw data into information and strategic advice you can use is the difference between our client's success and failure. Our successful experience enables us to provide clear, concise strategic analysis from highly accurate, in-depth raw data.

## **Survey Design**

The first step in any survey project is to clearly determine what you want to learn, followed by design of the study to collect the most accurate information.. Most automated surveys involve 5 to 50 questions. Following survey design, the Datamar' questions are digitally recorded and fed to a calling program that selects branching options, and produces a telephone survey of the highest audio quality. The value of this type of survey is the consistent and accurate pronunciation of names and the ability of complete data gathering at a rate far exceeding old fashioned “live” calling methods.

Datamar has developed sophisticated computer programs that insure appropriate geographic representation of survey sampling. The success of these proprietary methods has allowed Datamar to earn a reputation for polling accuracy.

For political surveys Datamar uses its own registered voter files, which are the most accurate and up-to-date files available.

Completed calls are processed through a weighing program to insure that the sample reflects the overall population in terms of age, race, gender, political party, and other factors. This is another refinement that contributes to survey accuracy.

The output and deliverables depend entirely upon the survey objective and client needs. Typically, for custom research, a written overview highlighting survey findings is provided along with topline responses to all questions and crosstabs.

Datamar results are “projectable,” meaning that if every telephone in a given geography been dialed, the results would not differ from the reported poll results by more than the stated margin of error, even if the same survey were taken repeatedly.

For example, consider results with a margin of error of  $\pm 4.5\%$  at the 95% confidence level. This means: if the same survey were conducted 100 times, then 95 times out of 100 the results would not vary in either direction by more than 4.5 percentage points.

**Sample Size:** The number of respondents interviewed during a poll. Sample size varies. About 300 is a minimum, while national surveys occasionally interview 3,000 or more. Regional, state, and local polls range from 450 to about 1,200

**Sampling Error:** A statistical measure that describes the precision of poll findings. Sampling error is the predicted difference between the sample of people interviewed and the population from which the sample was drawn. It is reported as a numerical range, such as +/3 percent, +/4 percent. In effect, samples are rough estimates of populations; sampling error indicates how rough the estimate is. The sampling error is a calculated, statistical estimate of survey accuracy. Generally the larger the survey sample size, the lower the sampling error, however sampling error levels off dramatically with larger samples.

Another factor influencing the size of sampling error is the sampling method. In general, simple random sampling and stratified sampling reduce sampling error, while cluster sampling and multistage sampling result in increased sampling error.

**Toplines –** Are the raw results of a survey, indicating the percentage results for each of survey question. Toplines are simple percentage results and provide a quick indication of community demographics, candidate approval ratings, name identification or how those surveyed feel about various community issues

**Crosstabs –** Crosstabs are presented as a separate report and are a more detailed analysis of the survey data, designed to uncover patterns and identify important elements for development of a successful campaign. For example: a crosstab will indicate the distribution of support a candidate will have between males and females, party affiliation and age segments. Crosstabs are a valuable survey product because they are easy to understand and provide greater insight into polling data than the toplines. Crosstab data is the most valuable information for creation of an effective campaign strategic plan.