WHO SHOWED UP, WHO STAYED HOME, AND WHY: CALIFORNIA TURNOUT IN 2014

Cynthia Bryant
Executive Director/Chief Operating Officer
California Republican Party

January 31, 2014
CRP’s 2013-14 Strategic Goals

• Assist in maintaining GOP Congressional Majority
• Eliminate Democratic Super Majority in one (or both) houses of the Legislature
• Recruit, train and provide technical support to GOP candidates at the local level
2014 Tactics

- Registered new Republicans using a variety of strategies
- Refined targeting methods, developed our own voter propensity and voter choice model.
- Expanded our voter contact options: emails; text messages; social media, smart dialing phones and phone and tablet applications for door-to-door.
- Coordinated with campaigns, consultants, caucuses.
- Did not coordinate. Independent Expenditures.
Analytics at Work

- Targeted the right swing voters with our vote choice model.
- Identified underperforming Republicans through our vote propensity model and mobilized them through whatever means needed.
- Consistently refreshed the voter file with new and accurate data from multiple sources.
- Analyzed results and regularly re-targeting campaign communications.
- Deployed resources to portions of the electorate in need of movement.
- Nimble and efficient ground operation.
Senate Republicans Broke the Democrat Supermajority

Senate District 12
- Re-elected Senator Cannella
- Cannella 61.5%, Bagley 38.5%
- Over preformed Republican registration by 29.9%
- Total turnout was 35.5%

Senate District 14
- Re-elected Senator Vidak
- Vidak 54.3%, Chavez 45.7%
- Over preformed Republican registration by 24.7%
- Total turnout was 31.8

Senate District 34
- Elected Supervisor Janet Nguyen
- Nguyen 58.6%, Solorio 41.4%
- Over preformed Republican registration by 23.7%
- Total turnout was 41.7%
Assembly Republicans broke the Democrat Supermajority

Assembly District 16
- Elected Catherine Baker
- Baker 51.6% to Sbranti 48.4%
- Baker out-performed GOP registration by 19.8%
- Voter turnout was 49.9%

Assembly District 36
- Elected Tom Lackey
- Lackey 60.2% to Fox 39.8%
- Lackey out-performed GOP registration by 25%
- Voter turnout was 30.6%

Assembly District 40
- Elected Marc Steinorth
- Steinorth 55.7% to Henry 44.3%
- Steinorth out-performed GOP registration by 18.8%
- Voter turnout was 33.7%

Assembly District 60
- Re-elected Assemblyman Eric Linder
- Linder 61.5% to Park 38.5%
- Linder out-performed GOP registration by 21.7%
- Voter turnout was 31.8%
Assembly Republicans broke the Democrat Supermajority

- **Assembly District 65**
  - Elected Young Kim
  - Kim 54.6% to Quirk-Silva 45.4%
  - Kim out-performed GOP registration by 19%
  - Voter turnout was 39.9%

- **Assembly District 66**
  - Elected David Hadley
  - Hadley 50.3% to Muratsuchi 49.7%
  - Hadley out-performed GOP registration by 17.8%
  - Voter turnout was 38.4%
Targeted Races: Vote by Party
Ground Programs = No Down Ballot Drop-off

Within the precinct boundaries of SD 34, there was less than a single point of drop-off in turnout from the Governor’s race to the State Senate race. Voters dropped off 1-4% to other races.

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<th>Governor</th>
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Within SD 34 precinct boundaries, Janet Nguyen got almost 8,000 more votes than overlapping Assembly candidates, over 11,000 more votes than the average statewide candidate, 11,000 more voters than overlapping Congressional candidates and almost 17,000 more votes than the Republican candidate for Governor.

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Within the precinct boundaries of SD 34, Janet Nguyen out-performed all other overlapping Republican candidates—Assembly, Congress, Statewide, and Governor.
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