STATE Of The Parties
What does the Party “DO,” anyway?
Our success is no “happy accident.”

It’s hard work.

It’s not sexy, but it matters.
TARGETED VOTER TURNOUT

There were targeted districts where the CDP did an intensive field program.

Turnout in these districts was nearly **4% higher** than the rest of the state.

So, in a year when we were expected to lose seats, we defended all targeted Congressional races and went **+1** in the delegation.
Because of turnout percentage, Bay Area Counties are ultimately more influential statewide than LA County in Primary Elections.

That’s due to the lack of Permanent Vote-by-Mail Democrats in LA County.

Currently, 48% of Democrats in the state are PVBM.

In LA County, it’s 30%.
CDP invested time and resources in “Operation Game Changer,” a program which converted 50,000 Democrats to Permanent Vote-by-Mail Voters.

In 2012, our Game Changer Democrats in LA turned out at 79%, while other Democrats in the same universe turned out at 67%.
MAKING LIFE HARD FOR REPUBLICANS

- Counter-branding Congressional Republicans through CDP’s “Wrong for California” efforts
- Tracking Abel Maldonado at every public event to highlight early missteps & inconsistencies to press
- Keeping focus on GOP Primary split through FightOnTheRight.com
- Raising early money for Governor’s race; assisting in quickly positioning Brown as the front runner, giving him time to work on Props 1 & 2.
2014 COORDINATED CAMPAIGN HIGHLIGHTS

77 offices
243 staff
556 Canvassers
Nearly 6 million knocks and dials
Promote and protect the vote program
312 mailers to 16 million homes
1 million piece official democratic slate card
1.3 million volunteer distributed doorhangers
DEMOCRATIC ADVANTAGES

Organizing/Election Programs

Registration: 48–28–23.... Plus a Stronger Strength of Affiliation

Big Tent on Issues

The Republican Party

National Trend: The Blue Wall in Presidential Politics
**DEMOCRATIC ADVANTAGES**

Decline to State Voters

*More independents who are likely to vote lean toward the Democratic Party rather than the Republican – 42% to 30% – similar to 2006 and 2010.*

*Only 33% of independents say they are conservative.*

DTS voters identify with Dems on issues like marriage equality, gun control, choice, climate change, immigration reform, taxes on the wealthy and more.

*(PPIC 8/14)*