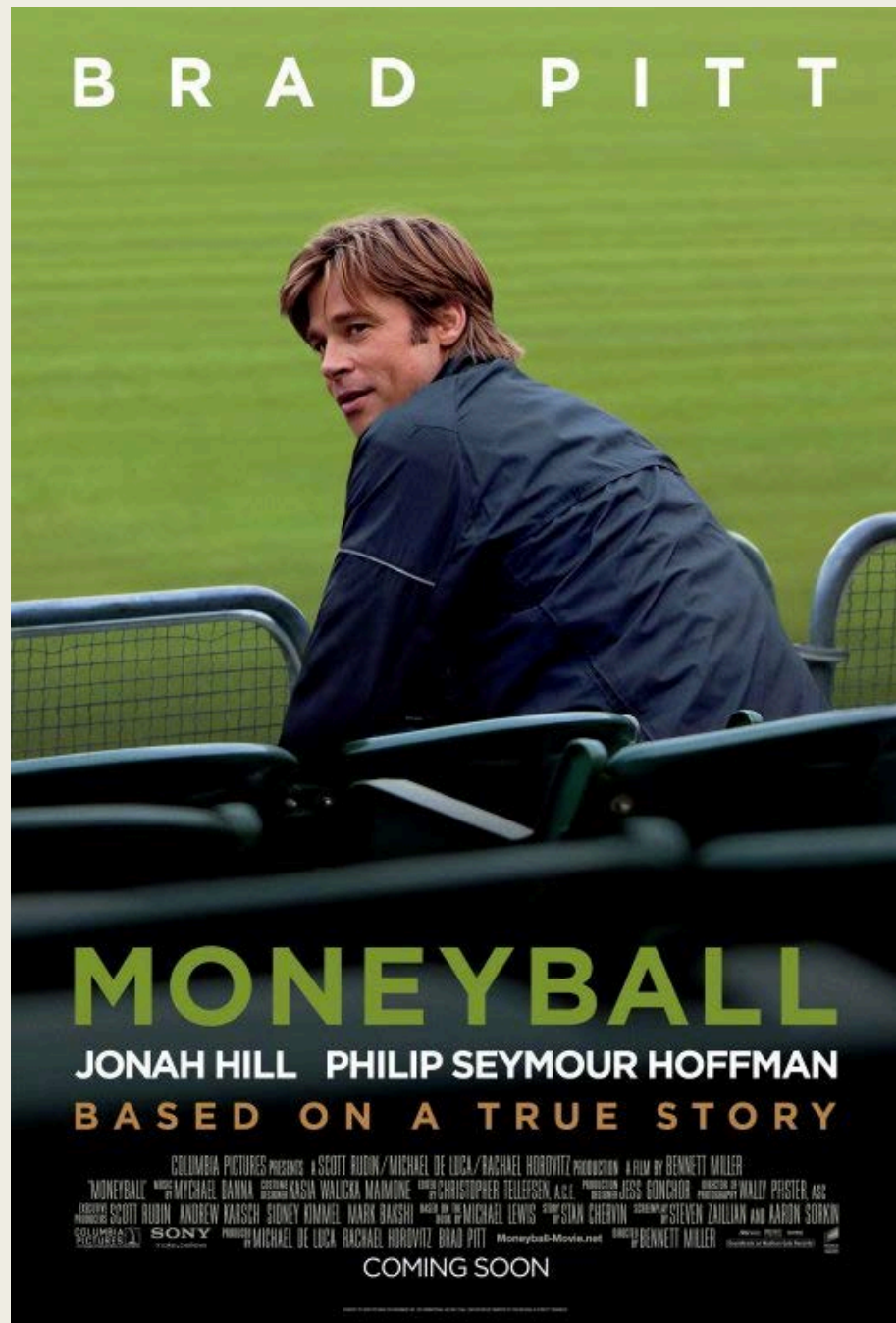


# HOW WISE IS CONVENTIONAL WISDOM?

FDAC 2017 Conference

Mike Madrid, GrassrootsLab



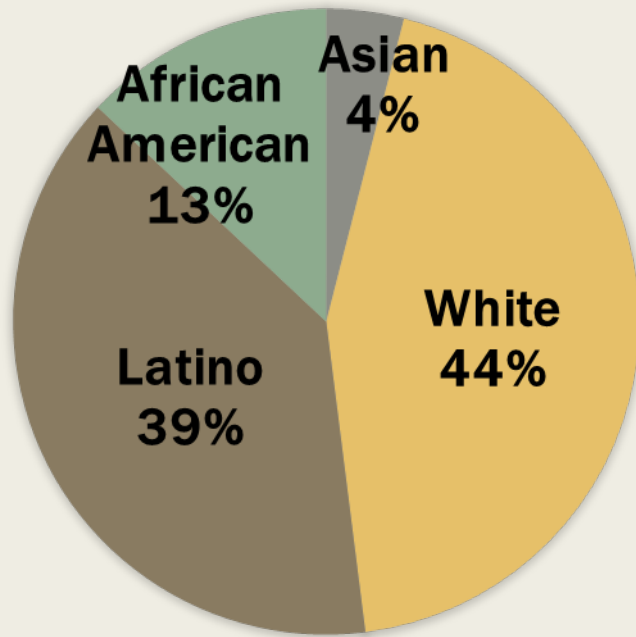
Can the  
principles of  
**Moneyball**  
apply to  
politics?

The image features two large, thick, black L-shaped brackets. One is positioned in the top-left corner, and the other is in the bottom-right corner. They are oriented towards each other, framing the central text.

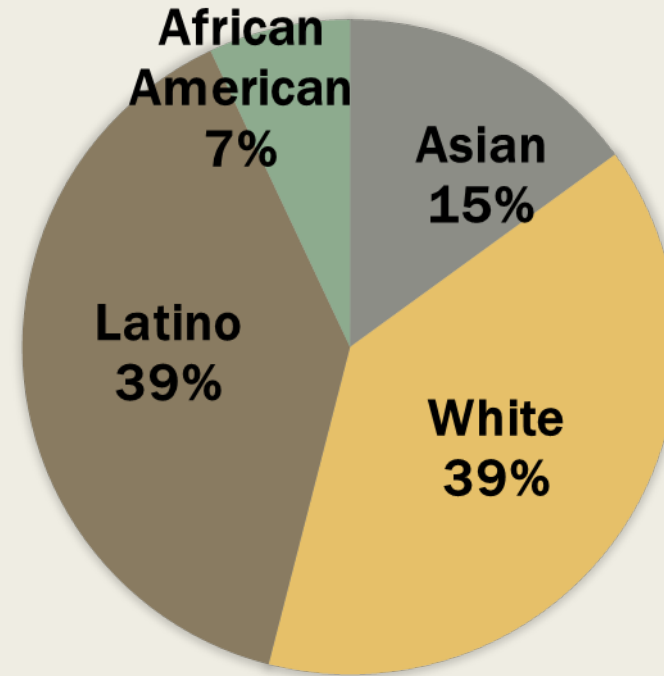
# Let's Begin With Demographics

On paper, these states could not be more similar

## TEXAS



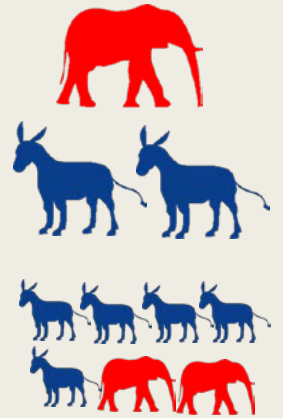
## CALIFORNIA



But politically, could not be more different

# Partisan Representation: 1992

## California



70% / 30%

62% / 5% / 33%

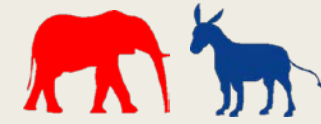
60% / 40%

## Texas

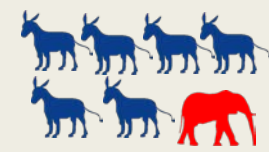
Governor



US Senate



Statewide Elected Office



US Congress

59% / 41%

State Senate

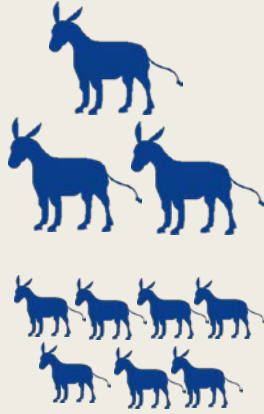
71% / 29%

State Assembly

60% / 40%

# Partisan Representation: 2016

## California



73% / 27%

68% / 32%

69% / 31%

Governor

US Senate

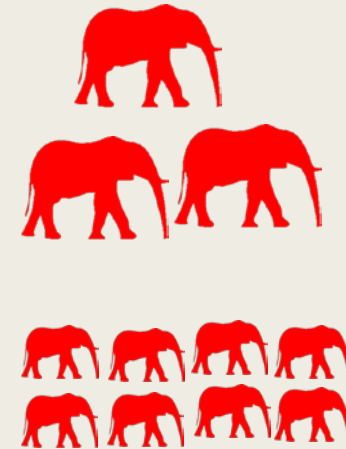
Statewide Elected  
Office

US Congress

State Senate

State Assembly

## Texas



31% / 69%

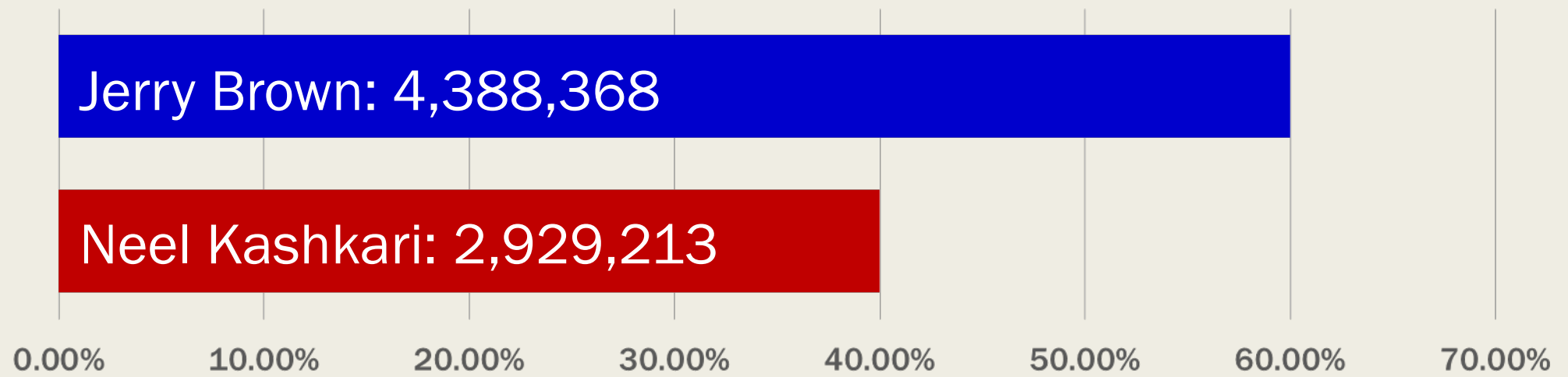
35% / 65%

34% / 66%

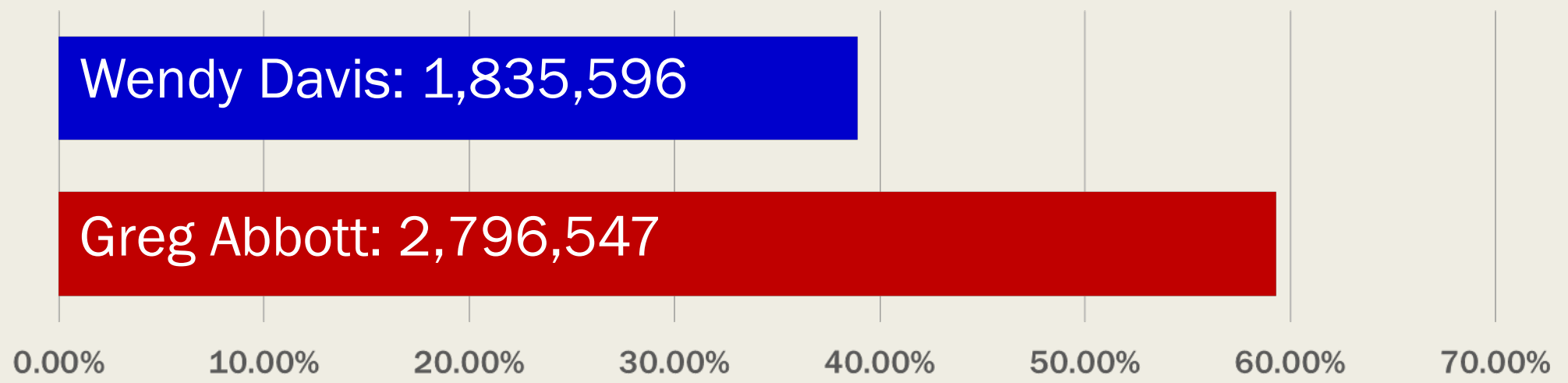
# 2014 Gubernatorial Elections

## Election Results

CA



TX



# The Untenable Constituencies

## The GOP

“The Republican Party is now a coalition of the **globalization-loving business executives** and **globalization-hating white workers**”

## The Democrat Party

“The Democrat Party is currently a coalition of the **upscale urban professionals** who make up the ruling class and **less-affluent members of minorities** who feel betrayed by it.”

“Right now each party has a foot in each universe, but those coalitions won’t last. Before too long the politics will break down into **openness** versus **closedness**, **dynamism** versus **stability**... the **Coalition of Transformation** versus the **Coalition of Restoration**.”

*Source: “Time for a Realignment,” Brooks, David. The New York Times*



# California Voter Statistics

Census Analysis 1996 / Political Data, Inc. 2016

	<b>1996</b> (in 000s) %	<b>2016</b> (in 000s) %	<b>Δ</b>
<b>Registered voters (Total)</b>	<b><u>12,827 (100%)</u></b>	<b><u>19,567 (100%)</u></b>	<b><u>+ 6,740,000</u></b>
<b>White / Unk</b>	10,892 (85%)	12,120 (62%)	+ 1,228,000
<b>Latino</b>	1,641 (13%)	4,823 (25%)	+ 3,182,000
<b>Black</b>	904 (7%)	1,205 (6%)	+ 301

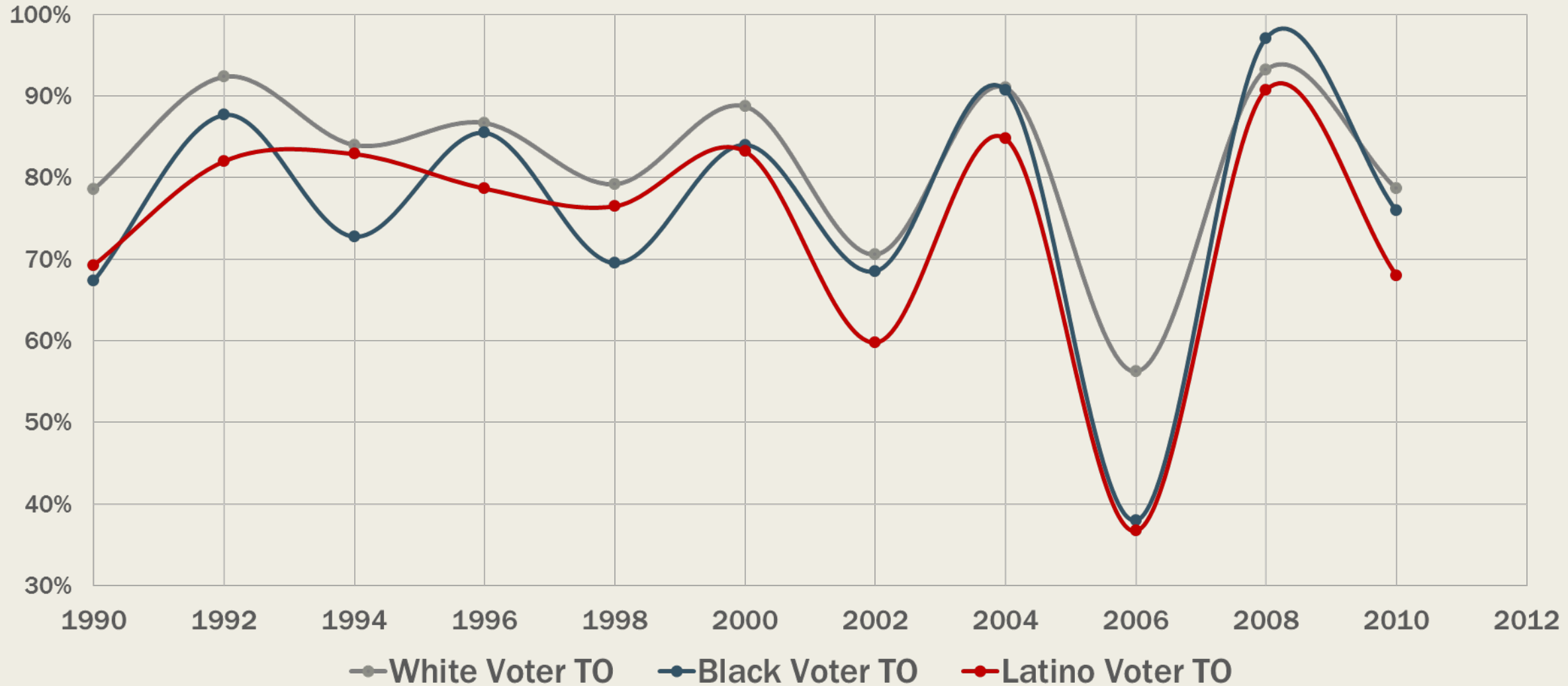
*\*Note: PDI may underestimate ethnicity approximations*

# California Latino Voter Statistics

Voter Turnout / Registration

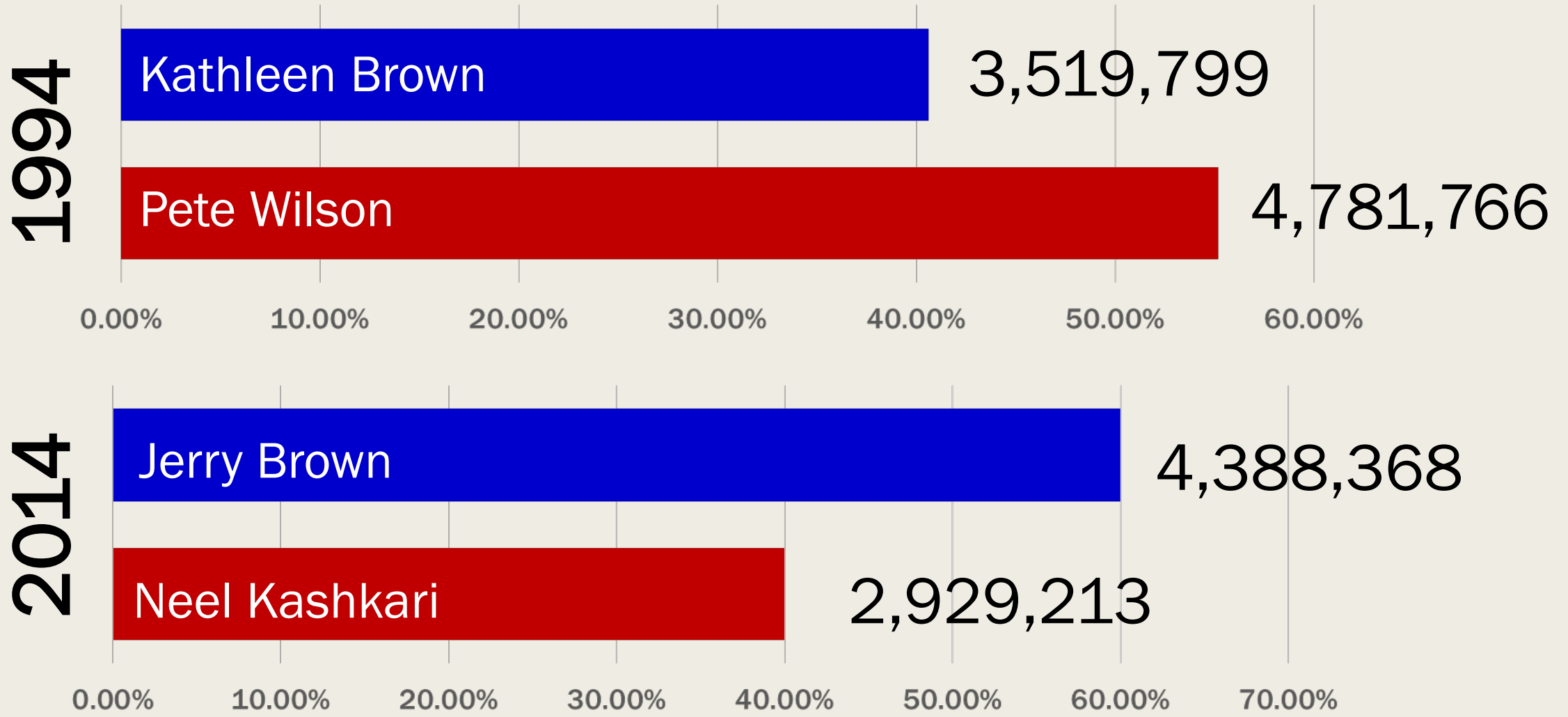
1990 - 2012

*Source: William C Velasquez Institute; Census Analysis*



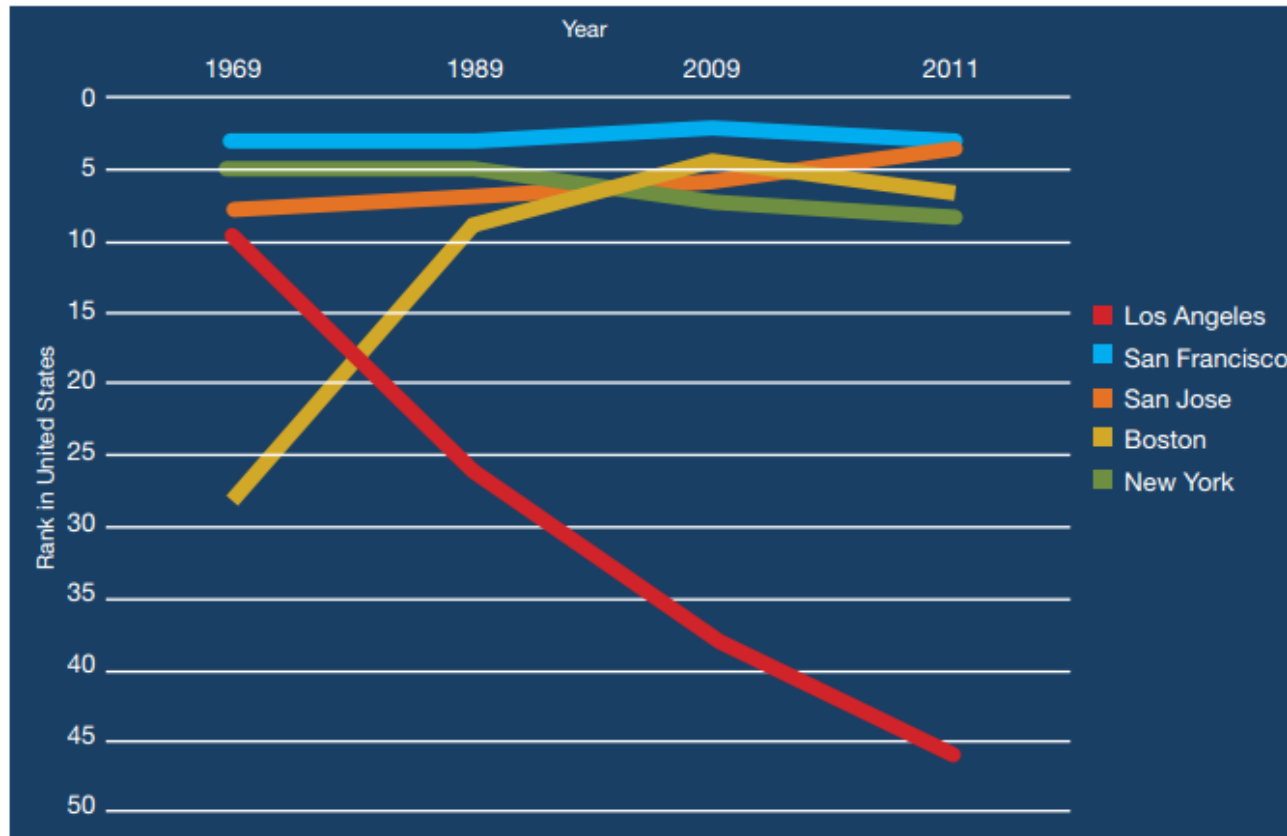
# 2014 vs 1994 Gubernatorial Elections

Results & Total Votes Cast per Candidate



# Socio-Economic Decline in Los Angeles County

Rank in United States by Per Capita Personal Income, 5 Cities, 1969, 1989, 2009, 2011



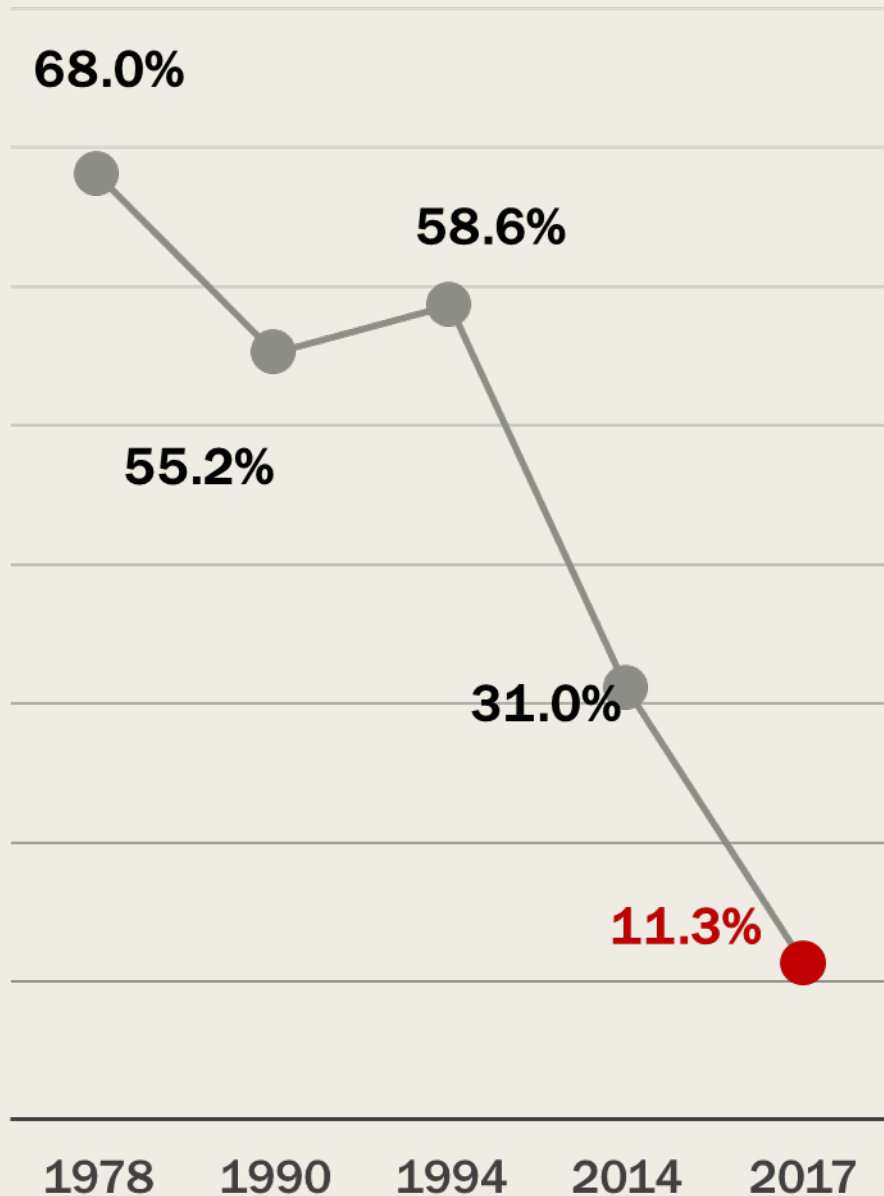
Source: Bureau of Economic Analysis

LA County's plummeting voter turnout rate is commensurate with its declining status of wealth.

In comparing the Per Capita Personal Income over the last 50 years, San Francisco's numbers have increased at a much higher rate than Los Angeles, resulting in Los Angeles' swift decline rank among other US Cities.

While voting has dropped among all income levels, among the poor it has completely collapsed.

# Participation Decline in Los Angeles County



When Jerry Brown first ran for election in 1978, 2,122,733 voters in Los Angeles County turned out to cast a vote. When he ran for reelection in 2014, only 1,518,835 voters turned out.

In the 36-year interim, the total population of the county increased by over 33% - from 7.352 million to nearly 9.82 million - but saw voter participation plummet by over 28%.

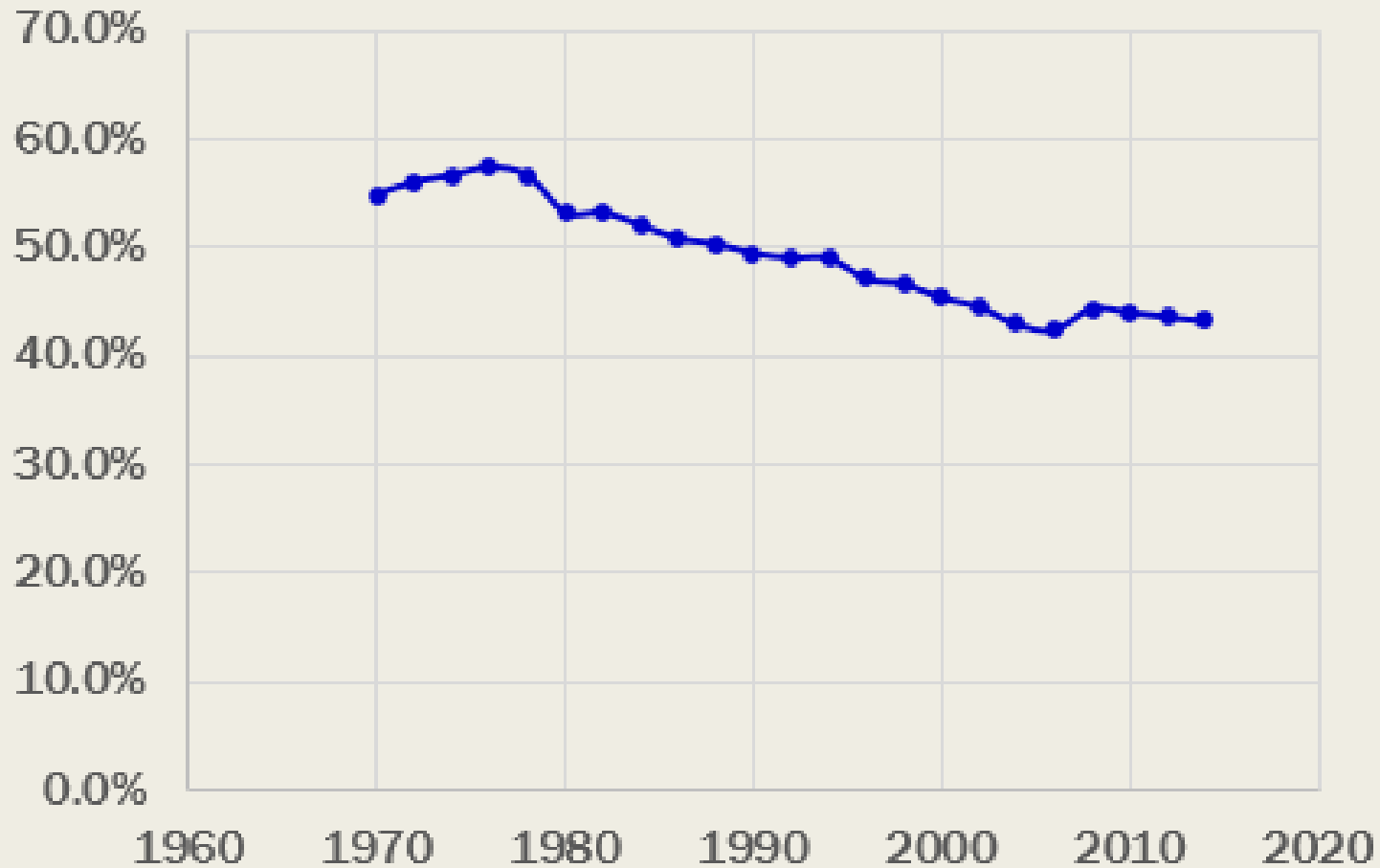
In the off-cycle municipal elections last month, total turnout was less than **12% countywide**.

## San Francisco Bay Area

County	2010 Primary		2012 General		2014 Primary	
Alameda	266,073	35%	602,479	74%	207,088	26%
Contra Costa	210,417	40%	442,143	79%	151,788	29%
Marin	76,909	51%	135,438	87%	60,800	41%
Napa	31,121	45%	57,672	79%	28,179	40%
San Francisco	155,533	35%	364,875	73%	129,399	30%
San Mateo	130,383	38%	288,592	80%	97,447	27%
Santa Clara	329,596	43%	653,239	80%	264,133	33%
Solano	71,183	37%	153,923	73%	54,406	27%
Sonoma	125,640	51%	218,820	84%	98,728	41%
<b>BAY AREA TOTAL:</b>	<b>1,396,855</b>	<b>42%</b>	<b>2,917,181</b>	<b>79%</b>	<b>1,091,968</b>	<b>33%</b>
Imperial	16,056	29%	39,535	65%	17,476	30%
Los Angeles	1,021,448	23%	3,236,704	68%	824,070	17%
Orange	482,708	30%	1,133,204	67%	340,187	24%
Riverside	253,953	31%	669,627	71%	198,102	22%
San Bernardino	217,967	27%	589,611	69%	160,742	19%
San Diego	538,551	38%	1,203,265	77%	420,700	27%
Ventura	149,572	35%	330,419	77%	103,370	24%
<b>SOCAL TOTAL:</b>	<b>2,680,255</b>	<b>31%</b>	<b>7,202,365</b>	<b>71%</b>	<b>2,064,647</b>	<b>23%</b>

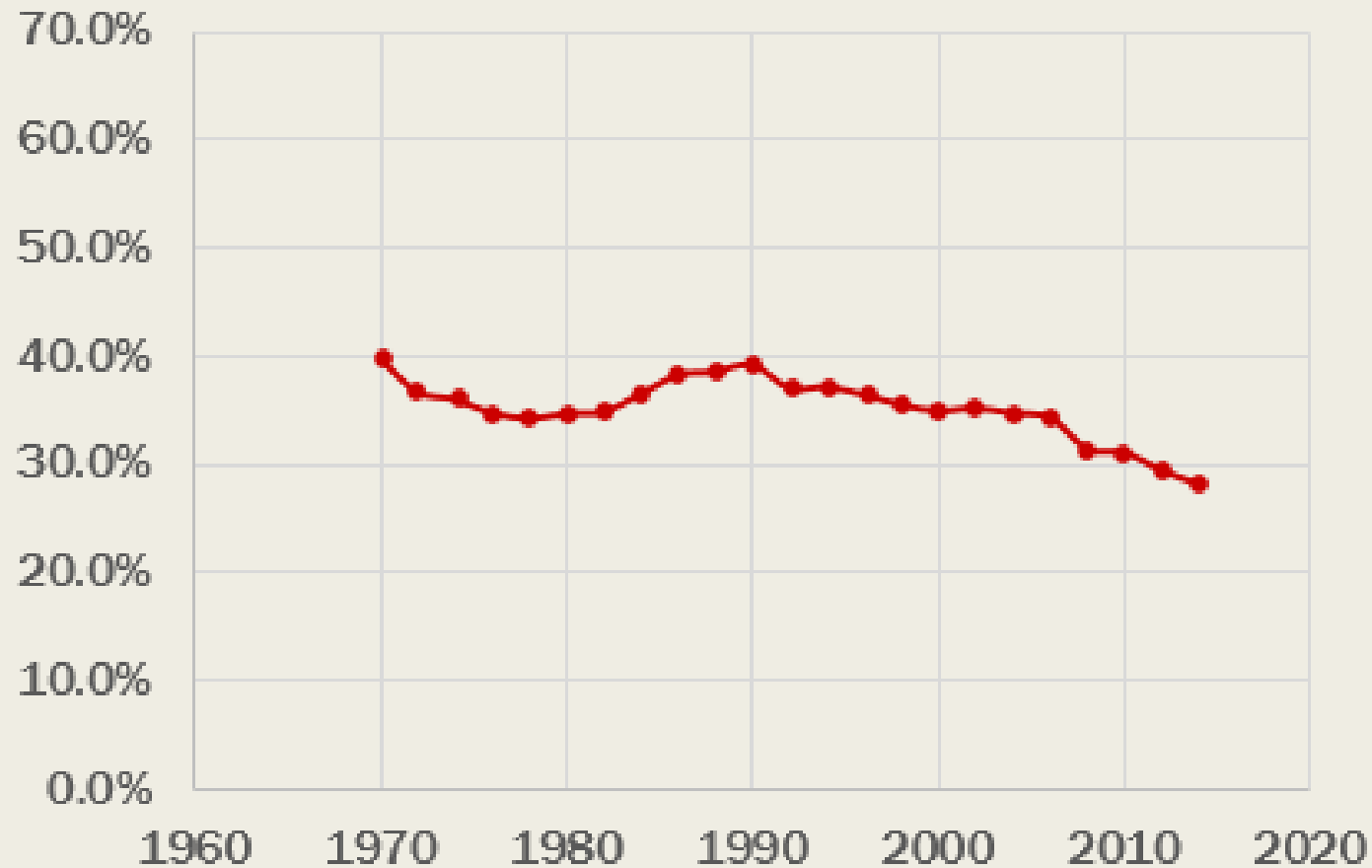
## Southern California

# CA Democrat Registration 1970 - 2014



Since 1970, the Democrat proportion of registered voters has declined from **54.9%** to **44.9%**

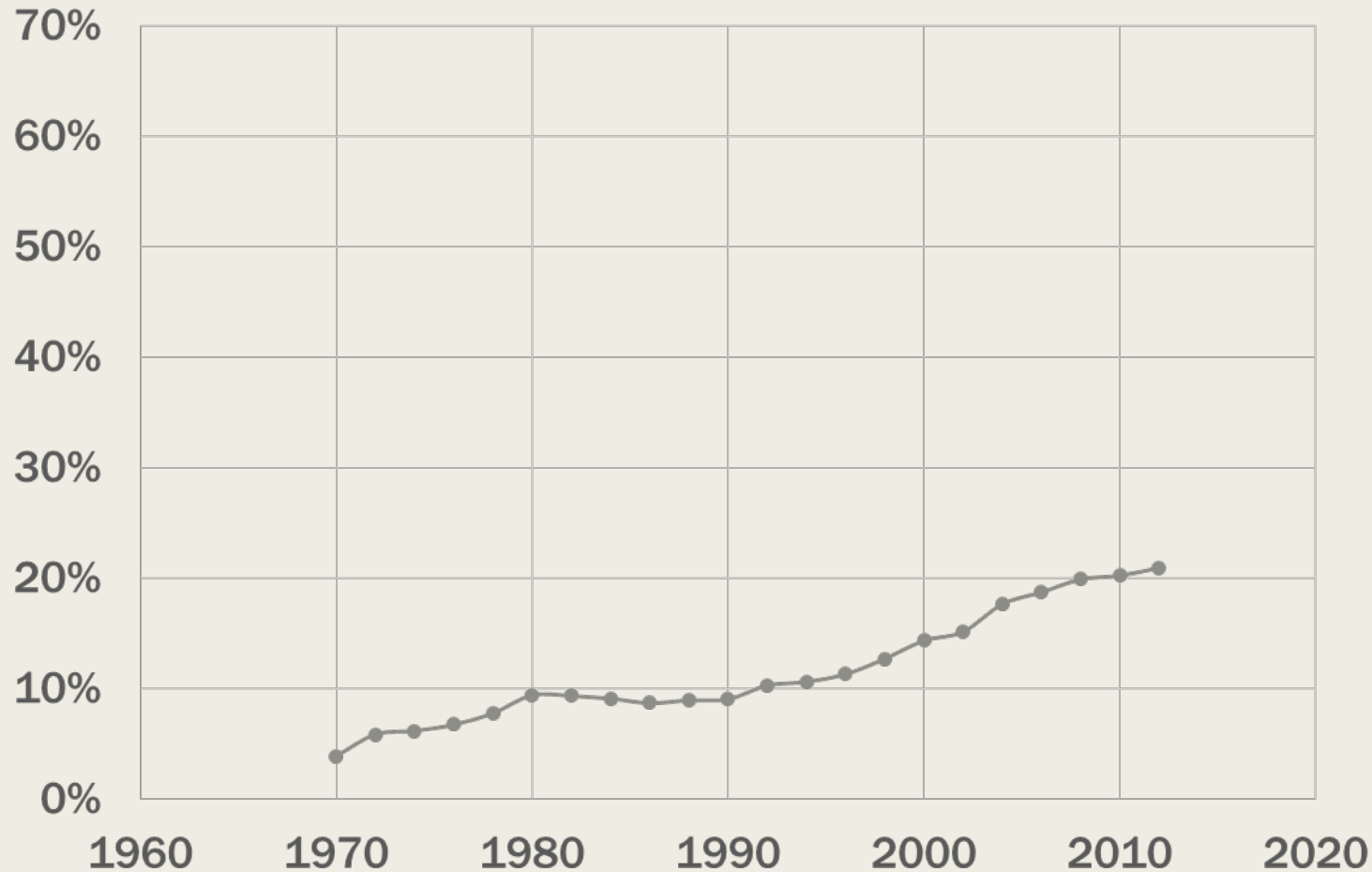
# CA Republican Registration 1970 - 2014



Since 1970, the Republican proportion of registered voters has declined from **39.8%** to **26.0%**

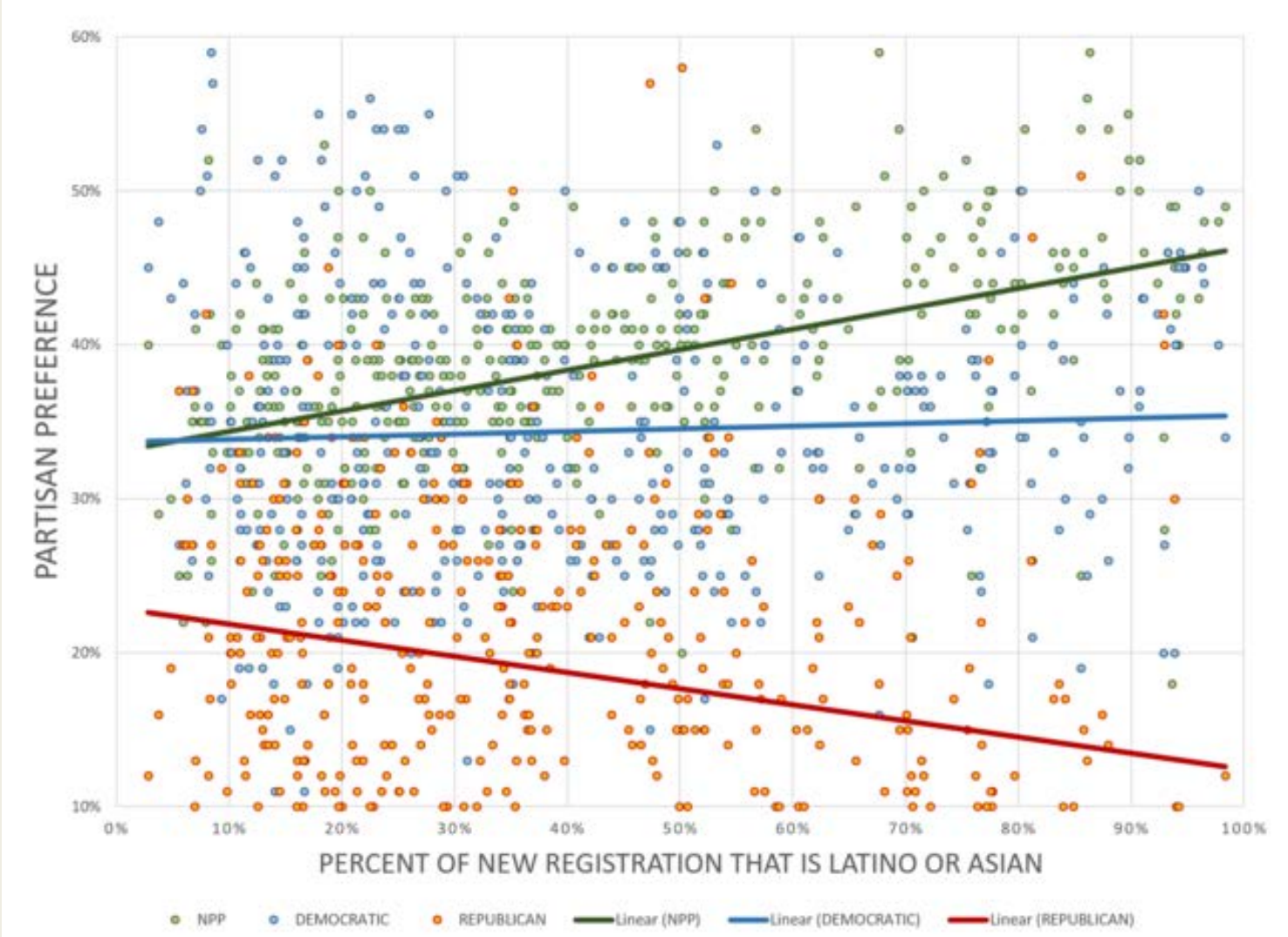


# CA Republican Registration 1970 - 2014



Between 1970 and 2014, the proportion of unaffiliated – or DTS – voters increased from **4%** to **24.3%**

# The Rise of the Nonpartisan Voter



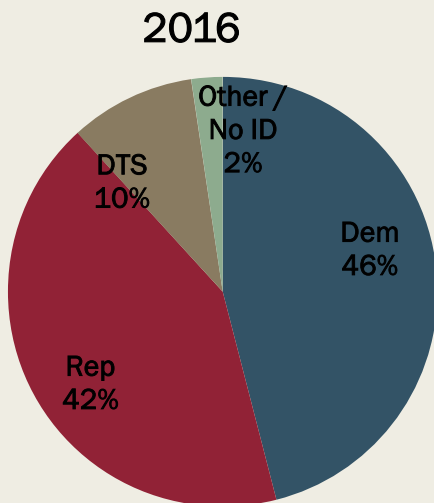
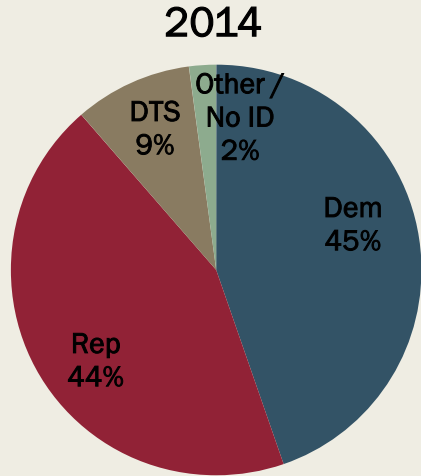
“...looking closer at registration by city and by ethnicity we can see that this growth in NPP voters...is coming on strongly in **minority** voter communities and, like all new registration, reflects predominantly **younger** voters.

If our state voter file is seeing an influx of millennials and minorities, two bases of the Democratic Party, then anything other than a swelling of their registration numbers could be seen as losing ground”

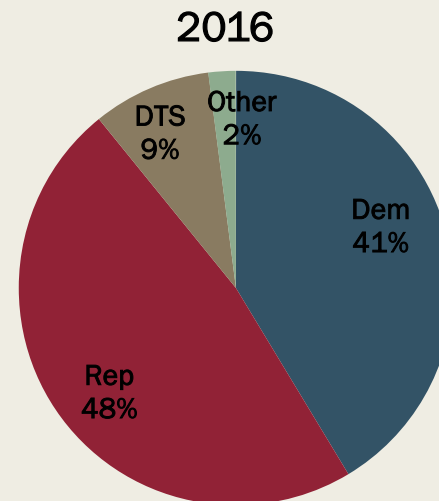
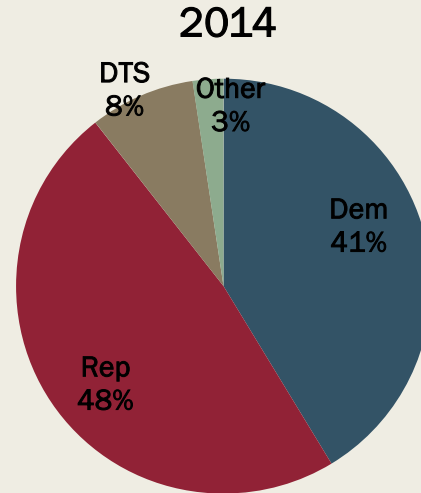
CA120: Voter Registration: GOP death rattle or a missed opportunity for the Dems?  
Paul Mitchell

# 2016 CA Local Government Composition

CITY



Republicans hold a plurality of seats across California's 58 counties and trail Democrats by about 100 seats



COUNTY

# Millennial Voters



**Age 18 – 29: 75%**  
**Latino: 44%**

USC Dornsife / LA Times Poll, May 2016

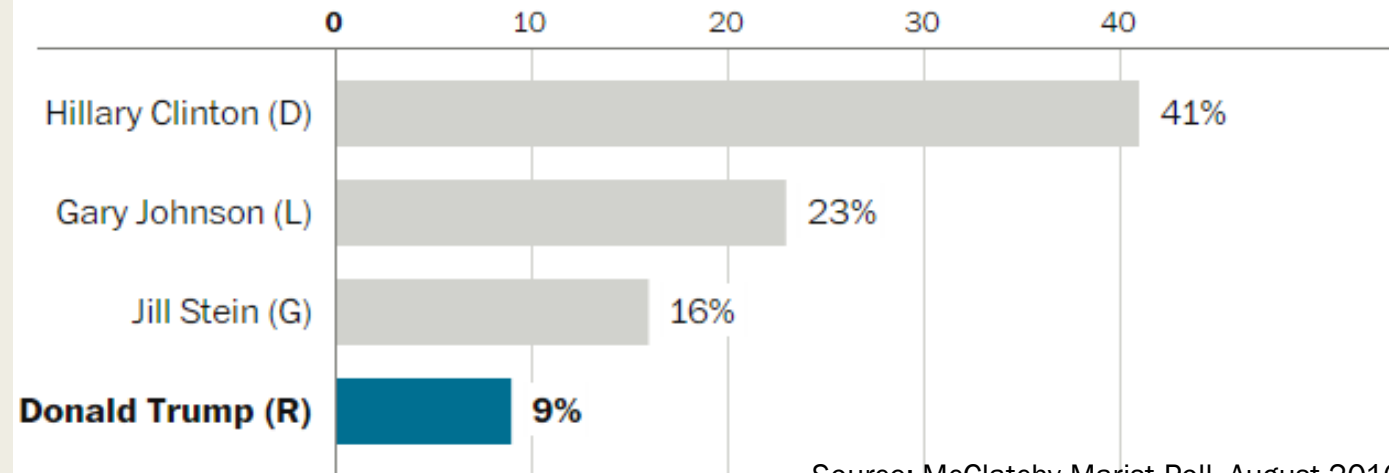


**Age 18 – 29: 19%**  
**Latino: 44%**

USC Dornsife / LA Times Poll, May 2016



## Poll shows Trump in fourth among voters under 30



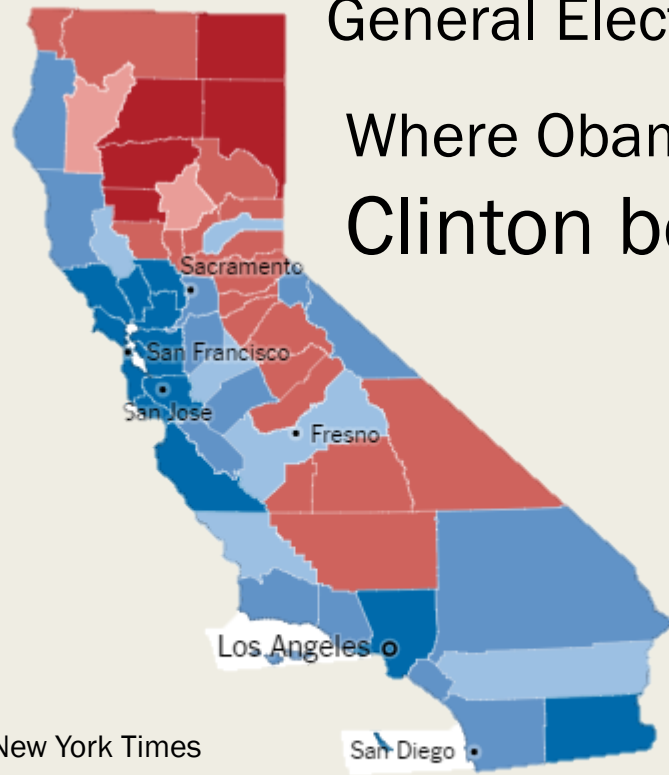
Source: McClatchy-Marist Poll, August 2016

# Presidential Results in CA

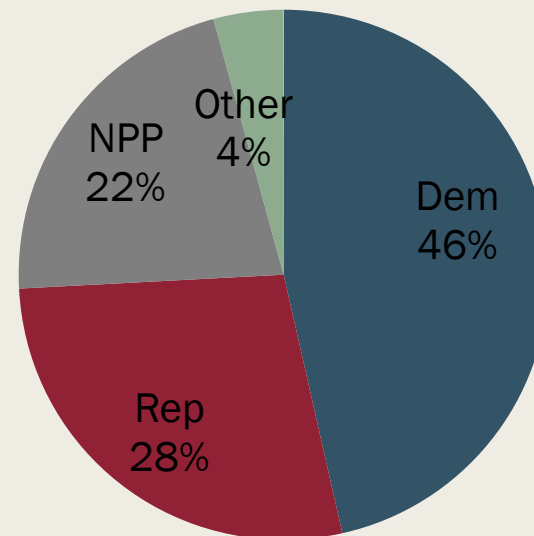
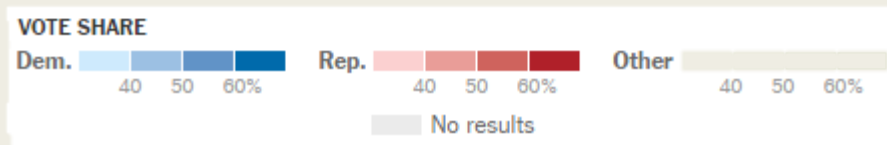
California had a statewide voter turnout of 75.3% in the November General Election - the highest since Barack Obama took office in 2008.

Where Obama led by 23.1% in 2012 -

Clinton beat Trump by a margin of 30 points



Source: New York Times



## Percent of Total Turnout

Latinos: 22.3%

API: 8.7%

African Americans: 3.4%



QUESTIONS?