Winning Strategies to Engage Underrepresented Communities

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California added 2 million voters – up to a record 19.4 Million. 79% registration rate.

Youth registration jumped to 63%

Overall increase from 2012, but still significant disparities in registration of eligible populations.

- Latinx – 68%
- Asians – 60%
- Non-Latinx/Asian – 89% (largely white)
California Turnout of Eligible Voters

Turnout Rates of Eligible Voters: 2012 & 2016 General Elections

- November 2012:
  - Latinxs: 39%
  - Asians: 33%
  - All: 53%

- November 2016:
  - Latinxs: 38%
  - Asians: 38%
  - All: 58%