



**Voter Analytics and Strategic Polls**



**Voter Turnout Analysis - 2018 General Election**

**San Diego Board of Supervisors**

**Districts 1, 2, and 3**

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## Voter Analytics and Strategic Polls

### San Diego County Board of Supervisors

This research is a quantitative analysis of the voter turnout for three of the five districts in the 2018 gubernatorial general election. None of the districts included in this analysis were in the ballot, but they will be in the presidential election in 2020 where a larger turnout is expected.

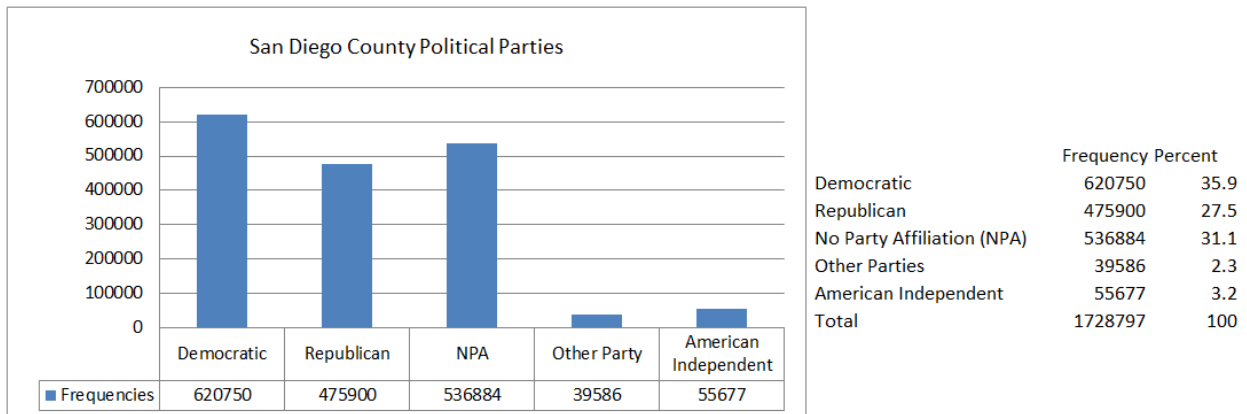
The San Diego County Board of Supervisors has 1,728,797 registered voters, as of January, 9, 2019, according to the California Secretary of State.

We will examine demographic categories such as age, and political affiliation in terms of turnout. While the races are technically non-partisan, the political parties play a large role in endorsing, funding, and providing campaign resources to candidates registered with their party.

The turnout for each district will be shown, quantitatively, by percentile, by political party and age group. Their results will then be analyzed in two age group categories, 17-49 age group and 50+ age group.

Turnout by registered voters indicates a vote in the general election regardless of candidate or issues on the ballot, or whether the voted for only one item on the ballot, or all items on the ballot. All five districts have recently become available through term limits, Districts 4 and 5 elected new supervisors during the 2018 election cycle, and districts 1, 2, and 3, will be electing new leaders in the upcoming 2020 presidential election.

The no party affiliation group (NPA), or “Independent group”, while significant in number, is not an organized political party and is not counted as such; however, since the American Independent Party is a recognized political organization, the third largest political party in San Diego County, it is counted. Their registered number is larger than the combined amount of the rest of the minor parties, American Independent (AI) 55,677, (3.2%) registered voters, All other minor parties combined 39,586, (2.3%) registered voters.



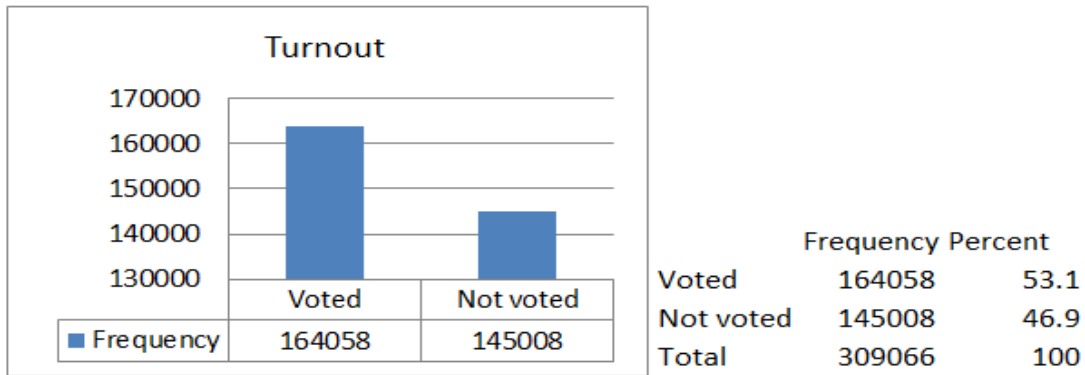
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### District 1

The turnout (voted) was 53.1%, or 164,058 of the registered voters. The district's registered voters are overwhelmingly young with 57% belonging to the 17-49 age group, and the 50+ age group making up the remaining 43%.

The seat is currently being held by incumbent Gregg Cox who was not on the ballot for reelection in 2018, and due to term limits, will not be running for reelection in 2020. The district also had the lowest turnout of the five supervisorial districts in the county.

#### Turnout



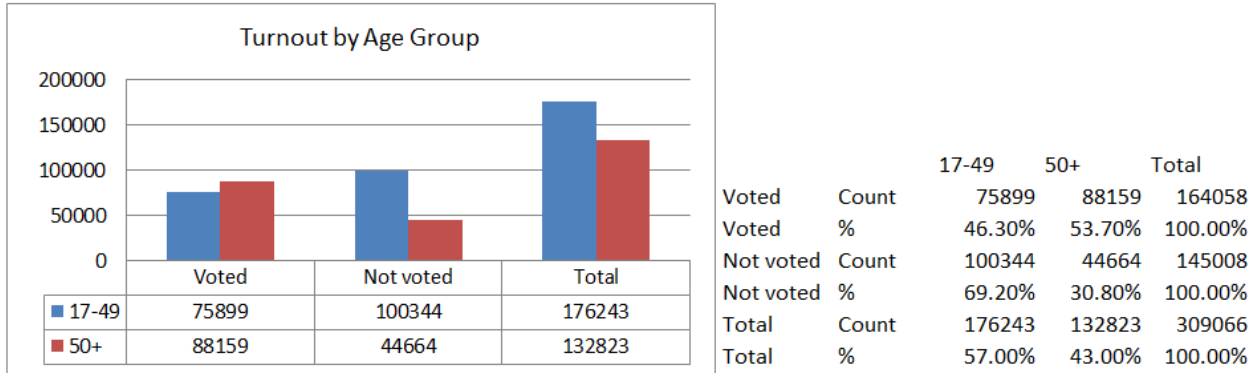
Supervisor Cox will have served 25 years as supervisor when he leaves in 2020, and it's expected that there will be a large number of candidates that will be vying for the open seat.

So, in order to see what the prospective candidates will face, we will look at a quantitative analysis of what the demographics of the district look like in terms of turnout.

## Voter Analytics and Strategic Polls

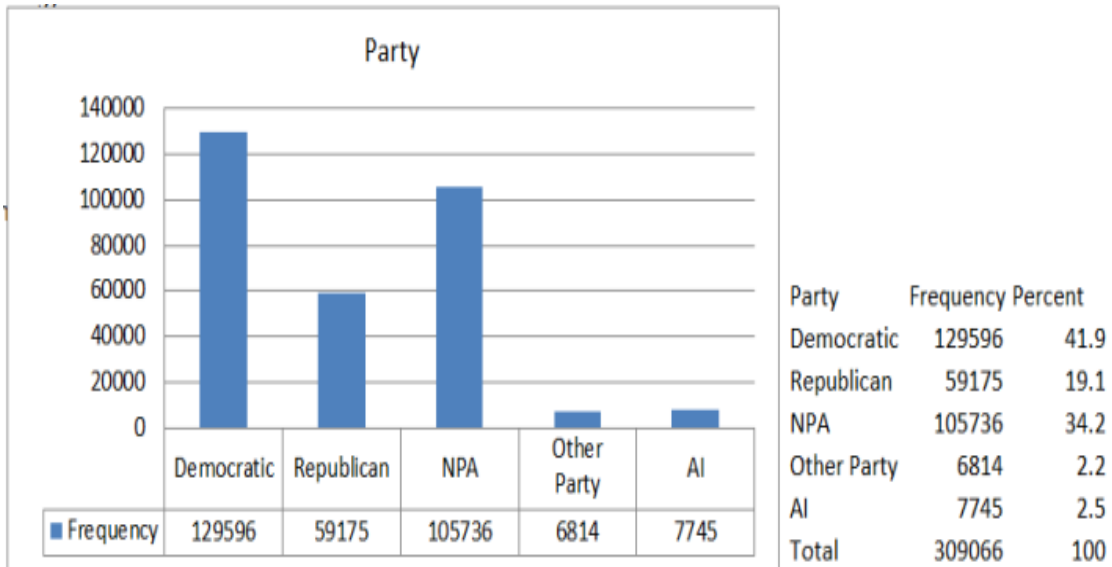
### Age

The voter turnout by age group shows that the voting is the inverse of their registered number. 53.7% of the 50+ age group voted, while 46.3% of the 17-49 age group voted.



### Party

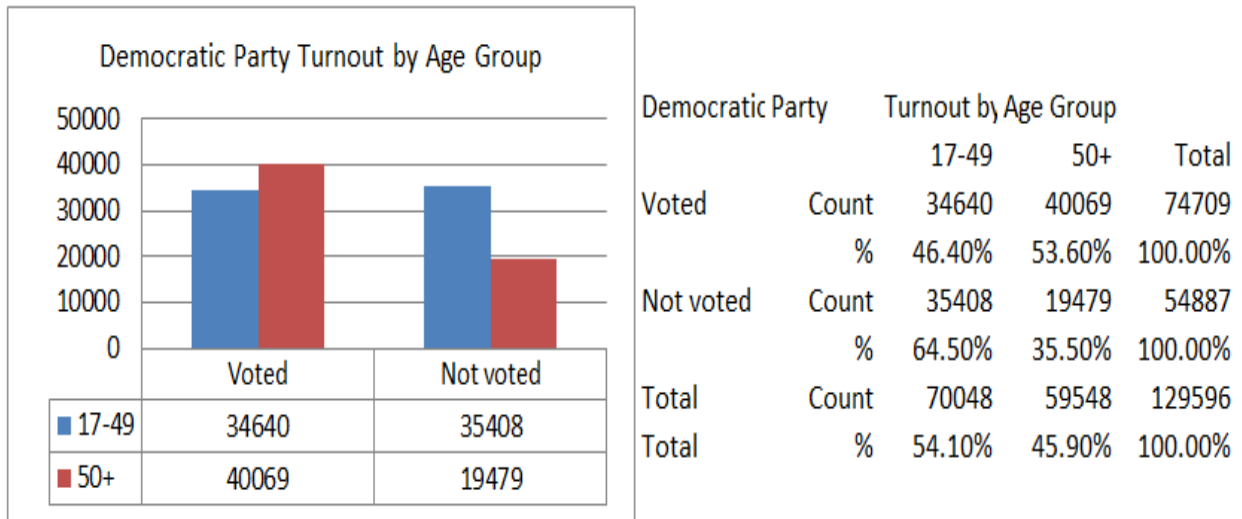
District 1 is a majority Democratic district with 129,596, (41.9%), registered voters; second, is the Republican Party with 59,175, (19.1%) voters; third is the American Independent Party 7,745,(2.5%); followed by No partisan affiliation, or independent voter with 105,736, (34.2%) of the voters; and last are all of the other political parties combined at 6,814, (2.2%). We are including the American Independent Party in its own category because it's larger than all other minor parties combined; AI, 7,745 registered voters, vs. other minor parties combined is 6,814.



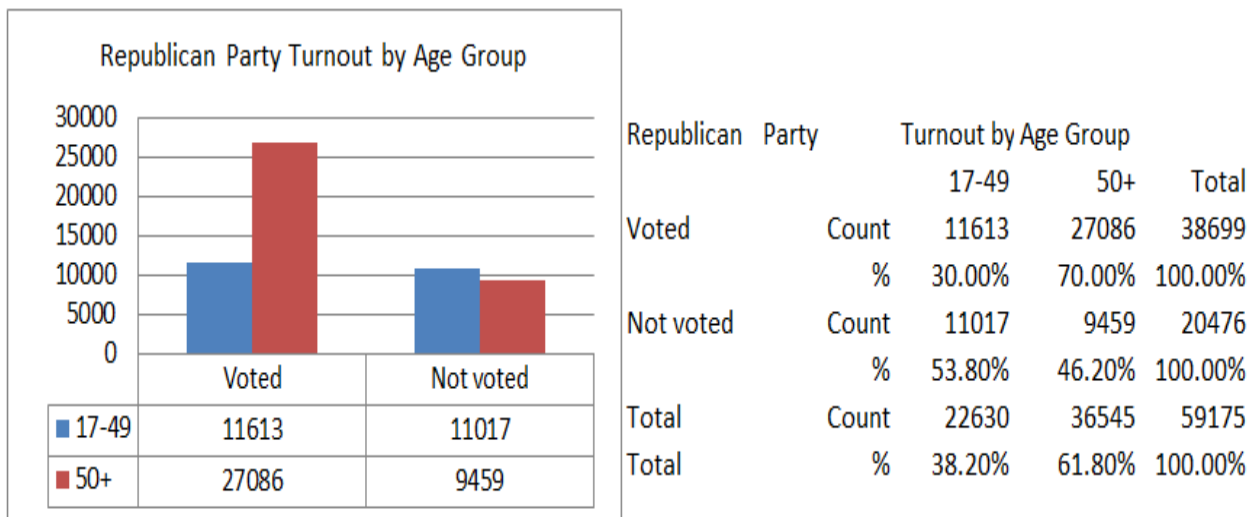
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#### Turnout of Political Affiliation by Age Group

The Democratic Party consists of 129,596 registered voters, of which 74,709 voted and 54,887 did not vote. Of the ones that voted 34,640 (46.4%) were in the 17-49 age group; and 40,069, (53.6%) were in the 50+ age group.

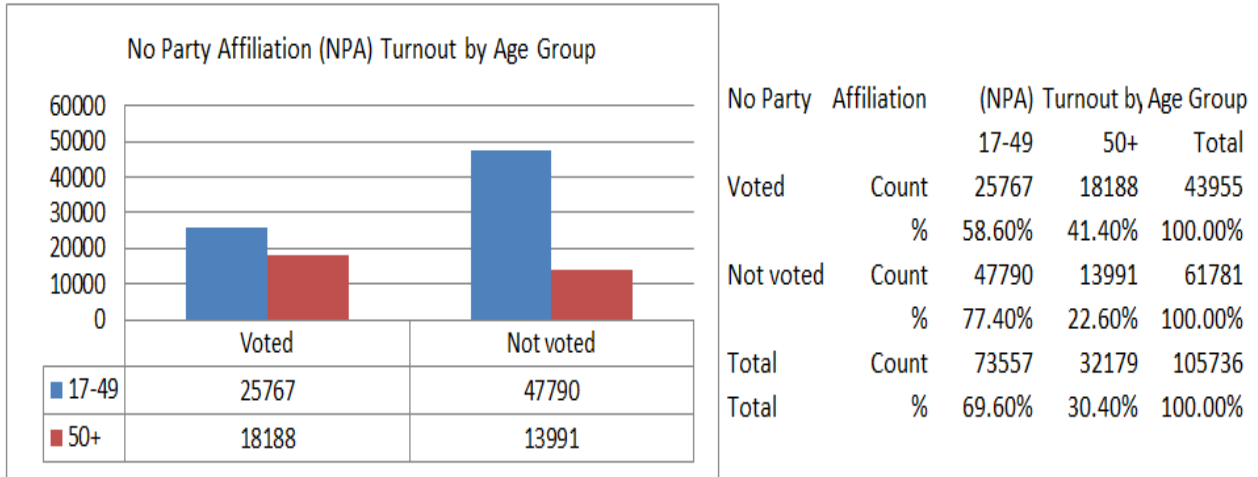


The Republican Party has 59,175 registered voters of which 22,630 voted and 36,545 did not vote. Of the ones that voted, 11,613 (30%), were in the 17-49 age group, and 27,086, (70%) were in the 50+ age group.

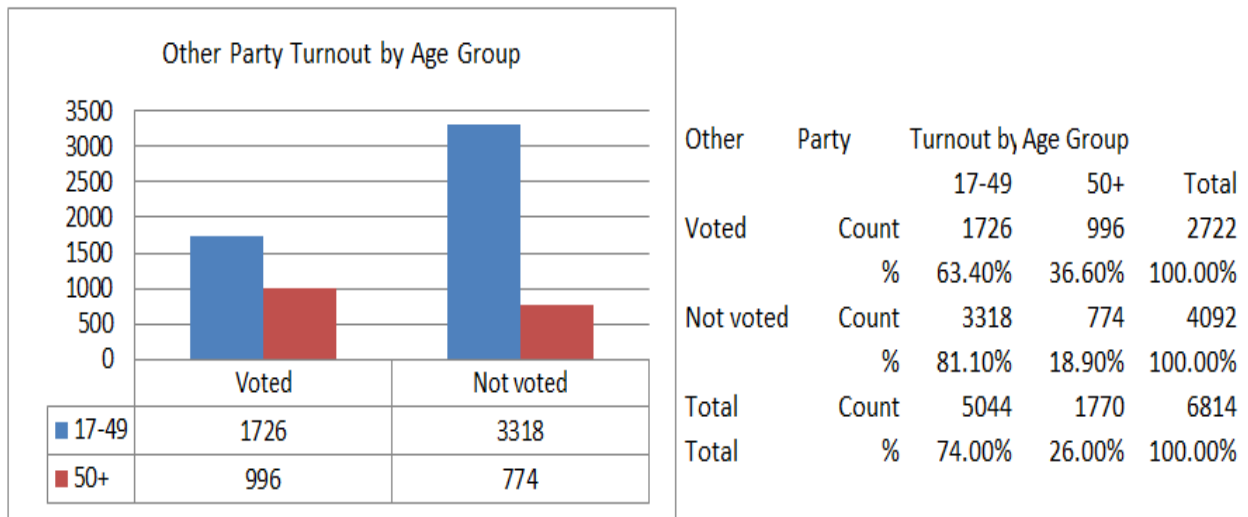


### Voter Analytics and Strategic Polls

The No party affiliation, or Independent voter, has 105,736 registered voters of which 73,557 voted and 32,179 did not vote. Of the ones that voted, 25,767 (58.6%) were in the (17-49) age group, and 18,188, (41.4%) were in the 50+ age group.

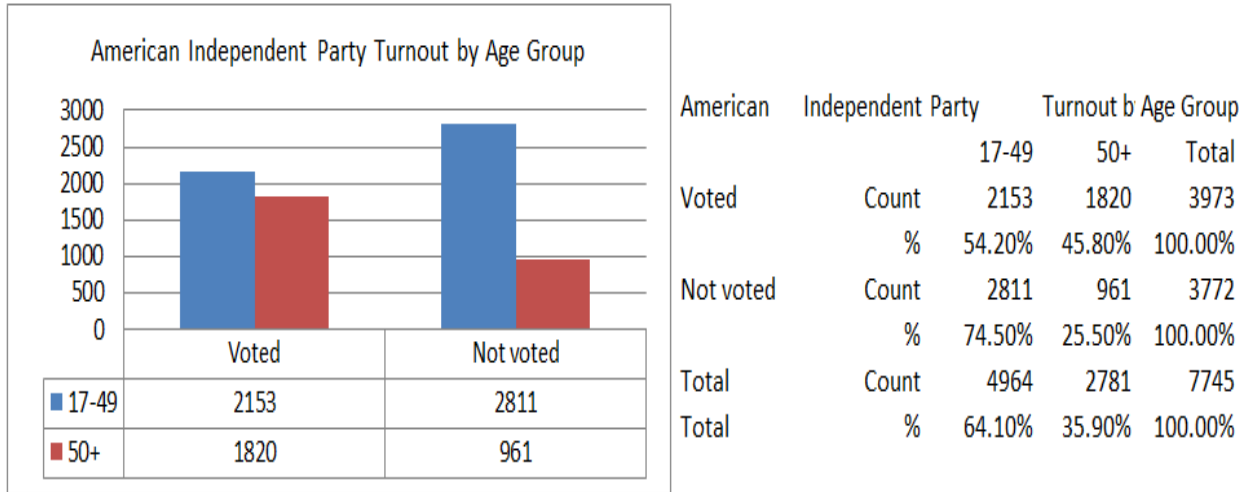


The other party group, a combination of all of the other minor parties, has 6,814 registered voters of which 2,722 voted, and 4,092 did not vote. Of the ones that voted, 1,726 (63.4%) were in the 17-49 age group, and 996 (36.6%) were in the 50+ age group.

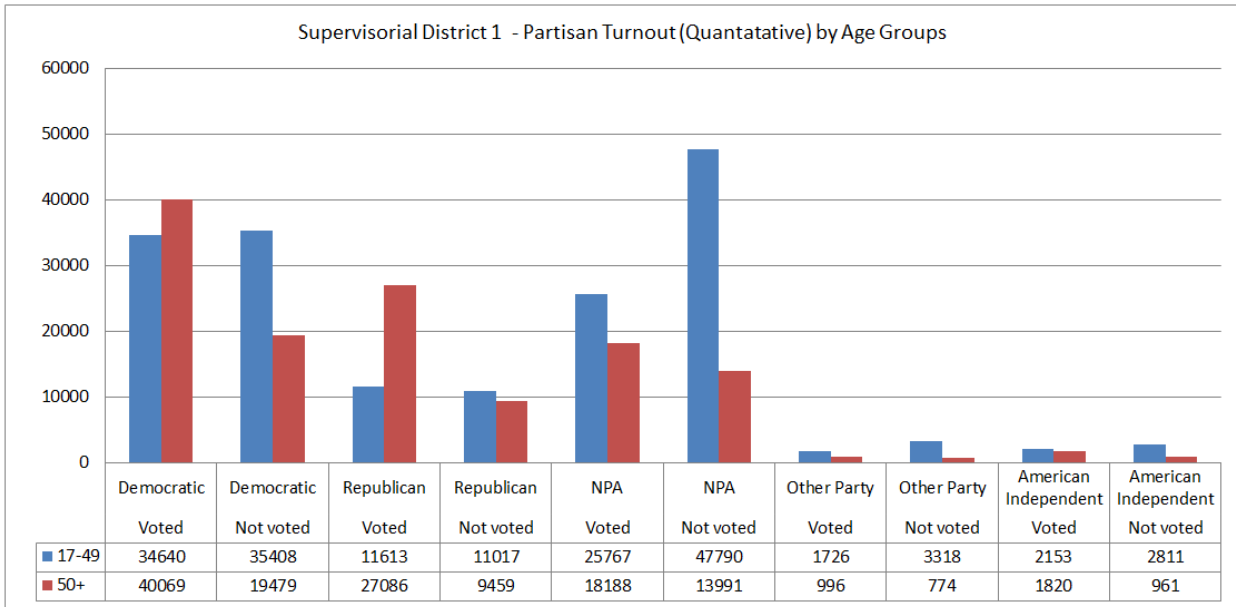


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The American Independent Party has 7,745 registered voters in district 1, of which 3,973 voted and 3,772 did not vote. Of the ones that voted, 2,153 (54.2%), were in the 17-49 age group, and 1,820 (45.8%) were in the 50+ age group.

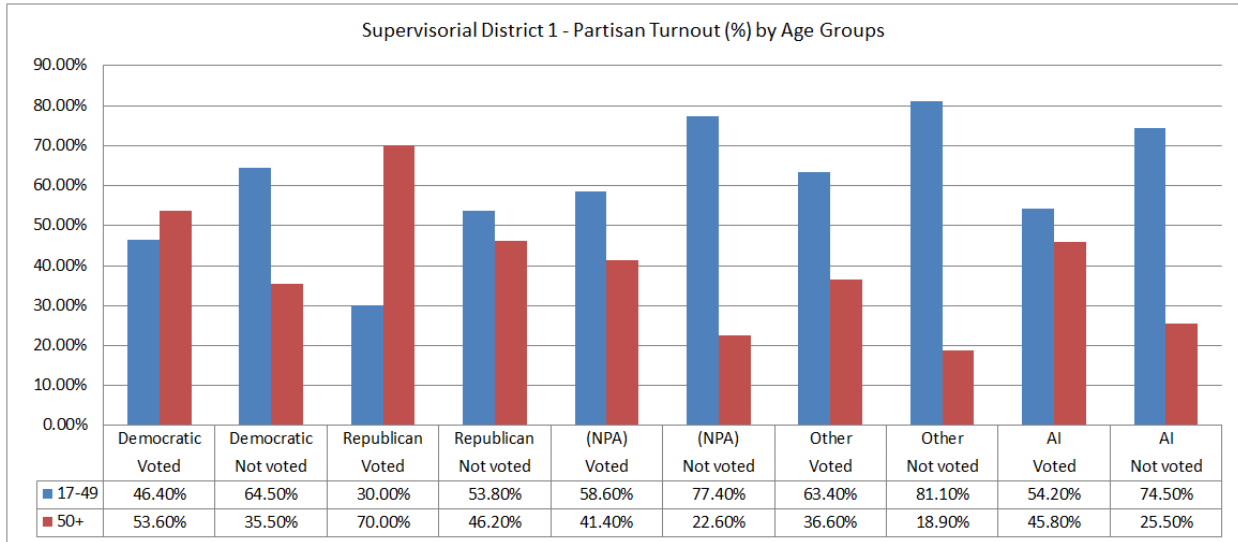


This chart provides a comparative quantitative overview of all the political parties in terms of their turnout by age group.



### Voter Analytics and Strategic Polls

Similarly, this chart provides an overview, in ratios, of all the political parties in terms of their turnout by age group.





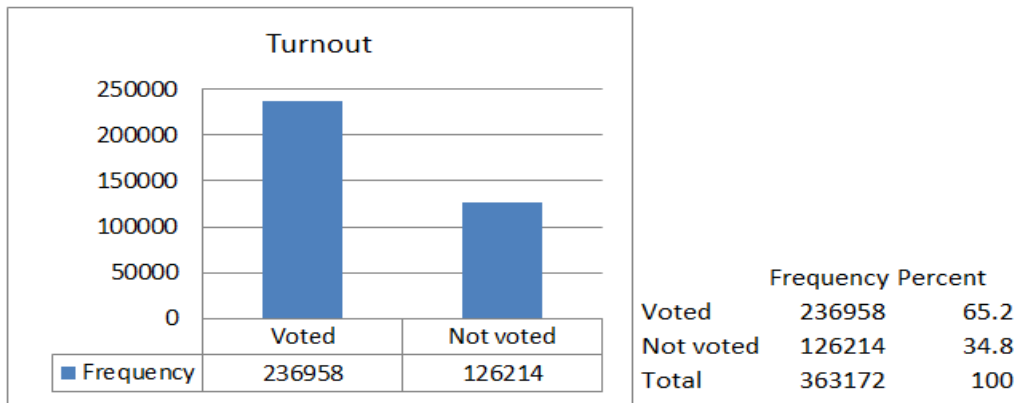
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### District 2

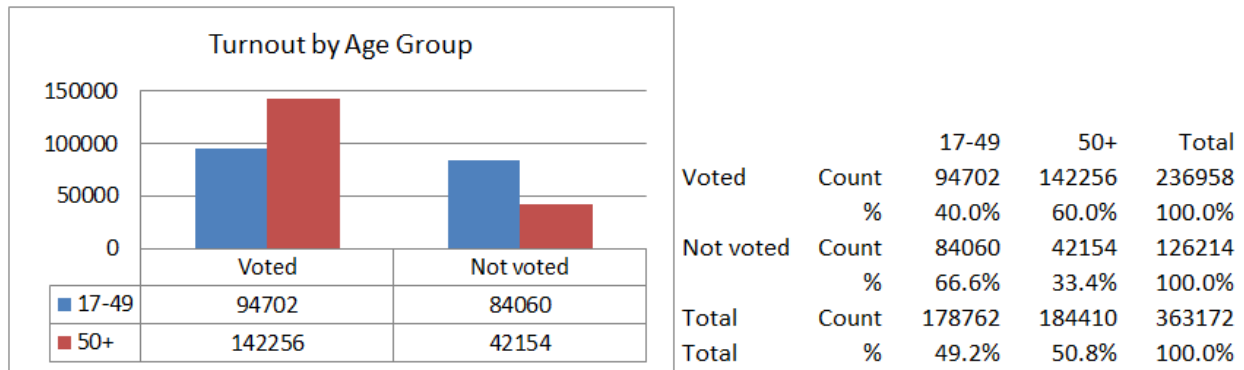
The turnout (voted) was 65.2%, or 236,958 of the registered voters. The district is somewhat evenly distributed by age group, with the 17-49 age group at 49.2% and the 50+ age group at 50.8% of the registered voters.

The seat is currently being held by incumbent Dianne Jacob, first elected in 1992, she was not on the ballot for reelection in 2018, and due to term limits the district is an open seat for 2020.

### Turnout



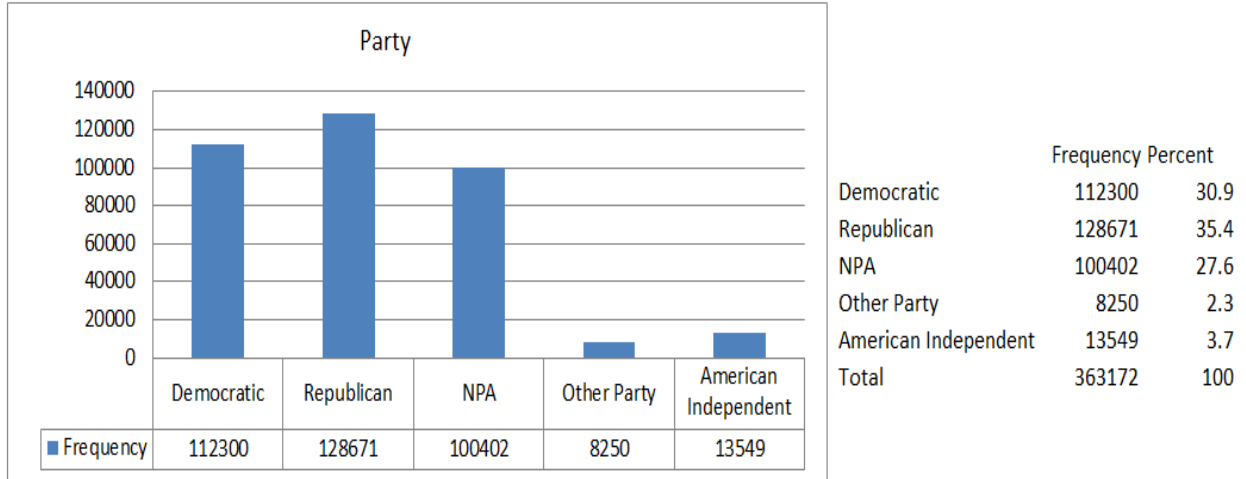
The voter turnout, in district 2, follows the same pattern of the other districts, where the younger group underperforms in voting by, 40%, and not voting by, 66.6%. Similarly the 50+ age group voted 60%, and 33.4% did not vote.



## Voter Analytics and Strategic Polls

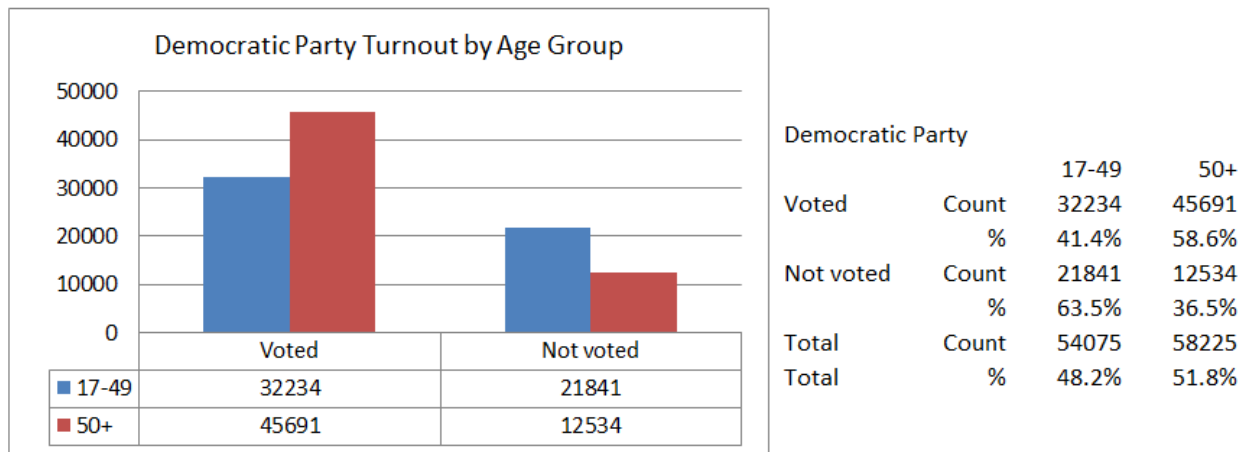
### Party

District 2 is a majority Republican district with 128,671, (35.4%) registered voters, second is the Democratic Party with 112,300 (30.9%) registered voters, third is the American Independent party with 13,549 (3.7%) registered voters. The No party affiliation (NPA) is the wild card since there is no quantifiable way to determine their attitude toward any candidate or issue.



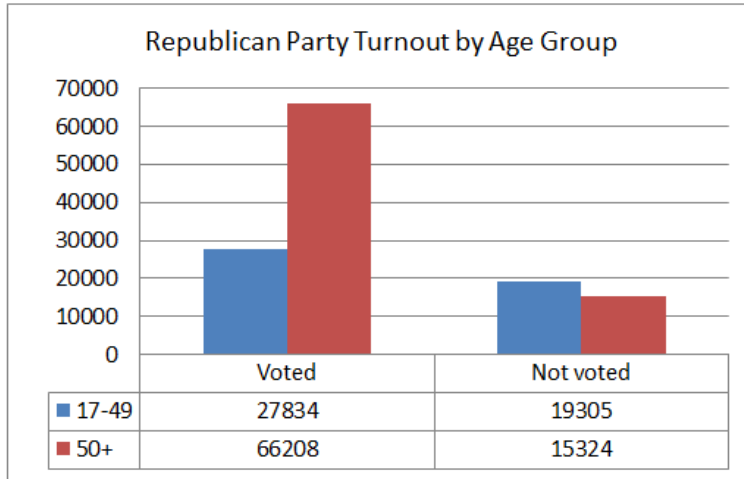
### Turnout of Political Affiliation by Age Group

The Democratic Party consists of 112,300 registered voters, of which 77,925 voted and 34,375 did not vote. Of the ones that voted 32,234 (41.4%) were in the 17-49 age group; and 45,691, (58.6%) were in the 50+ age group.



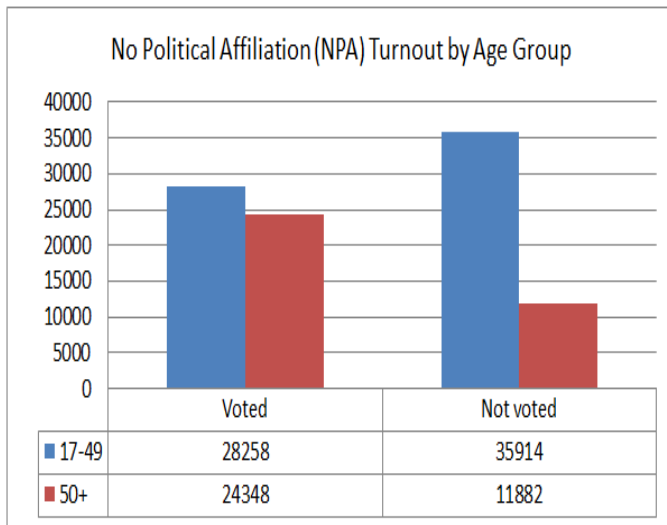
### Voter Analytics and Strategic Polls

The Republican Party has 59,175 registered voters of which 22,630 voted and 36,545 did not vote. Of the ones that voted, 11,613 (30%), were in the 17-49 age group, and 27,086, (70%) were in the 50+ age group.



Republican Party		17-49	50+
Voted	Count	27834	66208
	%	29.60%	70.40%
Not voted	Count	19305	15324
	%	55.70%	44.30%
Total	Count	47139	81532
	%	36.60%	63.40%

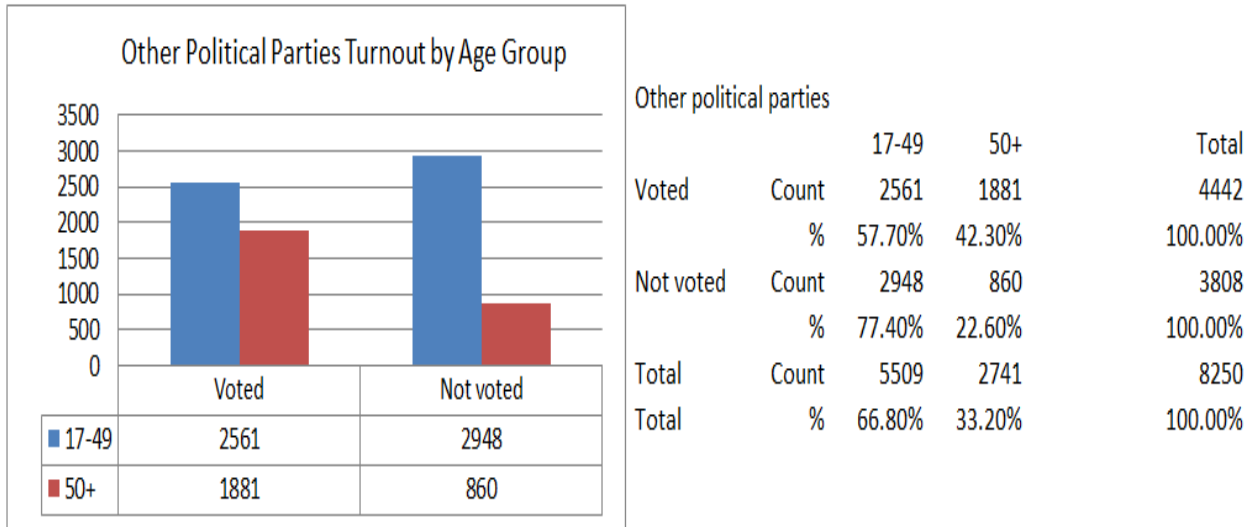
The no political affiliation, or Independent voter, has 100,402 registered voters of which 52,606 voted and 47,796 did not vote. Of the ones that voted, 28,258 (53.7%) were in the (17-49) age group, and 24,348, (46.3%) were in the 50+ age group.



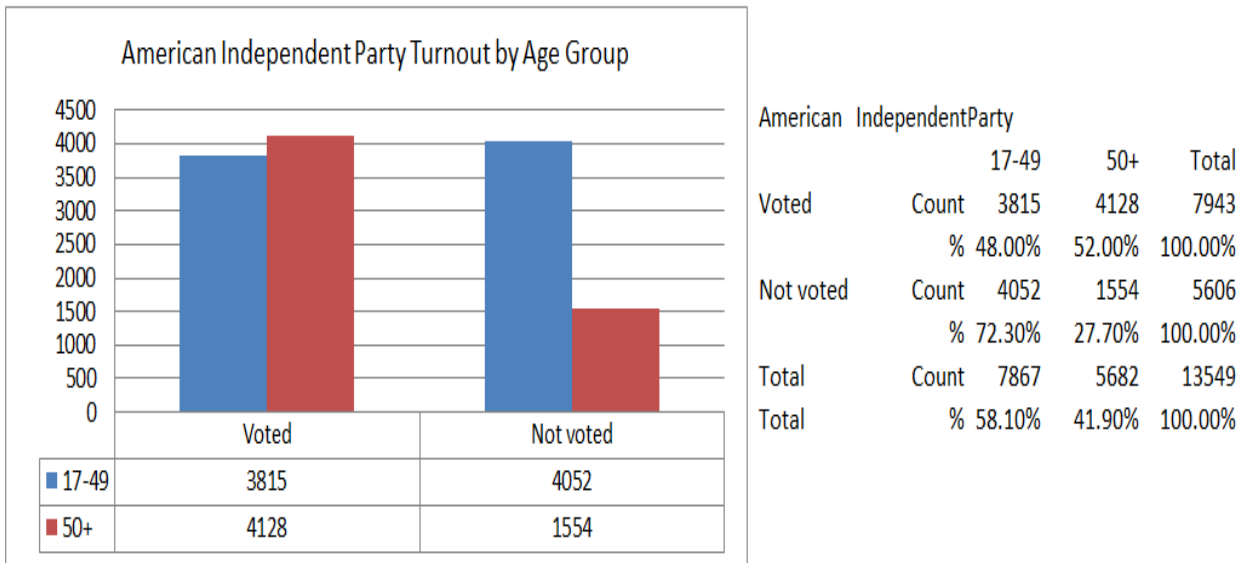
No political affiliation (NPA)		17-49	50+	Total
Voted	Count	28258	24348	52606
	%	53.70%	46.30%	100.00%
Not voted	Count	35914	11882	47796
	%	75.10%	24.90%	100.00%
Total	Count	64172	36230	100402
	%	63.90%	36.10%	100.00%

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The other political party group, is a combination of all of the other minor parties, they have 8,250 registered voters of which 4,442 voted, and 3,808 did not vote. Of the ones that voted, 2,561 (57.7%) were in the 17-49 age group, and 1881 (42.3%) were in the 50+ age group.

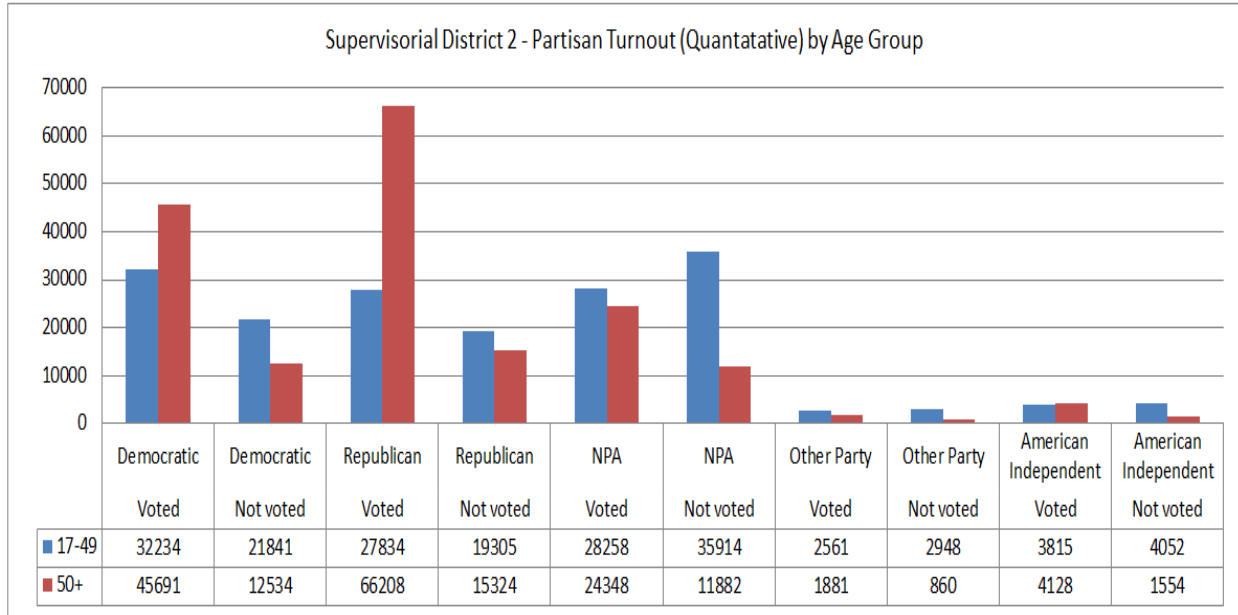


The American Independent Party has 13,549 registered voters in district 2, of which 7,943 voted and 5,606 did not vote. Of the ones that voted, 3,815 (48%), were in the 17-49 age group, and 1,820, (45.8%) were in the 50+ age group.

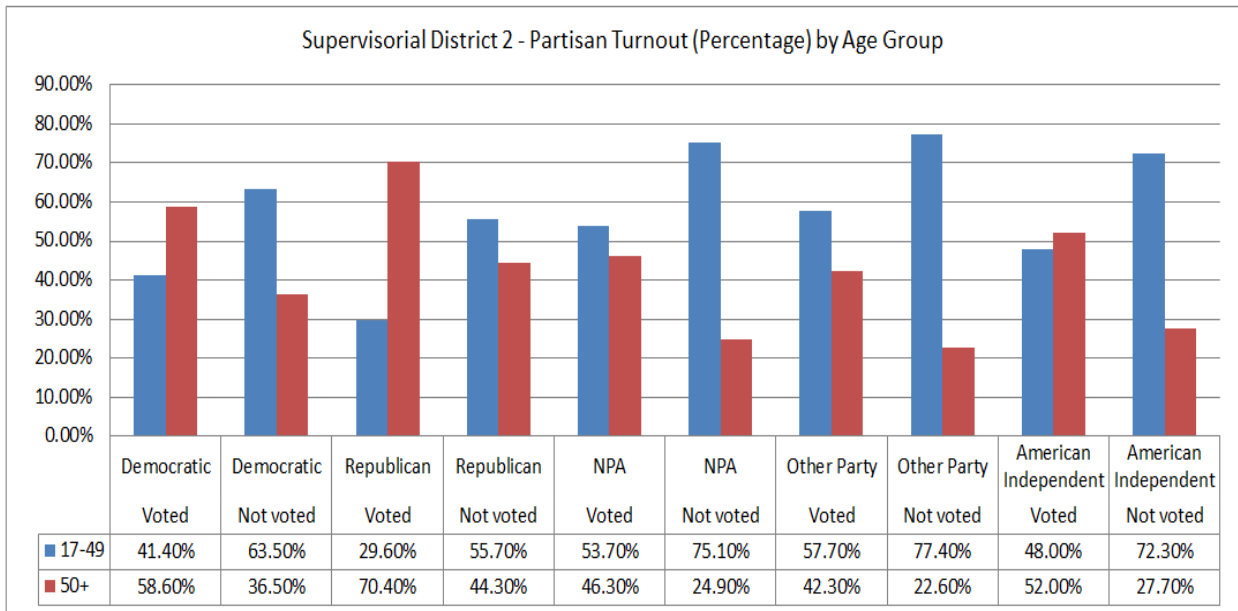


### Voter Analytics and Strategic Polls

This chart provides a comparative quantitative overview of all the political parties in terms of their turnout by age group.



Similarly, this chart provides an overview, in ratios, of all the political parties in terms of their turnout by age group.



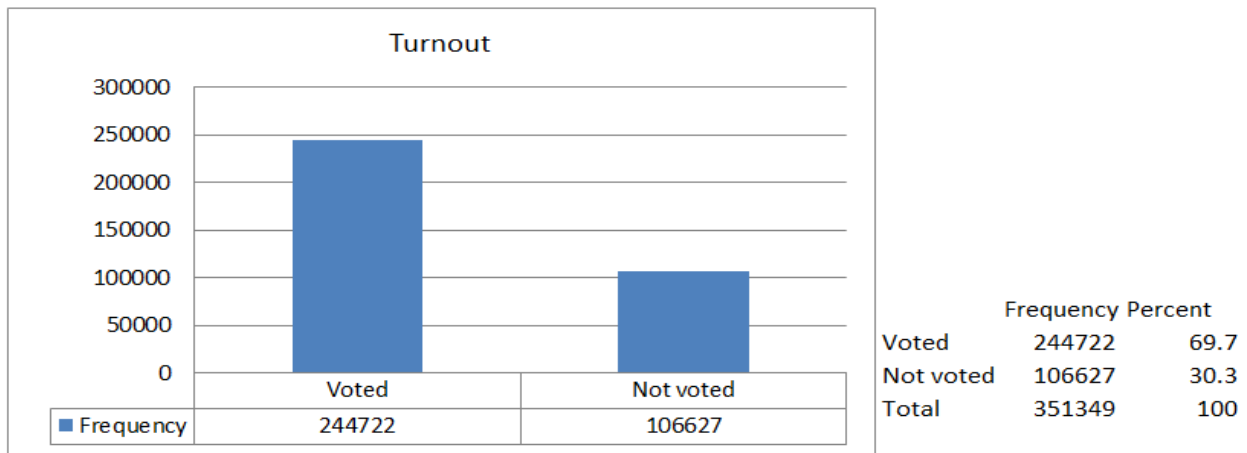
## Voter Analytics and Strategic Polls

### District 3

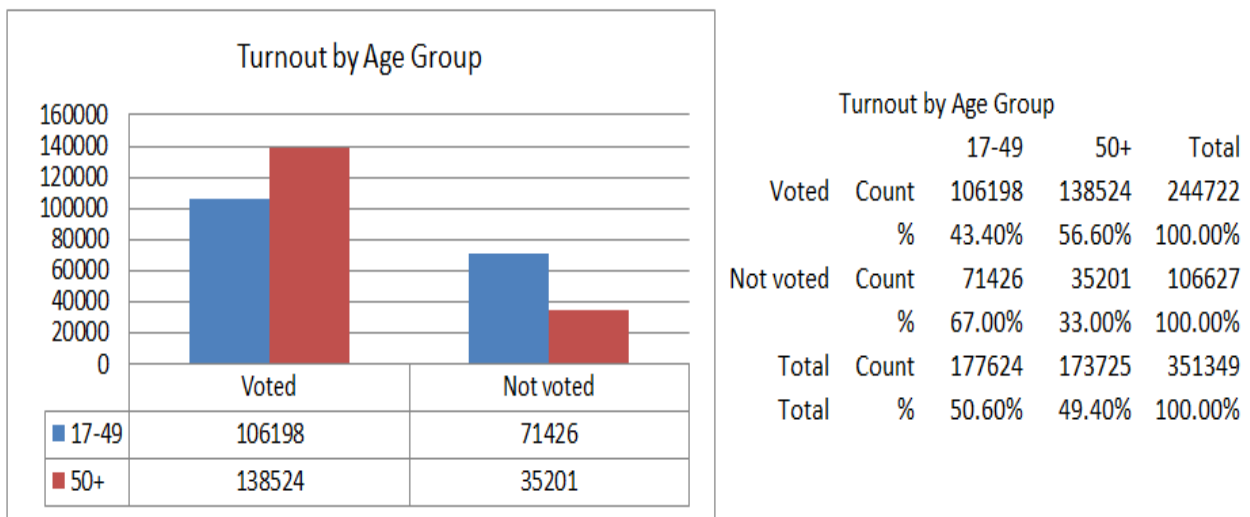
The turnout vote was 69.7% or 244,722 of the registered voters in the 2018 gubernatorial general election. The district's registered voters are almost evenly distributed among the two age groups. The 17-49 age group has a slight numerical advantage (50.6%) over the 50+ age group (49.4%).

The seat is currently being held by incumbent Kirstin Gaspar, first elected in 2016 and is running for reelection in 2020.

### Turnout



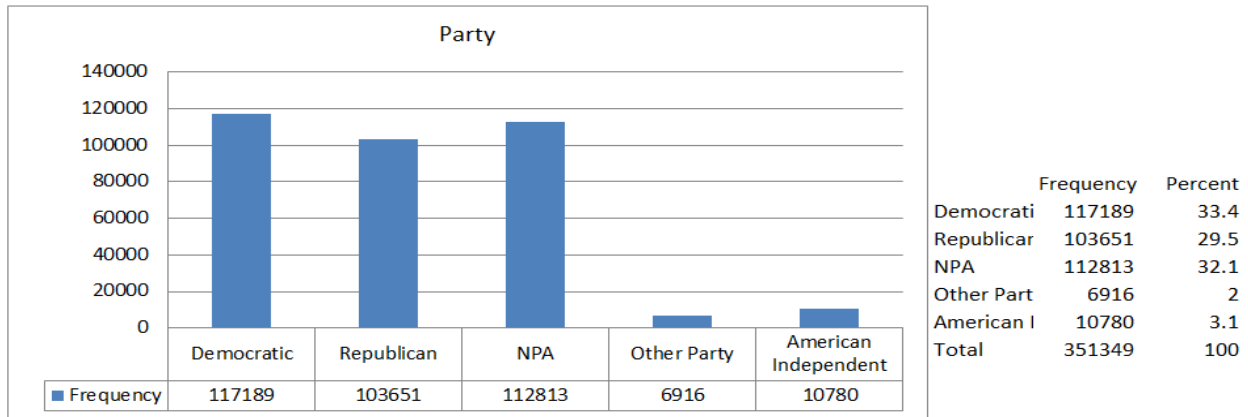
Even though the two groups are almost equally divided, the voter turnout is still higher for the 50+ age group.



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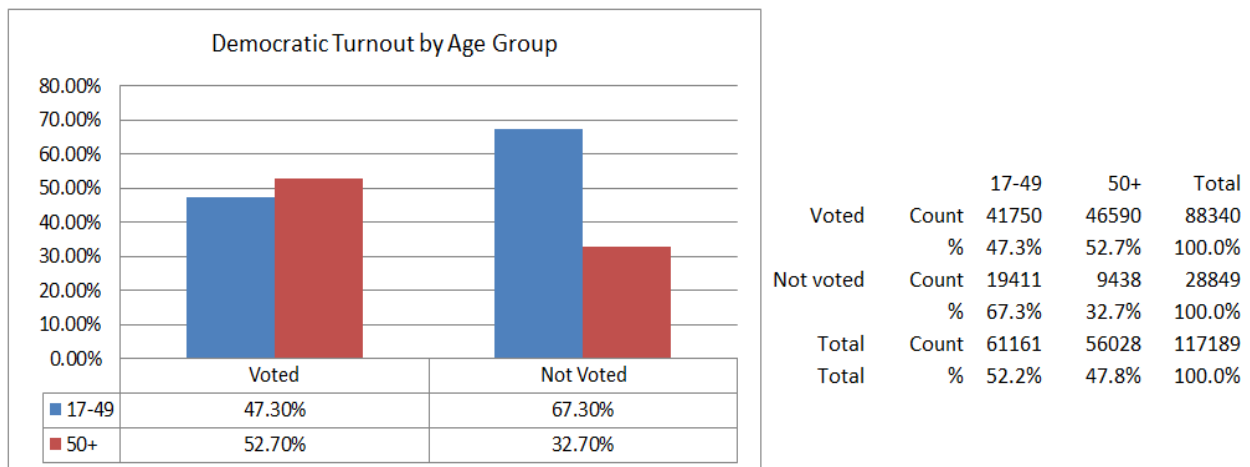
### Party

District 3 is a majority Democratic district with 117,189, (33.4%) of the registered voters; Second, is the Republican Party with 103,651, (29%), of the registered voters. The no party affiliation, while not an official political party, consists of 112,813, (32.1%) of registered voters. The American Independent Party comes in third place with 10,780 (3.1%) of registered voters, and lastly, the combined other party group has 6,916 (2%) registered voters.



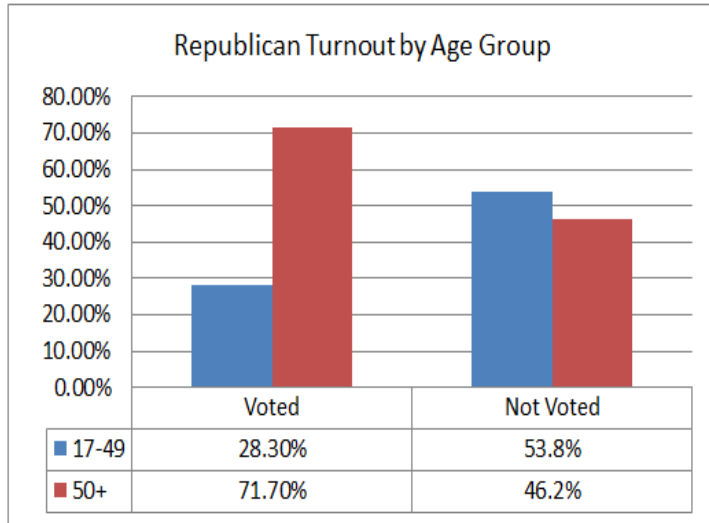
### Turnout of Political affiliation by Age Group

The Democratic Party consists of 117,189 registered voters, of which 88,340 voted and 28,848 did not vote. Of the ones that voted 41,750, (47.3%) were in the 17-49 age group; and 46,590, (52.7%) were in the 50+ age group.



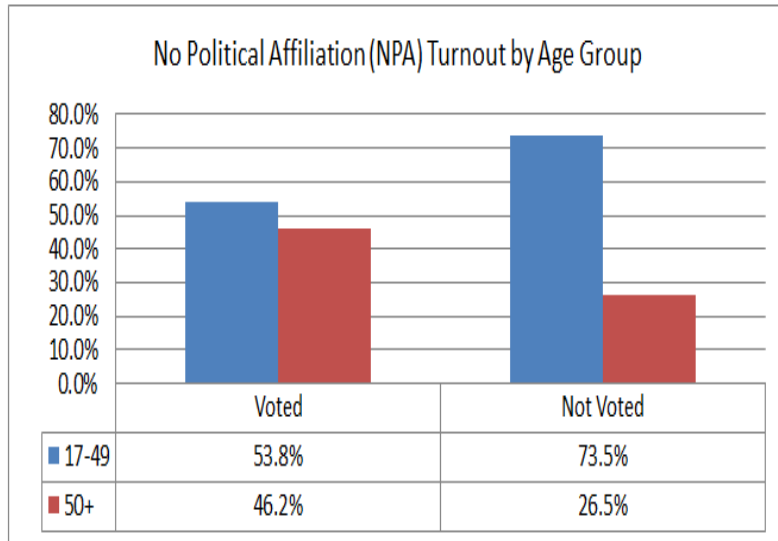
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The Republican Party has 103,651 registered voters of which 76,984 voted and 26,703 did not vote. Of the ones that voted, 21,762 (28.3%), were in the 17-49 age, and 55,186, (71.7%) were in the 50+ age group.



		17-49	50+	Total
Voted	Count	21762	55186	76948
	%	28.3%	71.7%	100.0%
Not voted	Count	14368	12335	26703
	%	53.8%	46.2%	100.0%
Total	Count	36130	67521	103651
	%	34.9%	65.1%	100.0%

The no political affiliation, or Independent voter, has 112,813 registered voters of which 68,468 voted and 44,345 did not vote. Of the ones that voted, 36,857 (53.8%) were in the (17-49) age group, and 31,611, (46.2%) were in the 50+ age group.

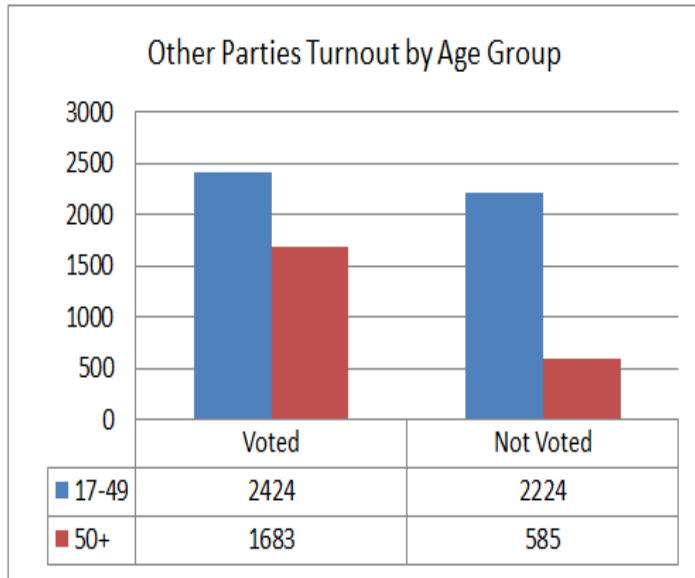


		17-49	50+	Total
Voted	Count	36857	31611	68468
	%	53.8%	46.2%	100.0%
Not voted	Count	32604	11741	44345
	%	73.5%	26.5%	100.0%
Total	Count	69461	43352	112813
	%	61.6%	38.4%	100.0%



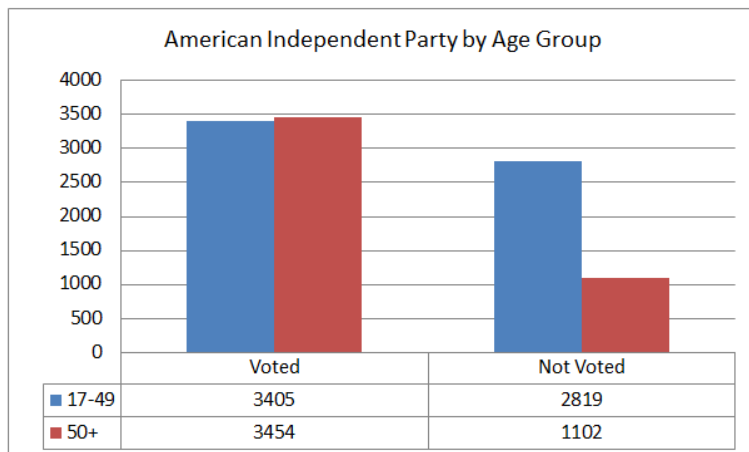
### Voter Analytics and Strategic Polls

The other political party group, is a combination of all of the other minor parties, they have 6,916 registered voters of which 4,107 voted, and 2,809 did not vote. Of the ones that voted, 2,424 (59.0%) were in the 17-49 age group, and 1683 (41.0%) were in the 50+ age group.



		17-49	50+	Total
Voted	Count	2424	1683	4107
	%	59.00%	41.00%	100.00%
Not voted	Count	2224	585	2809
	%	79.20%	20.80%	100.00%
Total	Count	4648	2268	6916
Total	%	67.20%	32.80%	100.00%

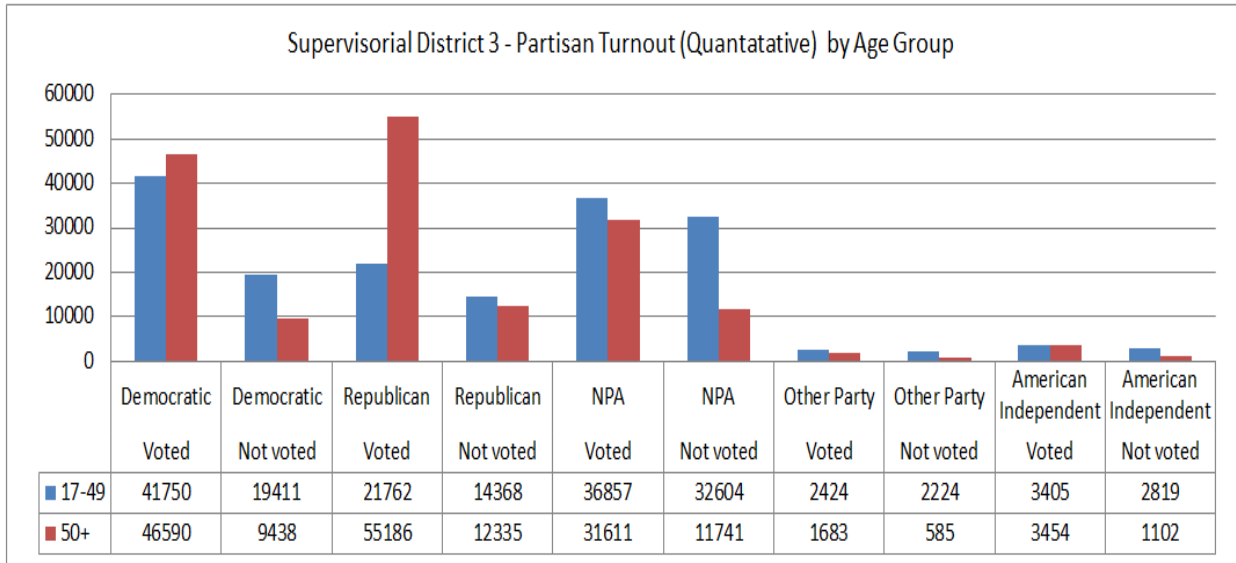
The American Independent Party has 10,780 registered voters in district 3, of which 6,859 voted and 3,951 did not vote. Of the ones that voted, 3,405 (49.6%), were in the 17-49 age group, and 3,454, (50.4%) were in the 50+ age group.



		17-49	50+	Total
Voted	Count	3405	3454	6859
	%	49.60%	50.40%	100.00%
Not voted	Count	2819	1102	3921
	%	71.90%	28.10%	100.00%
Total	Count	6224	4556	10780
Total	%	57.70%	42.30%	100.00%

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Similarly, this chart provides an overview, in ratios, of all the political parties in terms of their turnout by age group.

