



“Without data,  
you’re just  
another person  
with an opinion.”  
- W. Edwards Deming



# Overview

\$1 Billion

Total Candidate Spending (State Constitutional)	\$120,422,551
Total Candidate Spending (State Legislative)	\$119,498,220
Total Candidate Spending (Federal)	\$187,276,023
Total Independent Expenditures (State - Primary)	\$67,549,291
Total Independent Expenditures (State - General)	\$71,114,825
Total Independent Expenditures (Federal - Primary)	\$16,608,934
Total Independent Expenditures (Federal - General)	\$84,044,931
Total Proposition Spending	\$366,188,770
<b>GRAND TOTAL</b>	<b>\$1,032,703,545</b>



# Everything You Need to Know About California Politics in One Chart

	Registered as Democrat	Registered as Republican	Percentage Likely Voters	Percentage Population
<b>African American</b>	77%	04%	06%	06%
<b>Asian</b>	50%	20%	11%	14%
<b>Latino</b>	60%	16%	21%	38%
<b>White</b>	40%	36%	59%	38%

**Percentage of likely Republican voters who are White: 77%**

*Polling data from Public Policy Institute of California*



# California Voters

25.2 million eligible

19.7 million registered (78%)

	1998	Now
Democrat	46.7 %	43.5%
No Party Preference	12.7%	27.5 %
Republican	35.5 %	24.0 %
Other	5.1 %	5.0 %



## November California Congressional Races

Potentially vulnerable Republican held seats					
District	Incumbent	Trump-Clinton	Winner	Rep	Dem
CA 10	Denham	46-49	Harder	48	52
CA 21	Valadao	40-55	Cox	50	50
CA 25	Knight	44-50	Hill	46	54
CA 39	(ex-Royce)	43-51	Cisneros	48	52
CA 45	Walters	44-50	Porter	48	52
CA 48	Rohrabacher	46-48	Rouda	47	53
CA 49	(ex-Issa)	43-51	Levin	44	56



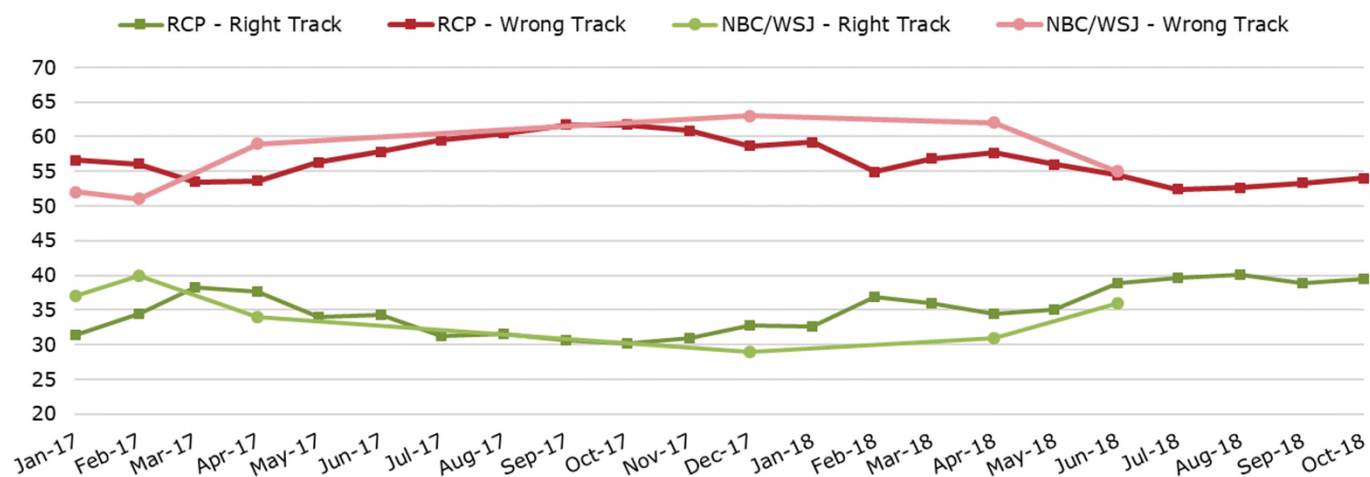
## New Balance of Power

	Before	After
US House	235 (R) – 193 (D) – 7 (Open)	200 (R) – 235 (D)
US Senate	51 (R) – 47 (D) – 2 (Ind)	53 (R) – 45 (D) – 2 (Ind)
Assembly	Dems had 55 (need 54)	60
CA Senate	Dems had 26 (need 27)	29

# Americans hold a pessimistic view of the country's future

## In what direction is the country headed?

AS A PERCENTAGE OF TOTAL RESPONSES



**40%**  
**53.2%**  
RealClearPolitics Average  
Week of Sept. 30, 2018

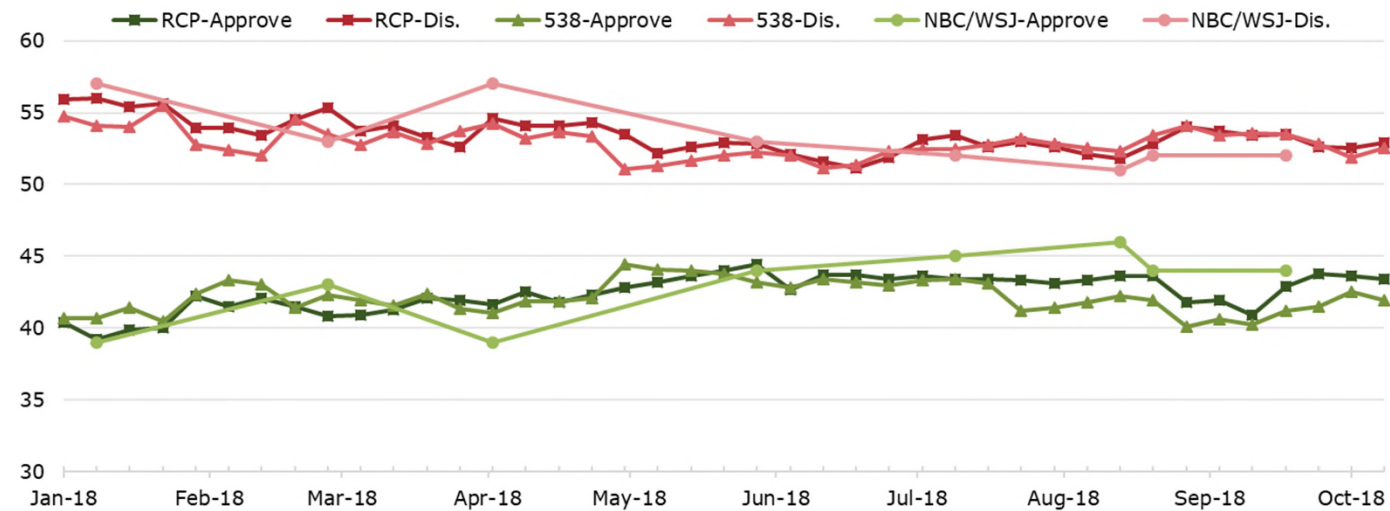
**36%**  
**55%**  
NBC News/WSJ  
Last poll: June 4, 2018:

Sources: RealClearPolitics.com, NBC News/WSJ survey, 2018.

# Trump's approval rating has hovered in the low 40% range

## Do you approve or disapprove of President Trump's job performance?

AS A PERCENTAGE OF TOTAL RESPONSES



**43.4%** **52.9%**  
 RealClearPolitics Average  
 Week of Oct. 15, 2018

**41.9%** **52.5%**  
 FiveThirtyEight Average  
 Week of Oct. 15, 2018

**44%** **52%**  
 NBC News/WSJ  
 Last poll: Sept. 22, 2018:

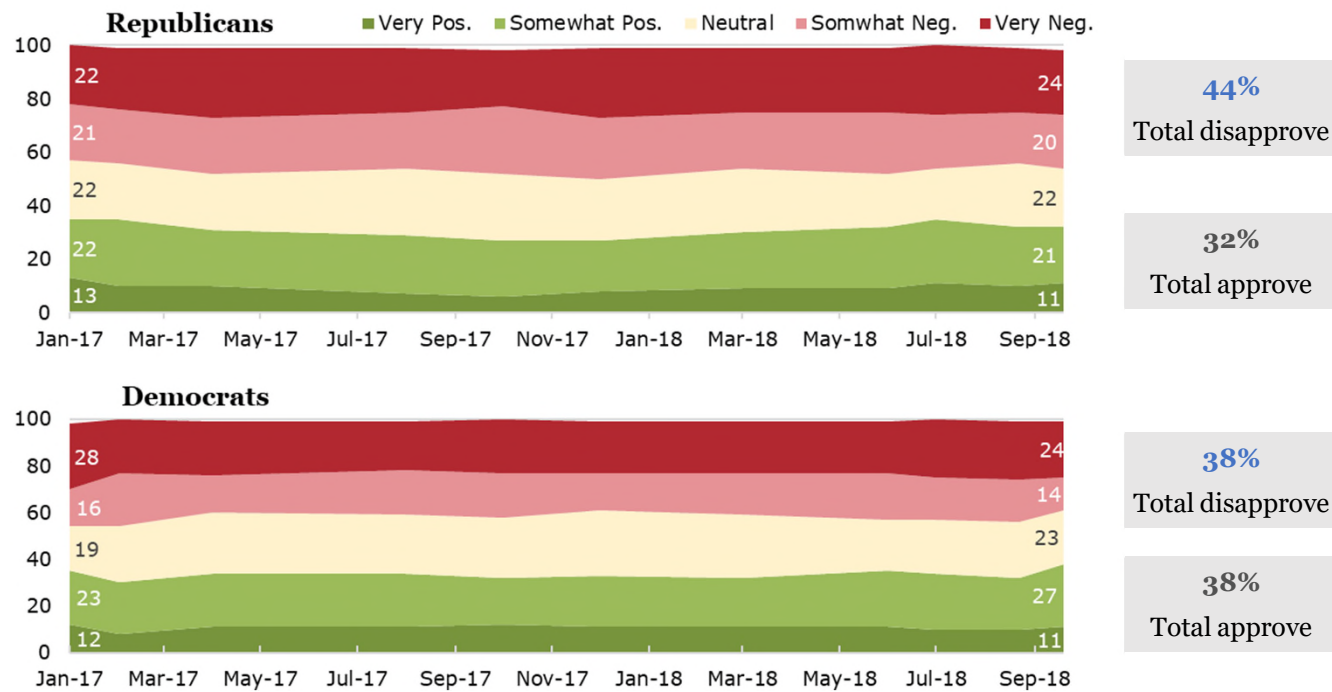
Sources: RealClearPolitics.com, FiveThirtyEight.com, NBC News/WSJ, 2018.



# Both parties have the same approval and disapproval ratings

## Do you approve or disapprove of the Democratic/Republican party?

AS A PERCENTAGE OF TOTAL RESPONSES

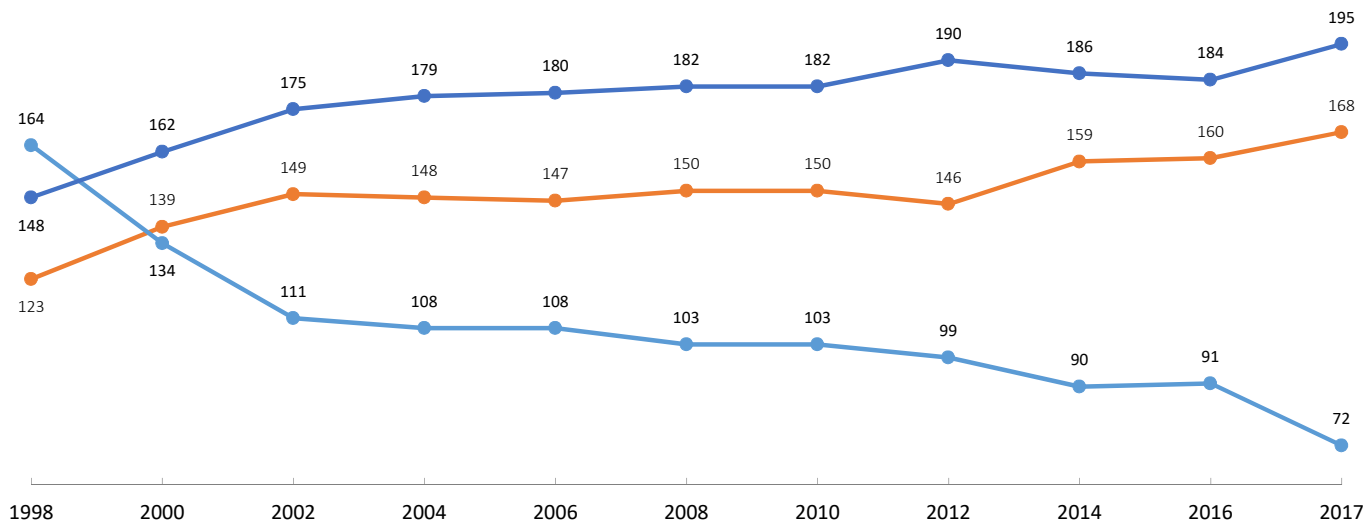


Sources: NBC News/WSJ survey, 2018.

# House districts have become increasingly partisan with only one-sixth considered “swing” districts

## Cook Political Report Partisan Voter Index

■ Democratic seat (D+5 or greater) ■ Republican seat (R+5 or greater) ■ Swing seat (D+5 to R+5)



Source: Cook Political Report, 2017.

