

## Our School District's Registered Voters Who are they? How active are they?

(Source: data from L2 Political)

### **Total voters:**

Total registered voters: \_\_\_\_\_

Households of voters: \_\_\_\_\_

### **Ages of our voters:**

Age	Number of voters	Percent of total voters
18-24		
25-34		
35-44		
45-59		
60+		

- What does this data tell us about how the parents of our students vote?
- If it appears parents are not voting, what will we do about it?
- What group has the greatest percent of voters? What are we doing to communicate with this group and build relationships with them? What will we do to better reach them?

### **Gender of voters:**

Male: \_\_\_\_\_

Female: \_\_\_\_\_

### **Newly registered voters:**

Individuals: \_\_\_\_\_

Households: \_\_\_\_\_

- What does the age grouping of these newly registered voters tell us about voter registration of parents and the amount of influence parents have on the results of our election?
- In the past, newly registered voters were likely to vote right after they registered to vote. Given the universal voter registration in Oregon, what strategies will we use with these new voters?

### **Those who vote in every election:**

(Voters who voted in the last four general and primary elections identified at the top of the L2 Political report)

Individuals: \_\_\_\_\_

Households: \_\_\_\_\_

What percent of all registered voters have voted in every major election? \_\_\_\_\_

Age of these “perfect” voters who vote in all elections:

Age	Number	Percent of all in this group
18-24		
25-34		
35-44		
45-59		
60+		

- What percent of those who vote in every election are over the age of 45?
- What percent of those who vote in every election are over the age of 60?
- What percent are likely to have school-age children in their homes?

**Those who vote in *nearly every election*:**

This data concerns voters who voted in three out the last four general or primary elections (note that this data is cumulative and includes the 4/4 voters listed above)

Individuals: \_\_\_\_\_ Households: \_\_\_\_\_

Age of those who voted in the last three out of four major elections:

Age	Number	Percent of this group
18-24		
25-34		
35-44		
45-59		
60+		

- What percent of those who voted in the last three out of four elections are over the age of 45?
- What percent of those who voted in the last three out of four elections are over the age of 60?
- What percent are likely to have school-age children living in their home?

**Summary of voting patterns:**

Looking at these voting patterns, which voters have the most power to determine the fate of our measure?

- What are we doing to reach these groups through year-round communications?
- If we need to do a better job of reaching these groups, what will we do?

### **Other voter information:**

Other information included in this voter profile can be very valuable for communications and other planning. Take a look at items such as:

- Political Party
- Female-headed households
- Households of older voters
- Phone and cell phone numbers available for various groups
- Email addresses
- Other

What does this tell you about the people living in your school community and things you may need to do to build positive relationships with them?