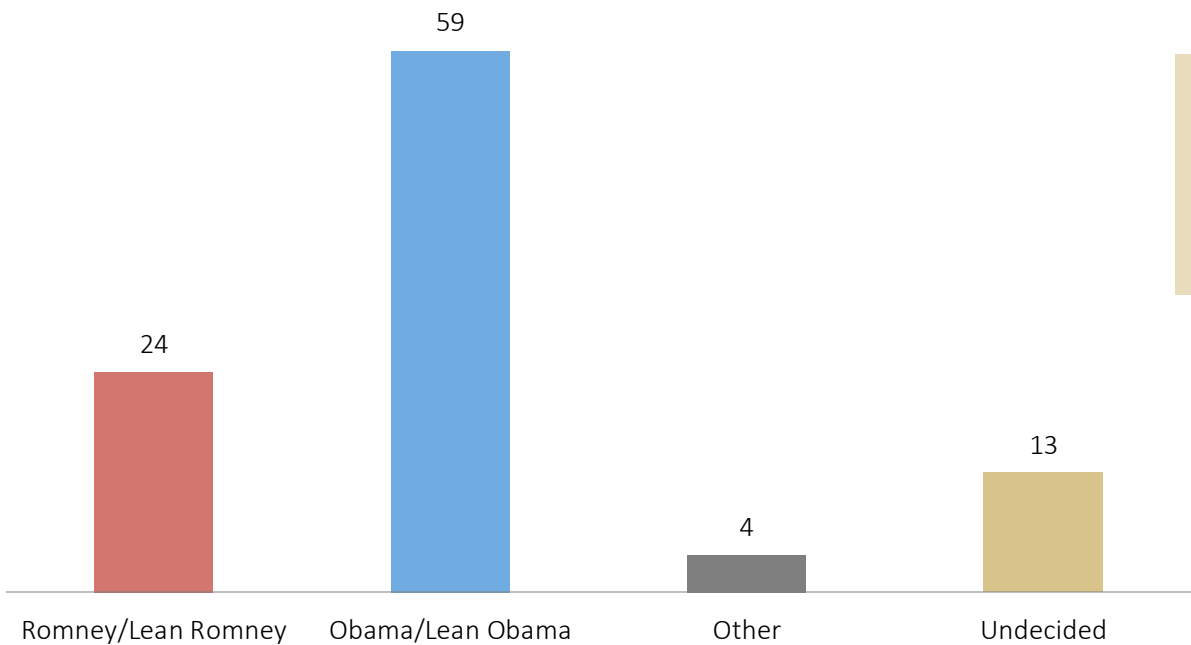


A majority of nonvoters from 2012 favored Obama

Pew Research Center poll of nonvoters in the 2012 general election

October 24-28, 2012; 513 were nonvoters of a total 2,008 individuals polled

■ Percent nonvoters who favor Romney ■ Percent nonvoters who favor Obama



Key Points

- This data, gathered a week before the 2012 general election, shows that voters who did not turnout were more likely to support the Democratic nominee than the Republican

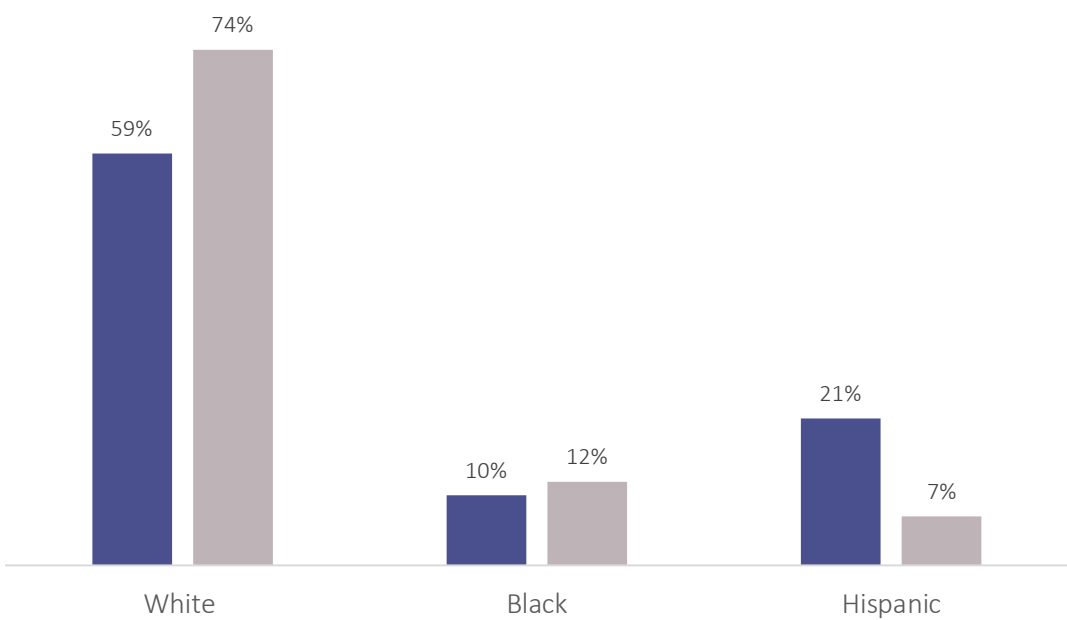
Source: Pew Research Center, "Nonvoters: Who they are and what they think," November 1, 2012.

2012 voter turnout trends show nonvoters were more likely to be Hispanic than likely voters

Pew Research Center 2012 general election poll

October 24-28, 2012; 513 nonvoters, 1,495 likely voters, total 2,008 individuals polled

■ Percent nonvoters
■ Percent likely voters



Analysis

- Hispanics accounted for 21% of nonvoters, but only 7% of likely voters
- About six in 10 (59%) nonvoters were white, compared to around three-quarters (74%) of likely voters
- Clinton has been working to appeal to Hispanic voters, which suggests her campaign expects a higher Hispanic voter turnout in 2016 than in 2012

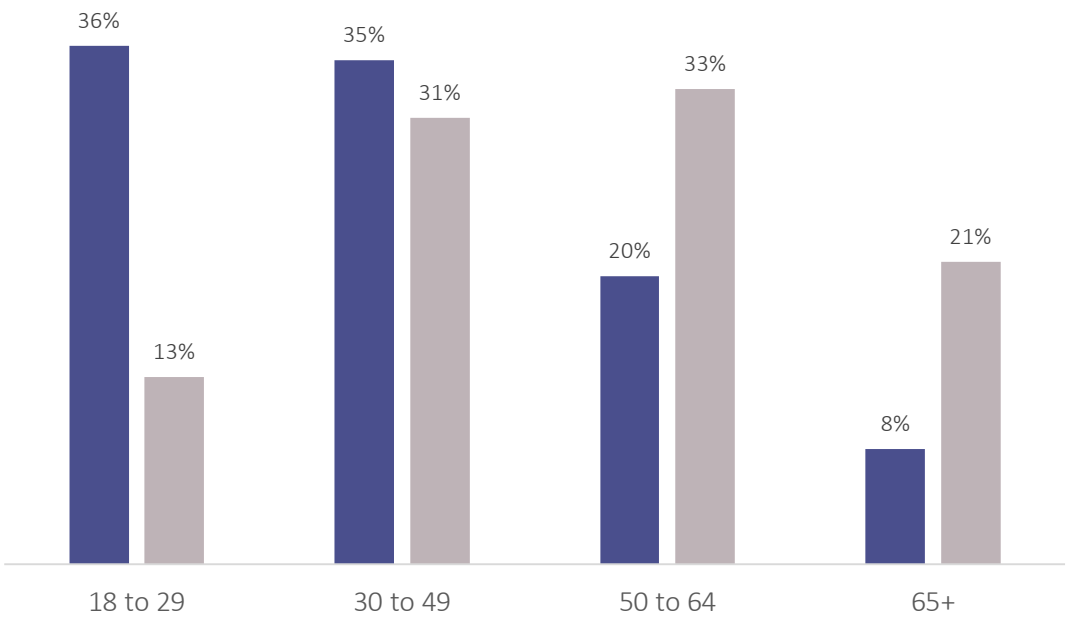
Source: Pew Research Center, "Nonvoters: Who they are and what they think," November 1, 2012.

2012 nonvoters were more likely to be under the age of 30

Pew Research Center 2012 general election poll

October 24-28, 2012; 513 nonvoters, 1,495 likely voters, total 2,008 individuals polled

■ Percent nonvoters
■ Percent likely voters



Analysis

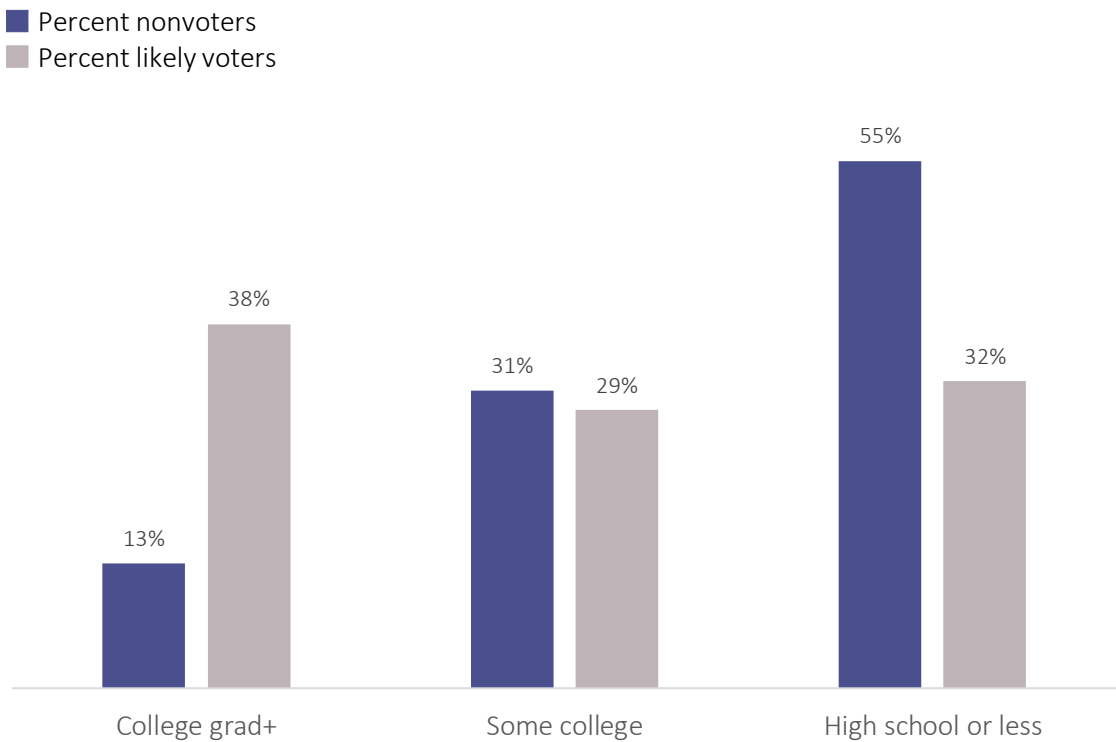
- More than one-third (36%) of nonvoters were younger than 30, compared to just 13% of likely voters
- Neither Clinton nor Trump poll well among younger voters

Source: Pew Research Center, "Nonvoters: Who they are and what they think," November 1, 2012.

In the 2012 election nonvoters were less likely to have gone to college

Pew Research Center 2012 general election poll

October 24-28, 2012; 513 nonvoters, 1,495 likely voters, total 2,008 individuals polled



Analysis

- Only 13% of nonvoters were college graduates, while over half of nonvoters (55%) were not educated beyond a high school level
- Non college-educated white voters are considered the core of Trump’s base

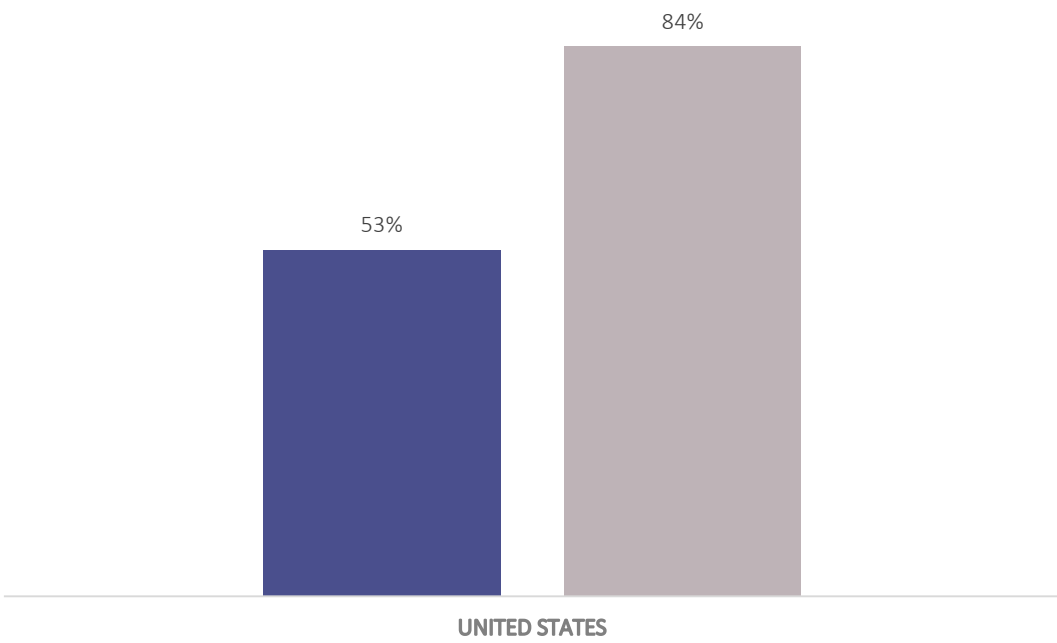
Source: Pew Research Center, “Nonvoters: Who they are and what they think,” November 1, 2012.

Only 53% of the U.S. voting age population voted in 2012

Pew Research Center 2012 general election turnout

Based on data from the United States Elections Project and the House Clerk's Office

■ Percent of voting age population
■ Percent of registered voters



Analysis

- The U.S. ranks 31st out of the 35 OECD member countries in terms of overall voter turnout
- The U.S. comes in 7th out of 35 for turnout among registered voters, based on the 84% turnout rate in 2012
- In 2016 the big question will be if voters will turnout for two candidates who have the lowest favorability ratings since pollsters began tracking the metric

Sources: Pew Research Center, "U.S. voter turnout trails most developed countries," August 2, 2016; David Wright, "Trump, Clinton score historic unfavorable ratings, CNN, March 22, 2016..

In states with the lowest turnout less than half of the voting age population votes on election day

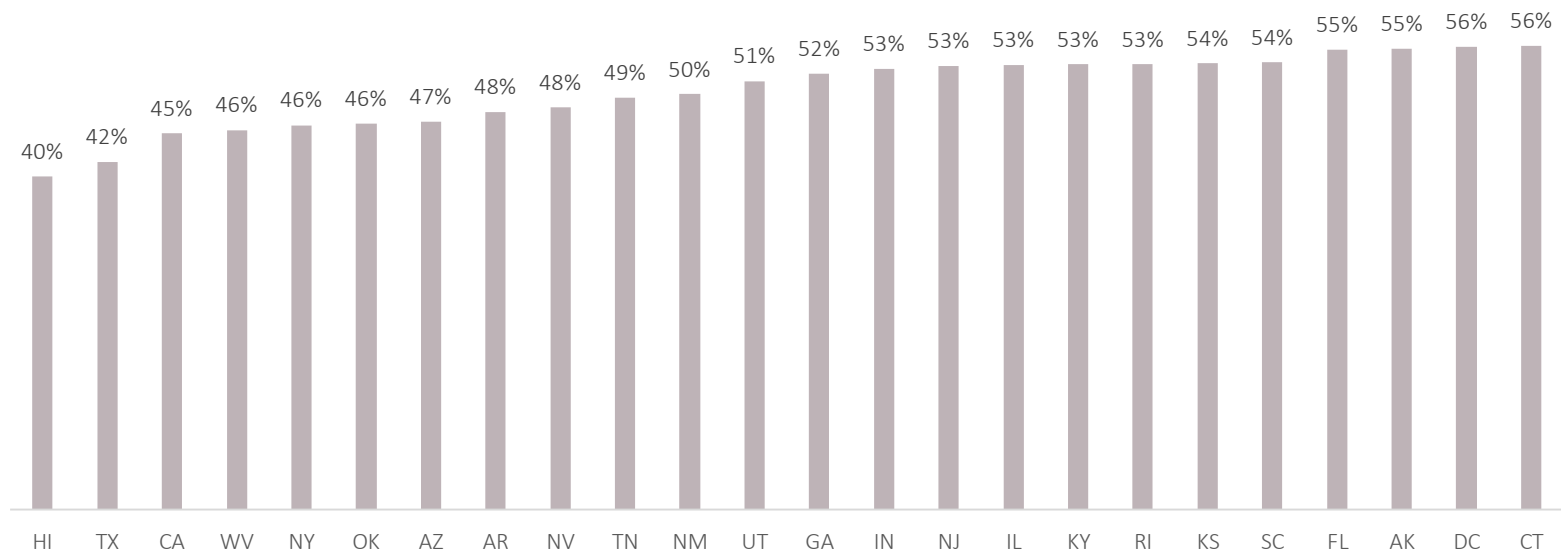
U.S. Elections Project 2012 general election turnout by state

States ordered from lowest to highest percent of voting age turnout

■ Percent of voting age population

Analysis

- Nevada and Florida are both battleground states where 2016 candidates will try to boost turnout from 2012 levels



Source: United States Elections Project, "2012 November general election turnout rates," September 3, 2014.

Battleground states tend to have higher voter turnout

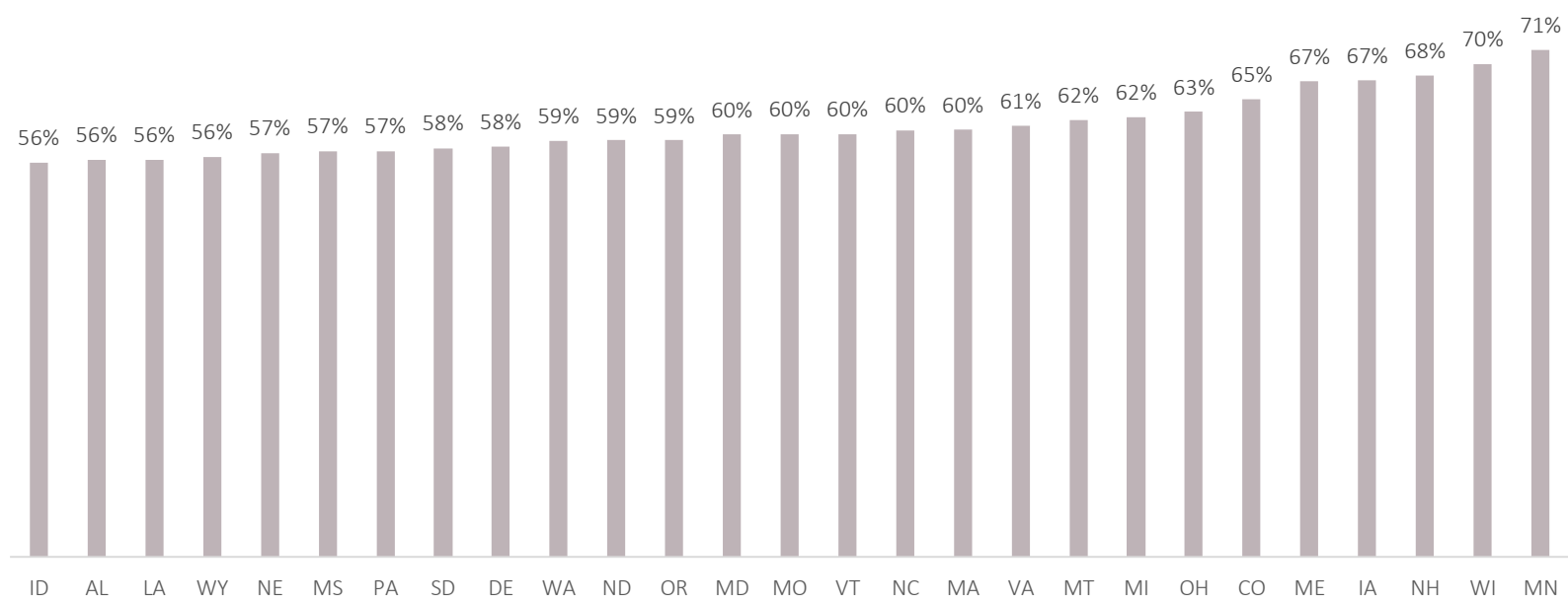
U.S. Elections Project 2012 general election turnout by state

States ordered from lowest to highest percent of voting age turnout

■ Percent of voting age population

Analysis

- Six of the eight states with the highest voter turnout are battleground states
- Only Minnesota and Maine are not



Source: United States Elections Project, "2012 November general election turnout rates," September 3, 2014.