VOTER'S EDGE CALIFORNIA

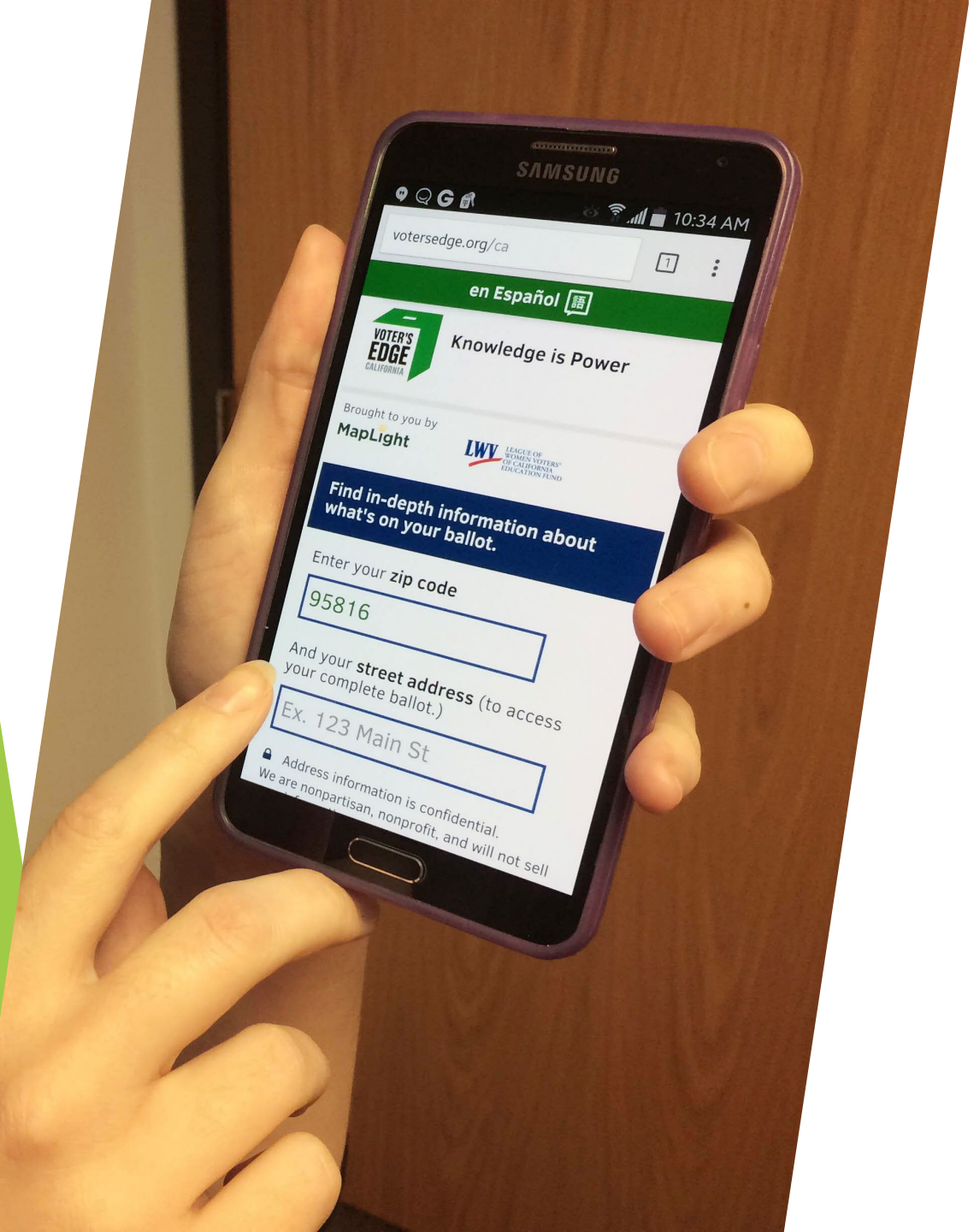
LWV LEAGUE OF WOMEN VOTERS® OF CALIFORNIA EDUCATION FUND

MapLight

SHARON STONE

SSTONE@LWVC.ORG

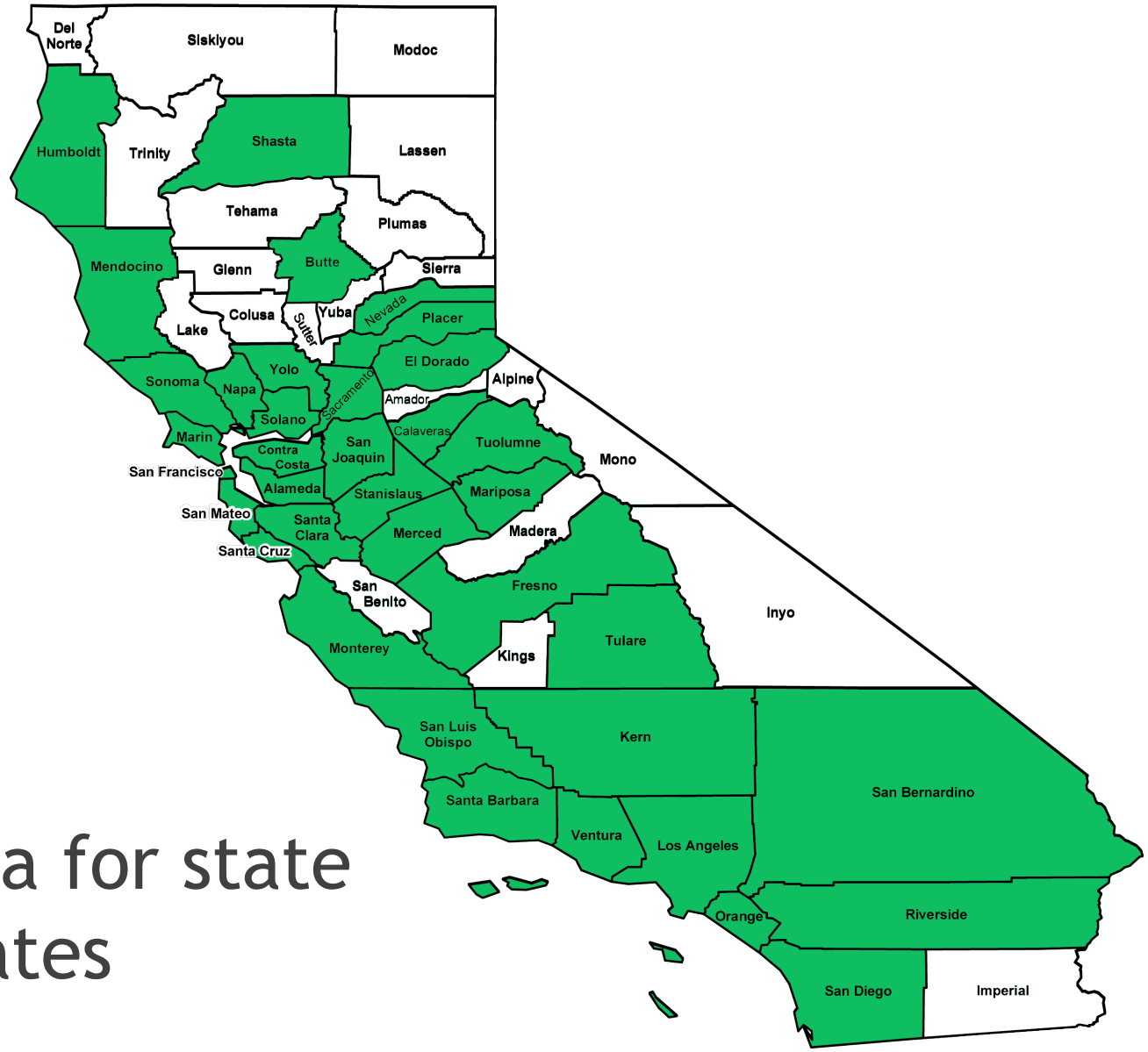
Membership & Technology Manager, League of Women Voters of California



Comprehensive resource to help you be better prepared to vote.

- Preview of what's on your ballot.
- Candidate populated content.
- Simplified ballot measure explanations.
- Ways to return your ballot.

- Full coverage that includes local elections in 37 counties
- Over 100 volunteers entering content and collaborating with candidates
- Campaign finance data for state measures and candidates



Item 9b - Stone's presentation

Get the facts before you vote.

Donate

en Español

Tuesday November 8, 2022 — California General Election

Election Home | Candidates | Measures | Voting Info | My Choices

1 / 139

State of California - Attorney General

Next

Attorney General — State of California

Get the facts on the California candidates running for election to the Attorney General — State of California
Find out their top 3 priorities, their experience, and who supports them.

About this office

News and links

Candidates

You can vote for 1 of these 2 candidates.

COMPARE

Rob Bonta
Democratic
California Attorney General

Top 3 Priorities
1. Protecting Public Safety
2. Taking illegal guns off our streets
3. Defending abortion rights

COMPARE | PROFILE

+ MY CHOICE

Nathan Hochman
Republican
General Counsel

Top 3 Priorities
1. Prevent Crime
2. End the Opioid Epidemic
3. Tackle the Homelessness Problem

COMPARE | PROFILE

+ MY CHOICE

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1 / 139

United States Senate
Candidate for **Senator**
Full Term

Next Contest

Alex Padilla

Appointed United States Senator

Who else is running?

- Mark P. Meuser
- Alex Padilla

Candidate has provided information.
Thank candidate for sharing their information on Voter's Edge.

My Top 3 Priorities

- To ensure every eligible voter has free and ready access to the ballot box through voting rights reform.
- To ensure every family has access to clean water and unpolluted air, including through passage of the Green New Deal.
- Reforming our immigration system to include pathways to citizenship, especially for our immigrant essential workers who courageously worked on the frontlines of the COVID-19 pandemic.

Experience

Who supports this candidate?

Organizations (25)

Elected Officials (52)

Who gave money to this candidate?

Contributions

Total money raised: $10,199,125

Top contributors that gave money to support the candidate, by organization:

1	Employees of Hueston Hennigan LLP	$123,800
2	Edison International and employees	$62,400
3	Employees of E&J Gallo Winery	$54,325
4	Comcast Corporation and employees	$45,300
5	Employees of Cotchett, Pitre & McCarthy	$37,150

More information about contributions

Source: MapLight analysis of data from the Federal Election Commission.

Candidate content policies

- Volunteers cannot add or edit candidate content.
- Candidates cannot:
  - Use vulgar language
  - Mention an opponent by name or title
  - Say “I am the **only** candidate to do x, y, z….”

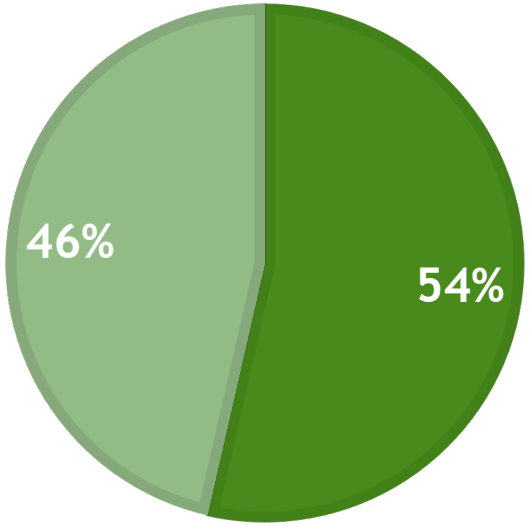
Candidate photo policies

- Photos may be rejected if:
  - The image is not of sufficient quality to be used
  - The image is not a head shot of the candidate (contains other people or animals, features props or prominent text, is not sufficiently framed, etc.)
  - The image contains violent, sexually explicit, or other inappropriate content

CANDIDATE PARTICIPATION
November 2020 Elections

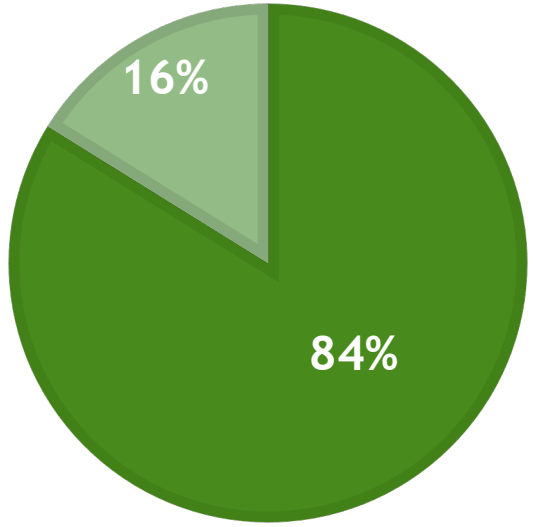
State of California

- 3,365 out of 6,283 candidates (54%)



Alameda County

- 244 out of 291 candidates (84%)



ACQUISITION

Organic search is overwhelmingly the primary source of traffic to Voter's Edge.

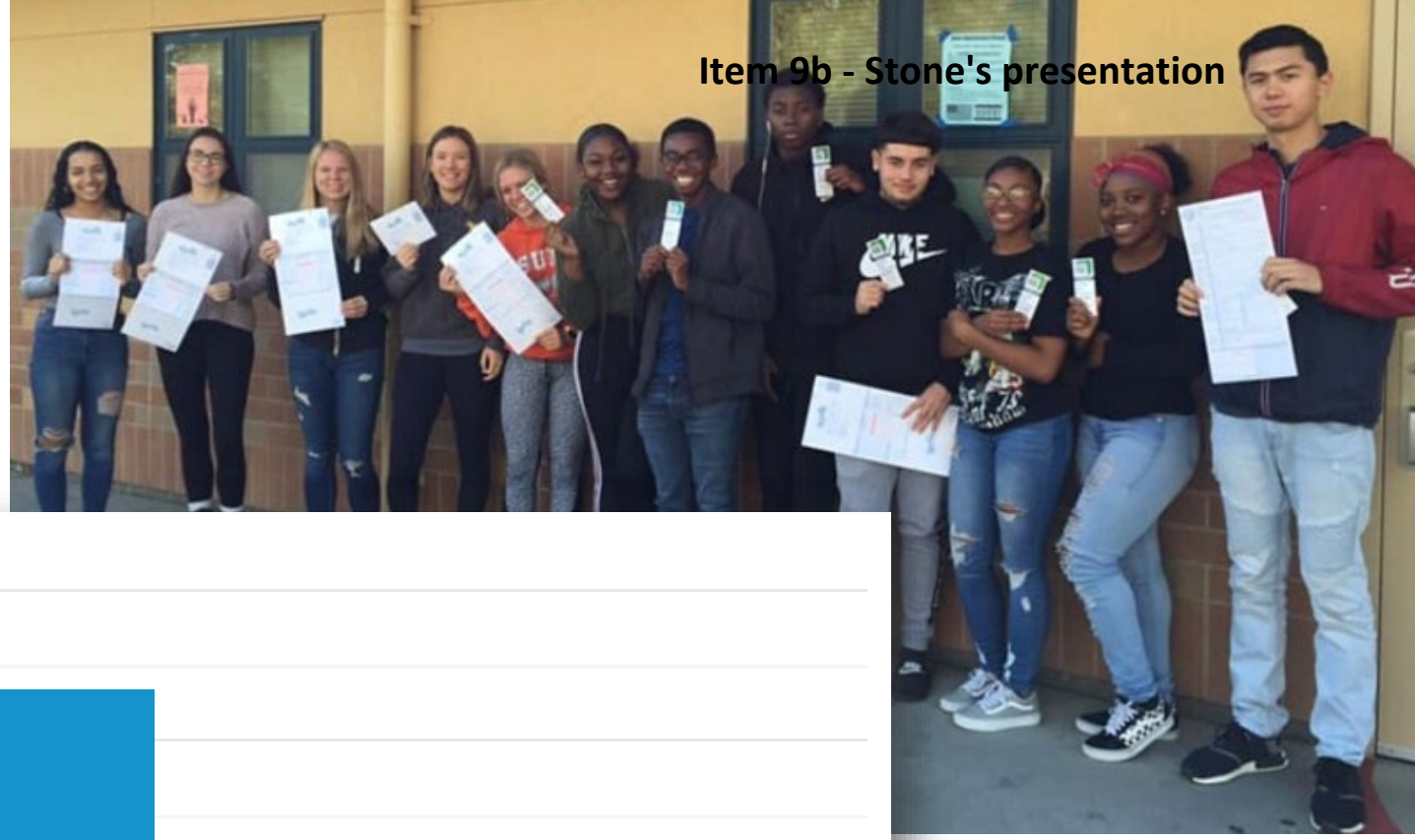
	2016 General	2018 General	2020 General	2022 General
Organic Search	55%	74%	87%	83.9%
Direct	16%	18%	9%	10.6%
Referral	16%	5%	3%	5.2%
Social	8%	2%	1%	0.3%
Paid Search/Ads	8%	1%	0%	0%

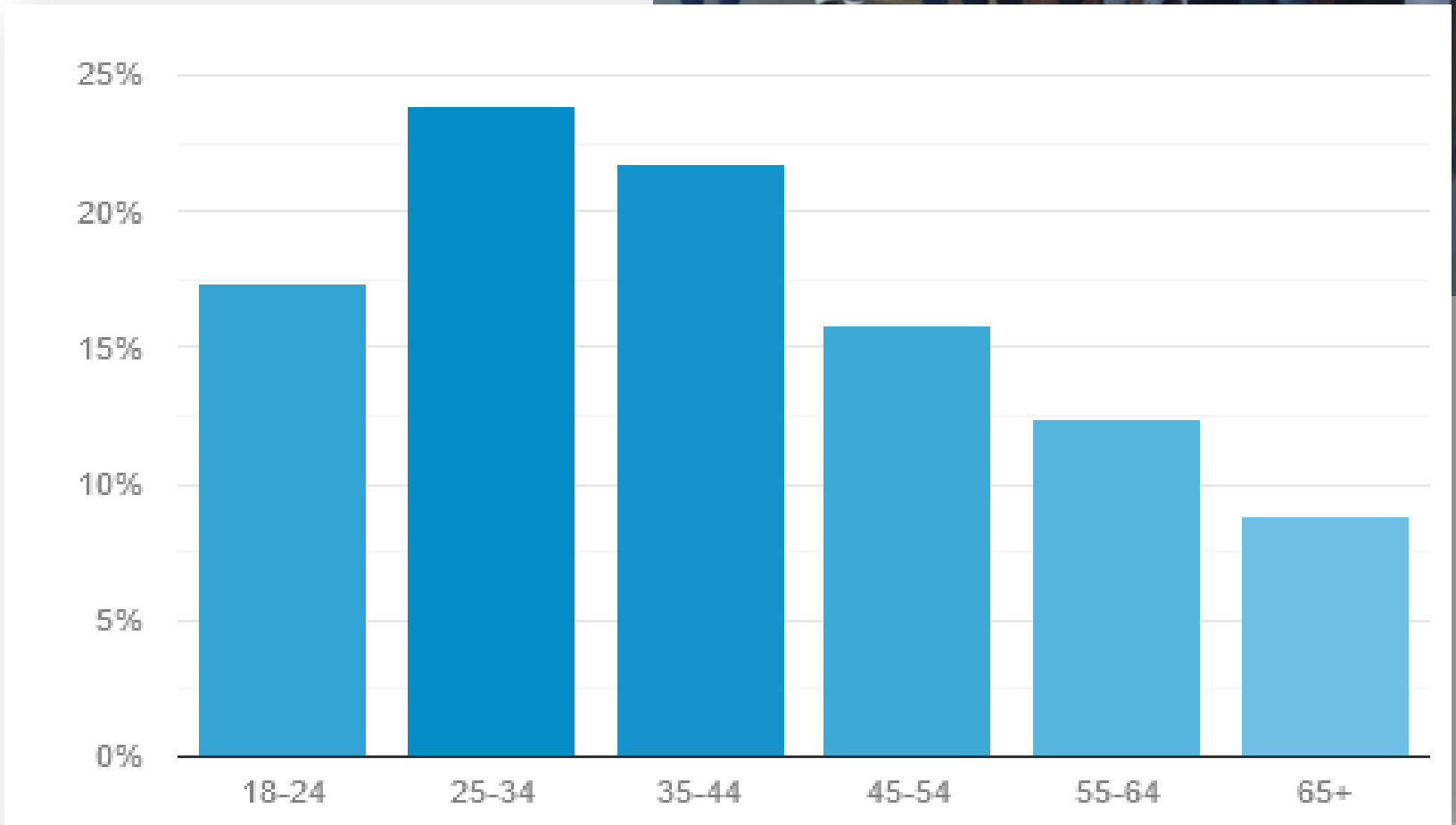
DEVICE USAGE

Device Type	Users	% of Total
Mobile	536,939	63%
Desktop	300,721	35%
Tablet	14,926	2%

▶The trend in mobile device usage continues upwards except for a slight dip during the 2022 primary (at 52%). In 2020, 57% used a mobile device, up from March 2020 (50%) and Nov 2018 (45%).

DEMOGRAPHICS BY AGE





VOTER'S EDGE SITE USAGE

	2016 General	2018 Primary	2018 General	2020 Primary	2020 General	2022 Primary	2022 General
Total users	1,046,420	430,711	1,673,391	489,577	1,549,545	914,281	1,226,699
% of actual voters	7.16%	6.66%	13.16%	5.07%	9.48%	13.50%	15.37%

THANK YOU!
QUESTIONS?