

THE PORTUGUESE AMERICAN CITIZENSHIP PROJECT
A NON-PARTISAN INITIATIVE TO PROMOTE CITIZENSHIP AND CIVIC INVOLVEMENT

SANTA CLARA SPORTING CLUB
SANTA CLARA COUNTY, CA

EVALUATION
OF
THE 2006 ELECTIONS

July 3, 2007

SUPPORTED BY THE
LUSO-AMERICAN
FOUNDATION

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KEY STATISTICS

- **Number of Members: 127**
- **Heads of Household registered to vote: 41 (32% of all members)**
- **All Household Members registered to vote: 118**
- **Voter Turnout* in June 2006 – 63% (county-wide turnout 53%)**
- **Voter Turnout in November 2006 – 85% (county-wide turnout 72%)**

SUMMARY OF WORK

The Santa Clara Sporting Club has been an active participant in the Portuguese American Citizenship Project since late 2002.

For the June 2006 Primary Elections and the November 2006 General Elections, postcards in Portuguese and English were sent to every registered voter in the organization reminding them of the date, polling hours, and location of the assigned polling station for each election.

* Voter turnout is the number of citizens voting in an election divided by the total number of citizens registered to vote. Voter turnout for each election is based on Santa Clara county residents only.

RESULTS

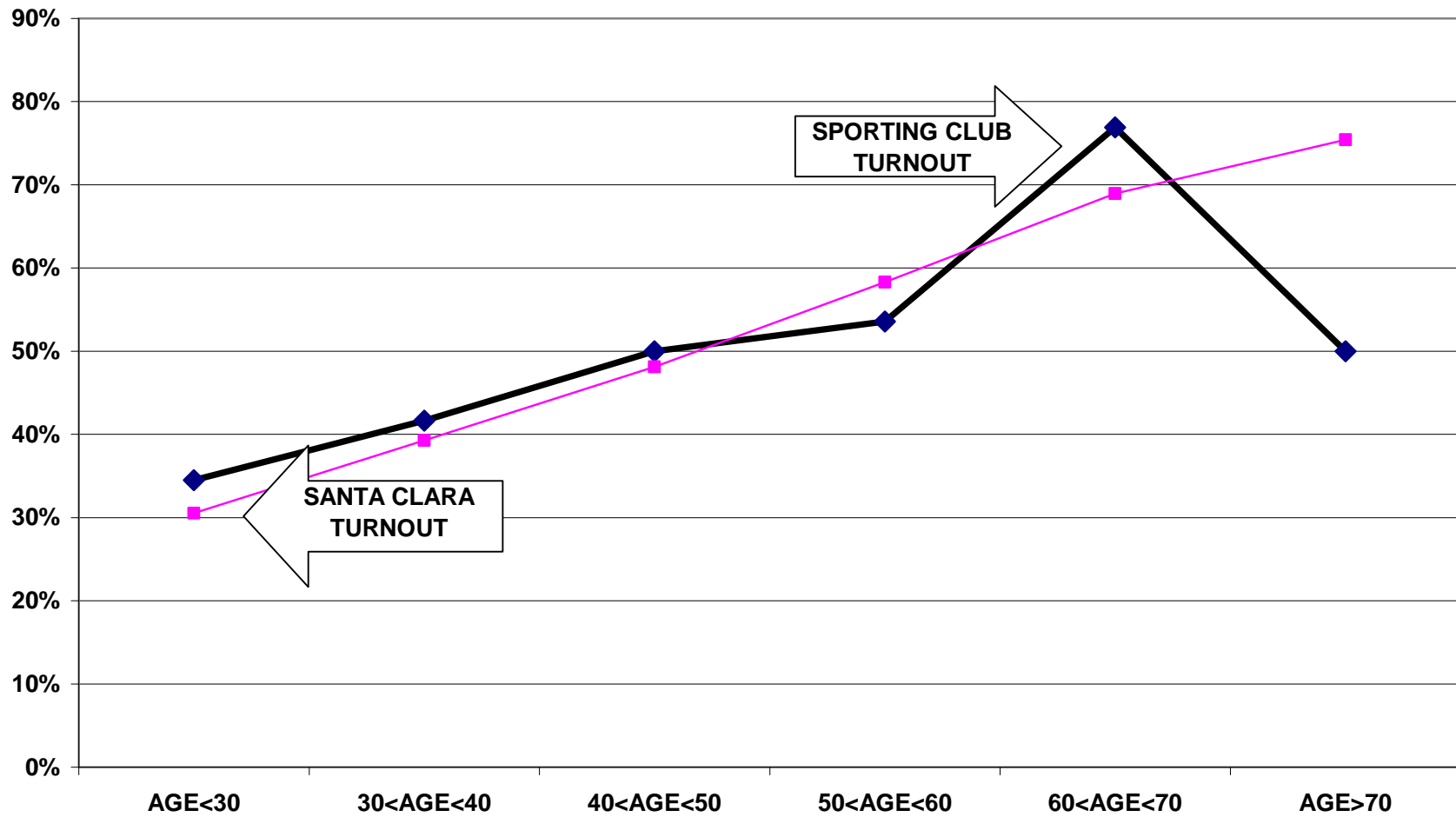
The Santa Clara Sporting Club's heads of household voter turnout was higher than the countywide turnout in the June 2006 Primary Election and the November 2006 General Election. Heads of household turnout for the June 2006 Primary Elections was 63%, as compared to the county turnout of 53%. The Santa Clara Sporting Club heads of household turnout for the November 2006 General Election was 85%, as compared to the county turnout of 72%.

Voter turnout is not uniform across the age groups. Family members voters under 30 years of age and even those between 30 and 40 years old had lower turnout rates than the older voters. This is true for the registered voters in the organization and true for the registered voters in the community at large.

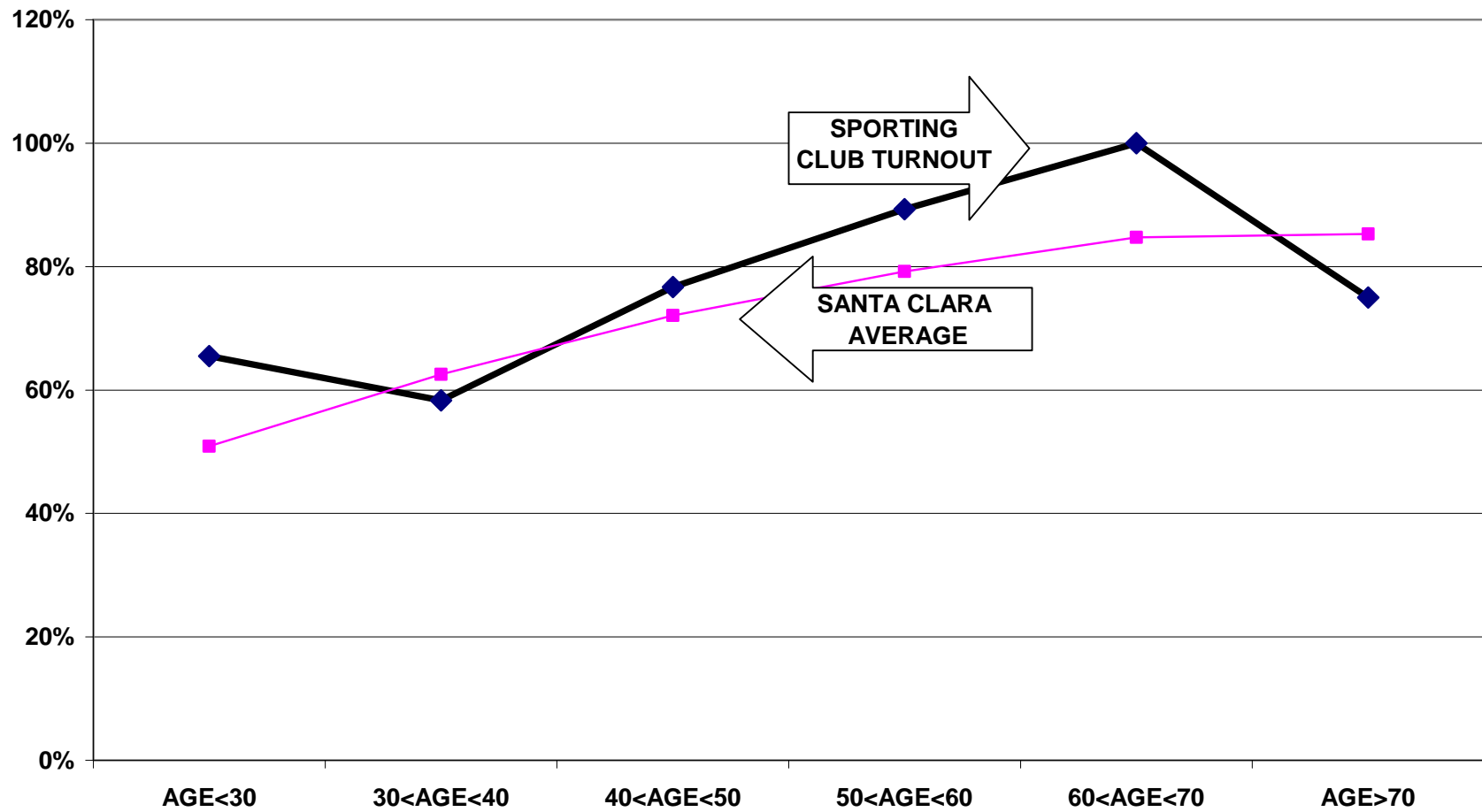
For example, voters associated with the club under 30 years old had a 34% turnout rate in the June 2006 elections while voters between 60 and 70 years old had a 77% turnout rate. For the November 2006 elections, the under 30 year old associated members had a 66% turnout rate compared to a 100% turnout rate for voters between 60 and 70 years old.

The following graphs for the June and November elections illustrate the relationship between turnout rates and age. These graphs refer to all family members associated with the organization, not just heads of household.

**TURNOUT BY AGE JUNE 2006
SANTA CLARA SPORTING CLUB
ALL HOUSEHOLD MEMBERS**



**TURNOUT BY AGE NOVEMBER 2006
SANTA CLARA SPORTING CLUB
ALL HOUSEHOLD MEMBERS**



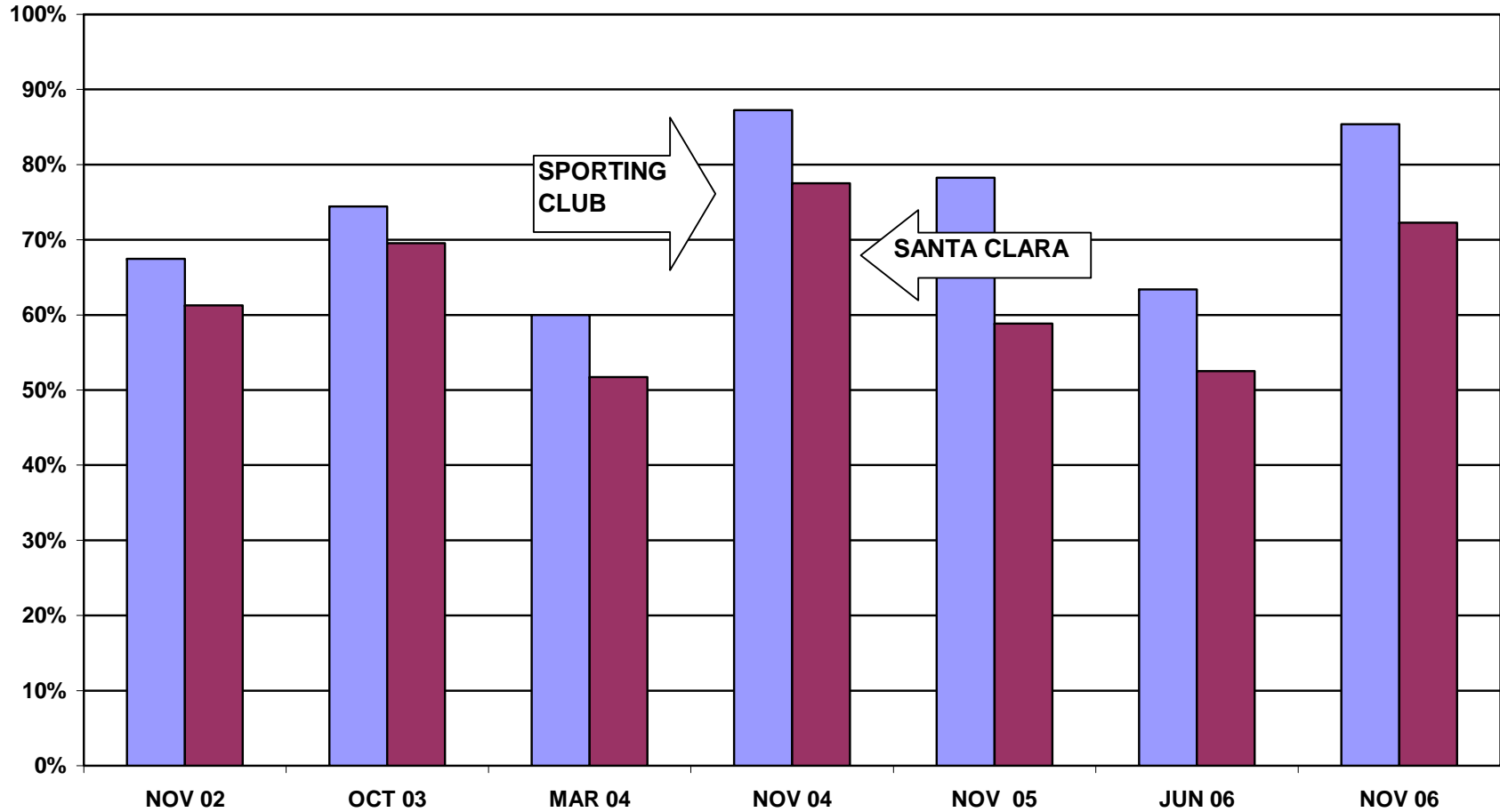
RECOMMENDATIONS

- The Club should examine ways to increase its overall voter turnout rate. While the Club has done an excellent job of outvoting the county overall, the difference between the Santa Clara Sporting Club turnout and the Santa Clara county turnout has remained somewhat steady when ideally it should be increasing. Voters in the older categories consistently outvote the younger voter categories. This issue should be addressed to increase voter turnout for the younger age groups.
- In order to revive group commitment in a strong turnout, the Club should consider sending letters to every group family reminding them of the group's involvement in the Citizenship Project and encouraging voter registration for members who are citizens but have not yet registered.

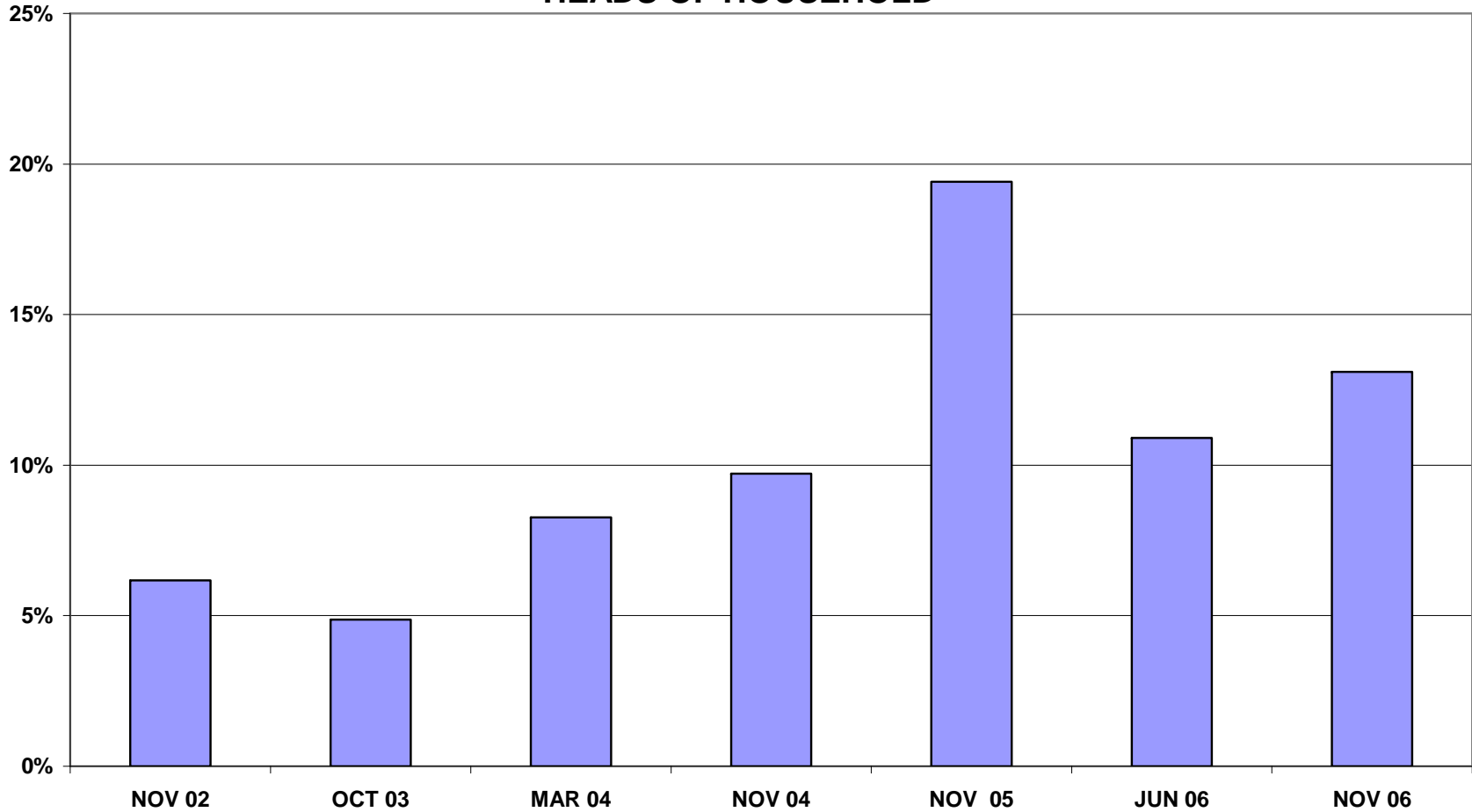
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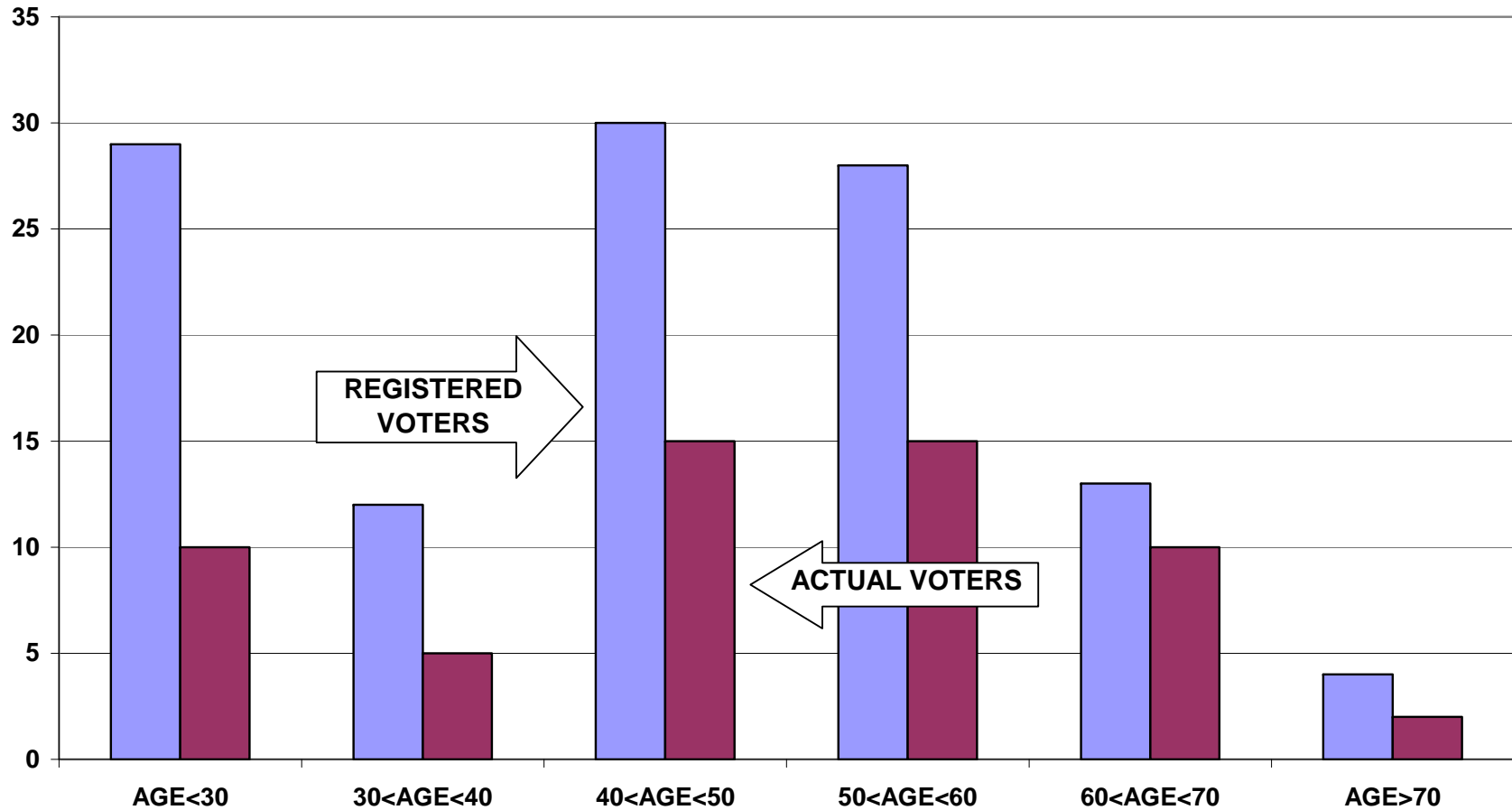
REGISTERED VOTER TURNOUT COMPARISON OF SANTA CLARA COUNTY AND THE SANTA CLARA SPORTING CLUB HEADS OF HOUSEHOLD



**DIFFERENCE IN VOTER TURNOUT BETWEEN
THE SANTA CLARA SPORTING CLUB VOTERS AND
SANTA CLARA COUNTY VOTERS
HEADS OF HOUSEHOLD**



**REGISTERED VOTERS VERSUS ACTUAL VOTERS JUNE 2006
SANTA CLARA SPORTING CLUB
ALL HOUSEHOLD MEMBERS**



**REGISTERED VOTERS VERSUS ACTUAL VOTERS NOVEMBER 2006
SANTA CLARA SPORTING CLUB
ALL HOUSEHOLD MEMBERS**

