

CALIFORNIA IGNORED

2008 PRESIDENTIAL GENERAL ELECTION

Facts and Figures:

- Californians contributed more than \$150 million to Obama and McCain.
- Obama and McCain together spent less than \$30,000 advertising in California in the 2008 general election. That is about two one hundredths of one percent (0.02%) of their total advertising budget.
- Every California legislator spent more money getting elected to their Assembly or Senate seat than Obama spent advertising in California while winning the entire state in the 2008 general election.
- Neither Obama nor McCain visited California in the post-convention general election campaign for non-fundraising purposes (out of 300 total state visits).
- For comparison purposes, Florida, which is about half the size of California, received 46 visits and almost 18% of the total television advertising expenditures by the candidates in the general election.
- More than 23 times more money was spent advertising in Maine in the 2008 general election than in California, Texas, and New York . . . combined.
- Figures for the 2004 general election are virtually identical: Californians contributed more than \$58 million to Bush and Kerry and \$0 was spent on television advertising and neither visited California.

National Popular Vote

- Guarantees that whichever candidate receives the most popular votes in all 50 states (and DC) is elected.
- Preserves the Electoral College and the Constitutional right of states to allocate their electoral votes as they see fit.
- Makes every vote equal and insures that every vote, in every state, in every presidential campaign will matter.
- Forces presidential candidates to campaign in every state - be it personal visits, television advertising, direct mail, field operations, etc.
- Compels development and investment in state party apparatuses.
- Encourages candidates to discuss issues of interest to each individual state, i.e. California, as opposed to focusing only on issues important to a handful of "battleground" states.
- Only goes into effect when states totaling 270 or more electoral votes, i.e. a majority of the Electoral College, have enacted the proposal.
- Currently has been enacted in 7 states (6 + DC) with a total of 74 electoral votes (27% of the 270 total). It has passed 31 legislative chambers in 21 states.
- Enjoys 70% support among Californians.
- Previously approved twice by the California Legislature: AB 2948 (Umberg - 05/06 session) & SB 37 (Migden - 07/08 session)