



2016 ELECTION IMPACTS

Voter's Edge California is the leading online voter guide in California providing the complete and unbiased information voters need to act with confidence on election day.

VotersEdge.org/CA

1.8 Million CA Users

MORE THAN 110K SPANISH SPEAKING USERS.



92%

FOUND IT VERY OR EXTREMELY HELPFUL

94%

VOTED WITH INCREASED CONFIDENCE

78

MEDIA & COMMUNITY PARTNERSHIPS



ENGAGED & INFORMED

220K+

18-24 YEAR OLDS

3,178

CANDIDATES USED VOTER'S EDGE TO DIRECTLY ENGAGE AND INFORM CONSTITUENTS



\$440,000

VALUE OF VOLUNTEER TIME CONTRIBUTED DURING THE 2016 ELECTION CYCLE

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