

ARIZONA'S VOTER CRISIS

presented by



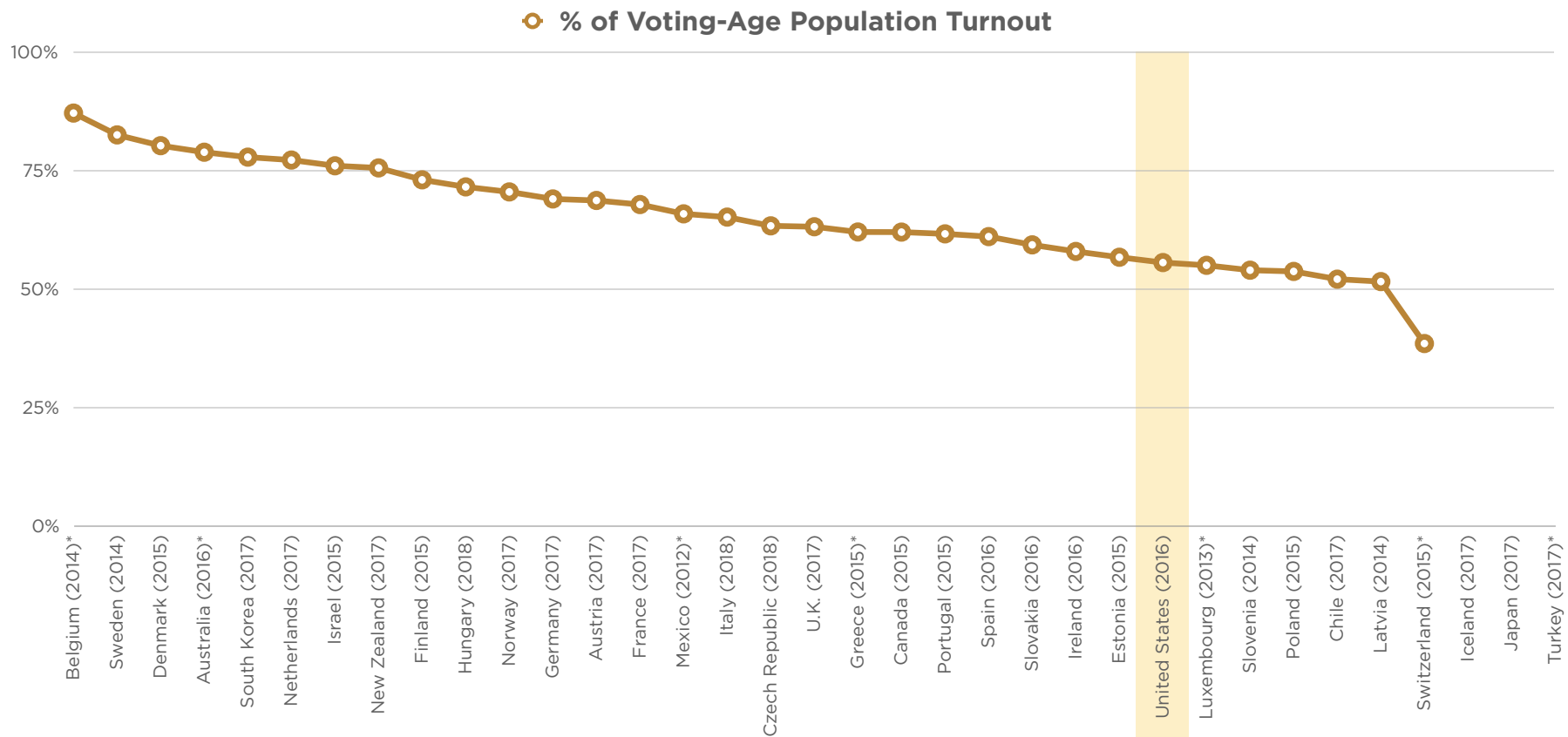
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ELECTIONS COMMISSION**



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(Updated Content: July 5, 2018, 3:30 p.m.)

U.S. VOTER PARTICIPATION IS ERODING



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U.S. VOTER PARTICIPATION IS ERODING

26th

RANK OUT OF 35

Rank out of 35 Organization for Economic
Cooperation and Development Nations in voting.
Right behind Estonia.



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THE U.S. FLAWED DEMOCRACY

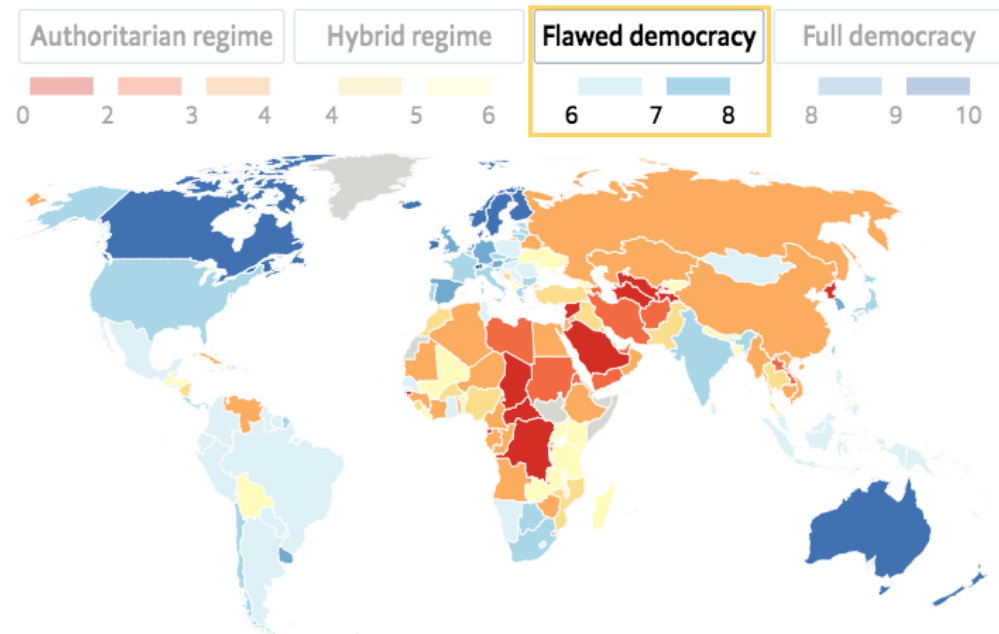
ECONOMIST INTELLIGENCE UNIT (EIU) DEMOCRACY "INDEX"

U.S. Score

7.9

Tied with Italy, behind South Korea

Canada is ahead with 10



Measured by lack of citizens participation, including voting.



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ARIZONA'S VOTER LANDSCAPE

Arizona Ranks 43rd in the Nation when it comes to voter turn out.



41 Georgia

42 New York

43 Arizona

44 Oklahoma

ARIZONA'S VOTER LANDSCAPE

4.8M

Total adult (18 or older)
citizens in AZ 4,800,436

3.46M

Total registered voters
3,466,359

2.57M

Total who voted in 2016
general election 2,572,719



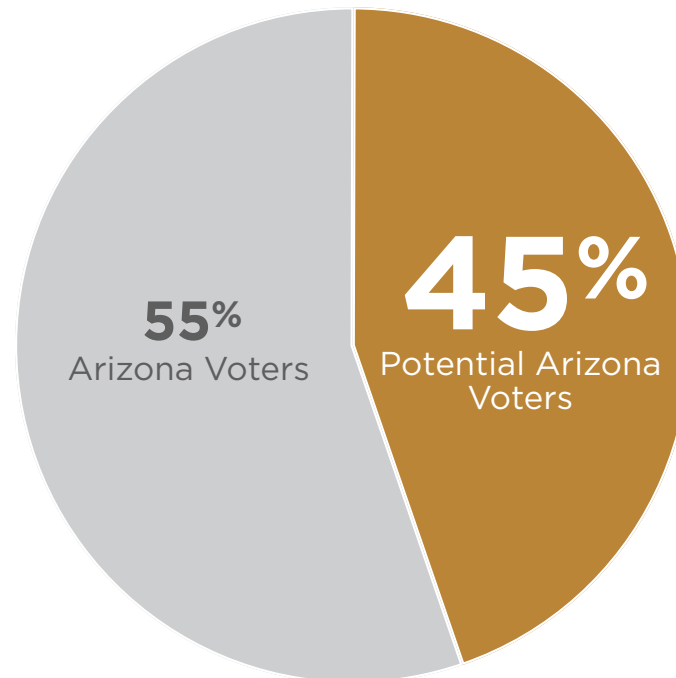
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ARIZONA'S VOTER LANDSCAPE

IN 2016

- 2.6 million 'Arizona Voters' cast their votes
- 2.1 million 'Potential Arizona Voters' *did not* exercise their right to vote
- **45% of eligible voters did not vote in the election!**



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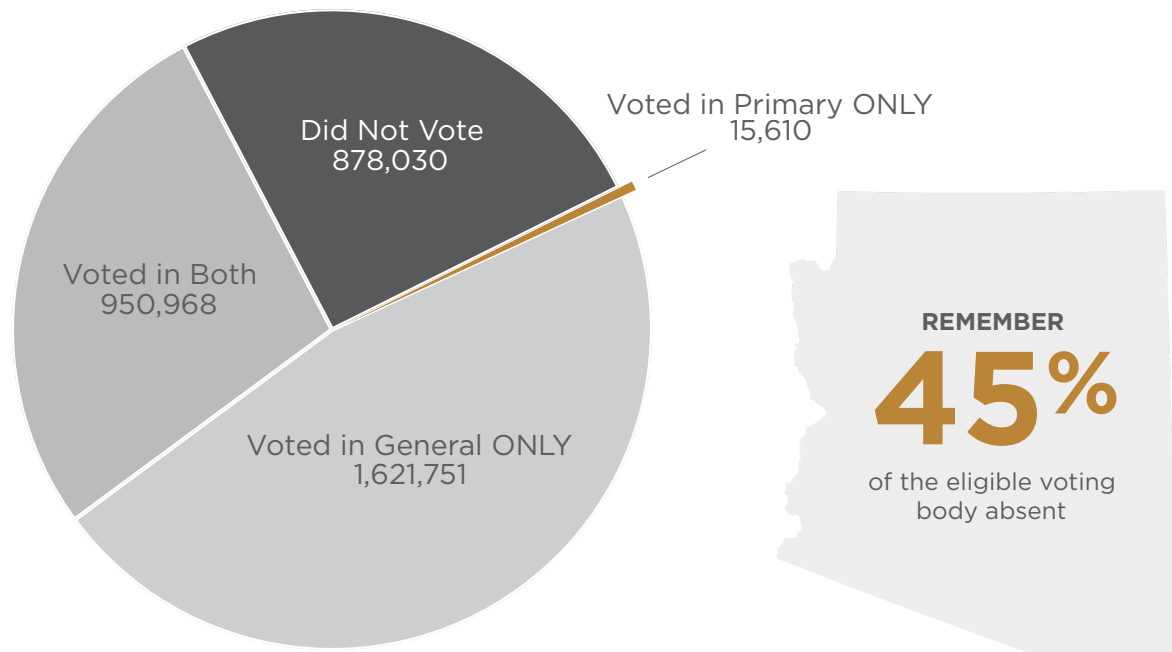
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ARIZONA'S VOTER LANDSCAPE

ARIZONA PRIMARY & GENERAL ELECTIONS

A small group
is making
decisions for
the whole.

The Primary
Election is
mostly ignored.



REGISTERED VOTERS

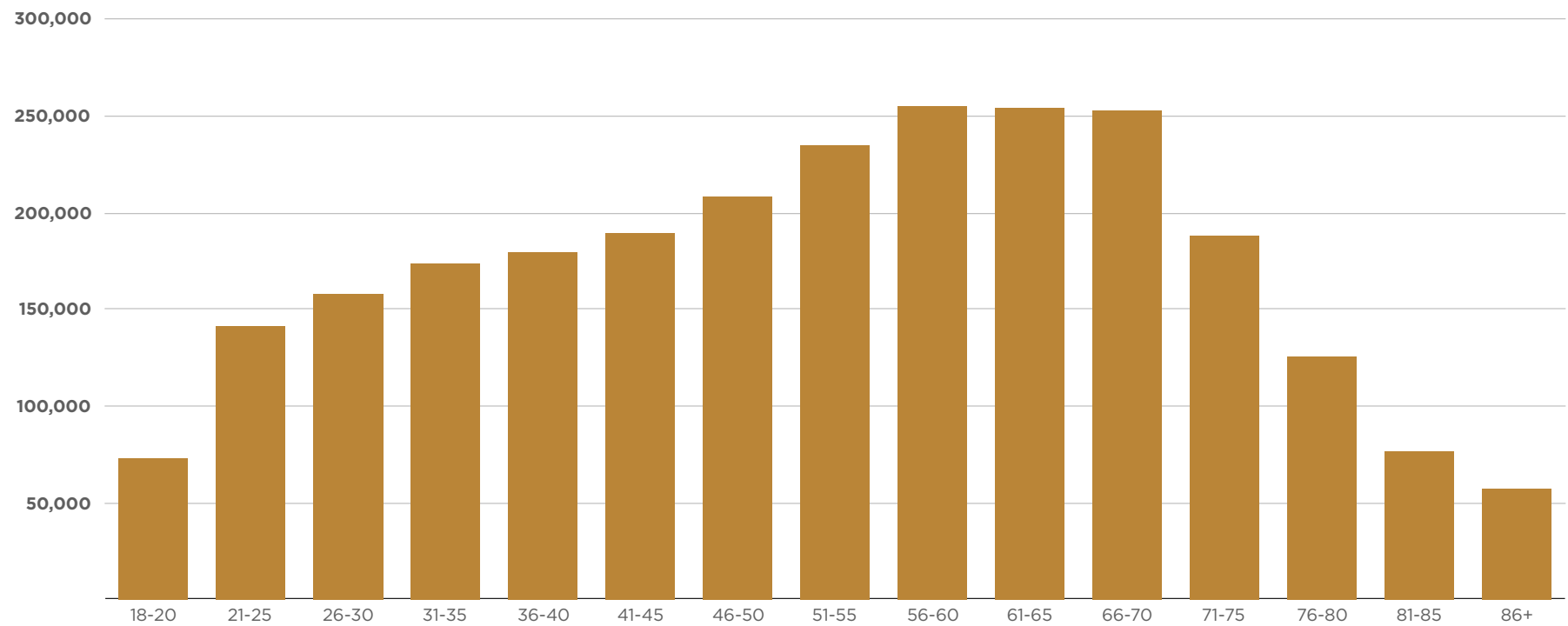


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ARIZONA'S VOTER PARTICIPATION

2016 GENERAL ELECTION

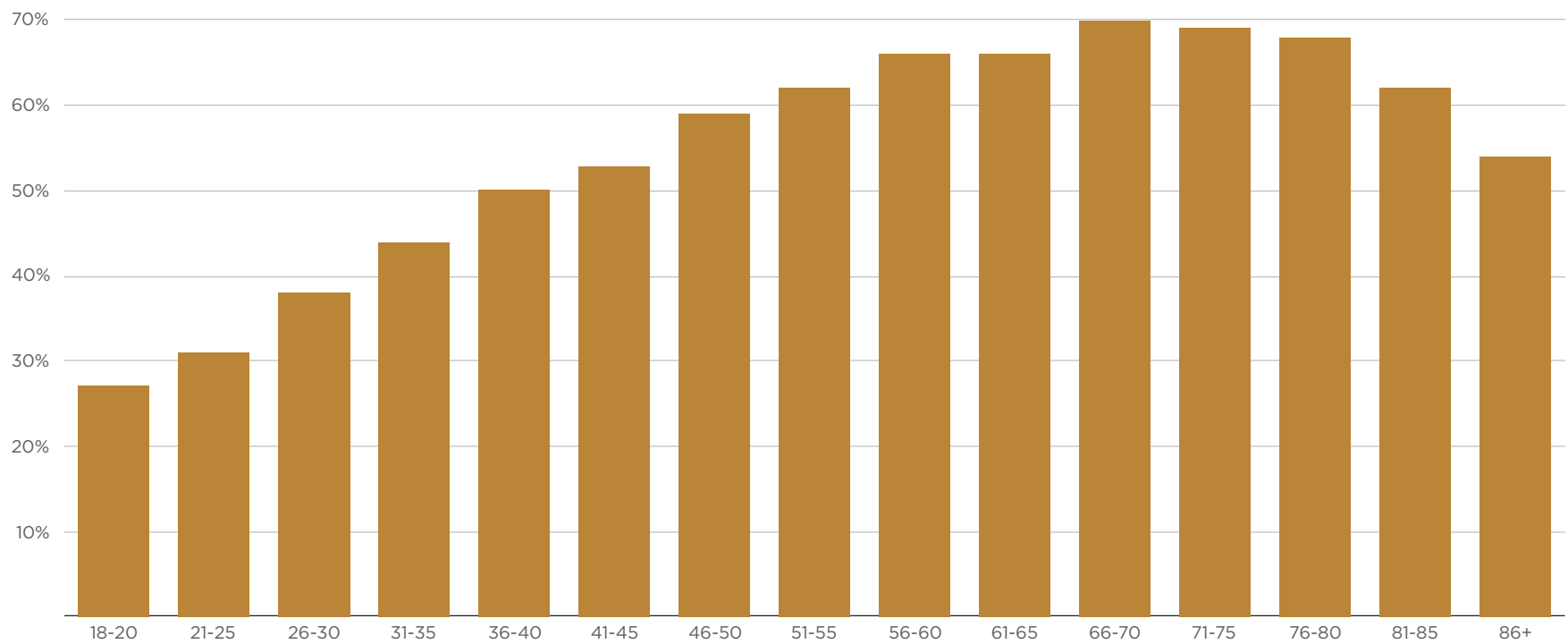


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ARIZONA'S VOTER PARTICIPATION

% OF ELIGIBLE VOTERS - 2016 GENERAL ELECTION

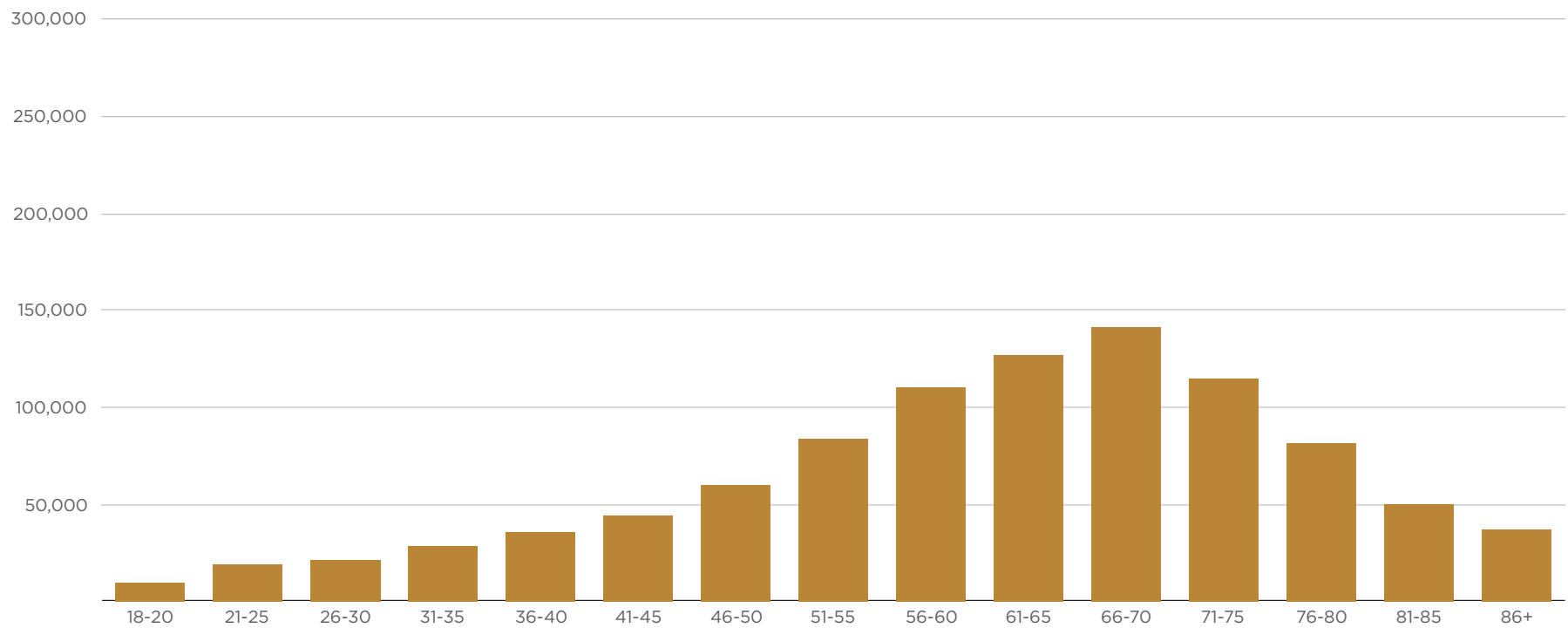


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ARIZONA'S VOTER PARTICIPATION

2016 PRIMARY ELECTION

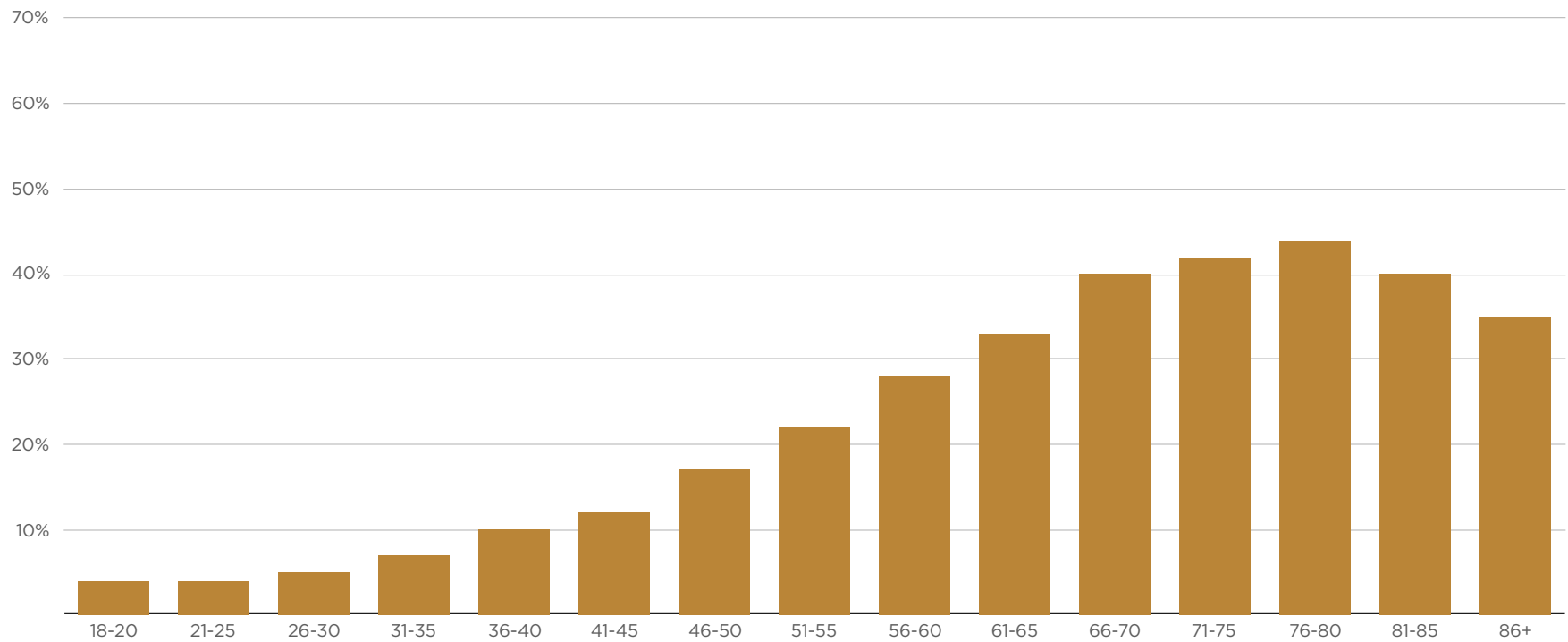


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ARIZONA'S VOTER PARTICIPATION

% OF ELIGIBLE VOTERS - 2016 PRIMARY ELECTION



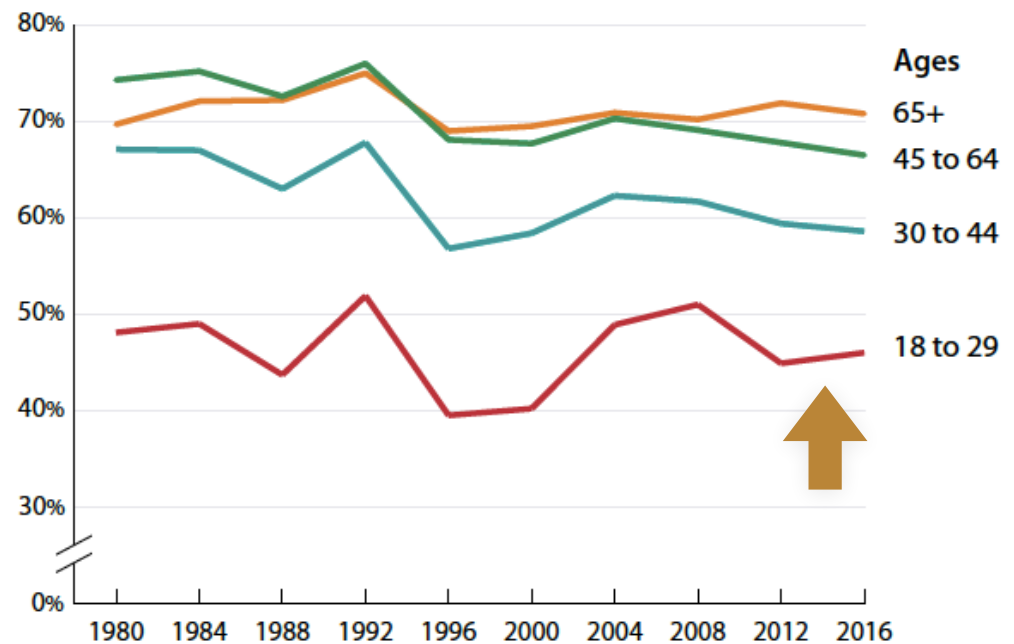
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U.S. VOTER PARTICIPATION

Traditionally age has determined voter behavior.

REGISTERED VOTERS



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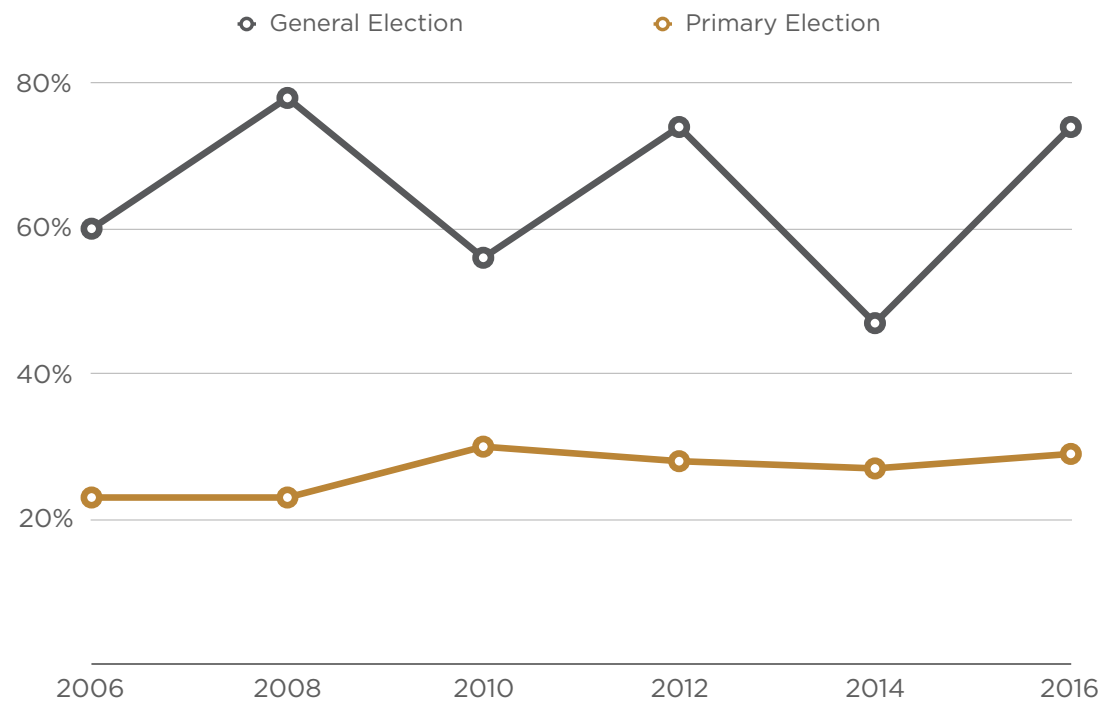
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ARIZONA'S VOTER PARTICIPATION

VOTER TURNOUT

70% in the 2016 Presidential General Election compared to 46-60% non-presidential years.

20 - 30% in the 2016 Presidential Primary Election.



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ARIZONA'S VOTER PARTICIPATION

Local elections have more immediate impacts, yet turnout rates are among the lowest.

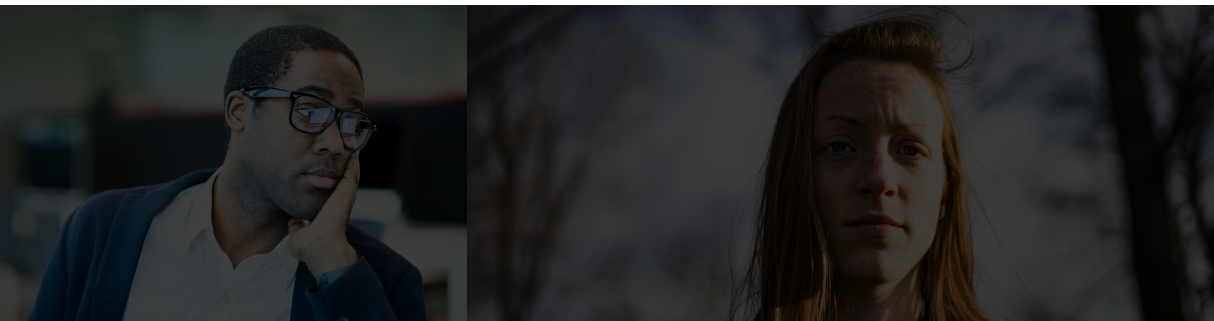
AUGUST 25, 2015
CITY OF PHOENIX CITYWIDE
MAYOR AND COUNCIL ELECTION

21% Voter Turnout



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**“Voters don’t determine elections,
non-voters do.”**



ARIZONA'S VOTER LANDSCAPE: MILLENNIALS

THE CONTRADICTION:

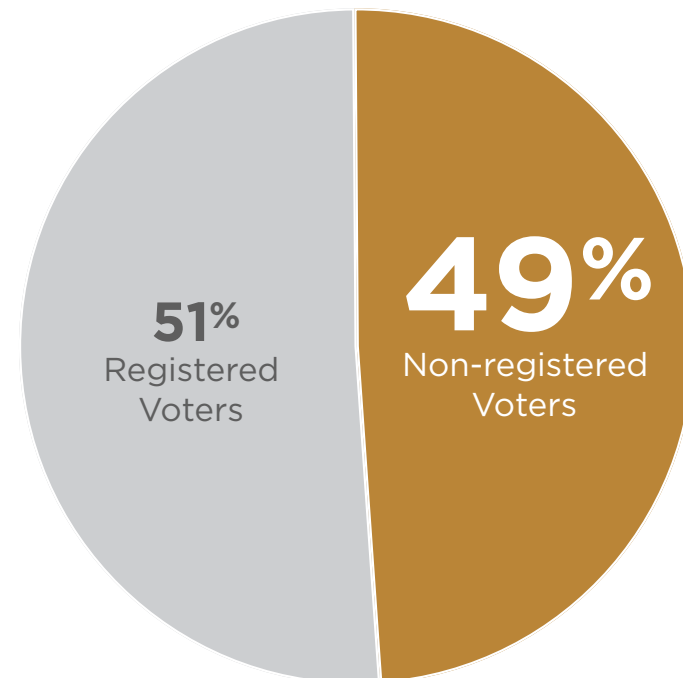
“The Millennial Generation will entirely recast the image of youth from downbeat and alienated to upbeat and engaged.”

- Neil Howe & William Strauss

MILLENNIALS, ADULTS AGE 20-35, REPRESENT:

- 32.3 percent of the adult population
- 25 percent of registered voters
- 19.45 percent of ‘cast’ votes

Millennial Voters



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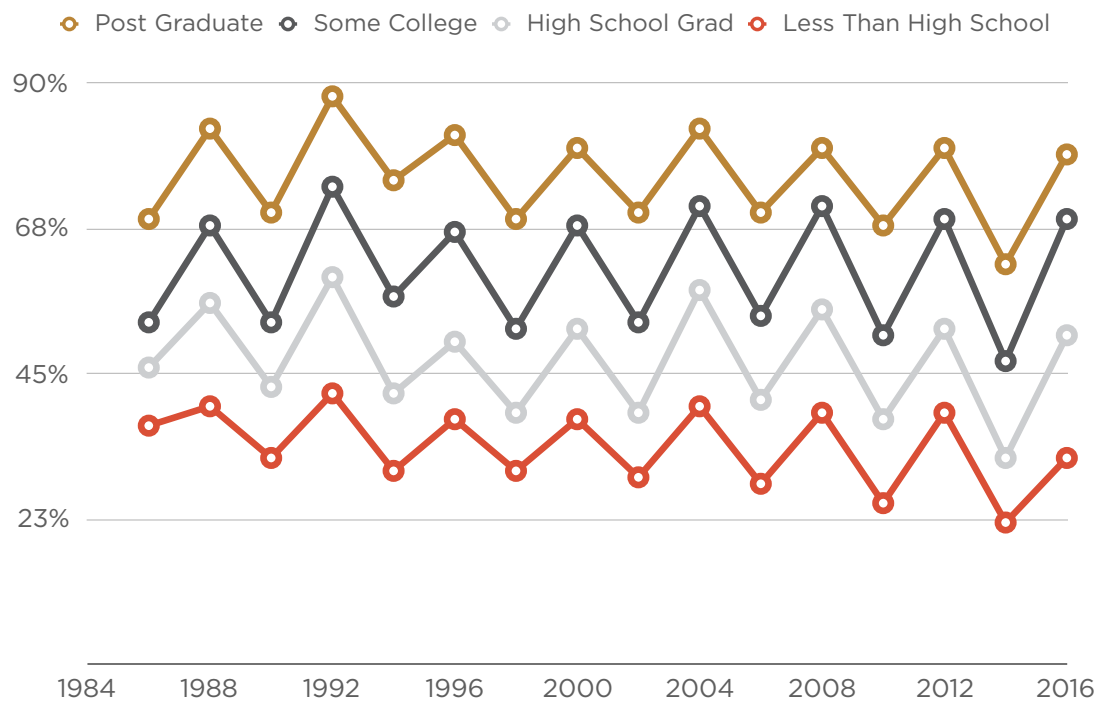
VOTING CORRELATES TO EDUCATION LEVEL

National Bachelor's Degree
Attainment Rate

30%

Arizona Bachelor's Degree
Attainment Rate

28%



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ARIZONA'S VOTER LANDSCAPE

Voters are not like 'non-voters'

- Voters are richer, whiter and older than other Arizonans.
- Only a portion are making decisions for the whole.
- The less well educated, poorer, non-white citizen feels alienated from the democratic process and yet needs the most representation.



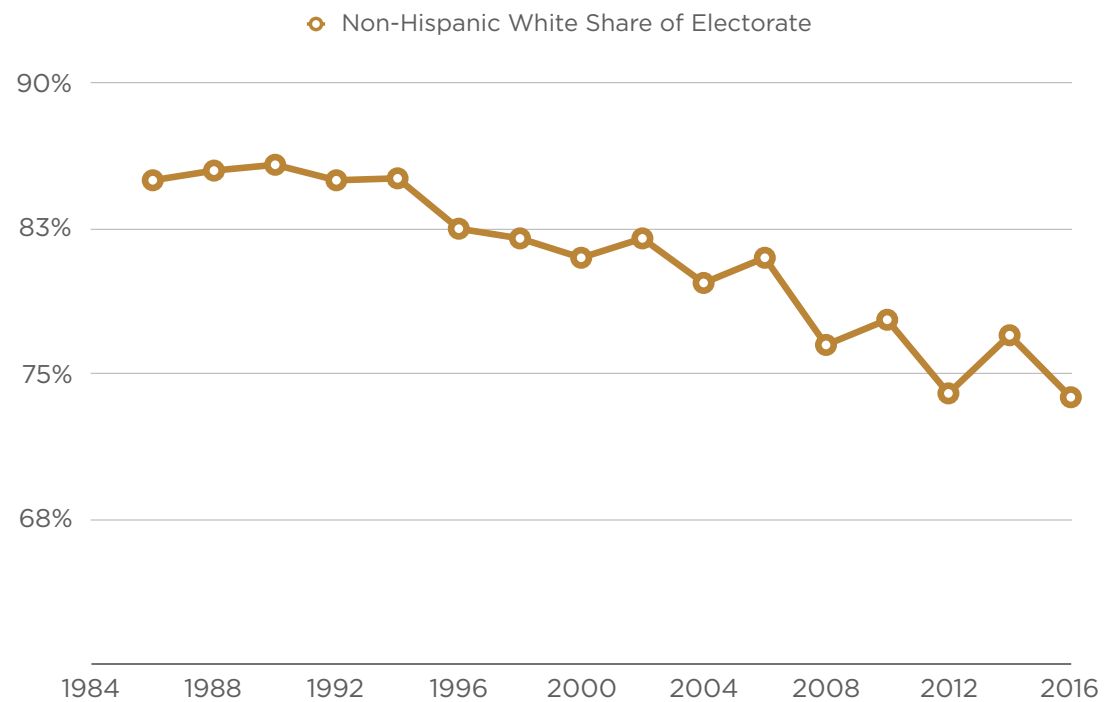
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ARIZONA'S VOTER PARTICIPATION

The non-Hispanic Caucasian population is declining.

Replacement voters are needed for disappearing voters.



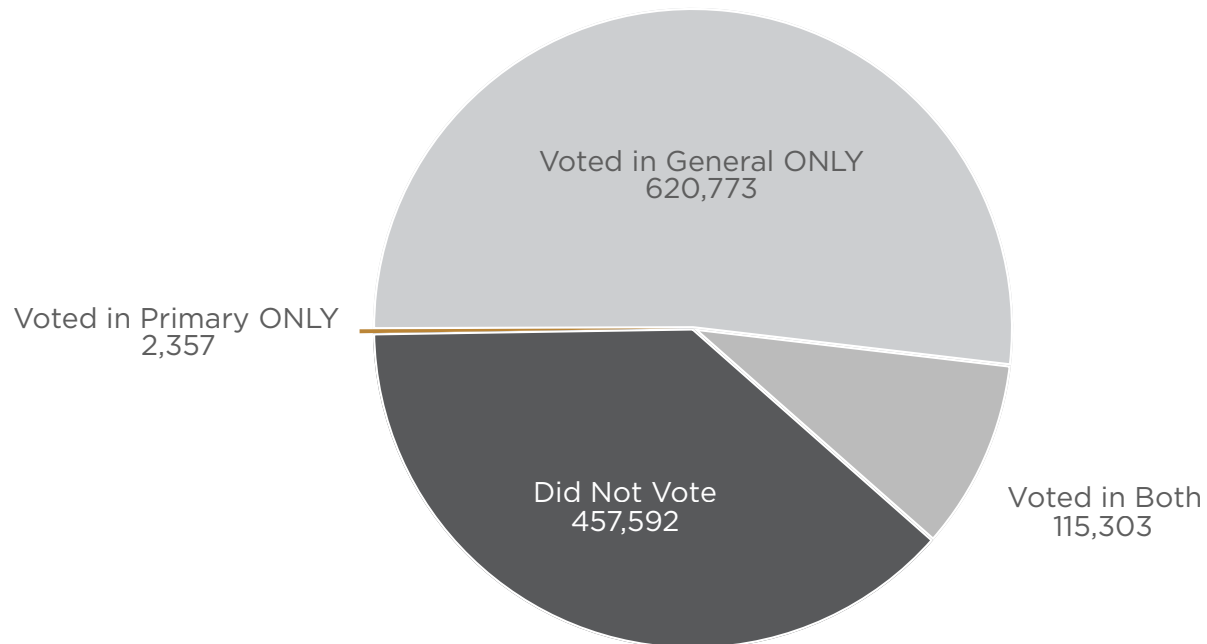
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ARIZONA'S VOTER PARTICIPATION

MAKING A STATEMENT BUT NOT MAKING AN IMPACT

INDEPENDENT VOTERS



2016 ELECTION

-  1.1 Million Registered PNDs: independents
-  1.2 Million Registered Republicans
-  1.0 Million Registered Democrats



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ARIZONA'S VOTER CRISIS NEEDS ATTENTION

As a nation, and as a state, we are not passing down our cultural value of voting.

Why People Say They Don't Vote	Primary	General
No time / too busy	21%	28%
Didn't want to	13%	10%
Out of town	10%	11%
Forgot	9%	8%
Not registered	7%	7%
Didn't like the candidates	4%	4%
Didn't know I could vote	4%	
Didn't know how to vote	2%	
Other	29%	31%



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ARIZONA'S VOTER CRISIS NEEDS ATTENTION

REGISTERED VOTERS WHO DID NOT VOTE SAID:

- Voters are emotionally disconnected
- Lack of sufficient news media coverage
- Process is too complex
- Low level of trust
- Lack of faith in the system
- Lack of candidate options
- Lack of identification with candidates
- Lack of understanding



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ARIZONA'S VOTER CRISIS NEEDS ATTENTION

NURTURE THE VOTER PIPELINE

- More engagement
- Early exposure to voting
- More guidance and actionable steps
- More education on the process
- More easy-to-use tools



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ARIZONA'S VOTER CRISIS NEEDS ATTENTION

- Protect voter trust
- Report more on candidates, initiatives & ballot measures
- Make voting a family affair
- Prioritize civics in the classroom
- Engage in real dialogue with voters
- Implement policies that are fair
- Give real access to voters



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A diverse group of approximately 15 people of various ages and ethnicities are smiling and standing together. The image is dimmed to serve as a background for the text.

The right to vote didn't come
easy. Restoring its role in our lives
won't be easy.

But together, it is achievable.

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