WE THE VOTERS

OUR IMPACT ON 2020

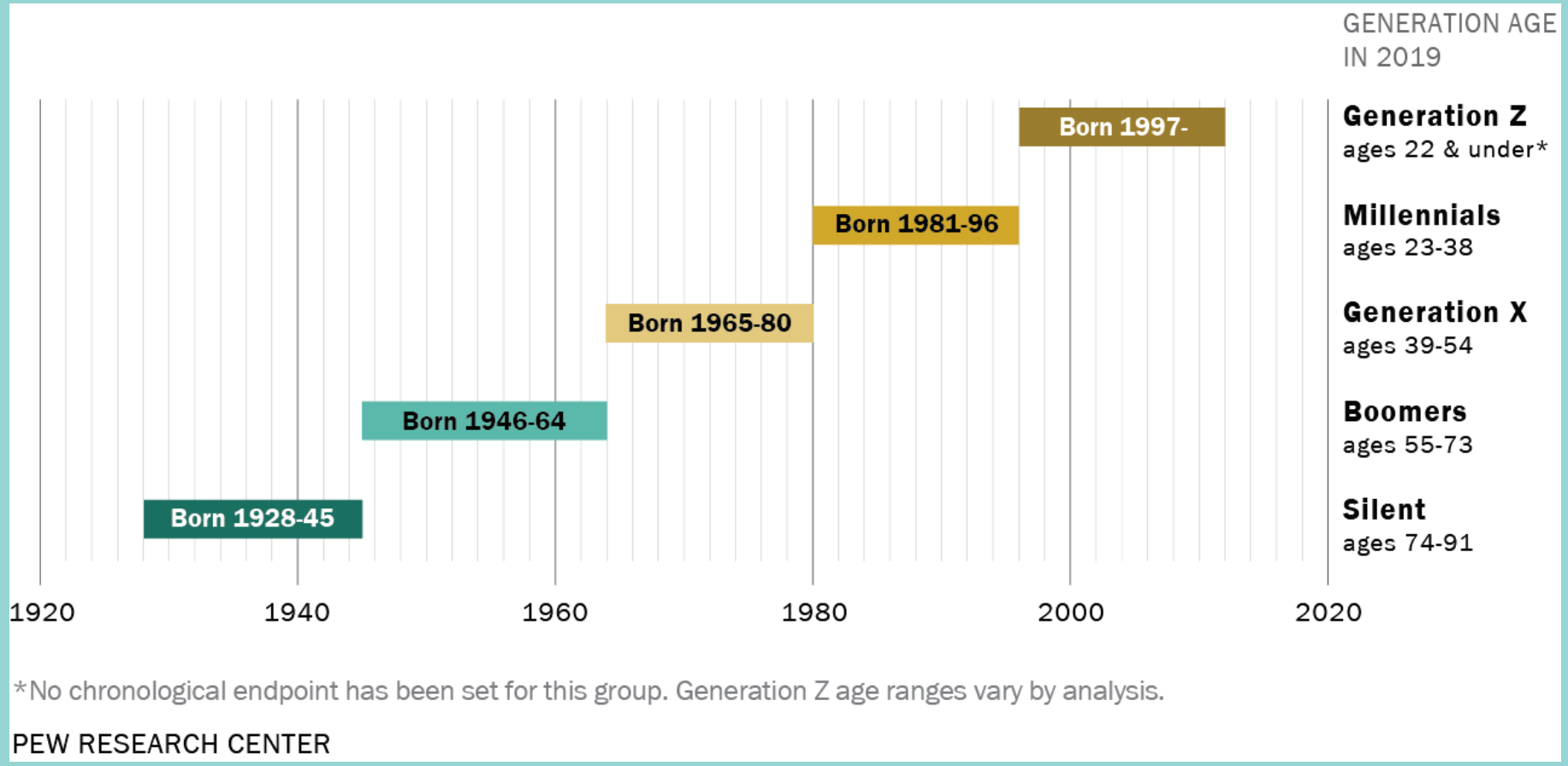
CLEAN ELECTIONS

#wethevoters

GEN Z & GET OUT THE VOTE

GALEN PATON,
CLEAN ELECTIONS
COMMISSIONER

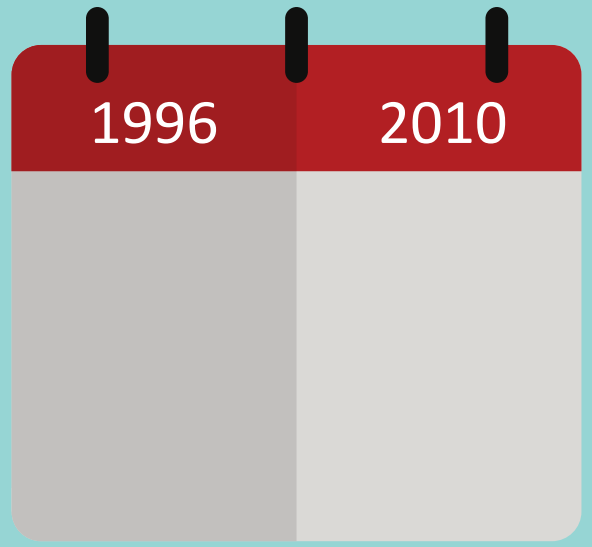
Generations



CLEAN ELECTIONS

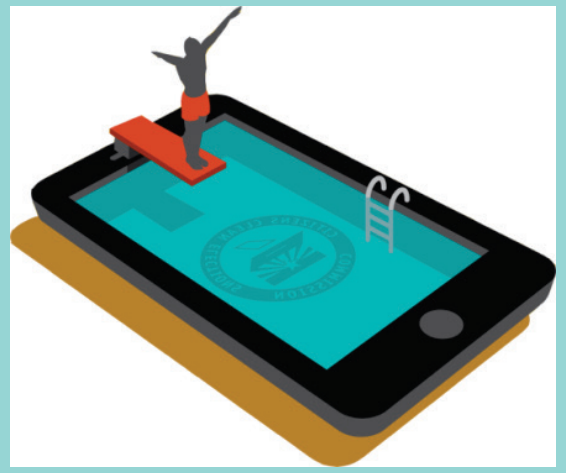
Who is Gen Z?

Born in 1996-2010



The generation following millennials

The Digital Generation



CLEAN ELECTIONS

Gen Z Traits

- Ethnically diverse
- Grew up on the internet, social media and streaming services
- Spends 44 billion a year and influences an additional 600 billion in household spending
- Major brands such as Target and Papa John's are re-working their marketing strategies to reach this group
- Only know mobile/digital communication

CLEAN ELECTIONS

Gen Z & Voting

According to 2018 census data:
Less than 50% of 18 to 24 year old Arizonans are registered to vote (48.8%)

Only 35% of the 18-24 year old demographic voted in 2018 Midterm to Midterm Comparison:

In 2018, 18-24 turnout was 35% & voter registration was 48.8%

In 2014, 18-24 turnout was 15% & voter registration was 36.8%

In 2016 Presidential Election, less than half of the 18-24 year olds in the state voted (40.2%).

CLEAN ELECTIONS

Gen Z: The Activist & The Influencer

- Malala Yousafzai
- Marjory Stoneman Douglas Students
- Turning Point Organization
- Instagram & YouTubers

- Social media natives
- Engagement activism viral trending

CLEAN ELECTIONS

Take Flight

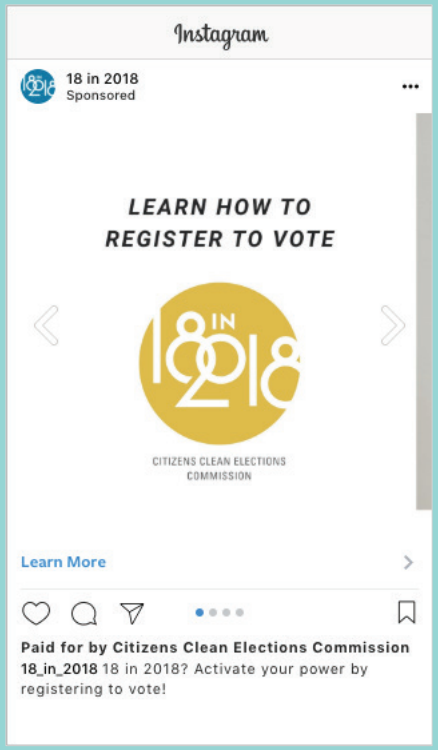
Take Flight / 18 in 2018
Key Messages

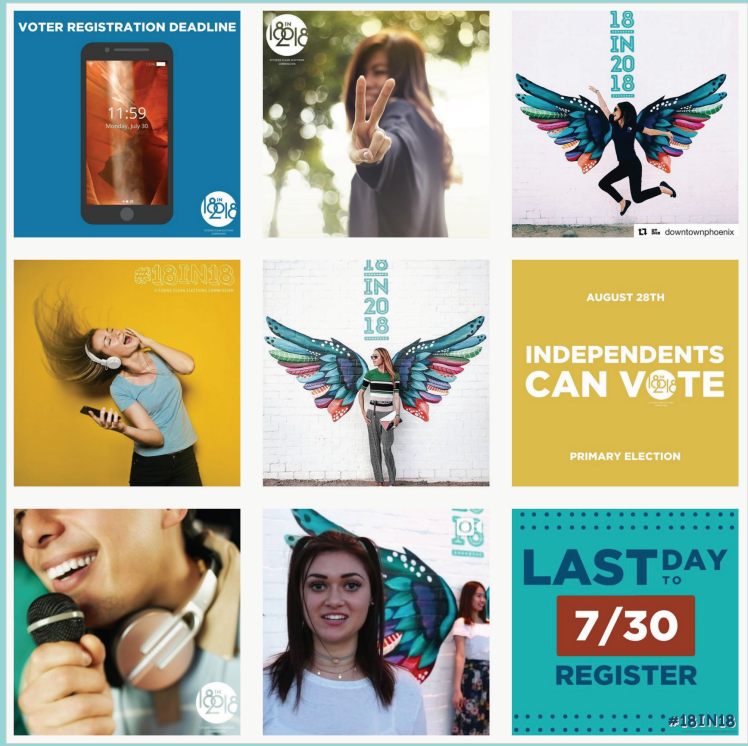
- Motivate youth/next generation of voters to ‘activate their political power’
- Register to vote and vote informed
- Augmented reality experience – directly connects to voter registration
- This campaign resulted in approximately 3,500 voter registrations, generating 566+ pieces of publicly shared “user generated content” on Instagram, which together accumulated approximately 68 thousand likes and over 3,250 comments!

CLEAN ELECTIONS

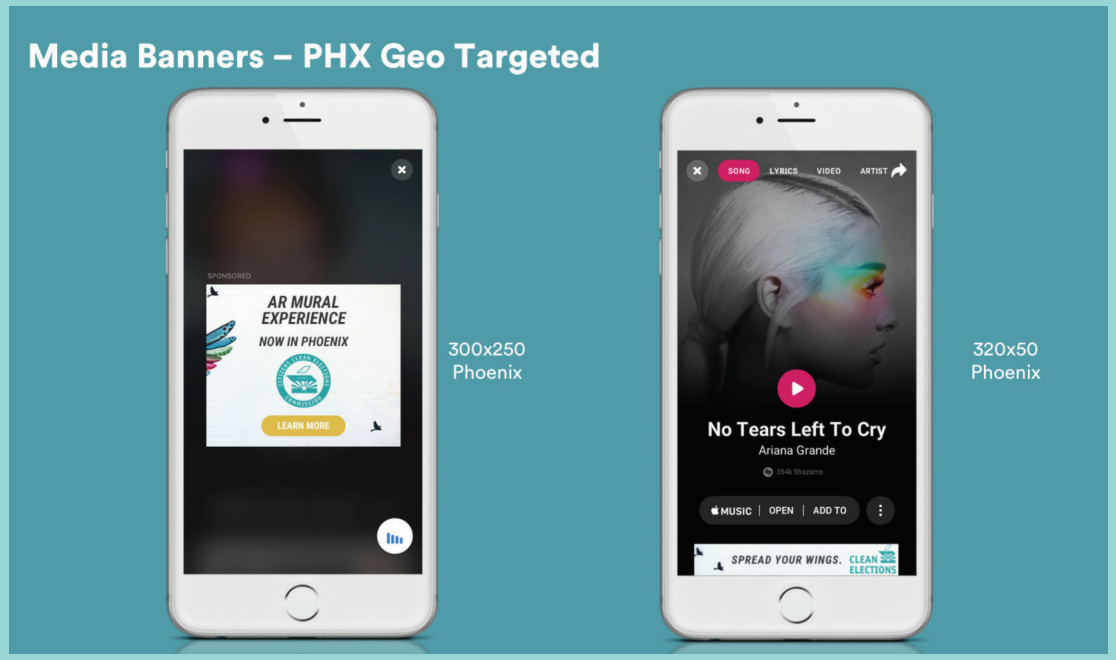
Creative Examples – Mural - Print

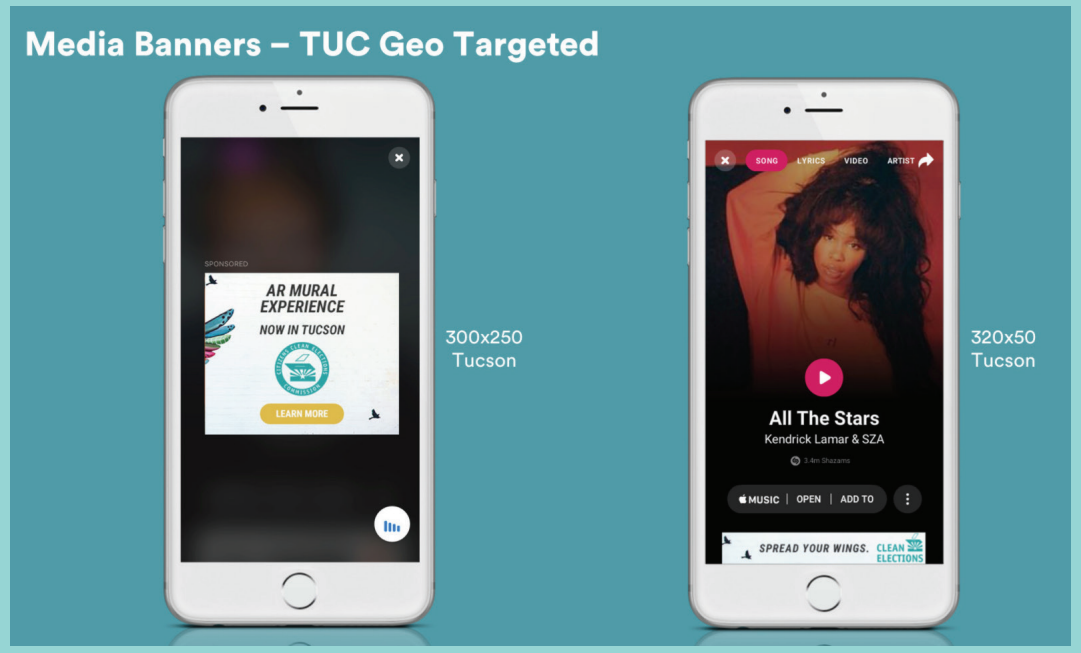
Creative Examples – Social





Creative Examples – Mural - Digital





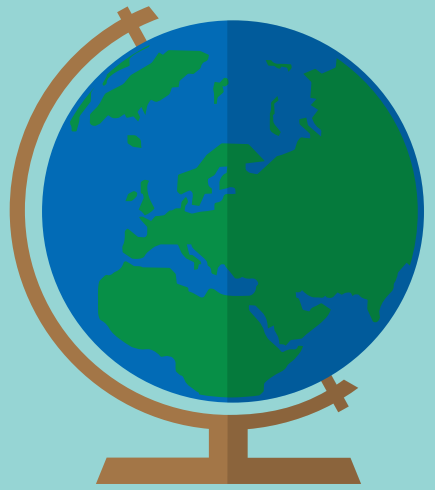
Creative Examples – Mural - Social

What is Important to You?

FUTURE

FAMILY

COMMUNITY



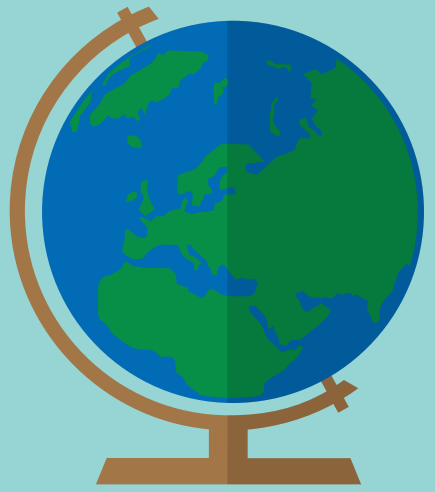
CLEAN ELECTIONS

Voting Can Affect

Your Future

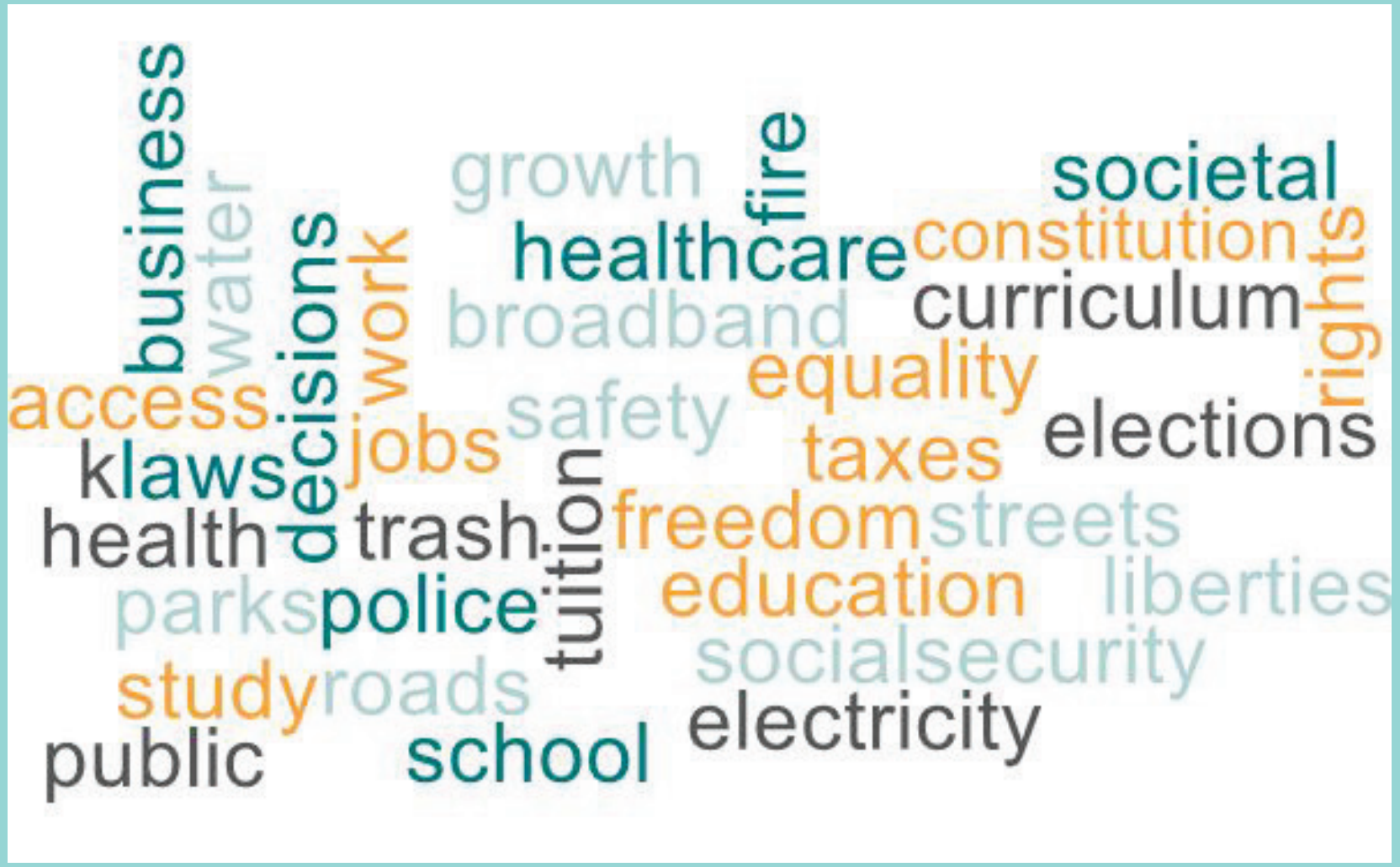
Your Family

Your Community



CLEAN ELECTIONS

How Does Voting Affect Me?



CLEAN ELECTIONS

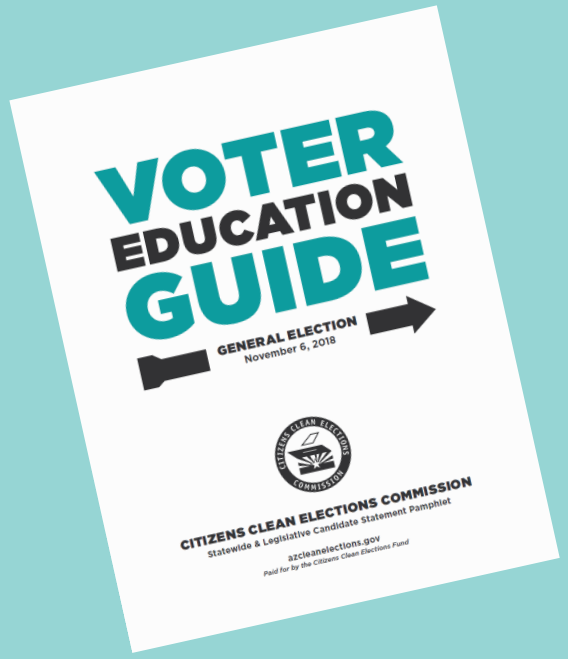
How to Participate

- Attend campaign events
- Attend a debate
- Contact candidates about issues
- Mobilize support for cause or candidate
- Sign petitions
- Look for accurate information in newspapers, magazines and other reference materials
- Volunteer to register voters
- Volunteer to work at polling places
- Join a campaign
- Vote in Local, State and Federal Elections

CLEAN ELECTIONS

How Do I Vote?

- Register or update registration
- Check for important dates
- Use Citizens Clean Elections Voter Education Guide to research candidates and ballot measures
- Choose Ballot by mail or in-person
- Find your voting location.
- VOTE!!!



CLEAN ELECTIONS

Communicate With Us

Website: www.azcleanelections.gov

Email: ccec@azcleanelections.gov

Call us Toll-Free: 877-631-8891

/AZCleanElections

/azcleanelections

/AZCCEC

/AZCCEC