WE THE VOTERS
OUR IMPACT ON 2020

CLEAN ELECTIONS
#wethievoters
GEN Z & GET OUT THE VOTE

GALEN PATON,
CLEAN ELECTIONS
COMMISSIONER
Generations

*No chronological endpoint has been set for this group. Generation Z age ranges vary by analysis.

PEW RESEARCH CENTER
Who is Gen Z?

- Born in 1996-2010
- The generation following millennials
- The Digital Generation
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
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%).
Gen Z: The Activist & The Influencer

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

- Social media natives
- Engagement activism
  viral trending
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!
Creative Examples – Mural - Print
Creative Examples – Social
Creative Examples – Mural - Digital

Media Banners – PHX Geo Targeted

Media Banners – TUC Geo Targeted
Creative Examples – Mural - Social
What is Important to You?

FUTURE

The Future
NEXT EXIT

FAMILY

COMMUNITY
Voting Can Affect

Your Future
Your Family
Your Community
How Does Voting Affect Me?
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
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!!!
Communicate With Us

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