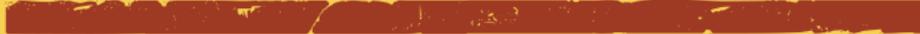




**WE THE
VOTERS**



OUR IMPACT ON 2020

CLEAN 
ELECTIONS

#wethevoters



Citizens Clean Elections Commission



Independent Voters in Arizona



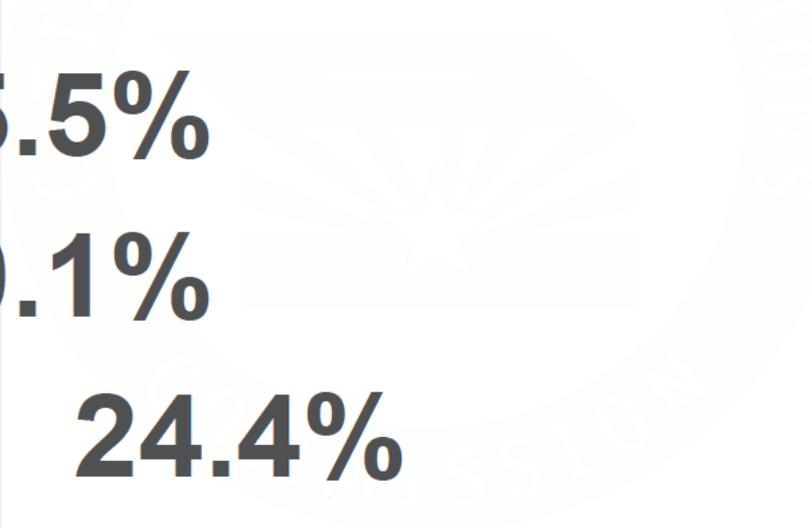
Define “Independent”



Steady growth among independent voters.

- In 1992, independent voters made up 11.6 percent of the electorate.
- By March '14, independents passed both the Republican and Democratic parties to be the largest voting bloc.
- July '19 figures provided by the state show Republicans now outnumber independents by 1.5 percentage points.

How independent voters define themselves



Liberal	15.5%
Moderate	60.1%
Conservative	24.4%

Indy voters likely to see themselves as moderate

	<u>Dem</u>	<u>Rep</u>	<u>Indep</u>
Liberal	35%	3%	12%
Moderate	52%	52%	73%
Conserv.	13%	45%	15%

Independent “moderates” – what is a moderate?

Almost 3/4ths of independents call themselves moderate. This doesn't mean they think alike.

- ASU Morrison Survey showed that independents leaned Right on:
 - State government spending and importance of state budget
 - Gun control/Second Amendment
 - Satisfaction with state government.
- Independents leaned Left on:
 - Immigration
 - Prioritizing health and education funding
 - Full day kindergarten.

What it means to be independent: The voter perspective

The ASU Morrison Study also convened focus groups of independent voters. These are some of their statements:

“I think if the existing parties were less partisan, a lot fewer people would be registered as Independents. You can count me in that group, because part of what really turns me off is their commitment to their ideology rather than their commitment to governing, and so part of me being an Independent is a protest statement.”

“The Independents are the ones that can sort of maintain the line, stand there in front of all of it and make a selection of something that is not spoon fed to you. [] I believe in the system. I believe in the constitution, in the voting, but these two clowns ain't got it.”

Independent voters have a variety of reasons

- We all come from a place where we have our basic ideologies...and this is maybe our value system.
- I switched because I was tired of being a disenfranchised Democrat in the primaries....if you want to have a say about politics in Arizona, you need to be voting in the Republican primary. And so that's why I switched to Independent.
- Career reasons – “Being Independent provides safe harbor”
- I have never voted a straight party ticket.



Independent voter participation

Independent voters perception of their influence

On campaigns

“I think it kind of forces candidates to really look at the issues a little bit more with regards to how they think that the public might – be concerned with those issues, because of the fact that, you know, when you take a look at the block of the population that falls into independent category, they're not money in the bank.”

On the parties

“I think the bigger the Independent party gets, the more it has a tendency to try to moderate either side and draw them [party politicians] back to the center when it gets real close to elections.”

Independent voter participation

Independents Vote Less Frequently – A Lot Less Frequently

Turnout

Primary

General

Democrats

25%

50%

Independents

8%

34%

Republicans

42%

61%

*2010 Election Data

Independent turnout in primaries still low

	COUNTY	DEM	GRN	LBT	OTH	REP
1	Apache	1007	163	2	22	812
2	Cochise	1361	93	5	3	2485
3	Coconino	1746	108	3	151	1375
4	Gila	502	41	3	92	1153
5	Graham	120	9	NA	12	329
6	Greenlee	51	5	NA	2	103
7	La Paz	106	10	1	6	343
8	Maricopa	37735	1344	145	3556	43076
9	Mohave	1550	204	3	156	4680
10	Navajo	879	128	4	50	1183
11	Pima	11641	519	31	4917	11172
12	Pinal	1561	94	5	3138	2701
13	Santa Cruz	441	17	1	NA	284
14	Yavapai	3504	257	6	400	6279
15	Yuma	1109	19	1	99	1418

2018 Turnout All Voters

2018 General Election Turnout

Voter Registration = 3,716,263

Total Ballots Cast = 2,409,910

Turnout = 64.85%

- 0.27% off the record midterm general election turnout of 65.12% set in 1982
- 36% increase in voter turnout from 2014 midterm general election
- 5 of 15 counties broke voter turnout records

Arizona Voter Turnout by Year
(Among Registered Voters)

Year	General Election	Primary Election
2018	64.85%	33.26%
2016	74.17%	29.10%
2014	47.52%	27.02%
2012	74.36%	28.09%
2010	55.65%	30.09%
2008	77.69%	22.80%
2006	60.47%	23.07%
2004	77.10%	24.71%
2002	56.33%	25.25%
2000	71.76%	23.84%
1998	45.82%	19.66%

- Data provided by the Secretary of State official canvass for the 2018 primary & general election
- Source: Arizona Secretary of State's office, table compiled by Morrison Institute for Public Policy, ASU



Independent Voters Opportunities and Limitatons

REGISTER
TO
VOTE

Independent Voter Opportunities

Independent voters may:

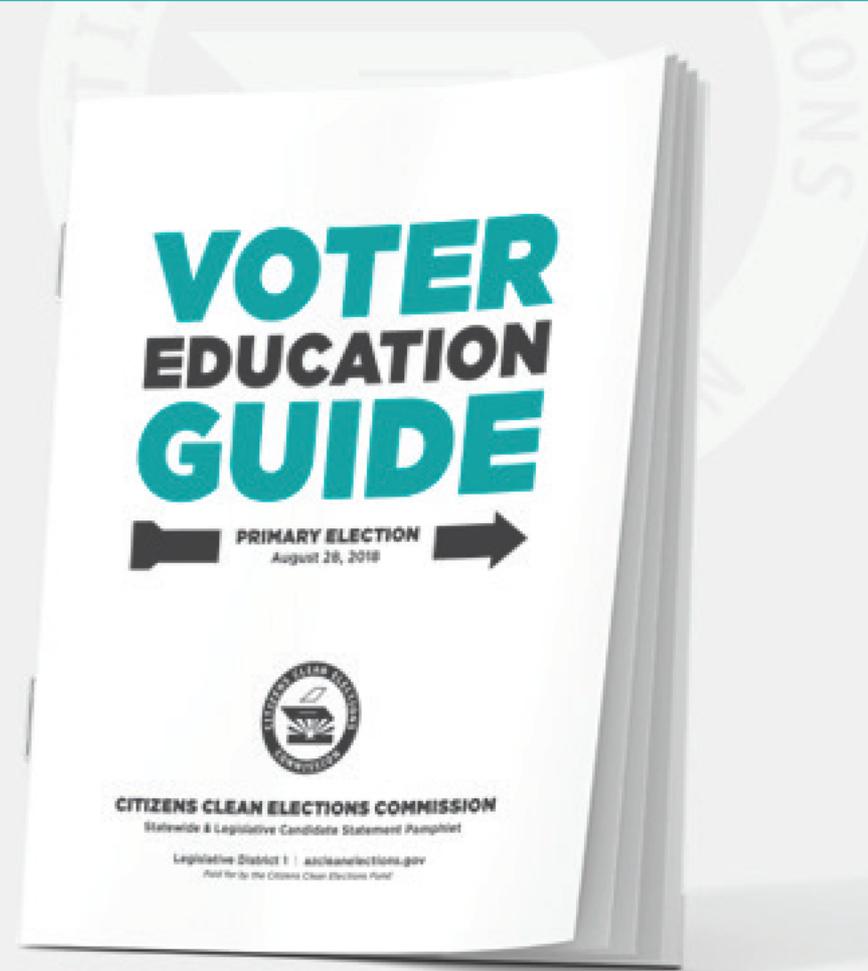
- Select the ballot of any party participating party to vote in state partisan elections
- Sign a petition for a state or legislative candidate if otherwise qualified
- Give a \$5 qualifying contribution to a clean funding candidate if otherwise qualified.
- Circulate petitions for candidates and ballot questions if otherwise qualified.

Primary Limitations and requirements

Independents are not eligible to participate in the March 2020 presidential preference elections.

Independents who are scheduled to receive a mail ballot must contact their county recorders to specify what party's ballot they will vote.

Independents are only allowed to vote a select party's ballot. They do not get to vote based on candidate.



2020 Election Highlights

- March 17, 2020 Presidential Preference Election
 - What it is & Who Can Vote
- August 4, 2020 Primary Election
 - Voting process, what's on the ballot, open primary/Independents, CCEC tools & resources
- November 3, 2020 General/Presidential Election
 - Voting process, what's on the ballot, CCEC tools & resources

Website & Online Tools

Voter Dashboard

The easiest way for voters to get their customized voting info. Just enter your address, and we do the rest of the work. Providing voters their district specific candidates, debate information, voting locations, and more!

Online Tools

- Website
- Candidate Compass
- Find My Elected Officials
- Mobile App
- Social Media
 - @AZCCEC Twitter
 - @AZCleanElections FB & IG
- Chatbot
- Voter Guide
- Debate Videos

The screenshot shows the AZCCEC website's Voter Dashboard. At the top, there is a navigation bar with links for "Am I Registered to Vote?", "Where Do I Vote?", "Find My Elected Officials", and "Español". A search bar is also present. Below the navigation bar, the "MY VOTING DASHBOARD" section features a heading, a sub-heading, and a paragraph of text. To the right of this text is a photograph of a person sitting at a desk. Further right is a "GET REMINDERS TO VOTE" section with a sign-up form and a "SIGN UP" button. Below the dashboard section is an "ENTER FULL ADDRESS" section with a text input field, a "GO" button, and a "Use my location" link. The "WHAT WILL I SEE?" section follows, with a prompt to enter an address. Below this are three columns of information: "ELECTION INFORMATION" (showing election dates from October 10 to 3), "ELECTED OFFICIAL INFORMATION" (showing candidate photos), and "VOTING DISTRICT INFORMATION" (showing federal, congressional, and legislative districts).

Questions?



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