



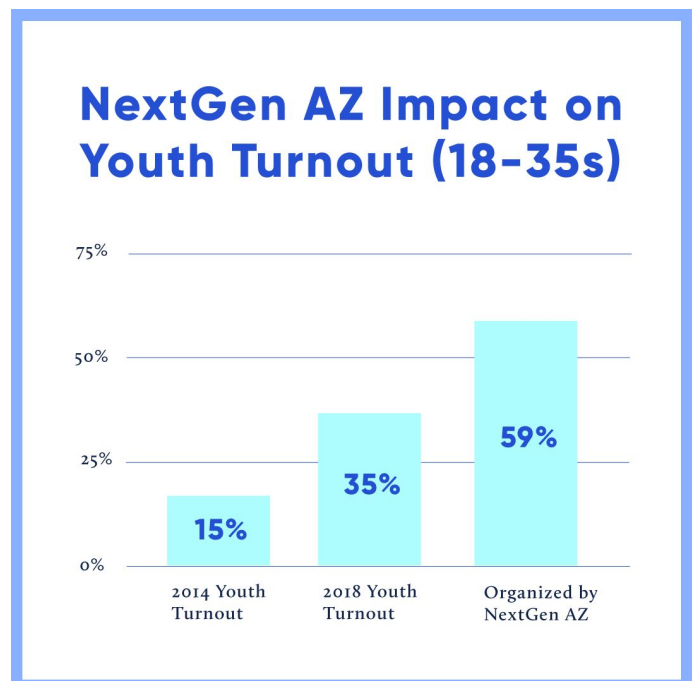
**To:** NextGen Arizona Allies and Supporters  
**From:** Jalakoi Solomon, NextGen Arizona State Youth Director  
**Date:** April 21st, 2019  
**Re:** New Voter File Data Shows Impact of NextGen Arizona on 2018 Midterms

With its large population of young and minority voters, Arizona has long had the potential to be a battleground state. Young Arizonans make up the largest and most progressive bloc of voters in the state, but in the past they have voted at half the rate of older folks. While Arizonans of all ages turned out to vote in record numbers in 2018, young people disproportionately increased their turnout: a historic **35% of young Arizonans (18-35)** cast a ballot in November -- up 20 points over the state’s young voter turnout rate in 2014.

	2014 Turnout	2018 Turnout	Percentage Increase
<b>18-35</b>	15%	35%	20 pts
<b>All Ages</b>	48%	65%	17 pts

Young Arizonans were a larger bloc of all voters than in any other midterm year, *doubling* their vote share [from 6% in ‘14 to 12% in ‘18](#). According to [Catalist](#), the increase in the youth vote largely favored Democrats. For the first time in years, Democrats won both white and non-white young voters by considerable margins -- winning white young Arizonans by 7 points and young Arizonans of color by an incredible 53 points. And many of the young Arizonans who went to the polls were new voters -- per [TargetSmart](#), "133,428 people under 35 who had not cast a ballot in the 2016 general election voted in the 2018 midterms — nearly double the margin of victory for Sen. Sinema."

**NextGen America’s program was key to victory**  
 In 2018, NextGen Arizona ran a massive face-to-face field organizing program statewide, a digital advertising program aimed at motivating more than 600,000 unlikely-to-vote Arizonans, and an experiment-informed Get Out The Vote mail program. With Arizona’s voter file updated, it is clear NextGen Arizona’s comprehensive mobilization program helped play a decisive role in sending Kyrsten Sinema to the US Senate, flipping important red-to-blue districts, and electing progressives like Katie Hobbs to statewide office. With competitive Presidential and Senate elections coming up in the Grand Canyon State, the lessons learned from NextGen’s 2018 program will be critical for victory in 2020 and beyond.

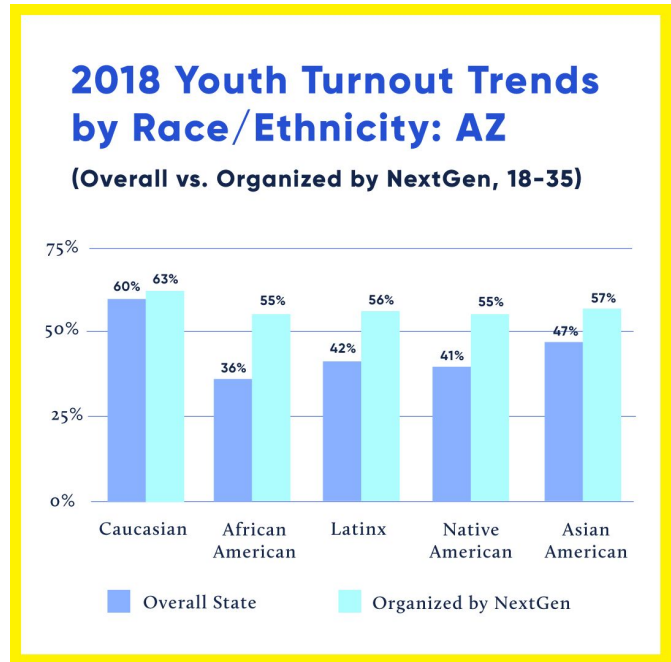


**FIELD: Talking to young people in person is the most effective tactic**

Young Arizonans, who are not traditionally targeted by political campaigns, are the ones Democrats need to win in 2020. They are willing to show up and vote, but only if we actively engage and mobilize them. As the above graph shows, **59% of young Arizonans** organized<sup>1</sup> by the NextGen Arizona field program voted, 24 points higher than their age cohort writ large. As shown in the table below, our year-long voter registration efforts increased turnout dramatically, as did the canvassing and pledge-to-vote organizing programs we ran in the fall.

Tactic	# of People	% Turnout
Voter Registration	21,707	49%
Pledge To Vote	15,726	61%
Canvassed	14,253	46%

Following a nationwide drop in turnout among young people of color in 2016, NextGen doubled down on its efforts to organize in communities of color across all states. We emphasized organizing at community colleges, such as Arizona Western College and Pima Community College, which are both [Hispanic Serving Institutions](#). **58%** of community college students registered to vote by NextGen cast a ballot, surpassing the 54% turnout rate of NextGen new-registrants at four-year schools. Overall, our program had a greater impact with the young Black and Latinx Arizonans that we organized, as they turned out between **14 - 19 percentage points higher** than the young people of color that our program did not reach.



**RED-TO-BLUE: NextGen made the difference in crucial Congressional districts**

With Martha McSally running for Senate, AZ-02 became a crucial red-to-blue district. In addition to a mail and digital program, NextGen organizers and 178 volunteers knocked on over 8,000 doors, registered 1,510 young people to vote, and sent 47,427 texts in the district. All in all, **67% of the young people** organized by NextGen in AZ-02 cast a ballot -- 29 points higher than overall youth turnout in the district and higher than our statewide efforts as well (see below).

AZ-02	2014 Turnout	2018 Turnout	Percentage Increase
18-35	21%	38%	+ 17 pts
All Ages	51%	62%	+ 11 pts

<sup>1</sup> “Organized” includes young people who were registered, canvassed, or committed to vote by NextGen’s field and mail programs.

**DIGITAL + MAIL: An effective youth program talks to young people where they are ... and often**

To get young people to vote, campaigns and organizations must talk to them where they are. A smart young voter program is not limited to face-to-face conversations, it must also include a digital, mail and texting program to reach young voters who are more difficult to reach in person. NextGen Arizona ran a 12-week digital ad program aimed at turning out young people who either have never voted before or are sporadic voters at best. Young Arizonans targeted by our digital program turned out up to **7 points higher** than those we didn't target. Similarly, we sent get-out-the-vote mail to 783,199 Arizonans and these voters turned out **14 points higher** than those we did not send mail to.

Analysis shows that if NextGen Arizona talked to a young person through a multitude of different mediums (in person, via text, online, in the mail), the more likely they were to vote. 31% of the young people NextGen AZ talked to by only one method cast a ballot, while **67% of the young people** NextGen talked to through four different channels (field, mail, digital and text) voted. To mobilize this crucial demographic in 2020, Democrats need to start engaging young people now and talk to them where they are often.

**What's Next?**

It's clear from the election results in 2018 that Arizona is up for grabs in 2020 at every level - from President to Senate to State House. Successful Democratic candidates will need to galvanize young people and people of color to win statewide, and NextGen is already on the ground putting in the work to do so.

The youth vote showed up in full force in November, and now Arizonan Republicans are trying to limit our voting rights. The Republican Party has lost young voters for a generation and knows it can only win if young people are discouraged from casting a ballot, which is why Republicans in the legislature have [introduced bills](#) to bar people who vote by mail from [dropping off their ballots](#) at polling places and [purge voters from the Permanent Early Voter List \(PEVL\)](#), both of which will impact young voters disproportionately.

In 2019, in addition to registering young people to vote and organizing on college campuses and in communities, NextGen Arizona will continue its fight to expand access to the ballot box for young Arizonans. NextGen will urge university officials to make student IDs compliant with state voter identification laws, push County Recorders to expand on-campus polling locations, and work with newly elected Secretary of State Katie Hobbs to enact election reforms. 2019 might be an off-cycle year, but NextGen Arizona continues to be hard at work expanding our democracy and ensuring young people can make their voices heard.

