



FOR IMMEDIATE RELEASE

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NextGen Arizona Celebrates #YouthVote-Led Democratic Victories in Unprecedented Election Year

NextGen achieves record youth vote turnout in Arizona

NEXTGEN ARIZONA 2020: BY THE NUMBERS

TOTAL SPEND: **\$4,589,454.35**

TOTAL STAFF ON THE GROUND: **27**

TOTAL VOLUNTEERS: **1,616**

TOTAL CAMPUSES WITH PROGRAM: **8**

TOTAL YOUNG VOTERS REGISTERED: **10,553**

TOTAL PLEDGE TO VOTES COLLECTED: **30,807**

TOTAL YOUNG VOTERS REACHED WITH DIGITAL ADS: **716,813**

TOTAL CALLS MADE: **627,755**

TOTAL PIECES OF DIRECT MAIL SENT: **505,732**

TARGETED RACES: **President, U.S. Senate**

PHOENIX, AZ — With all the votes tallied, the results show that NextGen Arizona played a decisive role in achieving record-breaking turnout among voters aged 18-35 this year. Combining an innovative relational organizing program with a first-rate digital operation that adapted to the requirements of an unprecedented public health crisis, NextGen mobilized young voters and ensured they had the resources and education they needed to vote safely amid the pandemic.

“As young Arizonans rallied together for this historical election, they accomplished something so much bigger than themselves,” **NextGen Arizona State Director Azza Abuseif** said. “Young people made their voices heard, stood up to Trump and McSally, and claimed the power that we always knew they had. NextGen Arizona is proud to have built this movement across the state, and we’re excited to see young people continue to lead us to a more just and equitable future that works for all of us.”

Turnout this year reached record-high levels as young voters went to the polls in droves to defeat Trump and flip the Senate. Importantly, in a year of unprecedented challenges, young people accounted for a [16% share of total turnout](#), surpassing the same metric in any previous cycle. Based on the latest data from the [Center for Information & Research on Civic Learning](#)



[and Engagement \(CIRCLE\)](#), over 501,751 Arizona voters aged 18-29 cast their ballot this cycle, 60% of them voting for Biden. **For comparison, in 2016, 18-29-year-old Arizonans cast 327,429 in total - that's a 53% increase in youth turnout in 2020.**

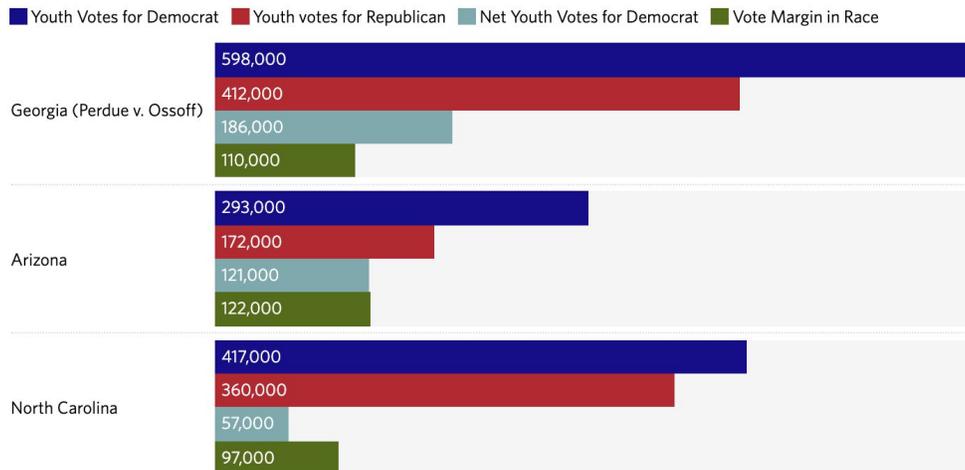
State ▲	Youth Vote for Biden	Youth Vote for Trump	Youth Share of All Votes Cast
Arizona	60%	36%	16%

2020 turnout from voters 18-29 of 11/6

Young voters were decisive in Mark Kelly’s victory over Martha McSally in the U.S. Senate race. With over 293,000 young voters casting their ballot for Kelly, this overwhelming support was necessary to get Kelly past the finish line: **Kelly got 121,000 more votes than his rival from young voters, who were +26 (63% to 37%) for the Democrat. 68% of young Latinos, compared to 58% of white youth, supported Kelly.** While McSally stood with Trump throughout her time in Congress, young voters knew that they could elect Kelly, a pragmatic leader who will champion the issues that matter most to them, as the solution.

Young Voters Powered Democrats in Key Senate Races

The estimated total votes from young people for each candidate, the "net" youth votes for the Democrat, and the current lead/margin of victory as of November 5, 4:00 p.m. ET



Turnout from voters 18-29 in U.S. Senate race of 11/6

With a dual goal of revitalizing grassroots democracy and electing progressive candidates up and down the ballot, NextGen Arizona ran an innovative organizing program that reached young voters where they are: on campus, in their communities, and online. NextGen registered 10,553



young voters and reached thousands more through digital, phone, text, and direct mail outreach. NextGen spent \$259,822 of its total investment towards Senate digital ads that primarily reached and aimed to mobilize the Latinx community. After switching to all-virtual organizing in the summer, NextGen led a robust program with innovative student-centered events, new paid campus fellows to amplify voter outreach, and a commitment to safely and effectively organize students online amid the pandemic. The most notable digital organizing came through NextGen's most successful program yet: reaching thousands of potential young voters to register them to vote, educate them on the issues, and provide them with resources for the election on dating apps like Bumble, Tinder, and Hinge.

"We said from the very beginning that this would be the year of the youth vote, and we were right," said **NextGen Arizona Press Secretary Kristi Johnston**. "Young people showed up in droves and left no stone unturned. We are so proud of the progress we've accomplished, and we know this is only the beginning of what young people can achieve if we work together and fight for our values."

About NextGen Arizona

NextGen Arizona is committed to defeating Senator Martha McSally, defending Democratic House gains from the midterms, and sending 11 electoral votes to the Democratic presidential nominee in 2020. NextGen Arizona has a strong track record of delivering wins for Democratic candidates by boosting youth turnout in this critical battleground state of the west. In 2018, NextGen Arizona knocked on over 88,000 doors, registered an additional 21,000 voters, and organized across 23 college campuses that led to victories across the state. NextGen Arizona was proud to help send three Democrats to Congress, elect the first Democrat in 30 years, Krysten Sinema, to the Senate, and boost youth voter turnout by [20 points](#) from the previous midterm election.

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