



Native Vote: Broadening the Electorate

One Arizona
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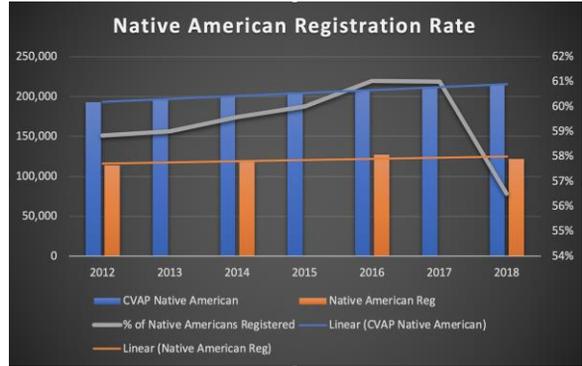
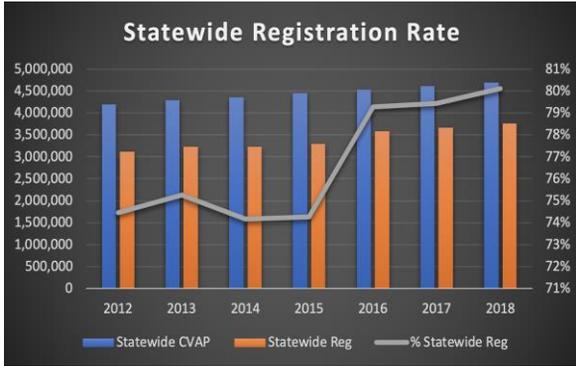
Norm Setting

- Data presented is based on our best guesses using the census, geography, and race models
- Race Models, especially for Native Americans, are in themselves inaccurate
- This is most true for Native Americans living in urban centers (ie: Phoenix, Tucson)
- We feel like this is an opportunity for our organizations to collaborate to share data to better be able to reach out to voters

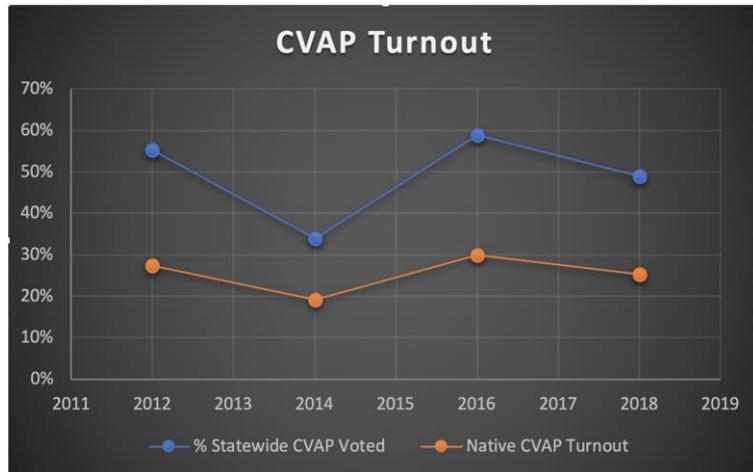
- If there are any questions regarding numbers or definitions please ask



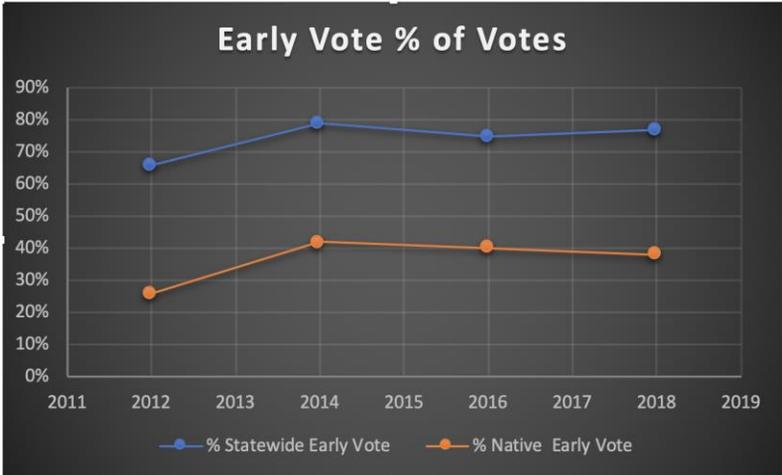
Population Trends for Native Voters



Turnout %



Early Vote



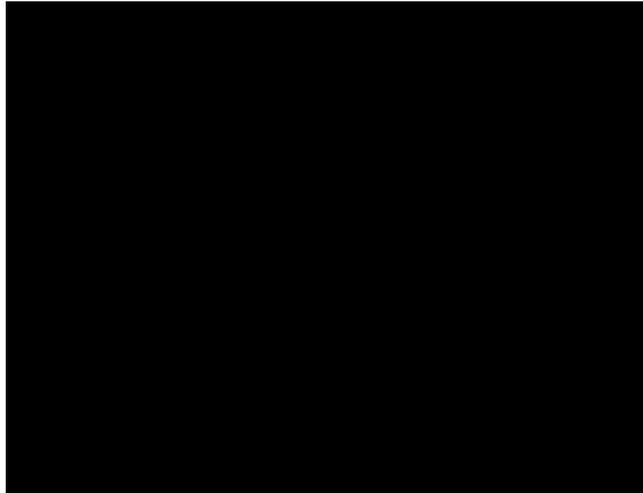
Civic Engagement: From 2016 to Now

2016		
Attempted By ITCA	9,555	11%
Voted in 2016	4,476	47%
Contacted by ITCA	497	5%
Voted in 2016	324	65%
Native Voters	85,113	
Voted in 2016	41,026	48%

2018		
Attempts By Phone	25,457	
Contacted Voters	631	3%
Vended Auto Calls	28,318	
ITCA Texts Sent	28,866	65%
Native Vote Digital Impressions	1,143,973	400,605 Video Views
Native Voters	121,672	
Voted in 2018	54,378	25%



Example



Matching DataSets back to the Voter Action Network (VAN)

- As mentioned in the beginning, Race Models are flawed... Why?
 - Lack of proper data
 - “Harder to Reach” communities
 - Lack of investment on the part of those that build the models
- Opportunity for us to fix this together
 - Matching the VAN with Tribal data would show the scope of the problem
 - Further understanding of why people are getting missed
 - Chance for us to work with partners across states → sharing of data and best practices



Matching DataSets back to the Voter Action Network (VAN)

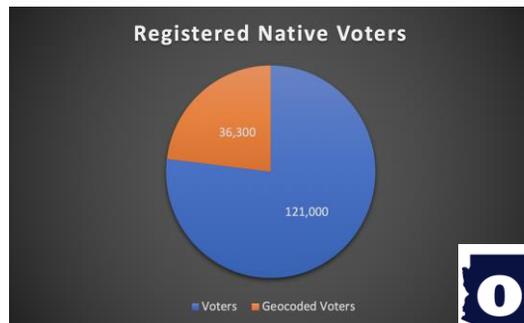
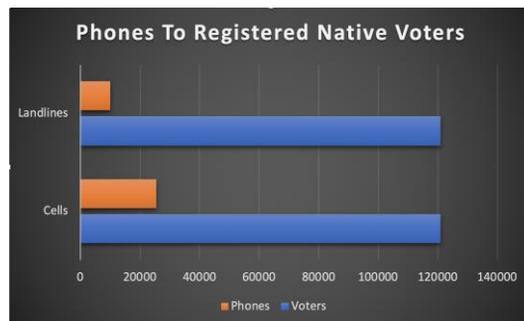
The benefits of data sharing (continued)

- First and Foremost Security is very important for us and the Data
 - Information that goes into VAN lives and the committee and nowhere else
- Tribal/Member Analysis Profiles
 - See Example
 - Vote History Analysis
 - Demographic breakdowns (age, sex, marriage)
 - Vote Type (Early/ In-Person) and Vote Date
 - Geography
 - District Distribution
- Develop better tactics to reach the Native Community
- Ensure that individuals are included in civic engagement efforts



“Difficult to Reach”

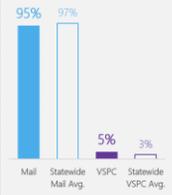
- Our voter file does not have very many phone numbers for the 121,000 registered Native Voters
 - Phone/Text Banks do not have the best coverage with engaging the Native Community
- Only 30% of these voters are geocoded at the street level
 - Our canvassing tools also do not have great coverage to engage the Native Community



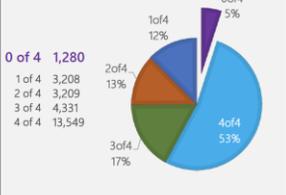
Example

PARTNER PROFILES **Vote History** Page 2

2016 Vote Method



Vote History



0 of 4 Vote History Detail

Overview		
Members:	1,280	5.0%
Party Affiliation		
DEM	449	35%
UAF	713	56%
GOP	118	9%
New American Majority		
African Am.	94	7%
Latino	620	48%
AAPI	4	0%
Youth 17-34	296	23%
Single Wmn.	45	4%
Total NAM:	1,059	83%
Not NAM:	221	17%

2016 Vote Date

