

ARIZONA 2022 ELECTION REPORT


WE WON!

- ✓ MARK KELLY
SEN-D
- ✓ KATIE HOBBS
GOV-D
- ✓ ADRIAN FONTES
SOS-D





BY THE NUMBERS

80,014 
NEW Working America
 members recruited


106,238 
 voter persuasion
 conversations held

 **73%**

1,762,452 
 voters contacted by digital
 and text communications

1,183,389 
 voters contacted by email
 and letter communications

of Working America members
 voted for the endorsed
 gubernatorial candidate

 **12** contests including: U.S. Senate, governor, 4 U.S. House,
 secretary of state, attorney general and 4 state legislative races

ELECTION RESULTS

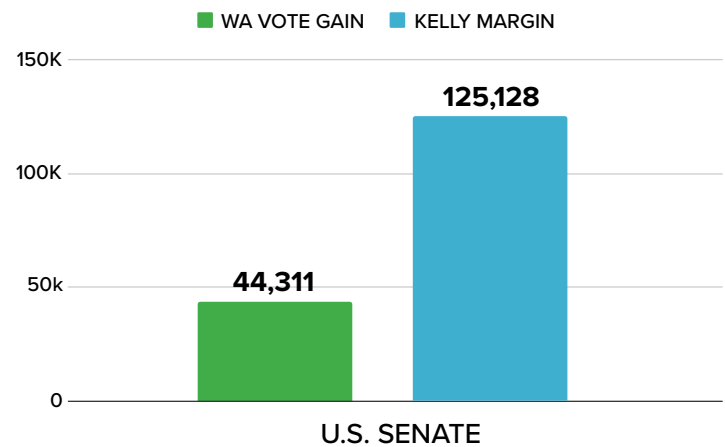
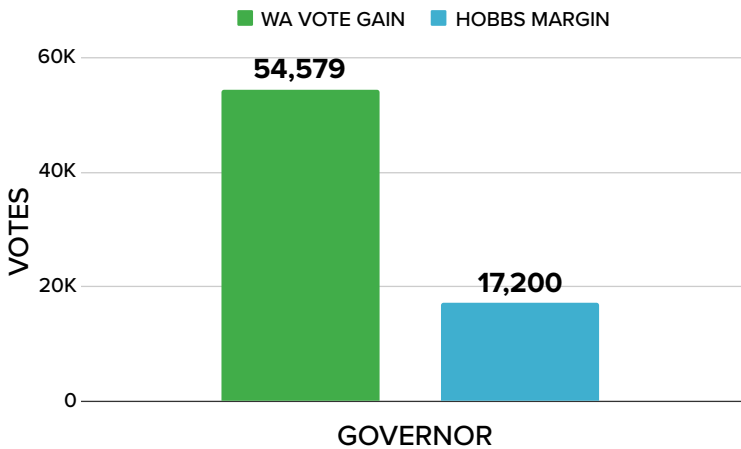
In 2022, we expanded our evidence-based approach to political organizing in Arizona considerably, using door-to-door deep canvassing, texts, emails and letters to **persuade** voters to choose Democratic candidates. We focused on a universe of persuadable voters essential to a winning coalition.

We used 309 randomized control trials to test and verify the effectiveness of our communications. Via these trials, we know with scientific precision that our outreach **added more votes in the governor's race than Katie Hobbs' margin of victory** and added consequential numbers of votes in the secretary of state, U.S. House and state House races.

RACE	CANDIDATE	RESULT	MARGIN	WA VOTE GAIN
U.S. SENATE	MARK KELLY	✓	+125,128	44,311
GOVERNOR	KATIE HOBBS	✓	+17,200	54,579
SECRETARY OF STATE	ADRIAN FONTES	✓	+119,986	7,215
ATTORNEY GENERAL	KRIS MAYES	✓	+280	6,323
U.S. HOUSE AZ-01	JEVIN HODGE	✗	-3,108	* 27,012
U.S. HOUSE AZ-02	TOM O'HALLERAN	✗	-25,122	* 28,496
U.S. HOUSE AZ-04	GREG STANTON	✓	+32,398	* 24,634
U.S. HOUSE AZ-06	KIRSTEN ENGEL	✗	-5,008	* 26,327
STATE SENATE LD-02	JEANNE CASTEEN	✗	-2,962	947
STATE SENATE LD-04	CHRISTINE MARSH	✓	+208	1,042
STATE SENATE LD-09	EVA BURCH	✓	+3,045	634
STATE SENATE LD-13	CYNTHIA HANS	✗	-3,308	995

The vote gain estimates above do not include canvass impacts and assume 70% turnout of contacted voters.
*Pooled analysis across 30 U.S. House races.

Margins as of 11/17/22



TACTICS: HOW WE DID IT

Working America canvassers held **persuasion conversations with 106,238 working-class Arizona voters** at the doors since Labor Day, connecting with them on the issues they care about. We used messages driven by the data and made repeated contact that stretched across multiple elections. This was our first full on-the-ground operation in Arizona since COVID and we found people eager to reconnect.

With similar data-driven messaging, **we also sent text messages to about 1.1 million voters, reached more than 800,000 voters over 20 million times with digital ads and sent almost 1.2 million pieces of mail** to connect with voters in Arizona.

That mail included thousands of personal letters, written by a legion of dedicated activists, that aren't about candidates or campaigns, but instead share a personal experience about their own concerns and the need for a strong working-class agenda.

VOTE BY DEMOGRAPHIC

With over 100,000 in-depth conversations with voters at the doors in Arizona since Labor Day, we have unique insight into which voters made up Hobbs' and Kelly's winning coalitions and what issues drove their vote.

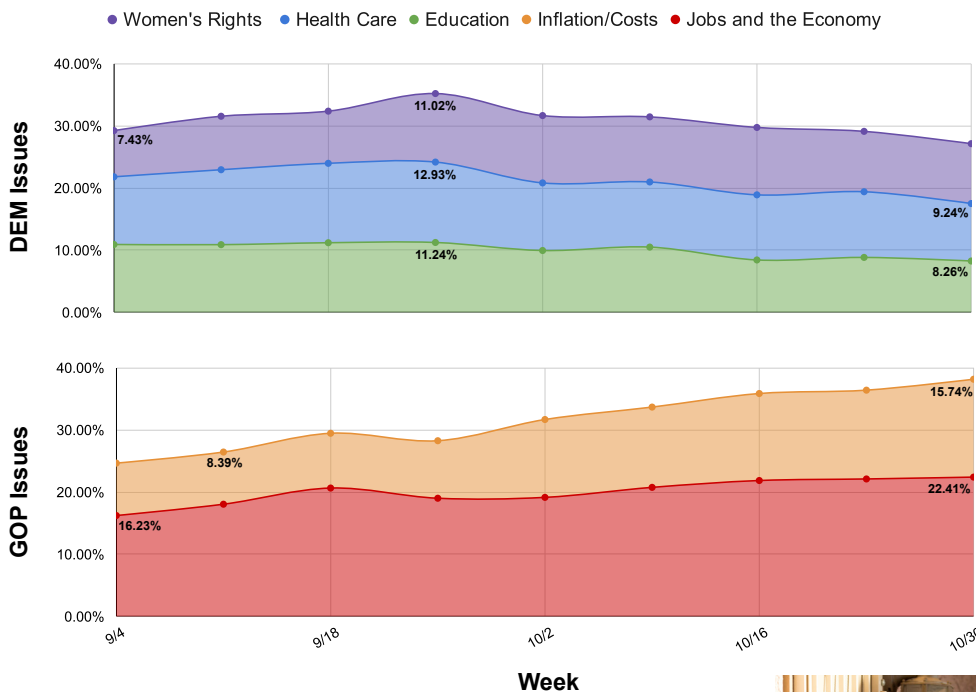
The canvassing data shown at right reveals that Hobbs' margin among Hispanic voters was only 3.7 points behind her margin among Black voters. This is the only state where we see these numbers track so closely. In Michigan, for example, the gap between Black and Hispanic voters was over 17 points in Democrat Gretchen Whitmer's win for Governor.

CANDIDATE	BLACK n=5,442	HISPANIC n=31,487	ASIAN n=1,943	WHITE n=52,809
MARK KELLY (SEN-D)	65.45%	62.94%	48.53%	45.12%
BLAKE MASTERS (SEN-R)	11.45%	11.63%	19.15%	33.80%

CANDIDATE	BLACK n=5,447	HISPANIC n=31,554	ASIAN n=1,949	WHITE n=52,920
KATIE HOBBS (GOV-D)	62.75%	59.51%	44.38%	42.49%
KARI LAKE (GOV-R)	12.80%	13.23%	20.57%	36.03%

Our canvass ID data reflects responses from a targeted list of persuadable voters, so the fact that the Democratic margins for both groups are so high overall is not surprising. But it was unexpected that Hispanic voters in Arizona would act so similarly to Black voters, who are traditionally the Democratic ticket's strongest supporters. It is a very positive trend for Democrats looking at Arizona as a swing state in 2024.

Share of Issue Priorities Among Arizona Voters Control for VCI



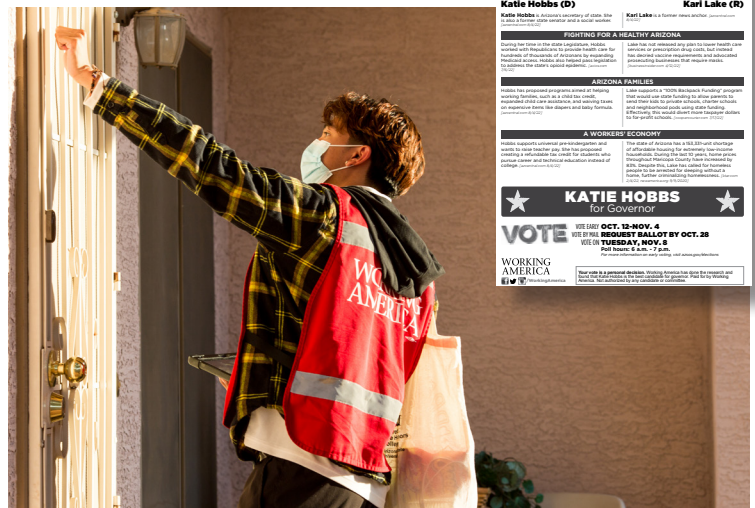
VOTER ISSUE PRIORITIES

Voters' top issue of concern also drives their vote, often despite the voter's partisan leanings. Voters focused on health care, education or women's rights historically favor Democrats, while voters concerned about the economy and inflation are more likely to vote for Republicans. In Arizona as in many states, the field appeared tilted against Democrats going into the election, with Republican-issue voters leading Democratic-issue voters by an 11-point margin.

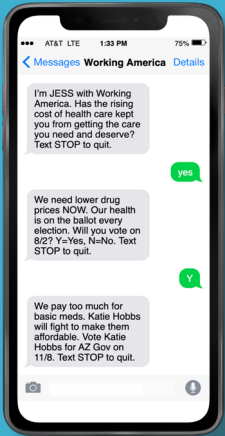
This issue landscape was driving much of the pre-election narrative about a "red wave" in Arizona and elsewhere.

With our canvassing and digital organizing work, we were able to counteract that, flipping the vote of tens of thousands of people by building long-term relationships with them, grounded in issues like employment, housing and other core pieces of the working-class agenda. We use data-driven messaging to blunt traditional Republican advantages on issues like inflation and the economy, helping voters reframe these issues so that they understand what's really happening and who is really fighting for them.

The results show that this kind of relationship-based, sustained contact is **more successful** at influencing voters than transient paid ads and other hot-button issue messaging.



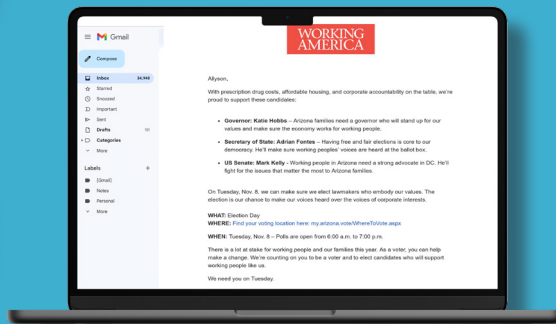
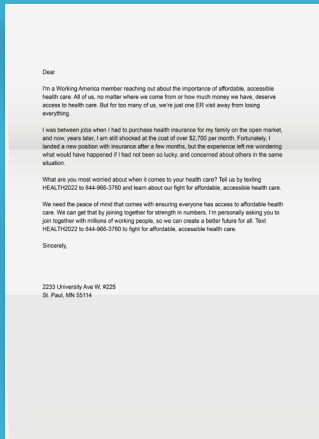
TEXTING & DIGITAL ADS



Working America is a year-round operation. We always show up for game time when elections roll around, and we were the **biggest independent field operation in Arizona** this cycle.

But we talk to our **100,991 Arizona members all year, using smart texting, localized digital ads, issue-focused direct mail, constant digital communication and, of course, conversations with canvassers at the doors.** We connect with our members and millions of other voters over values, and we show them how we can work together to advance policy that helps working-class people.

LETTERS & EMAILS



These persistent relationships are a big part of why our members trust us when it comes time to vote. This is how we were able to stand in the way of the red wave that was predicted. **Our members and voters know we care about them, not just the candidates.** Our data is proof that our messages get through.

Over the next two years, we'll be bringing more members into our organization and building the power we need for **victory in 2024 in Arizona and swing states around the country.**

DENSITY OF OUR PROGRAMS: MARICOPA COUNTY

- MEMBERS
- LETTERS & EMAIL
- VOTER CONTACT CONVERSATIONS
- TEXTING & DIGITAL ADS

