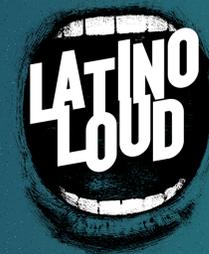


LATINO LOUD

IMPACT 2022



ABOUT

Sí Se Vota Chicanos Por La Causa Action Fund is a 501(c)(4) nonprofit advocacy organization that supports the mission of **Chicanos Por La Causa**, its big sister 501(c)(3) community development nonprofit organization. Political empowerment is a recent but key focal point of the CPLC mission.

Latinos traditionally vote in lower numbers and lower percentages than the non-Latino white electorate, so the CPLC Action Fund launched its *nonpartisan* **Latino Loud** voter engagement campaign. The target audience: lowpropensity Latino voters (those who were registered but had not voted in the one or two of the prior election cycles). This universe of infrequent and unlikely voters consisted of over 437,000 Latinos from 300,000 households across Arizona. In addition to targeting “drop-off voters,” Latino Loud sought to register more than 37,000 new Latino voters.

Due to their heavy demographic (median age 26) and eligibility (almost all U.S. citizens), younger Latinos were targeted and as the best vehicle for both immediate and generational change. The GOTV campaign included digital media, Spanish and English language earned and paid media, volleys of direct mail, canvassing, texts, billboard, special events, and voter drives. In addition to educational tools and key dates, peer video testimonials were posted on the website: LatinoLoudAZ.org.

2022 LATINO LOUD BY THE NUMBERS

- **405,708** Latinos voted in Arizona’s 2022 election, a midterm record for the state.
- **66,747** additional AZ Latinos voted in 2022 midterm election than in the 2018 midterm.
- **37,000** Latino voters registered because of the Latino Loud effort, via Sí Se Vota campaign and unique URL with the Arizona Secretary of State’s Office.
- **15%** of Arizona Latinos who voted in 2022 were first-time voters in a general election. Only 9% of the non-Latino population who cast ballots in 2022 were first-time voters.
- **3 million** Latino Loud primary and general election mailers were delivered statewide.
- **682,477** contacts (door knocks, people engaged) were made in heavily Latino districts in the Phoenix, Tucson and Yuma areas.
- **210,655** reminder text messages were sent to Latino late voters in waning weeks.
- **150,000** monthly impressions delivered from Latino Loud wrap on Metro Light Rail car.
- **14.45 million** weekly impressions from GOTV billboards in Phoenix, Tucson and Yuma.
- **31.89** million digital media impressions (Instagram, TikTok, Twitter, YouTube, etc).

LATINO VOTE IMPACT ON 2022 ARIZONA ELECTION

Arizona had 4.14 million registered voters in the 2022 midterm election.

2.59 million Arizona voters cast ballots, according to the Arizona Secretary of State's Office.

Overall voter turnout was 62.56%

405,708 Latinos voted in Arizona's 2022 election, a midterm record for the state.

66,747 additional Arizona Latinos voted in 2022 midterm election than in 2018 midterm.

Nearly 15% (60,006) of the Latinos who voted in Arizona's 2022 election were first-time voters – having not previously voted in a general Election.

Only 9% on the non-Latino electorate were composed of first-time voters.

68,061 of the 2022 Arizona Latino voters missed the 2020 presidential election.

About 37% (149,727) of 2022 Latino voters did not vote in Arizona's 2018 midterm.



Sources: Arizona Secretary of State's Office, county recorder offices, NGP VAN, CPLC, proprietary data bases

"These data represent a significant surge of participation among Latino voters who were less likely to participate in a midterm election—precisely the group targeted by the Latino Loud program. Arizona had several close and competitive statewide elections: U.S. Senate and Secretary of State were decided by less than 5%, Governor by less than 1% (17,117 votes), and Attorney General by 0.01% (280 votes). It is also worth noting that Proposition 308, which gave Dreamers in-state tuition, passed by less than 2.5%. By investing in a GOTV program that maximized the voice of Arizona's Latino community, Chicanos Por La Causa undoubtedly played a major role in giving Arizona Latinos a major voice in deciding these critical races."

– DJ Quinlan, Partner, Radar Strategies / dj@radarstrategies.com



SÍ SE VOTA
CHICANOS POR LA CAUSA ACTION FUND