November 3, 2020
General Election

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2019 Flinn-Brown Fellow
# Turnout

### Arizona

*Registered Voters: 4,281,152  
Ballots Cast: 3,420,465  
Voter Turnout: 79.90%

**Voting Eligible Population: 5,189,000  
VEP Turnout: 65.9%  
#30 nationwide

### United States

**Voting Eligible Population: 239,247,182  
VEP Turnout: 66.7%  

<table>
<thead>
<tr>
<th>Year</th>
<th>General Election</th>
<th>Primary Election</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>79.90%</td>
<td>36.42%</td>
</tr>
<tr>
<td>2018</td>
<td>64.85%</td>
<td>33.26%</td>
</tr>
<tr>
<td>2016</td>
<td>74.17%</td>
<td>29.10%</td>
</tr>
<tr>
<td>2014</td>
<td>47.52%</td>
<td>27.02%</td>
</tr>
<tr>
<td>2012</td>
<td>74.36%</td>
<td>28.09%</td>
</tr>
<tr>
<td>2010</td>
<td>55.65%</td>
<td>30.09%</td>
</tr>
<tr>
<td>2008</td>
<td>77.69%</td>
<td>22.80%</td>
</tr>
<tr>
<td>2006</td>
<td>60.47%</td>
<td>23.07%</td>
</tr>
<tr>
<td>2004</td>
<td>77.10%</td>
<td>24.71%</td>
</tr>
<tr>
<td>2002</td>
<td>56.33%</td>
<td>25.25%</td>
</tr>
<tr>
<td>2000</td>
<td>71.76%</td>
<td>23.84%</td>
</tr>
<tr>
<td>1998</td>
<td>45.82%</td>
<td>19.66%</td>
</tr>
</tbody>
</table>

Source: *Arizona Secretary of State’s Office  
**United States Elections Project
## Where We Are Now

<table>
<thead>
<tr>
<th>Affiliation</th>
<th>2020 General Election</th>
<th>April 2021 Voter Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td>DEM</td>
<td>1,378,324</td>
<td>1,374,001</td>
</tr>
<tr>
<td>LBT</td>
<td>38,385</td>
<td>37,948</td>
</tr>
<tr>
<td>REP</td>
<td>1,508,778</td>
<td>1,496,769</td>
</tr>
<tr>
<td>OTH</td>
<td>1,355,665</td>
<td>1,383,612</td>
</tr>
<tr>
<td>Total</td>
<td>4,281,152</td>
<td>4,292,330</td>
</tr>
</tbody>
</table>

Source: Arizona Secretary of State’s Office
Who was the 2020 Arizona voter?

*Returns by age statewide*

<table>
<thead>
<tr>
<th></th>
<th>18-29</th>
<th>30-44</th>
<th>45-59</th>
<th>60+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early</td>
<td>450,773</td>
<td>627,106</td>
<td>709,997</td>
<td>1,234,271</td>
</tr>
<tr>
<td>Election Day</td>
<td>84,835</td>
<td>107,401</td>
<td>97,926</td>
<td>81,437</td>
</tr>
<tr>
<td>Provisional Election Day</td>
<td>8,362</td>
<td>8,400</td>
<td>6,023</td>
<td>4,133</td>
</tr>
<tr>
<td>Provisional Early</td>
<td>940</td>
<td>813</td>
<td>712</td>
<td>816</td>
</tr>
<tr>
<td>Totals</td>
<td>544,910</td>
<td>743,720</td>
<td>814,658</td>
<td>1,320,657</td>
</tr>
</tbody>
</table>

**Percent by returns gender:**

Snapshot of Maricopa County

Female: 49.4%
Male: 43.4%
Unspecified: 7.2%

Source: *Arizona Secretary of State*  
How Arizona voted

**Ballots Cast:**

Early Voter = 3,022,847

Election Day voter = 371,696

Early voting began on October 7th for the general election.

Source: Arizona Secretary of State
Motivators

- The Super Bowl of Elections
- US Senate
- Press/Messaging
- Spending
- Social Media
Campaign Spending

**2020 Election Crushes Spending Records**
Total federal spending in the 2020 election reached $14.4 billion, establishing itself as the most expensive election in U.S. history by a large margin.

**Most Expensive Senate Races Ever**
The 2020 elections saw nine of the 10 most expensive Senate races ever, with the Georgia Senate contests taking the top two spots.

- Georgia Senate 2020
- Georgia Senate Special 2020
- North Carolina 2020
- South Carolina 2020
- Iowa 2020
- Arizona 2020
- Arizona 2020
- Florida 2018
- Maine 2020
- Michigan 2020
- Montana 2020

Phoenix has become the top individual advertising market in the 2020 White House race

Challenges

- COVID
- USPS
  - Ballot by mail security
- Misinformation
- #sharpiegate
- Ballot tabulation time
- How do I know if my ballot counted
- Recounts/audits
Election Administration

Pick 2
Fast
Cheap
Accurate
Questions?

azcleanelections.gov