



YOUTH ENGAGEMENT FUND



2018 Evaluation Report

February 2019





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EXECUTIVE SUMMARY

In 2018, the Youth Engagement Fund led a grantmaking strategy designed to increase the civic engagement capacity of key grantees in selected states: Arizona, Colorado, Florida, Georgia, New Mexico, North Carolina, Ohio, and Texas. Given the social and political climate present in 2018, YEF set out to meet the challenge, raising the most funds in its history, in order to provide larger grants to a larger number of grantees.

With such a sizable investment, YEF took the initiative to develop an independent impact analysis and evaluation of its work in 2018. This evaluation will inform YEF's grantmaking strategy moving forward through a deeper understanding of the strengths, challenges, and potential growth opportunities in the youth civic engagement space, including voter engagement, leadership development, and communications.

This report outlines the objectives of the evaluation; metrics and methodology use; civic engagement outcomes, including a deep dive into YEF funding in New Mexico; and recommendations.

Summary of Findings

- **Voter Registration:** For the most part, YEF's grantees played major roles in voter registration in their respective states. YEF's high-performing voter registration organizations are among their state's most impactful voter registration forces, especially when it comes to youth and communities of color.
- **Get Out The Vote (GOTV):** YEF has several grantees that are at or above the historic baseline for high-performing GOTV operations of 5% vote share. In the counties in which they operated. With the capacity and expertise exhibited by YEF grantees in 2018, these organizations are poised to deliver even larger results in 2020, if resourced properly.
- **Issue Education:** With the exception of Jolt, which excels in local, statewide, and national communications work, earned media was mixed for YEF grantees. The range of results could be attributed to differences in the experiences and sizes of YEF grantees –some are well-established organizations with robust communications teams, and others have less capacity, are growing, or focus on digital communication and social media.
- **Leadership Development:** Through anecdotes of individual leaders developed via grantees' leadership pipelines and trainings –some supported by YEF –we can observe that YEF grantees are an essential catalyst in the ecosystem of organizations producing the next generation of organizational and movement leaders, as well as candidates in several states.
- **New Mexico Deep Dive:** When working together in a state, YEF grantees can excel in all phases of civic engagement, from GOTV to issue education to leadership development work. Importantly, many of the issues that young people care about, such as education, abortion and women's health, and marijuana legalization, are similar to those of older voters.

Recommendations

- Youth of color and their networks are indispensable members of the electoral coalition. They are essential to success in states.
- Youth organizing groups have proven the ability to be state leaders in voter registration and voter turnout, particularly for youth of color.
- Youth organizing groups excel at leadership development, often providing young people their first politicizing experience, skills training, support, and opportunities to learn.
- Some of YEF's grantees have developed a culture of developing candidates as well.
- Digital communications is key for youth organizations. And, youth organizing groups should also take advantage of tv, radio, and earned media, as those more traditional media remain tremendously influential to younger and older voters alike.
- As YEF contemplates metrics for 2019 and beyond, we recommend tracking two new metrics: (1) the training of young people who may one day seek elected or appointed office, and (2) use of paid television vs. digital ads by YEF grantees.



BACKGROUND

Objectives

The Youth Engagement Fund sought to create:

- A comprehensive evaluation of its 2018 civic engagement anchor grantees in Arizona, Colorado, Florida, Georgia, New Mexico, North Carolina, Ohio, and Texas
- A deep dive into grantees' work in New Mexico
- An analysis of eight voter registration grantees

Through these objectives, YEF seeks to learn more about the role that grantees play in civic engagement work in their states and where groups excel and where they have the capacity to grow. Additionally, through the deep dive into New Mexico, YEF seeks to illuminate in more detail how a constellation of grantees working together can impact their state, and thus, play a role in the national conversation on civic participation and democracy.

Methodology

This evaluation comprised qualitative and quantitative analysis. Qualitative data was collected through interviews within ten days of the November 6, 2018 election with grantees about leadership development, issue work, and their relationships with state tables, where relevant. Quantitative data was collected through self-reported numbers on voter engagement, media stories generated, and job placement; and a post-election poll conducted in New Mexico. This report will be updated with actual voter engagement numbers once voter files are returned to states in the Spring of 2019.



APPROACH

After reviewing 2018 spring and summer grant proposals to YEF, it was identified that the common areas of engagement dominating the work of most grantees included:

- **Voter registration**, ranging from several thousand to tens of thousands
- **Get Out The Vote (GOTV)**, generally in the tens of thousands
- **Leadership development**, of volunteers and leaders
- **Staff development**, of new organizers and field staff
- **Issue education**, in areas of importance to young people such as immigration, gun violence, criminal justice reform, and reproductive and gender justice

These work areas illuminated grantees’ theory of change.

Evaluation metrics should then test a theory of change. YEF believes that “Young people have the power to determine the outcomes of today’s most critical issue, advocacy and electoral campaigns.”¹ It invests in “every aspect of youth power-building -from policymaking to organizing grassroots communities to state and national issue and electoral campaigns”² to help achieve this vision.

Given the programs that YEF supports, YEF’s theory of change could be described as:

When young people motivate other young people and older adults on important issues; register and turn young voters out to vote; and are trained to be organizational leaders and skilled staff; then young people can determine the outcomes of critical policies and campaigns.

Metrics

To test this theory of change, we proposed the following evaluation metrics for YEF:

Issue Education	Description
Polling	Polling in each state to assess whether issues important to grantees motivated young and older voters alike
Media clips	News articles, op-eds, or letters generated by grantees
Issue stories	A story about the issue organizing grantees engaged in
Voting	Description
Voter registration share	Divide grantees’ voter registrations accepted by the state by total voter registration in grantees’ geography
GOTV vote share	Divide grantees’ contacts who voted by total voter turnout in counties in which grantees worked A “contact” is defined as a voter with whom you had a: <ul style="list-style-type: none"> ● Phone conversation ● Canvass conversation ● Text conversation ● Digital engagement (like, share, or comment)
Leadership Development	Description
Leadership stories	A story about an individual leader that the grantee developed

¹<http://youthengagementfund.org/>

²ibid.

FINDINGS

Voter Registration

Hypothesis

Grantees will be among each state's leaders in the share of all voter registrations conducted, increasing youth registration as a larger share of the total registration.

Method

Compare grantee voter registrations accepted to the total of each state's new registrations in 2018.

Data

"Voter registration share" calculates cards submitted by each grantee divided by total voter registration conducted in the state, in the time period recorded in the far right column. For example, in Georgia, there were 292,135 new registrants between May 22, 2018 and November 1, 2018. New Georgia Project accounted for 11.37% of all new registrants in the state.



State	Organization Name	Voter Registration Cards Submitted (self-reported)	Voter Registration Total for State	Voter Registration Share	Time Period
CO	New Era	28,467	175,026	16.26%	2/1/18 - 11/1/18
GA	New Georgia Project	33,226	292,135	11.37%	5/22/18 - 11/1/18
OH	Ohio Student Association	31,042	164,099	18.92%	11/7/17 - 11/6/18
TX	Jolt	5,351	610,372	0.88%	1/18 - 11/18
TX	Texas Rising	29,346	610,372	4.81%	1/18 - 11/18

**** For Puente Arizona, there is a major discrepancy with the voter registration numbers at the Secretary of State. We will report their numbers when this discrepancy is resolved.**

Analysis

For the most part, YEF's grantees played major roles in voter registration in their respective states. The Ohio Student Association accounted for 19% of all voter registrations conducted in Ohio. Similarly, New Era, at 16% and New Georgia Project, at 11%, were significant contributors to total voter registration.

Even smaller efforts were meaningful. Jolt, which focused more on GOTV and communications, represented 2.4% of the 222,219 new registrants in Dallas, Harris, and Travis Counties between 2016 and 2018. These counties include some of the largest in the country and cover populations whose demographics are among the largest make-up of immigrant, Latinx, Black and growing Asian communities.

YEF's high-performing voter registration organizations are among their state's most powerful voter registration forces. In Arizona for example, Puente Arizona, working with the One Arizona table, is recognized as the leading practitioner of voter registration among c3 table members, with the best systems for site and event-based registration; quality control, and card tracking.



Get Out The Vote (GOTV)

Hypothesis

Grantees will be among each state's leaders in vote share, relative to their geography of focus, increasing the youth vote as a larger share of the voting electorate.

Method

Compare the number of individuals contacted by each grantee and who voted, to the total number of votes cast in the geography of focus (e.g. county, state, Congressional district, etc.).

A "contact" is defined as a voter with whom grantees had a:

- Phone conversation
- Canvass conversation
- Text conversation
- Digital engagement (like, share, or comment)

Data

"Vote share" is calculated by dividing the total turnout in a geography by the number of contacts made by each grantee. This calculation will be updated in the spring or 2019 with actual numbers of which contacts voted, when voter files are updated.



State	Organization Name	Geography of Focus	GOTV Contacts	Total Voter Turnout in Geographies of Focus	GOTV Vote Share
AZ	Puente Arizona	Maricopa, Pima	1,364	2,019,185	0.07%
AZ	One Arizona	Maricopa, Cochise, Pinal, Santa Cruz, Pima	47,216	2,197,125	2.15%
CO	New Era	Alamosa, Arapahoe, Boulder, Denver, El Paso, Gunnison, Jefferson, Mesa, La Plata, Larimer, Summit, Weld	27,809	1,805,842	1.54%
FL	Florida Student Power	Miami-Dade, Broward, Palm Beach, Lee, Sarasota, Hillsborough, Pinellas, Kake, Osceola, Leon, Orange, Seminole, Volusia, Duval, Escambia, Bay	41,828	5,511,947	0.76%
GA	New Georgia Project	Baldwin, Barrow, Bartow, Ben Hill, Berrien, Bibb, Brooks, Bryan, Bulloch, Burke, Butts, Calhoun, Camden, Carroll, Chatham, Chattahoochee, Cherokee, Clarke, Clayton, Cobb, Coffee, Colquitt, Columbia, Coweta, Crawford, Crisp, Dawson, De Kalb, Decatur, Dodge, Dooly, Dougherty, Douglas, Early, Elbert, Emanuel, Fannin, Fayette, Floyd, Forsyth, Franklin, Fulton, Gilmer, Glynn, Gordon, Grady, Greene, Gwinnett, Habersham, Hall, Hancock, Haralson, Harris, Heard, Henry, Houston, Jackson, Jasper, Jeff Davis, Jefferson, Jenkins, Jones, Lamar, Laurens, Lee, Liberty, Long, Lowndes, Lumpkin, Macon, Madison, Marion, McDuffie, McIntosh, Meriwether, Miller, Mitchell, Monroe, Morgan, Murray, Muscogee, Newton, Oconee, Paulding, Peach, Pickens, Pike, Polk, Pulaski, Quitman, Randolph, Richmond, Rockdale, Screven, Spalding, Stephens, Sumter, Tattnall, Taylor, Terrell, Thomas, Tift, Toombs, Towns, Treutlen, Troup, Twiggs, Union, Upson, Walker, Walton, Ware Washington, Wayne, Wheeler, White, Whitfield, Wilcox, Wilkes, Wilkinson, Worth	209,178	3,765,002	5.56%
NC	Southern Vision Alliance	Alamance, Cumberland, Durham, Edgecombe, Guilford, Mecklenburg, Pitt, Wake	7,074	1,377,378	0.51%
NM	United We Dream	Bernalillo, Doña Ana, Santa Fe	13,007	368,500	3.53%
NM	Young Women United	Bernalillo	708	239,667	0.30%
OH	Ohio Student Association	Athens, Butler, Clark, Clinton, Cuyahoga, Delaware, Franklin, Hamilton, Knox, Licking, Lorain, Lucas, Montgomery, Portage, Summit, Wood	56,545	2,550,534	2.22%
TX	Jolt	Dallas (CD32, SD16); Austin; Houston (CD07)	44,232	997,600	4.43%
TX	Texas Rising	El Paso, Houston, Dallas, Fort Worth, Rio Grande Valley	12,598	2,907,859	0.43%

National Analysis

According to data released by [TargetSmart](#) after the election, early voting turnout among 18-29 year-olds in 2018 compared to 2014 increased tremendously in key YEF states:

State	Change in 18-29 Early Voting from 2014 to 2018
AZ	+217%
FL	+131%
GA	+415%
TX	+448%

Similarly, [Data for Progress](#) analyzed turnout in precincts with a high density of 18-35 year-olds, compared to turnout in 2014, and found similar results in selected states:

State	City	2014 18-35 year-old turnout	2018 18-35 year-old turnout	Percent Increase
AZ	Flagstaff	19.80%	42.30%	114%
AZ	Tucson	24.50%	31.50%	29%
FL	Tallahassee	28.10%	48.90%	74%
FL	Gainesville	18.50%	47.20%	155%
NC	Greensboro	13.70%	35.40%	158%
NC	Pembroke	22.60%	33.15%	47%

YEF Analysis

YEF has several grantees that are at or above the historic baseline for high-performing GOTV operations of 5% vote share. In the counties in which they operated:

- New Georgia Project had a vote share of 5.56%
- Jolt had a voter share in Texas counties of 4.43%

Young voters were energized in 2018. And YEF grantees have emerged as some of the largest and most powerful GOTV operations in key states. With the capacity and expertise exhibited by YEF grantees in 2018, these organizations are posed to deliver even larger results in 2020, if resourced properly.

Issue Education

Hypothesis

Issues selected by youth grantees will be motivating to grantees' base of young people (ages 18-34), and also to socially responsible older voters (ages 35+).

Method

Conduct polling right after the election in New Mexico to ask socially responsible voters of all ages what issues were important to them.

Interview grantee staff on key stories developed during their campaigns.

Track media clips generated by grantees.

Data

State	Organization Name	Media Clips Generated
AZ	Puente Arizona	3
AZ	One Arizona	29
CO	New Era	43
FL	Florida Student Power	11
GA	New Georgia Project	106
NC	Southern Vision Alliance	6
NM	United We Dream	5
OH	Ohio Student Association	10
TX	Jolt	151
TX	Texas Rising	14

Analysis

With the exception of Jolt, which excels in local, statewide, and national communications work, earned media was mixed for YEF grantees. Some groups, like New Era and One Arizona, diligently created news stories about youth engagement. For other grantees, earned media was not a top priority within their plans and/or it could not be, based on considerations like budget and capacity. This range of results could be attributed to differences in the experiences and sizes of YEF grantees –some are well-established organizations with robust communications teams, and others are newer to civic engagement. Additionally, the definition of “media clips” was general, and included any communication (i.e. news story, editorial, commentary, etc.) published on a news site, whether a traditional newspaper or news station, an online blog, etc.

New Era, Colorado: New Era's young people have worked on state legislation for two sessions to bring oversight from the Attorney General on predatory student debt. Last year, New Era won the support of the Republican Attorney General; New Era expects the new, Democratic Attorney General to support the bill this year. Because of New Era's work in creating the issue environment on predatory student debt, one of Colorado's state senators campaigned on this issue in the election and won, in one of the most competitive races in the country. New Era is now talking with new the Senator-elect about how to strengthen the predatory student debt bill in 2019. Through this issue and others, the turnout among 18-24 year-olds doubled compared to 2010, and the youth vote share approached that of Presidential turnout in Colorado. This turnout has helped increase the stature of New Era as one of the leading voter engagement group in the state.

Jolt, Texas: Most of Jolt's members are children of immigrants, by design. SB4 -the overly broad anti-immigrant law targeting immigrants -galvanized and motivated Jolt's community leading up to the election. Jolt then did a study of a thousand young Latinx voters. While immigration was vitally important, healthcare emerged as the top issue. Jolt shifted its messaging and pushed candidates to talk about healthcare, which clearly was a top issue for older voters as well and cemented Jolt's role as an effective voter engagement group not just for young voters but as a vehicle to motivate and inspire voters of all ages.



Puente Arizona: Puente's young people were enthusiastic about restorative justice. Puente focused on reforming policing in schools and holding its school board accountable for policing policies. Every school board meeting, Puente's young people were there -testifying, speaking out, engaging in policy discussions with school board members. Puente's youth leaders were so inspired by this work that several volunteered for one of the candidates for Justice of the Peace, and Puente's cohort of young people became the backbone for her election campaign. One of them -Yaya -is 16 years old and in high school, and became passionate about criminal justice reform. The candidate credited Puente's young people for inspiring her and bringing new energy and drive to her campaign. In Puente's words, "elections can really wear people down and spit them out, but that didn't happen here. "Our young people are still fired up after the campaign and want to keep changing Arizona for the better."

Florida Student Power (FSP): Racial justice dominated this campaign. Gubernatorial candidate Andrew Gillum was called a “monkey” and racist robocalls were everywhere. These racist attacks really fired up young people –Anglo and people of color alike. FSP youth were asking, “why are all of these people voting for a racist candidate?” FSP’s young people became even more passionate about turning out voters in Florida. FSP youth also co-supported work with allies, such as the Freedom papers project of the Dream Defenders.

Young Women United, New Mexico:

YWU approached GOTV from an integrated voter engagement lens, which included leveraging the launch of an online choose-your-own-adventure game. The online game, “Revenge of the Mountains,” promotes youth-centered resources facilitating health literacy and healthcare access. Many members of their community recognize YWU as an organization that promotes health literacy. By utilizing opportunities with young audiences to share information and resources about healthcare with a call for civic engagement, YWU was able to maximize time with the young people they were engaging and include a subset of the state’s youth population in civic engagement through issue-based engagement efforts.



Texas Rising: The young people at Texas Rising worked on the paid sick initiative in Austin several years back –it was the first paid sick leave policy in the South. This year, they worked with Texas Organizing Project and Workers Defense Project to get San Antonio to pass a paid sick law. In the primary election, their youth were active in District Attorney races in San Antonio and Dallas, and Texas Rising made its first ever political endorsement, endorsing a DA candidate in Dallas who won.

One Arizona: The Red for Ed movement to restore public education funding built enormous momentum –teachers and students walked out of schools and there were numerous demonstrations, media stories, and actions at the State Capitol. This campaign directly impacted One Arizona’s young people and they saw a 150 percent increase in turnout compared to 2014, including the largest ever voter turnout in Maricopa County. Healthcare, climate change, and immigration emerged as important issues, to young and older voters.

United We Dream, New Mexico: Velia and Lilia Muñoz are daughter and mother. Both became involved on the Education Not Deportation Campaign with United We Dream after the UWD Deportation Defense team supported the Muñoz family to raise legal funds for their father/husband Manuel, who was detained for over four months in the Otero Detention Camp in southern New Mexico. Manuel was kidnapped and taken by ICE while working on a field in Doña Ana County. Velia and Lilia began volunteering to increase voter turnout in Doña Ana County. They were first trained as volunteer canvassers and then field manager. Velia then led the campus youth engagement program at New Mexico State University. Together, Velia and Lilia engaged over 5,000 low propensity voters in the areas of Vado, Sunland Park, Mesa, Anthony, Las Cruces, and made immigration reform a front-and-center issue in the gubernatorial and CD-02 race.



Leadership Development

Hypothesis

Individuals developed by grantees will become organizational leaders and motivating and charismatic leaders in public spaces.

Method

Interview grantee staff to collect stories about individual leaders.

Data

Qualitative stories.

Jolt, Texas: Esther is 21 and grew up in Dallas. Her father is from El Salvador and her mother is from Mexico. In 2017, Esther did a research paper on Jolt after she saw a news story on Jolt's Quinceañera protest that had gone viral. She went on to build Jolt's Southwestern University chapter and now serves as president of a chapter in Dallas. Esther led Jolt's voter registration in her former high school and college, and got every person registered at her church. She helped her father go through the citizenship process, so he could vote. During his citizenship ceremony, he told her, with tears in his eyes, "I want you to be the one to register me to vote, because you helped me become a citizen." Esther is one of Jolt's top leaders, now serves as Jolt's spokesperson, and has been featured on [Telemundo](#).

New Georgia Project: The Tuesday after the November 6th election, NGP organized a demonstration and press conference at the state capitol on all of the voter suppression that occurred in the governor's race in Georgia. When NGP's youth leaders began telling stories about their election protection experiences, about fifty capitol police assaulted them and arrested fifteen people, including a state senator. They slammed an elder's head into concrete. Felix, 21 years old, one of NGP's young leaders, took the brunt of their physical force but wasn't deterred by their violence. He told NGP, "they're trying to make me a liar and a hypocrite because I register young black men to vote and tell the that we can make a difference with our vote. I'm not going to let the state make me a liar. That's why I'm still out here." Felix's actions inspired NGP's other youth and staff to continue demanding an end to voter suppression.

Ohio Student Association: There were two leaders in particular who emerged from OSA's work on changing the drug laws in Ohio. Angelisa is a leader at OSA's Ohio State chapter. She got involved through signature gathering on Issue 1, which would reduce penalties for drug use and increase funding for drug treatment. Angelisa grew up in Cincinnati, the daughter of Indian parents. With pressure to conform to the Asian model minority stereotype, she never considered engaging in policy or political work. Through Issue 1, her mindset completely changed. She saw what could happen if everyday people came together to change laws. Angelisa built a chapter at Ohio State, collected 10,000 signatures for Issue 1, and then transitioned into voter education and GOTV. Through a unique mix of arts, culture, and politics, Angelisa's chapter involved 125,000 young people in the election. Similarly, Kevin, based in Cleveland, was recruited at a local bar. He had a felony from drug use in his past and immediately understood how Issue 1 would change his life and that of many others. Kevin recruited hundreds of young people in Cleveland to hand out voter guides and developed a multimedia platform for those impacted by Issue 1 to share their stories through videos and art.

New Era Colorado: New Era has developed staff into statewide leaders. Their former organizing director, Molly Fitzpatrick, began as an intern at New Era, and was just elected to be the County Clerk for Boulder County. Former New Era organizer Lisa Kaufmann is Chief of Staff to new Governor Jared Polis. Former Executive Director Steve Fenberg is now the Senate Majority Leader. And former New Era founder Joe Neguse is now Colorado's first African American member of Congress. New Era inspires young people to become leaders and their organizational culture showcases that young people can and should serve at the highest levels of government.



Young Women United, New Mexico: YWU's lead civic engagement staff, Alicia, was resourced to build deeper capacity for understanding voter registration deadlines, guidelines and authentically connecting with community needs. In doing so, she was able to assist the c3 Table in obtaining accurate voter registration information regarding upcoming dates for trainings, locations and deadlines that was then shared with other c3 Table partners. Alicia served as the key leader whose skills and access to resources were developed during this campaign cycle. She learned about training youth for voter engagement, made several contacts within the c3 Table that will continue to aid in her efforts to further connect with youth, and was able to do so in a very short time frame. As a whole, YWU's youth were eager to participate in training, register voters, and share information regarding GOTV with the community members they encountered. As they become more aware of social issues that can be affected by elected officials, their leadership in this area will continue to expand.

Florida Student Power: FSP created a student group in West Palm Beach and their young organizers got passionate about the November 2018 election. The team canvassed and did outreach at Florida Atlantic University and a few community colleges. One of them was an undocumented mother and she got her entire family to vote this fall. Earlier this year, Anna, who started as an FSP fellow collecting signatures to get Amendment 4 on the ballot to restore voting rights to individuals who were formerly incarcerated. Now, she serves as FSP's state coordinator and also managing their data.

Texas Rising: Texas Rising had several leaders emerge in the 2018 campaign. Jocelyn, a young organizer out of Houston Community College, registered 400 new voters around issues like LGBTQ equality and choice. Andrea, a member of their student chapter at UT, had been shy about speaking publicly. Through the campaign, she presented to thousands of high schoolers about the policy work and voting. And Rick became activated on the issue of gun violence in his hometown of San Antonio. He went to UT-Austin and became president of the Texas Rising chapter there. He conducted voter registration, GOTV, and outreach.

One Arizona: Alexis and Blanca have been involved since 2017, starting off as volunteers and now leading their own volunteer teams. Not only were they speaking at meetings, they also trained their leaders to speak and feel empowered to take action. Both managed college-age and parent volunteers, who although older than them, trusted in their leadership. They increased their communication skills, time management ability, and organizing practice. Along with managing daily activities, they both ran weekly political education classes and had weekly 1:1's to set individual leadership development paths for each of their volunteers. The political education classes included creating weekly curriculum for a variety of learning styles and ages, covering the different systems of oppression and movement history and culture. Under their leadership, these classes led directly to civic engagement activities by participants –canvassing, direct action, issue advocacy.

United We Dream, New Mexico: Diana Beltran Chavarria comes from a family of immigrants. Growing up, she remembers discrimination: constant racial slurs directed at her and her family members, for being seen as “trespassers” in America. Living in the Trump era ignited Diana to work with United We Dream. She started registering voters and having conversations with all types of people, including Trump supporters, about immigration and what it means to be an American. The 2018 election was Diana’s first campaign. She became more courageous and confident, and emerged as a lead spokesperson for United We Dream.



NEW MEXICO DEEP DIVE

Election Results

Democrats dominated the 2018 election in New Mexico. At the top of the ticket, Democratic Congresswoman Michelle Lujan Grisham defeated Republican Congressman Steve Pearce 57% to 43%, ending eight years of Republican rule in the Governor's office. Democrats swept all statewide offices and re-elected US Senator Martin Heinrich. Democrats gained one Congressional seat, flipping CD-02 from Republican to Democrat. All three Congressional seats are now Democratic and New Mexico is the first state in the country where 100 percent of its Congressional House members are people of color.

In the State House, Democrats picked up 8 seats, increasing their majority from 38-32 to 46-24. Additionally, two conservative, pro-industry, Democratic committee chairs were defeated by progressive Democratic challengers in the primary, so the net gain on most policies was 10 seats. The State Senate was not up for reelection; Democrats maintain a 26-16 majority.

Like in many states, voter turnout was more similar to a Presidential election than a mid-term. Statewide turnout hit 55% of registered voters, with 698,976 New Mexicans showing up to vote. Totals were equivalent or even higher in the counties in which YEF grantees primarily worked:

- Bernalillo County (Albuquerque): 57%
- Doña Ana County (Las Cruces): 53%
- Santa Fe County (Santa Fe) 68%

Analysis

GOTV

Until voter files are updated in the Spring of 2019 by the Secretary of State, we are using GOTV Contacts as a proxy for our GOTV metric. In Bernalillo, Doña Ana, and Santa Fe counties, total voter turnout was 368,500. United We Dream (UWD) contacted 3.53% of these voters. The gold standard for a large-scale field operation is 5%. While the number of UWD's contacts who actually voted will fall short of 3.53%, their effort this year –just the second year of UWD's field operation in New Mexico –is promising.



Leadership Development

Young Women United's contribution to the new progressivity in the state is best measured in leadership development. Their former campaign and policy coordinator, Micaela Cardeña, won her election for State House District 33 in Dona Aña County, 65% to 35%.

Young Women United (YWU) had a modest entry into voter contact this year (their first year of voter engagement), contacting 708 voters in Bernalillo County, or a 0.3% vote share in that county. Young Women United's (YWU) civic engagement efforts were largely based in Albuquerque, NM with some emphasis on social media, which has a reach across New Mexico and across the nation. Between mid-September and election day, nine members of the Circle of Strength youth group, a YWU facilitated leadership development program, participated in civic engagement opportunities. Youth leaders, ages 13-18, were trained as Voter Registration Agents (VRAs) to collect voter data, and began working to understand voter registration tracking measures. These opportunities allowed YWU to continue building capacity in voter engagement. This opportunity engaged youth leaders in activities that are set to have a long-lasting impact reaching far beyond this election cycle. YWU's modest voter contact helped to create new conditions for them to have larger engagement in future election cycles. They were able to train some of their youth leaders and staff members on how to register people to vote and other components of civic engagement. With the support of YEF, YWU and other reproductive justice grantees are building comprehensive civic engagement programs that combine the success and deep connection of leadership development programming with the tactical skills of civic engagement and organizing.



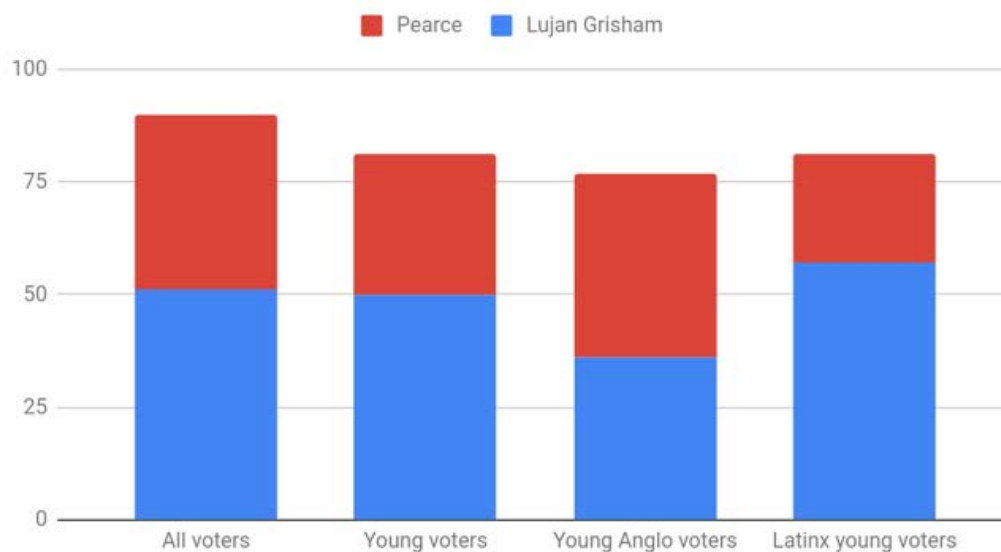
Issue Environment

YEF commissioned a post-election poll of 1,001 respondents in New Mexico, fielded between November 9-10, 2018⁴. YEF's hypothesis was that the issues important to young people motivate older voters as well. In the findings below, we compared voters ages 18-29 to those 30 and over, and also looked at these same age demographics by the two largest races in New Mexico, Latinx and Anglo.

⁴All charts on next page are from the YEF poll.

Governor Voter Preference

Lujan Grisham and Pearce



• All races

- Young voters matched the vote preference of older voters when it came to supporting Democrat Michelle Lujan Grisham, 50% to 51%.
- Young voters did not support Republican Steve Pearce as much, 31% compared to 39% for older voters.
- Young voters did not vote for the governor's race at a higher rate than older voters, 19% to 9%.

• Latinx

- Latinx young voters matched the vote preference of Latinx older voters for Lujan Grisham, 57% to 57%.
- Similarly, Latinx young voters did not support Pearce as much, 24% to 29%.
- And Latinx young voters did not vote for the governor's race more than older voters, 18% to 12%.

• Anglo

- Anglo young voters were much less supportive of Lujan Grisham compared to Anglo older voters, 36% to 47%.
- Anglo young voters almost matched the support for Pearce among older voters, 41% to 45%.
- And Anglo young voters had essentially the same non-voting rate as older voters in this race, 1% to 0%.

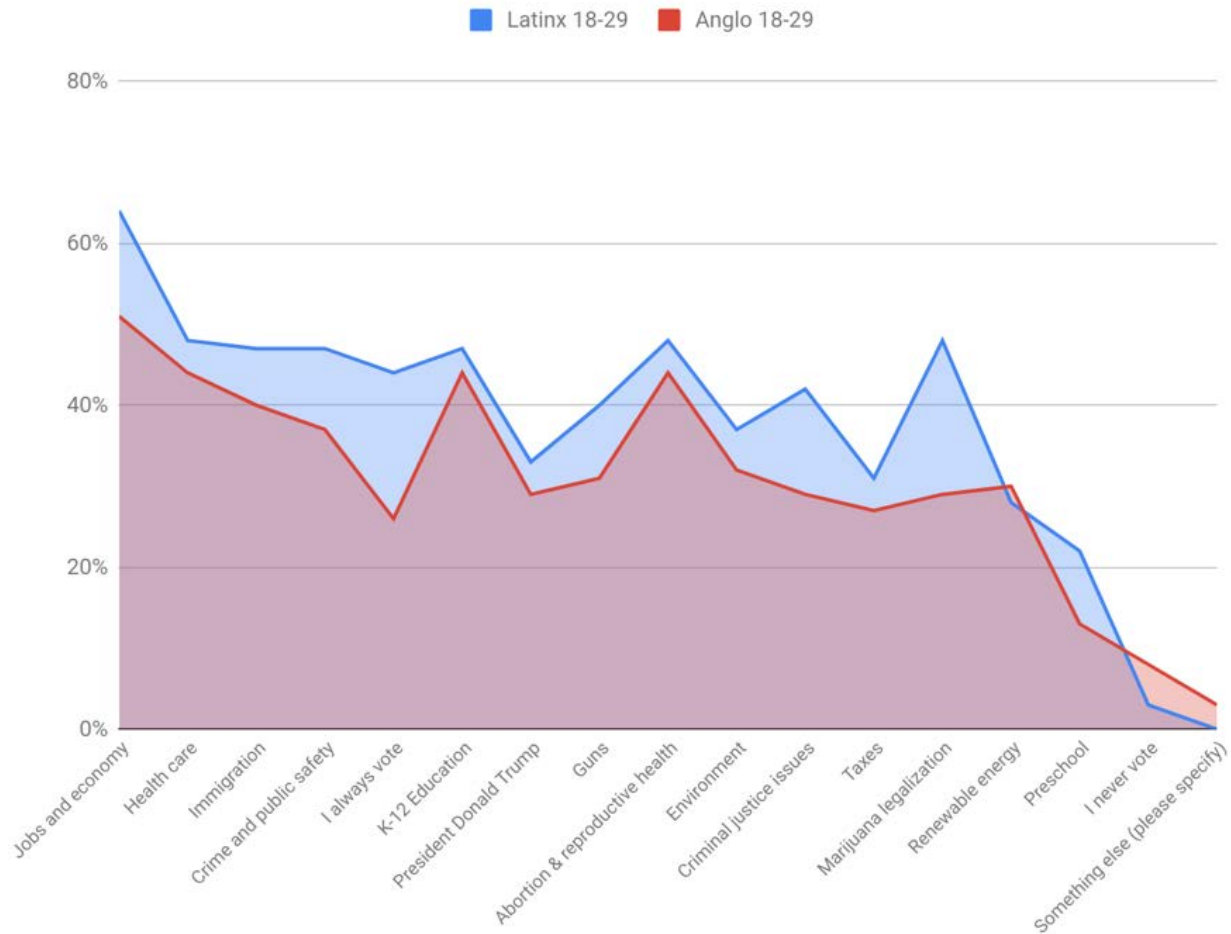
• Summary

- Latinx young voters were overwhelmingly Democratic in their vote preference (+23), while Anglo young voters were clearly more Republican (+5) in their vote choice in New Mexico.

Issue Preference

- For young voters, Jobs-Economy was far and away the most important issue in deciding whether or not to vote in the November election, with 57% of young voters ranking it in their top three. Tied for second most important were Healthcare and K-12 education at 48%. Abortion and Women's Reproductive Health was a close third at 44%.
 - But the race crosstabs showed a slight disparity again. Among Latinx young people, Jobs-Economy ranked first at 64%. Several issues for Latinx youth were essentially tied for second: Healthcare, Abortion-Women's health, and Marijuana legalization at 48%; and immigration, crime/safety, and K-12 education at 47%. For Anglo youth, Jobs-Economy ranked first at 51%, compared to Healthcare, K-12 education, and Abortion-Women's health at 44%.
- Overall, the issues important to young voters were also important to older voters. Here is a comparison of the top 3 issues for young voters vs. older voters:
 - Young voters:
 - Jobs/Economy
 - Healthcare/K-12
 - Immigration/Abortion-Women's Health
 - Older voters:
 - Jobs/Economy
 - Healthcare
 - Immigration
- Latinx voters were largely consistent as well:
 - Latinx young voters:
 - Jobs/Economy
 - Healthcare/Abortion-Women's Health/Marijuana legalization
 - Immigration/Crime-Safety, K-12 Education
 - Latinx older voters:
 - Jobs/Economy
 - Healthcare
 - Crime-Safety
- Perhaps most importantly however, Latinx youth, ages 18-29, are generally more progressive than the general electorate and Anglo youth.

Latinx 18-29 and Anglo 18-29



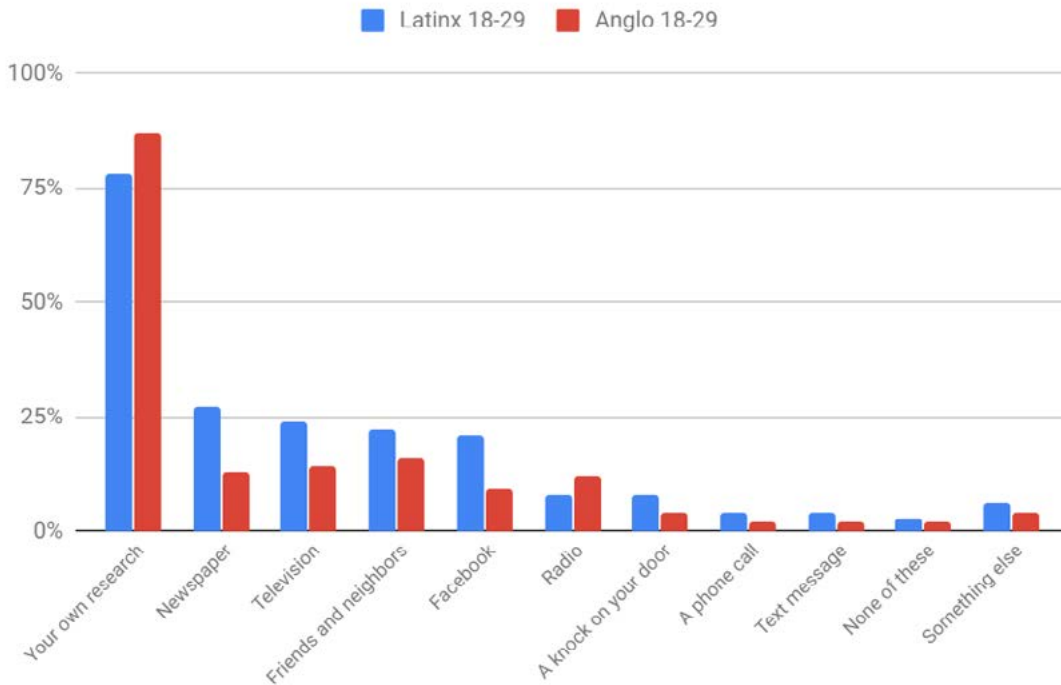
What issues were important to you in deciding whether to vote in this election or not vote?

Reasons to Vote for Governor

- For young voters, the most important reason to vote for Lujan Grisham was “improving public education and preschool” at 52%, with two other criteria tied for second at 43%: “honesty and character” and “your feeling about the New Mexico economy and job market.”
- For older voters however, “honesty and character ranked first at 45%, followed by education and immigration.
- Young voters also valued track record over trustworthiness, 58% to 48%, whereas older voters were essentially the opposite: 49% to 55%.

Preferred Communications

Latinx 18-29 and Anglo 18-29



What sources of information about candidates do you find most reliable?

- Young and older voters alike determined that the most reliable source of information about candidates was their “own research,” 82% and 78% respectively, not surprisingly. Among young voters however, reliable sources of information ranked as follows:
 - 21% Newspaper
 - 19% Television, Friends/Neighbors
 - 16% Facebook
 - Notably, for young people, a doorknock (7%), a phone call (3%), and a text message (3%) were at the bottom of the list.
- When asked, “who do you trust most for information about a candidate, young people responded:
 - 35% The candidate
 - 32% The candidate’s campaign
 - 22% A state party
 - 20% An outside group, like a political action committee
 - Notably, social networks--friends, neighbors, family members, Facebook friends--rounded out the bottom of the list.

New Mexico Polling Summary

- When it comes to candidates, young people care more about track record rather than character.
- The issues that young people care about are similar to those of older voters, with some outliers, such as education, abortion-women’s health, and marijuana legalization.
- Young voters deem newspapers and television as reliable sources of information, just like older voters, so we would caution against jumping exclusively into the digital/field world, as many progressives advocate.
- Young voters, like older voters, still want to hear from the candidate and her campaign. It seems that there is pressure from progressives to move communications to social networks and IEs, but the role of the candidate is still paramount.

ADDITIONAL VOTER REGISTRATION ANALYSIS

State	Organization Name	Voter Registration Cards Submitted (self-reported)	Voter Registration Total for State	Voter Registration Share	Time Period
AZ	PIRG	2,578	82,070	3.14%	1/1/18 - 11/1/18
AZ	Mi Familia Vota	22,000	82,070	26.81%	1/1/18 - 11/1/18
FL	PIRG	10,206	456,922	2.23%	1/31/18 - 10/31/18
FL	Mi Familia Vota	30,000	456,922	6.57%	1/31/18 - 10/31/18
NC	PIRG	619	248,122	0.25%	1/1/18 - 11/3/18
NV	Mi Familia Vota	12,000	96,502	12.43%	11/16 - 11/18
OH	URGE	71	164,099	0.04%	11/7/17 - 11/6/18
TX	Mi Familia Vota	3,068	610,372	0.50%	1/18 - 11/18



RECOMMENDATIONS

- Youth of color and their networks are indispensable members of the electoral coalition. They are essential to success in states.
- Their issues are the same as those of older voters. Youth organizing groups have emerged as powerful drivers of voter registration and turnout. In some cases, youth can galvanize a movement —Black Lives Matter, voter suppression in Georgia.
- Youth organizing groups have proven the ability to be state leaders in voter registration and voter turnout, particularly for youth of color. If resourced properly, these organizations can increase turnout among this base, which tend to have more progressive views on policies than Anglo youth and the general electorate.
- Youth organizing groups excel at leadership development, often providing young people their first politicizing experience, skills training, support, and opportunities to learn. These young people become leaders -volunteer leaders, staff leaders, and in many cases, public leaders.
- Some of YEF’s grantees have developed a culture of developing candidates as well. In 2018, we saw this reflected in groups like YWU and New Era Colorado.
- Digital communications is key for youth organizations. It reaches young people on mediums that matter and is relatively inexpensive. But youth organizing groups should also take advantage of tv, radio, and earned media as well, as those more traditional media remain tremendously influential to younger and older voters alike.
- As YEF contemplates metrics for 2019 and beyond, we recommend consideration of the following metrics, in addition to the ones collected in 2018:
 - Young people who may one day seek elected or appointed office, to assess whether youth organizations have particular expertise in this area.
 - Money raised for paid television (broadcast, cable, Directv, streaming) compared to digital media, to assess funders’ relative resourcing of these techniques.



APPENDIX 1: YEF GRANTEES & INTERVIEWEES

Grantee	Interviewees
Florida Student Power	David Caicedo, Anna Guevara
Jolt	Cristina Tzintzun
New Era Colorado	Lizzy Stephan, Natalie Drevets
New Georgia Project	Nse Ufot
Ohio Student Association	Prentiss Haney
One Arizona	Montserrat Arredondo, Roel Ayala
Puente Arizona	Ernesto Lopez
Southern Vision Alliance	Elena Everett, Loan Tran
Texas Rising	Val Benavidez, Rachel Glast
United We Dream	Elizabeth Cuna, Keegan King
Young Women United	Charlene Bencomo

APPENDIX 2: MEDIA CLIPS

See following pages

Jolt, Texas

- [The rise of the democracy entrepreneurs](#)
- [After Tight Senate Race In Texas, Left-Leaning Groups Set Sights On Latinos For 2020](#)
- [Latinos could turn Texas blue in 2020 if enthusiasm holds, some say](#)
- [Meet the Midterms: Voters speak out about their biggest issues](#)
- [Beto O'Rourke Lost, but Betomania Is Stronger Than Ever](#)
- [I Voted in the 2018 Midterm Elections Because Undocumented People and Many Immigrants Cannot](#)
- [Federal appeals court halts Trump administration attempt to end DACA](#)
- [Democrat Lupe Valdez banks on voter enthusiasm to counter Gov. Abbott's cash](#)
- [Energized border voters hold a key to Beto O'Rourke's Senate chances](#)
- [Something's Happening in Texas](#)
- [Are worries over Latino turnout in the midterms too little, too late?](#)
- [Despite O'Rourke Letdown, Latino Voters Say They Remain Hopeful for Future of Texas](#)
- [Texas sending its first Latinas to Congress: Veronica Escobar and Sylvia Garcia](#)
- [THE PUSH FOR THE YOUTH VOTE](#)
- [According to a recent study from Jolt, by 2022, a third of Texans eligible to vote will be under the age of 30, and the majority will be Latino. Garza is hopeful that this year, they will be a big political force in Texas.](#)
- [America's Voice Voto latino en Texas, "mina de oro sin explotar"](#)
- [La Opinión \(CA\) Voto latino en Texas, "mina de oro sin explotar"](#)
- [El Diario-La Prensa \(NY\) Voto latino en Texas, "mina de oro sin explotar"](#)
- [La Raza \(IL\) Voto latino en Texas, "mina de oro sin explotar"](#)
- [La Prensa \(FL\) Voto latino en Texas, "mina de oro sin explotar"](#)
- [LatinoCalifornia Voto latino en Texas, "mina de oro sin explotar"](#)
- [HDN/Washington Latino News Voto latino en Texas, "mina de oro sin explotar"](#)
- [Radio Bilingüe Voto latino en Texas, "mina de oro sin explotar"](#)
- [Hispanic LA Voto latino en Texas, "mina de oro sin explotar"](#)
- [Place Your Bets: At Long Last, Texas Democrats Have Good Reason To Stay Up Election Day
Dallas Observer STEPHEN YOUNG | OCTOBER 30, 2018](#)
- [Democrats, GOP battle for Latino voters ahead of midterms](#)
- [Progressives Rooting for a Latino Surge Might Be Disappointed](#)
- [Eligible Latino voters at all-time high but turnout may be low](#)
- [Why Democrats Could Lose in a Texas Congressional District That's 70 Percent Latino](#)
- [Texas Senate Candidates Targeting Latino Vote, Historically Low Turnout](#)
- [New Data Offers Politicians A Snapshot Of Young Latino Voters](#)
- [Democrat O'Rourke winning the Hispanic vote in Texas - but it's not enough](#)
- [Half of Young Tejanos Are Cynical About Voting & More From Comprehensive Study of Latino Voters](#)
- ["Most Latinos in Texas will never be contacted by any candidate or campaign," said Cristina Tzintzun Ramirez, founder and executive director of Jolt. "This lack of investment in Latino voters creates a cyclical problem. Latinos say they don't vote because they don't know who to](#)

vote for but candidates don't talk to them because they have lower voter participation rates and so we go round and round."

- Latinx Voters Are Gearing Up — And the GOP Should Be Very Worried
- We Are Texas: An Analysis of Young Latino Voters in the Lone Star State
- Many Texas Latinos Don't Identify With A Political Party And Are Cynical About Voting
- Latino voting base grows
- In groundbreaking survey, young Latino voters in Texas name health care for all as top issue
- "The Latinos we interviewed," says the report from Jolt Initiative, Ethnifacts, and US-ness, "demonstrated a deep understanding of the issues they cared about and were most motivated by liberal issues, including universal healthcare, protection for DREAMers, racial and ethnic equality and justice, economic prosperity, and raising the minimum wage."
- In Rio Grande Valley, Beto O'Rourke taps Los Tigres Del Norte for get-out-the-vote help
- Young Latinos set to become key Texas voting bloc: US study
- Jolt Initiative, a Texas-based nonprofit, the report concludes that Latinos, who make up nearly 40 percent of the state's population, are largely underrepresented in state politics owing to low voter turnout, a lack of trust in politicians and other barriers to electoral participation.
- New Study Recommends Strategies for Engaging Critical Young Latino Vote in Texas
- Health care for all is top political motivator for younger Texas Latinos, study finds
- 'Underdog: Beto vs. Cruz' and the Nonvoting State
- Democrats have a Latino problem. Can they fix it in time?
- Inside The Fight To Flip Texas From Red To Blue
- Can Beto O'Rourke awaken Texas' Latino vote? His bid to turn the state purple depends on it
- Candidates, advocates tout 'Latina movement' in Texas, U.S. elections
- The Biggest Hurdle For Beto O'Rourke In Texas Is Turning Out Latino Voters
- How the Latino Vote Could Affect the Ted Cruz-Beto O'Rourke Senate Race
- Campus registers voters
- Beto town hall packs LBJ ballroom
- Spoon, Polyphonic Spree & Sparta Among The Acts Slated To Play Dallas' Buffalo Tree Festival In Support Of Beto O'Rourke, Lupe Valdez & Others On October 7
- Turning Texas Blue Depends On Mobilizing Latinos. That's Tougher Than It Sounds.
- Beto O'Rourke's Path To Victory Runs Along The Border
- UT Service and Activist Organizations to Join
- Latinos & Seniors Organize to Expand Social Security to Immigrants
- College students are drowning in debt. Here's what experts say they should do
- Meet two young women of color turning out the vote in Tyler this November
- Art caravan heads to Brownsville, will hang artwork on border fence [Late post]
- What are the consequences of leaving the U.S. citizenship question unanswered? Curious Texas investigates
- Millennial turnout fueled López-Obrador win in Mexico. Will Texas Latinos make waves in November?
- Domingo Garcia takes reins of LULAC as it strives to reach younger Latinos
- College student hosts 'sweet' Oak Cliff event in support of immigrant families

- [Lupe Valdez, Texas Democrat running for governor, undaunted by odd](#)
- [Can a Democrat Ever Win in Texas?](#)
- [Group of painters in the Valley to paint mural at Brownsville, Matamoros border](#)
- [Activists Use Art and Culture to Protest Family Separations at Border](#)
- [Art caravan heading to Brownsville](#)
- [Lupe Valdez for governor](#)
- [Art Caravan for the Children's Act of Creative Resistance](#)
- [Local activist nonprofit Jolt Texas calls on individuals across the state to help make the installation, which carries the message of "They Tried to Bury Us. They Didn't Know We Were Seeds." You don't have to be an artist to participate in the art-making process – you just have to care about what's happening at the border.](#)
- [Ex-AG Eric Holder backs Dallas-area effort to mobilize Latino voters](#)
- [In Texas Governor's Race, Lupe Valdez Faces Resistance From Fellow Democrats](#)
- [Austin Activists Stage 'Families Belong Together' Protest \(Video\) Patch.com // June 14 // Tony Cantu](#)
- [Leftward lurch if Lupe Valdez, Beto O'Rourke win? It'd be unusual for ...](#)
- [Latinos could turn their backs on Lupe Valdez in Texas](#)
- [Brownsville Woman Wins Music Performance Grant](#)
- [Lo más relevante del debate entre los candidatos demócratas a la gobernación de Texas](#)
- [Friday's Debate With Andrew White Could Be Lupe Valdez's Last Stand Texas Monthly // May 10 // R.G. Ratcliffe](#)
- [Andrew White long avoided politics, but now he's running for governor](#)
- [Untangling Andrew White's Views on Border Security, With Andrew White](#)
- [On White's campaign website, he boasts that owning the company has given him an understanding of "the challenges" of border security. But in a town hall held by the Latino youth group Jolt Texas last month, he changed tack in response to a critical question from the group's director, Cristina Tzintzun.](#)
- [The son of a governor, Andrew White long avoided politics. Then a health crisis, his dad's death and a hurricane changed his mind.](#)
- [A trailblazer in Dallas, Lupe Valdez strives to prove herself on a statewide stage](#)
- [Se tambalea candidata por la gubernatura de Texas](#)
- [Lupe Valdez Could Make History As Texas' First Hispanic Governor](#)
- [Texas and 6 Other States Sue to End DACA](#)
- [Barrier-breaking Texas sheriff stumbles in run for governor](#)
- [Young Texas Latinos are an untapped voting goldmine](#)
- [Valdez, White brag about their records but get jabs on them, too](#)
- [We Recommend Andrew White in the Democratic Runoff for Texas Governor](#)
- [Sheriff Turned Governor Candidate Responds to Critics of Weekend Forum NBC-DFW // May 2 // Noelle Walker and Julie Fine](#)
- [Texas and 6 Other States Sue to End DACA](#)
- [Following through on a months-old promise, Texas Attorney General Ken Paxton filed a lawsuit Tuesday to end the Deferred Action for Childhood Arrivals program, leading a seven-state](#)

coalition against an Obama-era immigration measure that protects hundreds of thousands of immigrants nationwide from deportation, including more than 120,000 in Texas.

- Texas and 6 Other States Sue to End DACA
- Texas Attorney General Ken Paxton filed a lawsuit Tuesday to end the Deferred Action for Childhood Arrivals program. Ending DACA will lead to "the separation of countless families," said Cristina Tzintzun, the founder of Jolt Texas, a new group working to mobilize young Latino voters.
- As Democratic runoff for governor heats up, Andrew White says he'll divest from border security company
- Lupe Valdez Apologizes For Insufficient Answer At Latino Youth Town Hall
- Valdez's answer came at a town hall in Austin hosted by Jolt Texas, a new group looking to mobilize the Latino vote in turning the state blue. Within minutes of her response, the group made clear it was not satisfied, and White told reporters afterward that Quiñones deserved a better answer.
- Jolt Organization Backs White, O'Rourke
- Andrew White agrees to sell interest in border-security firm
- Lupe Valdez Has Another Bad Weekend
- Texas Standard for May 1, 2018
- Heat Turns Up Among Democrats in Low-key Texas Governor's Race Runoff
- Valdez's tepid response disappointed the audience. But worse, Jolt Texas – the organization that sponsored the late April event, gave its endorsement to White, a self-described moderate Democrat whose father was governor in the 1980s.
- Turning the Southwest Blue with 'Brown and Beautiful' Millennials
- Lupe Valdez Apologizes for Insufficient Answer at Latino Youth Town Hall
- Democratic gubernatorial candidate Lupe Valdez issued an apology Monday night for failing to adequately explain her record as Dallas County sheriff at a town hall a day earlier, disappointing the young Latino activists that hosted it and spurring them to endorse her runoff opponent, Andrew White.
- Latino voting group wants Valdez to explain immigration record in debate with Andrew White Dallas News // April 30 // James Barragan
- Karla Quiñones, the W.T. White student from Dallas who questioned Valdez, released a statement Tuesday on behalf of Jolt. "The policies that Valdez adopted allowed ICE to have access to jails she oversaw, and led to the deportation and separation of immigrant families across Dallas."
- Young Hispanic activists 'Jolt' Valdez campaign by backing Andrew White
- Democratic statewide candidates get tough questions from Latino youth
- Lupe Valdez's Record as Sheriff Spells Trouble with Young Latinos
- Austin town hall turns heated for Dems Valdez, White
- Immigration questions put governor hopeful Lupe Valdez on hot seat at young Latino voters' forum
- Latino voting group snubs Lupe Valdez, backs Andrew White for governor
- Democratic candidates hear concerns of Latino voters at town hall

- [Lupe Valdez talks Latinx activists into backing the White guy for governor](#)
- [Texas statewide candidates come together for a town hall](#)
- [Jolt Texas Hosts Town Hall](#)
- [Latino Youth-Run Town Hall Leads To Official Political Endorsements in Texas](#)
- [Trump's call for troops on the border isn't going over well in border communities](#)
- [Austin's only historically black legislative seat at risk in run-off](#)
- [Opponents of Senate Bill 4 ask federal appeals court to reconsider recent ruling](#)
- [These Latinas Were Kicked Out of a Ted Cruz Event For Looking Disrupted](#)
- [Reinstating citizenship question to 2020 census could hurt Texas politically, economically](#)
- [Why Can't Democrats and Republicans solve DACA?](#)
- [UT Tyler Students escorted out of Ted Cruz event](#)
- [The 2020 Census citizenship question is spelling trouble in Texas](#)
- [Texas primary results show challenges Beto O'Rourke must overcome in race against Ted Cruz](#)
- [Lives on Hold](#)
- [Commentary: O'Rourke must reboot his Latino voter outreach efforts](#)
- [Artists and activists: Role of art is to create discourse and change](#)
- [Social Media Feature on Migration is Sweet](#)
- [UT students rally in support of DACA](#)
- [Activistas protestaron en Austin exigiendo una solución migratoria para los 'Dreamers'](#)
- [PHOTOS: Students march and rally to protest end of DACA on Feb. 28](#)
- [Meet Yocelyn Riojas, your new favorite Latinx resistance artist The Daily Dot // February 27 // Samantha Grasso](#)
- [There's A Need To Organize For Immigration Rights And DACA On Campus](#)
- [Meet Yocelyn Riojas, the Artist Behind the TPS & DACA Protest Signs You've Been Seeing Everywhere](#)
- [Texas immigrant advocates denounce Trump's 'divisive rhetoric My Statesman // January 31 // Nancy Flores](#)
- [Immigration activist Cristina Tzintzún explains why Trump's Dreamer proposal isn't a 'gift'](#)
- [Jolt Texas Hosts New Year Kickoff Party](#)
- [Jolt Texas, a Texas-based multi-issue organization that builds the political power and influence of Latinos in our democracy, will host Amigos; A New Year Kickoff Party.](#)
- [Protesters fill Austin streets to push back against Trump on inauguration anniversary](#)
- [Issa Rae's Color Creative, Unleashing Giants Studios Among Pop Culture Collaborative's 2018 Grant Recipients](#)
- [Thousands rally at Capitol, City Hall for President Trump's impeachment, Women's March](#)
- [2018 Women's March Held In Austin, Nationwide](#)

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- <https://www.westword.com/news/amendment-v-would-let-21-year-olds-in-colorado-run-for-state-office-10870382>
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APPENDIX 3: NEW MEXICO POLLING TOPLINES

1,001 Interviews. November 9th-10th, 2018. Change Research.

See following pages

D1. What is your gender?

47% Men
52 Women
1 Other

D2. In what year were you born? (Coded age groups below)

5% 18-24
6 25-29
6 30-34
6 35-39
7 40-44
8 45-49
8 50-54
12 55-59
11 60-64
33 65+
1 (Refused)

D3. In what ZIP code do you currently live? (Coded by county/region)

46% Central
8 Northeast
20 Northwest
13 Southeast
13 Southwest

D4. What race/ethnicity best describes you?

56% White / Caucasian
34 Hispanic
2 American Indian or Alaska Native
1 Black or African American
0 Asian / Pacific Islander
6 Other
0 No Response

D5. What is the highest level of education you have completed?

2% Less than high school degree
12 High school degree
42 Some college but no degree
26 College degree
18 Graduate degree
0 No Response

D6. Which of the following best describes you?

51% I live in New Mexico, am registered to vote, and a Democrat
36 I live in New Mexico, am registered to vote, and a Republican
12 I live in New Mexico, am registered to vote, and an independent

D7. As you may know, on Tuesday of this week, there was an election in New Mexico for Governor, Congress, and other offices. Did you vote or did you not get a chance to vote?

- 92% Yes, voted
- 8 No, did not vote

Q1. (If voted) In the election for Governor, who did you vote for?

- 51% Michelle Lujan Grisham, the Democrat
- 38 Steve Pearce, the Republican
- 0 Did not vote in this race
- 1 Don't remember
- 10 Did Not Vote/No Response

Actual Voters

- 57% Michelle Lujan Grisham, the Democrat
- 43 Steve Pearce, the Republican

Q2. What issues were important to you in deciding whether to vote in this election or not vote? (Pick no more than three)

- 45% Jobs and economy
- 41 Health care
- 38 Immigration
- 36 Crime and public safety
- 35 I always vote
- 33 K-12 Education
- 31 President Donald Trump
- 29 Guns
- 24 Abortion and women's reproductive health
- 23 Environment
- 22 Criminal justice issues
- 21 Taxes
- 20 Marijuana legalization
- 18 Renewable energy
- 8 Preschool
- 1 I never vote
- 6 Something else (please specify)

Q3. When it comes to elections do you:

- 76% Always vote
- 18 Usually vote
- 3 Sometimes vote

- 2 Almost never vote
- 1 No Response

Q4. (2018 Voters) What issues were important to you in deciding between Michelle Lujan Grisham and Steve Pearce for Governor this year? (Pick no more than three)

- 45% Honesty and Character
- 39 Improving public education and preschool
- 37 Immigration and sanctuary cities
- 36 Your feeling about the New Mexico economy and job market
- 28 President Donald Trump
- 28 New Mexico's environment
- 26 Issues involving guns
- 24 Abortion and women's reproductive health
- 21 Protecting the New Mexico way of life
- 21 The political party of the candidates
- 19 State and local taxes
- 10 Something else

Q5. When thinking about candidates that you have voted for in the past, what qualities do you value highest in deciding to vote for a candidate? (Pick no more than three)

- 70% A candidate who shares my views and values
- 54 A candidate who shows they are trustworthy
- 50 A candidate's track record and experience
- 43 A candidate who says what they mean
- 21 A candidate's political party
- 18 A candidate who is inspiring
- 15 A candidate's personal background and upbringing
- 3 An outsider candidate who is new to politics
- 2 A candidate's gender
- 2 A candidate's race
- 5 Something else

Q6. What sources of information about candidates do you find most reliable? (Pick no more than three)

- 78% Your own research
- 26 Newspaper
- 22 Television
- 20 Friends and neighbors
- 11 Facebook
- 10 Radio
- 10 A knock on your door

- 2 A phone call
- 1 Text message
- 4 None of these
- 10 Something else

Q7. Who do you trust most for information about a candidate? (Pick no more than three)

- 38% The candidate
- 24 The candidate's campaign
- 21 A state party, like the Democratic Party or the Republican Party
- 15 An outside group, like a political action committee
- 14 Friend or neighbor
- 11 Family member
- 3 Facebook friend
- 23 None of these
- 16 Something else

Q8. Regardless of how you voted this year... When it comes to politics, do you generally think of yourself as a:

- 33% Strong Democrat
- 6 Not very strong Democrat

- 25 Strong Republican
- 5 Not very strong Republican

- 18 Independent
- 7 Something else
- 8 Closer to Dems
- 7 Closer to GOP
- 10 Neither/No Response

48% Total Democrat

- 10 Completely Independent
- 37 Total Republican

Q9. In political terms, would you say that you are:

- 31% Liberal
- 31 Moderate
- 32 Conservative
- 7 No Response

Q10. On a scale of 1-10, how do you feel about President Donald Trump? 1 means you strongly oppose him and 10 means you strongly support him.

25% 10 - Strongly Support

4 9

5 8

3 7

1 6

3 5

2 4

2 3

2 2

46 1 - Strongly Oppose

6 No Response

39% Total Support (6-10)

52 Total Oppose (1-4)

Q11. In the November 2016 election, did you vote for:

35% Donald Trump, the Republican

41 Hillary Clinton, the Democrat

10 Gary Johnson, the Libertarian

2 Jill Stein, the Green Party

5 Did not vote

6 No Response