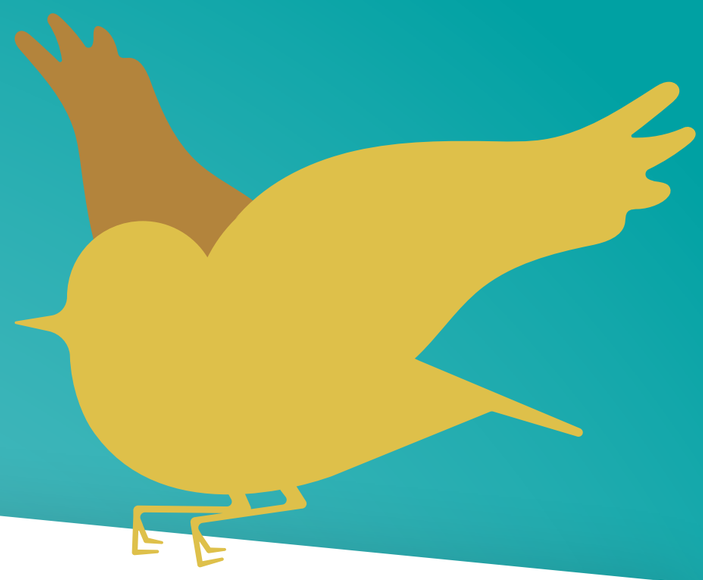
CITIZENS CLEAN ELECTIONS COMMISSION
2020 REVIEW

AS ARIZONANS ADAPTED TO CDC GUIDELINES DUE TO THE IMPACT OF COVID-19, **CITIZENS CLEAN ELECTIONS COMMISSION HELPED CITIZENS REMAIN ENGAGED IN ELECTIONS THROUGH VARIOUS CAMPAIGNS AND VOTER OUTREACH.**

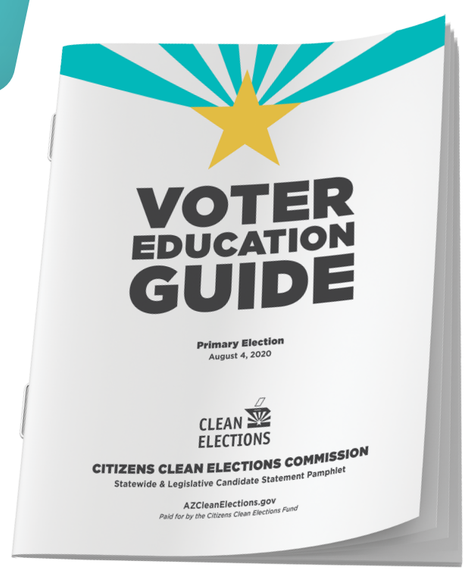


48K+
VISITS TO OUR WEBSITE'S ELECTION SECURITY PAGE

15,792 PRIMARY ELECTION

32,889 GENERAL ELECTION

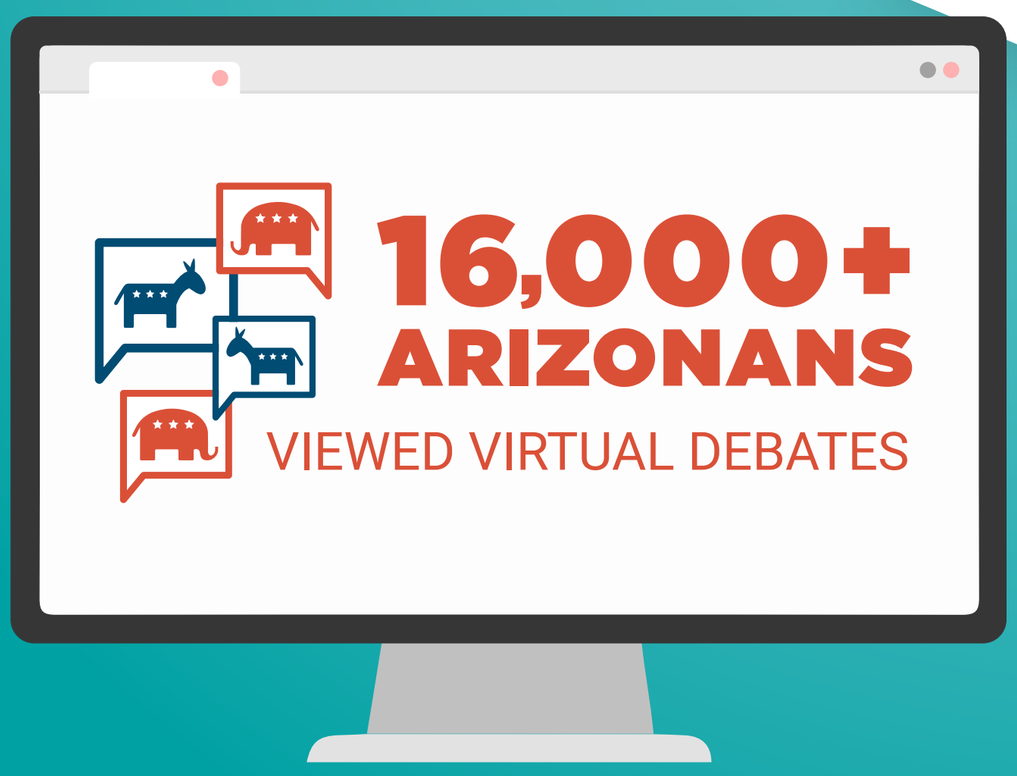
WITH LOTS OF QUESTIONS ABOUT BALLOT AND ELECTION SECURITY IN 2020, **CLEAN ELECTIONS ADDED WEBSITE CONTENT TO REASSURE VOTERS OF ELECTION SAFEGUARDS AND SECURITY OF THE VOTING PROCESS.**



4M+
VOTERS REACHED STATEWIDE

THE VOTER EDUCATION GUIDE PROVIDES CANDIDATE STATEMENTS & ELECTION INFORMATION FOR ALL ARIZONA VOTERS.

- **MULTI LANGUAGE**
  ENGLISH • SPANISH • NAVAJO • ASL
- **MULTI METHOD**
  LARGE PRINT, AUDIO & HTML/SCREEN READER
- **1ST TIME OFFERING**
  AMERICAN SIGN LANGUAGE VIDEOS

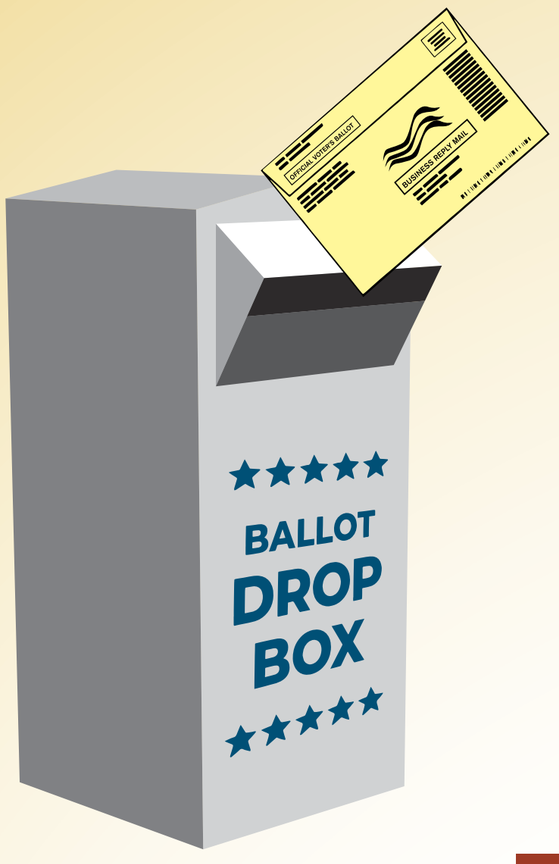


CLEAN ELECTIONS HOSTED STATEWIDE LEGISLATIVE & SENATE DEBATES ONLINE **SO VOTERS COULD SAFELY CONNECT WITH CANDIDATES AT THEIR CONVENIENCE.**

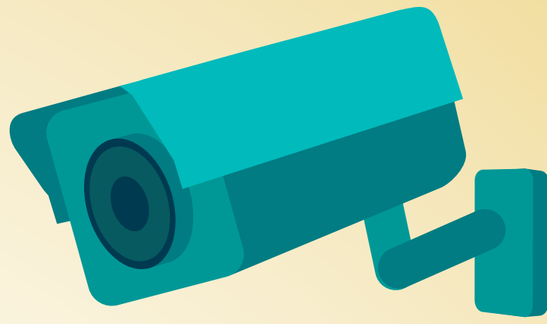
811 DEBATES QUESTIONS SUBMITTED
VIA EMAIL AND TEXT

332 FOR PRIMARY ELECTION

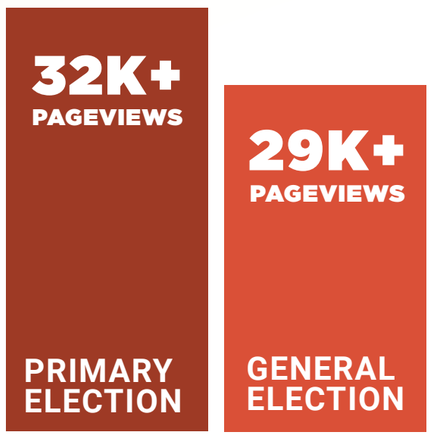
479 FOR GENERAL ELECTION



VOTING SAFELY BY MAIL



60K+
CLEAN ELECTIONS BALLOT BY MAIL **PAGEVIEWS**





159 GENERAL ELECTION **SOCIAL POSTS**

1.29M+ **IMPRESSIONS** **WITH 13,262 ENGAGEMENTS FROM VOTERS.**

SOCIAL MEDIA VIDEO EDUCATED ARIZONANS ON USPS CHANGES & VOTING BY MAIL TOPICS LIKE WHY IT WORKS IN ARIZONA, RURAL MAIL CHALLENGES AND IMPORTANT DEADLINES.



733%
INCREASED WEB TRAFFIC
IN OCTOBER LEADING UP TO ELECTION

AZCLEANELECTIONS.GOV

A RELIABLE ONLINE SOURCE

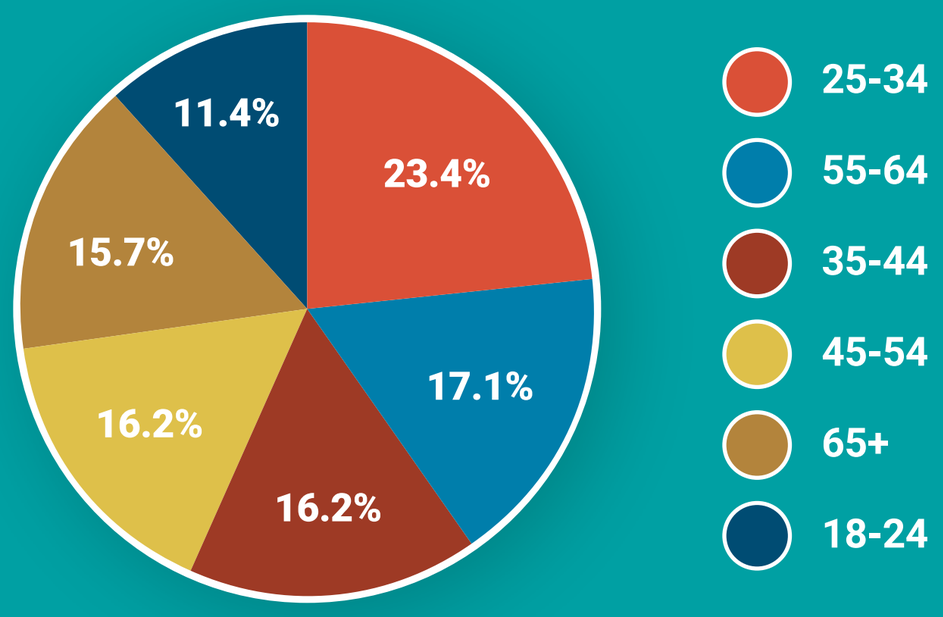
PEOPLE HAD A WIDE RANGE OF QUESTIONS ABOUT 2020 ELECTIONS & NEEDED ONE PLACE TO TURN.

CITED AZCLEANELECTIONS.GOV AS A TRUSTED SOURCE:

COSMOPOLITAN

RollingStone

USERS ACROSS ALL AGE RANGES VISITED CLEAN ELECTIONS WEBSITE FOR ELECTION INFORMATION



789,484 **PEOPLE FOUND THE WEBSITE AFTER SEARCHING GOOGLE FOR ELECTION INFORMATION**