

Engaging New Voters:

The Impact of Nonprofit Voter Outreach on Client and Community Turnout



 **Nonprofit VOTE**
www.nonprofitvote.org

Community Health Centers and Voter Turnout in the 2014 midterm election

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The demographics of people reached and turnout rates of 6,141 voters who registered or signed a pledge to vote with a center (CHC) in 2014

Summary

CHC Voters were...

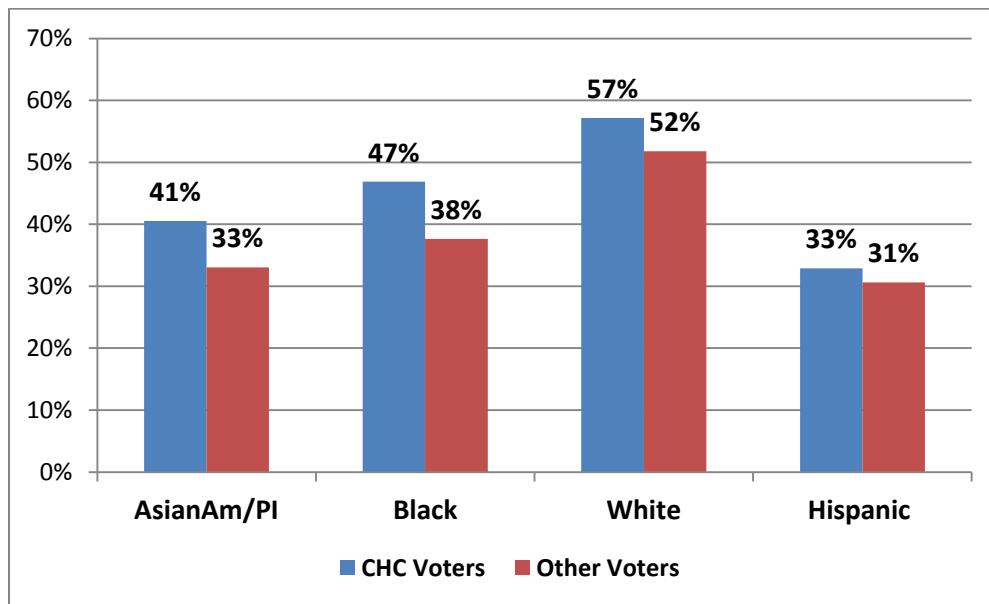
- Twice as likely to be women
- Twice as likely to be of color – (black, Asian American or Latino)
- Twice as likely to be young voters under 30
- Three times as likely to have family incomes under \$25K

CHCs increased turnout rates among those they contacted across all demographics of age, income and ethnicity compared to all voters who live in the same state or county and of similar demographics. The only exception was voters over 60 where turnout rates were about the same.

CHCs had their biggest impact increasing voting rates of those least expected to vote in the 2014 – especially younger and lower income voters.

The 2014 research by Nonprofit VOTE included voters contacted by about 70 health centers in 9 states including AZ, CO, MA, MI, MN, NY, NC, OH and TX.

Voter Turnout by Race and Ethnicity 2014
Health center voters compared to all other registered voters



Voter Turnout by Age 2014
Health center voters compared to all other registered voters

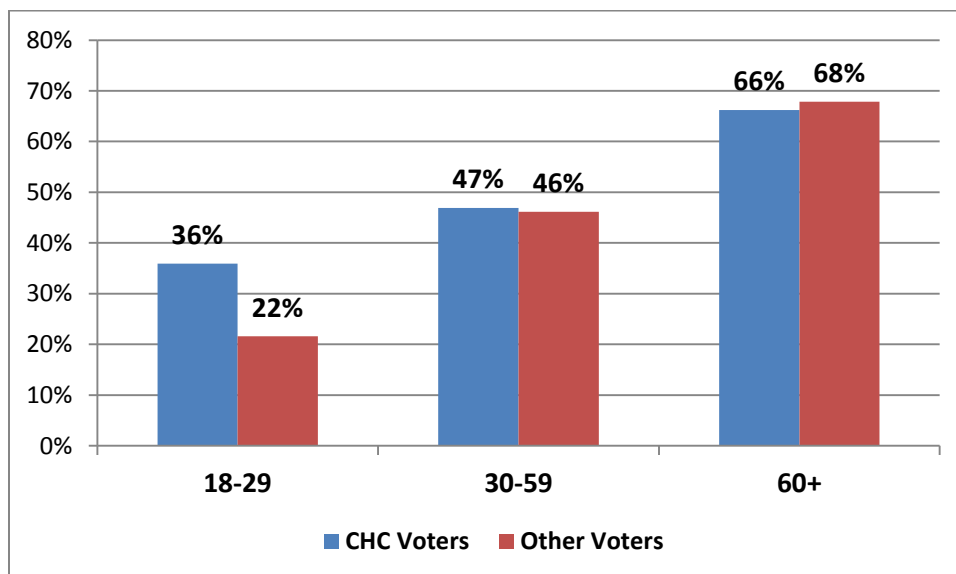


TABLE 1: PROFILE OF CHC VOTERS - 2014

Demographic	# of CHC Registered Voters	% of CHC Registered Voters	% of All Registered Voters	CHC Voters were...
All Voters in file	6,141			
Gender				
Female	4,489	74%	52%	...twice as likely to be women
Male	1,590	26%	47%	
Total	6,079			
Race/Ethnicity				
Asian	153	2%	1%	...twice as likely to be of color
Black	785	13%	10%	
White	2,978	48%	66%	
Hispanic	2,188	36%	5%	...seven times as likely to be Latino
Other	37	1%	17%	
Total	6,141			
Income				
Less than \$25k	861	14%	5%	...three times as likely to have family incomes under \$25K
\$25k - \$50k	2,906	48%	38%	
\$50k or more	2,327	38%	57%	
Total	6,094			
Age				
18-29	1,938	32%	18%	...twice as likely to be young under 30
30-59	3,130	51%	52%	
60+	1,069	17%	30%	
Total	6,137			
Vote Propensity Score				
0-25	1,418	24%	22%	
25-50	1,748	30%	20%	
50-80	2,006	34%	29%	
80-100	668	11%	28%	
Total	5,840			

All Voters = AZ, CO, MA, MI, MN, NC, OH and counties in Houston, South Texas and Long Island, NY

TABLE 2: TURNOUT OF CHC VOTERS VS ALL REGISTERED VOTERS - 2014

Demographic	# of CHC Reg Voters	# of CHC Reg Vtrs Who Voted	CHC Turnout	All Voters Turnout	Difference
All Voters in file	6,141	2,873	47%	48%	-1%
Gender					
Female	4,489	2,098	47%	N/A	
Male	1,590	752	47%	N/A	
Race/Ethnicity					
AsianAm/PI	153	62	41%	33%	7%
Black	785	368	47%	38%	9%
White	2,978	1,703	57%	52%	5%
Hispanic	2,188	720	33%	31%	2%
Income					
Less than \$25k	861	312	36%	30%	6%
\$25k - \$50k	2,906	1,283	44%	43%	1%
\$50k or more	2,327	1,255	54%	53%	1%
18-29	1,938	696	36%	22%	14%
30-59	3,130	1,468	47%	46%	1%
60+	1,069	708	66%	68%	-2%
Vote Prop Score					
0-25	1,418	249	18%	8%	10%
25-50	1,748	665	38%	27%	11%
50-80	2,006	1,250	62%	57%	5%
80-100	668	619	93%	86%	6%

Health Center Participants

Access Health	Heart of Texas CHC
Adelante Healthcare	Hidalgo Medical Center
Albuquerque Health Care for the Homeless	Hope Clinic
Amistad Community Health Care	Houston Area Community Services
Arizona Alliance for CHCs	Jemez Valley Medical Clinic
Artesia Health Resources	Kinston Community Health Center
Atascosa Health Center	La Casa Family Health Centers
Ben Archer Health Center	La Casa Healthcare Center
Brownsville Community Health Center	La Clinica De Familia
Care Oregon	La Clinica Del Pueblo De Rio Arriba
Carolina Family Health Centers Inc.	La Familia Medical Center
Centro Med	La Nueva Casa Health Center
Centro San Vicente	Larry Combest CHC
Christus/St. Vincent Regional Medical Center	Legacy Community Health Services
Combest Sunrise Canyon Clinic	Legacy-Montrose
Communicare Health	Lone Star Family Health Center
Community Health Center of Lubbock	Los Barrios Unidos Community Center
Community Health Centers of South Central Texas	Lubbock CHC
Community Health Connection	Matagorda Episcopal Health Outreach Program
Community Health Development	Metropolitan Community Health Services, Inc.
Community Health Service Agency	Mora Valley Community Health Services
Covenant Health System	Multnomah Health Dept
Cross Timber CHC	National Latina Institute
De Baca Family Practice	Native Health
Desert Senita Community Health Center	Neighborhood Family Practice
Dulce H.S. student services	New Mexico Primary Care Association
East Texas Community Health Services	North Central Texas Community Healthcare Center
El Centro Behavioral Health	North Country Healthcare
El Centro community health center	North Texas Area CHC
El Centro Family Center	Nuestra Clinica del Valle
El Centro Family Health	Ortiz Mountain Health Center
El Rio CHC	Our Health
Esperanza Family Health Center	Parkway Health Center
Excelth Inc.	People's Community Clinic
Farmington Community Health Center	Person Family Medical and Dental Center
First Care	Piedmont Health Services, Inc.
First Choice Community Healthcare	PMS Cuba Health Center
Frontera Healthcare Network	PMS dba Artesia Health Resources
Gateway Community Health Center	PMS Esperanza, Estancia NM
Good Neighbor Health Care Center	PMS Rountree Children's Developmental Services
Grand Prairie Com. Health Ctr (LBUCC)	PMS Santa Fe Community Guidance Center
Greenville Community Health Center	PMS/Western NM Medical Group
Gulf Coast Health Center, Inc	PMS-Valley Community Health Center
Harris County-Health Care for the Homeless	Presbyterian medical Services
Health Center of Southeast Texas	

Presbyterian Medical Services-Grants Behavioral Health	Stedman-Wade Health Services, Inc.
Presidio County Health Services	Stephen F Austin CHC
Project Vida Health Center	Su Clinica Familiar
Quay County Family Health Center	Sunrise Community Health Center
Quay County Home Visiting	Sunset Community Health Center
Resource Care	Texas Assn of CHCs
Rio Rancho family health center	Texas Health & Human Services Commission
Roanoke Chowan CHC	Torreon Health Center
Rural Health Group, Inc.	Tropical Texas Behavioral Health
Salud Family Health Centers	United Medical Centers
Santa Fe Children's Services/ Flores Del Sol	Uvalde Community Health Center
Santa Fe health center	Valley Community Health Presbyterian
Silver City Community Health Center	Valley Community Health Registration
South Plains Rural Health Services	Valley Community health center
Southeast Healthcare Services	Vecino Health Centers
Spring Branch CHC	Vida y Salud Health Systems, Inc
St. Luke's Health Care Clinic	West Wind Health Services