◈ CITIZEN DATA

CITIZEN DATA

2022
Impact Report

Table of Contents

Message From Our Founder & CEO

Needless to say, 2022 was a charged year. Between a deeply polarizing primary and a midterm election characterized by an overabundance of election deniers, democracy was on the ballot time and again.

To that end, we focused our efforts on further bolstering the data infrastructure we've built while engineering more effective tools to support pro-democracy change-makers. This year alone, we built and launched our proprietary platform ElectProtect—a tool that allows users to access the real-time insights, analyses, and strategic recommendations needed to facilitate effective messaging and organizing. We also made significant advancements to further automate, enhance, and improve our Citizen Engine for Data Automation and Reconciliation (CEDAR) to ensure the highest level of quality, accuracy, and actionability with our datasets.

While reflecting on the tremendous progress we've made, I'm aware of the persistent challenges that lie ahead, especially as we approach a tumultuous 2024 presidential cycle.

While there is no single solution to solving these structural issues, our research this year has reinforced what I've always believed: Americans are hungry to choose fact over fiction, trust over doubt, and pragmatism over extremism. I look forward to continuing our work alongside Citizen partners and stakeholders to realize **a more resilient and flourishing democracy.**

"It's an urgent moment for our country and those fighting to protect its democracy, and we believe data can — and should — play a leading role in driving progress. I look forward to working alongside **Citizen Data** partners and stakeholders to make it happen."

Mindy Finn

About Citizen

We are **Data for Democracy**

Citizen Data is a data infrastructure for democracy. Founded in 2019, Citizen's team of data scientists, analysts, and strategists is dedicated to equipping leaders and organizations with the best-in-class insights and products they need to unite Americans, bridge divides, and advance meaningful change.

OUR VISION Engineering solutions that empower all Americans.

OUR MISSION Empowering organizations to unite Americans and drive solutions through better data.

We launched Citizen Data because we recognized that while the political right and left enjoy well-oiled data machines, non-partisan, cross-partisan, and bipartisan groups didn't have the same kind of access to the research, audiences, and analytics they need. This puts those looking to solve problems – and not simply win elections – at a disadvantage in the advocacy ecosystem.

We're working to change that. Since 2019, we've supported a network of 70+ pro-democracy organizations who have leveraged our Insights as a Service platform of proprietary analysis, datasets, research, and messaging guidance in order to protect and strengthen American democracy.

We're building a platform for the long-term with partners who benefit from an open ecosystem of best-in-class analytics, strategy, messaging, and organizing support.

Driving Solutions

Deep Audience Models

Audience models that groups need for organizing and persuasion. Audiences are built on a foundation of over 240M American voters.

Regenerative Tech Platform

Sophisticated technical stack that operates at the speed of voter behavior change and elections to facilitate rapid RCT testing on message and mobilization strategies.

Attitude & Behavior Insights

Surfaces voter feelings, attitudes, and behaviors for partners to refine messaging and targeting. Our data on democracy voters, conservatives, and Millennials is second to none.

KEY HIGHLIGHTS

Citizen took our work to new heights in 2022 by working in new sectors, with new partners and reaching more Americans as a result. Here's a look at some of our proudest accomplishments.

66,000+

Conversations with Americans

We talked to Americans across the nation to understand what matters most through large-scale surveys to traditional focus groups.

70+

Strategic Partnerships

We worked with partners across the ideological spectrum to strengthen democracy and provide solutions for voters.

7M+

Voters Reached

We reached 7M+ voters through strategic partnerships looking to drive civic engagement, from education to advocacy.

ALL 50

States

Our insights have been deployed at the national, state, and local level to drive change, with special 2022 emphasis on MI, AZ, GA, PA and WI.

11

New Team Members

We increased our team size to better meet the demands of our partners, adding new research, data and product capabilities to offer the space.

97%

Model Accuracy

Our models predicted general election turnout with striking accuracy in key battleground states including PA, AZ, GA, WI, and MI.

2

Extended Citizen Family Members

We welcomed the addition of a baby to one team member and a spouse to another!

1

New Website

We took our brand to the next level and we're pretty excited about it.

Citizen's Polling Precision

...CITIZEN'S POLLS WERE RIGHT

In 2022, skewed and partisan polls forced candidates into spending more money than necessary, and diverted support away from candidates who needed it [NY Times].

Citizen's polling, led by a team of academic research scientists, used cutting-edge methodology to derive honest, **accurate** answers to support our partners when media and popularized polling said otherwise.

Key pro-democracy partners used our results to curate and target outreach efforts leading up to the 2022 Primary and Midterm Elections. Below are just a few examples:

	CO-3 PRIMARY	CO-3 MIDTERM	NV BALLOT MEASURE 3	AR AMENDMENT
Our Polling	+33% Boebert	–1% Boebert	52% Support	30% Support
PREDICTION	*WIN BOEBERT*	*VULNERABLE BOEBERT*	*WIN BM 3*	*LOSE AR AMEND.*
The Result	+28% Boebert	+.2% Boebert	53% Support	41% Support

ACCURATE POLLING IS VITAL TO USING RESOURCES EFFECTIVELY AND GROWING THE PRO-DEMOCRACY CAUSE.
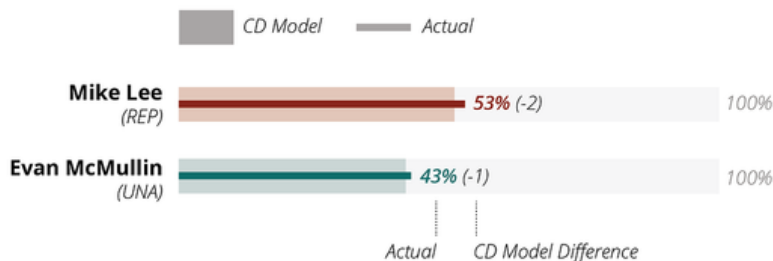
Here's a closer look at how our polling performed in Utah, as independent candidate for Senate Evan McMullin offered an opportunity to challenge political gridlock and partisanship.

Accurate polling enables our partners to confidently build strategies based on fact.

More About Our Unmatched Voter Data

BEHAVIORAL MODELING

Using methods ranging from large-scale surveys to traditional focus groups, we talked to Americans across the nation to understand what matters most and modeled voter behavior.

97% MODEL ACCURACY

Our models predicted general election turnout with striking accuracy in key battleground states including PA, AZ, GA, WI and MI which were deployed to our partners.

DEPLOYED IN ALL 50 STATES

Our insights have been deployed in campaigns at the national, state, and local level to drive political competition, with special 2022 emphasis on PA, AZ, GA, WI and MI.

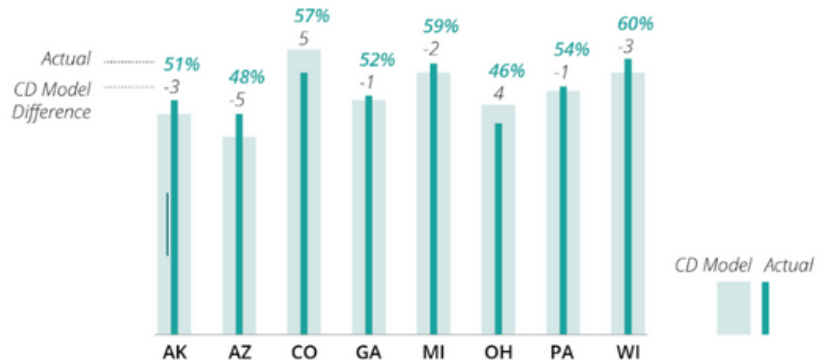## A Closer Look at Our 97% Model Accuracy

Citizen Data Turnout Model Evaluation
Using proprietary data, Citizen accurately forecast turnouts for the 2022 midterm elections

Turnout was modeled for 8 key battleground states.
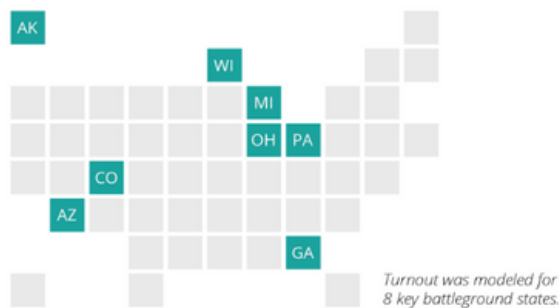
% of VEP Voting in 2022 Midterm Elections

By providing accurately modeled behavior to our partners, they could ensure their outreach was tailored, efficient, and **impactful**.

Spotlights

The highlights listed prior were made possible through a number of critical initiatives we deployed in 2022. Here are just a few.

We hosted **a briefing with GA Secretary of State** Brad Raffensperger and key election experts in a close examination of the implications of election trust on the 2022 Midterm Election.

- Partnered with More Perfect & Issue One
- Key experts from Atlanta Journal Constitution, Emory University, EOLDN, and ACLU

We launched the **Democracy Communications Collaborative** alongside our strategic partner, More in Common.

- **60+ Partner** Organizations Convened
- **8 Convenings** with Partners & Strategic Experts
- **4 Large-Scale Surveys** to Lay Foundational Research

We debuted **ElectProtect**, a proprietary subscription-based platform that powers the democracy-building ecosystem.

- Interactive **Voter Mapping** Capability
- Real-Time Strategic **Messaging Hub**
- Database of Timely Democracy **Research**

2022 Impact Verticals

01	Elevate Truth
02	Improve Elections
03	Promote Democracy
04	Create Political Competition
05	Drive Policy Solutions
06	Strengthen Communities

We use data to solve our country's toughest modern challenges. We provide the research, audiences, and analytics necessary to protect and strengthen American democracy, and that means tackling challenges from multiple angles and verticals.

In 2022, we sought to drive **better representation**, **more effective governance,** and **greater accountability** by pursuing impact across the 6 key issue areas outlined to the left with an ideologically diverse collection of partners tackling the greatest threats to our democracy.

We drive solutions across these verticals through our 5M Framework [**Continued**].

5M Framework

We deploy our framework to drive solutions for democracy

STEP 01

MOVABLE

Focus on the correct audience by identifying which Americans are open-minded about the state of our current democracy.

Example: *Our National Democracy Spectrum segments American voters into three categories (defenders, shifters, and inhibitors) based on voter attributes and democracy beliefs.*

STEP 02

MESSAGES

Discover the ideal information to share with movable audiences by testing which messages resonate with them.

Example: *We conducted a nationwide message test a few months before the 2022 midterm elections which identified messages that improved voters' perceptions of election workers.*

STEP 03

MESSENGERS

Ensure messages are heard by delivering them with the audience's most trusted sources.

Example: *We conducted experiments in AZ and GA that provided insight into which social role archetypes voters trust most and whether authority figures or peers are more effective messengers.*

STEP 04

MEDIA

Reach the intended audience by locating the places best-suited for communicating with them.

Example: *We surveyed American voters to learn which spaces they feel most comfortable communicating in and how social media and streaming habits vary across age groups.*

STEP 05

MOBILIZE

Take action by acquiring the tools to operationalize steps 1–4 and create impact.

Example: *We developed a Resource Allocation Tool that offers modeled guidance on levels of fiscal support needed to ensure campaign success.*

01

Elevate Truth

Understanding mis/disinformation as a critical challenge to our electoral system, democracy, and issues at large, we seek to uncover if it can be mitigated and how.

# Elevating Truth to Tackle the Crisis of Confidence in U.S. Elections

*Election trust is a foundational need for our democracy, without which, we undermine voters, their voice and their power. Citizen launched its Trusted Elections Initiative to deeply understand the ways **mis/disinformation plays into that distrust**, answer critical questions and share our findings with constituencies who need them.*

50% *Of Americans say their trust in elections has declined over the past decade.*

Our Playbook for Trusted Elections

As the election mis/disinformation threat prevails, election workers and those working in and around the election space are left with an endless stream of occasionally conflicting advice on how to address election distrust.

Through months of compounding research, our team investigated key questions on election distrust, particularly what tactics work to address misinformation, who is reachable and how messaging can be used to change minds.

CITIZEN DATA

The American
Democracy Roadmap
**Playbook for
Trusted Elections**

SEPTEMBER 2023
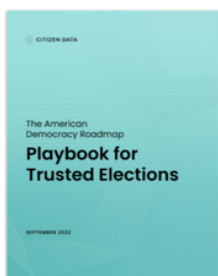
25
Page Playbook

With Trusted
Messengers, Media &
Messages

10
Strategic Partners

Including Election
Experts CEIR and
Maricopa County

500
Playbook Users

Leveraged by election
offices across the
country

Derived from multiple large scale research projects and four in-field survey experiments in Arizona and Georgia pre- and post-election, we created our Playbook for Trusted Elections to measure the impact of real-world misinformation mitigation strategies. Our playbook includes:

- **Mis & Disinformation Best Practices**
- Most effective platforms and channels to reach audiences
- In-depth experiment analyses on real world content from election departments
- Plug and play messaging samples for communications and social media

Among our findings was a clear directive: messaging is only as effective as the person saying it. In order to drive that point, we deployed the comprehensive messenger matrix below so our partners could explore the average trustworthiness rating for each type of messenger.

Trustworthiness rank

Trustworthiness rating (out of 10)

Everyday experts are the most trusted group and would work well as messengers (with some exceptions).

Rank	Messenger	Rating
1	Firefighter	8.02
2	Personal Friend	7.81
3	Doctor	7.53
4	Nurse	7.52
5	Scientist	7.10
6	Veteran	6.98
7	School Teacher	6.82
8	Senior Citizen	6.80
9	Mental Health Prof.	6.78
10	Retired Army Officer	6.54
11	Factory Worker	6.50
12	School Principal	6.49
13	Local Business Owner	6.46
14	Public Health Official	6.46
15	Hairstylist	6.44
16	Construction Worker	6.44
17	Police Officer	6.31
18	Neighbor	6.27
19	Academic	6.24
20	Trainer	6.23
21	Social Worker	6.16
22	Musician	5.90
23	Faith Leader	5.88
24	Election Clerk	5.81
25	Manager	5.69
26	Consultant	5.69
27	University Student	5.68
28	Union Member	5.62
29	Community Leader	5.52
30	Community Activist	5.21
31	State Election Official	5.20
32	Athlete	5.18
33	Foreigner	5.14
34	Lawyer	5.08
35	County Election Official	4.98
36	Journalist	4.71
37	City Council Member	4.44
38	Local Gov. Official	4.37
39	State Gov. Official	4.27
40	State Legislator	4.07
41	Influencer	3.30
42	Politician	2.79

Average = 5.87

6.48

6.05

4.79

4.71

Color represents groupings of similar types of social archetypes.

- Everyday experts
- Community members
- Influential figures
- Official powerbrokers

Influential figures, though well-known, are not well-trusted and are not recommended as messengers.

Official powerbrokers are the least trusted group, though some exceptions could be leaned on as messengers if necessary.

Sources: Citizen Data survey from 07/05/22–07/18/22 among a random sample of 2,051 registered voters in Arizona with a ±2.2% margin of error; Citizen Data survey from 08/07/22–08/16/22 among a random sample of 2,655 registered voters in Georgia with a ±2% margin of error

02

Improve Elections

Election infrastructure is the cornerstone of our democracy, and finding ways to improve the system is critical to ensuring more Americans are heard.

Citizen Data believes **in electoral reforms that improve elections** by empowering more voters, increasing political competition and strengthening the candidate pipeline.

One of the most promising solutions to improve fairness in our elections is Ranked Choice Voting (RCV), which allows voters to rank candidates in order of preference, instead of choosing just one. If a candidate receives more than 50% of first-choice votes, they are the winner. If no candidate earns more than 50% of first-choice votes, then counting continues in rounds. Simply put, RCV gives voters more voice and is a proven way to elect leaders who are actually supported by a majority of voters.

In 2022, we launched an effort with our partners at FairVote to map out the 500 cities most open to supporting RCV across the country.

To do so, our team developed an **RCV Opportunity Index** that uses a series of regression analyses to understand the likelihood of ranked-choice voting passage across American cities. The result was a list of the top 500 cities ripe for ranked-choice voting ballot initiatives or legislation - an analysis that will drive more data-driven decisions around resource allocation and fundraising efforts.
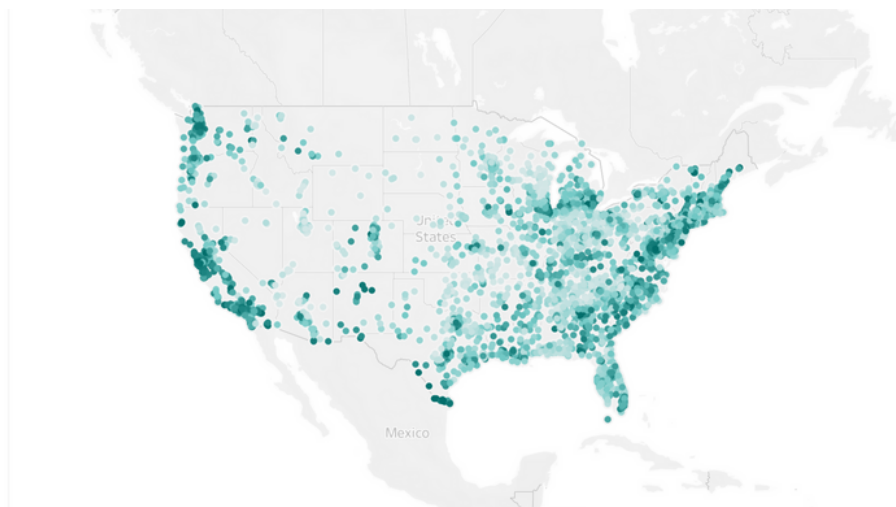
Among Large Cities

#1 **Seattle, WA**
59% Predicted support

#2 **Washington, DC**
62% Predicted support

#3 **Philadelphia, PA**
58% Predicted support

Our combined method of ranking cities in order of strength of baseline support from historical polling and predicted vote share using vote history resulted in a combined rank-ordered list of cities by predicted support for RCV.

Other ways we advanced electoral systems reform in cities and states across the country.

Leveraged proprietary Citizen modeled data in **Alaska** for candidates including Gov. Walker and Sen. Murkowski, testing the full cycle of reform passage and potential political impact.

Assessed and crafted path-to-victory for **Nevada's** Ballot Measure 3 Final Five Voting Initiative and deployed custom modeled data for successful voter targeting.

Explored public sentiment in **Arkansas** towards passing statewide efforts that would have meaningful and direct impact on politics and policymaking.

03

Promote Democracy

With America and its democracy under attack, we expanded our understanding of the electorate and put authoritarianism under a microscope.

*During the eight January 6th Committee hearings, Americans had an unprecedented glimpse into the inner workings of our democracy and democratic institutions, and a closer look at **just how near our democracy came to the brink***.

Studying the Impact of January 6th

In preparation for the Committee's public hearings over the Summer 2022, Citizen Data partnered with a leading non-partisan, anti-authoritarian non-profit Protect Democracy to better understand public perceptions around the January 6th Committee and how the committee hearings impacted vote choice in key battleground states.

Citizen launched a series of experiments to track issue salience, identify key segments, and uncover messaging that could drive concern for and interest in protecting our democracy. We then looked to measure that impact on 2022 Midterm voting behavior.

46%
Impact on Voting Decisions

Among those who have heard of J6 committee and believe it is legitimate, almost half say the hearings directly impacted their voting decisions.

16%
Increase in Legitimacy

After the first series of hearings, we found a 16% increase in Americans who viewed the January 6th committee as legitimate and that its recommendations should be taken seriously.

28%
Increase in Democracy Concern

Each increase in exposure (scale 1-7) to the hearings was associated with a 28% increase in the probability an individual ranked "protecting elections" as one of their top three issues.

Our findings—as covered in the New York Times—suggest that the Committee's influence on increasing democracy concern had an **outsized impact on vote choice** during the 2022 Midterm elections. Nearly a third of ticket splitters in key battleground states including GA, MI, WI, AZ and PA cited a concern that G.O.P. candidates held views or promoted policies "that are dangerous to democracy."
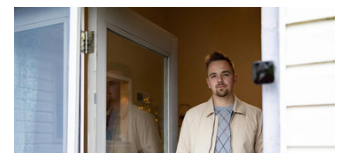
The New York Times

How the Worst Fears for Democracy Were Averted in 2022

Deeply Understanding the American Democracy Spectrum

*We partnered with pro-democracy reform groups including <u>More in Common</u> and <u>Issue One</u> to deeply understand the electorate and construct a nonpartisan narrative around the state of our democracy that could preach **beyond the choir.***

Using multiple large-scale (4000+) surveys, we modeled the American electorate on democracy beliefs to establish a unified definition of a **National Democracy Spectrum** our partners could leverage in voter targeting efforts.

21%	60%	19%
DEMOCRACY DEFENDERS (43 million Americans)	**DEMOCRACY SHIFTERS** (122 million Americans)	**DEMOCRACY INHIBITORS** (37 million Americans)
CORE TENETS	**CORE TENETS**	**CORE TENETS**
Trust in democracy; ready to help reduce division	Open-minded but need to be better informed	Angry and distrustful of others and/or democracy
BELIEFS HELD	**BELIEFS HELD**	**BELIEFS HELD**
★ Respect and curiosity for the other side ★ High trust in 2024 election ★ See January 6th as unjustified ★ Willing to help reduce division ★ Trust in nonpartisan and personal news sources	★ Respect toward the other side ★ Some guardedness ★ Have some doubts about 2024 ★ See January 6th as partially or fully justified ★ Trust in personal and partisan news sources	★ Angry and lacking respect for the other side ★ Mixed trust in 2024 ★ Polarized views on January 6th ★ Mixed trust in news sources
DEMOGRAPHICS	**DEMOGRAPHICS**	**DEMOGRAPHICS**
More so than the average voter, they are: ★ 18 to 34 ★ Women ★ High school graduates ★ Black/Hispanic	*More so than the average voter, they are:* ★ 35 to 54 ★ Men ★ Mixed education ★ White	*More so than the average voter, they are:* ★ 65 plus ★ Women ★ College graduates ★ White
TACTICS NEEDED	**TACTICS NEEDED**	**TACTICS NEEDED**
REACH	**EDUCATE**	**MITIGATE MISINFORMATION**

To go beyond our deep insights on the American Democracy Spectrum & expertise in qualitative research, we sought to:

1 **Gain a deeper understanding of American perceptions of democracy**

2 **Gather insights into which types of messages are most compelling to those with doubts about elections**

Using a unique research design of online focus groups of participants in battleground states with a balanced composition of conservatives who have faith in our elections and those with some doubts about election security, we:

- Explored nuanced positions on trust and distrust in elections
- Obtained a deeper understanding of which messages, messengers, and actions hold the greatest potential for enhancing trust
- Tested reactions to specific messaging on election security

Our findings provided partners with data on which particular words and themes most resonate with people and which emotions are evoked. This will help to inform our partners' ongoing messaging and communications going forward.

Key Learnings

- Nuanced understandings around election sentiments
- Individuals more receptive to forward-looking messaging
- Importance of humanization and familiarity in strengthening trust in elections—individuals felt **local and state elections are more trustworthy than national ones**

- **Commonsense** and **fairness** were particularly appealing words
- Themes of restoring the core values of American democracy, empowering everyday Americans, and giving everyone an equal say received passionate agreement

Mike Melanson
Project Lead for New Democracy Narrative

"I was particularly impressed with the way Citizen moderators guided the focus groups. They had a special touch and managed to connect with participants without being intimidating, allowing them to really open up."

04

Create Political Competition

In order for elected officials to adequately reflect the will of the people, we need more diverse candidates in the race and more opportunities for competition.

A Path To Victory For Democracy

In 2022, Democracy was on the ballot in many elections across the country, and Citizen Data was on the front lines. Key campaigns that over-performed in this year's midterms elections were powered in part by Citizen's data, insights and messaging support.

Our campaign partners sought to deploy strategies to engage voters nationwide, with our voter and modeled data being deployed to all 50 states this year. Ultimately, their work to educate and turn out voters for pro-democracy candidates and causes was critical to defining the political landscape and shaping the outcomes observed this year—a substantial rejection of election deniers running in races for Congress, Governor and Secretary of State across the country.

Our Political Tenets

Core beliefs that govern our engagement.

Competition Strengthens Democracy

Voters Come First

Campaigns Drive Civic Engagement

Extremism Weakens Democracy

Citizen deployed data, insights and analysis to races across the country, amounting to:

10+ Political Partners	20+ Individual Races	15+ States

2022 Key Highlights

Arizona

Our modeled data was used for targeted outreach and mobilization in support of pro-democracy candidates for Governor and Secretary of State, respectively. Both Katie Hobbs and Adrian Fontes went on to defeat their election-denying opponent.

Pennsylvania

Citizen Data's path to victory analysis and predictive models were deployed for the general election to persuade and mobilize conservatives in Pennsylvania's 8th Congressional District against election denier Jim Bognet.

Colorado

In Colorado's 3rd Congressional District, our predictive polling and strategists saw an uphill but plausible path to victory in the General Election against Lauren Boebert. Partners on the ground used that data to deploy an experimentally designed-text campaign which proved effective at driving turnout amongst low-propensity nonpartisans for Boebert's opponent.

Battleground States

In AZ, AK, MI, NV, WI, VA, and UT our modeled data was leveraged by Adam Kinzinger's PAC—Country First— for GOTV targeting in support of pro-democracy candidates.

Success of Ballot Measure 3 Campaign in Nevada

*Citizen Data partnered with Nevada Voters First and the Institute for Political Innovation to determine the viability of advancing landmark reform — nonpartisan primaries and ranked choice voting general elections — on the state's 2022 ballot, giving more options to voters and thus, **better representation**.*

CHALLENGE

A strong opposition campaign from the start emphasized the need for a true cross-partisan effort.

SOLUTION

We constructed a custom large-scale survey and model to accurately determine the measure's chances of success and a path to victory.

RESULTS

- Proved viability of BM3 campaign to galvanize necessary investments
- Deployed modeled data in campaign
- **Ballot measure passed with 52.9% of the vote** *(read more about our work on the BM3 campaign here)*

"Citizen Data is the trusted partner for data, messaging, and audience targeting for nonpartisan election reform and for Final Five Voting. We knew that the breadth of data and expertise would be instrumental in building the plan to pass FFV in Nevada."
- Sylvie Doppelt, Managing Director, Institute for Political Innovation

05

Drive Policy Solutions

Some issues are bigger than politics. For those that threaten our communities most, we seek to level up cross-partisan solutions for all Americans.

Apart from our work on the structural issues that face our democracy, we also seek to leverage our insights and data to drive impact on the most pressing issues of our time, from combating climate change to elevating unity in the wake of the war between Ukraine and Russia.

Climate Change and Deliberative Democracy

This summer, we had the unique opportunity to work alongside Net Zero Together—a project of sustainability nonprofit California Forward—and
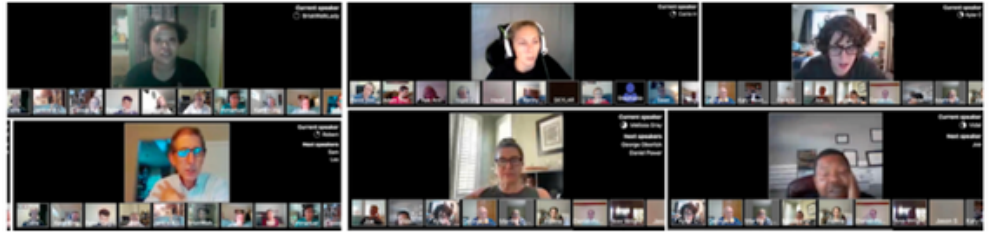
Stanford's Center for Deliberative Democracy to help recruit and engage Americans around the country to participate in constructive civic deliberation around climate change.

These online civic deliberation (or "Deliberative Democracy") sessions were a follow up to the America in One Room project—one of the most significant political experiments in U.S. history —and **provided a proof of concept that the deliberative effect can be scaled to many more Americans through repeated online convenings over time.**

Our Role

Citizen's modeled "Bridge Builders" and "Climate Concerned Conservatives" universes, in addition to our messaging recommendations, were leveraged to hone targeting efforts for these pilot conversations.
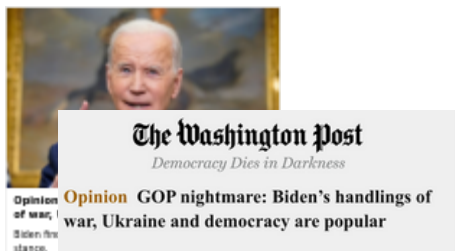
Impact

Americans who participated in deliberation formed a strong bipartisan consensus for doing more to combat climate change. The most extreme policy proposals lost support in favor of bipartisan solutions.

Executing on rapid research and analysis, Citizen has maintained a consistent pulse on American sentiment around some of the most pressing events 2022 had to offer. Our insights have been cited across publications and used to drive policy decisions and impact in real time.

War in Ukraine and Impact on American Democracy

We surveyed Americans immediately after the war broke out in Ukraine. **Our timely research demonstrated that support for Ukraine transcends political divides.** Statements made by President Biden, President Zelenskyy, Senator Bernie Sanders and Senator Mitt Romney were strongly supported by respondents on both sides of the aisle while statements from political figures excusing Putin's behavior were overwhelmingly rejected.

The Washington Post
Democracy Dies in Darkness

Opinion **Opinion** GOP nightmare: Biden's handlings of war, Ukraine and democracy are popular

"Collectively, this data suggests the Ukraine war may have strong implications for American politics and support for democracy more generally." (Jennifer Rubin, LINK)

Politicization of the Supreme Court

We surveyed Americans in the wake of the U.S. Supreme Court Roe v. Wade reversal. **Our findings spurred conversation and illuminated voter motivations in the lead-up to the 2022 Midterm Elections,** revealing:

1. A majority of Americans strongly disagree with the Court's ruling.
2. Nearly half of Americans see SCOTUS as politically-motivated.
3. Americans say they are more likely to show up for the 2022 midterm election.
4. There is strong support for reforms to the court, including a new code of conduct and 18-year term limits.

Pennsylvania ★ Capital-Star

Poll: Americans disapprove of end of Roe; want to see Supreme Court reformed | Thursday Coffee
The high court's ruling has galvanized voters ahead of 2022's consequential mid-term elections

"Despite that dissatisfaction with the high court's ruling, and the desire to see it reformed, a majority of Americans (51 percent) still said the court is an important institution for a healthy democracy." (JOHN L. MICEK, LINK)

06

Strengthen Communities

While political polarization divides us, we've continuously
engineered solutions to challenge the status quo.

Bridging Divides

Driving change requires bringing new voices to the table. In 2022, Citizen worked with key partners to identify new audiences that can be mobilized to solve problems, open minds and ultimately, change perspectives.
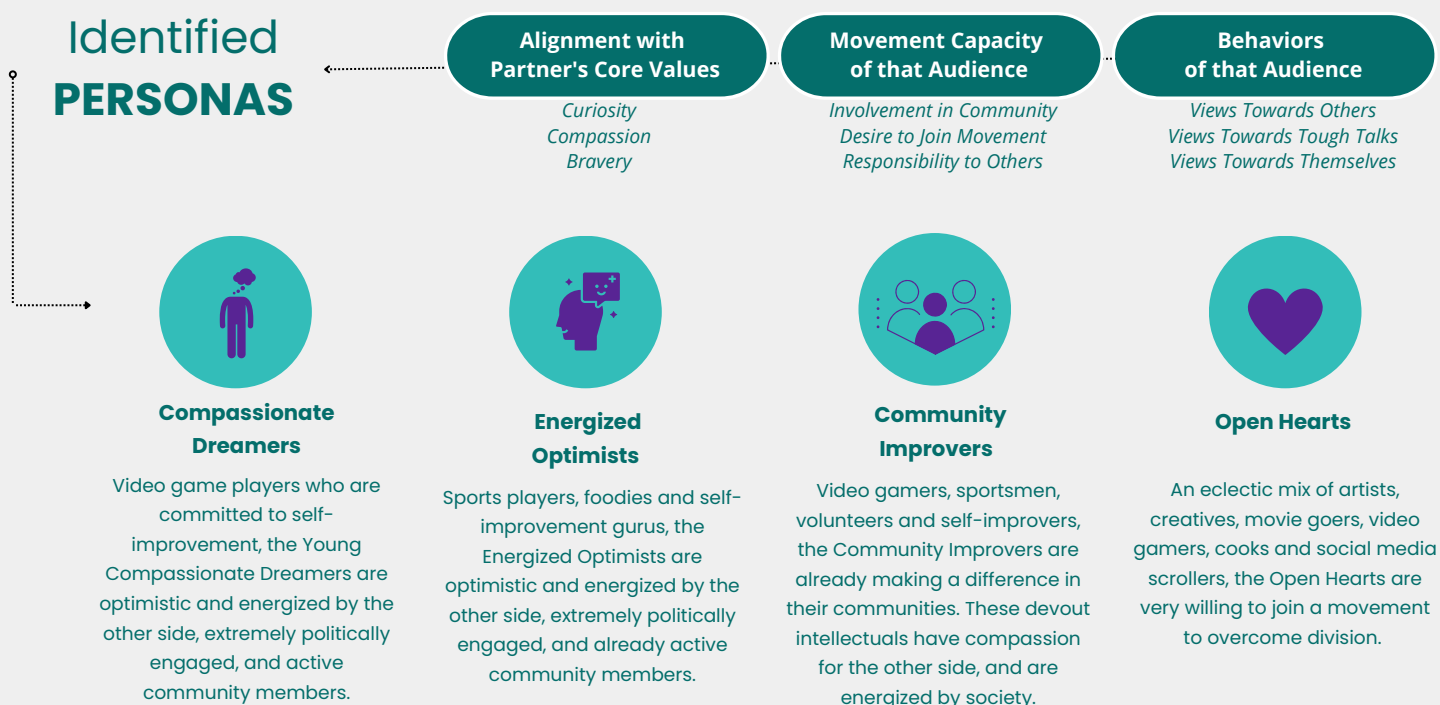
50%
of Americans
Are willing to join a movement to reduce division

A deeper understanding of who those audiences are was critical to understanding how to reach them.

Working with our bridge-building partner, Starts with Us, we used a variety of questions to identify prospective audiences, like *alignment with our partner's values.* Analyzing these traits amongst individuals who are currently alienated from their own communities enabled us to unlock our **Persona Product**, *4 key personas (below),* that can be used for targeted outreach, increasing diversity and expanding impact for our partner.

Persona Product Development

Utilizing a combination of survey questions and analysis, we were able to extract up to 10 unique audience profiles for our partner, **with 4 strategic recommendations** of audiences ready to join their movement.

Identified
PERSONAS

Alignment with Partner's Core Values
Curiosity
Compassion
Bravery

Movement Capacity of that Audience
Involvement in Community
Desire to Join Movement
Responsibility to Others

Behaviors of that Audience
Views Towards Others
Views Towards Tough Talks
Views Towards Themselves

Compassionate Dreamers
Video game players who are committed to self-improvement, the Young Compassionate Dreamers are optimistic and energized by the other side, extremely politically engaged, and active community members.

Energized Optimists
Sports players, foodies and self-improvement gurus, the Energized Optimists are optimistic and energized by the other side, extremely politically engaged, and already active community members.

Community Improvers
Video gamers, sportsmen, volunteers and self-improvers, the Community Improvers are already making a difference in their communities. These devout intellectuals have compassion for the other side, and are energized by society.

Open Hearts
An eclectic mix of artists, creatives, movie goers, video gamers, cooks and social media scrollers, the Open Hearts are very willing to join a movement to overcome division.

Summary

We drove impact across 6 key verticals in 2022 in an effort to bring better representation, more effective governance and greater accountability for our elected leaders.

| Vertical	Objective	2022 Highlights
Elevate Truth	*Facilitate free and fair elections and inoculate voters against misinformation.*	• Released landmark **Trusted Elections Playbook** and invested in research to understand the best way to address election disinformation • Looked at how Americans perceive election workers and **effective message themes** to promote their work
Improve Elections	*Drive home election improvements and reforms that give more voters more power.*	• Launched **ElectProtect** beta to power democracy building ecosystem to ensure free and fair elections • Tested how nonpartisan voter education content around **Final Five Voting in Alaska** impacted voter turnout and ease of participation • Polled appetite for **electoral reform in Arkansas**
Promote Democracy	*Strengthen our democracy amongst key audiences and protect it from authoritarian forces.*	• Created and organized **Democracy Communications Collaborative** to coordinate on research, targeting, messaging, and content • Built **interactive dashboards** for survey data exploration • Created **National Democracy Spectrum segmentation** • Organized **webinars in 5 battleground states** and presented J6 Committee research with Protect Democracy
Create Political Competition	*Electing better leaders by countering extremists and elevating pragmatists at the local, state, and national level*	• Data deployed for **more than 20+ races** this year from Arizona to West Virginia. • Developed **Path to Victory Report** product for campaigns • Predictive models used in successful **Nevada Ballot Measure 3** campaign
Drive Policy Solutions	*Continue advancing policy solutions that improve lives in cities and states across the country.*	• Deployed **repeatable/scalable RCT experimentation** • Engineering **state-and-local climate solutions** advocacy with Net Zero Together • Identified **500 prime city targets for RCV** ballot measures
Strengthen Communities	*Bridge cultural and political divides in order to drive common ground policy solutions*	• Helped re-focus democracy reform field's efforts to devote resources to **"moveable" Americans** • Engineered dashboard for P.A.C.E. to explore Citizen's research and launch **Civic Language Perception Project** • Launched **Persona Development Product** to provide bridge building partners with key audiences for expansion

Looking Ahead

In 2023, we will continue to expand our team, our partnerships, and thus, our impact. We will release new products geared at improving outcomes in our key verticals and beyond, understanding that a healthy democracy goes well beyond elections and begins when we unlock opportunities for every American to flourish.

Expanding Our Definition of Democracy

We understand that democracy goes well beyond what happens at the ballot box. In 2023, we will expand our impact beyond elevating truth, improving elections, promoting democracy and creating political competition to look at the various economic, technological, special interest and demographic influences that influence our democracy.

To quote our partners at the Democracy Fund, "our democracy is a complex, imperfect system. It is a work in progress that requires the constant rebalancing of competing values and priorities. Our republic has proven itself to be resilient, but it nonetheless requires dedicated and ongoing attention — a fact that feels deeply relevant in our current political climate."
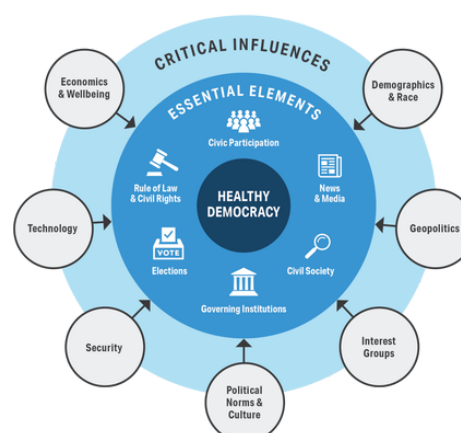
SOURCE: _The Democracy Fund's Healthy Democracy Framework_

As we pursue new avenues to bring our data further around the sphere of democracy — from the environment and government to the various issues that divide us — we welcome ideas and strategic partnerships that will allow us to drive impact for Americans across the nation, together.

Citizen Data's 2022 impact wouldn't be possible without strategic partnerships.

Thank you to the partners below and the many others not listed.

CITIZEN DATA

Acknowledgements

Citizen Data
P.O. Box 66298
www.CitizenData.com
info@citizendata.com