



Sioux Falls Civic Engagement and Voter Registration

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Project Background

Objectives

- Voice concerns of underrepresented citizens of Sioux Falls through registering voters
- Identify areas of Sioux Falls where voter registration is relatively low

Outcomes

- Interactive map
- Hypotheses on why voter registration varies throughout Sioux Falls, and areas to focus outreach
- Civic engagement connection to voter registration

Demographics of Interest

- Gender
- Age
- Race and Ethnicity
- Education
- Median Household and Family Income
- Homeowners and renters
- Housing Units
- Occupation
- Language Spoken by Household
- Nativity
- Period of Entry into the U.S.

What is Civic Engagement

Three Major Measures

Voter Participation

- Voter Turnout
- Voter Registration

Political Engagement

- Influencing how others vote
- Wearing a campaign button or sticker
- Giving money to a political campaign
- Attending political meetings
- Trust in government and news
- Civic and U.S. history education

Group Affiliation

- Political parties
- Religious groups
- Unions
- Community organizations
- Civic pride
- And many other small groups (book clubs, bowling leagues, etc.)



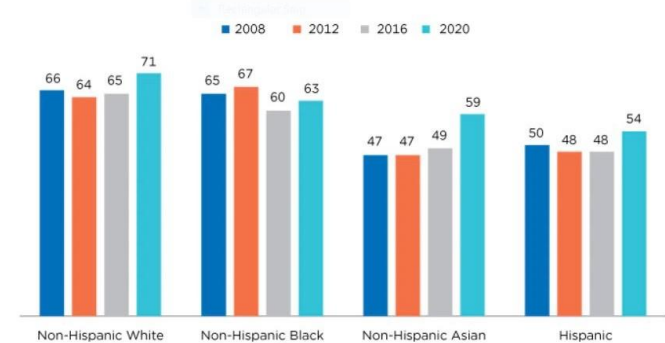


Voter Participation

Nationally

- Voter participation increased 5% or 17 million people between 2016 and 2020 presidential elections (Atwell et al., 2021)
- Voter participation for 18 to 34 years old increased by 8% from 2016 to 2020 (Atwell et al., 2021)
- 63% of women voted in the 2020 election compared to 59% of men (Igielnik, 2020)

Voter Turnout by Race and Hispanic Origin, Presidential Elections 2008-2020
(Percentage of citizens 18 and over)



Fabina, 2021

Statewide

South Dakota and
Minnehaha County

Average Voter Turnout for 2020 Presidential Election

- Minnehaha County's - 74.42% of registered voters (South Dakota Secretary of State, 2021)
- South Dakota - 73.88% of registered voters (South Dakota Secretary of State, 2021)
- United States - 66.8% of citizens 18 and older, the highest voter turnout of the 21st century (Atwell et al., 2021)
- South Dakota - 58.5% of citizens 18 and older (United States Census Bureau, 2021)



Sioux Falls

- Sioux Falls had 28,801 voters for the 2020 primary
- 88,831 voters for the actual 2020 presidential election
(South Dakota Secretary of State, 2022)
- 18,740 people voted in the 2016 primary election
- 72,249 people voted in the 2016 general election
(South Dakota Secretary of State, 2022)





Political Engagement

Statewide Political Engagement

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Voting in elections	3.4%	0.3%	2.3%	5.7%	88.3%
Becoming informed about issues in order to influence others	2.5%	0.9%	3.3%	14.7%	78.7%
Promoting political or social causes via social media	25.5%	13.5%	19.1%	21.6%	20.3%
Personally contacting influential people, such as writing a letter to your representative	13.5%	13.2%	17.3%	36.5%	19.5%
Participating in public protest, march, or demonstration	42.0%	15.7%	15.3%	16.2%	10.8%
Giving money to a candidate or cause	22.8%	15.4%	17.9%	25.9%	18.0%
Working on or for a political campaign	27.5%	20.8%	23.4%	20.7%	7.5%
Running for political office	57.8%	16.5%	14.5%	6.8%	4.4%

(Nordyke, 2021)

Political Engagement

Trust in Institutions

	South Dakota Respondents		National Sample
	% reporting no confidence	Mean	Mean
The Executive Branch	42.2%	2.1	2.3
Congress	41.0%	1.9	2.1
The Courts	20.2%	2.5	2.7
The Military	3.7%	3.4	3.2
State Government	20.9%	2.6	2.6
Local Government	10.5%	2.9	2.8
Local Police	5.8%	3.3	3.0
Colleges and Universities	18.5%	2.7	2.9
Political Parties	39.6%	1.9	2.1
The Press	54.4%	1.8	2.5

(Nurdyke, 2021)

Political Engagement in Sioux Falls

- Overall confidence in Sioux Falls government is 64% positive
- Only 11% of people in Sioux Falls attended public meetings in 2021, but 53% watched the meetings online
- Adult educational opportunities were rated as good or excellent by 71% of people surveyed
 - K-12 education was also rated as good or excellent by 80% of respondents



Group Affiliation

Religious Groups

Nationally

- Some of the largest civic groups in the United States are religious organizations.
- The majority of the religious population in the United States identify as Christian
- The number of religious Americans has been decreasing.
- 78.4% of Americans described themselves as Christian 2007 survey
- Only 70.6% of Americans described themselves as Christian in 2014

(Pew Research Center, 2015)

Statewide

- South Dakota ranks at the 16th most religious state in the country
- 57% of South Dakotans say religion is very important in their lives
- Only 36% of South Dakota adults attend worship services at least weekly

(Lipka & Wormald, 2016)

Political Party

- Political parties in the United States have become increasingly polarized
- The results of a 2021 CBS News poll, reported in the Civic Health Index, showed that over 50% of Republicans and 40% of Democrats think of the opposing political party as “enemies” (Atwell et al., 2021)

	Republican	Independent	Democrat
Very Serious Threat	40.7%	25.4%	19.2%
Somewhat Serious Threat	27.9%	26.8%	29.8%
Minor Threat	14.6%	16.9%	25.0%
No Threat	12.8%	26.1%	21.2%
Don't know	4.0%	4.9%	4.8%

(Nordyke, 2021)

Group Affiliation in Sioux Falls

- 65% of respondents rated connection and engagement with their community as excellent or good (Polco's National Research Center, 2021)
- Opportunities to participate in social events and activities in Sioux Falls was rated as excellent or good by 73% of respondents, and community pride was rated at 70% (Polco's National Research Center, 2021)
- However, only 58% of respondents rated Sioux Falls as good or excellent in being open to people of diverse backgrounds (Polco's National Research Center, 2021)

Please rate each of the following characteristics as they relate to Sioux Falls as a whole.
(% excellent or good)



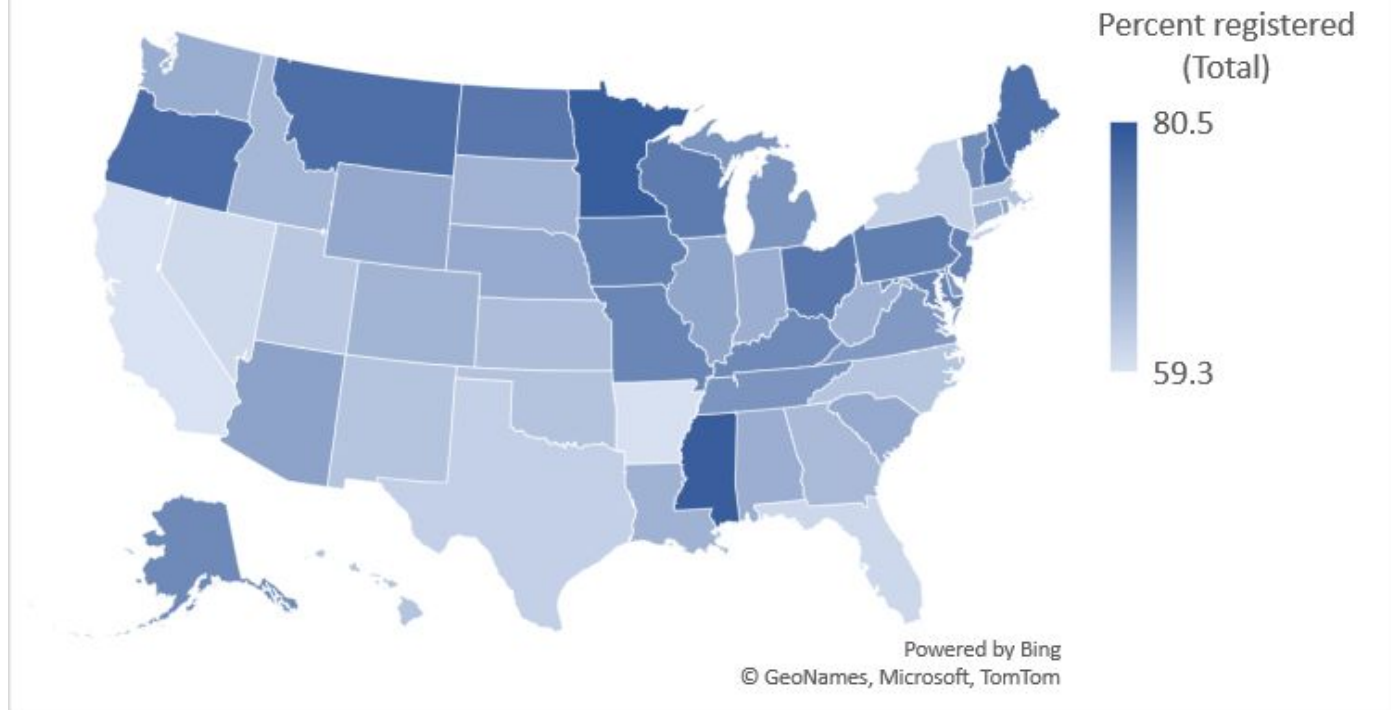
* Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

(Polco's National Research Center 2021)



Voter Registration Demographics by State

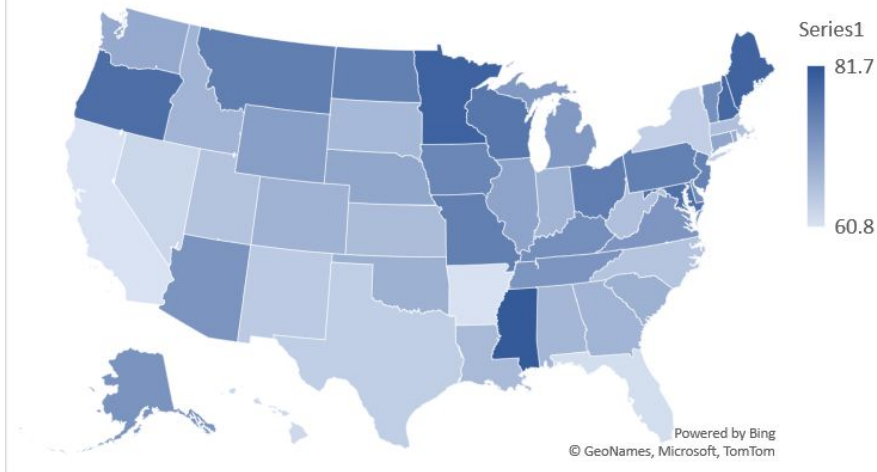
Percentage of Total Population Registered



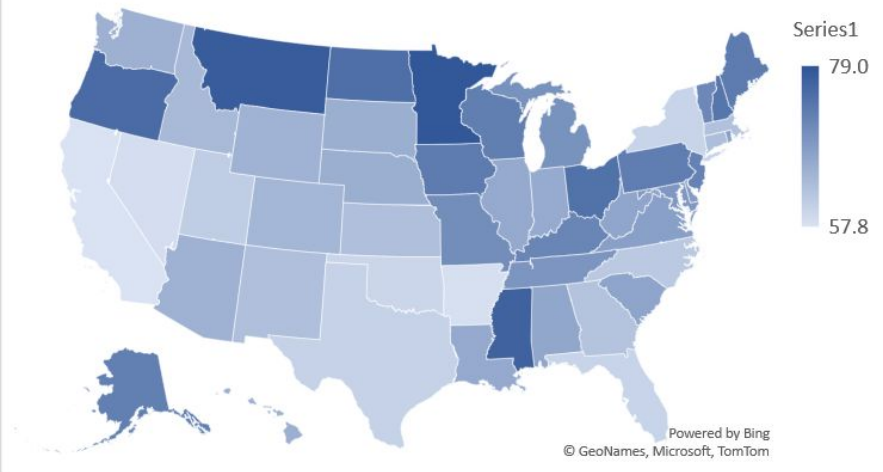
(United States Census Bureau, 2021)

Gender Related Differences in Voter Registration

Percentage of Female Population Registered by State



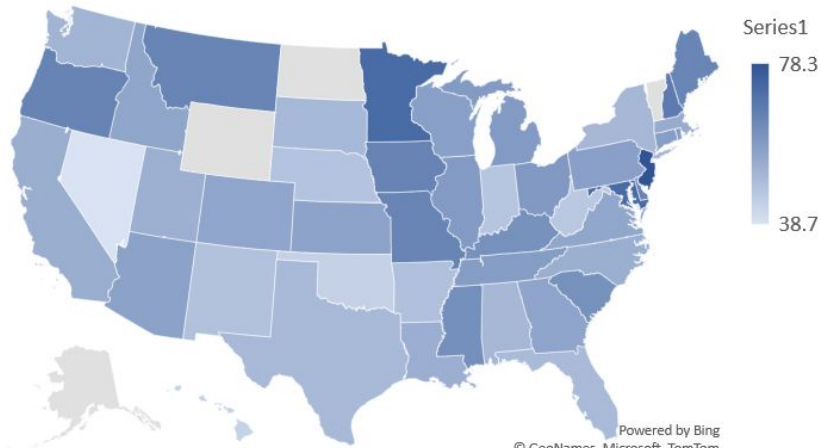
Percentage of Male Population Registered by State



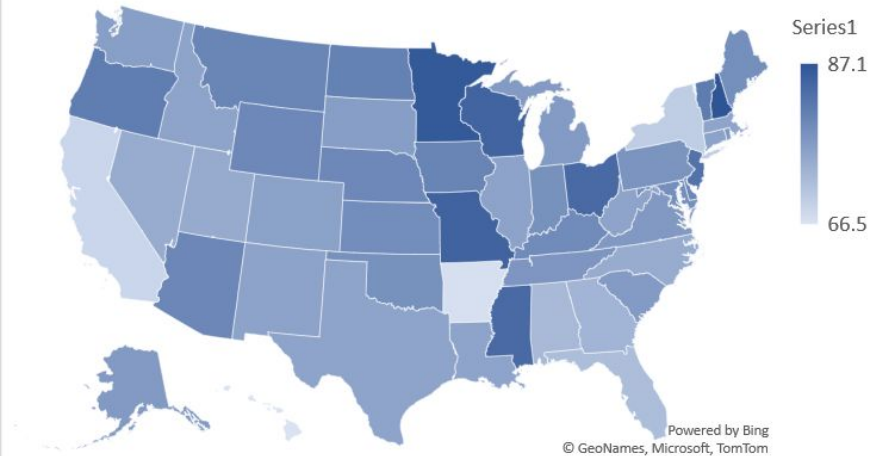
(United States Census Bureau, 2021)

Age Related Differences in Voter Registration

Percentage of 18-24 Year Olds Registered by State

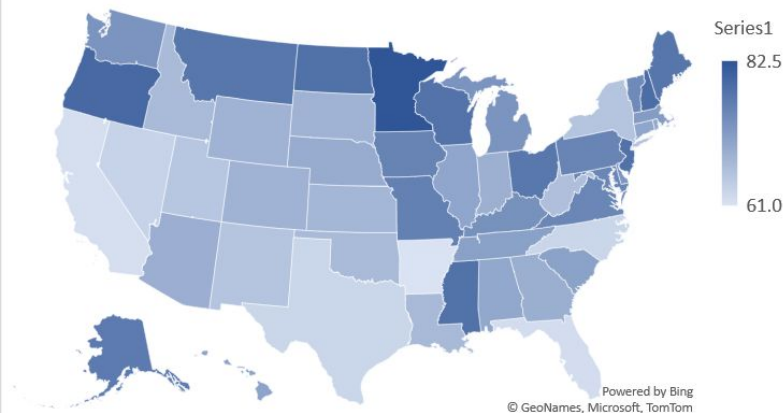


Percentage of 65+ Year Olds Registered by State

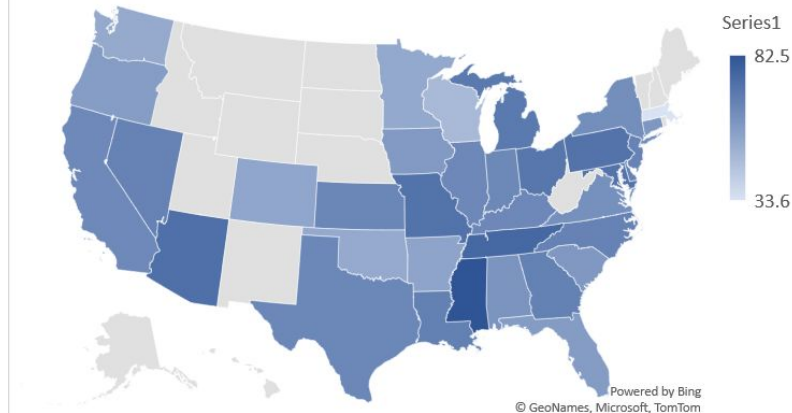


(United States Census Bureau, 2021)

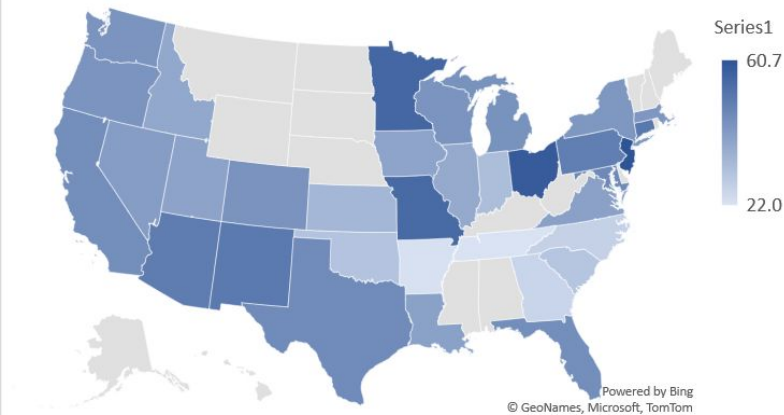
Percentage of White Population Registered by State



Percentage of African American Population Registered by State



Percentage of Hispanic Population Registered by State



Race Related Differences in Voter Registration

(United States Census Bureau, 2021)



Maps and Analysis

Data and Methods

Data

We received our demographic data from the 2020 American Community Survey to create the maps that follow. The estimates presented in this report are based on a five-year period of data collection, from 2016 - 2020. The American Community Survey is administered by the United States Census Bureau to gather more detailed and frequent demographic information about the American public than is gathered by the decennial census. This information is then presented to the public through a series of tables. We have added an appendix that includes table numbers for each data set that has been used to create the maps.

Our data for voter registration comes from the registered voter file for the city of Sioux Falls, South Dakota, and was obtained from the Minnehaha county auditor. The voter registration list, received on April 5, 2022, contained records for registered voters current as of 2022.

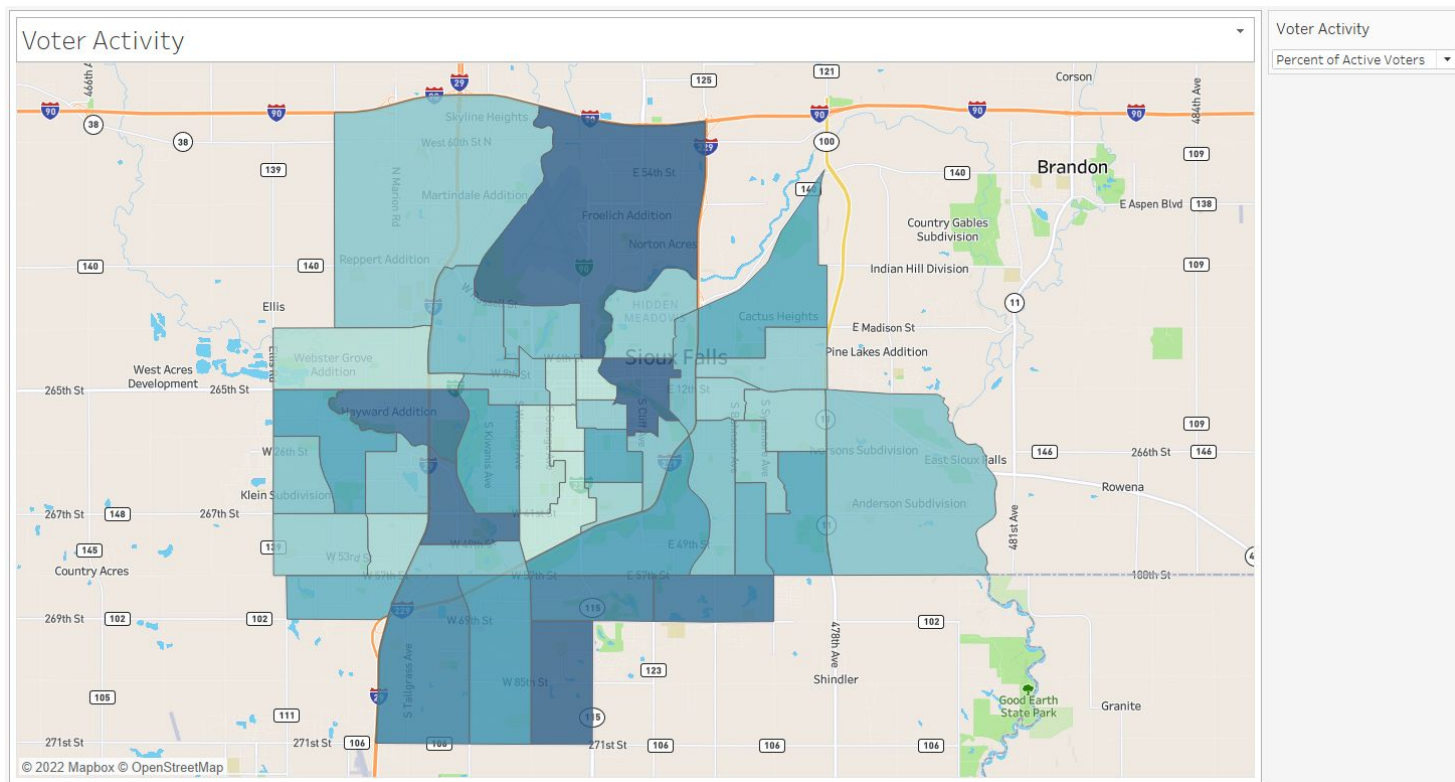
Methods

First, we geocoded registered voter addresses (mapped to latitude and longitude coordinates) using the Census Bureau's geocoding service (available online at <https://geocoding.geo.census.gov/>). This made it possible to determine which Census tract each voter lived in, then to count the number of registered voters in each tract. Using QGIS, we mapped the addresses of active registered voters. Then we calculated the number of active registered voters located within each Census tract. It should be noted that the number of registered voters is current as of 2022, whereas our demographic information comes from data collected from 2016 through 2020. Additionally, some registered voters may no longer live at the address recorded in the voter registration file; it is possible they have moved to a different neighborhood or even out of state without updating their voter registration records here. As a result, all data should be considered a best estimate, but subject to error. Finally, we compared voter registration and voter history to demographic variables for each Census tract. The results of those comparisons are presented as scatter plots in the accompanying slide presentation, as well as maps. Readers should keep in mind that all comparisons are among Census tracts, not among individuals.

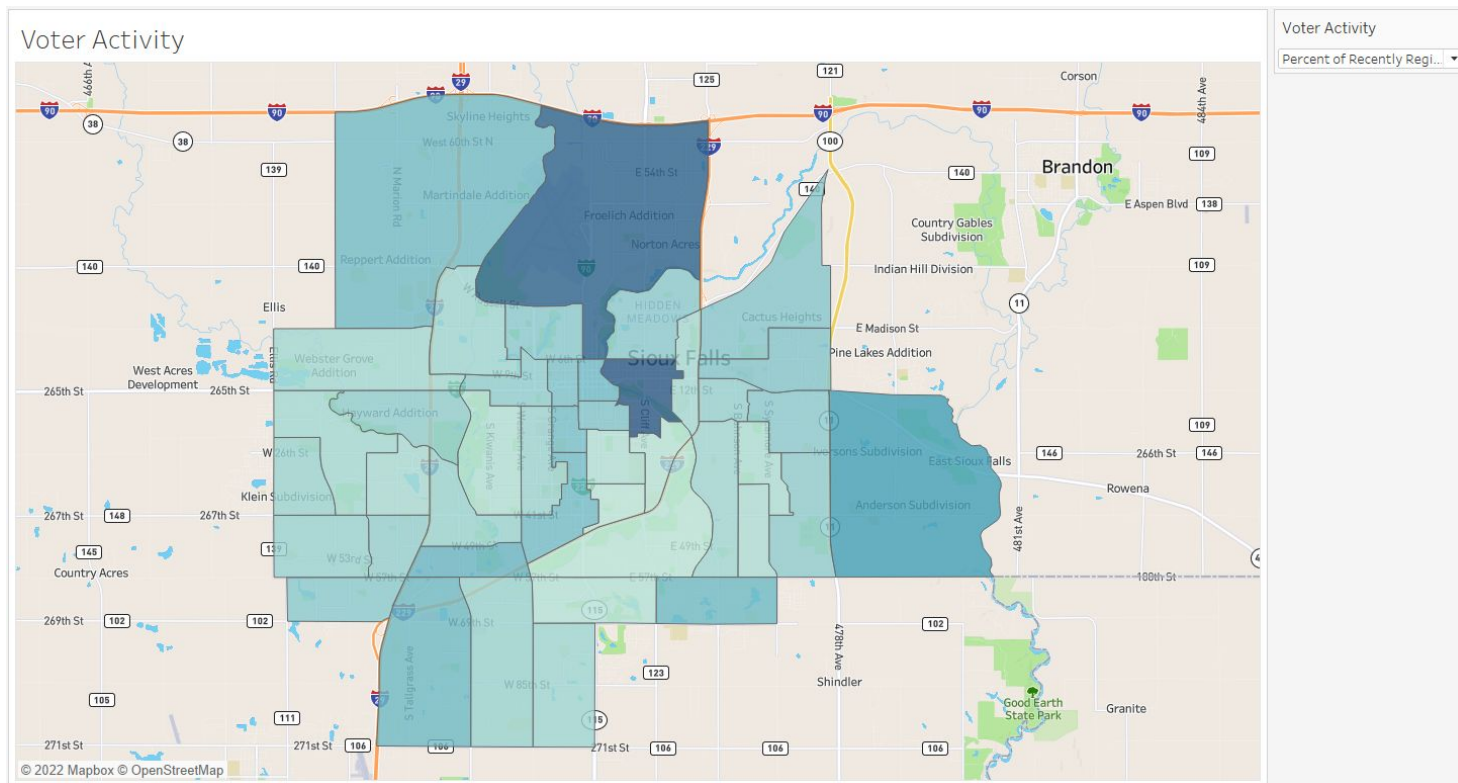


Voters

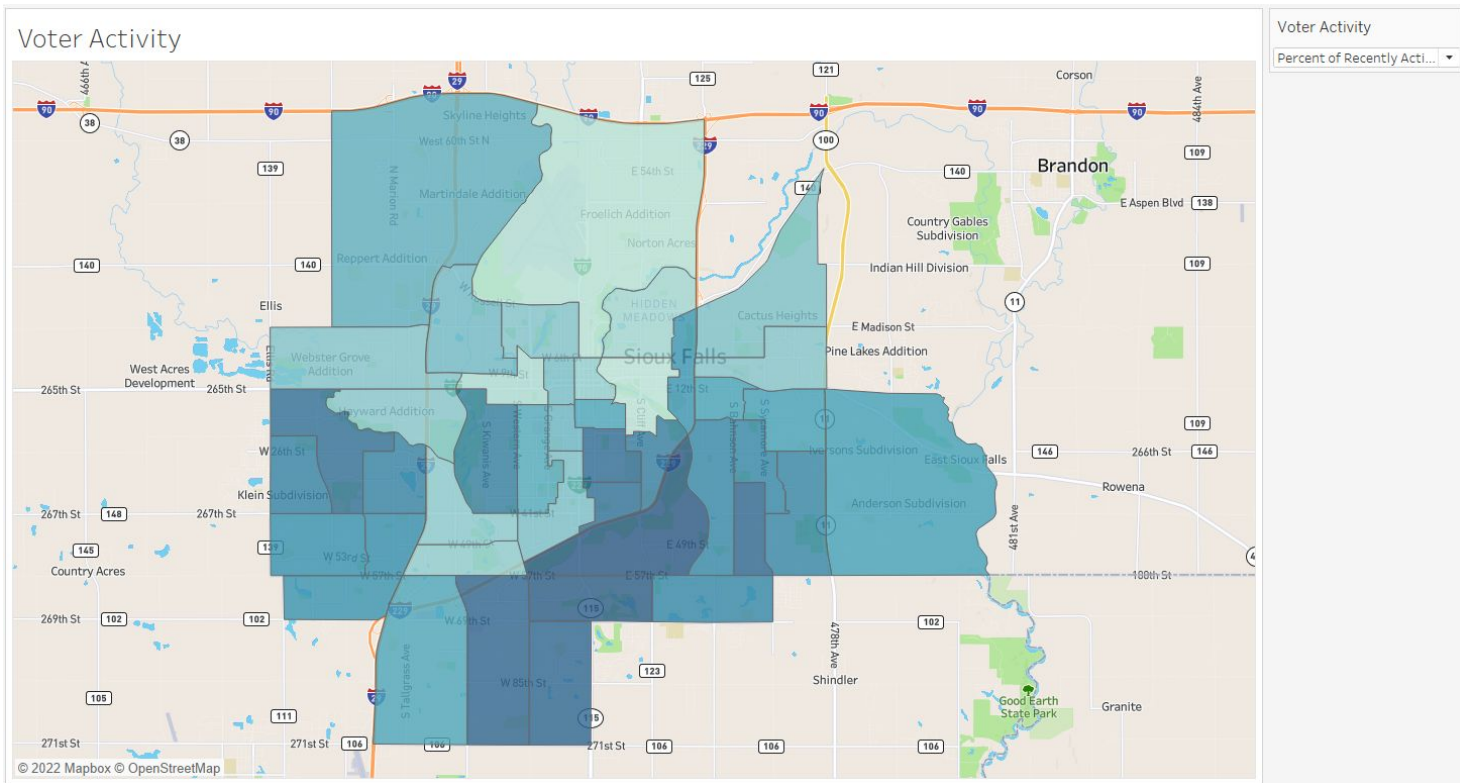
Active Voters



Recently Registered Population



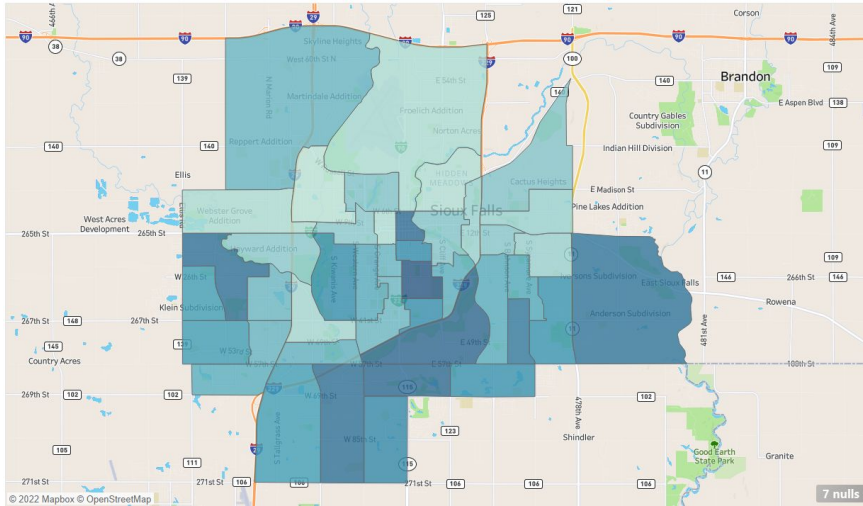
Recently Active Voters



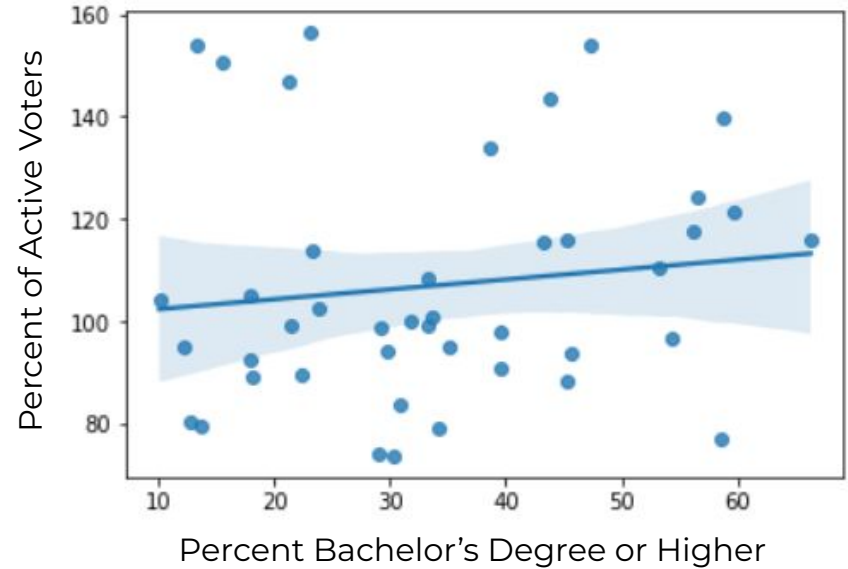


Education

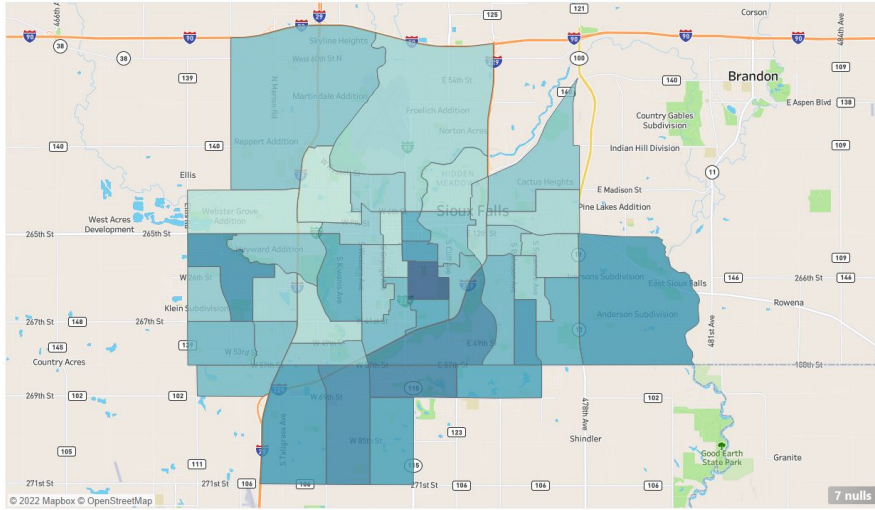
Bachelor's Degree or Higher



Percent Bachelor's Degree



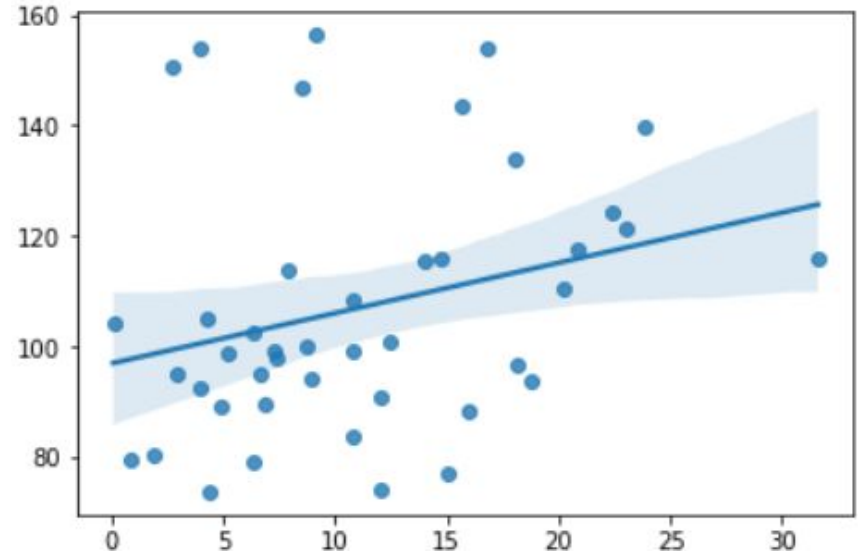
Professional Degree



Percent Professional Degree



Percent of Active Voters

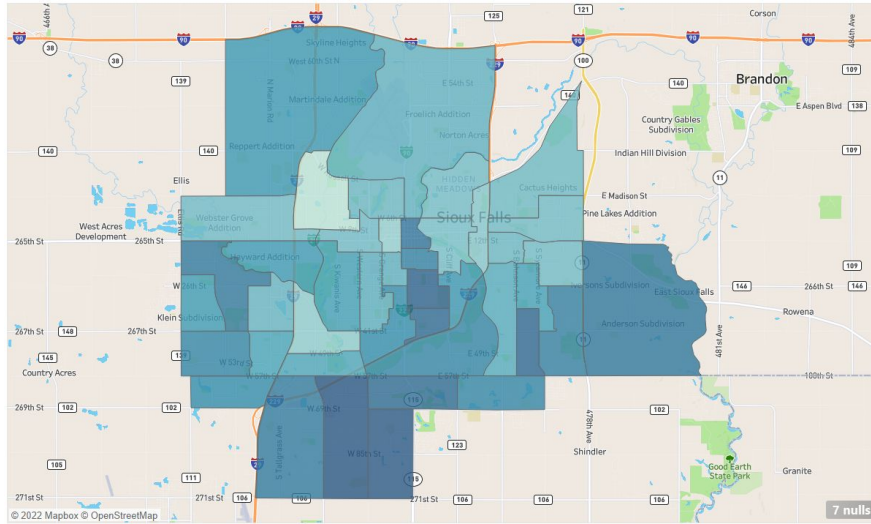


Percent Professional Degree

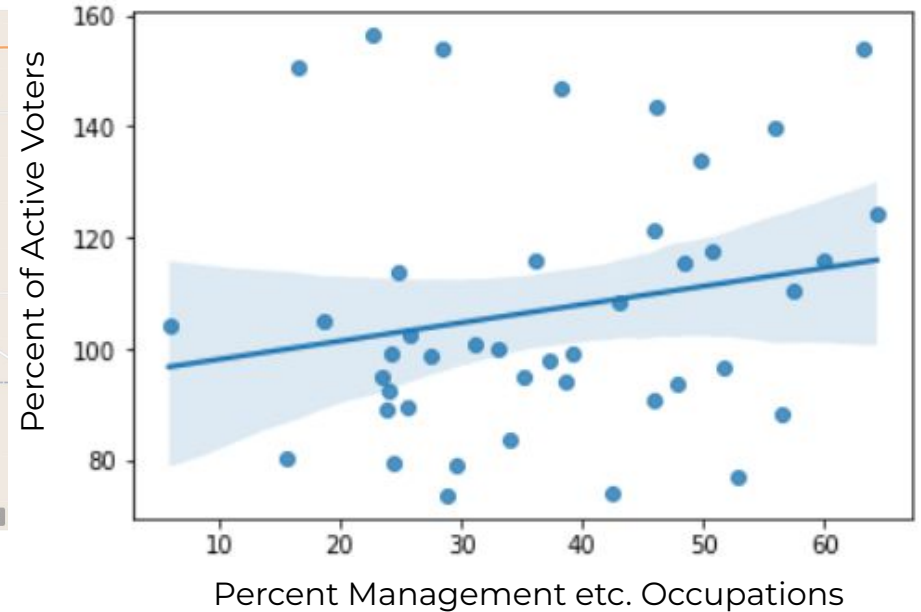


Occupation

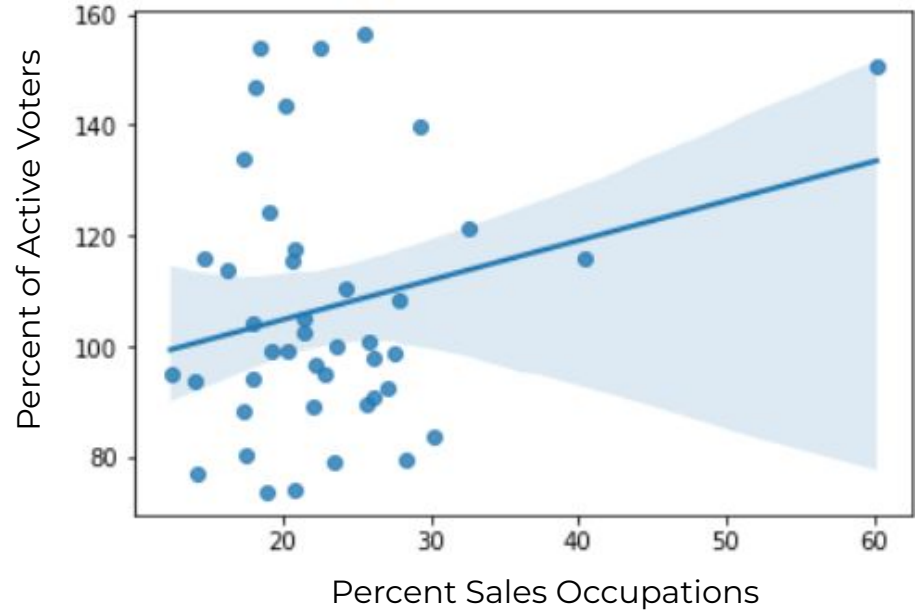
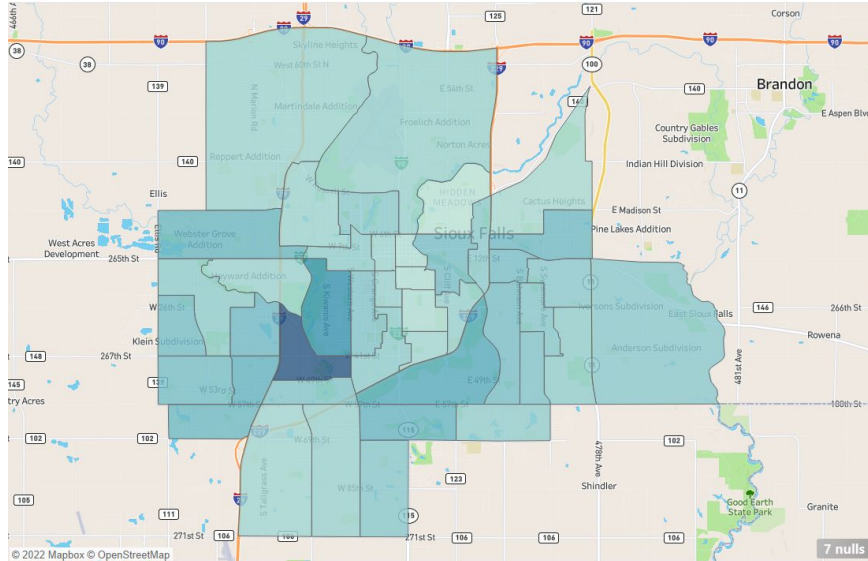
Management, Business, Science, and Arts Occupations



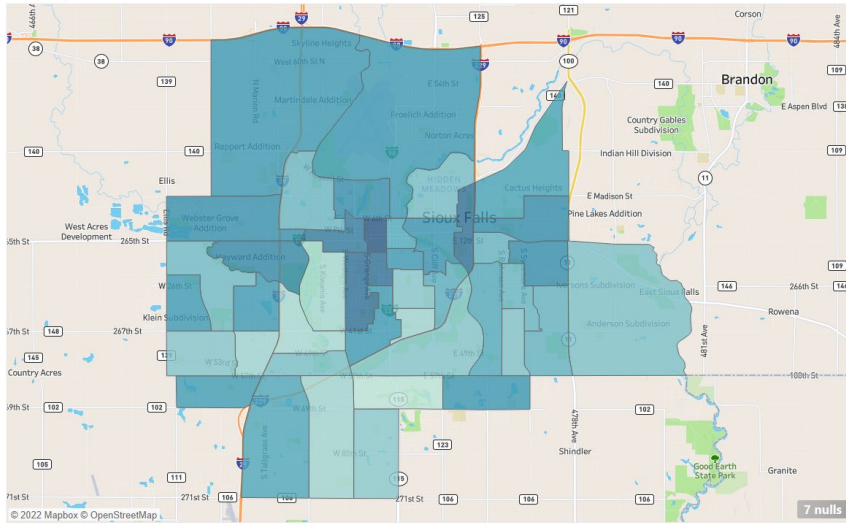
Percent Management etc. Occupations



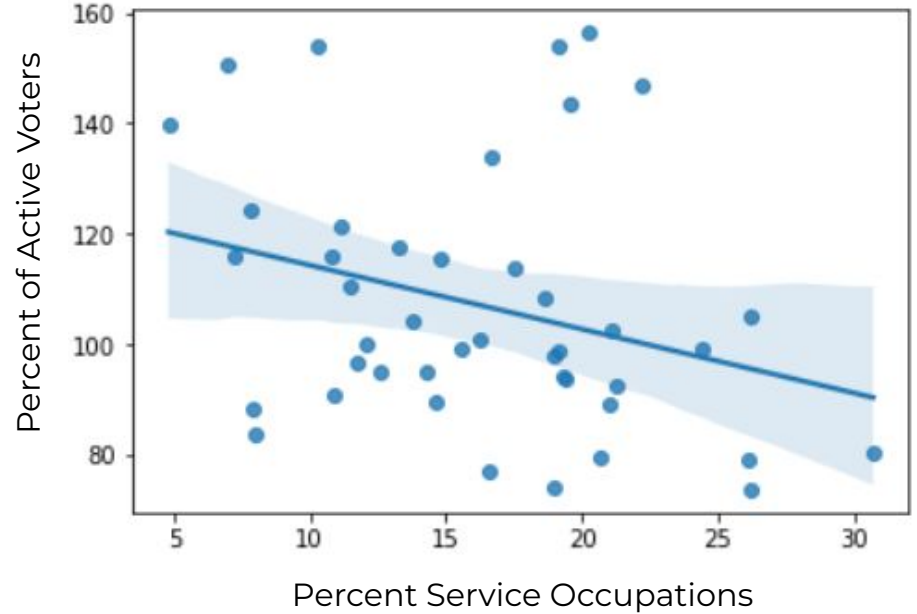
Sales and Office Occupations



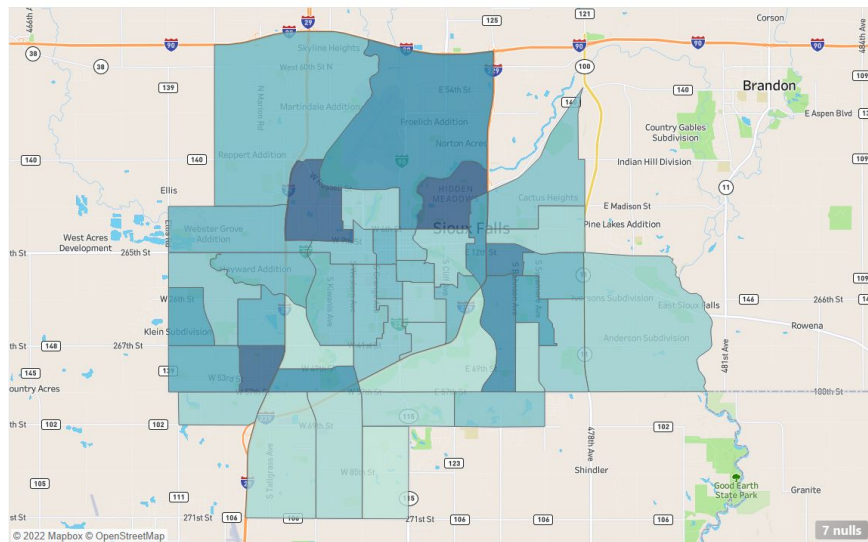
Service Occupations



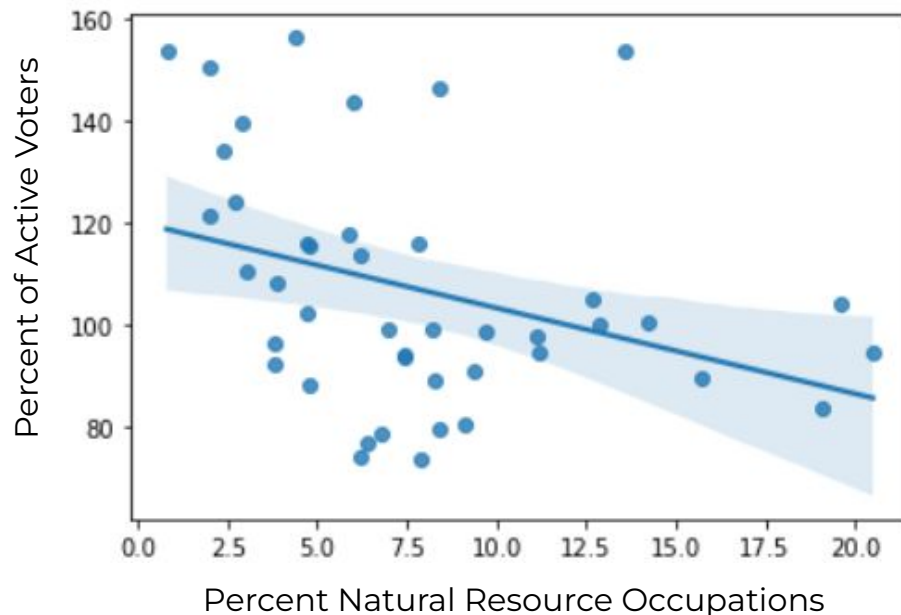
Percent Service Occupations



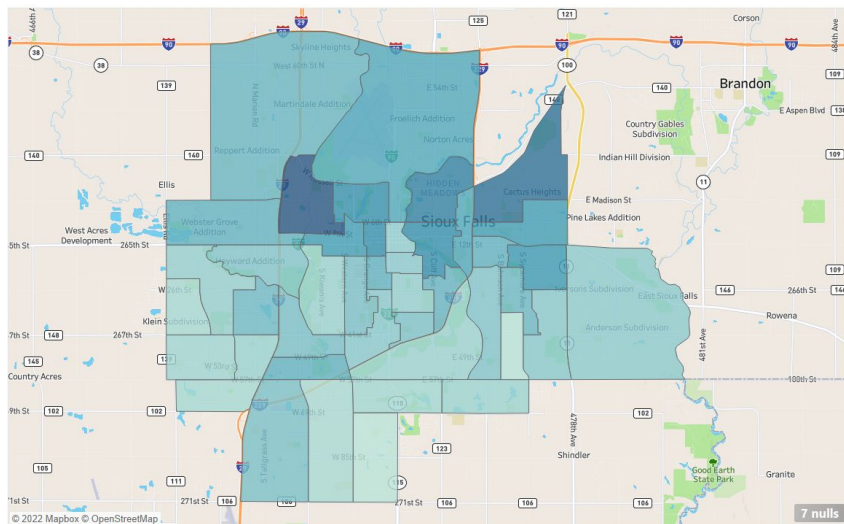
Natural Resource, Construction, and Maintenance Occupations



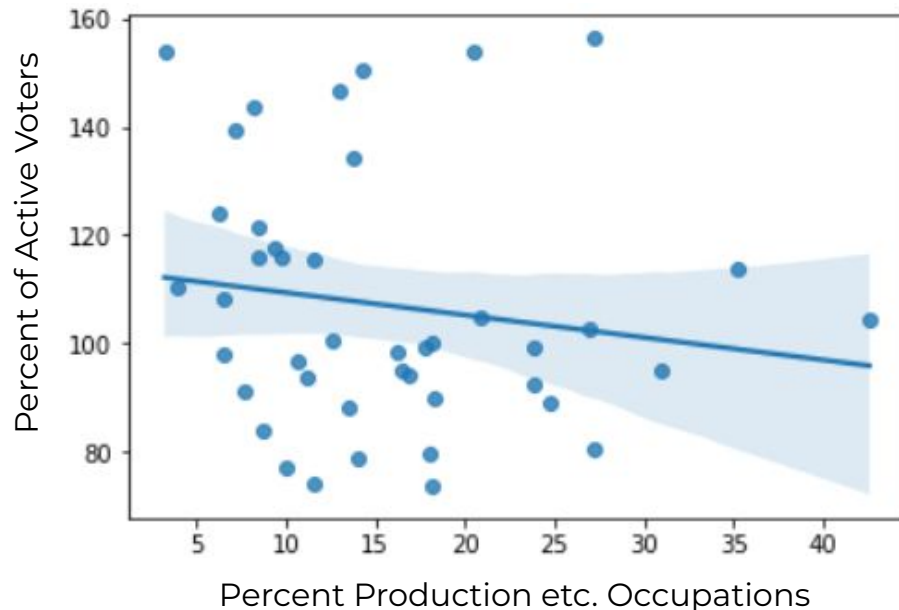
Percent Natural Resource Occupations



Production, Transportation, and Material Moving Occupations



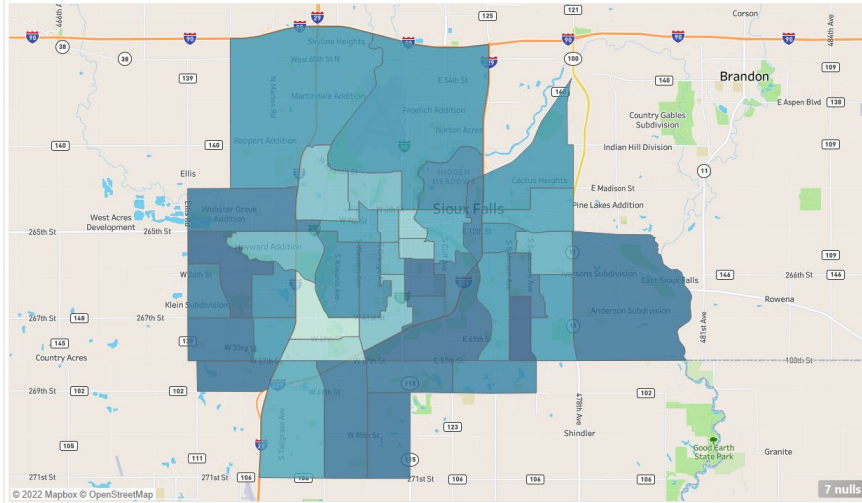
Percent Production etc. Occupations



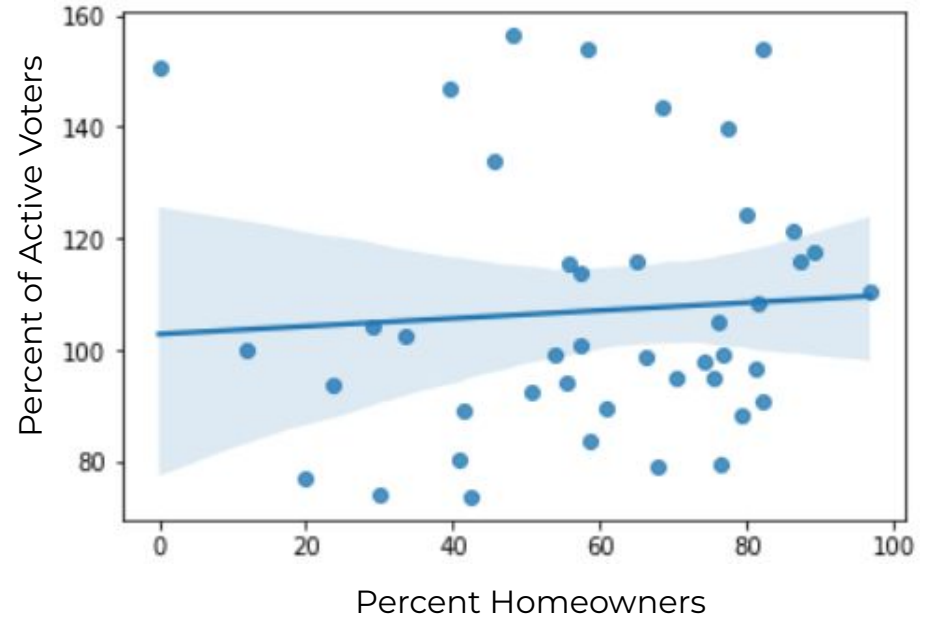


Other Variables of Interest

Homeowners (Percent of Households)

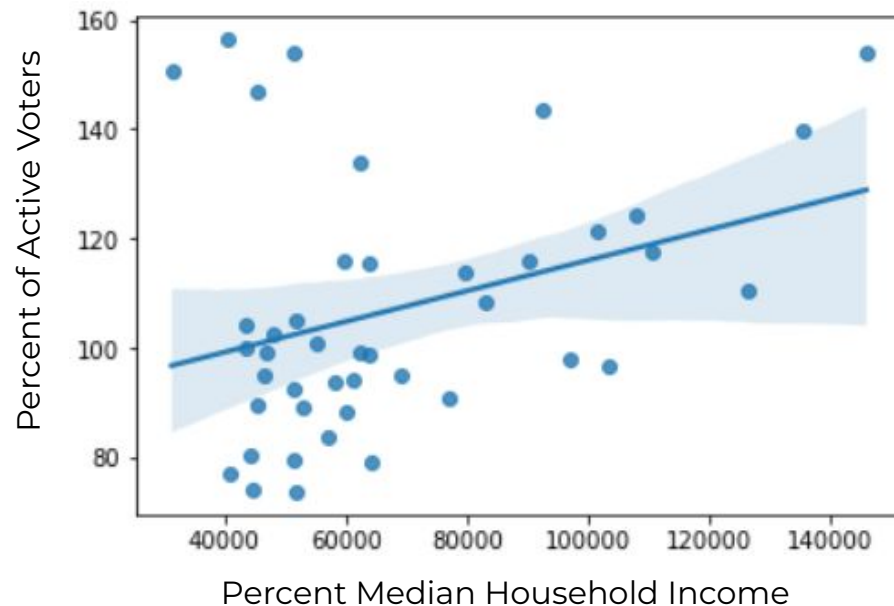


Percent Homeowners

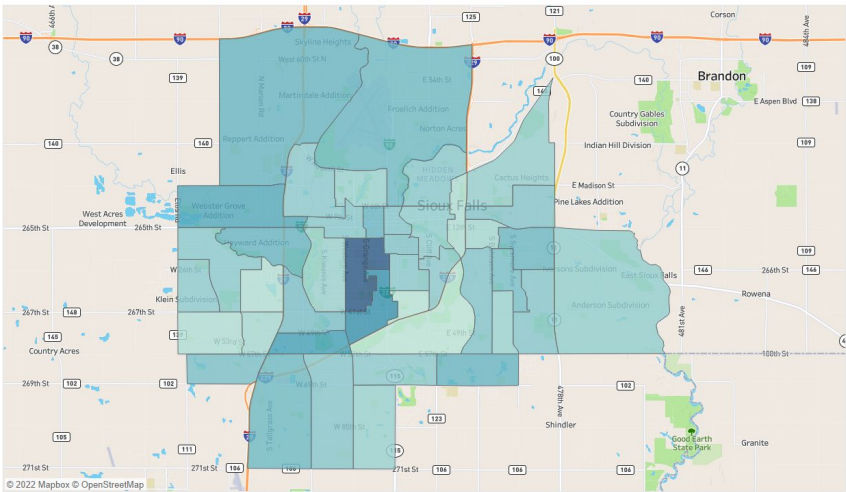


A detailed map of Gloucestershire, Ontario, showing various subdivisions and roads. The map includes labels for subdivisions such as Sylvan Heights, West Acres, and Country Acres, and roads like Highway 108 and Highway 109. A yellow line highlights a specific route through the area.

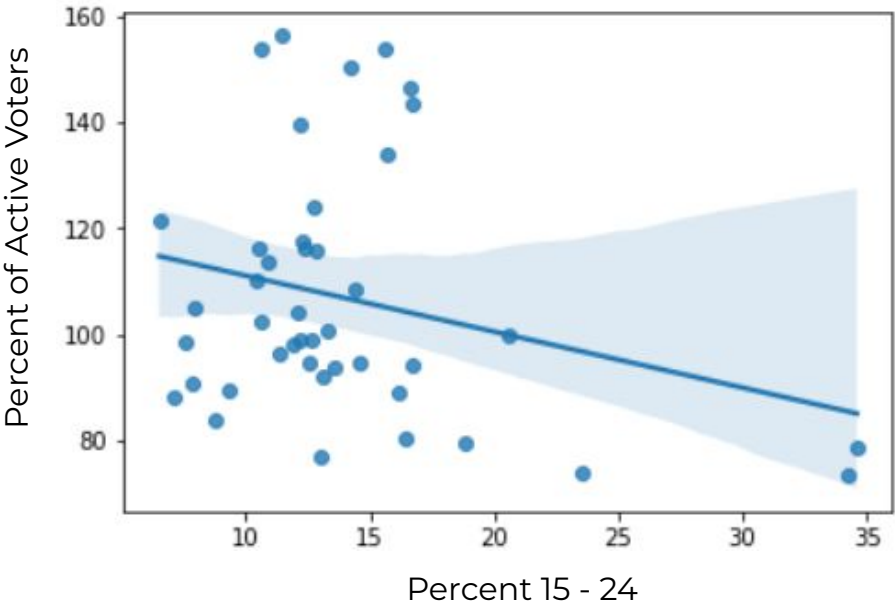
Category	Value
Number of people vaccinated	1,45,882
Initial count	31,310



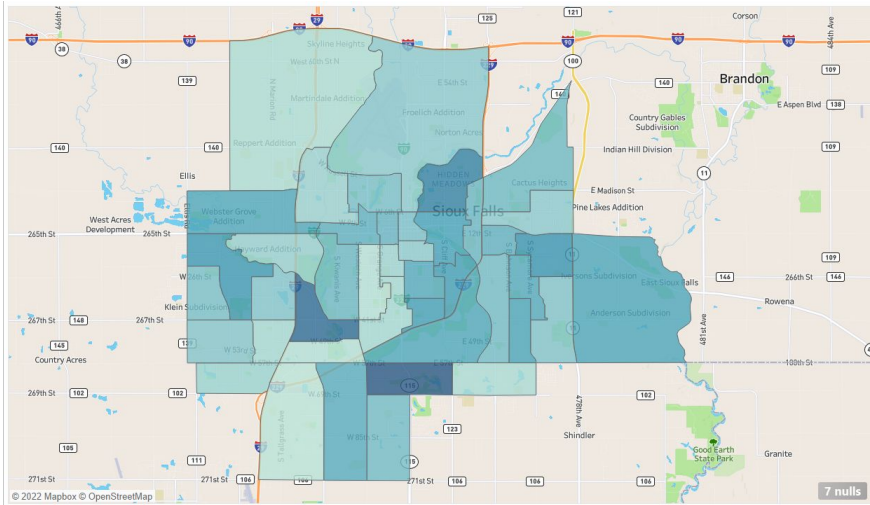
Between the Ages of 15 and 24



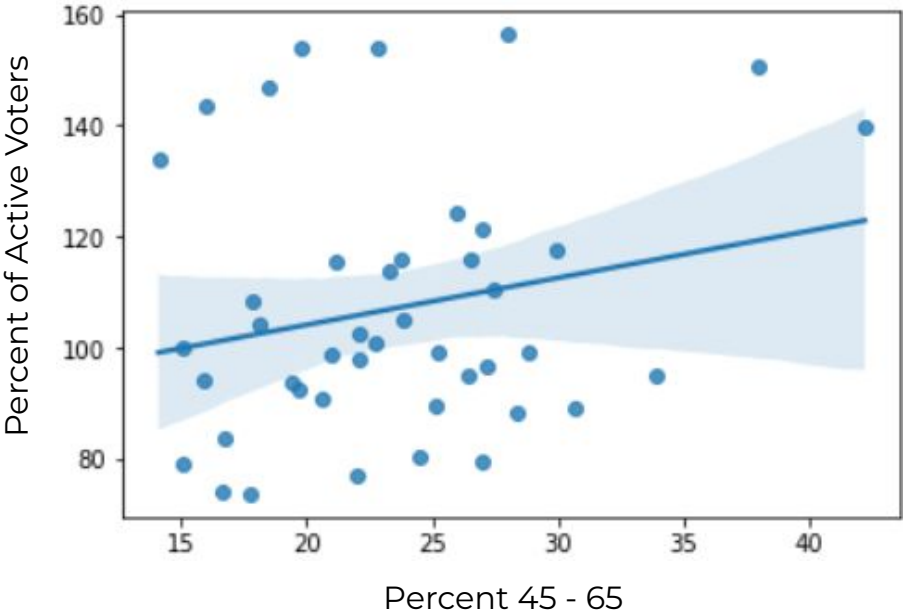
Percent 15 - 24



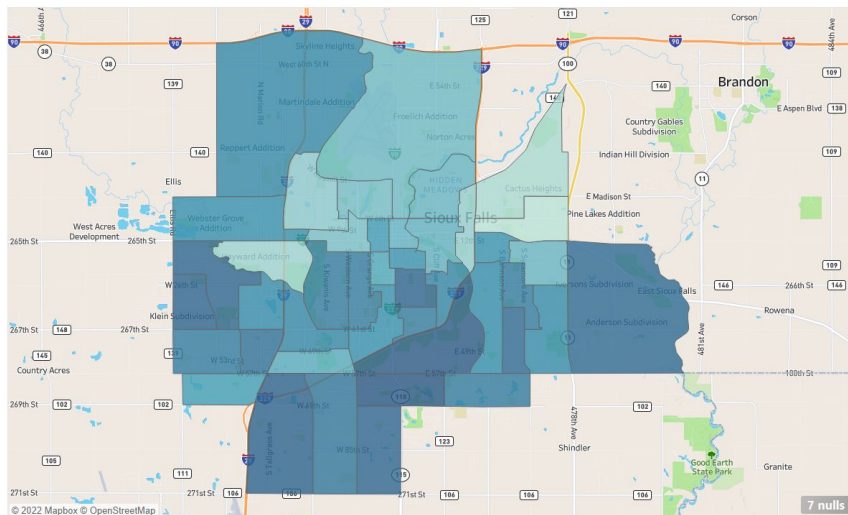
Between the Ages of 45 and 64



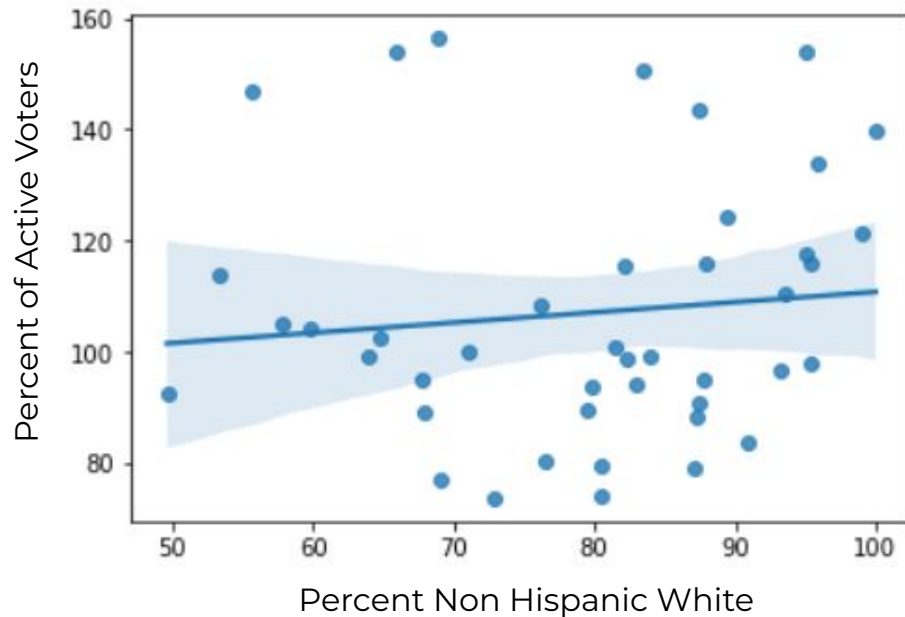
Percent 45 - 65



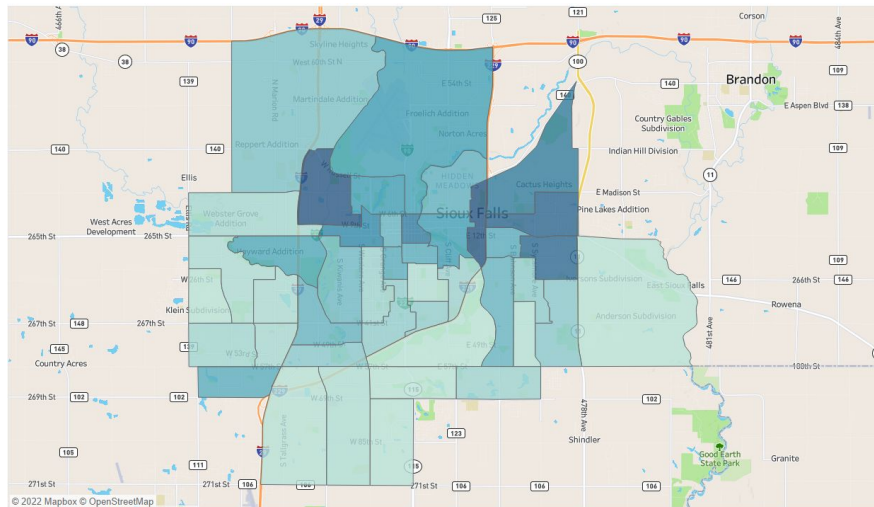
Non Hispanic White



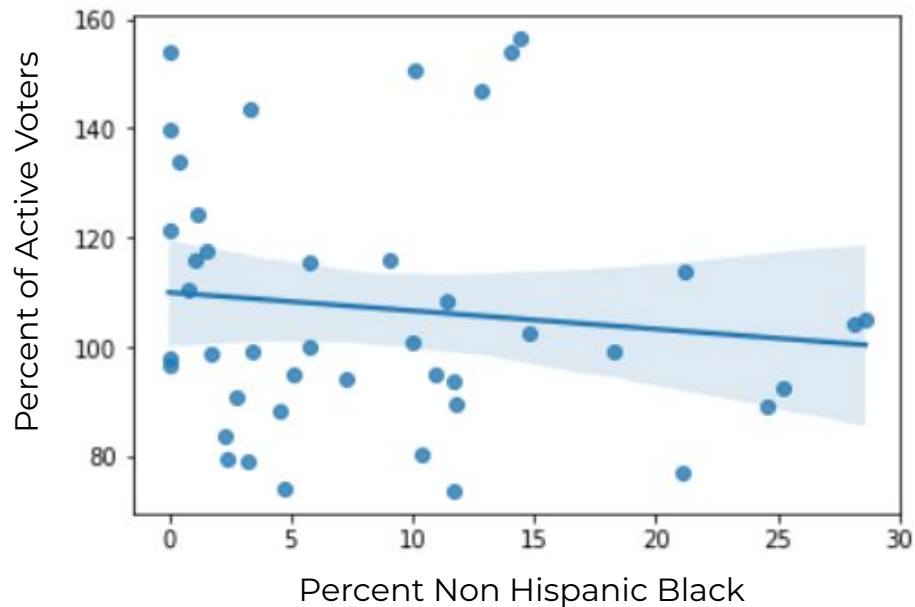
Percent Non Hispanic White



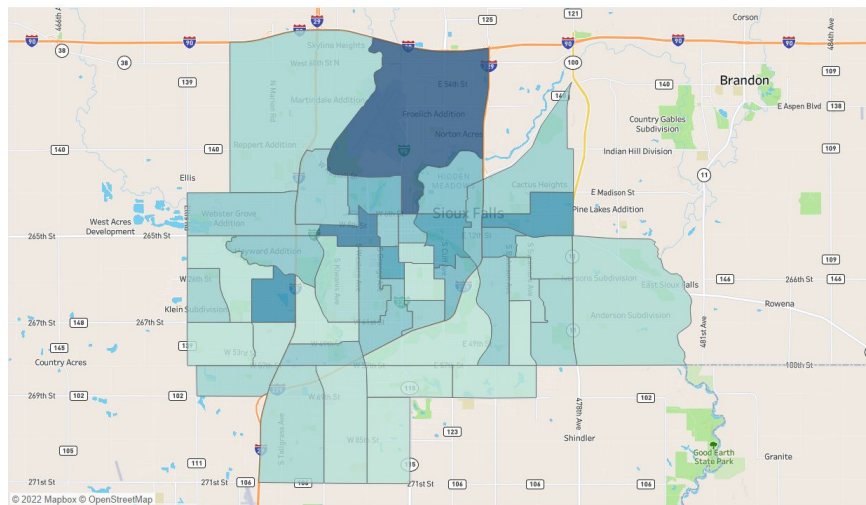
Non Hispanic Black



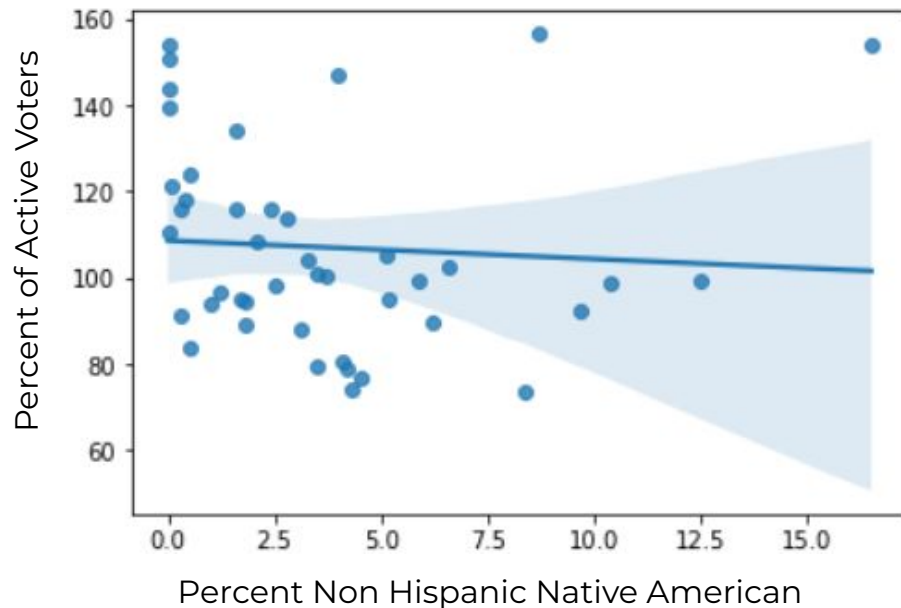
Percent Non Hispanic Black



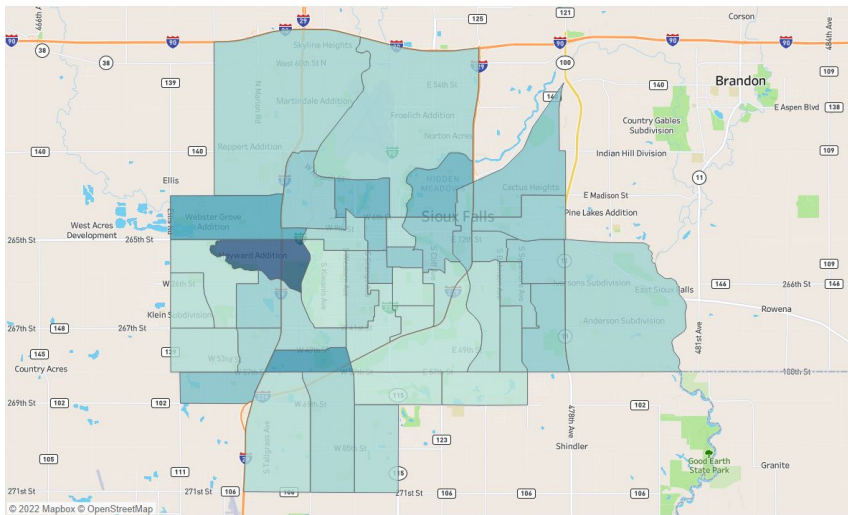
Non Hispanic Native American



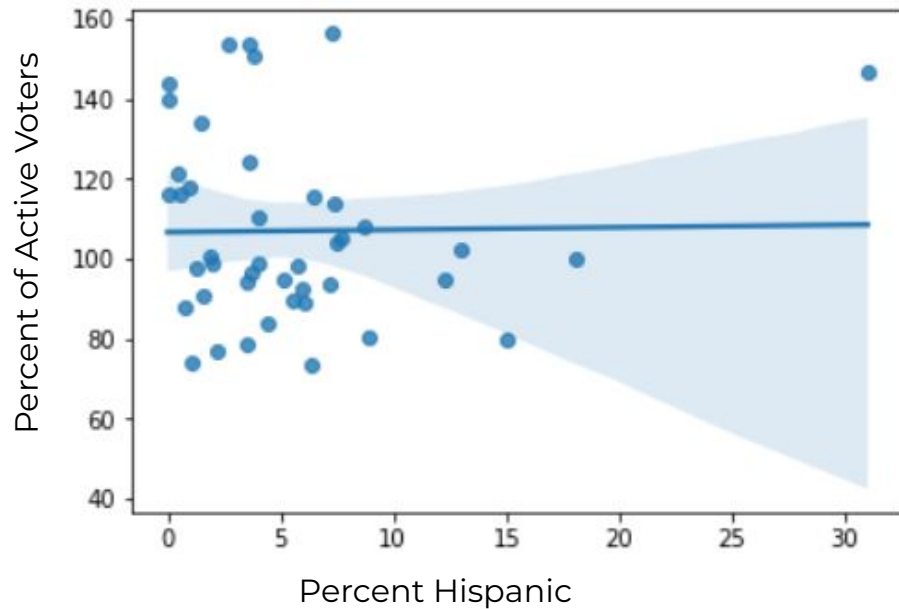
Percent Non Hispanic Native American



Hispanic



Percent Hispanic



In Conclusion, We Observed

A Very Weak or No Relation in:

- Gender
- Race and Ethnicity
- House Ownership
- Housing Units
- Language Spoken by Household
- Nativity
- Period of Entry into the U.S.

A Strong Relation in:

- Age
- Median House Income
- Median Family Income
- Education
- Occupation



Link to All Maps!

Visit <https://augie.edu/findings> for a link to interactive maps.



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