

**BOULDER COUNTY
ELECTIONS**

CONNECT
ENGAGE
VOTE



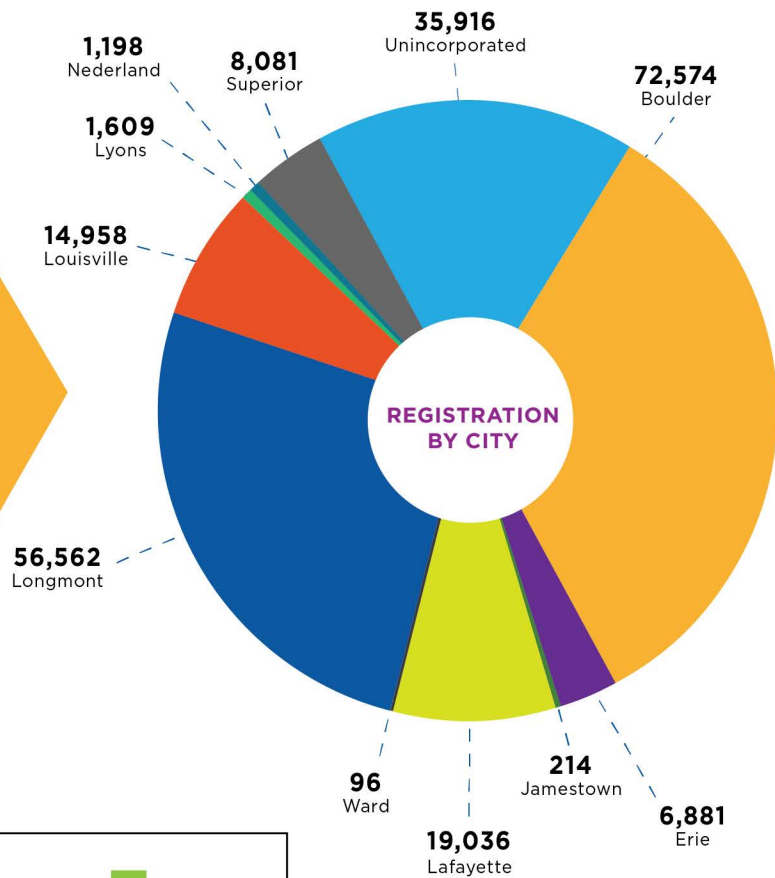
2017 POST-ELECTION DATA REPORT

VOTER + VOTING STATS

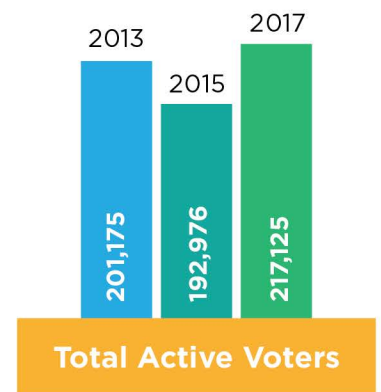
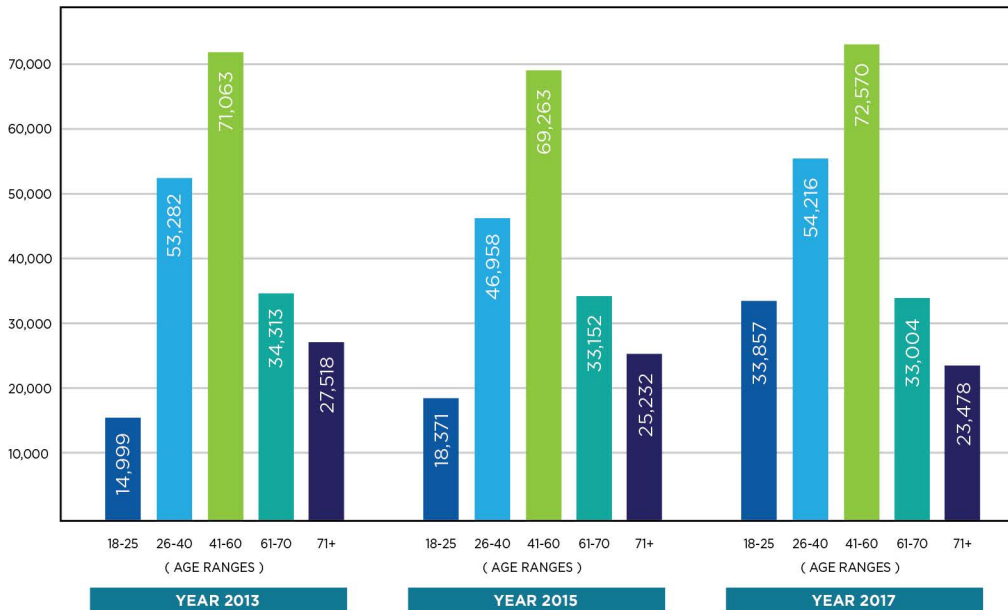
VOTER REGISTRATION

217,125

Total number of active, eligible voters over 18 years of age on election day



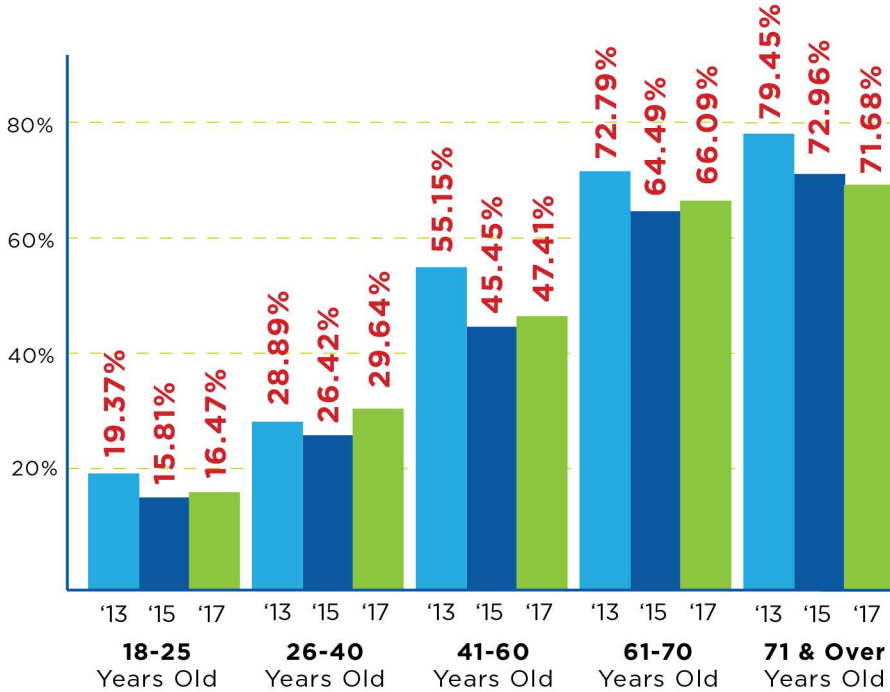
TOTAL ACTIVE VOTERS BY YEAR AND AGE



Voter registration tends to peak after a presidential year and then decline as voters move and do not re-register until the next high-profile election. However, you can also see from the age breakdowns how the population of 25 and under registered voters has also grown significantly.

VOTER TURNOUT*

TURNOUT BY YEAR BY AGE**



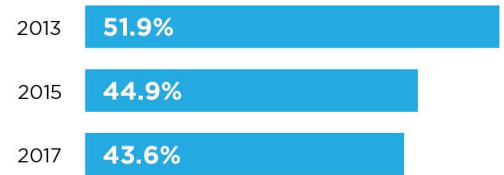
**Vote total represented by age group (note, cohort groupings are based on state groupings by age)

FUN FACT

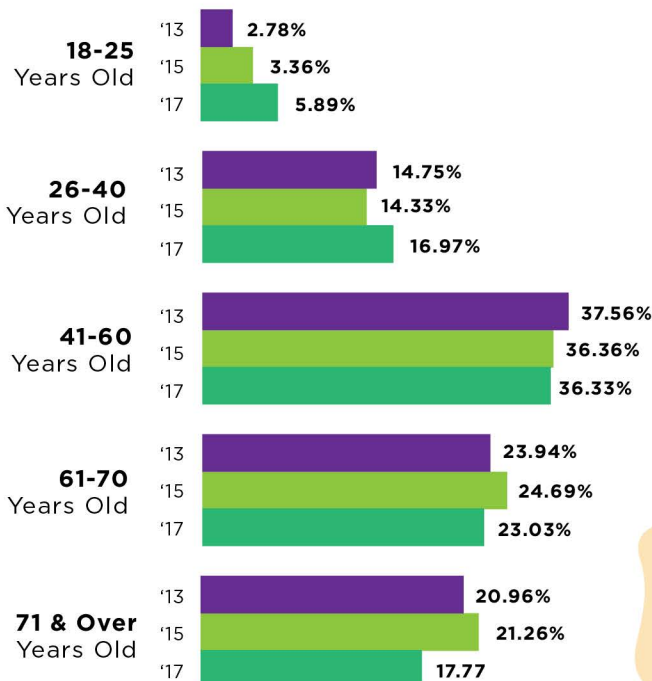
Did you know after every presidential year **we have thousands of undeliverable mail ballots?**

People tend to register in presidential years, then move and forget to update their registration. If you removed the 20K+ undeliverable ballots, **2017 turnout would be closer to 50%.**

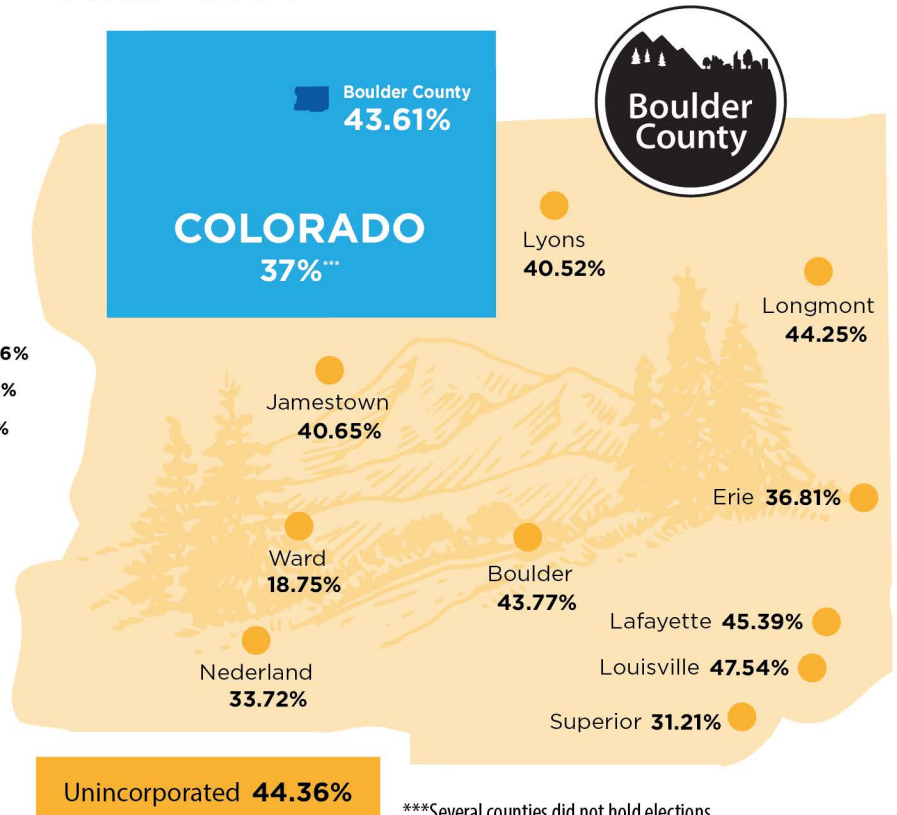
TURNOUT BY YEAR



SHARE OF TOTAL VOTE BY AGE GROUP



TURNOUT BY STATE, COUNTY AND CITY



***Several counties did not hold elections.

*Turnout based off of active voter registration figures

VOTING METHOD

Total Ballots Counted: 94,729

1,681
(2%)

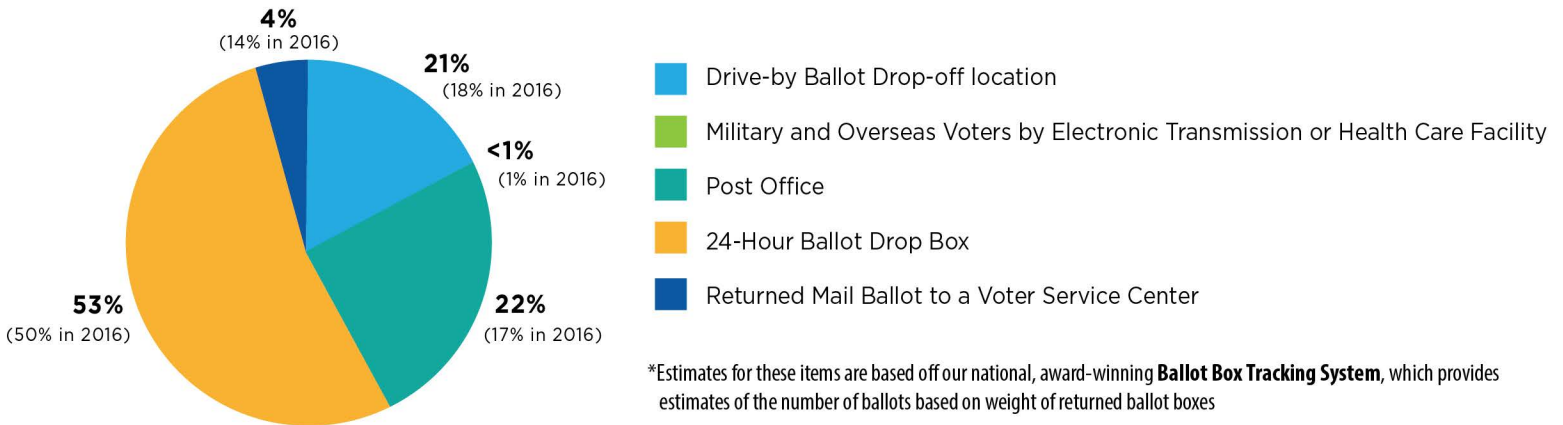
Voted at
a Service
Center

93,048
(98%)

Voted with a
Mail Ballot

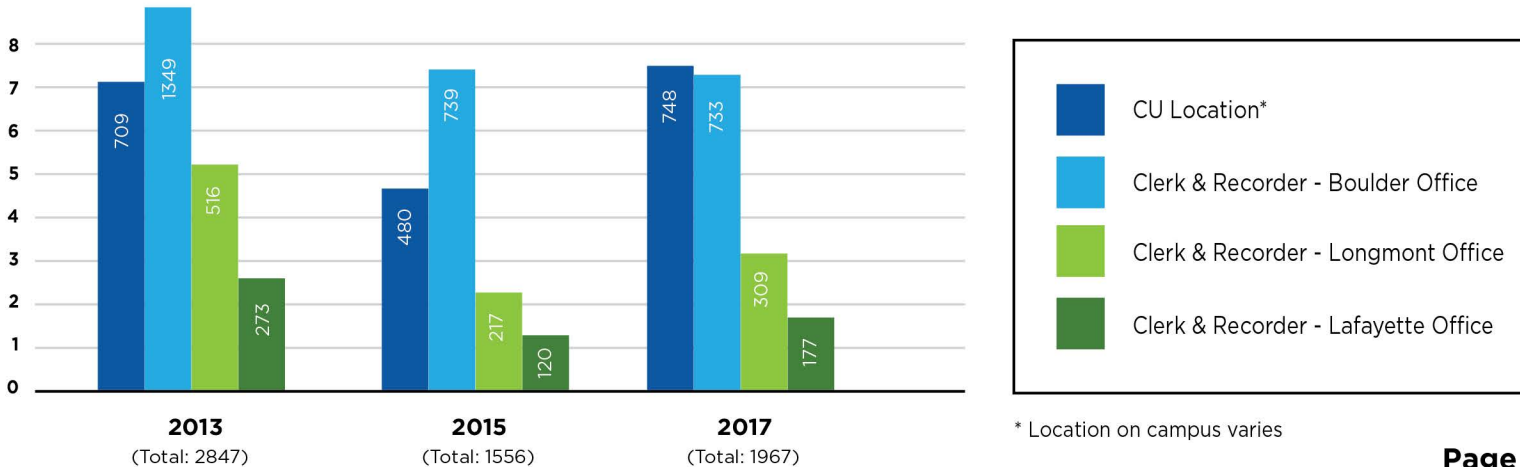


HOW VOTERS RETURNED THEIR BALLOTS*



VOTER SERVICE CENTER USAGE IN COORDINATED ELECTIONS

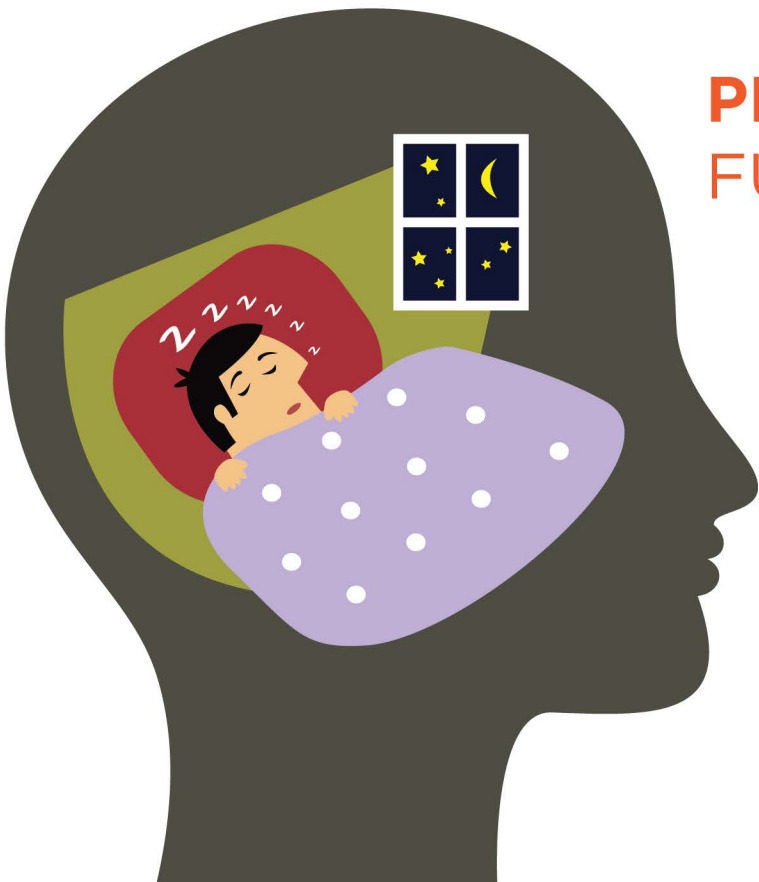
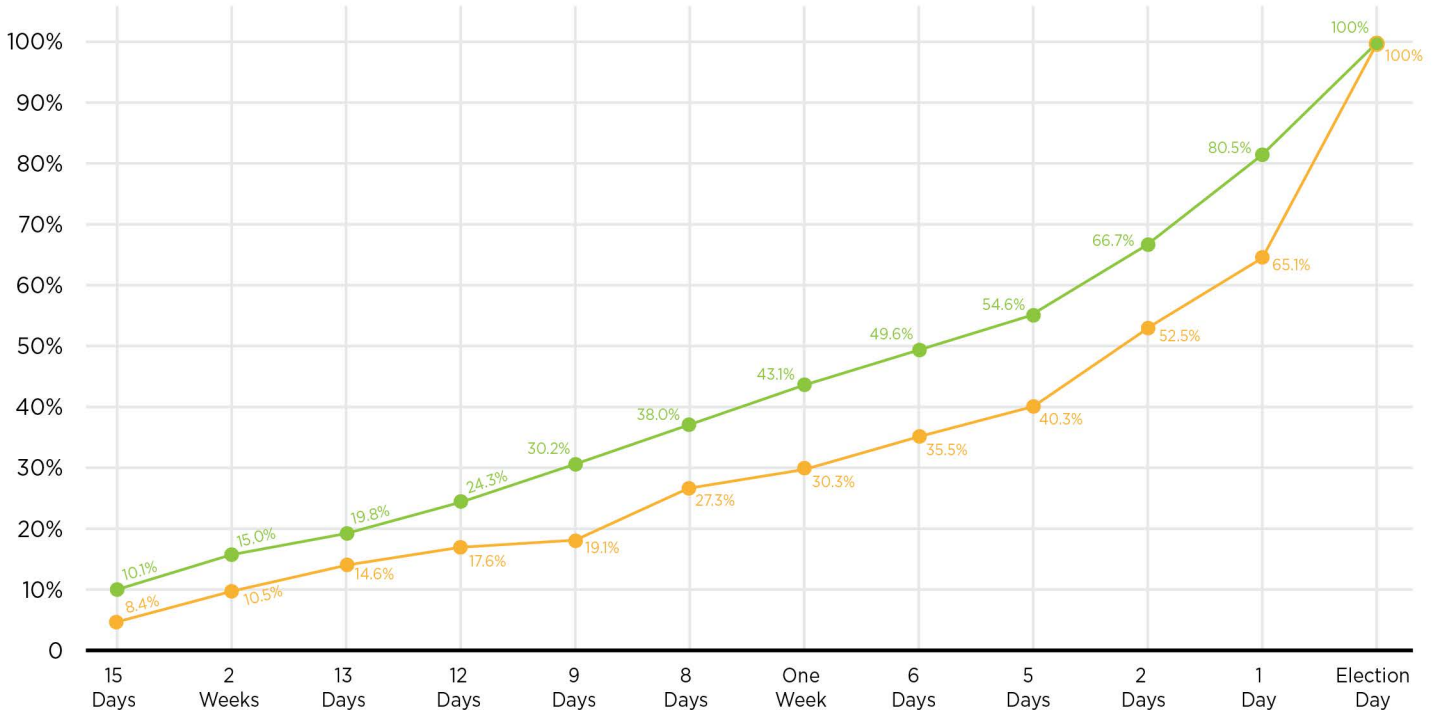
Includes voting in person and issuing mail ballots/replacements



WHEN PEOPLE VOTE

Presidential Election vs. Coordinated Election

- Coordinated Election (2017)
- Presidential Election (2016)



PROCRASTINATION FUN FACT

In 2017, despite having half as many voters vote in the entire election, Boulder County Elections received more ballots on Election Day than we did in 2016 AND in 2017, we received over 1/3 of those in the last two hours of the election.

CONDUCTING THE COORDINATED ELECTION

CONDUCTING THE COORDINATED ELECTION

248
STOPS

Boulder
County

1714

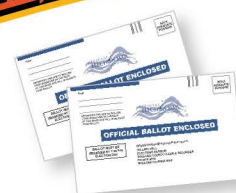
57 ROUTE TRIPS

ACROSS THE WHOLE ELECTION, THE COURIERS:

- Made **248 STOPS** to pick up mail ballots
- Made **57 ROUTE TRIPS**
- Drove about **1714 MILES** to collect mail ballots

ON ELECTION DAY THE COURIERS:

- Made **74 STOPS** to pick up mail ballots
- Made **12 ROUTE TRIPS**
- Drove **330 MILES** to collect mail ballots



- Number of people contacted to work the election: **401**
- Number of Temporary Election judges and workers hired for the election: **173**
- Number of people who work on Election Day: **167 PLUS 15 FULL TIME STAFF!**

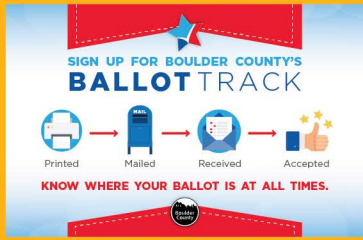


360 HOURS

OR, FIFTEEN - 24-HOUR DAYS OF STAFF HOURS
AT THE PRINTER: proofing, checking print quality,
verifying ballot style, insertion, etc.



VOTER COMMUNICATION



Ballot Track STATS

24,759

Ballot Track Users for the 2017 Election

Increase of 4,235 users from 2016



VOTER EMAIL PROGRAM

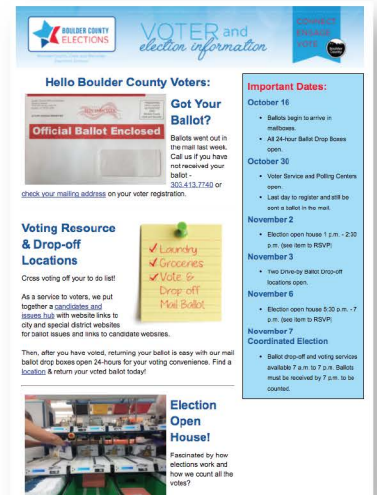
Emails to Voters with Helpful Election Info and Deadlines

5 Action Emails sent*
302,060 Total number of emails sent
30% Average Open Rate
90,223 Total Unique Opens
13,288 Unique clicks on links

Types of links:

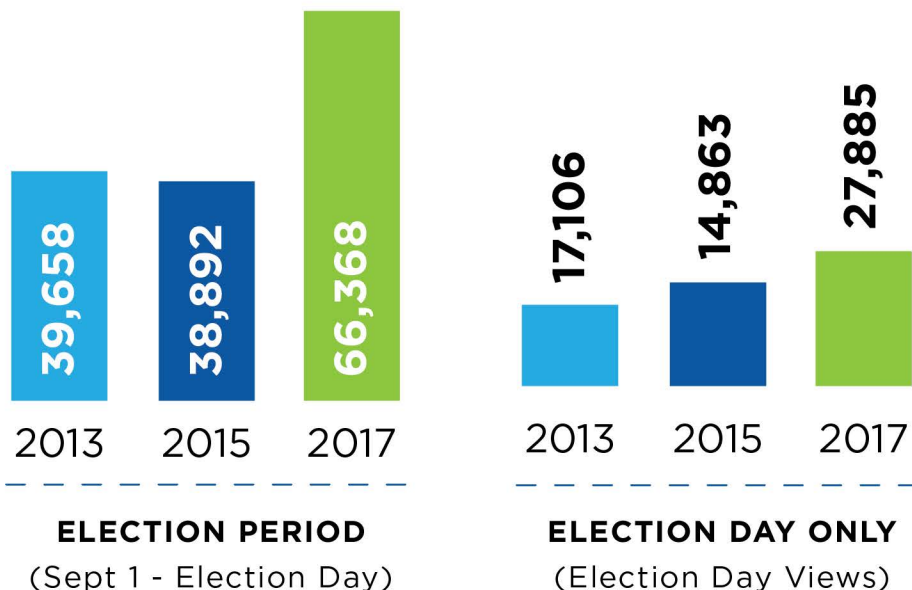
- ✓ Checking voter registration
- ✓ Finding a 24-hour box
- ✓ Signing up for Ballot Track
- ✓ Election Information

*These statistics represent emails sent to active, eligible voters. An additional action email was sent to inactive voters to encourage them to re-register if still in Colorado or to register in their new state and to withdraw their Colorado registration.



ELECTIONS WEBSITE STATS

Total page views



SOCIAL MEDIA*

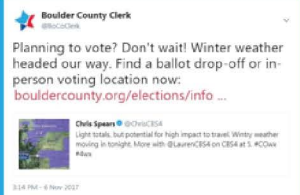
Election Period: Sept 1 - Nov 7



Most Shared Tweets



18
Retweets



13
Retweets



9
Retweets

Twitter

72,490 Twitter Impressions
143 Retweets
1063 Engagements

*Twitter statistics are only for organic (non-boosted/paid) posts, however, several Facebook posts were also boosted (paid) to reach a larger audience.



39,758
people reached

42
POSTS

138
POST SHARES

452
POST REACTIONS

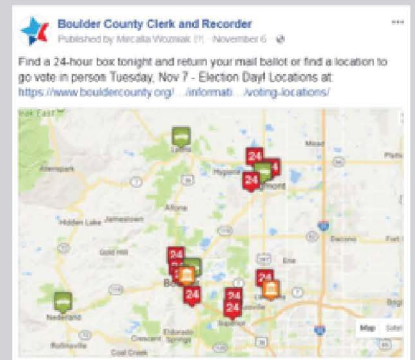
MOST SHARED FACEBOOK POSTS



69 Shares



12 Shares



10 Shares