

**BOULDER COUNTY
ELECTIONS**

CONNECT
ENGAGE
VOTE



2018 POST-ELECTION DATA REPORT

VOTER + VOTING STATS

VOTER REGISTRATION

Registration Growth

UP 23,533

active registered voters since 2014

12.17% increase in voters over 4 years



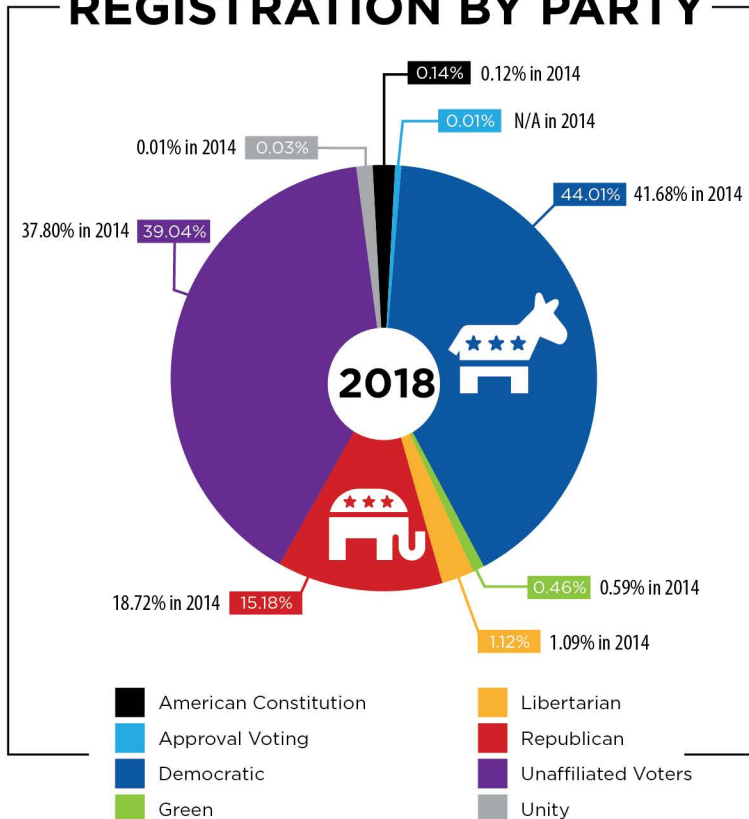
2014

216,919 in 2018

Total number of active, eligible voters over 18 years of age on Election Day

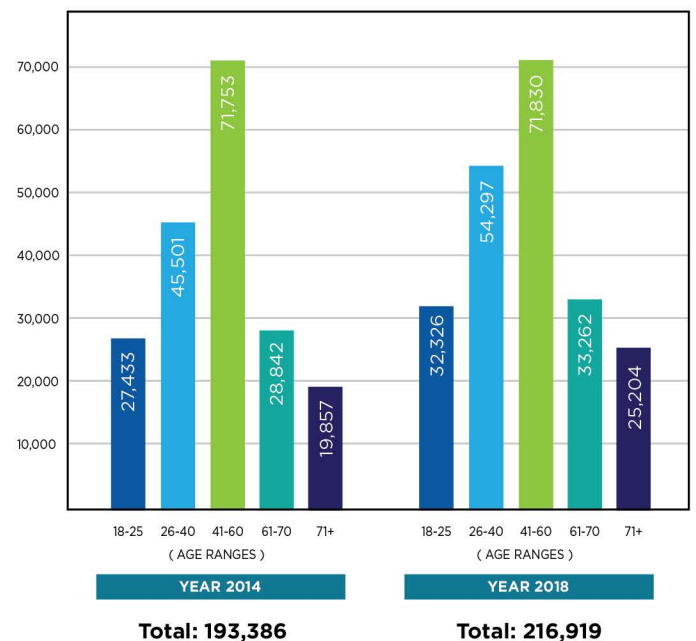


REGISTRATION BY PARTY



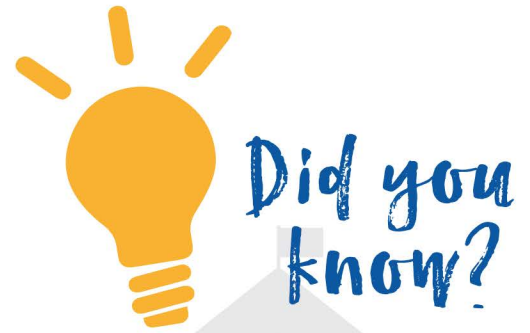
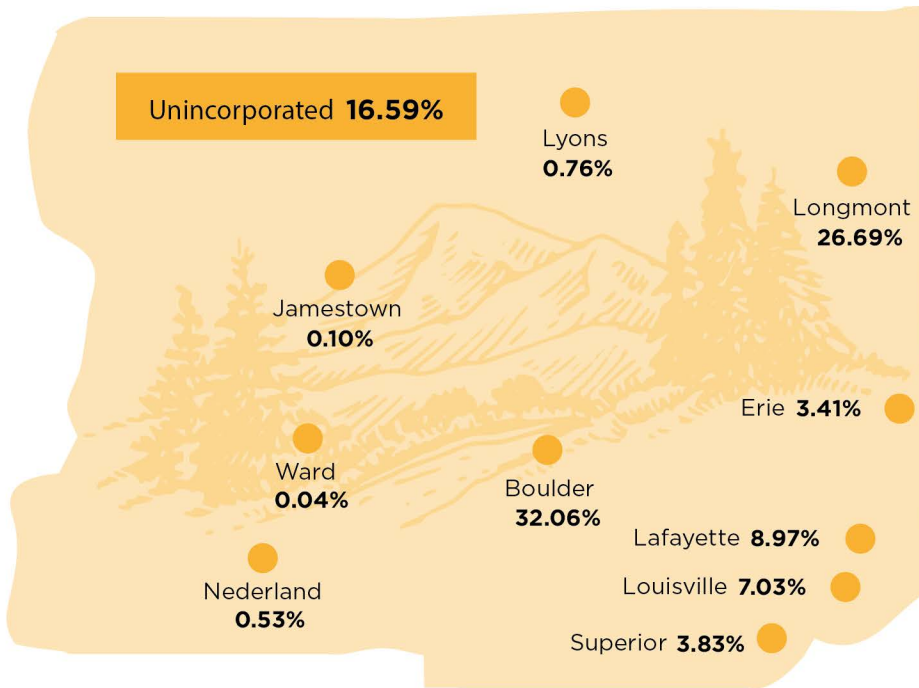
TOTAL ACTIVE VOTERS

By Year and Age



Where possible, 2018 data is compared to 2014 data, the last gubernatorial election.

REGISTRATION BY LOCATION



2 OUT OF 11 STATEWIDE

Number of Boulder County High Schools that received the Secretary of State Eliza Pickrell Routt Award for registering at least 85% of eligible seniors to vote.

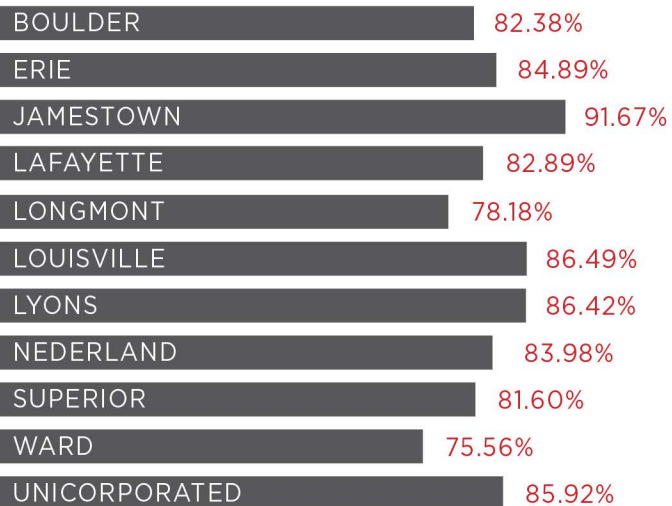
VOTER TURNOUT*

TURNOUT BY STATE, COUNTY, CITY



Boulder County: 82.35%

Colorado: 75.70%



Total number of precincts

235

Number of precincts where turnout jumped:

Up 10-14.99%	26
Up 15-19.99%	12
Up 20-24.99%	5
Up over 25%	2*

*Both by CU

BY YEAR

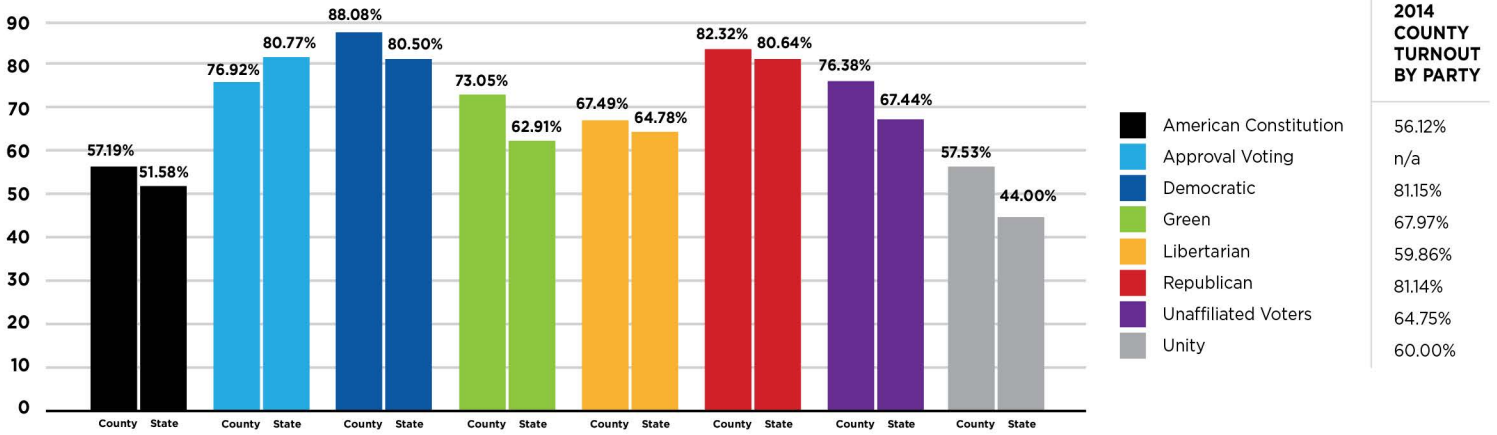
2014 | 74.6% (144,405)

2018 | 82.35% (178,643)

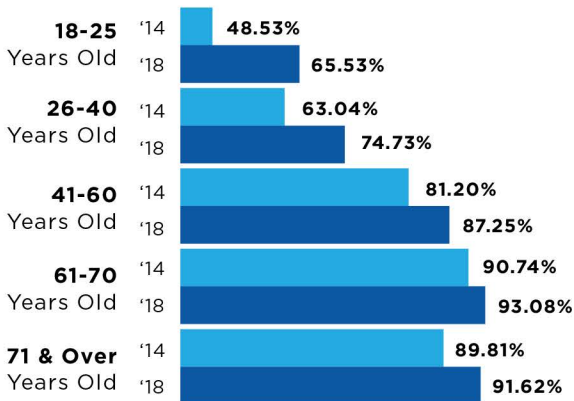
*Turnout based off of active voter registration figures for this section.

TURNOUT BY PARTY

(County Level vs. State Level)



TURNOUT BY AGE**



**Note, age cohort groupings are based on state groupings by age.

TURNOUT JUMPED:

- 17-points or a whopping 35% increase in turnout for those 18-25 from the last gubernatorial election
- And almost 12-points for an 18.5% increase for those 26-40!

SHARE OF TOTAL VOTE BY AGE GROUP

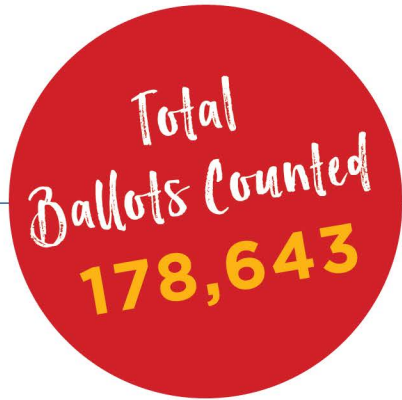


2018 BALLOTS COUNTED: 178,483*			
AGE GROUP	2018	% OF TOTAL	2018 STATEWIDE
18 TO 25	21,182	11.87%	8.6%
26 TO 40	40,577	22.73%	24.0%
41 TO 60	62,671	35.11%	34.8%
61 TO 70	30,960	17.35%	18.4%
71+	23,093	12.94%	14.0%

2014 BALLOTS COUNTED: 144,264*			
AGE GROUP	2014	% OF TOTAL	2014 STATEWIDE
18 TO 25	13,312	9.23%	6.8%
26 TO 40	28,684	19.88%	20.1%
41 TO 60	58,264	40.39%	39.7%
61 TO 70	26,171	18.14%	19.3%
71+	17,833	12.36%	14%

*Figures do not include property-owner ballots counted. See reconciliation reports for additional minor discrepancies.

VOTING METHOD



Voted with a
MAIL BALLOT

168,408

94.3%
Boulder County voters
who voted by mail ballot
94.2% in 2014

Voted at a
SERVICE CENTER

10,235

5.7%
Boulder County voters
who voted in person
5.8% in 2014

FUN FACTS

1. Total number of in-person voting locations
2. Most popular in-person voting location
3. Number of people who registered or changed their registration & voted on Election Day

ANSWER

15

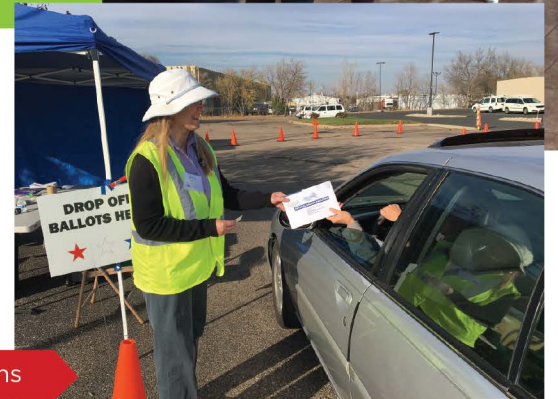
CU Boulder

1,811

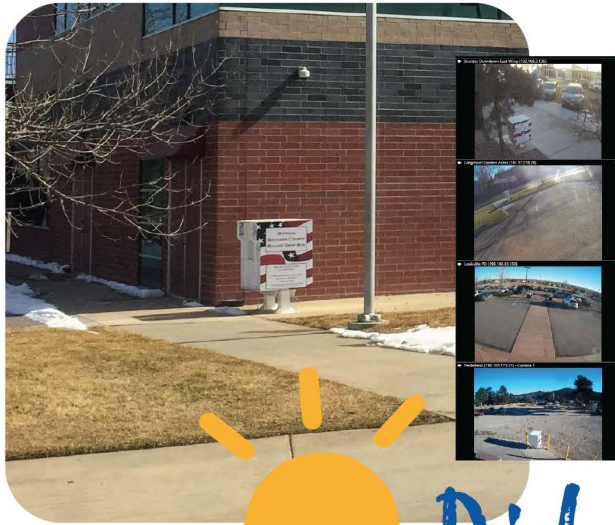
624 in 2014



HOW VOTERS RETURNED THEIR BALLOTS*



* 2018 estimates are based off our national award-winning Ballot Box Tracking System, which estimates the number of ballots collected based on weight of returned ballot boxes.



MOST POPULAR
24-HOUR BALLOT DROP BOXES
 OUT OF 14 BOXES!

- 📍 **#1 LAFAYETTE LIBRARY**
- 📍 **#2 Boulder office of the Clerk & Recorder**
- 📍 **#3 Longmont office of the Clerk & Recorder**



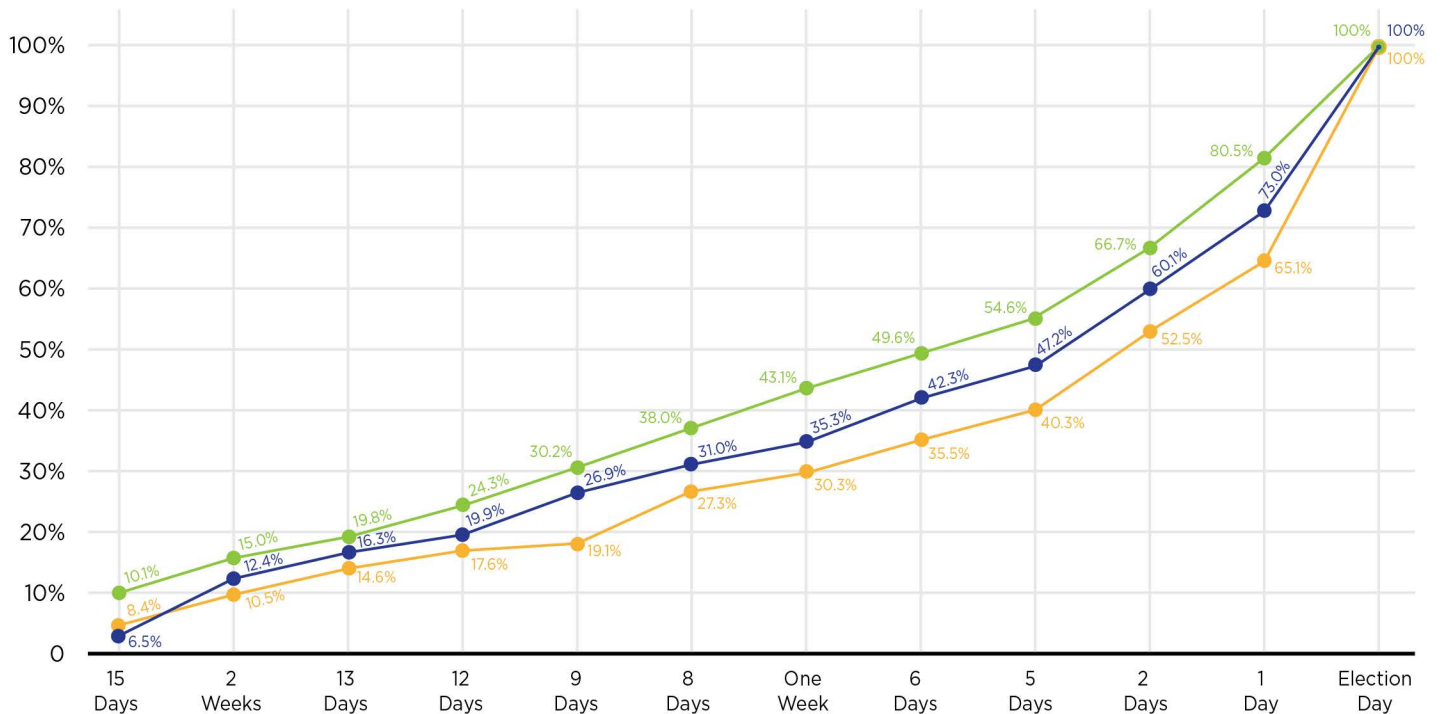
Did you know?

We have surveillance video for every 24-hour box.

WHEN PEOPLE VOTE

Gubernatorial Election 2018
 vs. Coordinated Election 2017
 vs. Presidential Election 2016

- Gubernatorial Election (2018)
- Coordinated Election (2017)
- Presidential Election (2016)



CONDUCTING THE GENERAL ELECTION

PEOPLE AND IMPLEMENTATION



Across the whole election, the couriers:

- Made **468 STOPS** to pick up mail ballots
- Made **90 ROUTE TRIPS**
- Drove about **2,573 MILES** to collect mail ballots



On Election Day the couriers:

- Made **100 STOPS** to pick up mail ballots
- Made **26 ROUTE TRIPS**
- Drove **546 MILES** to collect mail ballots



STAFFING STATS

- **937** number of people contacted to work the election
- **424** number of Temporary Election judges and workers hired for the election
- **424** number of people who work on Election Day

443 APPROXIMATE HOURS OF STAFF TIME

spent at the print vendor proofing, checking print quality, verifying ballot style, etc.

PLUS 15 FULL TIME STAFF!

Where did people work:

BALLOT PROCESSING & COLLECTION

202

VOTER SERVICE CENTER

206

Party breakdown of Workers and Judges*:

32% REP

60% DEM

8% OTHER



* All election judge work is staffed and performed by bi-partisan teams. Partisan statistics are based on total temporary staff hired.

2018 VOTER RECORDS

Number of voter records updated or processed



Each time you update your registration, even if online, **a human reviews for accuracy**



Approximate number of phone calls during the **3 weeks prior to Election Day**



Did you know?

Every year a small number of voters return ballots from **PREVIOUS ELECTIONS!**

ARCHIVING THE ELECTION

Ballots are required to be kept for **25 MONTHS** after an election.

It took **263 BOXES**, each weighing about **40 LBS** to store this year's ballots.

THAT'S APPROXIMATELY 10,520 LBS OF BALLOTS!



Ballots laid out **END TO END** would be . . .

Start Here



96 Miles in length

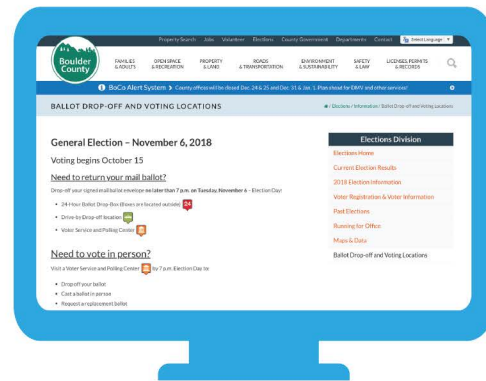
VOTER COMMUNICATION

ELECTIONS WEBSITE STATS

Total Page Views

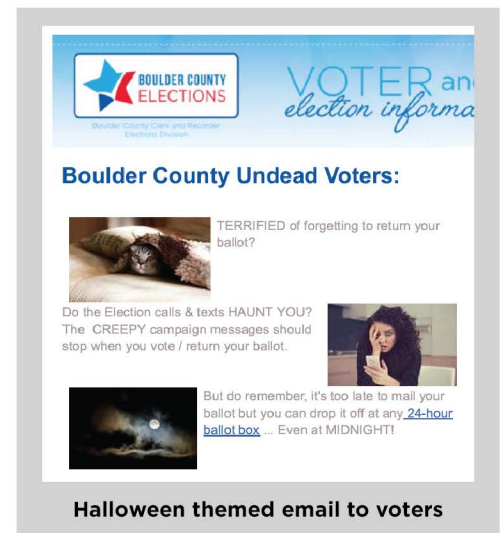
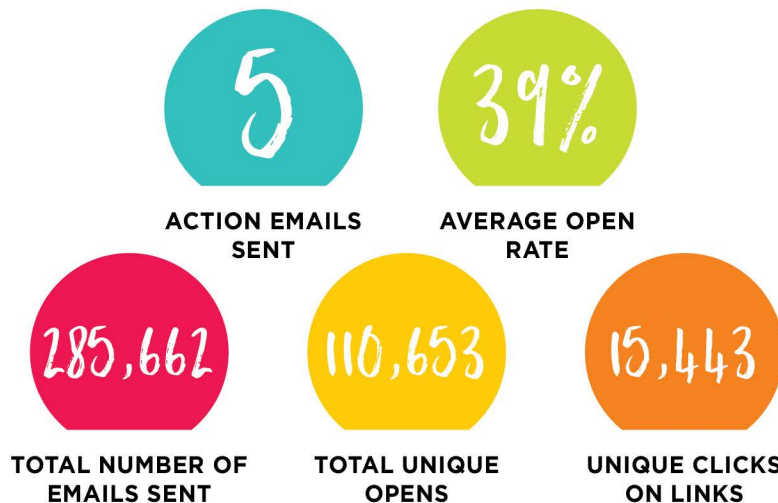


Most visited Election Page:
Ballot Drop-Off & Voting Locations



VOTER EMAIL PROGRAM

Emails to Voters with Helpful Election Info and Deadlines



36,554
Registered Ballot Track Users

Increase
of 11,795 users
since 2017

SOCIAL MEDIA

Election Period: Sept 1 - Nov 6



96 Number of Tweets Sent
116,184 Twitter Impressions
214 Retweets
1,801 Engagements

Total number of times a user has interacted with a Tweet. This includes all clicks anywhere on the tweet, retweets, replies, follows, and likes.

*Twitter statistics are only for organic (non-boosted/paid) posts.

<p>Most Shared 26 Retweets</p>	
<p>2nd Most Shared 10 Retweets</p>	
<p>3rd Most Shared 7 Retweets</p>	

f * **96,247** people reached

*Includes analytics from both organic and paid/boosted posts.

55 POSTS

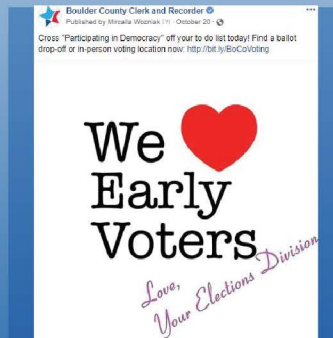
6,672 POST ENGAGEMENTS**

840 SHARES

190,920 POST IMPRESSIONS

**The number of unique people who engaged in certain ways with a post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post.

MOST SHARED FACEBOOK POSTS



281 Shares



189 Shares



76 Shares

OUTREACH & EDUCATION

ELECTION COASTERS

NEARLY
15,000

coasters with election dates/reminders distributed to more than 75 locations throughout Boulder County from our mountain communities to Erie in East County.



POSTERS/BOOKMARKS

Over 15,000 bookmarks and 300+ posters were distributed to more than 90 county and city government buildings, public libraries and recreation centers, senior centers, coffee shops, and bookstores throughout Boulder County.

TEMPORARY TATTOOS



OVER 6,000 CU BUFFS VOTE TEMPORARY TATTOOS distributed at a CU Buffs game, through on-campus organizations, and at our on-campus Voter Service & Polling Center.

PUBLIC TOURS

OVER 115 COMMUNITY MEMBERS attended Ballot Processing Center / Election Open House Tours over three days.

