2018
POST-ELECTION DATA REPORT
VOTER + VOTING STATS

VOTER REGISTRATION

Registration Growth
UP 23,533
active registered voters since 2014

216,919 in 2018
Total number of active, eligible voters over 18 years of age on Election Day

12.17% increase in voters over 4 years

REGIONAL 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**

![Map of Boulder County showing registration by location.](image)

- **Unincorporated**: 16.59%
- **Longmont**: 26.69%
- **Boulder**: 32.06%
- **Fayette**: 8.97%
- **Louisville**: 7.03%
- **Nederland**: 0.53%
- **Lyons**: 0.76%
- **Ward**: 0.04%
- **Erie**: 3.41%
- **Jamestown**: 0.10%

**Did you know?**

- **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.

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**VOTER TURNOUT**

**TURNOUT BY STATE, COUNTY, CITY**

- **Boulder County**: 82.35%
- **Colorado**: 75.70%

<table>
<thead>
<tr>
<th>City</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOULDER</td>
<td>82.38%</td>
</tr>
<tr>
<td>ERIE</td>
<td>84.89%</td>
</tr>
<tr>
<td>JAMESTOWN</td>
<td>91.67%</td>
</tr>
<tr>
<td>LAFAYETTE</td>
<td>82.89%</td>
</tr>
<tr>
<td>LONGMONT</td>
<td>78.18%</td>
</tr>
<tr>
<td>LOUISVILLE</td>
<td>86.49%</td>
</tr>
<tr>
<td>LYONS</td>
<td>86.42%</td>
</tr>
<tr>
<td>NEDERLAND</td>
<td>83.98%</td>
</tr>
<tr>
<td>SUPERIOR</td>
<td>81.60%</td>
</tr>
<tr>
<td>WARD</td>
<td>75.56%</td>
</tr>
<tr>
<td>UNINCORPORATED</td>
<td>85.92%</td>
</tr>
</tbody>
</table>

**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

**BY YEAR**

<table>
<thead>
<tr>
<th>Year</th>
<th>Turnout Percentage</th>
<th>Voter Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>74.6% (144,405)</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>82.35% (178,643)</td>
<td></td>
</tr>
</tbody>
</table>

*Turnout based off of active voter registration figures for this section.
TURNOUT BY PARTY
(County Level vs. State Level)

TURNOUT BY AGE**

18-25 Years Old
14 18
48.53% 65.53%

26-40 Years Old
14 18
63.04% 74.73%

41-60 Years Old
14 18
81.20% 87.25%

61-70 Years Old
14 18
90.74% 93.08%

71 & Over Years Old
14 18
89.81% 91.62%

**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*

<table>
<thead>
<tr>
<th>AGE GROUP</th>
<th>2018</th>
<th>% OF TOTAL</th>
<th>2018 STATEWIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 TO 25</td>
<td>21,182</td>
<td>11.87%</td>
<td>6.6%</td>
</tr>
<tr>
<td>26 TO 40</td>
<td>40,577</td>
<td>22.73%</td>
<td>24.0%</td>
</tr>
<tr>
<td>41 TO 60</td>
<td>62,671</td>
<td>35.11%</td>
<td>34.8%</td>
</tr>
<tr>
<td>61 TO 70</td>
<td>30,960</td>
<td>17.35%</td>
<td>18.4%</td>
</tr>
<tr>
<td>71+</td>
<td>23,093</td>
<td>12.94%</td>
<td>14.0%</td>
</tr>
</tbody>
</table>

2014 BALLOTS COUNTED: 144,264*

<table>
<thead>
<tr>
<th>AGE GROUP</th>
<th>2014</th>
<th>% OF TOTAL</th>
<th>2014 STATEWIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 TO 25</td>
<td>13,312</td>
<td>9.23%</td>
<td>6.8%</td>
</tr>
<tr>
<td>26 TO 40</td>
<td>28,684</td>
<td>20.1%</td>
<td>20.1%</td>
</tr>
<tr>
<td>41 TO 60</td>
<td>58,264</td>
<td>40.39%</td>
<td>39.7%</td>
</tr>
<tr>
<td>61 TO 70</td>
<td>26,171</td>
<td>18.14%</td>
<td>19.3%</td>
</tr>
<tr>
<td>71+</td>
<td>17,833</td>
<td>12.36%</td>
<td>14%</td>
</tr>
</tbody>
</table>

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

Total Ballots Counted
Voted with a MAIL BALLOT 168,408
Voted at a SERVICE CENTER 10,235

94.3% Boulder County voters who voted by mail ballot 94.2% in 2014
5.7% Boulder County voters who voted in person 5.8% in 2014

FUN FACTS

1. Total number of in-person voting locations
   ANSWER: 15
2. Most popular in-person voting location
   ANSWER: CU Boulder
3. Number of people who registered or changed their registration & voted on Election Day
   ANSWER: 1,811
   624 in 2014

HOW VOTERS RETURNED THEIR BALLOTS*

<table>
<thead>
<tr>
<th>Method</th>
<th>2018</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive-by Ballot Drop-off locations</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>Military and Overseas Votes by Electronic Transmission or Health Care Facility</td>
<td>1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Post Office</td>
<td>12%</td>
<td>37%</td>
</tr>
<tr>
<td>24-Hour Ballot Drop Box</td>
<td>60%</td>
<td>21%</td>
</tr>
<tr>
<td>Returned Mail Ballot to a Voter Service Center</td>
<td>12%</td>
<td>22%</td>
</tr>
</tbody>
</table>

* 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
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

81,000 and counting

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

3,692

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!
ELECTIONS WEBSITE STATS

Total Page Views

**ELECTION PERIOD**
Sept 1 - Election Day
118,794
(2014 = 92,254)

**ELECTION DAY ONLY**
Election Day Views
27,115
(2014 = 25,514)

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

VOTER EMAIL PROGRAM
Emails to Voters with Helpful Election Info and Deadlines

5
ACTION EMAILS SENT

39%
AVERAGE OPEN RATE

285,662
TOTAL NUMBER OF EMAILS SENT

110,653
TOTAL UNIQUE OPENS

15,443
UNIQUE CLICKS ON LINKS

Halloween themed email to voters

36,554
Registered Ballot Track Users

Increase of 11,795 users since 2017
SOCIAL MEDIA

Election Period: Sept 1 - Nov 6

**Twitter**

*Most Shared Tweets*

- **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.*

**Facebook**

*96,247 people reached*

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

*Most Shared Facebook Posts*

- **281 Shares**
- **189 Shares**
- **76 Shares**

*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.*
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
Buff 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.