



**BOULDER COUNTY
ELECTIONS**

CONNECT
ENGAGE
VOTE

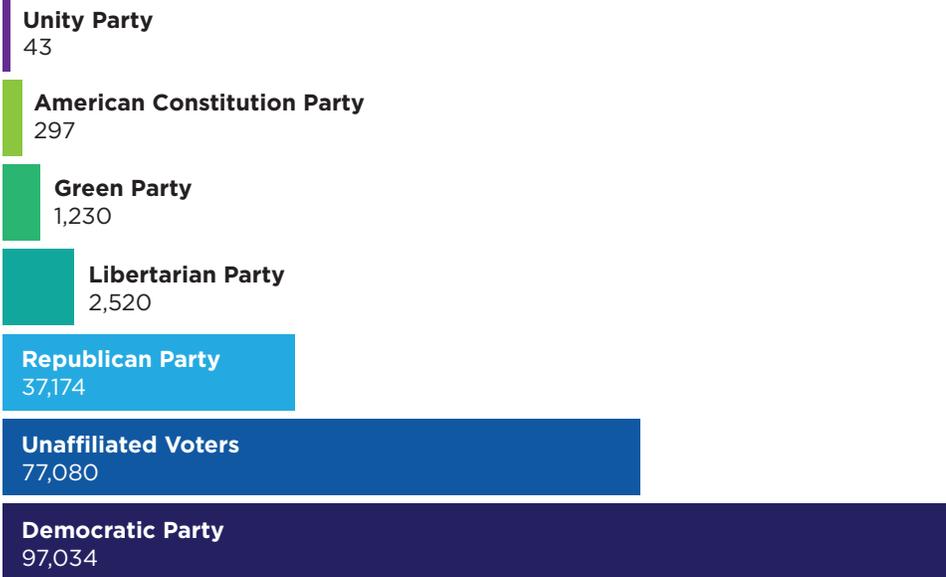


2016 POST-ELECTION REPORT BY THE NUMBERS

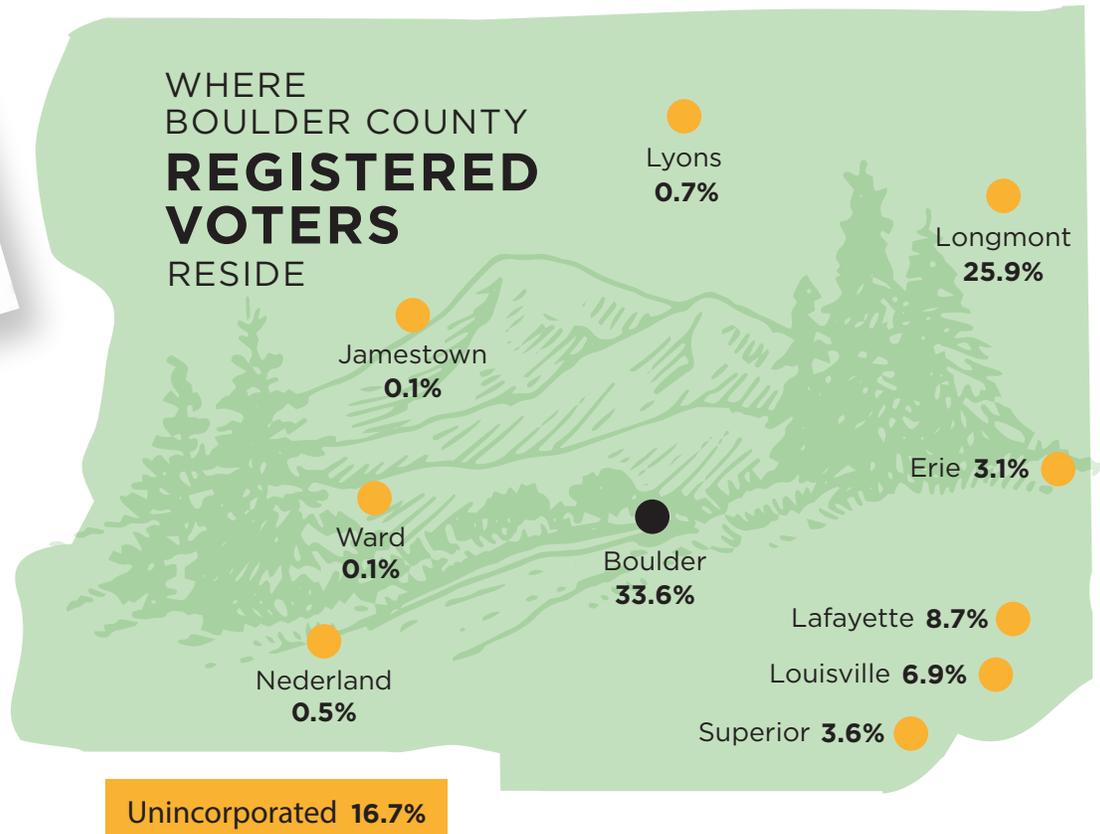
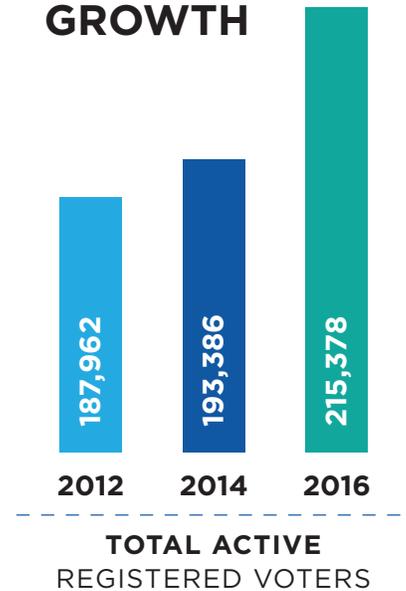
VOTER + VOTING STATS

VOTER REGISTRATION

Total Number of Active Voters: 215,378

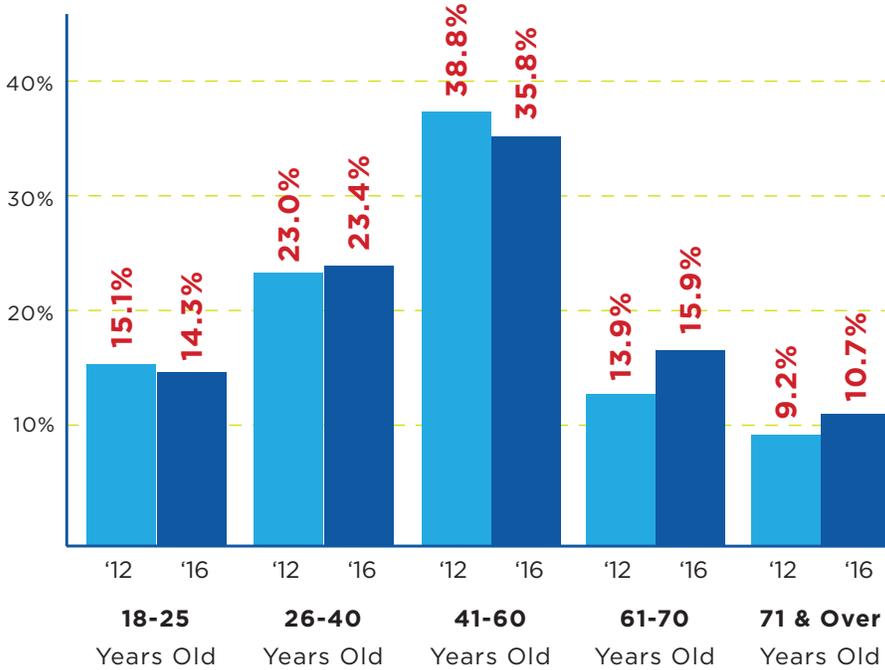


REGISTRATION GROWTH

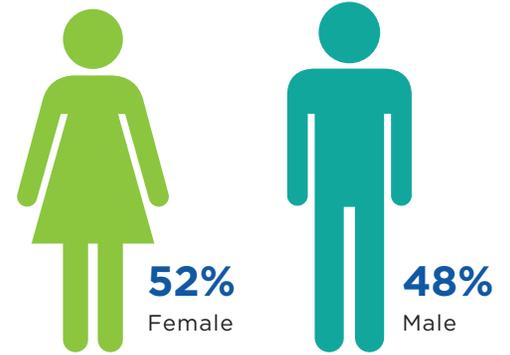


VOTER TURNOUT

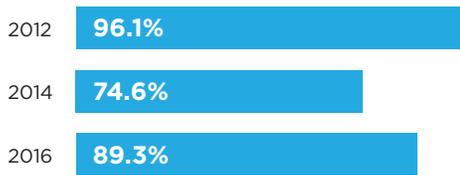
TURNOUT BY AGE



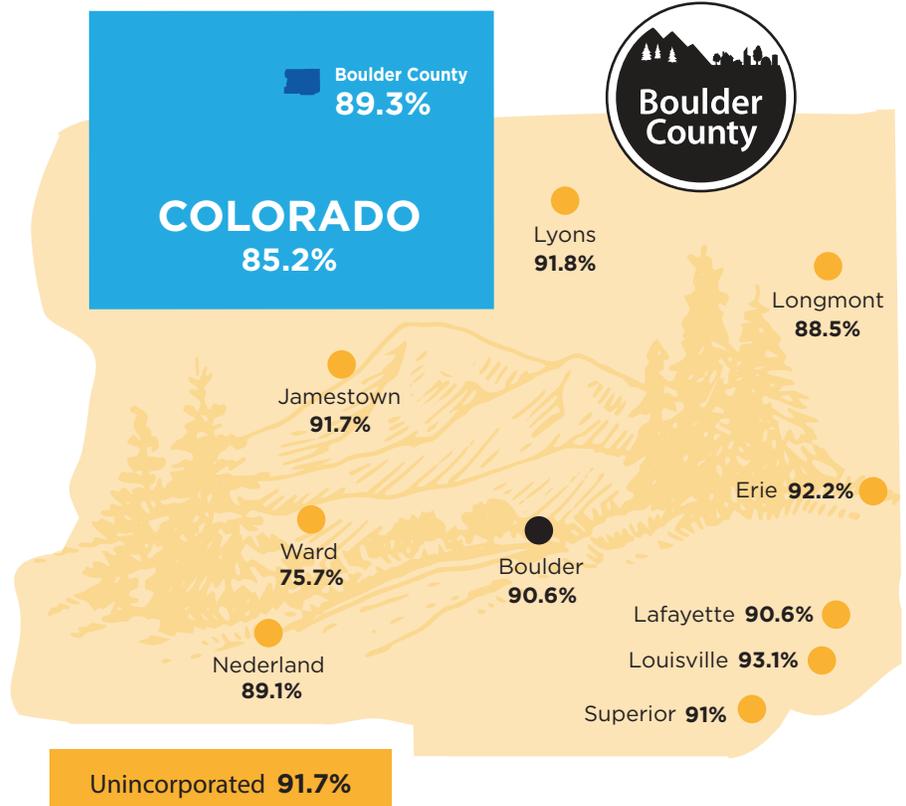
TURNOUT BY SEX



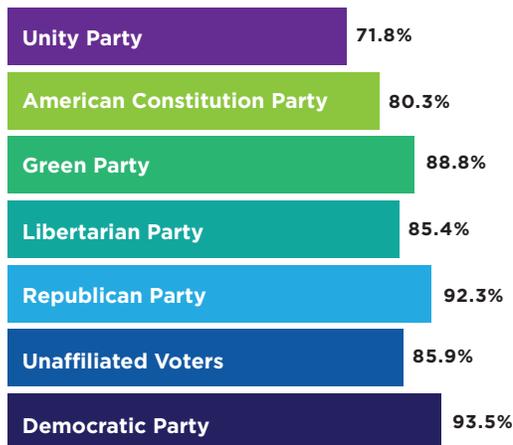
TURNOUT BY YEAR



TURNOUT BY STATE, COUNTY AND CITY



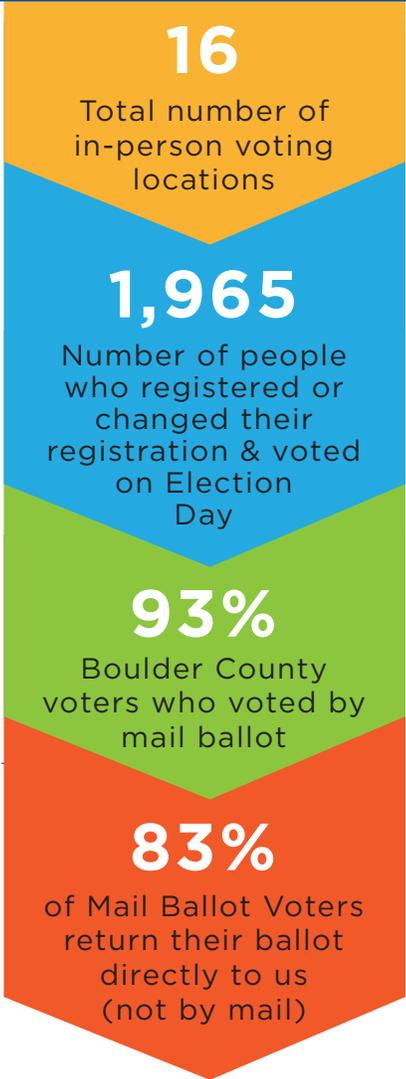
TURNOUT BY PARTY



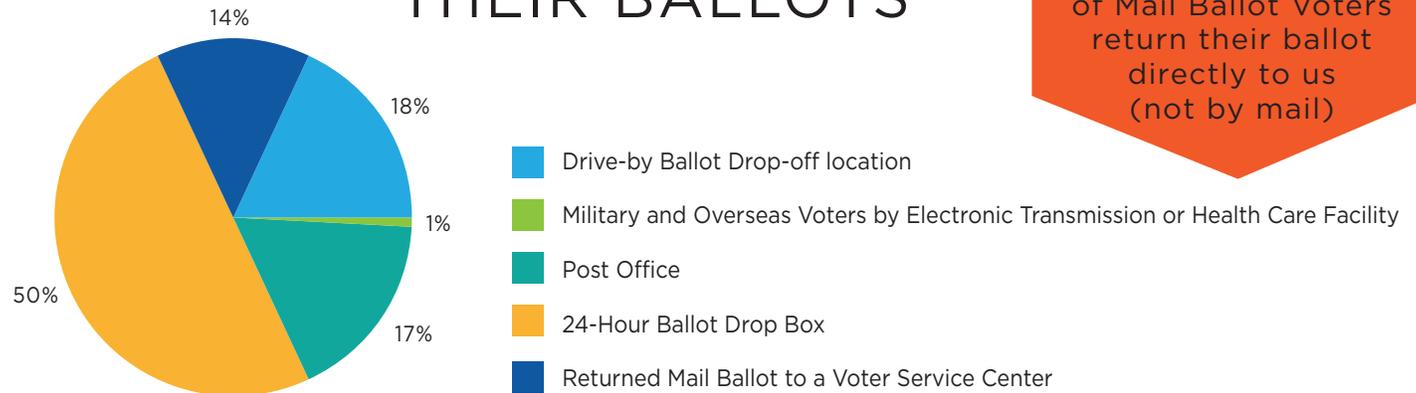
*All turnout calculated from total number of active voters.

VOTING METHOD

Total Ballots Cast: 192,822

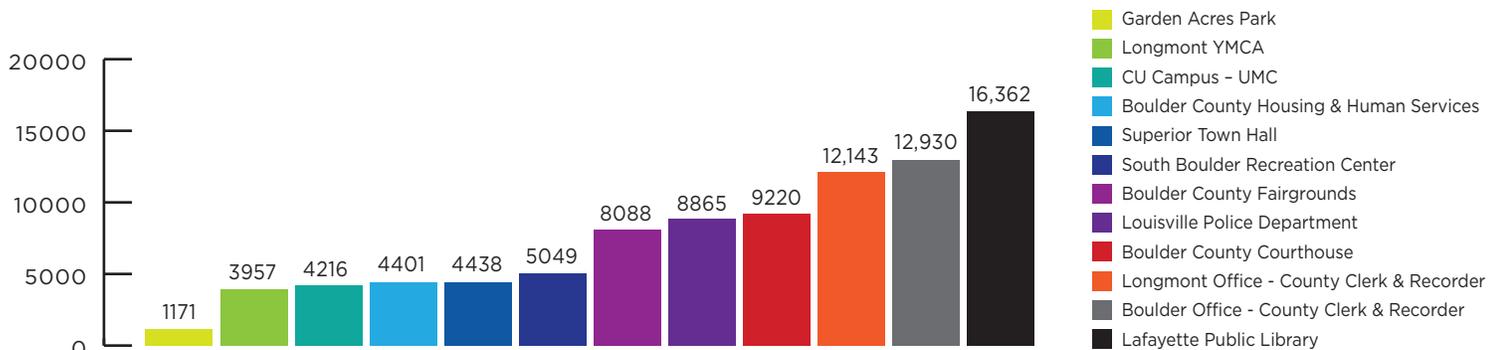


HOW VOTERS RETURNED THEIR BALLOTS*



MOST POPULAR 24-HOUR DROP BOXES*

For those that returned their mail ballots using Boulder County Elections 24-Hour Drop Boxes



* Estimates for these items are based off our Ballot Box Tracking System, which provides estimates of the number of ballots based on weight of returned ballot boxes.

CONDUCTING THE GENERAL ELECTION

STAFFING THE ELECTION

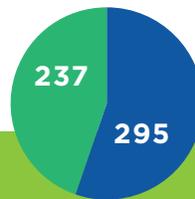


1555 Number of people contacted to work the election.

532 Number of Temporary Election Judges and Workers Hired for the Election.

517 Number of people who worked on Election Day.

Plus 15 full time staff!!!



Where did people work?

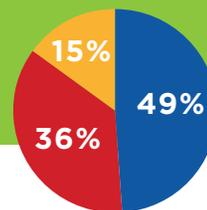
■ Ballot Processing

■ Voter Service Centers

POST-ELECTION WORK CONTINUES

20 temps/judges
15 full-time staff

Average Number of people working from the Day after Election through Saturday, 11/19 to finish processing, auditing and reconciliation



Party breakdown of workers and judges

■ Democrat

■ Republican

■ Other

2016 voter records



Number of voter records updated or processed



over
66,000

pounds of paper were needed to print Boulder County's two-sheet 11x17 ballot



VOTER COMMUNICATION

VOTER EMAIL PROGRAM

Emails to Voters with Helpful Election Info and Deadlines

6 Action Emails sent
292,161 Total number of emails sent
36.3% Average Open Rate
99,777 Total Unique Opens
21,767 Unique clicks on links

Types of links:

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



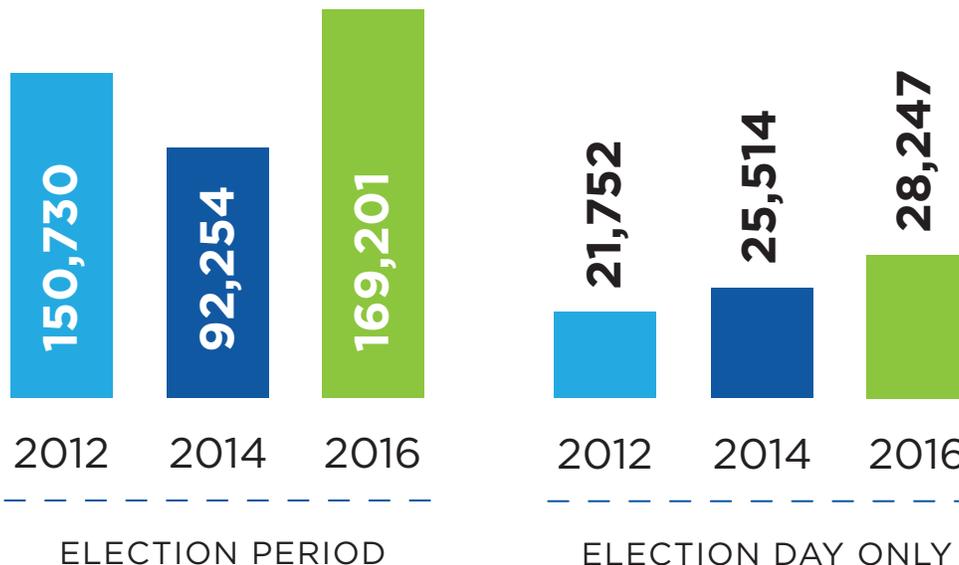
Ballot Track Users for the 2016 General Election

20,524

Voters signed up to receive email, text and/or phone alerts about the status of their mail ballot

ELECTIONS WEBSITE STATS

Total homepage views



SOCIAL MEDIA

Election Period: Sept 1 - Nov 8



Top 3 Tweets

- 1**

Boulder County Clerk @Boulder_Clerk · Oct 20
Hi @cityoflongmont voters. For convenience we installed an add'l 24-Hour ballot box at Garden Acres Park on 18th Ave between Sunset & Juniper
- 2**

Boulder County Clerk @Boulder_Clerk · Nov 8
Election Day! Polling Centers (Bring ID), Ballot Drop-off info & more:
BoulderCountyVotes.org #election2016 #vote



www.BoulderCountyVotes.org
for specific locations & more drop-off options
- 3**

Boulder County Clerk @Boulder_Clerk · Nov 1
Stats on which 24-hour ballot return boxes are most popular. Hey @CUSystem get those ballots in! Your box is right outside the UMC!



Location	Ballots Received
Garden Acres	11221
UMC	6421
Longmont	5021
...	...

40,800 impressions

- 84** Number of Tweets sent
- 139** Number of Re-tweets
- 772** Tweet Engagement

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

MOST POPULAR & SHARED POST

Boulder County Clerk and Recorder
Sponsored

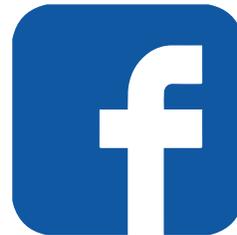
Don't wait til #ElectionDay to return your mail ballot. Find a 24-hour ballot box location or drive-by ballot drop-off location now: <https://goo.gl/RG3u4H>

Don't wake up in a panic Nov. 8
Have peace of mind - return your ballot now.

185 Reactions · 7 Comments · 71 Shares

185 Likes, Loves 71 Shares

This post was also a sponsored post.



18,137 people reached

28 POSTS

150 POST SHARES

262 POST LIKES