

Voter Propensity and Behaviour

July 2024

Backdrop

Key Metrics of Engagement

Areas of research

Live examples

Working with Civica

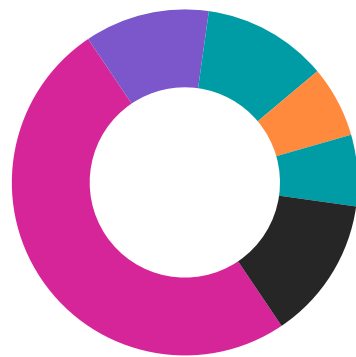
Backdrop

- Observed long-term decline in turnout rates across a broad spectrum of member-based elections
- clients directly approaching us for guidance on reversing these trends
- banks of readily available vote data to interrogate patterns of voter/non-voter behaviour
- We work with approaching 90% of Foundation Trusts
- how is engagement/participation/awareness measured?

Key metrics of engagement - vote participation



Membership length



Previous vote engagement



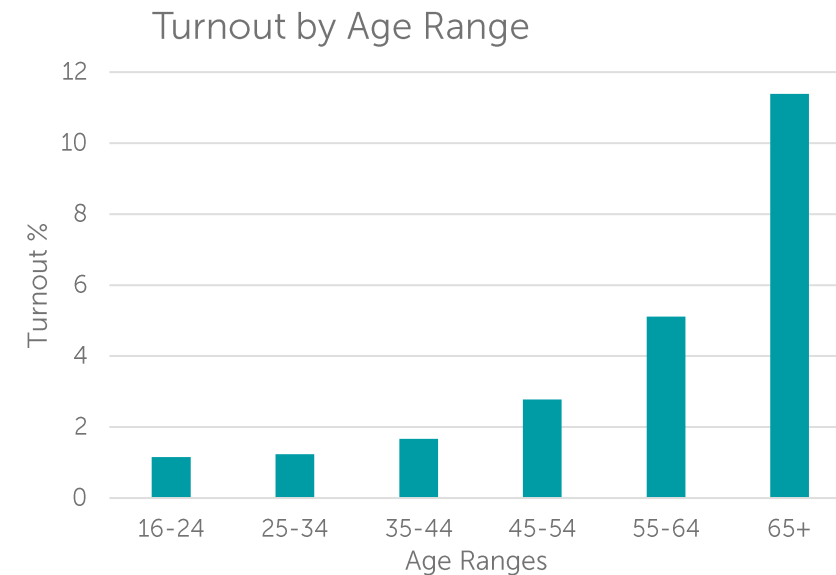
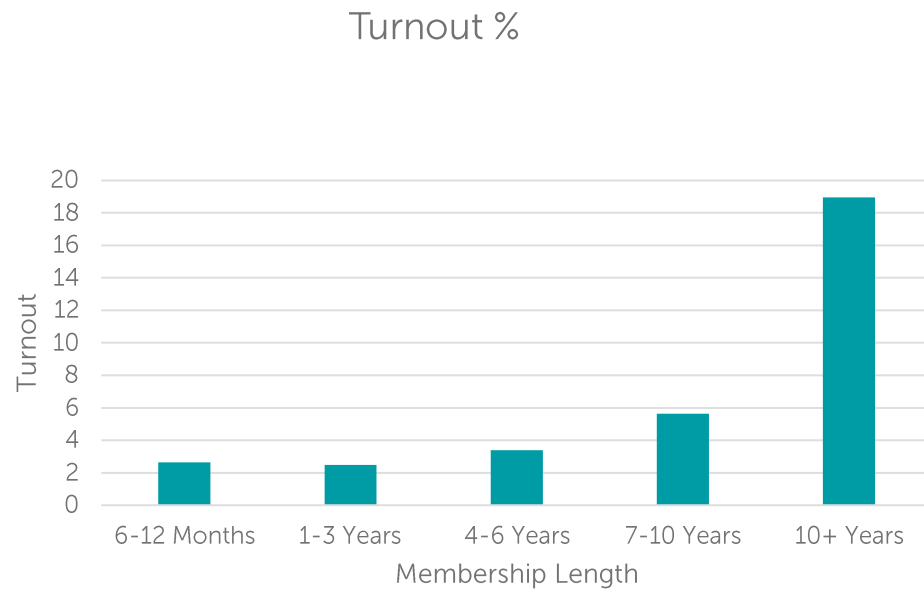
Emotional and financial investment in organisation



Age

Key metrics of engagement – example 1

Data Example of Large Mutual - 2024



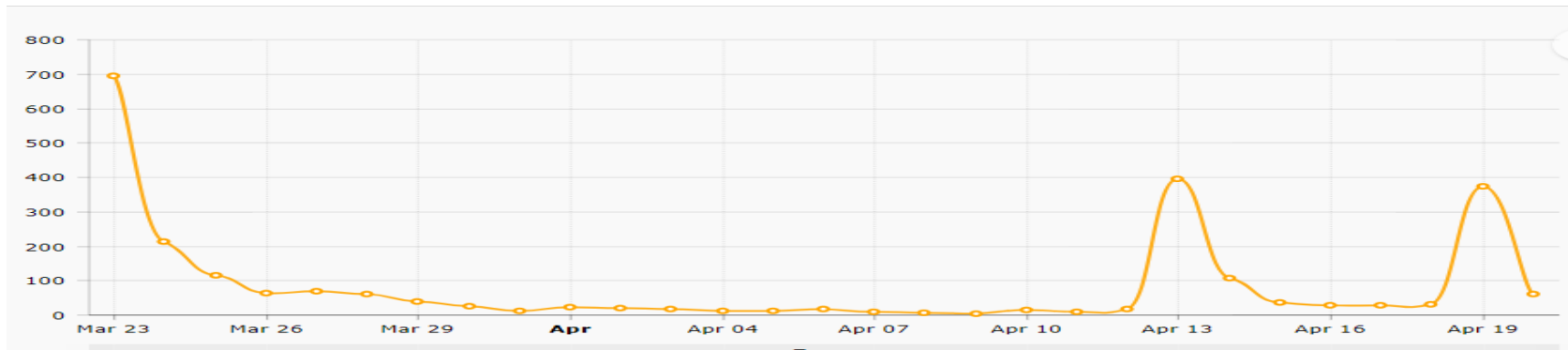
Areas of research

- Distribution techniques:
 - Email: tone of voice/content/CTA/time of dispatch
 - SMS: targeted comms and reminders
 - Postal Comms
- In-election nudging:
 - Indirect/direct use of Social Media
 - FOMO communications (see next example)
 - App Notifications

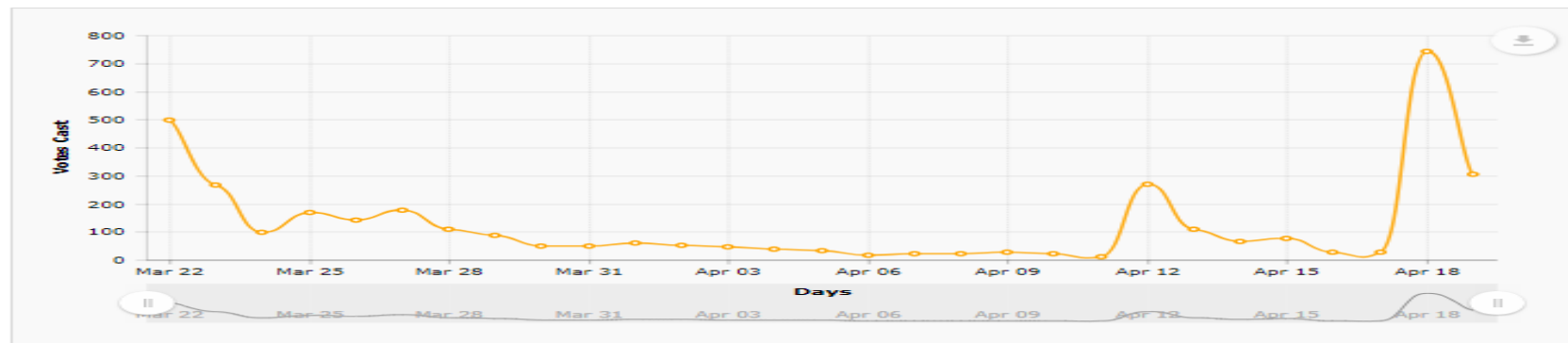
Key metrics of engagement – example 2

Data Example of Large Mutual - 2024

Typical response pattern to election emails



Change in wording and timing for final reminder



Working with us