

CUES eVote: Voter Turnout Statistics

Credit unions often ask us what type of voter turnout they can expect when they use CUES eVote. We've compiled these statistics from elections we've administered over the past 16 years. Assess your election outlook and talk to CUES eVote about initiatives to increase participation.

AVERAGE PARTICIPATION ACROSS CREDIT UNIONS



PARTICIPATION BASED ON BALLOTING OPTIONS

Two thirds of all credit unions using CUES eVote send some form of **paper ballot** to their members, whether mailing them to all members, mailing them to non e-services members only, or offering print on-demand.

Elections using online voting with on-demand paper ballots and elections with online voting and paper ballots mailed to all members show **participation is nearly equal between these two paper ballot methods.**

Credit unions offering ballots to be printed on demand in addition to online voting generally see a **2% participation increase** over those that are online only; plus credit unions typically **save money** as 90% of voters still opt to vote online.

PARTICIPATION BY MEMBERSHIP SIZE (in thousands)

0 – 24	10.0%
25 – 49	3.8%
50 – 99	4.0%
100 – 499	1.8%
500 – 999	0.2%
1 Million +	0.3%

PARTICIPATION BY ASSET SIZE (in millions)

\$0 – \$99	4.5%
\$100 – \$499	9.0%
\$500 – \$999	6.7%
\$1 – \$4.99 Billion	3.5%
\$5 Billion +	2.4%

PARTICIPATION BASED ON YEARS USING CUES eVOTE

Credit unions that have used CUES eVote over many years have seen members become more comfortable with the platform, and participation has increased as membership increased. Examples include:

One \$600 million, U.S. credit union has used CUES eVote for **12 years** and saw participation **increase 10.2%**.

A \$5.5 billion, U.S. credit union saw its **invalid ballot rate fall from 15.94% to 1.84%**. A client for 14 years, this credit union looked to CUES for help ensuring members who cast ballots were doing so properly and their votes were counted.

A \$2.1 billion, Canadian credit union has used CUES eVote for **9 years** and saw participation **increase 3.3%**.