

Department of Elections Household Mailer

#	Info Request	June 5, 2012 Primary Election	November 5, 2013 Municipal Election	June 3, 2014 Primary Election
1	Date of postcard mailing	4/26/2012	9/30/2013	4/28/2014
2	Number of postcards sent	266,117	266,585	354,198
3	Approximate cost of mailing / postage	\$23,245 / \$35,500*	\$18,863 / \$24,818	\$26,592 / \$26,564
4	Number of residential addresses at time of mailing	Not available	Not available	354,198
5	Number of voting households at time of mailing	267,909	260,962	258,807
6	Number of registered voters at time of mailing	466,624	438,167	433,107
7	Number of voting household at close of registration	269,173	261,761	259,880
8	Number of new voting households added (between time of mailing and E-Day)	1,264	799	1,073
9	Number of new registered voters added (mail date to close of registration)	4,044	1,870	2,634
10	Number of new registered voters added in a new voting households			1,151
11	Registered voters on Election Day / Voter Turnout %	470,668 / 30.8 %	440,037 / 29.3 %	435,712 / 29.7 %
12	Mailer goals	Announce election	Announce election; explain RCV	Announce election; encourage all eligible citizens to register; explain open primary system

*postage estimate