



Political Party

Registered Voters: 850,000
Election Method: Hybrid (Paper ballot via mail, Internet) plus Internet at polling places
Election Type: Presidential Primary

Challenge

Voter turnout in the state primaries was decreasing each year. Voters had atrophied, and in the previous Presidential Primary, a mere 12,800 of the 850,000 registered voters turned out to vote. The party knew that they needed a high-impact solution to increase voter turnout, galvanize the electorate and update the image of the local party.

ESC's Solution

ESC mailed unique PIN#s to the 850,000 registered voters in the state. Voters had three choices: 1) Voting by mail 2) Voting on the Internet prior to the election, and 3) Voting at a physical polling place by Internet or paper ballot. Online votes could be cast from any location with Internet access.

Results

The first binding political election ever to allow citizens to cast their votes over the Internet – captured the imaginations of political leaders, technology innovators, and voters around the world and yielded a 676% increase in overall voter participation.

- 86,559 voters compared to 12,800 voters in previous election
 - 919% increase in Hispanic communities
 - 515% increase in Native American communities
- 41% voted from remote Internet sites
- 67% of voters 18-59 preferred Internet voting
- 79% of voters chose not to vote at polls

"It was my distinct pleasure to have been associated with the entire staff of ESC and I am thankful for the decision made to select a company that proved their profession of integrity, Internet and election knowledge, and high standards. Thank you for making a difference in our Presidential Primary...We truly made history!"

Party Chairman