

Post-Election Voter Survey Report

The Details

Hennepin County Elections conducted a survey of voters during the November 5, 2024 election to gather insight about voting experiences. The responses will help us fine-tune our outreach and engagement strategies to better address barriers to voting in Hennepin County.

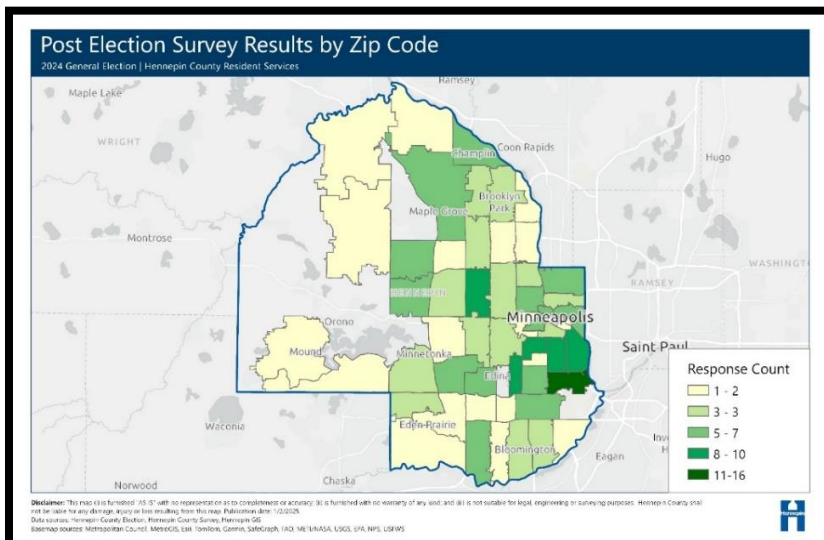
The survey opened on the first day of absentee voting (September 20, 2024) and closed on December 1, 2024. All questions were optional, and responses were anonymous. The survey included questions about voters' demographics (location, age, gender), voting method (mail or in person, absentee or on Election Day), voting experience, and any barriers to voting they faced. The survey was available in the 6 most common languages in Hennepin County -- English, Spanish, Somali, Hmong, Oromo, and Russian.

This report is intended to recap key findings from the survey, as well as highlight some of the comments and suggestions provided by voters that Hennepin County Elections can use to consider improvements to the voting process. Throughout this report, you'll see notes on how survey respondents' answers compare to data about the general voting public -- for more comprehensive data about Hennepin County voters in the November 5, 2024 election, click [here](#). While no survey can be fully representative of a county with more than 800,000 registered voters, the 300+ responses received will help guide Hennepin County Elections' efforts throughout the next election cycle.

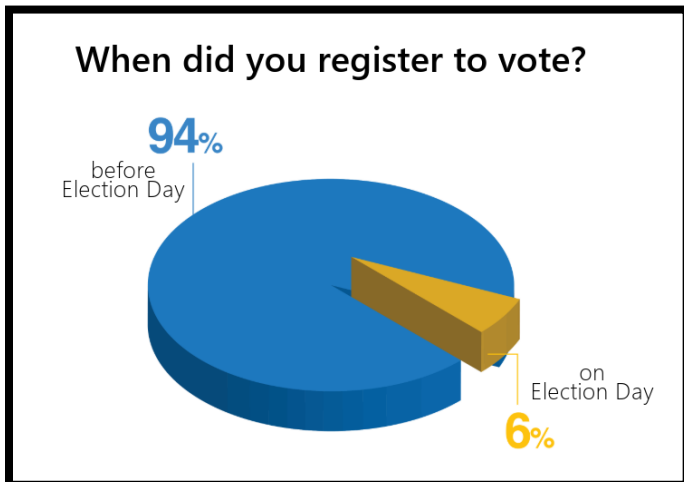
Who Took the Survey?

- The majority (34%) of respondents who provided their age were 45-64, with a close second (27%) being 65-84.
- 62% identified as women, 32% as men, 4% as non-binary, and 2% as other.
- 16% identified as a person with a disability.

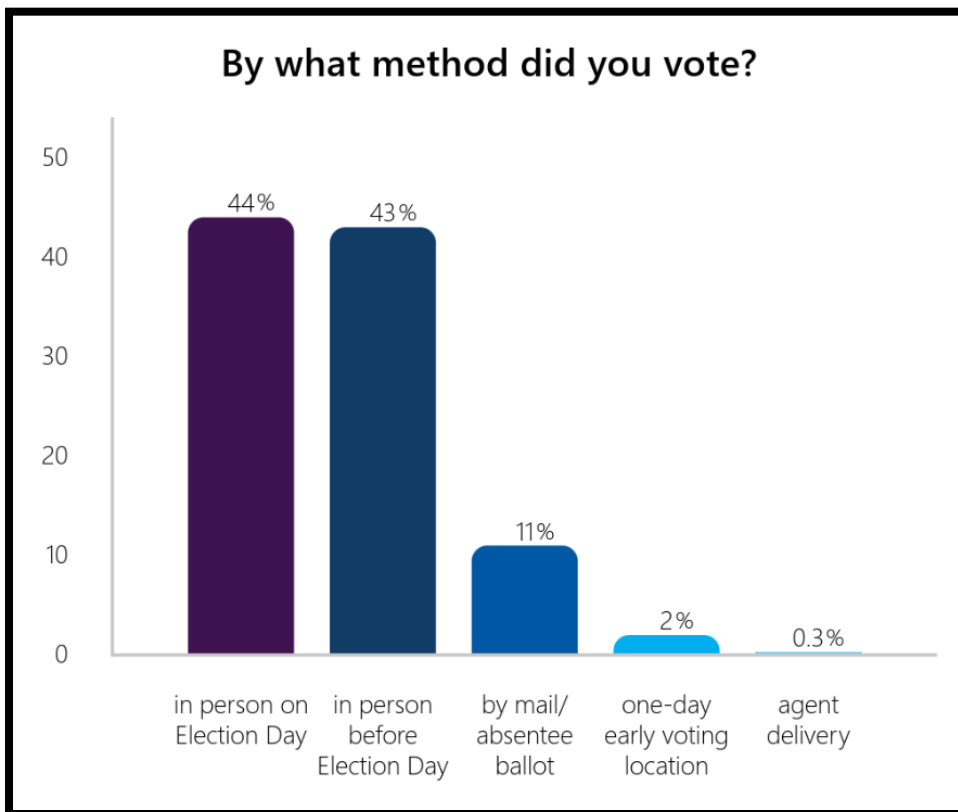
The below map shows where respondents stated they live in Hennepin County:



Key Findings: Voter Registration & Voting Methods

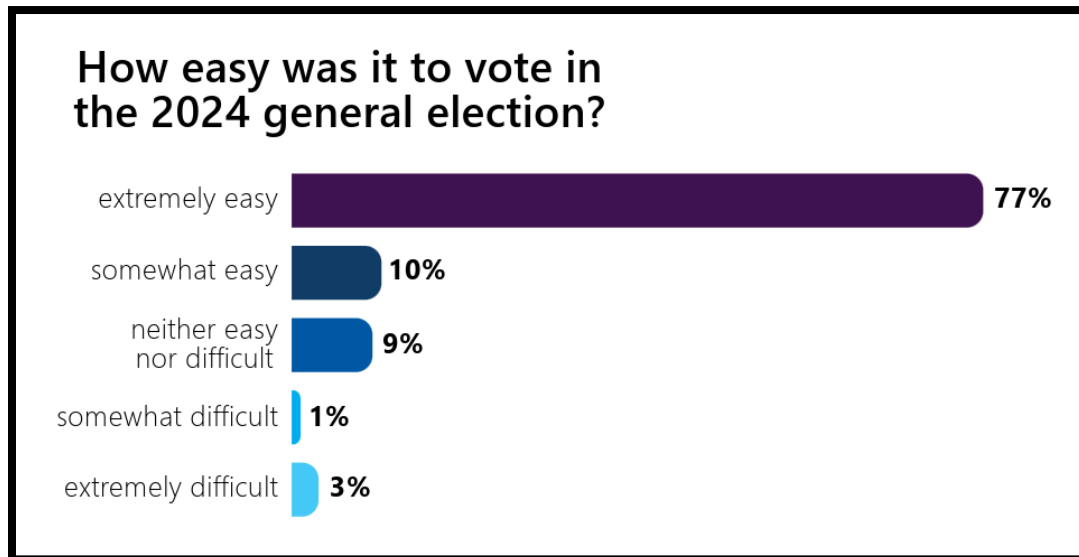


94% of respondents reported that they registered to vote before Election Day, while 6% registered on Election Day. Compared to the general voting public, survey respondents were more likely to be registered to vote before Election Day -- 83% of all voters in the November 5, 2024 election were registered to vote before Election Day.



44% of respondents voted in person on Election Day, while 56% voted before Election Day (either in person, by mail/absentee ballot, at a one-day early voting location, or through agent delivery). To compare to the general voting public, 52% of voters in the November 5, 2024 election voted on Election Day, while 48% voted early.

Key Findings: Voting Experience



Overall, respondents reported that voting was an easy experience. However, we recognize it's not possible to extrapolate one survey's results to an entire county's experience. Of the respondents who reported facing barriers to voting, many cited having a lack of information -- about the candidates on the ballot and about voting locations and times. Other barriers noted were inclement weather, lack of transportation, long lines at the polls, and limited early voting hours.

In response to the question, "What would improve your voting experience?", respondents suggested:

- More early voting locations with expanded hours
- More resources for learning about candidates, including debates or forums
- Clearer information about mail/absentee ballots

One respondent suggested rolling out the ExpressVote (accessible ballot marking device) to all voting locations instead of just at the Hennepin County Government Center, and we're proud to say this is something we'll be fulfilling. Starting with the 2025 election season, all cities in Hennepin County will have the ExpressVote available at all voting locations.

Conclusion

While Hennepin County voters are known to be engaged and informed, we recognize there is still more to be done to reach communities who have historically experienced barriers to voting. We plan to use the comments and suggestions from this survey as an additional data point to improve our outreach and engagement methods. For example, we can work with our community partner organizations to better publicize information about voting locations/times, how to vote by mail, and candidates on the ballot.

Hennepin County Elections is committed to serving all voters and focused on engaging voters from historically low-turnout communities throughout the next election cycle.