

A CASE STUDY

VOTER PROFILING

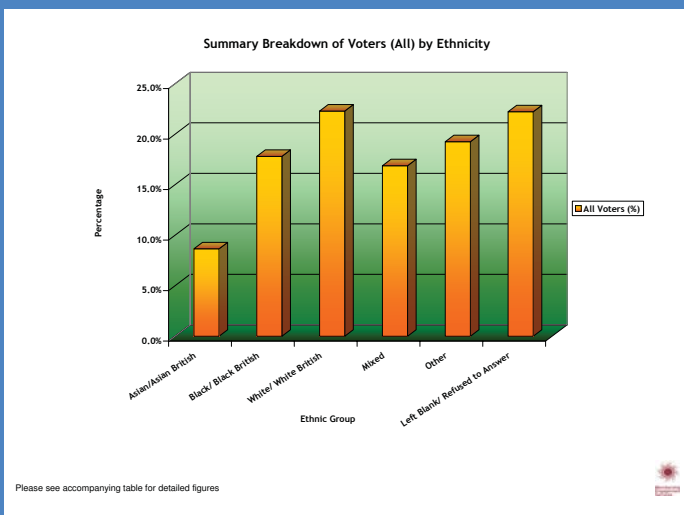
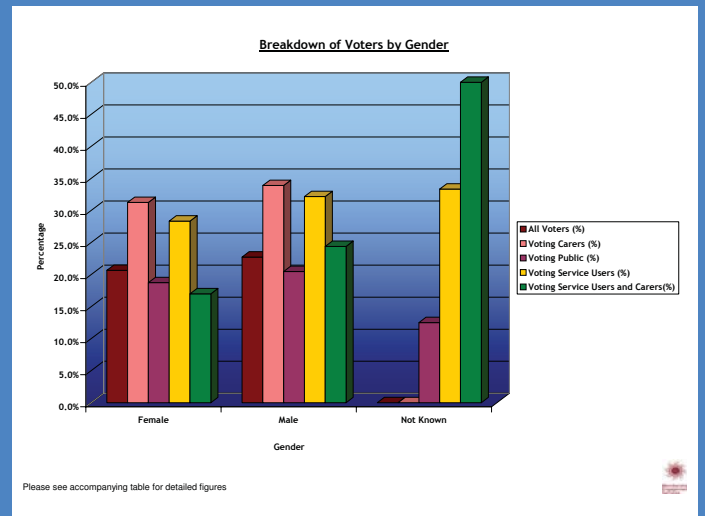


Membership
Engagement
Services

Elections are at the heart of democratic governance and play a major role in the life and health of most membership organisations. Successful elections tend to indicate a strong, actively-engaged and well-integrated membership - but what makes for successful elections?

- They are free, open and transparent
- The electorate has a real choice
- There is interest amongst all parts of the electorate, leading to a sizable and inclusive turnout

Essentially, successful elections are those where all stakeholders are meaningfully involved in the governance of their organisation, either by standing as a candidate or through casting their vote.



Voter profiling and how it can help improve your elections

Voter profiling can help your organisation to understand who your voting members are and to identify any potential "engagement gaps". Using this information your organisation can adapt and tailor its communication strategy so as to increase interest among disengaged groups - raising voter turnout and ensuring inclusive elections.

Any organisation seeking to improve voter turnout or make its elections more inclusive can benefit from Voter profiling.



Sheffield Health and Social Care NHS Foundation Trust

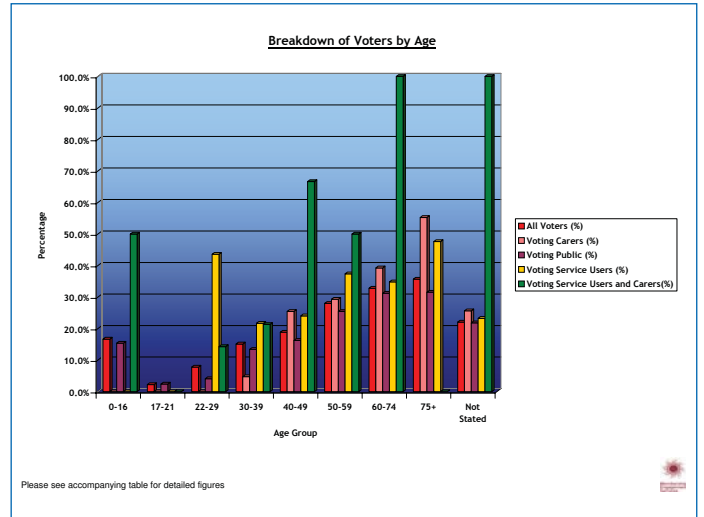
Sheffield Health and Social Care NHS Foundation Trust recently asked Membership Engagement Services (MES) to compile a Voter profiling report. MES, through its unique relationship with its parent company, Electoral Reform Services, was able to identify active voters in the Trust's latest Board of Governor Elections. Voter anonymity was maintained throughout but we were able to examine the demographic differences (ethnicity, gender, constituency, age and socio-economic category) between voters and the Trust's membership as a whole. The outcome was a full MES-produced report complete with graphs, tables, analysis and a summary of key findings.

What next?

The information that we provided can be incorporated into the Trust's reports to Monitor (the independent regulator of Foundation Trusts) who are now requesting information about turnout as part of their increased focus on engagement-levels within Trusts' memberships.

Furthermore, now that the Trust is equipped to examine its "engagement gaps", it can enhance this data with research to try and find out the reasons behind voter apathy amongst certain groups and solutions for tackling it e.g. could the Trust's communication benefit from additional languages, should there be differently phrased covering letters for certain groups, perhaps even electronic voting for younger members etc? The Trust will then not only be able to report to Monitor on turnout, but also on what it actually plans to do to improve its engagement levels.

Voter Profiling can also help to deepen democracy within your organisation. It is a powerful tool which can be used to increase the vitality and inclusiveness of your elections.



AGE BREAKDOWN OF VOTERS			
Age Group	All Eligible Members	All Voters	All Voters (%)
0-16	39	5	16.7%
17-21	313	5	2.2%
22-29	552	43	7.8%
30-39	688	104	15.1%
40-49	765	148	18.9%
50-59	611	171	28.0%
60-74	884	290	32.8%
75+	381	138	26.7%
Not Stated	1346	297	22.1%
Age Group	Eligible Carers	Voting Carers	Voting Carers (%)
0-16	1	0	0.0%
17-21	1	0	0.0%
22-29	2	0	0.0%
30-39	21	1	4.8%
40-49	55	14	25.5%
50-59	58	17	29.3%
60-74	107	42	39.3%
75+	58	21	36.3%
Not Stated	79	20	25.0%
Age Group	Eligible Public	Voting Public	Voting Public (%)
0-16	36	4	15.4%
17-21	291	7	2.4%
22-29	462	19	4.1%
30-39	500	67	13.4%
40-49	564	93	16.3%
50-59	444	113	25.5%
60-74	663	207	31.2%
75+	301	95	31.6%
Not Stated	1177	257	21.8%
Age Group	Eligible Service Users	Voting Service Users	Voting Service Users (%)
0-16	1	0	0.0%
17-21	5	0	0.0%
22-29	39	17	43.6%
30-39	106	23	21.7%
40-49	158	38	24.1%
50-59	107	40	37.4%
60-74	112	39	34.8%
75+	48	20	41.7%
Not Stated	89	20	22.3%
Age Group	Eligible Young Service Users and Carers	Voting Service Users and Carers	Voting Service Users and Carers (%)
0-16	2	1	50.0%
17-21	16	0	0.0%
22-29	49	7	14.3%
30-39	61	13	21.3%
40-49	6	4	66.7%
50-59	2	1	50.0%
60-74	2	2	100.0%
75+	0	0	0.0%
Not Stated	5	5	100.0%

Further information

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