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Bringing Elections into the 21st Century: *Data, Technology & the Future of Registration*

Zachary Markovits

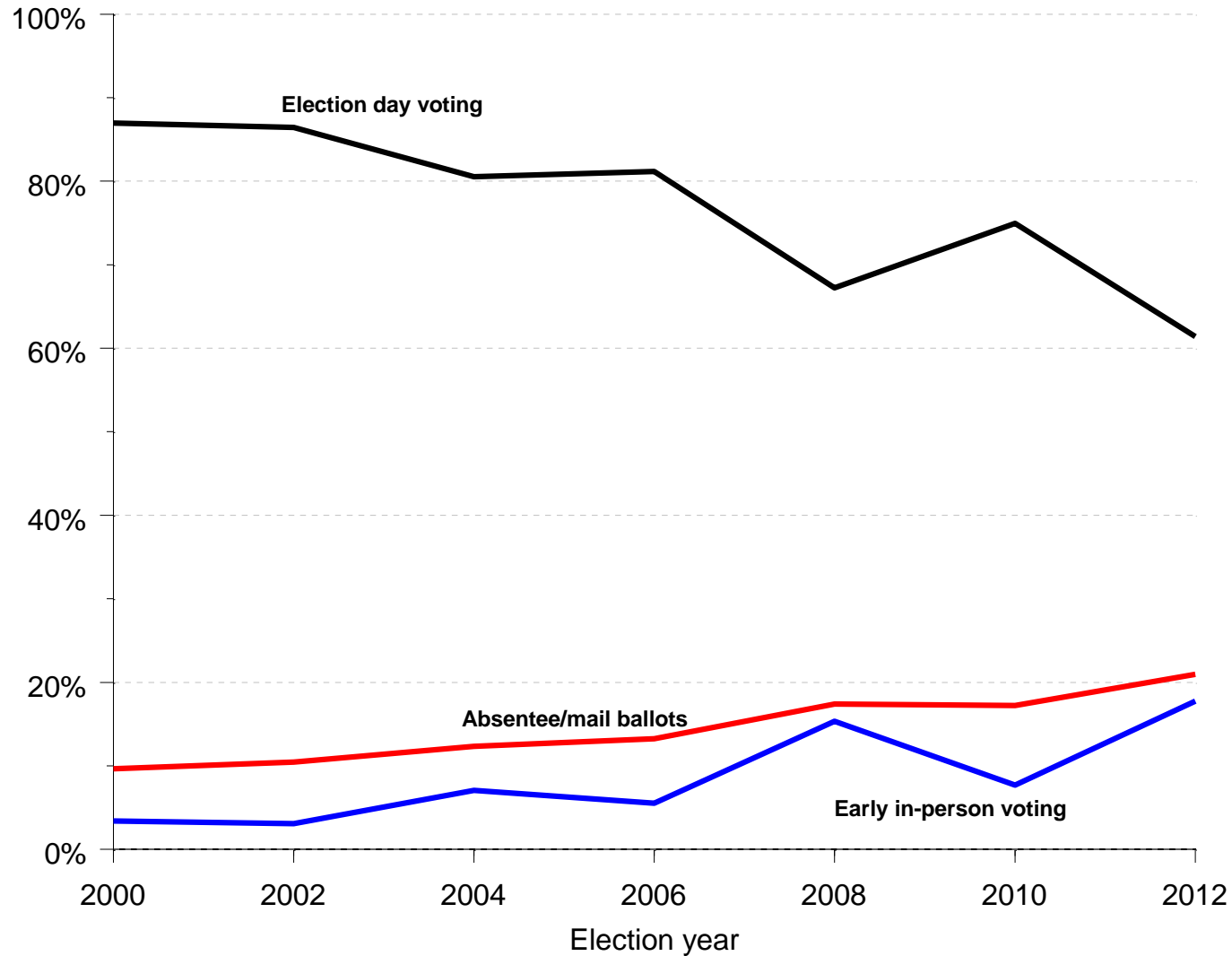
Manager, Election Initiatives

Pew Election Initiatives



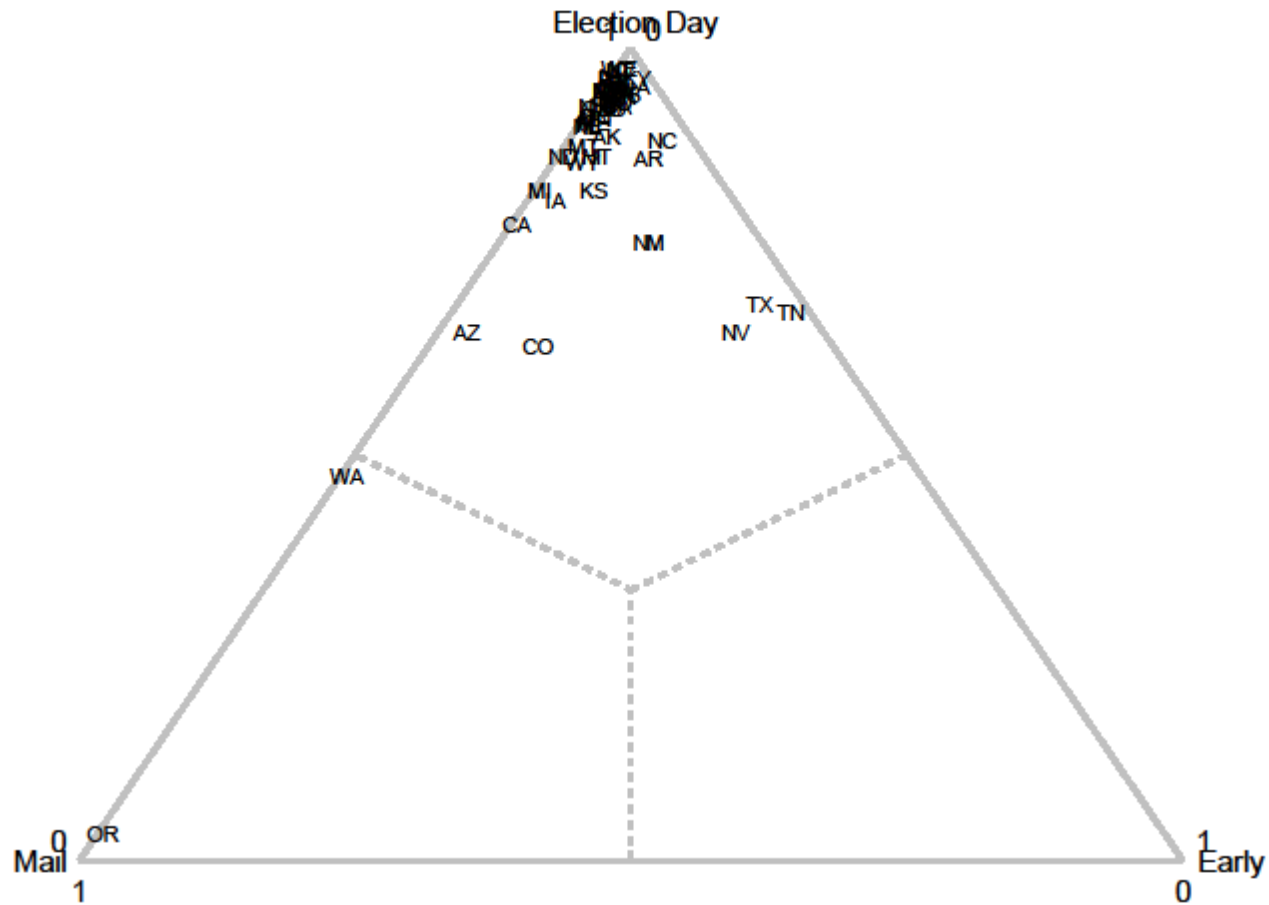
Works with state and local election officials to improve the nation's system of election administration by examining options for building a system that is more efficient and accurate, while reducing costs and administrative burdens

How we vote has changed



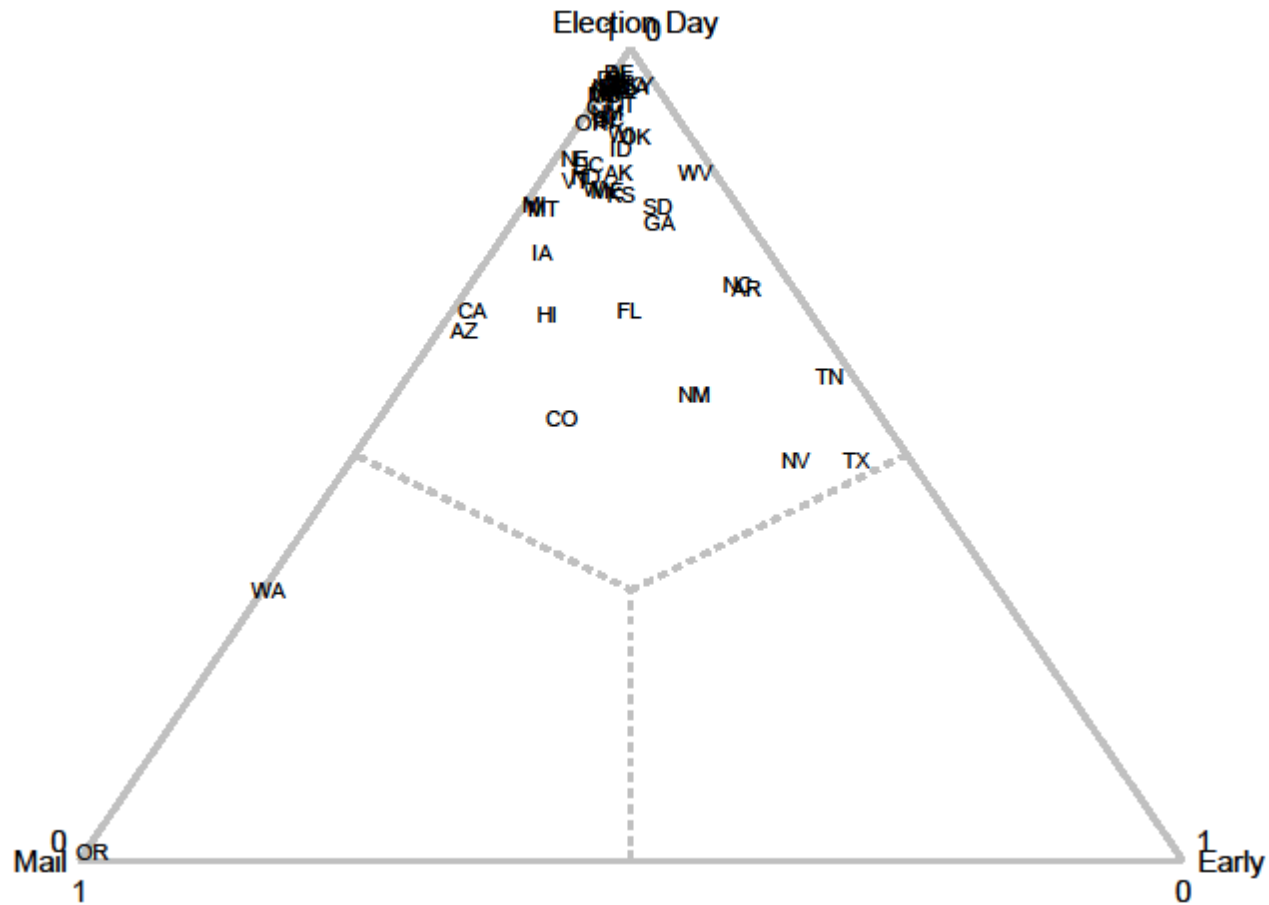
How we vote has changed

2000 Presidential Election



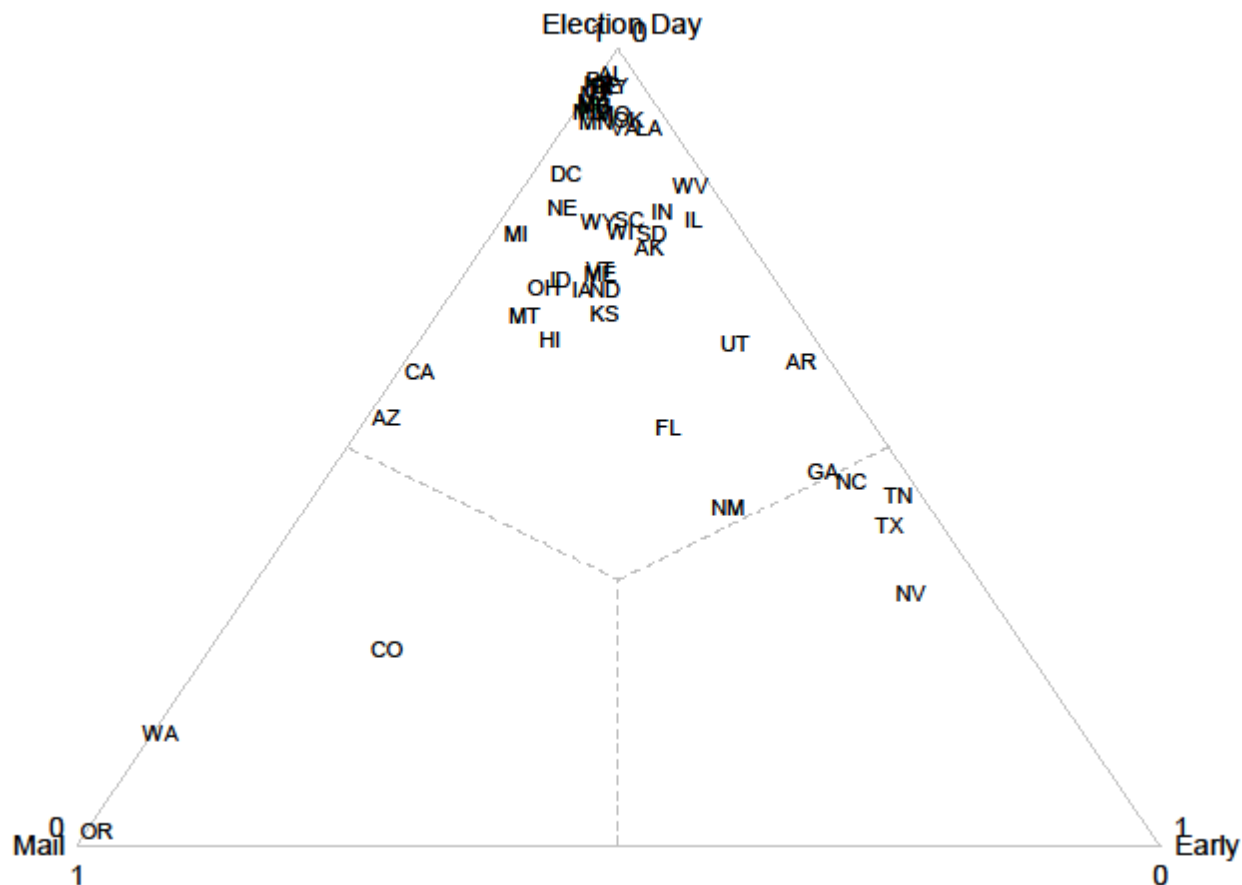
How we vote has changed

2004 Presidential Election



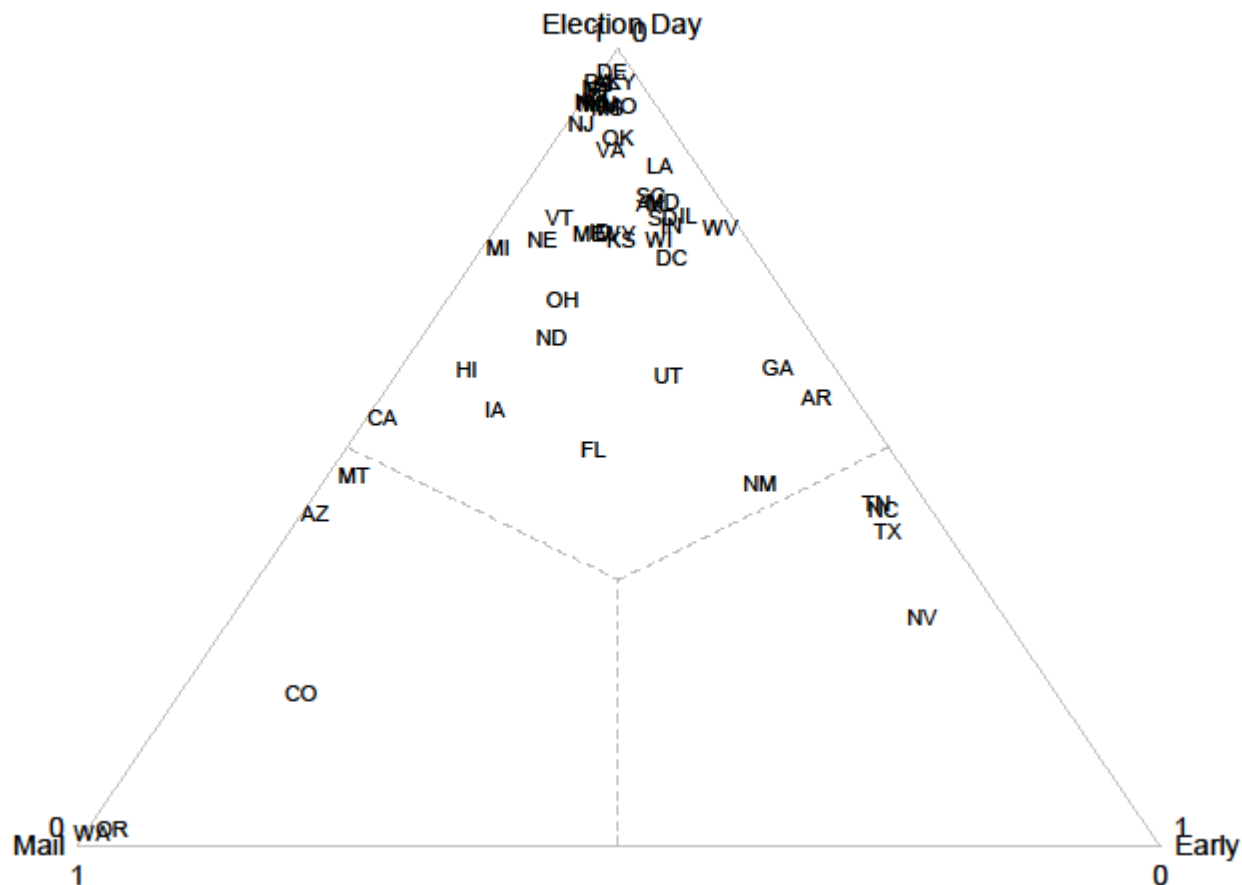
How we vote has changed

2008 Presidential Election



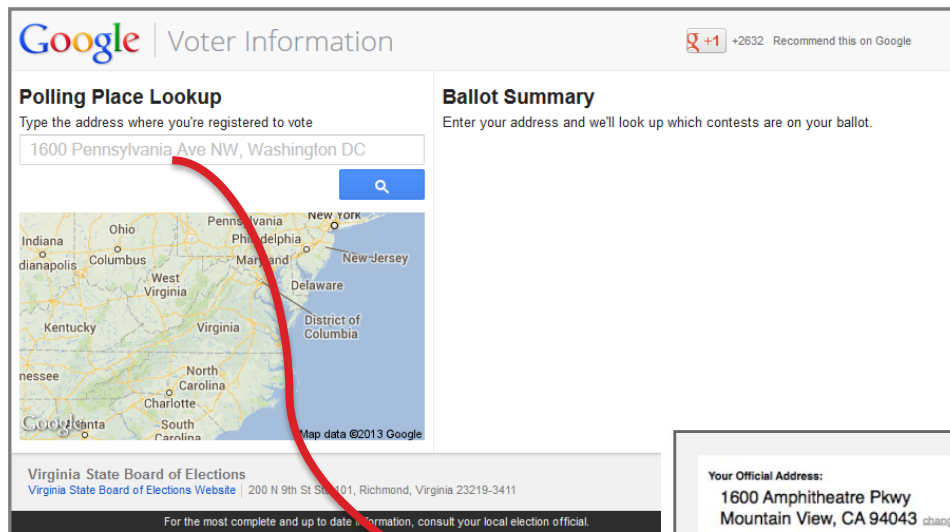
How we vote has changed

2012 Presidential Election



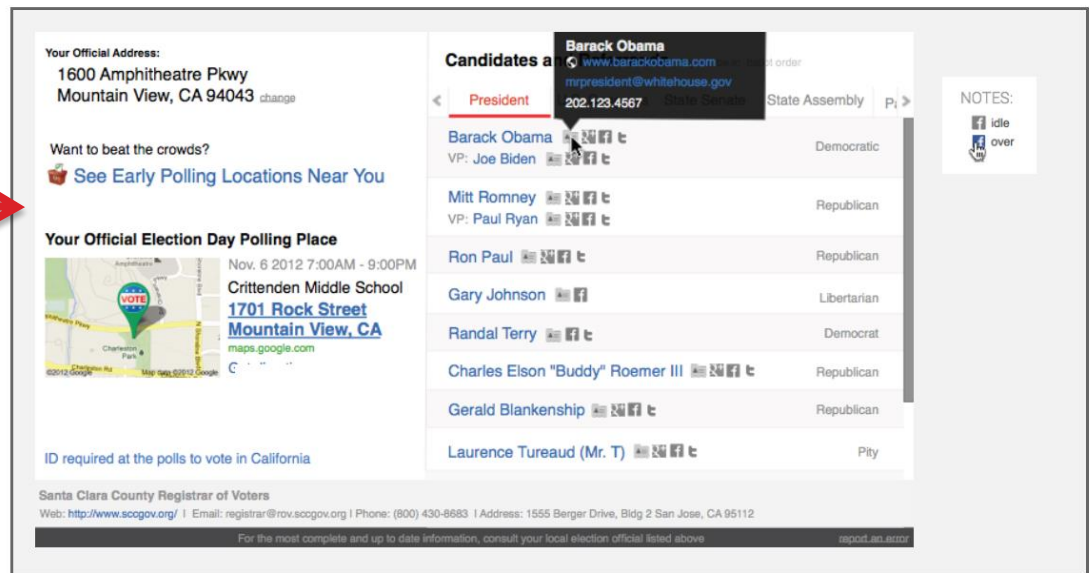
New ways of providing voting information

The Voting Information Project

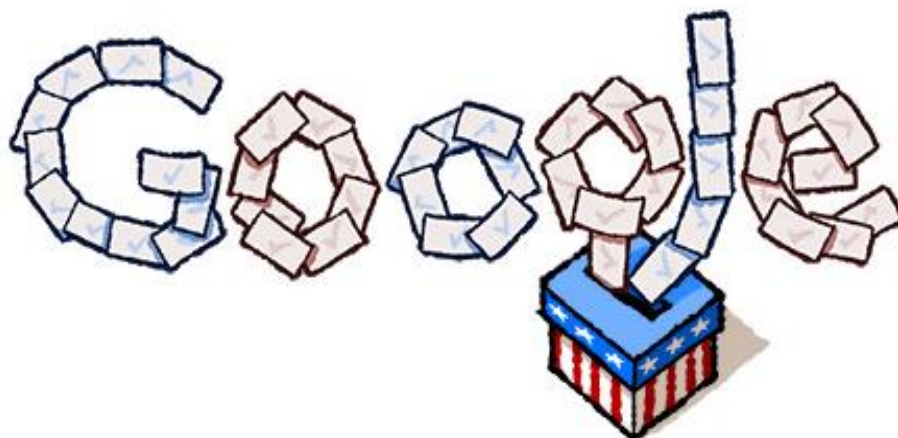


Over 25 million voters
used VIP tools on
Election Day 2012 to find
the information they
needed to vote

VIP tools were embedded on
over 600 websites on Election
Day in 2012, including CNN,
The Washington Post, Fox
News, Facebook, and various
campaigns and organizations



The Voting Information Project: Election Day 2012

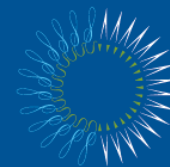


Google Search

I'm Feeling Lucky

Vote! It's Election Day. Find your voting location and hours

Mobile Polling Place Locator



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In 2012, 85% of American adults own a cell phone...

Cell Phone Activities

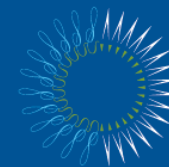
The % of cell phone owners who use their cell phone to...

82	Take a picture
80	Send or receive text messages
56	Access the internet
50	Send or receive email
44	Record Video*
43	Download Apps*
31	Look for health or medical information online
29	Check bank account balance or do any online banking

Source: Pew Research Center's Internet & American Life Project, Summer Tracking Survey, August 7-September 6, 2012. N=2,581 cell phone owning adults ages 18 and older. Interviews were conducted in English and Spanish and on landline and cell phones (1,206 cell calls were completed). Margin of error is +/- 2.2 percentage points.

* Video and Apps data from Pew Internet's Spring Tracking Survey, March 15-April 3, 2012. N= 1,954 cell phone owning adults 18 and older. Margin of error is +/- 2.6 percentage points.

Mobile Polling Place Locator



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Upgrading our Voter Registration System

The Problem with Registration



- Inaccurate voter registration records:

24 million

- Votes lost in 2012 due to registration problems:

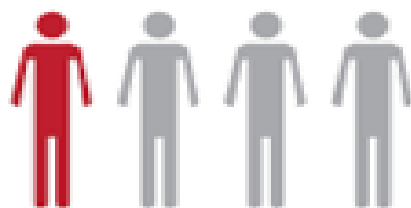
1.2 million

The Problem with Registration

at least

51 million

or **nearly 1 in 4** eligible citizens
are not registered to vote.



That's more than **24%** of
the eligible population.

Upgrading Voter Registration



The future of voter registration:

- Shift registration activity **online**, instead of paper
- **Automate** the “**motor voter**” registration process
- Better **data sharing** between the states

Upgrading Voter Registration: Online Voter Registration



- More accurate
 - Voters directly input their information
- Costs less
 - 3¢ per registration, compared to 83¢ per paper form
- Voters prefer it
 - 4 out of 5 registrations in states with online registration conducted electronically
- 13 states offer online registration in 2012, compared to only 2 states in 2008

Upgrading Voter Registration: Automating “Motor Voter”

- States do a poor job of offering voter registration at motor vehicle and public assistance agencies despite federal requirements
- States miss out on opportunity to collect high-quality, timely data when voters move, change names, or come of age
- Delaware’s e-Signature program offers a promising model

