

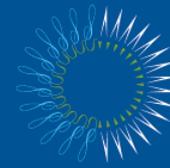
THE
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Bringing Elections into the 21st Century: *Data, Technology & the Future of Registration*

Zachary Markovits

Manager, Election Initiatives

Pew Election Initiatives

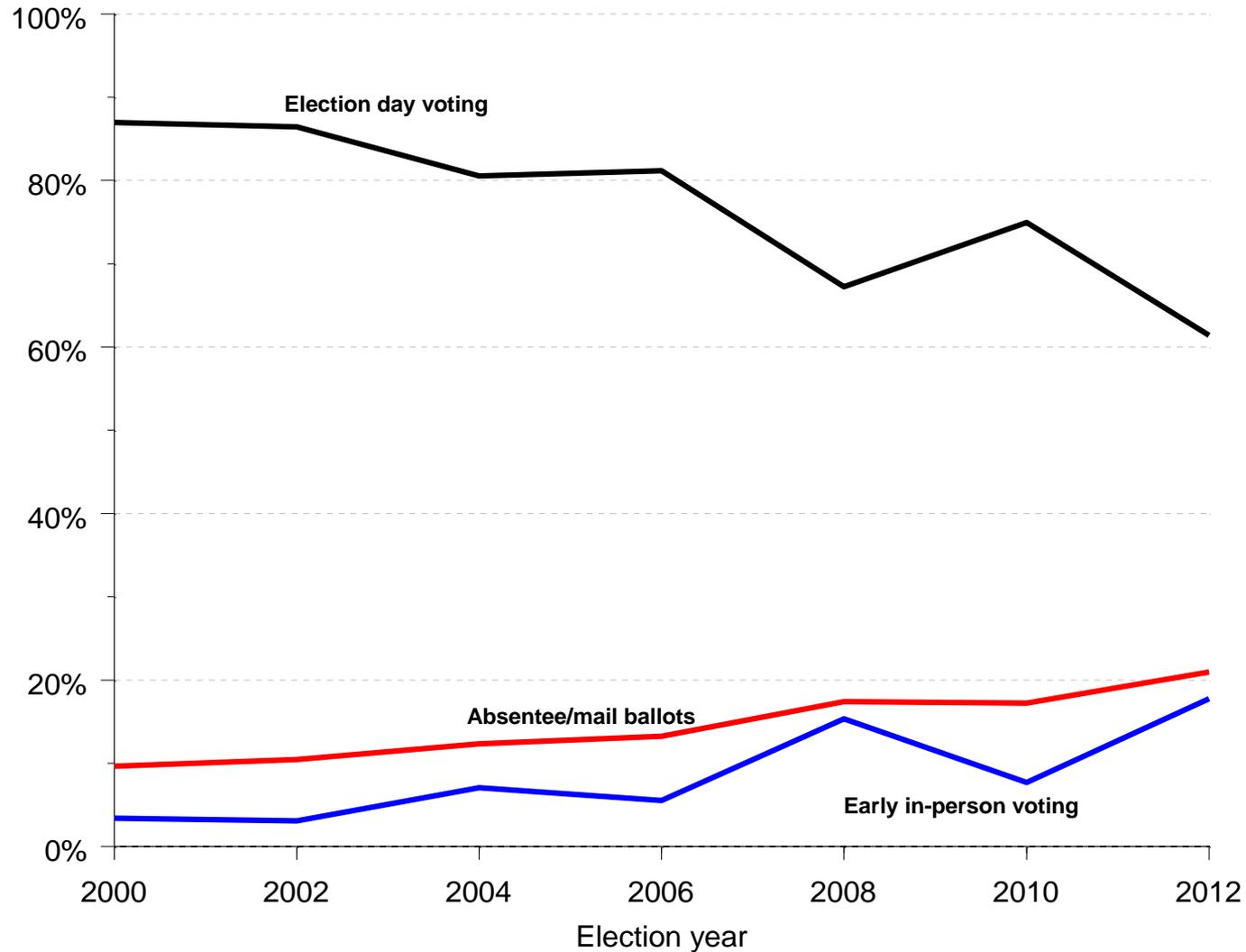


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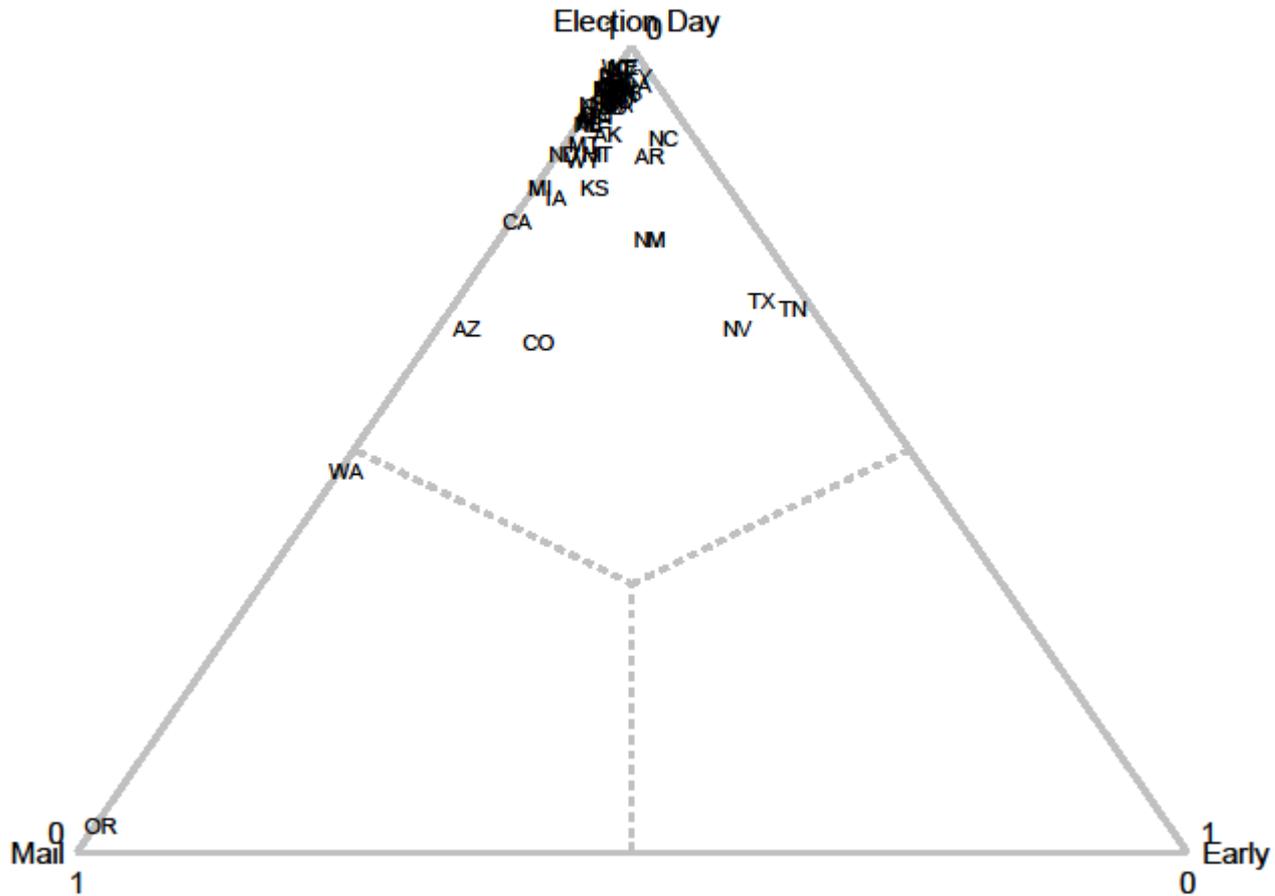
Works with state and local election officials to improve the nation's system of election administration by examining options for building a system that is more efficient and accurate, while reducing costs and administrative burdens

How we vote has changed



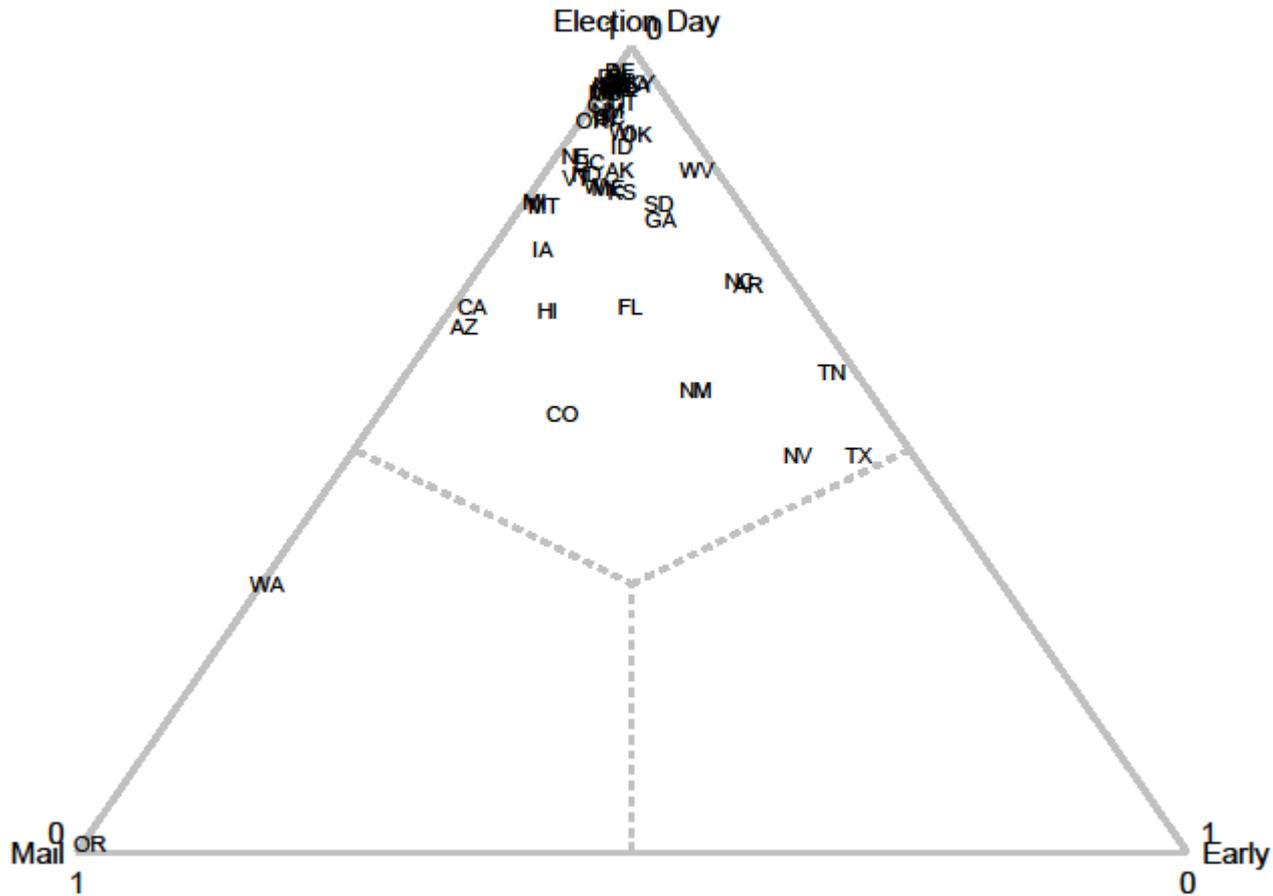
How we vote has changed

2000 Presidential Election



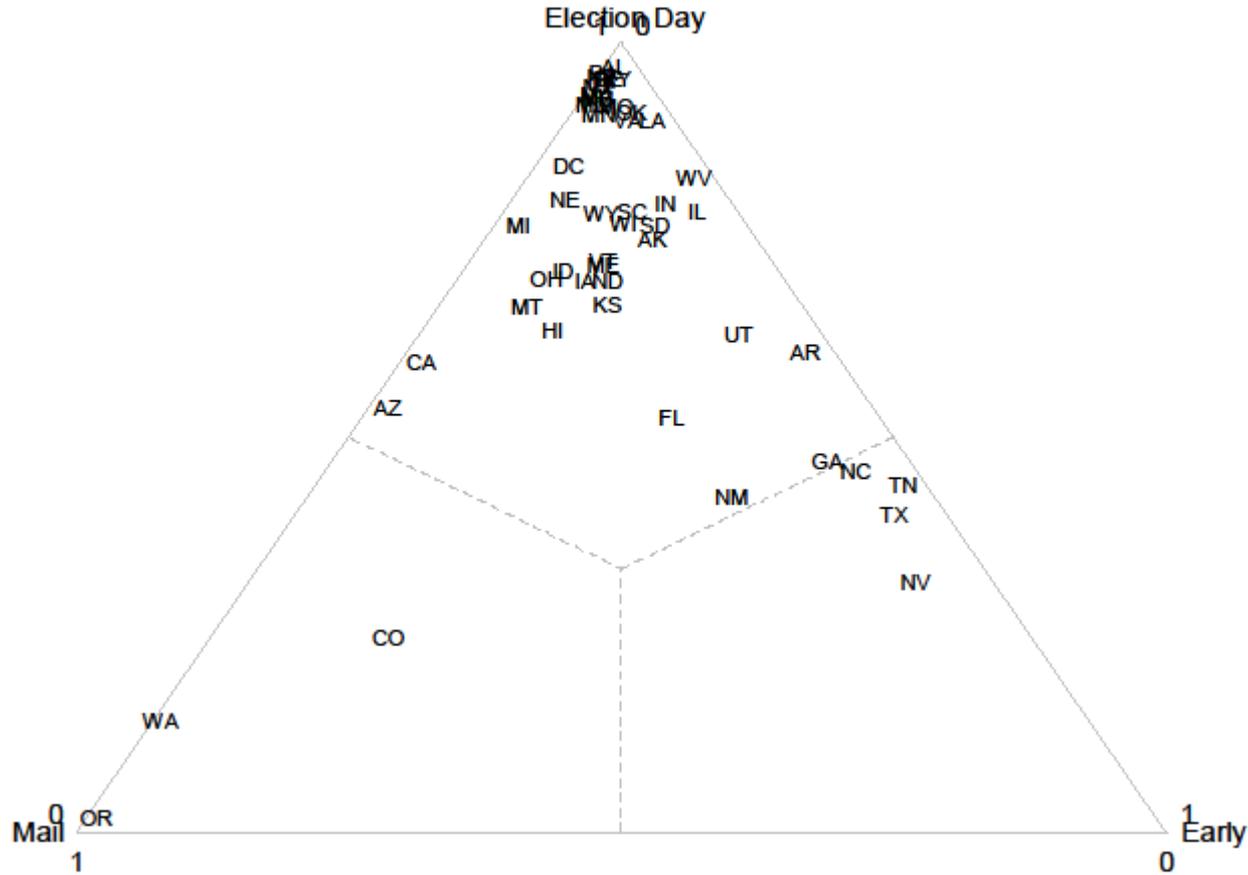
How we vote has changed

2004 Presidential Election



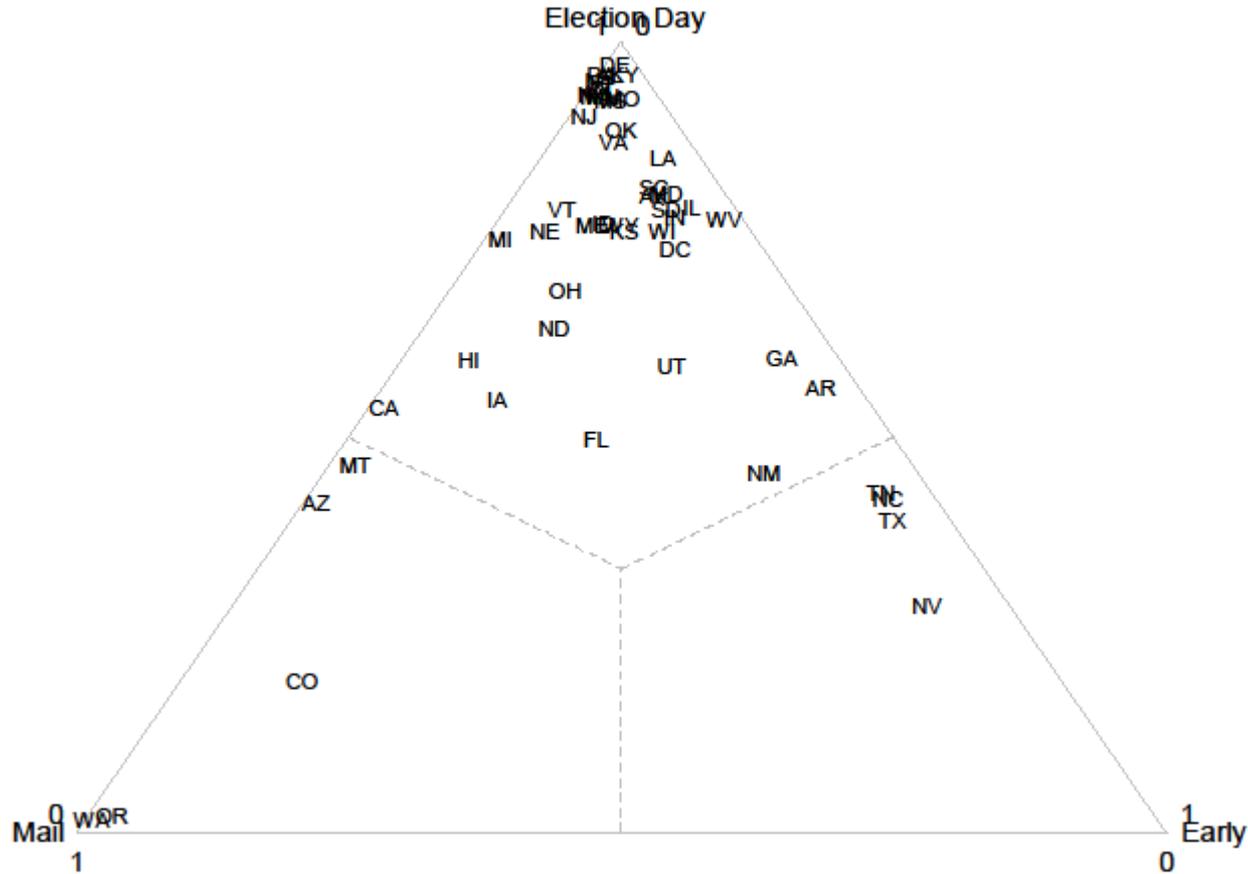
How we vote has changed

2008 Presidential Election



How we vote has changed

2012 Presidential Election

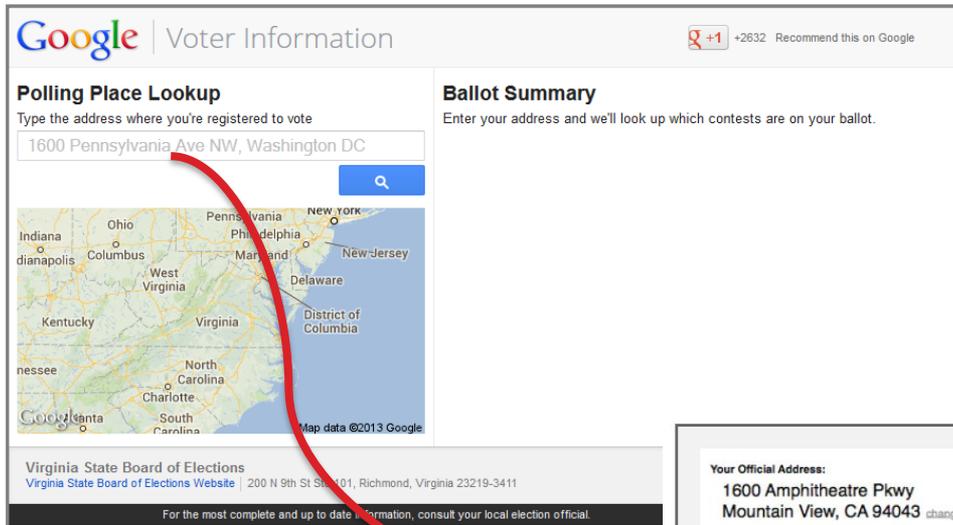




New ways of providing voting information

The Voting Information Project

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



Google | Voter Information +1 2632 Recommend this on Google

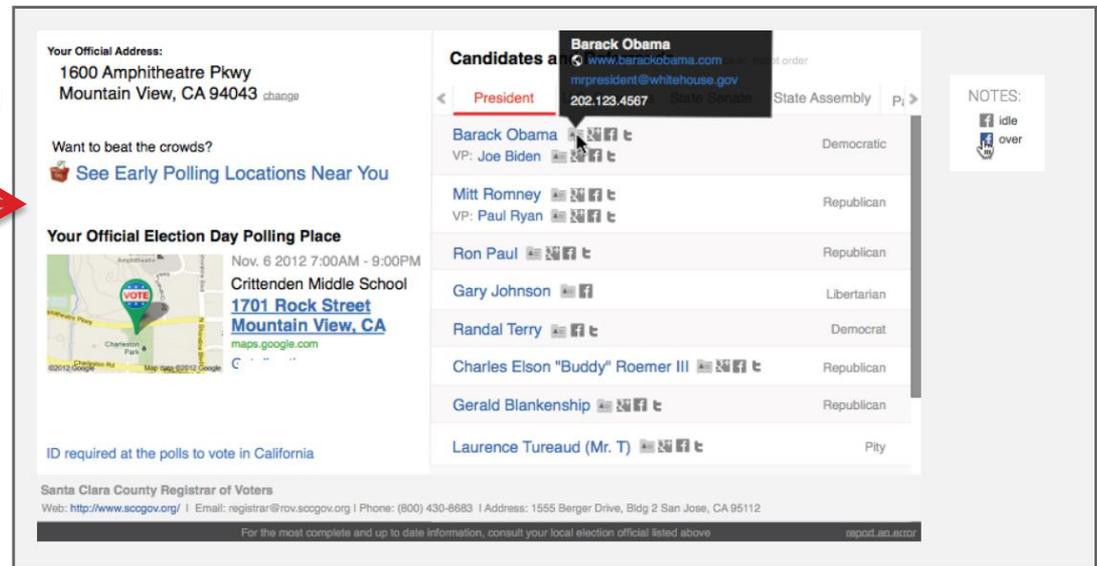
Polling Place Lookup
Type the address where you're registered to vote
1600 Pennsylvania Ave NW, Washington DC

Ballot Summary
Enter your address and we'll look up which contests are on your ballot.

Virginia State Board of Elections
Virginia State Board of Elections Website | 200 N 9th St Ste 101, Richmond, Virginia 23219-3411

For the most complete and up to date information, consult your local election official.

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



Your Official Address:
1600 Amphitheatre Pkwy
Mountain View, CA 94043

Want to beat the crowds?
[See Early Polling Locations Near You](#)

Your Official Election Day Polling Place
Nov. 6 2012 7:00AM - 9:00PM
Crittenden Middle School
1701 Rock Street
Mountain View, CA
maps.google.com

ID required at the polls to vote in California

Santa Clara County Registrar of Voters
Web: <http://www.sccgov.org/> | Email: registrar@rov.sccgov.org | Phone: (800) 430-8683 | Address: 1555 Berger Drive, Bldg 2 San Jose, CA 95112

For the most complete and up to date information, consult your local election official listed above

Candidates a
President

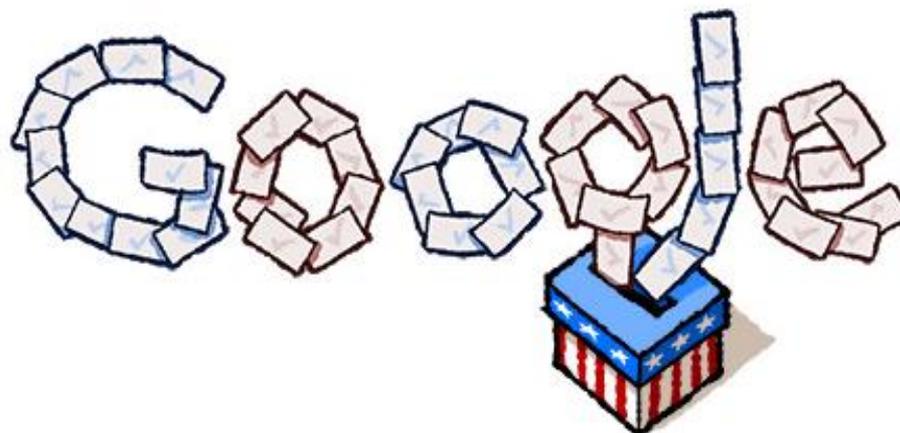
Candidate	Party
Barack Obama VP: Joe Biden	Democratic
Mitt Romney VP: Paul Ryan	Republican
Ron Paul	Republican
Gary Johnson	Libertarian
Randal Terry	Democrat
Charles Elson "Buddy" Roemer III	Republican
Gerald Blankenship	Republican
Laurence Tureaud (Mr. T)	Pity

NOTES:
idle
over

The Voting Information Project: Election Day 2012



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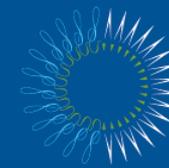


Google Search

I'm Feeling Lucky

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

Mobile Polling Place Locator



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

Cell Phone Activities

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

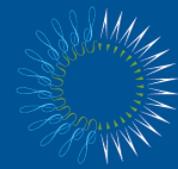
82	Take a picture
80	Send or receive text messages
56	Access the internet
50	Send or receive email
44	Record Video*
43	Download Apps*
31	Look for health or medical information online
29	Check bank account balance or do any online banking

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





Upgrading our Voter Registration System

The Problem with Registration



- Inaccurate voter registration records:

24 million

- Votes lost in 2012 due to registration problems:

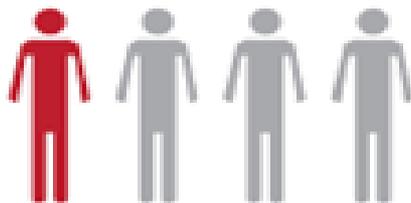
1.2 million

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.

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

