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**From:** Wisconsin Voter Lists [mailto:voterlists@charter.net]

**Sent:** Monday, January 03, 2005 9:51 PM

**To:** Sen. Leibham

**Cc:** Zavos, Nicholas; Conlin, Robert

**Subject:** Election Law Review Committee - Voter List Fact Sheet

Sen. Leibham –

Attached is a "voter list fact sheet" with information about our statewide voter file and general comments about collecting voter registration and voter history information in Wisconsin. It is simply an informational memo for you and your Special Legislative Council Committee to review if you wish.

Our company has over 30 years of voter list experience in Michigan and Wisconsin.

Best wishes,

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# **Wisconsin Voter Lists**

## **On Target Accuracy**

### **VOTER LIST FACT SHEET**

#### **Information on Our Wisconsin Voter Database**

- ✓ Our statewide voter file includes 3.9 million individual records of voting age adults, whether they vote or not ("potential voters"). About 25% have not voted.
- ✓ Our file has voter history information going back 8-12 years for each individual. It includes 15,000,000 ballots cast, providing a nearly complete voter history since 1996.
- ✓ Our voter file has 40 fields of information for each individual, including: name, address, date of birth, phone number, voting history, legislative districts, wards, felony status, partisan preference, etc.
- ✓ 53% of the state's voting age population is kept track of by local officials with some manner of computerized database or spreadsheet. 47% is only kept on paper, and often handwritten.
- ✓ Only about 250 municipal electronic voter files (out of 330 or so total) have significant, usable data. Others are not kept current or have so little recorded information they are not useful (we get paper files for these communities). Our company has conducted five rounds of purchasing and converting all the state's electronic files, at a cost of approximately \$50,000 per cycle. It appears the State Election Board contemplates spending at least 20 times that amount for the same work, even though they won't have to pay local charges.
- ✓ To collect and key-enter the 47% of the voting age population which exists only on paper files now occupies slightly less than two full-time employee equivalents, even for a Presidential election. This includes adding new voters, updating voter history, and recording changes of address. Depending on the number of ballots cast, our company spends between \$50,000 and \$200,000 per election to obtain, key-enter, and post voter data.
- ✓ Communities with less than 5,000 people, until recently, didn't have to register voters.
- ✓ Approximately 75,000 kids turn 18 each year.
- ✓ 3000 voting age adults die every month, on average, and are removed from our file.
- ✓ The Department of Corrections sold us a list of 73,000 individuals with felony convictions. We matched 28,000 against our master file. Only a handful of these people voted. We presume the rest of the people are still in prison, have moved out of state, are dead or the name DOC gave us was an alias.

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✓ 70-75% of all voter registrations occur at the polls on Election Day, thereby making a list of only registered voters (instead of potential voters) inadequate on Election Day.

✓ For 70% of all voters, the first election in which they cast a ballot is a Presidential general election. Spring non-partisan elections include almost no new voters, or even people who have recently moved. Roughly 5% to 15% of new voters cast their first ballots in September partisan primaries, or non-Presidential (gubernatorial) even-year elections.

✓ Voter ID Idea: WisDOT has, or will soon obtain, a photo of almost every voting age Wisconsin adult. Thumbnail versions of these photos could be included in a statewide voter registration database and printed out for use by poll workers on Election Day. Instead of having to bring photo ID to the polls, voters would just need to bring their face because their photo would already be available if a question arose.

✓ It cost us \$500,000 to create and build our statewide voter database from scratch. \$400,000 more to maintain and update it for 5 years.

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