NASS 2025
Winter Conference
Third Party Voter Registration Data
January 2025

Benefits of Accurate Lists

- Helps reduce costs

- Minimizes congestion or wait times at the polls

- Reduces the need to complete additional forms at the polls

- Helps instill confidence in voters about the integrity of elections

Current Challenges

- Keeping pace with increasing movement of voters to maintain accuracy of voter rolls

- Meeting expectations of voters

- Determining duplications, moves

- Need for Newer Technologies and Servies

- Cost of upgrading list maintenance processes to latest technologies and available data

Ongoing Problem

- **Ford Carter Report** (2001) Highlighted the developing problem of inaccurate voter lists and the need for an accurate voter registration list of eligible citizens qualified to vote

- **Carter Baker Commission** (2005) States need to effectively maintain and update their voter registration lists by having complete, accurate and valid lists of citizens eligible to vote

- **Presidential Commission on Election Administration** (2014) Accurate voter lists are essential to the management of elections and keeping track is a Herculean task

By the Numbers

According to the EAC's Election Administration and Voting Survey, between 2020 and 2022 states reported **19,260,000** records processed from voter registration lists through NVRA

EAC Experian Pilot Research Program

Orange County, California

- OC has used this data for over 10 years; provided ability to reach voters who moved outside county because nationwide reach of database.

- OC saved $60,000 in future mailings and administrative costs with that one review.

- Over four data runs with Experian, and over four federal election cycles, Orange County sent 401,000 voter records and generated 74,100 voter-confirmed information updates.

Other Government Agencies

Health and Human Services

Portfolio management, eligibility services, data enrichment

Unemployment Insurance

Fraud and identity services, analytics, regulatory compliance

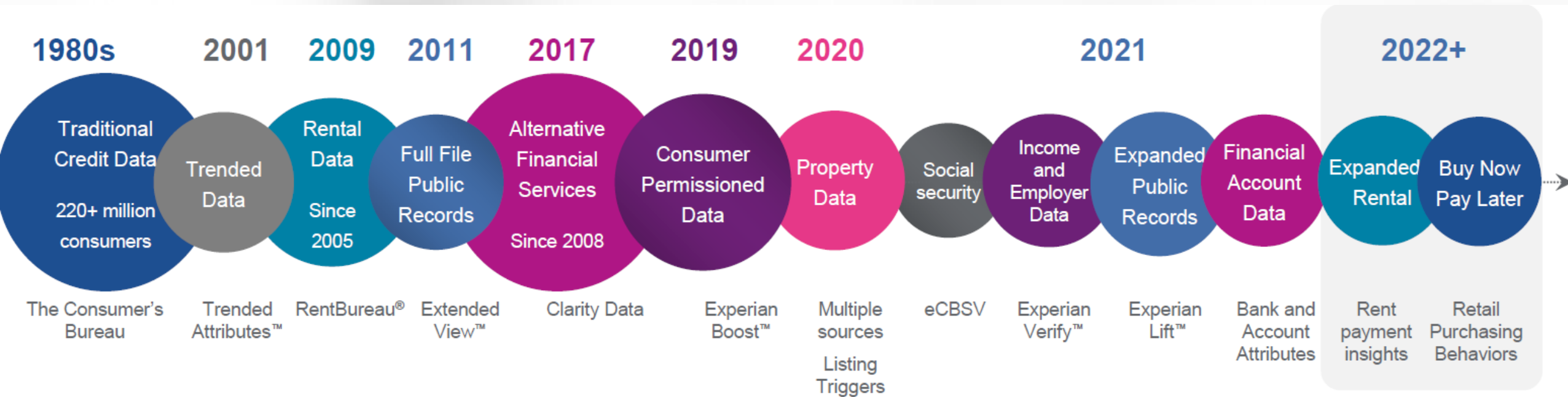## Tax Collection Agencies

Data enrichment

Experian Pilot Program

- Purpose was to gauge the effectiveness of using commercial data for best address and list maintenance procedures.

- Experian can provide best or potentially new addresses, phone numbers and email addresses for reaching out to voters.
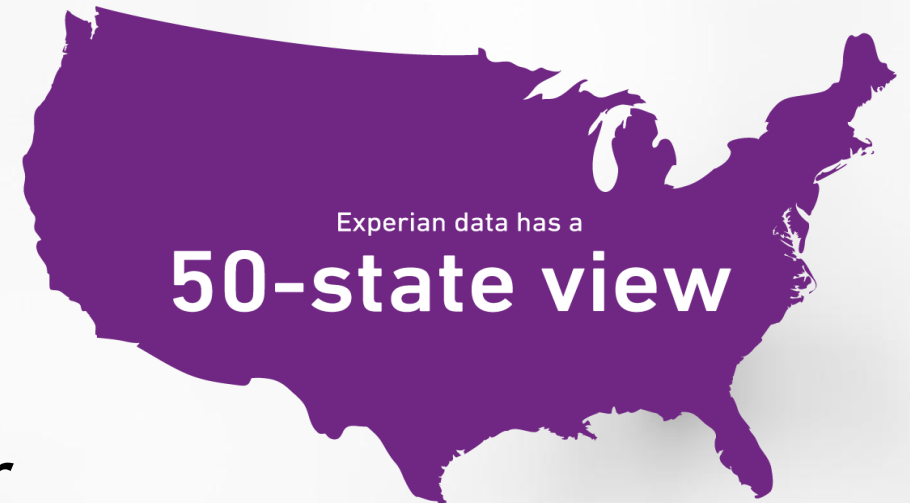
- Use of SSN not required or needed.

Sources of Data Utilized

Parameters of Experian Pilot

- 5 local jurisdictions and 6 states participated

- Entities ran batches that best met their needs

- Training tutorials and additional follow up support were provided for each entity onboarded

- EAC covered costs

Experian data has a
50-state view

Mechanics

- Participating jurisdictions submitted their data directly to Experian.

- The data submitted to Experian included the voter's name, address (street, apartment/unit number, if applicable, city, state, and zip code), and, where permissible, the voter's birthdate.

- Experian also provided information about whether the new address found for a voter derived from the USPS's NCOA data for some jurisdictions.

Top Level Numbers from Pilot

- 11 million addresses submitted

- 74% of those addresses were verified as being the most up-to-date

- 11% could not be matched

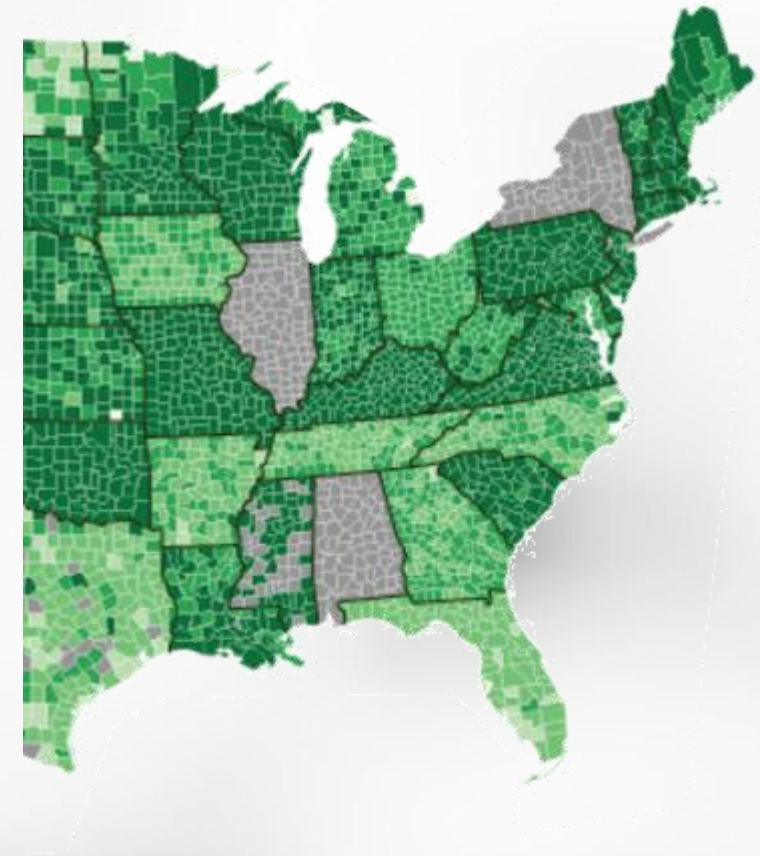- 15% generated a new updated address

Initial Pilot Findings

- Voter roll address and Experian address differed by 12%. This 12% correlates with the 14% mobility rate of voters each year.

- Results were the same if not better than what was produced with National Change of Address (NCOA).

- More refinement of information needed to make more user friendly for elections officials.

- 67% of the data had a "touchpoint" within the past month and 82% had a "touchpoint" within the past 6 months.
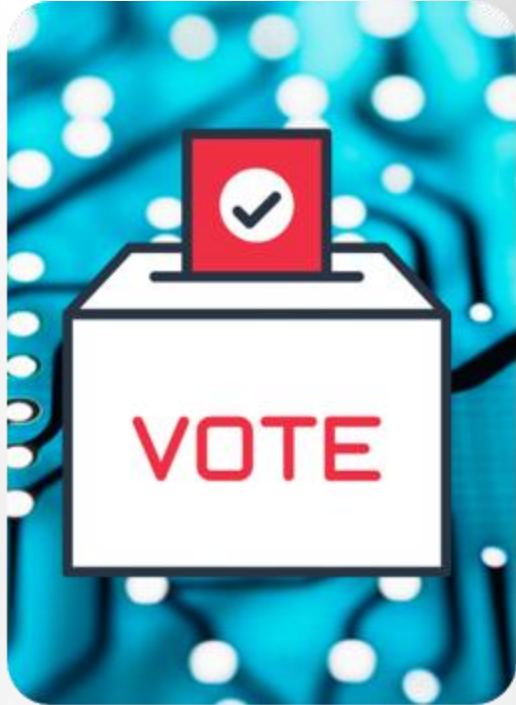
State Feedback

- Broader information was received back compared to other address databases, such as NCOA.

- Processes may have to be altered to ease integration into current voter registration systems.

- More flexibility is needed in navigating the data received back.
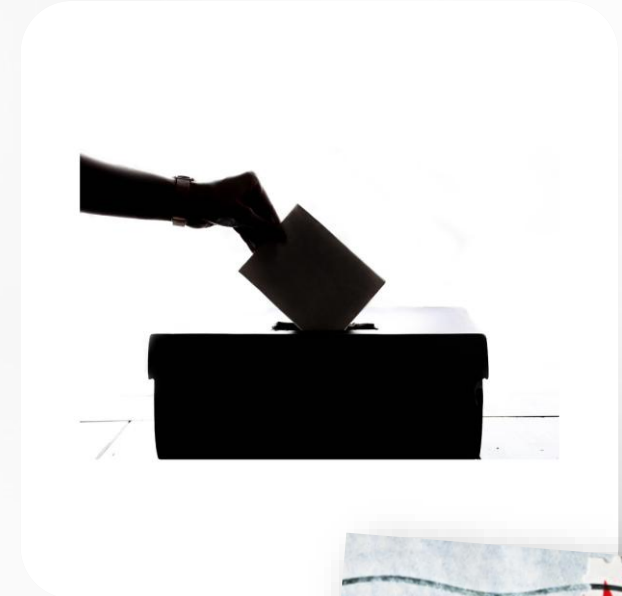
Further Research & Analysis

- EAC Report on the Research
- Data Quality, Practical Ways to Use Data
- Use in Different communities – Urban v. Rural, College, Military, Bordering States
- Integration with Existing Systems
- Policy and Practical Administration Decisions

Ongoing EAC Assistance

- Section 10 of the NVRA authorizes the federal government to provide assistance to states to implement the Act's provisions effectively

- Continued research and support for list accuracy and security.

- Bipartisan approach to clearinghouse of information

- Subsidizing regular list maintenance as a benefit to officials and voters by easing the burden

Questions?

THANK YOU

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