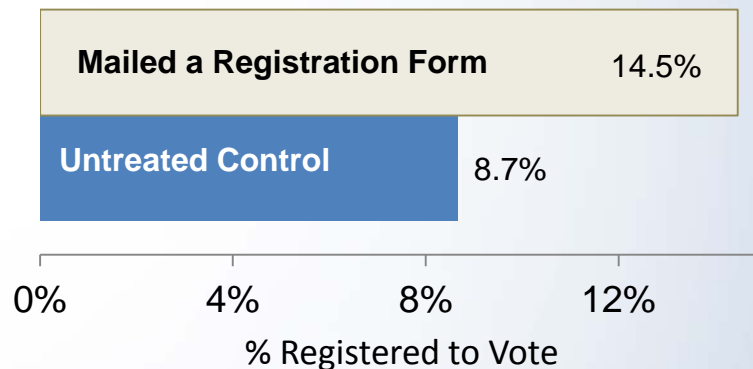


**September 2011/ February 2012
Preliminary Registration Results**

Sept. 2011 Birthday In-Cycle Preliminary Evaluation

- > Treatment: Mailed VPC voter registration application
- > Universe:
 - > People of Color and White Women who turned 18 May – Oct. 2011 (commercial list)
 - > 376,034 eligible records
- > Huge Registration Effect:
 - > **77.8% increase over control group**
 - > 5.8 percentage points
($p < 0.001$, one-tailed)
 - *Data matched to voter file in May

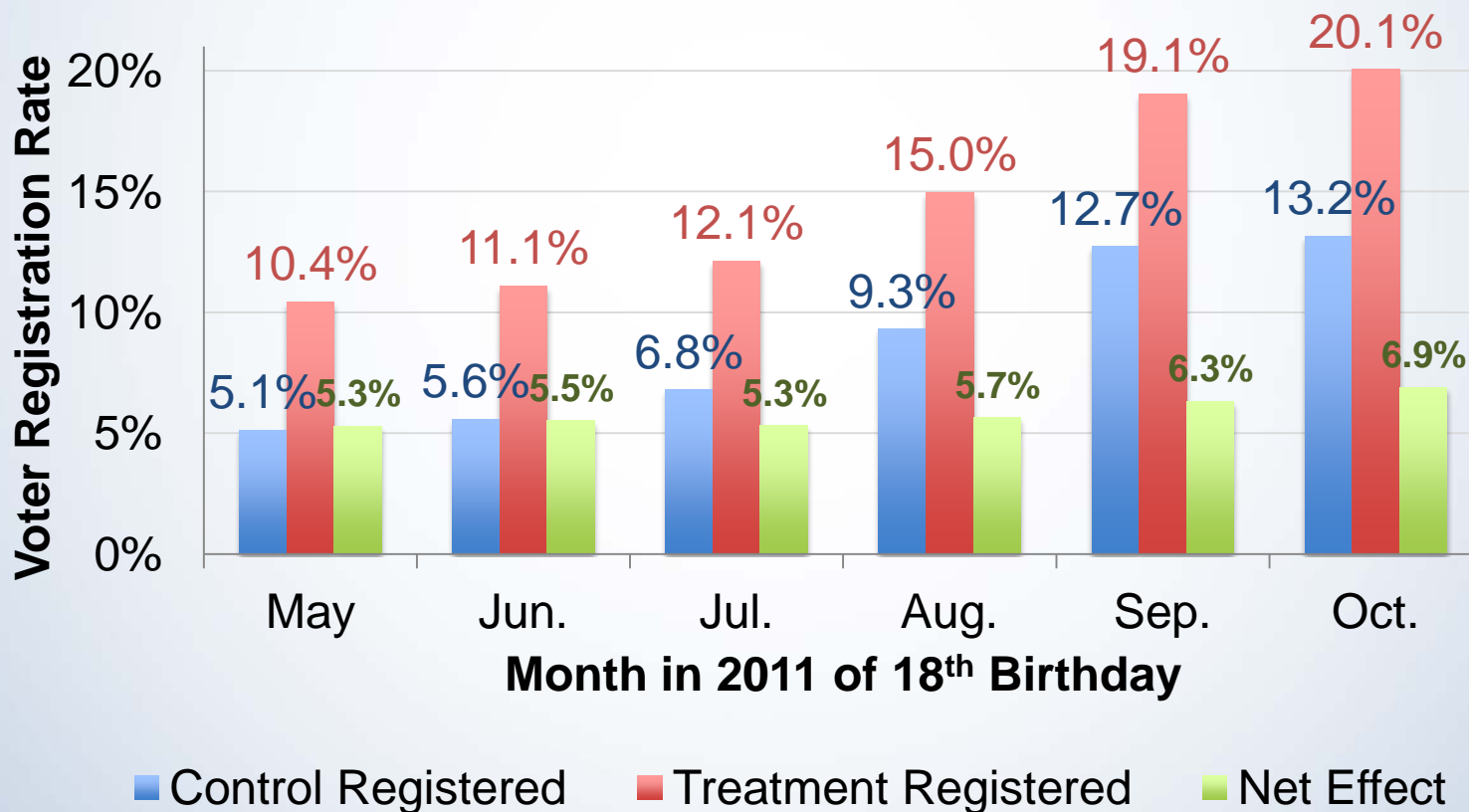
Effect of Treatment
Net Voter Registration Effect: 5.8 point boost in registration rates



Current Cost Per Application
 Returned: \$3.84

Current NET Additional Registration
 Cost: \$7.50

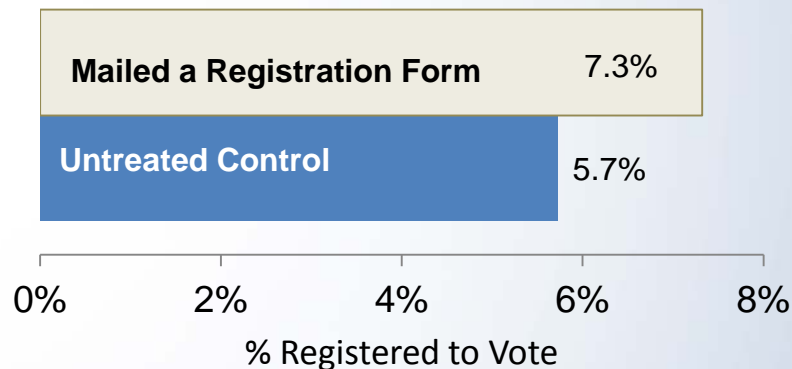
Quarterly Works: September Mailing Caused Greatest Increase In Registration for September and October Birthdays



Sept. 2011 Movers In-Cycle Preliminary Evaluation

- > Treatment: Mailed VPC voter registration application
- > Universe:
 - > People of Color and Unmarried Women who moved and needed to re-register
 - > 974,894 eligible records
- > Large Registration Effect:
 - > **27% increase over control group**
 - > 1.6 percentage points
(p<0.001, one-tailed)
 - *Data matched to voter file in March
 - > 2.2 percentage points among those who moved in past 36 months

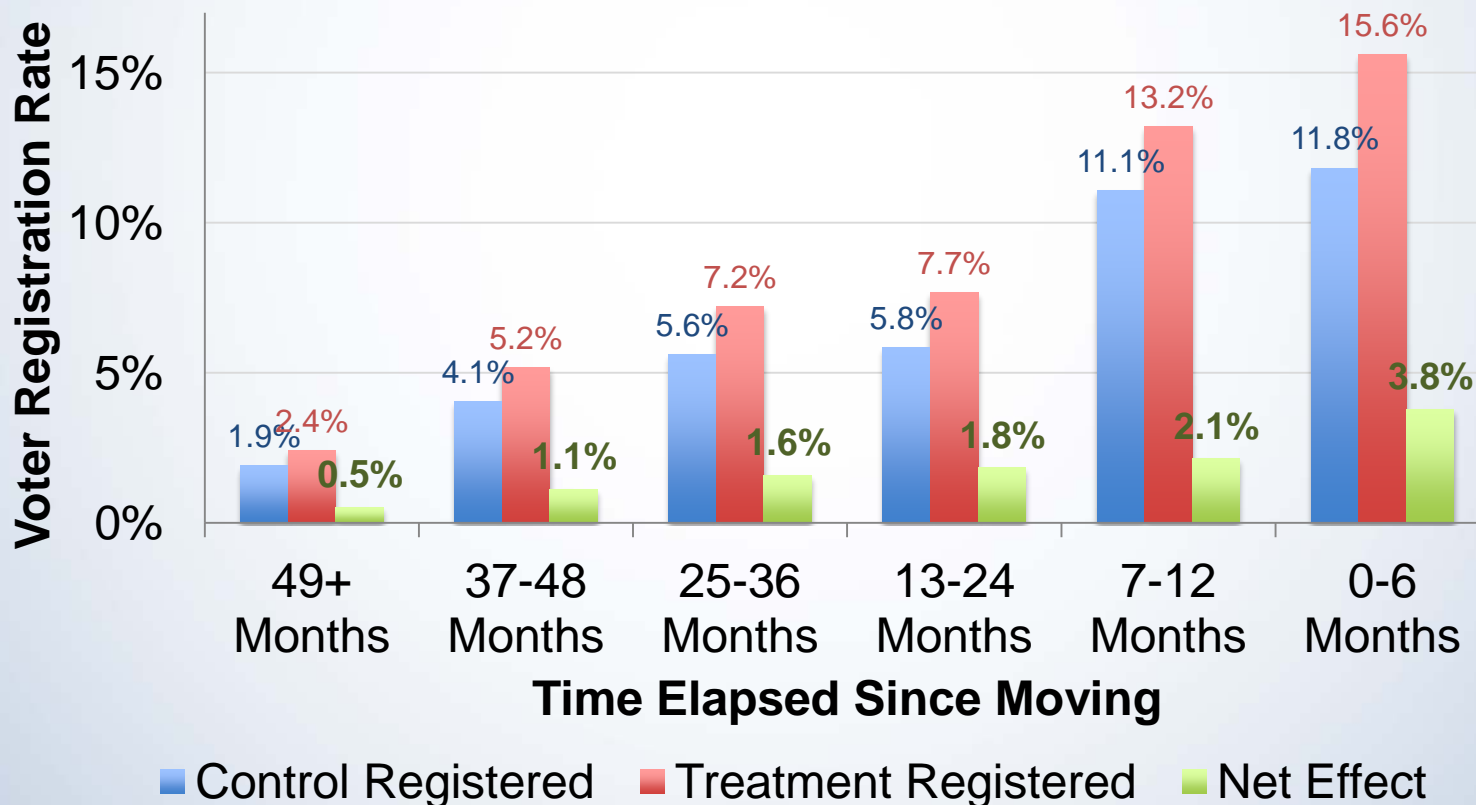
Effect of Treatment
Net Voter Registration Effect: 1.6 point boost in registration rates



Current Cost Per Application
 Returned: \$5.16

Current NET Additional Registration
 Cost: \$15.77

Quarterly Works: September Mailing Caused Greatest Increase In Registration Among Recent Movers



Mail Form with Online Option: Best of Both Worlds

Promoting Online Voter Registration (AZ, OR, WA)

- > First glance suggests that it decreases mail response.
 - > Reduces response to the voter registration mail by 0.8 percentage points. (p=0.02)
- > Second glance - overall registration effect the same.
- > Insight: mailed form + online option is uniquely effective.
- > Note: Vast majority still responds to mail.

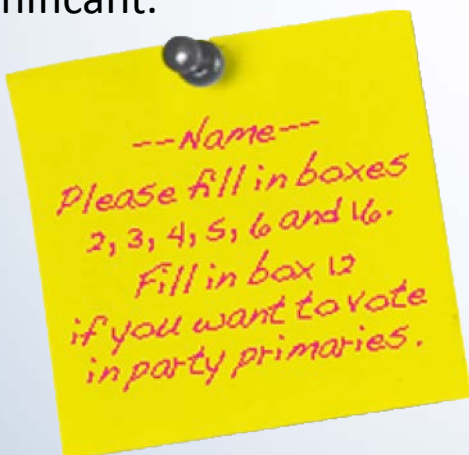
	Returned Reg. Form	Voter Registration
Control Group	-	10.1%
Standard Mailer	7.5%	14.2%
Mailer Also Promotes Online Registration Option	6.7%	14.2%

*As of May 2012

Fake Post-It and Highlight Boost Registration

Tested Highlight and Fake Post-It
(FL, IL, MO, OH)

- > Usability + Personalization.
- > Both appeared to boost response rates.
- > Fake post-it is statistically significant.

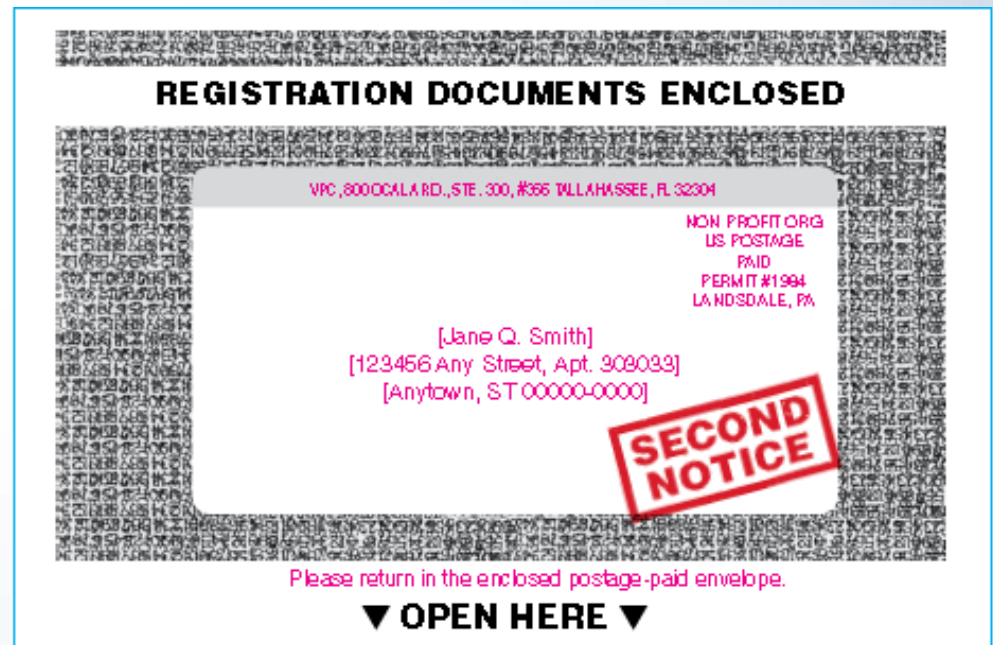


	Returned Reg. Form
Control Group	-
Standard Mailer	10.1%
Highlight Required Form Elements	10.4%
Fake Post-It With Required Items	10.9%

*As of May 2012

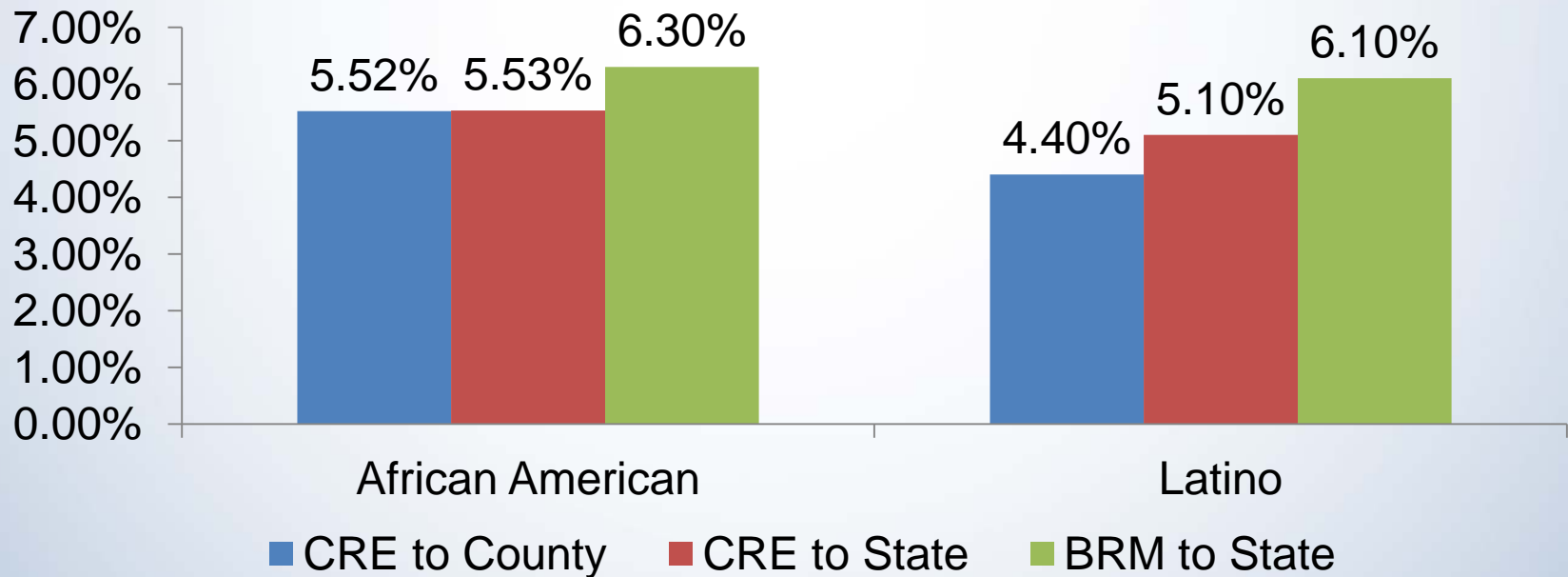
February 2012 Quarterly Voter Registration Mailing

- > Mailed over 1 million voter registration to RAE
- > On track for a 7.5% response rate!
- > Adding “second notice” to envelope increased responses by 31%





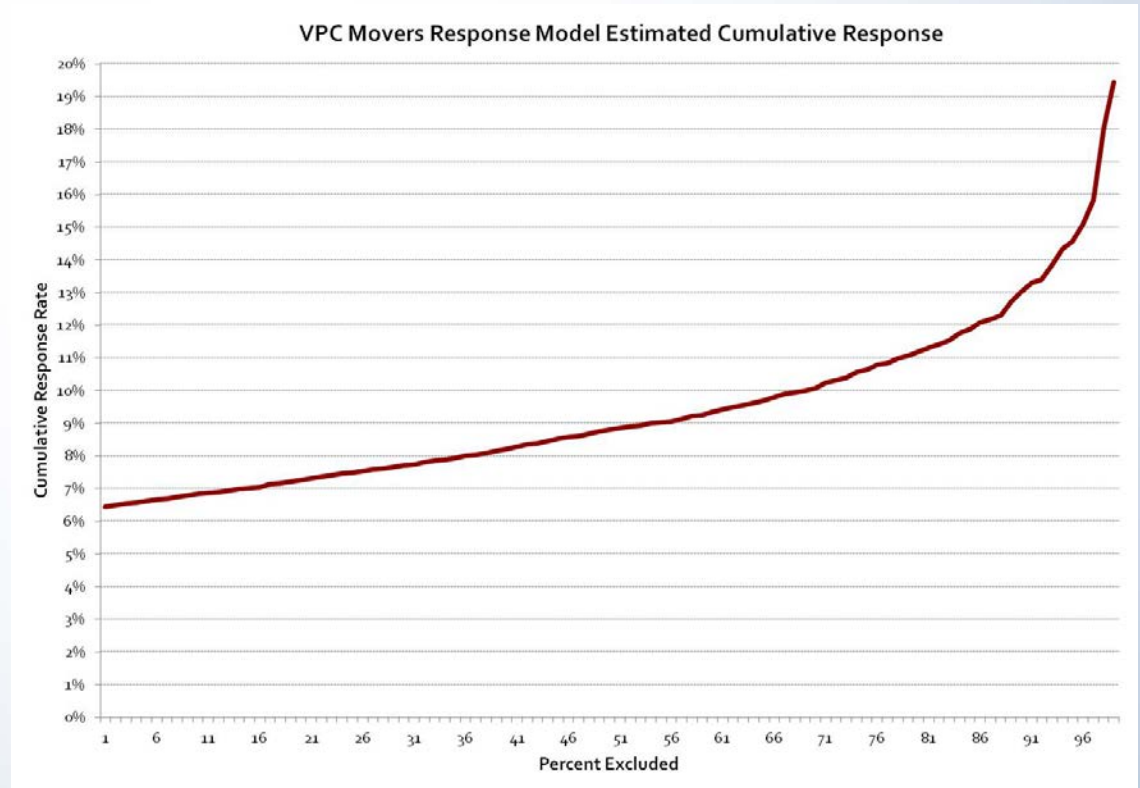
- > BRM proved extremely cost effective among African Americans and Latinos.
- > BRM increased response rate among African Americans and Latinos.



VPC Response Models' Predicted Efficiency Gains

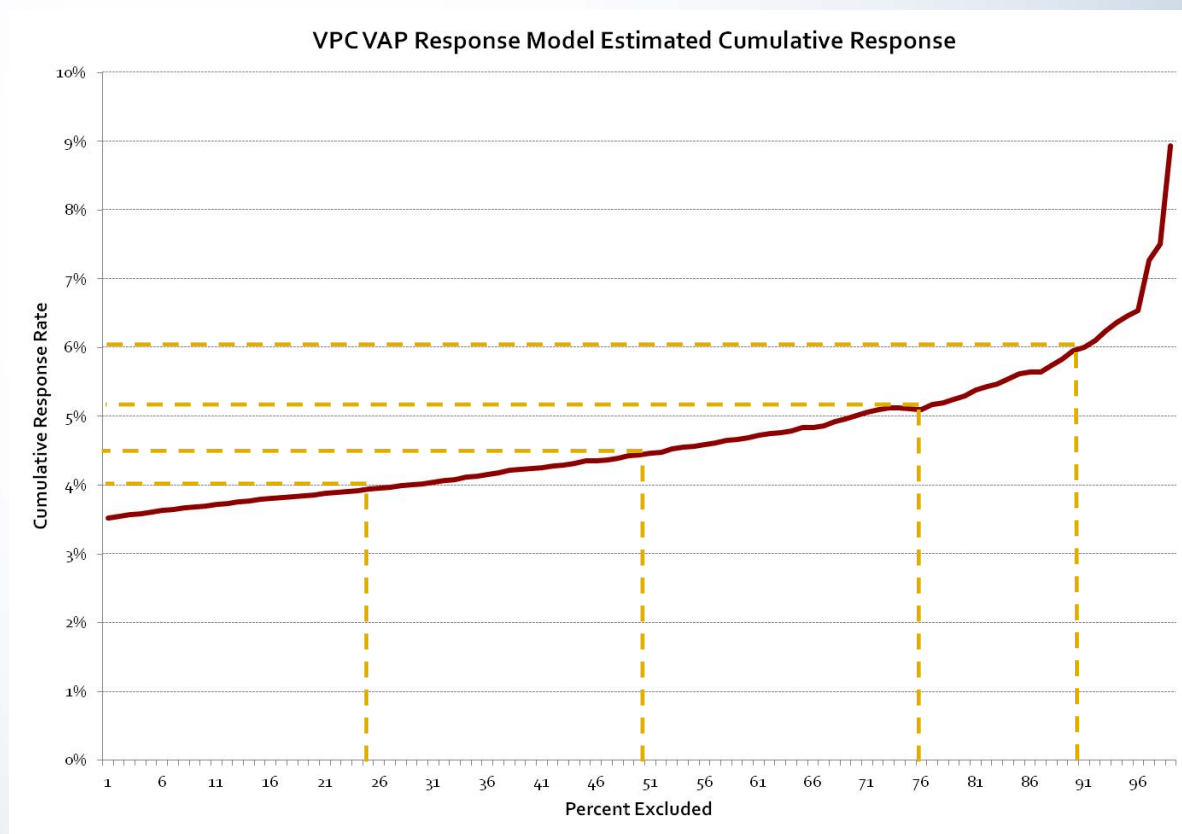
Movers Response Model

- > Exclude bottom 25%:
 - > Estimated 7.5% response
- > Exclude bottom 50%:
 - > Estimated 8.8% response
- > Exclude bottom 75%:
 - > Estimated 10.6% response
- > Exclude bottom 90%:
 - > Estimated 13.1% response



VAP Response Model

- > Exclude bottom 25%:
 - > Estimated 4.0% response
- > Exclude bottom 50%:
 - > Estimated 4.5% response
- > Exclude bottom 75%:
 - > Estimated 5.2% response
- > Exclude bottom 90%:
 - > Estimated 6.1% response



Vote by Mail Response Model

- > Exclude bottom 25%:
 - > Estimated 6.0% response
- > Exclude bottom 50%:
 - > Estimated 7.4% response
- > Exclude bottom 75%:
 - > Estimated 9.5% response
- > Exclude bottom 90%:
 - > Estimated 11.9% response

