



Research Briefing

March 12, 2014

Secretary of state offices are critical

15 States: Passed restrictive voting rights laws + exec actions in 2012

Millions: Votes not cast due to photo ID, purged rolls, + limited early vote

60%: Percent of eligible voters who cast ballots in 2012

92 Bills: Introduced in state houses in 2013 to limit voting rights

23 out of 39: Elected SOS seats held by Republicans

\$500K: Average spending on SOS campaigns in battleground states

\$10M: Public fundraising goal for Republican PAC SOS for SOS

iVote will generate clear impact

iVote Fund will engage 4 battleground states with core programs

Research

Analytics

Grassroots

Digital

Media

Colorado

Iowa

Ohio

Nevada

In addition, iVote is focused on increasing participation through research and education

New research highlights voting rights



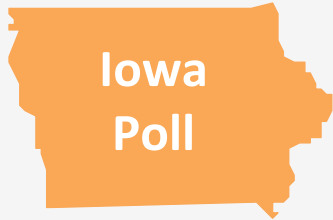
The Iowa Poll, conducted Feb. 23-26 for The Des Moines Register by Selzer & Co. of Des Moines, is based on interviews with 703 Iowans ages 18 or older and asked questions directly related to iVote's mission to assure every eligible citizen can vote.



Ohio Focus Groups were commissioned by iVote inc. and conducted by David Binder Research in Columbus, OH on February 6 with female voters, primarily Independents, age 30 to 69 and a separate group of male voters, primarily Independents, 30 to 69.

Key Finding: Candidates who support reduction or limitations to voting are not just on the wrong side of the issue; they are on the wrong side of voters

Iowans prioritize voting access

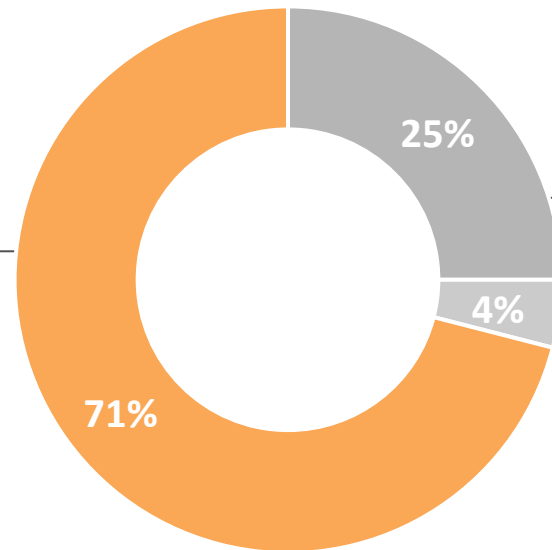


Des Moines Register Poll: “A large majority of Iowans place a greater priority on ensuring the opportunity to vote than ensuring no person ineligible to vote casts a ballot”

Q: Which do you think is more important?

71%

That every eligible, registered voter has the opportunity to vote



25%

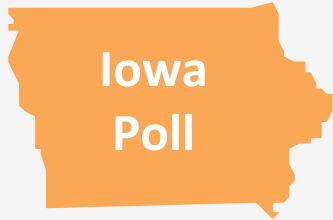
That no person ineligible to vote slips through the cracks and casts a vote

4%

Not sure

Source: Des Moines Register, Iowa poll of 703 adults, February 23-26

Iowans prioritize voting access



Even 2/3 of Republicans favor ballot access

“The poll results, though, show support for increased access regardless of party.

66% of self-identified Republicans favor ballot access as more important against 33% who see security as the greater priority.

84% of Democrats say it’s more important for eligible voters to vote, compared to 14% who say guarding against fraud is more important.”

Source: Des Moines Register, Iowa poll of 703 adults, February 23-26

Ohioans favor making voting easier



Ohio Focus Groups: Participants overwhelmingly support ways to make it easier to vote, and unanimously oppose eliminating Early Vote

Statement	Support
Allowing any eligible voter who comes to the polls on election day to register and vote the same day	85%
Expanding the ability to vote before election day	85%
Providing a mail ballot to every registered voter	77%
Automatically registering every American citizen to vote on their 18 th birthday	77%
Eliminating the ability to vote before election day	0%

Source: Columbus Focus Groups, David Binder Research

Ohioans favor making voting easier



Ohio Focus Groups: Voters support changes to increase voter participation, including early voting, same-day registration, providing a mail ballot, and automatic registration

Voters are supportive of these options because they could serve to increase turnout, without any compelling drawbacks.

Voters were unanimous in their support for early voting. Some participants gave examples that elderly family members have difficulty getting to a designated voting location on Election Day, and that many people have busy work schedules

“It’s sinful if even one person is denied the right to vote. It’s much more appealing to ensure that everyone can vote than to focus on the very few instances of fraud.” (Columbus male)

Source: Columbus Focus Groups, David Binder Research

Ohioans favor making voting easier



Ohio Focus Groups: Secretary of State candidates who want to make it harder to vote could pay a price at the ballot box

Candidate	Policy Stances	Support
Candidate A	<ul style="list-style-type: none">• Wants to shorten the number of days early vote is allowed• Supports requiring a photo ID before voting• Opposes allowing voters to register and vote on the same day• Aggressively cleans the voter rolls by removing the maximum number of voters possible under the flexibility granted their office	31%
Candidate B	<ul style="list-style-type: none">• Wants to expand number of days early vote is allowed• Opposes requiring a photo ID before voting• Supports allowing voters to register and vote the same day• Cleans the voter rolls but removes only the minimum required under the flexibility granted their office	69%

Source: Columbus Focus Groups, David Binder Research

Ohioans favor making voting easier



Ohio Focus Groups: Voters want Secretaries of State who make voting easier, not harder

Voters would choose a candidate for Secretary of State who supported policies to increase voter turnout by making voting easier, not harder as many GOP Secretaries of State are attempting in states across the country.

“I would like for my Secretary of State to be pushing for positive changes and not trying to make voting more difficult.” (Columbus female)

“If his job wasn’t to get everyone to vote, what would his job be?” (Columbus female)

Source: Columbus Focus Groups, David Binder Research

Ohioans favor making voting easier



This voter just about summed it up...

“Anyone who wants to cut back on early vote is crazy.” (Columbus male)

Source: Columbus Focus Groups, David Binder Research

Effort managed by campaign veterans

Board of Directors includes veterans of the past five Presidential elections

- Ellen Kurz
- Jeremy Bird
- Doug Sosnik
- Pete Giangreco
- Rachael Cobb
- Frank Smith
- Michael Blake
- Wendy Smith

Advisors include leading Democratic strategists

- 270 Strategies
- AKPD Message and Media
- David Binder Research
- Greenberg Quinlan Rosner Research

iVote is making noise already



The Washington Post

The Columbus Dispatch

- “A new group led by a who’s who of Democratic strategists is entering the game to elect more liberal secretaries of state nationwide in 2014.”
- “The group's board thinks that progressives have been playing defense for far too long on voting rights, ‘rolling the dice’ in the court system instead of playing offense and making elections run smoothly in the first place.”
- “Secretary of State Jon Husted said his record as Ohio’s chief elections official is “a balance between making it easy to vote and hard to cheat,” dismissing a movement growing nationally to cast Republican secretaries of state as trying to limit voting access.”