# Ensure voter integrity by maintaining accurate voter lists and conducting fair, efficient elections

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## Business Impact

When voter and election integrity is supported by analytics, everyone can have greater confidence in registration and election outcomes.

## Challenges

- **Reaching eligible, unregistered voters**: Agencies can't easily compare voting age populations against voter registration databases so they can target the right people.

- **Staffing polling places**: Staffing and equipment are based on the number of registered voters in precinct, rather than accurate, historical voter turnout data.

- **Checking for duplicate voters**: Limited sets of criteria are used, resulting in fewer matches.

- **Assessing root causes**: It's hard to determine if counties are lagging due to process or system inefficiencies or higher voter volume.

- **Detecting insider threats**: Traditional protections like two-factor identification can't find malicious inside actors.

## The Issue: Trust in Elections

State and local election agencies are being scrutinized more closely than ever. Voters expect agencies to enforce policies and processes that ensure voter information is accurate and secure. They want to do their civic duty in a quick and efficient manner, without waiting in long lines – and with the convenience of self-service (just like they do in grocery stores). And to ensure fairness, agencies need to proactively identify potentially eligible, unregistered voters and conduct targeted voter drives to sign them up.

State and local agencies must make these issues a priority and resolve them quickly; otherwise, the voting population – especially millennials – will feel increasingly disenfranchised, leading to lower voter turnout. People won't trust voter registration records, knowing that malicious actors are trying to infiltrate voter registration databases and falsely modify records. Agencies must be able to detect changes and rectify them with confidence; this would help not only aid in restoring data to its normal state faster, but also help to restore voter confidence.

## Our Approach

Voter and election analytics from SAS help ensure that state and local voter registration and polling processes run smoothly, securely and fairly – and ultimately restore and maintain voter integrity over time. To do this, our analytics software supports:

- **Voter identification and outreach**. Ensure that everyone, including transient populations, is registered and organize voter drives. Identify all eligible citizens who have not registered and monitor progress of voter outreach efforts.

- **Poll place optimization**. Accurately prepare for Election Day by analyzing past elections and trends and using insights to forecast voter volume, and optimize staffing, locations and number of voting machines accordingly.

- **Voter integrity**. Ensure confidence in voter data by weeding out duplicates and ineligible voters and using industry-leading data management and quality software to integrate, maintain and validate data.

- **County efficiency**. Empower state election agencies serving as an oversight agency to better assess inefficiencies in county processes – for example, by analyzing the timelines of county activities, new registrations, updates to registrations and more.

- **Cybersecurity**. Analyze user and activity logs to establish baselines, identify trends, compare changes against trends, and set up alerts.

## The SAS® Difference

With voter and election analytics from SAS, it's never been easier for state and local election agencies to maintain clean voter rolls; identify and reach out to eligible, unregistered voters; and streamline preparations for elections. Our analytics provides valuable, timely insights into voter records, historical election data, and more so you can provide an efficient voting experience for citizens, streamline processes, protect against insider threats and more.

- **Built-for-purpose SAS Analytics for faster, better decision making**, such as absentee ballot analysis, worker efficiency analysis (which looks at worker and data audit logs), call center data analysis (to track citizen issues and ensure they are efficiently resolved) and outlier analysis against a trend or a peer group.
- **Access to and experience with census and other voter-related data sources**, enabling SAS data scientists to develop functionality that truly simplifies voter data comparisons and analysis.
- **Well-proven algorithms for optimizing and analyzing data**, enabling more accurate forecasting of election costs and resource requirements to prevent both shortages and waste of resources.
- **Unique entity resolution and geocoding capabilities** for faster, easier and more accurate voter list maintenance.
- **A modern architecture and foundation provided by SAS® Viya®**, which ensures you get maximum value from analytics whether you're running in the cloud, at the edge, in database or in memory, and can port models to different deployment environments without rewriting code.

## Use Cases

Voter and election analytics from SAS can be used to support a wide range of use cases.

**Voter registration rates**: You can compare voter registration data against voting-age eligible population of census data per county. This analysis helps agencies identify in which counties they need to work to increase voter registration rates, which counties they don't need to focus time and effort on, and which counties may be over-registered (i.e., have more than 100 percent registrations). This may indicate fraud or simply the need for list maintenance (due to duplicate or deceased voters still on rolls).

**Ballot analysis**: You can analyze absentee ballot data to isolate unique ballot mailing addresses, determine how many ballots were sent to each one, determine if addresses should rightfully have large numbers of eligible voters (such as a nursing home), and if nefarious activity is likely and should be investigated by the state.

**Voter district analysis**: You can analyze voter data to make sure voters are in correct voting districts – for example, by validating their districts against other data sources such as United States Postal Service and Google.

## What if you could ...

- Measure the efficiency and effectiveness of your voter outreach efforts and plan better for future elections?
- Use data to maintain a more accurate and up-to-date voter list?
- Create a strategy to protect the sanctity of the voter registration record by monitoring cybersecurity trends for insider threats?

## SAS Facts

- SAS solutions are used in all 50 US states.
- SAS helps customers at more than 83,000 sites improve performance and deliver value by making better decisions faster.
- SAS has domain expertise in voter integrity analytics, as well as experience with public sector organizations in more than 100 countries.

Learn how SAS helps ensure voter integrity at sas.com/gov.

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