

County website analysis

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civicdesigning.org

Methodology

- Counties: 147

For Middlesex County, the state site was cataloged. The data for that county were included in all analyses (except by Site Size) and are shown on a separate slide.

- States: All 50 + Washington, DC

County Variables: Regions

- Pacific: Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Washington
- Northwest: Colorado, Montana, Utah, Wyoming
- Southwest: Arkansas, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, Texas
- Midwest: Iowa, Illinois, Indiana, Michigan, Minnesota, North Dakota, Nebraska, Ohio, South Dakota, Wisconsin
- Northeast: Connecticut, Washington DC, Delaware, Massachusetts, Maryland, Maine, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Utah, Vermont
- Southeast: Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia

County Variables

■ Population size

- Small: < 30,000
- Medium: 30,000 to 150,000
- Large: 150,000 to 750,000
- Huge: > 750,000

■ Diversity

- White: Majority white
- Minority: Majority minority

■ Site Size

- Extra Small: Just contact info and/or mission statement
- Small: One page, but more than Extra Small
- Medium: Set of pages within a county site
- Large: A site independent of the county site

County Breakdown

■ Regions

- Pacific: 18% (26)
- Northwest: 6% (9)
- Southwest: 14% (21)
- Midwest: 16% (23)
- Northeast: 23% (34)
- Southeast: 23% (34)

■ Diversity

- White: 75% (110)
- Minority: 25% (37)

■ Population Size

- Small: 20% (29)
- Medium: 23% (34)
- Large: 29% (43)
- Huge: 28% (41)
- Site Size
- Extra Small: 7% (11)
- Small: 16% (24)
- Medium: 39% (58)
- Large: 36% (53)
- NA: 1% (1)

Items by County Population

Frequencies

Type	Small	Medium	Large	Huge	Total
Link	72% (743)	77% (1752)	74% (1911)	68% (1675)	73% (6081)
Header	24% (250)	18% (417)	19% (486)	21% (511)	20% (1664)
Graphic	4% (44)	4% (87)	6% (166)	10% (250)	7% (547)
Widget	0% (2)	0% (5)	1% (17)	0% (11)	0% (35)

Minimums and Maximums

Type	Small	Medium	Large	Huge
Link	5,74	8,340	0,109	4,98
Header	1,27	1,49	1,31	2,36
Graphic	0,14	0,14	0,18	0,22
Widget	0,1	0,2	0,2	0,2

Items by County Region

Frequencies

Type	Midwest	Northeast	Northwest	Pacific	Southeast	Southwest	Total
Link	71%	73%	77%	74%	74%	71%	73%
Header	21%	20%	21%	18%	19%	23%	20%
Graphic	8%	6%	2%	8%	7%	5%	7%
Widget	1%	0%	0%	0%	0%	1%	0%

Minimums and Maximums

Type	Midwest	Northeast	Northwest	Pacific	Southeast	Southwest
Link	9,91	0,109	17,98	2,340	4,98	4,74
Header	2,33	1,36	1,21	1,49	1,27	1,23
Graphic	0,15	0,18	0,2	0,22	0,14	0,18
Widget	0,2	0,2	0,1	0,1	0,2	0,2

Items by Site Size

Frequencies

Type	X Small	Small	Medium	Large	Total
Link	67%	74%	75%	70%	73%
Header	28%	21%	19%	21%	20%
Graphic	5%	4%	6%	9%	7%
Widget	0%	0%	0%	0%	0%

Items by Diversity

Frequencies

Type	White	Minority	Total
Link	73%	74%	73%
Header	20%	19%	20%
Graphic	7%	7%	7%
Widget	0%	0%	0%

Minimums and Maximums

Type	White	Minority
Link	0,340	2,98
Header	1,49	1,27
Graphic	0,22	0,14
Widget	0,2	0,2

Items by Page Location

Frequencies

Type	Header	Left	Center	Right	Footer	Total
Link	77%	83%	62%	64%	80%	73%
Header	14%	12%	31%	23%	14%	20%
Graphic	8%	4%	7%	12%	6%	7%
Widget	1%	0%	0%	1%	0%	0%

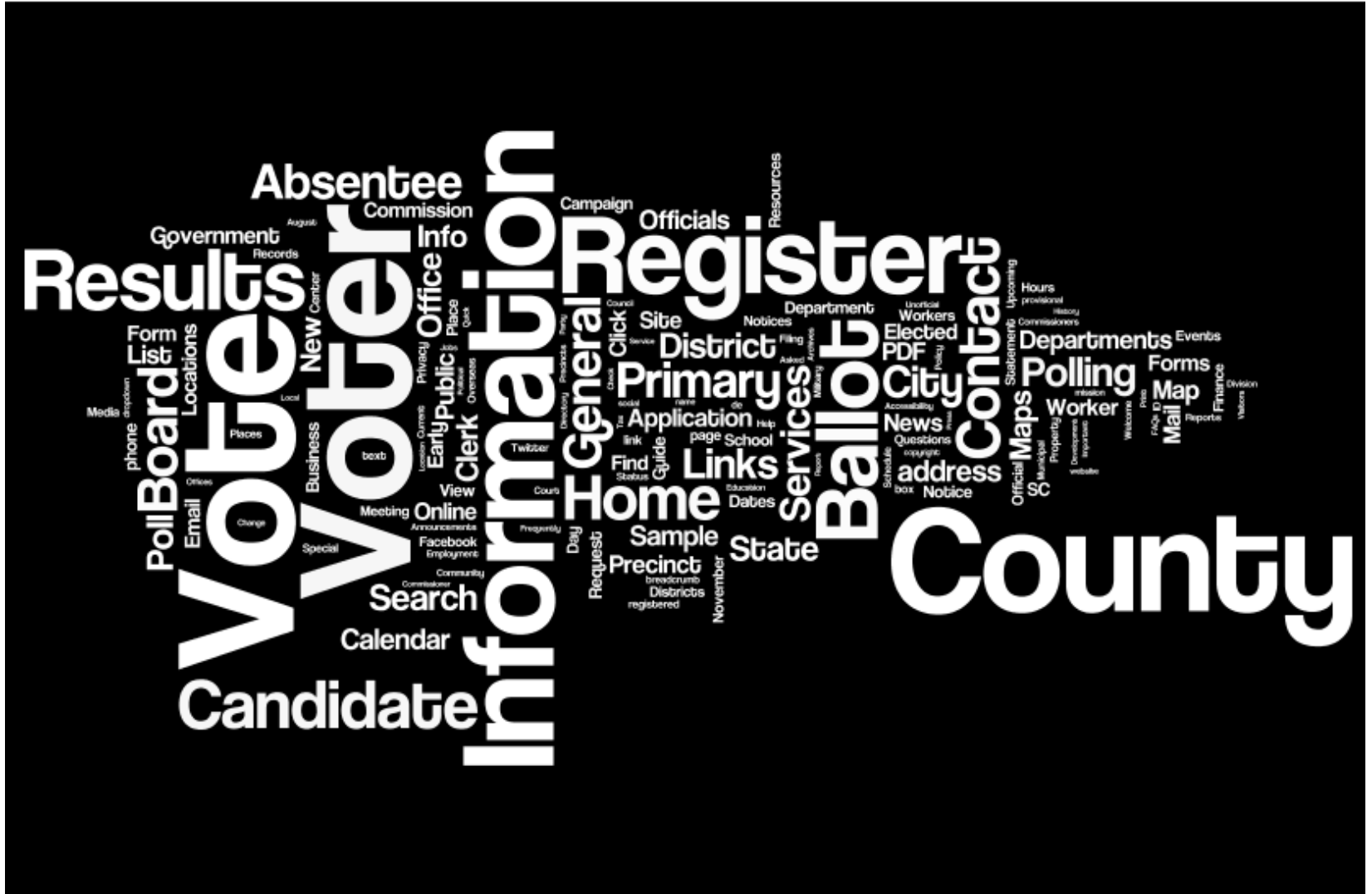
Minimums and Maximums

Type	Header	Left	Center	Right	Footer
Link	0,23	0,304	0,82	0,55	0,75
Header	0,13	0,45	0,18	0,12	0,10
Graphic	0,8	0,12	0,9	0,13	0,12
Widget	0,2	0,1	0,2	0,1	0,1

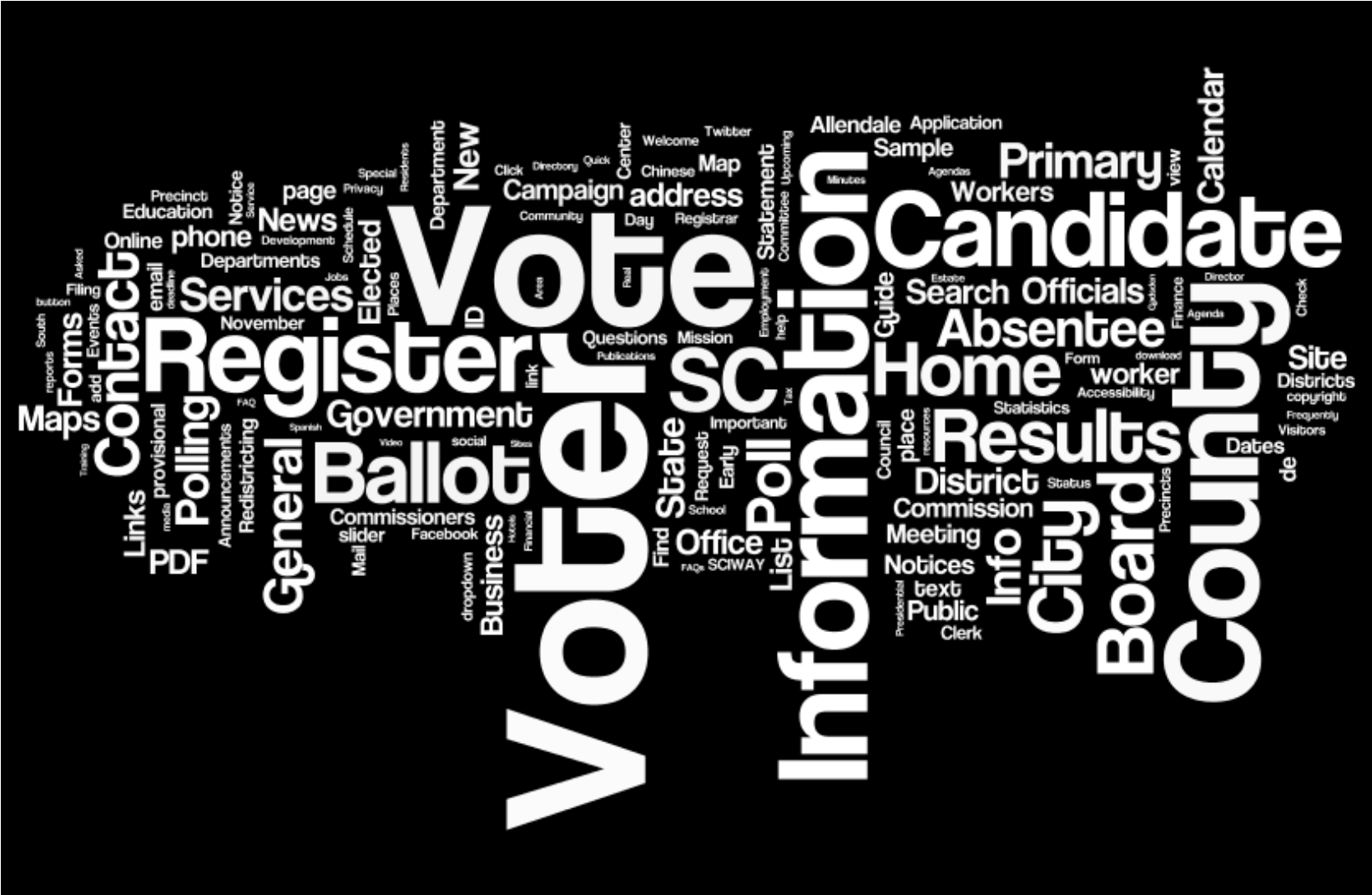
Wordle Settings

- Guess Case for Each Word
- Remove Common English Words
- Coolvetica
- Rounder Edges
- Half and Half
- White on Black
- Edits
 - 1: Words combined: registration and register, voting and vote, elections and election, voters and voter, candidates and candidate, ballots and ballot
 - 2: "Election" removed also

Wordle – All Items Edit 2



Wordle – Minority Edit 2



"Election"

- Includes "Elections"
- Counties with it: 140 (7 counties do NOT have this word on the site as header, link or graphic)
- Average row: 14
- Times appearing: 1,236

Page Location

Header: 8%
Left: 23%
Center: 54%
Right: 10%
Footer: 6%

Type of Item

Link: 66%
Header: 28%
Graphic: 6%

"Registration"

- Counties with it: 106 (72%)
- Average row: 12.3
- Times appearing: 252

Page Location

Header: 8%

Left: 27%

Center: 44%

Right: 18%

Footer: 3%

Type of Item

Link: 74%

Header: 19%

Graphic: 6%

Widget: 8%

"Register"

- Includes "Registers" and "Registering"
 - Counties with it: 81 (55%)
 - Average row: 9
- Times appearing: 139

Page Location

Header: 12%

Left: 23%

Center: 45%

Right: 14%

Footer: 6%

Type of Item

Link: 63%

Header: 17%

Graphic: 20%

Widget: 0%

"Registrar"

- Counties with it: 18 (12%)
- Average row: 6
- Times appearing: 33
 - Page Location
 - Header: 27%
 - Left: 12%
 - Center: 48%
 - Right: 6%
 - Footer: 6%
 - Type of Item
 - Link: 21%
 - Header: 73%
 - Graphic: 6%

"Register" or "Registrar"

- Counties with it: 89 (61%)
- Average row: 9

- Times appearing: 172

Page Location

Header: 15%

Left: 21%

Center: 46%

Right: 13%

Footer: 6%

Type of Item

Link: 55%

Header: 28%

Graphic: 17%

Widget: 0%

All Reg

- Counties with it: 125 (85%)
- Average row: 11

- Times appearing: 413

Page Location

Header: 10%

Left: 25%

Center: 45%

Right: 16%

Footer: 4%

Type of Item

Link: 66%

Header: 23%

Graphic: 10%

Widget: 0%

"Contact"

- Includes "Contacts"
- Counties with it: 118 (80%)
- Average row: 18
- Times appearing: 204

Page Location

Header: 25%

Left: 27%

Center: 14%

Right: 7%

Footer: 27%

Type of Item

Link: 77%

Header: 20%

Graphic: 3%

"Contact Us"

- Counties with it: 80 (54%)
- Average row: 15
- Times appearing: 113

Page Location

Header: 33%

Left: 22%

Center: 10%

Right: 5%

Footer: 30%

Type of Item

Link: 88%

Header: 11%

Graphic: 2%

"Absentee"

- Counties with it: 77 (52%)
- Average row: 14
- Times appearing: 162

Page Location

Header: 1%
Left: 33%
Center: 55%
Right: 10%
Footer: 1%

Type of Item

Link: 80%
Header: 17%
Graphic: 2%
Widget: 1%

“Eligible” or “Eligibility”

- Counties with it: 5 (3%)
- Average row: 11
- Times appearing: 5
 - Page Location
 - Header:
 - Left:
 - Center: 100%
 - Right:
 - Footer:
 - Type of Item
 - Link: 40%
 - Header: 60%
 - Graphic:

"Qualify" or "Qualified"

- Counties with it: 4 (3%)
 - Average row: 13
 - Times appearing: 7
- Page Location
- Header:
 - Left: 29%
 - Center: 71%
 - Right:
 - Footer:
- Type of Item
- Link: 71%
 - Header: 29%
 - Graphic:

"Ballot"

- Counties with it: 97 (66%)
 - Average row: 18
 - Times appearing: 282
- Page Location
- Header: 3%
 - Left: 22%
 - Center: 60%
 - Right: 11%
 - Footer: 4%
- Type of Item
- Link: 78%
 - Header: 15%
 - Graphic: 6%
 - Widget: 1%

"Sample Ballot"

- Counties with it: 51 (35%)
- Average row: 23
- Times appearing: 91
 - Page Location
 - Header: 1%
 - Left: 24%
 - Center: 59%
 - Right: 11%
 - Footer: 4%
 - Type of Item
 - Link: 77%
 - Header: 13%
 - Graphic: 9%
 - Widget: 1%

"Voter ID" or "Voter"

- Counties with it: 10 (7%)
- Average row: 15
- Times appearing: 16
 - Page Location
 - Header:
 - Left: 31%
 - Center: 63%
 - Right: 6%
 - Footer:
 - Type of Item
 - Link: 69%
 - Header: 25%
 - Graphic: 6%

"ID"

- Counties with it: 23 (16%)
- Average row: 17
- Times appearing: 52

Page Location

Header: 8%

Left: 35%

Center: 38%

Right: 10%

Footer: 10%

Type of Item

Link: 71%

Header: 21%

Graphic: 8%

Widget:

Early Voting Combo

- Vote By Mail + Early Voting + Convenience Voting + Vote Center
- Counties with it: 22 (15%)
- Average row: 11

- Times appearing: 43

Page Location

Header: 2%

Left: 26%

Center: 63%

Right: 9%

Footer:

Type of Item

Link: 70%

Header: 14%

Graphic: 16%

"Mail Voting"

- Counties with it: 1 (1%)
 - Average row: 9
 - Times appearing: 1
- Page Location
- Header:
 - Left: 100%
 - Center:
 - Right:
 - Footer:
- Type of Item
- Link: 100%
 - Header:
 - Graphic:
 - Widget:

“Mail Voting Combo”

- Vote by Mail + Absentee + Mail Voting
 - Counties with it: 82 (56%)
 - Average row: 14
 - Times appearing: 177
- Page Location
- Header: 2%
 - Left: 32%
 - Center: 55%
 - Right: 10%
 - Footer: 1%
- Type of Item
- Link: 78%
 - Header: 16%
 - Graphic: 5%
 - Widget: 1%

"Super Mail Combo"

- Vote by Mail + Absentee + Mail Voting + Vote Combo
 - Counties with it: 93 (63%)
 - Average row: 14
 - Times appearing: 242
- Page Location
- Header: 2%
 - Left: 29%
 - Center: 56%
 - Right: 12%
 - Footer: 1%
- Type of Item
- Link: 78%
 - Header: 16%
 - Graphic: 5%
 - Widget: 0%

"Military" or "Overseas"

- Counties with it: 37 (25%)
- Average row: 16
- Times appearing: 49

Page Location

Header: 4%

Left: 39%

Center: 41%

Right: 12%

Footer: 4%

Type of Item

Link: 80%

Header: 14%

Graphic: 6%

"Deadline"

- Counties with it: 21 (14%)
- Average row: 16
- Times appearing: 33

Page Location

Header:

Left: 9%

Center: 58%

Right: 18%

Footer: 15%

Type of Item

Link: 56%

Header: 36%

Graphic: 9%

"Where"

- Counties with it: 27 (18%)
- Average row: 11
- Times appearing: 38
 - Page Location
 - Header: 5%
 - Left: 8%
 - Center: 68%
 - Right: 11%
 - Footer: 8%
 - Type of Item
 - Link: 58%
 - Header: 26%
 - Graphic: 16%

"Find"

- Counties with it: 50 (34%)
- Average row: 12
- Times appearing: 74

Page Location

Header: 12%

Left: 15%

Center: 42%

Right: 26%

Footer: 5%

Type of Item

Link: 72%

Header: 11%

Graphic: 18%

"FAQ"

- Counties with it: 41 (28%)
- Average row: 18
- Times appearing: 49
 - Page Location
 - Header: 20%
 - Left: 51%
 - Center: 10%
 - Right: 10%
 - Footer: 8%
 - Type of Item
 - Link: 88%
 - Header: 12%
 - Graphic:

"How"

- Counties with it: 50 (34%)
- Average row: 14
- Times appearing: 82
 - Page Location
 - Header: 10%
 - Left: 24%
 - Center: 46%
 - Right: 17%
 - Footer: 2%
 - Type of Item
 - Link: 68%
 - Header: 22%
 - Graphic: 10%

"Criteria"

- Counties with it: 0
 - "Criteria", capitalized or not, did not appear on any of the sites as a link, header or graphic

"Who"

- Counties with it: 8 (5%)
- Average row: 21
- Times appearing: 11
 - Page Location
 - Header:
 - Left: 36%
 - Center: 36%
 - Right: 27%
 - Footer:
 - Type of Item
 - Link: 82%
 - Header: 9%
 - Graphic: 9%

"Precinct"

- Counties with it: 58 (39%)
- Average row: 15
- Times appearing: 116

Page Location

Header: 3%

Left: 31%

Center: 54%

Right: 9%

Footer: 2%

Type of Item

Link: 83%

Header: 12%

Graphic: 5%

"Polling Place"

- Counties with it: 57 (39%)
- Average row: 14
- Times appearing: 86
 - Page Location
 - Header: 2%
 - Left: 26%
 - Center: 52%
 - Right: 16%
 - Footer: 3%
 - Type of Item
 - Link: 74%
 - Header: 16%
 - Graphic: 9%

"District"

- Includes "districts"
- Counties with it: 75 (51%)
- Average row: 18
- Times appearing: 190

Page Location

Header: 3%
Left: 31%
Center: 38%
Right: 16%
Footer: 13%

Type of Item

Link: 76%
Header: 20%
Graphic: 4%

"Map"

- Counties with it: 93 (63%)
- Average row: 21
- Times appearing: 198

Page Location

Header: 11%

Left: 34%

Center: 28%

Right: 11%

Footer: 16%

Type of Item

Link: 85%

Header: 8%

Graphic: 8%

"Application"

- Counties with it: 50 (34%)
- Average row: 18
- Times appearing: 98

Page Location

Header: 1%
Left: 22%
Center: 53%
Right: 19%
Footer: 4%

Type of Item

Link: 79%
Header: 15%
Graphic: 5%
Widget: 1%

"Español"

- Counties with it: 19 (13%)
 - What % of counties in sample have significant number of Spanish speakers?
- Average row: 6
 - Fairly high on page = good
- Times appearing: 21
 - Page Location
 - Header: 43%
 - Left: 19%
 - Center: 29%
 - Right: 5%
 - Footer: 5%
 - Type of Item
 - Link: 90%
 - Header:
 - Graphic: 10%
 - Widget:

"Mission"

- Counties with it: 78 (53%)
- Average row: 15
- Times appearing: 168

Page Location

Header: 11%

Left: 28%

Center: 42%

Right: 10%

Footer: 9%

Type of Item

Link: 61%

Header: 36%

Graphic: 3%

Widget:

"Mission Statement"

- Counties with it: 15 (10%)
- Average row: 16

- Times appearing: 15

Page Location

Header:

Left: 20%

Center: 73%

Right:

Footer: 7%

Type of Item

Link: 13%

Header: 87%

Graphic:

Widget:

"Mission or Mission Statement"

- Counties with it: 78 (53%)
- Average row: 15

- Times appearing: 168

Page Location

Header: 11%

Left: 28%

Center: 42%

Right: 10%

Footer: 9%

Type of Item

Link: 61%

Header: 36%

Graphic: 3%

Widget:

“Responsible”

- Counties with it: 0
 - “Responsible”, capitalized or not, did not appear on any of the sites as a link, header or graphic

“Responsibility”

- Counties with it: 0
 - “Responsibility”, capitalized or not, did not appear on any of the sites as a link, header or graphic

"Representative"

- Includes "representatives"
 - Counties with it: 6 (4%)
 - Average row: 12
 - Times appearing: 8
- Page Location
- Header:
 - Left: 50%
 - Center: 50%
 - Right:
 - Footer:
- Type of Item
- Link: 88%
 - Header:
 - Graphic: 12%
 - Widget:

"Results"

- Counties with it: 107 (73%)
- Average row: 19

- Times appearing: 269

Page Location

Header: 6%
Left: 26%
Center: 59%
Right: 7%
Footer: 3%

Type of Item

Link: 85%
Header: 9%
Graphic: 6%
Widget:

What Do Counties Consider Important?

What is in Row 1?

	Link	Header	Graphic	Widget
Header	1.52%	15.35%	6.91%	0.17%
Left	1.85%	6.91%	10.79%	-
Center	5.73%	9.44%	8.77%	-
Right	1.35%	9.11%	9.11%	-
Footer	2.70%	7.25%	2.70%	0.34%

What Do Counties Consider Important?

- Times in Row 1
 - Election: 130 times
 - Register: 23 times
 - Registrar: 12 times
 - Contact: 23 times
 - Absentee: 1 time
 - Early voting combo: 0 times
 - Eligible or eligibility: 0 times
 - Application: 0 times

Minority vs. White Counties 1

	White	Minority
Counties	75% (110)	25% (37)
Avg. # Items	58	52
Presence of "Register"	(68)	% (13)
Presence of "Registration"	% (81)	% (25)
Presence of "Register" or "Registrar"	% (71)	% (18)
Presence of All "Reg" words	% (97)	% (28)
Presence of "Absentee"	55% (60)	46% (17)
Presence of "Contact"	81% (89)	78% (29)
Presence of "Eligible" or "Eligibility"	4% (4)	3% (1)
Presence of "Qualify" or "Qualified"	2% (2)	5% (2)
Presence of "Ballot"	70% (77)	54% (20)
Presence of "Sample Ballot"	36% (40)	30% (11)
Presence of "Military" or "Overseas"	28% (31)	16% (6)
Presence of "Where"	19% (21)	16% (6)

Minority vs. White Counties 2

	White	Minority
Counties	75% (110)	25% (37)
Presence of "Voter ID" or "Voter Identification"	6% (6)	11% (4)
Presence of "ID"	% ()	% ()
Presence of "FAQ"	31% (34)	19% (7)
Presence of "Contact Us"	58% (64)	43% (16)
Presence of "Vote By Mail" or "Early Voting" or "Convenience Voting" or "Vote Center"	16% (18)	11% (4)
Presence of Mail Voting Combo	% (63)	% (19)
Presence of Super Mail Combo	% (72)	% (21)
Presence of "Precinct"	42% (46)	35% (13)
Presence of "Polling Place"	35% (39)	49% (18)
Presence of "Map"	64% (70)	62% (23)

Minority vs. White Counties 3

	White	Minority
Counties	75% (110)	25% (37)
Presence of "Who"	5% (6)	5% (2)
Presence of "Application"	36% (40)	27% (10)
Presence of "Deadline"	14% (15)	16% (6)
Presence of "Español"	% (14)	% (5)
Presence of "Mission"	% (51)	% (27)
Presence of "Mission Statement"	% (10)	% (5)

Minority vs. White Counties 4

Percentage of Items in Locations

	White	Minority
Header	15%	15%
Left	28%	36%
Center	32%	27%
Right	12%	13%
Footer	13%	10%

Percentage of Items of Different Types

	White	Minority
Link	73%	74%
Header	20%	19%
Graphic	7%	7%
Widget	0%	0%

County Size 1

	Small	Medium	Large	Huge
Counties	20% (29)	23% (34)	29% (43)	28% (41)
Avg. # Items	36	67	60	60
Presence of "Register"	% (11)	% (17)	% (24)	% (29)
Presence of "Registration"	% (11)	% (25)	% (34)	% (36)
Presence of "Register" or "Registrar"	% (13)	% (20)	% (26)	% (30)
Presence of All "Reg" Words	% (20)	% (27)	% (38)	% (40)
Presence of "Absentee"	45% (13)	59% (20)	60% (26)	44% (18)
Presence of "Contact"	76% (22)	77% (26)	86% (37)	80% (33)
Presence of "Eligible" or "Eligibility"	10% (3)	0% (0)	0% (0)	5% (2)
Presence of "Qualify" or "Qualified"	3% (1)	3% (1)	2% (1)	2% (1)
Presence of "Military" or "Overseas"	3% (1)	29% (10)	37% (16)	24% (10)

County Size 2

	Small	Medium	Large	Huge
Counties	20% (29)	23% (34)	29% (43)	28% (41)
Presence of "Voter ID" or "Voter Identification"	3% (1)	6% (2)	7% (3)	10% (4)
Presence of "ID"	% (2)	% (5)	% (4)	% (14)
Presence of "Where"	10% (3)	24% (8)	9% (4)	29% (12)
Presence of "Deadline"	7% (2)	9% (3)	14% (6)	24% (10)
Presence of "FAQ"	21% (6)	18% (6)	37% (16)	32% (13)
Presence of "Contact Us"	41% (12)	47% (16)	65% (28)	59% (24)
Presence of "Vote By Mail" or "Early Voting" or "Convenience Voting" or "Vote Center"	% (1)	% (10)	% (11)	% (19)
Presence of "Mail Voting"	-	-	-	% (1)
Presence of Mail Voting Combo	% (11)	% (20)	% (27)	% (24)
Presence of Super Mail Combo	% (11)	% (22)	% (29)	% (31)

County Size 3

	Small	Medium	Large	Huge
Counties	20% (29)	23% (34)	29% (43)	28% (41)
Presence of "Ballot"	38% (11)	65% (22)	72% (31)	80% (33)
Presence of "Sample Ballot"	17% (5)	38% (13)	37% (16)	41% (17)
Presence of "Precinct"	21% (6)	62% (21)	37% (16)	37% (15)
Presence of "Polling Place"	17% (5)	44% (15)	40% (17)	49% (20)
Presence of "Map"	38% (11)	74% (25)	72% (31)	63% (26)
Presence of "Application"	17% (5)	50% (17)	33% (15)	32% (13)
Presence of "Who"	7% (2)	6% (2)	5% (2)	5% (2)
Presence of "Español"	-	% (1)	% (5)	% (13)
Presence of "Mission"	% (13)	% (24)	% (23)	% (18)
Presence of "Mission Statement"	-	% (4)	% (4)	% (7)

County Size 4

Percentage of Items in Locations

	Small	Medium	Large	Huge
Header	36%	21%	28%	19%
Left	15%	35%	28%	25%
Center	27%	15%	9%	10%
Right	6%	8%	9%	4%
Footer	15%	21%	25%	42%

Percentage of Items of Different Types

	Small	Medium	Large	Huge
Link	73%	73%	82%	78%
Header	27%	25%	16%	13%
Graphic	0%	2%	1%	8%

Site Size 1

	Extra Small	Small	Medium	Large
Counties	7% (11)	16% (24)	39% (58)	36% (53)
Avg. # Items	25.9	50.3	66.0	55.5
Presence of "Register"	% (1)	% (9)	% (28)	% (42)
Presence of "Registration"	-	% (14)	% (47)	% (44)
Presence of "Register" or "Registrar"	% (2)	% (12)	% (30)	% (44)
Presence of All "Reg" Words	% (2)	% (18)	% (53)	% (51)
Presence of "Absentee"	-	% (10)	% (40)	% (24)
Presence of "Contact"	% (8)	% (19)	% (50)	% (40)
Presence of "Eligible" or "Eligibility"	-	% (3)	% (1)	% (1)
Presence of "Qualify" or "Qualified"	-	% (2)	% (1)	% (1)
Presence of "Military" or "Overseas"	% (1)	% (4)	% (15)	% (16)

Site Size 2

	Extra Small	Small	Medium	Large
Counties	7% (11)	16% (24)	39% (58)	36% (53)
Presence of "Voter ID" or "Voter Identification"	-	-	% (7)	% (3)
Presence of "ID"	-	% (1)	% (10)	% (12)
Presence of "Where"	-	% (4)	% (9)	% (13)
Presence of "Deadline"	-	% (2)	% (6)	% (13)
Presence of "FAQ"	% (1)	% (6)	% (17)	% (17)
Presence of "Contact Us"	% (4)	% (10)	% (38)	% (27)
Presence of "Vote By Mail" or "Early Voting" or "Convenience Voting" or "Vote Center"	% (1)	% (2)	% (14)	% (24)
Presence of "Mail Voting"	-	-	-	% (1)
Presence of Mail Voting Combo	-	% (10)	% (40)	% (31)
Presence of Super Mail Combo	% (1)	% (10)	% (42)	% (39)

Site Size 3

	Extra Small	Small	Medium	Large
Counties	7% (11)	16% (24)	39% (58)	36% (53)
Presence of "Ballot"	-	% (11)	% (43)	% (42)
Presence of "Sample Ballot"	-	% (2)	% (23)	% (20)
Presence of "Precinct"	% (1)	% (8)	% (29)	% (20)
Presence of "Polling Place"	-	% (7)	% (28)	% (21)
Presence of "Map"	% (5)	% (11)	% (47)	% (30)
Presence of "Application"	-	% (7)	% (25)	% (18)
Presence of "Who"	-	% (2)	% (2)	% (4)
Presence of "Español"	-	-	% (8)	% (13)
Presence of "Mission"	% (7)	% (16)	% (34)	% (24)
Presence of "Mission Statement"	-	% (2)	% (8)	% (7)

Site Size 4

Percentage of Items in Locations

	Extra Small	Small	Medium	Large
Header	19%	16%	16%	13%
Left	39%	22%	34%	27%
Center	22%	30%	28%	35%
Right	13%	14%	11%	12%
Footer	7%	18%	11%	12%

Percentage of Items of Different Types

	Extra Small	Small	Medium	Large
Link	67%	74%	75%	70%
Header	28%	21%	19%	21%
Graphic	5%	4%	6%	9%

Middlesex County

- Region: Northeast
- Population Size: Huge
- Site Size: NA
- Diversity: White
- Links: 54
- Headers: 10

Words included

Election
Absentee
Contact Us
Register
Registration
Ballot
Military
Overseas
Where
Mission