County website analysis

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v 07 9 January 2013

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

- 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

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

## Minimums and Maximums

<table>
<thead>
<tr>
<th>Type</th>
<th>Small</th>
<th>Medium</th>
<th>Large</th>
<th>Huge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link</td>
<td>5,74</td>
<td>8,340</td>
<td>0,109</td>
<td>4,98</td>
</tr>
<tr>
<td>Header</td>
<td>1,27</td>
<td>1,49</td>
<td>1,31</td>
<td>2,36</td>
</tr>
<tr>
<td>Graphic</td>
<td>0,14</td>
<td>0,14</td>
<td>0,18</td>
<td>0,22</td>
</tr>
<tr>
<td>Widget</td>
<td>0,1</td>
<td>0,2</td>
<td>0,2</td>
<td>0,2</td>
</tr>
</tbody>
</table>
## Items by County Region

### Frequencies

<table>
<thead>
<tr>
<th>Type</th>
<th>Midwest</th>
<th>Northeast</th>
<th>Northwest</th>
<th>Pacific</th>
<th>Southeast</th>
<th>Southwest</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link</td>
<td>71%</td>
<td>73%</td>
<td>77%</td>
<td>74%</td>
<td>74%</td>
<td>71%</td>
<td>73%</td>
</tr>
<tr>
<td>Header</td>
<td>21%</td>
<td>20%</td>
<td>21%</td>
<td>18%</td>
<td>19%</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>Graphic</td>
<td>8%</td>
<td>6%</td>
<td>2%</td>
<td>8%</td>
<td>7%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Widget</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Minimums and Maximums

<table>
<thead>
<tr>
<th>Type</th>
<th>Midwest</th>
<th>Northeast</th>
<th>Northwest</th>
<th>Pacific</th>
<th>Southeast</th>
<th>Southwest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link</td>
<td>9.91</td>
<td>0.109</td>
<td>17.98</td>
<td>2.340</td>
<td>4.98</td>
<td>4.74</td>
</tr>
<tr>
<td>Header</td>
<td>2.33</td>
<td>1.36</td>
<td>1.21</td>
<td>1.49</td>
<td>1.27</td>
<td>1.23</td>
</tr>
<tr>
<td>Graphic</td>
<td>0.15</td>
<td>0.18</td>
<td>0.2</td>
<td>0.22</td>
<td>0.14</td>
<td>0.18</td>
</tr>
<tr>
<td>Widget</td>
<td>0.2</td>
<td>0.2</td>
<td>0.1</td>
<td>0.1</td>
<td>0.2</td>
<td>0.2</td>
</tr>
</tbody>
</table>
# Items by Site Size

## Frequencies

<table>
<thead>
<tr>
<th>Type</th>
<th>X Small</th>
<th>Small</th>
<th>Medium</th>
<th>Large</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link</td>
<td>67%</td>
<td>74%</td>
<td>75%</td>
<td>70%</td>
<td>73%</td>
</tr>
<tr>
<td>Header</td>
<td>28%</td>
<td>21%</td>
<td>19%</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>Graphic</td>
<td>5%</td>
<td>4%</td>
<td>6%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Widget</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
## Items by Diversity

### Frequencies

<table>
<thead>
<tr>
<th>Type</th>
<th>White</th>
<th>Minority</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link</td>
<td>73%</td>
<td>74%</td>
<td>73%</td>
</tr>
<tr>
<td>Header</td>
<td>20%</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>Graphic</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Widget</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Minimums and Maximums

<table>
<thead>
<tr>
<th>Type</th>
<th>White</th>
<th>Minority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link</td>
<td>0,340</td>
<td>2,98</td>
</tr>
<tr>
<td>Header</td>
<td>1,49</td>
<td>1,27</td>
</tr>
<tr>
<td>Graphic</td>
<td>0,22</td>
<td>0,14</td>
</tr>
<tr>
<td>Widget</td>
<td>0,2</td>
<td>0,2</td>
</tr>
</tbody>
</table>
## Items by Page Location

### Frequencies

<table>
<thead>
<tr>
<th>Type</th>
<th>Header</th>
<th>Left</th>
<th>Center</th>
<th>Right</th>
<th>Footer</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link</td>
<td>77%</td>
<td>83%</td>
<td>62%</td>
<td>64%</td>
<td>80%</td>
<td>73%</td>
</tr>
<tr>
<td>Header</td>
<td>14%</td>
<td>12%</td>
<td>31%</td>
<td>23%</td>
<td>14%</td>
<td>20%</td>
</tr>
<tr>
<td>Graphic</td>
<td>8%</td>
<td>4%</td>
<td>7%</td>
<td>12%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Widget</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Minimums and Maximums

<table>
<thead>
<tr>
<th>Type</th>
<th>Header</th>
<th>Left</th>
<th>Center</th>
<th>Right</th>
<th>Footer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link</td>
<td>0,23</td>
<td>0,304</td>
<td>0,82</td>
<td>0,55</td>
<td>0,75</td>
</tr>
<tr>
<td>Header</td>
<td>0,13</td>
<td>0,45</td>
<td>0,18</td>
<td>0,12</td>
<td>0,10</td>
</tr>
<tr>
<td>Graphic</td>
<td>0,8</td>
<td>0,12</td>
<td>0,9</td>
<td>0,13</td>
<td>0,12</td>
</tr>
<tr>
<td>Widget</td>
<td>0,2</td>
<td>0,1</td>
<td>0,2</td>
<td>0,1</td>
<td>0,1</td>
</tr>
</tbody>
</table>
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 No Editing
Wordle – All Items Edit 2
Wordle – White Edit 2
Wordle – Pop Small 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
"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
“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
“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?

<table>
<thead>
<tr>
<th></th>
<th>Link</th>
<th>Header</th>
<th>Graphic</th>
<th>Widget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header</td>
<td>1.52%</td>
<td>15.35%</td>
<td>6.91%</td>
<td>0.17%</td>
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<td>Left</td>
<td>1.85%</td>
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<td>10.79%</td>
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</tr>
<tr>
<td>Center</td>
<td>5.73%</td>
<td>9.44%</td>
<td>8.77%</td>
<td>-</td>
</tr>
<tr>
<td>Right</td>
<td>1.35%</td>
<td>9.11%</td>
<td>9.11%</td>
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</tr>
<tr>
<td>Footer</td>
<td>2.70%</td>
<td>7.25%</td>
<td>2.70%</td>
<td>0.34%</td>
</tr>
</tbody>
</table>
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

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

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<tr>
<td>Counties</td>
<td>75% (110)</td>
<td>25% (37)</td>
</tr>
<tr>
<td>Presence of “Voter ID” or “Voter Identification”</td>
<td>6% (6)</td>
<td>11% (4)</td>
</tr>
<tr>
<td>Presence of “ID”</td>
<td>% ()</td>
<td>% ()</td>
</tr>
<tr>
<td>Presence of “FAQ”</td>
<td>31% (34)</td>
<td>19% (7)</td>
</tr>
<tr>
<td>Presence of “Contact Us”</td>
<td>58% (64)</td>
<td>43% (16)</td>
</tr>
<tr>
<td>Presence of “Vote By Mail” or “Early Voting” or “Convenience Voting” or “Vote Center”</td>
<td>16% (18)</td>
<td>11% (4)</td>
</tr>
<tr>
<td>Presence of Mail Voting Combo</td>
<td>% (63)</td>
<td>% (19)</td>
</tr>
<tr>
<td>Presence of Super Mail Combo</td>
<td>% (72)</td>
<td>% (21)</td>
</tr>
<tr>
<td>Presence of “Precinct”</td>
<td>42% (46)</td>
<td>35% (13)</td>
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<tr>
<td>Presence of “Polling Place”</td>
<td>35% (39)</td>
<td>49% (18)</td>
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<tr>
<td>Presence of “Map”</td>
<td>64% (70)</td>
<td>62% (23)</td>
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## Minority vs. White Counties 3

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<td>Counties</td>
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<td>25% (37)</td>
</tr>
<tr>
<td>Presence of “Who”</td>
<td>5% (6)</td>
<td>5% (2)</td>
</tr>
<tr>
<td>Presence of “Application”</td>
<td>36% (40)</td>
<td>27% (10)</td>
</tr>
<tr>
<td>Presence of “Deadline”</td>
<td>14% (15)</td>
<td>16% (6)</td>
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<tr>
<td>Presence of “Español”</td>
<td>% (14)</td>
<td>% (5)</td>
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<tr>
<td>Presence of “Mission”</td>
<td>% (51)</td>
<td>% (27)</td>
</tr>
<tr>
<td>Presence of “Mission Statement”</td>
<td>% (10)</td>
<td>% (5)</td>
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## Minority vs. White Counties 4

### Percentage of Items in Locations

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<tr>
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<td>15%</td>
<td>15%</td>
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<tr>
<td>Left</td>
<td>28%</td>
<td>36%</td>
</tr>
<tr>
<td>Center</td>
<td>32%</td>
<td>27%</td>
</tr>
<tr>
<td>Right</td>
<td>12%</td>
<td>13%</td>
</tr>
<tr>
<td>Footer</td>
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<td>10%</td>
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### Percentage of Items of Different Types

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</thead>
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<tr>
<td>Link</td>
<td>73%</td>
<td>74%</td>
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<td>Header</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>Graphic</td>
<td>7%</td>
<td>7%</td>
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<tr>
<td>Widget</td>
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## County Size 1

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<thead>
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</thead>
<tbody>
<tr>
<td>Counties</td>
<td>20% (29)</td>
<td>23% (34)</td>
<td>29% (43)</td>
<td>28% (41)</td>
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<tr>
<td>Avg. # Items</td>
<td>36</td>
<td>67</td>
<td>60</td>
<td>60</td>
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<tr>
<td>Presence of “Register”</td>
<td>% (11)</td>
<td>% (17)</td>
<td>% (24)</td>
<td>% (29)</td>
</tr>
<tr>
<td>Presence of “Registration”</td>
<td>% (11)</td>
<td>% (25)</td>
<td>% (34)</td>
<td>% (36)</td>
</tr>
<tr>
<td>Presence of “Register” or “Registrar”</td>
<td>% (13)</td>
<td>% (20)</td>
<td>% (26)</td>
<td>% (30)</td>
</tr>
<tr>
<td>Presence of All “Reg” Words</td>
<td>% (20)</td>
<td>% (27)</td>
<td>% (38)</td>
<td>% (40)</td>
</tr>
<tr>
<td>Presence of “Absentee”</td>
<td>45% (13)</td>
<td>59% (20)</td>
<td>60% (26)</td>
<td>44% (18)</td>
</tr>
<tr>
<td>Presence of “Contact”</td>
<td>76% (22)</td>
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<td>86% (37)</td>
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<td>10% (3)</td>
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<td>0% (0)</td>
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<tr>
<td>Presence of “Qualify” or “Qualified”</td>
<td>3% (1)</td>
<td>3% (1)</td>
<td>2% (1)</td>
<td>2% (1)</td>
</tr>
<tr>
<td>Presence of “Military” or “Overseas”</td>
<td>3% (1)</td>
<td>29% (10)</td>
<td>37% (16)</td>
<td>24% (10)</td>
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## County Size 2

<table>
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<tbody>
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<td>Counties</td>
<td>20% (29)</td>
<td>23% (34)</td>
<td>29% (43)</td>
<td>28% (41)</td>
</tr>
<tr>
<td>Presence of “Voter ID” or “Voter Identification”</td>
<td>3% (1)</td>
<td>6% (2)</td>
<td>7% (3)</td>
<td>10% (4)</td>
</tr>
<tr>
<td>Presence of “ID”</td>
<td>% (2)</td>
<td>% (5)</td>
<td>% (4)</td>
<td>% (14)</td>
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<tr>
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<td>10% (3)</td>
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<td>9% (4)</td>
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<tr>
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<td>7% (2)</td>
<td>9% (3)</td>
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<td>24% (10)</td>
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<tr>
<td>Presence of “FAQ”</td>
<td>21% (6)</td>
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<td>37% (16)</td>
<td>32% (13)</td>
</tr>
<tr>
<td>Presence of “Contact Us”</td>
<td>41% (12)</td>
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<td>59% (24)</td>
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<tr>
<td>Presence of “Vote By Mail” or “Early Voting” or “Convenience Voting” or “Vote Center”</td>
<td>% (1)</td>
<td>% (10)</td>
<td>% (11)</td>
<td>% (19)</td>
</tr>
<tr>
<td>Presence of “Mail Voting”</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>% (1)</td>
</tr>
<tr>
<td>Presence of Mail Voting Combo</td>
<td>% (11)</td>
<td>% (20)</td>
<td>% (27)</td>
<td>% (24)</td>
</tr>
<tr>
<td>Presence of Super Mail Combo</td>
<td>% (11)</td>
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<td>% (29)</td>
<td>% (31)</td>
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## County Size 3

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<td>20% (29)</td>
<td>23% (34)</td>
<td>29% (43)</td>
<td>28% (41)</td>
</tr>
<tr>
<td>Presence of “Ballot”</td>
<td>38% (11)</td>
<td>65% (22)</td>
<td>72% (31)</td>
<td>80% (33)</td>
</tr>
<tr>
<td>Presence of “Sample Ballot”</td>
<td>17% (5)</td>
<td>38% (13)</td>
<td>37% (16)</td>
<td>41% (17)</td>
</tr>
<tr>
<td>Presence of “Precinct”</td>
<td>21% (6)</td>
<td>62% (21)</td>
<td>37% (16)</td>
<td>37% (15)</td>
</tr>
<tr>
<td>Presence of “Polling Place”</td>
<td>17% (5)</td>
<td>44% (15)</td>
<td>40% (17)</td>
<td>49% (20)</td>
</tr>
<tr>
<td>Presence of “Map”</td>
<td>38% (11)</td>
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<td>72% (31)</td>
<td>63% (26)</td>
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<tr>
<td>Presence of “Application”</td>
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<td>50% (17)</td>
<td>33% (15)</td>
<td>32% (13)</td>
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<tr>
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<td>5% (2)</td>
<td>5% (2)</td>
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<td>% (5)</td>
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<tr>
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<td>% (13)</td>
<td>% (24)</td>
<td>% (23)</td>
<td>% (18)</td>
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<td>Presence of “Mission Statement”</td>
<td>-</td>
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<td>% (4)</td>
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## County Size 4

### Percentage of Items in Locations

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<td>25%</td>
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<tr>
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<td>15%</td>
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<td>10%</td>
</tr>
<tr>
<td>Right</td>
<td>6%</td>
<td>8%</td>
<td>9%</td>
<td>4%</td>
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<td>15%</td>
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### Percentage of Items of Different Types

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<tbody>
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<td>Link</td>
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<td>73%</td>
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<td>78%</td>
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<td>Header</td>
<td>27%</td>
<td>25%</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Graphic</td>
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## Site Size 1

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<td>Counties</td>
<td>7% (11)</td>
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<td>36% (53)</td>
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<tr>
<td>Avg. # Items</td>
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<td>% (42)</td>
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<tr>
<td>Presence of “Registration”</td>
<td>-</td>
<td>% (14)</td>
<td>% (47)</td>
<td>% (44)</td>
</tr>
<tr>
<td>Presence of “Register” or “Registrar”</td>
<td>% (2)</td>
<td>% (12)</td>
<td>% (30)</td>
<td>% (44)</td>
</tr>
<tr>
<td>Presence of All “Reg” Words</td>
<td>% (2)</td>
<td>% (18)</td>
<td>% (53)</td>
<td>% (51)</td>
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<td>Presence of “Absentee”</td>
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<td>% (40)</td>
<td>% (24)</td>
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<tr>
<td>Presence of “Contact”</td>
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<td>% (1)</td>
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<td>% (1)</td>
<td>% (1)</td>
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<td>Presence of “Military” of “Overseas”</td>
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### Site Size 2

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<td>39% (58)</td>
<td>36% (53)</td>
</tr>
<tr>
<td>Presence of “Voter ID” or “Voter Identification”</td>
<td>-</td>
<td>-</td>
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<td>% (3)</td>
</tr>
<tr>
<td>Presence of “ID”</td>
<td>-</td>
<td>% (1)</td>
<td>% (10)</td>
<td>% (12)</td>
</tr>
<tr>
<td>Presence of “Where”</td>
<td>-</td>
<td>% (4)</td>
<td>% (9)</td>
<td>% (13)</td>
</tr>
<tr>
<td>Presence of “Deadline”</td>
<td>-</td>
<td>% (2)</td>
<td>% (6)</td>
<td>% (13)</td>
</tr>
<tr>
<td>Presence of “FAQ”</td>
<td>% (1)</td>
<td>% (6)</td>
<td>% (17)</td>
<td>% (17)</td>
</tr>
<tr>
<td>Presence of “Contact Us”</td>
<td>% (4)</td>
<td>% (10)</td>
<td>% (38)</td>
<td>% (27)</td>
</tr>
<tr>
<td>Presence of “Vote By Mail” or “Early Voting” or “Convenience Voting” or “Vote Center”</td>
<td>% (1)</td>
<td>% (2)</td>
<td>% (14)</td>
<td>% (24)</td>
</tr>
<tr>
<td>Presence of “Mail Voting”</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>% (1)</td>
</tr>
<tr>
<td>Presence of Mail Voting Combo</td>
<td>-</td>
<td>% (10)</td>
<td>% (40)</td>
<td>% (31)</td>
</tr>
<tr>
<td>Presence of Super Mail Combo</td>
<td>% (1)</td>
<td>% (10)</td>
<td>% (42)</td>
<td>% (39)</td>
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## Site Size 3

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<tr>
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<td>7% (11)</td>
<td>16% (24)</td>
<td>39% (58)</td>
<td>36% (53)</td>
</tr>
<tr>
<td>Presence of “Ballot”</td>
<td>-</td>
<td>% (11)</td>
<td>% (43)</td>
<td>% (42)</td>
</tr>
<tr>
<td>Presence of “Sample Ballot”</td>
<td>-</td>
<td>% (2)</td>
<td>% (23)</td>
<td>% (20)</td>
</tr>
<tr>
<td>Presence of “Precinct”</td>
<td>% (1)</td>
<td>% (8)</td>
<td>% (29)</td>
<td>% (20)</td>
</tr>
<tr>
<td>Presence of “Polling Place”</td>
<td>-</td>
<td>% (7)</td>
<td>% (28)</td>
<td>% (21)</td>
</tr>
<tr>
<td>Presence of “Map”</td>
<td>% (5)</td>
<td>% (11)</td>
<td>% (47)</td>
<td>% (30)</td>
</tr>
<tr>
<td>Presence of “Application”</td>
<td>-</td>
<td>% (7)</td>
<td>% (25)</td>
<td>% (18)</td>
</tr>
<tr>
<td>Presence of “Who”</td>
<td>-</td>
<td>% (2)</td>
<td>% (2)</td>
<td>% (4)</td>
</tr>
<tr>
<td>Presence of “Español”</td>
<td>-</td>
<td>-</td>
<td>% (8)</td>
<td>% (13)</td>
</tr>
<tr>
<td>Presence of “Mission”</td>
<td>% (7)</td>
<td>% (16)</td>
<td>% (34)</td>
<td>% (24)</td>
</tr>
<tr>
<td>Presence of “Mission Statement”</td>
<td>-</td>
<td>% (2)</td>
<td>% (8)</td>
<td>% (7)</td>
</tr>
</tbody>
</table>
## Site Size 4

### Percentage of Items in Locations

<table>
<thead>
<tr>
<th></th>
<th>Extra Small</th>
<th>Small</th>
<th>Medium</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header</td>
<td>19%</td>
<td>16%</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Left</td>
<td>39%</td>
<td>22%</td>
<td>34%</td>
<td>27%</td>
</tr>
<tr>
<td>Center</td>
<td>22%</td>
<td>30%</td>
<td>28%</td>
<td>35%</td>
</tr>
<tr>
<td>Right</td>
<td>13%</td>
<td>14%</td>
<td>11%</td>
<td>12%</td>
</tr>
<tr>
<td>Footer</td>
<td>7%</td>
<td>18%</td>
<td>11%</td>
<td>12%</td>
</tr>
</tbody>
</table>

### Percentage of Items of Different Types

<table>
<thead>
<tr>
<th></th>
<th>Extra Small</th>
<th>Small</th>
<th>Medium</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link</td>
<td>67%</td>
<td>74%</td>
<td>75%</td>
<td>70%</td>
</tr>
<tr>
<td>Header</td>
<td>28%</td>
<td>21%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>Graphic</td>
<td>5%</td>
<td>4%</td>
<td>6%</td>
<td>9%</td>
</tr>
</tbody>
</table>
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