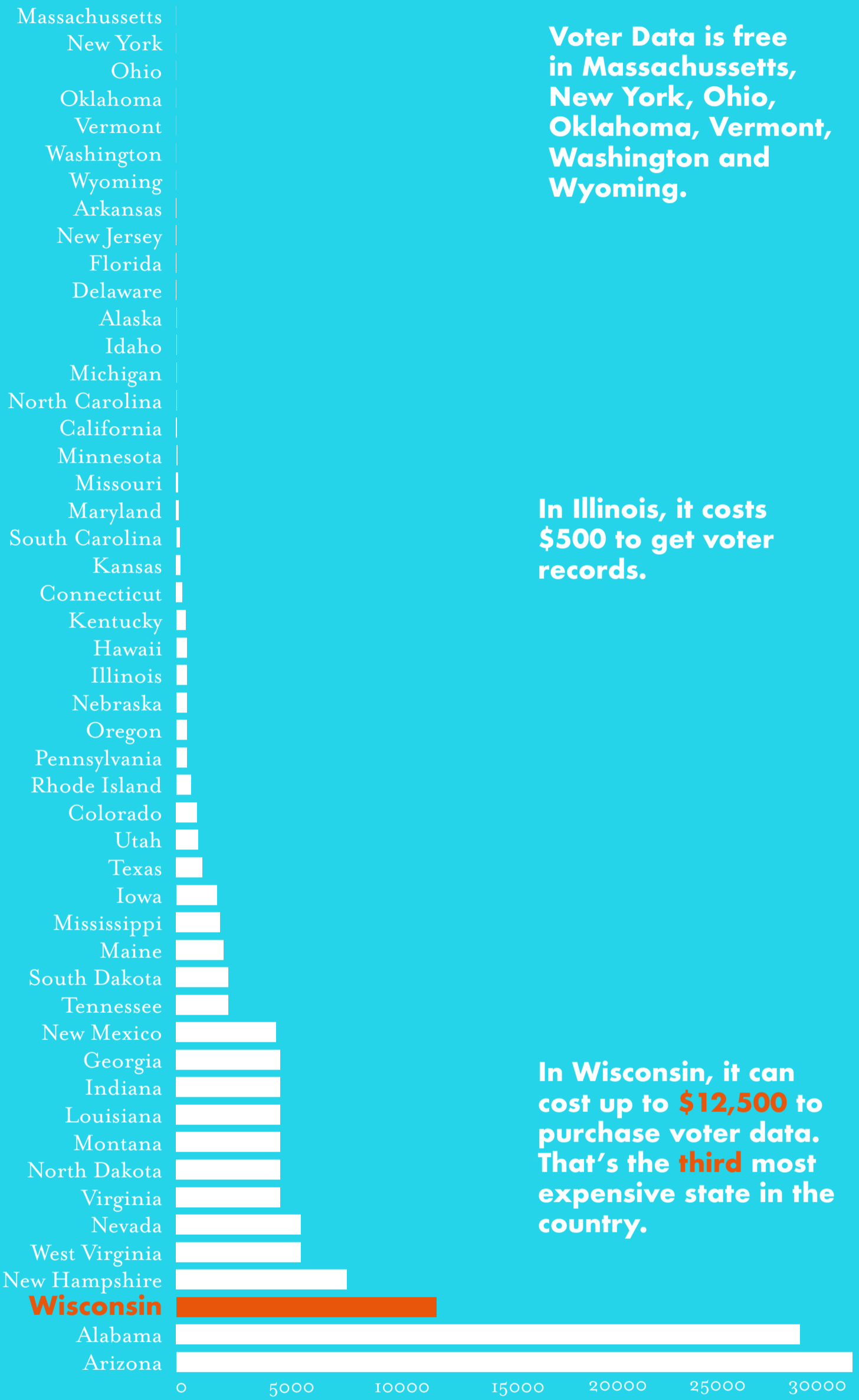


# THE COST OF VOTER DATA

Meet Mary. Mary is a hard-working, stay at home mom from Kenosha, WI who is concerned about her local schools. She decides to run for School Board, in order to make the local schools better.



In order to run for office, Mary needs to obtain local voter data. This will allow her to properly market to registered voters.

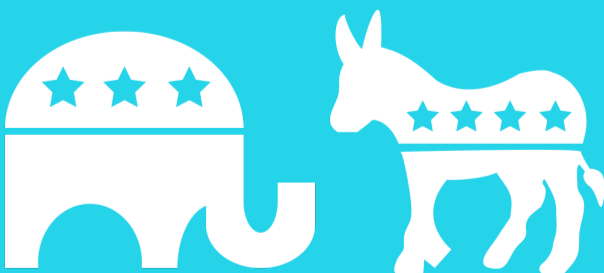


**Voter Data is free in Massachusetts, New York, Ohio, Oklahoma, Vermont, Washington and Wyoming.**

**In Illinois, it costs \$500 to get voter records.**

**In Wisconsin, it can cost up to \$12,500 to purchase voter data. That's the **third** most expensive state in the country.**

Expensive voter data hinders the ability of everyday citizens like Mary to run for public office, encouraging a tradition of wealthy, connected politicians.



Expensive voter data also limits the ability of non-party backed candidates to successfully wage a campaign, and gives an unfair advantage to political parties.

**If we want a wider representation of candidates in Wisconsin, we need free voter data.**