TurboVote User Export Key

I.D.

Unique identifying number for each user primarily used by the TurboVote system. These strings of letters, numbers, and symbols can be helpful for reporting individual user questions back to TurboVote or for discussing users in an anonymized/privacy-preserving way. For the most part, you are unlikely to use the data in this field.

Preferred Name

User’s preferred name. Within TurboVote, users must provide their legal first name, but they also have the option to provide a nickname. This preferred name is used in all TurboVote-generated content instead of the first name. If a user provides a nickname during signup, the preferred name column is populated with that name. Otherwise, it is populated with the user’s provided legal first name.

First Name
Middle Name
Last Name

User’s legal name.

Phone
Email
During the signup process, users have the option of providing one or both of the above. Partners can use the contact information provided to send follow-up campaigns to their TurboVote users, alerting them of upcoming deadlines, campus-specific events, etc.

**Registered Address - Street**  
**Registered Address - Street 2**  
**Registered Address - City**  
**Registered Address - State**  
**Registered Address - Zip**

These fields record where users have indicated they live, for the purpose of voting. A user's registration address may be the same as their mailing address, but it could differ for a variety of reasons. For example, a user's voter registration address must be a physical street address. Using this data, partners can evaluate in which states and localities users are deciding to cast their ballots.

**Mailing Address - Street**  
**Mailing Address - Street 2**  
**Mailing Address - City**  
**Mailing Address - State**  
**Mailing Address - Zip**

These fields record where users have opted to receive mail. Capturing the correct mailing address is an important part of the TurboVote signup process, especially for users registering to vote with an address that is not their mailing address (i.e. out-of-state students choosing to register back home), or voting by mail. For example, college/university partners can use data from these fields to track the proper input of campus mailroom P.O. Boxes.
D.O.B.

This field allows partners to track the age range of their users. Users who request assistance with voter registration input their full date of birth during the signup process. However, TurboVote only captures the birth year in the user export for privacy.

Language Preference: *en or es*

This field indicates the language TurboVote uses when interacting with this user, either English or Spanish.

Returning User Last Updated At: *yyyy-MM-dd'T'HH:mm:ssZ*

This field captures the date and time that a user last updated their information with TurboVote via our returning user flow. If this field is blank, the user has not yet accessed the returning user flow. Timestamps are recorded in Coordinated Universal Time (UTC) and listed in chronological order.

Hostname: *[partner].turbovote.org*

This field captures the URL through which the user signed up.

Referral Code

Referral links are useful for tracking the effectiveness of different forms of outreach. This field captures the unique referral code through which the user signed up. If the field is blank, the user came through the standard partner URL, not one with a referral code. For more information on how to create and track referral codes, contact [partnerships@democracy.works](mailto:partnerships@democracy.works).
**Partner Communications Checkbox:**  *TRUE, FALSE, or blank*

The partner communications checkbox can be added to your TurboVote communications preferences page. It gives users the option to check a box according to custom language next to the checkbox. If **TRUE**, this field indicates that a user says “yes” to the custom language. **FALSE** and a blank cell both indicate that the user has not opted-in to the custom language. To add this feature to your site, please submit the [customizations request form](#).

**Created At: yyyy-MM-dd'T'HH:mm:ssZ**

This field captures the date and time TurboVote created a record for the user (i.e. when they provided TurboVote their name and contact information in the first couple steps). This can be useful for determining which times of the year experience the most successful implementation. Timestamps are recorded in Coordinated Universal Time (UTC) and listed in chronological order.

**Updated At: yyyy-MM-dd'T'HH:mm:ssZ**

This field captures the last time the user’s information was updated in the TurboVote system. For most users, this will reflect the end of their signup. It might also be more recent based on their later interactions with TurboVote—through our help desk, returning user flow, or unsubscribe links. Timestamps are recorded in Coordinated Universal Time (UTC) and listed in chronological order.

**Signup App**

This field indicates the source of the signup. The values can be:

- **turbovote**
○ User signed up through the main TurboVote flow

• **tv-lite**
  ○ User signed up through an app integrated with the TurboVote Lite API

• **check-your-reg**
  ○ User signed up through the stand-alone Check Your Registration tool

• **reminders**
  ○ User signed up through the stand-alone Election Reminders Sign-up tool

**Voter Registration Status**

This field indicates the status of a user’s voter registration. The values could be:

• **Ineligible**
  ○ User is ineligible to vote

• **Initiated/pending**
  ○ User kicked off the process of getting registered to vote

• **Not-required**
  ○ User registered to vote in North Dakota, which does not require voter registration

• **Registered**
  ○ User reported that they are already registered to vote, OR reported that they completed the online voter registration signup process in their state while signing up for TurboVote

• **Unknown**
  ○ User reported that they were not registered or didn't know. If “unknown” does not change to “initiated” or “pending,” then they dropped off during the signup process

**Voter Registration Source**
This field indicates how TurboVote knows the user’s voter registration status. The values could be:

- **User**
  - User self-reported as registered to vote or uncertain of their voter registration

- **TurboVote**
  - User generated a voter registration form through TurboVote, or clicked the link to register through a state's online voter registration site. TurboVote reports that the user has everything needed to complete their voter registration

**Voter Registration Method**

This field indicates how the user chooses to register to vote. The values could be:

- **By-mail**
  - User is completing the registration process using a paper form

- **Call-clerk**
  - User signed up in New Hampshire, a state which requires voters to contact their election official directly to register to vote

- **Not-applicable**
  - User signed up for TurboVote in North Dakota, a state which does not require voter registration

- **Online**
  - User followed the link to a state's online voter registration site

**Voting Method Preference**
This field indicates how the user prefers to vote, which then determines the types of TurboVote election reminders they receive. The values could be:

- **By-mail**
  - User indicated they plan to cast their vote by mail, or they are registered to vote in a state that runs elections by mail
  - As a result of this choice, TurboVote will log their preference, and provide them with the state-specific information they need to cast their ballot by mail

- **In-person**
  - User indicated that they plan to vote in person
  - As a result of this choice, TurboVote will log their preference as an in-person voter, and will notify the user of the address of their polling location the day before any election

**Email Subscribed: TRUE or FALSE**

This field indicates whether the user will receive TurboVote election reminders via email.

**SMS Subscribed: TRUE or FALSE**

This field indicates whether the user will receive TurboVote election reminders via text.

**Mailings Subscribed: TRUE or FALSE**

If your TurboVote site includes sponsored mailings, this field is present and indicates whether the user is subscribed to TurboVote mailings.