

*Voter Experience with
Alternative Voting Systems in the
2008 Colorado Presidential Election*

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Study Topics

- Voter experience with, and evaluation of, DRE and paper-ballot voting systems.
- Voter experience with, and evaluation of, Election Day vote centers.
- Effect of voting place characteristics on voter experience and alternative voting systems.

Study Design

- Exit poll of 3,703 Election Day voters
- Field work conducted by Ciruli and Associates of Denver, Colorado
- Sampling units and method
 - 25 Counties (13 EDVC, 12 Precinct, 1 Consolidated)
 - 59 Election Day polling places
 - Exit polls conducted during morning, afternoon and late afternoon periods.
 - 64% of Election Day voters used a paper ballot.
 - 36% of Election Day voters used a DRE.

Colorado Election Day Exit Poll
November 4, 2008

A. Please check the type of ballot you used:
 1 Paper ballot
 2 Electronic voting machine

B. Have you ever used this type of ballot before?
 1 Yes
 2 No

Please mark how much you agree or disagree with the following statements from 1-5:
 1- DISAGREE STRONGLY
 2- DISAGREE SOMEWHAT
 3- NEITHER AGREE NOR DISAGREE
 4- AGREE SOMEWHAT
 5- AGREE STRONGLY

Disagree Strongly Agree Strongly
 1 2 3 4 5

C. I thought the voting system was easy to use.
 1 2 3 4 5

D. I think that I would like to use this system again.
 1 2 3 4 5

E. I found the voting system unnecessarily complex.
 1 2 3 4 5

F. I think that I would need the support of a technical person to use the system.
 1 2 3 4 5

G. I felt very confident using the system.
 1 2 3 4 5

H. I needed to learn a lot of things before I could get going with the system.
 1 2 3 4 5

Voting Place

I. This location was easy for me to find.
 1 2 3 4 5

J. I had to go far out of my way to vote.
 1 2 3 4 5

K. It was hard to find a place to park.
 1 2 3 4 5

L. The poll workers were helpful.
 1 2 3 4 5

M. I am confident that my vote will be counted accurately.
 1 2 3 4 5

N. It is important to me that there is a paper record of my vote.
 1 2 3 4 5

O. How long did you wait in line to vote, if at all?

- 1 No line
- 2 Less than 5 minutes
- 3 5-10 minutes
- 4 10-20 minutes
- 5 More than 20 minutes

Q. In about how many races did you vote today?
 1 All
 2 More than half
 3 Half
 4 Less than half

R. About how often have you voted in past elections?
 1 All of the time
 2 Most of the time
 3 Some of the time
 4 Never

S. Is this polling location close to any of the following (check all that apply):
 1 Your residence
 2 Your workplace
 3 School where you or your children attend
 4 Shopping center
 5 Street that you use often

T. Did you come to vote with anyone else? (check all that apply)
 1 Family member
 2 Friend
 3 Coworker
 4 Other
 5 Came alone

U. Did anyone contact you about the following ways you could vote in the Presidential Election (check all that apply)?
 1 Voting by mail
 2 Voting in-person before Election Day
 3 Voting in-person on Election Day

V. Are you:
 1 White
 2 Black
 3 Hispanic/Latino
 4 Asian
 5 Other

W. Do you usually think of yourself as a:
 1 Democrat
 2 Republican
 3 Independent
 4 Other

X. Highest level of education completed:
 1 Grade school
 2 Some high school
 3 High school or equivalent
 4 Some college
 5 College degree

Y. To which age group do you belong?
 1 18-24
 2 25-29
 3 30-39
 4 40-44
 5 45-49
 6 50-59
 7 60-64
 8 65-74
 9 75 or over

Z. Are you:
 1 Male
 2 Female

AA. Total 2007 family income (before taxes):
 1 Under \$15,000
 2 \$15,000-\$29,999
 3 \$30,000-\$49,999
 4 \$50,000-\$74,999
 5 \$75,000-\$109,000
 6 \$109,000+

PLEASE FOLD YOUR SURVEY AND PUT IT IN THE BOX.
THANK YOU

Usability of Voting Systems

(5-point scale, Strongly Agree to Strongly Disagree)

- I thought the voting system was easy to use.
- I think that I would like to use this system again.
- I found the voting system unnecessarily complex.
- I think that I would need the support of a technical person to use the system.
- I felt confident using the system.
- I needed to learn a lot of things before I could get going with the system.

Rating of Voting Place

(5-point scale, Strongly Agree to Strongly Disagree)

- The location was easy for me to find.
- I had to go far out of my way to vote.
- It was easy for me to find a place to park.
- The poll workers were helpful.

Voting Experience

(5-point scale, where applicable, Strongly Agree to Strongly Disagree)

- I am confident that my vote will be counted accurately.
- How long did you wait in line to vote?
- It is important to me that there is a paper record of my vote.

System Was Easy to Use

	Paper	DRE
Strongly Agree	71%	71%
Somewhat agree	18%	19%
Agree/Disagree	7%	6%
Somewhat disagree	2%	2%
Strongly disagree	2%	2%

Would Use System Again

	Paper	DRE
Strongly Agree	65%	71%
Somewhat agree	18%	17%
Agree/Disagree	9%	8%
Somewhat disagree	3%	2%
Strongly disagree	4%	3%

System Unnecessarily Complex

	Paper	DRE
Strongly Agree	5%	7%
Somewhat agree	5%	6%
Agree/Disagree	11%	11%
Somewhat disagree	18%	17%
Strongly disagree	60%	59%

Need Technical Support

	Paper	DRE
Strongly Agree	5%	6%
Somewhat agree	3%	6%
Agree/Disagree	9%	11%
Somewhat disagree	10%	13%
Strongly disagree	73%	64%

Confident Using the System

	Paper	DRE
Strongly Agree	68%	62%
Somewhat agree	17%	22%
Agree/Disagree	8%	9%
Somewhat disagree	3%	3%
Strongly disagree	5%	5%

Need To Learn More About System

	Paper	DRE
Strongly Agree	7%	6%
Somewhat agree	5%	6%
Agree/Disagree	9%	9%
Somewhat disagree	12%	14%
Strongly disagree	67%	64%

Confident My Vote Will Be Counted Accurately

	Paper	DRE
Strongly Agree	59%	59%
Somewhat agree	19%	19%
Agree/Disagree	15%	15%
Somewhat disagree	3%	4%
Strongly disagree	4%	3%

Important To Have Paper Record of Vote

	Paper	DRE
Strongly Agree	57%	47%
Somewhat agree	12%	13%
Agree/Disagree	19%	22%
Somewhat disagree	4%	5%
Strongly disagree	8%	13%

Time To Vote

	Paper	DRE
No Line	69%	38%
Less than 5 min.	17%	20%
5-10 min.	9%	18%
10-20 min	8%	13%
More than 20 min	6%	10%

Ratings of Voting Places

(Percent Strongly Agree or Disagree)

	Precinct	Consol.	EDVC
Location easy to find (Agree)	74%	84%	84%
Went far out of my way (Disagree)	65%	80%	77%
Parking was hard to find (Disagree)	64%	68%	75%
Poll workers were helpful (Agree)	70%	75%	79%

Ratings of Voting Systems by Voting Place

(percent strongly agree or disagree)

	Precinct		EDVC	
	Paper	DRE	Paper	DRE
System easy to use (Agree)	68%	57%	77%	80%
Would use system again (Agree)	64%	56%	70%	81%
System unnecessarily complex (Disagree)	58%	46%	63%	69%
Need technical assistance (Disagree)	73%	49%	73%	74%
Felt confident using system	67%	45%	70%	73%
Need to learn more about system (Disagree)	65%	50%	69%	73%
Poll workers were helpful (Agree)	73%	61%	78%	80%
Vote accurately counted (Agree)	58%	51%	62%	65%

Conclusions

- Election Day voters in Colorado positively evaluated paper and electronic voting systems in their respective counties.

Conclusions

- In excess of 80% of all Election Day voters reported that the voting system they used:
 - Was easy to use
 - Was not unnecessarily complex
 - Would not require technical support to use.
 - Made them feel very confident voting.
 - Did not require them to ‘learn a lot’ before using the system.
 - Would be one they would like to use again.

Conclusions

- Ratings of paper and electronic voting systems are largely indistinguishable, with only small differences between voters' ratings of each system.
- Election Day vote centers appear to have a positive effect on voter experience and evaluation of alternative voting systems, especially electronic voting.

Questions?

