

2006 Florida Voter Satisfaction Study

November 2006 General Gubernatorial Election Preliminary Findings

**Sponsored by the:
Collins Center for Public Policy, Inc.**



Principals:

Dr. Mark S. Pritchett, Collins Center for Public Policy, Inc.
Dr. Susan MacManus, University of South Florida
Dr. Susan Schuler, Schuler & Associates

INTRODUCTION

In the aftermath of the 2000 disputed presidential election, no other state tackled comprehensive election reform like Florida. Florida totally revamped its voting machines, overhauled its voter education and poll worker training programs, clarified how to count and recount votes, and instituted alternative voting methods like early voting and provisional voting. Many heralded Florida as the nation's election reform leader for acting quickly to implement these needed improvements. Florida is also one of a handful of states that has fully complied with new federal election standards spelled out in the Help America Vote Act.

In spite of efforts to improve its election process, some have criticized Florida for trying to do too much too quickly. These critics point to questions about the reliability of touchscreen technology and flaws in the voter registration process.

On November 7, 2006 Florida voters went to the polls across the state to test its new election system for its election. The Collins Center for Public Policy, Inc. asked Florida voters in a statewide Election Day poll to grade their new election system and to reveal their confidence if their vote would count.

The statewide voter survey was conducted under the expert guidance of political scientist Dr. Susan MacManus from the University of South Florida (past Chair of Florida's Elections Commission) and Dr. Mark Pritchett (Director of Governor Bush's election reform task force). Susan Schuler & Associates from Tampa refined the survey instrument and oversaw the polling. The survey was paid with private Collins Center funds.

KEY QUESTIONS

1. How did Florida voters rate the revamped voting system for the 2006 presidential election?
2. Did Florida voters have confidence that their votes would count?
3. Did Florida voters take advantage of early voting and absentee voting?
4. How did Florida voters rate their polling place?
5. How did Florida voters rate the poll workers?
6. How did Florida voters rate the performance of their supervisor of elections?

SURVEY METHODOLOGY

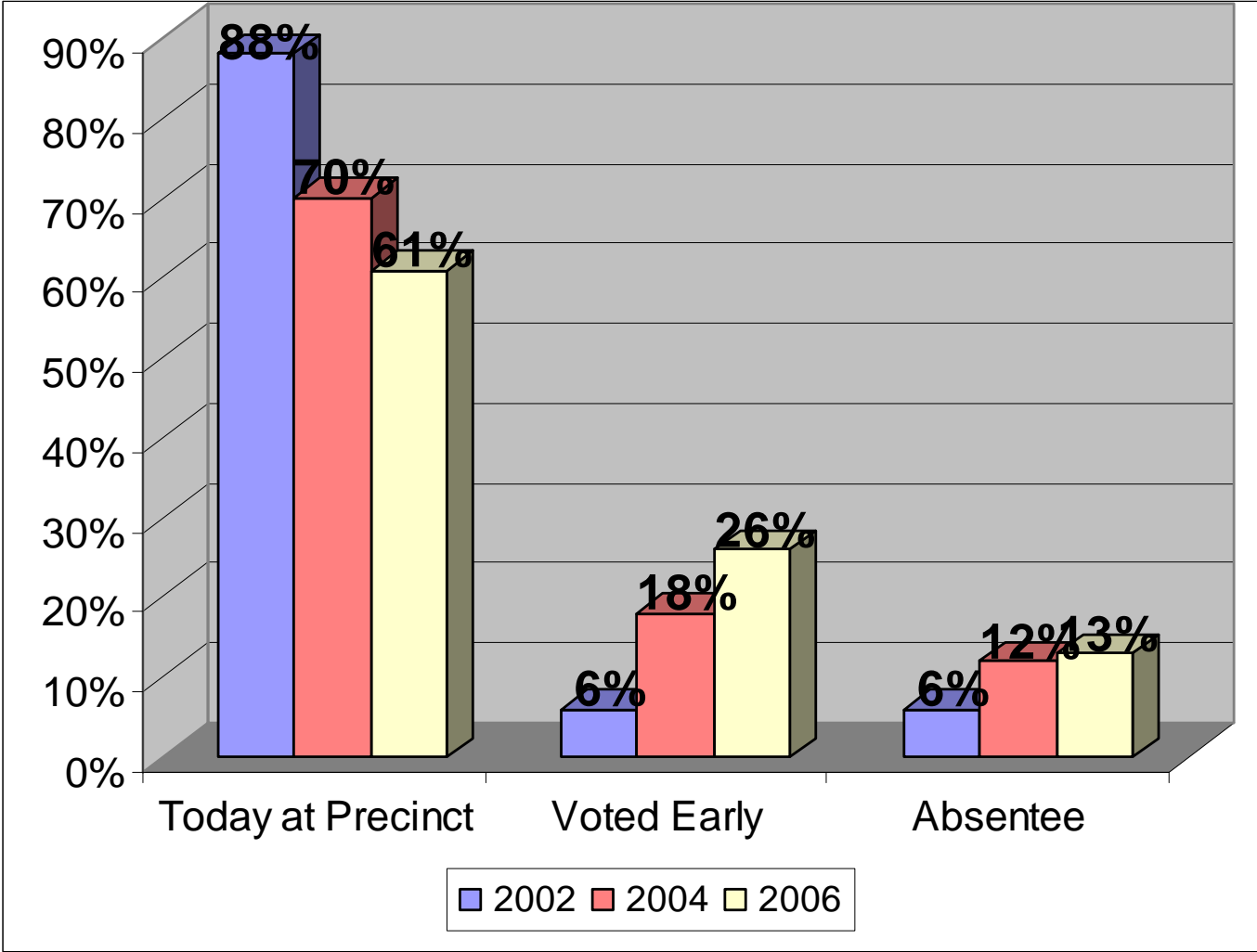
This primary research was conducted on November 7th and 8th, 2006 in order to gauge voter satisfaction with the 2006 general election ballot experience.

- The survey instrument was originally developed collaboratively by Mark Pritchett of the Collins Center for Public Policy, Inc., Susan MacManus of the University of South Florida, David Colburn of the University of Florida, Bruce Barcelo of Barcelo & Company, and Dave Beattie of Hamilton Beattie & Staff, and was updated this year by Susan Schuler & Associates.
- The survey sample was stratified geographically by population at the regional and media market levels and was drawn from a listed sample.
- Data collection occurred between 2:00 pm and 9:00 pm EST on Election Day and on the following day.
- Tabulation and initial analysis were performed in-house by Susan Schuler & Associates.
- 800 Respondents who reported themselves as having already voted were surveyed.

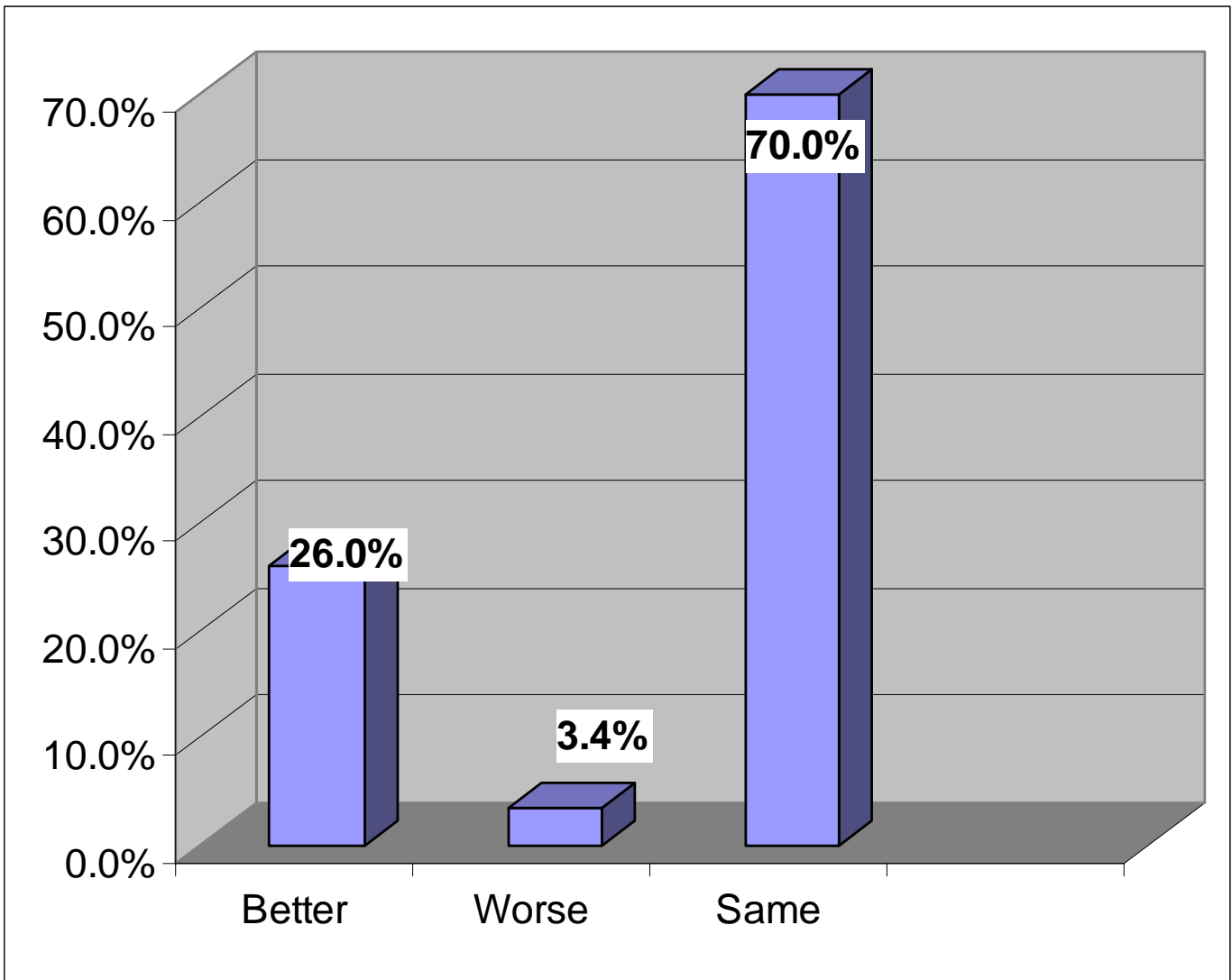
The survey research has a margin of error of +/- 3.5% at the 95% confidence level.

Preliminary findings are found in the following pages.

Where Did You Vote 2006 General Election



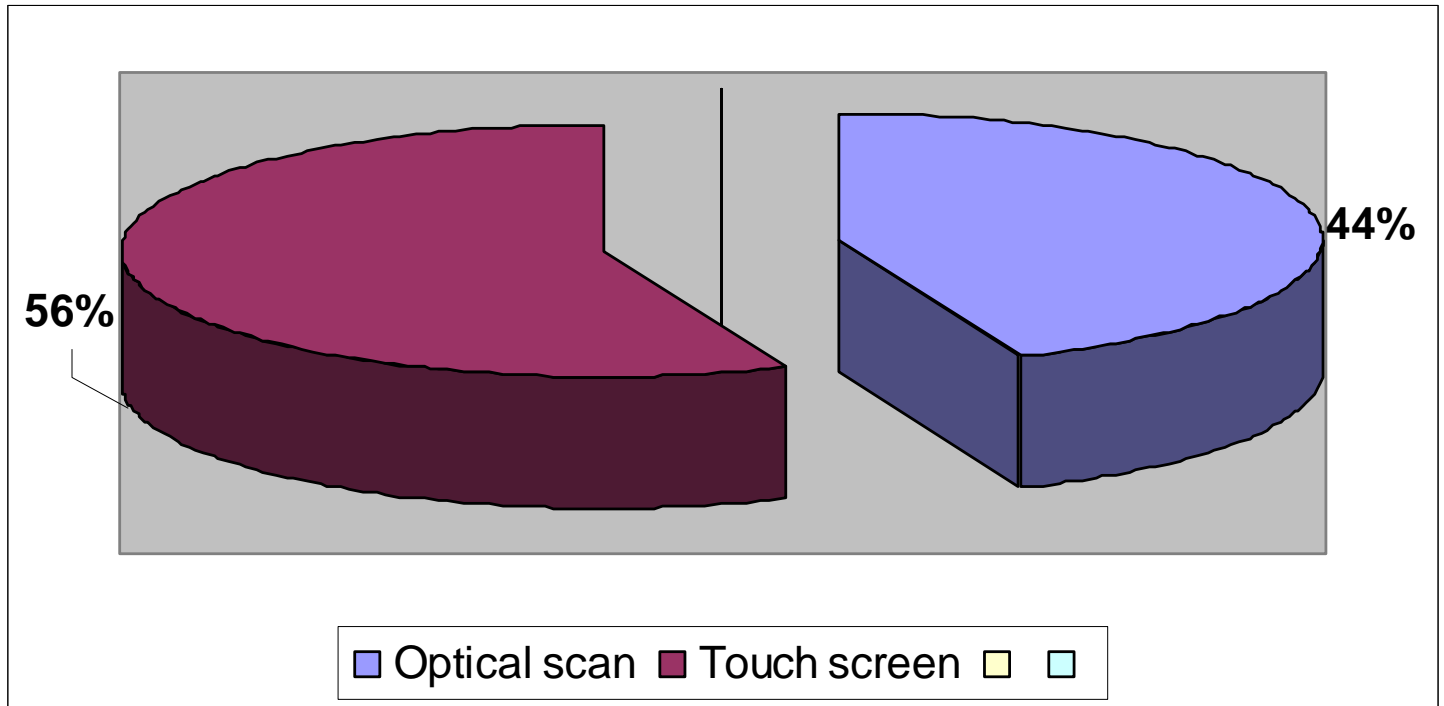
2006 Voting Experience: Better, Worse or Same as 2004?



N=801

* Totals sometimes do not equal 100% due to rounding of percentages.

Type of Voting Equipment Used



Voters Rate the Polling Place 2006 General Election

	Excellent- Good	Fair-Poor	N/A	Total
Ease in finding polling place	94%	5%	1%	100%
Convenience in parking	90%	9%	1%	100%
Helpfulness of posted information	92%	6%	2%	100%
Job precinct poll-workers did today	94%	4%	2%	100%
Ease of using voting machine	91%	6%	3%	100%
Ease of understanding ballot	90%	9%	1%	100%
Confidence your vote will count	83%	16%	1%	100%

N=772

* Totals sometimes do not equal 100% due to rounding of percentages.

Voters Rate the Polling Place – Three Year Comparison

	Excellent-Good			Fair-Poor			N/A			Total
	2002	2004	2006	2002	2004	2006	2002	2004	2006	
Ease in finding polling place	94%	90%	94%	3%	3%	5%	3%	7%	1%	100%
Convenience in parking	86%	79%	90%	10%	13%	9%	4%	8%	1%	100%
Helpfulness of posted information	84%	80%	92%	7%	8%	6%	9%	12%	2%	100%
Job precinct poll-workers did today	91%	87%	94%	5%	4%	4%	5%	9%	2%	100%
Ease of using voting machine	85%	83%	91%	3%	4%	6%	13%	13%	3%	100%
Ease of understanding ballot	90%	87%	90%	9%	9%	9%	1%	4%	1%	100%
Confidence your vote will count	88%	85%	83%	9%	9%	16%	3%	7%	1%	100%

N=801 (2002)

N=800 (2004)

N=772 (2006)

* Totals sometimes do not equal 100% due to rounding of percentages.

Voters Rate the Supervisor of Elections in Keeping Them Informed 2006 General Election

	Excellent- Good	Fair-Poor	N/A	Total
Changes in voting technology	80%	18%	2%	100%
Changes in polling locations	84%	12%	4%	100%
Required identification at the polls	89%	9%	2%	100%
Absentee or early voting procedures	81%	12%	7%	100%
Voter rights and responsibilities	85%	13%	2%	100%
Overall job done this year	88%	11%	1%	100%

N=801

* Totals sometimes do not equal 100% due to rounding of percentages.

Voters Rate the Supervisor of Elections In Keeping Them Informed: Three-year Comparison

	Excellent-Good			Fair-Poor			N/A			Total
	2002	2004	2006	2002	2004	2006	2002	2004	2006	
Changes in voting technology	78%	87%	80%	15%	15%	18%	7%	8%	2%	100%
Changes in polling locations	68%	65%	84%	10%	8%	12%	22%	27%	4%	100%
Required identification at the polls	88%	87%	89%	8%	5%	9%	5%	7%	2%	100%
Absentee or early voting procedures	56%	63%	81%	14%	11%	12%	30%	26%	7%	100%
Voter rights and responsibilities	80%	80%	85%	12%	11%	13%	9%	9%	2%	100%
Overall job done this year	86%	86%	88%	12%	9%	11%	3%	5%	1%	100%

N=801 (2002)

N=800 (2004)

N=801 (2006)

* Totals sometimes do not equal 100% due to rounding of percentages.

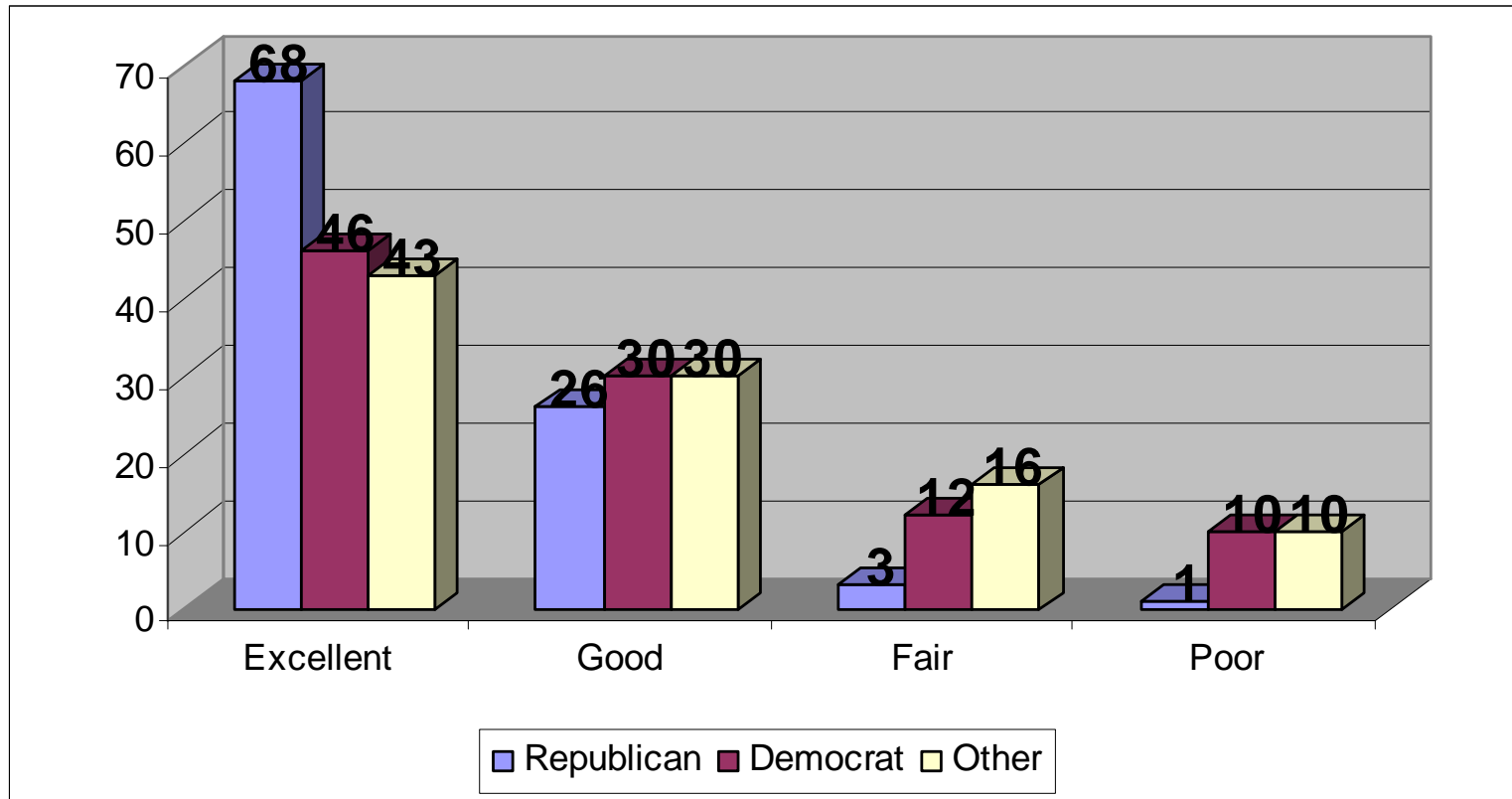
Voters Rate the Poll Workers 2006 General Election

Were you:	Yes	No	N/A	Total
Treated with respect?	98%	2%	0%	100%
Given correct information?	97%	3%	0%	100%
Helped in a timely fashion?	97%	3%	0%	100%

N=698

* Totals sometimes do not equal 100% due to rounding of percentages.

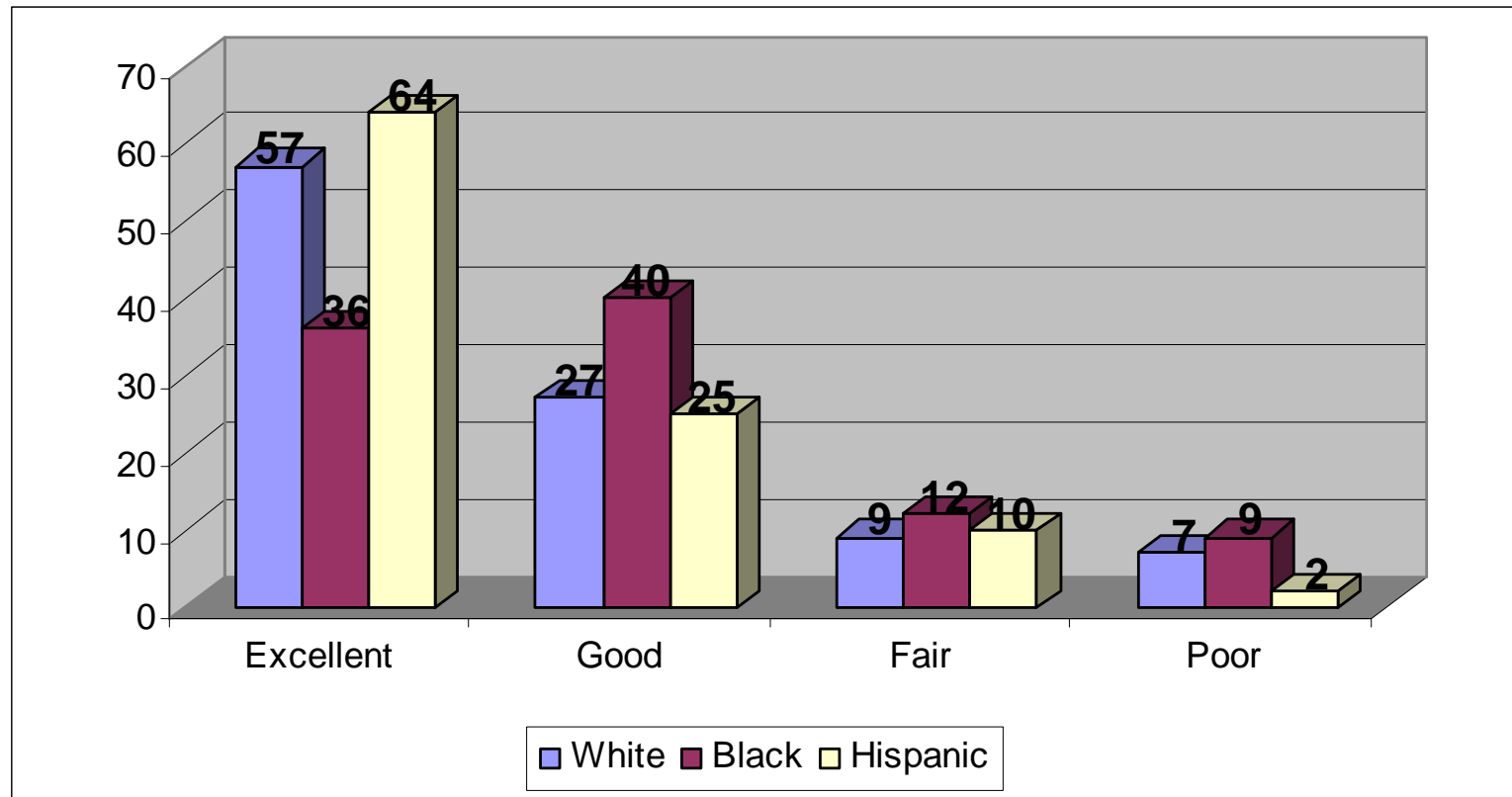
Confidence Your Vote Will Count By Political Affiliation



N=672

* Totals sometimes do not equal 100% due to rounding of percentages.

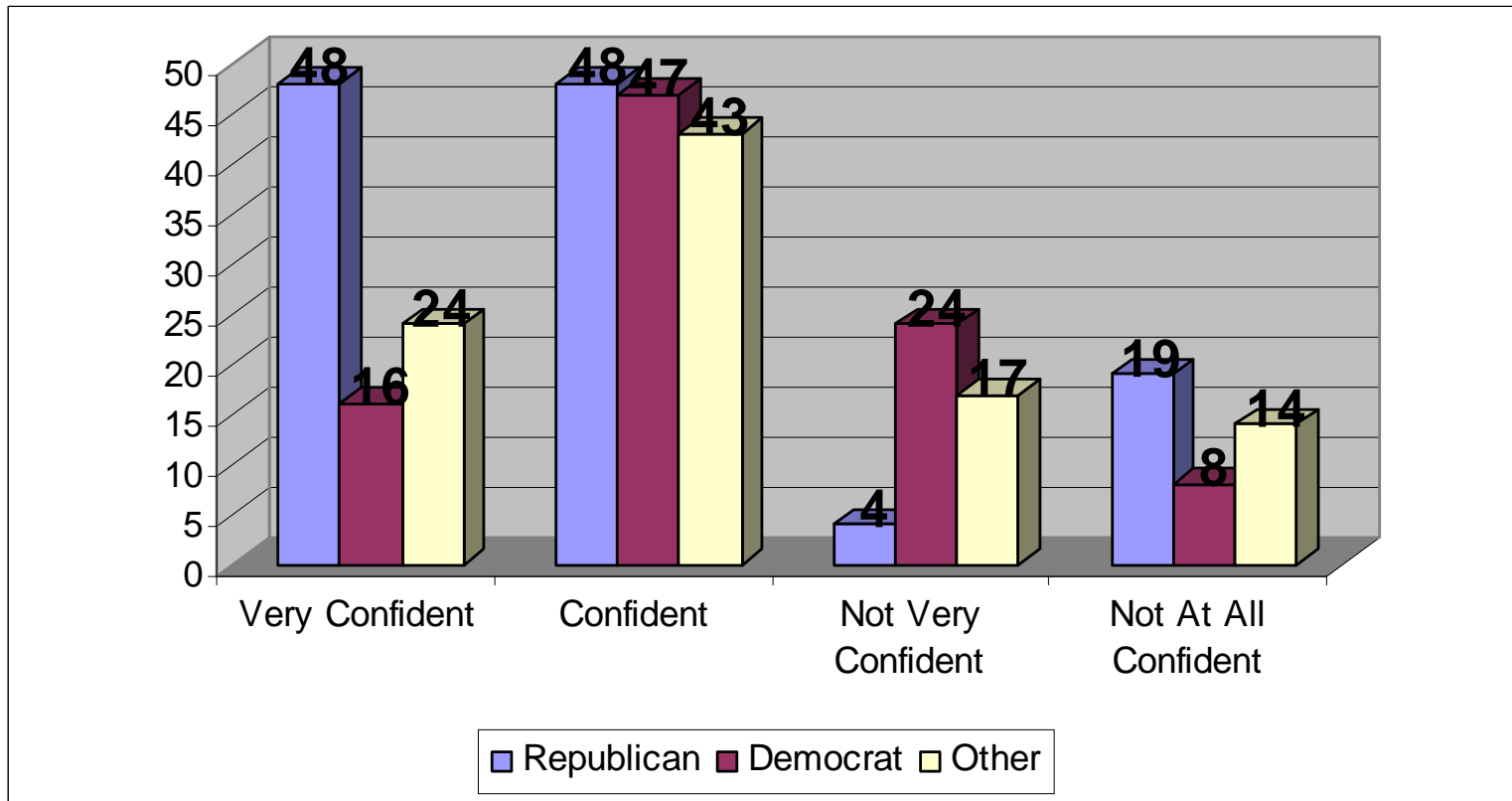
Confidence Your Vote Will Count by Race/Ethnic Group



N=672

* Totals sometimes do not equal 100% due to rounding of percentages.

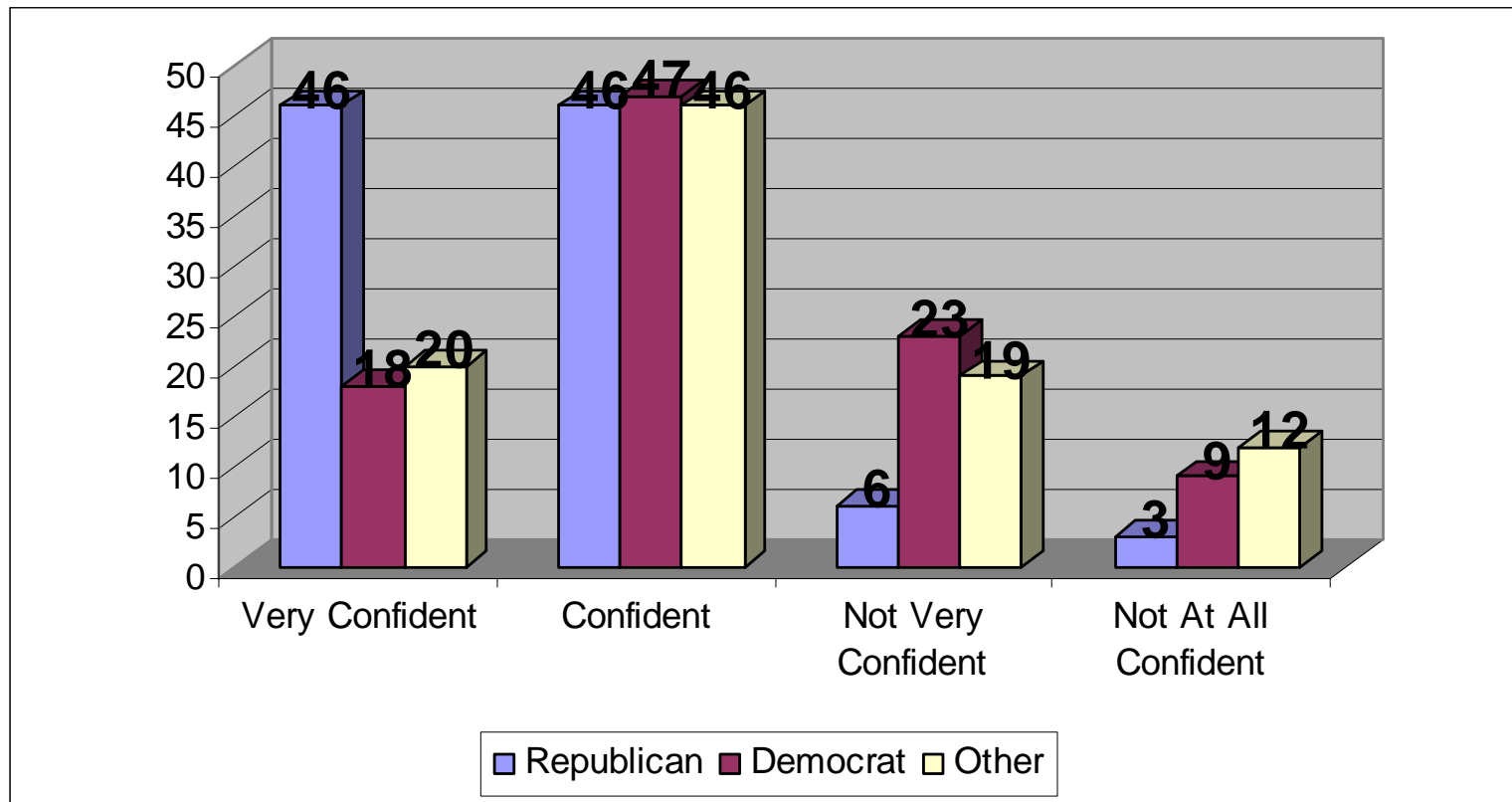
Has Florida Done Everything it Should to Count Votes Accurately?



N=648

* Totals sometimes do not equal 100% due to rounding of percentages.

Has Florida Done Everything it Should to Prevent Fraud?



N=672

* Totals sometimes do not equal 100% due to rounding of percentages.

How to Improve the Voting Experience

No Change/likes it as is	73%
Paper trail/receipt	5.2%
More information on candidates/voting process	3.1%
More helpful poll workers	1.6%
More voting machines available	1.3%
More information on polling place location	1.2%