

2004 Voter Satisfaction Study State of Florida

**November 2004 Presidential Election
Preliminary Findings**

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



Principals:

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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.

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, flaws in the voter registration system, and the partisan affiliations of election officials.

On November 2, 2004, Florida voters went to the polls across the state to test its new election system for its first presidential 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). In addition, two pollsters were asked to refine the survey instrument and to conduct the survey: Bruce Barcelo of Barcelo & Company and David Beattie of Hamilton Beattie & Staff. The survey was paid with private Collins Center funds.

KEY QUESTIONS

1. How did Florida voters rate the revamped voting system for the 2004 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

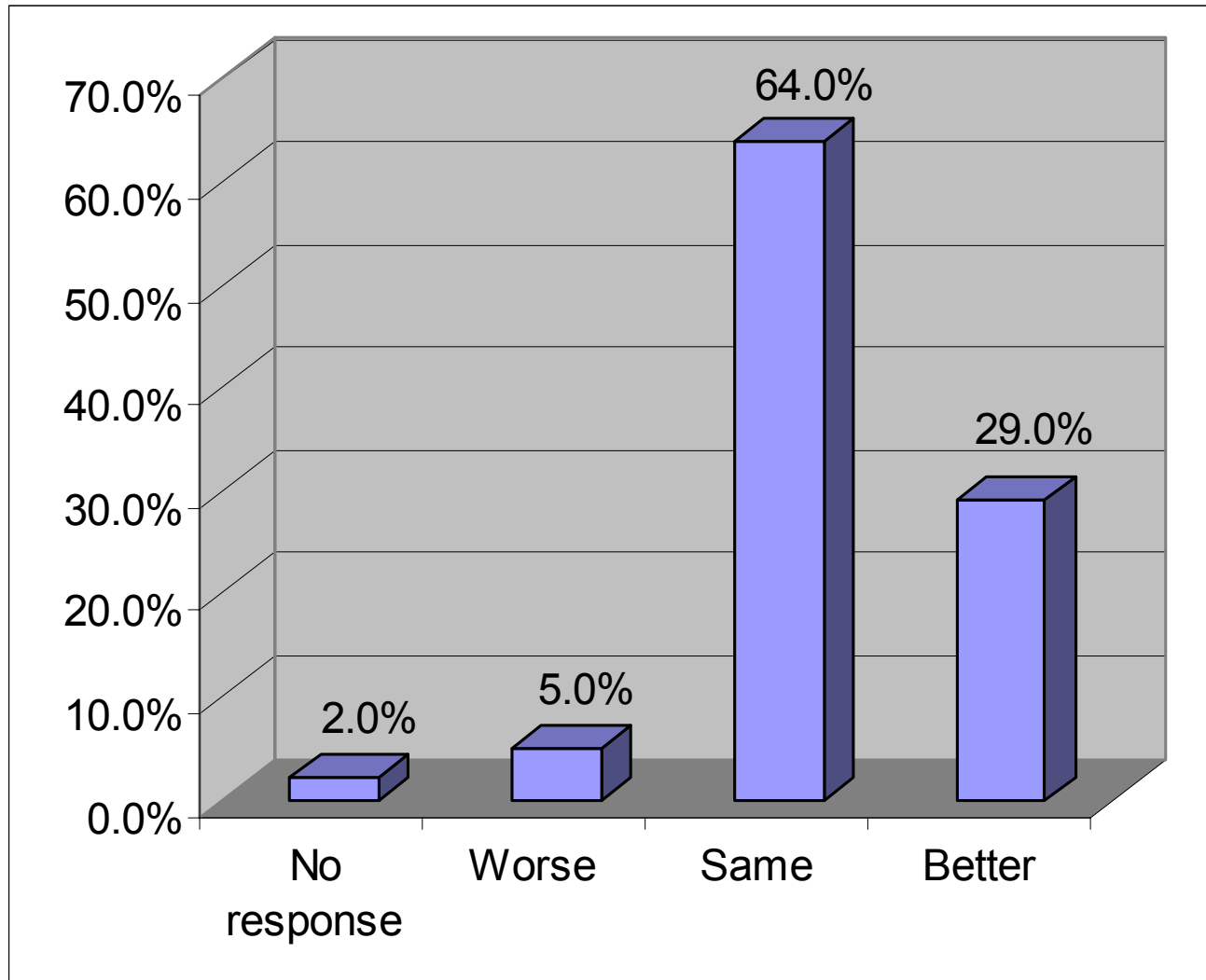
This primary research was conducted on November 2nd and 3rd, 2004 in order to gauge voter satisfaction with the 2004 general election ballot experience.

- The survey instrument was 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.
- 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 4:00 pm and 9:00 pm EST on Election Day and on the following day.
- Tabulation and initial analysis were performed in-house by Barcelo & Company.
- 800 Respondents who reported themselves as having already voted were surveyed along with an additional 666 respondents who reported themselves as not having voted in the subject election round.

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

Preliminary findings are found in the following pages.

**2004 Voting Experience:
Better, worse or same as 2002?
2004 Presidential Race**



N=800

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

Voters Rate the Polling Place 2004 Presidential Race

	Excellent- Good	Fair-Poor	N/A	Total
Ease in finding polling place	90%	3.0%	7%	100%
Convenience in parking	79%	13%	8%	100%
Helpfulness of posted information	80%	8%	12%	100%
Job precinct poll-workers did today	87%	4%	9%	100%
Ease of using voting machine	83%	4%	13%	100%
Ease of understanding ballot	87%	9%	4%	100%
Confidence your vote will count	85%	9%	6%	100%

N=800

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Voters Rate the Polling Place – Two Year Comparison

	Excellent-Good		Fair-Poor		N/A		Total
	2002	2004	2002	2004	2002	2004	
Ease in finding polling place	94.1%	90%	3.0%	3%	2.9%	7%	100%
Convenience in parking	86.4%	79%	9.9%	13%	3.7%	8%	100%
Helpfulness of posted information	84.3%	80%	6.8%	8%	8.9%	12%	100%
Job precinct poll-workers did today	90.9%	87%	4.6%	4%	4.5%	9%	100%
Ease of using voting machine	85.1%	83%	2.6%	4%	12.7%	13%	100%
Ease of understanding ballot	89.9%	87%	9.4%	9%	0.7%	4%	100%
Confidence your vote will count	88.3%	85%	8.9%	9%	2.7%	7%	100%

N=801 (2002)

N=800 (2004)

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

Voters Rate the Supervisor of Elections in Keeping Them Informed 2004 Presidential Race

	Excellent- Good	Fair-Poor	N/A	Total
Changes in voting technology	87%	15%	8%	100%
Changes in polling locations	65%	8%	27%	100%
Required identification at the polls	87%	5%	7%	100%
Absentee or early voting procedures	63%	11%	26%	100%
Voter rights and responsibilities	80%	11%	9%	100%
Overall job done this year	86%	9%	5%	100%

N=800

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

	Excellent-Good		Fair-Poor		N/A		Total
	2002	2004	2002	2004	2002	2004	
Changes in voting technology	77.5%	87%	15.1%	15%	7.4%	8%	100%
Changes in polling locations	68.2%	65%	10.4%	8%	21.5%	27%	100%
Required identification at the polls	87.5%	87%	7.6%	5%	4.9%	7%	100%
Absentee or early voting procedures	56.1%	63%	13.7%	11%	30.2%	26%	100%
Voter rights and responsibilities	80%	80%	12.1%	11%	8.5%	9%	100%
Overall job done this year	86%	86%	11.5%	9%	3.1%	5%	100%

N=801 (2002)

N=800 (2004)

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

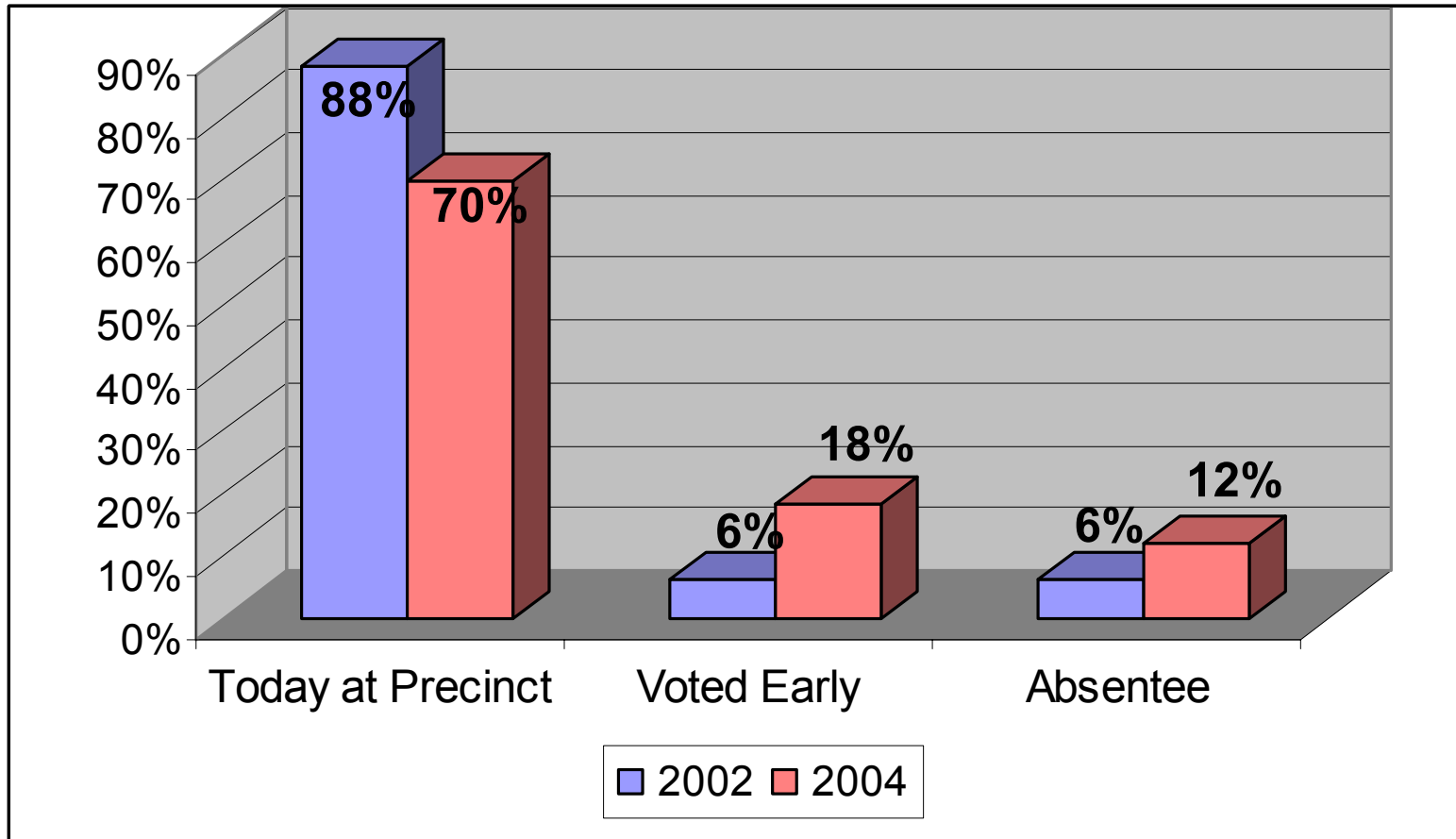
Voters Rate the Poll Workers 2004 Presidential Race

Were you:	Yes	No	N/A	Total
Treated with respect?	92%	1%	7%	100%
Given correct information?	89%	2%	10%	100%
Helped in a timely fashion?	88%	2%	10%	100%

N=800

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Where Did You Vote? 2004 Presidential Race

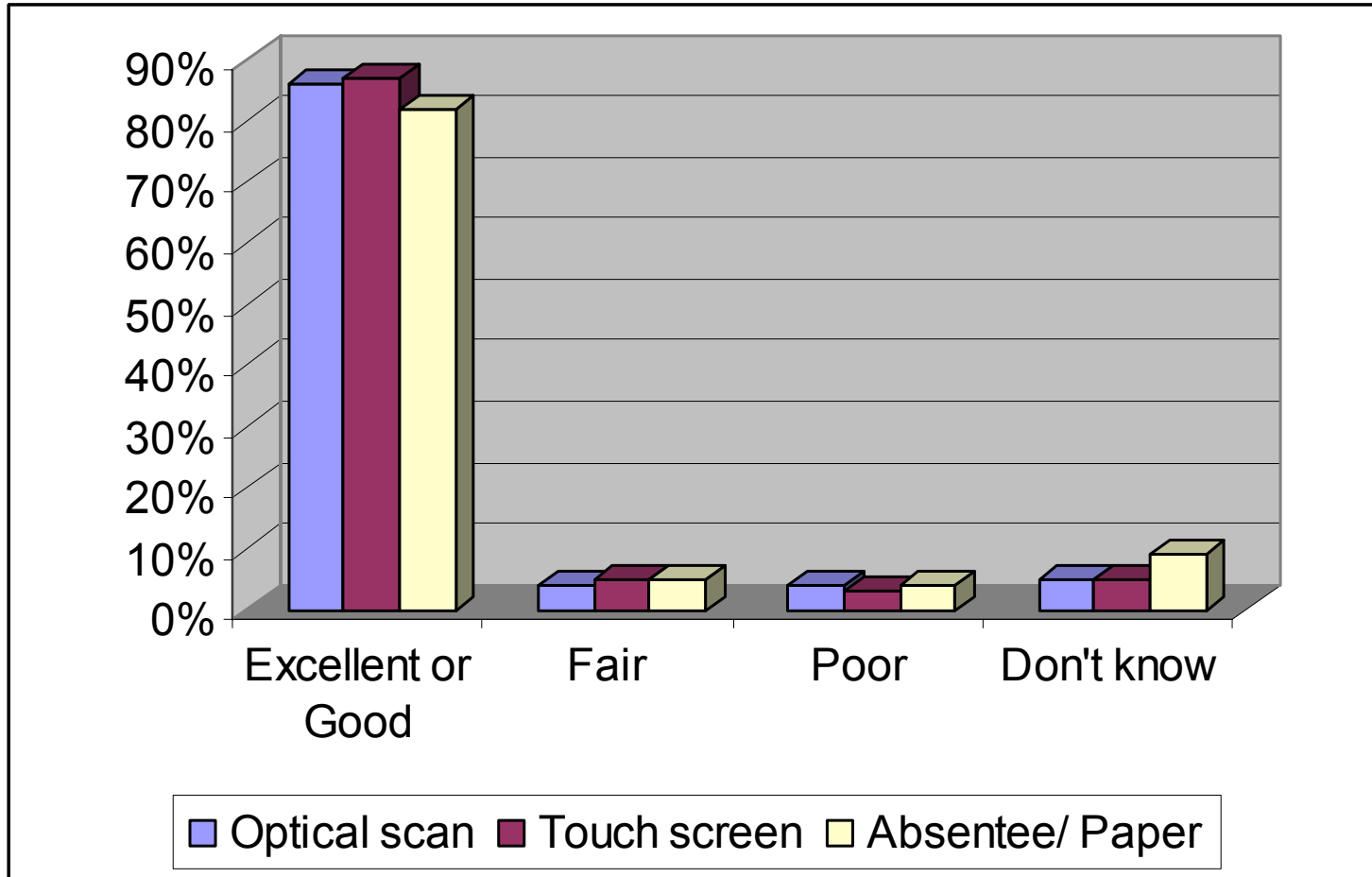


N=800

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Confidence that Vote Will Count

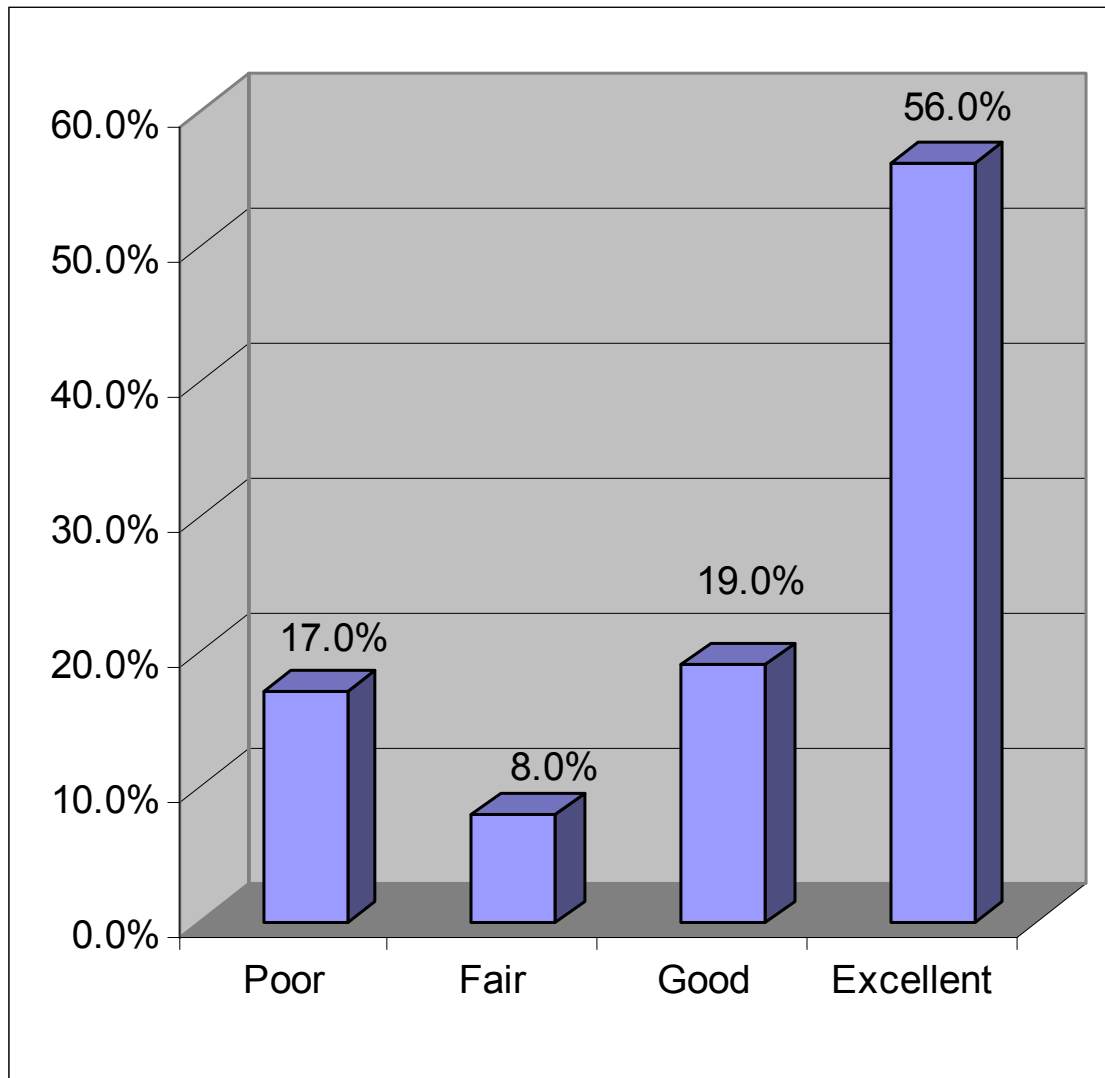
2004 Presidential Race



N=800

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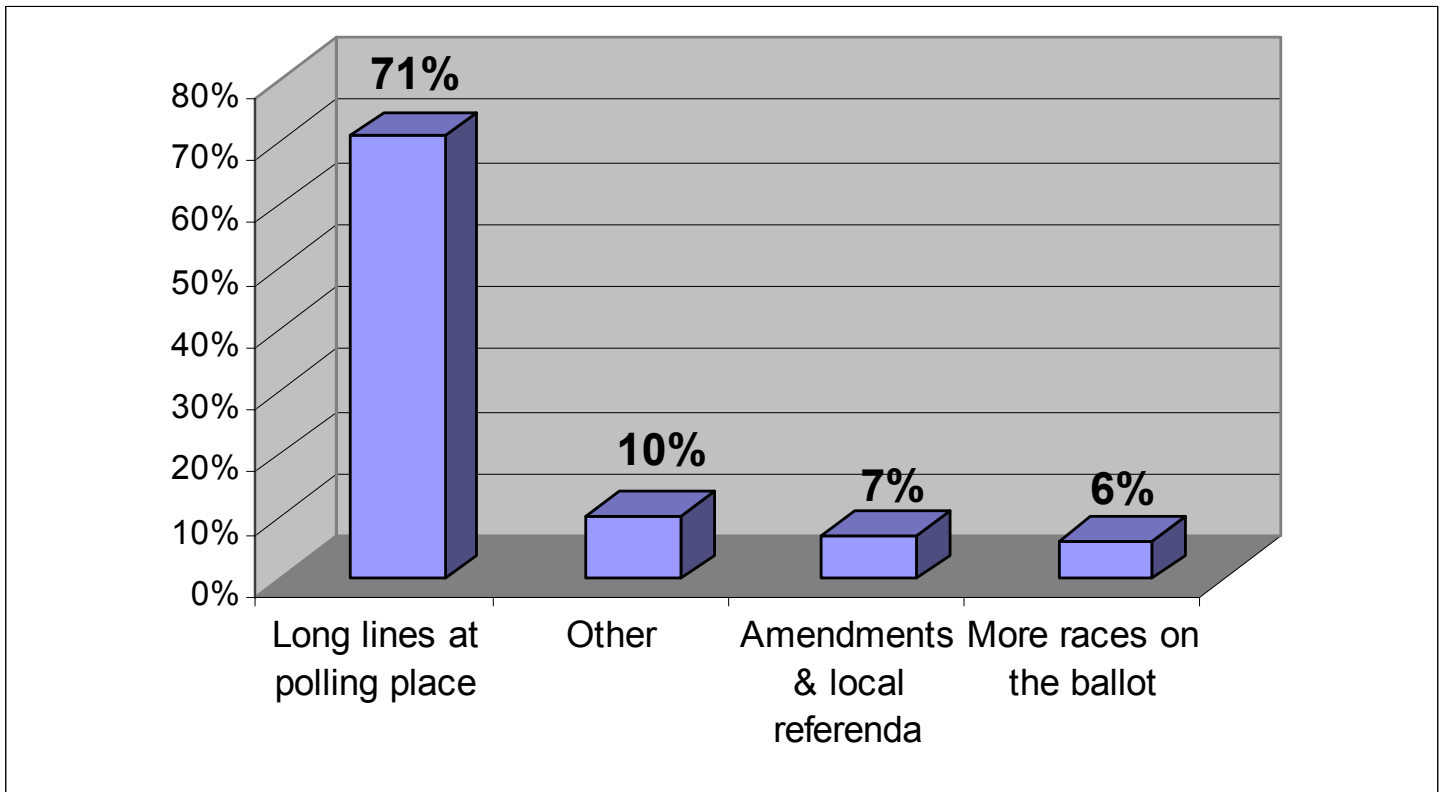
Voting Assistance for Disabled: Rate the Accommodations 2004 Presidential Race



N=37

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

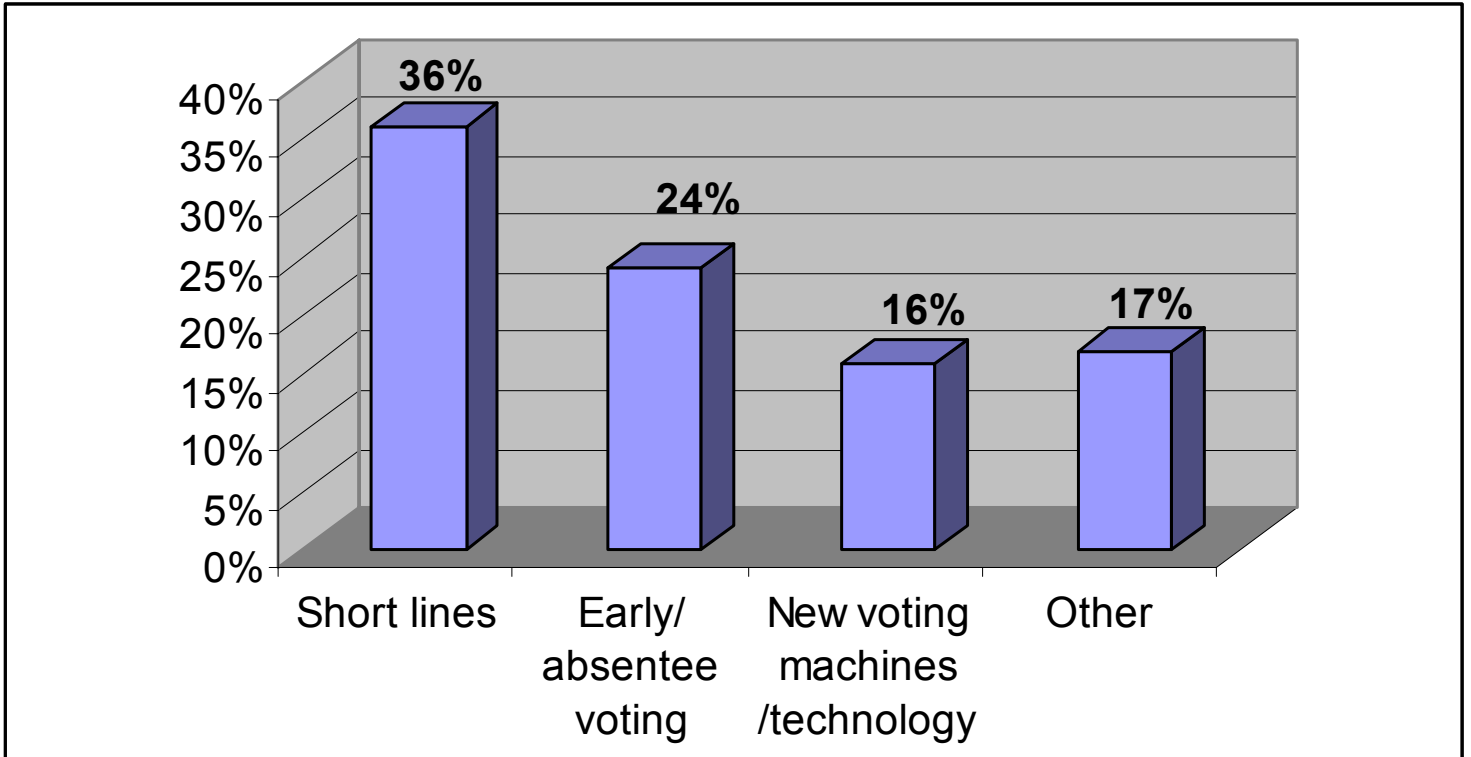
Why Did Voting Take Longer? 2004 Presidential Race



N=198

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

Why Did Voting Take Less Time? 2004 Presidential Race



N=162

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