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Phase I Research Findings

Voting Systems Assessment Project



Project Objectives:

- Identify stakeholder voting system needs
- Establish baseline data (qualitative/quantitative) of voter attitudes
- Collect data from diverse stakeholders and users
- Ensure integrity of the data by partnering with academic institution



Research Activities:

Countywide Voter Survey	Voter Focus Group	Pollworker Survey	Local Election Officials Discussion	RR/CC Internal Discussion
Mar 16 th - 28 th	Apr 5 th - May 3 rd	Apr 29 th - June 8 th	May 7 th - 11 th	Mar 31 st - Apr 2 nd
1151 voters	113 voters	1,103 pollworkers	26 City Clerks	64 RR/CC staff members
online survey phone survey	12 focus groups	online survey	3 discussion groups	7 discussion groups



Executive Summary:

- Voters have a significant level of trust in the County's electoral process and voting systems
- Voters feel like they lack knowledge or information about the process
- Elections staff and local election officials are concerned about the ability of the current InkaVote *Plus* to meet the growing needs of the County.
- Accuracy, security, reliability, and ease of use are values that voters prioritize in a voting system.
- In general, stakeholders put more trust in a voting system acquisition/development model that demonstrates has partnership component and that will give the RR/CC ownership of the system.



Poll Worker Survey:

“When pollworkers were asked whether they believe the InkaVote Plus system should be replaced, a majority (55%) say No.”

Do you think that Los Angeles County should replace the current InkaVote system?

Should LA County replace *InkaVote*, by Service Length

	Service Length					
	2006-Now	2002-2005	1995-2001	pre-1995	Total	N
Yes	14.59%	20.33%	20.00%	19.73%	18.27%	129
No	54.94%	53.25%	61.25%	53.06%	54.67%	386
Don't Know	30.47%	26.42%	18.75%	27.21%	27.05%	191



Survey of LA County Voters:

“In our countywide survey anywhere from one in four to one in three voters ranked accuracy as their top value.”

From the following list, which attribute do you feel is the most important in a voting method (Examples of voting methods are electronic voting machines, paper ballots counted by hand, and paper ballots that are scanned and counted by a computer):

	Telephone sample		Internet sample	
	% Ranked First	% Ranked second	% Ranked First	% Ranked second
Accurately counts votes	24.7%	15.0%	35.5%	19.2%
Secure	19.3%	19.5%	32.6%	28.7%
Reliable	17.0%	14.9%	7.4%	18.9%
Easy to use	14.6%	17.0%	10.2%	13.4%
Easy to use (Language)	7.1%	6.5%	0.8%	0.6%
Vote quickly	4.0%	5.8%	1.8%	2.6%
Easily check ballot	3.6%	5.5%	3.0%	6.2%
Produce faster results	3.5%	3.4%	4.3%	1.8%
Easy to use (Disabilities)	3.4%	6.6%	1.6%	2.1%
Cost-effective	2.7%	5.8%	3.0%	6.6%



“Respondents demonstrated a greater preference for DRE and Optical Scan ballots, 43% and 19% respectively.”

Which kind of voting machine or method would you most prefer to use to mark your ballot?

	Phone sample	Internet sample
% paper ballot counted by hand	10.2%	11.6%
% paper ballot scanned	19.0%	22.3%
% electronic voting machine	43.2%	28.2%
% InkaVote	10.5%	24.3%
% Don't know	11.2%	11.7%
% other	6.0%	1.9%



“Nearly two thirds (65%) of countywide respondents identified traditional paper ballot systems as easy for dishonest people to steal votes. Respectively, 41% and 43% said the same thing about optical scan ballots and DRE ballots.”

When communities decide what kind of voting equipment to use, they are very interested in how well it performs. Different methods of voting might be better than others. Please tell us how you feel about the following voting methods, based either on your personal experience, or what you have read or heard from others.

		Telephone sample		
		% agree	% disagree	% don't know
It is easy for dishonest people to steal votes	Opscans	41.2%	38.7%	20.1%
	DREs	42.7%	40.2%	17.1%
	Paper	65.0%	24.7%	10.3%
	Inkavote	29.5%	43.5%	26.9%



Voter Focus Groups:

- Voters want more choices – not less. Voting systems need to remain flexible
- For voters with disabilities, privacy and voting in private were ranked as one of the highest priorities--For other voters, especially young voters, privacy may not be as important.
- The ability to verify and have a paper trail for one's votes is important to many voters. Though it has been 10 years since the first major countrywide focus on voter irregularities in Florida in the Presidential election, over three-quarters of all the voters we selected could remember basic facts surrounding those incidents.
- Most voters have no idea about what happens to their ballot after they vote.
- Ballot marking devices were seen as ideal because they provide the ease of use of a touchscreen interface that can produce a paper ballot.
- Most voters believe there should be a combination of public and private partnership to design and make the new voting systems.



Detailed Report of Findings has been included in your binder.

“Voting Systems Assessment Project Report. July 9, 2010