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Panel Survey on Election Administration and the Voting Experience in 2014

Pew Research Center American Trends Panel Survey



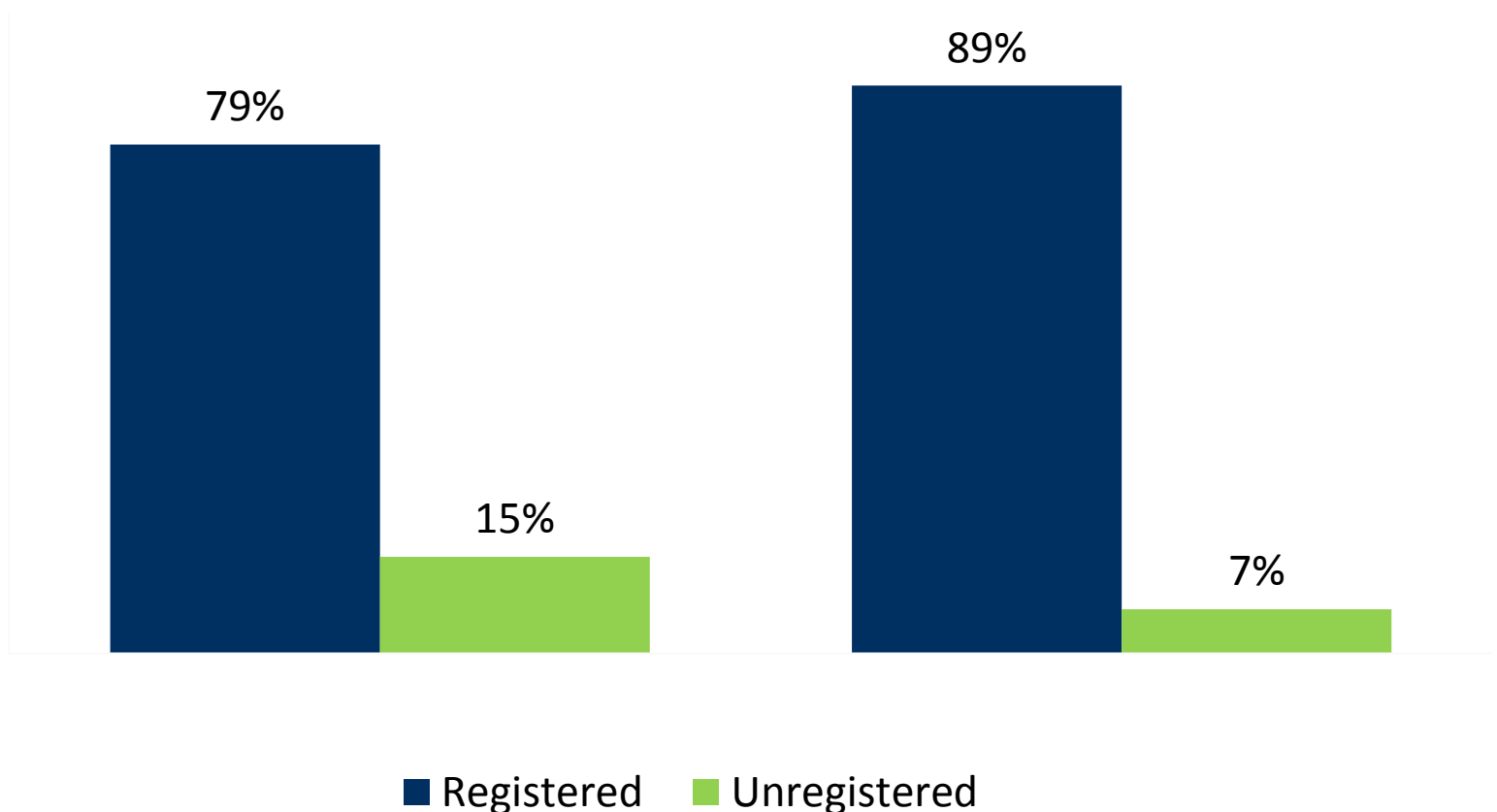
- Probability panel
- Nationally representative
- RDD on landline and cellphone
- English and Spanish language
- 5,338 panelists
- 8 unique surveys from March – December 2014

- Sample size ranged from 3,154 (wave 7) up to 3,351 (wave 5)
- Nearly 2,000 responded to all surveys
- Self administered online and by mail
 - 12% non-internet users
 - Web survey optimized for mobile
 - 9-26% on mobile
 - 4-9% on tablet

Registration Increased During the Course of the Survey



More than 50 percent of the individuals who were unregistered in the first survey had registered by the final wave of the survey.



■ Registered ■ Unregistered

Panelist Characteristics



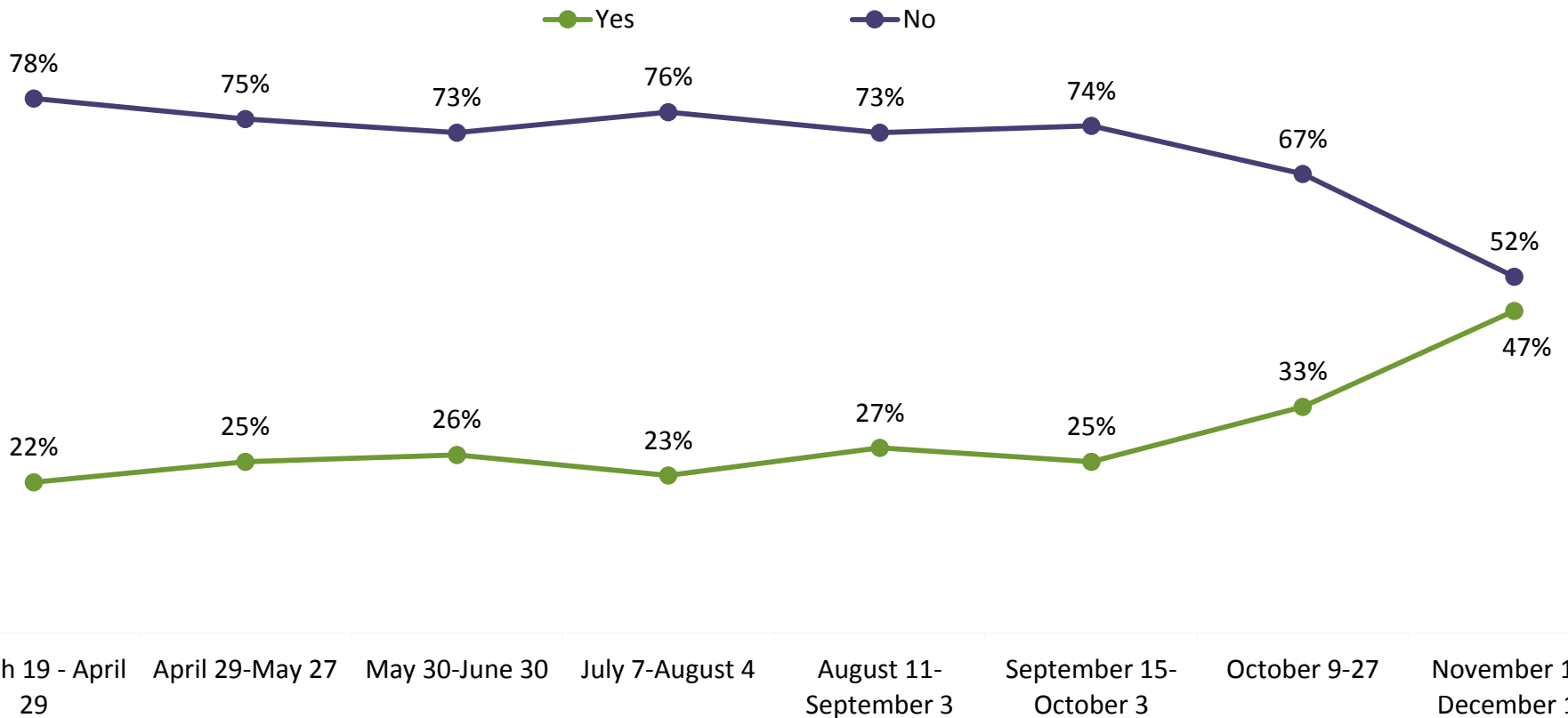
Of registered voters:

- 87% said they usually vote in elections
- 73% said they definitely voted in 2014 election
- 56% were confirmed voters
- 20% voted by mail
- 3% were first-time voters

Most Personal Communication about an Election Occurs in the Last Month



*In the past 30 days, have you been personally contacted by any candidate, party, or other organization offering you information about an upcoming election?
(Among citizens)*

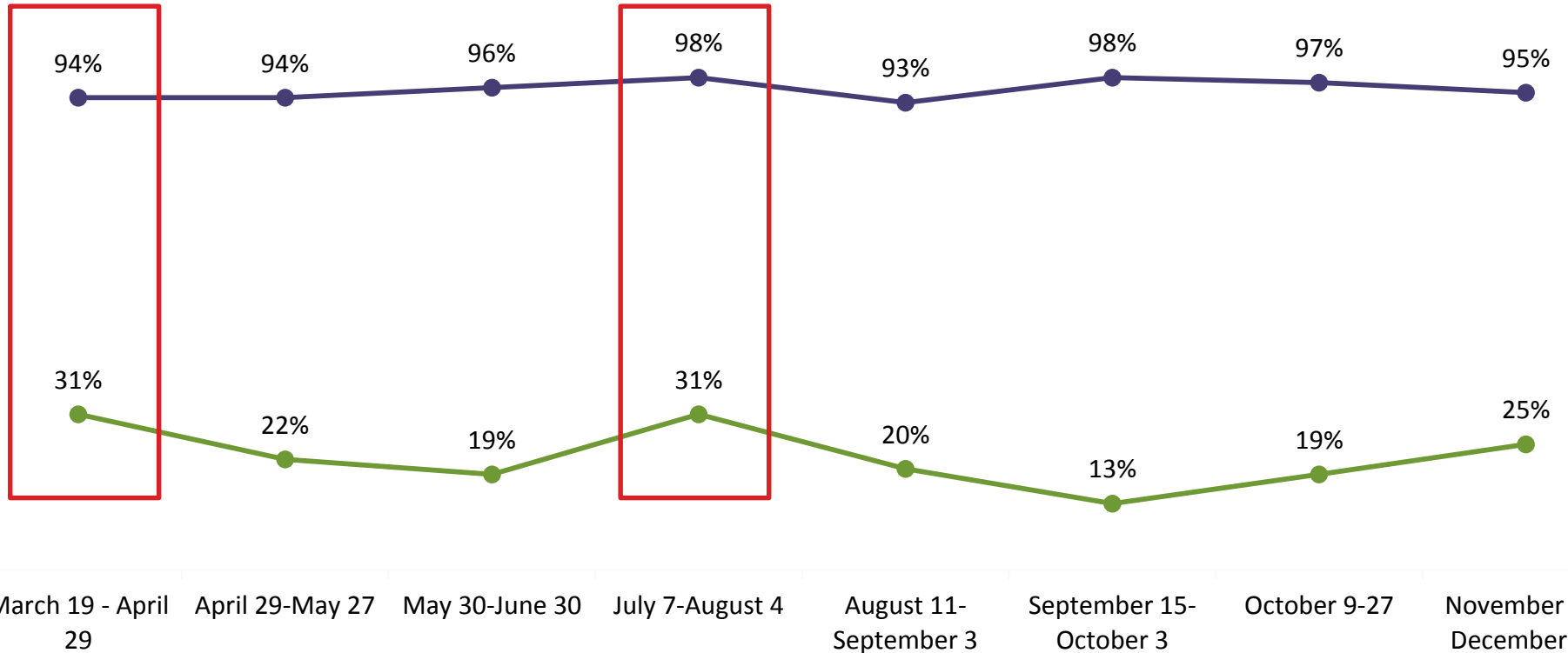


Contact From Election Officials Cannot Compare with Political Groups



*If contacted: Who contacted you with information about an election?**

● Political Groups ● State/local election officials

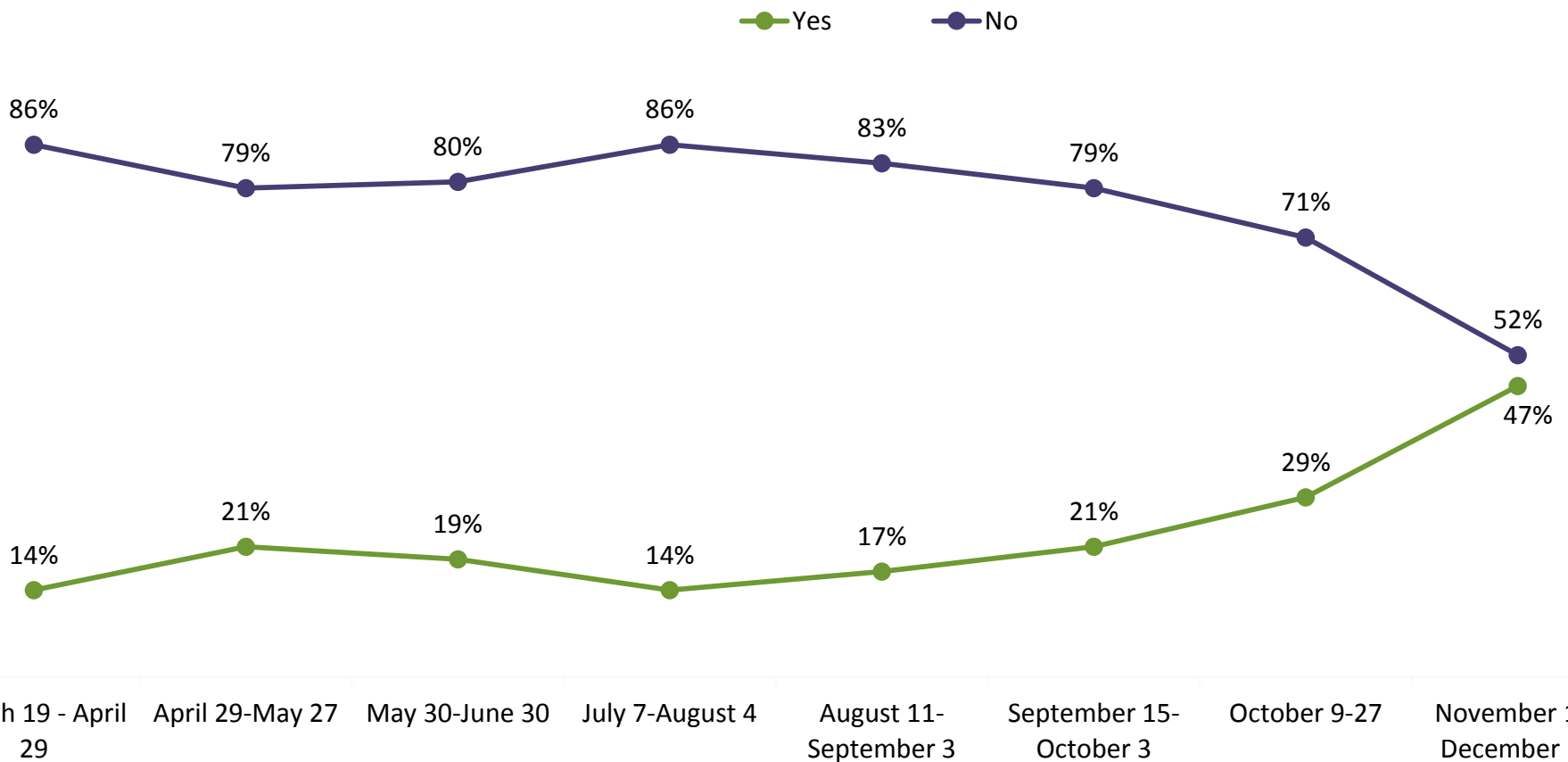


*Political groups includes candidates/campaigns, political parties, and politically oriented groups.
Question is "check all that apply"

Searches For Information Spike Immediately Prior to the General



In the past 30 days, have you searched for information about an upcoming election? (Among citizens)

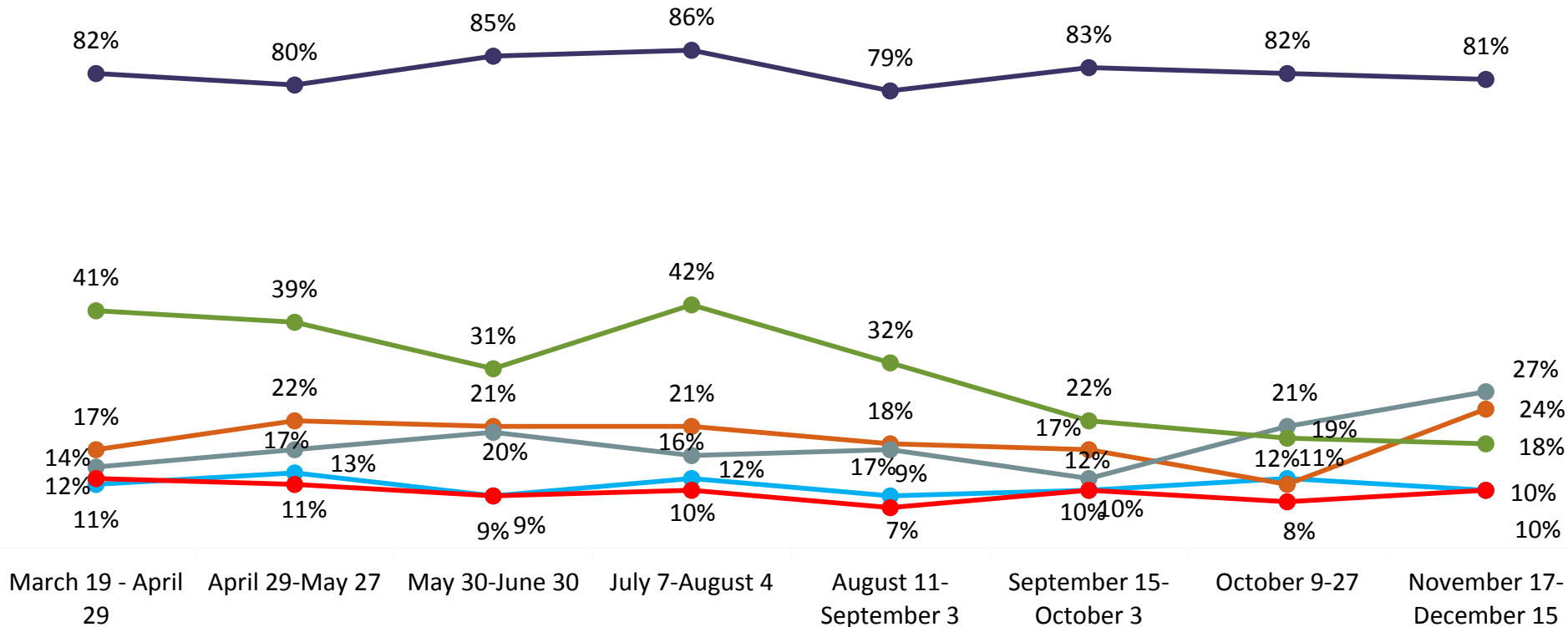


Candidate Data is The Most Popular Search



Among those who searched: Did you search for any of the following types of information?

- Information about your voter registration status
- The location of your polling place
- Any information about the rules or requirements for voting
- The date of an upcoming election
- A sample ballot
- Information about a candidate or candidates in an election

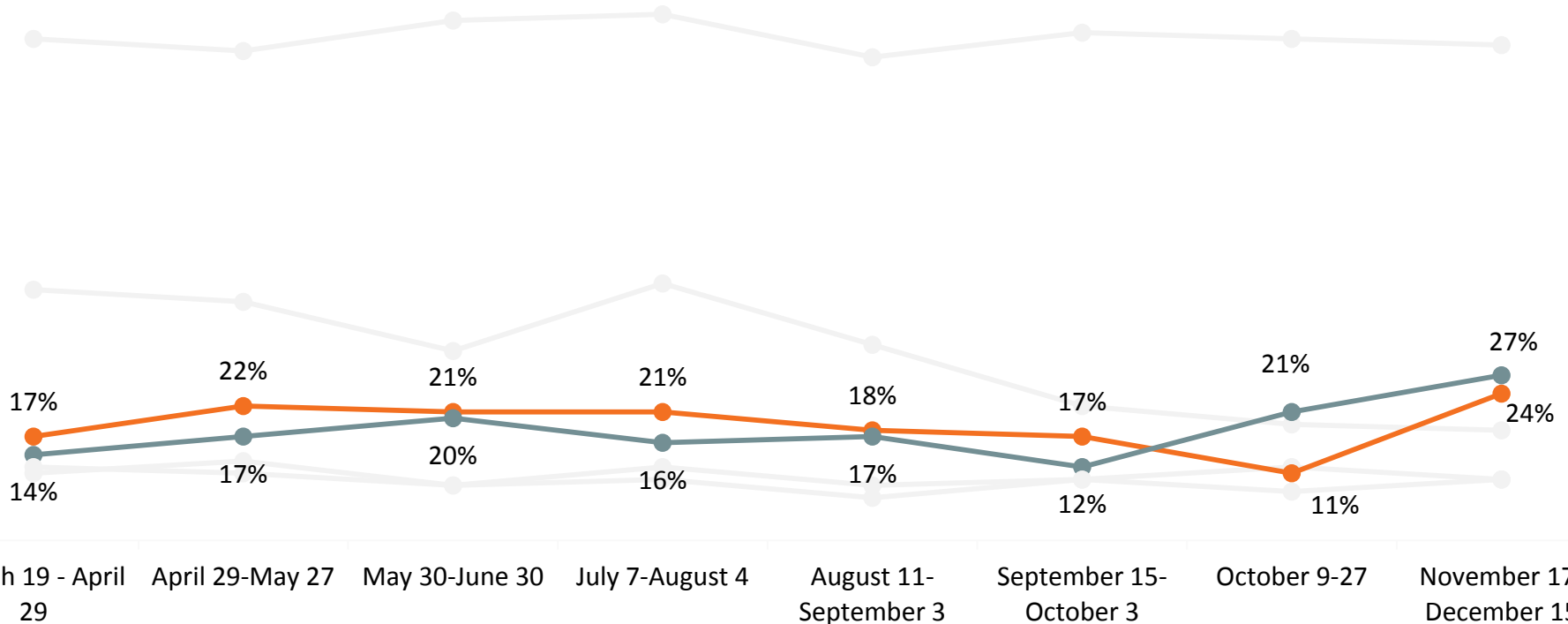


Polling Place and Sample Ballot Searches Spike Pre-Election



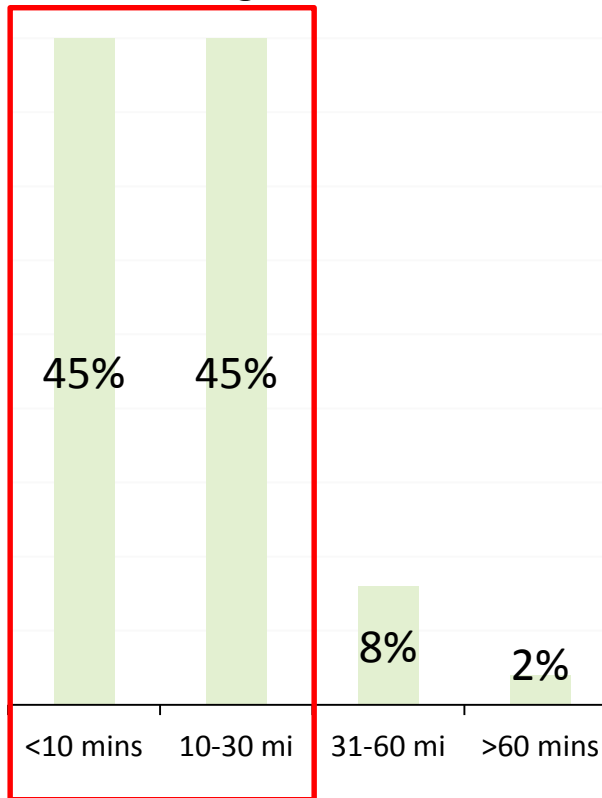
Among those who searched: Did you search for any of the following types of information?

● The location of your polling place ● A sample ballot

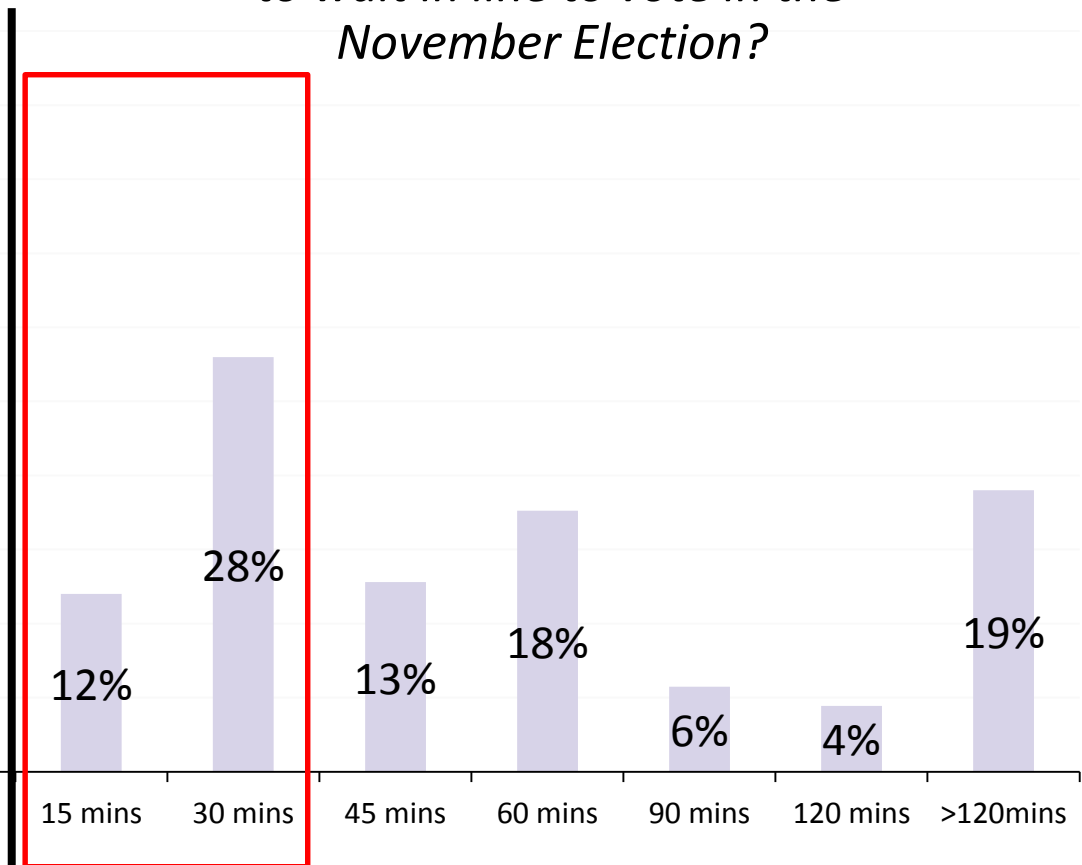


30 Minutes is the Sweet Spot

How much time do you expect to spend in line at the polling place waiting to vote?



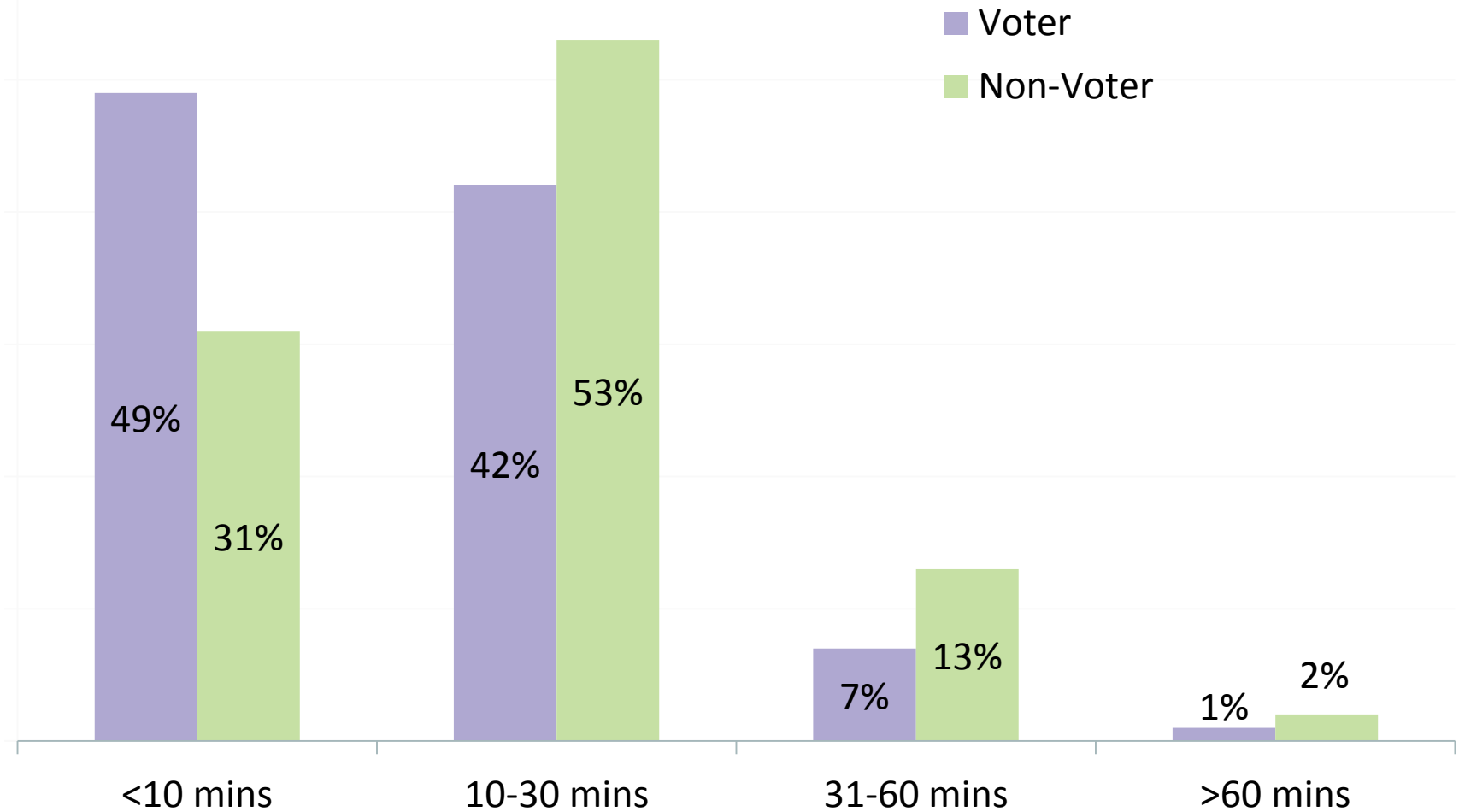
What is the maximum length of time you would be willing to wait in line to vote in the November Election?



Most Voters Expect Short Lines, While Non-Voters Expect Long Lines



*How much time do you expect to spend in line at the polling place waiting to vote?
(Showing Expected Wait Time Among Voters and Non-Voters)*

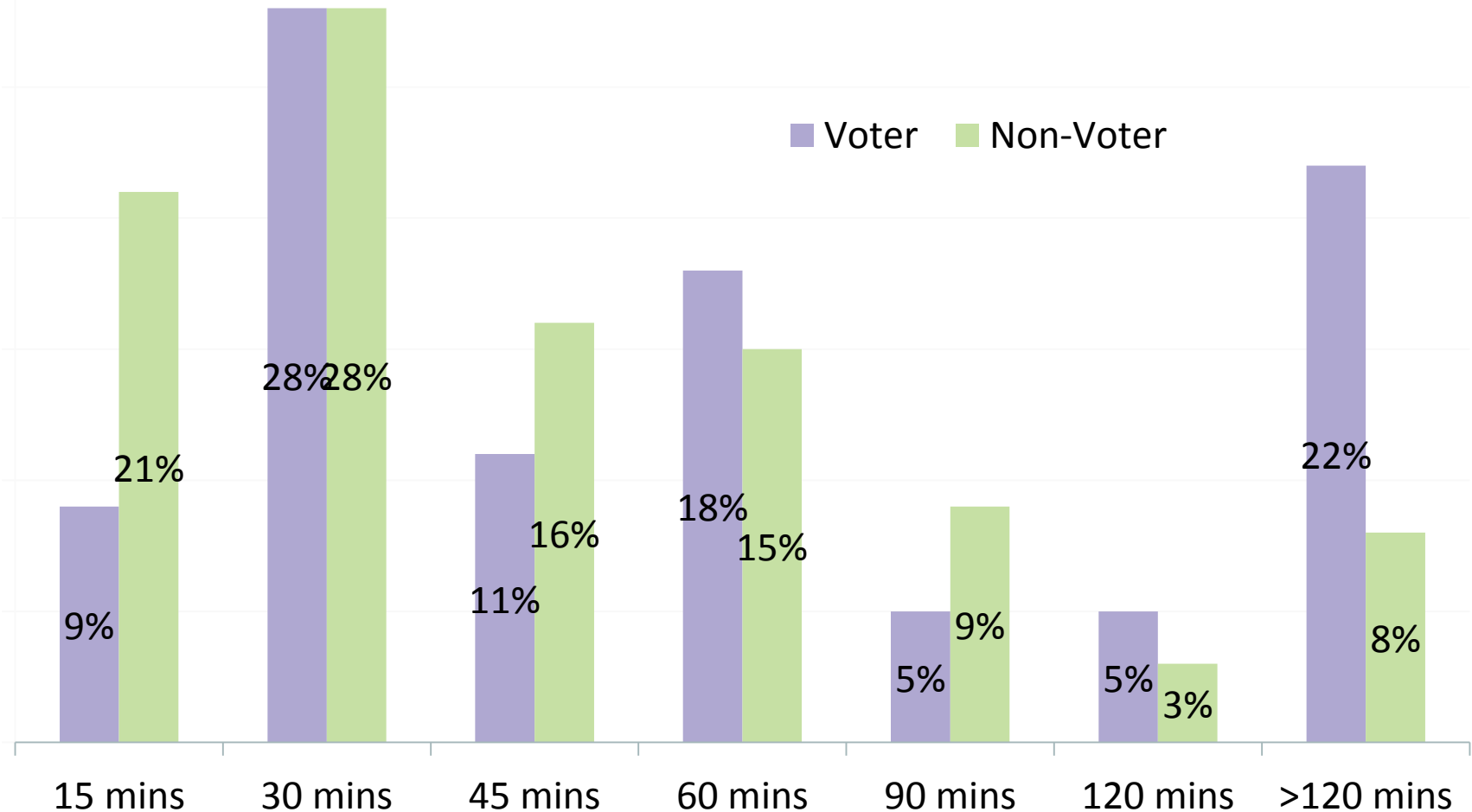


Voters Have a Higher Tolerance for Waiting than Non-Voters



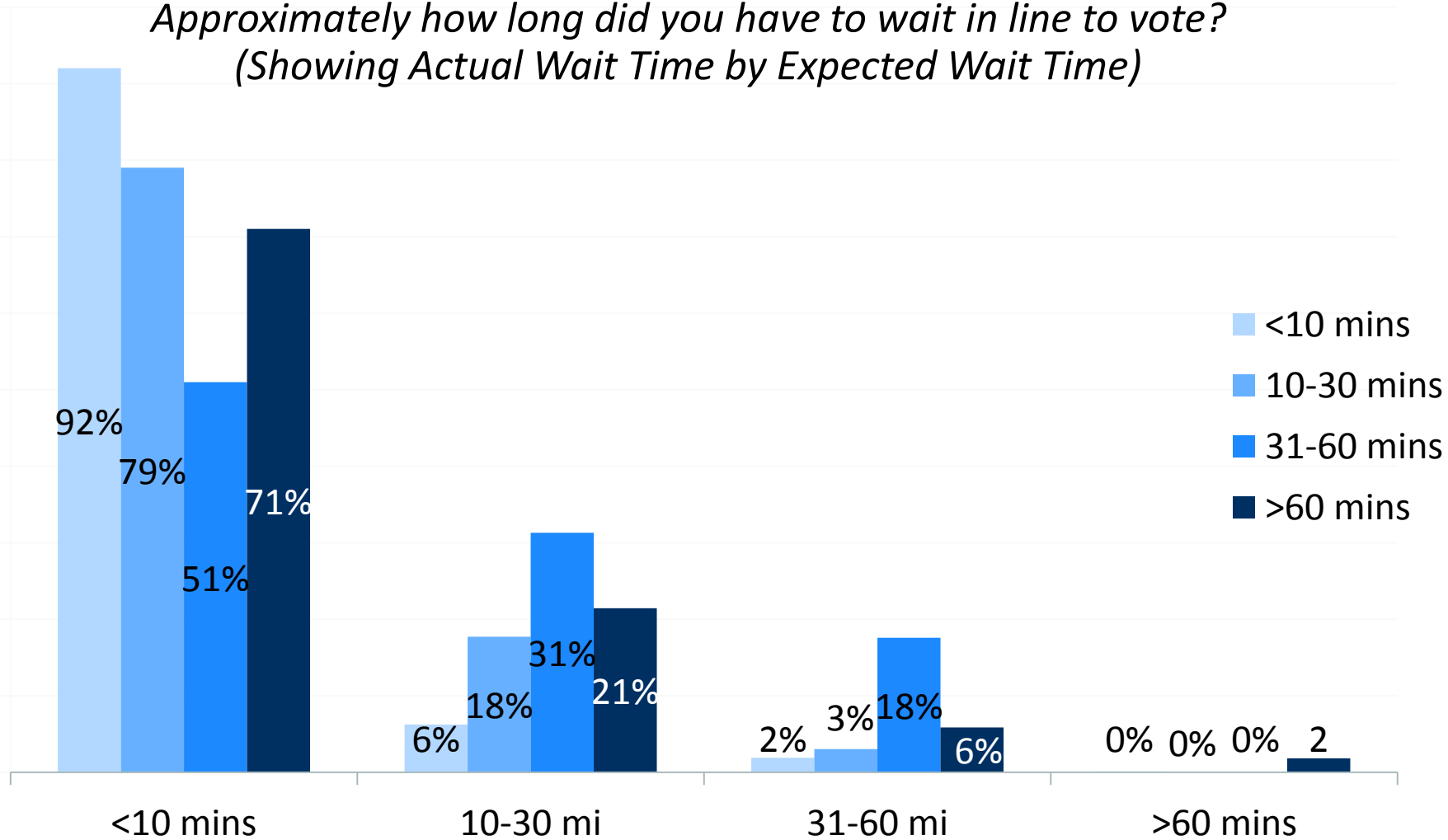
What is the maximum length of time you would be willing to wait in line to vote in the November Election?

(Showing Maximum Wait Time Among Voters and Non-Voters)



Almost All Wait Times Defied Expectation

*Approximately how long did you have to wait in line to vote?
(Showing Actual Wait Time by Expected Wait Time)*

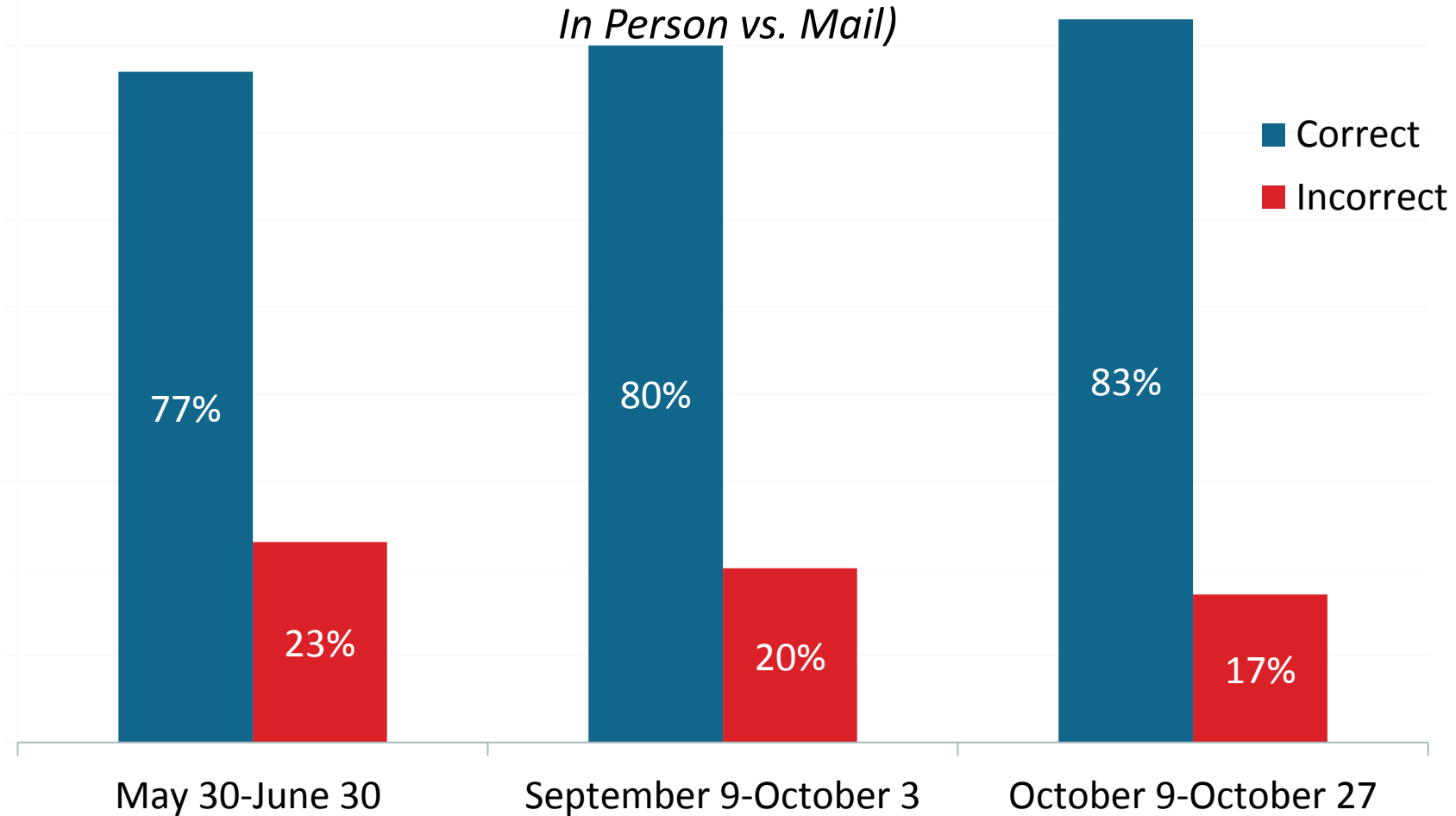


A Segment of the Voting Population Does Not Know How They Will Cast a Ballot



*Do you plan to vote in the November election in person or will you mail in your ballot?
(Showing Whether Voters Correctly or Incorrectly Predicted their Mode of Voting –*

In Person vs. Mail)



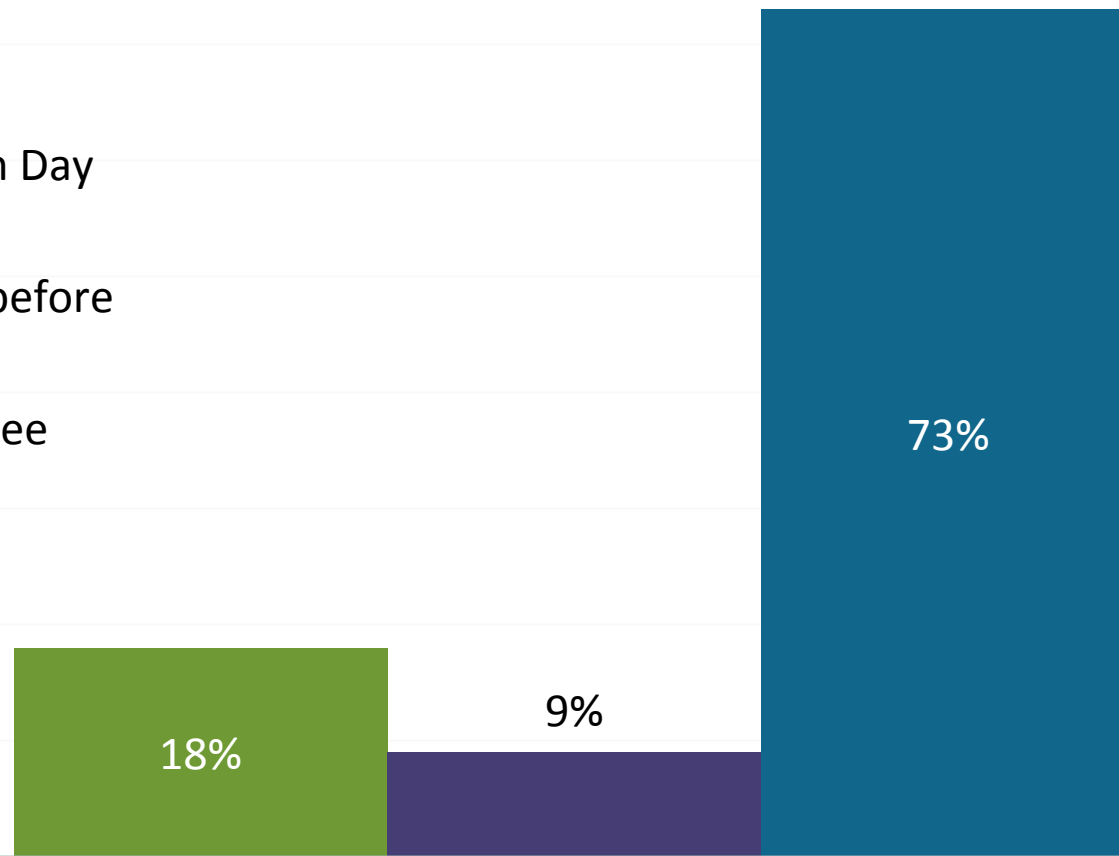
Most People Who Request Absentee Ballots Use Them

*How did you vote in the election this November?
(Showing results among those who requested mail ballots)*

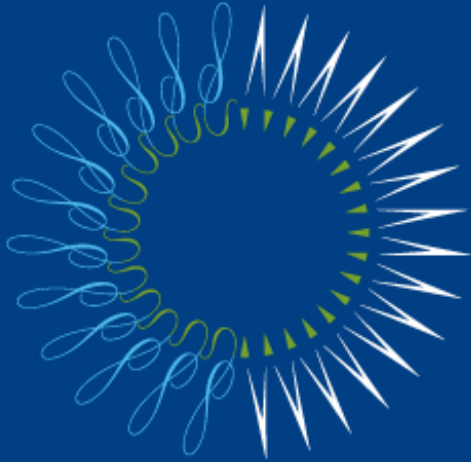
■ Voted on Election Day

■ Voted in person before Election Day

■ By mail or absentee



September and October Waves



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Questions?

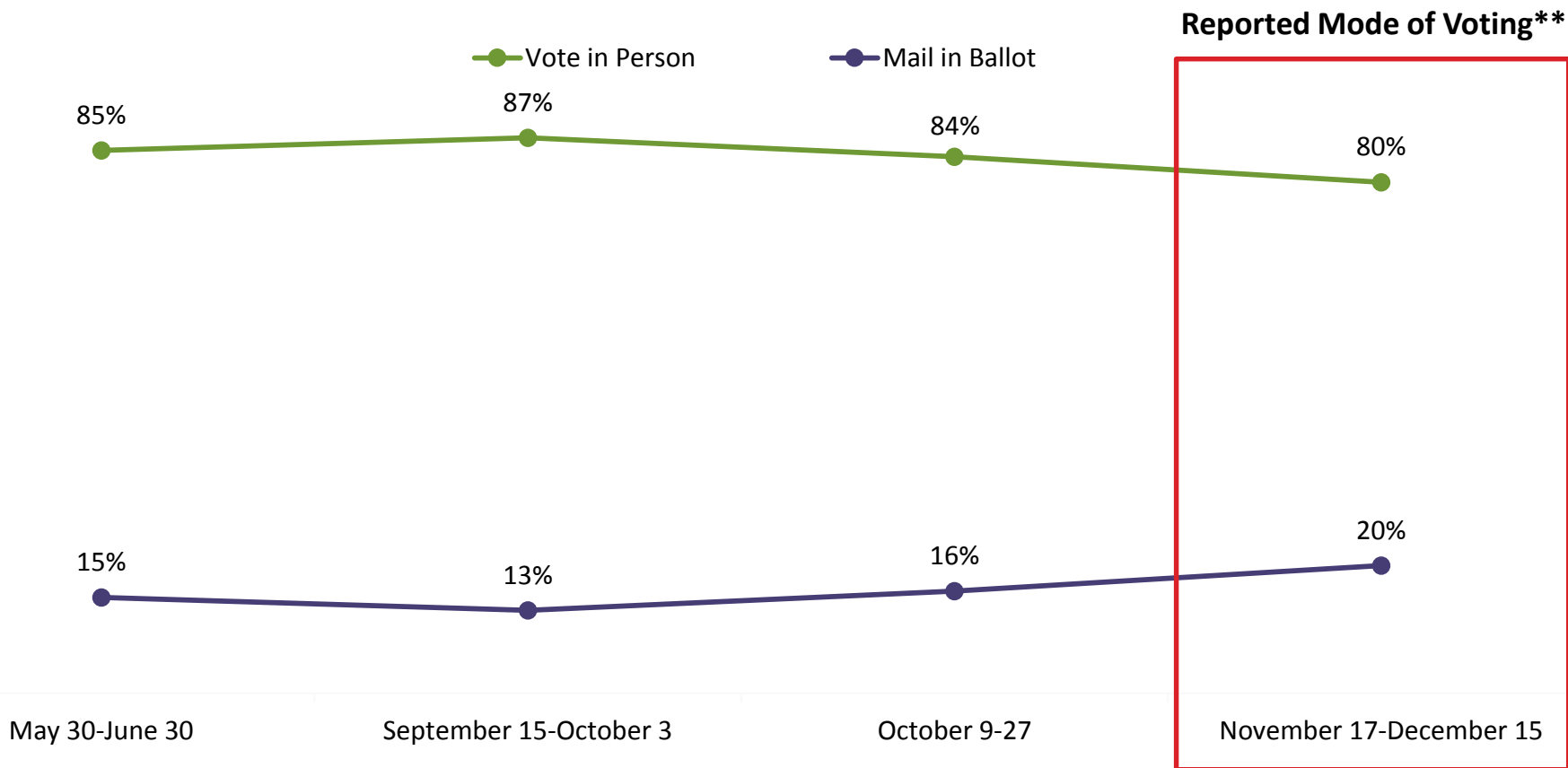
Amy Cohen – acohen@pewtrusts.org

Heather Creek – hcreek@pewtrusts.org

Voters Remain Constant in Their Decisions About How to Cast a Ballot



*Do you plan to vote in the November election in person or will you mail in your ballot?**



*In person combines in person early voting and in person Election Day voting and excludes respondents who said they were not sure for ease of comparison

Question Text: How did you vote in the election in November?