

# Missoula County Voter Survey

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# Introduction & Overview

- I. Background of the project
- II. Demographic Data
- III. Significant Findings



# Introduction & Overview

- Fall 2015 development of survey tool (UMT)
- January 2016 telephone survey (West Research Group)
- Sample size = 605 respondents
- Margin of error = +/- 4 at the 95 percent confidence level
  - Generalizable results

# Survey Respondents

## Gender

- Men (50.2 %)
- Women (49.8%)

## Age

- 18-26 (11.1%)
- 27-46 (28.4%)
- 47-66 (31.3%)
- 67 or older (29.2%)

## Political Party

- Democrat (41.7%)
- Republican (24.8%)
- Independent (21.2%)
- Other (12.3%)

## Education

- High School Degree (36.5%)
- College Degree (32.2 %)
- Associate's or Technical Degree (9.5%)
- Graduate or Professional Degree (21.8%)

## Residency

- Less than 1 year (11.2%)
- 1-5 years (31.5%)
- 6-10 years (15.3%)
- 10-20 years (20.1%)
- More than 20 years (21.9%)

# Sample of Survey Questions Asked

## I. Voting Behavior and Beliefs

- Will you vote in the next election?
- Level of trust (local, state, or federal representatives)
- Believe that...(vote is counted, results are accurate)

## II. Missoula County Election Practices

- Best use of taxpayer dollars
- What would you most like to see? (online voter registration; voting at any polling place)

## III. Efficiency and Ease of the Voting Process

- What impacts if you vote?
- Registration processes or location of polling place

## IV. Demographic Information

- Income, gender, education, party preference, residence

# I. Voting Behavior and Beliefs

- **Do you plan to vote in the next election?**
  - Yes: (97.4%); No: (1.2%)
- **What are the reasons you would not vote in the next election?**
  - I do not know how (1.0%); I do not believe my vote matters (0.2%)
- **I am confident that my absentee vote is counted**
  - Agree (87.8%); Neutral (7.9%); Disagree (2.9%)
- **I believe that the media is accurately reporting on issues**
  - Agree (28.1%); Neutral (21.8%); Disagree (48.4%)

## II. Missoula County Election Practices

- **I favor reducing the number of polling places:**
  - Agree (30.5%); Neutral (20.3%); Disagree (47.1%)
- **What would you most like to see in Missoula County?**
  - Online voter-registration (17.5%)
  - Technology that allows voting at any polling place (17%)
  - Increased accessibility for the disabled (16.4%)
  - Return postage for absentee ballots (11.4%)
  - County-produced election guide (9.3%)
  - Don't know (9.1%)
  - County sponsored candidate forum (7.6%)
  - Touchscreen voting (5.3%)
  - Something else (6.4%)

## III. Efficiency and Ease of Voting Process

- **Which of the following impact if you vote in the next election?**
  - Not enough information about candidates and issues (30.4%)
  - Lack of time (9.9%)
  - Conflicts with work or childcare (8.3%)
  - Location of polling place (3.6%)
  - Paying for stamps (3.5%)
  - Transportation (3.5%)
  - Uncertain of the election date (3.1%)
  - Something else (31.1%)
- **The change of address system is easy and reliable**
  - Agree (57.7%); Neutral (25.5%); Disagree (11.4%)
- **The voter registration system is easy and reliable**
  - Agree (75%); Neutral (15.2%); Disagree (9%)

# **Analysis of Statistically Significant Results**

# Role of Gender

Commonalities  
between Men  
and Women

College degree and  
or/professional degree

# Role of Gender

## Men

- **Political party (Republican)**
- **Preference to vote at a polling place**

## Women

- **Political party (Democrat)**
- **Elections support a stable democracy**
- **Preference to vote via absentee ballot**

# Age and Preferences

## Commonalities Across Age Groups

- Vote is counted
- Free of voter fraud
- Election results are accurate
- Willing to drive a few miles to a polling place

# Age and Preferences

18-26

- **Lack of time; make elections more accessible; increase participation; use election technology**

27-46

- **Lack of childcare support; make elections more accessible**

47-66

- **Strongest support for absentee ballots**

67 or older

- **Need access to transportation to vote; limit voter fraud**

# Educational Indicators

Commonalities  
and the Role of  
Education

- Elections support a stable democracy
- Election results are accurate
- Election results are untampered with

# Educational Indicators

## High School Degree

- **Increase support for individuals with a disability**

## Associate's or Technical Degree

- **Increase support for individuals with a disability; responsible use of taxpayer dollars**

## College Degree

- **Online voter registration, increase use of technology; increase access**

## Graduate or Professional Degree

- **Online voter registration; increase use of technology; increase access**

# Political Party and Preferences

## Commonalities between Party Preferences

- Want more information about issues and candidates
- Support for the use of technology
- Media is not accurately portraying information

# Political Party and Preferences

## Democrat

- **Free of voter fraud; ballots are untampered with; ensure elections are accessible for all**

## Republican

- **Free of voter fraud; ballots are untampered with; responsible use of taxpayer dollars**

## Independent

- **Cannot access information necessary to make an informed vote; responsible use of taxpayer dollars**

## Green

- **Cannot access information necessary to make an informed vote; increase voter participation**

# Where you Reside

City and County  
Commonalities

- Can make an informed vote
- Election support a stable democracy
- Technology is useful for elections

# Where you Reside

## City of Missoula

- **1-5 years; free of voter fraud; lean Democratic Party**

## Missoula County

- **More than 10 years; lean Republican Party**

# Key Points and Conclusion

- 1. Elections and a stable democracy
- 2. Role of technology
- 3. More information
- 4. Voter registration process



