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Loyola Marymount University

VOTE CENTER EXPERIENCE DATA BRIEF

2020 LA VOTES EXIT POLL (PRELIMINARY DATA)



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ABOUT US

LOYOLA MARYMOUNT UNIVERSITY

LMU is a private Catholic university with 6,250 undergraduates, 2,150 graduate students and 1,100 law students from diverse backgrounds and many perspectives. Our seven colleges and schools boast best-in-the-nation programs in film and television, business, education and more. Our stunning campus in West Los Angeles is a sun-soaked oasis overlooking the Pacific coast and a model of sustainability. We're rooted in the heart of Los Angeles, a global capital for arts an entertainment, innovation and technology, business and entrepreneurship. Our mission is grounded in a centuries-old Jesuit educational tradition that produces extraordinary men and women dedicated to service and social justice. We're proud of more than 92,000 LMU alumni whose professional achievements are matched by a deep commitment to improving the lives of others. For more LMU news and events, please visit www.lmu.edu/news.

The Thomas and Dorothy Leavey Center for the Study of Los Angeles (StudyLA) at Loyola Marymount University is one of the leading undergraduate research centers in the nation. We are a respected leader in public opinion surveys, exit polling, and leadership and community studies. Founded in 1996, StudyLA conducts groundbreaking research through its LA Votes exit poll project, LA Riots Anniversary Studies, and LA Public Opinion and Leaders Surveys. We provide rigorous, mentored research experiences for undergraduate students at Loyola Marymount University with an emphasis on hands-on field research. As the preamble to the LMU mission states, "We benefit from our location in Los Angeles, a dynamic city that brings into sharp focus the issues of our time and provides an ideal context for study, research, creative work, and active engagement. We invite men and women diverse in talents, interests, and cultural backgrounds to enrich our educational community." StudyLA brings this mission alive, taking pride in our work's emphasis on understanding and communicating the issues of our time.

For more information about the results or methodology from this or other datasets from the Center for the Study of Los Angeles, please contact Brianne Gilbert, Associate Director, at brianne.gilbert@lmu.edu.

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ABOUT THIS STUDY

The 2020 Presidential Primary Election Exit Poll asked LA County voters about whom they voted for in the Presidential and District Attorney Races, how they voted on various measures, and their overall voting experience at their respective vote centers. The following data brief reports on questions related to the vote center experience as well as knowledge about the switch from polling places for 409 respondents (preliminary data).

RECOMMENDED CITATION

Guerra, Fernando J.; Gilbert, Brianne; & Vizireanu, Mariya. (2020). Vote Center Experience Data Brief: 2020 LA Votes Exit Poll (Preliminary results). Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University, Los Angeles, California.

QUESTIONS INCLUDED IN THIS DATA BRIEF

How would you rate your overall experience at the vote center today? Excellent/Good/Fair/Poor

How did you choose which vote center to visit today? Near my home/Near my work/school/Near my child's schools/Near public transportation/Near my errands/Other

How many minutes did you spend in line at the vote center? 5 minutes or less/6-10 min/11-15 min/16-20 min/More than 20 min

This year, LA County implemented new voting technology. Compared to voting in previous elections, technology made voting in this primary: Much easier/A bit easier/The same/A bit more difficult/Much more difficult

How much do you trust that your vote will be counted as intended? Greatly trust/Somewhat trust/Somewhat distrust/Greatly distrust

Did you use any of the ballot marking system's assistive technology, such as headphones or tactile controller? Yes/No

Did you know that all vote centers in LA County were open either 3 or 10 days before Election Day to allow you to vote early? Yes/No

QUESTIONS INCLUDED IN THIS DATA BRIEF (CONTINUED)

Describe your voting experience in this election: Deciding where you were going to vote | Finding your vote center | Parking at your vote center | Registering or checking in to receive your ballot (e-pollbook) | Using the new voting machines to mark your ballot | Using the new voting machines to print and cast your ballot. Very easy/Somewhat easy/Somewhat difficult/Very difficult

This year, voting in LA County changed from traditional polling places to vote centers. How much did you know about the switch to vote centers? A lot- I had been following the news about the switch/Some- I had heard about it but did not know the details/I did not know about the switch

When did you learn about the switch to vote centers? Today/Within the last week/Within the last month/Longer than a month ago

How did you find out about the switch to vote centers? (Select all that apply) Online | Newspapers | Television | Bus advertisements | Billboards | Word of mouth | Mail/flyers | Social media | Other. Yes/No

How did you get to the vote center today? Walk/Bike/scooter/Get a ride/Uber/Drive/Bus or public transit

How much time did you take from your routine to get to the vote center? 5 minutes or less/6-10 minutes/11-15 minutes/16-20 minutes/More than 20 minutes

TOPLINES

How would you rate your overall experience at the vote center today?

Excellent	69.2
Good	23.4
Fair	5.4
Poor	2.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. (Preliminary results) Adult respondents of the 2020 LA Votes Exit Poll.

How did you choose which vote center to visit today? (Select all that apply)

Near my home	81.8
Near work/school	7.5
Near child's school	5.9
Near public transportation	0.9
Near my errands	1.8
Other	3.5

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. (Preliminary results) Adult respondents of the 2020 LA Votes Exit Poll.
Note: data do not add up to 100 percent as this question allowed for multiple responses.

How many minutes did you spend in line at the vote center?

5 minutes or less	61.0
6-10 minutes	20.4
11-15 minutes	6.2
16-20 minutes	6.2
More than 20 minutes	6.2

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. (Preliminary results) Adult respondents of the 2020 LA Votes Exit Poll.

This year, LA County implemented new voting technology. Compared to voting in previous elections, technology made voting in this primary:

Much easier	59.1
A bit easier	21.9
The same	10.2
A bit more difficult	6.9
Much more difficult	1.9

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. (Preliminary results) Adult respondents of the 2020 LA Votes Exit Poll.

How much do you trust that your vote will be counted as intended?

Greatly trust	56.3
Somewhat trust	32.3
Somewhat distrust	7.7
Greatly distrust	3.7

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. (Preliminary results) Adult respondents of the 2020 LA Votes Exit Poll.

Did you use any of the ballot marking system's assistive technology, such as headphones or tactile controller?

Yes	11.0
No	89.0

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. (Preliminary results) Adult respondents of the 2020 LA Votes Exit Poll.

Did you know that all vote centers in LA County were open either 3 or 10 days before Election Day to allow you to vote early?

Yes	79.5
No	20.5

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. (Preliminary results) Adult respondents of the 2020 LA Votes Exit Poll.

This year, voting in LA County changed from traditional polling places to vote centers. How much did you know about the switch to vote centers?

A lot - I had been following the news about the switch	33.6
Some - I had heard about it but did not know the details	44.1
I did not know about the switch	22.2

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. (Preliminary results) Adult respondents of the 2020 LA Votes Exit Poll.

When did you learn about the switch to vote centers?

Today	21.0
Within the last week	25.8
Within the last month	28.0
Longer than a month ago	25.1

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. (Preliminary results) Adult respondents of the 2020 LA Votes Exit Poll.

How did you find out about the switch to vote centers? (Select all that apply)

Online	20.6
Newspapers	5.2
Television	18.1
Bus advertisements	0.3
Billboards	3.9
Word of mouth	12.1
Mail/flyers	18.8
Social media	7.4
Other	13.1

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. (Preliminary results) Adult respondents of the 2020 LA Votes Exit Poll.
Note: data do not add up to 100 percent as this question allowed for multiple responses.

How did you get to the vote center today?

Walk	22.6
Bike/scooter	1.7
Get a ride/uber	1.0
Drive	74.3
Bus/public transit	0.5

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. (Preliminary results) Adult respondents of the 2020 LA Votes Exit Poll.

How much time did you take from your routine to get to the vote center?

5 minutes or less	53.8
6 to 10 minutes	20.4
11 to 15 minutes	8.5
16 to 20 minutes	10.3
20 minutes or more	7.1

Source: Thomas and Dorothy Leavey Center for the Study of Los Angeles, Loyola Marymount University. (Preliminary results) Adult respondents of the 2020 LA Votes Exit Poll.

Appendix

2020 PRESIDENTIAL PRIMARY ELECTION EXIT POLL

METHODOLOGY

As Los Angeles continues to change and grow, accurate exit polling becomes a vital tool for understanding, developing theory on, and improving voter experience, behavior, preferences, and opinions. Los Angeles Votes is a series of exit polls and vote center studies in Los Angeles known for the use of a breakthrough sampling methodology – the racially stratified homogenous precinct approach – and becoming the largest per-capita exit poll in the nation. Since 2005, StudyLA has conducted sixteen projects, resulting in some of the most accurate exit polling results of every major election in Los Angeles.

LA Votes began as a response to exit poll discrepancies in the 2000 and 2004 presidential elections. Ethnic breakdowns from exit polls conducted during these elections skewed Latino voters towards the Republican candidate while no other data supported this trend. StudyLA researchers designed the racially stratified homogenous precinct approach to address this sampling anomaly and more accurately reflect ethnic voting patterns discovered by exit polls. In contrast to conventional sampling methodologies, the racially stratified homogenous precinct approach places an emphasis on location when it comes to racial and ethnic voting patterns. Voting patterns of a racial or ethnic group living within a racial or ethnic enclave are different from voting patterns of a racial or ethnic group living within a racial or ethnic enclave dissimilar to their own.

The 2020 Presidential Primary Election Exit Poll asked voters about whom they voted for in the Presidential and District Attorney Races, how they voted on various measures, and their overall voting experience at their respective vote centers. They were also asked for general demographic information such as race/ethnicity, political ideology, education, income, employment status, etc.

VOTE CENTER SELECTION

Field researchers collected surveys at 50 vote centers located in Los Angeles County. Twenty-five vote centers were selected via the racially stratified homogenous precinct approach, while the remaining 25 locations were selected at random to test the methodology with the new vote center model in LA County. Geographic location matching for the racially stratified homogenous precinct approach used the most recently available population figures from the American Community Survey (ACS) estimates. This sampling methodology results in five vote centers of each racial/ethnic category in Los Angeles County: white, African American, Latino, Asian American, and mixed precincts.

SAMPLING

This study is only of at-poll voters. Field researchers were instructed to ask every other person who exited the vote center to participate in the survey.

DATA COLLECTION

The 2020 Presidential Primary Election Exit Poll was conducted on March 3, 2020. More than 250 LMU students served as field researchers, distributing surveys in both English and Spanish from 7:00am to 8:00pm at 50 randomly selected vote centers in Los Angeles County.

REPORTING DATA

Responses collected from the 25 random locations are unweighted while the 25 racially stratified locations are weighted based on respondent self-identified racial/ethnic group, gender, age, and political party, matching them to the most recently available population parameters and voting demographic estimates. All numbers represent percentages, unless otherwise indicated. Due to rounding and multiple response questions, not all rows or columns total 100%.

SURVEY APPROVAL

Approval to begin survey administration was granted from the Institutional Review Board at Loyola Marymount University.