

Exit Poll Data Report

Presidential Election '08

Precinct Number: 91

Polling Place: Watkins Elementary School
420 12th Street, SE
Washington, DC 20003

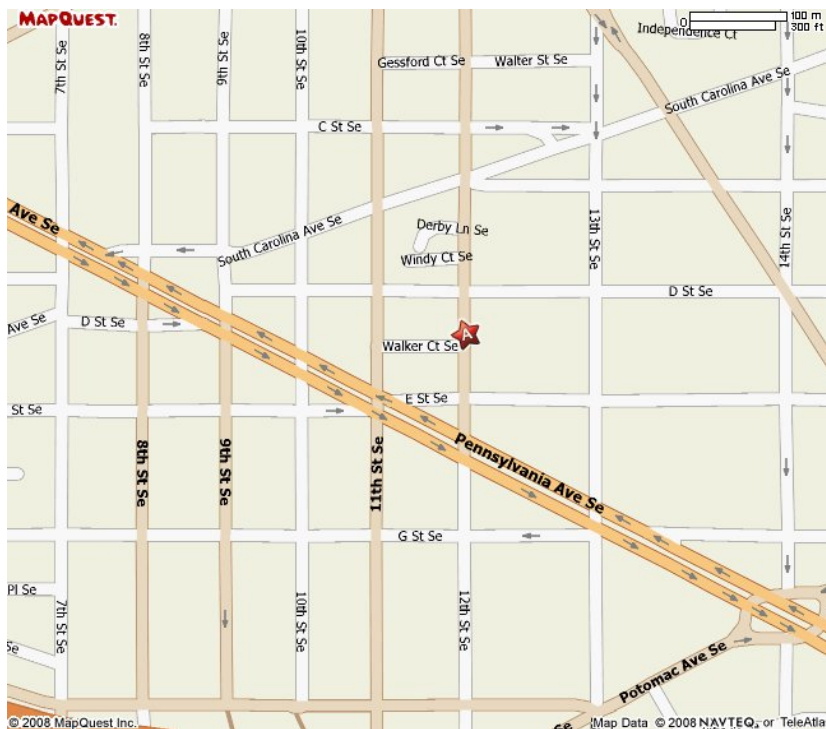


Table of Contents

- I. Introduction
- II. Methodology
 - a. Sample
 - b. Measures
 - c. Procedures
- III. Results
 - a. Response Results
 - b. Non-Response Results
 - c. Summary
- IV. Conclusion
- V. Bibliography
- VI. Appendix
 - a. Exit Poll Questionnaire Instrument
 - b. Exit Poll Response Instrument
 - c. Questionnaire Code Key
 - d. Tables and Graphs

Abstract

This survey report documents the results of a 2008 Presidential Exit Poll conducted on November 5, 2008 in Washington D.C. This exit poll was part of required project for a course in Survey Management as part of the Survey Design and Data Analysis Graduate Certificate Program of the George Washington University. This report discusses the methodology, analysis, and results of the exit poll project. Results will indicate that the sample collected was statistically significant as compared to the unofficial poll results from the polling precinct where the exit poll was conducted.

I. Introduction

This exit poll project was designed to meet an academic requirement to manage and design a survey from beginning to end. The exit poll took place during 2008 presidential election. This election was marked with historical implication for the United States of America, as it was possible for the first African-American to be elected as President or the first female vice-president candidate to be elected. Additionally, the past two presidential elections were marked with much controversy. Consequently, this exit poll was designed gather information about voter candidate selection, and attitudes on national and local issues. The exit poll was designed to have minimum impact on voting and was conducted under the guidelines of local regulations under the authority of the Washington, D.C Board of Elections.

II. Methodology

a. Sample

This exit poll was to be conducted in Washington, D.C. at Precinct 91 located at Watkins Elementary School at 420 12th Street, SE. The exit poll was expected to be conducted during early morning hours of precinct operation. The exit poll was expected to sample every five voters exiting the polling station. Those voters who will be intercepted will be requested to complete a self-administered questionnaire. The sample frame will be taken from eligible voters who are registered to vote at Precinct 91. The exit poll is expecting to collect 30 successfully completed questionnaires over a two hour period. The samples were to be collected from two different team members with each interceptor collecting 15 completed questionnaires. The sample will be documented using an exit poll response instrument that will collect respondents and non-respondents for each interceptor. Finally, environmental conditions and voting results from the precinct will also be documented.

Possible issues that might effect the successful completion of the survey could be a result of environmental factors and voter unwillingness to participate. Since the exit poll is to be conducted outside of the polling precinct, adverse weather condition could severely impact the response rate. The collection of exit interviews is scheduled to occur during early morning hours of the precinct operations. Consequently, if voter turnout is heavy, as anticipated, early morning voters may not have the necessary time to complete the questionnaires if voters have to rush off to their jobs. It should be noted that the previous two presidential elections have occurred during controversial circumstances. Therefore, if voters have difficulty casting their ballots, they may not be receptive to complete exit poll questionnaires. Additionally, recent findings have shown the certain voters have a very high non-response rate of exit poll due to political affiliations (primarily Republican voters), low-level of literacy, older voter reluctance, and racial perceptions. Finally, recent media reports of the limitation of exit polls in correctly calling elections might cause reluctance in voter participation.

b. Measures

This exit poll goal is to collect demographic, presidential election choice, and attitudes on national and local political issues. The questionnaire used for this exit poll can be reviewed in the Appendix to this report. The primary measure of this exit poll will be the analysis of results from the presidential election

contest. This presidential election data will be used to compare with official election results collected from the Washington, D.C. Board of Election results. A one-side t-test will be used to determine if exit poll results are reflective of voting precincts results.

After the questionnaire was initially developed, it was edited and pre-tested before being used. The pre-test was conducted with three participants who went through a cognitive interview for the purposes of revising the questionnaire. The questionnaire was designed from similar exit poll questionnaires used during national and primary exit polls.

c. Procedures

The two member exit poll team arrived at the polling location at approximately 8:30 AM on election day, and right away very long voter lines were observed. After interviewing a couple of voters in line, it was discovered that voters had been standing in line from 1:45 to 2:00 hours. Consequently, it was decided to complete an entrance poll rather than an exit poll of voters. The weather conditions were fair and no visible disturbance or other abnormalities were observed during the conduct of the exit poll. At 8:35 AM, 307 voters had successfully completed voting as reported by precinct officials; and by 9:46 AM, when the exit poll had concluded, 717 voters had completed voting. During this hour period of the conduct of the exit poll, the voting was consistently heavy as reported by the precinct officials.

The first exit poll interviewer, Anthony Lizardi - a graduate student from George Washington University, began sampling every five voters in line. After the first six questionnaires were completed, the sample rate was extended to every ten voters because the voting line began to move more swiftly. After 17 interviews were complete, Prof. Fritz Scheuren of the George Washington University began to conduct entrance poll interviews. Prof. Scheuren sample rate was every 7 voters in line, then after the first five complete samples the sample rate was extended to every 10 voters in line. Mr. Scheuren collected a total of 21 completed surveys. Therefore, a total of 38 questionnaires were completed by voters.

III. Results

a. Response Results

The findings of the exit poll are to focus on presidential election results, and voter attitudes on national and local issues. A complete set of tables and graphs can be reviewed in the Appendix of the report.

Exit Poll Interviewers Tabulations

a. Lizardi (Male, Latino, early 40's)

Interceptor Lizardi collected 17 fully completed questionnaires (or 45% of the ballots). Interceptor Lizardi collected questionnaires from six males (35%) and eleven from females (65%). Also, Lizardi collected questionnaires from ten white voters (59%), and seven from African-American voters (or 41%). Lizardi collected questionnaires from twelve Democrat voters (71%), two Republican (12%), two Independents (12%), and one undeclared voter (6%). Finally, Lizardi collected questionnaires from five voters (29%) 18-29 years old, four voters 30-39 (24%), seven voters 40-49 (41%), 1 voter 50-59 (6%).

b. Scheuren (Male, White, 60's)

Interceptor Scheuren collected 21 fully completed questionnaires (or 55% of the ballots). Interceptor Scheuren collected questionnaires from nine males (or 43%) and twelve from females (57%). Also, Scheuren collected questionnaires from eight white voters (38%), twelve from African-American voters (or 57%), and one Asian voter (5%). Scheuren collected all questionnaires from twenty-one Democrat voters (100%). Finally, Scheuren collected questionnaires from two voters (10%) 18-29 years old, nine voters 30-39 (43%), six voters 40-49 (29%), three voter 50-59 (14%), and one voter 60-69 (5%).

Demographic Exit Poll Tabulations

a. Gender

Forty percent (40%) of the survey participants were males and 60% were females.

b. Males

The largest group of males voters that participated in the exit poll were 30 -39 years old white males (27% of males), while next largest group were 40-49 white males (20%). Finally, African-American 30-39 year old males represented 13% of the exit poll male participants.

c. Females

The largest group (29% of females) exit poll participants were 40-49 African- Americans, while next largest groups (17% of female voters) were 30-39 African-Americans. The largest group of white female (13% of females) poll participants was in the 30-39 age group.

d. Race

Forty-seven (47%) percent of the participants who completed the survey were white voters and 50% were African-Americans.

e. Party Affiliations and Income

Democrats represented the majority (87%) of participants, while Republicans represented 5% of participants in the survey. This high level of Democrat participants is reflective that D.C. is strongly Democrat city. For Democratic voters who participated in the poll, the largest percent of Democrats (39%) reported income between \$50,000 and \$100,000. The next largest proportion (24%) of Democrats had a reported income of less than \$50,000, while remaining (36%) proportion of Democrats reported an income above \$100,000.

Presidential Election Exit Poll Results

a. Overall Results

Results from the exit poll tallied a 92% vote for Obama and 8% for McCain. The unofficial D.C. Board of Election results reported a 92.3% tally for Obama. A one-side T-Test (95% confidence level) comparing means of the exit poll and D.C. Board of Election resulted in a p-value (0. 9670) largest enough as to not reject the null hypothesis that two means came from the same population.

b. Race

Eighty-three (83%) of white voters who participated in the survey voted for Obama and 100% of African-Americans participants voted for Obama.

c. Age

Fifty-seven percent (57%) of voters chosen between 18 and 29 voted for Obama, 100% between 30 and 39 voted for Obama, 100% of voters chosen 40 years and older voted for Obama.

d. Income

One hundred percent of voters whose reported income was below \$100,000 and above \$200,000 voted for Obama. While 67% whose reported income between \$100,000 and \$150,000 and 85% whose reported income between \$150,000 and \$200,000 voted for Obama.

National Issues Exit Poll Results

The national issues on the questionnaire focused on the urgency of Global Warming. Sixty-seven percent of exit poll participants reported that Global Warming was an urgent problem, while 22% reported that Global Warming was more a long-range problem.

Local Issues Exit Poll Results

a. For exit poll participants, 87% reported that District of Columbia should have a Congressional member who can vote in Congress.

b. For exit poll participants, 71% reported that the D.C. public school voucher program should continue, while 29% did not want the program to continue.

b. Non-Response Results

a. Overall Response Rate

The overall response rate for the exit poll had a participant completion rate of 63% for those voters chosen to participate. Sixty-eight (68%) percent of males chosen to participate in the survey completed the questionnaire and sixty (60%) percent of females chosen completed the survey. Thirty-nine percent (39%) of voters chosen participate whose age was estimated between 18 and 34 completed the survey, while 59% whose estimated age between 34 and 55 completed the survey, and 100% of voters above 55 years chosen completed the survey. Eighty-one percent (81%) of white voters chosen for the survey completed a questionnaire, while fifty-three (53%) of African-American voters chosen for the survey completed the questionnaire.

b. Interceptor - Lizardi

Sixty-eight percent (68%) of voters chosen by Lizardi completed the questionnaire. Sixty percent (60%) of males chosen by Lizardi completed a survey, while 75% of females chosen completed a survey. Eighty-eight (88%) of voters chosen, whose estimated age was between 18 to 34, completed a survey, while 54% those chosen between 34 and 54 completed the survey, and finally 100% of those above 55 completed the survey when chosen. Ninety percent (90%) of white voters chosen by Lizardi completed a questionnaire, and 50% of African-American chosen completed the survey.

c. Interceptor - Scheuren

Sixty percent (60%) of voters chosen by Scheuren completed the questionnaire. Seventy-five percent (75%) of males chosen by Scheuren completed a survey, while 52% of females chosen completed a survey. Fifty-four (54%) of voters chosen, whose estimated age was between 18 to 34, completed a survey, while 62% those chosen between 34 and 54 completed the survey, and finally 100% of those above 55 completed the survey when chosen. Seventy-three percent (73%) of white voters chosen by Scheuren completed a questionnaire, and 54% of African-American chosen completed the survey.

c. Summary of Results

Participants that completed questionnaires were not equally proportioned between males and females (60% female and 40% male), but evenly proportioned between White and African-American voters (47% White and 50% African-American). Democrat voters were the vast majority of survey participants which greatly mirrors the registered voters in the District of Columbia.

Concerning the presidential election results, the District of Columbia went overwhelming for Obama and the exit poll compared favorably with these results. The survey participation rate was in the low 60% 's and this percentage rate closely mirrored those for both males and females. Males participated at a 8% greater rate than females, but white participated at a 28% greater rate than African-Americans. Generally, older voters participated at a higher rate then younger voters.

Interceptor Lizardi had a 8% greater rate of participation then Scheuren, but Scheuren had a 15% higher success rate among males, while Lizardi had a 23% higher success rate among females. Interceptor Lizardi had a 27% higher success rate among white voters and Schueren had a 4% higher rate with African-American voters. Interceptor Lizardi had a 15% greater participation rate for females compared to males, and had a higher participation rate with younger voters. Lizardi also had a 40% higher success rate with white voter than African-American. Interceptor Scheuren had a 15% greater of participation rate with female than male voters. Scheuren had a greater success among older voters and had 19% higher success rate among white voters than African-American voters.

IV. Conclusion

This exit poll can be considered a success due the fact the requirements for collecting 30 completed questionnaires were fulfilled. But some flexibility had to be utilized as the polling was adjusted to an entrance poll rather than an exit poll due to the long lines of voting. The polling did have a relatively high non-response rate of 40%. Of those voters that decided to participate, male voters participated at 8% rate higher and White voters participated at a significantly higher rate (28%) than African-Americans. Presidential exit poll results were deemed statistically significant as compared to unofficial precinct results.

There were many lessons learned from this exercise. The first being the requirement to utilized flexibility when long voting lines was observed. Second, persistent had to shown when a high rate of non-response (40%) was encountered. Additionally, it was very important to be well-prepared to have a successful implementation of the exit poll. Finally, this exit poll experience was very satisfying because the survey project met all expectations and requirements of the survey project

V. Bibliography

Bibliography

Scheuren, F. (2004, June). What is a Survey? [On-line]. Available: <http://www.whatisasurvey.info/>

Jabine, T., Iachahn, R., Fox, A. (2003, May). Survey Management Handbook. [On-line]. Available: www.epa.gov/oamcinc1/0711333/handbook.pdf

Leones, J. (1998, September). A Guide To Designing and Conducting Visitor Surveys. [On-line]. <http://ag.arizona.edu/pubs/marketing/az1056/>

Dyba, T., Dingsoyr, T. Moe, N. (2004) Process Improvement in Practice: A Handbook for IT Companies. New York: Kluwer Academic Publishers.

The 1984 Ramon Magsaysay Award for International Understanding, (1984, August, 31). CITATION for Jiro Kawakita. [On-line] Available: <http://www.rmaf.org.ph/Awardees/Citation/CitationKawakitaJir.htm>

U.S. Department of Navy. (1996, June). Handbook for Basic Process Improvement. (Module 4: - Affinity Diagrams). [On-line]. Available: http://www.au.af.mil/au/awc/awcgate/navy/bpi_manual/handbook.htm

Rose, K., (2005), Project Quality Management: Why, What, and How. Florida: Ross Publishing, Inc.

VI. Appendix

a. Exit Poll Questionnaire Instrument

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON DC

Graduate Students at George Washington University are conducting this survey for research purposes.

YOUR ANSWERS ARE CONFIDENTIAL. Please check only one response for each question.

1) Are you:

- Male Female

2) Are you:

- White African-American
 Asian American Indian
 Hispanic/Latino
 Native Hawaiian & other Pacific Islander
 Multiracial Other

3) In today's Presidential election, for whom did you just vote?

- John McCain Barack Obama
 Bob Barr Chuck Baldwin
 Cynthia McKinney Ralph Nader
 Other

4) When did you decide for whom you would vote?

- Today Last month
 Prior to last month

5) Are you currently registered as a:

- Democrat Republican
 Independent Undeclared
 Other

6) Of which age group are you a member?

- 18-29 30-39
 40-49 50-59
 60-69 70+

7) What is your current yearly household income?

- Less than \$50,000 \$50 - 100,000
 \$100 - 150,000 \$150 - 200,000
 \$200 - 250,000 \$250,000 +

8) What is your highest level of education attained?

- Some High School High School Grad
 Some College College Grad
 Post Graduate Other

9) Do you think global warming is:

- An urgent problem requiring immediate government action
 A long-term problem requiring more study
 Not a serious problem that needs immediate action

10) On most political matters, do you consider yourself:

- Very Liberal
 Somewhat Liberal
 Moderate
 Somewhat Conservative
 Very Conservative

11) In your opinion, should DC citizens have equal voting rights in the House and in the Senate?

- Yes
 Not Sure
 No

12) In your opinion, should DC continue the public school tuition voucher program?

- Yes
 Not Sure
 No

13) Did having a female candidate on the ticket affect your decision in this election?

- Yes
 No

b. Exit Poll Response Instrument

Exit Poll Non-Response 2008 Presidential Election

Precinct _____	Name of Interviewer: _____	Shift: _____	Interval: _____
-----------------------	-----------------------------------	---------------------	------------------------

NOTE: Please record any changes in interval during interviewing in the "Notes" section.

	Status	Gender	Age	Race/Ethnicity						Notes
1.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
2.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
3.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
4.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
5.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
6.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
7.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
8.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
9.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
10.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
11.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
12.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
13.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
14.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
15.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
16.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
17.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
18.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
19.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
20.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
21.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
22.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
23.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
24.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
25.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
26.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
27.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
28.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
29.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
30.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
31.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
32.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
33.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
34.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____
35.	Com Ref Miss	NE		M F 18-34 35-54 55+	W	B	H	A	DK	_____

c. Questionnaire Code Key

System Variables

Interviewer is an identifier for the which interceptor conducted the self-administered questionnaire during the exit poll process.

Variable name: Interviewer

Response	Codes	Frequency	Percentage
Lizardi	1	17	45%
Schueren	2	21	55%

Questionnaire Variables

Question 1. Are you:

Variable: Sex

Response	Codes	Frequency	Percentage
Male	1	15	39%
Female	2	23	61%

Question 2. Are you:

Variable: Race

Response	Codes	Frequency	Percentage
White	1	18	47%
African American	2	19	50%
Asian	3	1	3%
American Indian	4	0	0%
Hispanic/Latino	5	0	0%
Native Hawaiian & other Pacific Islander	6	0	0%
Multiracial	7	0	0%
Other	8	0	0%

Question 3. In today's Presidential election, for whom did you just**Variable:** Candidate

Response	Codes	Frequency	Percentage
John McCain	1	3	8%
Barack Obama	2	35	92%
Bob Barr	3	0	0%
Chuck Baldwin	4	0	0%
Cynthia McKinney	5	0	0%
Ralph Nader	6	0	0%
Other	7	0	0%

Question 4. When did you decide for whom you would vote?**Variable:** Decide

Response	Codes	Frequency	Percentage
Today	1	0	0%
Last month	2	5	13%
Prior to last month	3	32	84%
Not Applicable	4	1	3%

Question 5. Are you currently registered as a:**Variable:** Party

Response	Codes	Frequency	Percentage
Democrat	1	33	87%
Republican	2	5	13%
Independent	3	0	0%
Undeclared	4	0	0%
Other			

Question 6. Of which age group are you a member?**Variable:** Age

Response	Codes	Frequency	Percentage
18-29	1	7	18%
30-39	2	13	34%
40-49	3	13	34%
50-59	4	4	11%
60-69	5	1	3%
70+	6	0	0%

Question 7. What is your current yearly household income?**Variable:** Income

Response	Codes	Frequency	Percentage
Less than \$50,000	1	8	21%
\$50 - 100,000	2	15	39%
\$100 - 150,000	3	6	16%
\$150 - 200,000	4	7	18%
\$200 - 250,000	5	1	3%
\$250,000 +	6	1	3%

Question 8. What is your highest level of education attained?**Variable:** Education

Response	Codes	Frequency	Percentage
Some High School	1	0	0%
High School Grad	2	5	13%
Some College	3	2	5%
College Grad	4	13	34%
Post Graduate	5	17	45%
Other	6	1	3%

Question 9. Do you think global warming is:**Variable:** Global

Response	Codes	Frequency	Percentage
An urgent problem requiring immediate government action	1	24	67%
A long-term problem requiring more study	2	8	22%
Not a serious problem that needs immediate action	3	4	11%

Question 10. On most political matters, do you consider yourself:**Variable:** Political

Response	Codes	Frequency	Percentage
Very Liberal	1	7	18%
Somewhat Liberal	2	15	39%
Moderate	3	15	39%
Somewhat Conservative	4	1	3%
Very Conservative	5	0	0%

Question 11. In your opinion, should DC citizens have equal voting rights in the House and in the Senate?**Variable:** Voting

Response	Codes	Frequency	Percentage
Yes	1	33	87%
No	2	3	8%
Not Sure	3	2	5%

Question 12 In your opinion, should DC continue the public school tuition voucher program?**Variable:** Tuition

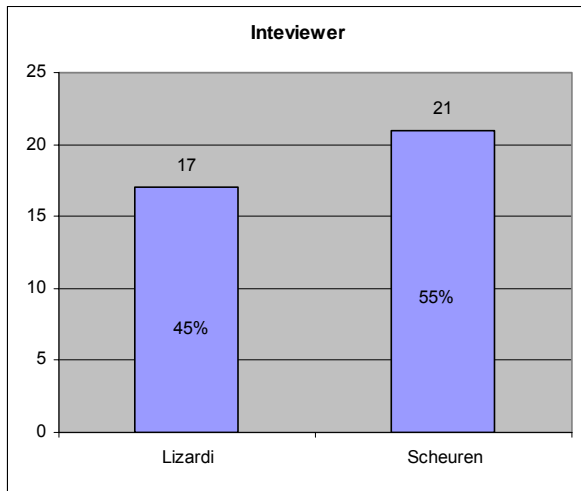
Response	Codes	Frequency	Percentage
Yes	1	27	71%
No	2	11	29%
Not Sure	3	0	0%

Question 13 Did having a female candidate on the ticket affect your decision in this election?**Variable:** Female

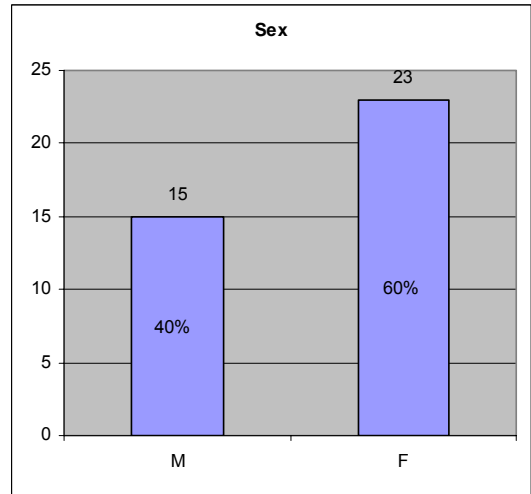
Response	Codes	Frequency	Percentage
Yes	1	3	8%
No	2	35	92%

d. Graphs

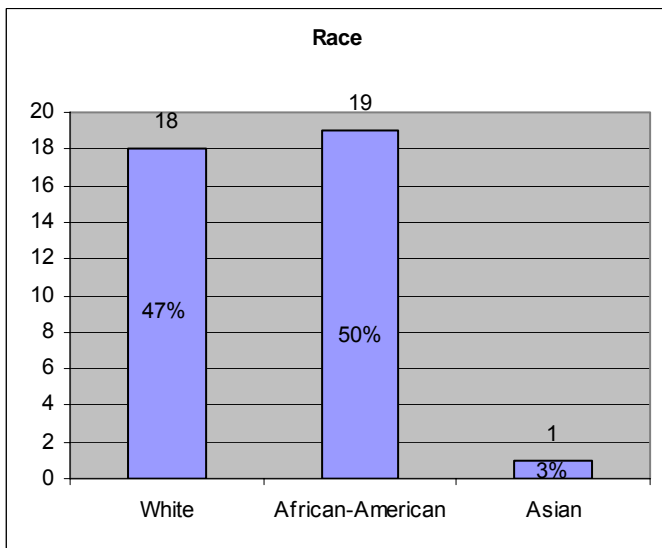
1) **Variable:** Interviewer



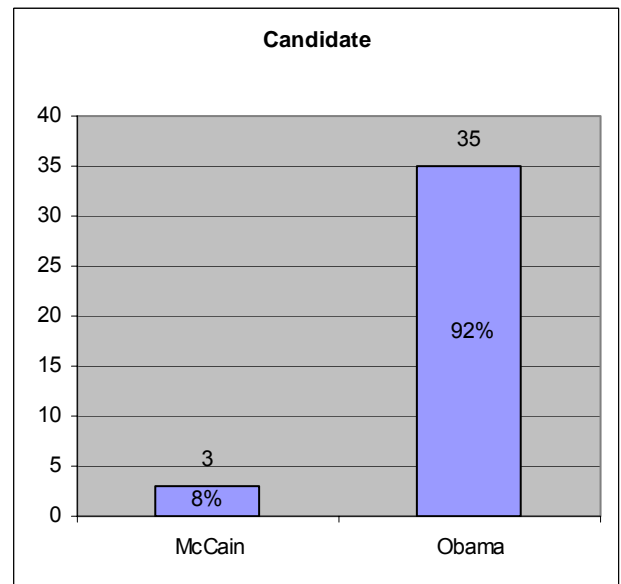
2) **Variable:** Sex



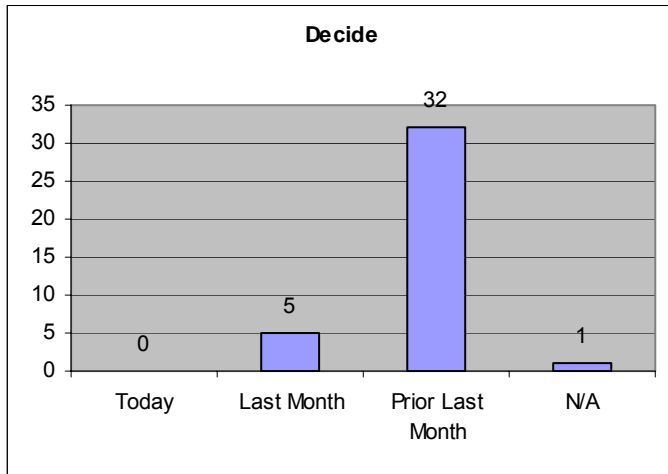
3) **Variable:** Race



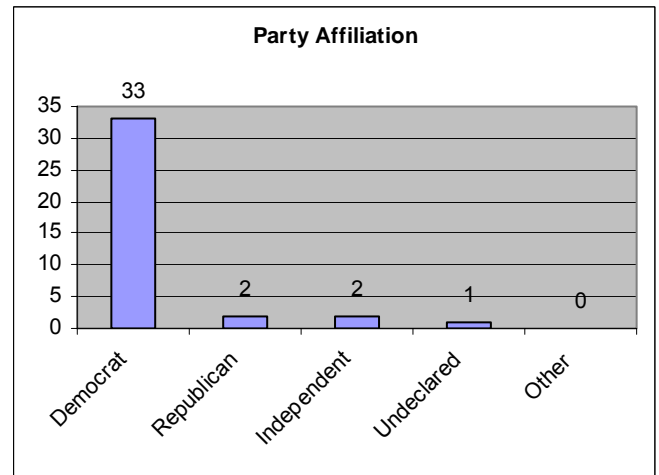
4) **Variable:** Candidate



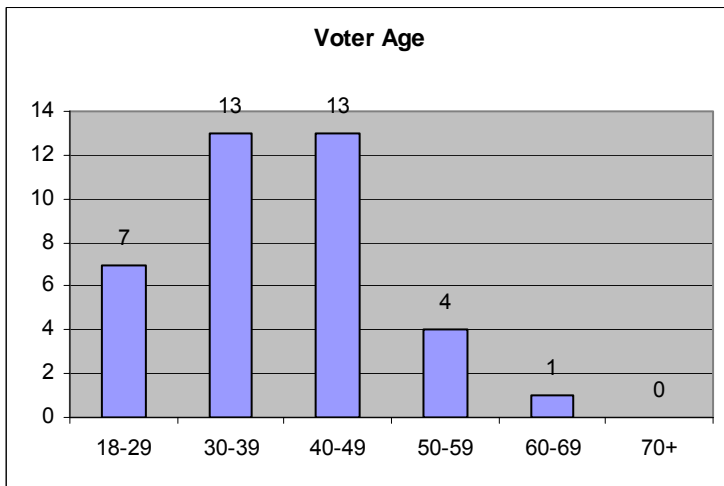
5) Variable: Decide



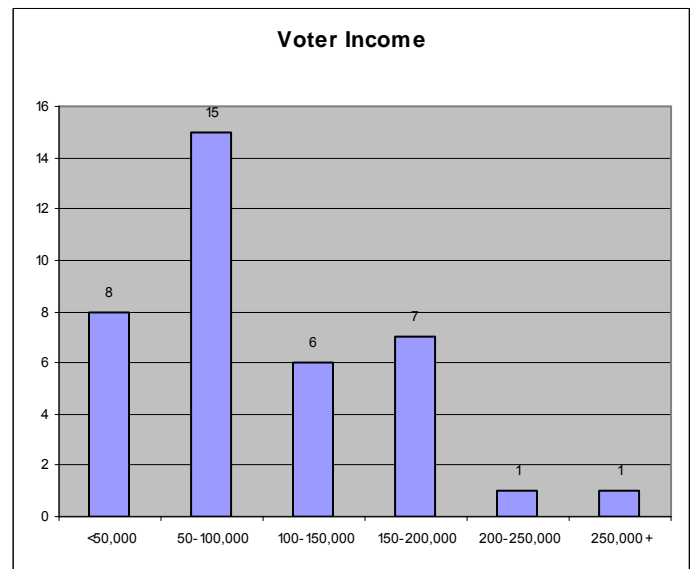
6) Variable: Party



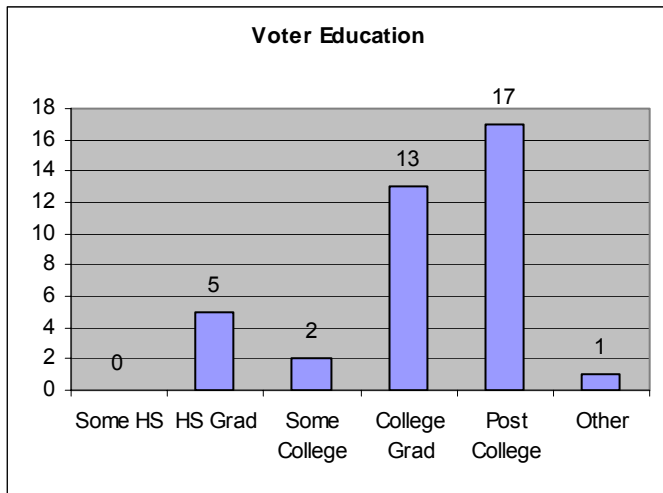
7) Variable: Age



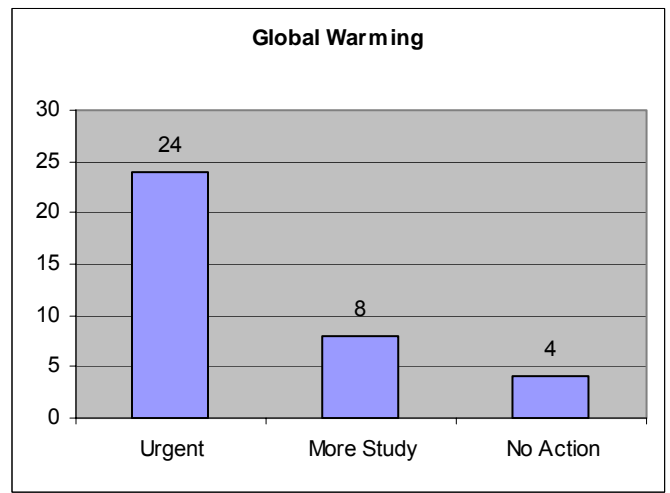
8) Variable: Income



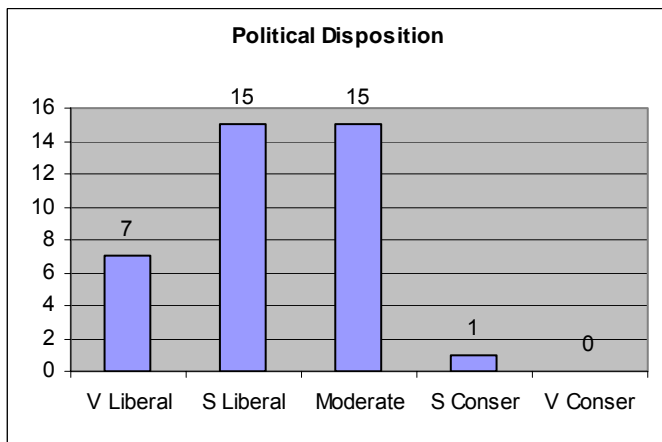
9) **Variable:** Education



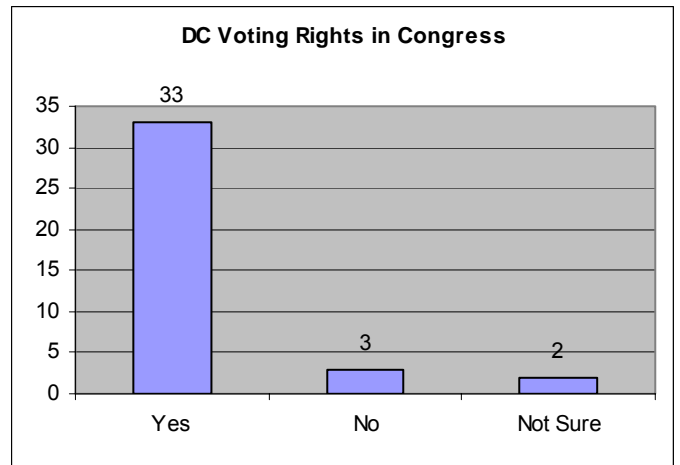
10) **Variable:** Global



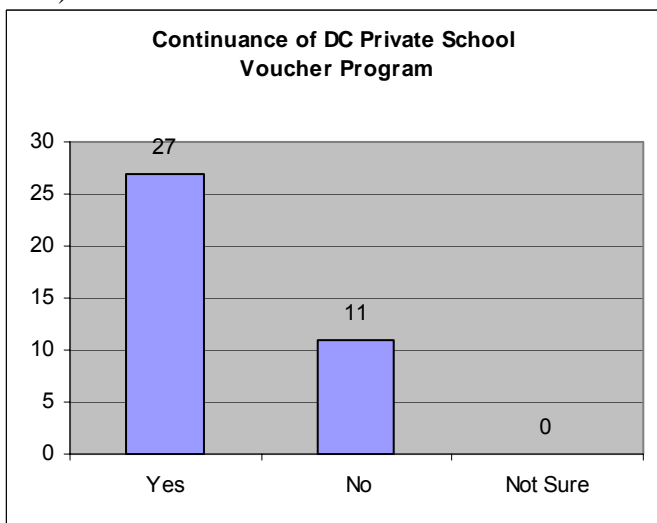
11) **Variable:** Political



12) **Variable:** Voting



13) **Variable:** Tuition



14) **Variable:** Female

