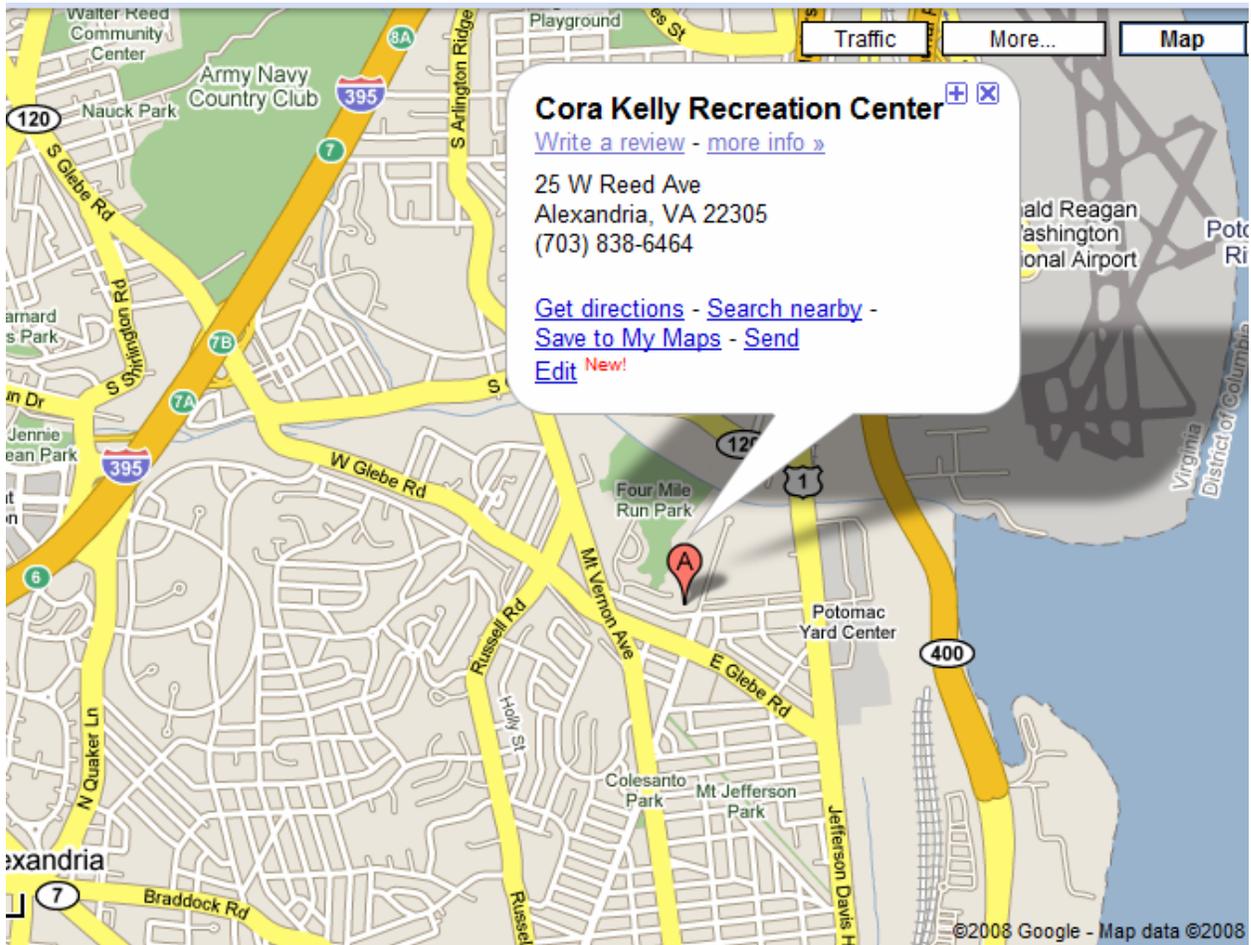


Exit Polling Results
Cora Kelly Recreation Center
November 4, 2008
Sara Farby and Vince Lampone



Conditions from Observation Instrument

- Appx. Time: 5:30 – 6:30 pm
- Weather: Dark, drizzling, about 45 degrees
- No protestors
- No other pollsters
- Both Republican/Democratic Campaigners
- Light police presence (one cop car on street) for about 15 minutes
- “About 2000” people had voted at beginning of shift; about 2100 at end of shift

Non-Response

- Intercept rate: initially 1 in 4; at 6:00 changed to 1 in 3 due to lower-than-expected turnout.
- No significant difference in response rate by interviewer; no adjustment made for non-response

	Total	Interviewer 5	Interviewer 6
Attempted Surveys	64	34	30
Refusals	16	9	7
Missed contacts	9	5	4
Non-voter	9	5	4
Completed Surveys	30	15	15
Completion Rate	47%	44%	50%

What did we learn?

Our exit polling experience was rewarding and extremely instructive for future research efforts. We emerged with a number of “lessons learned” that illustrate broader principles in survey management. A few are mentioned below:

-- In an America that is becoming increasingly diverse, bilingual and multi-lingual surveys are important. Our group had our questionnaire translated so that we could accommodate respondents of Hispanic/Latino ethnicity. However, neither Sara nor I speak much Spanish personally, and we encountered problems explaining the purpose of our survey and giving instructions in the language. In future situations like this, it is necessary to write a script that can be used for approaching Spanish speakers, otherwise most respondents will never have an opportunity to use the translated questionnaire.

-- At the very beginning of the project, our group of eight created a Gantt chart that outlined all key responsibilities, and assigned both dates and team members for each one. This helped enormously in setting clear expectations for every student, and tracking our communal progress each week against our goals.

-- Relationship-building with polling officials – and anyone in government with the power to influence a survey -- is extremely important.

-- When doing systematic sampling, it is critical to establish the “right” interval – one that minimizes non-response while at the same time reaching the targeted number of respondents. This was trial and error in our experience, and at the end I believe our relatively small interval resulted in a fair number of “misses” (people who were not approached due to other obstacles).

Our Presidential Results

	Exit poll results	Unofficial results ¹
Democrat	69.0%	80.2%
Republican	10.3%	18.9%
Other	20.7%	.9%

¹ https://www.voterinfo.sbe.virginia.gov/election/DATA/2008/07261AFC-9ED3-410F-B07D-84D014AB2C6B/Unofficial/00_p_510_89BE12EC-7BBF-479C-935A-9B8C51DD3524.shtml