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Voters Prefer Take-Home “ATM Style” Receipt to Prove their Vote Was Counted Accurately

Election Day Survey Asks Voters about Vote Verification Preferences

November 10 – Washington, DC An Election Day poll shows that 81% of voters surveyed want to take home a private “ATM style” receipt to verify for themselves their vote was counted correctly. Given a choice between leaving a voter-verified paper ballot at the polling place versus taking home a private voter-verified receipt, 60% say they prefer the idea of take-home receipts and self-verification compared to 36% who say they prefer the idea of leaving a paper ballot with election officials.

The survey was conducted in Las Vegas, Nevada by Lombardo Consulting Group in conjunction with political science professor, Dr. Michael John Burton of Ohio University. Nevada was the only state to use “statewide” voter-verified paper ballot printers attached to electronic voting machines on Election Day.

“Many voters thought a private receipt that they could take home would be the best way to know if their vote was counted correctly,” said Dr. Burton. “People are used to getting receipts from ATMs or gas stations – and they liked the idea of getting a receipt from the voting booth.”

During the election in Nevada, voters were instructed by poll workers to compare their vote selections on the electronic screen with what was printed on the voter verified paper ballot scroll. The paper ballot scrolls were retained by election officials for use in post-election audits or recounts. Based on the questions asked, voters understood the difference between a paper ballot and “ATM style” private receipt (i.e., a ballot is kept in the polling place, a receipt is something taken home).

The survey also examined voter interaction with Nevada’s voter-verified paper ballot machines and found that only 31% of the voters actually compared the entire paper ballot to the machine ballot in order to ensure their vote was recorded accurately. If voters don’t look at the voter-verified paper ballot it isn’t voter verified.

About the Survey

Lombardo Consulting Group, LLC is a corporate and political public opinion research firm with offices in Washington, D.C. and New York City. They conducted this survey in conjunction with Professor Michael John Burton of Ohio University and on behalf of The Curley Company and VoteHere Inc. 362 Las Vegas, Nevada voters were polled (the margin of error on this study is +/- 5.15% at the 95% level of confidence). Interviews were conducted at polling stations in Nevada on Election Day, November 2, 2004. The data was analyzed by Lombardo Consulting Group's Washington D.C. office.

Complete survey results can be found at
<http://www.lombardoconsultinggroup.com/docs/nvotersurvey.pdf>

Dr. Michael Burton is a professor of political science at Ohio University. He has co-written two books on political campaign management: *Campaign Craft: The Strategies, Tactics, and Art of Campaign Management* (Praeger 2001) and *Campaign Mode: Strategic Vision in Congressional Campaigns* (Rowman & Littlefield, 2003).

**The Curley Company/VoteHere, Inc.
Exit Poll Survey Results**

Field Date: November 2, 2004

N=362

Margin of error: +/- 5.15% at the 95% confidence level

The below represents results from an exit poll of 362 Las Vegas, Nevada voters. The interviews were conducted at polling stations in Nevada on Election Day (November 2, 2004). The data was analyzed by Lombardo Consulting Group's Washington D.C. office.

Q1. Did you know why there was a roll of paper scrolling next to the voting screen?

	<u>Total</u>
Yes	69%
No	27%
Did not notice the roll of paper	4%

(IF Q1= "No" or "Did not notice the roll of paper" then skip questions 2-3 and go to Q4, OTHERWISE CONTINUE WITH Q2)

Q2. Did you use the paper ballot printout to compare the votes you made on the electronic voting machine for accuracy?

	<u>% Answering Q2</u>	<u>% Total Sample</u>
Yes, did use the paper ballot printout to compare	86%	59%
No, did NOT use the paper ballot printout to compare	14%	10%
Don't know (Do not read)	--	--

(IF Q2="Did NOT use the paper ballot printout to compare" go to Q4, OTHERWISE CONTINUE WITH Q3)

Q3. Did you use the paper ballot printout to compare...?

	<u>% Answering Q2</u>	<u>% Total Sample</u>
All of the races/ballot measures you voted on	52%	31%
Most of the races/ballot measures you voted on	38%	22%
About half of the races/ballot measures you voted on	8%	5%
Fewer than half of the races/ballot measures you voted on	2%	1%
Don't know (Do not read)	1%	*

Q4. In future elections, would you like to get a PRIVATE receipt after you vote (similar to an ATM) that you can take home and track your ballot with to make sure it got counted properly?

	<u>Total</u>
Yes	81%
No	17%
Don't know (Do not read)	2%

Q5. Which of the following would you prefer? (ROTATE ANSWER CHOICES)

	<u>Total</u>
Getting a private receipt —similar to an ATM receipt— after you vote that you can take home and track your ballot with to make sure it got counted properly	60%
Having a paper ballot— similar to what you experienced today—that records your votes on a computer printout, but remains at the polling location	36%
Neither (Do not read)	2%
Don't know (Do not read)	3%