

# Voter Survey

## Executive Summary

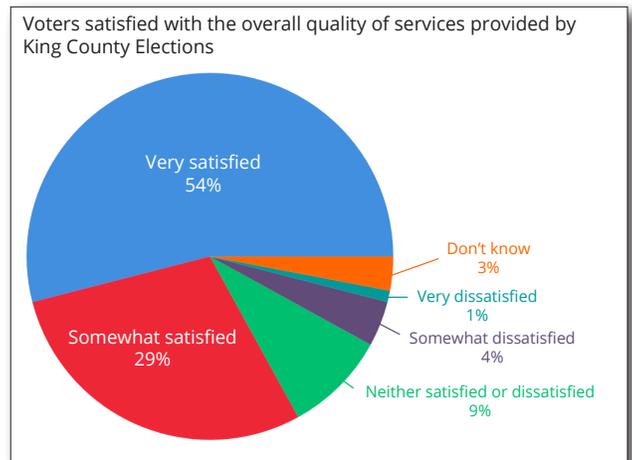
In the fall of 2015 King County Elections (KCE) conducted a survey to better understand the wants, interests, and perceptions regarding the current voting processes in King County. Most of the questions had been previously asked in the Department's 2011 survey and were intended to assess trends in attitude over time.

A total of 1,127 respondents participated in the survey and there was good representation across race, age, income and geographic location.

### Key overall findings included:

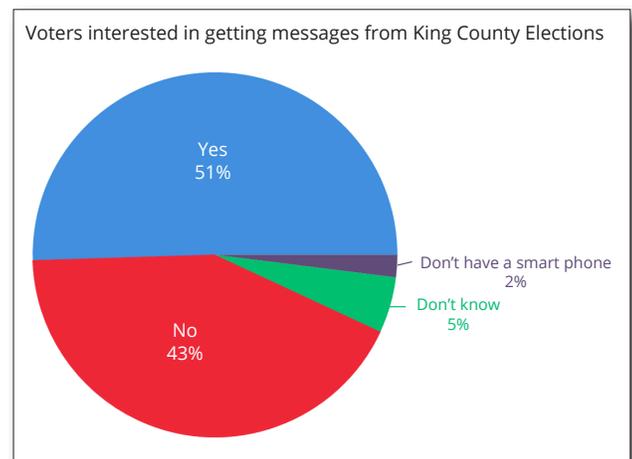
#### “Voters are confident in the election process in King County.”

- 90% of households indicated they were confident that once they returned their ballot to KCE it is counted.
- The data shows that the King County voter population has good overall satisfaction with the overall quality of services provided.
- Respondents who voted in every election had the highest levels of “very satisfied” with the overall quality of services provided by KCE.



#### “Voters want to stay in touch.”

- There is a significant increase in usage of social media to receive information about voting instructions.
- The Voters' Pamphlet is the most utilized information source when finding out about KCE elections services and procedures.
- More than half of voters are interested in receiving “reminders” from KCE.



#### “Voting habits are complex.”

- Aside from not being interested, respondents did not vote because (1) forgot to vote (29%) and (2) voted, but didn't return ballot on-time (16%).
- Respondents who vote in every election were more likely to indicate the amount of information contained in the official voter's pamphlet was just right, as respondents who rarely or never vote were more likely to indicate there was not enough information.

