

California Voter Experience

Today:

1. Why Choose VBM vs Polls?
2. Reactions to Vote Center Model?

California Voter Experience

Mixed method study:

- Focus groups
- Targeted surveys
- Statewide representative survey

Multiple groups:

- Voters with disabilities
- Youth
- Latino
- Asian-Americans
- Latino LEP
- Korean LEP
- Vietnamese LEP
- Chinese LEP

Multiple geographies:

- LA
- SF Bay Area
- Central Valley

Why Choose VBM vs Polls?

Some Shared Responses

VBM

- Convenience/time
- Can take their time to fill out ballot/have materials w/them
- Want to avoid lines/wait

Polls

- Social aspect
- It's what voting is all about
- Likely to use if near
- Want their sticker!

Some Group Differences

VBM

- Latinos - work hours make polls inconvenient
- Latinos - take their time with family

Polls

- Voters w/disabilities - Want to be seen representing the disability community, want to cast a private ballot
- Youth - Want first voting exp to be here
- Latinos – Social aspect

Reactions to Vote Center Model?

Some Shared Responses

- Length of time more convenient - early voting
- Concerns about bureaucratic feel (e.g. long lines like DMV) – “I don’t like crowds”
- Parking!
- Think they might still procrastinate till election day
- Concerns about limiting last minute drop-off options
- Distance concerns – 5 to 15 min max!

Some Group Differences

- LA voters - heightened concerns over distance/travel time
- SF voters – public transportation routes
- CV – rural/lack of transportation
- Rural – won't travel to the "next town", "distance is more than days"
- Youth/Latinos – "Feel" of vote center matters
- Voters w/ disabilities – distance, training, better AVM, transportation
- Latinos – initially more negative reactions
- Asian-Americans – mixed reactions
- LEP – Distance concerns , "why are they doing this?"
- Older voters – concerns about distance – "I vote downstairs"

Policy Implications

- Understanding how different voter groups might receive change
- Some can be confused, fearful or turned off by change
- Education is critical

Thank you

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