

# 2021 EXIT SURVEY DATA ANALYSIS

*Omaha And Lincoln Nebraska Elections*



## **Rank The Vote Nebraska**

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Data Analysis & Report Authored by  
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*"...it's only keepers, the people. - George Washington"*

## INTRODUCTION

The process of voting in the United States is declared a protected right under the constitution and bill of rights. Voters have the right to vote at the age of 18 regardless of sex, race or prior servitude. Nebraska currently utilizes a single-vote ballot that only allows one vote per candidate regardless of how many candidates are running for that particular position.

Recent history and analysis of using single-choice voting ballots have resulted in a hyper partisan state for election campaigns causing either extreme conservative or liberal views to be the only options for voters. These options result in distorted representation of the public as limited diversity of thought is being reflected in our elected officials.

Currently in the United States 22 jurisdictions use ranked choice voting methods in their elections and 53 more jurisdictions are projected to use ranked choice voting in the near future. Research on ranked choice voting in practice has shown elections to be more fair and representative. Ranked choice voting allows voters to rank their preferred candidates in the order of their preference (i.e. 1st, 2nd, 3rd etc). The ranking allows more candidate diversity and encourages candidates to work together by incentivizing positive campaigning to win the 1st, 2nd, or 3rd choice vote from their constituents. More candidate choices allows for better representation and requires candidates to win by having at least 51% of voter support.

## PURPOSE OF STUDY

The purpose of this survey was to gain the interest, likability and perceived effort from Nebraska voters of the ranked choice voting ballot. Specifically, if voters like the ranked choice voting ballot, and if they also find it easy to use and understand.

## MATERIALS

All training materials were provided in a public shared drive in the [Exit Survey Starter Kit - Google Drive folder](#) - Detailed items listed below for reference.

1. Training printout used for education between the two ballot types of single-voter and ranked choice methods - See **Appendix A**
2. Exit Survey Intake Form used for tracking participant ratings - See **Appendix B**
3. [Exit Survey Programming Guide](#)
4. [RCV FAQs](#)

## PROCEDURE

1. Rank The Vote Nebraska leadership team scheduled and approved each polling location with voting officials in conducting the exit surveys.
2. 1-2 volunteers sat within the minimum amount of distance required per election officials rules in conducting exit surveys.
3. Volunteers briefly introduced themselves and the exit survey process to willing participants and answered questions regarding ranked choice voting per provided handouts.
4. Volunteers documented rating scores on the tracking form and returned the sheets to Rank The Vote Nebraska for data collection.
5. Data mining, analysis and interpretation was conducted by the industrial organizational psychologist on the Rank The Vote Nebraska leadership team.

## DATA

Question 1	Strongly Disagree	Disagree	Neither Agree/Disagree	Agree	Strongly Agree
Do you like ranked choice voting?	10.9%	5.9%	17.3%	28.6%	37.3%
Question 2	Strongly Disagree	Disagree	Neither Agree/Disagree	Agree	Strongly Agree
Do you find ranked choice voting easy?	5%	3.6%	16.4%	27.7%	47.3%

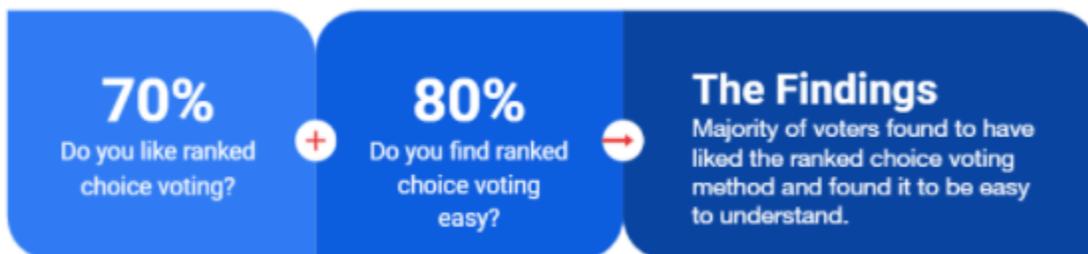
Number of participants  $N = 220$

## Demographical Data

- Two cities of Nebraska (Omaha & Lincoln) were surveyed during the 2021 primary and general elections
- 2021 Election Dates:
  - Omaha Primary: April 6th
  - Omaha General: May 11th
  - Lincoln Primary: April 6th
  - Lincoln General: May 4th
- Spanning across the two cities 13 zip codes were surveyed.
  - Zip Codes: 68137, 68164, 68118, 68105, 68131, 68104, 68106, 68144, 68134, 68502, 68520, 68503, 68516

Participants were surveyed upon completion of casting their election ballots and were strictly voluntary. The survey questionnaire did not record any personal identification or demographical information to eliminate any possible influence of skewed survey data. The only descriptive data recorded included the city, zip code and polling location.

## RESULTS



Findings from the 220 participants surveyed found a significant number of individuals indicating they liked ranked choice voting overall as a method of choice at 70% agree/strongly agree ratings. Additionally, the same participants displayed an increased percentage at 80% finding the method of ranked choice voting ballot to be easy/very easy to use.

## CONCLUSION

Although the sample size is relatively small, it can be assumed ranked choice voting ballots may be more preferable compared to the single-choice ballots used in Nebraska today. Additional surveying and data analysis will take place in 2022 during the primary and general elections for Nebraska Governor. Those interested in helping with exit surveying can register to volunteer via this [form](#).

## REFERENCES

1. Missourians for Ranked Choice Voting. (n.d.) RCV FAQs. Retrieved from <https://www.morcv.org/faq/>
2. Fairvote. (n.d.) As Americans, we expect our voices to be heard, our views to be respected, and our votes to truly count. Retrieved from [https://www.fairvote.org/why\\_reform/](https://www.fairvote.org/why_reform/)

## NEBRASKA FUN FACTS

1. The voting booth was manufactured by Douglas Manufacturing Company in Crete, Nebraska, 1996.
2. In 1986, Nebraska hosted the first governor's race in which both major-party nominees were women. State Treasurer Kay Orr, a Republican, defeated former Lincoln Mayor Helen Boosalis, a Democrat.
3. In 1926, Four years after the 19th Amendment granted women the vote, Nebraskans elected three women to the State House of Representatives: Clara A. Humphrey of Mullen, Sara T. Muir of Lincoln, and Mabel A. Gillespie of Gretna

# Appendix A

CURRENT SYSTEM		RANKED CHOICE VOTING					
Who is the greatest movie star of all time?	select one	Who is the greatest movie star of all time?	1st choice	2nd choice	3rd choice	4th choice	5th choice
DENZEL WASHINGTON	<input type="radio"/>	DENZEL WASHINGTON	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
JENNIFER ANISTON	<input type="radio"/>	JENNIFER ANISTON	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
MERYL STREEP	<input type="radio"/>	MERYL STREEP	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
GEORGE CLOONEY	<input type="radio"/>	GEORGE CLOONEY	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
WRITE-IN: _____	<input type="radio"/>	WRITE-IN: _____	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

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**Ballot Types:** Training diagram used for voter education in distinguishing the two ballot types of single-choice voting and ranked choice voting.

# Appendix B

Name \_\_\_\_\_ Polling Place \_\_\_\_\_ Page # \_\_\_\_\_

With 1 being strongly dislike and 5 being strongly like:

With 1 being very difficult and 5 being very easy:

Did you like this way of voting?

Did you find it easy?

**1.    1   2   3   4   5            1   2   3   4   5**

2.    1   2   3   4   5            1   2   3   4   5

**3.    1   2   3   4   5            1   2   3   4   5**

4.    1   2   3   4   5            1   2   3   4   5

**5.    1   2   3   4   5            1   2   3   4   5**

6.    1   2   3   4   5            1   2   3   4   5

**7.    1   2   3   4   5            1   2   3   4   5**

8.    1   2   3   4   5            1   2   3   4   5

**9.    1   2   3   4   5            1   2   3   4   5**

10.   1   2   3   4   5            1   2   3   4   5

**11.   1   2   3   4   5            1   2   3   4   5**

12.   1   2   3   4   5            1   2   3   4   5

*Survey Intake Sheet:* Data sheet for tracking scores of each participant.