



FLORIDA REGISTERED VOTERS' ATTITUDES ABOUT THE ELECTORAL COLLEGE

Sponsored by the League of Women Voters

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Disclaimer: When presenting results of the survey to the media and through other public channels of communications (website, social media, print and online publications, etc.) The League of Women Voters of Florida states that the poll was sponsored by the LWV and conducted by the Business and Economics Polling Initiative at Florida Atlantic University.

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Methodology

The survey's goal was to gauge attitudes of Florida registered voters about the Electoral College. The data was collected using a mixed mode sample of online and telephone participants.

All respondents interviewed in this study were part of either a fully representative sample using mixed mode random stratified probabilistic sampling and a non-probability panel sample, N=1,000 registered voters over the age of 18, based on a series of screening questions. The credibility interval for the sample is +/- 3.5% in 19 of 20 cases.

The survey was administered using an Automated Telephone Interviewing (ATI) system (n=488). The ATI system allows data to be entered directly into a computerized database through the numbers on interviewee's phone, providing a highly reliable system of data collection. The survey was also administered through Survey Sampling International (SSI) a Worldwide Leader in Survey Sampling and Data Collection Solutions, across every mode, for 38 Years. An online sample consisted of (n=512). There was a 6.1% response rate for the ATI calls.

The survey was presented in both English (n=849) and Spanish (n=151) versions.

The survey was conducted October 19-22, 2017.

The results presented in this report include univariate and bivariate analysis of the data. Frequency distributions for each item included on the questionnaire are shown in the tables. In all cases, cross-tabulation results are also shown. This type of bivariate analysis examines differences between sub-groups of the overall population.

In the cases where cross tabulation results are presented, a chi-square test, an independent t-test for means, or a Z-test for independent percentages is shown. A chi-square test is used in cases where comparisons are made for categorical variables. A t-test is used in cases where comparisons are made for measurement variables. A Z-test is used in cases where comparisons are made between independent population percentages.

The purpose of these statistical tests is to determine whether or not the observed difference between sub-groups in the sample is due to sampling error or whether it is due to a real difference in the population. When the results are statistically significant, it strongly suggests that the observed difference between sub-groups found in the sample is due to a real difference in the population, and not due to sampling error.

A chi-square significance level of .05 indicates significance at the 95 percent level. In other words, it is 95 percent likely that the results are due to a real difference between comparison groups. A chi-square significance level of .01 indicates significance at the 99 percent level. When a t-test or a Z-test is shown, lower- and upper-case letters indicate significance at the 90 and 95 percent levels respectively.

Survey parameters were weighted based on the 2016 electorate of gender, party affiliation, 2016 voting preference, educational attainment, and ethnicity/race.

Demographic Results (Frequency Tables)

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	470	47.0	47.0	47.0
	Female	530	53.0	53.0	100.0
	Total	1000	100.0	100.0	

Party Registration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	323	32.3	32.3	32.3
	Republican	333	33.3	33.3	65.7
	Independent/Other	343	34.3	34.3	100.0
	Total	1000	100.0	100.0	

2016 Vote Preference

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trump	490	49.0	49.0	49.0
	Clinton	478	47.8	47.8	96.8
	Johnson	22	2.2	2.2	99.0
	Stein	7	.7	.7	99.7
	Someone Else/DNV	3	.3	.3	100.0
	Total	1000	100.0	100.0	

Educational Attainment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<HS	60	6.0	6.0	6.0
	HS/GED	120	12.0	12.0	18.0
	Some College	300	30.0	30.0	48.0
	College/Post Grad	520	52.0	52.0	100.0
	Total	1000	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-34	284	28.4	28.4	28.4
35-54	263	26.3	26.3	54.7
55-74	338	33.8	33.8	88.5
75+	115	11.5	11.5	100.0
Total	1000	100.0	100.0	

Ethnicity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid White	561	56.1	56.1	56.1
Black	155	15.5	15.5	71.6
Asian	25	2.5	2.5	74.1
Hispanic	237	23.7	23.7	97.8
Other/2+	22	2.2	2.2	100.0
Total	1000	100.0	100.0	

Region- see appendix for breakout of regions

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid North	349	34.9	34.9	34.9
Central	350	35.0	35.0	69.8
South	302	30.2	30.2	100.0
Total	1000	100.0	100.0	

Language

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid English	849	84.9	84.9	84.9
Spanish	151	15.1	15.1	100.0
Total	1000	100.0	100.0	

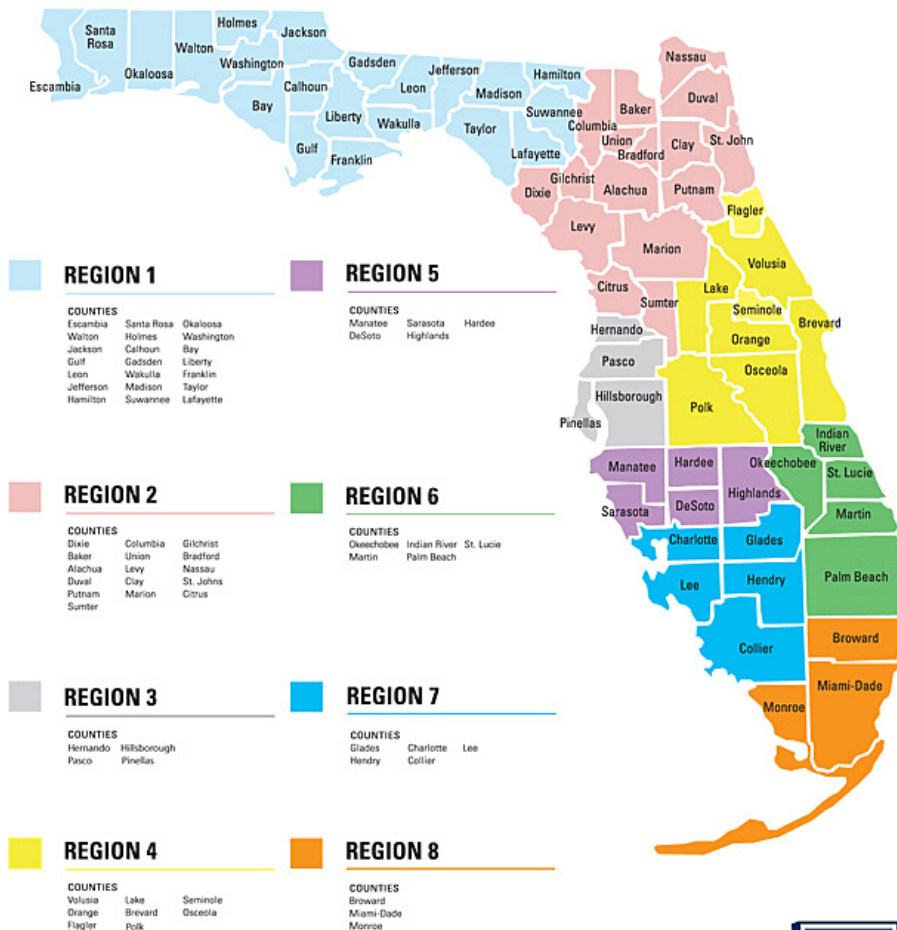
Mode

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Online	512	51.2	51.2	51.2
Phone	488	48.8	48.8	100.0
Total	1000	100.0	100.0	

USTA Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	176	17.6	17.6	17.6
	2	206	20.6	20.6	38.2
	3	78	7.8	7.8	46.1
	4	169	16.9	16.9	63.0
	5	45	4.5	4.5	67.5
	6	62	6.2	6.2	73.7
	7	50	5.0	5.0	78.7
	8	213	21.3	21.3	100.0
Total		1000	100.0	100.0	

USTA FLORIDA REGIONAL MAP



FLORIDA

Survey Instrument

- 1- What is your gender?
Press 1 for Male
Press 2 for Female

- 2- How frequently do you vote: in every election, in most elections, just in major elections, like for President, only occasionally, or do you never vote?
Press 1 for every election
Press 2 for most elections
Press 3 for just in major elections
Press 4 for only occasionally
Press 5 for don't know
Press 6 for never vote

- 3- Are you currently registered as a Democrat, Republican, or Independent/Other?
Press 1 for Democrat
Press 2 for Republican
Press 3 for Independent/other
Press 4 if you are not registered (end survey)

- 4- Should corporations let shareholder decide who will be their next CEO or should that decision be left to the board of directors?
Press 1 for every shareholder to get to vote on the next CEO
Press 2 if you think only the board of directors should vote on the next CEO

- 5- How much have you seen, read or heard recently about the Electoral College?
Press 1 for a lot
Press 2 for some
Press 3 for not much
Press 4 for Nothing

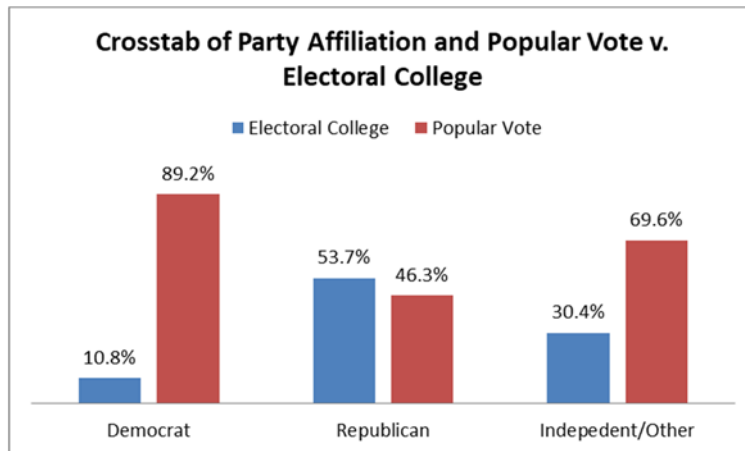
- 6- How do you think we should elect the President: should it be the candidate who gets the most votes in all 50 states, or the current Electoral College system?
Press 1. If you think it should be the candidate who gets the most votes in the United States
Press 2. If you think it should be the current Electoral College system

- 7- From what you have heard or read, who won the national popular vote this year -- that is, the most votes in the country overall --
Press 1 for Hillary Clinton
Press 2 for Donald Trump
Press 3 for Unsure

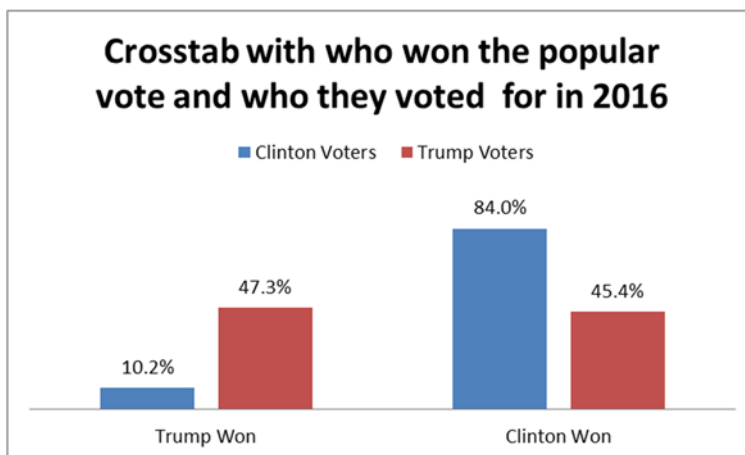
- 8- Which system do you think the United States should use to elect the President?
Press 1 for the current system that gives greater weight to residents or less populated states
Press 2 for a revised system that counts all American's votes as equal, no matter where they live
Press 3 for unsure
- 9- For whom did you vote in the 2016 presidential election?
Press 1 for Donald Trump
Press 2 for Hillary Clinton
Press 3 for Gary Johnson
Press 4 for Jill Stein
Press 5 for someone else or if you did not vote
- 10- What is the highest level of education you have completed?
Press 1 for Less than High School Diploma or GED
Press 2 for High School Diploma or GED
Press 3 for Some College
Press 4 for Bachelor's Degree or Graduate Degree
- 11- What is your age category?
Press 1 for 18-34 Years
Press 2 for 35-54 Years
Press 3 for 55-74 Years
Press 4 for 75+
- 12- For statistical purposes only, can you please tell me what your ethnic background/ancestry is?
Press 1 for White/Caucasian
Press 2 for Black/African-American
Press 3 for Asian
Press 4 for Hispanic/Latino
Press 5 for Other or two or more races
Press 6 for Don't know

Executive Summary

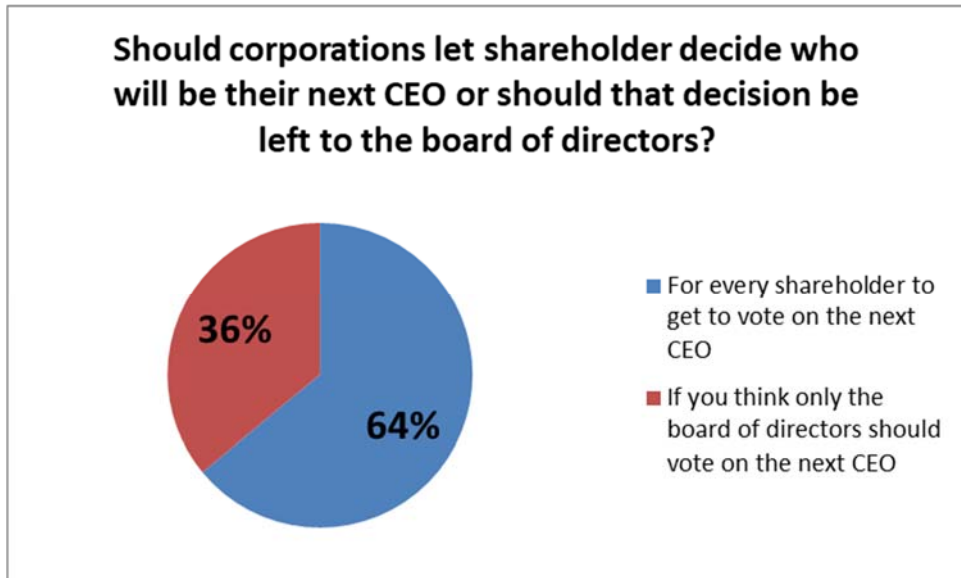
- There is overall support among registered voters for a national popular vote
 - When asked how they thought the country should elect the President, **68%** said it should be the candidate who gets the most votes in all 50 states and **32%** said the current Electoral College system.
 - When asked which system you think the United States should use to elect the President, **33%** said the current system that gives greater weight to residents or less populated states and **60%** said a revised system that counts all American's votes as equal, no matter where they live.
 - Party Affiliation is the most significant demographic influencing the attitude of voters about how to choose a President with **89%** of Democrats in favor of the popular vote and **54%** of Republicans in favor of the Electoral College.



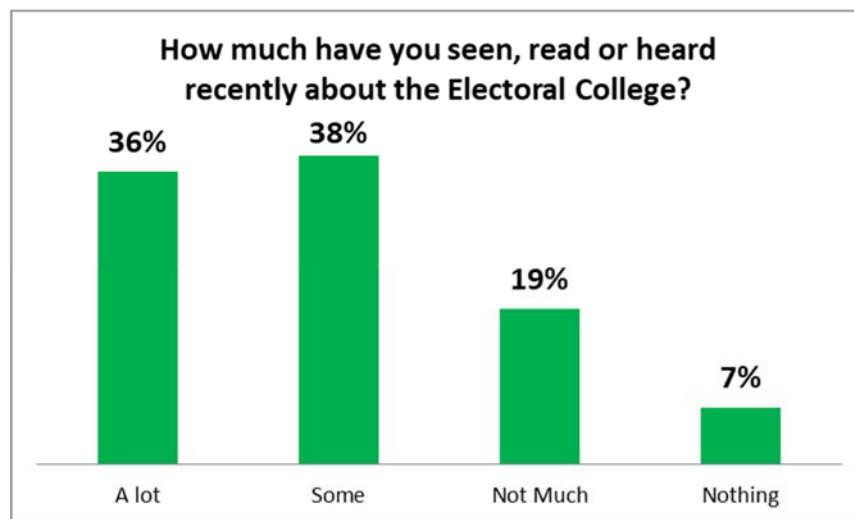
- **64%** of registered voters were able to identify Clinton as the winner of the 2016 Popular Vote.
 - Trump voters were split with **47%** identifying Trump as the winner of the popular vote and **45%** identifying Clinton.



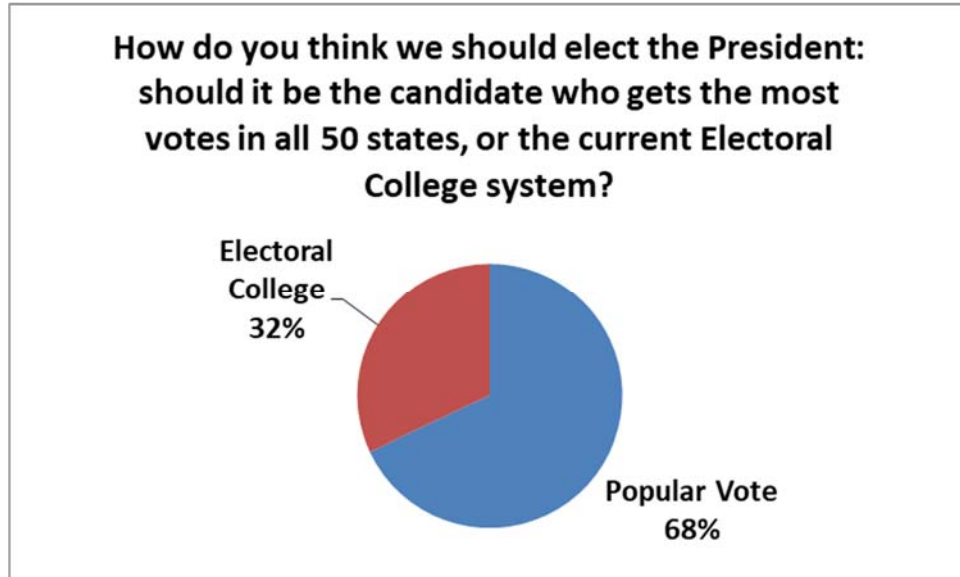
Analysis



- Females were more likely to want shareholders to vote (69% to 32%) compared with men who supported shareholder voting 58% to 42%.
- Voters with no knowledge of the Electoral College were significantly different than voters with any knowledge in regards to who they thought should hire the CEO as 37% with no knowledge said shareholders should vote compared to all other voters who had knowledge where 66% said shareholders should vote.
- There was not statistical difference between Trump and Clinton voters is this question.
- Hispanics were significantly different than other ethnic groups with 47% saying shareholders should vote.



- Voters in the central region of the state had the greatest exposure to the Electoral College with 82% reporting some to a lot and 3% reporting none.
- Voters in the northern region had the least exposure with 67% reporting some to a lot and 13% reporting nothing.
- The southern region reported 75% had been exposed to a lot or some while 4% reported nothing.



- Women favored the popular vote 73% to 27% while men were 10 points lower with 63% to 37%.
- The more people voted the more they favored the electoral college

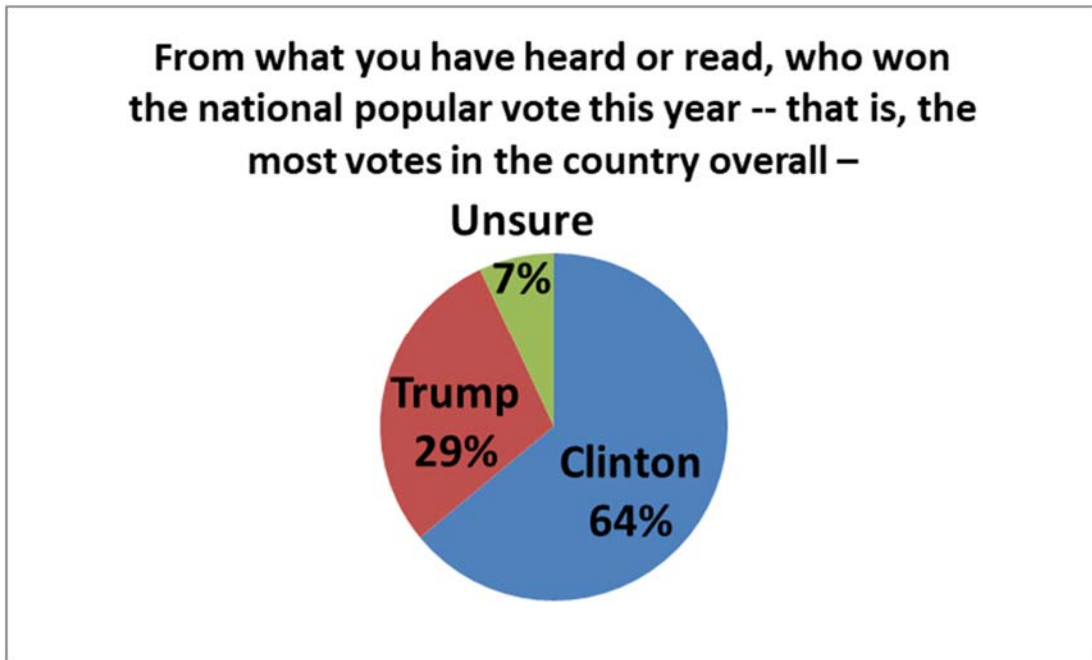
	Popular Vote	Electoral Vote
Every Election	63.1%	36.9%
Most Election	74.4%	25.6%
Just Major Elections	76.5%	23.5%
Only Occasionally	85.2%	14.8%

- Democrats favor the popular vote 89% to 11%
 - Independents favor the popular vote 70% to 30%
 - Republicans favor the electoral college 54% to 46%
- The more voters know about the Electoral College the more inclined they are to like it.

	Popular Vote	Electoral College
A lot	57.3%	42.7%
Some	71.6%	28.4%

Not Much	77.0%	23.0%
Nothing	82.3%	17.7%

- Voters who supported Trump in 2016 favor the Electoral College 53% to 47% while those who voted Clinton support the popular vote 90% to 10%.
- The northern region had the greatest support for the Electoral College +48 (74% to 26%)
- The central region had a +26 (63% to 37%)
- The southern region had a +36 (68% to 32%)



- Voters who said they vote at a higher rate were better able to identify Clinton as the winner of the popular vote.

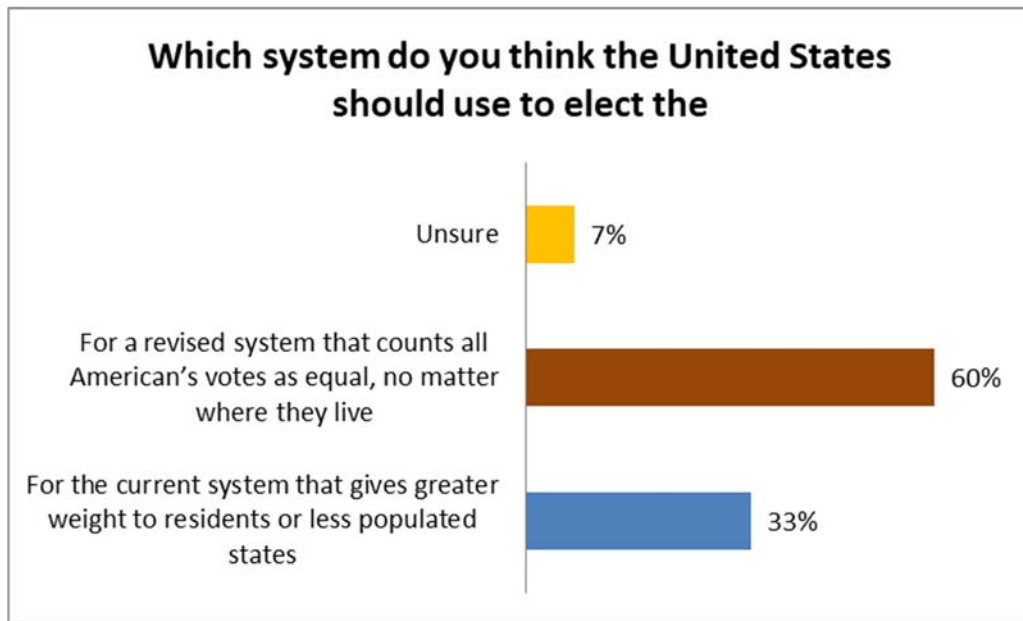
	Clinton	Trump
Every Election	66.9%	27.6%
Most Election	62.7%	28.5%
Just Major Elections	58.6%	30.6%
Only Occasionally	52.2%	37.1%

- 80% of Democrats said Clinton
- 69% of Independents said Clinton
- 45% of Republicans said Clinton, 47% said Trump

- Young voters were more likely to think Trump won.

	Clinton	Trump
18-34	56.6%	38.8%
35-54	66.9%	28.1%
55-74	68.9%	23.3%
75+	62.5%	22.0%

- The southern region was the most accurate with 71% saying Clinton won the popular vote
- The central region had 65% saying Clinton won
- The northern region was the least accurate with 57% reporting Clinton won



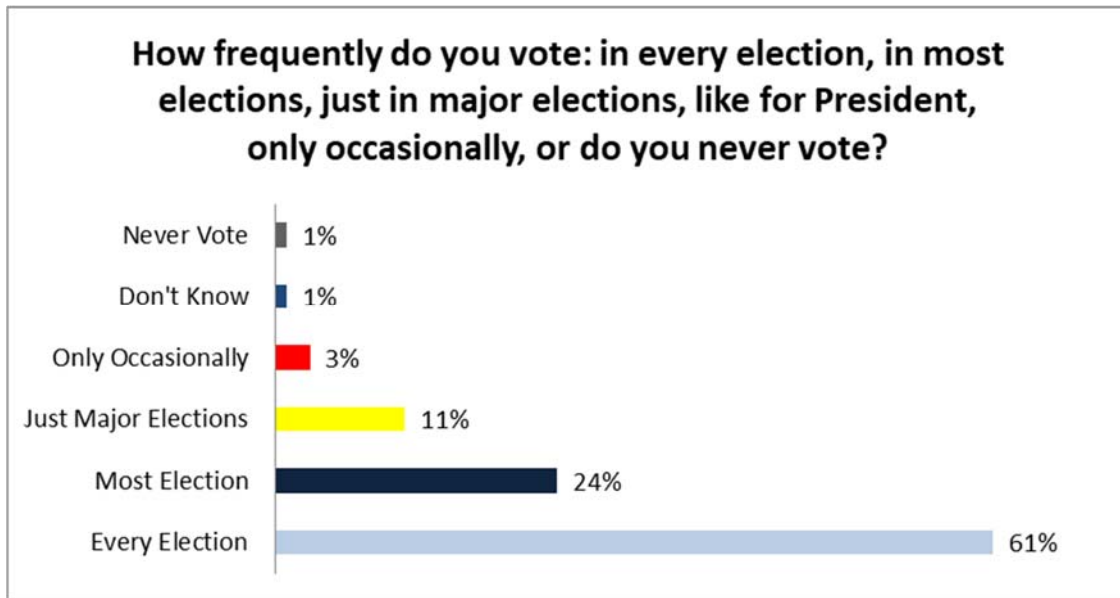
- Females were more supportive of the revised system with 65% support (27% wanted to keep current system). Men had 54% supports for a revised system and 41% said to keep it as is.
- Party affiliation was a significant factor in support of the revised system with Democrats and Independents supporting the revised system while Republican supported the current system.

	Current System	Revised System
Democrat	17.3%	77.3%
Republican	51.4%	38.9%
Independent/Other	30.4%	62.9%

- Voters who said they see or read a lot about the Electoral College were more supportive of the current system

	Current System	Revised System
A lot	48.6%	46.8%
Some	27.3%	66.1%
Not Much	20.3%	66.9%
Nothing	19.5%	71.0%

- 2016 Trump voters support the current system 50% to 41%
- 2016 Clinton voters support the revised system 79% to 15%



RESULTS

Voting Frequency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every Election	605	60.5	60.5	60.5
	Most Election	240	24.0	24.0	84.5
	Just Major Elections	112	11.2	11.2	95.7
	Only Occasionally	27	2.7	2.7	98.4
	Don't Know	6	.6	.6	99.0
	Never Vote	10	1.0	1.0	100.0
	Total	1000	100.0	100.0	

Shareholders v. BOD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shareholder vote	637	63.7	63.7	63.7
	BOD vote	363	36.3	36.3	100.0
	Total	1000	100.0	100.0	

Electoral College

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A lot	362	36.2	36.2	36.2
	Some	383	38.3	38.3	74.5
	Not Much	189	18.9	18.9	93.4
	Nothing	66	6.6	6.6	100.0
	Total	1000	100.0	100.0	

Popular Vote v. Electoral College

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Popular Vote	682	68.2	68.2	68.2
	Electoral College	318	31.8	31.8	100.0
	Total	1000	100.0	100.0	

Who won 2016 Popular vote

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Clinton	641	64.1	64.1	64.1
	Trump	288	28.8	28.8	92.9
	Unsure	71	7.1	7.1	100.0
	Total	1000	100.0	100.0	

System Preference

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Current System	332	33.2	33.2	33.2
	Revised System	596	59.6	59.6	92.7
	Unsure	73	7.3	7.3	100.0
	Total	1000	100.0	100.0	

Appendix; Counties per region

North Florida

Alachua - Gainesville - High Springs
Baker - Macclenny - Glen St Mary
Bay - Panama City
Bradford - Starke
Calhoun - Blountstown - Kinard
Clay - Orange Park - Keystone Heights
Columbia - Lake City
Dixie - Cross City
Duval - Jacksonville - Neptune Beach
Escambia - Pensacola
Flagler - Beverly Beach - Flagler Beach - Palm Coast
Franklin - Apalachicola - Carrabelle - St George Island
Gadsden - Greensboro - Quincy
Gilchrist - Trenton
Gulf - Port St. Joe - Mexico Beach
Hamilton - Jasper - Jennings
Holmes - Graceville - Bonifay
Jackson - Marianna - Graceville
Jefferson - Monticello
Lafayette - Mayo
Leon - Tallahassee
Levy - Chiefland
Liberty
Madison - Madison - Greenville
Nassau - Fernandina Beach - Amelia Island
Okaloosa - Destin - Fort Walton Beach
Putnam - Interlachen - Palatka
Santa Rosa - Gulf Breeze - Navarre
St Johns - St Augustine
Suwannee - Live Oak
Taylor - Perry
Union - Lake Butler
Wakulla - Crawfordville
Walton - De Funiak Springs - Seagrove
Washington - Chipley

Central Florida

Brevard - Melbourne - Merritt Island - Palm Bay
Citrus - Inverness - Homosassa Springs
De Soto - Arcadia - Fort Ogden
Hardee - Wauchula - Zolfo Springs
Hernando - Spring Hill
Highlands - Avon Park - Lake Placid - Lorida - Sebring - Venus
Hillsborough - Brandon - Plant City - Tampa - Ybor City
Indian River - Indian River Shores - Wabasso Beach
Lake - Clermont - Leesburg - Eustis
Manatee - Anna Maria - Bradenton - Longboat Key
Marion - Ocala
Martin - Hobe Sound - Indiantown - Port Mayaca
Okeechobee - Okeechobee
Orange - Lake Buena Vista - Orlando - Winter Park
Osceola - Kissimmee
Pasco - Bayonet Point - Port Richey - Zephyrhills
Pinellas - Clearwater - Dunedin - Largo - Palm Harbor - St. Petersburg
Polk - Bartow - Lakeland - Pembroke - Winter Haven
Sarasota - Sarasota
Seminole - Altamonte Springs - Casselberry - Sanford - Winter Springs
St. Lucie - Fort Pierce - Port St. Lucie
Sumter - Bushnell
Volusia - Daytona Beach - Deltona - Ormond Beach - Port Orange

South Florida

Broward - Coral Springs - Fort Lauderdale - Hollywood - Pompano Beach
Charlotte - Port Charlotte - Punta Gorda
Collier - Immokalee - Naples
Glades - Palmdale
Hendry - Clewiston
Lee - Cape Coral - Fort Myers
Miami-Dade - Hialeah - Homestead - Miami - Miami Beach
Monroe - Key West
Palm Beach - Boca Raton - Delray Beach - Jupiter - West Palm Beach