

THE MORRIS LEATHERMAN COMPANY
 3128 Dean Court
 Minneapolis, Minnesota 55416

City of Minneapolis
 Election Survey
 FINAL NOVEMBER 2013

Hello, I'm _____ of the Morris Leatherman Company, a polling firm located in Minneapolis. We have been retained by the City of Minneapolis to speak with a random sample of residents about this November's city election. I want to assure you that all individual responses will be held strictly confidential; only summaries of the entire sample will be reported.

- A. Do you live in the City of Minneapolis and are you registered to vote? YES.....CONTINUE
 NO.....THANK & TERMINATE
1. Did you vote in the recent Minneapolis city elections? YES.....62%
 NO.....39%
 DON'T KNOW/REFUSED....0%

IF "NO" GO TO QUESTION #29:

IF "YES" IN QUESTION #1, ASK: (n=800)

2. Did you vote in person or absentee? IN-PERSON.....92%
 ABSENTEE.....8%
 DON'T KNOW.....0%
 REFUSED.....0%
3. Before you voted, did you know you would be asked to rank your vote choices? YES.....92%
 NO.....8%
 DON'T KNOW.....0%
 REFUSED.....0%

IF "YES," ASK: (n=735)

How did you learn about ranked choice voting?

	YES	NO	DKR
4. Newspaper?	74%	26%	0%
5. Minneapolis website?	24%	76%	0%
6. Mailed brochure?	65%	35%	0%
7. Neighbor, friend or relative?	43%	57%	0%
8. Television news?	69%	31%	0%
9. Radio news?	28%	72%	0%
10. Door to door?	12%	88%	0%
11. Something else?	8%	92%	0%

12. Prior to voting, would you say your level of understanding of how ranked choice voting functions was perfectly well, fairly well, not entirely understood or not at all understood? PERFECTLY WELL.....44% FAIRLY WELL.....37% NOT ENTIRELY.....13% NOT AT ALL.....6% DON'T KNOW.....0% REFUSED.....0%
13. In your personal opinion, did you find the election judges explanation of ranked choice voting very helpful, somewhat helpful, not very helpful or not at all helpful when you cast your ballot? VERY HELPFUL.....42% SOMEWHAT HELPFUL.....38% NOT VERY HELPFUL.....8% NOT AT ALL HELPFUL....3% DON'T KNOW.....8% REFUSED.....0%
14. Did you actually rank any candidates after your first choice or did you only vote for your first choice? RANKED SOME.....82% FIRST CHOICE ONLY....18% DON'T KNOW.....0% REFUSED.....0%

IF "RANKED SOME," ASK: (n=656)

15. In your opinion, was it simple or difficult to rank your choices on the ballot? SIMPLE.....87% DIFFICULT.....12% DON'T KNOW.....0% REFUSED.....1%

IF "FIRST CHOICE ONLY" IN QUESTION #14, ASK: (n=142)

Why did you not rank your vote choice?

	YES	NO	DKR
16. I didn't know enough about the other candidates?	61%	39%	0%
17. None of the other candidates were acceptable?	36%	63%	1%
18. I will always pick one candidate?	47%	53%	0%
19. I didn't know I could rank candidates?	12%	88%	0%
20. I didn't understand that part of the ballot?	35%	65%	0%
21. I wanted to give an advantage to my favorite candidate?	38%	58%	4%
22. Some other reason?	9%	92%	0%

23. What is your opinion of the ranked choice voting system?
 A) I prefer ranked choice voting to traditional voting in a primary or general election;
 B) I prefer the traditional voting system; OR
 C) It doesn't matter to me which system is used?

STATEMENT A.....39%
 STATEMENT B.....41%
 STATEMENT C.....17%
 DON'T KNOW.....3%
 REFUSED.....0%

IF "STATEMENT B," ASK: (n=331)

Automated tabulating equipment is not certified to be used in Minnesota. This meant final results in all races were not known until the Friday following the election.

24. If there were no such delay in announcing the winners of a ranked choice voting election, would you then change your opinion about ranked voice voting?
25. Are you very confident, confident, not entirely confident, or not confident at all that votes were counted accurately using ranked choice voting?
26. Do you think ranked choice voting should be used in future municipal elections?

YES.....8%
 NO.....86%
 DON'T KNOW.....6%
 REFUSED.....0%

VERY CONFIDENT.....30%
 CONFIDENT.....47%
 NOT ENTIRELY CONFIDENT...15%
 NOT CONFIDENT AT ALL..4%
 DON'T KNOW.....3%
 REFUSED.....0%

YES.....53%
 NO.....37%
 DON'T KNOW.....11%
 REFUSED.....0%

Suppose the outcome of this election had resulted in a different winner than there would have been in a traditional primary and general election.

27. Which of the following best describes your opinion if this happened?

A) I would prefer the ranked choice voting result because it is more accurate;	STATEMENT A.....37%
B) I would prefer the traditional primary and general election result, because it is tried and true; OR	STATEMENT B.....41%
C) I wouldn't care which system were used.	STATEMENT C.....19%
	DON'T KNOW.....3%
	REFUSED.....0%

28. Would you say you were a regular voter, occasional voter, or you've never voted in past municipal elections?

REGULAR VOTER.....95%
OCCASIONAL VOTER.....5%
NEVER VOTED.....0%
FIRST TIME COULD VOTE.0%
DON'T KNOW.....0%
REFUSED.....0%

GO TO QUESTION #46:

IF "NO" IN QUESTION #1, ASK: (n=500)

29. Why did you not vote in this year's municipal election, was it because you:

A) just didn't have time;	STATEMENT A.....33%
B) forgot about the election;	STATEMENT B.....11%
C) don't care for the ranked choice method of voting; OR	STATEMENT C.....12%
D) don't care much about voting in municipal elections?	STATEMENT D.....28%
	ELSE (VOL.).....16%
	DON'T KNOW.....0%
	REFUSED.....0%

30. Did you know this election would use the ranked choice method of voting?

YES.....63%
NO.....37%
DON'T KNOW.....0%
REFUSED.....0%

IF "YES," ASK: (n=313)

How did you learn about ranked choice voting?

	YES	NO	DKR
31. Newspaper?	72%	28%	0%
32. Minneapolis website?	11%	89%	0%

	YES	NO	DKR
33. Mailed brochure?	64%	36%	0%
34. Neighbor, friend or relative?	45%	55%	0%
35. Television news?	65%	36%	0%
36. Radio news?	26%	74%	0%
37. Door to door?	11%	90%	0%
38. Something else?	5%	95%	0%
39. Based on what you know, would you say it would be simple or difficult to rank your choices on the ballot?	SIMPLE.....33%	DIFFICULT.....37%	DON'T KNOW.....29%
			REFUSED.....1%
40. What is your opinion of the ranked choice voting system? A) I prefer ranked choice voting to traditional voting in a primary or general election; B) I prefer the traditional voting system; OR C) It doesn't matter to me which system is used?	STATEMENT A.....9%	STATEMENT B.....57%	STATEMENT C.....20%
			DON'T KNOW.....14%
			REFUSED.....1%
41. Personally, would you say ranked choice voting is very fair, fair, probably not fair or not at all fair?	VERY FAIR.....7%	FAIR.....36%	PROBABLY NOT FAIR....21%
			NOT AT ALL FAIR.....7%
			DON'T KNOW.....28%
			REFUSED.....1%
42. Are you very confident, confident, not entirely confident, or not confident at all that votes were counted accurately using ranked choice voting?	VERY CONFIDENT.....8%	CONFIDENT.....34%	NOT ENTIRELY CONFIDENT...26%
			NOT CONFIDENT AT ALL..7%
			DON'T KNOW.....23%
			REFUSED.....1%
43. Do you think ranked choice voting should be used in future municipal elections?	YES.....19%	NO.....49%	DON'T KNOW.....31%
			REFUSED.....1%

IF "NO," ASK: (n=246)

Automated tabulating equipment is not certified to be used in Minnesota. This meant final results in all races were not known until the Friday following the election.

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|-----|---|--------------------------|
| 44. | If there were no such delay in announcing the winners of a ranked choice voting election, would you then change your opinion about ranked voice voting? | YES.....9% |
| | | NO.....85% |
| | | DON'T KNOW.....7% |
| | | REFUSED.....0% |
| 45. | Would you say you are very likely, likely, probably not likely or not at all likely to vote in future Minneapolis municipal election? | VERY LIKELY.....23% |
| | | LIKELY.....35% |
| | | PROBABLY NOT LIKELY..20% |
| | | NOT AT ALL LIKELY....13% |
| | | DON'T KNOW.....8% |
| | | REFUSED.....1% |

ASK EVERYONE:

Now, a few more questions for statistical purposes....

- | | | |
|-----|---|--------------------------|
| 46. | What age group are you a member of? (READ CATEGORIES) | 18-24.....9% |
| | | 25-34.....14% |
| | | 35-44.....22% |
| | | 45-54.....22% |
| | | 55-64.....17% |
| | | 65 AND OVER.....17% |
| | | DON'T KNOW.....0% |
| | | REFUSED.....0% |
| 47. | What is the last grade of formal education you completed? | HIGH SCHOOL OR LESS...3% |
| | | HIGH SCHOOL GRADUATE.21% |
| | | VO-TECH/TECH COLLEGE.11% |
| | | SOME COLLEGE.....18% |
| | | COLLEGE GRADUATE.....36% |
| | | POST-GRADUATE.....10% |
| | | DON'T KNOW.....0% |
| | | REFUSED.....1% |

48.	Which of the following categories represents your ethnicity - Caucasian, African-American, Hispanic Latino, Asian-Pacific Islander, American Indian, or something else? (IF "SOMETHING ELSE," ASK:) What would that be?	CAUCASIAN.....65% AFRICAN-AMERICAN.....17% HISPANIC-LATINO.....8% ASIAN-PACIFIC ISLANDE.5% AMERICAN INDIAN.....2% SOMETHING ELSE.....1% MIXED/BI-RACIAL.....2% DON'T KNOW.....0% REFUSED.....0%
49.	Is your household telephone service by land line only, cell phone only, or both land line and cell phone?	LAND LINE ONLY.....15% CELL PHONE ONLY.....26% BOTH LAND/CELL.....59% DON'T KNOW/REFUSED....1%
50.	What is your zipcode?	55401.....2% 55402.....1% 55403.....3% 55404.....5% 55405.....3% 55406.....10% 55407.....9% 55408.....5% 55409.....4% 55410.....7% 55411.....5% 55412.....7% 55413.....2% 55414.....5% 55415.....1% 55416.....3% 55417.....8% 55418.....8% 55419.....9% 55430.....2% 55454.....1% 55455.....1%

Finally,

51.	Would you please tell me the	UNDER \$15,000.....6%
	range which best represents the	\$15,000 TO \$25,000....9%
	total yearly income, before taxes,	\$25,001 TO \$35,000...15%
	of all immediate family living in	\$35,001 TO \$50,000...22%
	your household? (READ CATEGORIES)	\$50,001 TO \$75,000...22%
		\$75,001 TO \$100,000..10%
		OVER \$100,000.....6%
		DON'T KNOW.....1%
		REFUSED.....10%
52.	Gender (BY OBSERVATION)	MALE.....49%
		FEMALE.....51%

**CITY OF MINNEAPOLIS
RANKED CHOICE VOTING ELECTION JUDGE QUESTIONNAIRE
(n=1106)**

The City of Minneapolis would like to thank you again for serving as an election judge. Because this was the second time we used Ranked Choice Voting, we would like to ask you a few questions about the voting process. Your answers are confidential and reporting of the results will in no way be traced back to you. We have retained a local market and research firm to compile the results of the questionnaires and report back to the City to ensure confidentiality. And, of course, your participation is entirely voluntary. Again, thank you for all you do for the City of Minneapolis.

To answer the questions, just enter a check mark next to the response to the question that you personally think best answers the question.

1. After your experience today, how would you rate your training for the ranked choice voting election? Was it?

- 1. Excellent.....42%
- 2. Pretty Good.....49%
- 3. Only Fair.....6%
- 4. Poor.....1%
- 5. Don't Know/Can't Say For Sure.....1%
- 6. Rather Not Answer.....1%

2. In your opinion, how would you rate how knowledgeable voters were about ranked choice voting before they entered the polling place? Were they?

- 1. Very Knowledgeable.....18%
- 2. Knowledgeable.....61%
- 3. Not Very Knowledgeable.....12%
- 4. Not at all Knowledgeable.....1%
- 5. Don't Know/Can't Say For Sure.....8%
- 6. Rather Not Answer.....1%

3. Did voters want to engage you in a discussion about the pros and cons of ranked choice voting at the polling place?

- 1. Yes25%
- 2. No.....70%
- 3. Don't know/Can't Remember.....4%
- 4. Rather not Answer.....1%

4a. In your personal estimation, did voters need more time to complete ranked choice voting ballots than traditional ballots?

- 1. Yes39%
- 2. No.....38%
- 3. Don't know/Can't Remember.....23%
- 4. Rather Not Answer.....1%

*IF YOU ANSWERED YES TO THE PREVIOUS QUESTION, PLEASE ANSWER THE NEXT QUESTION. IF YOU ANSWERED NO OR COULDN'T SAY OR DIDN'T ANSWER, PLEASE GO TO QUESTION 5.
(n=427)*

4b. Why do you think voters needed more time? (RANK UP TO THREE CHOICES OF MOST SIGNIFICANT FACTORS!)

- 1. First time learning a new way to vote.....58%
- 2. RCV just seems to take more time.....57%
- 3. The number of candidates on the ballot this year.....75%
- 4. Don't Know/Can't Say For Sure.....5%
- 5. Rather Not Answer.....1%

5. All things considered, were you able to do your normal duties as a judge such as registering new voters and checking names to see if the voter is registered, plus answering questions about ranked choice voting?

- 1. Yes, I was able to do both jobs.....88%
- 2. No, we needed more judges to do both jobs.....3%
- 3. Don't Know/Can't Say For Sure.....7%
- 4. Rather Not Answer.....2%

6. Would you say you were asked more questions from voters about how to fill out the ballot or how votes will be counted or did you get about an equal numbers of questions?

- 1. More questions about how to fill out ballots.....27%
- 2. More questions how votes will be counted.....12%
- 3. Equal number of questions about filling out ballots and how votes counted.....29%
- 4. Don't Know/Can't Say For Sure.....28%
- 5. Rather Not Answer.....3%
- 6. Not Asked Any Questions (Volunteered).....2%

7. What should we know from you that we did not ask?

NOTHING.....	73%
Ranked Choice Voting is too confusing.....	2%
A lot of spoiled ballots due to filling out improperly.....	2%
Strong dislike from judges about Ranked Choice Voting.....	2%
Mailed sample ballot helped a lot.....	3%
Most voters thought Ranked Choice Voting is simple.....	3%
Too many Mayoral candidates.....	2%
Park and Recreation was too confusing.....	2%
A lot of questions on how Ranked Choice Voting is counted.....	2%
Need to organize voting rooms better.....	2%
Scattered.....	7%

THE MORRIS LEATHERMAN COMPANY
3128 Dean Court
Minneapolis, Minnesota 55416

Minneapolis Candidate
MAILED SURVEY
FINAL DECEMBER 2014

(N=37)

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|--|--|
| 1. Generally, do you think ranked choice voting negatively or positively impacted your campaign or had little or no impact on your campaign? | NEGATIVELY.....30%
POSITIVELY.....32%
LITTLE OR NO IMPACT....32%
DON'T KNOW.....5%
RATHER NOT ANSWER.....0% |
| 2. Do you think ranked choice voting was an advantage or disadvantage to your candidacy? | ADVANTAGE.....41%
DISADVANTAGE.....32%
DON'T KNOW.....19%
RATHER NOT ANSWER.....0%
NEITHER (VOL.).....8% |
| 3. Do you think ranked choice voting was an advantage or disadvantage to your political party? | ADVANTAGE.....19%
DISADVANTAGE.....32%
NOT AFFILIATED.....19%
DON'T KNOW.....30%
RATHER NOT ANSWER.....0% |
| 4. Did your campaign strategy change because of ranked choice voting? | YES.....65%
NO.....35%
DON'T KNOW.....0%
RATHER NOT ANSWER.....0% |
| 5. Are you very confident, confident, not entirely confident, or not confident at all that votes were counted accurately using ranked choice voting? | VERY CONFIDENT.....30%
CONFIDENT.....43%
NOT ENTIRELY CONFIDENT.16%
NOT CONFIDENT AT ALL....5%
DON'T KNOW.....5%
RATHER NOT ANSWER.....0% |
| 6. What is your opinion of the ranked choice voting system:
A) I prefer ranked choice voting to the traditional voting in a primary or general election;
B) I prefer the traditional voting system; OR
C) It doesn't matter to me which system is used? | STATEMENT A.....32%
STATEMENT B.....62%
STATEMENT C.....5%
DON'T KNOW.....0%
RATHER NOT ANSWER.....0% |

Suppose the outcome of this election had resulted in a different winner than there would have been in a traditional primary and general election.

- | | |
|--|--------------------------|
| 7. Which of the following best describes your opinion if this happened: | STATEMENT A.....30% |
| A) I would prefer ranked choice voting because it is more accurate; | STATEMENT B.....46% |
| B) I would prefer the traditional primary and general election result, because it is tried and true; OR | STATEMENT C.....8% |
| C) I wouldn't care which system were used? | DON'T KNOW.....14% |
| | RATHER NOT ANSWER.....3% |
| 8. Do you think ranked choice voting is a very fair, fair, not too fair or not at all fair method of counting ballots for an election? | VERY FAIR.....22% |
| | FAIR.....27% |
| | NOT TOO FAIR.....16% |
| | NOT AT ALL FAIR.....19% |
| | DON'T KNOW.....11% |
| | REFUSED.....5% |
| 9. Do you think ranked choice voting should be used in future municipal elections? | YES.....41% |
| | NO.....49% |
| | DON'T KNOW.....8% |
| | RATHER NOT ANSWER.....3% |