

# Exit Poll

## Election Day November 8<sup>th</sup> 2016

A focus on schools

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Saint Michael's College

Special thanks to the 12 SBHS volunteers

# Methodology

- Exit poll, November 8<sup>th</sup>, 2016 at all four polling stations
- 50 questions, with suggestions by various members of the City staff and School Board
  - Most were related to City planning issues; just 6 to the schools
- 36 interviewers, 24 from SMC, and 12 volunteers from SBHS
- Interviews lasted 5 to 7 minutes—7 AM to 7 PM
- 572 completed—interviewers estimate 25% to 50% refusals

# Weaknesses of exit polls

- Cannot represent non-voters who generally have lower levels of education, are less civically engaged, and disproportionately young
- Cannot represent early voters. This year, SB had 35% early voters who tended to be significantly older\*
  - 7-1 Orchard: age 58 vs 48 for Nov 8<sup>th</sup> voters
  - 7-2 SouthEast Quad: age 55 vs 49 for Nov 8<sup>th</sup> voters
  - 7-3 Head/Kennedy District: age 59 vs 44 for Nov 8<sup>th</sup> voters
  - 7-4 Chamberlin: age 60 vs 48 for Nov 8<sup>th</sup> voters

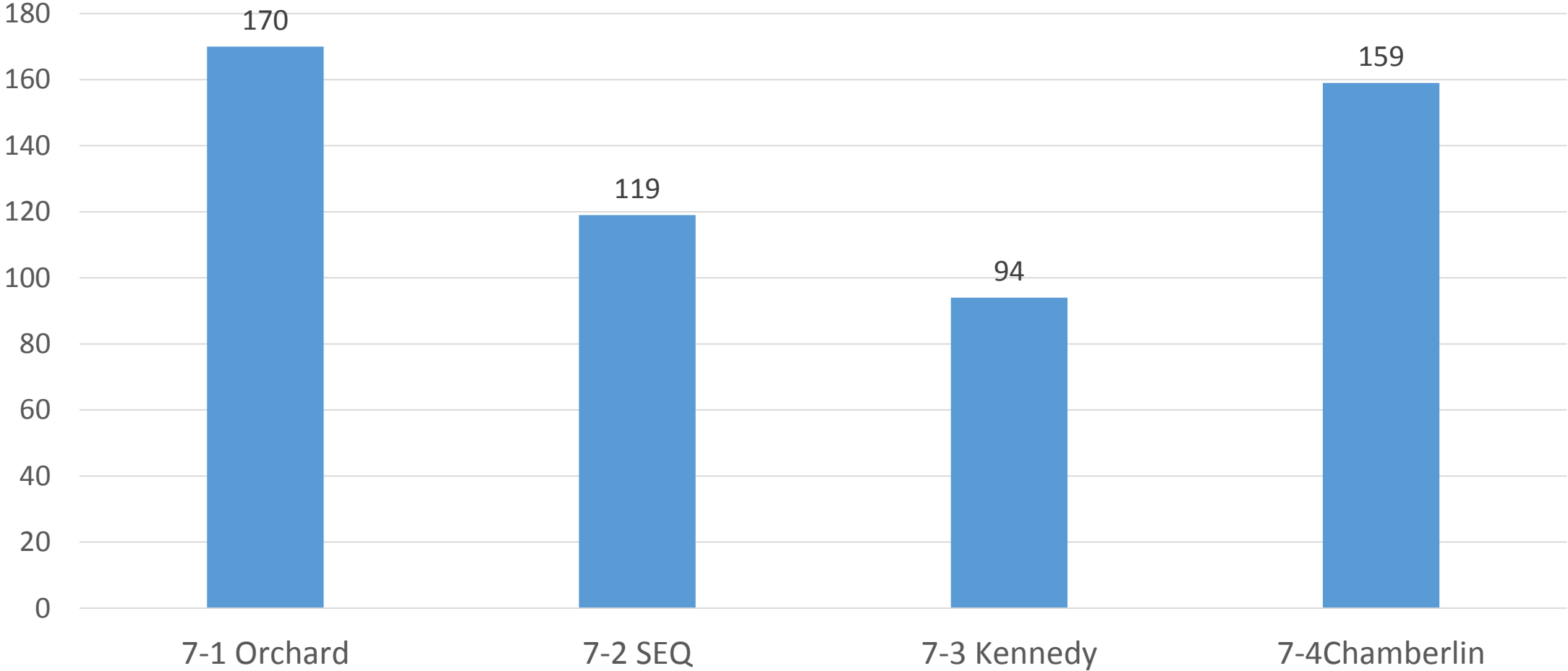
\* Data from official SB voter records

# Weakness of exit polls

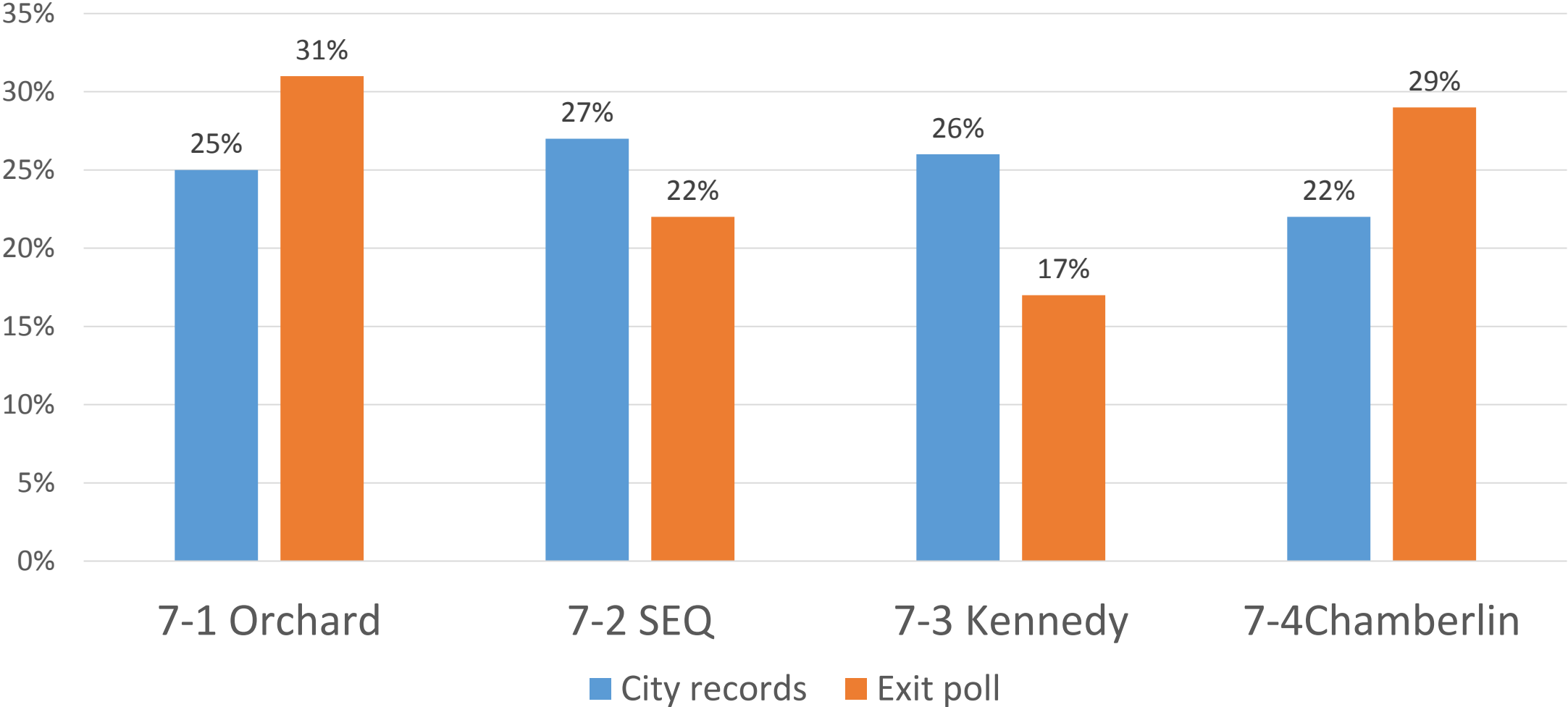
- Exit polls cannot be as verifiably representative as a perfectly executed simple random sample
  - Two examples of an imperfect sample
    - Our interviewers seemed to favor older voters
    - Our interviewers captured higher ratios of voters at the Orchard and Chamberlin voting sites.

# Number of November 8<sup>th</sup> voters in our survey = 572

Note that interviewer lapses caused 30 missing precinct assignments

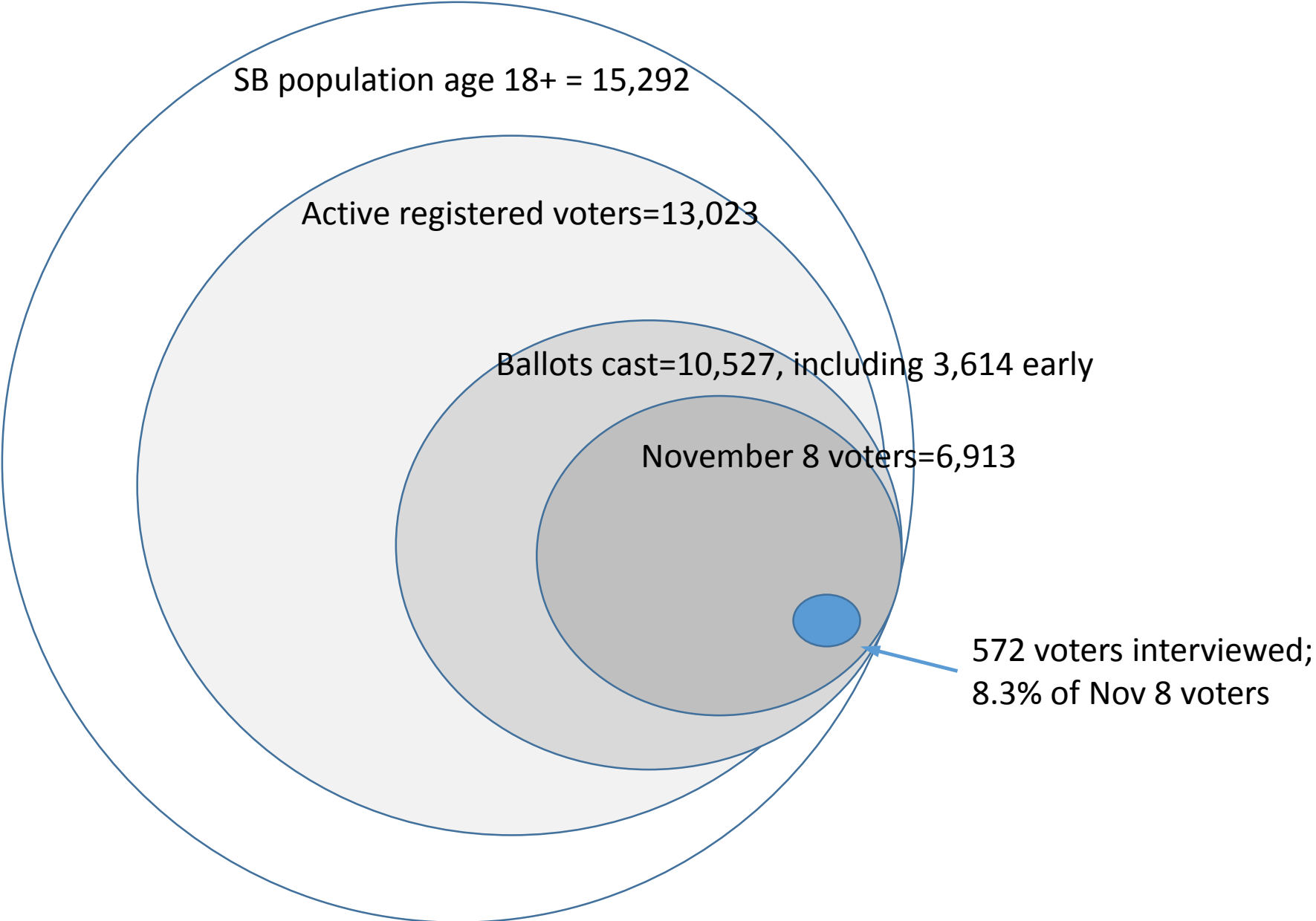


# Precinct comparisons: Officials vote totals vs exit poll



# Strength of exit polls

- People who vote are more likely to be engaged and interested in the community than non-voters
  - Their opinions carry the most weight in deciding governance issues
- High response rates
- Fairly easy to secure large numbers
- Inexpensive (no cost in this case)
- Educational value for both interviewers and respondents
- Fosters civic spirit



SB population age 18+ = 15,292

Active registered voters=13,023

Ballots cast=10,527, including 3,614 early

November 8 voters=6,913

572 voters interviewed;  
8.3% of Nov 8 voters



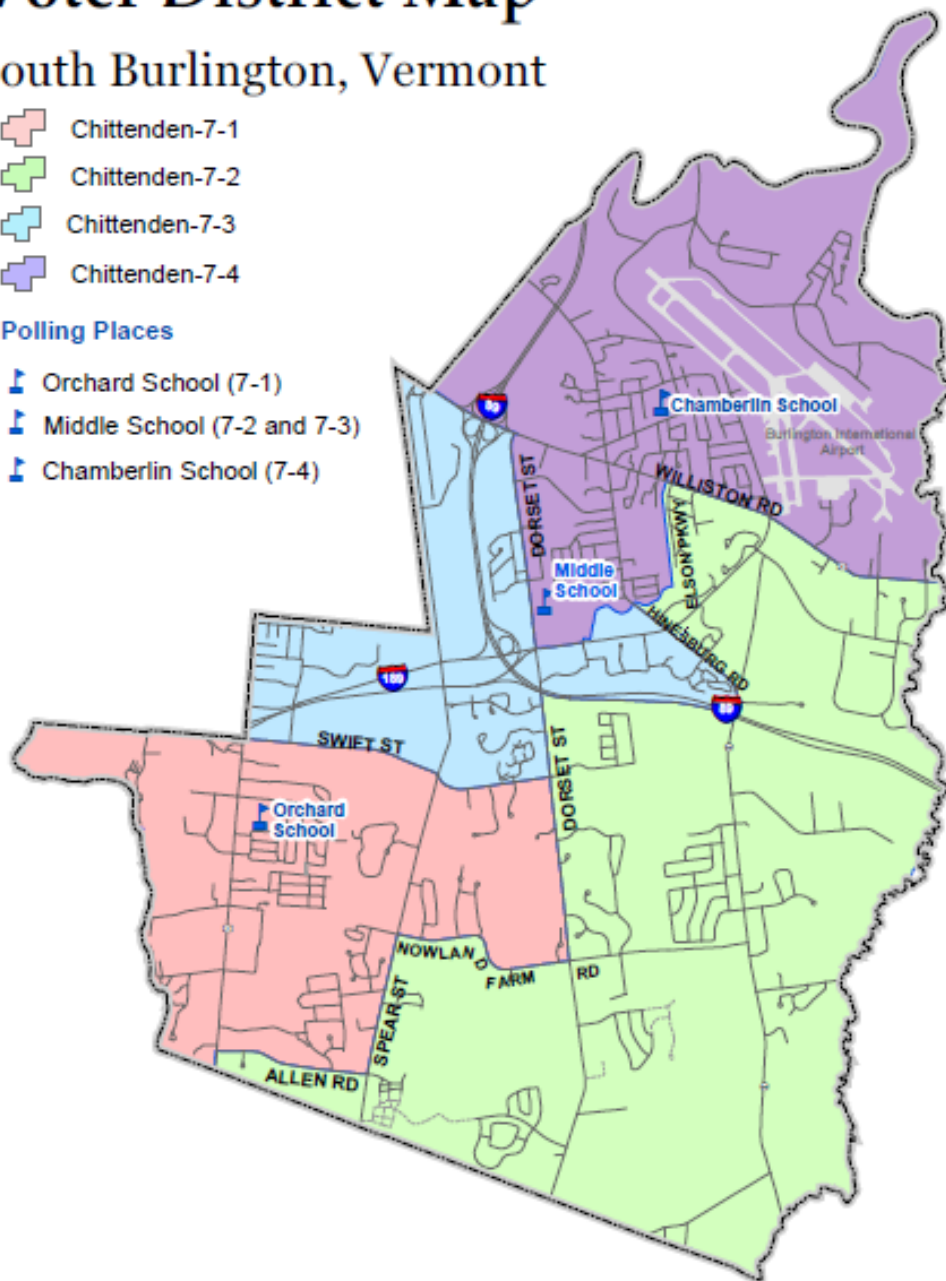
# Voter District Map

## South Burlington, Vermont

- Chittenden-7-1
- Chittenden-7-2
- Chittenden-7-3
- Chittenden-7-4

### Polling Places

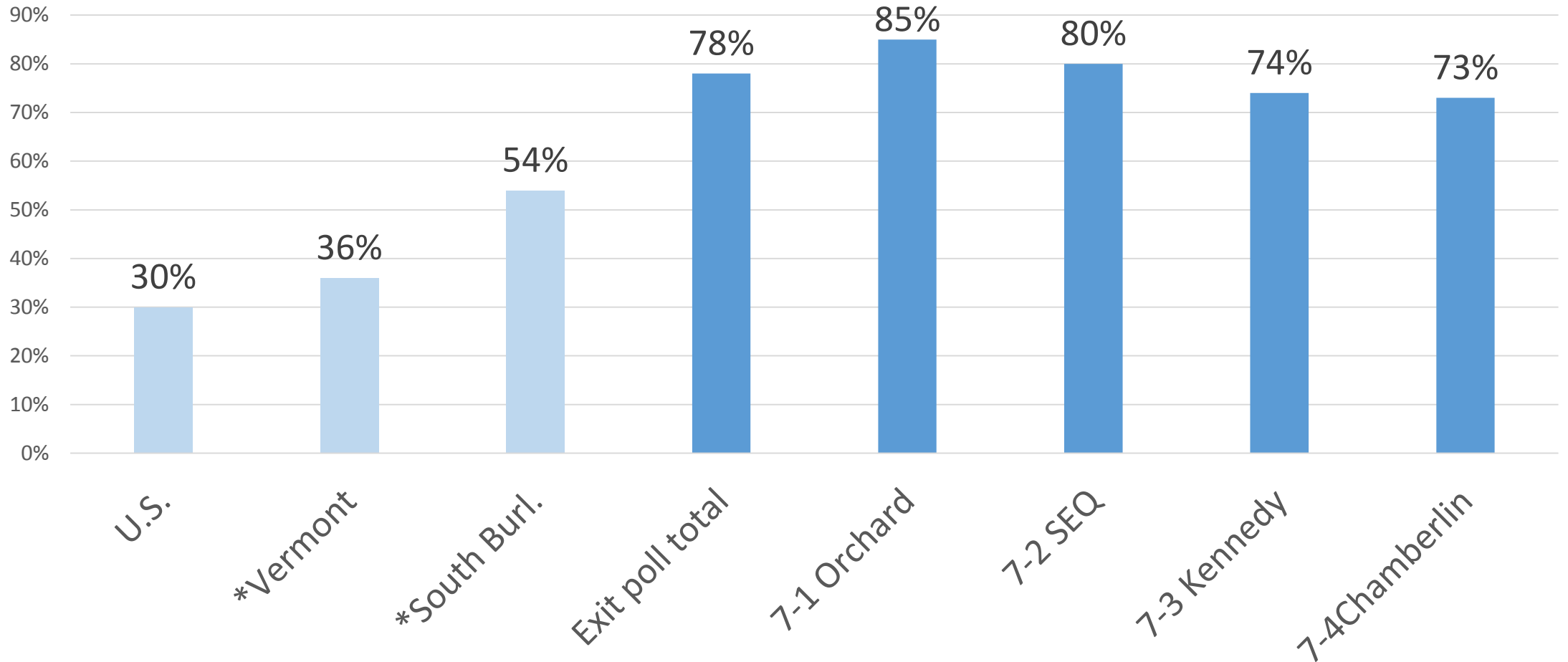
- Orchard School (7-1)
- Middle School (7-2 and 7-3)
- Chamberlin School (7-4)



A glimpse of our voters

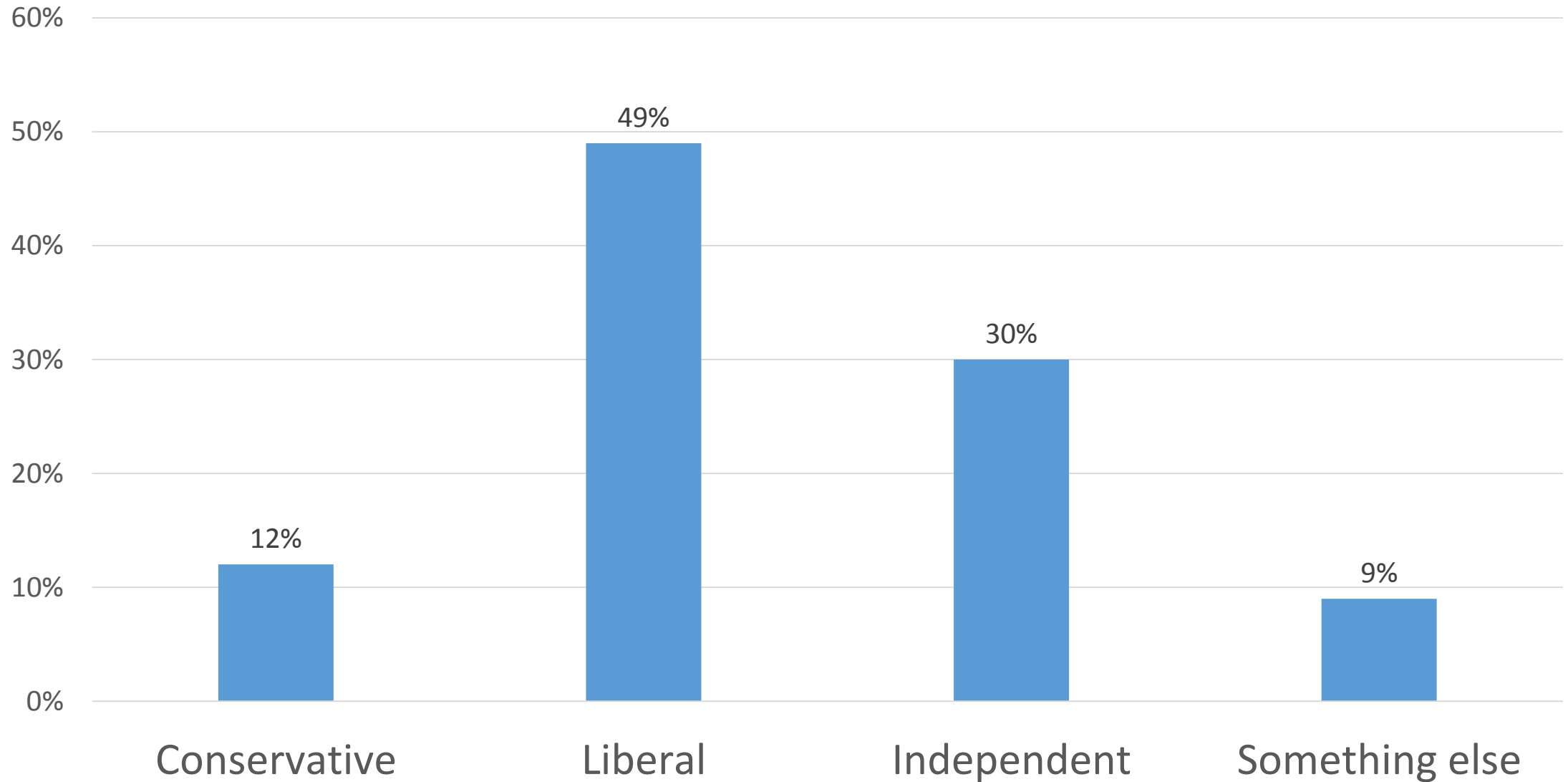
# Educational Achievement: percent with a BA+

For the population over age 25. Differences between precincts are statistically significant



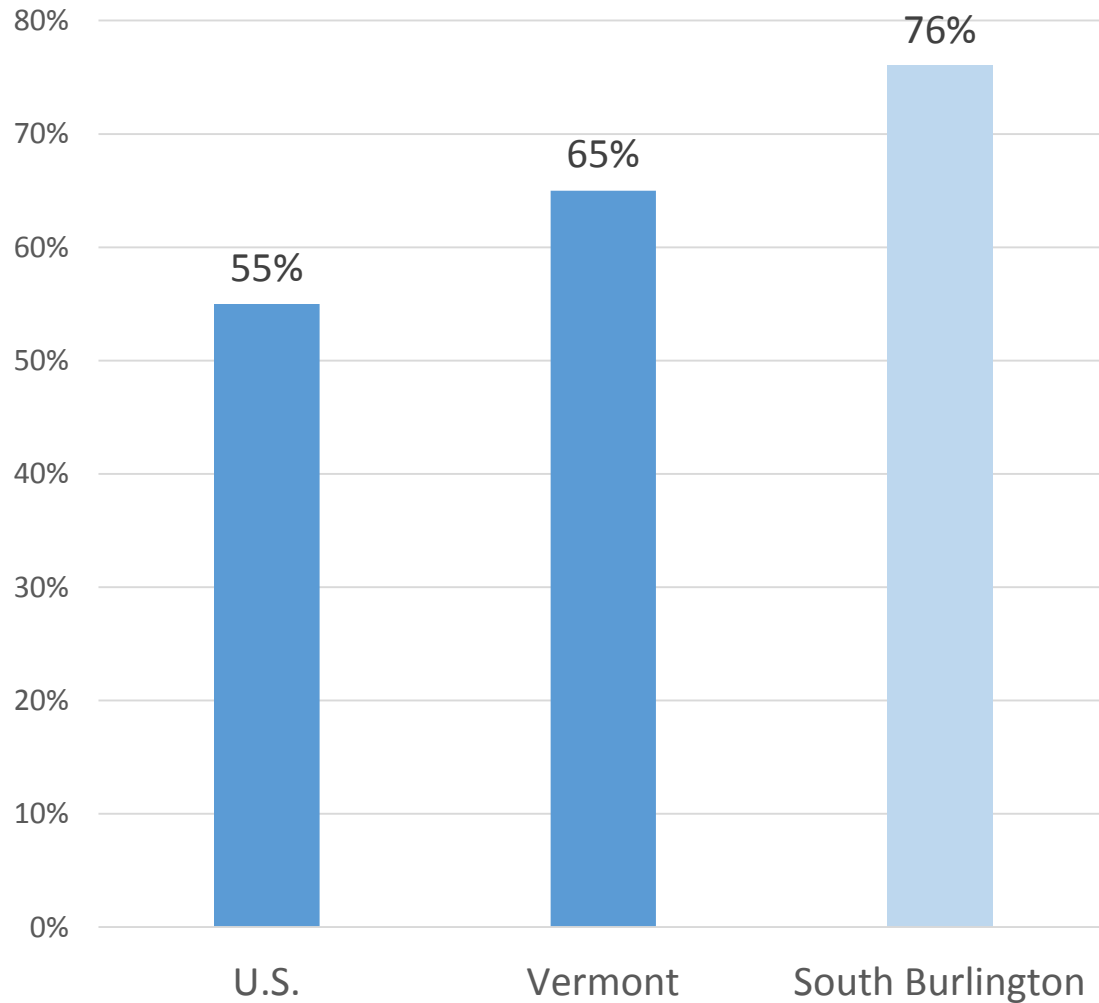
\*Vermont and South Burlington figures are from the Census ACS, 2011-2015.

# Self described political ideology

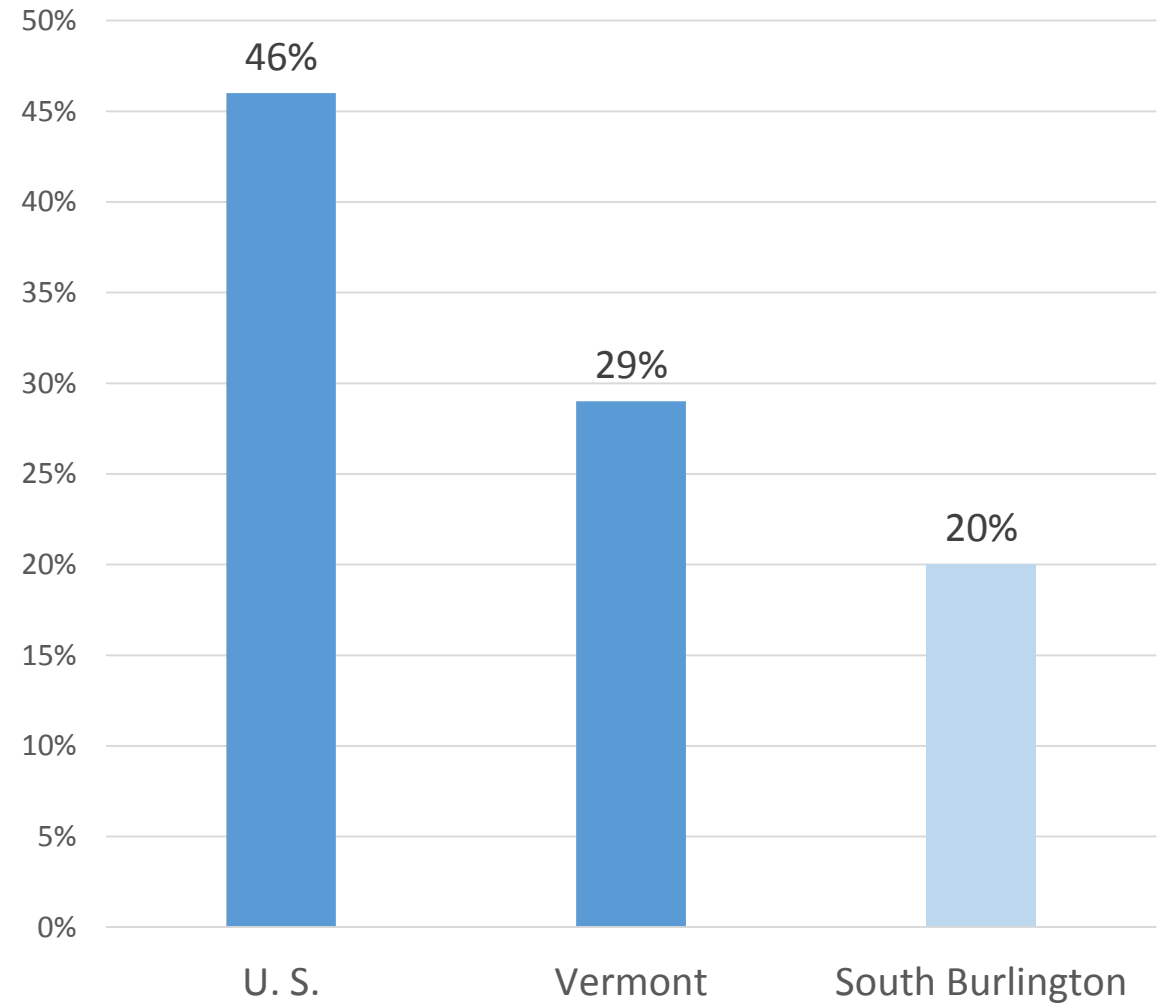


# Voting comparisons for South Burlington

## Voter turnout



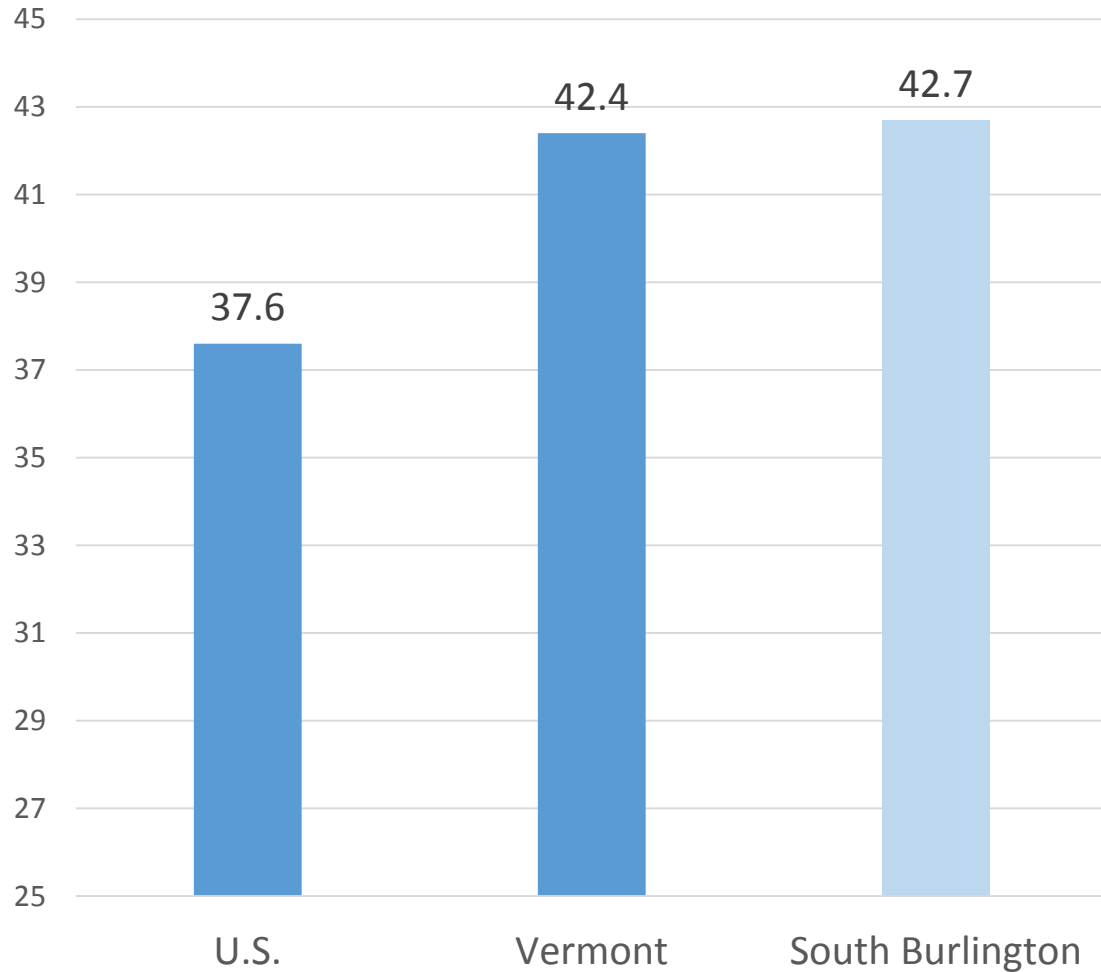
## Supported President Elect Trump



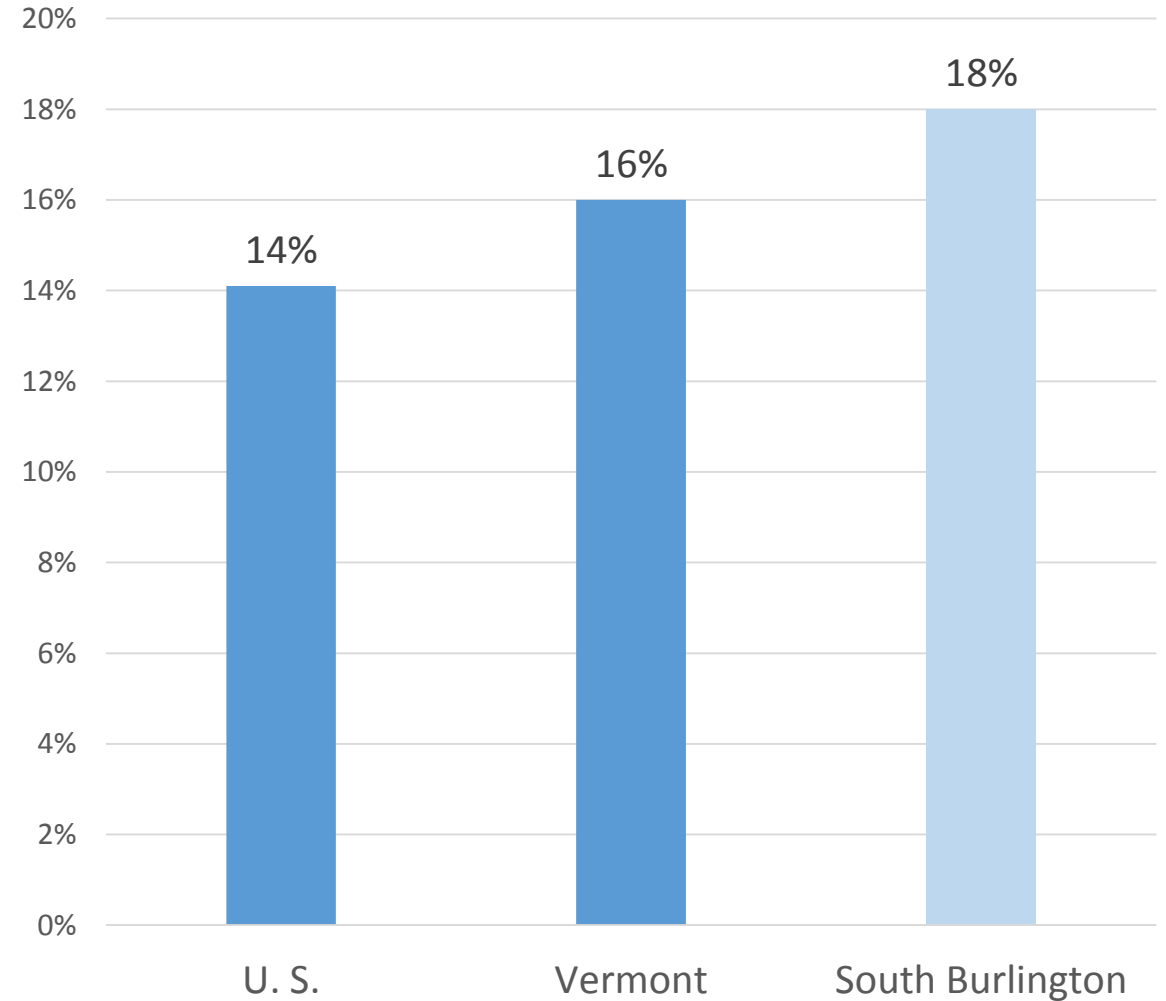
U.S., Vermont and South Burlington figures are from the Census ACS, 2010-2015

# Two measures of age composition

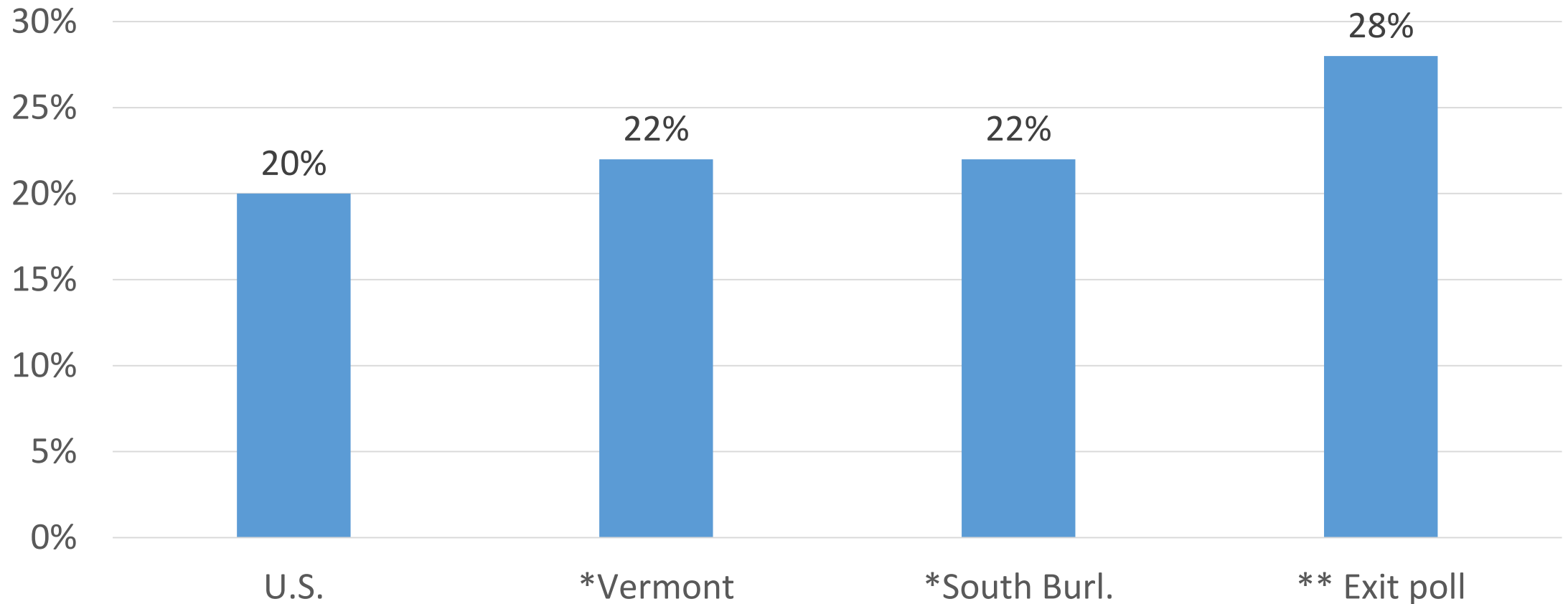
## Median age



## % of the overall population age 65+



# Age distribution *of the voting age* population: Percent over 65

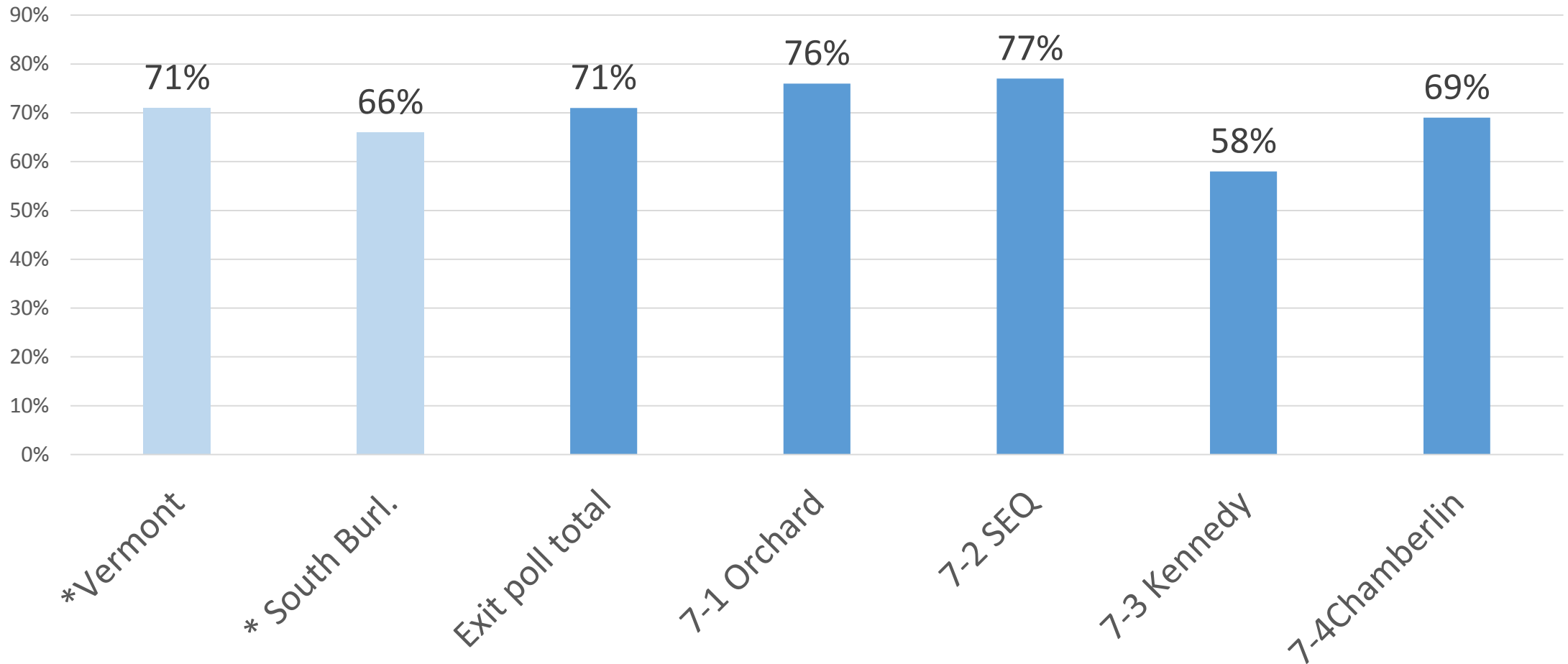


\*Vermont and South Burlington figures are from the Census ACC 2010-2015

\*\*Seems to be an oversample of about 25 age 65+ voters. Early voters are older too.

# Percent who own their own home (vs rent)

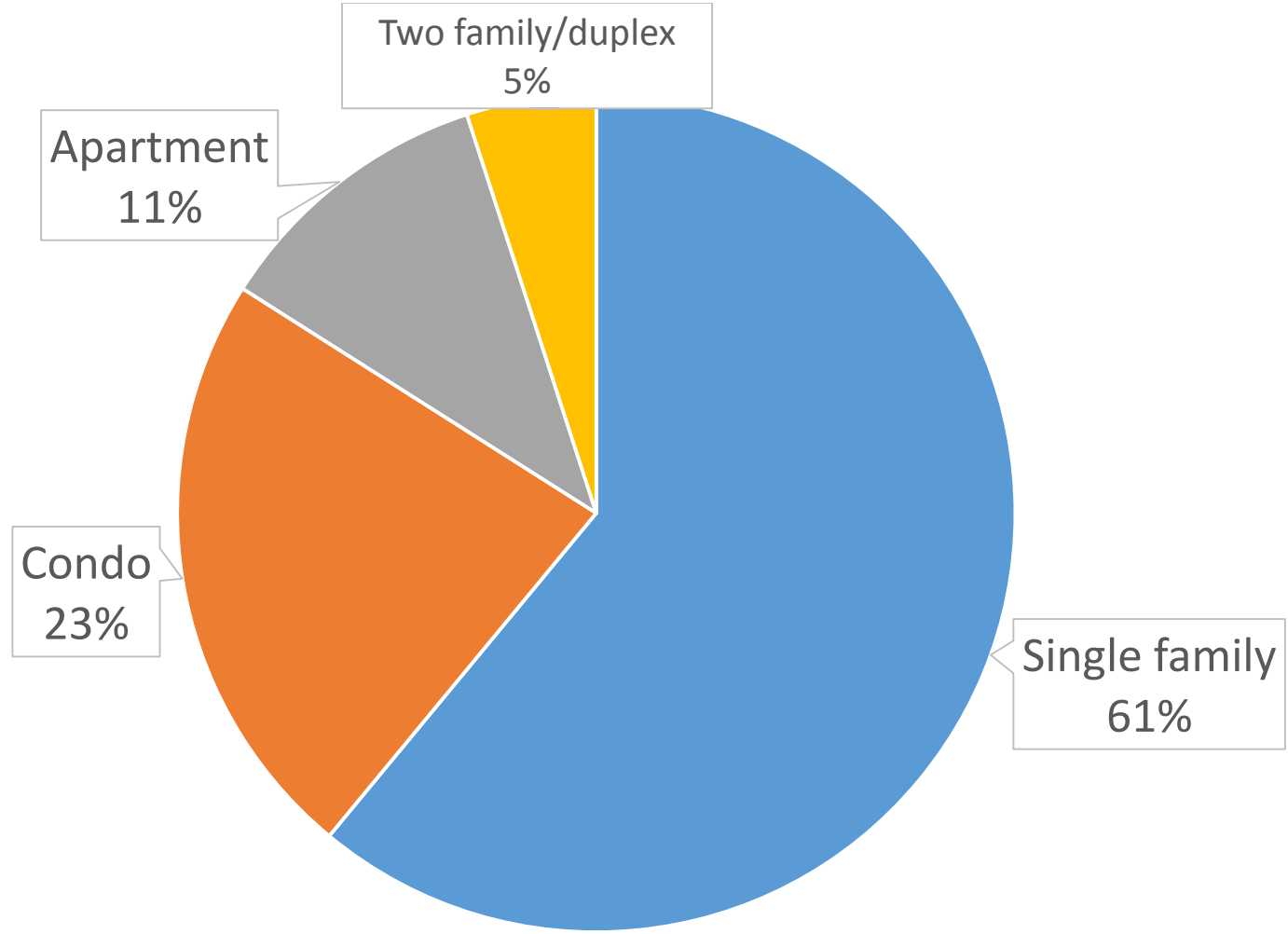
Differences between precincts are statistically significant



\*Vermont and South Burlington figures are from the Census ACS, 2011-2015.

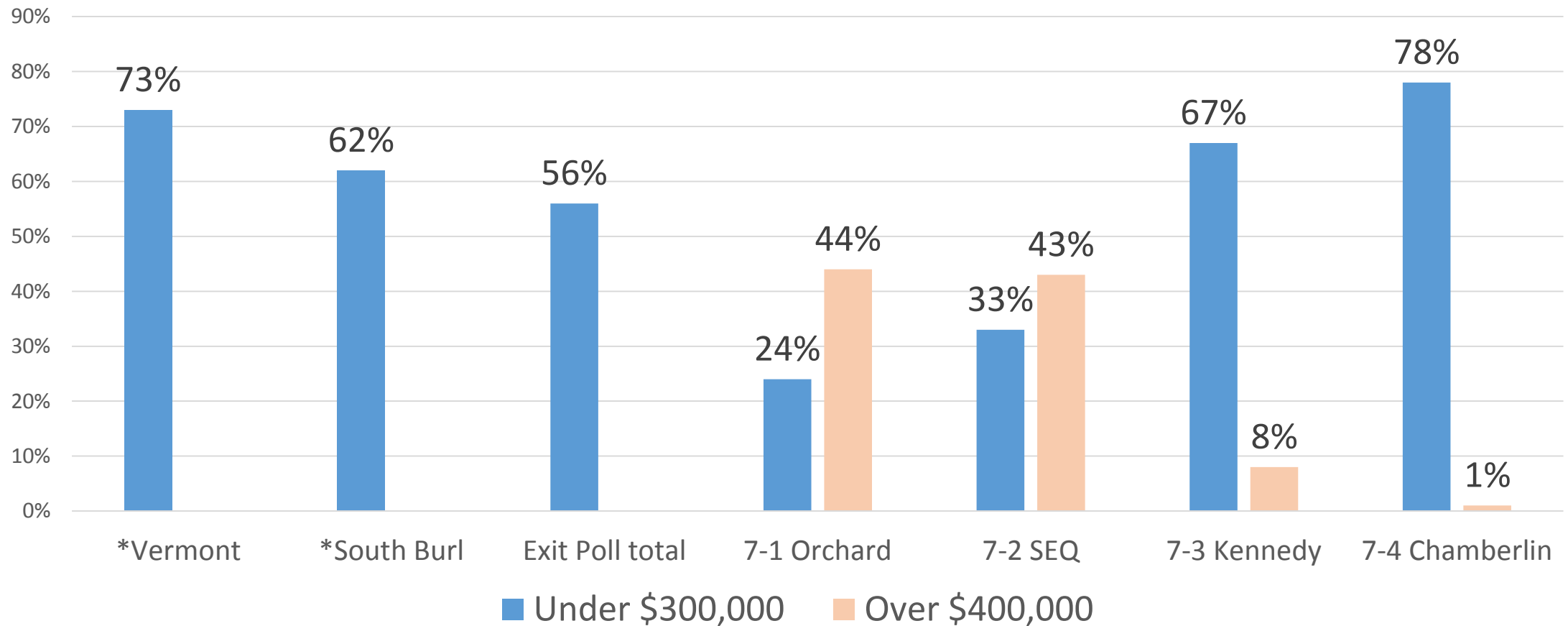


# Type of residence identified by voter



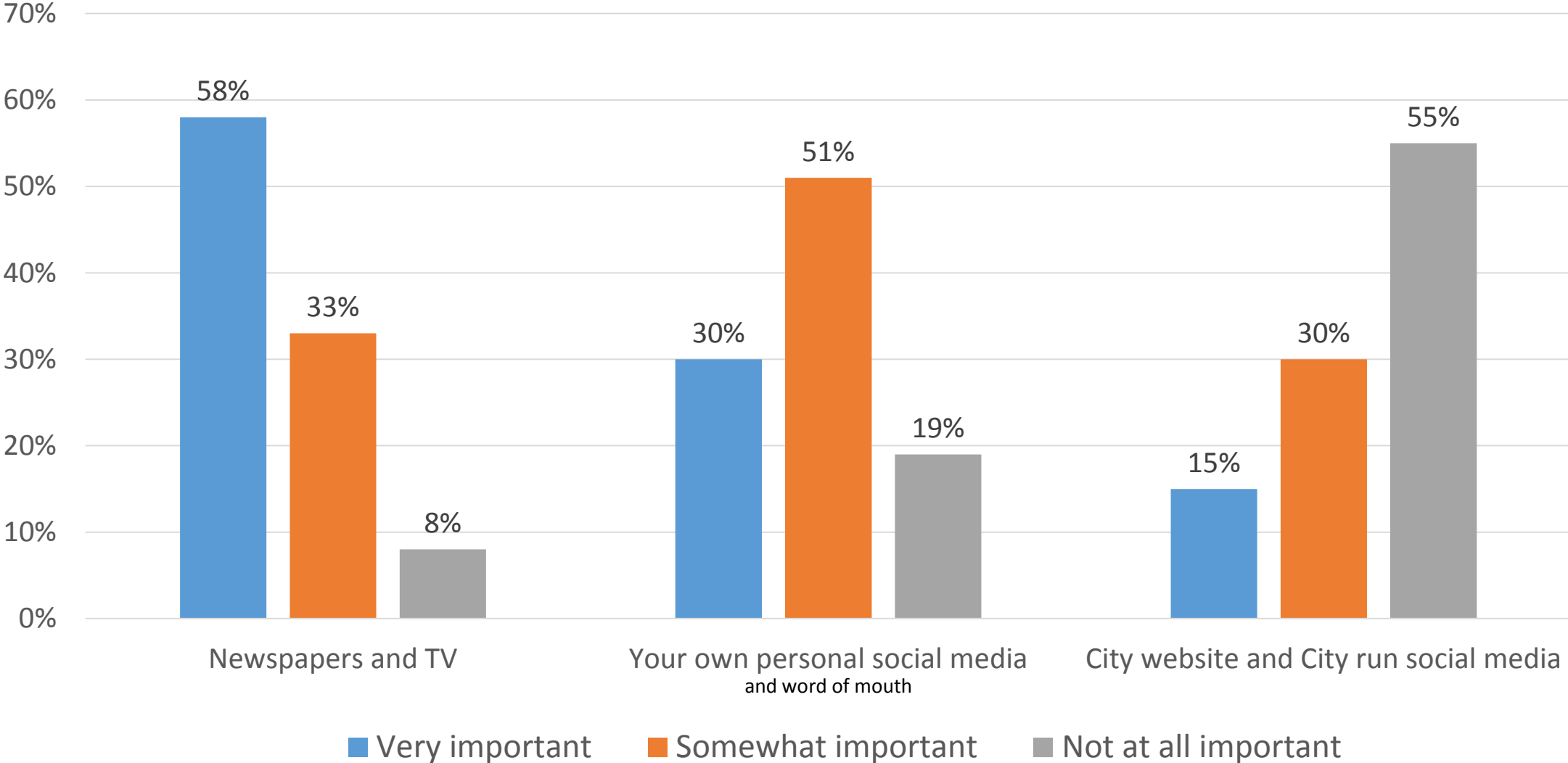
# How much do you think most of the residences in your neighborhood would sell for if they could be sold in today's market?

(For homeowners only. Differences between precincts are statistically sig., n=365)



\*Vermont and South Burlington figures are owner estimates for own house, Census ACS, 2011-2014.

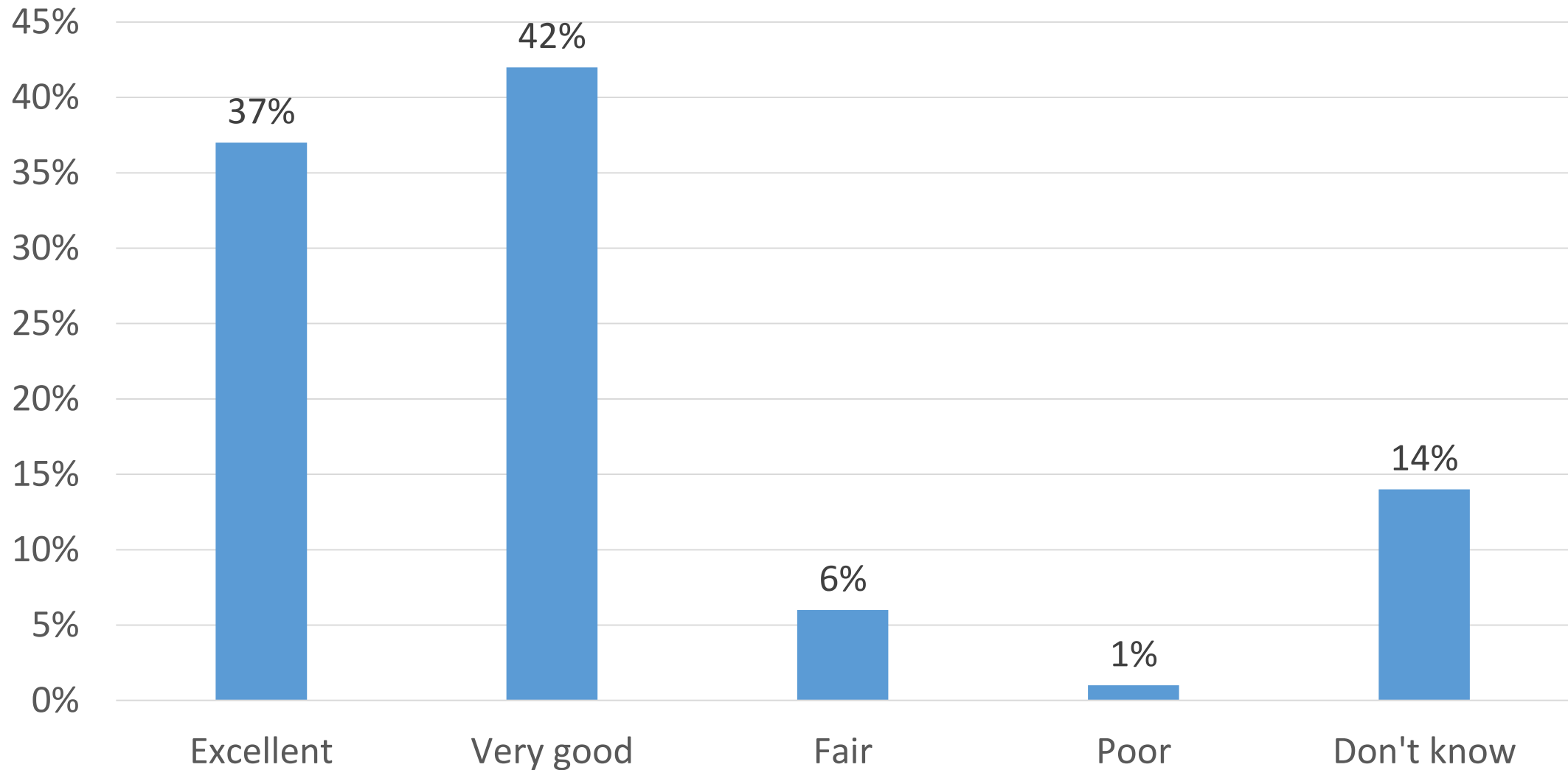
# Exit poll: How important are each of the following in keeping you up to date on important issues in South Burlington?



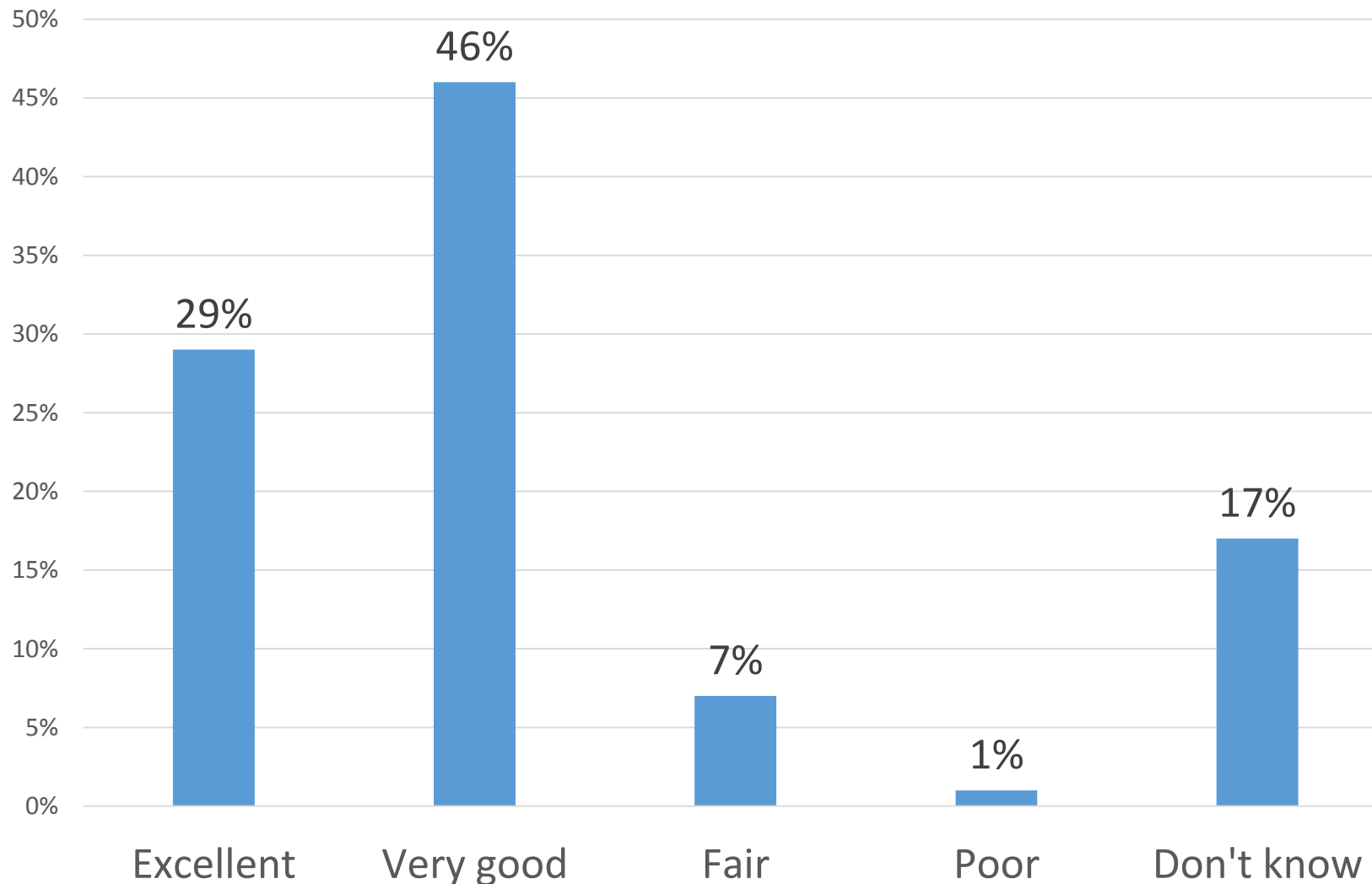
Some ratings

|  | Excellent | Very good | Fair | Poor | DK |
|--|-----------|-----------|------|------|----|
| → In general, how well do you think the schools serve the K-12 student population?                   | ?         | ?         | ?    | ?    | ?  |
| → How well does the City Recreational programming serve the interests of the children and the young? |           |           |      |      |    |
| How about for working-age adults in the 20's and 30's?   |           |           |      |      |    |
| How well does the programming serve the working-age adults in the 40's, 50's and 60's?               |           |           |      |      |    |
| How well does the programming serve the retired or elderly?  |           |           |      |      |    |

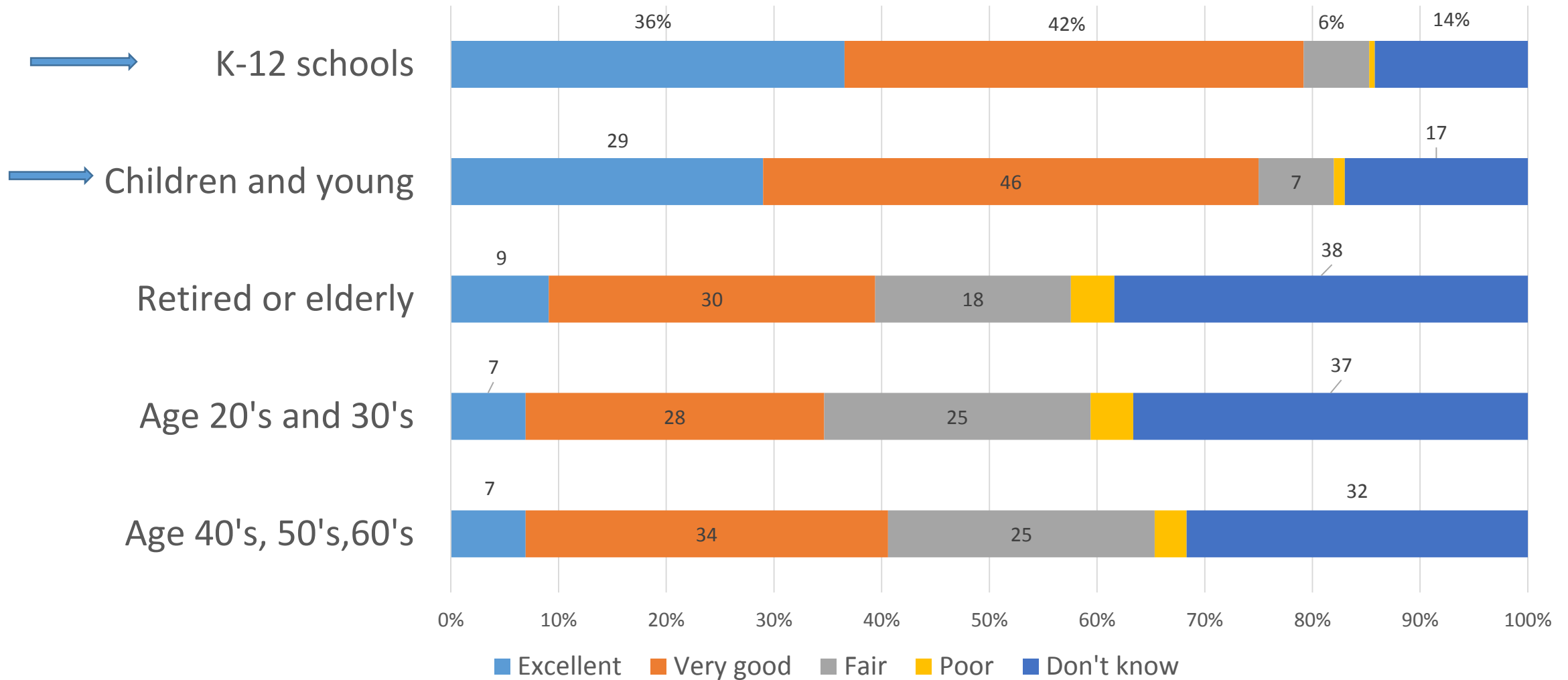
# In general how well do you think the schools serve the K- 12 student population?



# How well does the City Recreational programming serve the interests of the children and young?



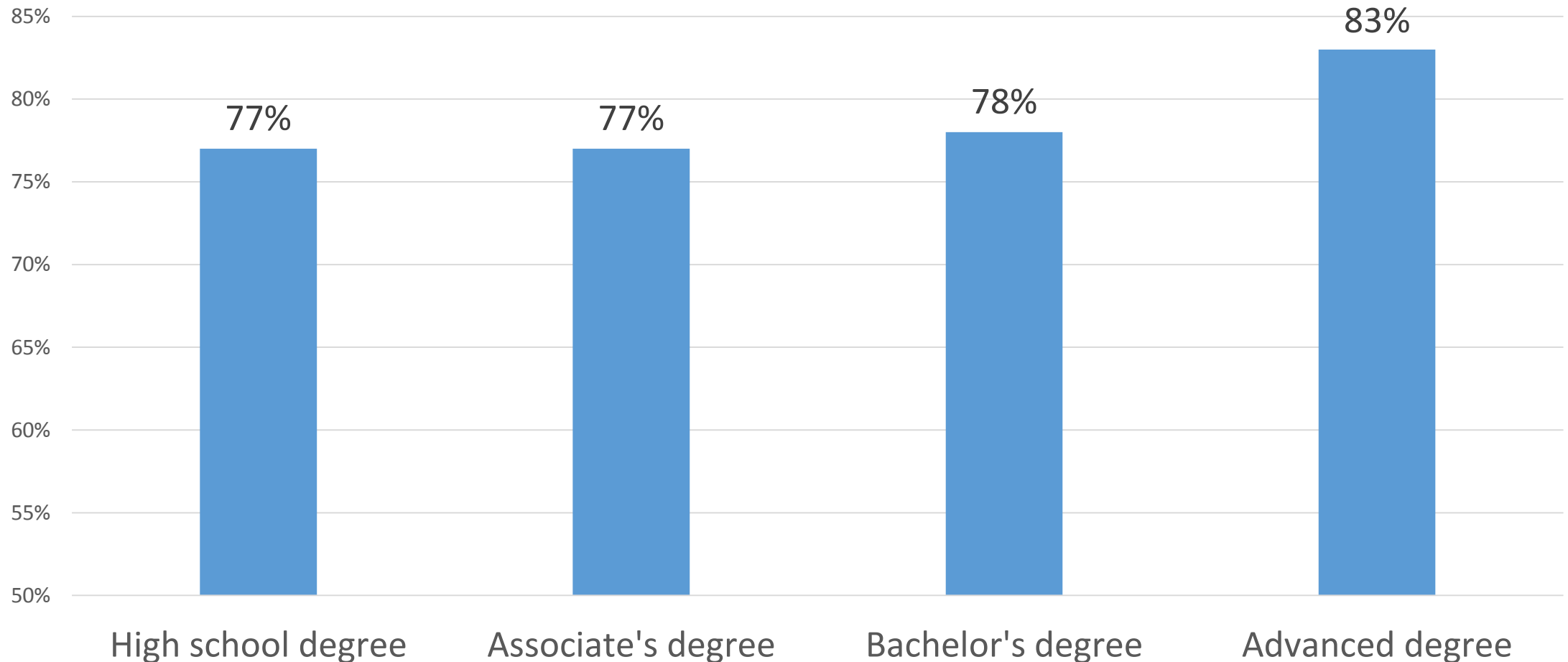
# The five ratings questions about schools and recreational programs compared





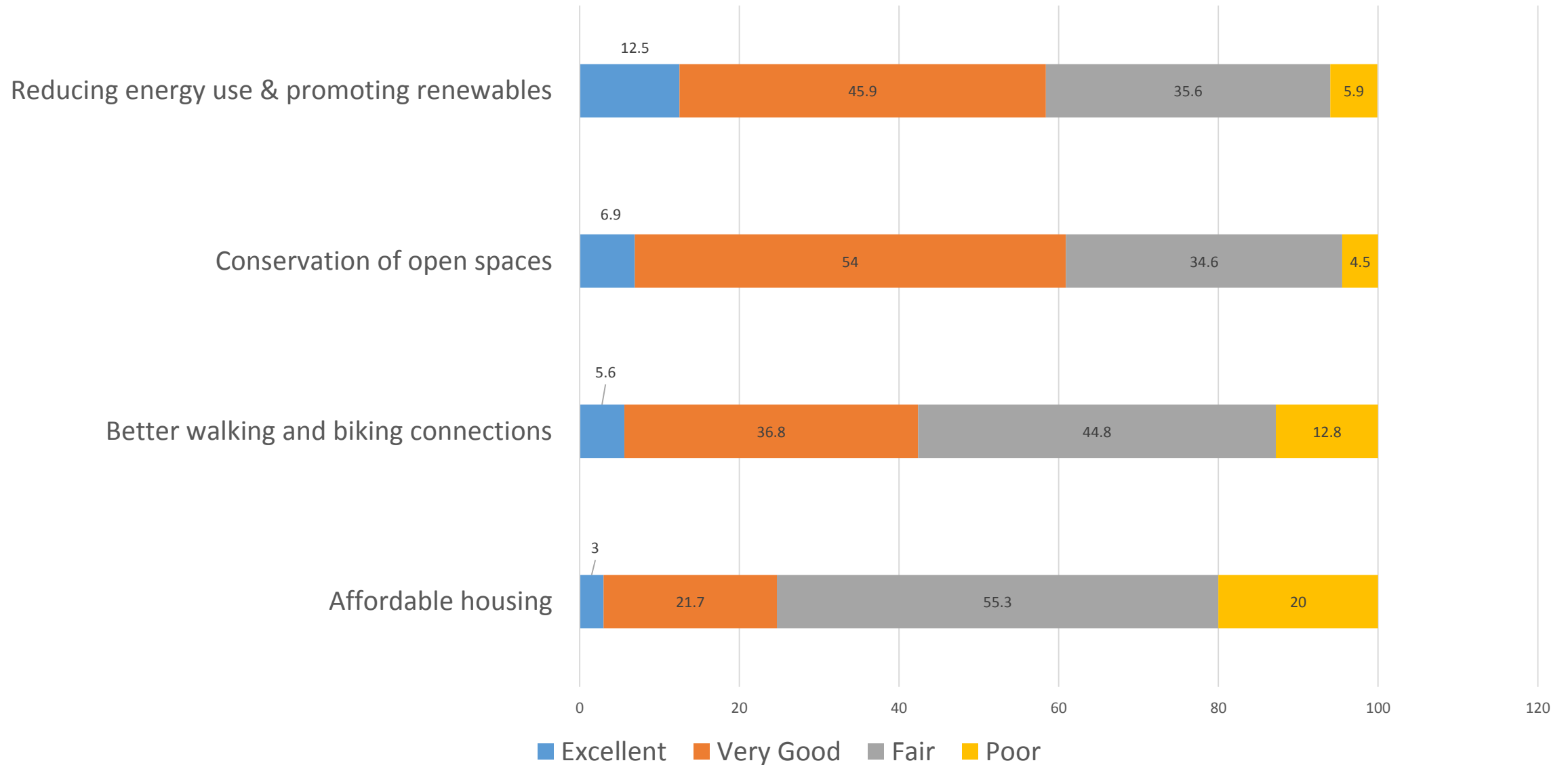
# Better educated voters gave higher ratings to the schools

Percent saying “excellent” or “very good,” by education (n=569, statistically sig)




Are our voters guilty of “ratings  
inflation?”

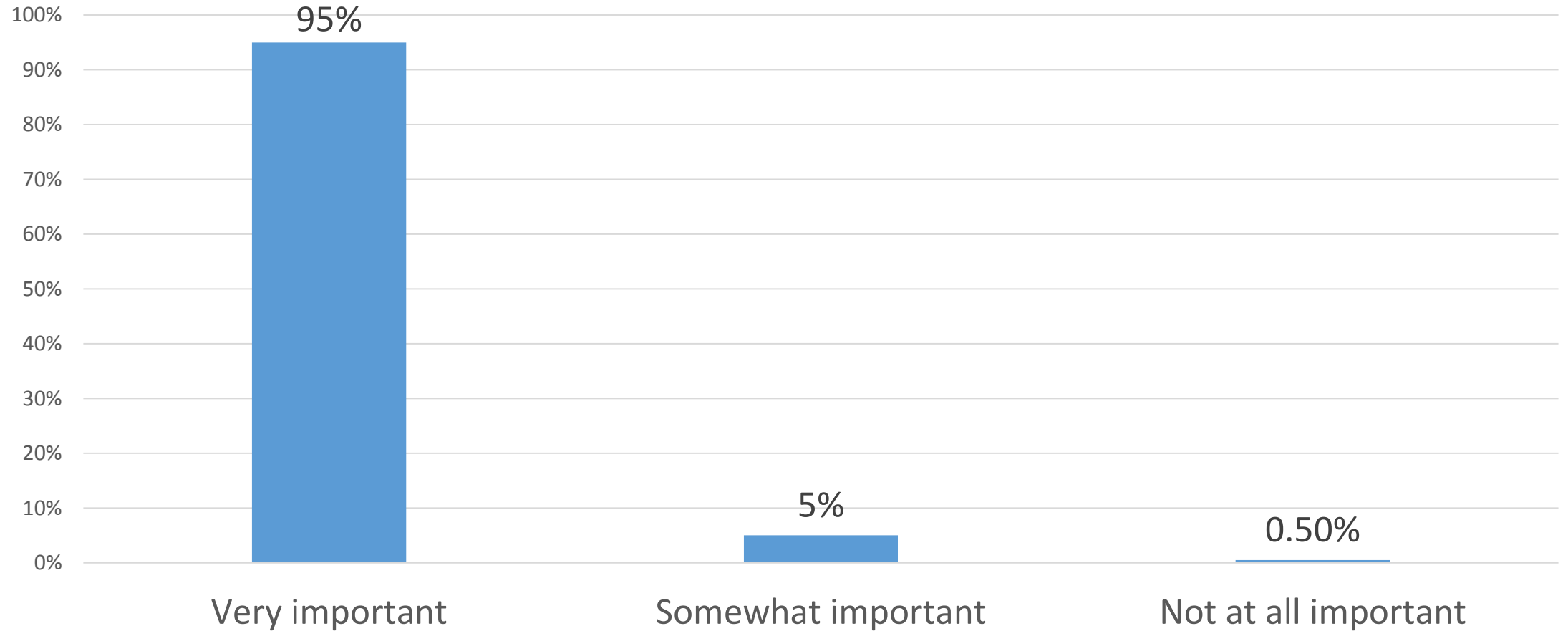
# How well would you say the City is doing making progress on the following priorities of the Comprehensive Plan?



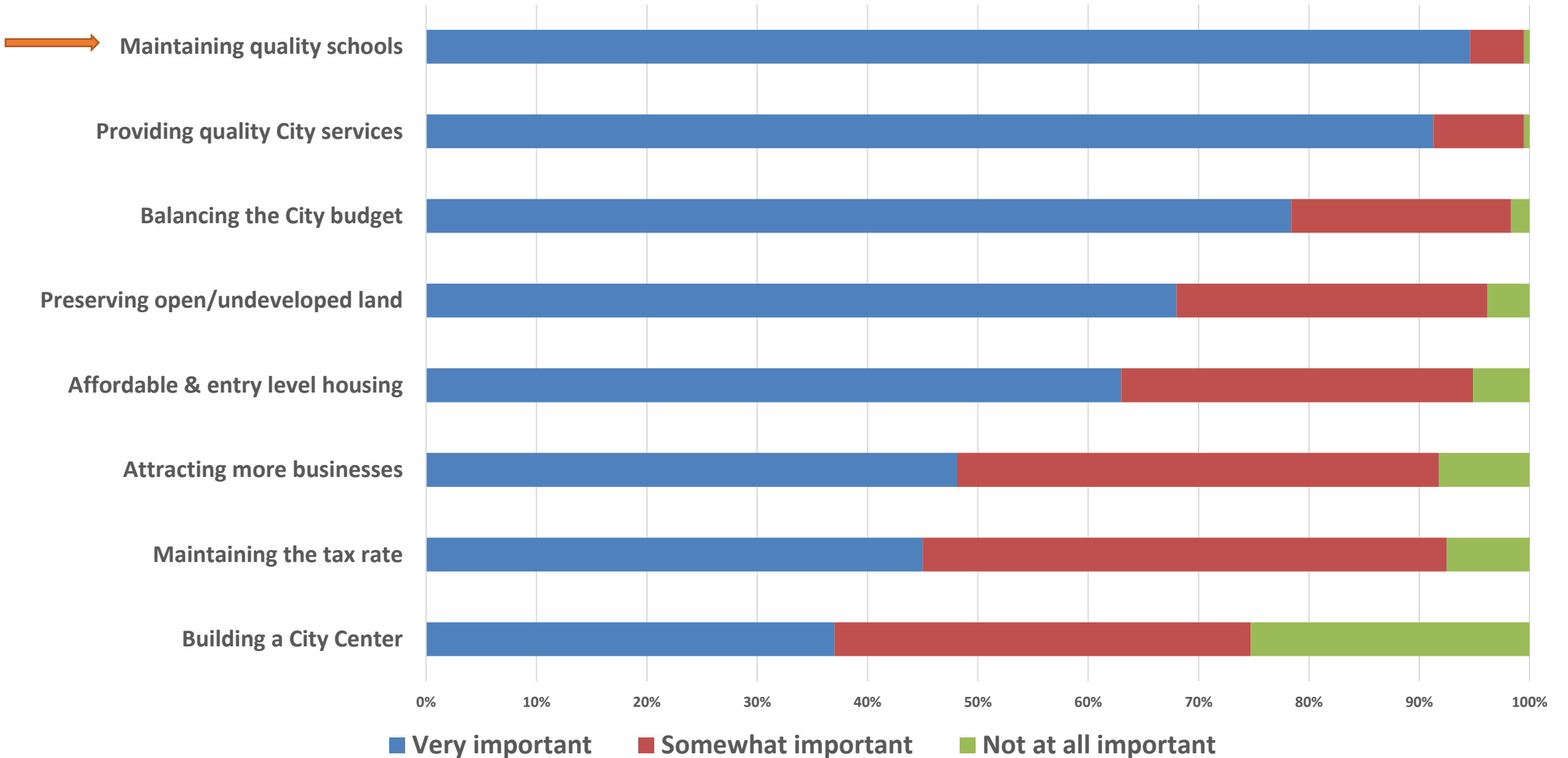
“I’m now going to read you a list of several issues that relate to South Burlington. How important are each of these issues to you?”

|   | Very Important | Somewhat imp | Not at all imp |
|---|----------------|--------------|----------------|
| Building a City Center  |                |              |                |
| Providing high quality City services such as recreation, fire, ambulance, police, roads, etc.                         |                |              |                |
| Attracting more business to South Burlington  |                |              |                |
| Balancing the City budget   |                |              |                |
| Building more affordable and entry level housing  |                |              |                |
|  <b>Maintaining quality schools</b> | ?              | ?            | ?              |
| Maintaining the existing tax rate   |                |              |                |
| Preserving open and undeveloped land in the city  |                |              |                |

# How important are each of these [8] issues to you...maintaining quality schools...?

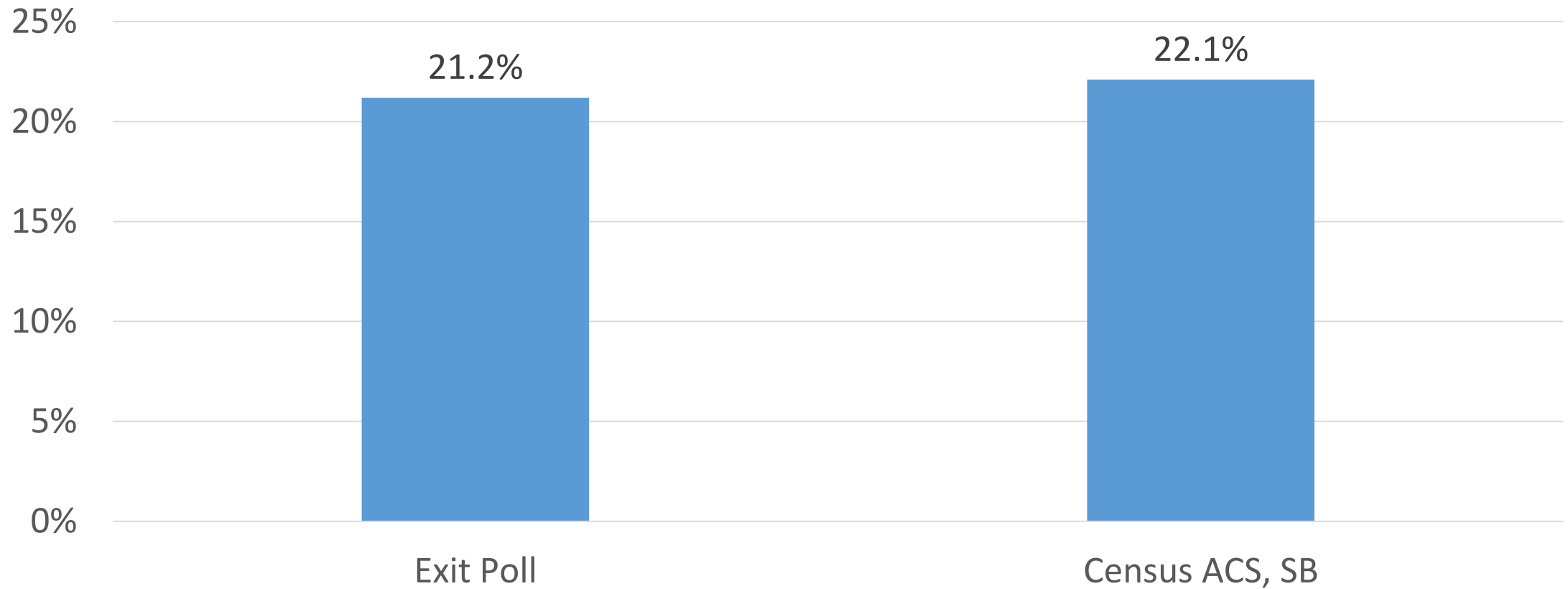


I'm now going to read a list of several issues that relate to South Burlington. How important are each of these issues to you?



A focus on parents

# Our estimate of the percent of adults with school age children are very close to Census



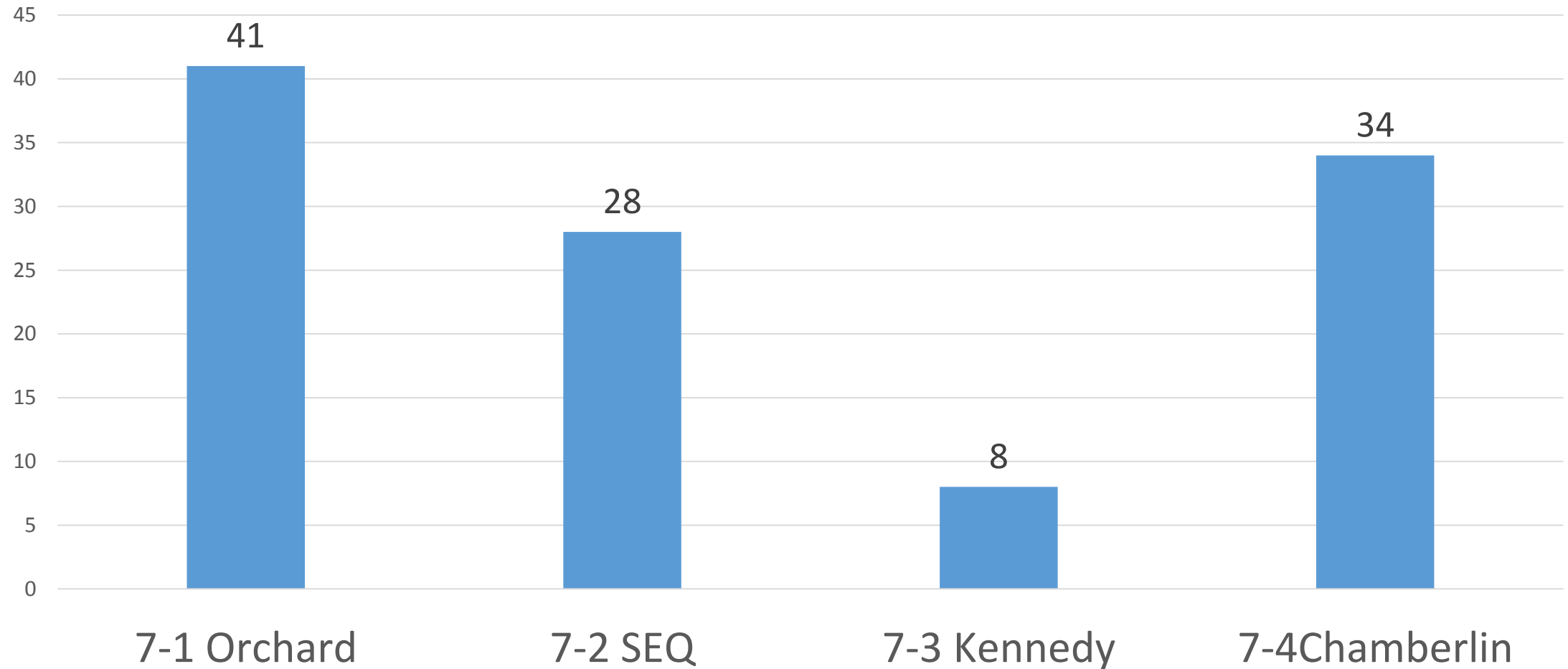
N.B. Nationally, 29% of all households have children under 18.



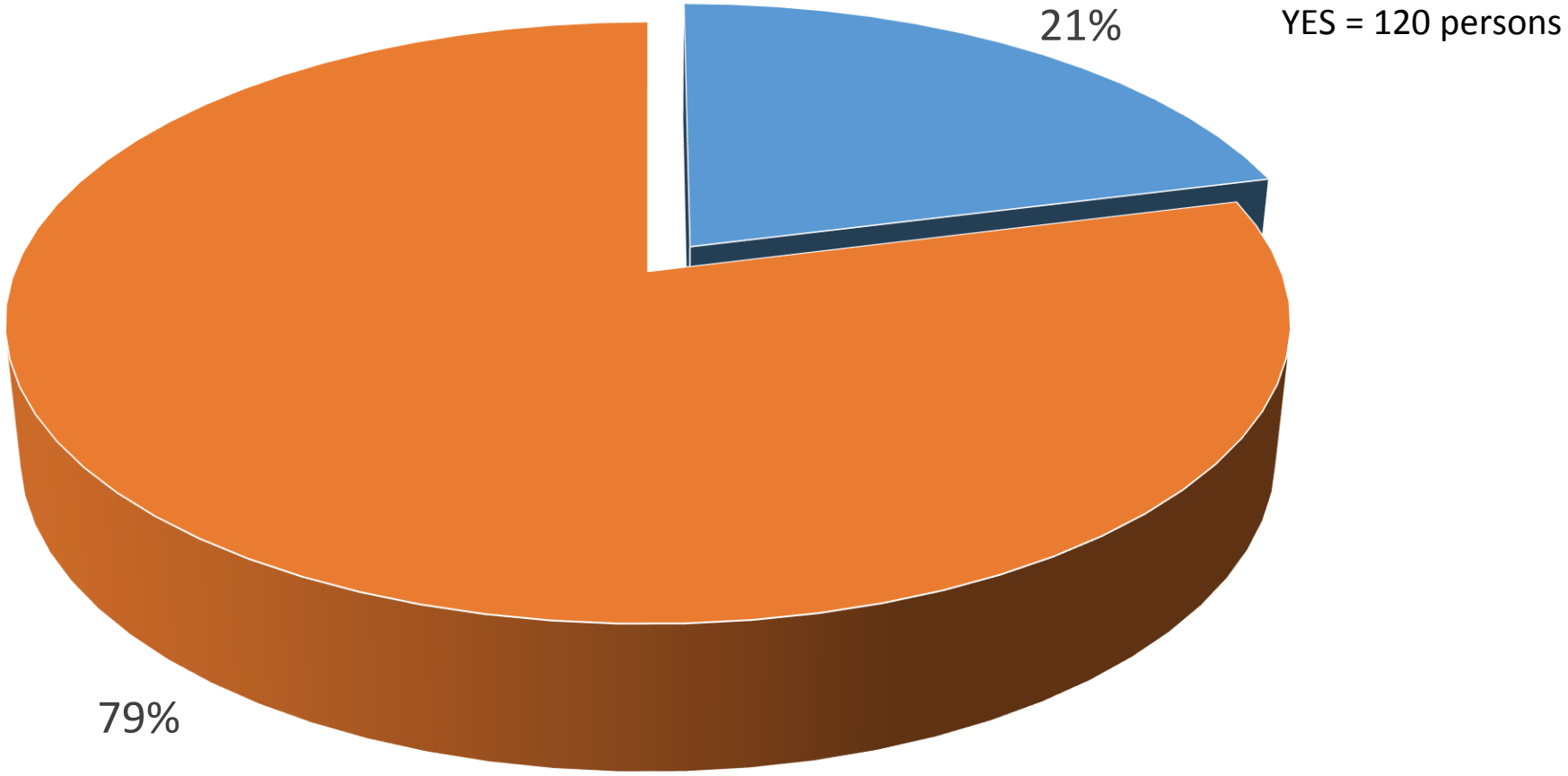
# Parents are not proportionately represented in each precinct

## Number of parents with children in the SB schools

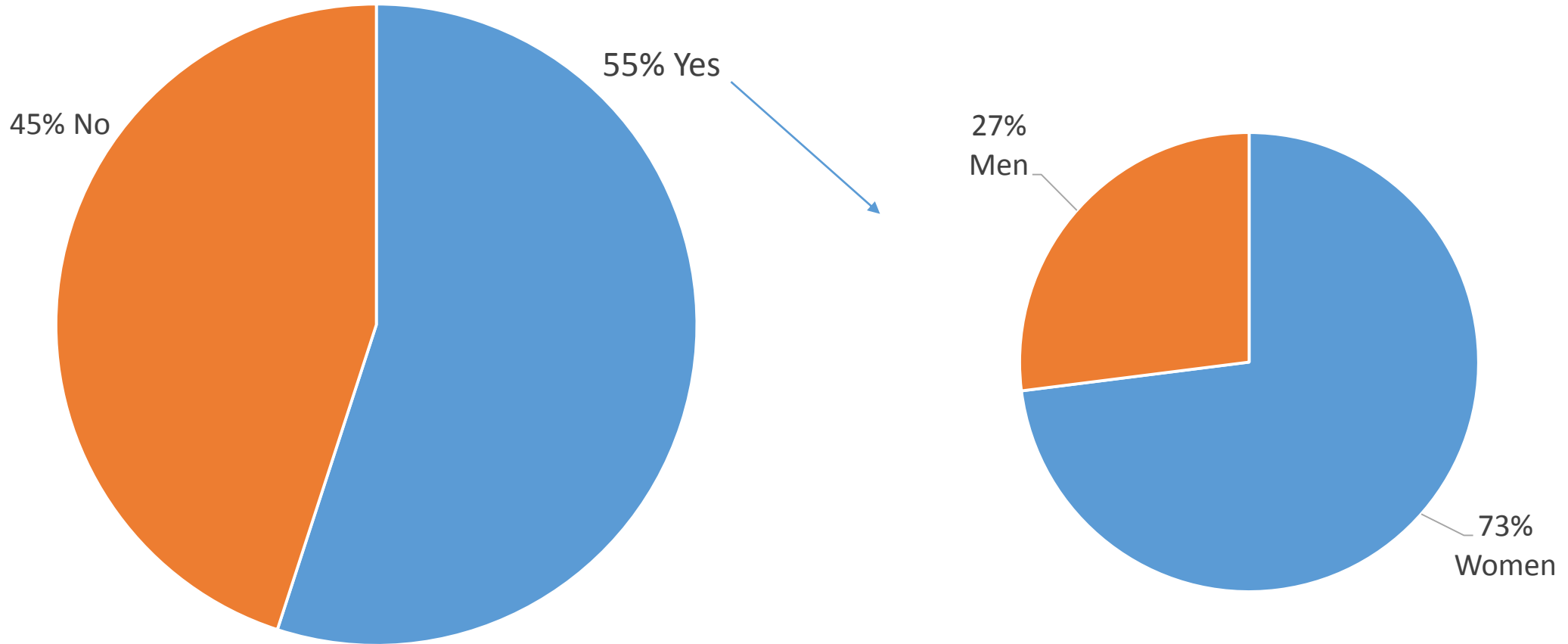
(n=111; statistically significant)



Are you currently a parent or guardian of a student in our South Burlington public schools? (n=565)

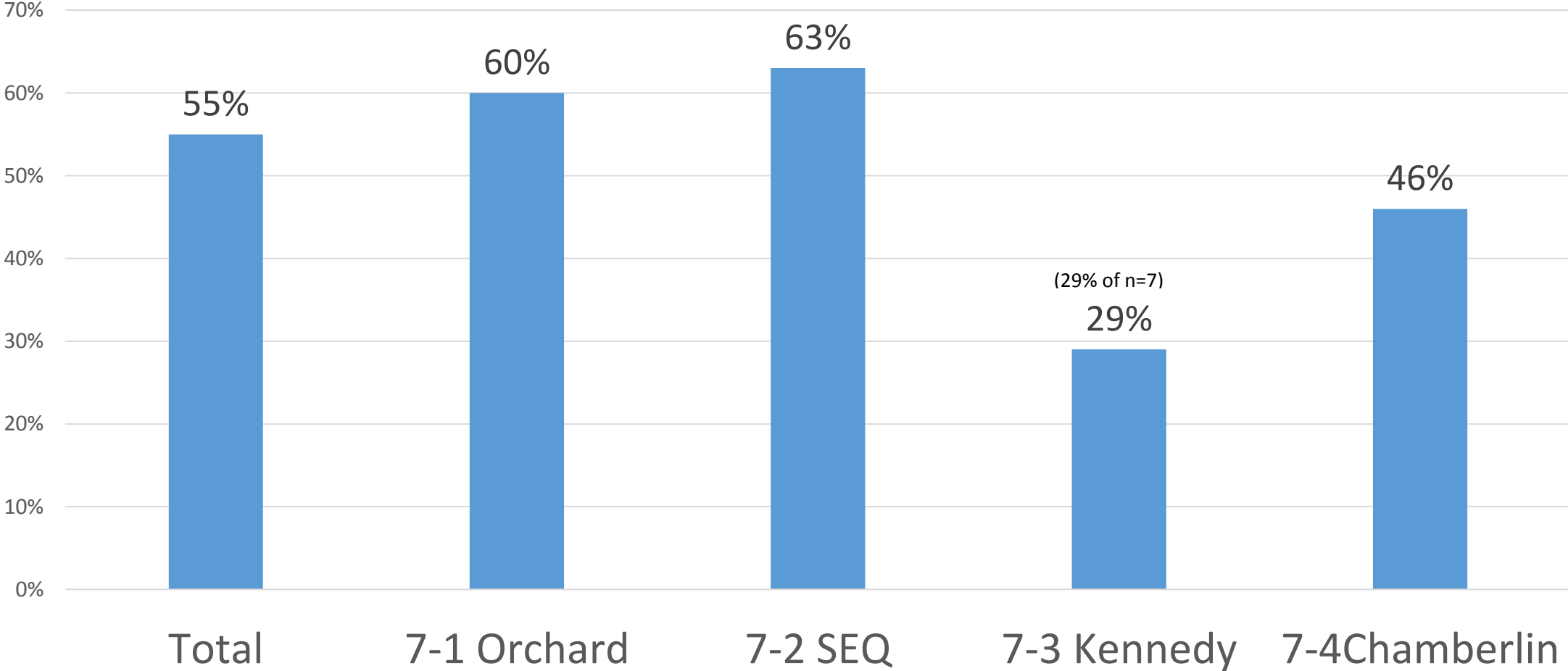


[IF YES] This year, have you spent any time in our schools working as a volunteer? (n=110)

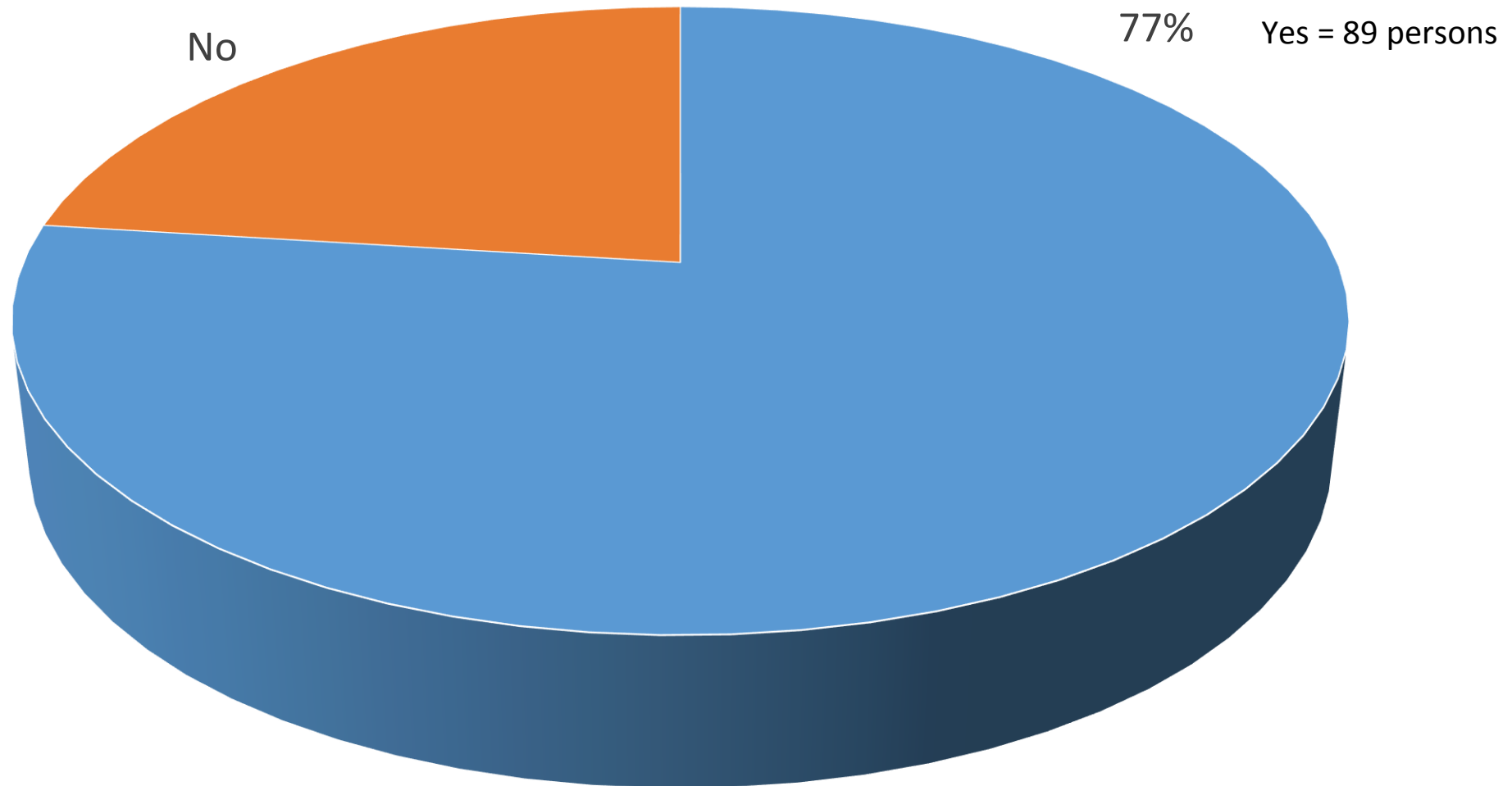


# Parent volunteers by precinct

(n=104; NOT statistically significant)

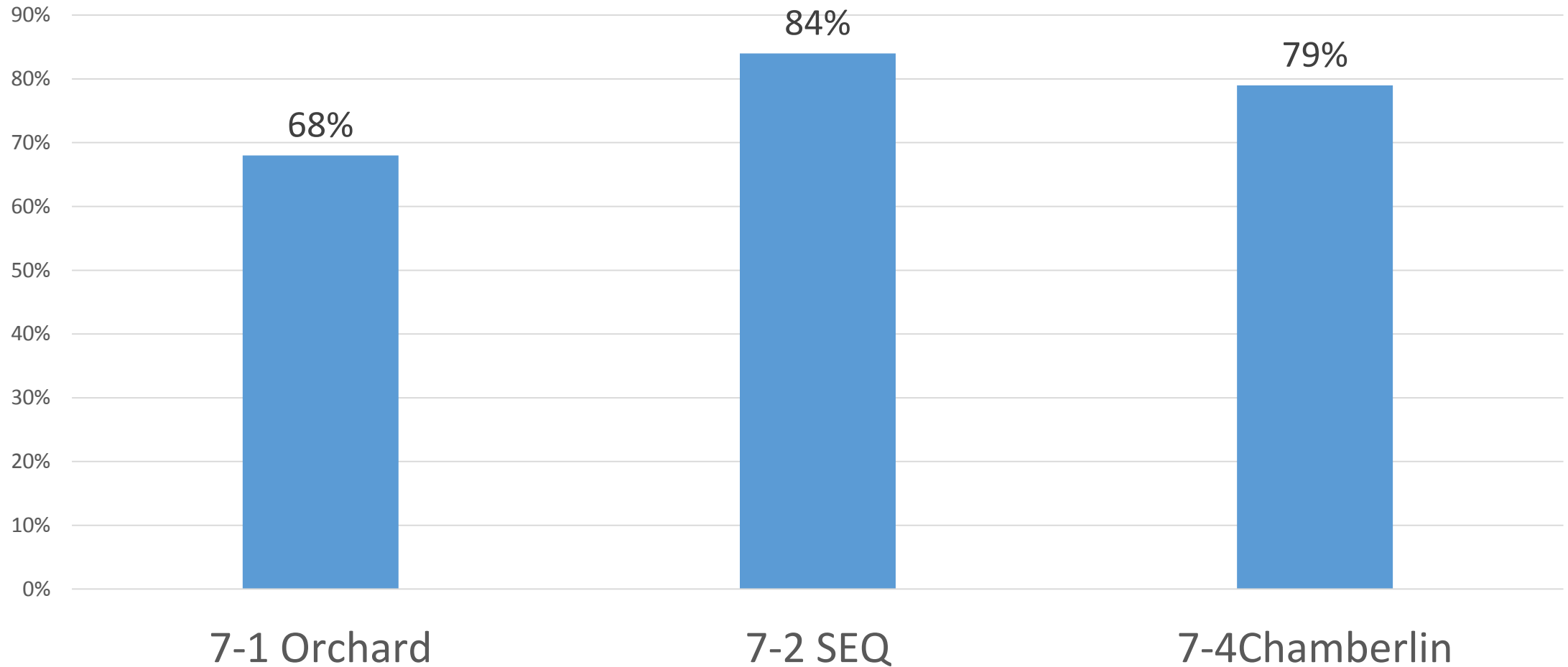


Is your oldest child who is in the system involved in any organized activities outside of school such as theatre, sports leagues, scouts or clubs—or anything like that? *(n=116)*

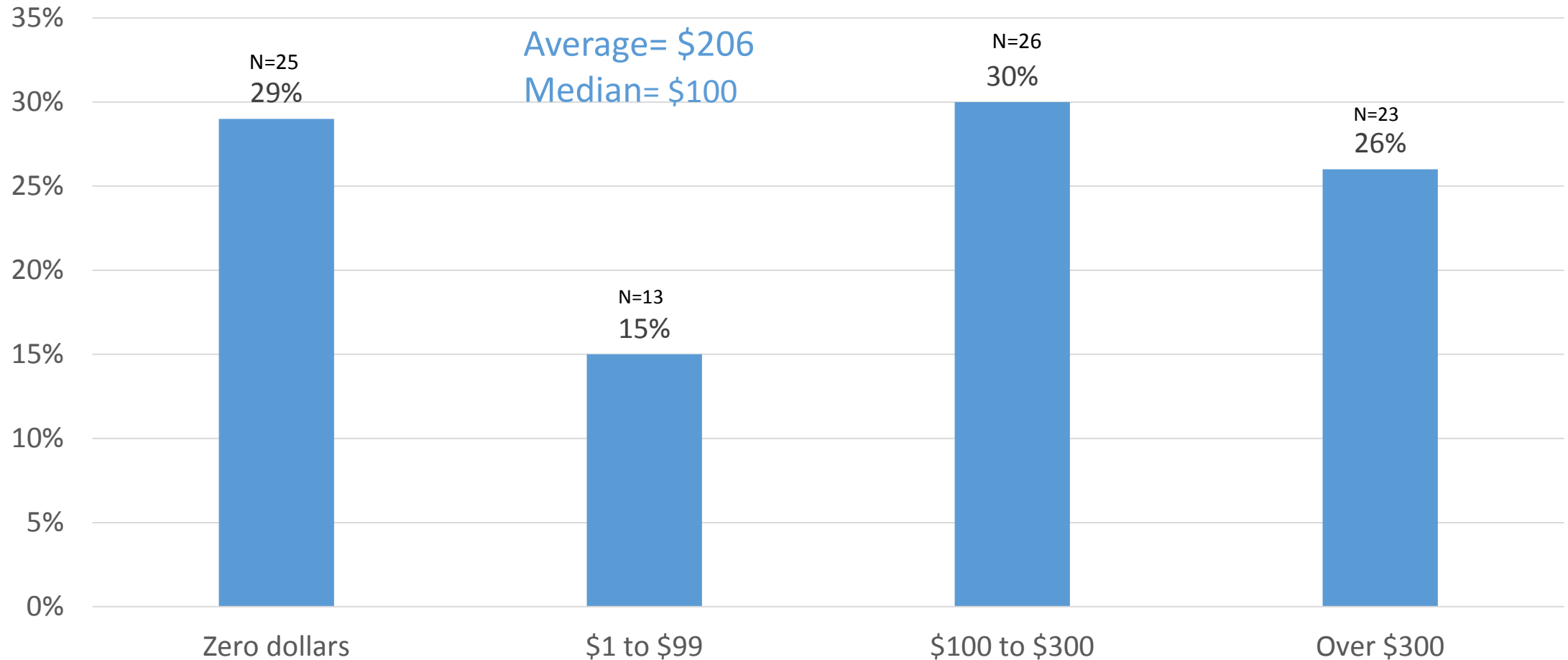


# Involvement in these activities does not differ significantly by voting precinct

(Not statistically significant)

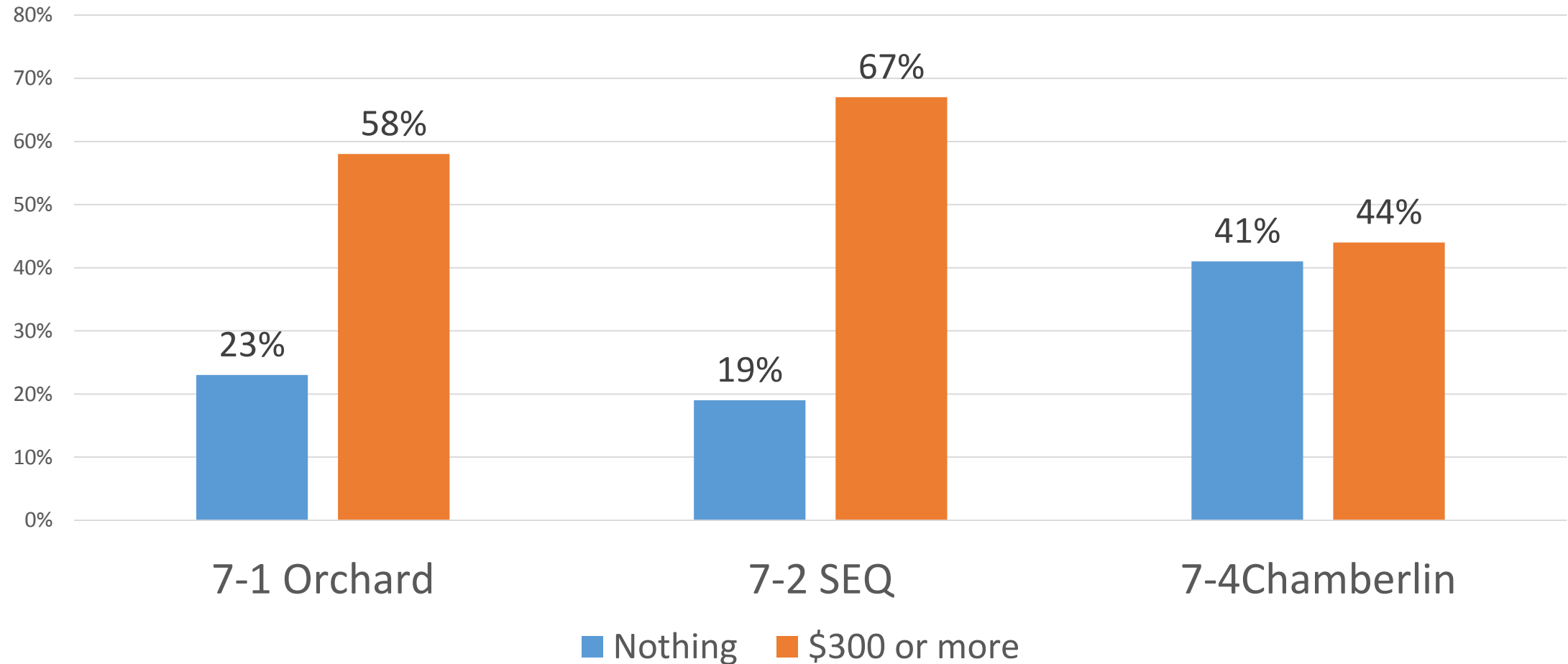


# About how much money have you spent in past 30 days supporting that extra activity, if any?



# About how much money have you spent in the past 30 days supporting that extra activity, if any?

(n=74; Differences between precincts are NOT statistically significant)





# Thank you!

Questions?