



behavior research center's

Rocky Mountain Poll

NEWS RELEASE

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TOUCH-SCREEN VOTING OPTION VERY POPULAR WITH PUBLIC

Phoenix, Arizona (January 30, 2001). Arizonans appear eager to see voting officials and methods catch up with modern computer technology. Seven of ten voters say they would be “very willing” to cast their ballots using a computer technology which registers their vote when they touch the name they wish to vote for on the screen. Another 16 percent are “somewhat willing” to use this technology for voting. Less than 15 percent express reservations while overall, 86 percent are willing to give the technology a try.

Additionally, in an earlier survey completed in November, 2000, four in ten said they would like to vote via the internet if they could.

The appeal of the touch screen technology is ubiquitous, transcending party preference, ethnicity, age, gender and economic situation. Without doubt, the readings reflect the growing comfort consumers have with computers utilizing touch screen technology among employees who use them in retail and dining settings, consumers who use them at information and travel kiosks, and particularly consumers who have become confident with touch screen accuracy and reliability in handling important financial transactions at ATM's and RPM's. Particularly interesting are the very positive readings among younger adults (under 55 years of age): 78 percent express a strong willingness to use the touch-screen technology.

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This survey, as well as our earlier study on voter interest in Internet voting, demonstrates the thirst voters have for American voting practices to catch up with technology (see RMP 2000-IV-08 in Poll Results on www.brcpolls.com). This growing demand may well have the potential to turn into impatience in the wake of the Florida voting debacle and lingering suspicions that voting systems across the country may be too susceptible to technical problems and even abuse.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2001-I-04), is based on 702 interviews with adult heads of household throughout Arizona between January 10 and 15, 2001. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with 95 percent certainty that the results have a statistical precision of plus or minus 3.77 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

ENCLOSED: Statistical tables.

STATISTICAL DATA

Behavior Research Center
 Rocky Mountain Poll - Arizona
 RMP 2001-I-04

“If you were voting at a regular polling place, would you be very willing, somewhat willing or not very willing to vote using a computer touch screen which registers your vote when you touch the name on the screen for whom you wish to vote?”

	Total	Working Age	Retired	Ethnic Minority
Very willing	70%	74%	56%	67%
Somewhat willing	16	14	20	14
Not very willing	12	11	19	17
Unsure	<u>2</u>	<u>1</u>	<u>5</u>	<u>2</u>
	100%	100%	100%	100%

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