

**EFFECT OF DISTRIBUTION OF *VOTERS' GUIDE* ON  
VOTER ATTITUDES AND BEHAVIOR  
REPORT ON PROJECTS CONDUCTED IN 2018  
APPENDICES**

Appendix 1

**Target Precincts**

Precinct 4-24 – Lakewood Elementary School, Rockville

2014 turnout = 32.4%;<sup>1</sup> Minority population<sup>2</sup> = 49%

Precinct 5-14 – Joann Leleck at Broad Acres Elementary, Silver Spring

2014 turnout = 28.6%; Minority population = 91.6%

Precinct 5-21 – East County Community Recreation Center, Silver Spring

2014 turnout = 32.6%; Minority population = 90.4%

Precinct 9-16 – WSSC Gaithersburg Depot, Gaithersburg

2014 turnout = 28.7%; Minority population = 82.9%

Precinct 9-18 – Fox Chapel Elementary School, Germantown

2014 turnout = 30%; Minority population = 74.8%

**Control Precincts**

Precinct 2-03 – Waters Landing Elementary School, Germantown

2014 turnout = 33.2%; Minority population = 65%

Precinct 9-37 – Flower Hill Elementary School, Gaithersburg

2014 turnout = 34.9%; Minority population = 69.9%

Precinct 10-11 – Pauline Betz Addie Tennis Center, Bethesda

2014 turnout = 36.5%; Minority population = 46.6%

Precinct 13-25 – Viers Mill Elementary School, Silver Spring

2014 turnout = 32.4%; Minority population = 79.4%

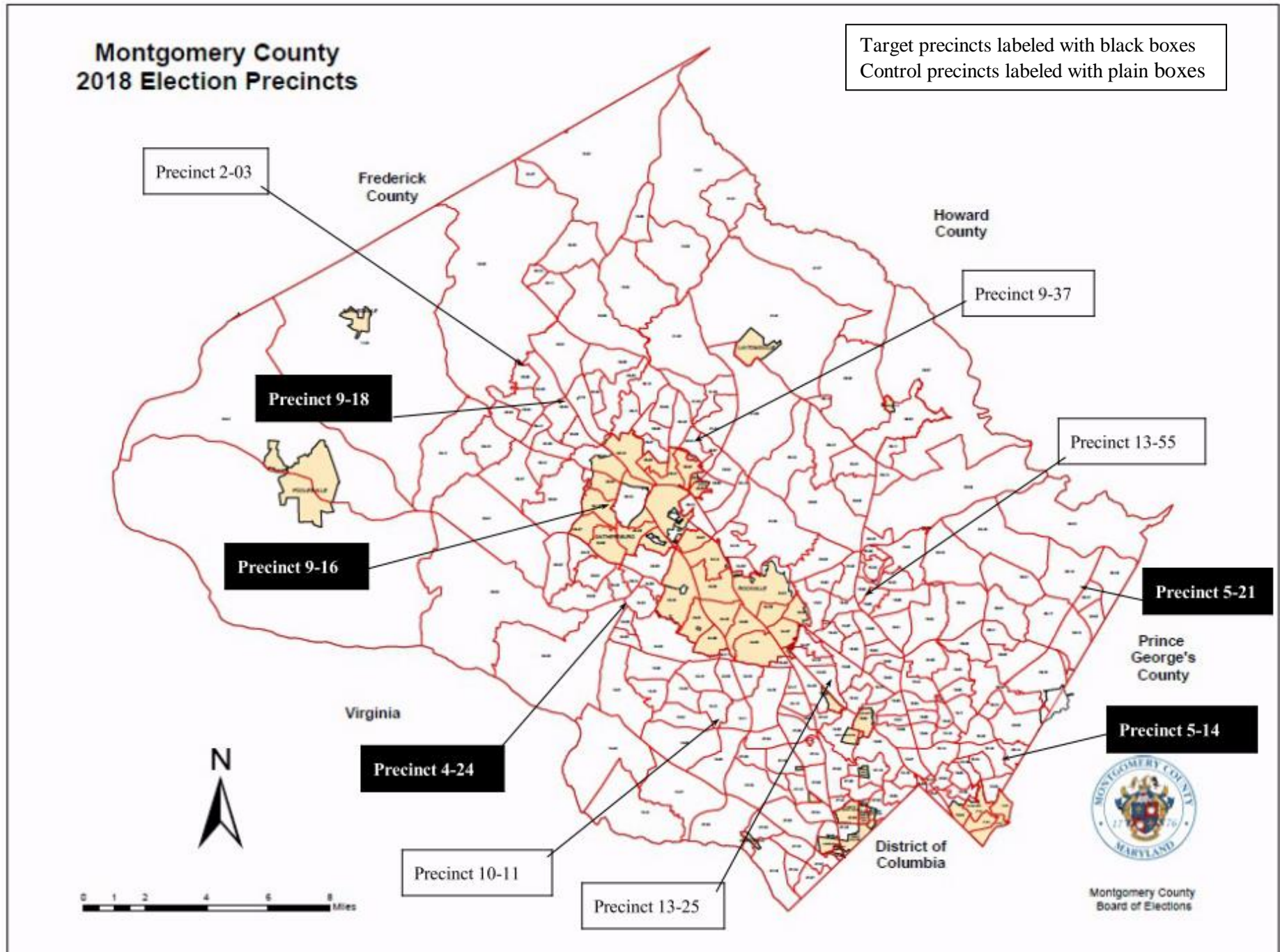
Precinct 13-55 – Strathmore Elementary School, Silver Spring

2014 turnout = 29.2%; Minority population = 87.7%

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<sup>1</sup> Source: Montgomery County Board of Elections website, statistical report for 2014 election.

<sup>2</sup> Source: U.S. Census. Defined as African American, Hispanic, Asian, or Other in U.S. Census data for census tracts most closely corresponding to precinct boundaries.



**Exit Poll - 2018 General Election**  
**League of Women Voters of Montgomery County**

This poll is part of a research project being conducted by the League of Women Voters. Thank you for participating.

1. What were the top three sources of information that you relied upon to select candidates?<sup>3</sup>  
Mark 1 for most important, 2 for the next most important, etc.

- News stories  
(TV, Radio, Newspapers, and Social Media, such as Facebook & Twitter)
- Political ads  
(TV, Radio, Newspaper, and Social Media, such as Facebook & Twitter)
- Family and friends
- Endorsements by elected officials
- Endorsements or ratings by organizations
- Voters' Guide from League of Women Voters
- VOTE411.org website
- Mailings from candidates
- Sample ballot or other material from political party
- Other \_\_\_\_\_

2. Circle the number which most closely represents your opinion of the statement below:

I had enough information about the candidates and issues to make informed decisions.

1	2	3	4	5
Mostly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Mostly Disagree

THANK YOU FOR PARTICIPATING!

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<sup>3</sup> The order of the options for source of information were reversed on half of the surveys to counteract the influence that the order might have on responses.

### **Instructions for Exit Pollsters**

1. Wear plain clothing (jacket or overcoat as needed).
2. Make sure your LWV button pin is clearly displayed.
3. Do not wear any candidate, campaign, or political hats, t-shirts or pins.
4. Only approach voters as they are leaving the polls.
5. The survey forms are only one page with 2 questions. There are 2 formats for the questions. The pages with box borders have a reversed order of the questions. You should have both types in your packet. Do not worry about which one you are using at any 1 time, just make sure that both formats are being used.
6. Our goal is a minimum of 100 completed surveys per location. If you reach this amount and still have time, you are encouraged to complete as many more surveys as possible.
7. Please email Marcia at end of shift to notify her of total number of surveys your shift has collected.
8. All surveys must be returned in an envelope labeled with Location to office or team member. Add name of location to bottom of completed survey forms before placing in return envelope.

Thanks for your participation and for making democracy work!

**Additional Sources of Candidate Information  
Listed By Respondents as "Other" In Question 1 Of Survey**

Internet, web, or "online" searches or research (46 times)

Other frequent web references were: candidate website or web pages (17 times); Google (14 times); website (3 times); and Social media (2 times)

Specific websites cited multiple times were: Ballotpedia (7 times); votesaveamerica.com (6 times); Ballotready.org (4 times); Youtube (4 times); and Facebook (3 times)

Research, personal research, or "my research" (34 times)

Party Affiliation/commitment (16 times)

Including variations such as: Always vote my party; Political party; "just voting against a party"; straight ticket; Turning the tide - voted all Democrat; Dem all the way! ; Voted Democrat; Partisan choices; Democratic Party mailing in last few days; Party guidance; Opposition to the Republican party

Apple Ballot (14 times); and "Teacher apple;" Apple

Knowledge of candidates and their positions (11 times)

This included variations such as: Personal knowledge of candidates and issues; Personal knowledge of candidates (6 times); Personal observations of candidates; Relationship with candidates; I know them

Washington Post endorsement (3 times)

Mother/mom (3 times)