

Script for Voter/Non-Voter Intercept Interviews

This is a summary version of the researchers' script for interviews with voters and non-voters as part of a project on how voters get information for the Future of California Elections. Participants were recruited through intercepts in public places.

More information about this project: civicedesign.org/how-voters-get-information

Intercept

Hi – we're doing a study about whether people have seen election information that they're supposed to get. Can I ask you 4 quick questions about elections?

Are you registered to vote right now?

Have you voted before?

When was the last election you voted in?

The last time you voted, what did you use to vote?

If they qualify:

Would you spend a little more time with us to give some feedback about some voter information we're working on? 20 minutes? We have a little thank you at the end.

Consent

We're doing a study to learn about how people use information about voting and elections. The study is funded by a group called Future of California Elections. We're going to ask you about where you get your information about voting and elections and ask you to have a look at some examples and give us some feedback about it.

Demographics

We want to make sure that we have a good variety of people.

Ask the questions on the demographics form.

Introduction to the sources of information

One of the things we're interested in is where you get information about voting and elections.

This sheet [*hand it to them*] shows all the places and people we could think of where someone might get information about voting and elections. There are circles inside each box [*point*]. And stars.

First, let's use the circles to mark everything you recognize as someplace you have gotten information about voting and elections. We're especially interested in things you have actually used to learn about voting and elections. Just put an X in the circle when you see something where you've gotten information about voting or elections before.

Now let's mark the stars those for things you **want** to use. Then we can talk about what you've come up with. Ok? They might be the same things you've used before. That's okay.

Anything to add – something you have used **or** want to use, or both?

Mark what they select, so you can ask about their choices.

- | | | |
|---|---|--|
| <input type="checkbox"/> ★ TV | <input type="checkbox"/> ★ Family | <input type="checkbox"/> ★ Newspaper |
| <input type="checkbox"/> ★ Radio | <input type="checkbox"/> ★ Minister | <input type="checkbox"/> ★ Booklets |
| <input type="checkbox"/> ★ Web | <input type="checkbox"/> ★ Teacher | <input type="checkbox"/> ★ Campaign Lit |
| <input type="checkbox"/> ★ Facebook | <input type="checkbox"/> ★ Public Meetings | <input type="checkbox"/> ★ In the Mail |
| <input type="checkbox"/> ★ Social Media | <input type="checkbox"/> ★ Speeches | <input type="checkbox"/> ★ Election Office |
| <input type="checkbox"/> ★ Twitter | <input type="checkbox"/> ★ Other Events | <input type="checkbox"/> ★ Other |
| <input type="checkbox"/> ★ Mobile Phone | <input type="checkbox"/> ★ State Government | <input type="checkbox"/> ★ Other |
| <input type="checkbox"/> ★ Signs/Billboards | <input type="checkbox"/> ★ Local Government | |
| <input type="checkbox"/> ★ Friends | <input type="checkbox"/> ★ Community Center | |

Voter Guides

Have you ever gotten anything in the mail that looked kind of official?

Yes No Don't Know

Where did it come from?

What makes it seem "official"?

Sample Pages / Create-a-Guide

Every California county sends out voter guides before each election. We've pulled pages from some of them for you to check out. Let's flip through the pages. As we do, think about what you would want in a voter guide. If you could make your own guide out of the pages we have here, what would be in it?

When we get to something you want to put in your own personal voter guide, we'll flag it. Ok? Just put a Post-It note on the edge so we can find it again easily.

Help with the flagging, if needed.

Debrief:

Let's talk about your voter guide. Tell me why you chose these pages.

Review all pages in the book that they have marked.

Missing?

What's missing? What else might you want to know that we didn't have pages for?

Sample Ballot:

When I say "sample ballot," what comes to mind? What do you think that might be?

Wrapup

Thank you for all that! That's all we had for you today. Do you have any questions for us?