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## Students Gather Exit Poll Research on Election Day

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## **Students Gather Exit Poll Research on Election Day**

The Dominican students, using a specially designed I-Pad application, asked voters a series of questions focused on voting preferences and key issues that influenced their vote. The students were stationed outside three Marin County precincts from 8 a.m. until polls closed.

Students collected data in order to understand how exit polls are conducted and reported, said Alison Howard, chair of [Political Science and International Studies](#) at Dominican. This is the second exit poll research Dominican has participated in on Election Day.

[CLICK HERE TO SEE KPIX-TV CHANNEL 5 IN SAN FRANCISCO TALK WITH ALISON HOWARD AND HER STUDENTS ABOUT EXIT POLLS](#)  
[CLICK HERE TO WATCH MARIN I.J. VIDEO OF DOMINICAN STUDENTS' EXIT POLLS RESEARCH](#)

“Exit polls are a valuable resource for examining the electorate and their preferences and can tell researchers, campaign strategists, and the general public what voters are thinking and how they are making their decisions during a given election,” Howard said.

“Getting the most accurate reflection of the electorate on Election Day is important for both projections and for research. It will ultimately shape future campaigns.”

The exit poll project is an assignment in Dominican’s “State and Local Politics” and “Research Methods” courses. The students were directed by Dr. David Selby and Dr. Joshua Green in the Department of Political Science and International Studies in the [School of Arts, Humanities and Social Sciences](#).

*November 5, 2014*