How voters get information

Voter Information Pampllet
pages used in intial interviews

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About these pages

We used this collection of pages from California voter guides during short interviews with 53 voters and non-voters.

The interviews were conducted in casual settings – libraries, county offices, shopping centers, and community centers.

Some of the pages were available in Spanish and Chinese as well as English. Some of the interviews were conducted with interpreters.

We asked participants to:

• Look through the book
• Flag any pages they wanted in their own voter guide
• Talk to us about the pages they chose

This work is part of a project for the Future of California Elections in collaboration with the League of Women Voters of California, with the generous support of the James Irvine Foundation.
1. Cover

- Clear, readable. Tells me it's about voting. Sample ballot gets my attention.
- Font big. Got my attention.
- Important to tell people these things
- I like this more than the other covers. It "screams" sample ballot with the boxed notice and the dates.
- Makes my eyes glaze over. It looks like an ad for a supermarket.
- Text is large enough, easy to read. Not so much going on, still pleasing to the eye.
2. Cover

- Simple. I don't have to read a lot of words.
- Simple. To the point. Not a bunch of confusion.
- The printing is big but the information isn't overwhelming
- When the election is. It's simple, clear. Told you what you need to do.
3. Cover

- Good that it says what election ("Presidential election") and times.
- Official looking. Says presidential. Gives the times. There's even a warning.
- QR code shows they're ahead with technology. If I threw this away, I'd know it was online.
- Likes "Go Green"
- Organized, less busy, easier to read
4. Cover

- Big text, I can read it.
- Before I read [the book], I want to know what's in it.
- Familiar. This is the one that comes in the mail.
- In your face. Can't get it wrong. Date is the most important thing.
- Says that it's something important.
- Just like the current one....but nothing special.

Secretary of State | EN, ES, CN| Selected by 25
5. Cover (small format)

- What does "gubernatorial" mean?
- It's smaller, so must be shorter.
- Smaller format is better. You can put it in your purse. Bullet points on the cover tell you what you need to do, but still has big letters.
- The size of the page is too small.
6. Cover

- EASY voter guide.
- Gets your attention right away with the picture.
- I do love pictures, but the text is too small, to much going on.
- The League is good. I want to hear what they have to say.
- Likes the picture of the city hall. It makes the elections local.
- The contents on the cover is a good "at a glance"
7. Cover

- Likes "be a voter" -- she likes the I Voted stickers. Likes the way the guide has left me a note – amusing.
- Likes seeing the Spanish option on the cover. That's important.
- Likes the QR code.
- Simple, nice visual, shows the date, likes note about polling places.
8. Cover

- Like the kids drawing. It reminds you that it's not just about adults. It starts young...Voting unites all of us.
- Patriotic and friendly looking.
- It has info on the cover, but not too much.
- Pictures are good.
- Would think this was for the grade school.
9. Table of Contents

- Detailed. It's an index.
- Like that Your Sample Ballot stands out.
- I want to see right away what's inside the book, so I don't have to look through it
- Wants a table of contents, but finds that some are too much, and some are too little information.
- Wants as much detail as possible because he would only use it if he couldn't find something.
- Too much detail.
**10. Table of Contents**

- [This one] is easy to slide your finger down and see what's there.
- Big, divided sections.
- It's Ok, but doesn't really get his attention.
- Having a TOC is good, but this is too much.
- Tells you about the propositions.
11. Table of Contents

- No page numbers
- Short.
- Big text.
## 12. Table of Contents

- A bit too simplistic, but the format and actions are good.
- Confusing. Not enough detail.
- Simple. Shows one item at a time.
- Too simple for the information in the book.
- Easy to look at. Straight to the point.
- Bigger text is good. The others are so small she can't read them. This has a quick phrase that gives her a hint and the page number to turn to.
Dear Voter:

November 5, 2013 is Election Day. Your ballot may contain contests for cities, schools, and special districts in Riverside County. This Sample Ballot & Information Pamphlet provides ballot marking instructions, polling place location, candidate information, and other important election details that you should review before you vote.

You have several options for voting.

Vote-by-Mail: Voting by mail is convenient and easy. The deadline to request a vote-by-mail ballot is October 29. You have several options for returning your ballot:

- Mail your ballot in time to reach the Registrar of Voters office by 8 p.m. on Election Day, November 5, 2013. Postmarks are not accepted.
- Deposit your ballot in one of the secure drop-off boxes available at several city clerks’ offices from October 7 through November 4. Please visit our website to view a map of ballot drop-off locations.
- Take your ballot to any polling place (before 8 p.m.) in Riverside County on Election Day.
- You may confirm that the Registrar of Voters office has received your returned Vote-by-Mail ballot on our website at www.votetino.net by selecting “Vote-by-Mail Ballot Status Lookup”.

Vote Early: Vote at the Registrar of Voters office beginning October 7 through November 4 (excluding Holidays), Monday through Friday, from 8:00 a.m. to 5:00 p.m.; Saturday, November 2, from 9:00 a.m. to 4:00 p.m.; and Election Day, November 5, from 7:00 a.m. to 8:00 p.m.

Vote Early at the Palm Springs Public Library: Saturday, October 26 from 9:00 a.m. to 4:00 p.m. Accessible electronic voting units and vote-by-mail drop-off box will also be available at the Palm Springs Public Library.

Vote on Election Day November 5: See the back cover of this Sample Ballot for your polling place location.

The Registrar of Voters team is here to serve you. Please contact us anytime, so we can help make your voting experience a positive one. Thank you for participating in this election.

Your vote counts!

Sincerely,

Kari Verjil
Registrar of Voters

Be sure to follow the Registrar of Voters on Facebook, YouTube and Twitter.

13. Welcome letter

- Bullets, not paragraphs. This is good.
- It looks official, but not too much.
- Provides good information. Likes the seal, doesn't like the social media icons - doesn't feel official. Seems to trivialize it.
- There's good information here, with instructions. Liked the use of bold.
- Tells when and where, but the text could be shorter.
Dear Fellow Voter:

By registering to vote, you have taken the first step in playing an active role in deciding California’s future. Now, to help you make your decisions, my office has created this Official Voter Information Guide—just one of the useful tools for learning more about what will be on your ballot and how this election works. Information about candidates and measures unique to your region is available in your county sample ballot booklet. And for even more details about the electoral process—including how to check your voter registration status, where to vote, or whether your vote-by-mail ballot was received—visit www.sos.ca.gov/elections or call my toll-free voter hotline at (800) 345-VOTE.

Voting is easy, and every registered voter has a choice of voting by mail or in a local polling place. The last day to request a vote-by-mail ballot from your county elections office is October 30. On Election Day, polls will be open from 7:00 a.m. to 8:00 p.m.

There are more ways to participate in the electoral process.

- Be a poll worker on Election Day, helping to make voting easier for all eligible voters and protecting ballots until they are counted by elections officials.
- Spread the word about voter registration deadlines and voting rights through emails, phone calls, brochures, and posters.
- Help educate other voters about the candidates and issues by organizing discussion groups or participating in debates with friends, family, and community leaders.

This guide contains titles and summaries of state ballot measures prepared by Attorney General Kamala D. Harris; impartial analyses of the ballot measures and potential costs to taxpayers prepared by Legislative Analyst Mac Taylor; arguments in favor of and against ballot measures prepared by proponents and opponents; text of the proposed laws prepared and proofed by Legislative Counsel Diane F. Boyer-Vine; and other useful information. The printing of the guide was done under the supervision of Acting State Printer Kevin P. Hannah.

It is a wonderful privilege in a democracy to have a choice and the right to voice your opinion. As you know, some contests really do come down to a narrow margin of just a few votes. I encourage you to take the time to carefully read about each candidate and ballot measure—and to know your voting rights.

Thank you for taking your civic responsibility seriously and making your voice heard!

14. Welcome letter

- I like when they write letters. Shows concern for the people.
- (Sighs) It's too much for me. A good message, but too much. Give it to me quickly. Tell me what it's ready to do.
- Small writing. wish it was bigger. But it's official - the Secretary of State. That's important in the US government.
- Feels like an invitation (because of how it looks).
- Don't care what the Secretary of State says.
- Like a letter to you.
15. Voter Bill of Rights

- We need to know this.
- Describes your rights, which is important to know.
- Good to have -- but more concise, with bigger type.
- Likes the information, but it's not formatted in a way that makes it easy to read.
- This is important. I would read it. Especially about things like ID laws.
- Who can vote, who can't vote.
16. Guide to party ballots

- Primaries information is important. Don't know if this is easy enough to read.
- Good to explain the abbreviations and have a guide.
- It explains the abbreviations. She's attracted to the table, not the rest of the text.
- Simple. Shows good info. Could just have the table and leave everything else off.
- The information is good, but the format is not.

**GUIDE TO PARTY AND NON-PARTY BALLOTS**

This guide includes sample ballots of all qualified political parties for this election.

Your party, as you are currently registered, is shown on the back cover of this guide. Please see the chart below to determine the abbreviation code for your party of registration. If you have questions, call 530-283-6256 or 283-6129.

**Voters who are registered with a political party must vote their party's ballot.**

Voters who wish to vote for a presidential candidate in a party they are not registered with must re-register with that party by Monday, May 21, 2012.

**Voters who are NOT registered with a political party (No Party Preference voters) may choose to vote the No Party Preference ballot or request a Democratic or American Independent ballot for this election. By making this choice it will not change your party affiliation.**

**BALLOTS FOR THE June 5, 2012 STATEWIDE PRIMARY ELECTION**

**MATCH YOUR PARTY (see back cover) TO THE BALLOT ON THIS CHART**

<table>
<thead>
<tr>
<th>IF YOU ARE REGISTERED TO VOTE AS</th>
<th>ABBREVIATION</th>
<th>....YOUR BALLOT CHOICES ARE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democratic</td>
<td>DEM</td>
<td>Democratic</td>
</tr>
<tr>
<td>Republican</td>
<td>REP</td>
<td>Republican</td>
</tr>
<tr>
<td>American Independent</td>
<td>AIP</td>
<td>American Independent</td>
</tr>
<tr>
<td>Green</td>
<td>GRN</td>
<td>Green</td>
</tr>
<tr>
<td>Libertarian</td>
<td>LIB</td>
<td>Libertarian</td>
</tr>
<tr>
<td>Peace and Freedom</td>
<td>PF</td>
<td>Peace &amp; Freedom</td>
</tr>
<tr>
<td>No Party Preference</td>
<td>NPP</td>
<td>No Party Preference, Democratic or American Independent</td>
</tr>
</tbody>
</table>

**No Party Preference voters voting by mail**

You may select the No Party Preference, Democratic or American Independent ballot on your Vote By Mail application located on the back cover of this guide. If you do not select one of those, a No Party Preference ballot will be sent to you. Permanent Vote By Mail voters received a post card in the mail to make their selection prior to ballots being mailed.

**No Party Preference voters voting at the precinct**

You may select the No Party Preference, Democratic or American Independent ballot at the time you check in and sign the roster. If you do not select one of those, a No Party Preference Ballot will be issued to you at your polling place.
Elections in California

The Top Two Candidates Open Primary Act, which took effect January 1, 2011, requires that all candidates for a voter-nominated office be listed on the same ballot. Previously known as partisan offices, voter-nominated offices are state legislative offices, U.S. congressional offices, and state constitutional offices. Only the two candidates receiving the most votes—regardless of party preference—move on to the general election regardless of vote totals.

If one candidate receives more than 50% of the votes cast at the special primary election, he or she will be elected to fill the vacancy and no special general election will be held.

Write-in candidates for voter-nominated offices can only run in the primary election. However, a write-in candidate can only move on to the general election if the candidate is one of the top two vote-getters in the primary election. Additionally, there is no independent nomination process for a general election. California’s new open primary system does not apply to candidates running for U.S. President, county central committee, or local offices.

California law requires that the following information be printed in this notice.

Party-Nominated/Partisan Offices

Political parties may formally nominate candidates for party-nominated/partisan offices at the primary election. A nominated candidate will represent that party as its official candidate for the specific office at the general election and the ballot will reflect an official designation. The top vote-getter for each party at the primary election moves on to the general election. Parties also elect officers of county central committees at the primary election.

A voter can only vote in the primary election of the political party he or she has disclosed a preference for upon registering to vote. However, a political party may allow a person who has declined to disclose a party preference to vote in that party’s primary election.

Voter-Nominated Offices

Political parties are not entitled to formally nominate candidates for voter-nominated offices at the primary election. A candidate nominated for a voter-nominated office at the primary election is the nominee of the people and not the official nominee of any party at the general election. A candidate for nomination to a voter-nominated office shall have his or her party preference, or lack of party preference, stated on the ballot, but the party preference designation is selected solely by the candidate and is shown for the information of the voters only. It does not mean the candidate is nominated or endorsed by the party designated, or that there is an affiliation between the party and candidate, and no candidate nominated by the voters shall be deemed to be the officially nominated candidate of any political party. In the county sample ballot booklet, parties may list the candidates for voter-nominated offices who have received the party’s official endorsement.

Any voter may vote for any candidate for a voter-nominated office, if they meet the other qualifications required to vote for that office. The top two vote-getters at the primary election move on to the general election for the voter-nominated office even if both candidates have specified the same party preference designation. No party is entitled to have a candidate with its party preference designation move on to the general election, unless the candidate is one of the two higest vote-getters at the primary election.

If one candidate receives more than 50% of the votes cast at the special primary election, he or she will be elected to fill the vacancy and no special general election will be held.

Nonpartisan Offices

Political parties are not entitled to nominate candidates for nonpartisan offices at the primary election, and a candidate at the primary election is not the official nominee of any party for the specific office at the general election. A candidate for nomination to a nonpartisan office may not designate his or her party preference, or lack of party preference, on the ballot. The top two vote-getters at the primary election move on to the general election for the nonpartisan office.
19. Dates and hours

- Basic information. Simple, Can see right away.
- Clear. Dates and when you can go.
- This is clear and simple, not busy. Life is so busy, we need all the tools we can get to help us vote.
- Nice resources to turn to, but now looks not so useful on a second glance.
- Something simple. Not too much.
20. Contact numbers

- Easy to find phone numbers.
- Sometimes you do need to call...
- Important resources. You need the right information.
- If I need to call somebody. I move a lot -- where to go if I decide I need help. The more numbers the better.
- Probably automated information, which is OK.
21. Dates in calendar format

- "Thumbs up!" very visual.
- Exactly the information he wanted in the last election - and laid out in a good visual way.
- Good way for me to plan. I can see everything. I think in calendar.
- If I want to vote, I have to register and then I can vote? How can I register?
- Makes me more aware of what's coming up
- Nice. "Mark your calendar."
- This is something I can glance at and make sure I don't throw it out.
Important Dates and Deadlines

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>First day of early voting at City Hall</td>
<td>Monday, October 7</td>
</tr>
<tr>
<td>Deadline to register to vote</td>
<td>Monday, October 21</td>
</tr>
<tr>
<td>Deadline to notify the Department of Elections of an address change</td>
<td>Monday, October 21</td>
</tr>
<tr>
<td>First weekend of early voting at City Hall</td>
<td>Saturday and Sunday, October 26-27</td>
</tr>
<tr>
<td>Deadline for the Department of Elections to receive a request for a</td>
<td>Tuesday, October 29, 5 p.m.</td>
</tr>
<tr>
<td>vote-by-mail ballot</td>
<td></td>
</tr>
<tr>
<td>Last weekend of early voting at City Hall</td>
<td>Saturday and Sunday, November 2-3</td>
</tr>
<tr>
<td>Deadline for new citizens naturalized after October 21 to register</td>
<td>Tuesday, November 5, 8 p.m.</td>
</tr>
<tr>
<td>and vote</td>
<td></td>
</tr>
<tr>
<td>Election Day voting hours (all polling places and City Hall)</td>
<td>Tuesday, November 5, 7 a.m. to 8 p.m.</td>
</tr>
</tbody>
</table>

Visit sfelections.org/toolkit to:
- Check your voter registration status, including party affiliation
- Download a voter registration form
- Learn more about ranked-choice voting
- Request a vote-by-mail ballot
- Confirm that your vote-by-mail ballot was mailed or received
- Look up your polling place location
- View your sample ballot

Contact the Department of Elections
Email: use the email form at sfelections.org/sfvote
English: (415) 554-4375  中文電話: (415) 554-4367
Español: (415) 554-4366  TTY: (415) 554-4386
Office hours are Mondays through Fridays (except holidays) from 8 a.m. until 5 p.m.

22. Dates and contact numbers

- Great because it shows what to do when.
- List is easier (than calendar). I have my own calendar.
- With this, there's no excuse for not knowing when the deadlines are.
- Really good info, the use of shading helped find things.
- Dates and deadlines - all important.
Important Dates for this Election

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 7, 2013</td>
<td>FIRST DAY TO RECEIVE A VOTE-BY-MAIL BALLOT - This is the first day our office can issue you a vote-by-mail ballot.</td>
</tr>
<tr>
<td>October 21, 2013</td>
<td>LAST DAY TO REGISTER TO VOTE IN THIS ELECTION - You must be registered by this date to vote in this election.</td>
</tr>
<tr>
<td>October 29, 2013</td>
<td>Recommended last day to request a Vote-by-Mail ballot.</td>
</tr>
<tr>
<td>November 5, 2013</td>
<td>ELECTION DAY - Polls will be open from 7 a.m. to 8 p.m. Return your voted vote-by-mail ballot to this office or any polling place in Contra Costa County by 8 p.m.</td>
</tr>
</tbody>
</table>

3 Ways to Vote

Contra Costa County offers multiple voting options to fit your style of voting.

1. Vote at the Polls on Election Day! Your assigned polling place is located on the back cover. Be aware that your polling place may have changed since the previous election.

2. Vote Early - The Contra Costa County Registrar of Voters office is open as a polling place for the November 5, 2013 Election, beginning on Monday, October 7, 2013 through Tuesday, November 5, 2013. You may vote a vote-by-mail ballot at the Registrar of Voters office:
   - Location: 555 Escobar Street, Martinez
   - Voting Hours: October 7th - November 4th
     Monday - Friday 8 a.m. to 5 p.m.
     November 5, 2013 (Election Day)
     7 a.m. to 8 p.m.

3. Vote-by-mail - The application on the back of this pamphlet must be completed, signed only by the voter, sent by mail or fax to 925.335.7838, and must be received by the Registrar of Voters no later than October 29th. Voters may also send a letter providing their name, residence address, mailing address if different, birth date, and signature.

   To become a Permanent vote-by-mail voter, just sign the vote-by-mail application. You will automatically receive your vote-by-mail ballot before every election in which you are eligible to vote.

23. Dates and ways to vote

- "3 ways" is a good reminder.
- Easy to read and straightforward.
- Looks more simple (than #22). "3 ways to vote" seems easier.
- Likes having the dates and ways to vote on the same page.
- Simple. "Recommended," but not absolute!
- Simple - what to do and ways to do it.
24. Get out of line

- Advertising so things go smoother, important things in big font so it's noticeable.
- Creative graphics. Layout appealing, eye-catching.
- Didn't compute until I read the next line and then I got it.
- Short and simple. Likes the slogan (his mom complains about the lines). The graphics make it seem easier.
- There are no lines at my polling place.
- Quick, easy.
25. Four ways to vote

• Before, I didn't know how you could vote UNTIL I voted - this helps you know before that.

• Helpful -- didn't know you could do any of this.

• I like this. It's very visual. You don't need to read too much to get everything.

• Pictures. Simple. Good for people who don't speak English.

• That's cool. They tell you what you can do.

• This is the same info, but this one is simpler and easier to read.
26. Confirm your polling place

- Always confirm. Likes Be A Voter. "Make the time."
- Big head shake - too many words
- Clear, organization, bold, bullets
- Late polling place changes. I had a problem with that before.
- Location. Close to work or house?
- There's a lot of writing for something you can say, simpler.
- Too many words.
- Too much.
How to Vote

You have two choices when voting. You may vote in person at a polling place in your county or you may vote by mail.

You do not have to vote in every contest on your ballot. Your vote will be counted for each contest you vote in.

Voting at the Polling Place on Election Day

Polls are open in California from 7:00 a.m. to 8:00 p.m. on Election Day. Some counties also offer early voting at a few polling places before Election Day. When you receive your county sample ballot booklet in the mail a few weeks before Election Day, look for your polling place on the back cover of the booklet. If you do not receive your sample ballot booklet, contact your county elections office. You can also obtain your polling place address by visiting www.sos.ca.gov/elections/find-polling-place.htm or calling the Secretary of State’s toll-free Voter Hotline at (800) 345-VOTE (8863). When you arrive at your polling place, a poll worker will ask for your name and check an official list of registered voters for that polling place. After you sign next to your name on the list, the poll worker will give you a paper ballot, unique passcode, or computer memory card, depending on the voting system your county uses. Go to a private booth and begin voting. Poll workers are there to assist voters with the voting process. If you are not familiar with how to cast a ballot, ask a poll worker for instructions on how to use the voting system. State and federal laws require that all voters be able to cast their ballots privately and independently. Each polling place is required to have at least one voting machine that permits voters, including those who are blind or visually impaired, to cast a ballot without assistance. The voting machine also must permit you to privately and independently verify your vote choices, and, if there is an error, permit you to correct those choices before casting the final ballot.

Voting by Mail

If you are not a permanent vote-by-mail voter (formerly known as an absentee voter), you still may choose to vote by mail in this election. Your county sample ballot booklet contains an application for a vote-by-mail ballot. The last day to request a vote-by-mail ballot from your county elections office is October 30. After you mark your choices on your vote-by-mail ballot, put it in the official envelope provided by your county elections office and seal it. Sign the outside of the envelope where directed. You may return your voted vote-by-mail ballot by:

- Mailing it to your county elections office;
- Returning it in person to any polling place or elections office within your county on Election Day;
- Authorizing a legally allowable third party (spouse, child, parent, grandparent, grandchild, brother, sister, or a person residing in the same household as you) to return the ballot on your behalf to any polling place or elections office within your county on Election Day.

Vote-by-mail ballots must be received by county elections offices no later than 8:00 p.m. on Election Day, so be sure to mail your vote-by-mail ballot a few days before Election Day. Even if you receive your vote-by-mail ballot, you can change your mind and vote at your polling place on Election Day. However, you must bring your vote-by-mail ballot to the polling place and give it to a poll worker to exchange for a polling place ballot. If you do not have your vote-by-mail ballot, you will be allowed to vote on a provisional ballot.

Provisional Ballots

If your name does not appear on the voter list at your polling place, you have the right to cast a provisional ballot at any polling place in the county in which you are registered to vote. Provisional ballots are ballots cast by voters who:

- Believe they are registered to vote even though their names do not appear on the official voter registration list;
- Believe the official voter registration list incorrectly lists their political party preference; or
- Vote by mail but cannot locate their vote-by-mail ballot and instead want to vote at a polling place.

Your provisional ballot will be counted after county elections officials have confirmed that you are registered to vote and did not vote elsewhere in that same election.
28. How to vote

- Clear, like the pictures, well organized.
- Could actually look, giving me time to check what I'm voting for.
- Even though it's crowded, it shows exactly what to do and not to do. Good graphics. (But #30 is better).
- Last time had difficulty voting -- had to find out what you have to do.
- The first day I voted, I didn't know WHAT I was doing. Even though it's simple, it can seem overwhelming.
29. How to vote / warning

- Don't like Uncle Sam. He's not the American dream
- Like this because I want the details, but it's a bit ... well good title.
- Retro. I like that. And it's important, too. People don't know to turn the ballot over and miss all the referenda on the back
- Uncle Sam is intimidating.
30. How to vote (check ballot)

- Better example. Show the things that can go wrong.
- Explains the better way to do it. You just look carefully and you see the 4 things - good for anyone.
- Pictures are good. But would like this to be the complete process - wants to have everything he'd need to do.
- Too cartoony. Very simple - maybe overly simple
- Visually, do and don't. Nice and simple.
- Your choices do make a difference.
<table>
<thead>
<tr>
<th>PARTY-NOMINATED OFFICES</th>
<th>VOTER-NOMINATED OFFICES</th>
<th>MEASURES SUBMITTED TO THE VOTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRESIDENT AND VIC. PRESIDENT</strong></td>
<td><strong>UNITED STATES SENATOR</strong></td>
<td><strong>STATE</strong></td>
</tr>
<tr>
<td>MITT ROMNEY</td>
<td>ELIZABETH EMKEN</td>
<td>30 Temporary tax to fund education, guaranteed local public safety funding, capped maximum state tax rates.</td>
</tr>
<tr>
<td>PAUL RYAN</td>
<td>DIANNE FEINSTEIN</td>
<td>31 State budget, state and local government, initiative constitutional amendment, establishes a state budget.</td>
</tr>
<tr>
<td>GARY JOHNSON</td>
<td>JOSEPH BIDEN</td>
<td>32 Political contributions by PACs, contributions to candidates, initiative constitutional amendment, establishes a state budget.</td>
</tr>
<tr>
<td>JAMES P. GRAY</td>
<td>RANDY LOFTIN</td>
<td>33 Auto insurance companies, prices based on drivers history of insurance.</td>
</tr>
<tr>
<td>ROSANNE BARR</td>
<td>MIKE THOMPSON</td>
<td>34 Insurance companies, prices based on drivers history of insurance.</td>
</tr>
<tr>
<td>CINDY SHEEHAN</td>
<td>DIANE “SEED”</td>
<td>35 Insurance companies, prices based on drivers history of insurance.</td>
</tr>
<tr>
<td>5th District</td>
<td>UNITED STATES REPRESENTATIVE</td>
<td>36 Insurance companies, prices based on drivers history of insurance.</td>
</tr>
<tr>
<td>3rd District</td>
<td>LOIS WOLK</td>
<td>37 Insurance companies, prices based on drivers history of insurance.</td>
</tr>
<tr>
<td>4th District</td>
<td>MEMBER OF THE STATE ASSEMBLY</td>
<td>38 Insurance companies, prices based on drivers history of insurance.</td>
</tr>
<tr>
<td>THOMAS HOEFLING</td>
<td>JOHN MUNN</td>
<td>39 Insurance companies, prices based on drivers history of insurance.</td>
</tr>
<tr>
<td>ROBERT CINELAS</td>
<td>MARKO YAMADA</td>
<td>40 Insurance companies, prices based on drivers history of insurance.</td>
</tr>
</tbody>
</table>

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**31. Sample ballot**

- Familiar, shows who you're voting for
- I like to see what the ballot will look like ahead of time.
- I look for this page in the booklet
- Is it exactly the ballot? That would make it clearer.
- Looks complicated, but breaks it down, makes it easy to pick from.
- They send this to me.
- Would make it easier if it was more illustrative for a voter who doesn't vote often.
32. Candidates (square format)

- Like that it's all on one page with a defined space for each person. You can pick it up and read quickly.
- I'm used to this.. but don't like it that much
- I want to know about the candidates.
- Make sure you know who you are voting for.
- She reads everything she can find. Would like to see these three pages (all candidate pages) combined into one design

(typical) | EN+ES | Selected by 12
33. Candidates

- He does not like any of the candidate pages. They are just campaign speeches. Just show him who is running and where they stand on the issues.
- Sometimes I like the little paragraphs of information, lists can feel too tiny. This one is better than #34
- I don't care about the statements. If I haven't got it out of the literature at this point...
- Longer lines make it look like more words.
- I would not read this.
34. Candidates

- Faces are important. They give you a relationship to the person.
- Like seeing the faces and synopses of who and their accomplishments.
- Seems more impartial. Likes the layout, but especially the sections of information - they are the right choices.
- Pictures help me connect to the person. and sense if they are genuine. It's good for me, but I know that unfortunately there is a lot of racism.
35. Measures

- A bit on the fence. The pro/cons are good, but he wants to see who has signed each one. Is this a campaign or a fact?
- Gives both sides, pros and cons.
- Need to know about this. You need the Yes/No explanation.
- There's a lot of things here.. I want to know about them, but might not read all this.
- Boring. Doesn't make me want to read it. Congested. Want the measures, but not like that.
36. Measures (Quick Reference)

- When she votes, she went straight to the quick reference and highlighted which one she wanted to vote for.
- Pros *and* cons - both sides of the story, lose and gain
- I love this one - Pros and cons. Why it's good to say Yes or No. In plain English so you won't get confused
- This was very helpful when she voted, especially the Yes/No. Wording of the questions is tricky.
- OK layout, but I won't read this. Get to the point. What am I looking at?
37. Measures

- I don't understand that gibberish.
- Have the text for the people who are interested. Implies he would read if it was one of "his topics"
- Not sure. He wants to know what an "impartial analysis" is - who writes it, and how are they impartial. He does like to see the full text of the measures.
- You want somebody to *read* this?
- Small. Could make better use of the space.
- Frowns
38. Measures

- Don't hate it, but not as good. The columns don't line up and it makes it seem very messy.
- I have to read this information very carefully. They are so confusing, especially understanding how to vote to say what you want.
- Likes "how it is now" and showing what voting yes will do.
- Spread it out -- too small
39. Be an election officer

- Looks simple, quick and easy.
- Have to read this... He thought it was a political party thing, like recruiting precinct captains.
- Nice. Big, so you know what they're asking for.
- This could be good for her son and daughter.
- She's not interested in being a poll worker, but she likes the form. The boxes are easy to see where to write, there is large text. When it is easy to see and easy to read, it's easy to understand.
40. Ballot worksheet

- This isn't clear. Would prefer to just have the sample ballot.
- It's a great idea. At first, he thought it was a graphical image of the ballot.
- Know who you're gonna vote for when you get there.
- Originally thought this was for write-in candidates (which he liked), but then says that the worksheet is good, too.
- She marks in her pamphlets and brings it to the polls.
- That would be a good app.
41. Voter Action Request

- Great idea, but he worries about whether it’s too easy to make changes. Could it be open to fraud? You need a signature at the bottom so they know it's you. It's not official enough looking.
- Was unclear about what you could do on this form. Nice to have all there, not organized well.
- This is good, but not official enough or easy enough looking.
- Simple instructions, the boxes make it easy to check off things.
- Legal but simple.
42. Change Service Request

- Likes seeing the official mail icon as a way of knowing it’s real.
- Easy to make changes, less work for you since they send it to you.
- If I want to change my info, it should be easily available to me.