

## Ballot C

Ginny Redish and Dana Chisnell developed the wording and presentation of instructions on this ballot following a study that they conducted on two other sample ballots.

In the study, 45 U.S. citizens in 3 geographic locations voted on two electronic ballots (A, B) that differed only in the wording and presentation of the language on the ballots.

Half of the participants voted on the ballots in the order A, B. Half voted in the order B, A.

Ballot A – traditional language

Ballot B – plain language

In the study, participants voted more accurately on Ballot B.

When asked for a preference, 37 of 45 participants chose Ballot B. (Four chose Ballot A; 4 chose "no preference.")

Although participants did significantly better on the plain language ballot in the study, they had some problems even with that ballot. Ballot C takes those problems into account and offers a ballot based on what we learned.

This Ballot C file does not include all the races / amendments that were part of Ballot A and Ballot B. It does include a representation of every type of page in the ballots that were part of the study.

For further information and results, see the full report of the study:

Redish, J. C., Chisnell, D. E., Newby, E., Laskowski, S. J., and Lowry, S. Z., 2008, *Report of Findings: Use of Language in Ballot Instructions*, NISTIR 7556, <http://vote.nist.gov/NISTIR-7556.pdf>

You can also see

Ballot A at [www.redish.net/voting/BallotA.pdf](http://www.redish.net/voting/BallotA.pdf)

Ballot B at [www.redish.net/voting/BallotB.pdf](http://www.redish.net/voting/BallotB.pdf)

# How to Vote

**To vote for the candidate of your choice**, touch that person's name. It will turn yellow.

**If you make a mistake or you want to change a vote**, first touch the yellow box you no longer want. That box will turn gray. Then touch the choice you do want.

**To write in a candidate:** To vote for a person who is not on the ballot, touch **Write in a candidate's name**. You will get more instructions on how to complete your write-in.

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# Straight Party Voting

You can vote all at once for all the candidates of one political party for all the races where candidates belong to a specific party. (This is called a straight-party ticket.)

If you want most candidates from one party but some candidates from another party, you can vote straight party here and change your vote later at a specific race.

To vote straight party, touch the party name and then touch **Vote straight-party**

To not vote straight party, just touch **Do not vote straight-party**

Aqua
Lime
Purple
Silver

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# Straight Party Voting

You have selected all of the candidates from the **Lime** party for all party-based races.  
(A straight-party ticket.)

**To review or change your vote in any party-based race,** touch

[Review party-based choices](#)

You will go through the screens for each party-based race.

**To keep all votes for the Lime candidates in party-based races without reviewing them,** touch

[Keep all party-based choices](#)

You will go to the first non-party-based race.

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# President and Vice President

Vote for one.

**If you make a mistake or you want to change a vote**, first touch the yellow box you no longer want. That box will turn gray. Then touch the choice you do want.

Martin Patterson and  
Clay Lariviere

Purple

Elizabeth Harp and  
Antoine Jefferson

Lime

Charles Layne and  
Andrew Kowalski

Aqua

Marzena Pazgier and  
Welton Phelps

Silver

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# Registrar of Deeds

Vote for one.

**If you make a mistake or you want to change a vote**, first touch the yellow box you no longer want. That box will turn gray. Then touch the choice you do want.

Lillian Cohen Lime
Write in a candidate's name

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# Write In a Candidate's Name

Use this screen to vote for a candidate who is not on the ballot.

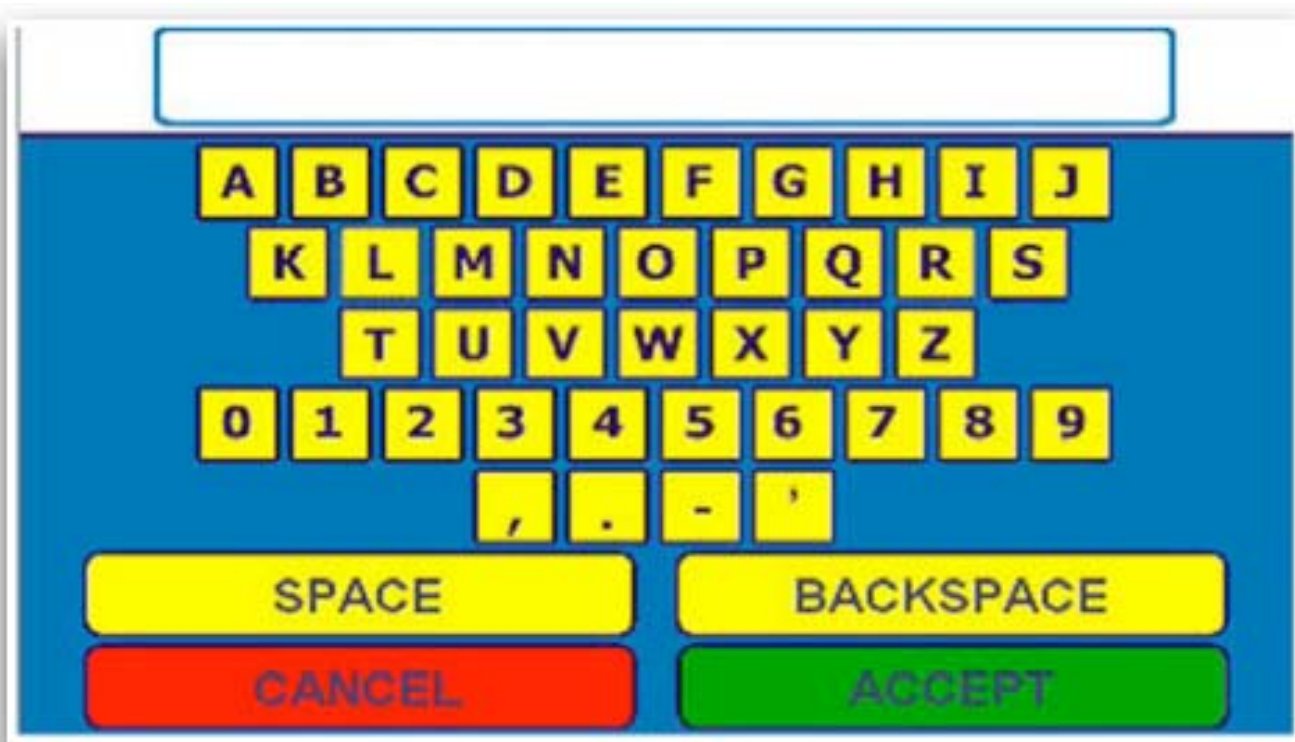
Do not write in someone whose name is already on the ballot for this race.

To write in a candidate:

- Type the person's first and last names.
- Put a blank space between the first name and the last name by touching **SPACE**.
- To erase, touch **BACKSPACE**.

To complete the write-in, touch **ACCEPT**.

If you change your mind, touch **CANCEL**.



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# County Commissioners

Vote for one, two, three, four, or five.

**If you make a mistake or you want to change a vote**, first touch the yellow box you no longer want. That box will turn gray. Then touch the choice you do want.

Damian Rangel Purple
Mary Tawa Purple
Sheila Moskowitz Purple
Helen Moore Lime
John White Lime
Valerie Altman Lime
Joe Barry Aqua
Joe Lee Aqua
Martin Schreiner Aqua
Eric Savoy Silver
Write in a candidate's name
Write in a candidate's name
Write in a candidate's name
Write in a candidate's name
Write in a candidate's name

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# City Council

Vote for one, two, three, or four.

**If you make a mistake or you want to change a vote**, first touch the yellow box you no longer want. That box will turn gray. Then touch the choice you do want.

Carole Smith Purple
Randall Eagle Purple
Reid Davis Purple
Barbara Shry Lime
Donald Rupp Lime
Harvey Barker Lime
Hugh Feister Lime
Write in a candidate's name
Write in a candidate's name
Write in a candidate's name
Write in a candidate's name

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# Non-partisan offices

All of the races from this point on are not party-based. Candidates in the following races do not represent a political party.

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# Water Commissioners

Vote for one or two.

**If you make a mistake or you want to change a vote**, first touch the yellow box you no longer want. That box will turn gray. Then touch the choice you do want.

Gregory Seldon

Orville White

Write in a candidate's name

Write in a candidate's name

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# State Supreme Court Chief Justice

Keep Esther York as State Supreme Court Chief Justice?

Yes

To keep Esther York, touch Yes.

No

To not keep Esther York, touch No.

**If you make a mistake or you want to change a vote**, first touch the yellow box you no longer want. That box will turn gray. Then touch the choice you do want.

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# Constitutional Amendment K

Shall there be an amendment to the State constitution authorizing Madison and Fromwit Counties to hold referenda on whether to authorize slot machines in existing, licensed parimutuel facilities (thoroughbred and harness racing, greyhound racing, and jai alai) that have conducted live racing or games in that county during each of the last two calendar years before effective date of this amendment? The Legislature may tax slot machine revenues, and any such taxes must supplement public education funding statewide. Requires implementing legislation.

This amendment alone has no fiscal impact on government. If slot machines are authorized in Madison or Fromwit counties, governmental costs associated with additional gambling will increase by an unknown amount and local sales tax-related revenues will be reduced by \$5 million to \$8 million annually. If the Legislature also chooses to tax slot machine revenues, state tax revenues from Madison and Fromwit counties combined would range from \$200 million to \$500 million annually.

For

Against

**If you make a mistake or you want to change a vote**, first touch the yellow box you no longer want. That box will turn gray. Then touch the choice you do want.

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# Ballot Measure 101

Allows individual or class action "unfair business" lawsuits only if actual loss suffered; only government officials may enforce these laws on public's behalf. Fiscal Impact: Unknown state fiscal impact depending on whether the measure increases or decreases court workload and the extent to which diverted funds are replaced. Unknown potential costs to local governments, depending on the extent to which diverted funds are replaced.

For

Against

**If you make a mistake or you want to change a vote**, first touch the yellow box you no longer want. That box will turn gray. Then touch the choice you do want.

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# Review Your Choices

This screen shows everything you voted for. Review it carefully.

You may change your vote in any race.

An **orange** box means you did not vote for as many people as you could in that race.

A **red** box means you did not make any choice in that race.

To make changes:

1. Touch the race you want to change.
2. At that race, if you want to undo a selection you made before, touch the choice you do not want. That box will turn gray.
3. Then touch the choice (or choices) you want.
4. To return to this screen, touch [Return to Review](#).

If you are ready to cast your ballot, touch [Next](#) at the bottom of the screen.

<b>President and Vice President</b> Elizabeth Harp and Antoine Jefferson (Lime)
<b>US Senate</b> David Platt (Lime)
<b>US Representative</b> Carrol Forrest (Lime)
<b>Governor</b> Alex Wallace (Lime)
<b>Lieutenant Governor</b> George Hovis (Lime)
<b>Registrar of Deeds</b> Albert Sterner (Write-In)
<b>State Senator</b> Andrea Solis (Purple)
<b>State Assembly</b> Marty Talarico (Lime)
<b>County Commissioners</b> Valeri Altman (Lime), Helen Moor (Lime), John White (Lime) -You may vote for <b>2</b> more candidates.
<b>City Council</b> Hugh Feister (Lime), Carole Smith (Purple), Barbara Shry (Lime), Harvey Barker (Lime)
<b>Water Commissioners</b> -You have not voted in this race. You may vote for up to <b>2</b> candidates.
<b>Court of Appeals Judge</b> Kenneth Mitchell
<b>State Supreme Court Chief Justice</b> Keep Esther York - Yes
<b>State Supreme Court Associate Justice</b> Keep Elmer Hull - Yes
<b>Constitutional Amendment K</b> For
<b>Ballot Measure 101</b> Against
<b>Ballot Measure 106</b> For

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# Confirm

Are you sure you have finished voting?

Note: Once you touch [Cast Vote](#), you will not be able to make any more changes.

If you want to make changes, touch [Return to Ballot](#).

If you are ready to cast your ballot, touch [Cast Vote](#).

[Return to Ballot](#)

[Cast Vote](#)



# Thank you

Your vote has been recorded.

Thank you for voting.