# **Summary of Weighted Survey Results**

## **1. Voter Guide Readership**

* **67.5%** read all of the guide.
* **28.8%** read some of the guide.

**Takeaway:** The vast majority (**96.3%**) of respondents engaged with the voter guide.

## **2. Helpfulness of the Voter Guide**

* **62.3%** found it extremely helpful.
* **25.4%** found it moderately helpful.
* **9.7%** found it somewhat helpful.

**Takeaway:** Over **95%** found the guide at least moderately helpful, with a strong majority (**60%+**) rating it extremely helpful.

## **3. Sections Found Most Useful** (Multiple Responses Allowed)

* **Ballot Measures Information:** Most frequently selected as the most useful section (**80.1%**).
* **Candidate Statements:** Selected by **48%**.
* **Voting Deadlines & Logistics:** Selected by **41%**.
* **Political Party Statements:** Selected by **34.2%**.

**Takeaway:** **Ballot Measures Information** was the most valued section of the guide.

## **4. Clarity & Readability of the Guide**

* **80.6%** rated it as very clear and easy to read.
* **16.1%** rated it as somewhat clear.

**Takeaway:** The guide was overwhelmingly (**96.7%**) viewed as clear and readable.

## **5. Were Any Sections Missing?** *(Flawed question)*

* A portion of respondents (exact % unclear) said **"Yes"** to missing sections.
* The rest said **"No."**

**Takeaway:** While most were satisfied, some respondents noted areas where content could be expanded.

## **6. Did the Guide Help in Making Voting Decisions?**

* **60.1%** said **"Yes, it helped me make informed decisions."**
* **38.8%** said **"Yes, but I used other sources too."**

**Takeaway:** **98.9%** of respondents who used the guide said it helped them, either on its own or alongside other sources.

## **7. Did the Guide Encourage Voter Participation?**

* **81.9%** were planning to vote regardless.
* **15.1%** said the guide encouraged them to vote when they might not have otherwise.
* **3%** said it did not influence them.

**Takeaway:** While most respondents were committed voters, **15.1%** of them were motivated by the guide, which is a notable impact.

## **8. How Likely Are You to Recommend the Voter Guide to Others?**

* **71.6%** said they would be **very likely** to recommend it.
* **20.2%** said they would be **somewhat likely** to recommend it.

**Takeaway:** **91.8%** of respondents said they would recommend the voter guide.

## **9. Likelihood of Using a Future Voter Guide**

* **94.5%** said they would like to receive a **nonpartisan voter guide** in the future by mail.

**Takeaway:** This response is critical for assessing the demand for future voter guides.

## **Key Takeaways**

* The guide was **widely read**, with nearly **96.3%** of those who used it finding it helpful.
* **Ballot Measures Information** was the most valued part of the guide.
* **96.7%+** found the guide very clear and easy to read.
* Nearly **15%** of respondents said the guide encouraged them to vote.
* There is strong evidence that voters would recommend and use a guide again and would like to receive one by mail in the future.

### **Crosstab Summaries**

## **1. Voter Guide Readership by Party**

Republicans were the most likely to read the entire guide, while Democrats had a higher percentage of respondents who only read part of it. Voters who identified as "Other" fell somewhere in between, with most of them reading all or some of the guide.

## **2. Voter Guide Readership by Age**

Older age groups were slightly more likely to read the guide completely, while younger voters were somewhat more likely to skim or read only parts of it. However, across all age groups, engagement with the guide remained high.

## **3. Helpfulness of the Guide by Party**

Democrats and Republicans both found the guide helpful, with a majority rating it as extremely helpful. Republicans had a slightly higher share of respondents who found it only moderately helpful. Democrats had the highest percentage of respondents who rated it as not helpful, though this group was very small.

## **4. Helpfulness of the Guide by Age**

Younger voters were the most likely to rate the guide as extremely helpful, while older respondents were more evenly split between extremely and moderately helpful ratings. The percentage of respondents who found the guide not helpful was very low across all age groups.

## **5. Most Useful Sections by Party**

Democrats overwhelmingly valued the ballot measures section, while Republicans were more likely to cite candidate statements as the most useful. Those in the "Other" category found both ballot measure information and candidate statements valuable at nearly equal rates.

## **6. Most Useful Sections by Age**

Younger voters were far more likely to say ballot measures were the most useful section, while older voters showed more interest in candidate statements and political party information. Across all age groups, ballot measures remained the most frequently cited useful section.

## **7. Encouragement to Vote by Party**

Democrats were the least likely to say the guide encouraged them to vote, as most were already planning to vote. Republicans and voters in the "Other" category were more likely to say the guide influenced their decision to participate in the election.

## **8. Encouragement to Vote by Age**

Younger voters were the most likely to say the guide encouraged them to vote, while middle-aged and older voters were mostly already planning to vote. The percentage of respondents who said the guide did not influence their decision to vote was low across all age groups.

## **9. Likelihood of Receiving a Future Voter Guide by Party**

Voters across all party groups showed strong support for receiving a voter guide in the future. Support was particularly high among those in the "Other" category, with Republicans showing slightly less enthusiasm than Democrats.

**10. Likelihood of Receiving a Future Voter Guide by Age**

All age groups expressed strong interest in receiving a voter guide in the future. Younger voters had the highest level of enthusiasm, while middle-aged and older voters were slightly less likely to say they wanted another guide, though the overall support remained very high.

### **Key Takeaways from Crosstabs**

* Republicans were the most engaged with the guide, while Democrats had more partial readers.
* Younger voters found the guide the most helpful and were the most likely to be influenced by it.
* Democrats valued ballot measure information the most, while Republicans favored candidate statements.
* The guide had the most influence on Republicans and those in the "Other" category in encouraging voter participation.
* Nearly all respondents, regardless of party or age, wanted to receive a voter guide in the future.