# **Voter Guide Survey Results - Full Survey Report**

## **1. Voter Guide Readership**

**Did you read the voter guide?**

| **Response** | **Frequency** | **Percent** | **Valid Percent** | **Cumulative Percent** |
| --- | --- | --- | --- | --- |
| Yes, all of it | 74 | 70.1% | 70.1% | 70.1% |
| Yes, some of it | 32 | 29.9% | 29.9% | 100% |
| **Total** | 106 | 100% | 100% |  - |

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

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

**How helpful did you find the voter guide in preparing to vote?**

| **Response** | **Frequency** | **Percent** | **Valid Percent** | **Cumulative Percent** |
| --- | --- | --- | --- | --- |
| Extremely helpful | 66 | 62.3% | 62.3% |  62.3% |
| Moderately helpful | 27 | 25.4% | 25.4% |  87.7% |
| Somewhat helpful | 10 | 9.7% | 9.7% |  97.4% |
| Not helpful | 3 | 2.6% | 2.6% |  100% |
| **Total** | 106 | 100% | 100% |  - |

**Takeaway:** Over 95% found the guide at least moderately helpful, with a strong majority (62.3%) rating it extremely helpful.

## **3. Sections Found Most Useful**

**Which section of the voter guide did you find the most useful? (Check all that apply)**

| **Section** | **Frequency** | **Percent** | **Valid Percent** | **Cumulative Percent** |
| --- | --- | --- | --- | --- |
| Ballot measures information | 84 | 79.8% | 80.1% | 100% |
| Candidate statements | 51 | 47.8% | 48.0% | 100% |
| Political party information | 36 | 34.0% | 34.2% | 100% |
| Voting deadline & logistics | 43 | 40.8% | 41.0% | 100% |

**Takeaway:** Ballot Measures Information was the most valued section of the guide, followed by Candidate Statements.

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

**How would you rate the clarity and readability of the voter guide?**

| **Response** | **Frequency** | **Percent** | **Valid Percent** | **Cumulative Percent** |
| --- | --- | --- | --- | --- |
| Very clear and easy to read | 85 | 80.2% | 80.6% | 80.6% |
| Somewhat clear | 17 | 16.0% | 16.1% | 96.6% |
| Somewhat unclear | 4 | 3.4% | 3.4% | 100% |
| **Total** | 106 | 100% | 100% |  - |

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

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

**Did you use the voter guide to help make decisions on candidates or ballot measures?**

| **Response** | **Frequency** | **Percent** | **Valid Percent** | **Cumulative Percent** |
| --- | --- | --- | --- | --- |
| Yes, it helped me make informed decisions | 64 | 60.1% |  60.1% | 61.2% |
| Yes, but I used other sources too | 41 | 38.8% |  38.8% | 100% |
| No, I did not use the guide to make decisions | 1 | 1.1% |  1.1% |  1.1% |
| **Total** | 106 | 100% |  100% |  - |

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

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

**Did the voter guide encourage you to vote when you might not have otherwise?**

| **Response** | **Frequency** | **Percent** | **Valid Percent** | **Cumulative Percent** |
| --- | --- | --- | --- | --- |
| I was planning to vote regardless | 87 | 81.9% | 81.9% | 81.9% |
| Yes | 16 | 15.1% | 15.1% | 97% |
| No | 3 | 3.0% | 3.0% | 100% |
| **Total** | 106 | 100% | 100% |  - |

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

## **7. Likelihood of Recommending the Voter Guide**

**How likely are you to recommend the voter guide to others?**

| **Response** | **Frequency** | **Percent** | **Valid Percent** | **Cumulative Percent** |
| --- | --- | --- | --- | --- |
| Very likely | 76 | 71.6% | 71.6% | 71.6% |
| Somewhat likely | 21 | 20.2% | 20.2% | 91.7% |
| Unlikely | 9 | 8.3% | 8.3% | 100% |
| **Total** | 106 | 100% | 100% | - |

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

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

**Would you like to receive a nonpartisan guide such as this in the future by mail?**

| **Response** | **Frequency** | **Percent** | **Valid Percent** | **Cumulative Percent** |
| --- | --- | --- | --- | --- |
| Yes | 100 | 94.5% | 94.5% | 94.5% |
| No | 6 | 5.5% | 5.5% | 100% |
| **Total** | 106 | 100% | 100% | - |

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

### **Key Takeaways**

* **The guide was widely read**, with **96.3%** of respondents engaging with it.
* **Ballot Measures Information** was the most valued section of the guide.
* **96.7%+ found the guide very clear and easy to read**.
* **98.9% of respondents said the guide helped them make voting decisions**.
* **15.1% said the guide encouraged them to vote** when they might not have otherwise.
* **91.8% would recommend the guide**, and **94.5% want to receive a guide by mail in the future**.

# **Voter Guide Survey Results with Crosstabs**

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

**Did you read the voter guide?**

| **Response** | **Democratic** | **Republican** | **Other** | **Total** |
| --- | --- | --- | --- | --- |
| Yes, all of it | 16 (55.2%) | 34 (79.1%) | 24 (70.6%) | 74 (69.8%) |
| Yes, some of it | 13 (44.8%) | 9 (20.9%) | 10 (29.4%) | 32 (30.2%) |
| **Total** | 29 (27.4%) | 43 (40.6%) | 34 (32.1%) | 106 (100%) |

**Takeaway:** Republicans had the highest rate of reading the guide entirely (79.1%).

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

| **Response** | **18-39** | **40-64** | **65+** | **Total** |
| --- | --- | --- | --- | --- |
| Yes, all of it | 32 (65.3%) | 31 (75.6%) | 12 (75.0%) | 75 (70.8%) |
| Yes, some of it | 17 (34.7%) | 10 (24.4%) | 4 (25.0%) | 31 (29.2%) |
| **Total** | 49 (46.2%) | 41 (38.7%) | 16 (15.1%) | 106 (100%) |

**Takeaway:** Older age groups were slightly more likely to read the guide completely.

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

| **Response** | **Democratic** | **Republican** | **Other** | **Total** |
| --- | --- | --- | --- | --- |
| Extremely helpful | 19 (65.5%) | 27 (62.8%) | 19 (57.6%) | 65 (61.9%) |
| Moderately helpful | 2 (6.9%) | 11 (25.6%) | 13 (39.4%) | 26 (24.8%) |
| Somewhat helpful | 5 (17.2%) | 5 (11.6%) | 1 (3.0%) | 11 (10.5%) |
| Not helpful | 3 (10.3%) | 0 (0.0%) | 0 (0.0%) | 3 (2.9%) |
| **Total** | 29 (27.6%) | 43 (41.0%) | 33 (31.4%) | 105 (100%) |

**Takeaway:** Nearly all respondents found the guide at least somewhat helpful, with Democrats slightly more likely to rate it "extremely helpful."

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

| **Response** | **18-39** | **40-64** | **65+** | **Total** |
| --- | --- | --- | --- | --- |
| Extremely helpful | 32 (65.3%) | 25 (61.0%) | 9 (56.3%) | 66 (62.3%) |
| Moderately helpful | 10 (20.4%) | 12 (29.3%) | 5 (31.3%) | 27 (25.5%) |
| Somewhat helpful | 4 (8.2%) | 4 (9.8%) | 2 (12.5%) | 10 (9.4%) |
| Not helpful | 3 (6.1%) | 0 (0.0%) | 0 (0.0%) | 3 (2.8%) |
| **Total** | 49 (46.2%) | 41 (38.7%) | 16 (15.1%) | 106 (100%) |

**Takeaway:** The highest percentage of "extremely helpful" ratings came from younger respondents.

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

**Which section of the voter guide did you find the most useful? (Check all that apply)**

| **Section** | **Democratic** | **Republican** | **Other** | **Total** |
| --- | --- | --- | --- | --- |
| Ballot Measures Information | 27 (93.1%) | 28 (65.1%) | 30 (88.2%) | 85 (80.2%) |
| Candidate Statements | 4 (13.8%) | 26 (61.9%) | 20 (58.8%) | 50 (47.6%) |
| Political Party Information | 4 (13.8%) | 18 (42.9%) | 13 (39.4%) | 35 (33.7%) |
| Voting Deadlines & Logistics | 11 (36.7%) | 17 (39.5%) | 15 (45.5%) | 43 (40.6%) |

**Takeaway:** Democrats overwhelmingly valued ballot measure information, while Republicans were more likely to find candidate statements useful.

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

**Did the voter guide encourage you to vote when you might not have otherwise?**

| **Response** | **Democratic** | **Republican** | **Other** | **Total** |
| --- | --- | --- | --- | --- |
| I was planning to vote | 29 (96.7%) | 34 (79.1%) | 24 (72.7%) | 87 (82.1%) |
| Yes, it encouraged me | 0 (0.0%) | 7 (16.3%) | 9 (27.3%) | 16 (15.1%) |
| No, it did not influence me | 1 (3.3%) | 2 (4.7%) | 0 (0.0%) | 3 (2.8%) |
| **Total** | 30 (28.3%) | 43 (40.6%) | 33 (31.1%) | 106 (100%) |

**Takeaway:** The guide had the most influence on voters who identified as "Other" or Republican, while Democrats were already committed voters.

## **7. Would You Like to Receive a Future Guide by Mail? (By Party)**

| **Response** | **Democratic** | **Republican** | **Other** | **Total** |
| --- | --- | --- | --- | --- |
| Yes | 29 (96.7%) | 38 (88.4%) | 33 (100%) | 100 (94.3%) |
| No | 1 (3.3%) | 5 (11.6%) | 0 (0.0%) | 6 (5.7%) |
| **Total** | 30 (28.3%) | 43 (40.6%) | 33 (31.1%) | 106 (100%) |

**Takeaway:** All respondents in the "Other" category wanted a future voter guide, while Democrats had the highest support among party groups.

### **Final Takeaways from Crosstabs**

1. **Republicans were more likely to read the entire guide (79.1%) compared to Democrats (55.2%).**
2. **Younger voters (18-39) found the guide the most helpful (65.3% rated it extremely helpful).**
3. **Democrats overwhelmingly valued Ballot Measure Information (93.1%), while Republicans found Candidate Statements more useful (61.9%).**
4. **The guide influenced 16.3% of Republicans and 27.3% of "Other" voters to participate in voting.**
5. **Nearly all respondents (94.3%) said they would like to receive a voter guide in the future.**