

Madison County voters:

The presidential contest is split into two columns on your ballot. To vote for president, fill in only 1 oval in the highlighted area.

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Madison County	General Election	November 4, 2008
<p>INSTRUCTIONS TO VOTER</p> <ol style="list-style-type: none"> To vote you must completely darken the oval (●) to the left of the candidate or answer of your choice. If you vote for more choices than permitted, your vote for that race will not be counted. To cast a write-in vote, darken the oval (●) to the left of the line provided and write in the candidate's name. Only a candidate who has timely filed a valid notice of intent to become a write-in candidate may have a vote counted in his or her favor. If you make an error, please return your ballot to an election official and obtain a new ballot. Please do not attempt to erase or cross out any marks made in error. Use a black ball point pen. 	<p><input type="radio"/> For President: Brian Moore For Vice-President Stewart Alexander Socialist Party USA</p> <p><input type="radio"/> For President: Ralph Nader For Vice-President Matt Gonzalez</p> <p><input type="radio"/> For President: Barack Obama For Vice-President Joe Biden Democratic</p> <p><input type="radio"/> For President: Write-In _____ For Vice-President Write-In _____</p>	<p>For State Representative (84th District) Vote For One (1)</p> <p><input type="radio"/> Connie Crockett Democratic</p> <p><input type="radio"/> Robert D. Hackett Republican</p> <p>For County Commissioner (Full Term Commencing 1-2-09) Vote For One (1)</p> <p><input type="radio"/> Thomas Buscemi Democratic</p> <p><input type="radio"/> Mark A. Forrest Republican</p> <p>For County Commissioner (Full Term Commencing 1-3-09) Vote For One (1)</p> <p><input type="radio"/> Chris R. Snyder Republican</p>
<p>OFFICIAL OFFICE TYPE BALLOT</p>	<p>For Attorney General (Unexpired Term Ending January 9, 2011) Vote For One (1)</p> <p><input type="radio"/> Richard Cordray Democratic</p> <p><input type="radio"/> Mike Crites Republican</p> <p><input type="radio"/> Robert M. Owens</p>	<p>For Prosecuting Attorney Vote For One (1)</p> <p><input type="radio"/> Stephen J. Pronal Republican</p>
<p>For President and Vice-President Vote For One (1)</p> <p>To vote for President and Vice-President, darken the oval at the left of the joint candidates of your choice. Your vote will be counted for each of the candidates for presidential elector whose names have been certified to the Secretary of State.</p>	<p>For Representative to Congress (15th District) Vote For One (1)</p> <p><input type="radio"/> Don Elijah Eckhart</p> <p><input type="radio"/> Mary Jo Kilroy Democratic</p> <p><input type="radio"/> Mark Michael Noble Libertarian Party of Ohio</p> <p><input type="radio"/> Steve Stivers Republican</p> <p>Write-In _____</p>	<p>For Clerk of Court of Common Pleas Vote For One (1)</p> <p><input type="radio"/> Marie Parks Republican</p>
<p><input type="radio"/> For President: Chuck Baldwin For Vice-President Darrell L. Castle Constitution Party</p>	<p><input type="radio"/> For President: Bob Barr For Vice-President Wayne Allyn Root Libertarian Party of Ohio</p>	<p>For Sheriff Vote For One (1)</p> <p><input type="radio"/> James P. Sabin Republican</p>
<p><input type="radio"/> For President: Richard Duncan For Vice-President Ricky Johnson</p>	<p><input type="radio"/> For President: John McCain For Vice-President Sarah Palin Republican</p>	<p>For County Recorder Vote For One (1)</p> <p><input type="radio"/> Charles E. Reed Republican</p>
<p><input type="radio"/> For President: Cynthia McKinney For Vice-President Rosa A. Clemente Green Party of the United States</p>	<p>For State Senator (10th District) Vote For One (1)</p> <p><input type="radio"/> Roger Tackett Democratic</p> <p><input type="radio"/> Chris Widener Republican</p>	<p>For County Treasurer Vote For One (1)</p> <p><input type="radio"/> Christopher J. Brown</p> <p><input type="radio"/> Jennifer S. Hunter</p> <p><input type="radio"/> William M. Stidham Republican</p>
<p>VOTE BOTH SIDES</p>	<p>VOTE BOTH SIDES</p>	<p>VOTE BOTH SIDES</p>
<p>0001 LONDON 1-A 01</p>	<p>Typ:01 Seq:0001 Spl:01</p>	<p>7.A.2.0 / 012503-14 © Election Systems & Software, Inc. 1981, 2002</p>

BRENNAN CENTER FOR JUSTICE

The presidential contest in Madison County, Ohio is listed in more than one column. Research on ballot design suggests this could confuse voters and result in some voters not recording a vote in the presidential contest.

In July, the Brennan Center published *Better Ballots*, a study of ballot design flaws in the last several elections and their impact on those elections. The study showed that ballots that featured a single contest split into two columns, as seen on this year's Madison County ballot, often confused voters. A split contest like this may be seen by voters as two separate races and lead to unintentional overvoting.

In 2002, in Kewaunee County, Wisconsin, for example, the ballot listed the candidates for the gubernatorial election in two columns. Nearly 12% of voters in the county did not have a vote counted in the race; this compares to only 1.1% of voters statewide. The low number of votes recorded in the gubernatorial election in Kewaunee County was undoubtedly because many voters believed the governor's race was actually two races, and voted twice in that race — once for one of the candidates boxed in together in the first column, and once again for one of the candidates boxed in the second column. As a result, none of their votes for Governor counted.

The Brennan Center and the United States Election Assistance Commission have issued ballot design guidelines strongly recommending that a single contest be placed in a single column on a ballot. For the Madison County ballot, the Brennan Center calls on election officials and advocates in the county to make sure that voters are aware that the presidential contest is split into two columns and to vote only once for president.