



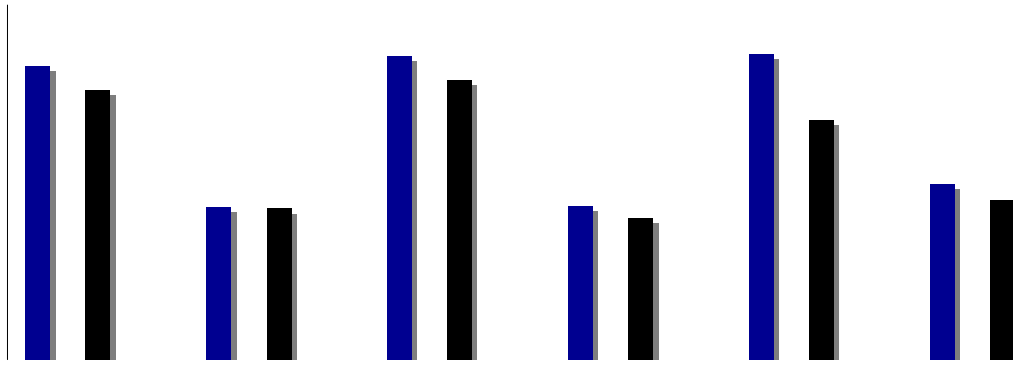
Vermont Legislative Research Shop

Ballot Order Effect

The purpose of this report is to study the effect that the name order on ballots has upon the vote share candidates receive. The report begins by briefly examining past studies concerning this phenomenon. We then report on research that The Vermont Legislative Research Shop undertook examining the effects of ballot name order on the vote shares of candidates in Vermont House races over three separate elections.

Empirical Findings

Joanne Miller and Jon Krosnick's first report on name order effects on election outcomes focused on 1992 state legislative elections in Ohio. Ohio rotates the name order of the candidates on its ballots. In the research they found that name order effects were shown in forty-eight



Tables 2: Regression Analysis, Dependent Variable Equals Percent Vote

Unstandardized Coefficients