



DON'T STOP AT THE TOP

**BALLOT ROLL-OFF IS REAL—
AND IT'S LETTING EXTREMISTS WIN.**

YOU CAME TO VOTE. DON'T GHOST ANY RACE ON YOUR BALLOT.

**IT'S HARD TO GET VOTERS TO THE POLLS, BUT IT'S EVEN HARDER TO
GET THEM TO VOTE THE WHOLE BALLOT**

WHAT IS BALLOT ROLL-OFF?

- A fancy term for when people only vote races at the top of the ballot - and leave others blank!
- In 2022, contested state legislative races experienced roll-off 80% of the time for Democrats as compared to 37% for Republicans.
- Surveys show that women, people of color, and younger voters don't vote the entire ballot.
- White, conservative men vote the whole ballot, along party lines.
- Most voters site "unfamiliar with candidates or offices" as their reason for skipping races.

!! YEP—IT'S A PROBLEM with real consequences:

- It's the reason most states legislatures are Republican run.
- Ballot roll-off is what cost Bob Casey his PA Senate seat in 2024.
- In 2020, 548,000 people voted for Joe Biden and no one else. This is how we get different parties in the Congress and the White House – which creates gridlock in DC.
- Some local and statewide races are won by a handful of votes – so ever vote matters!

*****Data by Sister District, 2022**

Finish your ballot.

**Expand the PA House and Flip the PA Senate.
Protect our Commonwealth**

**NO MORE
BALLOT
ROLL-OFF** 

HERE'S HOW WE FIGHT BACK

 **Vote the whole ballot.**
Start at the top, finish strong at the bottom.
Don't let important races slip by.

 **Use a sample ballot or voter guide.** It's not cheating - it's being smart.

 **Talk to your people.**
Share this info! Most roll-off happens because people just don't know who to vote for.



LET'S DO THIS

**Together, we can stop roll-off in its tracks – one bubble at a time.
Go to the polls prepared – RWB Voter Guide in hand.
Vote like your rights depend on it – because they do.**