

Are you one of the 65% of NJ Voters who oppose party insider control over NJ Elections?

Help us do something about it!

Many voters in New Jersey do not know that we are the only state in the country to use a confusing, undemocratic form of ballot design called “the County Line.” New Jersey party insiders use it to design ballots that give their chosen candidates for U.S. House and Senate an **average 38 percentage point advantage** by grouping them together in a preferred column or row on the ballot.

Unfair “County Line” Ballot		Fair “Office Bloc” Ballot	
<p>Party candidates grouped together on the County Line</p> <p>Opposing candidates exiled to “Ballot Siberia”</p> <p>Figure 1: 2019 Camden County Democratic Primary Ballot with “County Line” in Column 1</p>	<p>Candidates grouped by office. Endorsements under candidates.</p> <p>Figure 2: Salem County, NJ 2017 Primary Election Ballot</p>		
<ul style="list-style-type: none"> ✘ UNFAIR ADVANTAGE: U.S. House and Senate candidates gain an <i>average of 38 percentage points</i> when they’re on the line compared to when they’re off it. ✘ MANIPULATION: Confusing design steers voters toward the simplest option & they advise to ‘vote for the Line’ ✘ REDUCES DEMOCRACY: Fewer contested races because candidates drop out rather than run off-the-line. ✘ REDUCES VOTER TURNOUT: NJ primary turnout is low, only 10%. Voters perceive no real choices so ‘why vote?’. ✘ ENCOURAGES CORRUPTION: Politicians need to keep party bosses happy, not voters. 	<ul style="list-style-type: none"> ✔ NO FAVORITISM: All candidates are grouped together by office in one group, the “office bloc.” ✔ EQUAL TREATMENT: Ballot position rotates – no one gets an advantage. ✔ NATIONAL BEST PRACTICE: Used by all 49 other states. ✔ ALREADY USED IN NEW JERSEY: Salem and Sussex counties use an office bloc design. ✔ ALLOWS ENDORSEMENTS: Party endorsements are still listed next to candidate names. 		



Fair Ballot Alliance-NJ asked all U.S. Senate candidates to support a fair, “office bloc” ballot for the 2024 U.S. Senate Primary. **Three of four Democratic Senate candidates have agreed & one of three Republican Senate candidates has agreed.**

Tell your County Party Chairpersons that you want a FAIR BALLOT for 2024 Senate primary elections! [Sign our petition today](#) and ask three friends and family to sign.

[Social media graphic available here](#)



Text of the Petition

Honorable (County Chair name),

We, registered voters of _____ County, call on you to take a crucial step to ensure that New Jersey's 2024 Senate* primary is a fully free and fair election. A fair ballot may inform voters of endorsements through the slogan listed with the candidate, but in a fair election, the ballot design should not play a role in boosting some candidates and disfavoring others. Given the special circumstances and importance of the 2024 election for the U.S. Senate, **we request that you, as County Chairperson, support the design of the 2024 primary election ballots to place all U.S. Senate candidates in a separate "Office Bloc", or if that is not possible, together on the County Line, ideally with order determined randomly.**

*Petitions in Atlantic, Cape May, Cumberland, and Gloucester counties request a fair ballot for all congressional races (U.S. Senate and House)

Want to collect paper petition signatures?

Talking to people face to face is a great way to educate voters. Most people have no idea that NJ's ballots are uniquely unfair.

Paper copies of the petition for each county are available [here](#).

Please take pictures of any completed paper petition pages on your phone and upload them [here](#) for tracking.

Please return the original copies of the completed petitions to your county's petition point person (listed [here](#)).

Printable copies of the cover page and FAQ are available [here](#)

Large copies of the county line and office bloc ballots for comparison are available [here](#) (your county may use the format on the second page)