



## **WHAT ARE THE BENEFITS OF VOTING WITH A RANKED-CHOICE BALLOT?**

1. Restores Majority Rule. Ranked-choice voting ensures that the candidate with the most votes and the broadest support wins, so voters get what they want.

94% of Santa Fe voters reported feeling “very satisfied” or “somewhat satisfied” with their first use of RCV in 2018, reported by Fair Vote New Mexico

2. More Power for Voters. Voters never feel like their vote is “wasted.” If a voter’s favorite candidate can’t win, their vote counts for the candidate they ranked second.

In all races for which FairVote.org has enough data to determine consensus value (voters who ranked winner as their 1st, 2nd, or 3rd choice), 67% of ballots ranked a winning candidate in their top three.

3. Eliminates Vote Splitting. Ranked-choice voting gives voters the freedom to vote for the candidate they like the best without worrying that they will help to elect the candidate they like the least.

4. Reduces Incentives for Negative Campaigning. Candidates are encouraged to seek second choice rankings from voters whose favorite candidate is somebody else. Voters are less likely to rank as their second choice a candidate who has issued personal attacks against their favorite candidate.

A 2018 exit poll of Santa Fe voters found that 67% of respondents believed the tone of their first mayoral election with RCV was more positive than prior mayoral elections. Only 3% of respondents said it was more negative.

5. Elevates the Conversation. Ranked-choice voting encourages candidates to take their case directly to the voters with a focus on their vision and the policy issues that they prioritize.

6. Increased participation. Ranked-choice voting increased participation in Santa Fe by:

29% 2014 before RCV  
38% 2018 after RCV

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Note: For more detailed statistics go to: [https://www.fairvote.org/data\\_on\\_rcv#research\\_ballotuse](https://www.fairvote.org/data_on_rcv#research_ballotuse)