

CENTERLINE

National Survey

- N = 800 Registered Voters
- Conducted via Mixed Mode
- Sept 16-20, 2024
- moe = +/- 3%

CLOSER LOOK AT PRIMARY REFORM

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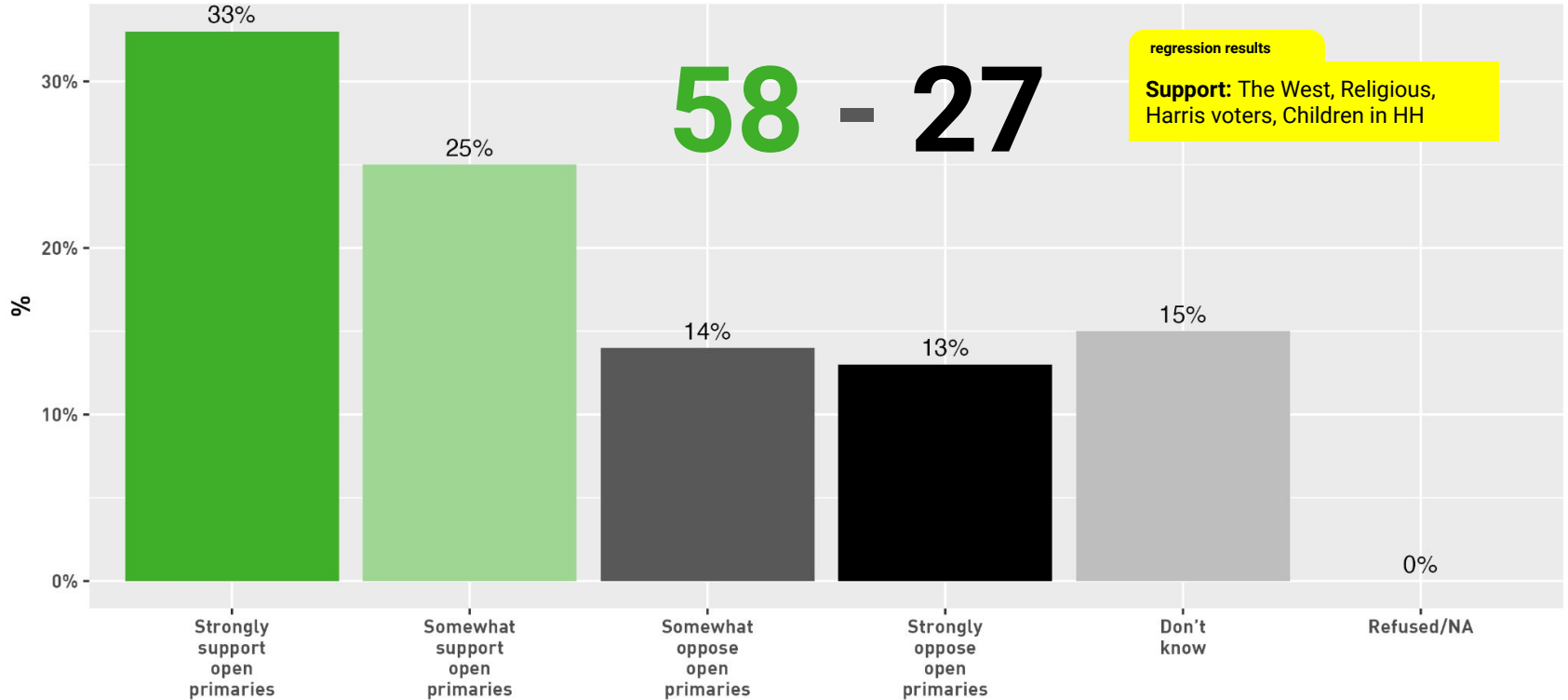
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- The American Public is Ready for Reform
- Voters Worry About Primaries Producing Extreme Candidates
- Top-2 and Open Primaries are Extremely Popular
- Ranked Choice has Plurality Support
- Most Reforms Enjoy Cross Party Support, Even Among Strong Partisans
- All States Estimated to be At or Near Majority Support

6 Headlines

OPEN PRIMARIES

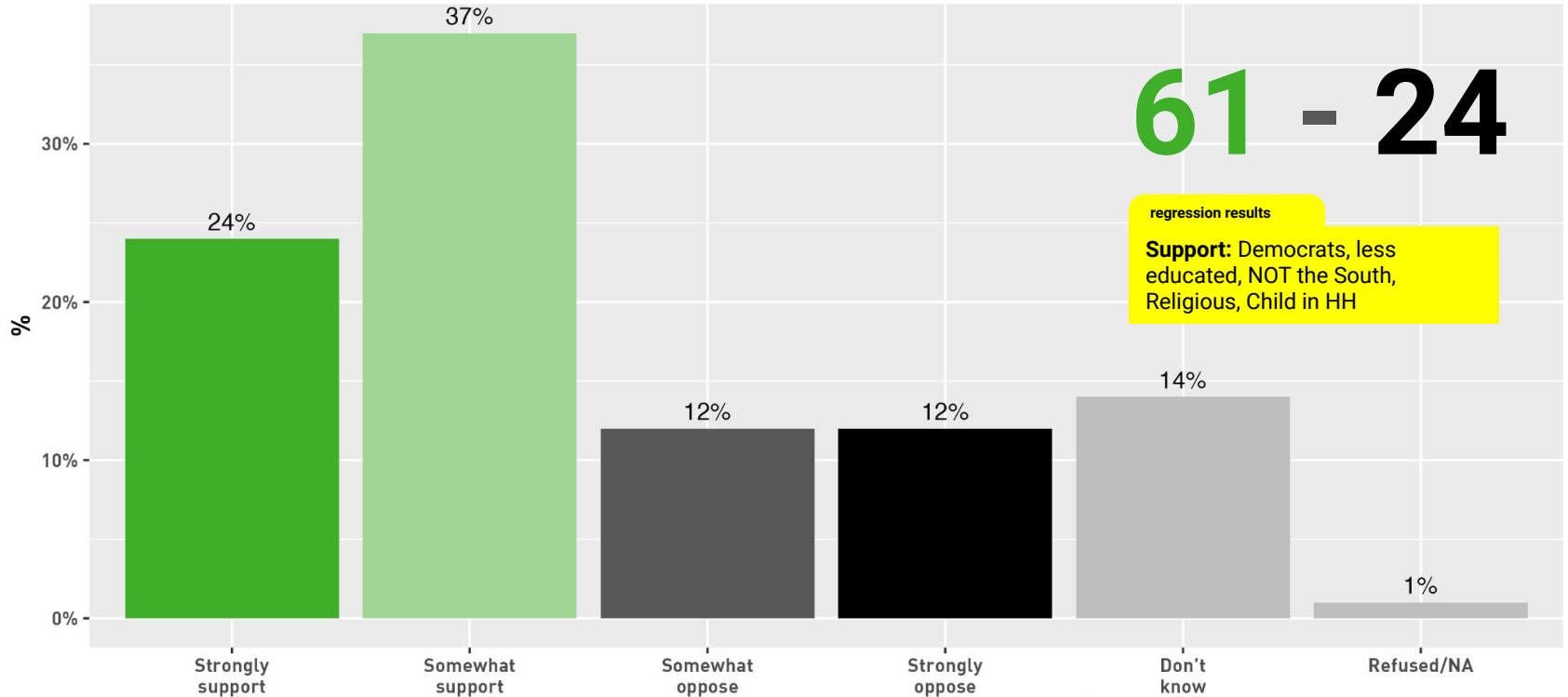
There is strong support for open primaries, with nearly 6 out of 10 voters favoring it and fewer than a third opposed.



As you may know, closed primary elections—where candidates are nominated in a taxpayer funded election to represent a major party for the general election— are restricted to voters only registered with that major party, excluding unaffiliated, independents, and minor party voters from participating in the primary election. Do you support or oppose the idea of open primaries, where all voters can participate in taxpayer funded elections regardless of their party registration?

TOP TWO PRIMARIES

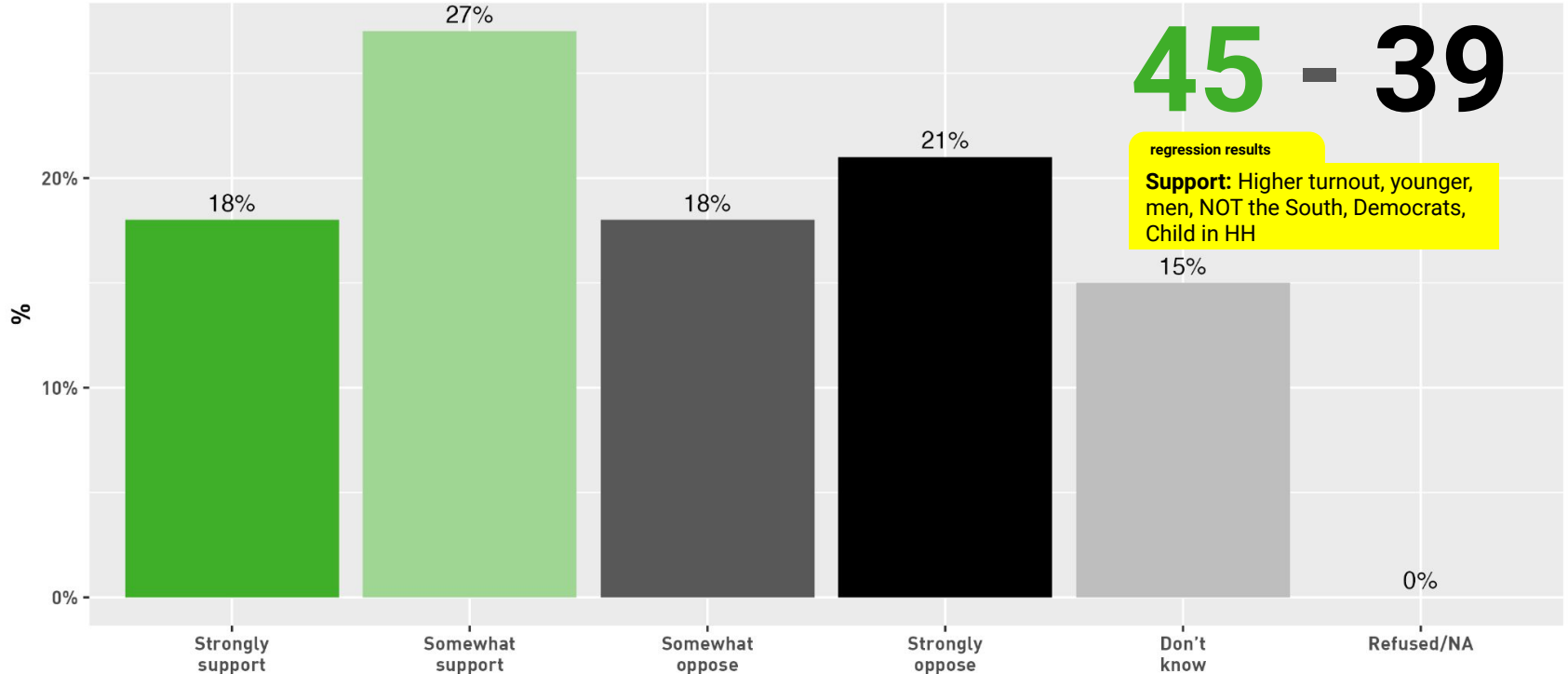
The most popular alternative primary system we tested at 61% support, though interestingly it does not have as much strong support as open primaries do.



As you may know, a top-two primary system is where all candidates, regardless of party registration, compete in a single taxpayer funded primary. All eligible voters can participate and vote for any candidate, and the top two candidates with the most votes advance to the general election. Do you support or oppose a top-two primary system?

RANKED CHOICE

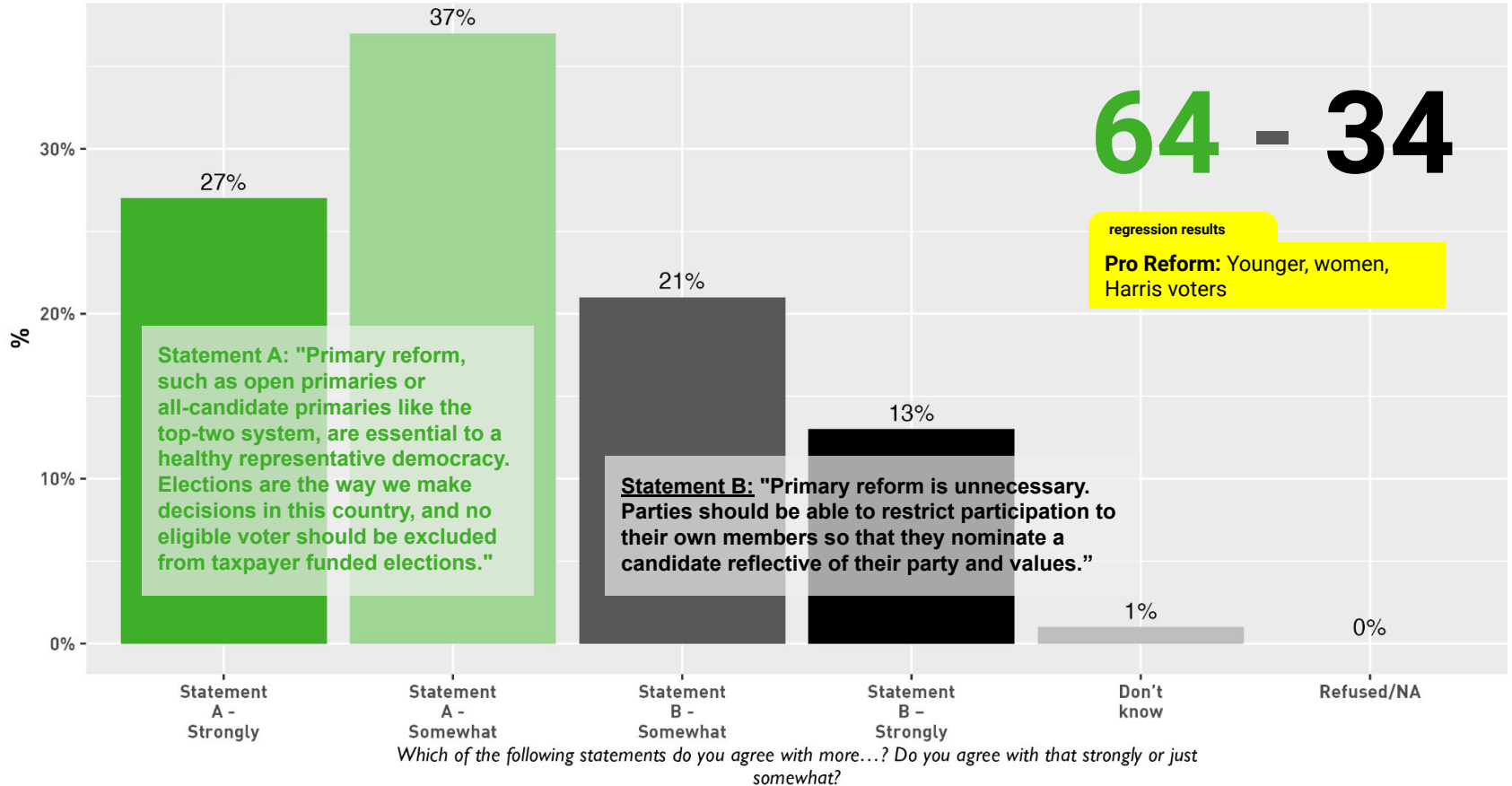
Of all the reforms tested, this is the least popular with only a plurality support, though it is still at net support.



As you may know, ranked-choice voting is a system where voters have the option to rank candidates in order of preference instead of choosing just one. If no candidate receives a majority of first-choice votes on the first count, the candidate with the fewest first place votes is eliminated, and their votes are redistributed to the voters' next choice. This process continues until a candidate wins with a majority. Would you support or oppose the use of ranked-choice voting in primary elections?

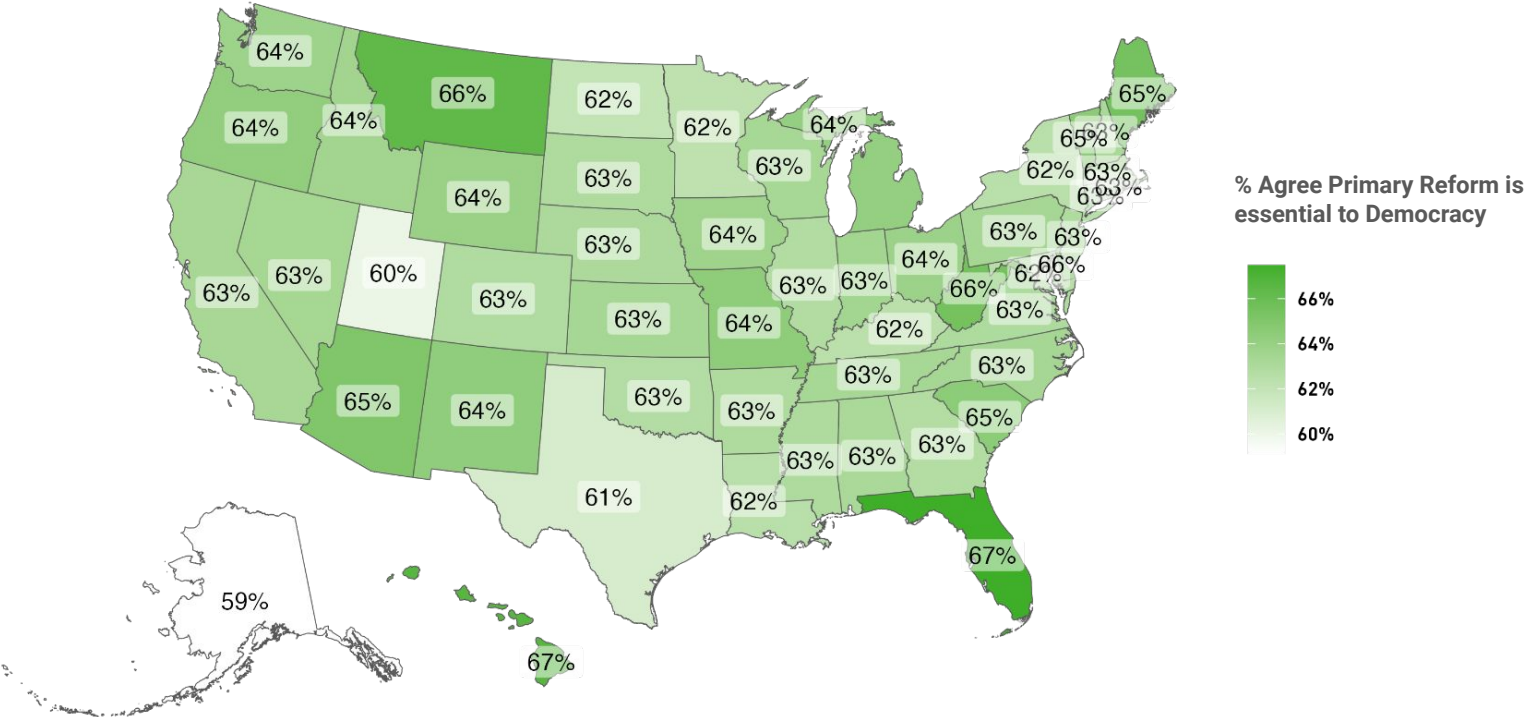
GENERAL PRIMARY REFORM SUPPORT

Testing pro and con statements reveals that nearly two-thirds of voters support the core principles of primary reform.



PRIMARY REFORM ESSENTIAL

Support for primary reform is strong across the country, with the Northwest seeing especially strong support.



State-level estimates calculated via Multi-level Regression & Post-stratification

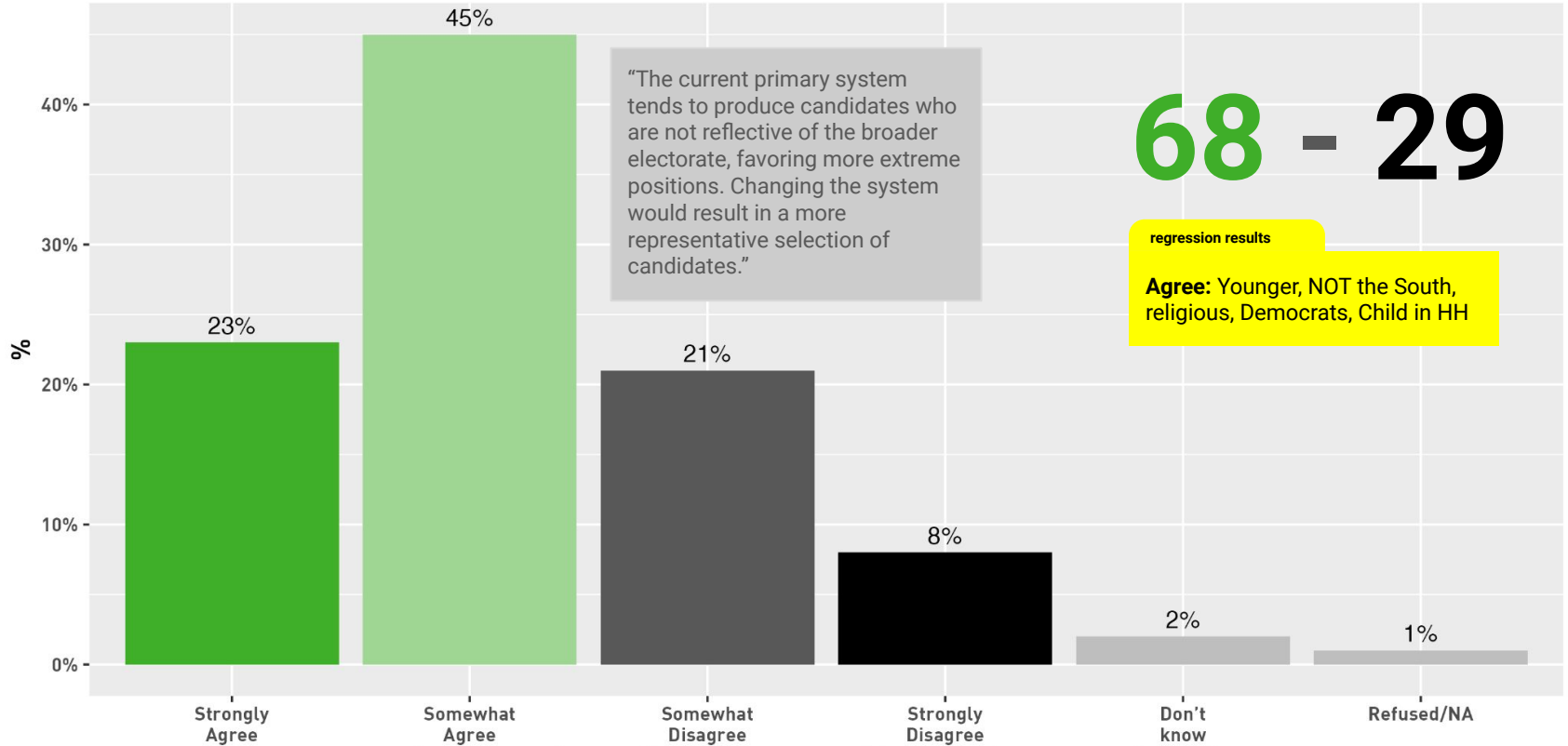
PRIMARY REFORM ESSENTIAL

Support is very high in key swing states, especially Arizona.



PRIMARY REFORM AGAINST EXTREMISM

Almost 7 out of 10 voters agree that the current system promotes extremism and that reform could lead to better representation.

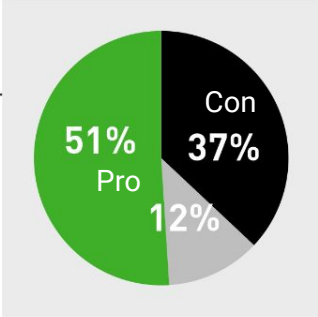


Do you agree or disagree with the following statement: “The current primary system tends to produce candidates who are not reflective of the broader electorate, favoring more extreme positions. Changing the system would result in a more representative selection of candidates.”

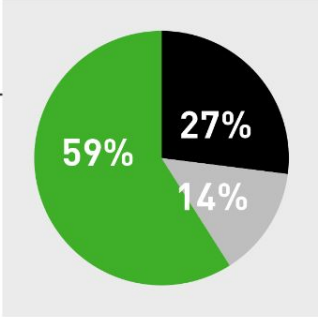
REPUBLICAN SUPPORT FOR PRIMARY REFORM

Aside from ranked-choice voting, majorities of Republicans support primary election reform.

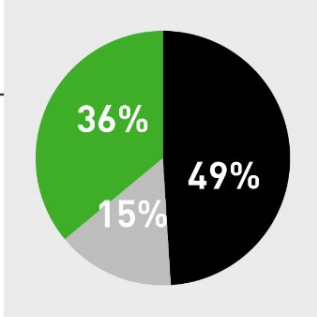
Open Primaries



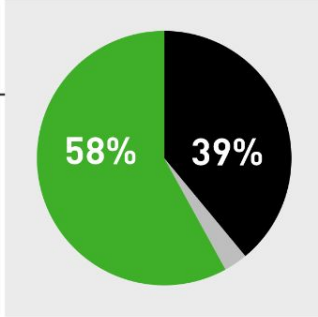
Top Two Primary



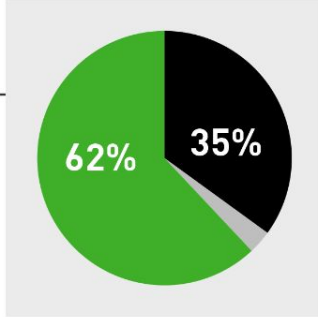
Ranked Choice Voting



Essential to Democracy

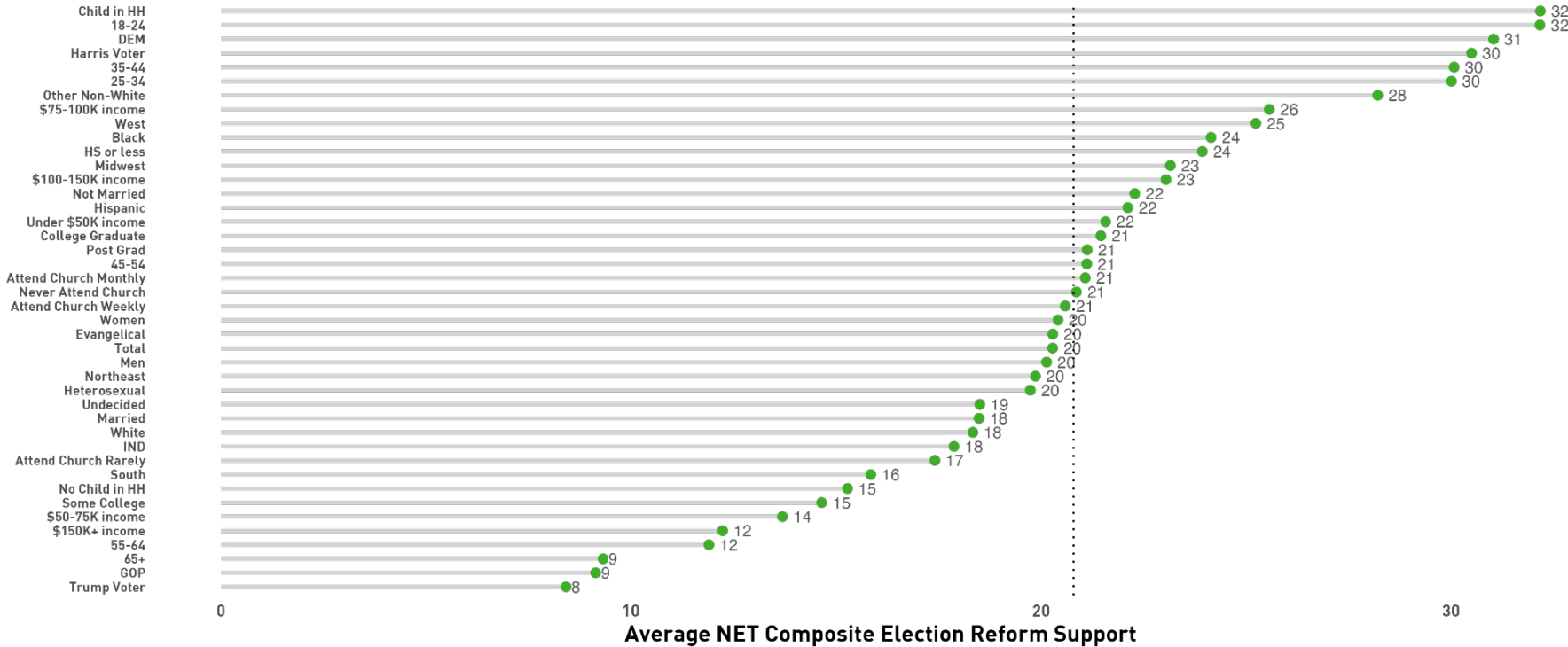


More Representative Candidates

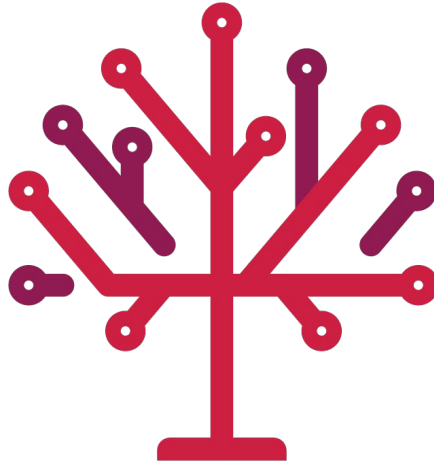


ELECTION REFORM: COMPOSITE SUPPORT BY DEMOS

Interestingly younger voters are the most interested in primary election reform, though notably even 55+ is still a net positive.



For key demos, this shows average net support for primary election reform based on a composite score made up of all relevant survey questions.



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