1. First, if the election for Governor were being held today, would you vote for … [READ LIST—ROTATE NAMES 1-5]
   38 [39] Gray Davis, the Democrat
   28 [35] Bill Simon, the Republican
   2 [2] Gary Copeland, the Libertarian
   1 [1] Reinhold Gulke, the American Independent
   5 [7] Peter Miguel Camejo, the Green

   OR

   3 [3] someone else [SPECIFY]
   23 [13] [VOL] don’t know

2. Would you say you are satisfied or not satisfied with the choices of candidates in the election for Governor on November 5th?
   41% satisfied
   48 not satisfied
   11 [VOL] don’t know

3. How closely do you follow news about candidates for the 2002 governor’s election—very closely, fairly closely, not too closely, or not at all closely?
   18% very closely
   41 fairly closely
   29 not too closely
   12 not at all closely

4. And, in the past month, have you seen any television advertisements by the candidates for governor? (IF YES: Whose ads have you seen the most)?
   47% yes, Gray Davis [ASK Q5A]
   19 yes, Bill Simon [ASK Q5A]
   10 yes, both equally/other answer [ASK Q5A]
   14 no [ASK Q5B]
   10 [VOL] don’t know [ASK Q5B]
5A. So far, have the television advertisements you have seen been very helpful, somewhat helpful, not too helpful, or not at all helpful to you in deciding which candidate to vote for?

- 10% very helpful [SKIP TO Q6]
- 23 somewhat helpful [SKIP TO Q6]
- 25 not too helpful [SKIP TO Q6]
- 40 not at all helpful [SKIP TO Q6]
- 2 [VOL] don’t know [SKIP TO Q6]

5B. In general, do you find political advertisements to be very helpful, somewhat helpful, not too helpful, or not at all helpful to you in deciding which candidate to vote for?

- 9% very helpful
- 23 somewhat helpful
- 24 not too helpful
- 40 not at all helpful
- 4 [VOL] don’t know

And regardless of how you plan to vote for governor…
[ROTATE QUESTIONS 6 and 7]

6. Overall, how do you feel about Gray Davis—very favorably, somewhat favorably, somewhat unfavorably, or very unfavorably?

- 11% very favorably
- 35 somewhat favorably
- 20 somewhat unfavorably
- 27 very unfavorably
- 2 [VOL] neither favorably or unfavorably
- 5 [VOL] don’t know

7. Overall, how do you feel about Bill Simon—very favorably, somewhat favorably, somewhat unfavorably, or very unfavorably?

- 7% very favorably
- 32 somewhat favorably
- 23 somewhat unfavorably
- 23 very unfavorably
- 5 [VOL] neither favorably or unfavorably
- 10 [VOL] don’t know
PPIC Statewide Survey: Special Survey on Campaign Ethics

[SUBGROUP 1: RANDOM ASSIGNMENT TO 8A TO 8C]
[SUBGROUP 2: RANDOM ASSIGNMENT TO 8D TO 8F]

8A. In this campaign, a Gray Davis advertisement claimed that Bill Simon had engaged in fraudulent business dealings, and in response Simon said that Davis was engaging in mudslinging and negative campaigning.

Did this exchange make you feel more positive or more negative about Bill Simon?

14% more positive
48 more negative
31 [VOL] no difference
7 [VOL] don’t know

8B. In this campaign, a Gray Davis advertisement claimed that Bill Simon had engaged in fraudulent business dealings, and in response Simon said that Davis is a “toll-booth” governor who makes policy only in exchange for campaign contributions.

Did this exchange make you feel more positive or more negative about Bill Simon?

16% more positive
45 more negative
28 [VOL] no difference
11 [VOL] don’t know

8C. In this campaign, a Gray Davis advertisement claimed that Bill Simon had engaged in fraudulent business dealings, and in response Simon denied that he was guilty of any wrongdoing.

Did this exchange make you feel more positive or more negative about Bill Simon?

16% more positive
43 more negative
29 [VOL] no difference
12 [VOL] don’t know

8D. In this campaign, a Gray Davis advertisement claimed that Bill Simon had engaged in fraudulent business dealings, and in response Simon said that Davis was engaging in mudslinging and negative campaigning.

Did this exchange make you feel more positive or more negative about Gray Davis?

12% more positive
49 more negative
30 [VOL] no difference
9 [VOL] don’t know

Final Questions and Results
PPIC Statewide Survey: *Special Survey on Campaign Ethics*

8E. In this campaign, a Gray Davis advertisement claimed that Bill Simon had engaged in fraudulent business dealings, and in response Simon said that Davis is a “toll-booth” governor who makes policy only in exchange for campaign contributions.

Did this exchange make you feel more positive or more negative about Gray Davis?

- 10% more positive
- 46 more negative
- 35 [VOL] no difference
- 9 [VOL] don’t know

8F. In this campaign, a Gray Davis advertisement claimed that Bill Simon had engaged in fraudulent business dealings, and in response Simon denied that he was guilty of any wrongdoing.

Did this exchange make you feel more positive or more negative about Gray Davis?

- 15% more positive
- 46 more negative
- 29 [VOL] no difference
- 10 [VOL] don’t know

[SUBGROUP 1: 9A]
[SUBGROUP 2: 9B]

9A. If Bill Simon had ignored Davis’ commercial instead of responding would this have made you feel more positive or more negative about Bill Simon?

- 37% more positive
- 24 more negative
- 28 [VOL] no difference
- 11 [VOL] don’t know

9B. If Davis had not made this claim about Simon, would this have made you feel more positive or more negative about Gray Davis?

- 39% more positive
- 14 more negative
- 40 [VOL] no difference
- 7 [VOL] don’t know
PPIC Statewide Survey: *Special Survey on Campaign Ethics*

[SUBGROUP 1: RANDOM ASSIGNMENT TO 10A TO 10C]
[SUBGROUP 2: RANDOM ASSIGNMENT TO 10D TO 10F]

10A. In this campaign, a Bill Simon advertisement claimed that Governor Davis makes state policy based on the interests of his campaign contributors, and in response Davis said that Simon was engaging in mudslinging and negative campaigning.

Did this exchange make you feel more positive or more negative about Gray Davis?

- 12% more positive
- 58 more negative
- 24 [VOL] no difference
- 6 [VOL] don’t know

10B. In this campaign, a Bill Simon advertisement claimed that Governor Davis makes state policy based on the interests of his campaign contributors, and in response Davis said that Simon himself is under investigation by federal regulators and the courts for illegal business and political activities.

Did this exchange make you feel more positive or more negative about Gray Davis?

- 20% more positive
- 49 more negative
- 24 [VOL] no difference
- 7 [VOL] don’t know

10C. In this campaign, a Bill Simon advertisement claimed that Governor Davis makes state policy based on the interests of his campaign contributors, and in response Davis denied that he ever made policy in exchange for campaign contributions.

Did this exchange make you feel more positive or more negative about Gray Davis?

- 18% more positive
- 48 more negative
- 25 [VOL] no difference
- 9 [VOL] don’t know

Final Questions and Results
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10D. In this campaign, a Bill Simon advertisement claimed that Governor Davis makes state policy based on the interests of his campaign contributors, and in response Davis said that Simon was engaging in mudslinging and negative campaigning.

Did this exchange make you feel more positive or more negative about Bill Simon?

18% more positive
44 more negative
32 [VOL] no difference
6 [VOL] don’t know

10E. In this campaign, a Bill Simon advertisement claimed that Governor Davis makes state policy based on the interests of his campaign contributors, and in response Davis said that Simon himself is under investigation by federal regulators and the courts for illegal business and political activities.

Did this exchange make you feel more positive or more negative about Bill Simon?

13% more positive
49 more negative
30 [VOL] no difference
8 [VOL] don’t know

10F. In this campaign, a Bill Simon advertisement claimed that Governor Davis makes state policy based on the interests of his campaign contributors, and in response Davis denied that he ever made policy in exchange for campaign contributions.

Did this exchange make you feel more positive or more negative about Bill Simon?

22% more positive
42 more negative
29 [VOL] no difference
7 [VOL] don’t know

[SUBGROUP 1: 11A]
[SUBGROUP 2: 11B]

11A. If Davis had ignored Simon’s commercial instead of responding would this have made you feel more positively or more negatively about Gray Davis?

39% more positive
26 more negative
27 [VOL] no difference
8 [VOL] don’t know
11B. If Simon had not made this claim about Davis, would this have made you feel more positive or more negative about Bill Simon?

38% more positive
16 more negative
38 [VOL] no difference
8 [VOL] don’t know

[SUBGROUP 1: RANDOM ASSIGNMENT TO 12A and 12 B]
[SUBGROUP 2: RANDOM ASSIGNMENT TO 12C and 12 D]

12A. In general, does your perception of how candidates run their campaigns affect your opinion of them?

73% yes
24 no
3 [VOL] don’t know

12B. In general, does your perception of how candidates run their campaigns affect how you choose to vote?

57% yes
41 no
2 [VOL] don’t know

12C. Does your perception of how Gray Davis and Bill Simon have run their campaigns affect your opinion of them?

59% yes
38 no
3 [VOL] don’t know

12D. Does your perception of how Gray Davis and Bill Simon have run their campaigns affect how you choose to vote for governor?

47% yes
49 no
4 [VOL] don’t know

[SUBGROUP 1: 13A]
[SUBGROUP 2: 13B]
13A. Some people say that, in general, political candidates should never be critical of their opponents because campaigns have gotten too negative, while others say that candidates need to criticize their opponents because it is important to know the strengths and weaknesses of all candidates. Which of these comes closest to your views?

48% candidates should never be critical
46 candidates need to criticize
6 [VOL] don’t know

13B. Some people say that Gray Davis and Bill Simon should not be critical of one another because campaigns have gotten too negative, while others say that they need to criticize one another because it is important to know the strengths and weaknesses of both candidates. Which of these comes closest to your views?

58% candidates should not be critical
36 candidates need to criticize
6 [VOL] don’t know

14A. If a candidate publicly released his tax returns when he filed to become a candidate for political office, would this make you view him much more favorably, somewhat more favorably, or would it make no difference to you?

23% much more favorably
21 somewhat more favorably
53 no difference
1 [VOL] less favorably
1 [VOL] tax returns shouldn’t be publicly released
1 [VOL] don’t know

14B. If Bill Simon had publicly released his tax returns when he filed to become a candidate for governor, would this have made you view him much more favorably, somewhat more favorably, or would it have made no difference to you?

13% much more favorably
21 somewhat more favorably
63 no difference
3 [VOL] don’t know
PPIC Statewide Survey: Special Survey on Campaign Ethics

15. If a candidate publicly released his medical records when he filed to become a candidate for political office, would this make you view him much more favorably, somewhat more favorably, or would it make no difference to you?

- 7% much more favorably
- 12 somewhat more favorably
- 77 no difference
- 1 [VOL] less favorably
- 2 [VOL] medical records shouldn’t be publicly released
- 1 [VOL] don’t know

[SUBGROUP 1: 16A]
[SUBGROUP 2: 16B]

16A. If a candidate publicly released a list of his campaign contributors and amounts received as soon as they got them, would this make you view him much more favorably, somewhat more favorably, or would it make no difference to you?

- 40% much more favorably
- 26 somewhat more favorably
- 31 no difference
- 1 [VOL] less favorably
- 2 [VOL] don’t know

16B. If Gray Davis had publicly released a list of his campaign contributors and amounts received as soon as he got them, would this have made you view him made much more favorably, somewhat more favorably, or would it have made no difference to you?

- 18% much more favorably
- 30 somewhat more favorably
- 50 no difference
- 1 [VOL] less favorably
- 1 [VOL] don’t know

17. On another topic, in this year’s election, the major candidates for governor held one public debate. Do you think having more debates would have made this campaign better, worse, or would have made no difference?

- 66% better
- 2 worse
- 30 no difference
- 2 [VOL] don’t know

Final Questions and Results
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18. And, would you favor or oppose an initiative that required candidates for governor to participate in a minimum of five primetime publicly broadcasted debates?

- 60% favor
- 33 oppose
- 7 [VOL] don’t know

[SUBGROUP 1; 19A]

[SUBGROUP 2; 19B]

19A. In general, what is the most important thing that you learn from political campaigns?

[PROBE FOR ONE MOST IMPORTANT THING, PROBE FOR CLARITY] [IF RESPONDENT IS UNSURE REPEAT QUESTION ONCE BEFORE ACCEPTING NOTHING OR DK]

[OPEN END]

19B. What is the most important thing that you have learned from the current gubernatorial campaign?

[PROBE FOR ONE MOST IMPORTANT THING, PROBE FOR CLARITY] [IF RESPONDENT IS UNSURE REPEAT QUESTION ONCE BEFORE ACCEPTING NOTHING OR DK]

[OPEN END]

[RANDOM ASSIGNMENT TO 20A AND 20B]

20A. More generally, overall do you think that election campaigns in California have gotten better in the last 10 years, gotten worse, or stayed about the same?

- 13% gotten better
- 37 gotten worse
- 38 stayed the same
- 12 [VOL] don’t know

20B. More generally, overall in terms of *ethics and values*, do you think that election campaigns in California have gotten better in the last 10 years, gotten worse, or stayed about the same?

- 12% gotten better
- 42 gotten worse
- 37 stayed the same
- 9 [VOL] don’t know
And for each of the following, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

[ROTATE QUESTIONS 21 TO 23]

[RANDOM ASSIGNMENT TO 21A AND 21B]

21A. Candidates should use public opinion surveys to help determine what positions to take on issues? [READ AS NECESSARY: Do you…]

35% strongly agree
32 somewhat agree
12 somewhat disagree
18 strongly disagree
1 [VOL] it depends
2 [VOL] don’t know

21B. Candidates should learn about what the public thinks to help determine what positions to take on issues? [READ AS NECESSARY: Do you…]

53% strongly agree
27 somewhat agree
9 somewhat disagree
9 strongly disagree
1 [VOL] it depends
1 [VOL] don’t know

22. Candidates should use public opinion surveys to help determine what the public is thinking about issues? [READ AS NECESSARY: Do you…]

53% strongly agree
33 somewhat agree
7 somewhat disagree
5 strongly disagree
1 [VOL] it depends
1 [VOL] don’t know
PPIC Statewide Survey: *Special Survey on Campaign Ethics*

[RANDOM ASSIGNMENT TO 23A and 23B]

23A. Candidates should use public opinion surveys to help determine which issues to focus on in their campaigns? [READ AS NECESSARY: Do you…]

- 45% strongly agree
- 38 somewhat agree
- 9 somewhat disagree
- 6 strongly disagree
- 1 [VOL] it depends
- 1 [VOL] don’t know

23B. Candidates should learn about what the public thinks to help determine which issues to focus on in their campaigns? [READ AS NECESSARY: Do you…]

- 59% strongly agree
- 31 somewhat agree
- 5 somewhat disagree
- 3 strongly disagree
- 1 [VOL] it depends
- 1 [VOL] don’t know

[RANDOM ASSIGNMENT TO 24A OR 24B]

24A. Some people say that it is acceptable for candidates to use their resources to contact only registered voters because it enables them to use their resources efficiently, and others say that it is not acceptable for candidates to do this because it means people who aren’t registered will receive less information and won’t be encouraged to vote.

Which of these comes closest to your own view—that it is acceptable for candidates to contact only registered voters or that it is not acceptable for candidates to contact only registered voters.

- 43% acceptable
- 51 not acceptable
- 2 [VOL] it depends
- 4 [VOL] don’t know

Final Questions and Results
24B. Some people say that it is ethical for candidates to use their resources to contact only registered voters because it enables them to use their resources efficiently, and others say that it is not ethical for candidates to do this because it means people who aren’t registered will receive less information and won’t be encouraged to vote.

Which of these comes closest to your own view—that it is ethical for candidates to contact only registered voters or that it is not ethical for candidates to contact only registered voters.

45% ethical  
49 not ethical  
2 [VOL] it depends  
4 [VOL] don’t know

25. Please list the top two ways that you prefer to hear candidates communicate their messages to you—through speeches, debates, mailers, radio or TV call-in-shows, door-to-door, town hall meetings, or some other way?

[RECORD RESPONSES IN ORDER OF MENTION; IF ONE MENTION ASK "And what would be the second way?"]

16% speeches  
34 debates  
9 mailers  
16 call-in-shows  
3 door-to-door  
15 town hall meetings  
5 some other way [SPECIFY]  
2 [VOL] don’t know

[RANDOM ASSIGNMENT TO 26A AND 26B, UNLESS 26 = <8> DK OR <9> REFUSED THEN ALWAYS ASK 26B]

26A. If a candidate mostly communicated his message through [RESPONDENT’S MOST PREFERED MEANS OF COMMUNICATION FROM Q25 - FIRST MENTION IN Q25] would this make you view him more favorably or less favorably?

80% more favorably  
6 less favorably  
10 [VOL] no difference  
3 [VOL] don’t know
PPIC Statewide Survey: Special Survey on Campaign Ethics

26B. If a candidate mostly communicated his message through [IF RESPONDENT FIRST MENTIONS 1, 2, or 3 IN Q25, USE AN UNMENTIONED 4, 5, or 6 AT RANDOM; IF RESPONDENT FIRST MENTIONS 4, 5, or 6 IN Q25, USE AN UNMENTIONED 1, 2, or 3 AT RANDOM; ELSE AT RANDOM- 1, 2, 3, 4, 5 or 6 in Q25] would this make you view him more favorably or less favorably?

- 51% more favorably
- 25 less favorably
- 21 [VOL] no difference
- 3 [VOL] don’t know

[Random assignment to 27A and 27B]

27A. If a candidate said that his campaign would rely mostly on television and radio ads to get his message out to voters would this make you view him more favorably or less favorably?

- 38% more favorably
- 42 less favorably
- 18 [VOL] no difference
- 2 [VOL] don’t know

27B. If a candidate said that his campaign would rely mostly upon volunteers, who would walk door-to-door in district neighborhoods and make phone calls, to get his message out to voters would this make you view him more favorably or less favorably?

- 57% more favorably
- 27 less favorably
- 14 [VOL] no difference
- 2 [VOL] don’t know

28. Overall, what are the top two things that you are most interested in learning about the candidates’ [ROTATE] (1) stands on the issues; (2) experience; (3) character; (4) intelligence; (5) party platform; (6) campaign practices; or (7) something else? [Record responses in order of mention; if one mention ask: What would you name second?]

- 40% stands on the issues
- 17 experience
- 24 character
- 10 intelligence
- 4 party platform
- 3 campaign practices
- 1 something else [Specify]
- 1 [VOL] don’t know

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[RANDOM ASSIGNMENT TO 29A TO 29C]

29A. If a candidate promised that he would improve education, would that make you feel much more favorable toward the candidate, somewhat more favorable, somewhat less favorable, or much less favorable?

49% much more favorable
34 somewhat more favorable
3 somewhat less favorable
2 much less favorable
10 [VOL] no difference
2 [VOL] don’t know

29B. If a candidate promised that he would hire more teachers for public schools, would that make you feel much more favorable toward the candidate, somewhat more favorable, somewhat less favorable, or much less favorable?

47% much more favorable
35 somewhat more favorable
6 somewhat less favorable
3 much less favorable
8 [VOL] no difference
1 [VOL] don’t know

29C. If a candidate promised to hire 10,000 new teachers for the state’s public schools over the next three years, would that make you feel much more favorable toward the candidate, somewhat more favorable, somewhat less favorable, or much less favorable?

39% much more favorable
38 somewhat more favorable
8 somewhat less favorable
4 much less favorable
8 [VOL] no difference
3 [VOL] don’t know

Final Questions and Results
30. People have different opinions on how candidates should pay for their political campaigns. Which of the following do you view **most positively**—[ROTATE] (1) candidates using their own personal money to pay for political campaigning; (2) candidates using money collected from their supporters to pay for political campaigning; (3) candidates using public money set-aside for elections to pay for political campaigning?

28% own personal money  
37 money from supporters  
30 public funds  
2 [VOL] other [SPECIFY]  
3 [VOL] don’t know

31. What should candidates do for people or groups that contribute money to their campaigns—should they spend more time listening to contributors’ views, give more support to contributors’ issue positions, or something else?

29% should spend more time listening  
18 should give more support  
16 something else [SPECIFY]  
3 [VOL] both more time listening and more support  
5 [VOL] treat everyone equally/contributors and non-contributors alike  
18 [VOL] nothing  
11 [VOL] refuse

32[1]. And what are the top two purposes of political campaigns—to [ROTATE] win election, inform voters about candidates, inform representatives about the opinions of voters, get people to talk about politics with each other, (READ LAST) or something else? [RECORD UP TO TWO ANSWERS IN ORDER OF MENTION; IF ONE MENTION ASK: What would you names second?]

FIRST MENTION:

33% win election  
39 inform voters about candidates  
11 inform representatives about the opinions of voters  
11 get people to talk about politics with each other  
2 something else [SPECIFY]  
4 [VOL] don’t know
PPIC Statewide Survey: *Special Survey on Campaign Ethics*

32[2]. And what are the top two purposes of political campaigns—to [ROTATE] win election, inform voters about candidates, inform representatives about the opinions of voters, get people to talk about politics with each other, (READ LAST) or something else? [RECORD UP TO TWO ANSWERS IN ORDER OF MENTION; IF ONE MENTION ASK: What would you name second?]

SECOND MENTION:

17% win election
34 inform voters about candidates
25 inform representatives about the opinions of voters
20 get people to talk about politics with each other
4 something else [SPECIFY]

[RANDOM ASSIGNMENT TO 33A AND 33B]

33A. To what extent do you feel that having elections makes the government pay attention to what the people think—a great deal, a fair amount, not too much, or none at all?

31% great deal
40 fair amount
20 not too much
7 none at all
2 [VOL] don’t know

33B. Over the years, how much attention do you feel the government pays to what people think when it decides what to do—a great deal, a fair amount, not too much, or none at all?

8% great deal
37 fair amount
42 not too much
11 none at all
2 [VOL] don’t know

34. Thinking about the role of the public in politics, how much trust and confidence do you have in California’s voters when it comes to making choices on election day—a great deal, a fair amount, not too much, or none at all?

15% a great deal
45 a fair amount
32 not too much
6 none at all
2 [VOL] don’t know

Final Questions and Results
35[1]. And, what are the top two ways that people should communicate their views to political representatives—through [ROTATE] opinion surveys, interest groups and associations, voting, personal communications such as letters, giving money, (READ LAST) or something else?
[RECORD UP TO TWO ANSWERS IN ORDER OF MENTION; IF ONE MENTION ASK: And what would be the second way?]
FIRST MENTION:

16% opinion surveys
8 interest groups and associations
42 voting
28 personal communications
3 giving money
1 something else [SPECIFY]
2 [VOL] don’t know

35[2]. And, what are the top two ways that people should communicate their views to political representatives—through [ROTATE] opinion surveys, interest groups and associations, voting, personal communications such as letters, giving money, (READ LAST) or something else?
[RECORD UP TO TWO ANSWERS IN ORDER OF MENTION; IF ONE MENTION ASK: And what would be the second way?]
SECOND MENTION:

19% opinion surveys
14 interest groups and associations
25 voting
35 personal communications
5 giving money
2 something else [SPECIFY]

[RANDOM ASSIGNMENT TO 36A TO 36D]

36A. If a candidate signed a campaign code of conduct pledging to run a truthful, fair, and clean campaign, would this make you view him much more favorably, somewhat more favorably, or would it make no difference to you?

48% much more favorably
27 somewhat more favorably
23 no difference
1 [VOL] less favorably
1 [VOL] don’t know
PPIC Statewide Survey: Special Survey on Campaign Ethics

36B. If a candidate signed a campaign code of conduct pledging to not use race, gender, religion, sexual orientation, or age as a basis for attacks, would this make you view him much more favorably, somewhat more favorably, or would it make no difference to you?

   36% much more favorably
   22 somewhat more favorably
   40 no difference
   1 [VOL] less favorably
   1 [VOL] don’t know

36C. If a candidate pledged to run a truthful, fair, and clean campaign, would this make you view him much more favorably, somewhat more favorably, or would it make no difference to you?

   60% much more favorably
   17 somewhat more favorably
   22 no difference
   1 [VOL] don’t know

36D. If a candidate pledged to not use race, gender, religion, sexual orientation, or age as a basis for attacks, would this make you view him much more favorably, somewhat more favorably, or would it make no difference to you?

   47% much more favorably
   21 somewhat more favorably
   30 no difference
   1 [VOL] less favorably
   1 [VOL] don’t know

37A. If a candidate signed a campaign code of conduct pledging to run an issue-oriented campaign, would this make you view him much more favorably, somewhat more favorably, or would it make no difference to you?

   39% much more favorably
   32 somewhat more favorably
   26 no difference
   3 [VOL] don’t know

[RANDOM ASSIGNMENT TO 37A TO 37D]
37B. If a candidate signed a campaign **code of conduct** pledging to participate in one or more public debates, would this make you view him much more favorably, somewhat more favorably, or would it make no difference to you?

- 38% much more favorably
- 32 somewhat more favorably
- 29 no difference
- 1 [VOL] don’t know

37C. If a candidate pledged to run an issue-oriented campaign, would this make you view him much more favorably, somewhat more favorably, or would it make no difference to you?

- 39% much more favorably
- 33 somewhat more favorably
- 25 no difference
- 1 [VOL] less favorably
- 2 [VOL] don’t know

37D. If a candidate pledged to participate in one or more public debates, would this make you view him much more favorably, somewhat more favorably, or would it make no difference to you?

- 43% much more favorably
- 30 somewhat more favorably
- 26 no difference
- 1 [VOL] don’t know

38. In general, would you rather that your preferred candidate in an election ran an **unethical** campaign and won or ran an **ethical** campaign and lost?

- 10% unethical and win
- 83 ethical and lose
- 2 [VOL] other [SPECIFY]
- 5 [VOL] don’t know

39. On another topic, would you favor or oppose having a system of public funding for state and legislative campaigns in California if it cost taxpayers a few dollars a year to fund?

- 50% favor
- 46 oppose
- 4 [VOL] don’t know

**Final Questions and Results**
40. In general, how much of the time do you think you can trust the government in Washington to do what is right – just about always, most of the time, or only some of the time?

- 7% just about always
- 30% most of the time
- 57% only some of the time
- 5 [VOL] none of the time
- 1 [VOL] don’t know

41. And turning to the state, overall how much of the time do you think you can trust the government in Sacramento to do what is right – just about always, most of the time, or only some of the time?

- 7% just about always
- 29% most of the time
- 59% only some of the time
- 4 [VOL] none of the time
- 1 [VOL] don’t know

42. On another topic, some people are registered to vote and others are not. Are you absolutely certain that you are registered to vote?

IF YES: Are you registered as a Democrat, a Republican, another party, or as an independent?

- 77% yes [ASK Q42A]
- 23% no [SKIP TO Q44]

42A. Are you registered as a Democrat, a Republican, another party, or as an independent?

- 44% Democrat [ASK Q43B]
- 38% Republican [ASK Q43C]
- 3% other [SKIP TO Q44]
- 15% independent [ASK Q43A]

43A. Do you think of yourself as closer to the Republican Party or Democratic Party?

- 31% Republican party
- 42% Democratic party
- 19 [VOL] neither
- 8 [VOL] don’t know

[SKIP TO Q.44]
43B. Would you call yourself a strong Democrat or not a very strong Democrat?

48% strong
50 not very strong
2 [VOL] don’t know

[SKIP TO Q.44]

43C. Would you call yourself a strong Republican or not a very strong Republican?

53% strong
45 not very strong
2 [VOL] don’t know

44. On another topic, would you consider yourself to be politically very liberal, somewhat liberal, middle-of-the-road, somewhat conservative, or very conservative?

9% very liberal
21 somewhat liberal
29 middle-of-the-road
27 somewhat conservative
11 very conservative
3 [VOL] don’t know

45. Generally speaking, how much interest would you say you have in politics—a great deal, a fair amount, only a little, or none?

23% great deal
46 fair amount
26 only a little
5 none
PPIC Statewide Survey: *Special Survey on Campaign Ethics*

46[1]. And how do you get **most** of your information about politics—from television, newspapers, radio, the Internet, magazines, or talking to other people?

**IF TELEVISION:** Would that be major network TV, local TV, or cable news stations such as CNN or MSNBC?

[CODE UP TO TWO RESPONSES; RECORD IN ORDER OF MENTION]

**FIRST MENTION:**

- 10% network television
- 12 local television
- 15 cable television
- 30 newspapers
- 11 radio
- 7 Internet
- 3 magazines
- 10 talking to other people
- 2 other

46[2]. And how do you get **most** of your information about politics—from television, newspapers, radio, the Internet, magazines, or talking to other people?

**IF TELEVISION:** Would that be major network TV, local TV, or cable news stations such as CNN or MSNBC?

[CODE UP TO TWO RESPONSES; RECORD IN ORDER OF MENTION]

**SECOND MENTION:**

- 9% network television
- 11 local television
- 11 cable television
- 25 newspapers
- 12 radio
- 8 Internet
- 7 magazines
- 15 talking to other people
- 2 other

47. How often would you say you vote—always, nearly always, part of the time, seldom, or never?

- 49% always
- 22 nearly always
- 9 part of the time
- 6 seldom
- 14 never

**Final Questions and Results**
48. And do you plan to vote in the election on November 5th?

   IF YES: will you vote at your local polling place or by absentee ballot?

   IF ABSENTEE: have you already mailed in your absentee ballot?

   60% yes, local polling place
   9 yes, absentee ballot—already mailed in
   7 yes, absentee ballot—not yet mailed in
   21 no, not planning to vote
   3 [VOL] don’t know

The next set of questions is about activities in the last year. For each one, please tell me if you have or have not done any of the following in the past twelve months.

[ROTATE QUESTIONS 49 to 55].

49. Have you written or e-mailed a local, state, or federal elected official?
   [READ AS NECESSARY: In the past 12 months…]

   27% yes
   73 no

50. Have you attended a political rally or speech?
   [READ AS NECESSARY: In the past 12 months…]

   15% yes
   85 no

51. Have you attended a meeting on local or school affairs?
   [READ AS NECESSARY: In the past 12 months…]

   37% yes
   63 no

52. Have you signed a petition, such as the signatures gathered for local or state initiatives?
   [READ AS NECESSARY: In the past 12 months…]

   37% yes
   63 no

53. Have you worked for a political party, candidate, or initiative campaign?
   [READ AS NECESSARY: In the past 12 months…]

   6% yes
   94 no
54. Have you given money to a political party, candidate, or initiative campaign?  
[READ AS NECESSARY: In the past 12 months…]  

18% yes  
82 no

55. Have you been a member of any group that is working toward better government or political reform?  
[READ AS NECESSARY: In the past 12 months…]  

13% yes  
87 no

Next, we have a few questions to see how much information about public officials actually gets out to the public. First,  

[ROTATE 56 TO 58]

56. Dianne Feinstein. What job or political office does she now hold?  

56% U.S. Senator  
8 other [SPECIFY]  
36 [VOL] don’t know

57. Tony Blair. What job or political office does he now hold?  

50% Prime Minister/president of England/Britain/United Kingdom  
2 other [SPECIFY]  
48 [VOL] don’t know

58. Colin Powell. What job or political office does he now hold?  

48% Secretary of State  
9 other [SPECIFY]  
6 [VOL] don’t know  
37 [VOL] refuse
On another topic, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

59. All citizens should have an equal opportunity to participate in the political process.
   - 84% strongly agree
   - 12 somewhat agree
   - 2 somewhat disagree
   - 2 strongly disagree

60. The wealthy and the poor should have equal influence on government policymaking.
   - 79% strongly agree
   - 15 somewhat agree
   - 3 somewhat disagree
   - 2 strongly disagree
   - 1 [VOL] don’t know

61. Sometimes I wish that my vote counted more than other people’s votes.
   - 19% strongly agree
   - 16 somewhat agree
   - 14 somewhat disagree
   - 49 strongly disagree
   - 2 [VOL] don’t know

62. People should always try to understand political opinions different from their own.
   - 67% strongly agree
   - 27 somewhat agree
   - 3 somewhat disagree
   - 2 strongly disagree
   - 1 [VOL] don’t know

63. In a democracy, people should spend a lot of time talking about political issues.
   - 41% strongly agree
   - 40 somewhat agree
   - 13 somewhat disagree
   - 4 strongly disagree
   - 2 [VOL] don’t know
64. A democracy should provide many opportunities for people and politicians to talk to one another.

74% strongly agree
22 somewhat agree
2 somewhat disagree
1 strongly disagree
1 [VOL] don’t know

[Questions 65 to 76 are demographic questions]