California Clean Money Campaign

Findings on questions related to SB 90 (Stern), the Ballot DISCLOSE Act, from two 2019 surveys of likely November 2020 voters in California.
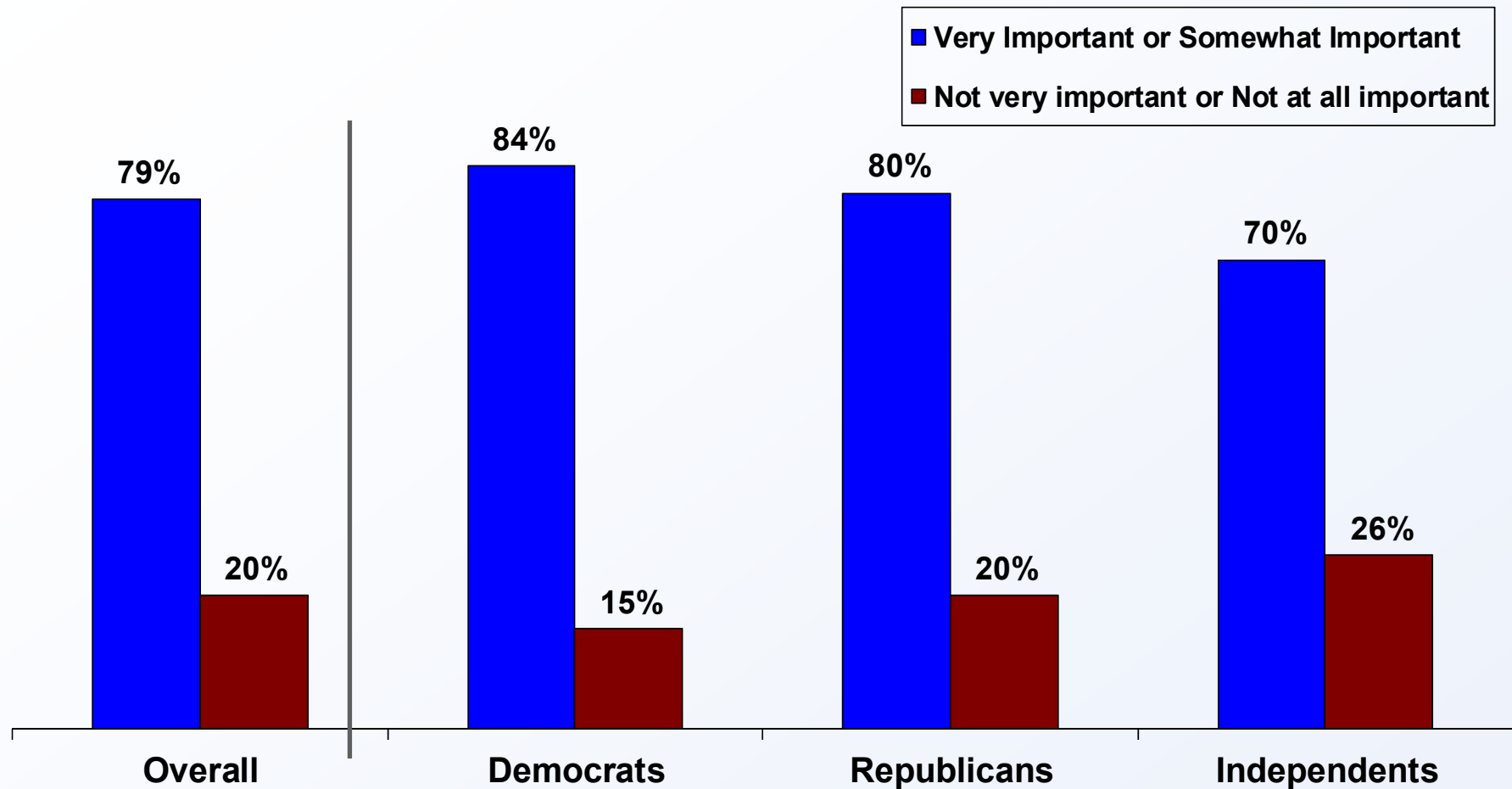
Survey Methodology

- California Clean Money Campaign designed and ran two surveys from 7/22-8/22/19 using the SurveyMonkey polling platform and their online audiences.

- Survey 1 used 661 predicted likely November 2020 voters and tested actual proposition titles and summaries without the *Ballot DISCLOSE Act*, followed by other questions.

- Survey 2 used 622 different likely November 2020 voters and tested actual proposition titles and summaries with list of official Supporters and Opponents added by the *Ballot DISCLOSE Act*. Supporters and opponents were listed with a maximum of 15 words each from the actual signers of the arguments in the ballot pamphlet.

- Both surveys simulated as closely as possible how voters would vote at the polls by asking how they would vote on the propositions if the election were held today, before providing any other information or asking any other questions besides their party and zip code.

- The data are weighted by gender, age, race, and political party to match predicted turnout of likely November 2020 voters. The margin of error for each survey is +/- 4%.

For questions contact Trent Lange, tlange@caclean.org

79% of voters say it's important to them to know who supports and opposes ballot measures when they vote.

■ Very Important or Somewhat Important

■ Not very important or Not at all important

Overall
79%
20%

Democrats
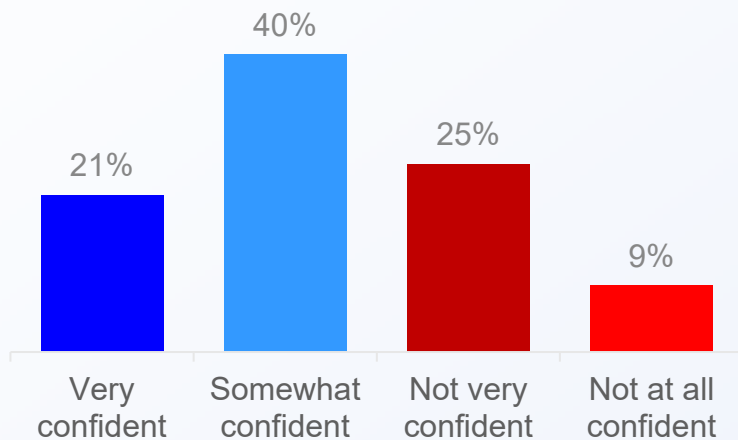84%
15%

Republicans
80%
20%

Independents
70%
26%

Full question: "How important is it to you to know who supports and opposes ballot measures when you vote on them?"
Options: "Very important", "Somewhat important", "Not very important", "Not at all important", "Don't know".
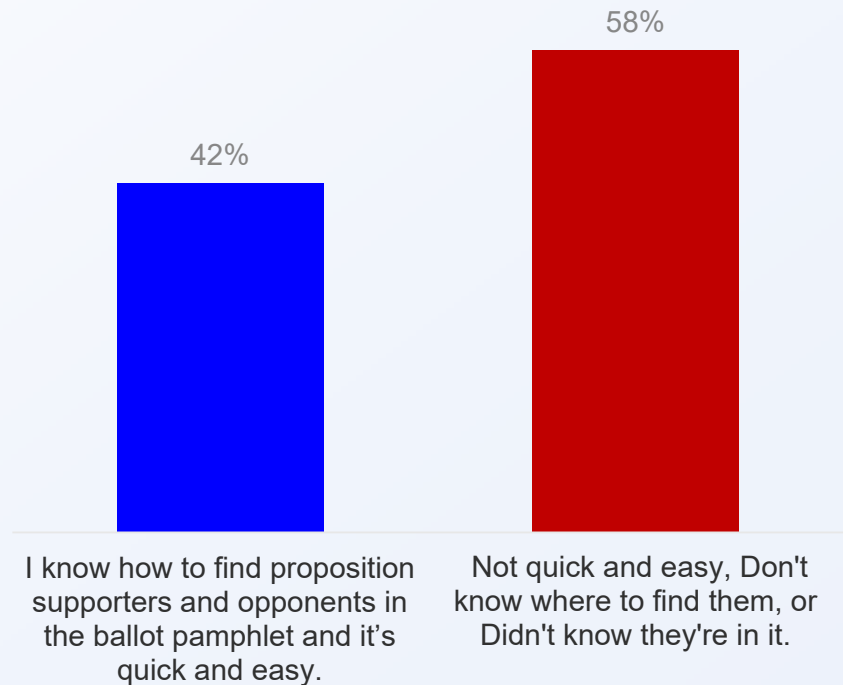
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Only 21% of voters say they're very confident they know the important supporters and opponents of ballot measures.

Only 42% say it's quick and easy to find them in the ballot pamphlet.
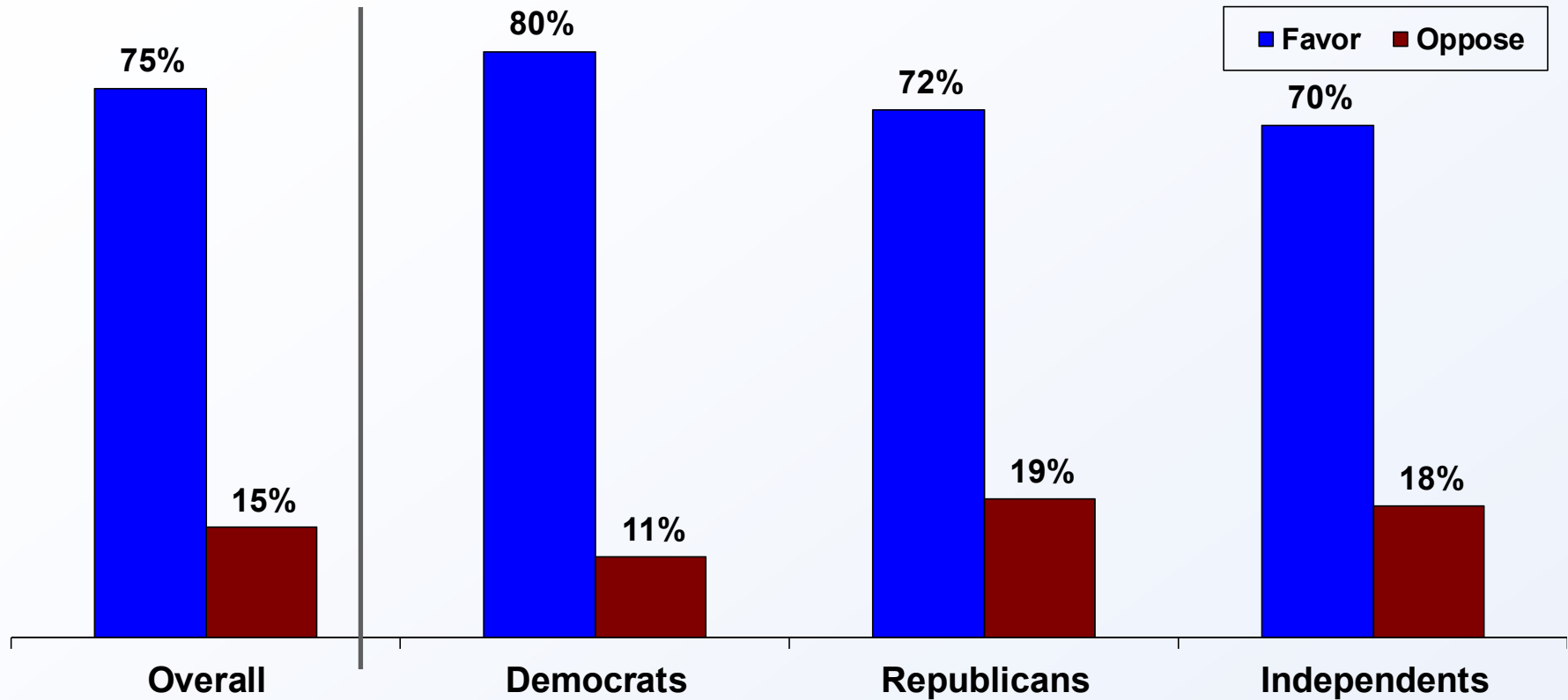
"How <u>confident</u> are you that you know the important supporters and opponents of ballot measures when you vote?"

"When it comes to <u>finding</u> supporters and opponents of propositions in the ballot pamphlet/voter information guide that is mailed to you, would you say:"

Left chart:
- Very confident: 21%
- Somewhat confident: 40%
- Not very confident: 25%
- Not at all confident: 9%

Right chart:
- I know how to find proposition supporters and opponents in the ballot pamphlet and it's quick and easy.: 42%
- Not quick and easy, Don't know where to find them, or Didn't know they're in it.: 58%

75% of likely voters favor "adding to the ballot a short list of supporters and opponents of each ballot proposition".

Legend: ■ Favor ■ Oppose

Overall: Favor 75%, Oppose 15%
Democrats: Favor 80%, Oppose 11%
Republicans: Favor 72%, Oppose 19%
Independents: Favor 70%, Oppose 18%

Full question: "Currently the ballot lists for every proposition a brief title and objective summary, and its fiscal impact. Would you favor adding to the ballot a short list of supporters and opponents of each ballot proposition?"
Options: "Strongly favor", "Somewhat favor", "Somewhat oppose", "Strongly oppose", "Don't know".

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Example Ballot Questions

Both surveys simulated as closely as possible how voters would vote at the polls by asking how they would vote on the propositions before providing any other information or asking any other questions besides their party and zip code. We polled past propositions using their actual Ballot Title and Summary as appeared on the ballot. Survey 2's SB 90 versions included their actual signers of their ballot pamphlet arguments.

Answer options "Definitely Yes, Probably Yes, and Lean Yes" were combined into "Yes" totals and "Definitely No, Probably No, and Lean No" were combined into "No".

Example of how propositions were polled in Survey 1, i.e. survey testing non-SB 90 ballot labels from actual previous ballot propositions. Example shows Proposition 26 of 2010:

Below is another proposition that may appear on the ballot in the November 2020 election. Please read it carefully. If the election were today, would you vote "Yes" or "No"?

REQUIRES THAT CERTAIN STATE AND LOCAL FEES BE APPROVED BY TWO-THIRDS VOTE. FEES INCLUDE THOSE THAT ADDRESS ADVERSE IMPACTS ON SOCIETY OR THE ENVIRONMENT CAUSED BY THE FEE-PAYER'S BUSINESS. INITIATIVE CONSTITUTIONAL AMENDMENT. Fiscal Impact: Depending on decisions by governing bodies and voters, decreased state and local government revenues and spending (up to billions of dollars annually). Increased transportation spending and state General Fund costs ($1 billion annually).

Example of how propositions were polled in Survey 2 (i.e. survey testing labels with SB 90 added)
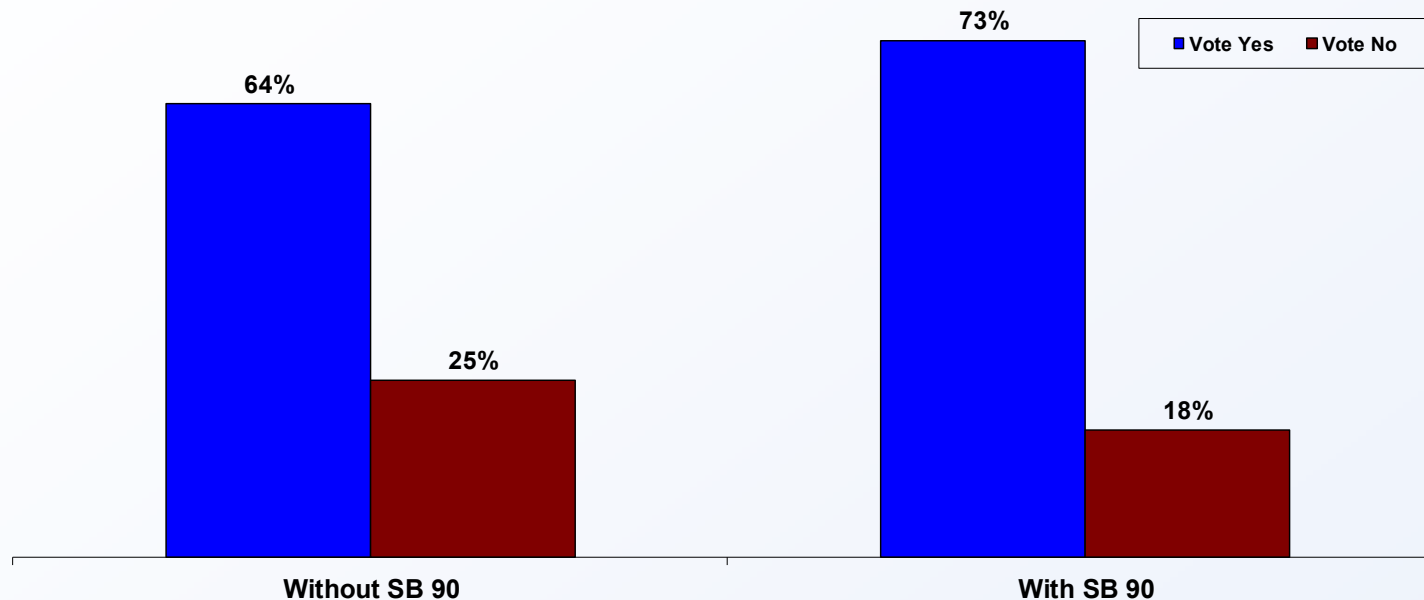
Below is another proposition that may appear on the ballot in the November 2020 election. Please read it carefully. If the election were today, would you vote "Yes" or "No"?

REQUIRES THAT CERTAIN STATE AND LOCAL FEES BE APPROVED BY TWO-THIRDS VOTE. FEES INCLUDE THOSE THAT ADDRESS ADVERSE IMPACTS ON SOCIETY OR THE ENVIRONMENT CAUSED BY THE FEE-PAYER'S BUSINESS. INITIATIVE CONSTITUTIONAL AMENDMENT. Fiscal Impact: Depending on decisions by governing bodies and voters, decreased state and local government revenues and spending (up to billions of dollars annually). Increased transportation spending and state General Fund costs ($1 billion annually). **Supporters**: California Taxpayers' Association, California Chamber of Commerce, Small Business Action Committee, Nisei Farmers League. **Opponents**: League of Women Voters California, American Lung Association, Sierra Club California, California League Conservation Voters.

SB 90 increases by 9% the voters who say they would vote "Yes" on propositions supported by one or more organizations they trust (and not opposed by any they trust).

Combined results on five propositions. We separately asked the same voters about organizations. Average below uses only responses from individual voters when the proposition was supported by one or more organizations they said would make them more likely to vote the way the organization recommends.

Both polls asked voters — for each of 16 separate organizations — whether knowing it supported or opposed a ballot measure would make them more likely to vote the way the organization recommended, less likely, or make no difference. The organizations tested signed arguments for or against five tested ballot measures: Prop 16 (2010), Prop 26 (2010), Prop 30 (2012), Prop 32 (2012), Prop 61 (2016).
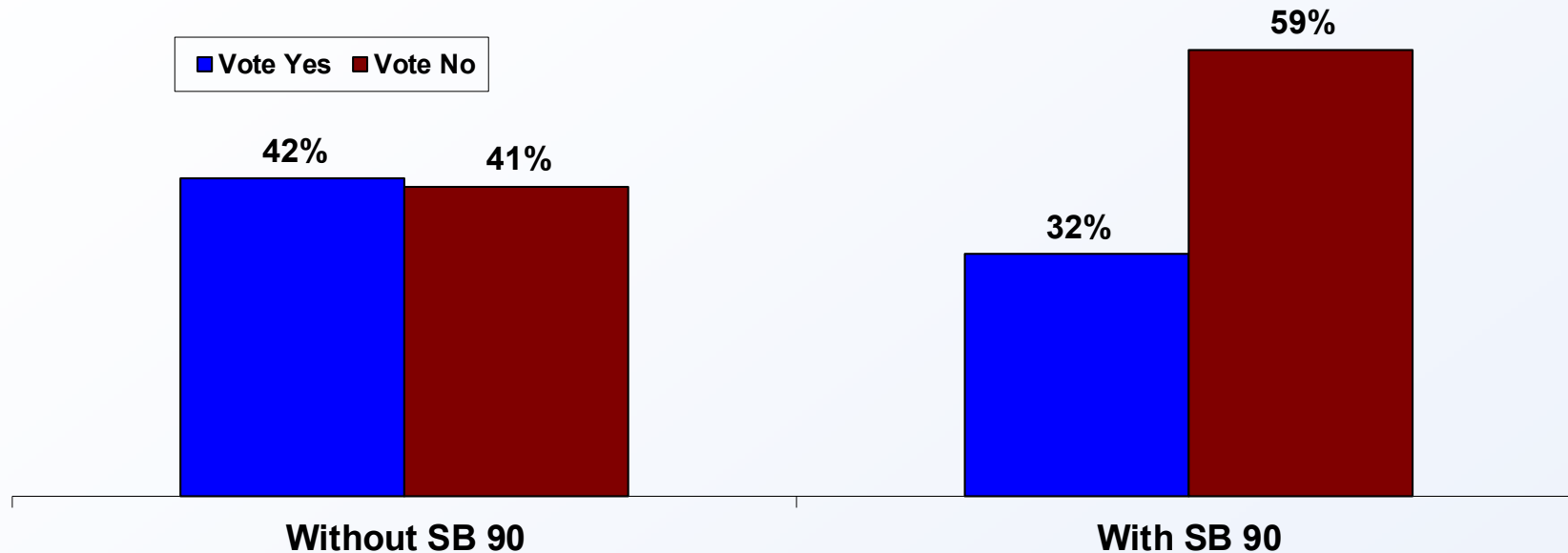
Poll 1 asked people how they would vote on each proposition using its actual title and summary without SB 90. Poll 2 asked how they would vote using actual titles and summaries plus the SB 90 supporters/opponents.

This analysis shows how people responded when one or more supporters of the proposition were organizations they **7** said would make them more likely to vote as recommended (and none of its opponents were).

SB 90 <u>decreases</u> by 10% the voters who say they would vote "Yes" on propositions <u>opposed</u> by one or more organizations they trust (and not supported by any they trust).

Combined results on five propositions. We separately asked the same voters about organizations. Average below uses only responses from individual voters when the proposition was opposed by one or more organizations they said would make them more likely to vote the way the organization recommends.

Legend: ■ Vote Yes ■ Vote No

Without SB 90: 42% (Vote Yes), 41% (Vote No)

With SB 90: 32% (Vote Yes), 59% (Vote No)

Both polls asked voters — for each of 16 separate organizations — whether knowing it supported or opposed a ballot measure would make them more likely to vote the way the organization recommended, less likely, or make no difference. The organizations tested signed arguments for or against five tested ballot measures: Prop 16 (2010), Prop 26 (2010), Prop 30 (2012), Prop 32 (2012), Prop 61 (2016).

Poll 1 asked people how they would vote on each proposition using its actual title and summary without SB 90. Poll 2 asked how they would vote using actual titles and summaries plus the SB 90 supporters/opponents.

This analysis shows how people responded when one or more opponents of the proposition were organizations they said would make them more likely to vote as recommended (and none of its supporters were).

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