



# California Fair Elections Act

*Findings from a survey of 800 likely June 2010 voters in California*

CALIFORNIA  
*Fair*  
ELECTIONS  
CAMPAIGN



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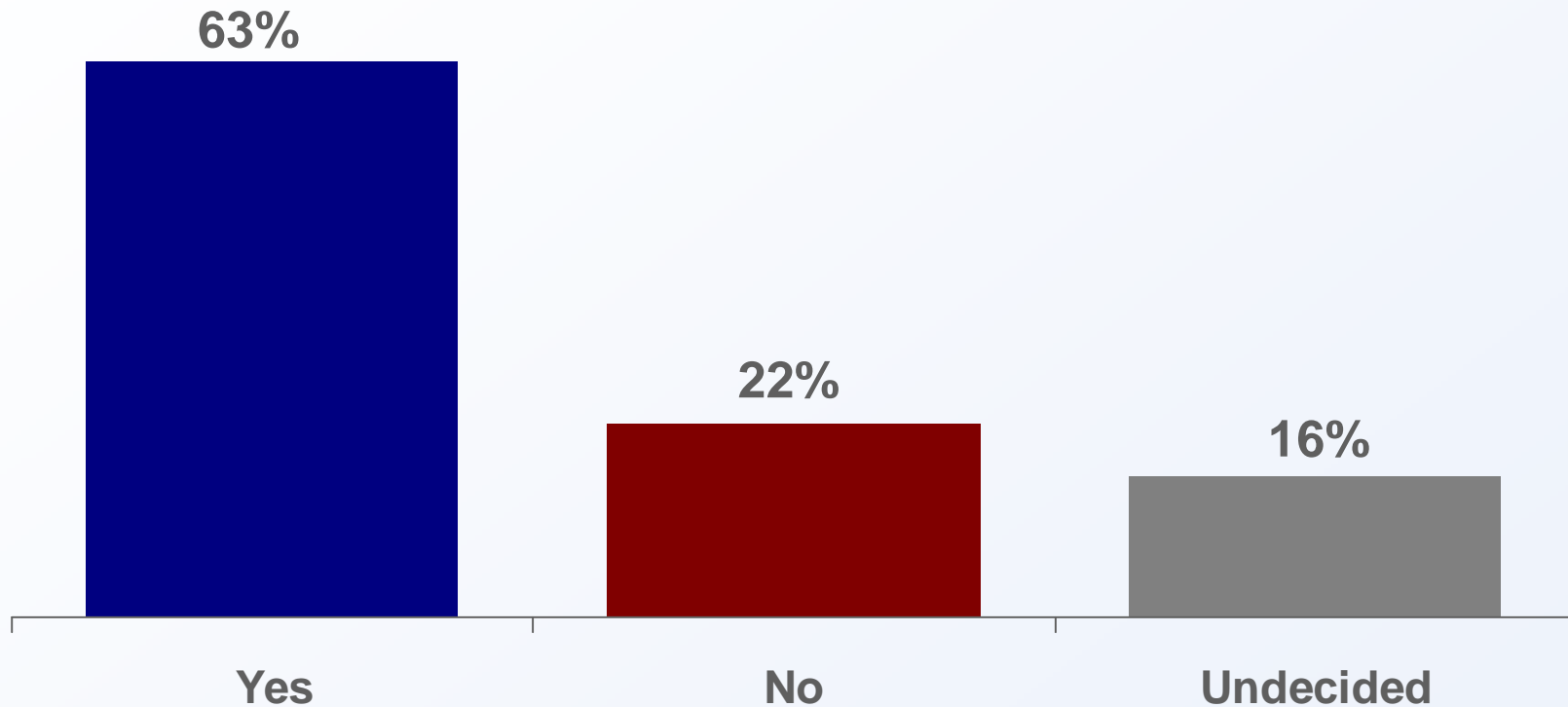
# Survey Methodology

- Lake Research Partners designed and administered this survey that was conducted by telephone using professional interviewers from October 11-15, 2009.
- The survey reached a total of 800 likely June 2010 election voters in California.
- The data are weighted by gender, age, region, and race. The margin of error for this survey is +/- 3.5%.



## Voters support publicly-funded elections for the Secretary of State office by nearly a three to one ratio.

### CFEA Initial Ballot

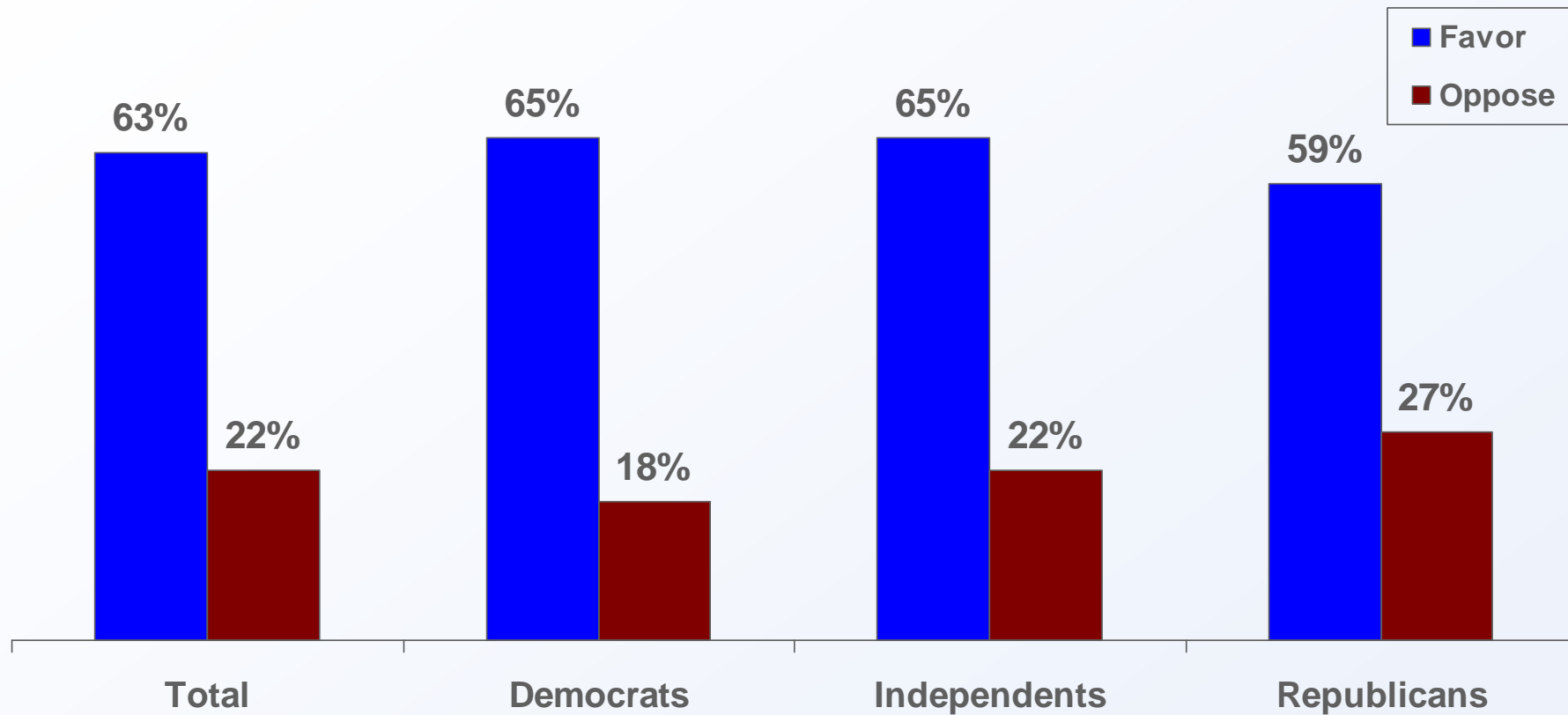


Now I'm going to read you a proposal that may be on the ballot in June of 2010. It is called the California Fair Elections Act. This creates a voluntary system for candidates for Secretary of State to qualify for a public campaign grant if they agree to strict spending limits and no private contributions. Each candidate demonstrating enough public support would receive the same amount. Participating candidates would be prohibited from raising or spending money beyond the grant. There would be strict enforcement and accountability. The system would be funded by voluntary contributions and by an annual fee on lobbyists, lobbying firms, and lobbyist employers. If the election were held today would you vote YES or NO on this California Fair Elections Act, or are you undecided?



## Support is solid across party lines.

CFEA Initial Ballot by Party Identification

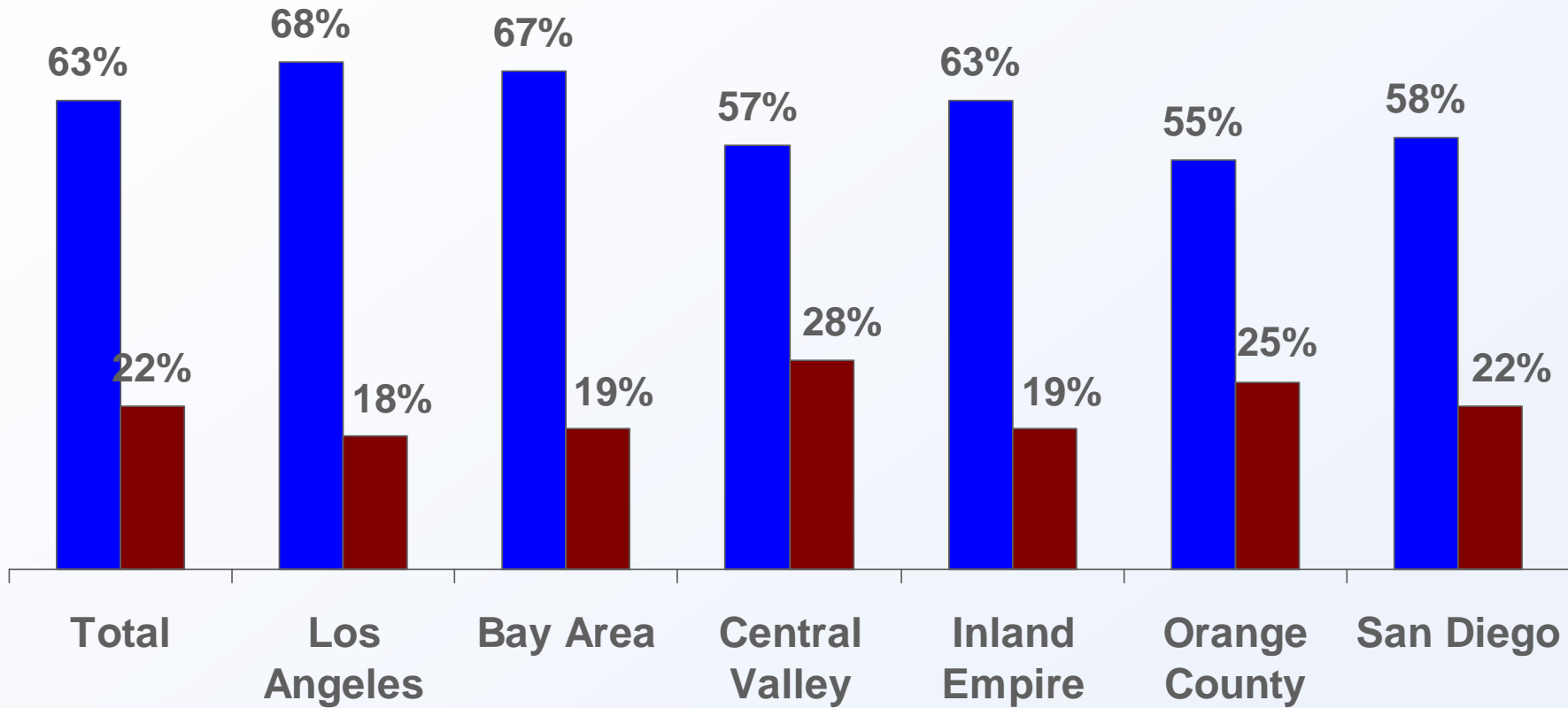




## Every region in California supports by at least a two-to-one margin.

CFEA Initial Ballot by Region

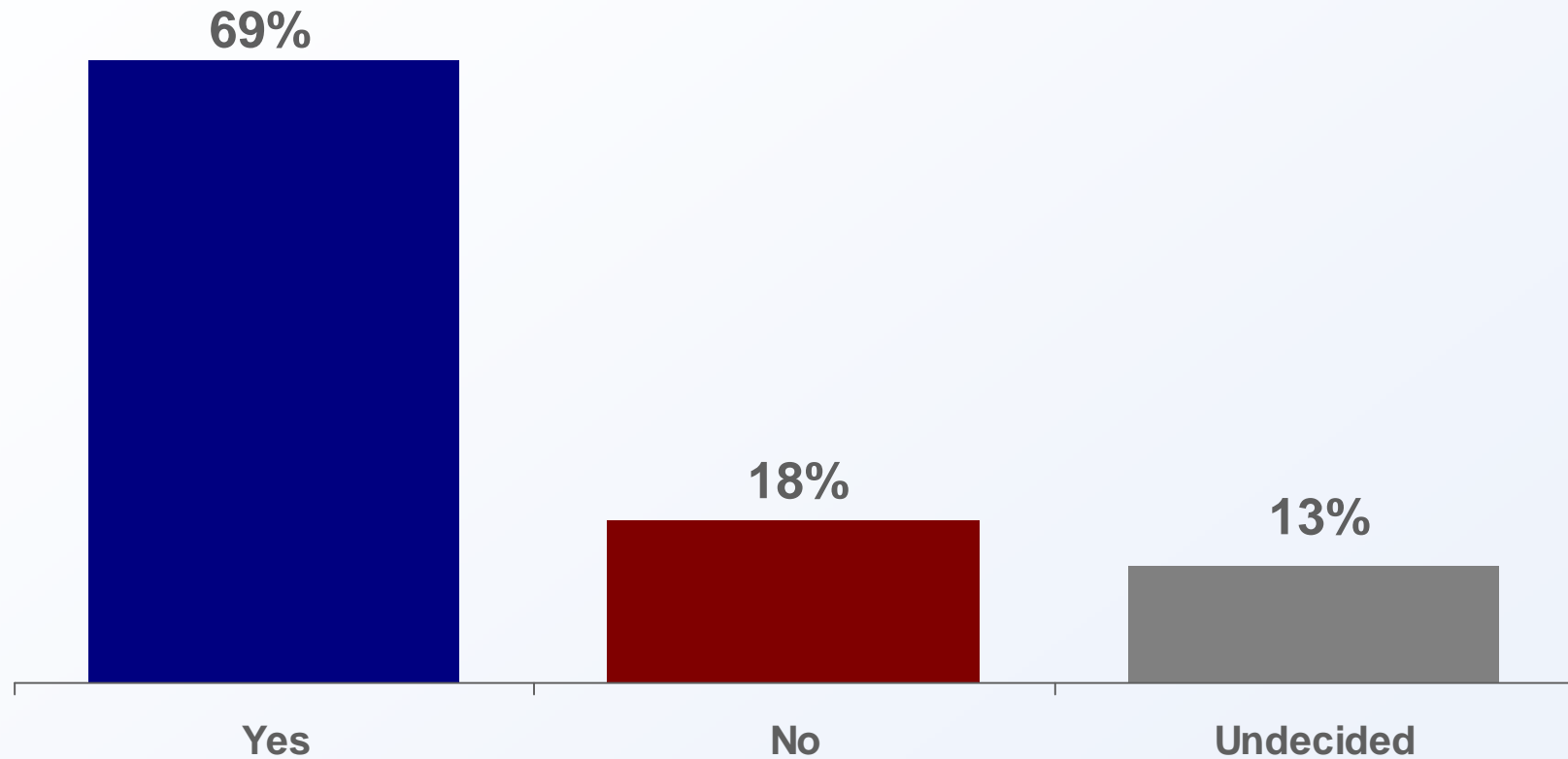
■ Favor ■ Oppose





## Voter support intensifies after hearing positive and negative messages about the proposal.

CFEA Final Ballot

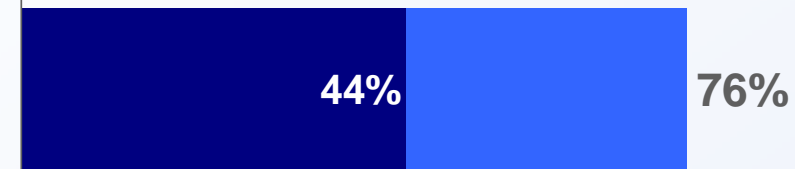




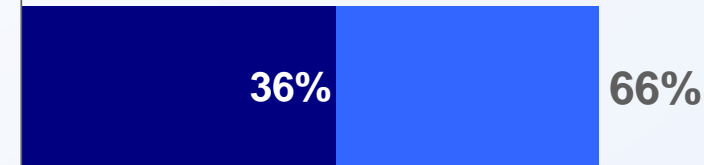
## The most popular elements of the proposal include the strict reporting requirements and prohibiting candidates from raising or spending money beyond the limited public financing.

Total Convincing ( Rate 6 or higher on 10 point scale)

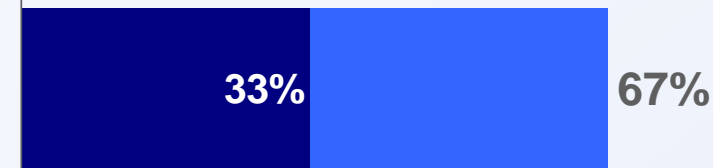
Participating candidates must follow strict reporting requirements and can only spend on legitimate campaign expenses. Violators would face fines, possible jail time, and prohibitions from running for office in the future.



Participating candidates are banned from raising money from registered lobbyists, their clients, or anybody else.\*



Participating candidates would be prohibited from raising or spending money beyond the limited public financing.\*



*Dark colors = rate "10"*

*\* = split sampled questions*



## Nearly three out of four voters want to change the way elections in California are financed.

*When it comes to the way we finance election campaigns, do you think we need to make major changes, minor changes, or should we not make any changes to the way election campaigns are financed, or aren't you sure?*

