



California Clean Money Campaign

Findings on questions related to AB 1416 (Santiago), the Ballot DISCLOSE Act, from two 2019 surveys of likely November 2020 voters in California.



www.YesFairElections.org

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Ballot Disclosure Survey Results

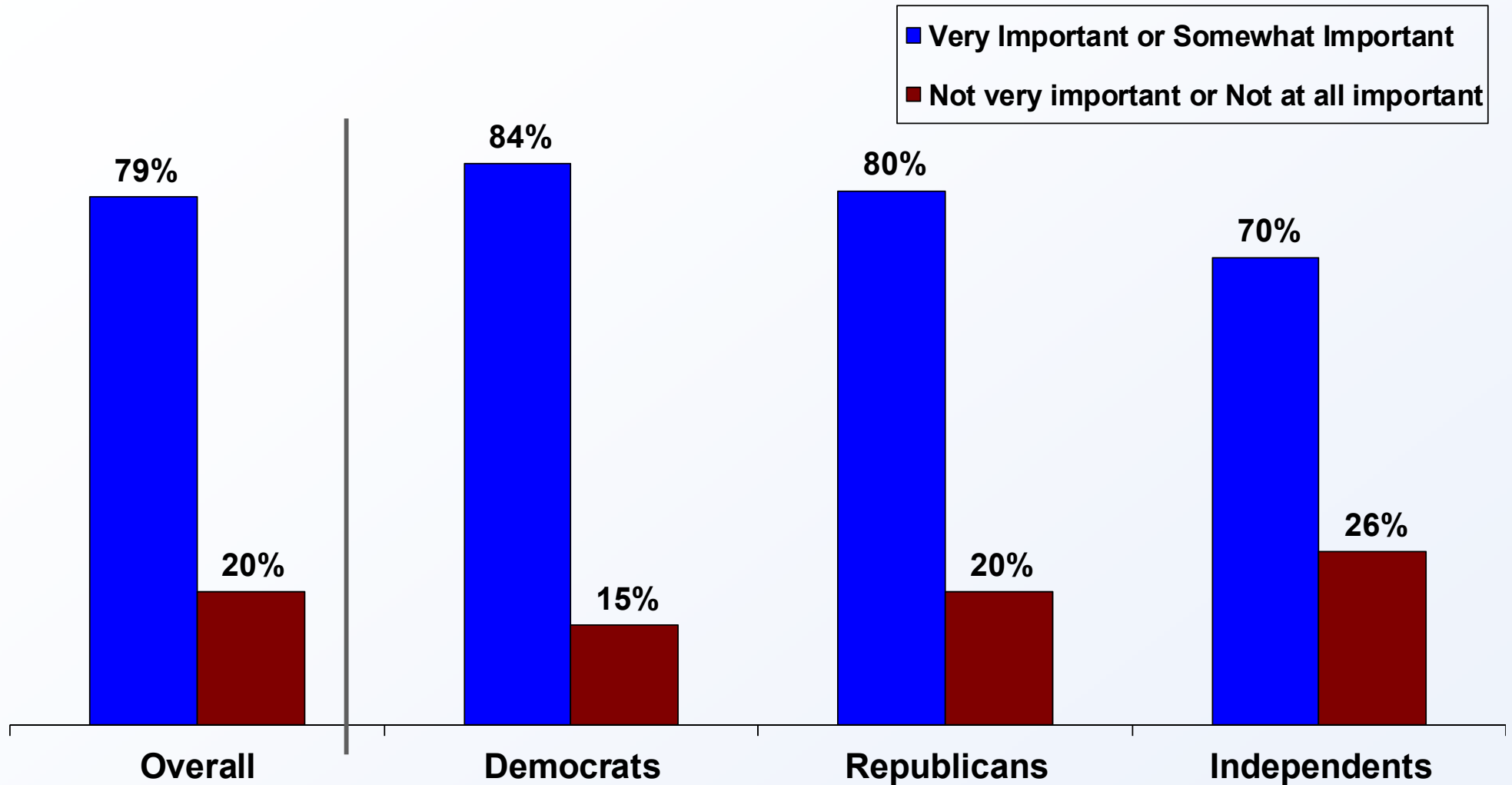
Under current law, voters are not required to remember the contents of an initiative's Title and Summary when they mark their ballots because current law requires a reminder of the Title and Summary on the ballot itself. But, even though voters would at least equally benefit from being reminded when they vote about which organizations signed ballot arguments for or against a measure, such information does not appear on the actual ballot. It only appears in the unwieldy and often unread or forgotten ballot pamphlet.

Do voters typically know the important supporters and opponents of ballot measures when they vote? Would adding a short list of supporters and opponents who signed the ballot arguments to the Title and Summary on the ballot be a welcome reform? And, would such a reminder have a measurable impact on how votes are cast?

Results from two 2019 surveys of likely November 2020 California voters indicate that such a reform would be both welcome and would have had a significant impact on elections. Notably the impact would be from simply telling voters information already officially sanctioned in the ballot pamphlet and would have that impact at the most important time — when people are actually voting.

It would do so at no cost to the proponents or opponents of the ballot measures, while providing voters who are deluged with misleading ads a reminder of which organizations they trust support or oppose ballot measures when they are actually voting.

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

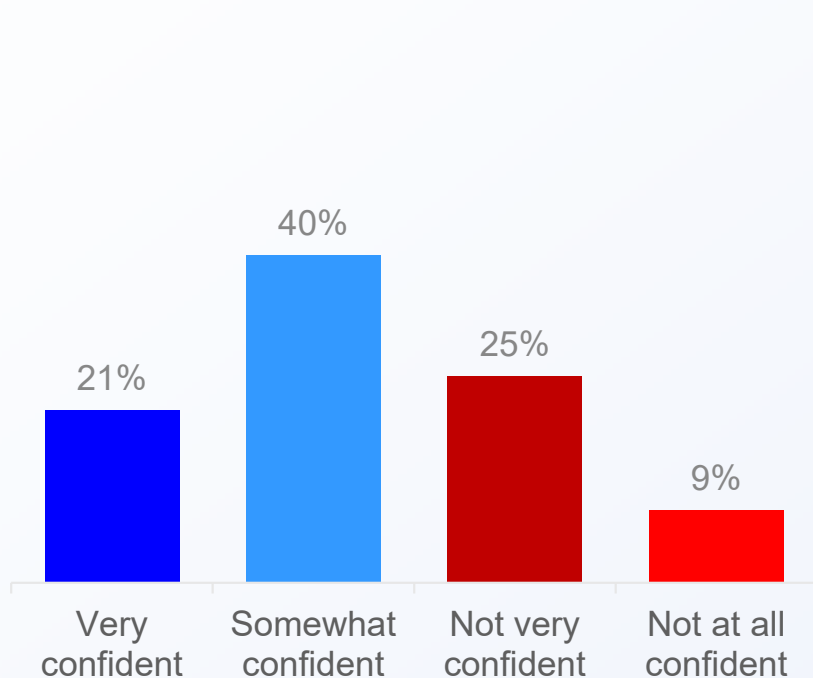


Full question: "How important is it to you to know who supports and opposes ballot measures when you vote on them?"
Options: "Very important", "Somewhat important", "Not very important", "Not at all important", "Don't know".

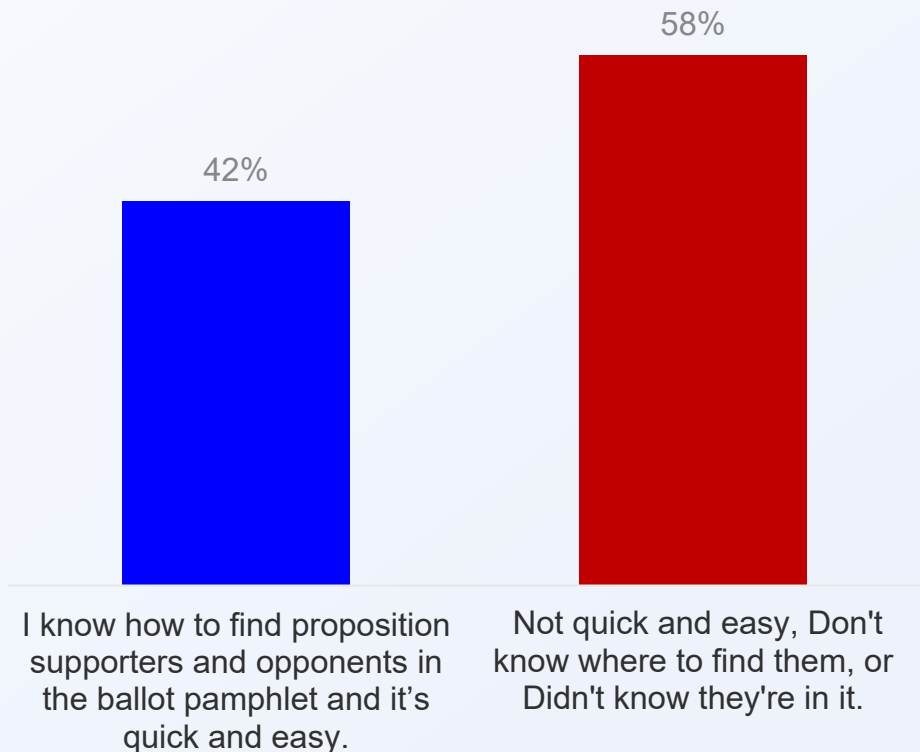
Only 21% of voters say they're very confident they know the important supporters and opponents of ballot measures.

Only 42% say it's quick and easy to find them in the ballot pamphlet.

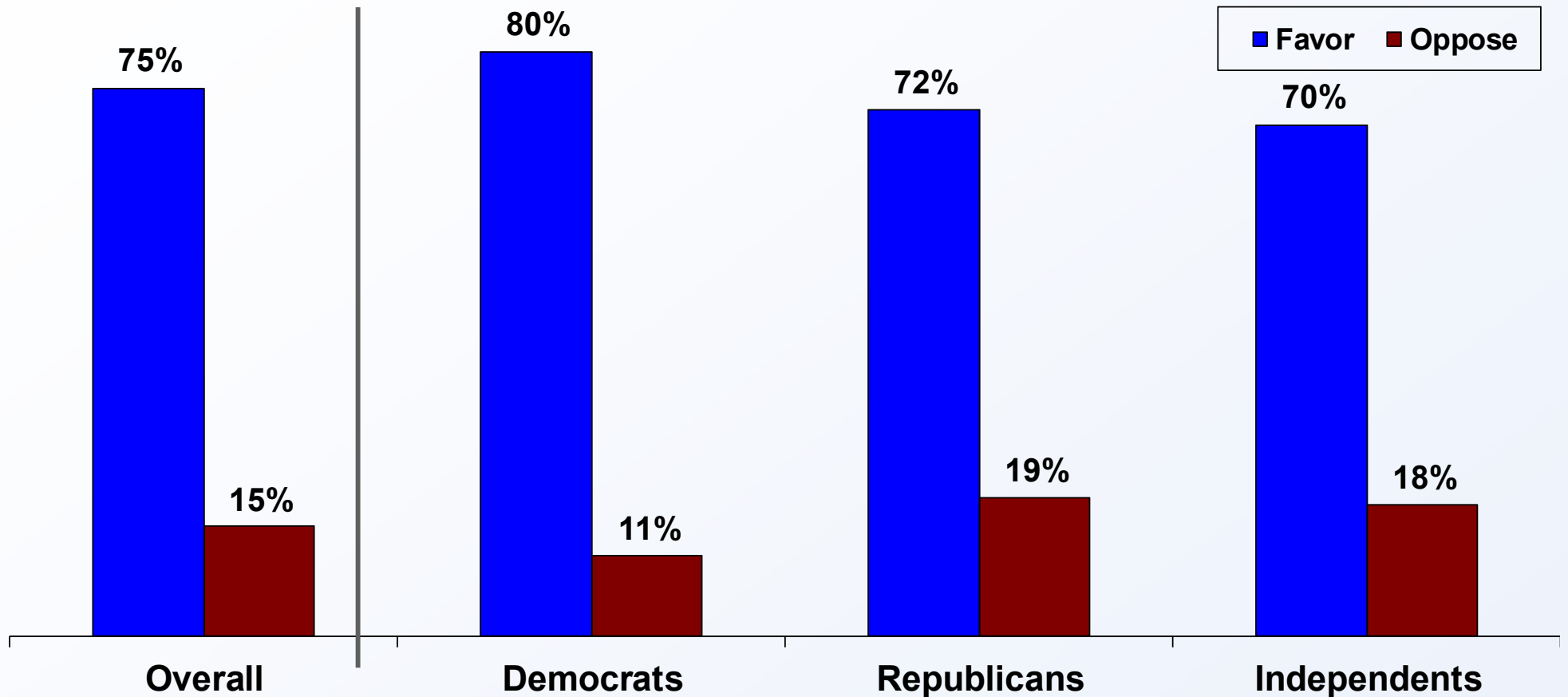
"How confident are you that you know the important supporters and opponents of ballot measures when you vote?"



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



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



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”.

What adding supporters and opponents to the ballot would look like

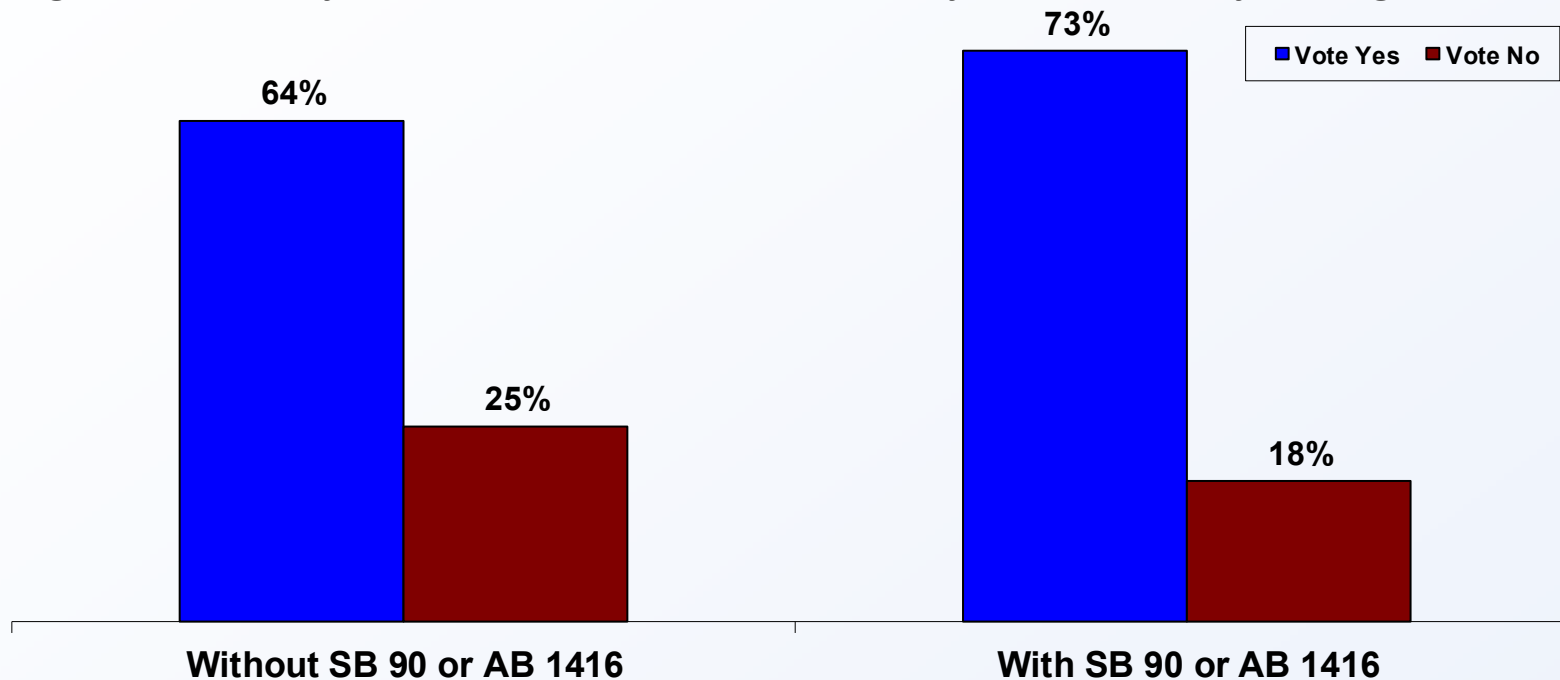
Below are four November 2020 measures as they would appear on the ballot with supporters and opponents under currently pending AB 1416 (Santiago). The yellow highlighting shown is for illustrative purposes and would not actually be on the ballot.

All supporters and opponents shown signed the arguments for or against the measures in the actual ballot pamphlet. Provisions in AB 1416 limit the length of supporter and opponent lists to 125 characters each and prevent newly-created sham organizations from being listed on the ballot.

15	INCREASES FUNDING SOURCES FOR PUBLIC SCHOOLS; COMMUNITY COLLEGES; AND LOCAL GOVERNMENT SERVICES BY CHANGING TAX ASSESSMENT OF COMMERCIAL AND INDUSTRIAL PROPERTY. INITIATIVE CONSTITUTIONAL AMENDMENT. Taxes such properties based on current market value; instead of purchase price. Fiscal Impact: Increased property taxes on commercial properties worth more than \$3 million providing \$6.5 billion to \$11.5 billion in new funding to local governments and schools. Supporters: League of Women Voters of CA; CA Teachers Association; Latino Community Foundation; Fresno Metro Black Chamber Commerce. Opponents: Howard Jarvis Taxpayers Association; California State NAACP; California Small Business Association; CA Taxpayers Association.	136 YES → <input type="radio"/>	Portion added
		137 NO → <input type="radio"/>	
16	ALLOWS DIVERSITY AS A FACTOR IN PUBLIC EMPLOYMENT; EDUCATION; AND CONTRACTING DECISIONS. LEGISLATIVE CONSTITUTIONAL AMENDMENT. Permits government decision-making policies to consider race; sex; color; ethnicity; or national origin in order to address diversity by repealing constitutional provision prohibiting such policies. Fiscal Impact: No direct fiscal effect on state and local entities. The effects of the measure depend on the future choices of state and local government entities and are highly uncertain. Supporters: League of Women Voters of California; California Teachers Association; MALDEF; Equal Justice Society; Dr. Bernice King. Opponents: Californians for Equal Rights; American Civil Rights Institute; American Freedom Alliance; Chinese American Civic Action.	140 YES → <input type="radio"/>	Portion added
		141 NO → <input type="radio"/>	
22	EXEMPTS APP-BASED TRANSPORTATION AND DELIVERY COMPANIES FROM PROVIDING EMPLOYEE BENEFITS TO CERTAIN DRIVERS. INITIATIVE STATUTE. Classifies app-based drivers as "independent contractors;" instead of "employees;" and provides independent-contractor drivers other compensation; unless certain criteria are met. Fiscal Impact: Minor increase in state income taxes paid by rideshare and delivery company drivers and investors. Supporters: CA Small Business Association; Independent Drivers Alliance of CA; NAACP Los Angeles; CA Hispanic Chambers of Commerce. Opponents: Jerome Gage, Lyft Driver; Alvara Bolainez, Uber Driver; Black Women for Wellness Action Project; California Labor Federation.	144 YES → <input type="radio"/>	Portion added
		145 NO → <input type="radio"/>	
25	REFERENDUM ON LAW THAT REPLACED MONEY BAIL WITH SYSTEM BASED ON PUBLIC SAFETY AND FLIGHT RISK. A "Yes" vote approves; and a "No" vote rejects; law replacing money bail with system based on public safety and flight risk. Fiscal Impact: Increased costs possibly in mid hundreds of millions of dollars annually for a new process for release from jail prior to trial. Decreased county jail costs; possibly in high tens of millions of dollars annually. Supporters: Californians for Safety & Justice; Mental Health America of CA; CA Legislative Black Caucus; Western Center on Law & Poverty. Opponents: California State Conference of the NAACP; Crime Victims Alliance; United Latinos Vote.	148 YES → <input type="radio"/>	Portion added
		149 NO → <input type="radio"/>	

AB 1416 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.



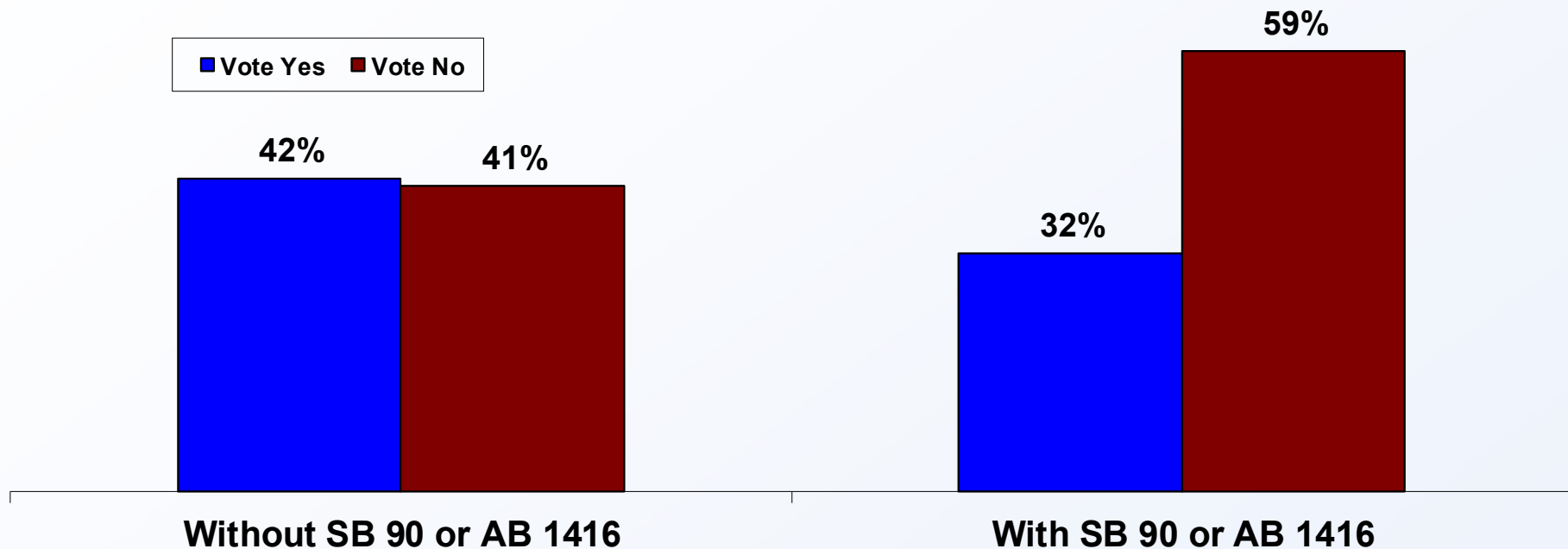
Both polls asked voters — for each of 16 separate organizations — whether knowing it supported or opposed a ballot measure would make them more likely to vote the way the organization recommended, less likely, or make no difference. The organizations tested signed arguments for or against five tested 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 AB 1416. Poll 2 asked how they would vote using actual titles and summaries plus the 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).

AB 1416 decreases by 10% the voters who say they would vote “Yes” on propositions opposed 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.



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 AB 1416. Poll 2 asked how they would vote using actual titles and summaries plus the 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).

Survey Methodology

- California Clean Money Campaign designed and ran two surveys from 7/22/19-8/22/19 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



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 AB 1416 versions included their actual signers of their ballot 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-AB 1416 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 AB 1416)

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.