**Pre-Election Survey**

SD1. What year were you born?

[enter year]

[screen out under 18]

SD1A. (if 1993) What age will you be on [election day]

17

18

SD2. What is your sex?

Male

Female

Prefer not to say

SD2A. What is the highest level of education that you have completed?

<QUESTION WILL BE ASKED AT BEGINNING WHEN POSSIBLE TO HAVE QUOTAS BY EDU FOR SAMPLE>

* Keine (1)
* Obligatorische Schule (Primar-, Real-, Sekundar-, Bezirks- Orientierungsschule, Pro-, Untergymnasium, Sonderschule) (2)
* Diplommittelschule (bis 2 Jahre), Verkehrsschule, Sozialjahr, Vorkurs für Pflegeberufe (1/2 Jahre), berufsvorbereitende Schule, Anlehre (3)
* Berufslehre oder Vollzeit-Berufsschule (z.B. Handelsschule, Lehrwerkstätte) (4)
* Maturitätsschule, Berufsmatura, Diplommittelschule (3 Jahre) (5)
* Lehrkräfte-Seminarien (z.B. Kindergarten, Primarschule, Fachlehrkräfte) (6)
* Höhere Fach- und BerufsAUSBILDUNG (z.B. eidg. Fachausweis, eidg. Fach-, Meisterdiplom, Höhere Kaufmännische Gesamtschule HKG, Techniker TS) (7)
* Höhere FachSCHULE (z.B. HTL, HWV, HFG, HFS), bei Vollzeitausbildung mit Mindestdauer von 3 Jahren (inkl. Nachdiplom) (8)
* Universität, Fachhochschule, Hochschule (inkl. Nachdiplom) (9)
* Andere Ausbildung (10)
* Don’t know/don’t want to say (99)

SD2B. Do you live in the Canton of Zurich?

Yes

No

SD2C. Are you a Swiss citizen?

Yes

No

(NB: Screen out non citizens)

SD2D. Which electoral district are you entitled to vote in?

* I City of Zurich (City Districts 1 and 2) <5 seats>
* II City of Zurich (City Districts 3 and 9) <12 seats>
* III City of Zurich (City Districts 4 and 5) <5>
* IV City of Zurich (City Districts 6 and 10) <9>
* V City of Zurich (City Districts 7 and 8) <6>
* VI City of Zurich (City Districts 11 and 12) <12>
* VII Dietikon <11>
* VIII Affoltern <6>
* IX Horgen <15>
* X Meilen <13>
* XI Hinwil <12>
* XII Uster <16>
* XIII Pfäffikon <7>
* XIV Stadt Winterthur <13>
* XV Winterthur-Land <7>
* XVI Andelfingen <4>
* XVII Bülach <17>
* XVIII Dielsdorf <10>
* Don’t know

<NEW PAGE>

SD2E. What is your zip-code?

[enter zip-code]

SD2E1. (If zip=8044) Do you live in the city district of Zurich?

yes

no

don’t know

SD2E2. (If zip=8127) Is your hometown part of the municipality of Küsnacht or Maur?

Küsnacht (1)

Maur (2)

Don’t know (9)

SD2E2. (If zip=8614) Do you live in bertschikon or Sulzbach?

BERTSCHIKON (1)

SULZBACH (2)

DK (9)

<NEW PAGE>

Q1. On a scale from 0 to 10 where 0 means not satisfied at all and 10 means very satisfied, how satisfied are you with the way democracy works in:

**<Q1 is an experiment: Half the respondents get Q1 at the beginning and half get Q1 as the very last question (randomly selected).>**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not satisfied at all |  |  |  |  |  |  |  |  |  | Very satisfied | Don’t know |
| **Random order** | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
| Your Municipality |  |  |  |  |  |  |  |  |  |  |  |  |
| The Canton of Zurich |  |  |  |  |  |  |  |  |  |  |  |  |
| Switzerland |  |  |  |  |  |  |  |  |  |  |  |  |
| European Union |  |  |  |  |  |  |  |  |  |  |  |  |

<NEW PAGE OF QUESTIONS>

Q2. What is the most important issue to you personally in this election? **(max of 7 issues)**

* Economy/jobs
* Education
* Immigration
* Personal safety/inner security
* Social security systems/pensions/health care
* Taxation/public spending
* Traffic and transport infrastructure/Housing
* Nuclear Energy
* Other
* Don’t know

Q3. In your view, is there a party that is best able to deal with this issue?

* Yes (go to Q3b)
* No (go to Q4)
* Don’t know (go to Q4)

<NEW PAGE OF QUESTIONS>

Q3b.<If Q3=YES> Which party? (Order according to performance in last election)

* SVP
* SP
* FDP
* Greens
* CVP
* EVP
* Green-Liberals
* EDU
* Alternative Liste
* Schweizer Demokraten
* Pirates
* ERP
* BDP
* Other party
* Don’t know

<NEW PAGE OF QUESTIONS>

On a scale from 0 to 10, where 0 means no interest at all and 10 means a great deal of interest, how much interest do you have in this election and in politics generally?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Random order** | No interest at all |  |  |  |  |  |  |  |  |  | A great deal of interest | Don’t know |
| Q4. In the election? | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
| Q5. In politics generally? |  |  |  |  |  |  |  |  |  |  |  |  |

<NEW PAGE>

Q6. Have you already voted in this election?

* Yes (go to Q6a.1)
* No (go to Q7)
* Don’t Know (go to Q7)

<NEW PAGE IF Q6=YES>

<If Q6=YES>

For this cantonal parliament election you had (4-17 according to district magnitude) votes.

Q6a.1. Did you use a party list or an empty list?

* Party list (go to 6a.3)
* Empty list (go to 6a.2)
* Don’t know (go to 6a.3)

Q6a.2 <only display If Q6a.1=”empty list”> Did you put a party name on the list?

* No (go to 6b.2)
* Yes (go to 6a.3)
* Don’t know (go to 6a.3)

Q6a.3\_1/2 Which party list did you vote for? / [if yes or dk to 6a.2] Which party name did you put on your list?

* SVP
* SP
* FDP
* Greens
* CVP
* EVP
* Green-Liberals
* EDU
* Alternative Liste
* Schweizer Demokraten
* Pirates
* ERP
* BDP
* Other party
* I used an empty list
* Don’t know/remember (go to Q6b.1)

<New page> (only displayed if Q6a.1=”party list”)

Q6b.1 Did you change the ballot?

* Yes (go to 6b.1\_1)
* No (go to 6b.5)
* Don’t know/remember (go to Q6b1.1)

Q6b.1\_1 Did you cancel/cross out candidates?

* Yes
* No
* Don’t know/remember

Q6b.1\_3 Did you put candidates from other parties/lists on your ballot?

* Yes
* No
* Don’t know/remember

<New page>

Q6b.2. (coming from 6b.1\_3) In the graphic below, please indicate from which other parties you put candidates on your ballot. You can do this by dragging “votes” from the first column to the corresponding other columns.(coming from 6a.2) Which parties’ candidates did you put on your empty list? Please indicate by dragging “votes” from the first column to the corresponding other columns. 2 Votes for cumulated candidates, unused votes may remain in the empty column.

{IDEA IS TO BE ABLE TO DRAG AND DROP THE “VOTES” FROM THE FIRST COLUMN TO THE PARTY COLUMNS.} [would this be simpler if it was transposed? Harris/Decima input needed]

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PARTY |  | SVP | SP | FDP | Greens | SVP | EVP | Greens-Liberals | EDU | Alternative-Liste | Scgweizer Demokrate | Pirates | ERP | BDP | Other Party | Don’t know/remember | |
| VOTES | ①  ②  ③  ④  ⑤  ⑥  ⑦  ⑧  ⑨  ⑩  ⑪  ⑫  ⑬  ⑭  ⑮  ⑯  ⑰  ⑱  ⑲  ⑳ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |
| TOTAL VOTES | 20 |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |

Q6b.3 Did you cumulate votes for candidates?

-Yes

-No

-Don’t know/remember

Q6b.5. For the Regierungsrat elections you had 7 votes. Which Regierungsrat candidates did you vote for?

< up to 7 answers possible, no cumulation>

* Regine Aeppli <SP>
* Ursula Gut <FDP>
* Thomas Heiniger <FDP>
* Ernst Stocker <SVP>
* Markus Kägi <SVP>
* Hans Hollenstein <CVP>
* Mario Fehr <SP>
* Maja Ingold <EVP>
* Martin Graf <Greens>
* Other candidate
* Don’t know/remember

[if asked this question, go to q9]

<NEW PAGE IF Q6=NO OR DK>

<If Q6=NO OR DK>

Q7. In this election are you personally:

* + certain to vote
  + very likely to vote
  + somewhat likely to vote
  + somewhat unlikely to vote
  + very unlikely to vote
  + certain not to vote (go to Q9)
  + don’t know

<NEW PAGE IF If Q7 ≠ certain not to vote >

For the upcoming cantonal parliament election you have (4-17 according to district magnitude) votes.

Q8c.1. If you vote, are you going to use a party list or an empty list?

* Party list (go to 8c.4)
* Empty list (go to 8c.3)
* Don’t know (go to Q8c.2)

Q8c.2. <only display if Q8c.1=don’t know> What are you most likely going to do?

* Use a party list (go to 8c.4)
* Use an empty list (go to 8c.3)
* Don’t know (go to Q8c.4)

Q8c.3 <only display if 8c.1 or 8c.2=”empty list”> Are you going to put a party name on the list?

* No (go to 8e)
* Yes (go to 8c.4)
* Don’t know (go to 8c.4)

Q8c.4 Which party list will you vote for?/ [if QA8c.3 = yes or dk] Which party name are you going to put on the list?

* SVP
* SP
* FDP
* Greens
* CVP
* EVP
* Green-Liberals
* EDU
* Alternative Liste
* Schweizer Demokraten
* Pirates
* ERP
* BDP
* Other party
* I used an empty list
* Don’t know (go to Q8d.1)

Q8d.1 <only display if 8c.4=don’t know> which party are you most likely to choose?

* SVP
* SP
* FDP
* Greens
* CVP
* EVP
* Green-Liberals
* EDU
* Alternative Liste
* Schweizer Demokraten
* Pirates
* ERP
* BDP
* Other party
* Don’t know

Q8d.2 Are you going to change the ballot?

* Yes (go to 8d.3.1)
* No (go to 8e.3)
* Don’t know (go to 8d3.1)

Q8d.3.1 Will you cancel/cross out candidates?

* Yes
* No
* Don’t know/remember

Q8d.3.2 Will you put candidates from other parties/lists on your ballot?

* Yes
* No
* Don’t know/remember

Q8e.

(coming from 8c3) In the graphic below, please indicate from which other parties you are going to put candidates on your ballot. You can do this by dragging “votes” from the first column to the corresponding other columns.

(coming from 8d.3.2) Which parties’ candidates are you going to put on your empty list? Please indicate by dragging “votes” from the first column to the corresponding other columns. 2 Votes for cumulated candidates, unused votes may remain in the empty column.

* {IDEA IS TO BE ABLE TO DRAG AND DROP THE “VOTES” FROM THE FIRST PARTY COLUMN TO THE OTHER PARTY COLUMNS. =} [ maybe better to transpose the chart; ask Harris/Decima]

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PARTY |  | SVP | SP | FDP | Greens | SVP | EVP | Greens-Liberals | EDU | Alternative-Liste | Scgweizer Demokrate | Pirates | ERP | BDP | Other Party | Don’t know/remember | |
| VOTES | ①  ②  ③  ④  ⑤  ⑥  ⑦  ⑧  ⑨  ⑩  ⑪  ⑫  ⑬  ⑭  ⑮  ⑯  ⑰  ⑱  ⑲  ⑳ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |
| TOTAL VOTES | 20 |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |

<New Page>

Q8e.1 Are you going to cumulate votes for candidates?

* Yes
* No
* Don’t know

Q8e.3. For the Regierungsrat election you will have up to 7 votes.

Which Regierungsrat candidates will you vote for?

< up to 7 answers possible, no cumulation>

* Regine Aeppli <SP>
* Ursula Gut <FDP>
* Thomas Heiniger <FDP>
* Ernst Stocker <SVP>
* Markus Kägi <SVP>
* Hans Hollenstein <CVP>
* Mario Fehr <SP>
* Maja Ingold <EVP>
* Martin Graf <Greens>
* Other candidate
* Don’t know <go to Q8e.4>

<NEW PAGE IF Q8e.3=DON’T KNOW>

Q8e.4. Which Regierungsrat candidates are you *most likely* to vote for?

<up to 7 answers possible, no cumulation>

* Regine Aeppli <SP>
* Ursula Gut <FDP>
* Thomas Heiniger <FDP>
* Ernst Stocker <SVP>
* Markus Kägi <SVP>
* Hans Hollenstein <CVP>
* Mario Fehr <SP>
* Maja Ingold <EVP>
* Martin Graf <Greens>
* Other candidate
* Don’t know

<NEW PAGE>

Q9. If there were a FEDERAL election next Sunday which party’s list do you think you will vote for or you give the most votes to, respectively?

* SVP
* SP
* FDP
* Greens
* CVP
* EVP
* Green-Liberals
* EDU
* Alternative Liste
* Schweizer Demokraten
* Pirates
* ERP
* BDP
* Other party
* Would not vote
* don’t know

<NEW PAGE>

Q10. Below there are names of 4 parties and pictures of 8 different people. Four of the people are political candidates for the Regierungsrat in Zurich, 1 from each party. Please match as many candidates as possible with their respective party. For this purpose, pleasse move the slider under the picture showing the respective party’s candidate. If you are not sure, which candidate belongs to a party, please choose “don’t know.

[NOTE: PICTURES OF CANDIDATES WILL APPEAR ON WEBPAGE, below sliders with party names. **(Country specialists provide pictures of leaders of four parties along with four unknown figures with similar age, gender and ethnicity.)**]

<Random order>

<NEW PAGE>

Some people say that it doesn't make any difference which party is in power. Others say that it makes a big difference which party is in power. Using the 0 to 10 scale below, where would you place yourself, considering the government of

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | It does not make any difference |  |  |  |  |  |  |  |  |  | It makes a big difference | Don’t know |
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
| Q11. the canton of Zurich |  |  |  |  |  |  |  |  |  |  |  |  |
| Q12. Switzerland |  |  |  |  |  |  |  |  |  |  |  |  |

<NEW PAGE>

Q13. How satisfied are you with the performance of the cantonal government of Zurich over the last 12 months?

* very satisfied
* fairly satisfied
* not very satisfied
* not satisfied at all
* don’t know

Q14. How satisfied are you with the performance of the Federal Swiss government over the last 12 months?

* very satisfied
* fairly satisfied
* not very satisfied
* not satisfied at all
* don’t know

<NEW PAGE>

Q15. Over the last 12 months, has the economy in Zurich:

* Gotten better
* Gotten worse
* Stayed about the same
* Don’t know

Q15a. Over the last 12 months, have the policies of the cantonal government made the economy in Zurich better, worse, or have they not made much difference?

* Better
* Not much difference
* Worse
* Don’t know

<NEW PAGE>

Q16. Over the last 12 months, has the economy in Switzerland:

* Gotten better
* Gotten worse
* Stayed about the same
* Don’t know

Q16a. Over the last 12 months, have the policies of the Federal government made the economy in Switzerland better, worse, or have they not made much difference?

* Better
* Not much difference
* Worse
* Don’t know

<NEW PAGE>

Q17. Please rate each of the following political parties in the canton of Zurich on a scale from 0 to 10, where 0 means you strongly dislike that party and 10 means that you strongly like that party.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly dislike party |  |  |  |  |  |  |  |  |  | Strongly like party | Don’t know |
| SVP Kanton ZH | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
| SP Kanton ZH |  |  |  |  |  |  |  |  |  |  |  |  |
| FDP Kanton ZH |  |  |  |  |  |  |  |  |  |  |  |  |
| Grüne Kanton ZH |  |  |  |  |  |  |  |  |  |  |  |  |
| CVP Kanton ZH |  |  |  |  |  |  |  |  |  |  |  |  |
| EVP Kanton ZH |  |  |  |  |  |  |  |  |  |  |  |  |
| GLP Kanton ZH |  |  |  |  |  |  |  |  |  |  |  |  |
| EDU Kanton ZH |  |  |  |  |  |  |  |  |  |  |  |  |
| Alternative Liste Kanton ZH |  |  |  |  |  |  |  |  |  |  |  |  |
| Schweizer Demokraten Kanton ZH |  |  |  |  |  |  |  |  |  |  |  |  |
| Pirates Kanton ZH |  |  |  |  |  |  |  |  |  |  |  |  |
| ERP Kanton ZH |  |  |  |  |  |  |  |  |  |  |  |  |
| BDP Kanton ZH |  |  |  |  |  |  |  |  |  |  |  |  |

Q18. All in all, which party do you like the most?

* SVP Kanton ZH
* SP Kanton ZH
* FDP Kanton ZH
* Grüne Kanton ZH
* CVP Kanton ZH
* EVP Kanton ZH
* GLP Kanton ZH
* EDU Kanton ZH
* Alternative Liste Kanton ZH
* Schweizer Demokraten Kanton ZH
* Pirates Kanton ZH
* ERP Kanton ZH
* BDP Kanton ZH
* Other
* don’t know

<NEW PAGE>

Q19. Please rate each of the following Regierungsrat candidates in Zurich on a scale from 0 to 10, where 0 means you strongly dislike that candidate and 10 means that you strongly like that candidate. Please indicate, if you don’t know a candidate.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly dislike candidate |  |  |  |  |  |  |  |  |  | Strongly like candidate | Don’t know |
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
| Regine Aeppli |  |  |  |  |  |  |  |  |  |  |  |  |
| Ursula Gut |  |  |  |  |  |  |  |  |  |  |  |  |
| Thomas Heiniger |  |  |  |  |  |  |  |  |  |  |  |  |
| Ernst Stocker |  |  |  |  |  |  |  |  |  |  |  |  |
| Markus Kägi |  |  |  |  |  |  |  |  |  |  |  |  |
| Hans Hollenstein |  |  |  |  |  |  |  |  |  |  |  |  |
| Mario Fehr |  |  |  |  |  |  |  |  |  |  |  |  |
| Maja Ingold |  |  |  |  |  |  |  |  |  |  |  |  |
| Martin Graf |  |  |  |  |  |  |  |  |  |  |  |  |

Q19a. Who would you prefer as president of the Regierungsrat of Zurich?

* Regine Aeppli
* Ursula Gut
* Thomas Heiniger
* Ernst Stocker
* Markus Kägi
* Hans Hollenstein
* Mario Fehr
* Maja Ingold
* Martin Graf
* Other
* Don’t know

<NEW PAGE>

Q20. On a scale from 0 to 10, where 0 means that you don’t care at all and 10 means that you care a lot, how much do you care which parties will enter the Regierungsrat in Zurich after the election?

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| I don’t care at all |  |  |  |  |  |  |  |  |  | I care a lot | Don’t know |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
|  |  |  |  |  |  |  |  |  |  |  |  |

Q21. Please rate each of the following government compositions that could be elected on a scale from 0 to 10, where 0 means you strongly dislike the composition and 10 means you strongly like it.**(maximum four coalitions decided by national team)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly dislike the coalition |  |  |  |  |  |  |  |  |  | Strongly like the coalition | Don’t know |
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 2 SP – 1 CVP – 2 FDP – 2 SVP |  |  |  |  |  |  |  |  |  |  |  |  |
| 1 Green – 1 SP – 1 CVP – 2 FDP – 2 SVP |  |  |  |  |  |  |  |  |  |  |  |  |
| 1 Green – 2 SP – 1 CVP – 1 FDP – 2 SVP |  |  |  |  |  |  |  |  |  |  |  |  |
| 1 Green – 2 SP – 2 FDP – 2 SVP |  |  |  |  |  |  |  |  |  |  |  |  |

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Do you know whether the following parties have made an electoral cooperation agreement for the Regierungsrat elections?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes they have | No they have not | Don’t know |
| Q22a. FDP, CVP and SVP |  |  |  |
| Q22b. SP and Greens |  |  |  |
|  |  |  |  |
|  |  |  |  |

**NB: Additional category: Don’t know**

<NEW PAGE>

Q23. How likely is it that the following parties will form the government after the election, where 0 means very unlikely and 10 means very likely? **(maximum four coalitions)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very unlikely |  |  |  |  |  |  |  |  |  | Very likely | Don’t know |
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
| 2 SP – 1 CVP – 2 FDP – 2 SVP |  |  |  |  |  |  |  |  |  |  |  |  |
| 1 Green – 1 SP – 1 CVP – 2 FDP – 2 SVP |  |  |  |  |  |  |  |  |  |  |  |  |
| 1 Green – 2 SP – 1 CVP – 1 FDP – 2 SVP |  |  |  |  |  |  |  |  |  |  |  |  |
| 1 Green – 2 SP – 2 FDP – 2 SVP |  |  |  |  |  |  |  |  |  |  |  |  |

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Q24. How likely are the following parties to gain enough votes to get into parliament, where 0 means very unlikely and 10 means very likely?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very unlikely unlikely |  |  |  |  |  |  |  |  |  | Very likely | Don’t know |
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
| CVP |  |  |  |  |  |  |  |  |  |  |  |  |
| GLP |  |  |  |  |  |  |  |  |  |  |  |  |
| EVP |  |  |  |  |  |  |  |  |  |  |  |  |
| EDU |  |  |  |  |  |  |  |  |  |  |  |  |
| BDP |  |  |  |  |  |  |  |  |  |  |  |  |
| AL |  |  |  |  |  |  |  |  |  |  |  |  |
| SD |  |  |  |  |  |  |  |  |  |  |  |  |
| Pirates |  |  |  |  |  |  |  |  |  |  |  |  |
| ERP |  |  |  |  |  |  |  |  |  |  |  |  |

Q25. Which camp do you think will get more votes, the Right or the Left?

* Right
* Left
* Don’t know

<NEW PAGE>

Q26. On a scale from 0 to 10 where 0 means that you don’t care at all and 10 means that you care a lot, how much do you care who is elected in your district?

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Don’t care at all |  |  |  |  |  |  |  |  |  | Care a lot | don’t know |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
|  |  |  |  |  |  |  |  |  |  |  |  |

Q27. Is there a candidate that you particularly like in your district?

* Yes (go to Q27a)
* No (go to Q28)
* Don’t know (go to Q28)

<NEW PAGE If Q27=yes>

Q27a. From which party?

* SVP
* SP
* FDP
* Greens
* CVP
* EVP
* Green-Liberals
* EDU
* Alternative Liste
* Schweizer Demokraten
* Pirates
* ERP
* BDP
* Other
* Don’t know

<NEW PAGE>

Q28. Please rate the chances of each party winning at least one seat in your district on a scale from 0 to 10, where 0 means no chance at all and 10 means certain to win.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | No chance at all |  |  |  |  |  |  |  |  |  | Certain to win | Don’t know |
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
| SVP |  |  |  |  |  |  |  |  |  |  |  |  |
| SP |  |  |  |  |  |  |  |  |  |  |  |  |
| FDP |  |  |  |  |  |  |  |  |  |  |  |  |
| Greens |  |  |  |  |  |  |  |  |  |  |  |  |
| CVP |  |  |  |  |  |  |  |  |  |  |  |  |
| EVP |  |  |  |  |  |  |  |  |  |  |  |  |
| Green-Liberals |  |  |  |  |  |  |  |  |  |  |  |  |
| EDU |  |  |  |  |  |  |  |  |  |  |  |  |
| Alternative Liste |  |  |  |  |  |  |  |  |  |  |  |  |
| Schweizer Demokraten |  |  |  |  |  |  |  |  |  |  |  |  |
| Pirates |  |  |  |  |  |  |  |  |  |  |  |  |
| ERP |  |  |  |  |  |  |  |  |  |  |  |  |
| BDP |  |  |  |  |  |  |  |  |  |  |  |  |

Q29. Do you expect the outcome of the election in your own district to be: very close, somewhat close, not very close or not close at all?

* very close
* somewhat close
* not very close
* not close at all
* don’t know

<NEW PAGE>

Q30a. In politics people sometimes talk of left and right. Where would you place yourself on the 0 to 10 scale where 0 means far left and 10 means far right?

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Far left |  |  |  |  |  |  |  |  |  | Far right | don’t know |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |

<NEW PAGE>

Q30b. Some people favour reducing taxes, other people favour improving public services. Where would you place yourself on the 0 to 10 scale where 0 means very favourable to reducing taxes and 10 means very favourable to improving public services?

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Favour reducing taxes |  |  |  |  |  |  |  |  |  | Favour improving public services | don’t know |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |

<NEW PAGE>

Q30c. Some people favour less redistribution of wealth from rich to poor, others favour more . Where would you place yourself on the 0 to 10 scale where 0 means very favourable to less redistribution and 10 means very favourable to more redistribution.

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Favour less redistribution |  |  |  |  |  |  |  |  |  | Favour more redistribution | don’t know |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |

<NEW PAGE>

Q30d. Some people favour tough sentences to fight crime, others favour programs to rehabilitate offenders. Where would you place yourself on the 0 to 10 scale where 0 means very favourable to tough sentences and 10 means very favourable to rehabilitation programs?

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Favour tough sentences |  |  |  |  |  |  |  |  |  | Favour rehabilitation programs | don’t know |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |

<NEW PAGE>

Q30e. Some people believe that we should have fewer immigrants, others believe that we should have more. Where would you place yourself on the 0 to 10 scale where 0 means very favourable to having fewer immigrants and 10 means very favourable to having more immigrants?

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Favour fewer immigrants |  |  |  |  |  |  |  |  |  | Favour moreimmigrants | don’t know |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |

<NEW PAGE>

Q31. If you didn't vote in this election, would you personally feel very guilty, somewhat guilty, not very guilty, or not guilty at all?

* very guilty
* somewhat guilty
* not very guilty
* not guilty at all
* don’t know

<NEW PAGE>

Q32. How much do you think the cantonal government and the federal government care about what people like you think: a lot, some, a little, none?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | A lot | Some | A little | None | Don’t know |
| The cantonal government |  |  |  |  |  |
| The federal government |  |  |  |  |  |

<NEW PAGE>

<Three questions, random order>

Please rate the importance to you personally of these three elections on a scale from 0 to 10, where 0 means that the election is not important at all to you personally and 10 means that the election is extremely important to you personally?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not important at all |  |  |  |  |  |  |  |  |  | Extremely important | don’t know |
| Q34a. cantonal elections | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
| Q34b. Federal elections |  |  |  |  |  |  |  |  |  |  |  |  |
| Q34c. municipal elections |  |  |  |  |  |  |  |  |  |  |  |  |

<NEW PAGE>

Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Somewhat disagree | Somewhat agree | Strongly agree | Don’t know |
| Q35a. Sometimes politics and government seem so complicated that a person like me can’t really understand what’s going on. |  |  |  |  |  |
| Q35b. Politicians make campaign promises they have no intention of keeping. |  |  |  |  |  |
| Q35c. There is no point voting for a party that has no chance of being in government. |  |  |  |  |  |

<NEW PAGE>

Q36. Financially, are you better off, worse off, or about the same as a year ago?

* Better off
* Worse off
* About the same
* Don’t know

Q37. Over the past year, have the policies of the cantonal government made you better off, worse off, or have they not made much difference?

* Policies made me better off
* Policies made no difference
* Policies made me worse off
* Don’t know

Q38. Over the past year, have the policies of the Federal government made you better off, worse off, or have they not made much difference?

* Policies made me better off
* Policies made no difference
* Policies made me worse off
* Don’t know

<NEW PAGE>

Q39.

Below there are names of 4 positions and pictures of 8 different people. Four of the people hold those positions. Please match as many persons with their positions. To do that, please move the slider under the picture of the person, who holds the respective position. If you are unsure which person holds an office, please select “don’t know”.

<NEW PAGE>

Q40. Please indicate whether the following statement is true or false: In the Canton of Zurich, a party needs to get at least 5% of the list votes in one constituency in order to be represented in Parliament.

* True
* False
* Don’t know

Q41a. Did you hear about the introduction of the new electoral system with “Doppelter Pukelsheim” in 2007?

* Yes (go to Q41b)
* No (go to Q42)
* don’t know (go to Q42)

<only display if Q41a = “Yes”>

Q41b. Which parties benefited from this electoral reform?

* Large parties
* Small parties
* No party
* don’t know

<NEW PAGE>

Q42. On a scale from 0 to 10, where 0 means a very small impact and 10 means a very big impact, how much influence do the policies of the following governments have on the well being of you and your family? (**Random order**)

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very small impact |  |  |  |  |  |  |  |  |  | Very big impact | Don’t know |
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
| European Union |  |  |  |  |  |  |  |  |  |  |  |  |
| Federal government |  |  |  |  |  |  |  |  |  |  |  |  |
| Cantonal government |  |  |  |  |  |  |  |  |  |  |  |  |
| Local municipial government |  |  |  |  |  |  |  |  |  |  |  |  |

<NEW PAGE>

Q43. On a scale from 0 to 10, where 0 means not attached at all and 10 means very strongly attached, how attached do you feel to the following?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not attached at all |  |  |  |  |  |  |  |  |  | Very strongly attached | Don’t know |
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
| Europe |  |  |  |  |  |  |  |  |  |  |  |  |
| Switzerland |  |  |  |  |  |  |  |  |  |  |  |  |
| Canton of Zurich |  |  |  |  |  |  |  |  |  |  |  |  |
| Your local municipality |  |  |  |  |  |  |  |  |  |  |  |  |

<NEW PAGE>

Q44. Different people feel differently about voting.

For some, voting is a DUTY. They feel that they should vote in every election however they feel about the candidates and parties.

For others, voting is a CHOICE. They feel free to vote or not to vote in an election depending on how they feel about the candidates and parties. [The order of these two statements is to be varied randomly.]

For you personally, is voting first and foremost a duty or a choice?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Duty | Choice | Don’t Know |
| Q44a. In cantonal elections |  |  |  |
| Q44b. In federal elections |  |  |  |
| Q44c. In municipal elections |  |  |  |

<NEW PAGE OF QUESTIONS for each that was answered “duty”>

How strongly do you personally feel that voting is a duty: very strongly, somewhat strongly, or not very strongly?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Very strongly | Somewhat strongly | Not very strongly | Don’t Know |
| <if Q44a=Duty> Q45a. In cantonal elections |  |  |  |  |
| <if Q44b=Duty> Q45b. In federal elections |  |  |  |  |
| <if Q44c=Duty> Q45c. In municipal elections |  |  |  |  |

<NEW PAGE>

Q46. Do you usually think of yourself as close to any particular political party in the Canton of Zurich?

* Yes (go to Q46a)
* No (go to Q47)
* Don’t know (go to Q47)

< NEW PAGE If Q46=Yes >

Q46a. Which party do you feel closest to?

* SVP Kanton ZH
* SP Kanton ZH
* FDP Kanton ZH
* Grüne Kanton ZH
* CVP Kanton ZH
* EVP Kanton ZH
* GLP Kanton ZH
* EDU Kanton ZH
* Alternative Liste Kanton ZH
* Schweizer Demokraten Kanton ZH
* Pirates Kanton ZH
* ERP Kanton ZH
* BDP Kanton ZH
* Other (go to Q47)
* Don’t know (go to Q47)

<NEW PAGE If Q46a=name of a party>

Q46b. Do you feel very close to [name of party], somewhat close, or not very close?

* Very close
* Somewhat close
* Not very close
* Don’t know

<NEW PAGE from Q46, 46a or 46b>

Q47. Do you usually think of yourself as close to any particular federal political party?

* Yes (go to Q47a)
* No (go to Q48)
* Don’t know (go to Q48)

<NEW PAGE IF If Q47=Yes>

Q47a. Which party do you feel closest to?

* SVP
* SP
* FDP
* Greens
* CVP
* EVP
* Green-Liberals
* EDU
* Alternative Liste
* Schweizer Demokraten
* Pirates
* ERP
* BDP
* Other (go to Q48)
* Don’t know (go to Q48)

<NEW PAGE If Q47a=party name>

Q47b. Do you feel very close to [name of party], somewhat close, or not very close?

* Very close
* Somewhat close
* Not very close
* Don’t know

<NEW PAGE>

Q48. For some people voting is a simple and easy thing to do. For others, it is difficult or inconvenient. For you personally, how easy or difficult is it to vote?

* very easy
* somewhat easy
* somewhat difficult
* very difficult
* don’t know

<NEW PAGE>

Q49. How well do you think that your views are reflected in the cantonal parliament and government of Zurich?

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not at all |  |  |  |  |  |  |  |  |  | Totally | Don’t know |
| Q49a: parliament | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
| Q49b: government |  |  |  |  |  |  |  |  |  |  |  |  |

<NEW PAGE>

Q50. Would you say that there is hardly any corruption, a little corruption, some corruption, or a lot of corruption in:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Hardly any corruption | A little corruption | Some corruption | A lot of corruption | Don’t know |
| Q50d. The present government of your municipality |  |  |  |  |  |
| Q50a. The present cantonal government of Zurich |  |  |  |  |  |
| Q50b. The present Federal government |  |  |  |  |  |
| Q50c. The present European Union government |  |  |  |  |  |

<NEW PAGE>

SD3. What is your religion, if you have one?

* Protestant
* Catholic
* Eastern Orthodox
* Other Christian Denomination
* Jewish
* Islamic
* Eastern Religions (Hindu, Buddhist, Shinto, Tao…)
* Other
* No religion (go to SD5)
* Prefer not to say (go to SD5)

SD3b. Apart from special occasions such as weddings and funerals, about how often do you attend religious services?

* Every day
* More than once a week
* Once a week
* At least once a month
* Only on special holy days
* less often
* Never
* Prefer not to say

<NEW PAGE>

SD5. Which of the following best indicates your monthly household income before taxes?

<TO BE ADJUSTED FOR COUNTRY TO REPRESENT DECILES, FOLLOWING ESS PROCEDURES>

* under 2400 CHF
* Between 2400 and less than 3100 CHF
* Between 3100 and less than 3750 CHF
* Between 3750 and less than 4300 CHF
* Between 4300 and less than 4900 CHF
* Between 4900 and less than 5500 CHF
* Between 5500 and less than 6500 CHF
* Between 6500 and less than 7600 CHF
* Between 7600 and less than 9400 CHF
* Over 9400 CHF
* Don’t know
* Prefer not to say

SD6. Were you born in Switzerland?

* Yes (go to SD6b)
* No (go to SD6a)
* Don’t know (go to SD6b)

<NEW PAGE if SD6=No>

SD6a. In what country were you born?

Drop-down list of all countries including “don’t know”

<NEW PAGE>

SD6b. Was your mother born in Switzerland?

* Yes (go to SD6d)
* No (go to SD6c)
* Don’t know (go to SD6d)

<NEW PAGE IF SD6B=No>

SD6c. Which country was your mother born in?

Drop-down list of all countries including “don’t know”

<NEW PAGE>

SD6d. For how many years have you been living in Switzerland?

* [enter number]
* Don’t know

SD6e. For how many years have you been living in the canton of Zurich?

* [enter number]
* Don’t know

SD6f. What is the first language you learned and still understand?

* German
* French
* Italian
* Romansh
* English
* Serbo-Croatian
* Albanian
* Spanish
* Portuguese
* Turkish
* Other language
* Prefer not to answer

<NEW PAGE>

SD7. What best describes the place where you live?

* A big city
* A suburb or outskirt of a big city
* A town or small city
* A village
* The countryside
* Don’t know

ExtraQ1: Did you vote in the 2007 election for the Cantonal Parliament?

* Yes (got o ExtraQ2)
* No (Go to ExtraQ3)
* Don’t remember (go to ExtraQ3)
* was not entitled to vote, yet (Go to ExtraQ3)

ExtraQ2: Which party list did you vote for in the 2007 election for the Cantonal Parliament?

* SVP
* SP
* FDP
* Greens
* CVP
* EVP
* EDU
* Schweizer Demokraten
* Alternative Liste
* Green-Liberals
* Hanf
* Don’t remember
* Don’t know

ExtraQ3: Did you vote in the 2007 election for the Regierungsrat?

* Yes (Go to ExtraQ4)
* No (Go to the End of Survey)
* Don’t remember (Go to ExtraQ4)
* was not entitled to vote, yet (Go to the End of Survey)

ExtraQ4: Which Regierungsrat candidates did you vote for in the 2007 election for the Regierungsrat (up to 7 answers possible)?

* Ursula Gut-Winterberger (FDP)
* Hans Hollenstein (CVP)
* Thomas Heiniger (FDP)
* Markus Notter (SP)
* Regine Aeppli (SP)
* Markus Kägi (SVP)
* Rita Fuhrer (SVP)
* Martin Graf (Greens)
* Martin Bäumel (Green Liberals)
* Johannes Zollinger (EVP)
* Markus Alder (Schweizer Demokraten)
* Other(s)
* Don’t remember

**Post-Election Survey**

PQ1. On a scale from 0 to 10 where 0 means not satisfied at all and 10 means very satisfied, how satisfied are you with the way democracy works in:

**<PQ1 is an experiment: Half the respondents get PQ1 at the beginning and half get PQ1 as the very last question (randomly selected).>**

**<**Random order**>**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not satisfied at all |  |  |  |  |  |  |  |  |  | Very satisfied | Don’t know |
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
| PQ1a. Canton of Zurich |  |  |  |  |  |  |  |  |  |  |  |  |
| PQ1b. Switzerland |  |  |  |  |  |  |  |  |  |  |  |  |
| PQ1c. European Union |  |  |  |  |  |  |  |  |  |  |  |  |
| PQ1d. Your municipality |  |  |  |  |  |  |  |  |  |  |  |  |

<NEW PAGE>

PQ 2. What issue did each of the following parties talk about the most during the campaign? [transpose chart so parties are on left hand side]

**<Maximum of 7 issues>**

|  | Economy / jobs (1) | Education (2) | Immigration (3) | Personal safety / inner security (4) | Social security systems / pensions / health care (5) | Taxation/public spending (6) | Traffic and transport infrastructure / Housing (7) | Nuclear energy (8) | Other (88) | Don’t know (99) |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| SVP (1) |  |  |  |  |  |  |  |  |  |  |
| SP (2) |  |  |  |  |  |  |  |  |  |  |
| FDP (3) |  |  |  |  |  |  |  |  |  |  |
| Greens (4) |  |  |  |  |  |  |  |  |  |  |
| CVP (5) |  |  |  |  |  |  |  |  |  |  |
| EVP (6) |  |  |  |  |  |  |  |  |  |  |
| Gr-L (7) |  |  |  |  |  |  |  |  |  |  |
| EDU (8) |  |  |  |  |  |  |  |  |  |  |
| Alternative Liste (9) |  |  |  |  |  |  |  |  |  |  |
| Schweizer Demokraten (10) |  |  |  |  |  |  |  |  |  |  |
| Pirates (11) |  |  |  |  |  |  |  |  |  |  |
| Europäische Reform Partei (12) |  |  |  |  |  |  |  |  |  |  |
| BDP (13) |  |  |  |  |  |  |  |  |  |  |

<NEW PAGE>

PQ3a-c. During the campaign which party promised to

|  | SVP (1) | SP (2) | FDP (3) | Greens (4) | CVP (5) | EVP (6) | Green-Liberals (7) | EDU (8) | Alternative Liste (9) | Schweizer Demokraten (10) | Pirates (11) | Europäische Reform Partei (12) | BDP (13) | Don’t know (99) |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Billigerer Wohnraum (1) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Einbürgerung auf Probe (2) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Bevorzugung von Ausbildungsbetrieben bei öffentlichen Aufträgen (3) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

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PQ4. How important were the following campaign events to your own vote choice(s)?

|  | Very important (4) | Somewhat important (3) | Not very important (2) | Not at all important (1) | Don’t remember the event (8) | Don’t know (9) |
| --- | --- | --- | --- | --- | --- | --- |
| Nichtbewilligung des Polizei- und Justizzentrums (1) |  |  |  |  |  |  |
| Atomunfall in Japan (2) |  |  |  |  |  |  |
| Ergebnis der Waffenschutzinitiative (3) |  |  |  |  |  |  |

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(NB: Experiment. Half get the first version and half get the second version)

PQ5. In each election we find that a lot of people were not able to vote because they were sick, or they did not have time. Which of the following statements best describes you?

* I did not vote in the election (go to PQ5a)
* I thought about voting this time but didn’t (go to PQ5a)
* I usually vote but didn’t this time (go to PQ5a)
* I am sure I voted in the election (go to PQ5c)
* Don’t know/prefer not to answer (go to PQ9)

PQ5. In each election we find that a lot of people were not able to vote because they were sick, or they did not have time. Were you personally able to vote in this election?

Yes (go to PQ5c)

No (go to PQ5a)

Don’t know/prefer not to answer (go to PQ9)

<NEW PAGE If PQ5=no>

PQ5a. When did you decide that you would not vote?

* Months before election day
* A few weeks before election day
* A few days before election day
* On election day
* Don’t know

PQ5b. (Given the outcome of the election) Do you think that the decision not to vote was?

* A very good decision (go to PQ9)
* A fairly good decision (go to PQ9)
* A fairly bad decision (go to PQ9)
* A very bad decision (go to PQ9)
* Don’t know (go to PQ9)

**NB: Experiment: Half get “Given the outcome of the election” and half don’t**

<NEW PAGE If PQ5=yes>

PQ5c. Did you vote in person on election day, or did you vote early in person, by mail, or by e-voting?

* in person at election day
* early in-person voting
* early mail voting
* don’t know

PQ5d. When did you decide that you would vote?

* Months before election day
* A few weeks before election day
* A few days before election day
* On election day
* Don’t know

< NEW PAGE #2 If PQ5=yes>

PQ5e. (Given the outcome of the election) Do you think that the decision to vote was:

* A very good decision
* A fairly good decision
* A fairly bad decision
* A very bad decision
* Don’t know
* **NB: Experiment: Half get “Given the outcome of the election” and half don’t**

PQ5f. Did you consider the possibility of not voting?

* Yes
* No
* Don’t know

For this cantonal parliament election you had (4-17 according to district magnitude) votes.

PQ6a.1. Did you use a party list or an empty list?

* Party list (go to PQ6a.3)
* Empty list (go to PQ6a.2)
* Don’t know (go to PQ6a.3)

PQ6a.2 <only display If Q6a.1=”empty list”> Did you put a party name on the list?

* No (go to PQ6b.2)
* Yes (go to PQ6a.3)
* Don’t know (go to PQ 6a.3)

PQ6a.3 Which party list did you vote for?/ [ if PQ6a.2 is yes or dk] Which party name did you put on the list?

* SVP
* SP
* FDP
* Greens
* CVP
* EVP
* Green-Liberals
* EDU
* Alternative Liste
* Schweizer Demokraten
* Pirates
* ERP
* BDP
* Other party
* I used an empty list
* Don’t know/remember (go to PQ6b.5)

<New page>(only displayed if PQ6a.1=”party list”)

PQ6b.1 Did you change the ballot?

* Yes (go to PQ 6b.1\_1)
* No (go to PQ6b.5)
* Don’t know/remember (go to PQ6b.1\_1)

PQ6b.1\_1 Did you cancel/cross out candidates?

* Yes
* No
* Don’t know/remember

PQ6b.1\_3 Did you put candidates from other parties/lists on your ballot?

* Yes
* No
* Don’t know/remember

<New page>

PQ6b.2.

(coming from 6b.1\_3) In the graphic below, please indicate from which other parties you put candidates on your ballot. You can do this by dragging “votes” from the first column to the corresponding other columns.

(coming from 6a.2) Which parties’ candidates did you put on your empty list? Please indicate by dragging “votes” from the first column to the corresponding other columns. 2 Votes for cumulated candidates, unused votes may remain in the empty column.

.

* {IDEA IS TO BE ABLE TO DRAG AND DROP THE “VOTES” FROM THE FIRST PARTY COLUMN TO THE OTHER PARTY COLUMNS. [possibly better if transposed? Need Harris/Decima input]

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PARTY |  | SVP | SP | FDP | Greens | SVP | EVP | Greens-Liberals | EDU | Alternative-Liste | Scgweizer Demokrate | Pirates | ERP | BDP | Other Party | Don’t know/remember | |
| VOTES | ①  ②  ③  ④  ⑤  ⑥  ⑦  ⑧  ⑨  ⑩  ⑪  ⑫  ⑬  ⑭  ⑮  ⑯  ⑰  ⑱  ⑲  ⑳ |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |
| TOTAL VOTES | 20 |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |

PQ6b.3 Did you cumulate votes for candidates?

* Yes
* No
* Don’t know/remember

PQ7a. Did you consider the possibility of voting differently?

* Yes
* No
* Don’t know

PQ7c. When did you decide to vote the way you did?

* Months before election day
* A few weeks before election day
* A few days before election day
* On election day
* Don’t know

PQ7d. (Given the outcome of the election) Do you think that your decision to vote the way you did was

* A very good decision
* A fairly good decision
* A fairly bad decision
* A very bad decision
* Don’t know
* **NB: Experiment: Half get “Given the outcome of the election” and half don’t**

<NEW PAGE >

PQ6b.5. For the Regierungsrat elections you had 7 votes. Which Regierungsrat candidates did you vote for?

< up to 7 answers possible, no cumulation>

* Regine Aeppli <SP>
* Ursula Gut <FDP>
* Thomas Heiniger <FDP>
* Ernst Stocker <SVP>
* Markus Kägi <SVP>
* Hans Hollenstein <CVP>
* Mario Fehr <SP>
* Maja Ingold <EVP>
* Martin Graf <Greens>
* Other candidate
* Don’t know/remember

PQ6c. Did you consider the possibility of voting for other candidates?

* Yes
* No
* Don’t know

PQ6e. When did you decide to vote for these candidates?

* Months before election day
* A few weeks before election day
* A few days before election day
* On election day
* Don’t know

PQ6d. (Given the outcome of the election) Do you think that your decision to vote the way you did was:

* A very good decision
* A fairly good decision
* A fairly bad decision
* A very bad decision
* Don’t know
* **NB: Experiment: Half get “Given the outcome of the election” and half don’t**

<NEW PAGE>

PQ9. Using a scale from 0 to 10, where 0 means no attention at all and 10 means a lot of attention, how much attention did you pay to news about the election in the following media:

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | No attention at all |  |  |  |  |  |  |  |  |  | A lot of attention | Don’t know |
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
| PQ9a. On television |  |  |  |  |  |  |  |  |  |  |  |  |
| PQ9b. In the newspapers |  |  |  |  |  |  |  |  |  |  |  |  |
| PQ9c. On the radio |  |  |  |  |  |  |  |  |  |  |  |  |
| PQ9d. On the internet |  |  |  |  |  |  |  |  |  |  |  |  |

PQ10. During the campaign did you visit websites to find out about the election?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes | No | Don’t know |
| PQ10a. A party or candidate website |  |  |  |
| PQ10b. Some other website with political content |  |  |  |

<NEW PAGE IF PQ10B=YES>

PQ11. Did you consult smartvote.ch?

* Yes
* No
* Prefer not to say

PQ12. Did you watch the Regierungsrat debate on “TeleZüri”?

* Yes
* No
* Don’t know

<NEW PAGE>

PQ13. Please indicate if you are familiar with any of the following slogans from the campaign.

|  | Familiar (1) | Not familiar (2) | Don’t want to say (9) |
| --- | --- | --- | --- |
| Ja (1) |  |  |  |
| Schweizer wählen ... (2) |  |  |  |
| Aus Liebe zur Schweiz (3) |  |  |  |

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PQ14. Can you indicate which party is associated with the following slogans?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | SVP | SP | FDP | Greens | CVP | EVP | GLP | EDU | BDP | Alternative Liste | Schweizer Demokraten | Pirates | Other | Don’t know |
| <if PQ13a familiar> PQ14a. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| <if PQ13b familiar> PQ14b. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| <if PQ13c familiar> PQ14c. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

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PQ15. During the election campaign, did you support a particular party or candidate by:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes | No | Don’t know |
| PQ15a. Talking to other people to persuade them to vote for that party or candidate |  |  |  |
| PQ15b. Attending a meeting |  |  |  |
| PQ15c. Putting up a poster |  |  |  |
|  |  |  |  |

PQ16. During the campaign, did any of the following individuals encourage you to vote for a particular party or candidate?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes | No | Don’t know |
| Friend |  |  |  |
| Acquaintance |  |  |  |
| Spouse |  |  |  |
| Other family member |  |  |  |

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PQ17. During the campaign, did a political party or candidate contact you?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes | No | Don’t know |
| By phone |  |  |  |
| In person |  |  |  |
| By mail |  |  |  |
| By leaflet |  |  |  |
| By email |  |  |  |
|  |  |  |  |

PQ17a <If yes to at least one item in PQ17> Which parties or candidates from which parties contacted you?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes | No | Don’t know |
| SVP |  |  |  |
| SP |  |  |  |
| FDP |  |  |  |
| Greens |  |  |  |
| CVP |  |  |  |
| EVP |  |  |  |
| Green-Liberals |  |  |  |
| EDU |  |  |  |
| BDP |  |  |  |
| Alternative Liste |  |  |  |
| Schweizer Demokraten |  |  |  |
| Pirates |  |  |  |

PQ18. During the past 12 months, have you:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes | No | Don’t know |
| Contacted a government official |  |  |  |
| Bought or boycotted certain products for political, ethical or environmental reasons |  |  |  |
| Taken part in a public demonstration |  |  |  |

<NEW PAGE>

PQ19. Please rate the last cantonal elections in Zurich on a scale from 0 to 10 where 0 means that the election was conducted very unfairly and 10 means that it was conducted very fairly.

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Very unfairly |  |  |  |  |  |  |  |  |  | Very fairly | Don’t know |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
|  |  |  |  |  |  |  |  |  |  |  |  |

<NEW PAGE>

PQ20. On a scale from 0 to 10 scale where 0 means not at all accurately and 10 means very accurately, how accurately do you think the outcome of the election represents voters’ views?

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| not at all accurately |  |  |  |  |  |  |  |  |  | very accurately | Don’t know |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
|  |  |  |  |  |  |  |  |  |  |  |  |

PQ21. In cantonal elections, voters have two kinds of votes: Votes for parliament and votes for the Regierungsrat. Do you think that it is a good thing or a bad thing that voters have two kinds of votes?

* Good thing
* Bad thing
* Not sure
* Don’t know

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PQ22. Please indicate whether the following statement is true or false: In the Canton of Zurich, a party needs to get at least 5% of the list votes in one constituency in order to be represented in Parliament.

* True
* False
* Don’t know

PQ23a. Did you hear about the introduction of the new electoral system with “Doppelter Pukelsheim” in 2007?

* Yes (go to PQ23b)
* No (go to PQ24)
* don’t know (go to PQ24)

<only display if PQ23a = “Yes”>

PQ23b. Which parties benefited from this electoral reform?

* Large parties
* Small parties
* No party
* don’t know

<NEW PAGE>

PQ24. Do you think that the election was mostly about what should be done on the most important issues of the day or about choosing the best people to govern?

* Issues of the day (go to PQ25)
* Best people to govern (go to PQ26)
* Don‘t know (go to PQ26)

<NEW PAGE If PQ24=“issues”>

PQ25. Which issue was the election mainly about?

<M**aximum of 7 issues>**

* Economy/jobs
* Education
* Immigration
* Personal safety/inner security
* Social security systems/pensions/health care
* Taxation/public spending
* Traffic and transport infrastructure/Housing
* Nuclear Energy
* Other
* Don’t know

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PQ 26. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Strongly disagree | Somewhat disagree | Somewhat agree | Strongly agree | Don’t know |
| PQ26a. One should always find ways to help others less fortunate than oneself |  |  |  |  |  |
| PQ26b. Sometimes politics and government seem so complicated that a person like me can’t really understand what’s going on. |  |  |  |  |  |
| PQ26c. Politicians make campaign promises they have no intention of keeping. |  |  |  |  |  |
| PQ26d. There is no point voting for a party that has no chance of being in government. |  |  |  |  |  |
| PQ 26e. People pay too much attention to the well-being of others. |  |  |  |  |  |

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PQ27. How much do you think the following care about what people like you think: a lot, some, a little, none?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | A lot | Some | A little | None | Don’t know |
| PQ27a. The cantonal government |  |  |  |  |  |
| PQ27b. The federal government |  |  |  |  |  |
| PQ27c. The municipal government |  |  |  |  |  |

<NEW PAGE>

PSD1. Does anyone in your household belong to a union?

* Yes
* No
* Don’t know

PSD2. How many people living in your household are under the age of 18?

* + [enter number]
  + Don’t know

PSD3. Which of these descriptions bestdescribes the sort of work you do?

1. Self-employed professionals and large employers

*(e.g., large business owner, self-employed lawyer, self-employed accountant, self-employed architect, medical doctor with own medical office, freelance artist)*

2. Small business owners, self-employed crafts- and service persons

*(e.g., small business owner, restaurant owner, farmer, shopkeeper, hairdresser with own shop, craftsperson with own shop)*

3. Technical experts and technicians

*(e.g., architect, civil engineer, scientist/researcher, mechanical engineer, computing professional, electrical engineer/technician, chemical/physical technician, mining technician, safety inspector)*

4. Craftspersons

*(e.g., metal worker, motor vehicle and machinery mechanic, machine operator, carpenter, mason, construction worker, painter, plumber, electrician, textile worker, assembler, farm hand, fisherman, logger, miner)*

5. Managers and administrators

*(e.g., business administrator, financial manager, general manager, associate manager, supervisor, senior and higher civil service, legislator, tax official, lobbyist, judge, sales representative, insurance representative, estate agent, trade broker, bookkeeper)*

6. Office workers

*(e.g., middle- and low-level civil service, secretary, office clerk, bank teller, call center employee, receptionist, information clerk)*

7. Professionals

*(medical doctor, health professional, physiotherapist, optician, nutritionist, school teacher, university teacher, journalist, social worker, sanitarian, nurse, midwife, paramedic, senior policeperson, artist, athlete, social scientist, veterinary professional)*

8. Service workers

*(medical/dental/pharmaceutical/veterinary assistant, police officer, firefighter, prison guard, garbage collector, cook, waiter, bartender, sales assistant, street vendor, home helper, personal care worker, barber, hairdresser, beautician, undertaker, caretaker, model, watchperson, doorkeeper, transportation worker, driver)*

(Don’t know) 88