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<Note>

※ Response options marked with asterisks (*) were not read to Respondents

Panel Survey of Election 2006 Chungnam 1st Wave (April 26, 2006)

● Districts

- 1) Cheonan-si
- 2) Gongju-si
- 3) Boryeong-si
- 4) Asan-si
- 5) Seosan-si
- 6) Nonsan-si
- 7) Gyeryong-si
- 8) Geumsan-gun
- 9) Yeongi-gun
- 10) Buyeo-gun
- 11) Seocheon-gun
- 12) Cheongyang-gun
- 13) Hongseong
- 14) Yesan-gun
- 15) Taean-gun
- 16) Dangjin-gun

● Sex

- 1) Male
- 2) Female

● Age: Could you please tell me how old you are?

Age _____ in years

1. If the Chungnam gubernatorial election were tomorrow, which of the following candidates would you vote for?

- 1) Oh Yeong-Gyo (Yeollin Uri Party)
 - 2) Lee Wan-Koo (Grand National Party)
 - 3) Lee Myoung-Su (People First Party)
 - 4) Lee Yong-Gil (Democratic Labor party)
 - 10) Other candidate
- ⇒ GO TO Q1-1

-
- 11) Not yet decided
 - 12) Would not vote
 - 99) Don't know/No answer*
- ⇒ GO TO Q1-2

1-1. What makes you decide to vote for (R'S ANSWER IN Q1)?

- 1) Candidate's political party affiliation ⇒ GO TO Q1-1-1
- 2) Candidate him/herself ⇒ GO TO Q1-1-2
- 3) Candidate's platforms and policies ⇒ GO TO Q2
- 4) Chance of winning ⇒ GO TO Q2
- 5) Other ⇒ GO TO Q2

1-1-1. (ONLY FOR R ANSWERED "1" IN Q1-1) What do you like about the party?

- 1) Ideology or policy orientation
- 2) Major politicians of the party
- 3) Efforts for regional development
- 4) Chance of winning the next presidential election
- 5) Other

1-1-2. (ONLY FOR R ANSWERED "2" IN Q1-1) What do you like about the candidate?

- 1) Ability to lead Chungman province
- 2) Personality or morality
- 3) Personal charm or likeability
- 4) Other

1-2. If Rhee In-Je runs for the election as People First Party's candidate, who would you vote for?

- 1) Oh Yeong-Gyo (Yeollin Uri Party)
- 2) Lee Wan-Koo (Grand National Party)
- 3) Rhee In-Je (People First Party)
- 4) Lee Yong-Gil (Democratic Labor party)
- 11) Not yet decided
- 12) Would not vote
- 99) Don't know*

2. Regardless of your support or vote, who do you think will be elected as the governor of Chungnam province?
 - 1) Oh Yeong-Gyo (Yeollin Uri Party)
 - 2) Lee Wan-Koo (Grand National Party)
 - 3) Lee Myoung-Su (People First Party)
 - 4) Lee Yong-Gil (Democratic Labor party)
 - 10) Other candidate
 - 99) Don't know

- 2-1. If Rhee In-Je runs for the mayoral election as Grand National Party's candidate, who do you think will be elected as the governor of Chungnam province?
 - 1) Oh Yeong-Gyo (Yeollin Uri Party)
 - 2) Lee Wan-Koo (Grand National Party)
 - 3) Lee Myoung-Su (People First Party)
 - 4) Lee Yong-Gil (Democratic Labor party)
 - 10) Other candidate
 - 99) Don't know

3. This Chungnam gubernatorial election is held together with election for mayors/county heads, metropolitan/provincial lawmakers, and municipal lawmakers. When you vote for the mayor of your city (or head of your county), metropolitan/provincial lawmaker, and municipal lawmaker, are you going to vote for the candidates of the same party as that of the candidate you are going to vote for the governor of Chungnam province? Or are you going to do otherwise?
 - 1) Will vote for the candidates of the same party
 - 2) Will not vote straight for the same party
 - 3) Not yet decided
 - 9) Don't know

4. In this election, voters will vote for a party they support as well as for candidates running for the office. Which party are you going to vote for in the party vote?
 - 1) Yeollin Uri Party
 - 2) Grand National Party
 - 3) Democratic Party
 - 4) Democratic Labor Party
 - 5) People First Party
 - 6) Other Party
 - 7) Not yet decided
 - 9) Don't know

5. Have you recently changed your support from one candidate to another among the candidates running for the governor of Chungnam province ?
 - 1) There was no candidate I supported, but now I have one
 - 2) There was a candidate I supported, but now there is none
 - 3) I supported one, but now I have changed my mind to support another
 - 4) I have not changed my support for a particular candidate ⇒ GO TO Q6
 - 5) I still don't have a candidate to support ⇒ GO TO Q6

5-1. You just said (). What is the reason for that?

6. How well do you think President Roh Moo-Hyun is doing as the president of Korea?

- 1) Very well
- 2) Well
- 3) Not very well
- 4) Not well at all
- 9) Don't know/No answer*

7. How well do you think the current mayor, Shim Dae-Pyeong is doing as the governor of Chungnam province ?

- 1) Very well
- 2) Well
- 3) Not very well
- 4) Not well at all
- 9) Don't know/No answer*

8. How do you feel about the performance of each of the following parties? Please choose from

1) Doing very well, 2) Doing well, 3) Not doing very well, and 4) Not doing well at all.

	Doing very well	Doing well	Not doing very well	Not doing well at all	Don't know/No answer*
8-1. Yeollin Uri Party	1	2	3	4	9
8-2. Grand National Party	1	2	3	4	9
8-3. Democratic Party	1	2	3	4	9
8-4. Democratic Labor Party	1	2	3	4	9
8-5. People First Party	1	2	3	4	9

9. Which party do you like the most?

- 1) Yeollin Uri Party
- 2) Grand National Party
- 3) Democratic Party
- 4) Democratic Labor Party
- 5) People First Party
- 6) There is no party I like*
- 9) Don't know/No answer*

10. Which party do you dislike the most?

- 1) Yeollin Uri Party
- 2) Grand National Party
- 3) Democratic Party
- 4) Democratic Labor Party
- 5) People First Party
- 6) There is no party I dislike*
- 9) Don't know/No answer*

11. Over the past four years, how do you think Chungnam has been changed in terms of living conditions?

- 1) Much better
- 2) Better
- 3) Not much different \Rightarrow GO TO Q12
- 4) Worse
- 5) Much worse
- 9) Don't know/No answer* \Rightarrow GO TO Q12

11-1. You just said (). Which of the following do you think has the most influence on it?

- 1) National government
- 2) Chungman province
- 3) Political parties
- 4) The citizens of Chungnam
- 5) Corporates
- 6) Civic associations
- 7) Other
- 9) Don't know/No answer

12. Then, compared to other regions, how do you think Chungnam has been changed over the past four years?

- 1) Much better
- 2) Better
- 3) Not much different
- 4) Worse
- 5) Much worse
- 9) Don't know/No answer*

13. Over the past year, how has the economic situation of your household changed?

- 1) Much better
- 2) Better
- 3) Not much different
- 4) Worse
- 5) Much worse
- 9) Don't know/No answer*

14. What do you think the most important challenge is that our country has to address from now on?

- 1) Economic growth
- 2) Reducing gap between rich and poor
- 3) Employment security
- 4) Mitigating ideological conflict
- 5) Political reform
- 6) Resolving the North Korean nuclear issue
- 7) Balanced regional development
- 8) Other ⇒ GO TO Q15

14-1. Which party do you think will best handle the issue of ()?

- 1) Yeollin Uri Party
- 2) Grand National Party
- 3) Democratic Party
- 4) Democratic Labor Party
- 5) People First Party
- 6) Other party
- 7) None
- 9) Don't know/No answer*

15. How do you feel about the statement, "In order to make the Roh Moo-Hyun regime pay the price and to bring about a regime change, people should vote for the opposition parties' candidates"?

- 1) Strongly agree
- 2) Agree
- 3) Do not agree
- 4) Do not agree at all
- 9) Don't know*

16. How do you feel about the statement, "In order to replace corrupt local authorities, people should vote for the ruling party's candidates"?

- 1) Strongly agree
- 2) Agree
- 3) Do not agree
- 4) Do not agree at all
- 9) Don't know*

16-1. Relocation of the Chungnam Provincial Government Office is currently being discussed. The cost of relocation is expected to range from 400 billion won at the minimum to 3.7 trillion won at the maximum. Which of the following candidates do you think will best pursue the relocation of the Provincial Office?

- 1) No. 1. Oh Young-Kyo (Yeollin Uri Party)
- 2) No. 2. Lee Wan-Koo (Grand National Party)
- 3) No. 4. Lee Yong-Gil (Democratic Labor Party)
- 5) No. 5. Lee Myung-Soo (People First Party)
- 9) Don't know

- 16-2. In this election, how successful do you think the People First Party will be in the Chungnam area?
- 1) Will be very successful
 - 2) Will be somewhat successful
 - 3) Will not be very successful
 - 4) Will not be successful at all
 - 9) Don't know
17. Which of the following is the source that you get the most information about this local election?
- 1) TV
 - 2) Newspaper
 - 3) Radio
 - 4) Internet
 - 5) Acquaintances
 - 6) Election pamphlets
 - 7) Other
18. In the past one week period, how often did you watch the news about this local election on television?
- 1) Almost every day
 - 2) 3-4 days
 - 3) 1-2 days
 - 4) Did not watch the news at all
19. In the past one week period, how often did you read the news about this local election in the newspapers?
- 1) Almost every day
 - 2) 3-4 days
 - 3) 1-2 days
 - 4) Did not read the news at all
20. In the past one week period, how often did you read the news about this local election from the Internet?
- 1) Almost every day
 - 2) 3-4 days
 - 3) 1-2 days
 - 4) Did not read the news at all

21. When you get the election-related information from the Internet, which of the following sources did you get the most information?
- 1) Websites of traditional media such as newspapers or broadcasting companies
 - 2) Internet portals such as Daum, Naver, and Yahoo
 - 3) Online media such as OhmyNews, Pressian, and Dailyan
 - 4) Political websites such as Seoprise, Nosamo, and UpKorea
 - 5) Online clubs, websites of clubs, and friends' websites that I have joined
 - 6) Homepages of parties or candidates
 - 7) Other
 - 8) Do not get information from the Internet

22. Of the media coverages on the election, in which of the following topics are you interested most?
- 1) Candidates' platforms or policies
 - 2) Candidates' chance of winning
 - 3) Candidates' qualities or experiences
 - 4) Debates between candidates
 - 5) Other

23. After having received diverse information about the local election, what do you think about the candidates? Please answer 1) Yes or 2) No for each of the following.

	Yes	No	Don't know*
	-----	-----	-----
23-1. I have become more supportive of the candidate whom I already liked	1	2	9
23-2. I have become more unsupportive of the candidate whom I already disliked	1	2	9
23-3. I have changed my favorite candidate	1	2	9
23-4. I did not have a candidate I liked, but now I have one	1	2	9
23-5. I once had a candidate I liked, but now I have none	1	2	9
23-6. I did not have a candidate I disliked, but now I have one	1	2	9

24. Which newspaper do you usually read? Please tell me the name of the newspaper that you read most frequently.
- 1) Kyunghyang Shinmun
 - 2) Kookmin Ilbo
 - 3) Dong-A Ilbo
 - 4) Munhwa Ilbo
 - 5) Seoul Shinmun
 - 6) Segye Times
 - 7) Chosun Ilbo
 - 8) Joongang Ilbo
 - 9) Hankyoreh
 - 10) Hankook Ilbo
 - 98) Do not read newspapers
 - 99) Don't know/No answer*

[If there was a television debate] (Not the 1st Wave Questions)

25. Did you watch the debate between candidates held on ___(month) ___(day) on TV?

- 1) Yes, I watched it ⇒ GO TO Q25-1
- 2) I did not watch it, but heard about it from newspapers and acquaintances
⇒ GO TO Q26
- 3) I did not watch it, and I did not even know about it ⇒ GO TO Q26
- 4) Don't know/No answer* ⇒ GO TO Q26

25-1. Which candidate do you think did the best?

- 1) Yeollin Uri Party candidate
- 2) Grand National Party candidate
- 3) Democratic Party candidate
- 4) Democratic Labor Party candidate
- 5) People First Party candidate
- 6) Other candidate
- 7) No candidate did particularly well
- 9) Don't know/No answer*

26. How interested are you in the Chungnam gubernatorial election scheduled on the 31st of May?

- 1) Very much interested ⇒ GO TO Q27
- 2) Interested ⇒ GO TO Q27
- 3) Not very interested ⇒ GO TO Q26-1
- 4) Not interested at all ⇒ GO TO Q26-1
- 9) Don't know/No answer* ⇒ GO TO Q27

26-1. Why are you not interested in the Chungnam gubernatorial election?

27. Are you going to vote in the Chungnam gubernatorial election?

- 1) Will definitely vote
- 2) Will probably vote
- 3) Will probably not vote
- 4) Will not vote
- 5) Not yet decided
- 9) Don't know/No answer*

28. In the last general election in 2004, which party's candidate did you vote for?

- 1) Yeollin Uri Party
- 2) Grand National Party
- 3) Democratic party
- 4) Democratic Labor Party
- 5) United Liberal Democrats
- 6) Other party
- 7) Independent candidate
- 8) Did not vote
- 9) Was not eligible to vote
- 10) Do not remember who I voted for
- 99) Don't know/No answer*

29. In the last presidential election in 2002, which candidate did you vote for?

- 1) Lee Hoi-Chang
- 2) Roh Moo-Hyun
- 3) Lee Han-Dong
- 4) Kwon Young-Ghil
- 5) Other candidate
- 6) Did not vote
- 7) Was not eligible to vote
- 8) Do not remember who I voted for
- 9) Don't know/No answer*

30. What do you do for a living?

- 1) Agriculture/Forestry/Fishing
- 2) Self-employed
- 3) Sales/Trade/Service Occupations
- 4) Production/Technical/Manual Labor Occupations
- 5) Office and Clerical Support/Engineering/Professional Occupations
- 6) Homemakers
- 7) Students
- 8) Unemployed/Retired/Other
- 9) Don't know/No answer*

31. What is the highest level of school you have completed?

- 1) Middle school graduate or below
- 2) High school graduate
- 3) Currently attending Two-year college/Junior college or above
- 9) Don't know/No answer*

32. Could you please tell me where your hometown is?
- 1) Seoul
 - 2) Incheon/Gyeonggi-do
 - 3) Daejeon/Chungcheongbuk-do/Chungcheongnam-do
 - 4) Gwangju/Jeollabuk-do/Jeollanam-do
 - 5) Daegu/Gyeongsangbuk-do
 - 6) Busan/Ulsan/Gyeongsangnam-do
 - 7) Jeju/Gangwon-do
 - 8) Other
 - 9) Don't know/No answer*
33. Among "very progressive," "somewhat progressive," "centrist," "somewhat conservative," and "very conservative," which one do you think best describes your ideological disposition?
- 1) Very progressive
 - 2) Somewhat progressive
 - 3) Centrist
 - 4) Somewhat conservative
 - 5) Very conservative
 - 9) Don't know/No answer*
34. Could you please tell me how much the amount of your average monthly household income is? Please include income of every member of your household from all sources, such as monthly salary, bonuses, and bank interest.
- 1) Less than 1,000,000 won
 - 2) 1,000,000 - 1,990,000 won
 - 3) 2,000,000 - 2,990,000 won
 - 4) 3,000,000 - 3,990,000 won
 - 5) 4,000,000 - 4,990,000 won
 - 5) 5,000,000 - 5,990,000 won
 - 7) 6,000,000 - 6,990,000 won
 - 8) 7,000,000 - 7,990,000 won
 - 9) 8,000,000 - 8,990,000 won
 - 10) 9,000,000 - 9,990,000 won
 - 11) 10,000,000 won or more
 - 99) Don't know/No answer*

Panel Survey of Election 2006 Chungnam 2nd Wave (May 18, 2006)

● Districts

- 1) Cheonan-si
- 2) Gongju-si
- 3) Boryeong-si
- 4) Asan-si
- 5) Seosan-si
- 6) Nonsan-si
- 7) Gyeryong-si
- 8) Geumsan-gun
- 9) Yeongi-gun
- 10) Buyeo-gun
- 11) Seocheon-gun
- 12) Cheongyang-gun
- 13) Hongseong
- 14) Yesan-gun
- 15) Taean-gun
- 16) Dangjin-gun

● Sex

- 1) Male
- 2) Female

● Age: Could you please tell me how old you are?

Age _____ in years

1. If the Chungnam gubernatorial election were tomorrow, which of the following candidates would you vote for?

- | | |
|---|--------------|
| 1) No.1 Oh Yeong-Gyo (Yeollin Uri Party) | ⇒ GO TO Q1-1 |
| 2) No.2 Lee Wan-Koo (Grand National Party) | |
| 3) No.4 Lee Yong-Gil (Democratic Labor party) | |
| 4) No.5 Lee Myoung-Su (People First Party) | |

- | | |
|---------------------------|--------------|
| 11) Not yet decided | ⇒ GO TO Q1-2 |
| 12) Would not vote | |
| 99) Don't know/No answer* | |

1-1. What makes you decide to vote for (R'S ANSWER IN Q1)?

- 1) Candidate's political party affiliation ⇒ GO TO Q1-1-1
- 2) Candidate him/herself ⇒ GO TO Q1-1-2
- 3) Candidate's platforms and policies ⇒ GO TO Q1-2
- 4) Chance of winning ⇒ GO TO Q1-2
- 5) Other ⇒ GO TO Q1-2

1-1-1. (ONLY FOR R ANSWERED "1" IN Q1-1) What do you like about the party?

- 1) Ideology or policy orientation
- 2) Major politicians of the party
- 3) Efforts for regional development
- 4) Chance of winning the next presidential election
- 5) Other

1-1-2. (ONLY FOR R ANSWERED "2" IN Q1-1) What do you like about the candidate?

- 1) Ability to lead Chungman province
- 2) Personality or morality
- 3) Personal charm or likeability
- 4) Other

1-2. If you only consider candidates' characters, not their party affiliations, who would you vote for?

- 1) Oh Yeong-Gyo
- 2) Lee Wan-Koo
- 3) Lee Yong-Gil
- 4) Lee Myoung-Su
- 11) Not yet decided
- 12) Would not vote
- 99) Don't know/No answer*

2. Regardless of your support or vote, who do you think will be elected as the governor of Chungnam province ?

- 1) No.1 Oh Yeong-Gyo (Yeollin Uri Party)
- 2) No.2 Lee Wan-Koo (Grand National Party)
- 3) No.4 Lee Yong-Gil (Democratic Labor party)
- 4) No.5 Lee Myoung-Su (People First Party)
- 9) Don't know

3. This Chungnam gubernatorial election is held together with election for district heads, metropolitan lawmakers, and district lawmakers. When you vote for the head of your district, metropolitan lawmaker, and district lawmaker, are you going to vote for the candidates of the same party as the candidate you are going to vote for the governor of Chungnam province ?

- 1) Will vote for the candidates of the same party
- 2) Will not vote straight for the same party
- 3) Not yet decided
- 9) Don't know

4. In this election, voters will vote for a party they support as well as for candidates running for the office. Which party are you going to vote for in the party vote?
 - 1) Yeollin Uri Party
 - 2) Grand National Party
 - 3) Democratic Party
 - 4) Democratic Labor Party
 - 5) People First Party
 - 6) Other Party
 - 7) Not yet decided
 - 9) Don't know

5. Have you recently changed your support from one candidate to another among the candidates running for the governor of Chungnam province ?
 - 1) There was no candidate I supported, but now I have one ⇒ GO TO Q5-1-1
 - 2) There was a candidate I supported, but now there is none ⇒ GO TO Q5-1-2
 - 3) I supported one, but now I have changed my mind to support another
⇒ GO TO Q5-1-3
 - 4) I have not changed my support for a particular candidate ⇒ GO TO Q5-3
 - 5) I still don't have a candidate to support ⇒ GO TO Q5-5

- 5-1-1. You just said, "There was no candidate I supported, but now I have one" What is the reason why you support that candidate?
 - 1) I like that candidate ⇒ GO TO Q5-2-1
 - 2) I like the candidate's party ⇒ GO TO Q5-2-3
 - 3) I like the candidate's platforms and policies ⇒ GO TO Q5-2-5
 - 4) I would like to support a candidate who has more chance of winning
 - 5) I don't really like the candidate, but he/she seems better than other candidates
 - 6) Other

- 5-1-2. You just said, "There was a candidate I supported, but now there is none" What is the reason for that?
 - 1) I am disappointed with the candidate I once supported
⇒ GO TO Q5-2-2
 - 2) I am disappointed with the party of the candidate I once supported
⇒ GO TO Q5-2-4
 - 3) I don't like the platforms and policies of the candidate I once supported
⇒ GO TO Q5-2-6
 - 4) The chance of winning for the candidate I supported seems very low
 - 5) There seems to be no big difference no matter who would win
 - 6) Other

- 5-1-3. You just said, "I had supported one, but now I have changed my mind to support another" What is the reason for that?
- 1) I am disappointed with the candidate I once supported
⇒ GO TO Q5-2-2
 - 2) The candidate I now support seems better than the one I supported before
⇒ GO TO Q5-2-1
 - 3) I am disappointed with the party of the candidate I once supported
⇒ GO TO Q5-2-4
 - 4) The party of the candidate I now support seems better than the party of the candidate I supported before ⇒ GO TO Q5-2-3
 - 5) I don't like the platforms and policies of the candidate I once supported
⇒ GO TO Q5-2-6
 - 6) I like the platforms and policies of the candidate I now support
⇒ GO TO Q5-2-5
 - 7) I would like to support a candidate who has more chance of winning
 - 8) Other

(CANDIDATES)

5-2-1. What do you like about the candidate?

- 1) She/he is new and original
- 2) She/he seems stable
- 3) She/he is ethical and non-corruptive
- 4) She/he has qualities and abilities
- 5) She/he runs a policy-centered campaign while not attacking the opponents
- 6) She/he shows the quality of the next generation of political leaders
- 7) She/he has qualities of the ordinary people
- 8) She/he is doing well on the campaign, including television debates
- 9) Other

5-2-2. What do you dislike about the candidate?

- 1) He/She is not new and original
- 2) He/She does not seem stable
- 3) He/She is corruptive and non-ethical
- 4) He/She does not have qualities and abilities
- 5) He/She focuses only on attacking the opponents, rather than providing policy visions
- 6) He/She does not have the quality of the next generation of political leaders
- 7) He/She does not understand ordinary people
- 8) Is doing poorly on the campaign, including television debates
- 9) Other

(POLITICAL PARTIES)

5-2-3. What do you like about the party?

- 1) Its ideological and policy orientation
- 2) Seems to have visions
- 3) Will be helpful for the development of our region
- 4) The party's major political leaders
- 5) Ethical and non-corruptive
- 6) Has made efforts to find solutions for regionalism
- 7) Other

5-2-4. What do you dislike about the party?

- 1) Its ideological and policy orientation
- 2) Does not seem to have visions
- 3) Will not be helpful for the development of our region
- 4) The party's major political leaders
- 5) Corrupted
- 6) Acts only for the interests of particular regions
- 7) Other

(PLETFORMS AND POLICIES)

5-2-5. Which areas of the candidate's policies do you like?

- 1) Politics
- 2) Economy
- 3) Social welfare
- 4) Arts and culture
- 5) Foreign affairs and national security
- 6) Regional development
- 7) All aspects of the commitments
- 8) Other

5-2-6. Which areas of the candidate's policies do you dislike?

- 1) Politics
- 2) Economy
- 3) Social welfare
- 4) Arts and culture
- 5) Foreign affairs and national security
- 6) Regional development
- 7) All aspects of the commitments 8) Other

5-3. Are you willing to change your support for your favorite candidate between now and election day?

- 1) Yes, I am willing to change
- 2) No, I am not willing to change
- 9) Don't know/No answer*

5-4. How has your opinion on the candidate you support changed since the time when she/he was not yet officially nominated as her/his party's mayoral candidate?

- 1) Improved
- 2) No change
- 3) Worsened
- 9) Don't know/No answer*

5-5. If you predict the results of this () mayoral/gubernatorial election, do you think that the results are already obvious, or no one knows them for sure until the election day?

- 1) The results are already obvious
- 2) No one knows them for sure until the election day
- 9) Don't know/No answer*

6. How well do you think President Roh Moo-Hyun is doing as the president of Korea?

- 1) Very well
- 2) Well
- 3) Not very well
- 4) Not well at all
- 9) Don't know/No answer*

7. How well do you think the current mayor, Shim Dae-Pyeong is doing as the governor of Chungnam province ?

- 1) Very well
- 2) Well
- 3) Not very well
- 4) Not well at all
- 9) Don't know/No answer*

8. How do you feel about the performance of each of the following parties? Please choose from

- 1) Doing very well, 2) Doing well, 3) Not doing very well, 4) Not doing well at all.

	Doing very well	Doing well	Not doing very well	Not doing well at all	Don't know/No answer*
8-1. Yeollin Uri Party	1	2	3	4	9
8-2. Grand National Party	1	2	3	4	9
8-3. Democratic Party	1	2	3	4	9
8-4. Democratic Labor Party	1	2	3	4	9
8-5. People First Party	1	2	3	4	9

9. Which party do you like the most?

- 1) Yeollin Uri Party
- 2) Grand National Party
- 3) Democratic Party
- 4) Democratic Labor Party
- 5) People First Party
- 6) There is no party I like*
- 9) Don't know/No answer*

10. Which party do you dislike the most?

- 1) Yeollin Uri Party
- 2) Grand National Party
- 3) Democratic Party
- 4) Democratic Labor Party
- 5) People First Party
- 6) There is no party I dislike*
- 9) Don't know/No answer*

10-1. Which party do you think will best represent the interests of the region in which you are currently living?

- 1) Yeollin Uri Party
- 2) Grand National Party
- 3) Democratic Party
- 4) Democratic Labor Party
- 5) People First Party
- 6) None*
- 9) Don't know/No answer*

10-2. Which party do you think will be most capable of establishing national integration?

- 1) Yeollin Uri Party
- 2) Grand National Party
- 3) Democratic Party
- 4) Democratic Labor Party
- 5) People First Party
- 6) None*
- 9) Don't know/No answer*

10-3. Which party do you think is the closest to your ideological disposition?

- 1) Yeollin Uri Party
- 2) Grand National Party
- 3) Democratic Party
- 4) Democratic Labor Party
- 5) People First Party
- 6) None*
- 9) Don't know/No answer*

14. What do you think the most important challenge is that our country has to address from now on?

- 1) Economic growth
- 2) Reducing gap between rich and poor
- 3) Employment security
- 4) Mitigating ideological conflict
- 5) Political reform
- 6) Resolving the North Korean nuclear issue
- 7) Balanced regional development
- 8) Other ⇒ GO TO Q15

- 14-1. Which party do you think will best handle the issue of ()?
- 1) Yeollin Uri Party
 - 2) Grand National Party
 - 3) Democratic Party
 - 4) Democratic Labor Party
 - 5) People First Party
 - 6) Other party
 - 7) None
 - 9) Don't know/No answer*
15. How do you feel about the statement, "In order to make the Roh Moo-Hyun regime pay the price and to bring about a regime change, people should vote for the opposition parties' candidates"?
- 1) Strongly agree
 - 2) Agree
 - 3) Do not agree
 - 4) Do not agree at all
 - 9) Don't know*
16. How do you feel about the statement, "In order to replace corrupt local authorities, people should vote for the ruling party's candidates"?
- 1) Strongly agree
 - 2) Agree
 - 3) Do not agree
 - 4) Do not agree at all
 - 9) Don't know*
- 16-1. Relocation of the Chungnam Provincial Government Office is currently being discussed. The cost of relocation is expected to range from 400 billion won at the minimum to 3.7 trillion won at the maximum. Which of the following candidates do you think will best pursue the relocation of the Provincial Office?
- 1) No. 1. Oh Young-Kyo (Yeollin Uri Party)
 - 2) No. 2. Lee Wan-Koo (Grand National Party)
 - 3) No. 4. Lee Yong-Gil (Democratic Labor Party)
 - 5) No. 5. Lee Myung-Soo (People First Party)
 - 9) Don't know
- 16-2. In this election, how successful do you think the People First Party will be in the Chungnam area?
- 1) Will be very successful
 - 2) Will be somewhat successful
 - 3) Will not be very successful
 - 4) Will not be successful at all
 - 9) Don't know

- 16-4. Moon Jae-in, a former *Cheong Wa Dae* chief of staff, recently said that "The president is from Busan. I don't understand why the citizens of Busan do not consider the current regime as a Busan regime." What do you think about his remarks?
- 1) It is a remark intended to stir up regionalism for the election
 - 2) It is not a remark to stir up regionalism
 - 9) Don't know
- 16-5. Former President Kim Dae-Jung is scheduled to visit North Korea next month. What do you think about this?
- 1) It will help the Yeollin Uri Party in this election
 - 2) It will hurt the Yeollin Uri Party in this election
 - 3) It will not have any effect on this election
 - 9) Don't know
17. Which of the following is the source that you get the most information about this local election?
- 1) TV
 - 2) Newspaper
 - 3) Radio
 - 4) Internet
 - 5) Acquaintances
 - 6) Election pamphlets
 - 7) Other
18. In the past one week period, how often did you watch the news about this local election on television?
- 1) Almost every day
 - 2) 3-4 days
 - 3) 1-2 days
 - 4) Did not watch the news at all
19. In the past one week period, how often did you read the news about this local election in the newspapers?
- 1) Almost every day
 - 2) 3-4 days
 - 3) 1-2 days
 - 4) Did not read the news at all
20. In the past one week period, how often did you read the news about this local election from the Internet?
- 1) Almost every day
 - 2) 3-4 days
 - 3) 1-2 days
 - 4) Did not read the news at all

23. After having received diverse information about the local election, what do you think about the candidates? Please answer 1) Yes or 2) No for each of the following.

	Yes	No	Don't know*
23-1. I have become more supportive of the candidate whom I already liked	1	2	9
23-2. I have become more unsupportive of the candidate whom I already disliked	1	2	9
23-3. I have changed my favorite candidate	1	2	9
23-4. I did not have a candidate I liked, but now I have one	1	2	9
23-5. I once had a candidate I liked, but now I have none	1	2	9
23-6. I did not have a candidate I disliked, but now I have one	1	2	9

25. Did you watch the debates between Chungnam gubernatorial candidates recently aired on TV?

- 1) Yes, I watched it ⇒ GO TO Q25-1
- 2) I did not watch it, but heard about it from newspapers and acquaintances ⇒ GO TO Q26
- 3) I did not watch it, and I did not even know about it ⇒ GO TO Q26
- 9) Don't know/No answer* ⇒ GO TO Q26

25-1. Which candidate do you think did the best?

- 1) Yeollin Uri Party candidate
- 2) Grand National Party candidate
- 4) Democratic Labor Party candidate
- 5) People First Party candidate
- 7) No candidate did particularly well
- 9) Don't know/No answer*

26. How interested are you in the Chungnam gubernatorial election scheduled on the 31st of May?

- 1) Very much interested
- 2) Interested
- 3) Not very interested
- 4) Not interested at all
- 9) Don't know/No answer*

26-2. Please tell me what you feel about each of the following statements regarding this election by saying 1) Strongly agree, 2) Somewhat agree, 3) Somewhat disagree, or 4) Strongly disagree.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No answer*
26-2-1. It is an election centered on political and policy competition	1	2	3	4	9
26-2-2. The Manifesto Movement, or action for keeping campaign platforms, helped me choose a candidate to vote for	1	2	3	4	9
26-2-3. Compared to previous elections, regionalism has weakened	1	2	3	4	9

26-3. In what sense do you think this local election is meaningful? Please choose one from the following.

- 1) Evaluation of performance and achievements of the national government
- 2) Evaluation of performance and achievements of the local government
- 3) Election to choose those who will serve the locals
- 4) Election as a preparation for the presidential election campaign next year
- 9) Don't know/No answer*

26-4. If the presidential election day were tomorrow, which of the following candidates would you vote for?

- 1) Goh Kun
- 2) Kim Geun-Tae
- 3) Kwon Young-Ghil
- 4) Roh Hoe-Chan
- 5) Park Geun-Hye
- 6) Son Hak-Gyu
- 7) Lee Myung-Bak
- 8) Lee Hae-Chan
- 9) Rhyu Si-Min
- 10) Chung Dong-Young
- 11) Chun Jung-Bae
- 97) Other candidate (Specify: _____)
- 99) Don't know/No answer*

27. Are you going to vote in this Chungnam gubernatorial election?

- 1) Will definitely vote
- 2) Will probably vote
- 3) Will probably not vote
- 4) Will not vote
- 5) Not yet decided
- 9) Don't know/No answer*

28-1. In the last local election in 2002, which party's candidate did you vote for?

- 1) Grand National Party
- 2) Democratic Party
- 3) Democratic Labor Party
- 4) United Liberal Democrats
- 5) Other party
- 6) Independent candidate
- 7) Did not vote
- 8) Was not eligible to vote
- 9) Don't remember who I voted for
- 99) Don't know/No answer*

29. Among "very progressive," "somewhat progressive," "centrist," "somewhat conservative," and "very conservative," which one do you think best describes your ideological disposition?

- 1) Very progressive
- 2) Somewhat progressive
- 3) Centrist
- 4) Somewhat conservative
- 5) Very conservative
- 9) Don't know/No answer*

29-1. If we assign number 0 to "very progressive," number 5 to "centrist," and number 10 to "very conservative," where would you put yourself on this scale? Please give me a number from 0 to 10.

Panel Survey of Election 2006 Chungnam 3rd Wave (May 24, 2006)

● Districts

- 1) Cheonan-si
- 2) Gongju-si
- 3) Boryeong-si
- 4) Asan-si
- 5) Seosan-si
- 6) Nonsan-si
- 7) Gyeryong-si
- 8) Geumsan-gun
- 9) Yeongi-gun
- 10) Buyeo-gun
- 11) Seocheon-gun
- 12) Cheongyang-gun
- 13) Hongseong
- 14) Yesan-gun
- 15) Taean-gun
- 16) Dangjin-gun

● Sex

- 1) Male
- 2) Female

● Age: Could you please tell me how old you are?

Age _____ in years

1. If the Chungnam gubernatorial election were tomorrow, which of the following candidates would you vote for?

- 1) No.1 Oh Yeong-Gyo (Yeollin Uri Party)
2) No.2 Lee Wan-Koo (Grand National Party)
3) No.4 Lee Yong-Gil (Democratic Labor party)
4) No.5 Lee Myoung-Su (People First Party)

⇒ GO TO Q1-1

- 11) Not yet decided
12) Would not vote
99) Don't know/No answer*

⇒ GO TO Q1-2

1-1. What makes you decide to vote for (R'S ANSWER IN Q1)?

- 1) Candidate's political party affiliation ⇒ GO TO Q1-1-1
- 2) Candidate him/herself ⇒ GO TO Q1-1-2
- 3) Candidate's platforms and policies ⇒ GO TO Q1-2
- 4) Chance of winning ⇒ GO TO Q1-2
- 5) Other ⇒ GO TO Q1-2
- 6) A knife attack on Park Geun-Hye, the leader of the Grand National Party*
⇒ GO TO Q1-2

1-1-1. (ONLY FOR R ANSWERED "1" IN Q1-1) What do you like about the party?

- 1) Ideology or policy orientation
- 2) Major politicians of the party
- 3) Efforts for regional development
- 4) Chance of winning the next presidential election
- 5) Other

1-1-2. (ONLY FOR R ANSWERED "2" IN Q1-1) What do you like about the candidate?

- 1) Ability to lead Chungman province
- 2) Personality or morality
- 3) Personal charm or likeability
- 4) Other

1-2. If you only consider candidates' characters, not their party affiliations, who would you vote for?

- 1) Oh Yeong-Gyo
- 2) Lee Wan-Koo
- 3) Lee Yong-Gil
- 4) Lee Myoung-Su
- 11) Not yet decided
- 12) Would not vote
- 99) Don't know/No answer*

2. Regardless of your support or vote, who do you think will be elected as the governor of Chungnam province ?

- 1) No.1 Oh Yeong-Gyo (Yeollin Uri Party)
- 2) No.2 Lee Wan-Koo (Grand National Party)
- 3) No.4 Lee Yong-Gil (Democratic Labor party)
- 4) No.5 Lee Myoung-Su (People First Party)
- 9) Don't know

3. This Chungnam gubernatorial election is held together with election for mayors/county heads, metropolitan/provincial lawmakers, and municipal lawmakers. When you vote for the mayor of your city (or head of your county), metropolitan/provincial lawmaker, and municipal lawmaker, are you going to vote for the candidates of the same party as that of the candidate you are going to vote for the governor of Chungnam province? Or are you going to do otherwise?
 - 1) Will vote for the candidates of the same party
 - 2) Will not vote straight for the same party
 - 3) Not yet decided
 - 9) Don't know

4. In this election, voters will vote for a party they support as well as for candidates running for the office. Which party are you going to vote for in the party vote?
 - 1) Yeollin Uri Party
 - 2) Grand National Party
 - 3) Democratic Party
 - 4) Democratic Labor Party
 - 5) People First Party
 - 6) Other Party
 - 7) Not yet decided
 - 9) Don't know

5. Have you recently changed your support from one candidate to another among the candidates running for the governor of Chungnam province ?
 - 1) There was no candidate I supported, but now I have one ⇒ GO TO Q5-1-1
 - 2) There was a candidate I supported, but now there is none ⇒ GO TO Q5-1-2
 - 3) I supported one, but now I have changed my mind to support another ⇒ GO TO Q5-1-3
 - 4) I have not changed my support for a particular candidate ⇒ GO TO Q5-3
 - 5) I still don't have a candidate to support ⇒ GO TO Q5-5

- 5-1-1. You just said, "There was no candidate I supported, but now I have one" What is the reason why you support that candidate?
 - 1) I like that candidate ⇒ GO TO Q5-2-1
 - 2) I like the candidate's party ⇒ GO TO Q5-2-3
 - 3) I like the candidate's platforms and policies ⇒ GO TO Q5-2-5
 - 4) I would like to support a candidate who has more chance of winning
 - 5) I don't really like the candidate, but he/she seems better than other candidates
 - 6) Other
 - 7) A knife attack on Park Geun-Hye, the leader of the Grand National Party*

5-1-2. You just said, "There was a candidate I supported, but now there is none" What is the reason for that?

- 1) I am disappointed with the candidate I once supported
⇒ GO TO Q5-2-2
- 2) I am disappointed with the party of the candidate I once supported
⇒ GO TO Q5-2-4
- 3) I don't like the platforms and policies of the candidate I once supported
⇒ GO TO Q5-2-6
- 4) The chance of winning for the candidate I supported seems very low
- 5) There seems to be no big difference no matter who would win
- 6) Other
- 7) A knife attack on Park Geun-Hye, the leader of the Grand National Party*

5-1-3. You just said, "I had supported one, but now I have changed my mind to support another" What is the reason for that?

- 1) I am disappointed with the candidate I once supported
⇒ GO TO Q5-2-2
- 2) The candidate I now support seems better than the one I supported before
⇒ GO TO Q5-2-1
- 3) I am disappointed with the party of the candidate I once supported
⇒ GO TO Q5-2-4
- 4) The party of the candidate I now support seems better than the party of the candidate I supported before ⇒ GO TO Q5-2-3
- 5) I don't like the platforms and policies of the candidate I once supported
⇒ GO TO Q5-2-6
- 6) I like the platforms and policies of the candidate I now support
⇒ GO TO Q5-2-5
- 7) I would like to support a candidate who has more chance of winning
- 8) Other
- 9) A knife attack on Park Geun-Hye, the leader of the Grand National Party*

(CANDIDATES)

5-2-1. What do you like about the candidate?

- 1) She/he is new and original
- 2) She/he seems stable
- 3) She/he is ethical and non-corruptive
- 4) She/he has qualities and abilities
- 5) She/he runs a policy-centered campaign while not attacking the opponents
- 6) She/he shows the quality of the next generation of political leaders
- 7) She/he has qualities of the ordinary people
- 8) She/he is doing well on the campaign, including television debates
- 9) Other

5-2-2. What do you dislike about the candidate?

- 1) He/She is not new and original
- 2) He/She does not seem stable
- 3) He/She is corruptive and non-ethical
- 4) He/She does not have qualities and abilities
- 5) He/She focuses only on attacking the opponents, rather than providing policy visions
- 6) He/She does not have the quality of the next generation of political leaders
- 7) He/She does not understand ordinary people
- 8) Is doing poorly on the campaign, including television debates
- 9) Other

(POLITICAL PARTIES)

5-2-3. What do you like about the party?

- 1) Its ideological and policy orientation
- 2) Seems to have visions
- 3) Will be helpful for the development of our region
- 4) The party's major political leaders
- 5) Ethical and non-corruptive
- 6) Has made efforts to find solutions for regionalism
- 7) Other

5-2-4. What do you dislike about the party?

- 1) Its ideological and policy orientation
- 2) Does not seem to have visions
- 3) Will not be helpful for the development of our region
- 4) The party's major political leaders
- 5) Corrupted
- 6) Acts only for the interests of particular regions
- 7) Other

(PLETFORMS AND POLICIES)

5-2-5. Which areas of the candidate's policies do you like?

- 1) Politics
- 2) Economy
- 3) Social welfare
- 4) Arts and culture
- 5) Foreign affairs and national security
- 6) Regional development
- 7) All aspects of the commitments
- 8) Other

5-2-6. Which areas of the candidate's policies do you dislike?

- 1) Politics
- 2) Economy
- 3) Social welfare
- 4) Arts and culture
- 5) Foreign affairs and national security
- 6) Regional development
- 7) All aspects of the commitments
- 8) Other

5-3. Are you willing to change your support for your favorite candidate between now and election day?

- 1) Yes, I am willing to change
- 2) No, I am not willing to change
- 9) Don't know/No answer*

5-5. If you predict the results of this () mayoral/gubernatorial election, do you think that the results are already obvious, or no one knows them for sure until the election day?

- 1) The results are already obvious
- 2) No one knows them for sure until the election day
- 9) Don't know/No answer*

6. How well do you think President Roh Moo-Hyun is doing as the president of Korea?

- 1) Very well
- 2) Well
- 3) Not very well
- 4) Not well at all
- 9) Don't know/No answer*

8. How do you feel about the performance of each of the following parties? Please choose from 1)Doing well, 2) Doing well, 3) Not doing very well, 4) Not doing well at all.

	Doing very well	Doing well	Not doing very well	Not doing well at all	Don't know/No answer*
8-1. Yeollin Uri Party	1	2	3	4	9
8-2. Grand National Party	1	2	3	4	9
8-3. Democratic Party	1	2	3	4	9
8-4. Democratic Labor Party	1	2	3	4	9
8-5. People First Party	1	2	3	4	9

9. Which party do you like the most?

- 1) Yeollin Uri Party
- 2) Grand National Party
- 3) Democratic Party
- 4) Democratic Labor Party
- 5) People First Party
- 6) There is no party I like*
- 9) Don't know/No answer*

10. Which party do you dislike the most?

- 1) Yeollin Uri Party
- 2) Grand National Party
- 3) Democratic Party
- 4) Democratic Labor Party
- 5) People First Party
- 6) There is no party I dislike*
- 9) Don't know/No answer*

10-1. Which party do you think will best represent the interests of the region in which you are currently living?

- 1) Yeollin Uri Party
- 2) Grand National Party
- 3) Democratic Party
- 4) Democratic Labor Party
- 5) People First Party
- 6) None*
- 9) Don't know/No answer*

10-2. Which party do you think will be most capable of establishing national integration?

- 1) Yeollin Uri Party
- 2) Grand National Party
- 3) Democratic Party
- 4) Democratic Labor Party
- 5) People First Party
- 6) None*
- 9) Don't know/No answer*

10-3. Which party do you think is the closest to your ideological disposition?

- 1) Yeollin Uri Party
- 2) Grand National Party
- 3) Democratic Party
- 4) Democratic Labor Party
- 5) People First Party
- 6) None*
- 9) Don't know/No answer*

15. How do you feel about the statement, "In order to make the Roh Moo-Hyun regime pay the price and to bring about a regime change, people should vote for the opposition parties' candidates"?
- 1) Strongly agree
 - 2) Agree
 - 3) Do not agree
 - 4) Do not agree at all
 - 9) Don't know*

16. How do you feel about the statement, "In order to replace corrupt local authorities, people should vote for the ruling party's candidates"?
- 1) Strongly agree
 - 2) Agree
 - 3) Do not agree
 - 4) Do not agree at all
 - 9) Don't know*

- 16-5. Former President Kim Dae-Jung is scheduled to visit North Korea next month. What do you think about this?
- 1) It will help the Yeollin Uri Party in this election
 - 2) It will hurt the Yeollin Uri Party in this election
 - 3) It will not have any affect on this election
 - 9) Don't know

23. After having received diverse information about the local election, what do you think about the candidates? Please answer 1) Yes or 2) No for each of the following.

	Yes	No	Don't know*

23-1. I have become more supportive of the candidate whom I already liked	1	2	9
23-2. I have become more unsupportive of the candidate whom I already disliked	1	2	9
23-3. I have changed my favorite candidate	1	2	9
23-4. I did not have a candidate I liked, but now I have one	1	2	9
23-5. I once had a candidate I liked, but now I have none	1	2	9
23-6. I did not have a candidate I disliked, but now I have one	1	2	9

25. Did you watch the debates between Chungnam gubernatorial candidates recently aired on TV?

- 1) Yes, I watched it ⇒ GO TO Q25-1
- 2) I did not watch it, but heard about it from newspapers and acquaintances ⇒ GO TO Q26
- 3) I did not watch it, and I did not even know about it ⇒ GO TO Q26
- 4) Don't know/No answer* ⇒ GO TO Q26

25-1. Which candidate do you think did the best?

- 1) Yeollin Uri Party candidate
- 2) Grand National Party candidate
- 4) Democratic Labor Party candidate
- 5) People First Party candidate
- 7) No candidate did particularly well
- 9) Don't know/No answer*

26. How interested are you in the Chungnam gubernatorial election scheduled on the 31st of May?

- 1) Very much interested
- 2) Interested
- 3) Not very interested
- 4) Not interested at all
- 9) Don't know/No answer*

26-2. Please tell me what you feel about each of the following statements regarding this election by saying 1) Strongly agree, 2) Somewhat agree, 3) Somewhat disagree, or 4) Strongly disagree.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No answer*
26-2-1. It is an election centered on political and policy competition	1	2	3	4	9
26-2-2. The Manifesto Movement, or action for keeping campaign platforms, helped me choose a candidate to vote for	1	2	3	4	9
26-2-3. Compared to previous elections, regionalism has weakened	1	2	3	4	9

26-3. Park Geun-Hye, the leader of the Grand National Party, was recently attacked during the campaign. What do you think about this?

- 1) It is an act of a political terror and there must be a group responsible behind the scenes
- 2) It is solely an individual action without any group behind it
- 9) Don't know

26-4. Does the attack on Park Geun-Hye have any influence on your decision to vote or abstain?

- 1) Yes, from abstaining to voting
- 2) Yes, from voting to abstaining
- 3) No, it has no influence on my decision to vote or abstain

26-5. Does the incident of attack on Park Geun-Hye affect your decision of whom to vote for?

- 1) Yes
- 2) No

27. Are you going to vote in this Chungnam gubernatorial election?

- 1) Will definitely vote
- 2) Will probably vote
- 3) Will probably not vote
- 4) Will not vote
- 5) Not yet decided
- 9) Don't know/No answer*

28. Among "very progressive," "somewhat progressive," "centrist," "somewhat conservative," and "very conservative," which one do you think best describes your ideological disposition?

- 1) Very progressive
- 2) Somewhat progressive
- 3) Centrist
- 4) Somewhat conservative
- 5) Very conservative
- 9) Don't know/No answer*

28-1. If we assign number 0 to "very progressive," number 5 to "centrist," and number 10 to "very conservative," where would you put yourself on this scale? Please give me a number from 0 to 10.

Panel Survey of Election 2006 Chungnam 4th Wave (June 1, 2006)

● Districts

- 1) Cheonan-si
- 2) Gongju-si
- 3) Boryeong-si
- 4) Asan-si
- 5) Seosan-si
- 6) Nonsan-si
- 7) Gyeryong-si
- 8) Geumsan-gun
- 9) Yeongi-gun
- 10) Buyeo-gun
- 11) Seocheon-gun
- 12) Cheongyang-gun
- 13) Hongseong
- 14) Yesan-gun
- 15) Taean-gun
- 16) Dangjin-gun

● Sex

- 1) Male
- 2) Female

● Age: Could you please tell me how old you are?

Age _____ in years

0. Did you vote in the Chungnam gubernatorial election on the 31st of May?

- 1) Yes, I voted
- 2) No, I did not vote ⇒ GO TO Q4-1

1. Which of the following candidates did you vote in the Chungnam gubernatorial election?

- 1) No.1 Oh Yeong-Gyo (Yeollin Uri Party)
- 2) No.2 Lee Wan-Koo (Grand National Party)
- 3) No.4 Lee Yong-Gil (Democratic Labor party)
- 4) No.5 Lee Myoung-Su (People First Party)
- 9) Don't know/No answer* ⇒ GO TO Q1-1

1-1-1. Why did you vote for that candidate? (Do not read response categories)

- 1) I support the candidate's party
- 2) He/She seems to be capable of doing a great job as the governor
- 3) He/She seems better than other candidates
- 4) He/She is attractive and likeable
- 5) He/She has good education and career experiences
- 6) He/She seems to have good personality and morality
- 7) I liked his/her platforms
- 8) My family or acquaintances recommend me this candidate
- 9) He/She has a good chance to win the election
- 10) Other: _____

1-1. Which of the following did you consider when you voted for (R'S ANSWER IN Q1)?

- 1) Candidate's political party affiliation
- 2) Candidate him/herself
- 3) Candidate's platforms and policies
- 4) Chance of winning
- 5) Other
- 6) A knife attack on Park Geun-Hye, the leader of the Grand National Party*

3. This Chungnam gubernatorial election is held together with election for mayors/county heads, metropolitan/provincial lawmakers, and municipal lawmakers. When you vote for the mayor of your city (or head of your county), metropolitan/provincial lawmaker, and municipal lawmaker, are you going to vote for the candidates of the same party as that of the candidate you are going to vote for the governor of Chungnam province? Or are you going to do otherwise?

- 1) Voted for the candidates of the same party
- 2) Did not vote straight for the same party
- 9) Don't know*

3-1. In this election, voters cast their ballots, not only for candidates but also for parties which would be used to decide the numbers of proportional representatives from each party in the metropolitan council. Which party did you vote in electing proportional representatives of the metropolitan council?

- 1) Yeollin Uri Party
- 2) Grand National Party
- 3) Democratic Party
- 4) Democratic Labor Party
- 5) People First Party
- 6) Other party
- 9) Don't know*

3-2. In this election, voters also cast their ballots for parties elect proportional representatives for district-level councils. Which party did you vote for in electing proportional representatives of the district council?

- 1) Yeollin Uri Party
- 2) Grand National Party
- 3) Democratic Party
- 4) Democratic Labor Party
- 5) People First Party
- 6) Other party
- 9) Don't know*

4-1. What was the reason why you did not vote? (Do not read response categories)

- 1) I had no time to vote because of work/family
- 2) It seemed so obvious who would win
- 3) Nothing is going to change with my vote
- 4) There was no candidate to vote for
- 5) I was not interested in politics
- 6) Chance of winning for my favorite candidate was so low
- 7) Other: _____

5. Between the 26th of May and the election day, did you ever change your support from one candidate to another among the candidates that ran for the Chungnam gubernatorial election?

- 1) I had no candidate to support, but now I have one ⇒ GO TO Q5-1-1
- 2) There was a candidate I supported, but now there is none ⇒ GO TO Q5-1-2
- 3) I supported one, but now I have changed my mind to support another ⇒ GO TO Q5-1-3
- 4) I have not changed my support for a particular candidate ⇒ GO TO Q5-2
- 5) I still don't have a candidate to support ⇒ GO TO Q5-2

5-1-1. You just said, "I had no candidate to support, but now I have one." What is the reason why you support that candidate?

- 1) I like that candidate
- 2) I like the candidate's party
- 3) I like the candidate's platforms and policies
- 4) I would like to support a candidate who has more chance of winning
- 5) I don't really like the candidate, but he/she seems better than other candidates
- 6) Other
- 7) A knife attack on Park Geun-Hye, the leader of the Grand National Party*

5-1-2. You just said, "There was a candidate I supported, but now there is none." What is the reason for that?

- 1) I am disappointed with the candidate I once supported
- 2) I am disappointed with the party of the candidate I once supported
- 3) I don't like the platforms and policies of the candidate I once supported
- 4) The chance of winning for the candidate I supported seems very low
- 5) There seems to be no big difference no matter who would win
- 6) Other
- 7) A knife attack on Park Geun-Hye, the leader of the Grand National Party*

- 5-1-3. You just said, "I supported one, but now I have changed my mind to support another."
What is the reason for that?
- 1) I am disappointed with the candidate I once supported
 - 2) The candidate I now support seems better than the one I supported before
 - 3) I am disappointed with the party of the candidate I once supported
 - 4) The party of the candidate I now support seems better than the party of the candidate I supported before
 - 5) I don't like the platforms and policies of the candidate I once supported
 - 6) I like the platforms and policies of the candidate I now support
 - 7) I would like to support a candidate who has more chance of winning
 - 8) Other
 - 9) A knife attack on Park Geun-Hye, the leader of the Grand National Party*
- 5-2. Lee Wan-Koo, the Grand National Party candidate, was elected as the governor of Chungnam province. Do you think Mr. Lee Wan-Koo will do his job as the governor of Chungnam province well? Or do you think he will not?
- 1) Will do very well
 - 2) Will do well
 - 3) Will not do very well
 - 4) Will not do well at all
 - 9) Don't know/No answer*
- 5-3. Overall, how do you feel about the results of this local election (for governor of Chungnam province, mayors/county heads, metropolitan/provincial lawmakers, and municipal lawmakers)?
- 1) Very satisfied
 - 2) Satisfied
 - 3) Not very satisfied
 - 4) Not satisfied at all
 - 9) Don't know/No answer*
- 5-4. In this metropolitan mayoral/gubernatorial election, 12 from the Grand National Party, 1 from the Yeollin Uri Party, 2 from the Democratic Party, and 1 independent candidate have been elected. Do you think the result properly reflects the opinions of the entire people, including you?
- 1) The result properly reflects the opinions of the entire people
 - 2) The result is different from the opinions of the entire people
 - 9) Don't know/No answer*
- 5-5. Considering the results of this local election, do you think that the People First Party will be the party representing Chungcheong region in the future?
- 1) It will be the party that represents the Chungcheong region
 - 2) It will not be the party that represents the Chuncheong region

5-6. If we say that the Grand National Party won while the Yeollin Uri Party lost this election, what do you think the reason for this is?

- 1) The Grand National Party has been doing well
- 2) The Yeollin Uri Party has been doing poorly
- 3) The Roh Moo-Hyun administration has been doing poorly
- 4) Candidates of the Grand National Party are better than other parties' candidates
- 9) Don't know/No answer*

6. How well do you think President Roh Moo-Hyun is doing as the president of Korea?

- 1) Very well
- 2) Well
- 3) Not very well
- 4) Not well at all
- 9) Don't know/No answer*

8. How do you feel about the performance of each of the following parties? Please choose from

1) Doing very well, 2) Doing well, 3) Not doing very well, 4) Not doing well at all.

	Doing very well	Doing well	Not doing very well	Not doing well at all	Don't know/No answer*
8-1. Yeollin Uri Party	1	2	3	4	9
8-2. Grand National Party	1	2	3	4	9
8-3. Democratic Party	1	2	3	4	9
8-4. Democratic Labor Party	1	2	3	4	9
8-5. People First Party	1	2	3	4	9

9. Which party do you like the most?

- 1) Yeollin Uri Party
- 2) Grand National Party
- 3) Democratic Party
- 4) Democratic Labor Party
- 5) People First Party
- 6) There is no party I like*
- 9) Don't know/No answer*

10. Which party do you dislike the most?

- 1) Yeollin Uri Party
- 2) Grand National Party
- 3) Democratic Party
- 4) Democratic Labor Party
- 5) People First Party
- 6) There is no party I dislike*
- 9) Don't know/No answer*

- 10-1. Which party do you think will best represent the interests of the region in which you are currently living?
- 1) Yeollin Uri Party
 - 2) Grand National Party
 - 3) Democratic Party
 - 4) Democratic Labor Party
 - 5) People First Party
 - 6) None*
 - 9) Don't know/No answer*
- 10-2. Which party do you think will be most capable of establishing national integration?
- 1) Yeollin Uri Party
 - 2) Grand National Party
 - 3) Democratic Party
 - 4) Democratic Labor Party
 - 5) People First Party
 - 6) None*
 - 9) Don't know/No answer*
- 10-3. Which party do you think is the closest to your ideological disposition?
- 1) Yeollin Uri Party
 - 2) Grand National Party
 - 3) Democratic Party
 - 4) Democratic Labor Party
 - 5) People First Party
 - 6) None*
 - 9) Don't know/No answer*
- 16-5. Former President Kim Dae-Jung is scheduled to visit North Korea next month. What do you think about this?
- 1) It will help the Yeollin Uri Party in this election
 - 2) It will hurt the Yeollin Uri Party in this election
 - 3) It will not have any affect on this election
 - 9) Don't know
- 16-6. During the campaign for this election, the Yeollin Uri Party said the Grand National Party should be prevented from sweeping the election. How did you feel about this?
- 1) Strongly agreed
 - 2) Agreed
 - 3) Did not agree
 - 4) Did not agree at all
 - 9) Don't know*

23. Since the 26th of May, has there been any change in your view about the candidates based on diverse information you might have received about the local election? Please answer (1) Yes or (2) No for each of the following

	Yes	No	Don't know*
23-1. I like the candidate whom I already liked even more	1	2	9
23-2. I dislike the candidate whom I already disliked even more	1	2	9
23-3. I have changed my favorite candidate	1	2	9
23-4. I did not have a candidate I liked, but now I have one	1	2	9
23-5. I once had a candidate I liked, but now I have none	1	2	9
23-6. I did not have a candidate I disliked, but now I have one	1	2	9

26. How interested were you in the Chungnam gubernatorial election?

- 1) Very much interested
- 2) Interested
- 3) Not very interested
- 4) Not interested at all
- 9) Don't know/No answer*

26-2. Please tell me what you feel about each of the following statements regarding this election by saying 1) Strongly agree, 2) Somewhat agree, 3) Somewhat disagree, or 4) Strongly disagree.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know/No answer*
26-2-1. It is an election centered on political and policy competition	1	2	3	4	9
26-2-2. The Manifesto Movement, or action for keeping campaign platforms, helped me choose a candidate to vote for	1	2	3	4	9
26-2-3. Compared to previous elections, regionalism has weakened	1	2	3	4	9

26-2-1. What do you think about each of the following systems related to this election? Please choose your answer from 1) Very desirable, 2) Desirable, 3) Not very desirable, and 4) Not desirable at all.

	Very desirable	Desirable	Not very desirable	Not desirable at all	Don't know/No answer*
26-2-1-1. Compensation system for district/municipal level lawmakers that enables district/municipal level lawmakers, who were previously unpaid, to get monthly salary	1	2	3	4	9

26-2-1-2. Party nomination system for district/municipal level lawmakers that enables each party to nominate its candidates for district/municipal level lawmakers	1	2	3	4	9
26-2-1-3. Multimember electoral district system for district/municipal level lawmakers that enables a single electoral district to have two or more lawmakers	1	2	3	4	9
26-2-1-4. Potential candidate registration system that enables candidates to start campaigning before the official campaign period	1	2	3	4	9
26-2-1-5. Imposing a penalty on voters who received money or bribes from a candidate; the fine may be as much as 50 times the money/bribes they received	1	2	3	4	9

26-4. Did the attack on Park Geun-Hye have any influence on your decision to vote or abstain?

- 1) Yes, from abstaining to voting
- 2) Yes, from voting to abstaining
- 3) No, it had no influence on my decision to vote or abstain

26-5. Did the attack on Park Geun-Hye affect your decision of whom to vote for?

- 1) Yes
- 2) No

26-7. If the presidential election day were tomorrow, which of the following candidates would you vote for?

- 1) Goh Kun
- 2) Kim Geun-Tae
- 3) Kwon Young-Ghil
- 4) Roh Hoe-Chan
- 5) Park Geun-Hye
- 6) Son Hak-Gyu
- 7) Lee Myung-Bak
- 8) Lee Hae-Chan
- 9) Rhyu Si-Min
- 10) Chung Dong-Young
- 11) Chun Jung-Bae
- 97) Other candidate _____
- 99) Don't know/No answer*

26-8. Among the politicians of the Yeollin Uri Party, who do you think is the most suitable for the party's presidential candidate?

- 1) Kim Geun-Tae
- 2) Lee Hae-Chan
- 3) Rhyu Si-Min
- 4) Chung Dong-Young
- 5) Chun Jung-Bae
- 7) Other candidate _____
- 9) Don't know/No answer*

26-9. Among the politicians of the Grand National Party, who do you think is the most suitable for the party's presidential candidate?

- 1) Park Geun-Hye
- 2) Son Hak-kyu
- 3) Lee Myung-Bak
- 7) Other candidate _____
- 9) Don't know/No answer*

26-10. What do you think Mr. Goh Kun should do?

- 1) He should create a new political party and run for president as a candidate of that party
- 2) He should build a coalition with the Yeollin Uri Party
- 3) He should build a coalition with the Grand National Party
- 4) He should build a coalition with the Democratic Party or the People First Party
- 5) He should not run for president
- 9) Don't know/No answer*

26-11. Changes among political parties are expected. What do you think about each of the following cases?

	Approve	Disapprove	Don't know
26-11-1. Coalition between the Yeollin Uri Party and the Democratic Party	1	2	3
26-11-2. Coalition between the Yeollin Uri Party, the Democratic Party, and the People First Party	1	2	3
26-11-3. Coalition between the Grand National Party and the Democratic Party	1	2	3
26-11-4. Coalition between a faction of the Yeollin Uri Party and a faction of the Grand National Party	1	2	3

26-12. (ONLY FOR R ANSWERED "1" IN Q0) In the presidential election in December next year, will you support a candidate of the same party as that of the candidate you voted for in this metropolitan mayoral/gubernatorial election?

- 1) Will support a candidate of the same party
- 2) Will support a candidate of another party
- 3) It will depend upon who will be nominated
- 9) Don't know/No answer*

26-13. Do you think President Roh Moo-Hyun should leave the Yeollin Uri Party? Or do you think he does not need to leave?

- 1) He should leave the Yeollin Uri Party
- 2) He does not need to leave the Yeollin Uri Party
- 3) It does not matter whether he leaves the Yeollin Uri Party or not
- 4) Don't know*

27. Among "very progressive," "somewhat progressive," "centrist," "somewhat conservative," and "very conservative," which one do you think best describes your ideological disposition?

- 1) Very progressive
- 2) Somewhat progressive
- 3) Centrist
- 4) Somewhat conservative
- 5) Very conservative
- 9) Don't know/No answer*

27-1. If we assign number 0 to "very progressive," number 5 to "centrist," and number 10 to "very conservative," where would you put yourself on this scale? Please give me a number from 0 to 10.
