

## Second Survey

Dear friend,

welcome to our second opinion poll. You will learn about the ideas proposed by the candidates running for Mayor of Milan. This will be a way for us to get to know your opinion on issues that concern the future of our city.

We will also show you two short videos (one minute each). We kindly ask you to listen to them carefully and let us know your opinion.

Click forward to start.

*Il Centro Studi CE&Co.*

Let's start with the first candidate running for mayor of Milan.

This is a short biography of Letizia Moratti. We will later show you the main points of her political program.

### PERSONAL PROFILE

Name: Letizia Moratti

Born in: Milan on November 26th 1949

Academic degree: Graduated in Political Science from the University of Milan

Main occupation:

- Businesswoman and politician
- Has developed an expertise sectors such as finance, brokerage and the media

Previous public appointments:

- From 1994 to 1996 she was the first woman to be appointed president of the Italian public broadcasting company
- From 2001 to 2006 she was Minister of Education
- In 2006 she was elected mayor of Milan
- In 2008 she is appointed extraordinary commissioner for Expo 2015

Other personal information:

- She is married to Gianmarco Moratti and they have two children, Gilda and Gabriele who are respectively 34 and 32 years old

D1.1 Aside from your political stand, do you think that Letizia Moratti's profile indicates a candidate potentially able to lead the city of Milan?

- Yes
- No
- I don't know

This is Letizia Moratti's political platform

#### Letizia Moratti – THE PROGRAM

*"In these years as Mayor of Milan I have aimed at accomplishing great objectives and, at the same time, I have strived to take care of small, everyday, necessities"*

At the end of these five years Letizia Moratti feels that she is in the middle of a path that will make Milan an even more beautiful city to live in.

The main points of her programme are:

- 1) Expo investments that will create new opportunities for employment, promote urban development and the create the biggest city park in Europe
- 2) Sustainable mobility extension of the bike sharing service, new bikeways, pedestrian routes and new subway lines and more stops on the M1, M2 and M3 lines
- 3) Security constant police patrolling of all neighborhoods to guarantee citizens' security at all times
- 4) Public works museums, parks and new homes will be created to make large areas such as Porta Nuova, Ansaldo and Fiera even more beautiful
- 5) Public services investments in public services such as kindergartens and assistance for the elderly

D1.2 In general, would you say that this programme is very left-wing, somewhat left-wing, centrist, somewhat right-wing, or very right-wing?

*Click on the scale to move the cursor on the spot that best represents your answer*

[Scale from left to right]

D1.2.1 Do you think that Letizia Moratti and her allies will be able to implement this programme if they are elected?

- Yes
- No
- I don't know

[SLIDE WITH MORATTI'S CAMPAIGN AD]

Moratti: "We want to complete our good work"

The mayor of Milan, Letizia Moratti, inaugurates her electoral campaign in Piazza San Babila promising that she will complete the projects started in the first mandate. New subway lines are a top priority.

*Look at the video.*

D1.3.2 Would you like to see the video again?

- Yes
- No

[MORATTI'S SLOGAN]

We are working to make Milan an even better place to live in.

Letizia Moratti Mayor of Milan

D1.4.1 Do you agree with what Letizia Moratti says in the video?

- Totally agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Totally disagree

D1.4.2 In general, how much do you feel you can trust Letizia Moratti?

[Answers range from 1 which indicates "No trust" to 9 indicating "Complete trust"]

Here is the profile of the second candidate running for mayor of Milan.

This is a short biography of Giuliano Pisapia. We will later show you the main points of his programme.

#### PERSONAL PROFILE

Name: Giuliano Pisapia

Born in: Milan on May 20<sup>th</sup> 1949

Academic degree: Graduated in Law and in Political Science

Main occupation:

- Criminal defense lawyer and legal consultant in the Italian Supreme Court
- Author of several books on issues related to law and society. He is in particular interested in social exclusion and in the relationship between prison and society

Previous public appointments:

- In 1996 he was elected in Parliament as a deputy of the center-left coalition and was president of the Commission on Justice of the Chamber of Deputies
- In 2001 he was reelected in parliament and served as president of the Commission on prisons

Other personal information:

- He loves travelling, sports, the sea and riding his motorcycle
- He does not have children but loves to be with his seven nephews: kids aged 12 to 30 with whom each year he organizes a trip

D1.1 Aside from your political stand, do you think that Giuliano Pisapia's profile indicates a candidate potentially able to lead the city of Milan?

- Yes
- No
- I don't know

This is Giuliano Pisapia's political platform

Giuliano Pisapia – THE PROGRAM

*"Can a mayor contribute to the happiness of his citizens? I believe he can.*

*Moreover, I am convinced that the primary duty of a leader who governs in name of the general interest is to increase the wellbeing of his fellow citizens"*

The main points of his programme are:

- 1) Work                                    those who lose their job should not be left alone. The city's government should support healthy enterprises and promote quality, competence and legality
- 2) Breathe clean air                    reduce traffic and make environment a top priority
- 3) Participation                        create new places in which people can meet, fostering the development of active citizenship and reducing loneliness
- 4) Culture                                on one side, promote big international events and on the other, create in every neighborhood cultural centers that stimulate creativity (the introduction of free Wi-Fi available throughout the city is also a crucial point)

His campaign *"The kind force that can change Milan"* focuses on sustainability, active participation of all, and direct contact with citizens' necessities.

D2.2 In general, would you say that this programme is very left-wing, somewhat left-wing, centrist, somewhat right-wing, very right-wing?

*Click on the scale to move the cursor on the spot that best represents your answer*

[Scale from left to right]

D2.2.1 Do you think that Giuliano Pisapia and his allies will be able to implement this programme if they are elected?

- Yes
- No
- I don't know

[POSITIVE SUBSAMPLE]

[SLIDE WITH PISAPIA'S POSITIVE CAMPAIGN AD]

Pisapia: *"My ideas for Milan"*

We interviewed Giuliano Pisapia to learn about his ideas to make Milan a more beautiful city to live in. His key plans are: more public transportation, bicycles, introduce a congestion charge and create more public parks

*Look at the video.*

D2.3.1 Would you like to see the video again?

- Yes
- No

[POSITIVE SLOGAN]

Pisapia for Mayor = Less traffic More green

Change in Milan is possible

D2.4.1 Do you agree with what Giuliano Pisapia says in the video?

- Totally agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Totally disagree

D2.4.2 In general, how much do you feel you can trust Giuliano Pisapia?

[Answers range from 1 which indicates "No trust" to 9 indicating "Complete trust"]

[NEGATIVE SUBSAMPLE]

[SLIDE WITH PISAPIA'S NEGATIVE CAMPAIGN AD]

Pisapia: *"Mrs. Moratti's mistakes"*

Pisapia accuses Mrs. Moratti's government of mistakes in the administration of the environment and public mobility. The center-left candidate speaks of an inefficiencies of public transportation, the failure of the Ecopass system, pollution, and the lack of public parks.

*Look at the video.*

D2.3.1 Would you like to see the video again?

- Yes
- No

[NEGATIVE SLOGAN]

5 years of Moratti = More Traffic Less Green

Change in Milan is possible.

D2.4.1 Do you agree with what Giuliano Pisapia says in the video?

- Totally agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Totally disagree

D2.4.2 In general, how much do you feel you can trust Giuliano Pisapia?

[Answers range from 1 which indicates “No trust” to 9 indicating “Complete trust”]

[NEUTRAL SUBSAMPLE]

[SLIDE WITH PISAPIA’S NEUTRAL CAMPAIGN AD]

Pisapia: *“My priorities in Milan are public transportation and the environment”*

We have interviewed Giuliano Pisapia to know what he thinks are Milan’s main problems. He speaks of public transportation and the environment: Milan has too many cars and too few public parks with respect to other large European cities.

*Look at the video.*

D2.3.1 Would you like to see the video again?

- Yes
- No

[NEUTRAL SLOGAN]

Giuliano Pisapia Mayor *for* Milan

Change in Milan is possible.

D2.4.1 Do you agree with what Giuliano Pisapia says in the video?

- Totally agree

- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Totally disagree

D2.4.2 In general, how much do you feel you can trust Giuliano Pisapia?

[Answers range from 1 which indicates “No trust” to 9 indicating “Complete trust”]

D3 In Milan there are other seven candidates running for Mayor:

- Manfredi Palmeri (Nuovo Polo per Milano)
- Mattia Calise (MoVimento 5 Stelle)
- Giancarlo Pagliarini (Lega Padana Lombarda and Lega Sud)
- Fabrizio Montuori (Partito Comunista dei Lavoratori)
- Marco Mantovani (Forza Nuova)
- Carla de Albertis (La Tua Milano)
- Elisabetta Fatuzzo (Pensionati)

Would you like to end the questionnaire or would you like to express your opinion also on some of these candidates?

- I would like end the questionnaire
- I would like to express my opinion on the other candidates

D4 Please select the candidate on whom you would like to express your opinion

*Once you have expressed your opinion on the chosen candidate, you will see this slide again and we will ask you whether you want to exit the survey or tell us what you think about another candidate.*

- Mattia Calise (MoVimento 5 Stelle)
- Fabrizio Montuori (Partito Comunista dei Lavoratori)
- Marco Mantovani (Forza Nuova)
- Manfredi Palmeri (Nuovo Polo per Milano)
- Elisabetta Fatuzzo (Pensionati)
- Carla de Albertis (La Tua Milano)
- Giancarlo Pagliarini (Lega Padana Lombarda and Lega Sud)
- I would like to exit the survey

#### PERSONAL PROFILE

Name: Mattia Calise

Born in: Segrate on June 24th 1990

Academic degree: Scientific high school diploma

Main occupation: Student at the University of Milan majoring in Political Science

Previous public appointments:

- In 2007 and 2008 he was elected student representative of his high school
- In the 2010 mayoral elections in Segrate he run for city councilor

Other personal information:

- He is an activist for several student organization and for the “MoVimento 5 Stelle” [5 Stars MoVement]
- He is interested in sound engineering, music and loves to travel

Main points of the program:

- His program is based on the “5 stars” of the Movement: environmental protection, public water, zero waste, connectivity (a key issue is free Wi-Fi access anywhere in the city) and sustainable transportation
- His motto is: “information, networks, and direct democracy”

D4.1 Overall, how much do you feel you can trust this candidate?

[Answers range from 1 which indicates “No trust” to 9 indicating “Complete trust”]

#### PERSONAL PROFILE

Name: Fabrizio Montuori

Born in: Castellaneta (Ta) on May 3rd 1977

Academic degree: Graduated in Political Science at the University of Bologna

Main occupation: Vodafone employee in Milan

Previous public appointments:

- From 1997 to 2006 he is active in Rifondazione Comunista
- From 2006 he is one of the leaders of the Partito Comunista dei Lavoratori

Other personal information:

- Member of Italy’s largest trade union CGIL, he has always been an activist for workers’ rights

Main points of the program:

- Creation of committees of citizens that can directly handle relevant issues
- Focus more on the needs of workers
- Promote a real integration of immigrants
- Boost investments in clean energy, public parks, and sustainable transport

D4.4 Overall, how much do you feel you can trust this candidate?

[Answers range from 1 which indicates “No trust” to 9 indicating “Complete trust”]

#### PERSONAL PROFILE

Name: Marco Mantovani

Born in: Milan in 1960

Main occupation: Self-employed professional

Previous public appointments:

- He has always been an activist in extreme right-wing movements
- In 2009 he run in local elections
- He is the spokesman for Forza Nuova



Other personal information:

- In the 70s he had to change high school four times because of his adherence to the "Fronte della Gioventù"

Main points of the program:

- Focus more on safety and immigration
- Abolish the Ecopass system
- Invest in public transportation
- More transparent regulations on real estate and more homes for those in need

D4.5 Overall, how much do you feel you can trust this candidate?

[Answers range from 1 which indicates "No trust" to 9 indicating "Complete trust"]

#### PERSONAL PROFILE

Name: Manfredi Palmeri

Born in: Palermo on January 10th 1974

Academic degree: He studied business at Università Bocconi

Main occupation:

- Business consultant and politician
- In 2001 he was elected into the city council and in 2006 he was nominated president of the city council

Previous public appointments:

- Active in Forza Italia from 2000
- In 2010 he left Forza Italia and for Futuro e Libertà. Fini nominated him Party coordinator for the city of Milan

Other personal information:

- In 2009 he opposed the decision - backed by Moratti's administration - to eliminate the anti-mafia committee
- In five years he was never absent in city council ballots, an absolute record for this administration

Main points of the program:

- He portrays himself as the "moderate alternative" in this campaign, the advocate for virtues such as "sincerity, honesty, and industriousness"
- Invest in public transportation to reduce traffic
- Turn Expo into an opportunity to make the whole city grow
- Fight organized crime

D4.2 Overall, how much do you feel you can trust this candidate?

[Answers range from 1 which indicates "No trust" to 9 indicating "Complete trust"]

#### PERSONAL PROFILE

Name: Elisabetta Fatuzzo

Born in: Bergamo on September 17th 1968  
Academic degree: Graduated in Law  
Main occupation: Lawyer  
Previous public appointments:

- In 1990 she was elected into the regional council in Liguria and into the city council in Bergamo
- In 2000 she was elected into the regional council in Lombardia (district of Milan)

D4.7 Overall, how much do you feel you can trust this candidate?

[Answers range from 1 which indicates “No trust” to 9 indicating “Complete trust”]

#### PERSONAL PROFILE

Name: Carla de Albertis  
Born in: Milan on December 13th 1952  
Academic degree: Graduated in Modern Literature at the University of Milan  
Main occupation:

- Worked in sports and has collaborated in the field of communications

Previous public appointments:

- In 2001 she was elected in the city council of Milan and in 2006 she was appointed councilor for health services
- In November 2007, after a dispute with Mrs. Moratti, she gave up her public appointments and left her party, Alleanza Nazionale

Other personal information:

- In February 2011, she received a diploma that allows her to work as a public mediator in civil disputes

Main points of the program:

- Increase citizens’ security and stop the “Islamic invasion”
- Invest in social assistance (work, homes and schools)
- Promote fiscal federalism, reduce public expenses and inefficiencies
- Abolish the Ecopass system
- Support small and medium sized businesses

D4.2 Overall, how much do you feel you can trust this candidate?

[Answers range from 1 which indicates “No trust” to 9 indicating “Complete trust”]

#### PERSONAL PROFILE

Name: Giancarlo Pagliarini  
Born in: Milan on April 23rd 1942  
Academic degree: He graduated in Economics and Business at the Catholic University of Milan  
Main occupation: Auditor and politician

Previous public appointments:

- In 1994, during Berlusconi's first mandate, he served as Minister of the public budget
- In 1997 and in 2006 he was elected in Milan's city council sponsored by the Northern League (in 2007 he passed on the "Gruppo Misto")

Other personal information:

- He is married and has two children

Main points of the program:

- Fiscal federalism, decentralization, lower taxes and less public expenditure
- Increase transparency and meritocracy
- Make public transportation more effective and deter people from using private cars

D4.2 Overall, how much do you feel you can trust this candidate?

[Answers range from 1 which indicates "No trust" to 9 indicating "Complete trust"]

We would like to ask a just a few last questions:

a) You are...

- Male
- Female

b) How old are you?

I am ...

c) Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people?

- Most people can definitely be trusted
- You can't be too careful in dealing with people

d) Do you have children? If so, how many?

- I don't have children
- 1
- 2
- 3
- 4
- 5 or more

The questionnaire is finished.

Thank-you for your participation to our second survey. In the next weeks, we will get back to you with our third survey.