



# Press Release

## Two Thirds of Americans Are in Favor of Limiting Presidential Campaigns

### Ipsos Latest Poll on Behalf of the Center for Public Integrity

Washington, DC, April 24, 2017 — Across party identification, a majority of Americans are in favor of limiting presidential campaigns. Two thirds (65%) believe presidential campaigns should come in a limited time frame as opposed to 23% who don't believe they should be limited at all. However, there is a discrepancy over how long that time frame should be, with a majority in favor of it starting one year before Election Day (32%). Closely following that start date is six months before Election Day, which 27% of Americans believe is the right time frame. Democrats are evenly tied between both these dates (28% for six months, 29% for one year), while Republicans are more divided. A third of Republicans are in favor of the one year start date (35%), while 28% believe six months is better. Few Americans are in favor of a four year campaign season (5%) or six week campaigns (7%).

1. Which is closer to your opinion?

	Total	Democrat	Republican	Independent
Americans presidential campaigns should come in a limited time frame	65%	71%	63%	66%
American presidential campaigns should not be limited	23%	20%	30%	21%
Don't know.	12%	9%	7%	13%

2. If there were time limits placed on American presidential campaigns, what do you think is the right time frame for election campaigns to start?

	Total	Democrat	Republican	Independent
Six weeks before Election Day	7%	9%	6%	8%
Three months before Election Day	13%	16%	11%	13%
Six months before Election Day	27%	28%	28%	26%
One year before Election Day	32%	29%	35%	35%
Two years before Election Day	8%	9%	9%	8%
Four years before Election Day	5%	5%	6%	4%
Don't know	7%	4%	4%	5%

3. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

	Total
Strong Democrat	16%

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Moderate Democrat	16%
Lean Democrat	9%
Lean Republican	6%
Moderate Republican	14%
Strong Republican	9%
Independent	19%
None of these	6%
Don't know / Refused	4%

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### About the Study

*These are findings from an Ipsos poll conducted April 21-24, 2017 on behalf of the Center for Public Integrity. For the survey, a sample of roughly 1,005 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English. The sample includes 376 Democrats, 329 Republicans, and 193 Independents.*

*The sample for this study was randomly drawn from Ipsos’s online panel (see link below for more info on “Access Panels and Recruitment”), partner online panel sources, and “river” sampling (see link below for more info on the Ipsos “Ampario Overview” sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2013 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.*

*Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ( $n=1,005$ ,  $DEFF=1.5$ , adjusted Confidence Interval=5).*

*The poll also has a credibility interval plus or minus 5.8 percentage points for Democrats, plus or minus 6.2 percentage points for Republicans, and plus or minus 8.0 percentage points for Independents.*

*For more information about conducting research intended for public release or Ipsos’ online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.*

### For more information on this news release, please contact:

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### About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

### About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media, customer loyalty, marketing, public affairs research, and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,785.3 million (\$1,981 million) in 2015.

#### GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.  
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.  
The company is part of the SBF 120 and the Mid-60 index  
and is eligible for the Deferred Settlement Service (SRD).

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