PRESS RELEASE

Why Party ID is the only ID in Today's Democracy
Ipsos' What the Future report asks if there's a path forward for our divided democracy

Washington, DC, January 15, 2021 – Americans are divided and America's democracy is in a fragile state, as last week's election protests and capitol siege shockingly displayed. Just 12% of Americans polled characterize the U.S. as unified and only 25% describe our democracy as strong. Political party identification has become the chief dividing line in this new American ethos. Yet, there is hidden common ground among citizens on many Constitutional principles, policies and ideals. These shared beliefs could serve as a starting point to mend divisions and reset democracy to work for all Americans, according to Ipsos' latest issue of What the Future: Democracy.

In this issue of What the Future, Ipsos asks four major questions of the nation's foremost experts on politics, civic engagement, racial equality, and media: How can we fix politics, to what extent should brands support democracy, how can we make democracy work for all Americans, and can we cover politics without being political?

Then, Ipsos researchers share guidance on what these questions mean for consumers, society and brands. The full issue is at future.ipsos.com and below are a few research highlights followed by a topline of the survey results:

- 30% of Republicans say the freedom to practice a religion is the most important right compared to just 9% of Democrats who rank equal treatment and protection as the key right.

- 82% of Americans support companies giving paid time off to vote or volunteer at the polls, but only 37% support companies providing financial support to candidates or parties.

- Just 32% of Americans overall say the people in elected office today are like them and this is consistent for white, Black and Hispanic people. Another 21% say none of those elected today is like them.

- Republicans are only slightly more likely (73%) than Democrats (63%) to say that government institutions like the Department of Homeland Security, the U.S. Postal Service and the Centers for Disease Control are more politically biased than they were 10 years ago.

- Viewers of Fox News are six times more likely to say that the death toll from coronavirus are overstated than those who get their news from CNN/MSNBC.

- 90% of Americans say having a democracy where politicians are elected is a good way of governing the country, but 30% say having a strong leader who does not have to work with Congress and elections is a good way of governing the country.

These are the findings of an Ipsos poll conducted between December 1-2, 2020. For this survey, a sample of 1,159 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.3 percentage points for all respondents.

For full results, please refer to the following annotated questionnaire:

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Full Annotated Questionnaire

1. In your view, how important are each of the following to be a good American?

   Total Important Summary

	Total (N=1,159)
Voting in elections	92%
Respecting the opinions of those who disagree with you	91%
Participating in the U.S. Census every ten years	89%
Supporting the military	88%
Following what happens in government and politics	84%
Serving on a jury	77%
Knowing the Pledge of Allegiance	72%
Protesting if you believe government actions are wrong	72%
Believing in God	63%
Displaying the American flag	61%

   a. Voting in elections

	Total
Very important	73%
Somewhat important	19%
Not so important	6%
Not at all important	2%
Important (Net)	*92%*
Not important (Net)	*8%*

   b. Serving on a jury

	Total
Very important	35%
Somewhat important	42%
Not so important	17%
Not at all important	6%
Important (Net)	*77%*
Not important (Net)	*23%*

   c. Following what happens in government and politics

	Total
Very important	36%
Somewhat important	49%
Not so important	13%
Not at all important	3%
Important (Net)	*84%*
Not important (Net)	*16%*

d. Displaying the American flag

	Total
Very important	30%
Somewhat important	30%
Not so important	26%
Not at all important	14%
Important (Net)	*61%*
Not important (Net)	*39%*

e. Participating in the U.S. Census every ten years

	Total
Very important	58%
Somewhat important	32%
Not so important	8%
Not at all important	3%
Important (Net)	*89%*
Not important (Net)	*11%*

f. Knowing the Pledge of Allegiance

	Total
Very important	43%
Somewhat important	29%
Not so important	17%
Not at all important	11%
Important (Net)	*72%*
Not important (Net)	*28%*

g. Supporting the military

	Total
Very important	55%
Somewhat important	32%
Not so important	9%
Not at all important	3%
Important (Net)	*88%*
Not important (Net)	*12%*

h. Respecting the opinions of those who disagree with you

	Total
Very important	53%
Somewhat important	38%
Not so important	7%
Not at all important	2%
Important (Net)	*91%*
Not important (Net)	*9%*

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i. Believing in God

	Total
Very important	37%
Somewhat important	25%
Not so important	16%
Not at all important	22%
Important (Net)	*63%*
Not important (Net)	*37%*

j. Protesting if you believe government actions are wrong

	Total
Very important	29%
Somewhat important	43%
Not so important	20%
Not at all important	8%
Important (Net)	*72%*
Not important (Net)	*28%*

2. Please indicate your level of familiarity of the following proposals on how to reform our democracy at the national level.

Very/Somewhat Familiar with Proposal Summary

	Total
Elect the president by popular vote rather than the Electoral College	72%
Limit of number of terms for members of the U.S. House of Representatives and U.S. Senate	65%
End the Senate filibuster	47%
Restore the Voting Rights Act	45%
End untraceable or anonymous political donations from Super PACs	45%
End gerrymandering	43%
Set automatic voter registration	40%
Increase the number of major political parties in the U.S.	39%
Offer ranked-choice voting, where you vote for candidates by order of preference instead of picking one	30%
Enact "Final Five" voting, where the top five candidates, regardless of party, advance from a primary to the general election	26%

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a. Elect the president by popular vote rather than the Electoral College

	Total
Very familiar	38%
Somewhat familiar	34%
Not very familiar	12%
Have heard of it, but that's about it	11%
Never heard of it	5%
Very/Somewhat familiar (Net)	*72%*

b. Limit of number of terms for members of the U.S. House of Representatives and U.S. Senate

	Total
Very familiar	29%
Somewhat familiar	36%
Not very familiar	17%
Have heard of it, but that's about it	11%
Never heard of it	8%
Very/Somewhat familiar (Net)	*65%*

c. Enact "Final Five" voting, where the top five candidates, regardless of party, advance from a primary to the general election

	Total
Very familiar	8%
Somewhat familiar	18%
Not very familiar	26%
Have heard of it, but that's about it	11%
Never heard of it	37%
Very/Somewhat familiar (Net)	*26%*

d. Restore the Voting Rights Act

	Total
Very familiar	18%
Somewhat familiar	27%
Not very familiar	25%
Have heard of it, but that's about it	12%
Never heard of it	18%
Very/Somewhat familiar (Net)	*45%*

e. End gerrymandering

	Total
Very familiar	21%
Somewhat familiar	22%
Not very familiar	20%
Have heard of it, but that's about it	14%
Never heard of it	23%
Very/Somewhat familiar (Net)	*43%*

f. End the Senate filibuster

	Total
Very familiar	16%
Somewhat familiar	31%
Not very familiar	23%
Have heard of it, but that's about it	14%
Never heard of it	16%
Very/Somewhat familiar (Net)	*47%*

g. End untraceable or anonymous political donations from Super PACs

	Total
Very familiar	19%
Somewhat familiar	27%
Not very familiar	23%
Have heard of it, but that's about it	10%
Never heard of it	21%
Very/Somewhat familiar (Net)	*45%*

h. Increase the number of major political parties in the U.S.

	Total
Very familiar	11%
Somewhat familiar	28%
Not very familiar	25%
Have heard of it, but that's about it	15%
Never heard of it	21%
Very/Somewhat familiar (Net)	*39%*

i. Set automatic voter registration

	Total
Very familiar	15%
Somewhat familiar	26%
Not very familiar	26%
Have heard of it, but that's about it	11%
Never heard of it	22%
Very/Somewhat familiar (Net)	*40%*

j. Offer ranked-choice voting, where you vote for candidates by order of preference instead of picking one

	Total
Very familiar	10%
Somewhat familiar	20%
Not very familiar	24%
Have heard of it, but that's about it	12%
Never heard of it	34%
Very/Somewhat familiar (Net)	*30%*

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3. **[Asked if at least heard of each proposal in Q2]** Now please indicate your level of support for the following.

Total Support Summary

	Total
Limit of number of terms for members of the U.S. House of Representatives and U.S. Senate	(N=1,063) 88%
Restore the Voting Rights Act	(N=954) 86%
End untraceable or anonymous political donations from Super PACs	(N=896) 84%
End gerrymandering	(N=875) 81%
End the Senate filibuster	(N=958) 71%
Set automatic voter registration	(N=882) 68%
Elect the president by popular vote rather than the Electoral College	(N=1,092) 67%
Increase the number of major political parties in the U.S.	(N=909) 67%
Enact "Final Five" voting, where the top five candidates, regardless of party, advance from a primary to the general election	(N=719) 62%
Offer ranked-choice voting, where you vote for candidates by order of preference instead of picking one	(N=753) 58%

a. Elect the president by popular vote rather than the Electoral College

	Total (N=1,092)
Strongly support	38%
Somewhat support	30%
Somewhat oppose	15%
Strongly oppose	18%
Support (Net)	*67%*
Oppose (Net)	*33%*

b. Limit of number of terms for members of the U.S. House of Representatives and U.S. Senate

	Total (N=1,063)
Strongly support	50%
Somewhat support	37%
Somewhat oppose	10%
Strongly oppose	2%
Support (Net)	*88%*
Oppose (Net)	*12%*

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c. Enact "Final Five" voting, where the top five candidates, regardless of party, advance from a primary to the general election

	Total (N=719)
Strongly support	14%
Somewhat support	47%
Somewhat oppose	29%
Strongly oppose	9%
Support (Net)	*62%*
Oppose (Net)	*38%*

d. Restore the Voting Rights Act

	Total (N=954)
Strongly support	36%
Somewhat support	51%
Somewhat oppose	11%
Strongly oppose	3%
Support (Net)	*86%*
Oppose (Net)	*14%*

e. End gerrymandering

	Total (N=875)
Strongly support	40%
Somewhat support	40%
Somewhat oppose	17%
Strongly oppose	3%
Support (Net)	*81%*
Oppose (Net)	*19%*

f. End the Senate filibuster

	Total (N=958)
Strongly support	24%
Somewhat support	47%
Somewhat oppose	21%
Strongly oppose	8%
Support (Net)	*71%*
Oppose (Net)	*29%*

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g. End untraceable or anonymous political donations from Super PACs

	Total (N=896)
Strongly support	51%
Somewhat support	33%
Somewhat oppose	12%
Strongly oppose	3%
Support (Net)	*84%*
Oppose (Net)	*16%*

h. Increase the number of major political parties in the U.S.

	Total (N=909)
Strongly support	22%
Somewhat support	45%
Somewhat oppose	25%
Strongly oppose	7%
Support (Net)	*67%*
Oppose (Net)	*33%*

i. Set automatic voter registration

	Total (N=882)
Strongly support	26%
Somewhat support	42%
Somewhat oppose	22%
Strongly oppose	10%
Support (Net)	*68%*
Oppose (Net)	*32%*

j. Offer ranked-choice voting, where you vote for candidates by order of preference instead of picking one

	Total (N=753)
Strongly support	17%
Somewhat support	41%
Somewhat oppose	29%
Strongly oppose	13%
Support (Net)	*58%*
Oppose (Net)	*42%*

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4. From the following list, please rank the top three rights, in order of importance to your life.

1/2 Rank Summary

	Total
To equal treatment and protection under the law	40%
To vote	32%
To privacy	28%
To practice a religion	25%
To be innocent until proven guilty	24%
To own a weapon for protection	17%
To express my opinion verbally and through the press	12%
To have a legal warrant for to search or take a person or their property	9%
To a speedy and public trial by an impartial jury	6%
To gather or protest	5%
Other	1%

a. To express my opinion verbally and through the press

	Total
Rank 1	6%
Rank 2	7%
Rank 3	8%
Not selected	79%
Top 2 (Net)	*12%*

b. To own a weapon for protection

	Total
Rank 1	8%
Rank 2	9%
Rank 3	9%
Not selected	73%
Top 2 (Net)	*17%*

c. To vote

	Total
Rank 1	15%
Rank 2	17%
Rank 3	15%
Not selected	53%
Top 2 (Net)	*32%*

d. To gather or protest

	Total
Rank 1	2%
Rank 2	3%
Rank 3	5%
Not selected	91%
Top 2 (Net)	*5%*

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e. To practice a religion

	Total
Rank 1	18%
Rank 2	7%
Rank 3	7%
Not selected	68%
Top 2 (Net)	*25%*

f. To have a legal warrant for to search or take a person or their property

	Total
Rank 1	2%
Rank 2	7%
Rank 3	7%
Not selected	84%
Top 2 (Net)	*9%*

g. To be innocent until proven guilty

	Total
Rank 1	11%
Rank 2	14%
Rank 3	15%
Not selected	61%
Top 2 (Net)	*24%*

h. To a speedy and public trial by an impartial jury

	Total
Rank 1	2%
Rank 2	4%
Rank 3	4%
Not selected	90%
Top 2 (Net)	*6%*

i. To privacy

	Total
Rank 1	14%
Rank 2	14%
Rank 3	15%
Not selected	58%
Top 2 (Net)	*28%*

j. To equal treatment and protection under the law

	Total
Rank 1	22%
Rank 2	18%
Rank 3	14%
Not selected	46%
Top 2 (Net)	*40%*

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k. Other

	Total
Rank 1	*
Rank 2	*
Rank 3	*
Not selected	99%
Top 2 (Net)	*1%*

5. How would you describe the state of unity in the U.S. today?

	Total
Very unified	4%
Somewhat unified	8%
Somewhat divided	30%
Very divided	57%
Unified (Net)	*12%*
Divided (Net)	*88%*

6. How would you describe the current state of our democracy?

	Total
Very strong	5%
Somewhat strong	20%
Somewhat weak	53%
Very weak	22%
Strong (Net)	*25%*
Weak (Net)	*75%*

7. In general, how many of the people in elected office today are like you?

	Total
A lot	5%
Some	27%
Only a few	47%
None	21%
A lot/Some (Net)	*32%*
Only a few/None (Net)	*68%*

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8. From the following list, please rank the top three of the seven principles of the Constitution in order of importance to your life.

1/2 Rank Summary

	Total
Individual rights (personal freedoms like speech and religion are guaranteed by the Bill of Rights)	64%
Limited government (everyone must obey the U.S. Constitution)	30%
Checks and balances (different branches can limit or check the other branches)	29%
Republicanism (citizens have the right to elect their representatives)	24%
Popular sovereignty (rule by the people)	23%
Separation of powers (divide legal power across different branches)	20%
Federalism (power shared between the federal and state governments)	7%

a. Popular sovereignty (rule by the people)

	Total
Rank 1	10%
Rank 2	14%
Rank 3	11%
Not selected	65%
Top 2 (Net)	*23%*

b. Republicanism (citizens have the right to elect their representatives)

	Total
Rank 1	8%
Rank 2	16%
Rank 3	16%
Not selected	60%
Top 2 (Net)	*24%*

c. Federalism (power shared between the federal and state governments)

	Total
Rank 1	3%
Rank 2	4%
Rank 3	11%
Not selected	82%
Top 2 (Net)	*7%*

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d. Separation of powers (divide legal power across different branches)

	Total
Rank 1	6%
Rank 2	14%
Rank 3	14%
Not selected	65%
Top 2 (Net)	*20%*

e. Checks and balances (different branches can limit or check the other branches)

	Total
Rank 1	11%
Rank 2	19%
Rank 3	21%
Not selected	50%
Top 2 (Net)	*29%*

f. Limited government (everyone must obey the U.S. Constitution)

	Total
Rank 1	16%
Rank 2	14%
Rank 3	14%
Not selected	56%
Top 2 (Net)	*30%*

g. Individual rights (personal freedoms like speech and religion are guaranteed by the Bill of Rights)

	Total
Rank 1	46%
Rank 2	18%
Rank 3	11%
Not selected	24%
Top 2 (Net)	*64%*

9. For each of the various types of political systems below, please indicate how you feel about each as a way of governing this country.

Total Good Way of Governing the Country Summary

	Total
Having a democracy, where politicians are elected	90%
Having experts, not government, make decisions according to what they think is best for the country* (*Corrected in topline from "county" to "country.")	56%
Having a strong leader who does not have to work with Congress and elections	30%
Having a religious leader rule	26%
Having the army rule	19%

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a. Having a democracy, where politicians are elected

	Total
Very good way of governing the country	55%
Somewhat good way of governing the country	35%
Somewhat bad way of governing the country	8%
Very bad way of governing the country	2%
Good way of governing the country (Net)	*90%*
Bad way of governing the country (Net)	*10%*

b. Having experts, not government, make decisions according to what they think is best for the country* (*Corrected in topline from "county" to "country.")

	Total
Very good way of governing the country	12%
Somewhat good way of governing the country	43%
Somewhat bad way of governing the country	29%
Very bad way of governing the country	15%
Good way of governing the country (Net)	*56%*
Bad way of governing the country (Net)	*44%*

c. Having a strong leader who does not have to work with Congress and elections

	Total
Very good way of governing the country	9%
Somewhat good way of governing the country	21%
Somewhat bad way of governing the country	33%
Very bad way of governing the country	37%
Good way of governing the country (Net)	*30%*
Bad way of governing the country (Net)	*70%*

d. Having the army rule

	Total
Very good way of governing the country	4%
Somewhat good way of governing the country	15%
Somewhat bad way of governing the country	26%
Very bad way of governing the country	55%
Good way of governing the country (Net)	*19%*
Bad way of governing the country (Net)	*81%*

e. Having a religious leader rule

	Total
Very good way of governing the country	7%
Somewhat good way of governing the country	20%
Somewhat bad way of governing the country	29%
Very bad way of governing the country	44%
Good way of governing the country (Net)	*26%*
Bad way of governing the country (Net)	*74%*

10. Do you feel that government institutions (such as the Department of Homeland Security, the U.S. Postal Service and the Centers for Disease Control) are more or less politically biased than they were 10 years ago?

	Total
Much more biased	34%
Somewhat biased	31%
About the same	28%
Somewhat less biased	5%
Much less biased	1%
More biased (Net)	*65%*
Less biased (Net)	*7%*

11. To what extent do you support or oppose the following efforts <u>by companies or brands</u>?

Total Support Summary

	Total
Giving paid time off to vote or volunteer at the polls	82%
Encouraging engagement in the political process with a nonpartisan company message	65%
Lobby or donate to elected officials or candidates about causes or issues related to their businesses	39%
Lobby or donate to elected officials or candidates about causes or issues that are not directly related to their business	38%
Provide financial support to candidates or parties	37%

a. Encouraging engagement in the political process with a nonpartisan company message

	Total
Strongly support	16%
Somewhat support	49%
Somewhat oppose	25%
Strongly oppose	10%
Support (Net)	*65%*
Oppose (Net)	*35%*

b. Giving paid time off to vote or volunteer at the polls

	Total
Strongly support	45%
Somewhat support	37%
Somewhat oppose	11%
Strongly oppose	7%
Support (Net)	*82%*
Oppose (Net)	*18%*

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c. Provide financial support to candidates or parties

	Total
Strongly support	7%
Somewhat support	30%
Somewhat oppose	39%
Strongly oppose	25%
Support (Net)	*37%*
Oppose (Net)	*63%*

d. Lobby or donate to elected officials or candidates about causes or issues related to their businesses

	Total
Strongly support	7%
Somewhat support	32%
Somewhat oppose	34%
Strongly oppose	27%
Support (Net)	*39%*
Oppose (Net)	*61%*

e. Lobby or donate to elected officials or candidates about causes or issues that are not directly related to their business

	Total
Strongly support	8%
Somewhat support	31%
Somewhat oppose	38%
Strongly oppose	24%
Support (Net)	*38%*
Oppose (Net)	*62%*

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About the Study

These are some of the findings of an Ipsos poll conducted between December 1-2, 2020. For this survey, a sample of 1,159 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' 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 a 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 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability 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 3.3 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=1,159, DEFF=1.5, adjusted Confidence Interval=+/- 4.8 percentage points).

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About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. 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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GAME CHANGERS

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