



Most Americans Believe Election Laws are Necessary for Fair Elections

Ipsos Poll on Behalf of the Center for Public Integrity

Washington DC, December 11, 2017 — Only half of Americans believe our elections are fair and open (50%), with an overwhelming majority in favor of federal election laws. Three quarters (76%) think interest groups should follow the same campaign or election laws as political candidates, with 79% believing federal election laws are necessary to ensure fair elections. Support for payment disclosure for political TV and online ads is also high, with 85% believing political TV ads should be required to say who paid for the ad and 84% believing the same about political ads online. Despite these strong views, just 29% of Americans are familiar with the Federal Election Commission, the independent regulatory agency that enforces campaign finance law in federal elections.

1. How familiar are you, if at all, with the Federal Election Commission (FEC)?

	Total	Democrat	Republican	Independent
Very familiar	8%	10%	9%	7%
Somewhat familiar	21%	22%	25%	21%
Heard the name	31%	34%	28%	34%
Never heard of	30%	27%	29%	26%
Don't know	10%	8%	9%	12%

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b. Political TV ads should be required to say who paid for the ad

	Total	Democrat	Republican	Independent
Strongly agree	57%	62%	55%	69%
Somewhat agree	28%	25%	32%	23%
Somewhat disagree	6%	6%	8%	3%
Strongly disagree	3%	4%	2%	3%
Don't know	5%	3%	2%	3%
<i>Agree (Net)</i>	<i>85%</i>	<i>87%</i>	<i>87%</i>	<i>92%</i>
<i>Disagree (Net)</i>	<i>10%</i>	<i>10%</i>	<i>11%</i>	<i>5%</i>

c. Political ads online should be required to say who paid for the ad

	Total	Democrat	Republican	Independent
Strongly agree	57%	63%	52%	69%
Somewhat agree	27%	23%	35%	22%
Somewhat disagree	7%	7%	7%	2%
Strongly disagree	3%	3%	2%	2%
Don't know	7%	3%	3%	5%
<i>Agree (Net)</i>	<i>84%</i>	<i>86%</i>	<i>88%</i>	<i>91%</i>
<i>Disagree (Net)</i>	<i>9%</i>	<i>10%</i>	<i>9%</i>	<i>4%</i>

d. Federal election laws are necessary to ensure fair elections

	Total	Democrat	Republican	Independent
Strongly agree	51%	60%	49%	53%
Somewhat agree	28%	25%	34%	27%
Somewhat disagree	8%	6%	9%	5%
Strongly disagree	4%	3%	2%	7%
Don't know	10%	6%	6%	8%
<i>Agree (Net)</i>	<i>79%</i>	<i>85%</i>	<i>83%</i>	<i>80%</i>
<i>Disagree (Net)</i>	<i>11%</i>	<i>9%</i>	<i>11%</i>	<i>11%</i>

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e. American elections are fair and open

	Total	Democrat	Republican	Independent
Strongly agree	16%	15%	23%	10%
Somewhat agree	34%	32%	41%	37%
Somewhat disagree	28%	33%	23%	27%
Strongly disagree	15%	19%	7%	20%
Don't know	7%	2%	6%	7%
<i>Agree (Net)</i>	<i>50%</i>	<i>46%</i>	<i>64%</i>	<i>47%</i>
<i>Disagree (Net)</i>	<i>44%</i>	<i>52%</i>	<i>30%</i>	<i>46%</i>

4. With which political party do you most identify?

	Total	Democrat	Republican	Independent
Strong Democrat	13%	36%	-	-
Moderate Democrat	17%	46%	-	-
Lean Democrat	6%	18%	-	-
Lean Republican	7%	-	25%	-
Moderate Republican	12%	-	41%	-
Strong Republican	10%	-	33%	-
Independent	21%	-	-	100%
Other	3%	-	-	-
Don't know/Refuse	11%	-	-	-

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About the Study

These are findings from an Ipsos poll conducted December 7-11, 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 344 Democrats, 302 Republicans, and 228 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 6.0 percentage points for Democrats, plus or minus 6.4 percentage points for Republicans, and plus or minus 7.4 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.

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About Ipsos Public Affairs

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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 fourth 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 €1,782.7 million in 2016.

GAME CHANGERS

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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 Euronext Paris.
The company is part of the CAC Mid & Small index
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