

**MEMORANDUM**

**To: Interested parties**  
**From: End Citizens United**  
**Date: February 1, 2016**  
**Re: National Survey**

The following is a summary of findings from a nationwide telephone survey conducted jointly by ALG Research, GBA Strategies and NPA from January 20-26, 2016 among 1,000 likely voters. The survey was conducted using live interviewers with completed calls obtained from both landline telephones and cell phones. The sampling error for this survey is plus or minus 3.1 percentage points.

**The issue of money in politics directly impacts issues that voters care about.** Nationwide, 71% of voters said the amount of money that corporations and the wealthy spend on political campaigns impacts issues that affect their family. Just 23% said this money had no impact. Among Independents, 76% said that this money impacts issues that affect their family.

**Once voters are informed about the *Citizens United* ruling, opinions are decidedly unfavorable.** Respondents were read a brief description of the *Citizens United* decision and then asked whether they had a favorable or unfavorable opinion. Reactions were overwhelming negative, with just 20% of voters stating they had a favorable opinion while 75% responded that they had an unfavorable opinion of the decision, including 48% who had a strongly unfavorable opinion.

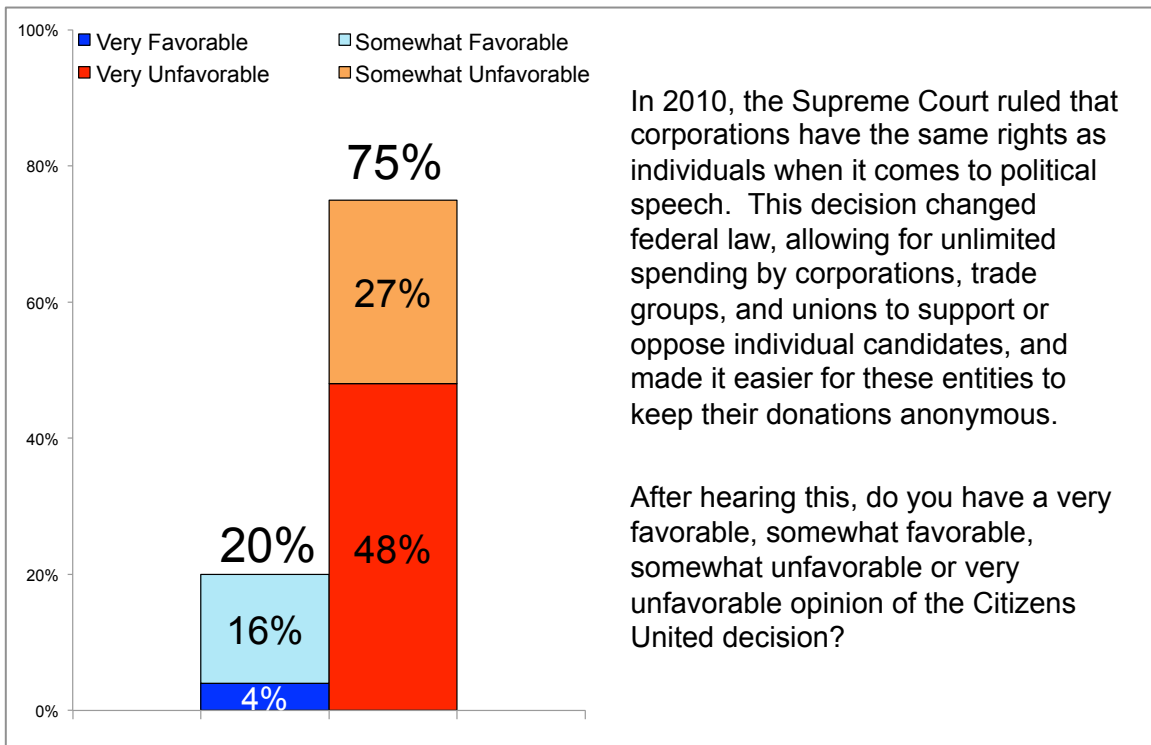


Figure 1: Informed Favorable Rating of *Citizens United*

Unfavorable opinions of *Citizens United* run strong among all voters. Among Republican voters, 64% voiced an unfavorable opinion, among Independents 80% said they had an unfavorable opinion and among Democrats 79% said they had an unfavorable opinion of the *Citizens United* decision.

**Where a candidate stands on *Citizens United* matters to voters.** Respondents were asked whether they would prefer a Democrat who opposes the *Citizens United* decision or a Republican who supports the *Citizens United* decision. As shown below, the question included each candidate’s rationale for his or her position.

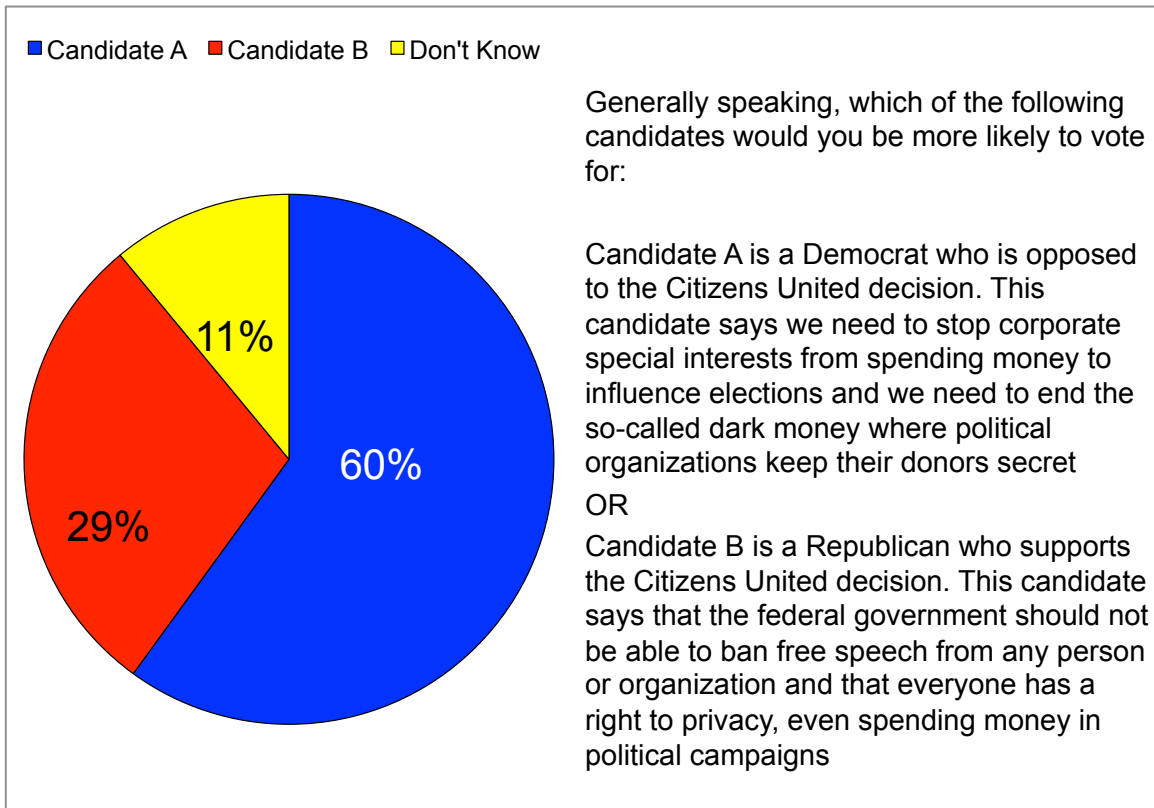


Figure 2: Democratic candidate who opposes Citizens United vs. Republican candidate who supports Citizens United

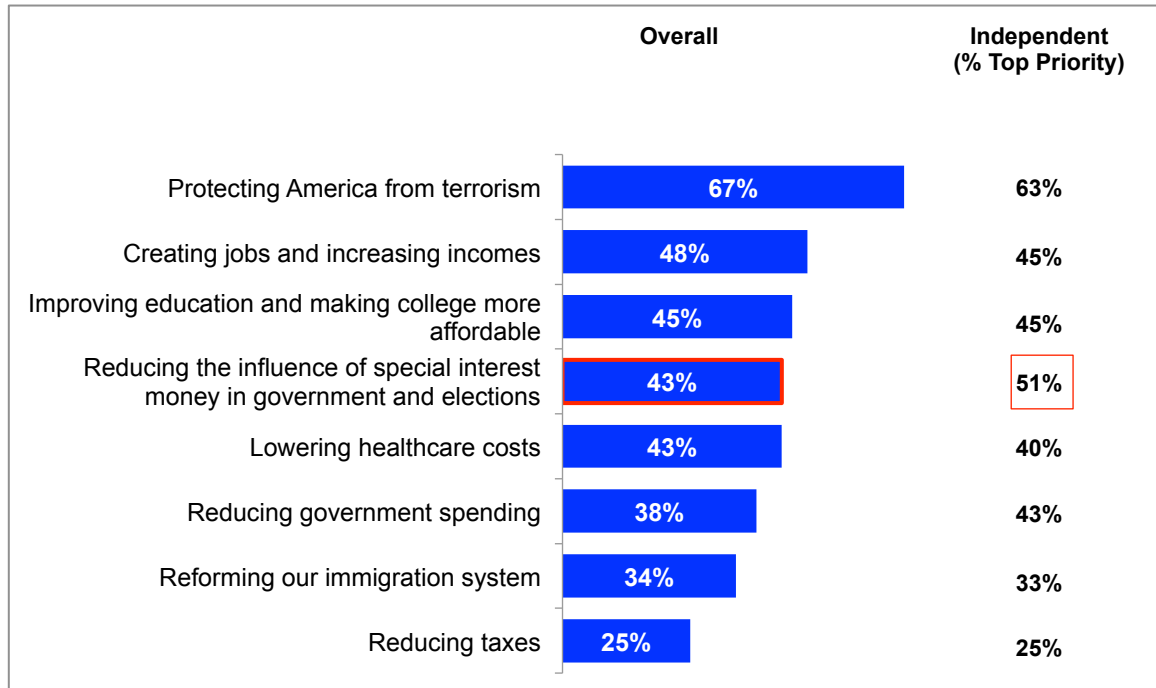
Overall, voters prefer the Democratic candidate by a two-to-one margin. Among the critical swing constituency of Independent voters, the margin is three-to-one, with 66% of Independents favoring the Democratic candidate who opposes *Citizens United* and just 22% favoring the Republican who supports it.

**Overwhelming majorities of voters support a variety of measures to limit the amount of special interest money in politics.**

- 74% said they favored “passing a constitutional amendment that would limit the amount of money that corporations and other special interests can spend on political campaigns.”
- 82% said they favored “requiring that anyone who contributes money to influence the outcome of an election be publicly listed so people will know who is really behind political advertising.”

**Voters attach considerable importance to reducing the influence of special interest money in American politics.** Respondents were asked to rate the importance of a variety of different issues using a 0 to 10 scale. Reducing the influence of special interest money ranked as high in importance as lowering health care costs and only slightly below creating jobs and improving education. Reducing the influence of special interest money scored higher in importance than reducing government spending, reforming immigration and reducing taxes.

*Now I'm going to read you a list of issues facing the country and I'd like you to tell me how important a priority you think each one should be using a scale that runs from 0 to 10.*



*Figure 3: Percentage of Respondents Rating Each Issue "10" on a 0 to 10 Scale of Importance*

The importance attached to reducing the influence of special interest money crosses partisan lines. **In fact, among Independent voters, reducing the influence of special interest money in American politics was the second highest rated issue, surpassed only by protecting the country from terrorism.**