



# IPSOS POLL DATA

Prepared by Ipsos Public Affairs

## IPSOS PUBLIC AFFAIRS: Center for Public Integrity 12-7-2016

*These are findings from an Ipsos poll conducted December 5-6, 2016. For the survey, a sample of 1,008 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'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 "Amparo 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 2015 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, region, race/ethnicity and income.*

*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, 5.8 for democrats, 6.4 for republicans, and plus or minus 7.6 for independents (see link below for more info on Ipsos online polling "Credibility Intervals"). 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=1,008, DEFF=1.5, adjusted Confidence Interval=5.0).*

*For more information about Ipsos online polling methodology, please go here <http://goo.gl/yJBkuf>*

		All Americans	Democrat	Republican	Independent
Q1. Do you consider yourself a Democrat, a Republican an Independent or none of these?	Strong Democrat	17%	46%	-	-
	Moderate Democrat	20%	54%	-	-
	Moderate Republican	16%	-	54%	-
	Strong Republican	14%	-	46%	-
	Independent	22%	-	-	100%
	None of these	7%	-	-	-
	Don't know/Refused	3%	-	-	-

		All Americans	Democrat	Republican	Independent
Q2_1. True or False? Current law limits the amount of money a <b>candidate</b> can receive from a single individual.	True	57%	62%	57%	54%
	False	20%	18%	21%	26%
	Don't know	23%	20%	21%	19%



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Q2_2. True or False? Current federal law limits the amount of money a <b>political party or committee</b> can receive from a single individual.		All Americans	Democrat	Republican	Independent
	True	51%	55%	52%	51%
	False	22%	21%	23%	26%
	Don't know	26%	24%	25%	23%
Q2_3. True or False? Current federal law limits the amount of money an <b>independent political organization</b> (known as Super PACs) can receive from a single individual.		All Americans	Democrat	Republican	Independent
	True	38%	42%	39%	36%
	False	28%	27%	29%	31%
	Don't know	34%	30%	32%	33%
Q3_1. Should federal laws limit or not limit the amount of funding the following can receive from a single individual? <b>Political candidates</b>		All Americans	Democrat	Republican	Independent
	Strict Limits	44%	46%	42%	49%
	Moderate Limits	33%	35%	36%	24%
	No Limits	11%	6%	14%	15%
	Don't know	13%	13%	8%	11%
Q3_2. Should federal laws limit or not limit the amount of funding the following can receive from a single individual? <b>Political parties or committees</b>		All Americans	Democrat	Republican	Independent
	Strict Limits	41%	45%	39%	43%
	Moderate Limits	33%	33%	40%	29%
	No Limits	12%	10%	12%	18%
	Don't know	14%	12%	9%	11%
Q3_3. Should federal laws limit or not limit the amount of funding the following can receive from a single individual? <b>Independent political organizations (known as Super PACs)</b>		All Americans	Democrat	Republican	Independent
	Strict Limits	41%	44%	42%	45%
	Moderate Limits	30%	32%	31%	27%
	No Limits	12%	9%	13%	15%
	Don't know	17%	15%	15%	12%



IPSOS POLL DATA  
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		All Americans	Democrat	Republican	Independent
Q4_1. Do you agree or disagree with the following statement: <b>If there were no limits on how much money a candidate could receive, there would be no reason to give to Super PACS.</b>	Strongly agree	21%	22%	23%	19%
	Somewhat agree	43%	43%	47%	38%
	Somewhat disagree	26%	23%	26%	34%
	Strongly disagree	9%	12%	5%	8%

		All Americans	Democrat	Republican	Independent
Q4_2. Do you agree or disagree with the following statement: <b>Political donations have little impact on the positions of political candidates.</b>	Strongly agree	10%	13%	8%	7%
	Somewhat agree	18%	18%	18%	14%
	Somewhat disagree	35%	32%	40%	37%
	Strongly disagree	36%	36%	33%	42%

		All Americans	Democrat	Republican	Independent
Q4_3. Do you agree or disagree with the following statement: <b>Wealthy people will figure out new ways to influence politics if campaign finance laws are changed.</b>	Strongly agree	47%	50%	42%	51%
	Somewhat agree	42%	40%	48%	37%
	Somewhat disagree	7%	5%	7%	7%
	Strongly disagree	4%	4%	2%	5%

**INFO: As you may know, current federal law limits the amount of money candidates or parties can raise, but places no such limits on independent organizations (Super PACs).**

		All Americans	Democrat	Republican	Independent
Q5. Which of the following is closer to your opinion?	There should be <u>no limits</u> on <b>candidate</b> or <b>political party</b> fundraising but <u>limits</u> on <b>independent organizations</b> .	40%	42%	42%	36%
	There should be <u>limits</u> on <b>candidate</b> and <b>party</b> fundraising but <u>no limits</u> on <b>independent organizations</b> .	60%	58%	58%	64%



### How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that  $Y$  has a binomial distribution conditioned on the parameter  $\theta$ , i.e.,  $Y|\theta \sim \text{Bin}(n, \theta)$ , where  $n$  is the size of our sample. In this setting,  $Y$  counts the number of “yes”, or “1”, observed in the sample, so that the sample mean ( $\bar{y}$ ) is a natural estimate of the true population proportion  $\theta$ . This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian<sup>1</sup> statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for  $\theta$  adjusted after observing the sample data. In reality, the posterior distribution is one’s knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution ( $\pi(\theta/y) \sim \beta(y+a, n-y+b)$ ), but with updated hyper-parameters.

Our credibility interval for  $\theta$  is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for  $\theta$  given our updated knowledge base. There are different ways to calculate these intervals based on  $\pi(\theta/y)$ . Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that  $a=1$  and  $b=1$  and  $y=n/2$ . Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \pm \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect  $1+L=1.3$  to account for complex weighting<sup>2</sup>

Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2



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