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To: Interested Parties

From: Lake Research Partners and Public Campaign Action Fund

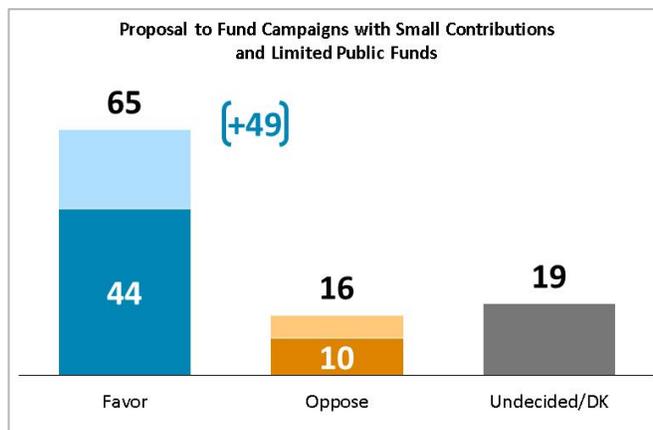
Re: Supermajority support for placing elections in hands of the people

Date: January 8, 2013

A recent nationwide survey of likely voters¹ shows that Americans are increasingly fed up with the influence of big money in politics, and a majority across party lines would support proposed legislation to fund congressional campaigns with small contributions and limited public funds.

Big Money Backlash

After hearing a basic description², two-thirds of likely 2014 voters support a proposal to fund campaigns with small contributions and limited public funds (65% total support, 44% strong support) with only 16% opposed and 19% undecided. Support is high across party lines (77% support among Democrats, 62% among Independents, 55% among Republicans) and regionally (66% in the Northeast, 63% in the Midwest, 61% in the South, 72% in the West). Indeed, support for the proposal surpasses the majority threshold among every demographic and political group.

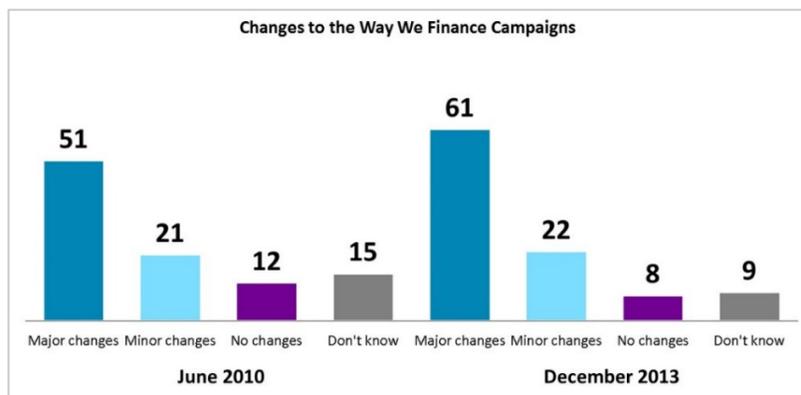


¹ Lake Research Partners designed and administered a telephone survey of 804 likely 2014 voters nationwide. The survey fielded December 14-17, 2013. The margin of error is +/- 3.4% (+/- 4.8 for message questions).

² Text of Proposal: "Under this plan, candidates for Congress could run for office without needing to raise large campaign contributions. Instead, they would collect a large number of small contributions from individuals in their home state, and these contributions would be matched on a six-to-one basis by a public fund. Contributors would get a refundable tax credit of twenty-five dollars. Each candidate's public funding would be capped at a certain amount, and there would be strict enforcement of campaign finance laws including disclosure of all donations. [The money for the public fund would be raised by closing tax loopholes for big corporations.]" * The bracketed sentence was included in the description for half of the sample. This memo shows combined results for both descriptions.

In today's contentious political climate, the one group less popular than members of Congress themselves (23% favorable vs. 67% unfavorable) are the "Big Money Campaign Donors" that help them win elections (12% favorable vs. 72% unfavorable – 51% "very" unfavorable).

Given the level of animosity toward big money political insiders, it is not surprising that most voters (61%) believe we need to make "major changes" to the way campaigns are financed in this country. This marks a significant increase compared to just three years ago, when 51% expressed that view.³



Of, By, and For the People

Strong messaging for this proposal – centered on themes of accountability, fairness, and tilting the balance of power away from wealthy special interest donors and toward ordinary Americans – beats a strong opposition message by substantial margins.

Strongest Messages

Of, By, and For the People

We need a government of, by, and for the people – not government bought and paid for by wealthy donors. If they want to invest in our government, let them pay their fair share of taxes, rather than paying for politicians who will write them special tax breaks. This proposal puts our government back in the hands of ordinary Americans.

53% very convincing, 80% total convincing

Warped Priorities

From creating jobs to the budget, big money in politics warps Congress' priorities and erodes trust in democracy. Special interests throw their money at campaigns and hire lobbyists to bend policy in their direction. We must break the dependence on big money special interests so that Congress is focused on the people's priorities.

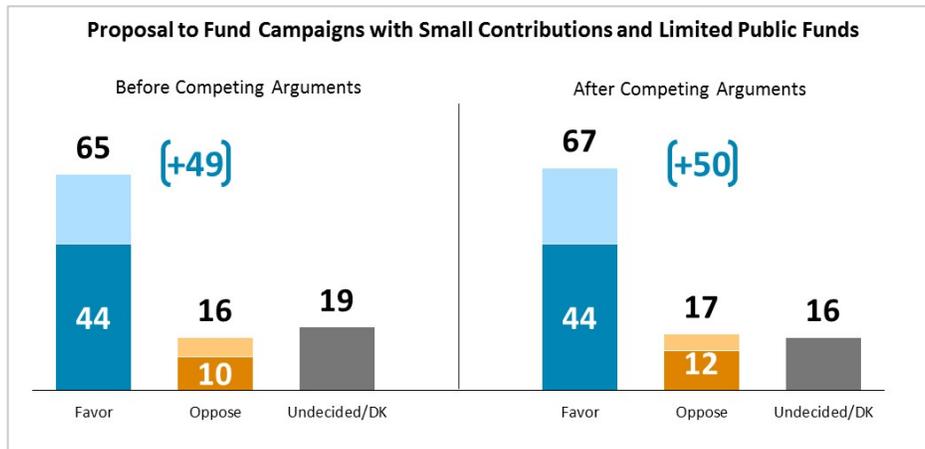
49% very convincing, 78% total convincing

The phrase "Of, By, and For the People" proves to be a compelling tagline and is among the strongest names for the proposed legislation, with an average favorability rating of 80 (on a scale from 0-100). "Holding Congress Accountable" also gains high marks, with an average favorability score of 78.

³ Based on findings from a Lake Research Partners survey from June 26-30, 2010. The survey, using a random digit dial (RDD) sample, reached a total of 1,500 likely voters nationwide. The margin of error was +/- 2.5%.

Robust Support for Policy

Support for the proposed legislation remains steady after hearing a series of arguments on both sides of the issue, with 67% in favor, 17% opposed and 16% undecided.



In fact, many voters would use the issue as a litmus test to reward or punish their representative in Congress. By a margin of 39% to 12%, voters say they would be *more likely* to vote for their representative in Congress if he or she supported the proposal, and by 31% to 17%, they would be *less likely* to vote for their representative if he or she opposed it.

For more information about this research, please contact Celinda Lake by e-mail (clake@lakeresearch.com) or by phone (202-776-9066).