

*1,037 likely voters nationally were interviewed plus 600 statewide in Colorado and Illinois. Research was conducted by SurveyUSA of Clifton, NJ, an independent research firm and the nation's most prolific election pollster.*

## New Poll: More Than 80% Of Voters Believe They Have A Right To Know Donors Behind Election Ads

**\*\*\*Majority of All Voters, Independents Less Likely to Vote for Candidates They Know Are Backed by Anonymous Corporate and Wealthy Donors \*\*\***

**\*\*\*Majority of Voters Believe Candidates Supported by Anonymous Ads Are Less Likely to Improve Economic Conditions\*\*\***

Polls run in two battleground Senate races—Illinois and Colorado—as well as nationwide demonstrate a real, tangible and negative impact of the explosion of anonymous and corporate ads in the upcoming election. A majority of voters think they **have a right to know who's paying for the explosion of anonymous election ads and are more likely to support candidates who support that right to know.** The poll was conducted by SurveyUSA on October 13, 2010. Over 1,000 likely voters were interviewed nationally and 600 each from Illinois and Colorado.

The poll shows clearly that **voters do not believe the anonymous groups running these ads have Americans' best interests in mind.** A majority of voters also believe that a candidate supported by these ads is **less likely to improve economic conditions.**

Finally, the research clearly demonstrates that a **majority of independent voters are less likely to support a candidate backed by ads from anonymous corporations and wealthy donors.**

Below are top lines from the national survey:

- An overwhelming 84% of voters polled, including 80% of Republicans and 81% of Independents, **believe voters have a right to know who is paying for ads for a particular candidate.**
- Fifty-six percent of voters overall (including 53% of Independents) are **less likely to vote for a candidate if they know the ads supporting that candidate are paid for by anonymous corporations and wealthy donors.**
- Forty-seven percent of all voters are **more likely to support a candidate who insists that voters have a right to know** who is paying for ads, with only 9% of total voters saying they are less likely to support a candidate who holds that position.
- Almost two out of three voters (63%) **do not believe that the anonymous groups running ads hold the voters' best interest in mind.** This belief is held by 65% of Independent and 70% of Democratic voters.
- A straight majority of total voters (53%) are less likely to trust a **candidate to improve economic conditions if that candidate is supported by anonymous groups.**

Appendix 1: Link to full national survey:

<http://www.voterrollcall.com/client/PollReport.aspx?g=2efac5ef-7622-4304-b5a5-96486359e90f&c=81>

Appendix 2: Link to full Colorado survey:

<http://www.voterrollcall.com/client/PollReport.aspx?g=e0d18dc0-4674-4c4f-be9c-0b0de3fc0e16&c=81>

Appendix 3: Link to full Illinois survey:

<http://www.voterrollcall.com/client/PollReport.aspx?g=aca31dd4-0ba6-4f54-98f2-93d61781fe75&c=81>