

# BANNON COMMUNICATIONS RESEARCH

RESEARCH, MESSAGE AND MEDIA FOR PROGRESSIVE ISSUE GROUPS



**TO: CORPORATE REFORM COALITION**  
**FROM: BRAD BANNON, BANNON COMMUNICATIONS RESEARCH**  
**RE: EXECUTIVE SUMMARY FOR NATIONAL SURVEY ON CORPORATE REORM**  
**DATE: OCTOBER 18, 2012**

## **SUPPORT FOR REFORM OF CORPORATE POLITICAL SPENDING PRACTICES**

With a couple of exceptions, anywhere from 70% to 80% of all Americans support corporate reform proposals and statements. Since 40% to 50% of all adult Americans strongly support the reforms, people are adamant about the need for reforms geared to limit the political financial muscle of corporate Americas. The level of intensity is especially prominent in upper middle class households. Voters living in households with a total income between \$75,000 and \$100,000 a year are more likely to strongly support reform than anyone else.

	<b>TOTAL</b>	<b>TOTAL</b>	<b>NO</b>	<b>STRONG</b>	<b>STRONG</b>
	<b>FAVOR</b>	<b>OPPOSE</b>	<b>OPINION</b>	<b>FAVOR</b>	<b>OPPOSE</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Ban corporate political spending	52	39	9	25	14
Prior shareholder approval	71	23	6	40	8

	<b>TOTAL</b>	<b>TOTAL</b>	<b>NO</b>	<b>STRONG</b>	<b>STRONG</b>
	<b>FAVOR</b>	<b>OPPOSE</b>	<b>OPINION</b>	<b>FAVOR</b>	<b>OPPOSE</b>
ID for corporate political ads	73	21	6	45	8
Public disclosure of spending	76	18	6	45	7
Public funding w/a ban on big contributions	74	18	8	38	8

There is something that Americans of all political persuasions can agree on. It's reform of the system that allows corporations to spend unlimited amounts of money without immediate disclosure and without shareholder approval. Generally there is bipartisan support for reform of the system of corporate campaign spending. There are just as many Republicans as Democrats who support reform. Support also cuts across ideological lines with conservatives almost as supportive as liberals of many of the reforms.

#### **PRIOR SHAREHOLDER APPROVAL**

	<b>TOTAL</b>	<b>TOTAL</b>	<b>NO</b>	<b>STRONG</b>	<b>STRONG</b>
	<b>FAVOR</b>	<b>OPPOSE</b>	<b>OPINION</b>	<b>FAVOR</b>	<b>OPPOSE</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Democrats	73	22	5	41	6
Independents	73	23	4	41	8
Republicans	71	24	5	39	11

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	<b>TOTAL</b>	<b>TOTAL</b>	<b>NO</b>	<b>STRONG</b>	<b>STRONG</b>
	<b>FAVOR</b>	<b>OPPOSE</b>	<b>OPINION</b>	<b>FAVOR</b>	<b>OPPOSE</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Liberals	77	18	5	41	6
Moderates	74	22	4	41	6
Conservatives	66	27	7	37	12

**ARGUMENTS FOR REFORM IN CORPORATE POLITICAL SPENDING PRACTICES**

Concern about the morality of corporate political spending is responsible for the hostility towards the status quo. At the top end, nine of every ten (89%) adult Americans believe there’s way too much corporate money in politics. There’s not much downside to the negative attitudes about corporate spending, either. Two out of every three (66%) people accept the very strong statement that money is the root of all money in politics. Half of the adult population actually strongly agrees with the criticism about the amount of corporate money in politics.

	<b>TOTAL</b>	<b>TOTAL</b>	<b>NO</b>	<b>STRONG</b>	<b>STRONG</b>
	<b>AGREE</b>	<b>DISAGREE</b>	<b>OPINION</b>	<b>AGREE</b>	<b>DISAGREE</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Too much corporate money in politics.	89	10	1	52	2
Money is the root of all evil in politics.	66	29	4	35	4

	<b>TOTAL</b>	<b>TOTAL</b>	<b>NO</b>	<b>STRONG</b>	<b>STRONG</b>
	<b>AGREE</b>	<b>DISAGREE</b>	<b>OPINION</b>	<b>AGREE</b>	<b>DISAGREE</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Corporate Money drowns out the voices of ordinary people	84	14	2	48	3
Corporate spending blocks consumer protection laws	75	20	5	34	5
Corporate spending has made Congress even more corrupt	84	12	4	46	3
CEOs have too much political power	84	13	3	42	3
Secret money is bad for democracy	81	13	6	42	2

## **METHDOLOGY**

Bannon Communications Research interviewed a randomly and scientifically selected group of 804 Americans who are 18 and over. The sample is based on demographic data from the U.S. Census Bureau to reflect age, area and gender distributions in the 2010 count. The margin of error for the entire national sample is plus or minus 3.8%. BCR conducted the interviewing on Monday, October 8, Tuesday, October 9 and Wednesday, October 10, 2012.



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