

Americans Strongly Support Requiring Photo ID To Vote

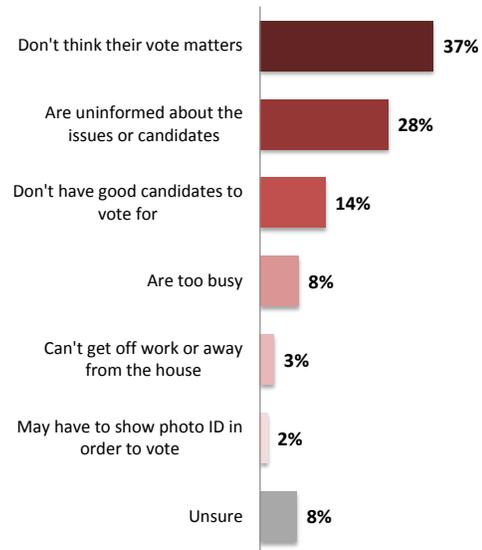
Requirement Not Seen As Substantial Impediment to Voting

Many Admit Voter ID Laws Stop Some Eligible Voters from Casting Ballots, but Support Requirement Anyway

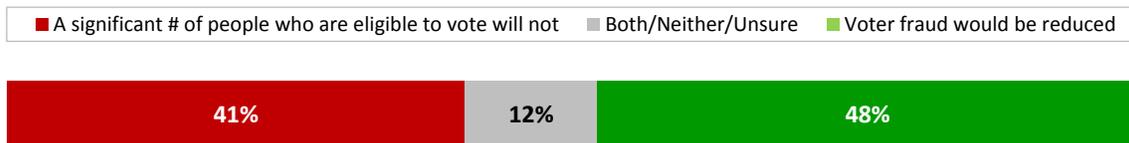
Having to show photo identification in order to vote is not a major reason why people do not vote, at least that's the way Americans see it. Out of a list of six reasons why people do not vote, having to show photo identification comes in dead last. Only 2% of Americans say it is the main reason for not voting. In contrast, 37% say people do not vote because they think their vote does not matter, which is a rationale that voters younger than 35 are more likely to express. Another 28% feel non-voting mainly results from being uninformed about the issues or candidates, and 14% believe there are no good candidates to vote for.

Nearly half believe the main thing that would happen if a state were to adopt laws requiring photo ID to vote is that voter fraud would be reduced. However, 41% believe a significant number of people who are actually eligible to vote would not cast a ballot.

Main Cause of People Not Voting

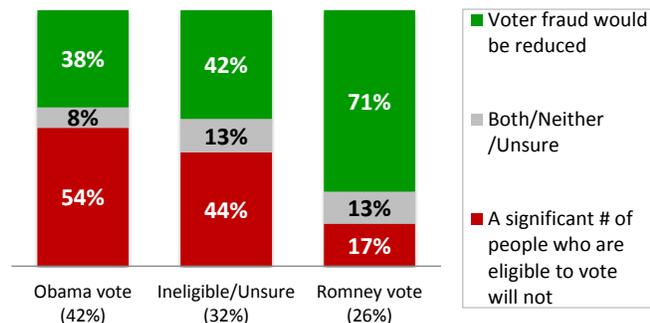


Outcome if State Adopts Law Requiring Photo ID to Vote



This latter view is predominantly held by Obama voters, as 54% of them believe legitimate voters will be barred from casting a ballot. Romney voters are generally convinced that voter fraud would be reduced if a state adopted voter identification laws. Those who either did not vote in the 2012 presidential election, voted for another candidate or could not recall for whom they voted, split evenly on this question.

Outcome if State Adopts Law Requiring Photo ID to Vote by Presidential Vote



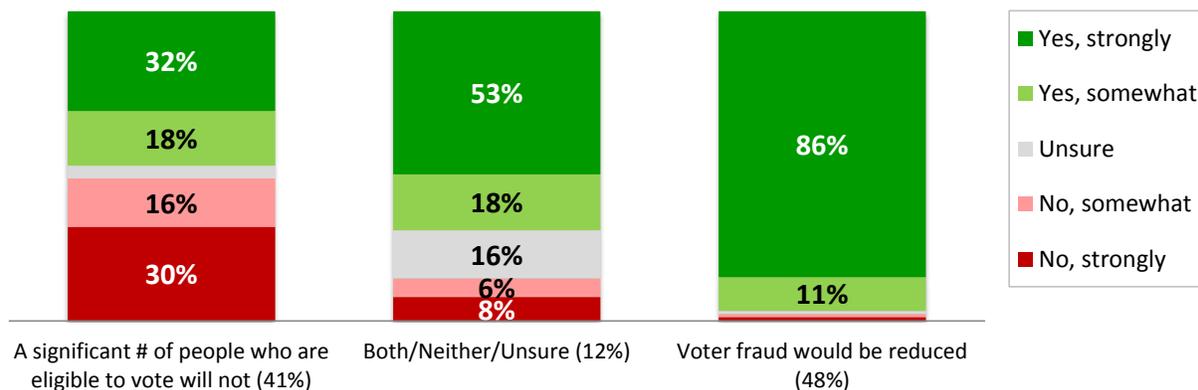
Despite apparently serious reservations on the part of many Americans, public sentiment overwhelmingly favors requiring a photo ID to vote. Three-quarters express support for such laws, and 60% strongly want voter ID laws imposed. On the other hand, only 22% disagree.

Should Voters be Required to Show Photo ID Before Casting Ballot?



The striking thing about this outcome is that half of those who believe requiring voter IDs mean a significant number of people will be wrongly excluded from the voting pool support laws requiring voter IDs. The logic of requiring a photo ID to vote is so strong that even those who focus on possible flaws are unwilling to oppose it. This group is saying that, even though some eligible voters will not get a chance to vote, requiring a voter ID is good because it will stop some voting irregularities. Of course, almost all who think voter fraud would be reduced support the measure, and even 71% of those who are unsure what the outcome would be express support.

Support for Voter ID Requirement by Outcome



Most people in all ethnic groups support the photo ID requirement, although Latinos are the least enthusiastic. Deep analysis shows that Obama voters 50 and older who live outside the South are the most virulent opponents of requiring voters to show a photo ID. Half oppose it, and 41% strongly do so.

This report is based on the results of 1,000 telephone surveys with English-speaking adults across the United States, excluding Alaska and Hawaii. Responses were gathered by professional interviewers January 27-February 3, 2015, from both landline and cell phone-only households. The margin of sampling error associated with this type of survey is +/- 3.1%. The random sample was provided by Scientific Telephone Samples of Foothill Ranch, CA. The sample was weighted on phone type, age, geographic location and ethnicity to approximate national parameters.