

Daily Survey: PACs and Advertising

August 25 - 29, 2022 - 1000 US Adult Citizens



1. Donor Motivation

Which statement comes closer to your own view, even if neither is exactly right? When someone gives \$1 million to a super PAC (political action committee)...

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
They want something big in return from the candidates they are trying to elect	79%	75%	82%	71%	68%	81%	92%	82%	63%	71%	87%
They are simply supporting candidates with whom they agree, which is their right	21%	25%	18%	29%	32%	19%	8%	18%	37%	29%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(986)	(449)	(537)	(183)	(213)	(365)	(225)	(714)	(121)	(82)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
They want something big in return from the candidates they are trying to elect	79%	78%	81%	76%	83%	81%	76%	82%	81%	84%	78%	76%	79%
They are simply supporting candidates with whom they agree, which is their right	21%	22%	19%	24%	17%	19%	24%	18%	19%	16%	22%	24%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(986)	(312)	(419)	(255)	(353)	(325)	(442)	(251)	(165)	(170)	(218)	(391)	(207)

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2. Campaign Affect

Changes in campaign finance rules have allowed potential presidential candidates to raise more money today than they have in the past. How has this affected the process by which the parties nominate presidential candidates?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Made the process better	9%	11%	7%	19%	12%	5%	1%	8%	11%	11%	8%
Made the process worse	57%	58%	55%	41%	45%	64%	73%	62%	41%	43%	59%
Had no real impact	11%	11%	10%	11%	12%	10%	10%	9%	15%	15%	14%
Not sure	24%	20%	27%	29%	31%	21%	16%	22%	33%	31%	19%
Totals	101%	100%	99%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(994)	(451)	(543)	(187)	(213)	(366)	(228)	(717)	(122)	(84)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Made the process better	9%	13%	5%	10%	9%	8%	8%	11%	10%	11%	4%	9%	10%
Made the process worse	57%	57%	56%	57%	66%	60%	52%	65%	63%	59%	55%	55%	60%
Had no real impact	11%	11%	9%	13%	8%	13%	12%	10%	9%	13%	13%	10%	7%
Not sure	24%	18%	30%	21%	16%	19%	29%	15%	18%	18%	27%	26%	23%
Totals	101%	99%	100%	101%	99%	100%	101%	101%	100%	101%	99%	100%	100%
Unweighted N	(994)	(311)	(423)	(260)	(352)	(330)	(444)	(252)	(170)	(170)	(221)	(397)	(206)

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3. Limit Spending

Currently, groups not affiliated with a candidate are able to spend unlimited amounts of money on advertisements during a political campaign. Do you think this kind of spending should be limited by law, or should it remain unlimited?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Limited by law	60%	61%	59%	55%	53%	59%	75%	62%	53%	58%	63%
Remain unlimited	16%	18%	13%	17%	18%	18%	9%	15%	20%	13%	16%
Not sure	24%	20%	27%	27%	29%	23%	17%	23%	27%	29%	21%
Totals	100%	99%	99%	99%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(991)	(448)	(543)	(184)	(213)	(366)	(228)	(715)	(122)	(83)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Limited by law	60%	69%	57%	54%	75%	53%	57%	60%	70%	61%	59%	59%	62%
Remain unlimited	16%	15%	14%	19%	11%	20%	16%	18%	16%	16%	15%	16%	15%
Not sure	24%	15%	29%	27%	15%	27%	27%	22%	13%	23%	25%	25%	22%
Totals	100%	99%	100%	100%	101%	100%	100%	100%	99%	100%	99%	100%	99%
Unweighted N	(991)	(311)	(422)	(258)	(352)	(329)	(444)	(252)	(166)	(169)	(219)	(397)	(206)

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4. Number of Ads

In general, do you think there are too many political ads on television during presidential campaigns, too few political ads, or is the amount of political ads about right?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Too many	64%	63%	64%	46%	53%	71%	81%	72%	38%	52%	53%
Too few	5%	5%	5%	11%	8%	2%	1%	4%	13%	2%	2%
About right	16%	18%	15%	22%	21%	12%	12%	12%	27%	26%	22%
Not sure	15%	14%	17%	21%	18%	16%	6%	13%	21%	19%	23%
Totals	100%	100%	101%	100%	100%	101%	100%	101%	99%	99%	100%
Unweighted N	(991)	(450)	(541)	(186)	(212)	(366)	(227)	(715)	(121)	(84)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Too many	64%	62%	61%	70%	68%	75%	62%	68%	62%	59%	68%	64%	63%
Too few	5%	9%	3%	3%	6%	3%	4%	8%	4%	6%	2%	5%	7%
About right	16%	18%	14%	18%	15%	12%	17%	14%	18%	22%	13%	16%	16%
Not sure	15%	11%	22%	10%	11%	10%	17%	9%	16%	13%	17%	16%	14%
Totals	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%	100%	101%	100%
Unweighted N	(991)	(309)	(422)	(260)	(350)	(330)	(442)	(251)	(169)	(170)	(220)	(394)	(207)

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5. Limit Ads

Do you think there should be a law to reduce the number of political ads on television during presidential campaigns or do you think candidates should just run fewer ads?

Asked of those who think there are too many political ads on television during presidential campaigns

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
There should be a law	40%	44%	36%	35%	40%	38%	45%	40%	46%	39%	32%
Candidates should run fewer ads	50%	45%	54%	45%	44%	57%	47%	49%	49%	49%	61%
Not sure	10%	10%	10%	20%	16%	4%	8%	11%	5%	11%	8%
Totals	100%	99%	100%	100%	100%	99%	100%	100%	100%	99%	101%
Unweighted N	(647)	(300)	(347)	(87)	(115)	(257)	(188)	(515)	(49)	(44)	(39)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
There should be a law	40%	45%	38%	37%	48%	35%	42%	41%	36%	38%	41%	40%	41%
Candidates should run fewer ads	50%	46%	51%	52%	43%	54%	46%	50%	57%	53%	46%	50%	50%
Not sure	10%	9%	11%	10%	9%	11%	12%	8%	8%	9%	13%	10%	9%
Totals	100%	100%	100%	99%	100%	100%	100%	99%	101%	100%	100%	100%	100%
Unweighted N	(647)	(199)	(264)	(184)	(248)	(247)	(278)	(177)	(110)	(103)	(152)	(249)	(143)

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Interviewing Dates	August 25 - 29, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.312 to 4.709, with a mean of one and a standard deviation of 0.352.
Number of respondents	1000
Margin of error	± 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	55 questions not reported.