

Daily Survey: Political Ads

October 25 - 27, 2022 - 1000 US Adult Citizens



1. Pay Attention TV Ads

How much attention do you pay to television advertisements?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	12%	15%	9%	20%	14%	9%	7%	10%	18%	17%	7%
A little	54%	51%	56%	46%	51%	57%	59%	54%	66%	47%	41%
Not at all	34%	34%	34%	34%	35%	34%	34%	35%	17%	36%	53%
Totals	100%	100%	99%	100%	100%	100%	100%	99%	101%	100%	101%
Unweighted N	(990)	(438)	(552)	(194)	(213)	(346)	(237)	(712)	(131)	(76)	(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
A lot	12%	17%	8%	11%	14%	11%	14%	9%	13%	12%	8%	15%	11%
A little	54%	52%	50%	62%	57%	56%	54%	52%	56%	60%	61%	54%	41%
Not at all	34%	31%	42%	27%	29%	33%	32%	39%	30%	27%	32%	31%	48%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	101%	100%	100%
Unweighted N	(990)	(334)	(384)	(272)	(367)	(330)	(408)	(267)	(198)	(187)	(212)	(368)	(223)

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2. Pay Attention Political TV Ads

Compared with the attention you pay to other television advertisements, how much attention do you pay to political advertisements — more attention, less attention, or about the same amount of attention?

Adapted from a 1984 CBS News Poll question

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More attention	16%	17%	15%	18%	18%	12%	16%	17%	13%	13%	16%
The same amount of attention	37%	37%	36%	39%	36%	38%	32%	35%	37%	43%	40%
Less attention	41%	39%	42%	33%	34%	45%	48%	44%	37%	33%	31%
Not sure	7%	7%	7%	11%	12%	4%	3%	5%	13%	10%	13%
Totals	101%	100%	100%	101%	100%	99%	99%	101%	100%	99%	100%
Unweighted N	(989)	(438)	(551)	(194)	(214)	(345)	(236)	(710)	(131)	(76)	(72)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More attention	16%	17%	12%	20%	19%	21%	13%	16%	21%	16%	12%	17%	18%
The same amount of attention	37%	42%	34%	34%	42%	33%	37%	38%	38%	40%	40%	36%	32%
Less attention	41%	36%	42%	44%	36%	44%	41%	41%	39%	40%	44%	40%	39%
Not sure	7%	5%	13%	2%	3%	2%	9%	5%	2%	4%	4%	8%	11%
Totals	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(989)	(332)	(386)	(271)	(366)	(328)	(408)	(267)	(197)	(187)	(212)	(368)	(222)

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3. Enjoyment of Political TV Ads

Compared with how much you like watching other television advertisements, how much do you like watching political advertisements — more, less, or about the same amount?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Like them more	8%	12%	5%	17%	9%	6%	4%	8%	8%	11%	4%
Like them the same amount	23%	23%	23%	31%	26%	20%	16%	21%	27%	27%	30%
Like them less	61%	57%	65%	38%	54%	71%	76%	66%	50%	51%	50%
Not sure	7%	7%	7%	14%	11%	3%	3%	4%	15%	11%	15%
Totals	99%	99%	100%	100%	100%	100%	99%	99%	100%	100%	99%
Unweighted N	(988)	(437)	(551)	(192)	(214)	(345)	(237)	(713)	(128)	(76)	(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
Like them more	8%	10%	5%	11%	10%	10%	8%	9%	12%	11%	6%	9%	9%
Like them the same amount	23%	26%	22%	21%	23%	21%	24%	21%	22%	28%	19%	23%	23%
Like them less	61%	58%	61%	65%	64%	66%	56%	67%	65%	57%	70%	60%	58%
Not sure	7%	5%	12%	4%	4%	2%	11%	3%	1%	4%	5%	8%	11%
Totals	99%	99%	100%	101%	101%	99%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(988)	(334)	(382)	(272)	(366)	(330)	(408)	(265)	(198)	(186)	(213)	(365)	(224)

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4. Better Idea News Reports Political TV Ads

Which gives you a better idea of where candidates stand on issues — news reports or candidates' TV commercials?

Adapted from a 1990 Times Mirror Center for the People & the Press question

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
News reports	35%	36%	33%	20%	33%	39%	44%	40%	17%	34%	24%
Candidates' TV commercials	6%	5%	7%	10%	8%	4%	3%	5%	8%	14%	2%
Both equally	21%	21%	21%	34%	22%	15%	16%	18%	31%	17%	28%
Neither	28%	29%	27%	16%	26%	35%	29%	28%	27%	21%	35%
Not sure	11%	9%	12%	20%	11%	7%	8%	9%	17%	14%	12%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(988)	(436)	(552)	(192)	(215)	(345)	(236)	(711)	(129)	(76)	(72)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
News reports	35%	44%	29%	31%	50%	31%	28%	38%	49%	37%	44%	30%	33%
Candidates' TV commercials	6%	7%	3%	10%	5%	7%	6%	6%	9%	10%	4%	7%	5%
Both equally	21%	26%	16%	20%	22%	17%	24%	21%	19%	21%	21%	22%	16%
Neither	28%	15%	36%	33%	17%	39%	30%	27%	21%	24%	22%	30%	33%
Not sure	11%	8%	16%	6%	6%	6%	13%	8%	2%	9%	10%	11%	13%
Totals	101%	100%	100%	100%	100%	100%	101%	100%	100%	101%	101%	100%	100%
Unweighted N	(988)	(334)	(383)	(271)	(366)	(329)	(410)	(265)	(196)	(187)	(212)	(366)	(223)

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5. Political TV Ads Influence

When it comes to political campaigns, do advertisements about candidates have a great deal of influence, a moderate amount of influence, or no influence at all on the way you personally vote?

Adapted from a 1986 Associated Press question

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Great deal of influence	8%	9%	7%	16%	9%	6%	2%	6%	9%	17%	5%
Moderate amount of influence	30%	29%	31%	36%	28%	26%	32%	31%	35%	25%	24%
No influence at all	52%	54%	50%	32%	49%	59%	62%	56%	38%	44%	53%
Don't know	10%	8%	12%	16%	15%	8%	4%	8%	18%	14%	18%
Totals	100%	100%	100%	100%	101%	99%	100%	101%	100%	100%	100%
Unweighted N	(987)	(436)	(551)	(191)	(215)	(346)	(235)	(713)	(126)	(76)	(72)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Great deal of influence	8%	10%	5%	8%	6%	6%	10%	7%	6%	11%	5%	9%	6%
Moderate amount of influence	30%	33%	25%	34%	31%	32%	28%	36%	37%	31%	33%	29%	28%
No influence at all	52%	48%	53%	55%	56%	56%	49%	50%	55%	51%	54%	50%	54%
Don't know	10%	9%	18%	2%	6%	5%	13%	7%	2%	8%	8%	12%	13%
Totals	100%	100%	101%	99%	99%	99%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(987)	(332)	(383)	(272)	(365)	(330)	(407)	(265)	(198)	(187)	(212)	(364)	(224)

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6A. Political TV Ads Agreement — Generally speaking, negative advertisements help me to learn about candidates.

Do you agree or disagree with the following statement about political advertisements?

Adapted from a 2000 Gallup question

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	9%	9%	8%	15%	11%	6%	4%	6%	14%	14%	15%
Somewhat agree	22%	26%	20%	26%	25%	20%	20%	22%	23%	22%	25%
Somewhat disagree	19%	20%	17%	23%	17%	18%	17%	20%	16%	19%	7%
Strongly disagree	34%	34%	35%	14%	26%	43%	49%	39%	26%	22%	35%
Not sure	16%	12%	20%	23%	20%	13%	10%	13%	22%	23%	18%
Totals	100%	101%	100%	101%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(978)	(432)	(546)	(189)	(210)	(343)	(236)	(705)	(126)	(76)	(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
Strongly agree	9%	10%	7%	9%	8%	8%	11%	6%	9%	5%	5%	12%	10%
Somewhat agree	22%	24%	21%	23%	23%	25%	23%	25%	21%	27%	23%	20%	21%
Somewhat disagree	19%	19%	16%	22%	18%	17%	18%	21%	20%	18%	23%	18%	16%
Strongly disagree	34%	33%	35%	35%	41%	39%	29%	35%	42%	29%	39%	32%	38%
Not sure	16%	14%	21%	11%	10%	11%	20%	13%	8%	21%	10%	18%	15%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(978)	(332)	(377)	(269)	(367)	(324)	(403)	(262)	(197)	(183)	(212)	(360)	(223)

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6B. Political TV Ads Agreement — Negative advertisements have a place in campaigns.

Do you agree or disagree with the following statement about political advertisements?

Adapted from a 2000 Gallup question

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	10%	13%	7%	17%	11%	8%	5%	8%	12%	12%	21%
Somewhat agree	22%	28%	17%	30%	23%	22%	14%	22%	23%	28%	18%
Somewhat disagree	20%	19%	21%	19%	20%	19%	21%	21%	24%	11%	17%
Strongly disagree	33%	29%	37%	13%	26%	38%	53%	38%	22%	20%	26%
Not sure	15%	11%	18%	21%	19%	13%	8%	12%	18%	28%	19%
Totals	100%	100%	100%	100%	99%	100%	101%	101%	99%	99%	101%
Unweighted N	(963)	(425)	(538)	(189)	(208)	(334)	(232)	(697)	(124)	(73)	(69)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	10%	10%	10%	10%	8%	10%	10%	10%	10%	9%	6%	10%	14%
Somewhat agree	22%	19%	20%	29%	21%	27%	18%	25%	28%	24%	21%	24%	20%
Somewhat disagree	20%	20%	20%	18%	21%	20%	20%	20%	20%	19%	23%	19%	17%
Strongly disagree	33%	36%	30%	33%	40%	35%	32%	36%	34%	30%	39%	31%	34%
Not sure	15%	14%	19%	10%	10%	8%	20%	10%	7%	18%	10%	16%	15%
Totals	100%	99%	99%	100%	100%	100%	100%	101%	99%	100%	99%	100%	100%
Unweighted N	(963)	(328)	(371)	(264)	(361)	(321)	(393)	(262)	(194)	(182)	(206)	(354)	(221)

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6C. Political TV Ads Agreement — Negative advertisements make me feel less like voting on Election Day.

Do you agree or disagree with the following statement about political advertisements?

Adapted from a 2000 Gallup question

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	14%	12%	14%	14%	16%	14%	10%	15%	10%	11%	9%
Somewhat agree	21%	19%	23%	28%	24%	20%	14%	21%	22%	23%	19%
Somewhat disagree	16%	19%	14%	19%	17%	15%	15%	15%	23%	16%	17%
Strongly disagree	34%	37%	31%	14%	24%	38%	58%	36%	23%	29%	41%
Not sure	15%	13%	17%	25%	19%	13%	5%	13%	22%	21%	14%
Totals	100%	100%	99%	100%	100%	100%	102%	100%	100%	100%	100%
Unweighted N	(976)	(433)	(543)	(189)	(213)	(338)	(236)	(703)	(126)	(75)	(72)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	14%	13%	14%	13%	12%	11%	15%	15%	12%	14%	15%	16%	8%
Somewhat agree	21%	20%	23%	21%	18%	18%	22%	22%	20%	22%	22%	20%	22%
Somewhat disagree	16%	17%	16%	16%	16%	16%	16%	16%	16%	17%	18%	15%	17%
Strongly disagree	34%	36%	27%	41%	43%	48%	28%	36%	45%	30%	32%	35%	38%
Not sure	15%	14%	20%	9%	11%	8%	19%	12%	6%	16%	13%	15%	16%
Totals	100%	100%	100%	100%	100%	101%	100%	101%	99%	99%	100%	101%	101%
Unweighted N	(976)	(331)	(374)	(271)	(362)	(328)	(400)	(263)	(197)	(183)	(209)	(360)	(224)

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7A. Social Media Policy Election Ads — Banning all political advertising

Would you support or oppose social media platforms enacting the following policy regarding political advertising?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	30%	33%	28%	16%	25%	36%	41%	34%	17%	24%	28%
Somewhat support	22%	22%	22%	32%	25%	18%	15%	23%	23%	21%	11%
Somewhat oppose	15%	14%	17%	17%	15%	13%	18%	14%	19%	16%	20%
Strongly oppose	15%	18%	12%	15%	16%	16%	13%	16%	12%	12%	16%
Not sure	18%	13%	21%	20%	20%	17%	14%	13%	30%	27%	25%
Totals	100%	100%	100%	100%	101%	100%	101%	100%	101%	100%	100%
Unweighted N	(987)	(436)	(551)	(191)	(214)	(345)	(237)	(711)	(128)	(76)	(72)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly support	30%	31%	31%	28%	38%	32%	28%	33%	34%	29%	31%	30%	32%
Somewhat support	22%	24%	20%	21%	23%	18%	24%	19%	23%	22%	25%	20%	21%
Somewhat oppose	15%	16%	12%	20%	14%	15%	13%	19%	15%	15%	18%	14%	15%
Strongly oppose	15%	13%	14%	19%	9%	21%	14%	18%	14%	12%	14%	16%	17%
Not sure	18%	15%	23%	12%	15%	13%	21%	10%	14%	22%	13%	20%	15%
Totals	100%	99%	100%	100%	99%	99%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(987)	(334)	(382)	(271)	(367)	(329)	(408)	(264)	(198)	(187)	(213)	(363)	(224)

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7B. Social Media Policy Election Ads — Banning all political advertising for the year leading up to a national election

Would you support or oppose social media platforms enacting the following policy regarding political advertising?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	31%	32%	31%	21%	26%	37%	38%	34%	22%	25%	28%
Somewhat support	20%	19%	20%	25%	20%	18%	17%	20%	18%	23%	11%
Somewhat oppose	16%	18%	15%	17%	17%	15%	17%	16%	20%	16%	12%
Strongly oppose	15%	18%	11%	15%	14%	16%	14%	15%	12%	9%	25%
Not sure	18%	14%	22%	22%	23%	15%	14%	14%	28%	26%	24%
Totals	100%	101%	99%	100%	100%	101%	100%	99%	100%	99%	100%
Unweighted N	(976)	(430)	(546)	(188)	(211)	(343)	(234)	(705)	(125)	(76)	(70)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly support	31%	34%	31%	28%	42%	30%	29%	32%	36%	28%	35%	30%	33%
Somewhat support	20%	20%	18%	22%	21%	18%	18%	21%	23%	18%	20%	20%	20%
Somewhat oppose	16%	17%	13%	19%	15%	16%	15%	17%	16%	16%	17%	17%	14%
Strongly oppose	15%	11%	15%	19%	8%	22%	14%	18%	13%	11%	15%	15%	17%
Not sure	18%	18%	23%	12%	14%	13%	24%	12%	12%	27%	13%	18%	17%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(976)	(332)	(376)	(268)	(362)	(323)	(404)	(260)	(197)	(186)	(210)	(359)	(221)

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7C. Social Media Policy Election Ads — Banning all political advertising for the week leading up to a national election

Would you support or oppose social media platforms enacting the following policy regarding political advertising?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	35%	36%	33%	21%	28%	42%	44%	39%	22%	26%	34%
Somewhat support	20%	20%	21%	29%	20%	17%	18%	21%	21%	21%	11%
Somewhat oppose	14%	13%	14%	15%	15%	12%	15%	13%	19%	11%	17%
Strongly oppose	15%	19%	11%	15%	16%	15%	14%	15%	13%	16%	17%
Not sure	16%	11%	21%	20%	22%	15%	9%	13%	24%	25%	21%
Totals	100%	99%	100%	100%	101%	101%	100%	101%	99%	99%	100%
Unweighted N	(980)	(433)	(547)	(190)	(211)	(345)	(234)	(707)	(126)	(76)	(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
Strongly support	35%	36%	34%	33%	42%	38%	33%	34%	41%	32%	39%	30%	39%
Somewhat support	20%	24%	17%	20%	23%	17%	18%	23%	24%	19%	26%	20%	17%
Somewhat oppose	14%	13%	14%	15%	12%	14%	13%	13%	15%	13%	14%	15%	14%
Strongly oppose	15%	12%	14%	20%	9%	21%	14%	19%	11%	11%	13%	17%	16%
Not sure	16%	15%	21%	11%	13%	10%	22%	10%	9%	26%	9%	17%	14%
Totals	100%	100%	100%	99%	99%	100%	100%	99%	100%	101%	101%	99%	100%
Unweighted N	(980)	(331)	(378)	(271)	(364)	(327)	(404)	(261)	(198)	(187)	(213)	(359)	(221)

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7D. Social Media Policy Election Ads — Banning political advertising that targets users based on their online activities

Would you support or oppose social media platforms enacting the following policy regarding political advertising?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	37%	38%	37%	27%	34%	42%	45%	42%	26%	27%	37%
Somewhat support	17%	17%	17%	24%	21%	15%	9%	16%	15%	23%	15%
Somewhat oppose	12%	13%	10%	15%	12%	9%	11%	11%	18%	8%	9%
Strongly oppose	16%	18%	13%	12%	12%	16%	22%	16%	13%	14%	23%
Not sure	18%	14%	23%	21%	21%	18%	13%	15%	28%	27%	16%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(978)	(431)	(547)	(190)	(213)	(342)	(233)	(705)	(126)	(76)	(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
Strongly support	37%	41%	37%	34%	46%	38%	36%	37%	47%	30%	41%	36%	41%
Somewhat support	17%	18%	16%	18%	18%	14%	17%	17%	19%	19%	18%	17%	15%
Somewhat oppose	12%	16%	9%	10%	12%	9%	11%	14%	11%	10%	12%	11%	13%
Strongly oppose	16%	8%	17%	23%	10%	27%	15%	16%	14%	15%	13%	17%	16%
Not sure	18%	18%	21%	15%	14%	13%	22%	16%	9%	26%	16%	18%	14%
Totals	100%	101%	100%	100%	100%	101%	101%	100%	100%	100%	100%	99%	99%
Unweighted N	(978)	(333)	(376)	(269)	(364)	(323)	(402)	(262)	(197)	(186)	(211)	(358)	(223)

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7E. Social Media Policy Election Ads — Allowing users to opt-out of political advertising

Would you support or oppose social media platforms enacting the following policy regarding political advertising?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	57%	57%	57%	36%	49%	66%	70%	62%	41%	42%	60%
Somewhat support	21%	21%	21%	31%	21%	17%	16%	20%	24%	27%	13%
Somewhat oppose	4%	6%	3%	7%	7%	3%	1%	4%	7%	4%	2%
Strongly oppose	5%	7%	3%	6%	8%	3%	3%	4%	7%	6%	4%
Not sure	13%	10%	17%	20%	17%	10%	9%	10%	21%	20%	21%
Totals	100%	101%	101%	100%	102%	99%	99%	100%	100%	99%	100%
Unweighted N	(984)	(434)	(550)	(191)	(212)	(346)	(235)	(712)	(124)	(76)	(72)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly support	57%	57%	57%	55%	65%	63%	51%	65%	63%	51%	63%	55%	58%
Somewhat support	21%	22%	17%	24%	20%	22%	20%	20%	24%	23%	19%	23%	17%
Somewhat oppose	4%	4%	3%	6%	4%	3%	5%	5%	4%	5%	2%	5%	5%
Strongly oppose	5%	4%	5%	5%	1%	4%	6%	3%	4%	3%	3%	4%	8%
Not sure	13%	13%	16%	10%	9%	8%	18%	8%	6%	18%	12%	13%	11%
Totals	100%	100%	98%	100%	99%	100%	100%	101%	101%	100%	99%	100%	99%
Unweighted N	(984)	(332)	(381)	(271)	(364)	(328)	(407)	(263)	(198)	(187)	(213)	(360)	(224)

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7F. Social Media Policy Election Ads — Fact-checking political advertising

Would you support or oppose social media platforms enacting the following policy regarding political advertising?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	48%	46%	49%	37%	40%	51%	62%	52%	35%	37%	49%
Somewhat support	19%	20%	17%	23%	23%	16%	14%	17%	24%	25%	15%
Somewhat oppose	6%	7%	5%	11%	6%	4%	5%	5%	8%	9%	7%
Strongly oppose	11%	14%	9%	7%	9%	15%	10%	12%	10%	10%	11%
Not sure	16%	12%	20%	22%	22%	14%	9%	14%	23%	19%	19%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(981)	(432)	(549)	(190)	(213)	(345)	(233)	(709)	(125)	(75)	(72)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly support	48%	60%	45%	38%	68%	35%	45%	52%	53%	40%	53%	45%	53%
Somewhat support	19%	20%	14%	23%	16%	20%	20%	18%	20%	23%	19%	18%	16%
Somewhat oppose	6%	4%	6%	8%	4%	7%	6%	5%	6%	5%	4%	8%	6%
Strongly oppose	11%	5%	12%	18%	3%	25%	8%	13%	15%	9%	10%	13%	11%
Not sure	16%	12%	22%	13%	10%	13%	21%	12%	6%	23%	15%	16%	14%
Totals	100%	101%	99%	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(981)	(332)	(379)	(270)	(364)	(327)	(404)	(263)	(198)	(186)	(212)	(359)	(224)

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Interviewing Dates	October 25 - 27, 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 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.315 to 5.946, with a mean of one and a standard deviation of 0.489.
Number of respondents	1000
Margin of error	± 3.5% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	61 questions not reported.