

# Daily Survey: PACs and Advertising



Sample 1000 U.S. Adult Citizens  
Conducted August 25 - 29, 2022  
Margin of Error ±3.3%

1. 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)...

- They want something big in return from the candidates they are trying to elect ..... 79%
- They are simply supporting candidates with whom they agree, which is their right ..... 21%

2. 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?

- Made the process better ..... 9%
- Made the process worse ..... 57%
- Had no real impact ..... 11%
- Not sure ..... 24%

3. 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?

- Limited by law ..... 60%
- Remain unlimited ..... 16%
- Not sure ..... 24%

4. 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?

- Too many ..... 64%
- Too few ..... 5%
- About right ..... 16%
- Not sure ..... 15%

5. 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*

- There should be a law ..... 40%
- Candidates should run fewer ads ..... 50%
- Not sure ..... 10%

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<b>Interviewing Dates</b>	August 25 - 29, 2022
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	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.
<b>Weighting</b>	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.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.3% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	55 questions not reported.