

Daily Survey: Political Ads



Sample 1000 U.S. Adult Citizens
Conducted October 25 - 27, 2022
Margin of Error ±3.5%

1. How much attention do you pay to television advertisements?

A lot	12%
A little	54%
Not at all	34%

2. 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

More attention	16%
The same amount of attention	37%
Less attention	41%
Not sure	7%

3. 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?

Like them more	8%
Like them the same amount	23%
Like them less	61%
Not sure	7%

4. 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

News reports	35%
Candidates' TV commercials	6%
Both equally	21%
Neither	28%
Not sure	11%

5. 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

Great deal of influence	8%
Moderate amount of influence	30%
No influence at all	52%
Don't know	10%

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

Adapted from a 2000 Gallup question

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Not sure
Generally speaking, negative advertisements help me to learn about candidates.	9%	22%	19%	34%	16%
Negative advertisements have a place in campaigns.	10%	22%	20%	33%	15%
Negative advertisements make me feel less like voting on Election Day.	14%	21%	16%	34%	15%

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

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Not sure
Banning all political advertising	30%	22%	15%	15%	18%
Banning all political advertising for the year leading up to a national election	31%	20%	16%	15%	18%
Banning all political advertising for the week leading up to a national election	35%	20%	14%	15%	16%
Banning political advertising that targets users based on their online activities	37%	17%	12%	16%	18%
Allowing users to opt-out of political advertising	57%	21%	4%	5%	13%
Fact-checking political advertising	48%	19%	6%	11%	16%

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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.