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1. Conjoint Experiment

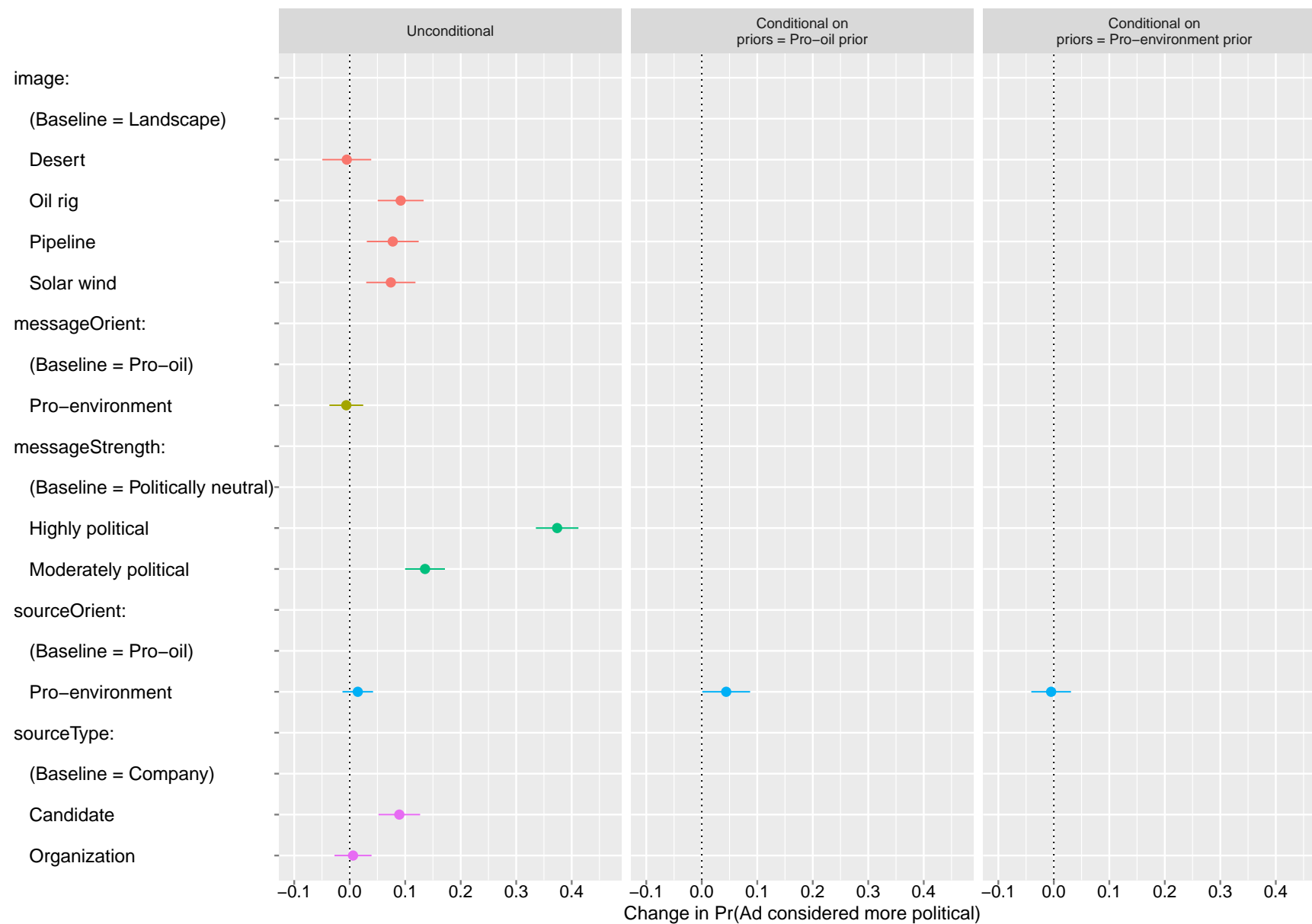
Message x Prior Attitudes

png
4

```
function (which = dev.cur())  
{  
  if (which == 1)  
    stop("cannot shut down device 1 (the null device)")  
  .External(C_devoff, as.integer(which))  
  dev.cur()  
}  
<bytecode: 0x00000000145fcbb8>  
<environment: namespace:grDevices>
```

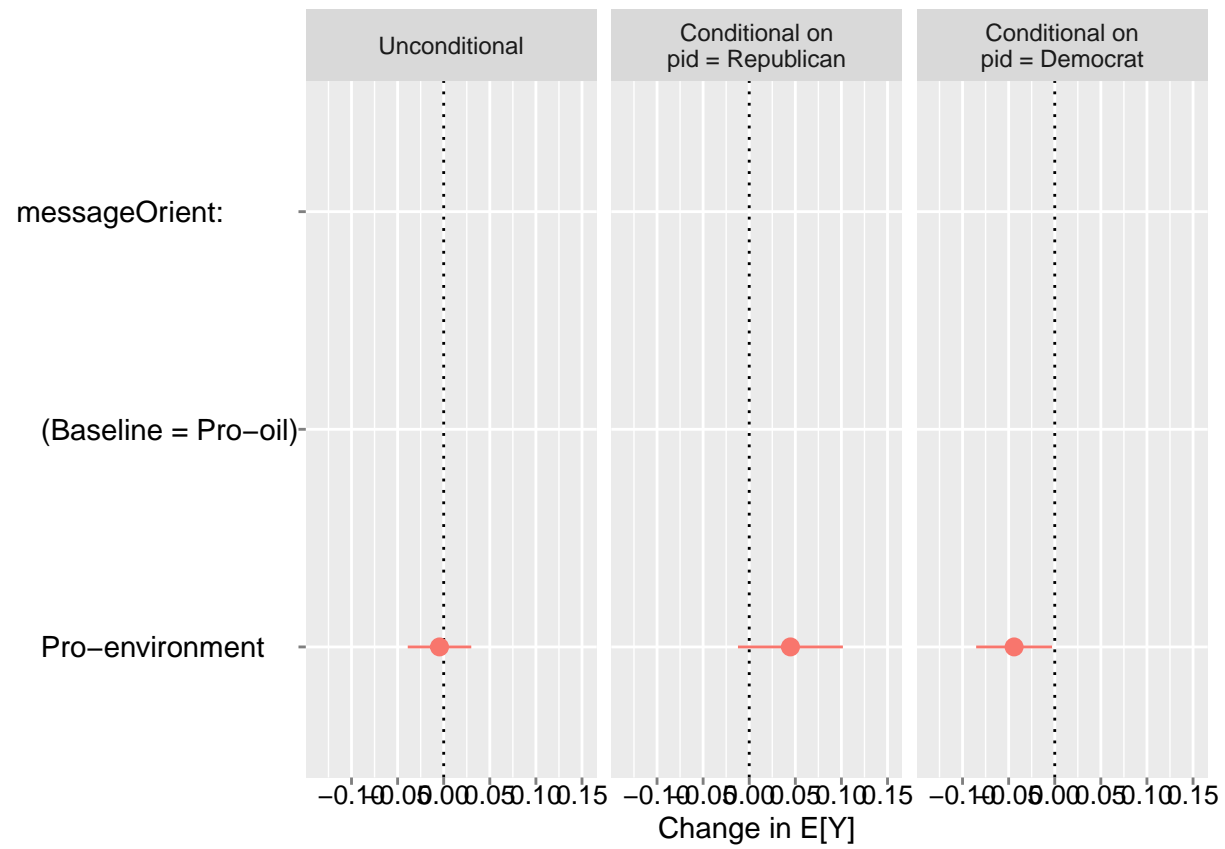
Attribute	Level	Estimate	Std. Err	Z.value	Pr(> z)	
image	Desert	-0.0052859	0.0224714	-0.2352267	0.8140328	
image	Oil rig	0.0918416	0.0210503	4.3629547	0.0000128	***
image	Pipeline	0.0775406	0.0238714	3.2482661	0.0011611	**
image	Solar wind	0.0740921	0.0226262	3.2746137	0.0010581	**
messageOrient	Pro-environment	-0.0061613	0.0155425	-0.3964194	0.6917957	
messageStrength	Highly political	0.3737712	0.0195596	19.1093885	0.0000000	***
messageStrength	Moderately political	0.1357075	0.0182866	7.4211236	0.0000000	***
sourceOrient	Pro-environment	0.0145062	0.0140633	1.0314957	0.3023084	
sourceType	Candidate	0.0893827	0.0191490	4.6677540	0.0000030	***
sourceType	Organization	0.0059402	0.0170466	0.3484671	0.7274894	
messageOrient	Pro-environment	0.0512687	0.0252015	2.0343543	0.0419159	*
messageOrient	Pro-environment	-0.0463981	0.0192152	-2.4146544	0.0157501	*

Source x Prior Attitudes

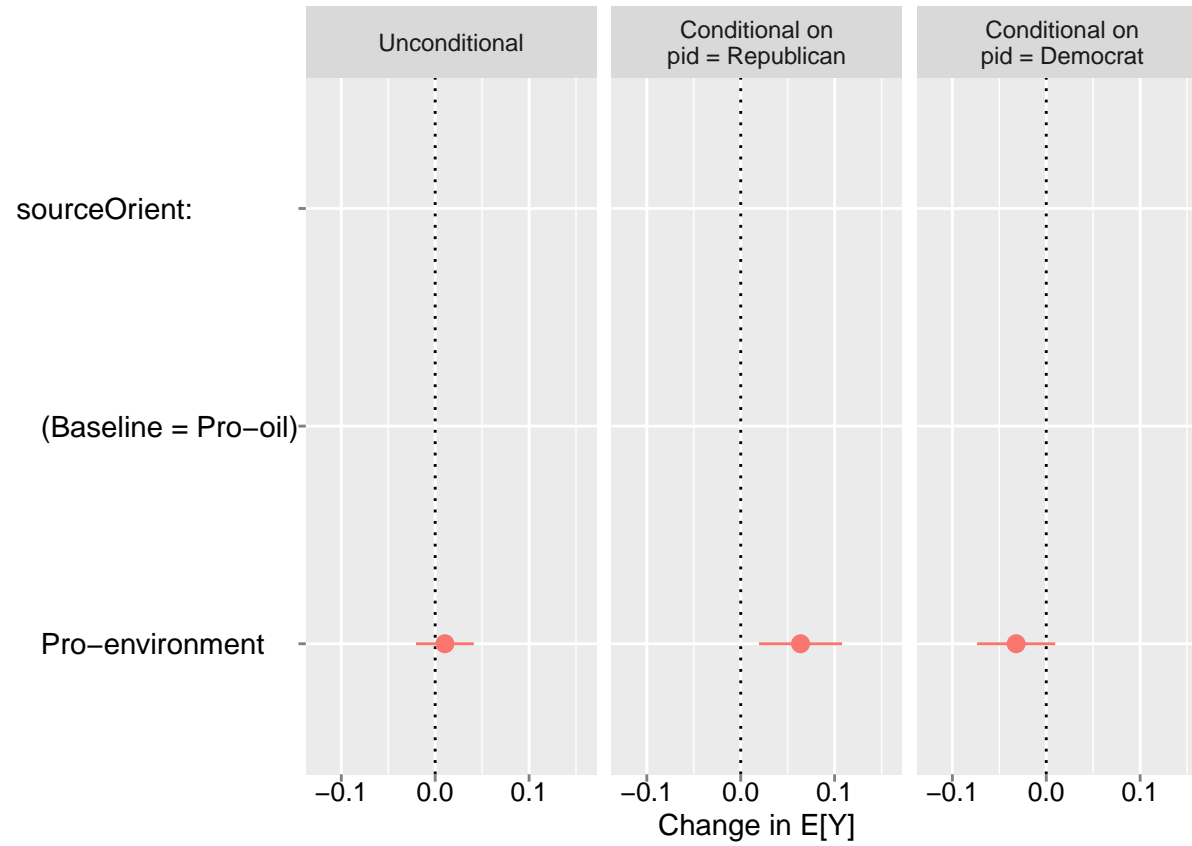


Attribute	Level	Estimate	Std. Err	Z.value	Pr(> z)	
image	Desert	-0.0052859	0.0224714	-0.2352267	0.8140328	
image	Oil rig	0.0918416	0.0210503	4.3629547	0.0000128	***
image	Pipeline	0.0775406	0.0238714	3.2482661	0.0011611	**
image	Solar wind	0.0740921	0.0226262	3.2746137	0.0010581	**
messageOrient	Pro-environment	-0.0061613	0.0155425	-0.3964194	0.6917957	
messageStrength	Highly political	0.3737712	0.0195596	19.1093885	0.0000000	***
messageStrength	Moderately political	0.1357075	0.0182866	7.4211236	0.0000000	***
sourceOrient	Pro-environment	0.0145062	0.0140633	1.0314957	0.3023084	
sourceType	Candidate	0.0893827	0.0191490	4.6677540	0.0000030	***
sourceType	Organization	0.0059402	0.0170466	0.3484671	0.7274894	
sourceOrient	Pro-environment	0.0440183	0.0219997	2.0008603	0.0454074	*
sourceOrient	Pro-environment	-0.0048306	0.0182397	-0.2648385	0.7911339	

Message orientation x PID



Source orientation x PID



2. Real Ads Experiment

Balance Checks

Table 1: Randomization balance

(a) Original			(b) Correction		
	0	1		0	1
Trump	517	489	Trump	517	496
Biden	523	483	Biden	511	502
Exxon	500	506	Exxon	512	501
Patagonia	504	502	Patagonia	502	511
Power	495	511	Power	499	514
Sierra	492	514	Sierra	500	513
Colgate	467	539	Colgate	499	514
SMSC	481	525	SMSC	496	517

Table 2: Balance of randomization by image and demographic

(a) Original			(b) Correction		
	RND = 0	RND = 1		RND = 0	RND = 1
Trump : Age	48.328820	48.349693	Trump : Age	51.077369	48.622984
Trump : Gender	1.514507	1.548057	Trump : Gender	1.502901	1.544355
Trump : P_partyid7	3.733333	3.798729	Trump : Partyid7	3.675048	3.683468
Trump : Ideo1s4	4.856866	6.175869	Trump : Ideo1s4	4.114120	4.370968
Biden : Age	48.606119	48.049689	Biden : Age	50.363992	49.378486
Biden : Gender	1.523901	1.538302	Biden : Gender	1.522505	1.523904
Biden : P_partyid7	3.757937	3.773218	Biden : Partyid7	3.575343	3.784861
Biden : Ideo1s4	5.137667	5.888199	Biden : Ideo1s4	4.309198	4.169323
Exxon : Age	49.588000	47.104743	Exxon : Age	50.466797	49.271457
Exxon : Gender	1.514000	1.547431	Exxon : Gender	1.541016	1.504990
Exxon : P_partyid7	3.827801	3.703093	Exxon : Partyid7	3.605469	3.754491
Exxon : Ideo1s4	5.974000	5.027668	Exxon : Ideo1s4	4.257812	4.221557
Patagonia : Age	47.777778	48.902390	Patagonia : Age	49.884462	49.866928
Patagonia : Gender	1.557540	1.503984	Patagonia : Gender	1.513944	1.532290
Patagonia : P_partyid7	3.788066	3.742204	Patagonia : Partyid7	3.531872	3.823875
Patagonia : Ideo1s4	5.003968	5.994024	Patagonia : Ideo1s4	4.171315	4.307241
Power : Age	48.052525	48.616438	Power : Age	49.104208	50.624514
Power : Gender	1.551515	1.510763	Power : Gender	1.529058	1.517510
Power : P_partyid7	3.787815	3.743381	Power : Partyid7	3.723447	3.636187
Power : Ideo1s4	5.676768	5.324853	Power : Ideo1s4	4.126252	4.350195
Sierra : Age	48.400407	48.280156	Sierra : Age	50.526000	49.241715
Sierra : Gender	1.550813	1.511673	Sierra : Gender	1.514000	1.532164
Sierra : P_partyid7	3.673729	3.852525	Sierra : Partyid7	3.762000	3.598441
Sierra : Ideo1s4	5.467480	5.527237	Sierra : Ideo1s4	4.418000	4.066277
Colgate : Age	47.910064	48.710575	Colgate : Age	49.250501	50.482490
Colgate : Gender	1.554604	1.510204	Colgate : Gender	1.519038	1.527237
Colgate : P_partyid7	3.760532	3.769380	Colgate : Partyid7	3.651303	3.706226
Colgate : Ideo1s4	5.571734	5.434137	Colgate : Ideo1s4	4.412826	4.071984
SMSC : Age	48.461539	48.226667	SMSC : Age	50.536290	49.241779
SMSC : Gender	1.513513	1.546667	SMSC : Gender	1.552419	1.495164
SMSC : P_partyid7	3.654348	3.865878	SMSC : Partyid7	3.699597	3.659575
SMSC : Ideo1s4	6.045738	4.996190	SMSC : Ideo1s4	4.094758	4.379110

Weighted Real Ad Averages and CI's

Scale for 'y' is already present. Adding another scale for 'y', which will replace the existing scale.

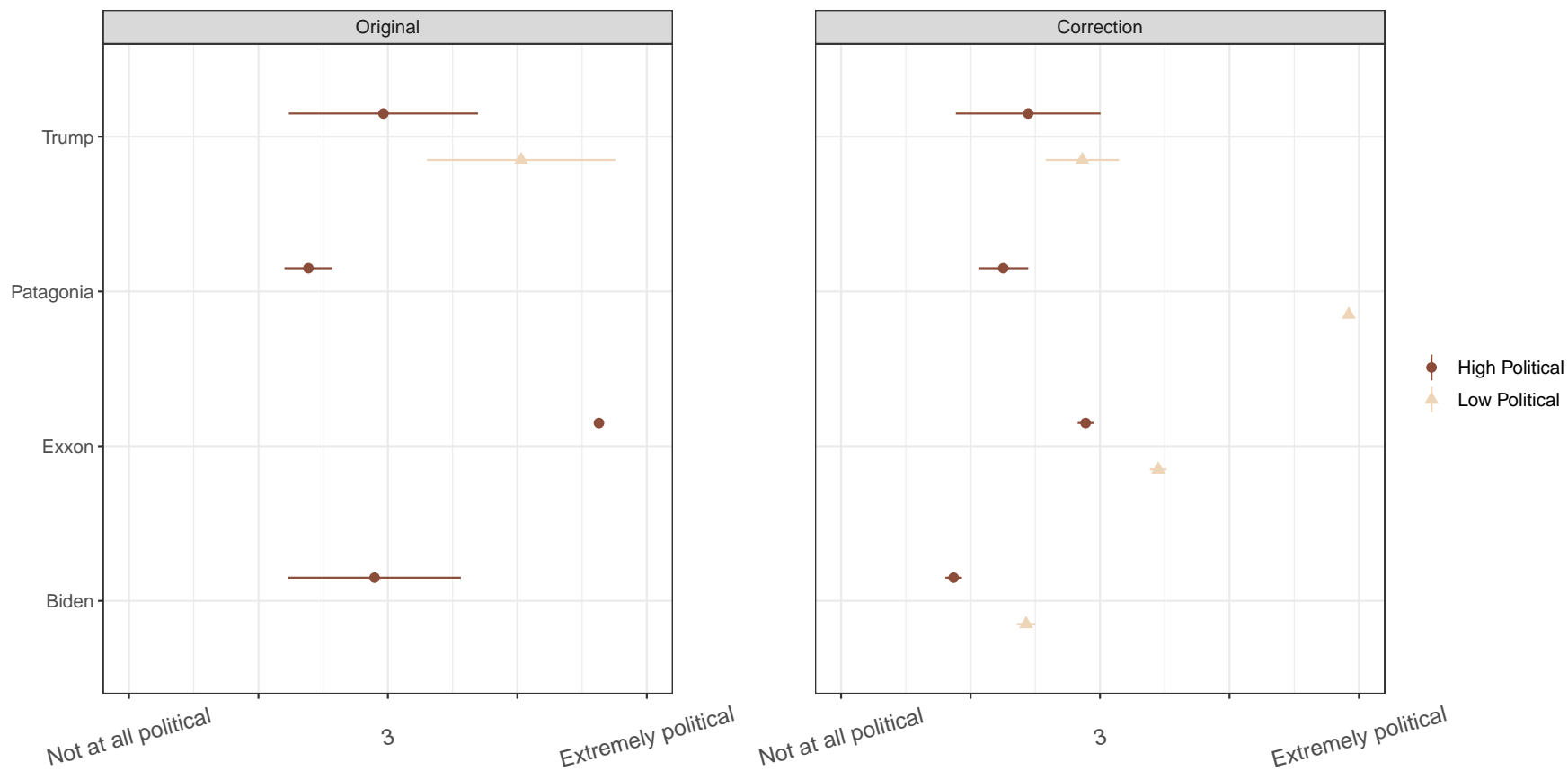


Figure 1: Averages and confidence intervals by image– Trump, Biden, Exxon, Patagonia

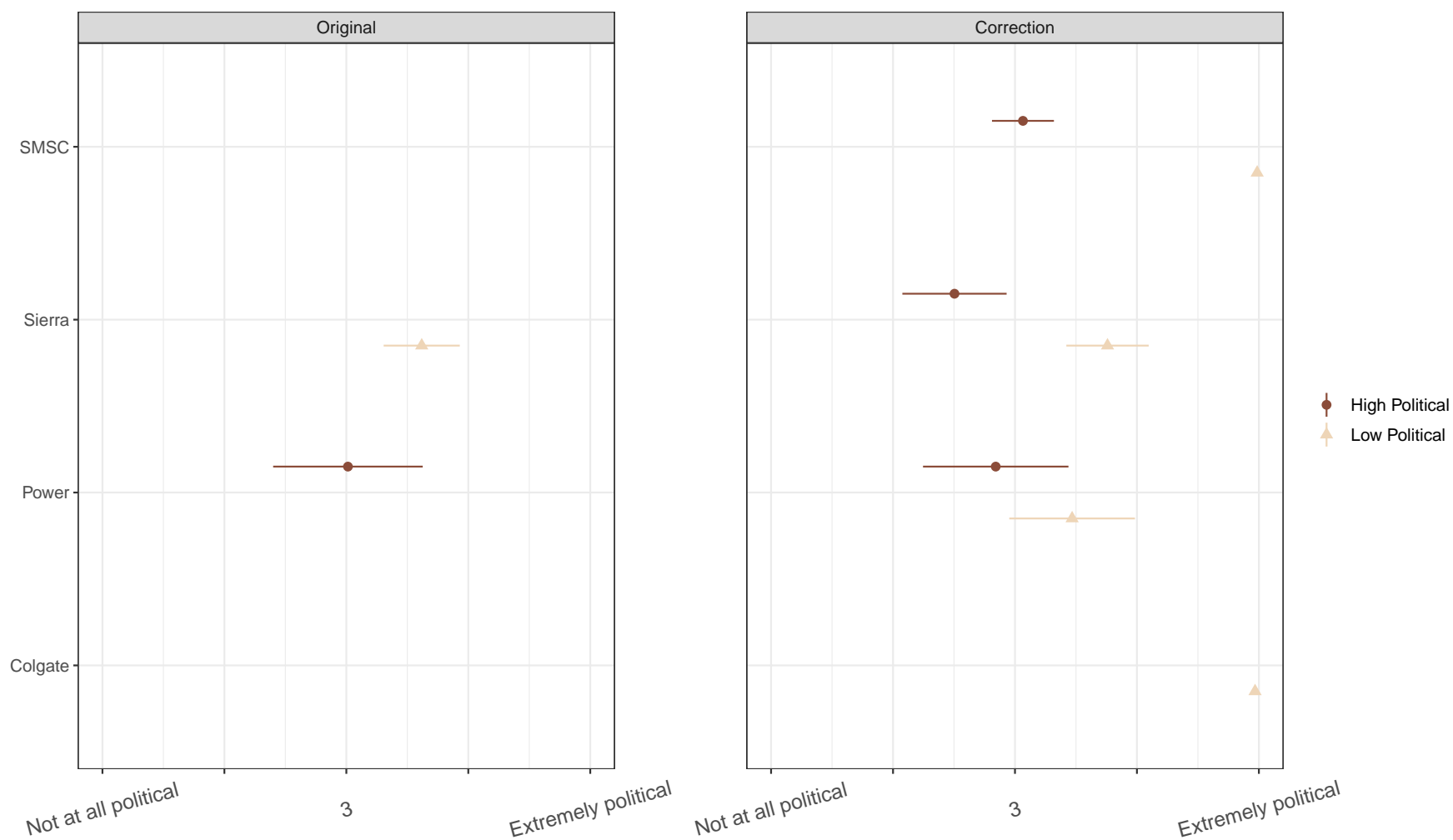
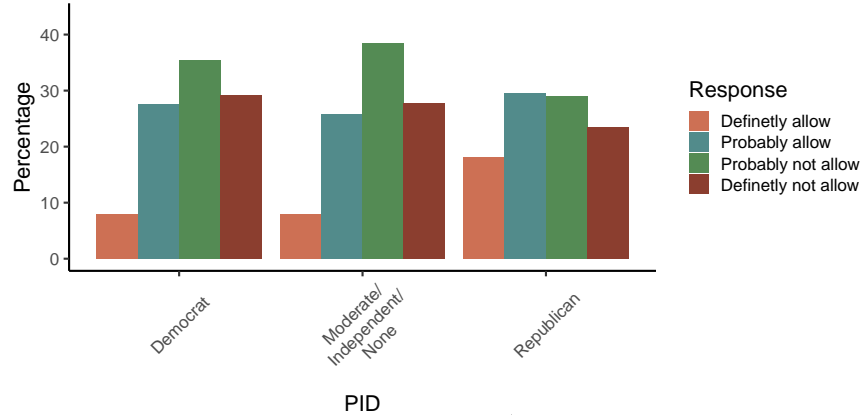


Figure 2: Averages and confidence intervals by image– Patagonia, Power, Sierra, Colgate, SMSC

3. Opinions on political advertisements

Weighted opinions about real ads by PID


Should FB allow images like this: Truthout–Antifa & antiracist blamed for far right/police violence
[Column: 164]



PID	Response	Percentage	Frequency
Democrat	Definetly allow	7.88	36
Democrat	Probably allow	27.57	126
Democrat	Probably not allow	35.45	162
Democrat	Definetly not allow	29.10	133
Moderate/Independent/None	Definetly allow	7.95	12
Moderate/Independent/None	Probably allow	25.83	39
Moderate/Independent/None	Probably not allow	38.41	58
Moderate/Independent/None	Definetly not allow	27.81	42
Republican	Definetly allow	18.11	65
Republican	Probably allow	29.53	106
Republican	Probably not allow	28.97	104
Republican	Definetly not allow	23.40	84

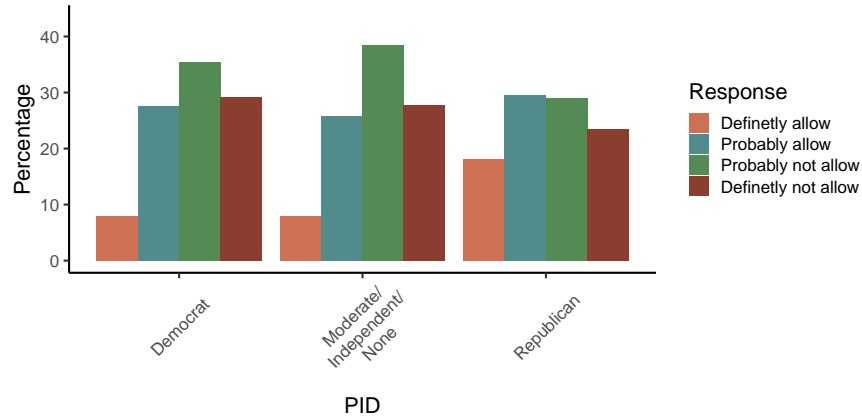
Truthout
Sponsored • Paid for by TRUTHOUT

Antiracist and antifa protesters have been blamed for most of the violence perpetrated by the far right and the police.



[TRUTHOUT.ORG](https://truthout.org/conspiracy-theories-by-cops-fuel-far-right-attacks-against-antiracist-protesters)
[Conspiracy Theories by Cops Fuel Far Right Attacks Against Antiracist Protesters](https://truthout.org/conspiracy-theories-by-cops-fuel-far-right-attacks-against-antiracist-protesters)
[Antiracist and antifa protesters have been blamed for most of the violence perpetrated by the far right and the police.](https://truthout.org/conspiracy-theories-by-cops-fuel-far-right-attacks-against-antiracist-protesters)

Should FB allow images like this: Lake City AntiFa–Social programs, not police, prevent crime
[Column: 165]



PID	Response	Percentage	Frequency
Democrat	Definetly allow	7.88	36
Democrat	Probably allow	27.57	126
Democrat	Probably not allow	35.45	162
Democrat	Definetly not allow	29.10	133
Moderate/Independent/None	Definetly allow	7.95	12
Moderate/Independent/None	Probably allow	25.83	39
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Moderate/Independent/None	Definetly not allow	27.81	42
Republican	Definetly allow	18.11	65
Republican	Probably allow	29.53	106
Republican	Probably not allow	28.97	104
Republican	Definetly not allow	23.40	84

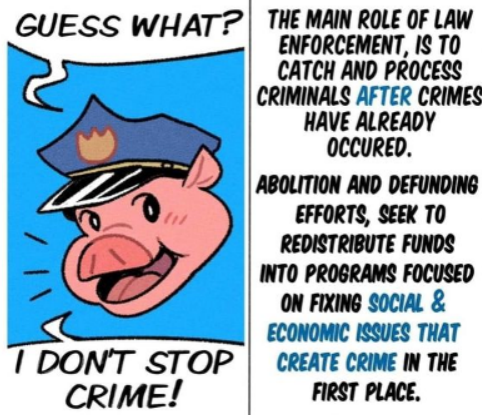


Ain't that the truth

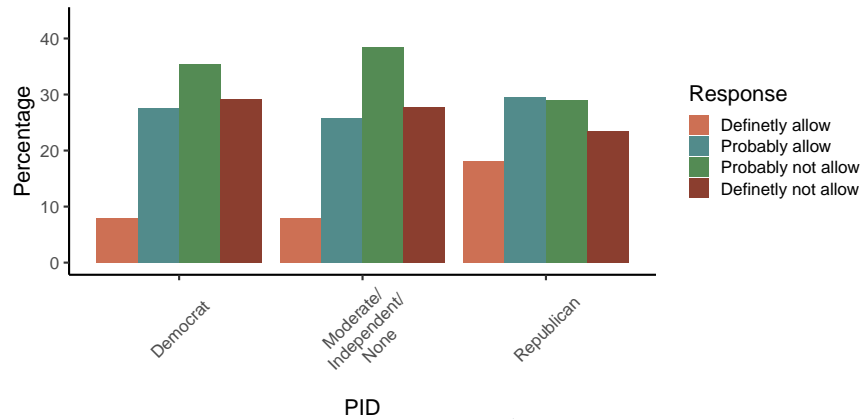


Plattsburgh Police Local 812

5 hrs •



Should FB allow images like this: American Action News– Are Democrats stealing your vote? [Column: 166]



PID	Response	Percentage	Frequency
Democrat	Definetly allow	7.88	36
Democrat	Probably allow	27.57	126
Democrat	Probably not allow	35.45	162
Democrat	Definetly not allow	29.10	133
Moderate/Independent/None	Definetly allow	7.95	12
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Moderate/Independent/None	Probably not allow	38.41	58
Moderate/Independent/None	Definetly not allow	27.81	42
Republican	Definetly allow	18.11	65
Republican	Probably allow	29.53	106
Republican	Probably not allow	28.97	104
Republican	Definetly not allow	23.40	84

American Action News
Sponsored • Paid for by American Action News

Do you believe the Democrats are trying to steal YOUR vote for the 2020 Election?

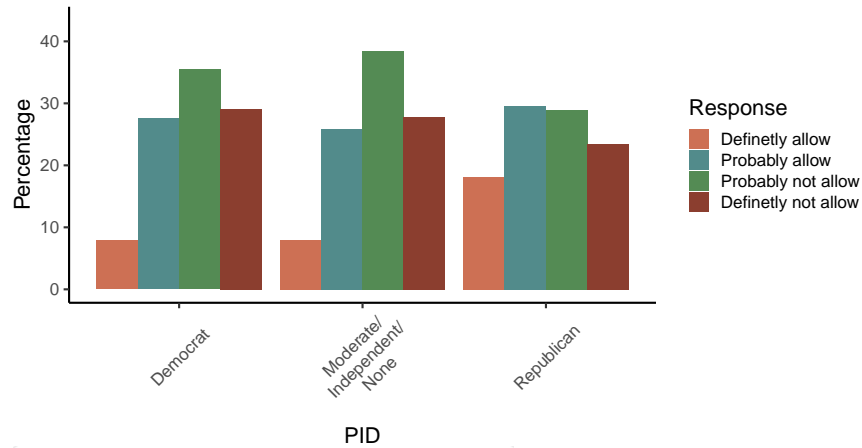
AMERICANACTIONNEWS.COM

Are the Democrats trying to steal your vote this year?

Do you believe mail-in voter fraud is a serious concern this year? Share 0 Tweet 0 Email Do you believe mail-in...

[Learn ...](#)

Should FB allow images like this: Vote.org–
Register to vote [Column: 167]



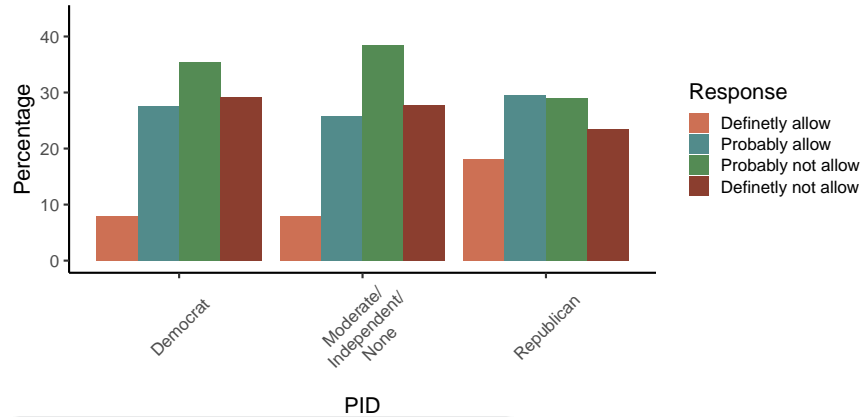
PID	Response	Percentage	Frequency
Democrat	Definetly allow	7.88	36
Democrat	Probably allow	27.57	126
Democrat	Probably not allow	35.45	162
Democrat	Definetly not allow	29.10	133
Moderate/Independent/None	Definetly allow	7.95	12
Moderate/Independent/None	Probably allow	25.83	39
Moderate/Independent/None	Probably not allow	38.41	58
Moderate/Independent/None	Definetly not allow	27.81	42
Republican	Definetly allow	18.11	65
Republican	Probably allow	29.53	106
Republican	Probably not allow	28.97	104
Republican	Definetly not allow	23.40	84



It only takes 30 seconds to make sure you're registered to vote. Check your registration status now.

VOTE
VOTE

Should FB allow images like this: Democrats–
[Spanish] Register to vote to stop Donald Trump
[Column: 168]

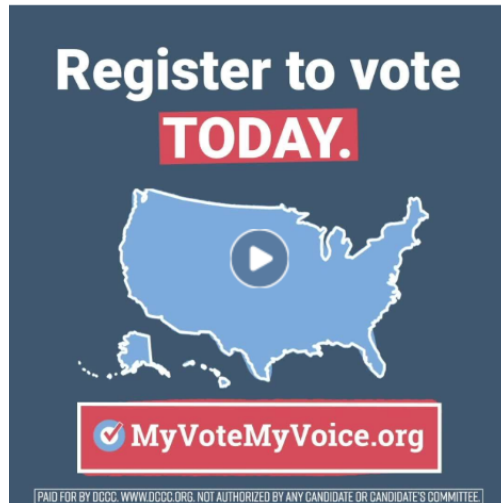


PID	Response	Percentage	Frequency
Democrat	Definetly allow	7.88	36
Democrat	Probably allow	27.57	126
Democrat	Probably not allow	35.45	162
Democrat	Definetly not allow	29.10	133
Moderate/Independent/None	Definetly allow	7.95	12
Moderate/Independent/None	Probably allow	25.83	39
Moderate/Independent/None	Probably not allow	38.41	58
Moderate/Independent/None	Definetly not allow	27.81	42
Republican	Definetly allow	18.11	65
Republican	Probably allow	29.53	106
Republican	Probably not allow	28.97	104
Republican	Definetly not allow	23.40	84

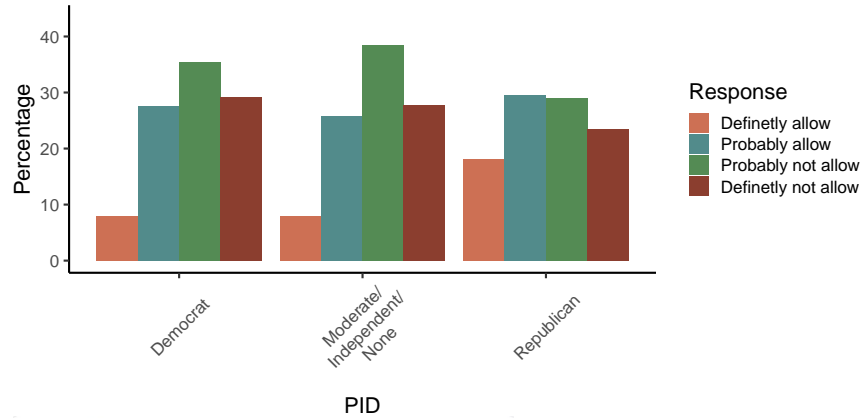


Esta elección is our chance to stop Donald Trump's agenda and lograr un cambio positivo to the country!

Registering online es rápido y fácil. Start now:
myvotemyvoice.org



Should FB allow images like this: Daily Cos–Sign petition for Senator Susan Collins to vote to convict Trump [Column: 169]



PID	Response	Percentage	Frequency
Democrat	Definetly allow	7.88	36
Democrat	Probably allow	27.57	126
Democrat	Probably not allow	35.45	162
Democrat	Definetly not allow	29.10	133
Moderate/Independent/None	Definetly allow	7.95	12
Moderate/Independent/None	Probably allow	25.83	39
Moderate/Independent/None	Probably not allow	38.41	58
Moderate/Independent/None	Definetly not allow	27.81	42
Republican	Definetly allow	18.11	65
Republican	Probably allow	29.53	106
Republican	Probably not allow	28.97	104
Republican	Definetly not allow	23.40	84

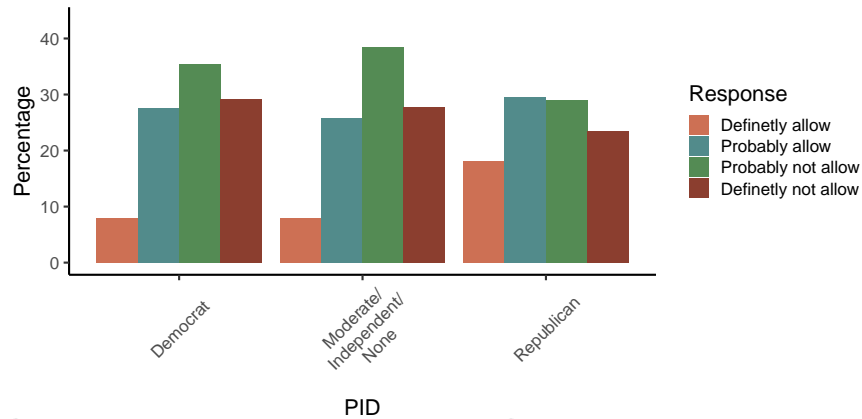
Daily Kos
Sponsored • Paid for by Daily Kos
ID: 2227994394172022

Donald Trump violated his oath, and put his personal political interests above the national security of our country. Let's make sure that Senator Susan Collins hears us loud and clear: No one is above the law. She must vote to convict and remove Donald Trump from the presidency. Take action and add your voice:

Daily Kos

Learn More

Should FB allow images like this: Turning Point Action–Sign the petition to keep police funded and stop Antifa violence [Column: 170]



PID	Response	Percentage	Frequency
Democrat	Definetly allow	7.88	36
Democrat	Probably allow	27.57	126
Democrat	Probably not allow	35.45	162
Democrat	Definetly not allow	29.10	133
Moderate/Independent/None	Definetly allow	7.95	12
Moderate/Independent/None	Probably allow	25.83	39
Moderate/Independent/None	Probably not allow	38.41	58
Moderate/Independent/None	Definetly not allow	27.81	42
Republican	Definetly allow	18.11	65
Republican	Probably allow	29.53	106
Republican	Probably not allow	28.97	104
Republican	Definetly not allow	23.40	84



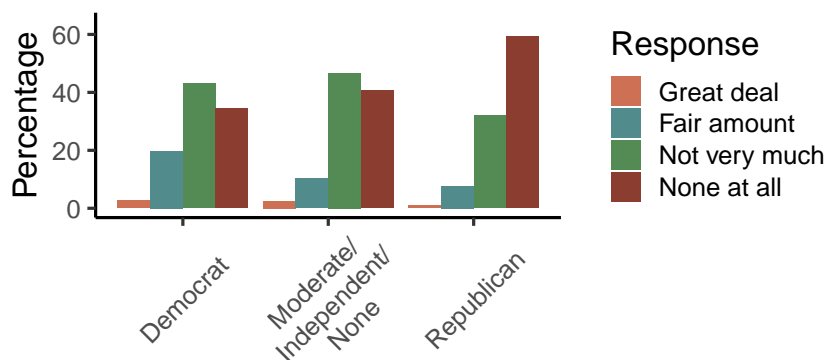
Turning Point Action
Sponsored • Paid for by Turning Point Action

Sign the official petition to appeal police budget cuts.
Antifa is burning down our cities, pillaging our
businesses, and killing innocent Americans.



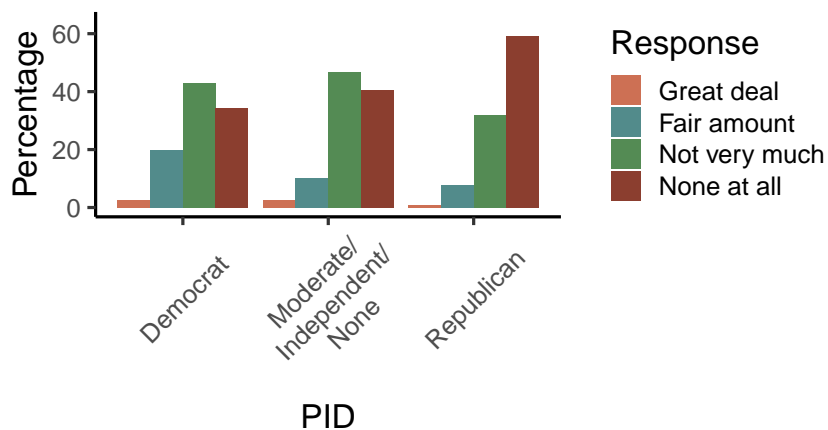
Weighted opinions about company trust by PID

How much trust and confidence do you have in Facebook to appropriately handle political advertising [Column: 114]



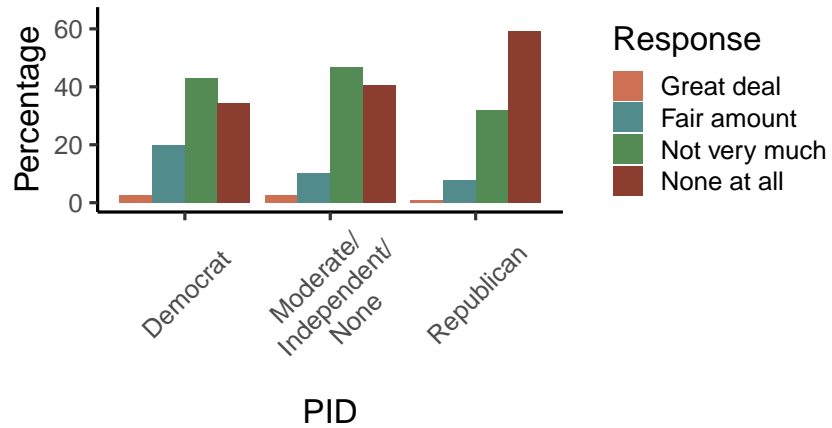
PID	Response	Percentage	Frequency
Democrat	Great deal	2.61	13
Democrat	Fair amount	19.84	99
Democrat	Not very much	43.09	215
Democrat	None at all	34.47	172
Moderate/Independent/None	Great deal	2.42	4
Moderate/Independent/None	Fair amount	10.30	17
Moderate/Independent/None	Not very much	46.67	77
Moderate/Independent/None	None at all	40.61	67
Republican	Great deal	1.03	4
Republican	Fair amount	7.73	30
Republican	Not very much	31.96	124
Republican	None at all	59.28	230

How much trust and confidence do you have in Twitter to appropriately handle political advertising [Column: 115]



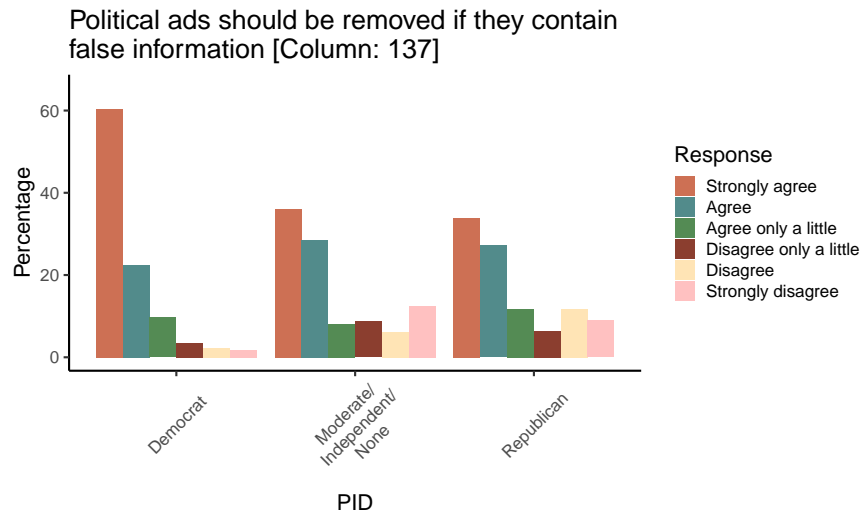
PID	Response	Percentage	Frequency
Democrat	Great deal	2.61	13
Democrat	Fair amount	19.84	99
Democrat	Not very much	43.09	215
Democrat	None at all	34.47	172
Moderate/Independent/None	Great deal	2.42	4
Moderate/Independent/None	Fair amount	10.30	17
Moderate/Independent/None	Not very much	46.67	77
Moderate/Independent/None	None at all	40.61	67
Republican	Great deal	1.03	4
Republican	Fair amount	7.73	30
Republican	Not very much	31.96	124
Republican	None at all	59.28	230

How much trust and confidence do you have in Google to appropriately handle political advertising [Column: 116]

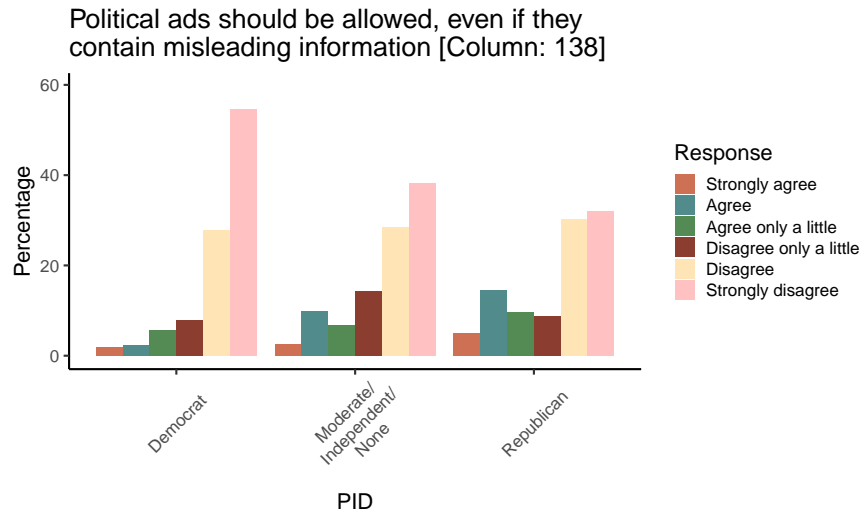


PID	Response	Percentage	Frequency
Democrat	Great deal	2.61	13
Democrat	Fair amount	19.84	99
Democrat	Not very much	43.09	215
Democrat	None at all	34.47	172
Moderate/Independent/None	Great deal	2.42	4
Moderate/Independent/None	Fair amount	10.30	17
Moderate/Independent/None	Not very much	46.67	77
Moderate/Independent/None	None at all	40.61	67
Republican	Great deal	1.03	4
Republican	Fair amount	7.73	30
Republican	Not very much	31.96	124
Republican	None at all	59.28	230

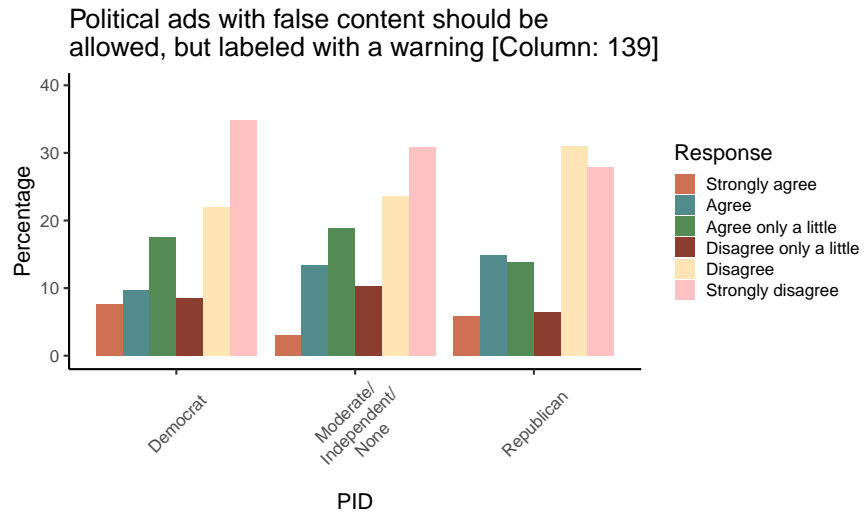
Weighted opinions about when political ads should be allowed by PID



PID	Response	Percentage	Frequency
Democrat	Strongly agree	60.44	301
Democrat	Agree	22.49	112
Democrat	Agree only a little	9.64	48
Democrat	Disagree only a little	3.41	17
Democrat	Disagree	2.21	11
Democrat	Strongly disagree	1.81	9
Moderate/Independent/None	Strongly agree	36.02	58
Moderate/Independent/None	Agree	28.57	46
Moderate/Independent/None	Agree only a little	8.07	13
Moderate/Independent/None	Disagree only a little	8.70	14
Moderate/Independent/None	Disagree	6.21	10
Moderate/Independent/None	Strongly disagree	12.42	20
Republican	Strongly agree	33.85	132
Republican	Agree	27.18	106
Republican	Agree only a little	11.79	46
Republican	Disagree only a little	6.41	25
Republican	Disagree	11.79	46
Republican	Strongly disagree	8.97	35

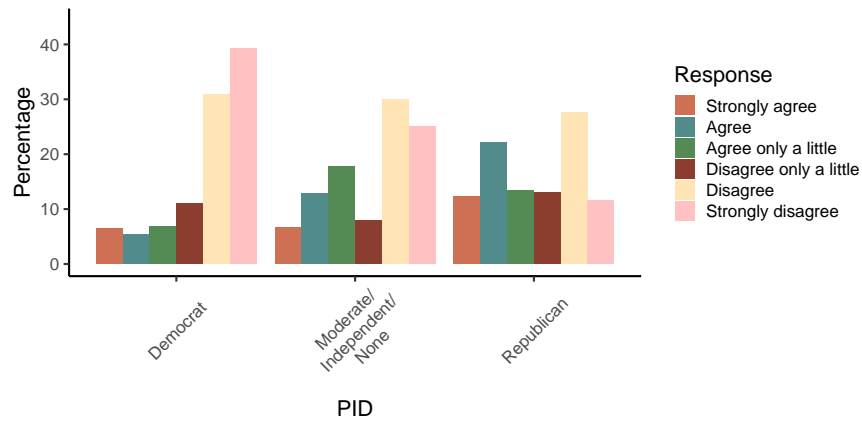


PID	Response	Percentage	Frequency
Democrat	Strongly agree	1.81	9
Democrat	Agree	2.41	12
Democrat	Agree only a little	5.62	28
Democrat	Disagree only a little	7.83	39
Democrat	Disagree	27.71	138
Democrat	Strongly disagree	54.62	272
Moderate/Independent/None	Strongly agree	2.47	4
Moderate/Independent/None	Agree	9.88	16
Moderate/Independent/None	Agree only a little	6.79	11
Moderate/Independent/None	Disagree only a little	14.20	23
Moderate/Independent/None	Disagree	28.40	46
Moderate/Independent/None	Strongly disagree	38.27	62
Republican	Strongly agree	4.91	19
Republican	Agree	14.47	56
Republican	Agree only a little	9.56	37
Republican	Disagree only a little	8.79	34
Republican	Disagree	30.23	117
Republican	Strongly disagree	32.04	124

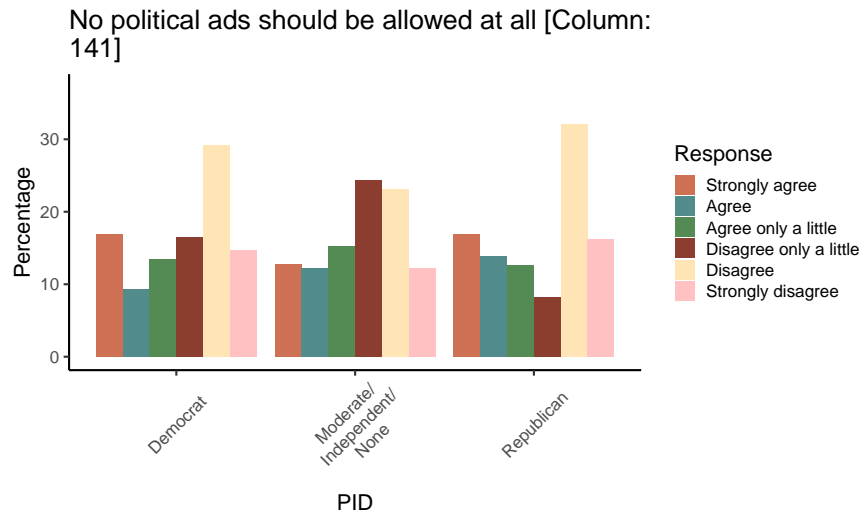


PID	Response	Percentage	Frequency
Democrat	Strongly agree	7.65	38
Democrat	Agree	9.66	48
Democrat	Agree only a little	17.51	87
Democrat	Disagree only a little	8.45	42
Democrat	Disagree	21.93	109
Democrat	Strongly disagree	34.81	173
Moderate/Independent/None	Strongly agree	3.03	5
Moderate/Independent/None	Agree	13.33	22
Moderate/Independent/None	Agree only a little	18.79	31
Moderate/Independent/None	Disagree only a little	10.30	17
Moderate/Independent/None	Disagree	23.64	39
Moderate/Independent/None	Strongly disagree	30.91	51
Republican	Strongly agree	5.90	23
Republican	Agree	14.87	58
Republican	Agree only a little	13.85	54
Republican	Disagree only a little	6.41	25
Republican	Disagree	31.03	121
Republican	Strongly disagree	27.95	109

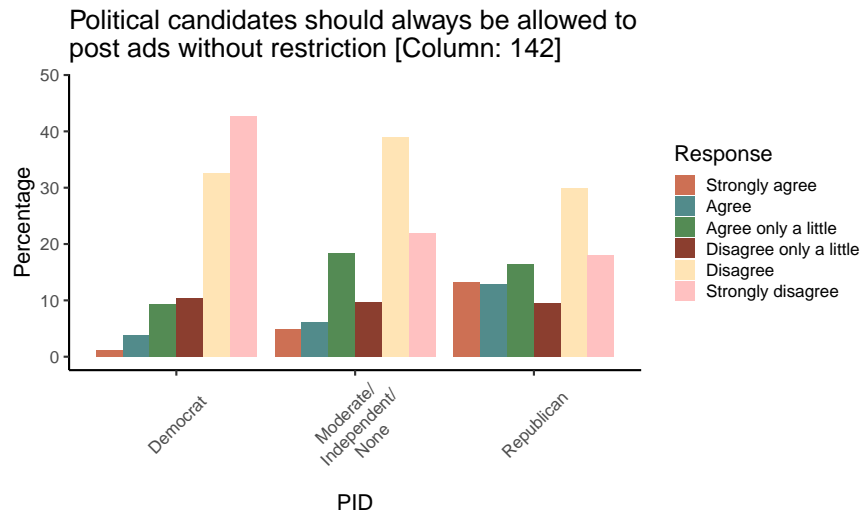
Companies should not try to label political ads as false, even if they containing misleading information [Column: 140]



PID	Response	Percentage	Frequency
Democrat	Strongly agree	6.45	32
Democrat	Agree	5.44	27
Democrat	Agree only a little	6.85	34
Democrat	Disagree only a little	11.09	55
Democrat	Disagree	30.85	153
Democrat	Strongly disagree	39.31	195
Moderate/Independent/None	Strongly agree	6.71	11
Moderate/Independent/None	Agree	12.80	21
Moderate/Independent/None	Agree only a little	17.68	29
Moderate/Independent/None	Disagree only a little	7.93	13
Moderate/Independent/None	Disagree	29.88	49
Moderate/Independent/None	Strongly disagree	25.00	41
Republican	Strongly agree	12.31	48
Republican	Agree	22.05	86
Republican	Agree only a little	13.33	52
Republican	Disagree only a little	13.08	51
Republican	Disagree	27.69	108
Republican	Strongly disagree	11.54	45

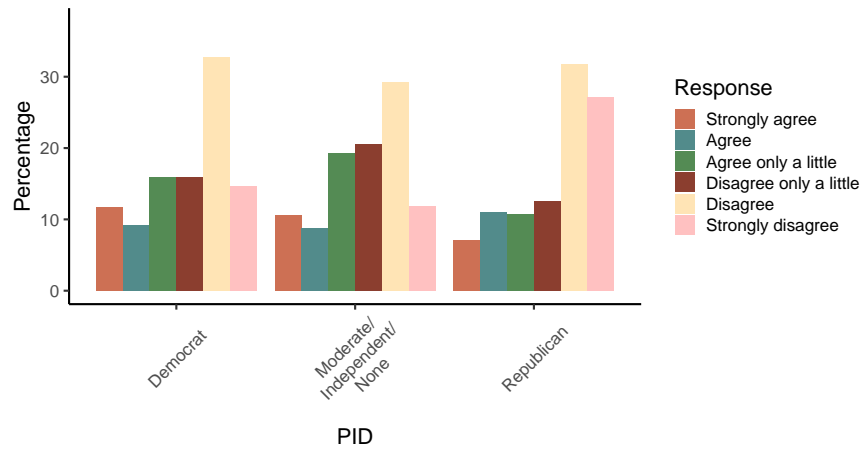


PID	Response	Percentage	Frequency
Democrat	Strongly agree	16.90	84
Democrat	Agree	9.26	46
Democrat	Agree only a little	13.48	67
Democrat	Disagree only a little	16.50	82
Democrat	Disagree	29.18	145
Democrat	Strongly disagree	14.69	73
Moderate/Independent/None	Strongly agree	12.80	21
Moderate/Independent/None	Agree	12.20	20
Moderate/Independent/None	Agree only a little	15.24	25
Moderate/Independent/None	Disagree only a little	24.39	40
Moderate/Independent/None	Disagree	23.17	38
Moderate/Independent/None	Strongly disagree	12.20	20
Republican	Strongly agree	16.97	66
Republican	Agree	13.88	54
Republican	Agree only a little	12.60	49
Republican	Disagree only a little	8.23	32
Republican	Disagree	32.13	125
Republican	Strongly disagree	16.20	63

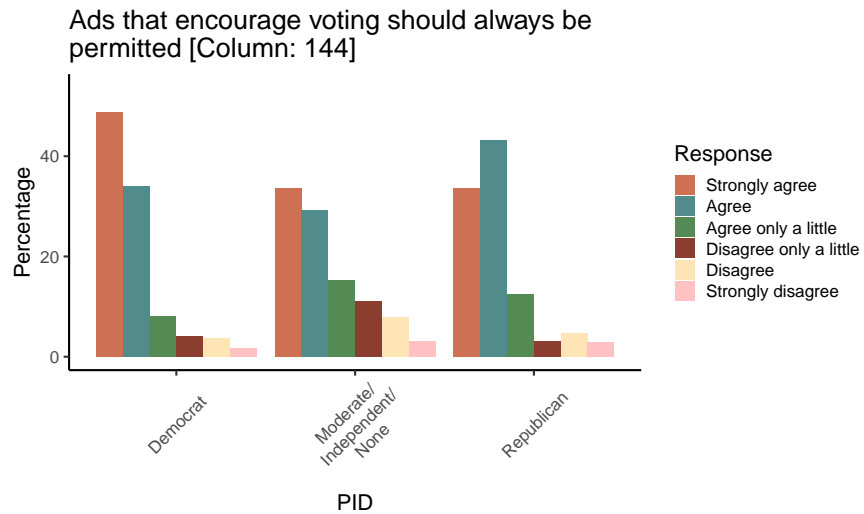


PID	Response	Percentage	Frequency
Democrat	Strongly agree	1.20	6
Democrat	Agree	3.82	19
Democrat	Agree only a little	9.24	46
Democrat	Disagree only a little	10.44	52
Democrat	Disagree	32.53	162
Democrat	Strongly disagree	42.77	213
Moderate/Independent/None	Strongly agree	4.88	8
Moderate/Independent/None	Agree	6.10	10
Moderate/Independent/None	Agree only a little	18.29	30
Moderate/Independent/None	Disagree only a little	9.76	16
Moderate/Independent/None	Disagree	39.02	64
Moderate/Independent/None	Strongly disagree	21.95	36
Republican	Strongly agree	13.14	51
Republican	Agree	12.89	50
Republican	Agree only a little	16.49	64
Republican	Disagree only a little	9.54	37
Republican	Disagree	29.90	116
Republican	Strongly disagree	18.04	70

All ads on controversial topics should be removed,
regardless of source [Column: 143]

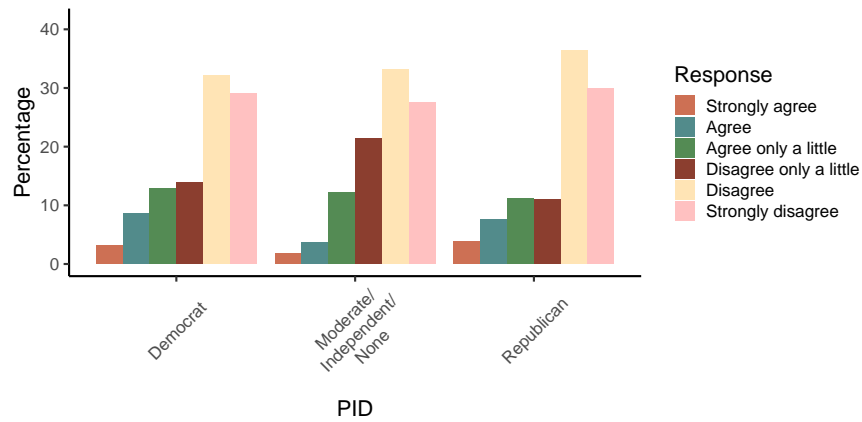


PID	Response	Percentage	Frequency
Democrat	Strongly agree	11.65	58
Democrat	Agree	9.24	46
Democrat	Agree only a little	15.86	79
Democrat	Disagree only a little	15.86	79
Democrat	Disagree	32.73	163
Democrat	Strongly disagree	14.66	73
Moderate/Independent/None	Strongly agree	10.56	17
Moderate/Independent/None	Agree	8.70	14
Moderate/Independent/None	Agree only a little	19.25	31
Moderate/Independent/None	Disagree only a little	20.50	33
Moderate/Independent/None	Disagree	29.19	47
Moderate/Independent/None	Strongly disagree	11.80	19
Republican	Strongly agree	7.03	27
Republican	Agree	10.94	42
Republican	Agree only a little	10.68	41
Republican	Disagree only a little	12.50	48
Republican	Disagree	31.77	122
Republican	Strongly disagree	27.08	104



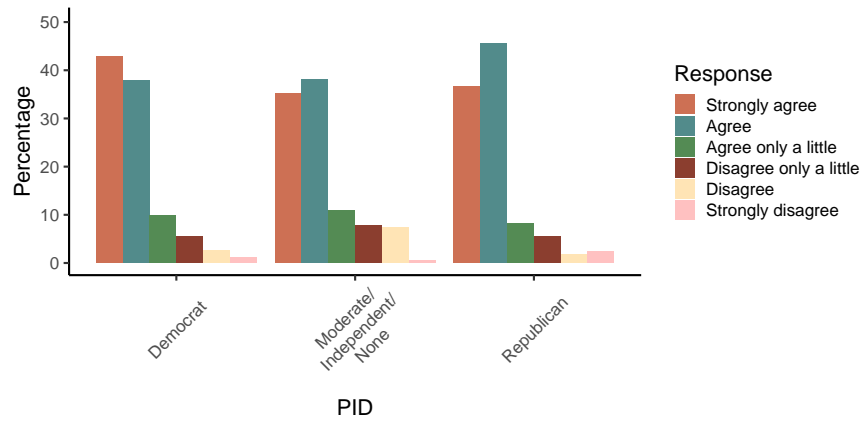
PID	Response	Percentage	Frequency
Democrat	Strongly agree	48.69	242
Democrat	Agree	34.00	169
Democrat	Agree only a little	8.05	40
Democrat	Disagree only a little	4.02	20
Democrat	Disagree	3.62	18
Democrat	Strongly disagree	1.61	8
Moderate/Independent/None	Strongly agree	33.54	55
Moderate/Independent/None	Agree	29.27	48
Moderate/Independent/None	Agree only a little	15.24	25
Moderate/Independent/None	Disagree only a little	10.98	18
Moderate/Independent/None	Disagree	7.93	13
Moderate/Independent/None	Strongly disagree	3.05	5
Republican	Strongly agree	33.68	130
Republican	Agree	43.26	167
Republican	Agree only a little	12.44	48
Republican	Disagree only a little	3.11	12
Republican	Disagree	4.66	18
Republican	Strongly disagree	2.85	11

Ads from news organizations should be exempted from regulations of political advertising [Column: 145]

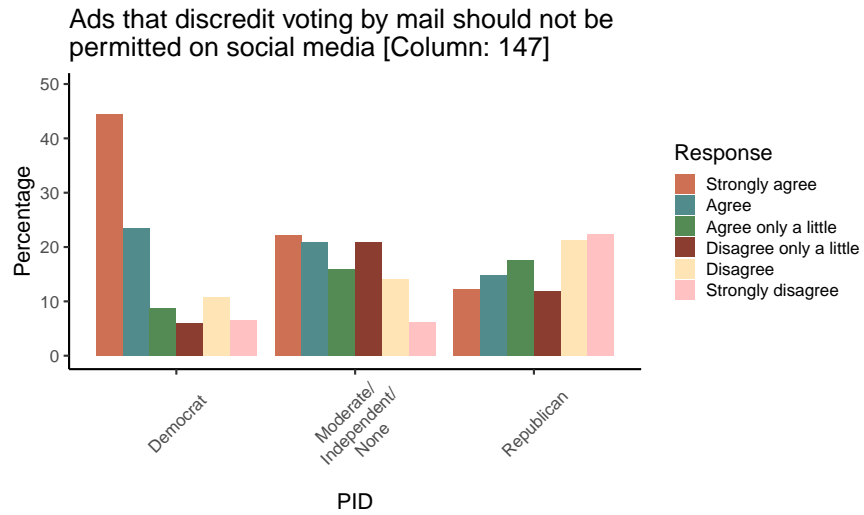


PID	Response	Percentage	Frequency
Democrat	Strongly agree	3.23	16
Democrat	Agree	8.69	43
Democrat	Agree only a little	12.93	64
Democrat	Disagree only a little	13.94	69
Democrat	Disagree	32.12	159
Democrat	Strongly disagree	29.09	144
Moderate/Independent/None	Strongly agree	1.84	3
Moderate/Independent/None	Agree	3.68	6
Moderate/Independent/None	Agree only a little	12.27	20
Moderate/Independent/None	Disagree only a little	21.47	35
Moderate/Independent/None	Disagree	33.13	54
Moderate/Independent/None	Strongly disagree	27.61	45
Republican	Strongly agree	3.91	15
Republican	Agree	7.55	29
Republican	Agree only a little	11.20	43
Republican	Disagree only a little	10.94	42
Republican	Disagree	36.46	140
Republican	Strongly disagree	29.95	115

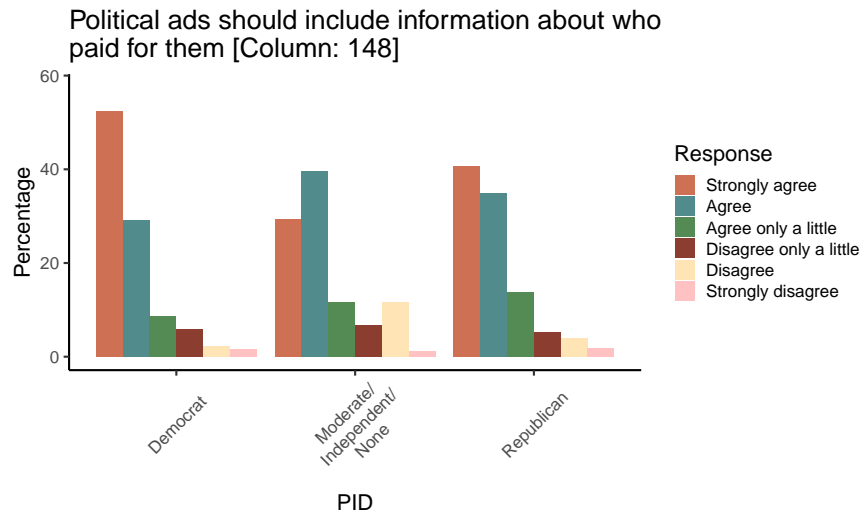
Political ads from news organizations should be subject to the same regulations as ads from other sources [Column: 146]



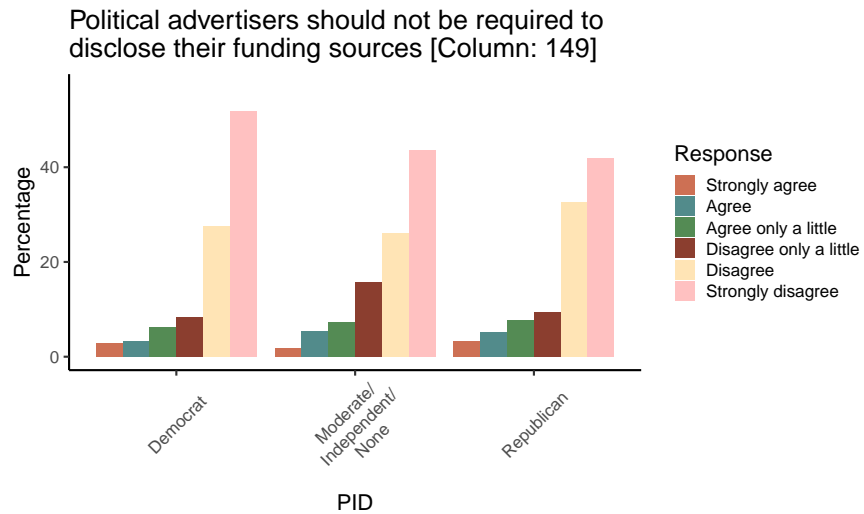
PID	Response	Percentage	Frequency
Democrat	Strongly agree	42.94	213
Democrat	Agree	37.90	188
Democrat	Agree only a little	9.88	49
Democrat	Disagree only a little	5.44	27
Democrat	Disagree	2.62	13
Democrat	Strongly disagree	1.21	6
Moderate/Independent/None	Strongly agree	35.15	58
Moderate/Independent/None	Agree	38.18	63
Moderate/Independent/None	Agree only a little	10.91	18
Moderate/Independent/None	Disagree only a little	7.88	13
Moderate/Independent/None	Disagree	7.27	12
Moderate/Independent/None	Strongly disagree	0.61	1
Republican	Strongly agree	36.69	142
Republican	Agree	45.48	176
Republican	Agree only a little	8.27	32
Republican	Disagree only a little	5.43	21
Republican	Disagree	1.81	7
Republican	Strongly disagree	2.33	9



PID	Response	Percentage	Frequency
Democrat	Strongly agree	44.53	220
Democrat	Agree	23.48	116
Democrat	Agree only a little	8.70	43
Democrat	Disagree only a little	6.07	30
Democrat	Disagree	10.73	53
Democrat	Strongly disagree	6.48	32
Moderate/Independent/None	Strongly agree	22.09	36
Moderate/Independent/None	Agree	20.86	34
Moderate/Independent/None	Agree only a little	15.95	26
Moderate/Independent/None	Disagree only a little	20.86	34
Moderate/Independent/None	Disagree	14.11	23
Moderate/Independent/None	Strongly disagree	6.13	10
Republican	Strongly agree	12.18	47
Republican	Agree	14.77	57
Republican	Agree only a little	17.62	68
Republican	Disagree only a little	11.92	46
Republican	Disagree	21.24	82
Republican	Strongly disagree	22.28	86

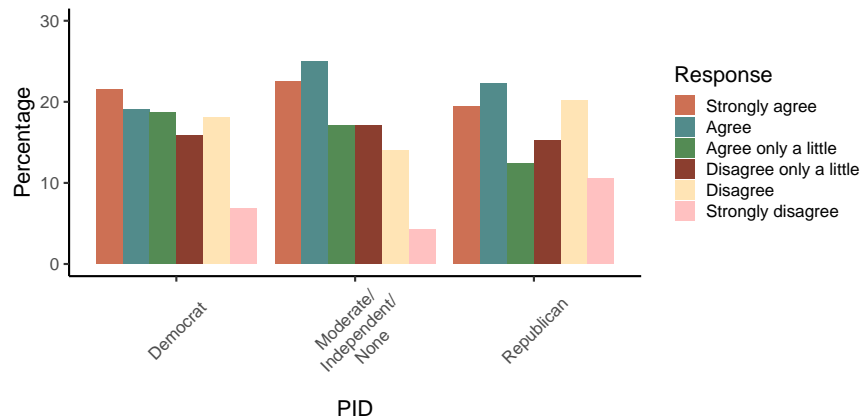


PID	Response	Percentage	Frequency
Democrat	Strongly agree	52.44	258
Democrat	Agree	29.07	143
Democrat	Agree only a little	8.74	43
Democrat	Disagree only a little	5.89	29
Democrat	Disagree	2.24	11
Democrat	Strongly disagree	1.63	8
Moderate/Independent/None	Strongly agree	29.27	48
Moderate/Independent/None	Agree	39.63	65
Moderate/Independent/None	Agree only a little	11.59	19
Moderate/Independent/None	Disagree only a little	6.71	11
Moderate/Independent/None	Disagree	11.59	19
Moderate/Independent/None	Strongly disagree	1.22	2
Republican	Strongly agree	40.57	157
Republican	Agree	34.88	135
Republican	Agree only a little	13.70	53
Republican	Disagree only a little	5.17	20
Republican	Disagree	3.88	15
Republican	Strongly disagree	1.81	7

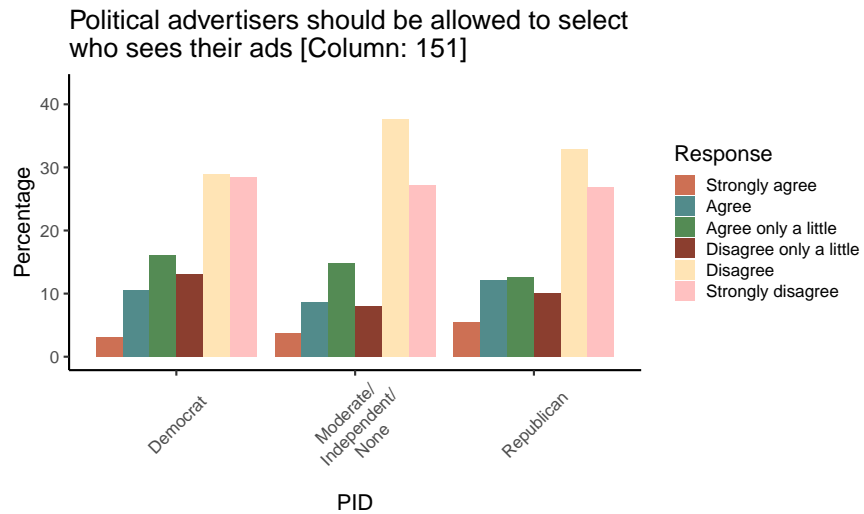


PID	Response	Percentage	Frequency
Democrat	Strongly agree	2.82	14
Democrat	Agree	3.23	16
Democrat	Agree only a little	6.25	31
Democrat	Disagree only a little	8.27	41
Democrat	Disagree	27.62	137
Democrat	Strongly disagree	51.81	257
Moderate/Independent/None	Strongly agree	1.82	3
Moderate/Independent/None	Agree	5.45	9
Moderate/Independent/None	Agree only a little	7.27	12
Moderate/Independent/None	Disagree only a little	15.76	26
Moderate/Independent/None	Disagree	26.06	43
Moderate/Independent/None	Strongly disagree	43.64	72
Republican	Strongly agree	3.36	13
Republican	Agree	5.17	20
Republican	Agree only a little	7.75	30
Republican	Disagree only a little	9.30	36
Republican	Disagree	32.56	126
Republican	Strongly disagree	41.86	162

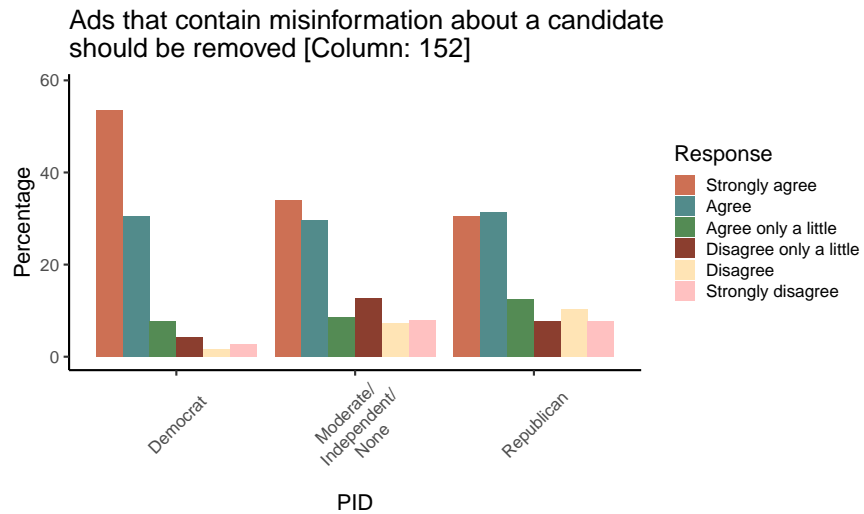
Microtargeting political ads to specific audiences based on things like age, gender, and race should not be permitted. [Column: 150]



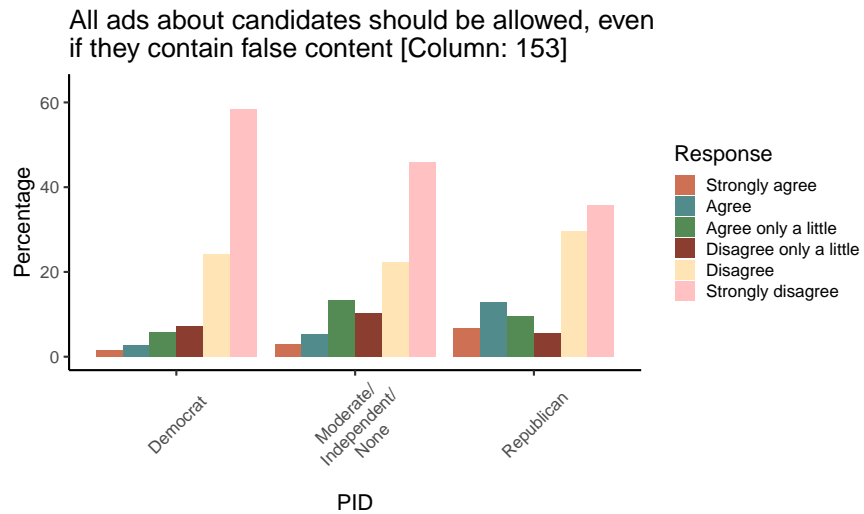
PID	Response	Percentage	Frequency
Democrat	Strongly agree	21.50	106
Democrat	Agree	19.07	94
Democrat	Agree only a little	18.66	92
Democrat	Disagree only a little	15.82	78
Democrat	Disagree	18.05	89
Democrat	Strongly disagree	6.90	34
Moderate/Independent/None	Strongly agree	22.56	37
Moderate/Independent/None	Agree	25.00	41
Moderate/Independent/None	Agree only a little	17.07	28
Moderate/Independent/None	Disagree only a little	17.07	28
Moderate/Independent/None	Disagree	14.02	23
Moderate/Independent/None	Strongly disagree	4.27	7
Republican	Strongly agree	19.38	75
Republican	Agree	22.22	86
Republican	Agree only a little	12.40	48
Republican	Disagree only a little	15.25	59
Republican	Disagree	20.16	78
Republican	Strongly disagree	10.59	41



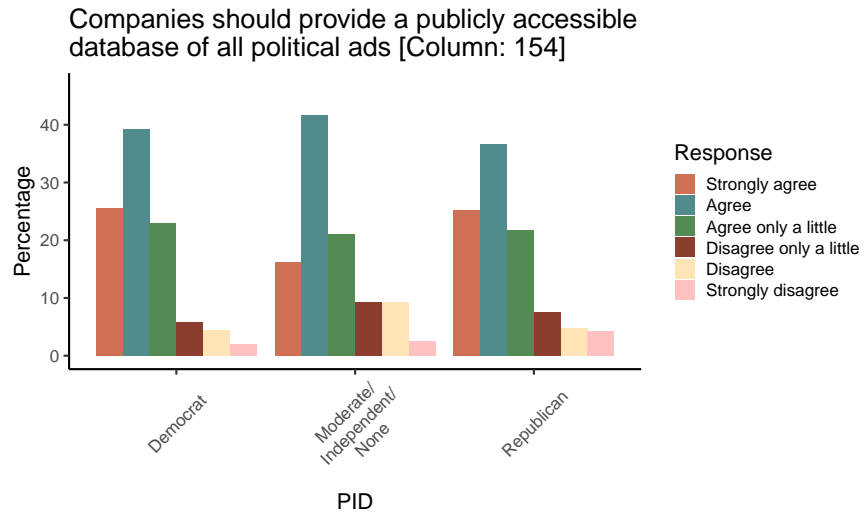
PID	Response	Percentage	Frequency
Democrat	Strongly agree	3.02	15
Democrat	Agree	10.46	52
Democrat	Agree only a little	16.10	80
Democrat	Disagree only a little	13.08	65
Democrat	Disagree	28.97	144
Democrat	Strongly disagree	28.37	141
Moderate/Independent/None	Strongly agree	3.70	6
Moderate/Independent/None	Agree	8.64	14
Moderate/Independent/None	Agree only a little	14.81	24
Moderate/Independent/None	Disagree only a little	8.02	13
Moderate/Independent/None	Disagree	37.65	61
Moderate/Independent/None	Strongly disagree	27.16	44
Republican	Strongly agree	5.43	21
Republican	Agree	12.14	47
Republican	Agree only a little	12.66	49
Republican	Disagree only a little	10.08	39
Republican	Disagree	32.82	127
Republican	Strongly disagree	26.87	104



PID	Response	Percentage	Frequency
Democrat	Strongly agree	53.43	265
Democrat	Agree	30.44	151
Democrat	Agree only a little	7.66	38
Democrat	Disagree only a little	4.23	21
Democrat	Disagree	1.61	8
Democrat	Strongly disagree	2.62	13
Moderate/Independent/None	Strongly agree	33.94	56
Moderate/Independent/None	Agree	29.70	49
Moderate/Independent/None	Agree only a little	8.48	14
Moderate/Independent/None	Disagree only a little	12.73	21
Moderate/Independent/None	Disagree	7.27	12
Moderate/Independent/None	Strongly disagree	7.88	13
Republican	Strongly agree	30.49	118
Republican	Agree	31.27	121
Republican	Agree only a little	12.40	48
Republican	Disagree only a little	7.75	30
Republican	Disagree	10.34	40
Republican	Strongly disagree	7.75	30

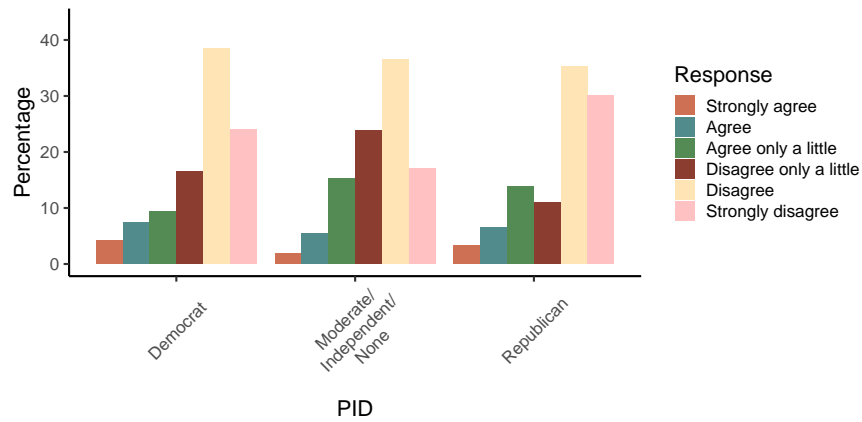


PID	Response	Percentage	Frequency
Democrat	Strongly agree	1.62	8
Democrat	Agree	2.83	14
Democrat	Agree only a little	5.67	28
Democrat	Disagree only a little	7.09	35
Democrat	Disagree	24.29	120
Democrat	Strongly disagree	58.50	289
Moderate/Independent/None	Strongly agree	3.01	5
Moderate/Independent/None	Agree	5.42	9
Moderate/Independent/None	Agree only a little	13.25	22
Moderate/Independent/None	Disagree only a little	10.24	17
Moderate/Independent/None	Disagree	22.29	37
Moderate/Independent/None	Strongly disagree	45.78	76
Republican	Strongly agree	6.68	26
Republican	Agree	12.85	50
Republican	Agree only a little	9.51	37
Republican	Disagree only a little	5.66	22
Republican	Disagree	29.56	115
Republican	Strongly disagree	35.73	139



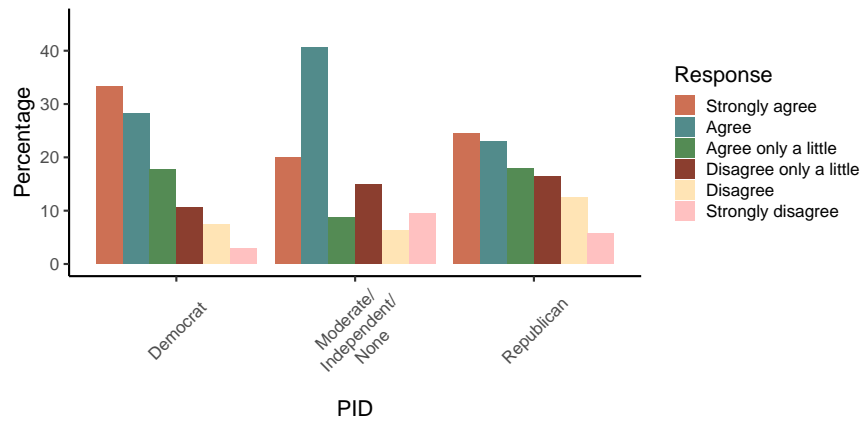
PID	Response	Percentage	Frequency
Democrat	Strongly agree	25.56	126
Democrat	Agree	39.15	193
Democrat	Agree only a little	22.92	113
Democrat	Disagree only a little	5.88	29
Democrat	Disagree	4.46	22
Democrat	Strongly disagree	2.03	10
Moderate/Independent/None	Strongly agree	16.15	26
Moderate/Independent/None	Agree	41.61	67
Moderate/Independent/None	Agree only a little	21.12	34
Moderate/Independent/None	Disagree only a little	9.32	15
Moderate/Independent/None	Disagree	9.32	15
Moderate/Independent/None	Strongly disagree	2.48	4
Republican	Strongly agree	25.19	97
Republican	Agree	36.62	141
Republican	Agree only a little	21.82	84
Republican	Disagree only a little	7.53	29
Republican	Disagree	4.68	18
Republican	Strongly disagree	4.16	16

Ads about candidates or upcoming elections should be banned, but ads about social issues (e.g., guns or abortion) should still be allowed [Column: 155]



PID	Response	Percentage	Frequency
Democrat	Strongly agree	4.23	21
Democrat	Agree	7.44	37
Democrat	Agree only a little	9.46	47
Democrat	Disagree only a little	16.50	82
Democrat	Disagree	38.43	191
Democrat	Strongly disagree	23.94	119
Moderate/Independent/None	Strongly agree	1.83	3
Moderate/Independent/None	Agree	5.49	9
Moderate/Independent/None	Agree only a little	15.24	25
Moderate/Independent/None	Disagree only a little	23.78	39
Moderate/Independent/None	Disagree	36.59	60
Moderate/Independent/None	Strongly disagree	17.07	28
Republican	Strongly agree	3.34	13
Republican	Agree	6.43	25
Republican	Agree only a little	13.88	54
Republican	Disagree only a little	11.05	43
Republican	Disagree	35.22	137
Republican	Strongly disagree	30.08	117

Ads from certain sources like political action committees (PACs) and dark money organizations should be banned [Column: 156]



PID	Response	Percentage	Frequency
Democrat	Strongly agree	33.20	164
Democrat	Agree	28.14	139
Democrat	Agree only a little	17.81	88
Democrat	Disagree only a little	10.53	52
Democrat	Disagree	7.49	37
Democrat	Strongly disagree	2.83	14
Moderate/Independent/None	Strongly agree	20.00	32
Moderate/Independent/None	Agree	40.62	65
Moderate/Independent/None	Agree only a little	8.75	14
Moderate/Independent/None	Disagree only a little	15.00	24
Moderate/Independent/None	Disagree	6.25	10
Moderate/Independent/None	Strongly disagree	9.38	15
Republican	Strongly agree	24.48	94
Republican	Agree	22.92	88
Republican	Agree only a little	17.97	69
Republican	Disagree only a little	16.41	63
Republican	Disagree	12.50	48
Republican	Strongly disagree	5.73	22