



National Poll of 1,145 Registered Voters · Conducted 01.31.12 · Margin of Error +/- 3 percentage points*

4. Do you believe that political advertising should pass a "truth test" before publication or broadcast?

	Age					Race				Gender		Party		
	Total	18-29	30-44	45-64	65+	White	Black	Hispanic	Other	Male	Female	Republican	Democrat	Independent
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes	73.2	78.9	73.5	72.4	68.1	80.5	51.4	55.5	49.3	72.3	74.1	71.8	70.5	77.5
No	8.9	.4	13.8	9.9	8.0	6.8	8.4	19.8	16.2	12.8	5.2	9.3	9.4	7.8
No opinion	17.9	20.7	12.7	17.7	23.8	12.7	40.3	24.7	34.5	14.9	20.7	18.9	20.1	14.7

Data for Poll Position survey research is collected using interactive voice response technology. Field work for all Poll Position surveys is conducted by Majority Opinion Research. Data are weighted by age, race, and gender. Questions of a political nature are additionally weighted by political party affiliation.

* Margin of error for demographic subgroups higher.