MORNING CONSULT®

TRUSTED ELECTION MESSENGERS

Bipartisan Policy Center Elections Team

OCTOBER 2022

Bipartisan Policy Center

BACKGROUND

The research conducted by Morning Consult on behalf of the Bipartisan Policy Center seeks to understand where voters are getting information about elections and which messengers voters trust for information about the election. Specific research included the following:

1.   Election Information Consumption

2.   Trusted Election Messengers

3.   Confidence in the 2020 and 2022 Election

AUDIENCE AND METHODOLOGY

U.S. voters: This poll was conducted between October 14-15, 2022 among a sample of 2,002 registered voters nationally. The interviews were conducted online and the data was weighted to approximate a target sample of registered voters based on gender by age, educational attainment, race, marital status, home ownership, race by educational attainment, 2020 presidential vote, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

CO voters: This poll was conducted between October 14-20, 2022 among a sample of 805 Colorado voters. The interviews were conducted online and the data was weighted to approximate a target sample of Colorado voters based on gender by age, race, marital status, race by educational attainment, and 2020 presidential vote. Results from the full survey have a margin of error of plus or minus 3 percentage points.

GA voters: This poll was conducted between October 14-17, 2022 among a sample of 809 Georgia voters. The interviews were conducted online and the data was weighted to approximate a target sample of Georgia voters based on gender by age, educational attainment, race, marital status, home ownership, race by educational attainment, and 2020 presidential vote. Results from the full survey have a margin of error of plus or minus 3 percentage points.

WI voters: This poll was conducted between October 14-24, 2022 among a sample of 501 Wisconsin voters. The interviews were conducted online and the data was weighted to approximate a target sample of Wisconsin voters based on gender by age, race, marital status, race by educational attainment, and 2020 presidential vote. Results from the full survey have a margin of error of plus or minus 4 percentage points.

EXECUTIVE SUMMARY

1. **When asked who voters turn to for various types of information about an election, voters are most likely to look to their state and local election officials, and search engines.** For information on the winner of an election, voters nationally and across the states surveyed are most likely to go to national television, local television, or a search engine. *See slide 5.*

2. **In the conjoint analysis, voters are more likely to look for information about the winner of an election from sources they are familiar with: their favorite national news anchor, their favorite local television news anchor, their state chief election official, and their local chief election official.** Across political parties nationally and the states surveyed, these four messengers are the most trusted. Among the specific named messengers tested, when Anderson Cooper presented in a matchup, he was selected by 34% of voters. *See slides 14-15.*

3. **Republican voters do not agree with the tested statement about election results being trusted regardless of if the statement came from a Republican party leader or state chief election official.** On the other hand, a majority of Democrats agree with the tested statement even if it came from a Republican party leader. *See slide 17.*

4. **A majority of voters nationally and across the tested states are confident their vote was counted accurately in 2020 and will be counted accurately in the 2022 election, but confidence decreases when asked about votes across the country being counted accurately.** Among Republican voters, a majority are confident their vote was counted accurately in the 2020 election, however a majority are not confident voters across the country were accurately counted. Confidence remains high among Democrat voters. *See slides 20-21.*

5. **Looking forward to the 2022 midterm elections, a majority of voters are confident votes in their state and across the country will be counted accurately.** Two-thirds of voters can be categorized as electoral believers, meaning they are confident votes in the country and their state will be counted accurately, while 17% can be categorized as electoral deniers, not confident their votes will be counted accurately in the country and their state. *See slide 23.*

CONTENTS

ELECTION INFORMATION CONSUMPTION

TRUSTED ELECTION MESSENGERS

CONFIDENCE IN THE ELECTION

APPENDIX

ELECTION INFORMATION CONSUMPTION

Voters are more likely to turn to their state/local election office or a search engine for information on registering to vote and how elections are run, while they are more likely to turn to television for the winner of an election.

	Registered Voters	Colorado Voters	Georgia Voters	Wisconsin Voters
Information needed to **register to vote**	Local election office (40%)	Google or another search engine (43%)	Google or another search engine (41%)	Google or another search engine (45%)
	Google or another search engine (36%)	Local election office (36%)	Local election office (41%)	Local election office (42%)
	State election office (34%)	State election office (31%)	State election office (34%)	State election office (32%)
Information on **how elections are run**	Google or another search engine (45%)	Google or another search engine (53%)	Google or another search engine (50%)	Google or another search engine (52%)
	State election office (37%)	State election office (38%)	State election office (41%)	Local election office (39%)
	Local election office (34%)	Local election office (35%)	Local election office (39%)	State election office (38%)
Information on **winner of an election**	National television (38%)	Google or another search engine (42%)	Google or another search engine (39%)	Local or regional Television (43%)
	Local or regional television (37%)	National television (37%)	National television (38%)	National television (42%)
	Google or another search engine (32%)	Local or regional television (31%)	Local or regional television (33%)	Google or another search engine (39%)

ELECTION INFORMATION CONSUMPTION

Information on: voter registration, how elections are run, and electoral winner sources.

U.S. VOTERS

	In the United States, there is information voters need to register and vote. Where are you most likely to look for this information?	*If you wanted to know more about how elections are run in the United States, where would you be most likely to look for that information?*	*If you are interested in learning about the winner of an election, what source would you be most likely to look to for results? You may select up to 3 choices.*
National television	17%	19%	38%
Local or regional television	18%	15%	37%
Radio	7%	6%	11%
Print publications, such as newspapers or magazines	9%	10%	9%
Print publications news websites	8%	11%	9%
Television news website	15%	14%	27%
Social media such as Facebook, Twitter, or Instagram	17%	15%	18%
Search through Google or other search engines	36%	45%	32%
Podcasts	4%	6%	4%
Friends and family	25%	18%	16%
Blogs or online forums	4%	6%	5%
Your state election office	34%	37%	18%
Your local election office	40%	34%	18%
Other, please specify			
I do not consume information about how to vote	6%		
Don't know/ no opinion			

Respondents could select up to 3 choices

ELECTION INFORMATION CONSUMPTION

Information on: voter registration, how elections are run, and electoral winner sources.

CO VOTERS

	*In the United States, there is information voters **need to register and vote**. Where are you most likely to look for this information?*	*If you wanted to **know more about how elections are run** in the United States, where would you be most likely to look for that information?*	*If you are interested in learning about the **winner of an election**, what source would you be most likely to look to for results? You may select up to 3 choices.*
National television	14%	14%	37%
Local or regional television	17%	13%	31%
Radio	4%	4%	7%
Print publications, such as newspapers or magazines	9%	10%	8%
Print publications news websites	10%	10%	9%
Television news website	8%	8%	26%
Social media such as Facebook, Twitter, or Instagram	14%	9%	17%
Search through Google or other search engines	43%	53%	42%
Podcasts	4%	5%	
Friends and family	23%	17%	14%
Blogs or online forums		6%	
Your state election office	31%	38%	17%
Your local election office	36%	35%	18%
Other, please specify			
I do not consume information about how to vote	7%		
Don't know/ no opinion			

Respondents could select up to 3 choices.

7

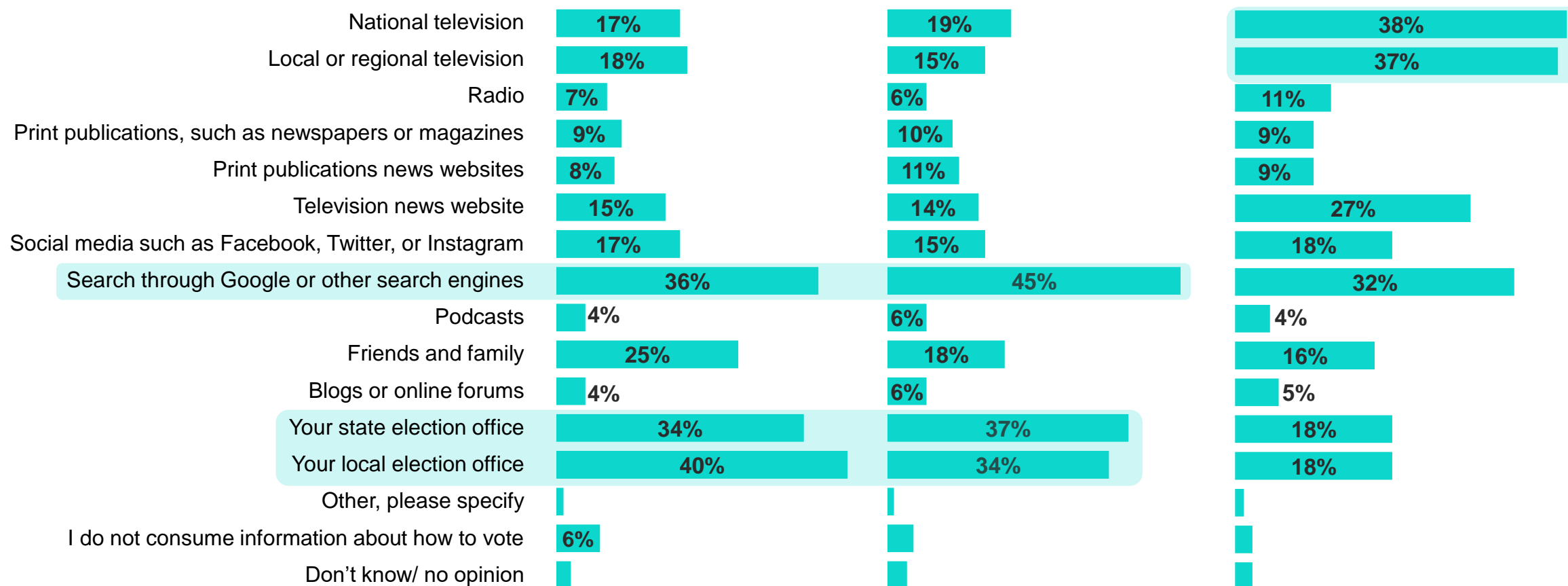**ELECTION INFORMATION CONSUMPTION**

Information on: voter registration, how elections are run, and electoral winner sources.

GA VOTERS

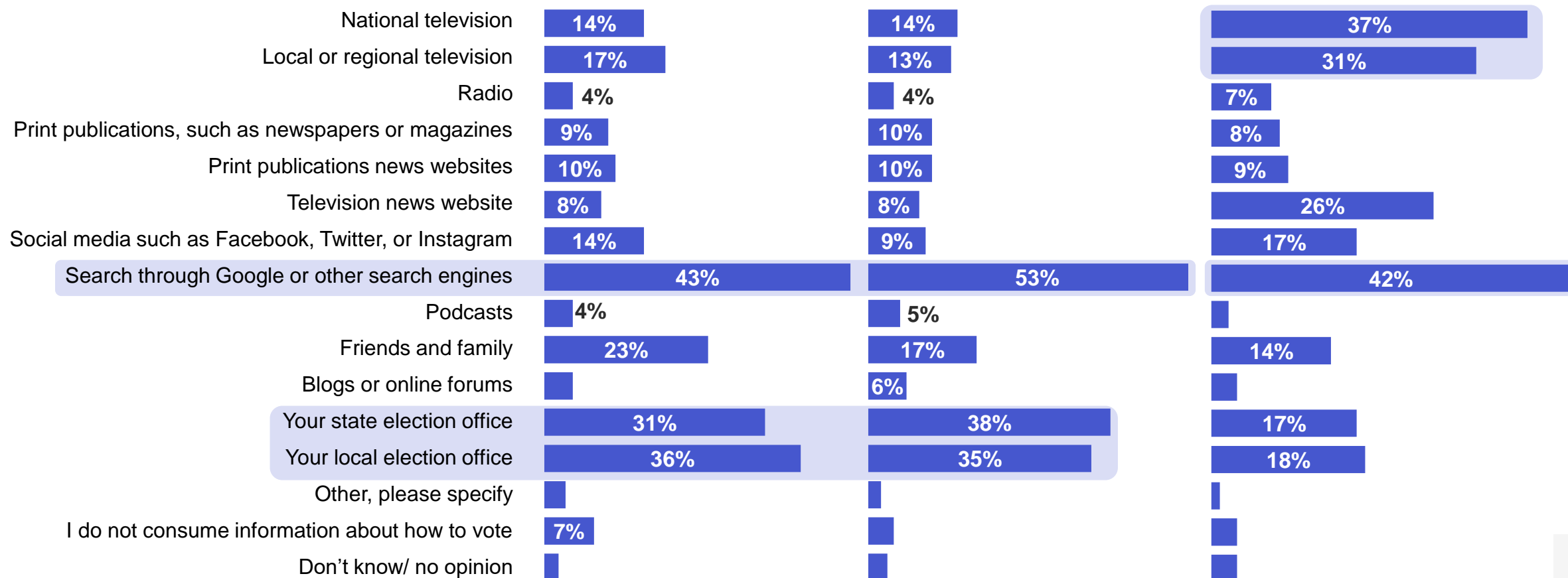|	*In the United States, there is information voters **need to register and vote**. Where are you most likely to look for this information?*	*If you wanted to **know more about how elections are run** in the United States, where would you be most likely to look for that information?*	*If you are interested in learning about the **winner of an election**, what source would you be most likely to look to for results? You may select up to 3 choices.*
National television	15%	17%	38%
Local or regional television	17%	13%	33%
Radio	7%	5%	9%
Print publications, such as newspapers or magazines	5%	10%	8%
Print publications news websites	7%	12%	8%
Television news website	14%	11%	27%
Social media such as Facebook, Twitter, or Instagram	20%	13%	22%
Search through Google or other search engines	41%	50%	39%
Podcasts	4%	5%	
Friends and family	27%	17%	17%
Blogs or online forums	4%	6%	3%
Your state election office	34%	41%	21%
Your local election office	41%	39%	19%
Other, please specify			
I do not consume information about how to vote			
Don't know/ no opinion			

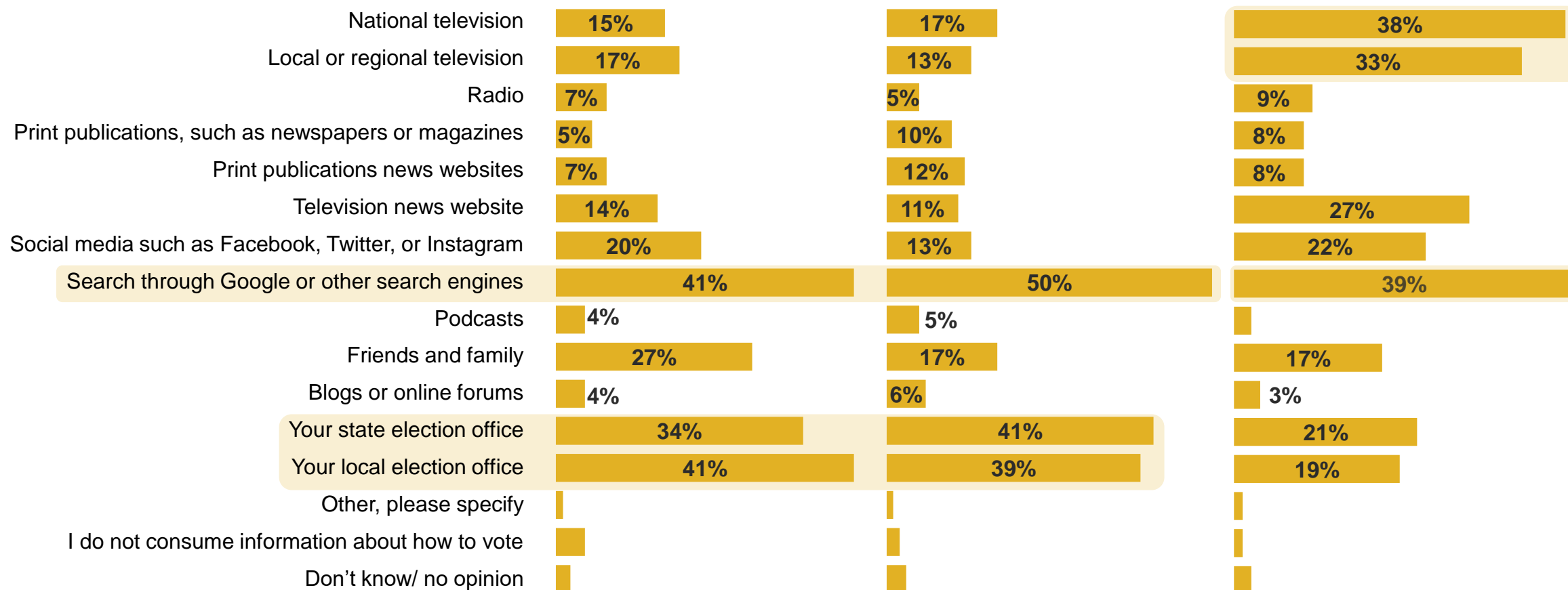*Respondents could select up to 3 choices*

Information on: voter registration, how elections are run, and electoral winner sources.

WI VOTERS

	*In the United States, there is information voters **need to register and vote**. Where are you most likely to look for this information?*	*If you wanted to **know more about how elections are run** in the United States, where would you be most likely to look for that information?*	*If you are interested in learning about the **winner of an election**, what source would you be most likely to look to for results? You may select up to 3 choices.*
National television	14%	14%	42%
Local or regional television	20%	15%	43%
Radio	6%	5%	9%
Print publications, such as newspapers or magazines	10%	8%	11%
Print publications news websites	9%	9%	9%
Television news website	10%	13%	28%
Social media such as Facebook, Twitter, or Instagram	15%	10%	17%
Search through Google or other search engines	45%	52%	39%
Podcasts		5%	
Friends and family	27%	21%	14%
Blogs or online forums		5%	
Your state election office	32%	38%	13%
Your local election office	42%	39%	13%
Other, please specify			
I do not consume information about how to vote	5%		
Don't know/ no opinion			0%

*Respondents could select up to 3 choices

9

Among voters who do not consume information on how to vote, they indicated that they do not consume information because they already know how to vote *(such as their polling location)* or because they have low political efficacy and believe their vote does not matter.

You indicated that you do not consume information on how to vote, why is that?

PRIOR EXPERIENCE / ALREADY KNOW HOW　　　　　　　　　　　　　　　　　**LOW POLITICAL EFFICACY**

"I have the place I always go to and **know where to go**."

"Because I've been voting for years, **so I basically know how to do it**."

"**I know how to vote**, when to vote and how to initially register."

"I don't believe anything the politicians have to say and they gonna' **put whoever they want in office anyways** just like they did with Joe Biden."

"**I already know how and where to go**. I'm 54 and have been voting since I turned 18."

"**I know how** to vote. I know where my polling place is. **I know** what district I am in. **I know** who my representatives are. Oh, and I have ID."

"I have no reason or need to consume information on how to vote **as I already know how to vote**."

"**It doesn't matter how to vote** because citizens votes don't count."

Asked among those who said they do not consume information on how to vote (N=128)

Among voters who are not interested in learning about how elections are run, they do not consume this information because they are just generally not interested in politics or they already know how elections are run.

You indicated that you are not interested in learning about how elections are run in the United States , why is that?

NOT INTERESTED / NOT INTO POLITICS / DON'T CARE   **ALREADY KNOW**

"**I am not interested** in the subject of politics."

"**Doesn't interest me enough to learn more about it**. I expect the people responsible for handling elections to do so with honesty and integrity."

"I'm just **not a fan** of politics."

"**I know how elections are run** in the US."

"**Just doesn't interest me**. A candidate will cry foul no matter how informed we are."

"**I have more important things** in my life then to learn about elections."

"**Not interested** in politics."

"**Because I don't need anymore information**, I know how everything is run."

*Asked among those who said they are not interested in learning about how elections are run in the U.S. (N=71)

CONTENTS

ELECTION INFORMATION CONSUMPTION

TRUSTED ELECTION MESSENGERS

CONFIDENCE IN THE ELECTION

APPENDIX

CONJOINT ANALYSIS

Question: Who, if anyone, will influence voters?

Traditionally, conjoint analysis measures the **preference and importance that respondents** place on the different elements of a product or service. It can be used to understand what **features people care about most when evaluating a product or service** with many features and allows evaluation of the tradeoffs people make on these features. The name comes from the fact that the design has people **'consider jointly' different features**, just like they do in real life when evaluating products/services.

In this survey's setup, we tested **who respondents would be likely to look to for information about the winner of an election**. Respondents were shown six randomized paring of messengers from the list below, with the option to select that they would look to neither for information about the winner of an election.

When you hear about how votes are counted, who of the following would you be more likely to look to for information about the winner of an election?	
○	Donald Trump
○	Dolly Parton
○	Would look to neither for information about the winner of an election

TESTED MESSENGERS

1. Donald Trump
2. Joe Biden
3. Steve Bannon, Former Advisor to Donald Trump
4. Joe Rogan, host of The Joe Rogan Experience podcast
5. [**State**] chief election official
6. Your local chief election official
7. Ronna McDaniel, Chairwoman of the Republican National Committee
8. Jaime Harrison, Chairman of the Democratic National Committee
9. Mark Zuckerberg, Meta CEO
10. Anderson Cooper of CNN
11. Your favorite local television news anchor
12. Your favorite national news anchor (e.g. ABC, CBS, NBC)
13. Rachel Maddow of MSNBC
14. Tucker Carlson of Fox News
15. Dolly Parton, country music singer
16. Would look to neither for information about the winner of an election

Results shown are modeled estimates for each messenger's effect on how likely voters are to select them when shown. For example, when shown *"Anderson Cooper of CNN"* 34% of adults select him, 24% select the other messenger shown in the conjoint, and 42% select neither messenger in the matchup. Voters are more likely to select national / local news anchors and state / local election officials over other messengers tested.

U.S. VOTERS

Legend: Messenger · Other · Neither

Messenger	Messenger	Other	Neither
Your favorite national news anchor (e.g. ABC, CBS, NBC)	57%	16%	27%
[State] chief election official	51%	18%	31%
Your local chief election official	49%	19%	31%
Your favorite local television news anchor	47%	23%	31%
Anderson Cooper of CNN	34%	24%	42%
Tucker Carlson of Fox News	24%	30%	46%
Rachel Maddow of MSNBC	23%	28%	50%
Jamie Harrison, Chairman of the DNC	23%	28%	49%
Joe Biden	27%	27%	46%
Ronna McDaniel, Chairwoman of the RNC	17%	28%	55%
Donald Trump	17%	33%	51%
Joe Rogan	16%	30%	54%
Steve Bannon, Former Advisor to Donald Trump	10%	33%	57%
Dolly Parton, country music singer	8%	38%	54%
Mark Zuckerberg, Meta CEO	8%	36%	56%

Results generated via a multinomial logistic regression model
**For state-level data, see appendix slides 40-42*

— **TRUSTED ELECTION MESSENGERS**

Voters nationally, as well as Democrats and Republicans, select national / local news anchors and state / local election officials more frequently than average. Notably, President Biden is selected less than the average among voters nationally, while Tucker Carlson is selected more frequently among Republicans than Rachel Maddow is among Democrats.

U.S. VOTERS

Those to the right were selected more often than the average for that demographic, those to the left were selected less often.

	All	**Democrats**	**Republicans**
Your favorite national news anchor (e.g. ABC, CBS, NBC)	29%	36%	24%
[State] chief election official	24%	24%	26%
Your local chief election official	22%	22%	21%
Your favorite local television news anchor	19%	21%	18%
Anderson Cooper of CNN	6%	20%	-10%
Joe Biden	-1%	14%	-21%
Tucker Carlson of Fox News	-3%	-18%	16%
Jamie Harrison, Chairman of the DNC	-4%	9%	-18%
Rachel Maddow of MSNBC	-4%	6%	-15%
Ronna McDaniel, Chairwoman of the RNC	-10%	-22%	4%
Donald Trump	-11%	-25%	7%
Joe Rogan	-12%	-18%	-6%
Steve Bannon, Former Advisor to Donald Trump	-17%	-26%	-6%
Dolly Parton, country music singer	-19%	-22%	-21%
Mark Zuckerberg, Meta CEO	-20%	-21%	-20%

Results generated via three multinomial logistic regression models

15

TRUSTED ELECTION MESSENGERS

Nationally, and in the states tested, voters agree with the statement about election results more if it comes from a **state** chief election official rather than a partisan leader.

In a recent statement, [RANDOM MESSENGER] stated the following: 'Election results can be trusted because they reflect an accurate counting of valid votes.' Please rate the degree to which you agree or disagree with the information contained in the statement.

Legend: ■ Strongly Disagree ■ Somewhat Disagree ■ Neutral ■ Somewhat Agree ■ Strongly Agree ■ Unsure

Net Agree

VOTERS

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Unsure	Net Agree
A Republican party leader (n=684)	12%	14%	23%	21%	25%	4%	+20
A Democrat party leader (n=643)	18%	11%	15%	23%	29%	4%	+23
[State] chief election official (n=675)	8%	11%	20%	26%	31%	4%	+38

CO VOTERS

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Unsure	Net Agree
A Republican party leader (n=247)	10%	13%	18%	23%	32%	2%	+32
A Democrat party leader (n=288)	13%	12%	20%	20%	33%	2%	+28
Colorado chief election official (n=275)	6%	13%	17%	26%	35%	2%	+41

GA VOTERS

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Unsure	Net Agree
A Republican party leader (n=267)	7%	14%	23%	29%	21%	5%	+29
A Democrat party leader (n=276)	15%	12%	25%	23%	23%		+19
Georgia chief election official (n=265)	8%	11%	19%	30%	27%	5%	+37

WI VOTERS

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Unsure	Net Agree
A Republican party leader (n=164)	8%	16%	22%	23%	30%		+29
A Democrat party leader (n=162)	13%	15%	15%	29%	24%	4%	+25
Wisconsin chief election official (n=176)	9%	15%	15%	30%	32%		+39

*Net Agree = Total Agree – Total Disagree (percentages may vary from graph due to rounding)
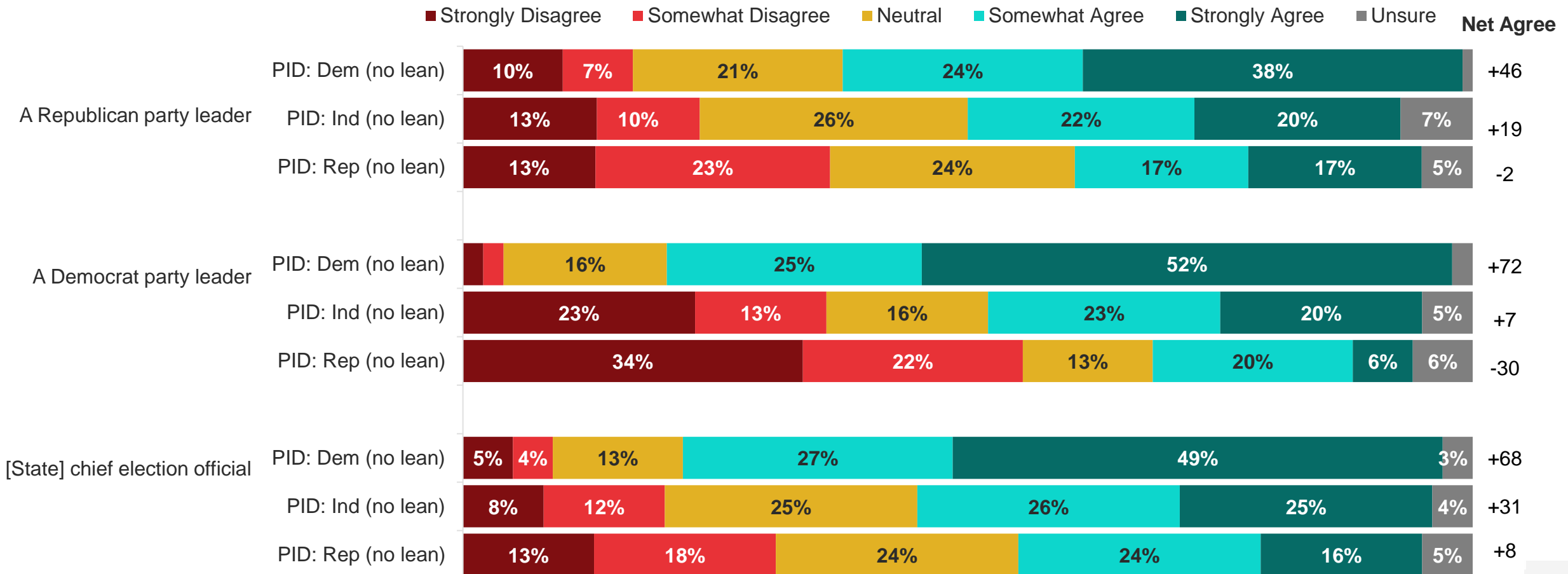**Messengers were split sampled

TRUSTED ELECTION MESSENGERS

Republicans are more likely to *disagree* (56%) with a *Democrat* party leader making this statement than a Democrat is to *disagree* (17%) with a *Republican* making this statement.

In a recent statement, [RANDOM MESSENGER] stated the following: 'Election results can be trusted because they reflect an accurate counting of valid votes.' Please rate the degree to which you agree or disagree with the information contained in the statement.

U.S. VOTERS

Legend: ■ Strongly Disagree ■ Somewhat Disagree ■ Neutral ■ Somewhat Agree ■ Strongly Agree ■ Unsure

Net Agree

A Republican party leader

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Unsure	Net Agree
PID: Dem (no lean)	10%	7%	21%	24%	38%		+46
PID: Ind (no lean)	13%	10%	26%	22%	20%	7%	+19
PID: Rep (no lean)	13%	23%	24%	17%	17%	5%	-2

A Democrat party leader

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Unsure	Net Agree
PID: Dem (no lean)			16%	25%	52%		+72
PID: Ind (no lean)	23%	13%	16%	23%	20%	5%	+7
PID: Rep (no lean)	34%	22%	13%	20%	6%	6%	-30

[State] chief election official

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Unsure	Net Agree
PID: Dem (no lean)	5%	4%	13%	27%	49%	3%	+68
PID: Ind (no lean)	8%	12%	25%	26%	25%	4%	+31
PID: Rep (no lean)	13%	18%	24%	24%	16%	5%	+8

*Net Agree = Total Agree – Total Disagree (percentages may vary from graph due to rounding)

**Messengers were split sampled
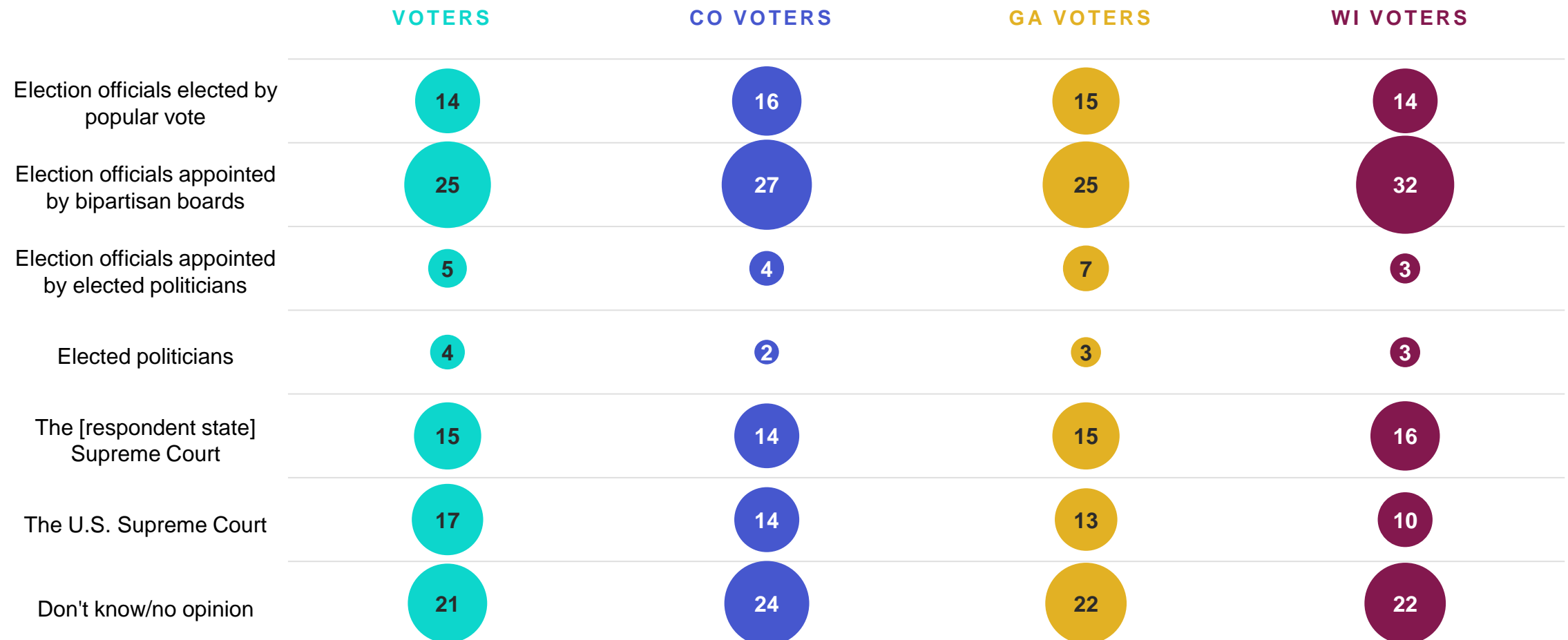
A plurality of voters nationally and in the states tested think election officials appointed by bipartisan boards should decide any questions about where a ballot was cast.

Thinking about the upcoming midterm elections, if there is a question where a ballot was legally cast, who do you think should decide whether it should be counted?

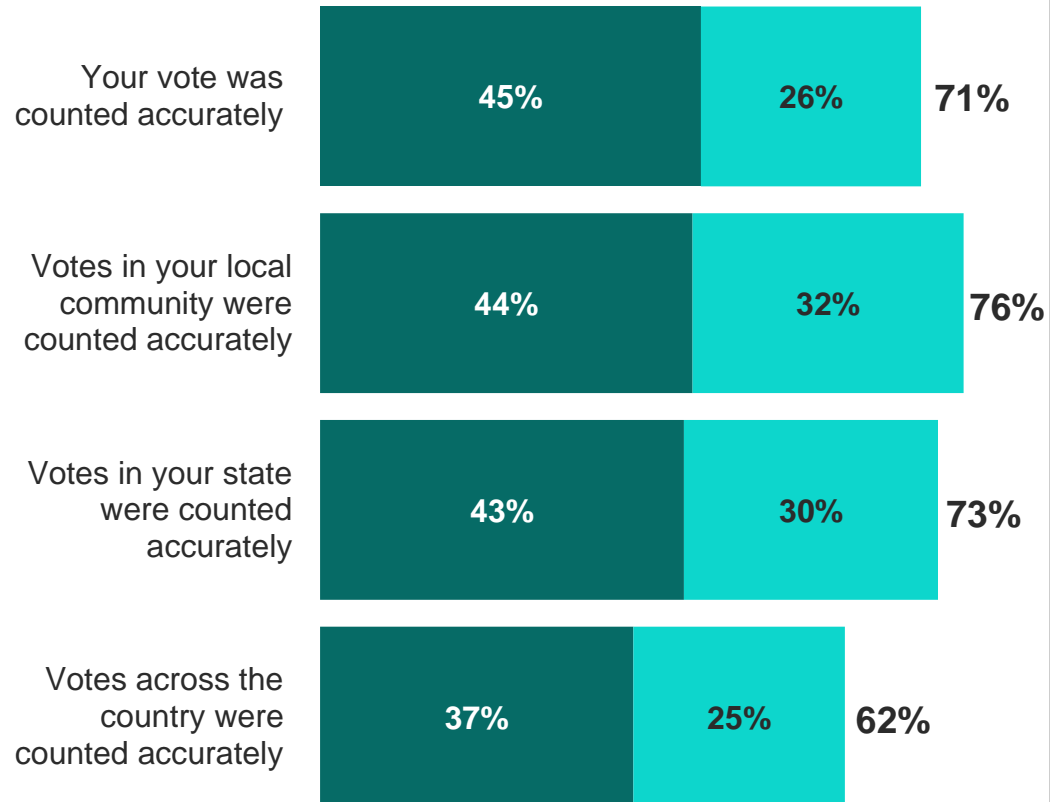|	VOTERS	CO VOTERS	GA VOTERS	WI VOTERS
Election officials elected by popular vote	14	16	15	14
Election officials appointed by bipartisan boards	25	27	25	32
Election officials appointed by elected politicians	5	4	7	3
Elected politicians	4	2	3	3
The [respondent state] Supreme Court	15	14	15	16
The U.S. Supreme Court	17	14	13	10
Don't know/no opinion	21	24	22	22

CONFIDENCE IN THE ELECTION

Voters are more confident (76%) that their vote will be counted accurately in the upcoming midterm elections than they were that it was counted accurately in the 2020 election (71%).
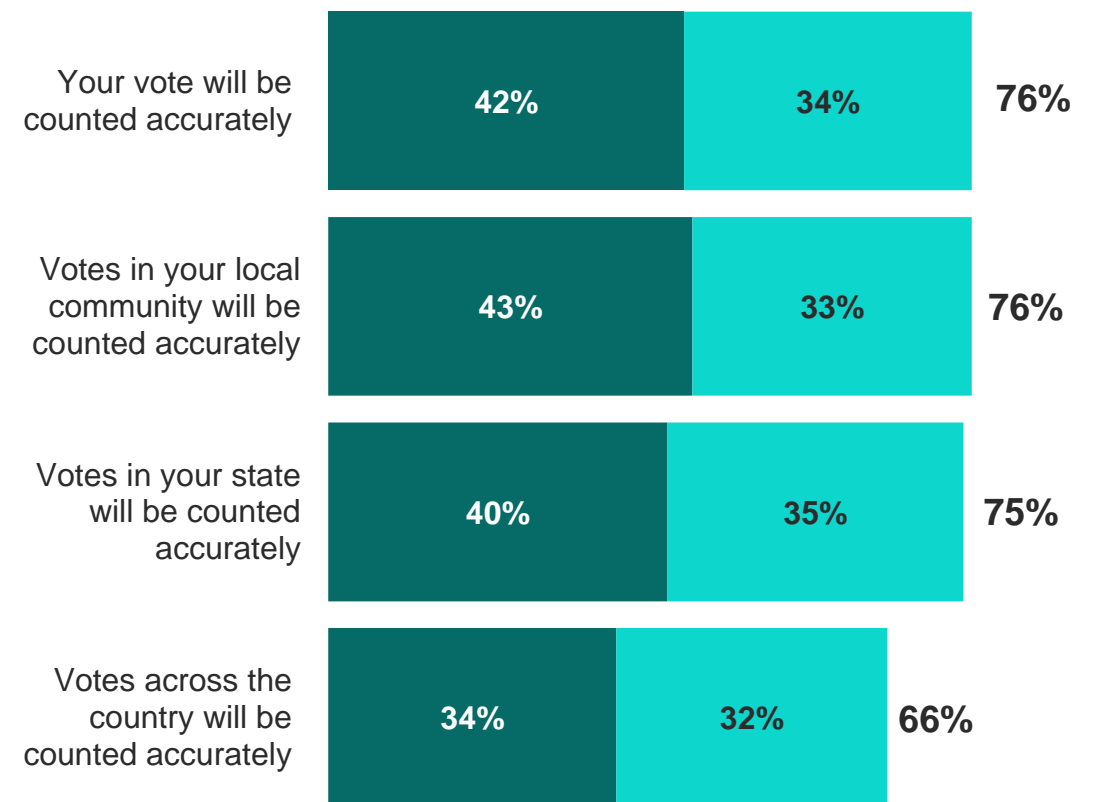
U.S. VOTERS

*How confident are you, if at all, that the following **were** counted accurately in the **2020 election**?*

- ■ Very confident
- ■ Somewhat confident

	Very confident	Somewhat confident	Total
Your vote was counted accurately	45%	26%	71%
Votes in your local community were counted accurately	44%	32%	76%
Votes in your state were counted accurately	43%	30%	73%
Votes across the country were counted accurately	37%	25%	62%

*How confident are you, if at all, that the following **will be** counted accurately in the **2022 midterm election**?*

- ■ Very confident
- ■ Somewhat confident

	Very confident	Somewhat confident	Total
Your vote will be counted accurately	42%	34%	76%
Votes in your local community will be counted accurately	43%	33%	76%
Votes in your state will be counted accurately	40%	35%	75%
Votes across the country will be counted accurately	34%	32%	66%

Total confident percentages may vary from graph due to rounding
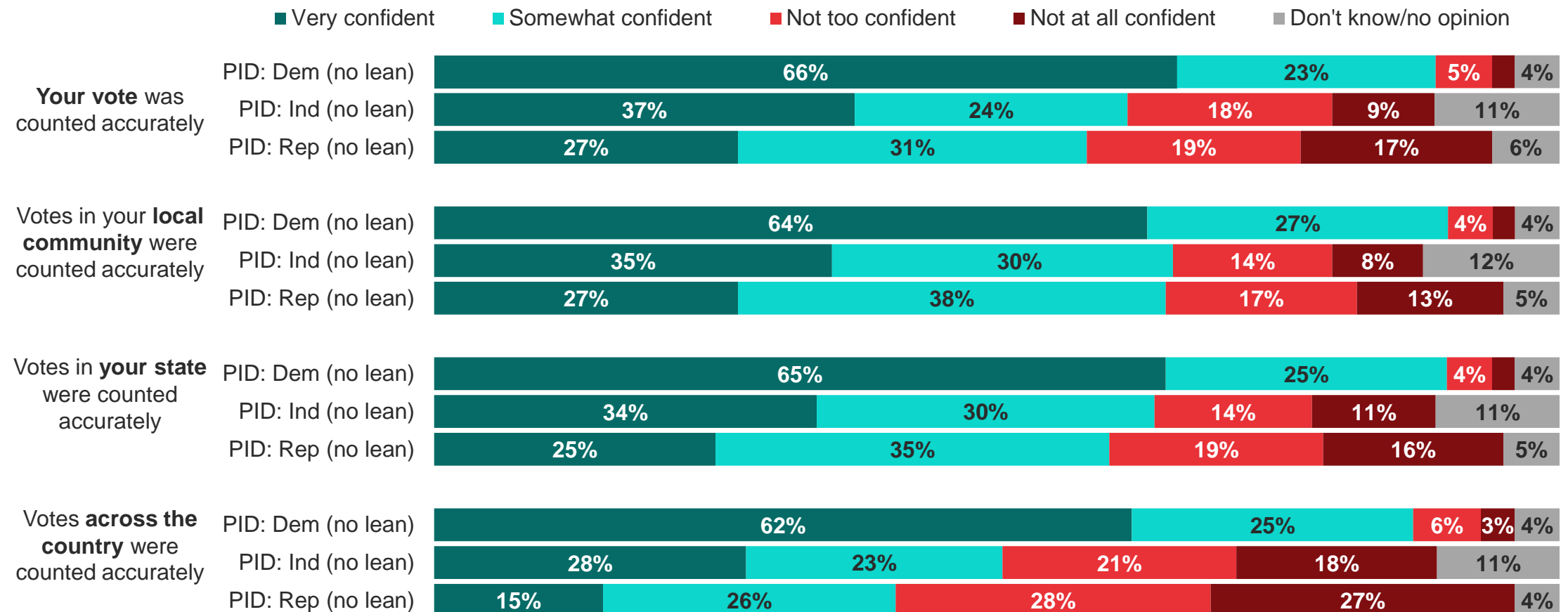
Over half (55%) of Republican voters are *not confident* that votes across the country were counted accurately.

How confident are you, if at all, that the following **were** counted accurately in the **2020 election**?
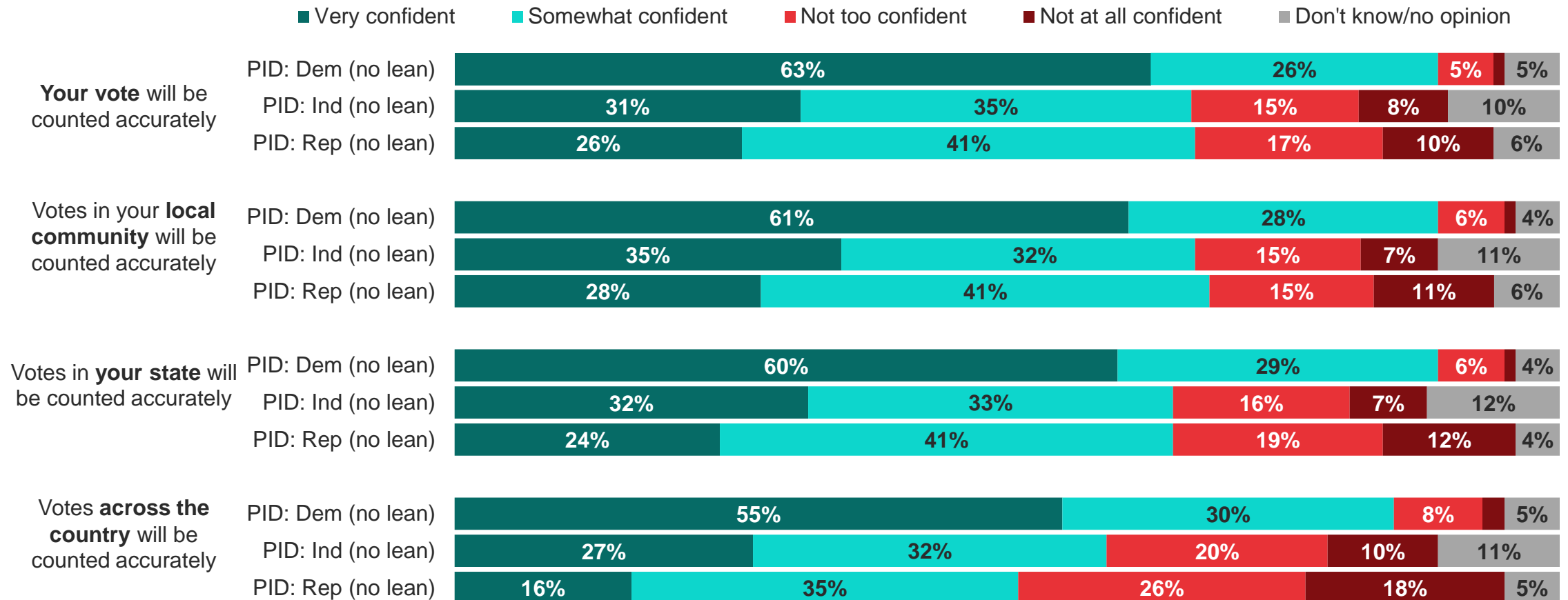
U.S. VOTERS

Legend: ■ Very confident ■ Somewhat confident ■ Not too confident ■ Not at all confident ■ Don't know/no opinion

Your vote was counted accurately

	Very confident	Somewhat confident	Not too confident	Not at all confident	Don't know/no opinion
PID: Dem (no lean)	66%	23%	5%		4%
PID: Ind (no lean)	37%	24%	18%	9%	11%
PID: Rep (no lean)	27%	31%	19%	17%	6%

Votes in your local community were counted accurately

	Very confident	Somewhat confident	Not too confident	Not at all confident	Don't know/no opinion
PID: Dem (no lean)	64%	27%	4%		4%
PID: Ind (no lean)	35%	30%	14%	8%	12%
PID: Rep (no lean)	27%	38%	17%	13%	5%

Votes in your state were counted accurately

	Very confident	Somewhat confident	Not too confident	Not at all confident	Don't know/no opinion
PID: Dem (no lean)	65%	25%	4%		4%
PID: Ind (no lean)	34%	30%	14%	11%	11%
PID: Rep (no lean)	25%	35%	19%	16%	5%

Votes across the country were counted accurately

	Very confident	Somewhat confident	Not too confident	Not at all confident	Don't know/no opinion
PID: Dem (no lean)	62%	25%	6%	3%	4%
PID: Ind (no lean)	28%	23%	21%	18%	11%
PID: Rep (no lean)	15%	26%	28%	27%	4%

Two-in-five (44%) Republican voters are *not confident* that votes across the country will be counted accurately in the 2022 midterm election.

How confident are you, if at all, that the following **will be** counted accurately in the **2022 midterm election**?

U.S. VOTERS

Legend: ■ Very confident   ■ Somewhat confident   ■ Not too confident   ■ Not at all confident   ■ Don't know/no opinion

Your vote will be counted accurately

	Very confident	Somewhat confident	Not too confident	Not at all confident	Don't know/no opinion
PID: Dem (no lean)	63%	26%	5%		5%
PID: Ind (no lean)	31%	35%	15%	8%	10%
PID: Rep (no lean)	26%	41%	17%	10%	6%

Votes in your local community will be counted accurately

	Very confident	Somewhat confident	Not too confident	Not at all confident	Don't know/no opinion
PID: Dem (no lean)	61%	28%	6%		4%
PID: Ind (no lean)	35%	32%	15%	7%	11%
PID: Rep (no lean)	28%	41%	15%	11%	6%

Votes in your state will be counted accurately

	Very confident	Somewhat confident	Not too confident	Not at all confident	Don't know/no opinion
PID: Dem (no lean)	60%	29%	6%		4%
PID: Ind (no lean)	32%	33%	16%	7%	12%
PID: Rep (no lean)	24%	41%	19%	12%	4%

Votes across the country will be counted accurately

	Very confident	Somewhat confident	Not too confident	Not at all confident	Don't know/no opinion
PID: Dem (no lean)	55%	30%	8%		5%
PID: Ind (no lean)	27%	32%	20%	10%	11%
PID: Rep (no lean)	16%	35%	26%	18%	5%

*The quadrant chart should be read by first looking at the column, which is confidence that votes **in your state** will be counted accurately, and then looking at the row, which is confidence that votes **across the country** will be counted accurately. For example, 64% of voters are confident that votes in their state will be counted accurately **and** they are confident that votes across the country will be counted accurately.*

2022 Midterm Profiles*

Electoral Believers:

- Split gender breakdown (51% male / 49% female)
- Smaller percentage of low-income voters (42%), larger percentage of high-income voters (22%)
- Larger percentage of urban voters (31%), smaller percentage of rural voters (22%)
- Larger percentage of bachelor degree recipients (29%) and post-graduate degree recipients (17%)
- Larger percentage of Democrats (59%), smaller percentage of Republicans (27%)
- More likely to say questions about where ballots are cast should be decided by *election officials appointed by bipartisan boards (28%)*

Electoral Deniers:

- More likely to be female (59%) than male (41%)
- Larger percentage of low-income voters (52%), smaller percentage of high-income voters (12%)
- Smaller percentage of urban voters (21%), smaller percentage of rural voters (33%)
- Smaller percentage of bachelor degree recipients (18%) and post-graduate degree recipients (10%)
- Smaller percentage of Democrats (12%), larger percentage of Republicans (59%)
- More likely to say questions about where ballots are cast should be decided by the U.S. Supreme Court (28%)

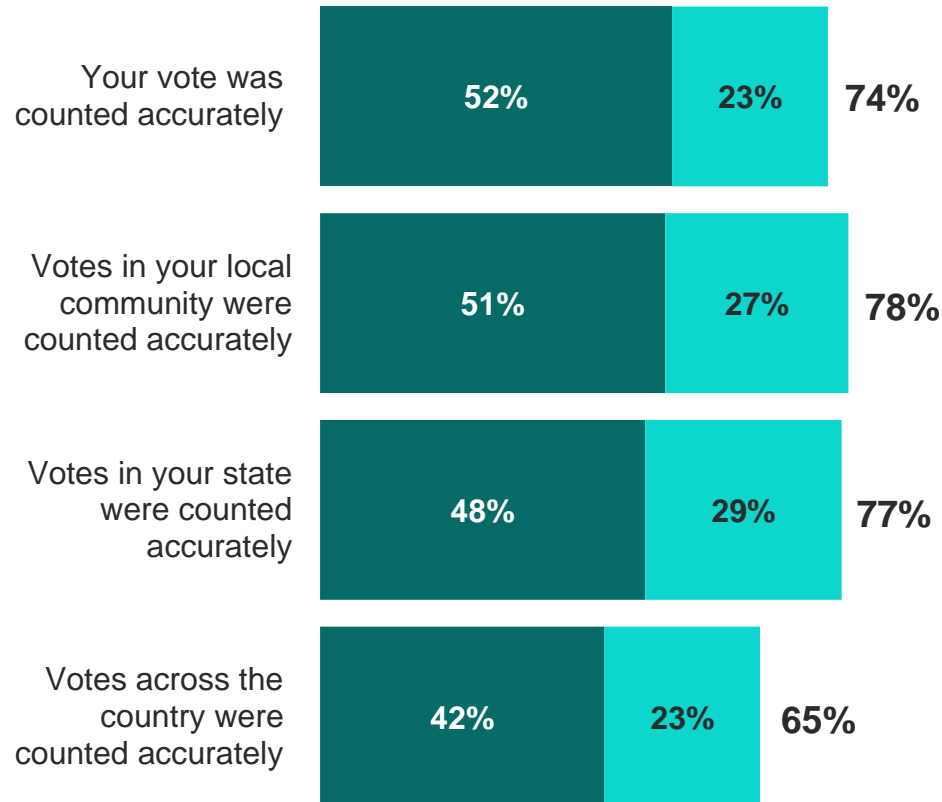|	Total Confident (State)	Total Not Confident (State)
Total Confident (Country)	*Electoral Believers* **64%**	*State Skeptics* **2%**
Total Not Confident (Country)	*Country Skeptics* **9%**	*Electoral Deniers* **17%**

Profile comparisons are made against the other profile, not the entire U.S. adult population

MORNING CONSULT®

Colorado voters are more confident (70%) that votes *across the country* will be counted accurately in the midterm elections than they were that votes across the country were counted accurately in 2020 (65%).
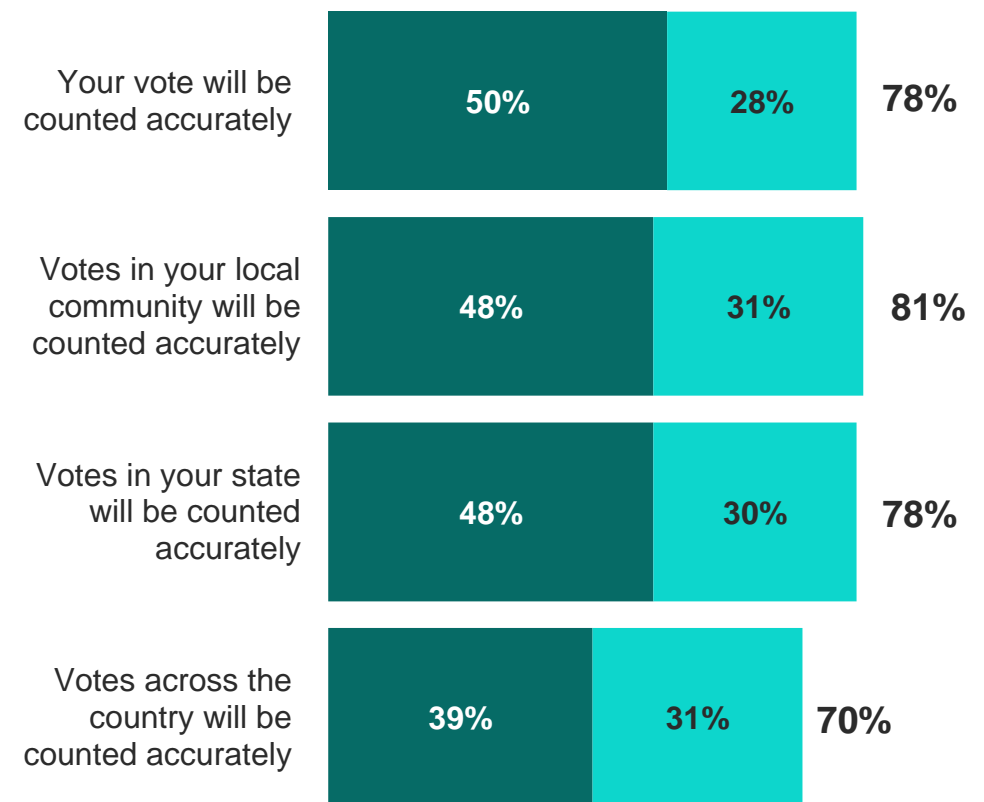
CO VOTERS

*How confident are you, if at all, that the following **were** counted accurately in the **2020 election**?*

■ Very confident   ■ Somewhat confident

	Very confident	Somewhat confident	Total
Your vote was counted accurately	52%	23%	**74%**
Votes in your local community were counted accurately	51%	27%	**78%**
Votes in your state were counted accurately	48%	29%	**77%**
Votes across the country were counted accurately	42%	23%	**65%**

*How confident are you, if at all, that the following **will be** counted accurately in the **2022 midterm election**?*
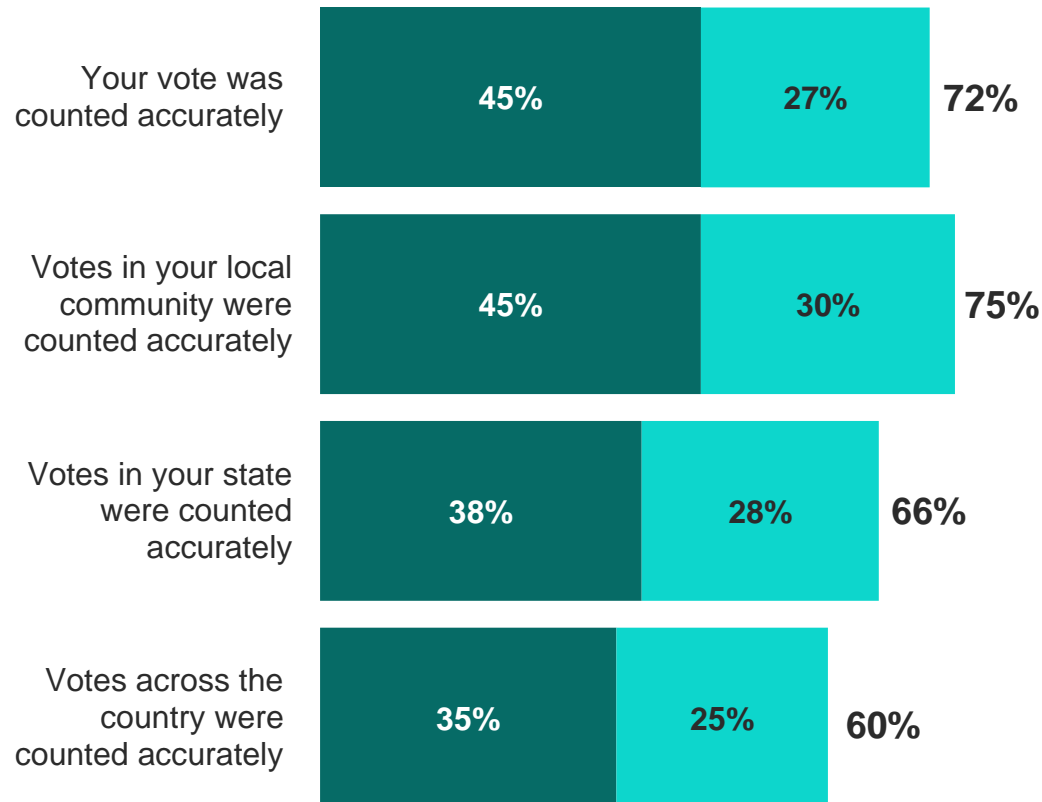
■ Very confident   ■ Somewhat confident

	Very confident	Somewhat confident	Total
Your vote will be counted accurately	50%	28%	**78%**
Votes in your local community will be counted accurately	48%	31%	**81%**
Votes in your state will be counted accurately	48%	30%	**78%**
Votes across the country will be counted accurately	39%	31%	**70%**

*Total confident percentages may vary from graph due to rounding

24

Georgia voters are more confident (74%) that votes *in their state* will be counted accurately in the midterm elections than they are that votes in their state were counted accurately in 2020 (66%).
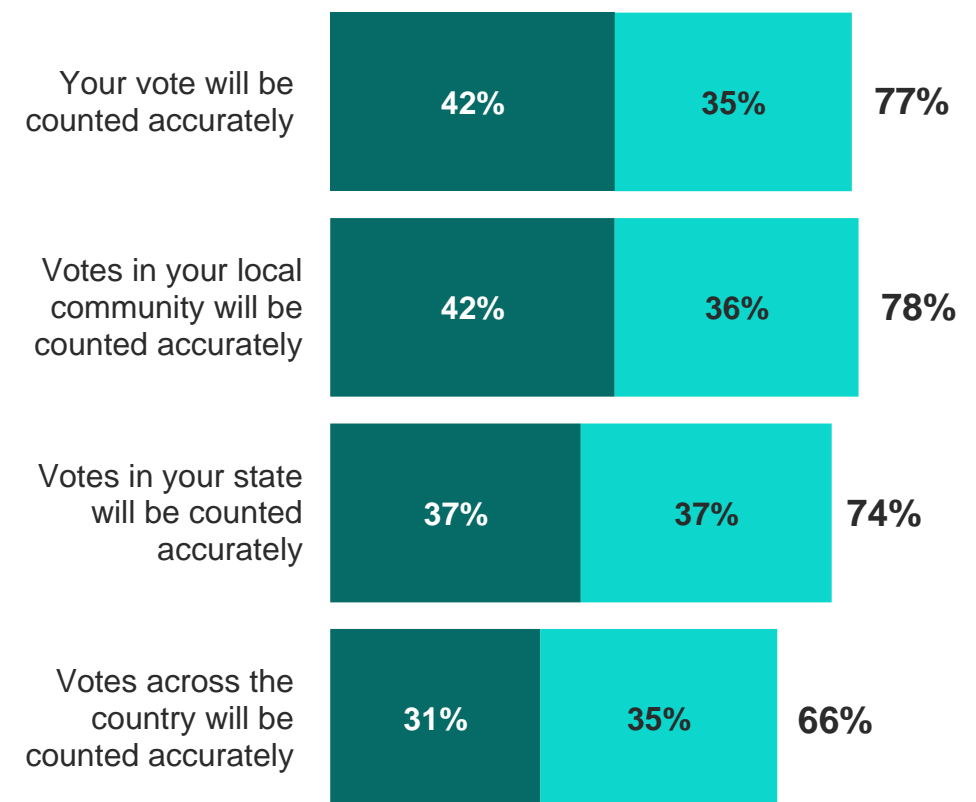
GA VOTERS

*How confident are you, if at all, that the following **were** counted accurately in the **2020 election**?*

■ Very confident   ■ Somewhat confident

Category	Very confident	Somewhat confident	Total
Your vote was counted accurately	45%	27%	72%
Votes in your local community were counted accurately	45%	30%	75%
Votes in your state were counted accurately	38%	28%	66%
Votes across the country were counted accurately	35%	25%	60%

*How confident are you, if at all, that the following **will be** counted accurately in the **2022 midterm election**?*
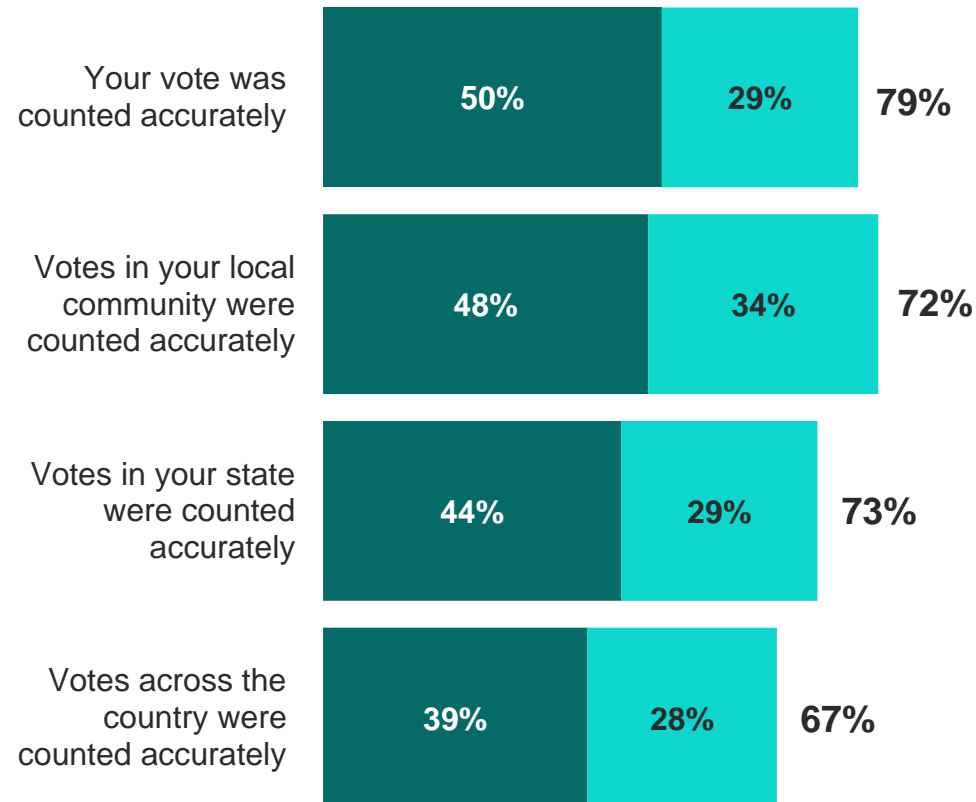
■ Very confident   ■ Somewhat confident

Category	Very confident	Somewhat confident	Total
Your vote will be counted accurately	42%	35%	77%
Votes in your local community will be counted accurately	42%	36%	78%
Votes in your state will be counted accurately	37%	37%	74%
Votes across the country will be counted accurately	31%	35%	66%

*Total confident percentages may vary from graph due to rounding

CONFIDENCE IN THE ELECTION

Wisconsin voters are more confident (82%) that votes *in their local community* will be counted accurately in the midterm elections than they are that votes in their community were counted accurately in 2020 (72%).
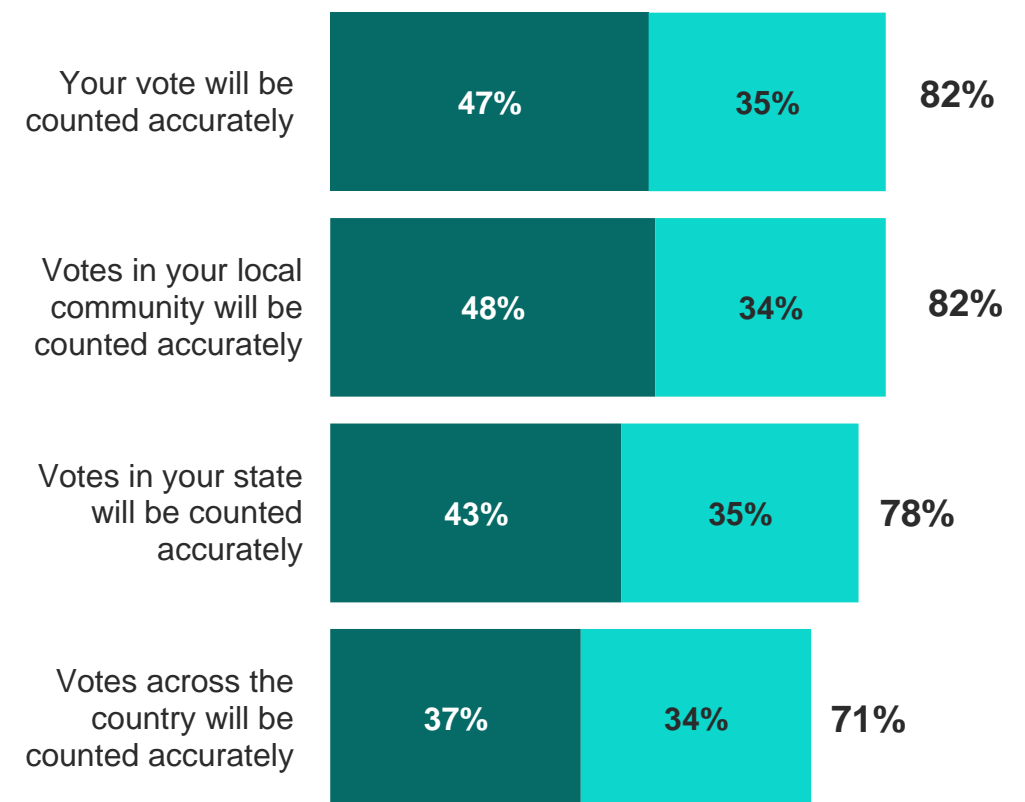
WI VOTERS

*How confident are you, if at all, that the following **were** counted accurately in the **2020 election**?*

■ Very confident   ■ Somewhat confident

	Very confident	Somewhat confident	Total
Your vote was counted accurately	50%	29%	79%
Votes in your local community were counted accurately	48%	34%	72%
Votes in your state were counted accurately	44%	29%	73%
Votes across the country were counted accurately	39%	28%	67%

*How confident are you, if at all, that the following **will be** counted accurately in the **2022 midterm election**?*

■ Very confident   ■ Somewhat confident

	Very confident	Somewhat confident	Total
Your vote will be counted accurately	47%	35%	82%
Votes in your local community will be counted accurately	48%	34%	82%
Votes in your state will be counted accurately	43%	35%	78%
Votes across the country will be counted accurately	37%	34%	71%

*Total confident percentages may vary from graph due to rounding

MORNING CONSULT®

Among voters who are not confident votes in the midterm election will be counted accurately, they are most likely to reference worry about mail ballots (56%) and the integrity of the officials in charge of running elections (56%). Democrat voters are most likely to be worried about attempts to overturn election results (68%).

You indicated that you are not confident that votes across the country will be counted accurately in the 2022 midterm election. Why is that? Please select all that apply.

U.S. VOTERS NOT CONFIDENT VOTES IN U.S. WILL BE COUNTED ACCURATELY IN 2022 MIDTERM ELECTIONS, N=537

% selected	Registered Voters	PID: Dem (no lean) n=81	PID: Ind (no lean) n=144	PID: Rep (no lean) n=312
I am worried about mail ballots	56%	37%	59%	59%
I am worried about attempts to overturn election results	42%	68%	46%	34%
I am worried about the violence as a result of the past or future elections	18%	37%	20%	11%
I am worried about who to trust when it comes to information about election administration	37%	27%	44%	37%
I am worried about issues with the verification of voters' identities	49%	29%	51%	53%
I am worried about people voting multiple times	47%	24%	47%	54%
I am worried about the integrity of the officials in charge of running elections	56%	51%	63%	55%
I am worried about whether results tabulated by voting machines can be trusted	45%	27%	50%	47%
Other, please specify	3%	0%	3%	4%
None of these	1%	2%	2%	0%

CONTENTS

ELECTION INFORMATION CONSUMPTION

TRUSTED ELECTION MESSENGERS

CONFIDENCE IN THE ELECTION

APPENDIX

MORNING CONSULT

In the United States, there is information voters **need to register and vote**. Where are you most likely to look for this information?

% selected	Registered Voters	Age: 18-34	Age: 35-44	Age: 45-64	Age: 65+
National television	17%	16%	25%	15%	15%
Local or regional television	18%	13%	16%	21%	20%
Radio	7%	9%	9%	5%	4%
Print publications, such as newspapers or magazines	9%	8%	6%	9%	14%
Print publications news websites	8%	7%	6%	10%	9%
Television news website	15%	14%	18%	15%	15%
Social media such as Facebook, Twitter, or Instagram	17%	32%	25%	11%	5%
Search through Google or other search engines	36%	40%	40%	36%	29%
Podcasts	4%	9%	5%	2%	2%
Friends and family	25%	32%	26%	21%	21%
Blogs or online forums	4%	9%	5%	2%	1%
Your state election office	34%	21%	23%	38%	48%
Your local election office	40%	25%	30%	44%	55%
Other, please specify	1%	1%	2%	1%	2%
I do not consume information about how to vote	6%	6%	4%	7%	7%
Don't know/ no opinion	2%	3%	2%	2%	1%

*Respondents could select up to 3 choices

29

In the United States, there is information voters **need to register and vote**. Where are you most likely to look for this information?

% selected	Registered Voters	PID: Dem (no lean)	PID: Ind (no lean)	PID: Rep (no lean)
National television	17%	22%	11%	15%
Local or regional television	18%	22%	14%	16%
Radio	7%	6%	5%	8%
Print publications, such as newspapers or magazines	9%	11%	7%	9%
Print publications news websites	8%	9%	9%	7%
Television news website	15%	19%	11%	13%
Social media such as Facebook, Twitter, or Instagram	17%	21%	13%	15%
Search through Google or other search engines	36%	35%	38%	35%
Podcasts	4%	5%	4%	3%
Friends and family	25%	23%	24%	27%
Blogs or online forums	4%	5%	3%	3%
Your state election office	34%	35%	34%	32%
Your local election office	40%	40%	38%	40%
Other, please specify	1%	0%	2%	2%
I do not consume information about how to vote	6%	3%	9%	8%
Don't know/ no opinion	2%	2%	3%	2%

*Respondents could select up to 3 choices

In the United States, there is information voters **need to register and vote**. Where are you most likely to look for this information?

% selected	Registered Voters	Very Little/Not at all MAGA	Great Deal/ Somewhat MAGA	Very Little/Not at all Progressive	Great Deal/Somewhat Progressive
National television	17%	14%	13%	18%	22%
Local or regional television	18%	17%	14%	27%	20%
Radio	7%	5%	9%	4%	6%
Print publications, such as newspapers or magazines	9%	10%	8%	8%	12%
Print publications news websites	8%	7%	6%	8%	10%
Television news website	15%	13%	12%	22%	17%
Social media such as Facebook, Twitter, or Instagram	17%	14%	15%	13%	23%
Search through Google or other search engines	36%	39%	34%	32%	38%
Podcasts	4%	3%	3%	4%	5%
Friends and family	25%	22%	30%	23%	23%
Blogs or online forums	4%	1%	4%	2%	7%
Your state election office	34%	30%	36%	37%	35%
Your local election office	40%	43%	41%	41%	39%
Other, please specify	1%	1%	3%	0%	1%
I do not consume information about how to vote	6%	10%	7%	6%	3%
Don't know/ no opinion	2%	2%	2%	2%	1%

*Respondents could select up to 3 choices

31

If you wanted to know more about how elections **are run in the United States**, where would you be most likely to look for that information?

% selected	Registered Voters	Age: 18-34	Age: 35-44	Age: 45-64	Age: 65+
National television	19%	21%	20%	18%	19%
Local or regional television	15%	9%	17%	17%	18%
Radio	6%	9%	9%	4%	4%
Print publications, such as newspapers or magazines	10%	8%	7%	9%	13%
Print publications news websites	11%	9%	8%	11%	14%
Television news website	14%	18%	21%	10%	13%
Social media such as Facebook, Twitter, or Instagram	15%	31%	19%	9%	3%
Search through Google or other search engines	45%	48%	45%	47%	40%
Podcasts	6%	11%	7%	4%	2%
Friends and family	18%	24%	21%	16%	12%
Blogs or online forums	6%	12%	8%	4%	3%
Your state election office	37%	22%	29%	42%	51%
Your local election office	34%	20%	32%	36%	46%
Other, please specify	1%	1%	0%	0%	2%
I am not interested in learning about how elections are run in the United States	4%	3%	3%	4%	4%
Don't know/ no opinion	3%	4%	5%	2%	1%

*Respondents could select up to 3 choices

If you wanted to know more about how elections **are run in the United States**, where would you be most likely to look for that information?

% selected	Registered Voters	PID: Dem (no lean)	PID: Ind (no lean)	PID: Rep (no lean)
National television	19%	26%	15%	15%
Local or regional television	15%	17%	13%	14%
Radio	6%	5%	7%	6%
Print publications, such as newspapers or magazines	10%	10%	10%	9%
Print publications news websites	11%	11%	9%	11%
Television news website	14%	17%	11%	14%
Social media such as Facebook, Twitter, or Instagram	15%	19%	13%	11%
Search through Google or other search engines	45%	44%	48%	44%
Podcasts	6%	7%	4%	5%
Friends and family	18%	17%	17%	19%
Blogs or online forums	6%	7%	6%	6%
Your state election office	37%	38%	34%	38%
Your local election office	34%	32%	34%	35%
Other, please specify	1%	1%	2%	1%
I am not interested in learning about how elections are run in the United States	4%	2%	5%	4%
Don't know/ no opinion	3%	2%	3%	3%

*Respondents could select up to 3 choices

If you wanted to know more about how elections **are run in the United States**, where would you be most likely to look for that information?

% selected	Registered Voters	Very Little/Not at all MAGA	Great Deal/ Somewhat MAGA	Very Little/Not at all Progressive	Great Deal/ Somewhat Progressive
National television	19%	14%	14%	23%	26%
Local or regional television	15%	19%	11%	21%	16%
Radio	6%	4%	7%	4%	6%
Print publications, such as newspapers or magazines	10%	12%	9%	6%	11%
Print publications news websites	11%	10%	11%	8%	13%
Television news website	14%	11%	14%	19%	15%
Social media such as Facebook, Twitter, or Instagram	15%	12%	11%	11%	21%
Search through Google or other search engines	45%	51%	43%	42%	46%
Podcasts	6%	3%	6%	4%	8%
Friends and family	18%	16%	19%	14%	19%
Blogs or online forums	6%	4%	7%	3%	8%
Your state election office	37%	36%	41%	42%	35%
Your local election office	34%	32%	38%	32%	33%
Other, please specify	1%	0%	1%	0%	1%
I am not interested in learning about how elections are run	4%	3%	4%	5%	2%
Don't know/ no opinion	3%	3%	2%	3%	1%

*Respondents could select up to 3 choices

If you are interested in learning about the **winner of an election**, what source would you be most likely to look to for results? You may select up to 3 choices.

% selected	Registered Voters	Age: 18-34	Age: 35-44	Age: 45-64	Age: 65+
National television	38%	28%	32%	42%	47%
Local or regional television	37%	21%	28%	44%	51%
Radio	11%	13%	15%	7%	10%
Print publications, such as newspapers or magazines	9%	7%	8%	8%	14%
Print publications news websites	9%	8%	11%	8%	8%
Television news website	27%	23%	24%	27%	34%
Social media such as Facebook, Twitter, or Instagram	18%	35%	21%	13%	6%
Search through Google or other search engines	32%	35%	39%	33%	24%
Podcasts	4%	10%	4%	2%	1%
Friends and family	16%	24%	24%	10%	9%
Blogs or online forums	5%	10%	6%	2%	2%
Your state election office	18%	15%	17%	18%	21%
Your local election office	18%	15%	16%	19%	22%
Other, please specify	1%	0%	0%	1%	0%
I do not consume information about election results	2%	4%	2%	1%	1%
Don't know/ no opinion	2%	4%	4%	2%	0%

*Respondents could select up to 3 choices

If you are interested in learning about the **winner of an election**, what source would you be most likely to look to for results? You may select up to 3 choices.

% selected	Registered Voters	PID: Dem (no lean)	PID: Ind (no lean)	PID: Rep (no lean)
National television	38%	42%	33%	37%
Local or regional television	37%	37%	34%	39%
Radio	11%	10%	11%	11%
Print publications, such as newspapers or magazines	9%	11%	9%	7%
Print publications news websites	9%	10%	8%	8%
Television news website	27%	28%	23%	28%
Social media such as Facebook, Twitter, or Instagram	18%	20%	16%	18%
Search through Google or other search engines	32%	32%	34%	32%
Podcasts	4%	4%	5%	4%
Friends and family	16%	16%	16%	15%
Blogs or online forums	5%	5%	4%	4%
Your state election office	18%	19%	17%	18%
Your local election office	18%	20%	16%	18%
Other, please specify	1%	1%	1%	0%
I do not consume information about election results	2%	1%	3%	2%
Don't know/ no opinion	2%	1%	4%	3%

*Respondents could select up to 3 choices

If you are interested in learning about the **winner of an election**, what source would you be most likely to look to for results? You may select up to 3 choices.

% selected	Registered Voters	Very Little/Not at all MAGA	Great Deal/Somewhat MAGA	Very Little/Not at all Progressive	Great Deal/Somewhat Progressive
National television	38%	36%	39%	41%	43%
Local or regional television	37%	40%	37%	44%	34%
Radio	11%	8%	13%	9%	11%
Print publications, such as newspapers or magazines	9%	6%	8%	7%	13%
Print publications news websites	9%	8%	8%	8%	11%
Television news website	27%	23%	30%	27%	28%
Social media such as Facebook, Twitter, or Instagram	18%	15%	19%	12%	22%
Search through Google or other search engines	32%	34%	31%	29%	34%
Podcasts	4%	2%	4%	2%	6%
Friends and family	16%	14%	14%	14%	17%
Blogs or online forums	5%	3%	4%	2%	6%
Your state election office	18%	19%	17%	23%	16%
Your local election office	18%	18%	18%	24%	18%
Other, please specify	1%	0%	1%	0%	1%
I do not consume information about election results	2%	3%	1%	3%	1%
Don't know/ no opinion	2%	3%	2%	2%	0%

*Respondents could select up to 3 choices

MORNING CONSULT

Thinking about the upcoming midterm elections, if there is a question where a ballot was legally cast, who do you think should decide whether it should be counted?

	Registered Voters	PID: Dem (no lean)	PID: Ind (no lean)	PID: Rep (no lean)
Election officials elected by popular vote	14%	17%	14%	11%
Election officials appointed by bipartisan boards	25%	26%	25%	23%
Election officials appointed by elected politicians	5%	6%	2%	5%
Elected politicians	4%	5%	4%	3%
The [RESPONDENT STATE] Supreme Court	15%	15%	13%	16%
The U.S. Supreme Court	17%	13%	17%	21%
Don't know/no opinion	21%	18%	25%	22%

MORNING CONSULT®

Thinking about the upcoming midterm elections, if there is a question where a ballot was legally cast, who do you think should decide whether it should be counted?

	Registered Voters	Very Little/Not at all MAGA	Great Deal/Somewhat MAGA	Very Little/Not at all Progressive	Great Deal/Somewhat Progressive
Election officials elected by popular vote	14%	11%	11%	18%	17%
Election officials appointed by bipartisan boards	25%	26%	22%	26%	27%
Election officials appointed by elected politicians	5%	5%	5%	5%	5%
Elected politicians	4%	1%	3%	2%	6%
The [RESPONDENT STATE] Supreme Court	15%	14%	18%	10%	16%
The U.S. Supreme Court	17%	21%	21%	12%	14%
Don't know/no opinion	21%	23%	19%	26%	15%

APPENDIX: TRUSTED ELECTION MESSENGERS

Colorado voters are more likely to select national / local news anchors and state / local election officials over other messengers tested. They are also more likely to select Anderson Cooper of CNN over other television commentators like Tucker Carlson of Fox News or Rachel Maddow of MSNBC.

CO VOTERS

Legend: ■ Messenger ■ Other ■ Neither

Messenger	Messenger	Other	Neither
Your favorite national news anchor (e.g. ABC, CBS, NBC)	59%	12%	28%
[State] election chief official	57%	13%	30%
Your local chief election official	51%	15%	33%
Your favorite local television news anchor	43%	19%	38%
Anderson Cooper of CNN	28%	23%	49%
Tucker Carlson of Fox News	19%	26%	55%
Rachel Maddow of MSNBC	20%	28%	52%
Jamie Harrison, Chairman of the DNC	18%	25%	58%
Joe Biden	21%	26%	52%
Ronna McDaniel, Chairwoman of the RNC	13%	26%	61%
Donald Trump	10%	31%	58%
Joe Rogan	10%	29%	60%
Steve Bannon, Former Advisor to Donald Trump	7%	28%	66%
Dolly Parton, country music singer	4%	35%	61%
Mark Zuckerberg, Meta CEO	6%	31%	63%

0%   25%   50%   75%   100%

Results generated via a multinomial logistic regression model

Georgia voters are more likely to select national / local news anchors and state / local election officials over other messengers tested. They are also more likely to select Tucker Carlson of Fox News over Rachel Maddow of MSNBC.

GA VOTERS

Legend: ■ Messenger ■ Other ■ Neither

	Messenger	Other	Neither
Your favorite national news anchor (e.g. ABC, CBS, NBC)	57%	17%	26%
[State] election chief official	57%	16%	27%
Your local chief election official	49%	21%	29%
Your favorite local television news anchor	45%	21%	34%
Anderson Cooper of CNN	35%	25%	40%
Tucker Carlson of Fox News	29%	25%	46%
Rachel Maddow of MSNBC	27%	27%	45%
Jamie Harrison, Chairman of the DNC	21%	28%	51%
Joe Biden	21%	31%	48%
Ronna McDaniel, Chairwoman of the RNC	16%	29%	55%
Donald Trump	14%	30%	56%
Joe Rogan	13%	32%	56%
Steve Bannon, Former Advisor to Donald Trump	9%	30%	60%
Dolly Parton, country music singer	8%	37%	55%
Mark Zuckerberg, Meta CEO	7%	37%	57%

Results generated via a multinomial logistic regression model

MORNING CONSULT®

Wisconsin voters are more likely to select national / local news anchors and state / local election officials over other messengers tested. They are also more likely to select Anderson Cooper of CNN over Rachel Maddow of MSNBC.
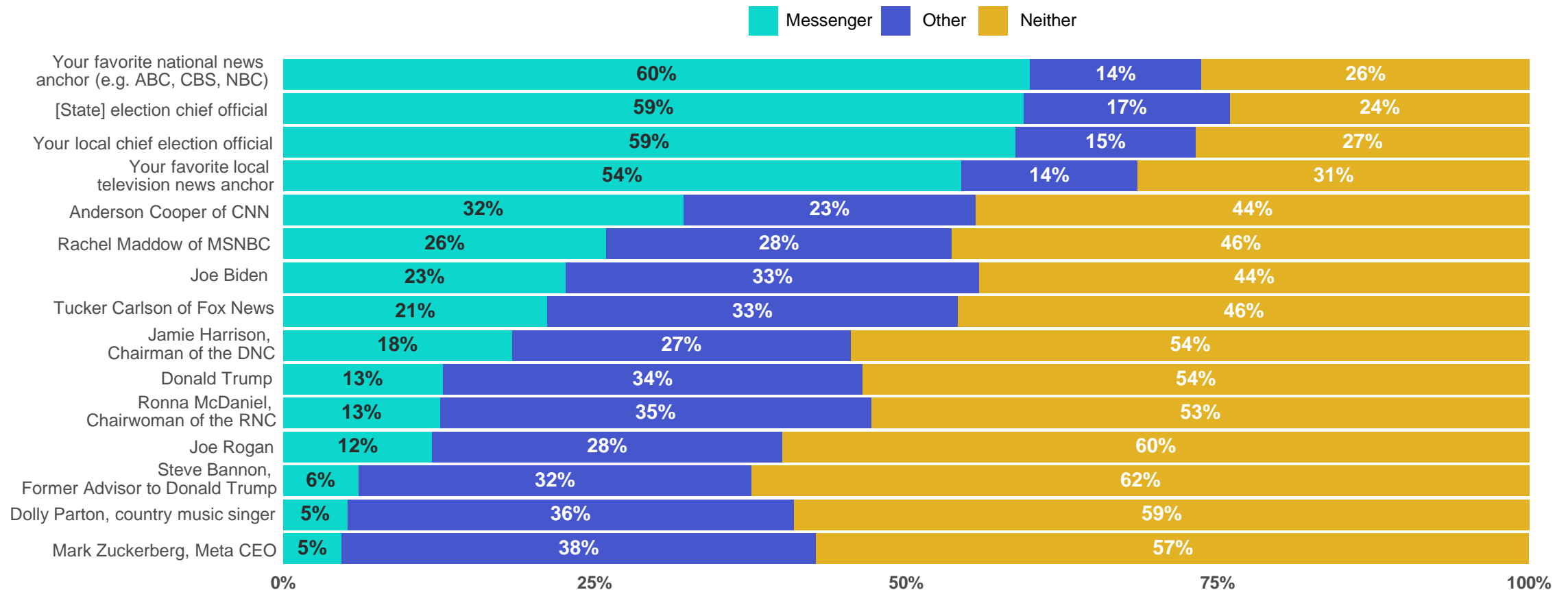
WI VOTERS

Legend: ■ Messenger ■ Other ■ Neither

Messenger	Messenger	Other	Neither
Your favorite national news anchor (e.g. ABC, CBS, NBC)	60%	14%	26%
[State] election chief official	59%	17%	24%
Your local chief election official	59%	15%	27%
Your favorite local television news anchor	54%	14%	31%
Anderson Cooper of CNN	32%	23%	44%
Rachel Maddow of MSNBC	26%	28%	46%
Joe Biden	23%	33%	44%
Tucker Carlson of Fox News	21%	33%	46%
Jamie Harrison, Chairman of the DNC	18%	27%	54%
Donald Trump	13%	34%	54%
Ronna McDaniel, Chairwoman of the RNC	13%	35%	53%
Joe Rogan	12%	28%	60%
Steve Bannon, Former Advisor to Donald Trump	6%	32%	62%
Dolly Parton, country music singer	5%	36%	59%
Mark Zuckerberg, Meta CEO	5%	38%	57%

0%   25%   50%   75%   100%

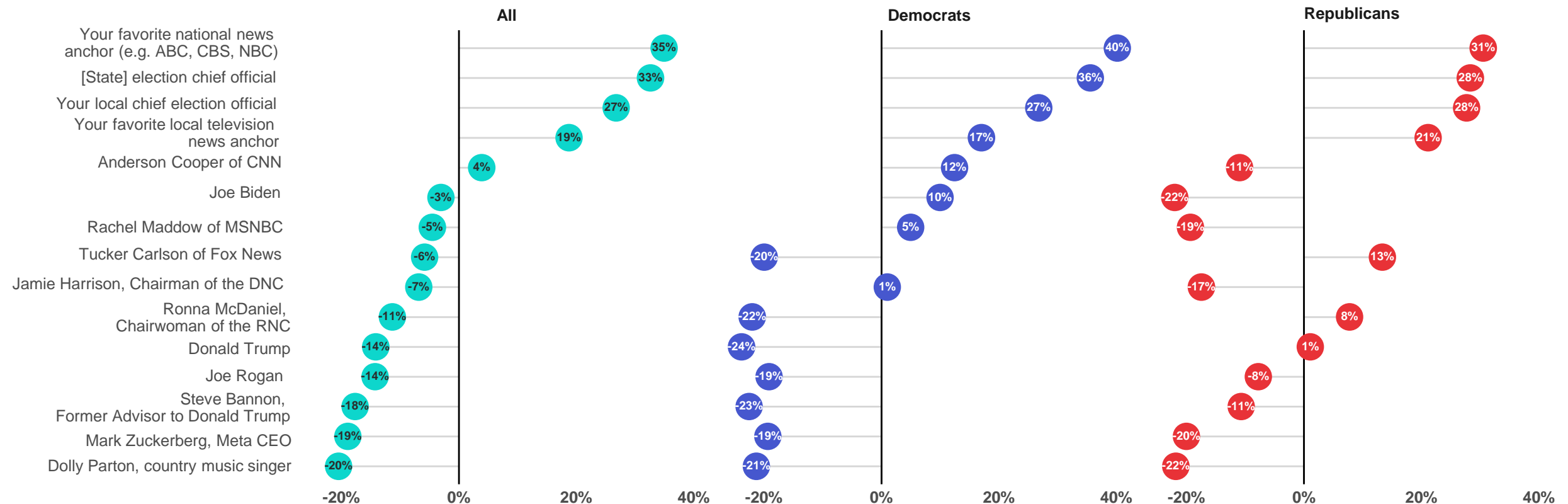*Results generated via a multinomial logistic regression model*

TRUSTED ELECTION MESSENGERS

Colorado voters, as well as Colorado Democrats and Republicans, select national / local news anchors and state / local election officials more frequently than average. Notably, President Biden is selected less than than the average among voters nationally, while Republicans are more likely than average to select committee leadership than former President Trump.

CO VOTERS

Those to the right were selected more often than the average for that group, those to the left were selected less often.

	All	Democrats	Republicans
Your favorite national news anchor (e.g. ABC, CBS, NBC)	35%	40%	31%
[State] election chief official	33%	36%	28%
Your local chief election official	27%	27%	28%
Your favorite local television news anchor	19%	17%	21%
Anderson Cooper of CNN	4%	12%	-11%
Joe Biden	-3%	10%	-22%
Rachel Maddow of MSNBC	-5%	5%	-19%
Tucker Carlson of Fox News	-6%	-20%	13%
Jamie Harrison, Chairman of the DNC	-7%	1%	-17%
Ronna McDaniel, Chairwoman of the RNC	-11%	-22%	8%
Donald Trump	-14%	-24%	1%
Joe Rogan	-14%	-19%	-8%
Steve Bannon, Former Advisor to Donald Trump	-18%	-23%	-11%
Mark Zuckerberg, Meta CEO	-19%	-19%	-20%
Dolly Parton, country music singer	-20%	-21%	-22%

Results generated via three multinomial logistic regression models
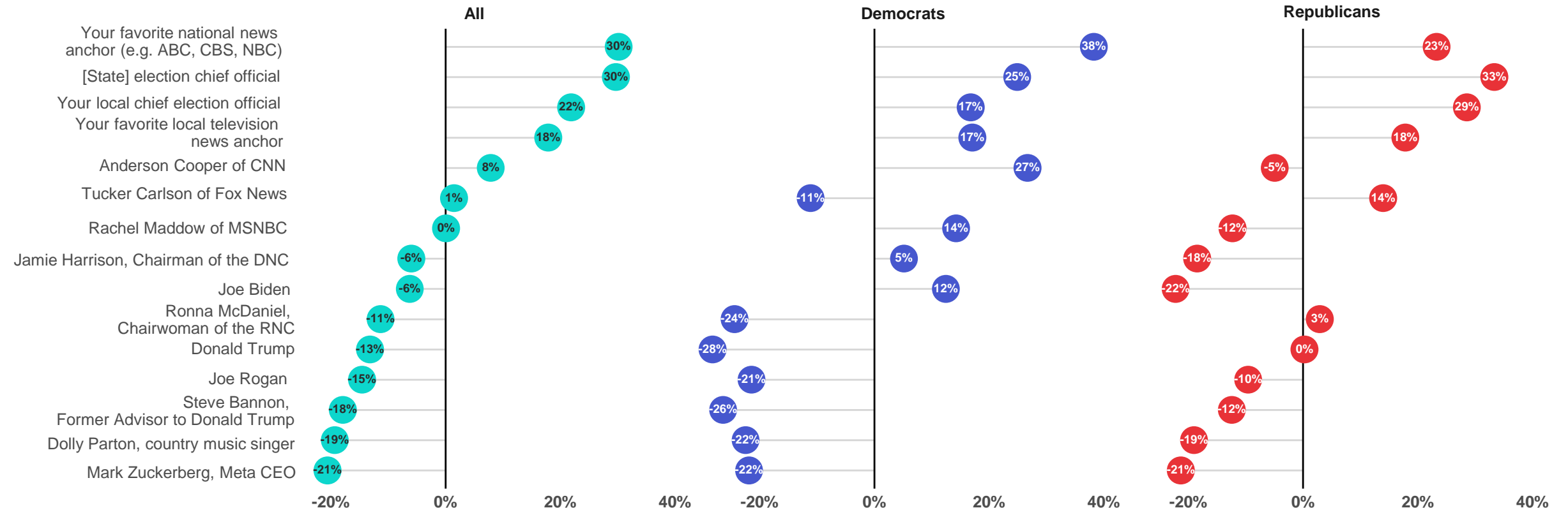
— **TRUSTED ELECTION MESSENGERS**

Georgia voters, as well as Georgia Democrats and Republicans, select national / local news anchors and state / local election officials more frequently than average. Notably, Georgia Republicans are likely to are equal to the average selection of messengers when selecting Donald Trump.

GA VOTERS

Those to the right were selected more often than the average for that group, those to the left were selected less often.

	All	**Democrats**	**Republicans**
Your favorite national news anchor (e.g. ABC, CBS, NBC)	30%	38%	23%
[State] election chief official	30%	25%	33%
Your local chief election official	22%	17%	29%
Your favorite local television news anchor	18%	17%	18%
Anderson Cooper of CNN	8%	27%	-5%
Tucker Carlson of Fox News	1%	-11%	14%
Rachel Maddow of MSNBC	0%	14%	-12%
Jamie Harrison, Chairman of the DNC	-6%	5%	-18%
Joe Biden	-6%	12%	-22%
Ronna McDaniel, Chairwoman of the RNC	-11%	-24%	3%
Donald Trump	-13%	-28%	0%
Joe Rogan	-15%	-21%	-10%
Steve Bannon, Former Advisor to Donald Trump	-18%	-26%	-12%
Dolly Parton, country music singer	-19%	-22%	-19%
Mark Zuckerberg, Meta CEO	-21%	-22%	-21%

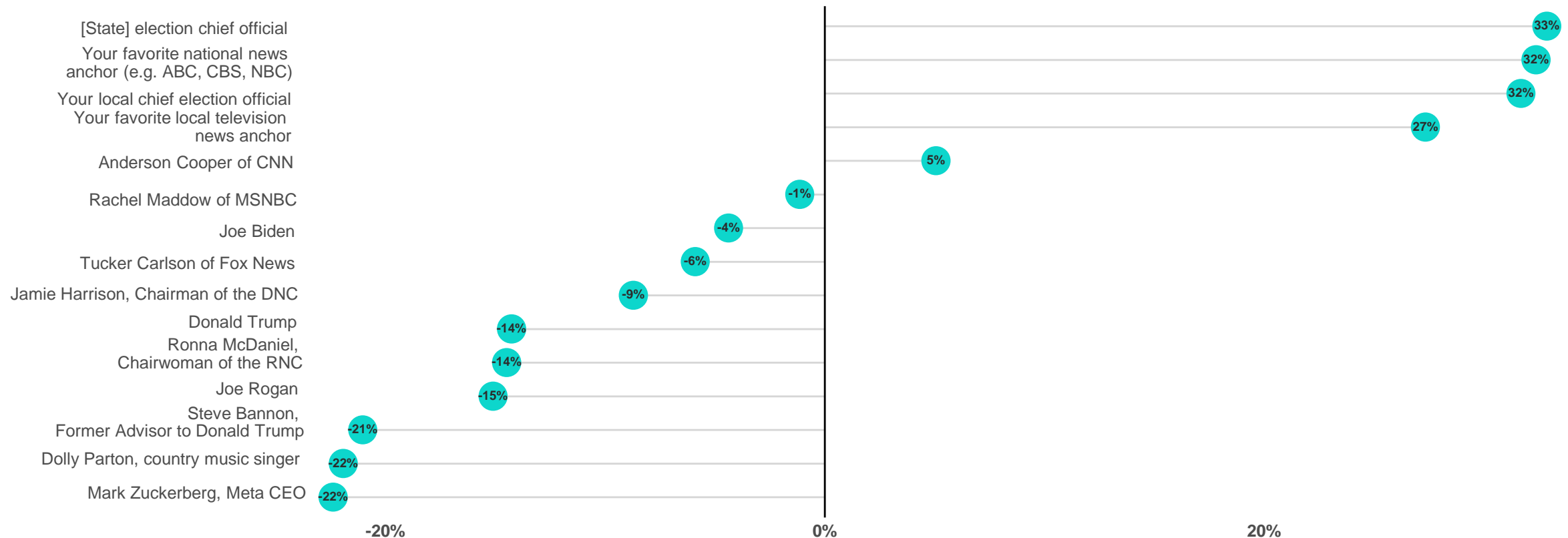*Results generated via three multinomial logistic regression models*

— **TRUSTED ELECTION MESSENGERS**

Wisconsin voters, as well as Georgia Democrats and Republicans, select national / local news anchors and state / local election officials more frequently than average. They are also less likely than the average to select party committee leadership, which is true for both the DNC and RNC.
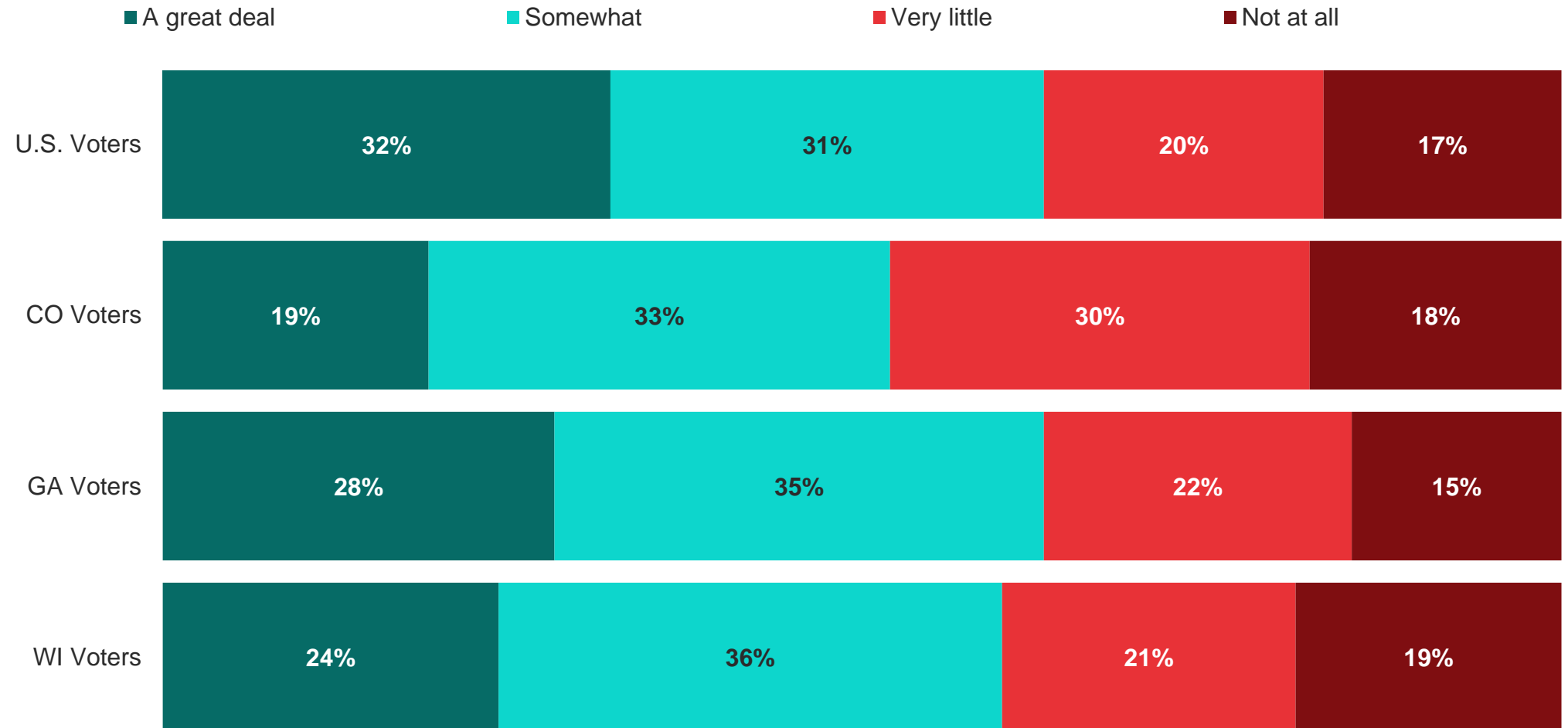
WI VOTERS

Those to the right were selected more often than the average for that group, those to the left were selected less often.

Messenger	Value
[State] election chief official	33%
Your favorite national news anchor (e.g. ABC, CBS, NBC)	32%
Your local chief election official	32%
Your favorite local television news anchor	27%
Anderson Cooper of CNN	5%
Rachel Maddow of MSNBC	-1%
Joe Biden	-4%
Tucker Carlson of Fox News	-6%
Jamie Harrison, Chairman of the DNC	-9%
Donald Trump	-14%
Ronna McDaniel, Chairwoman of the RNC	-14%
Joe Rogan	-15%
Steve Bannon, Former Advisor to Donald Trump	-21%
Dolly Parton, country music singer	-22%
Mark Zuckerberg, Meta CEO	-22%

-20%   0%   20%

Results generated via three multinomial logistic regression models | Political parties too small to analyze
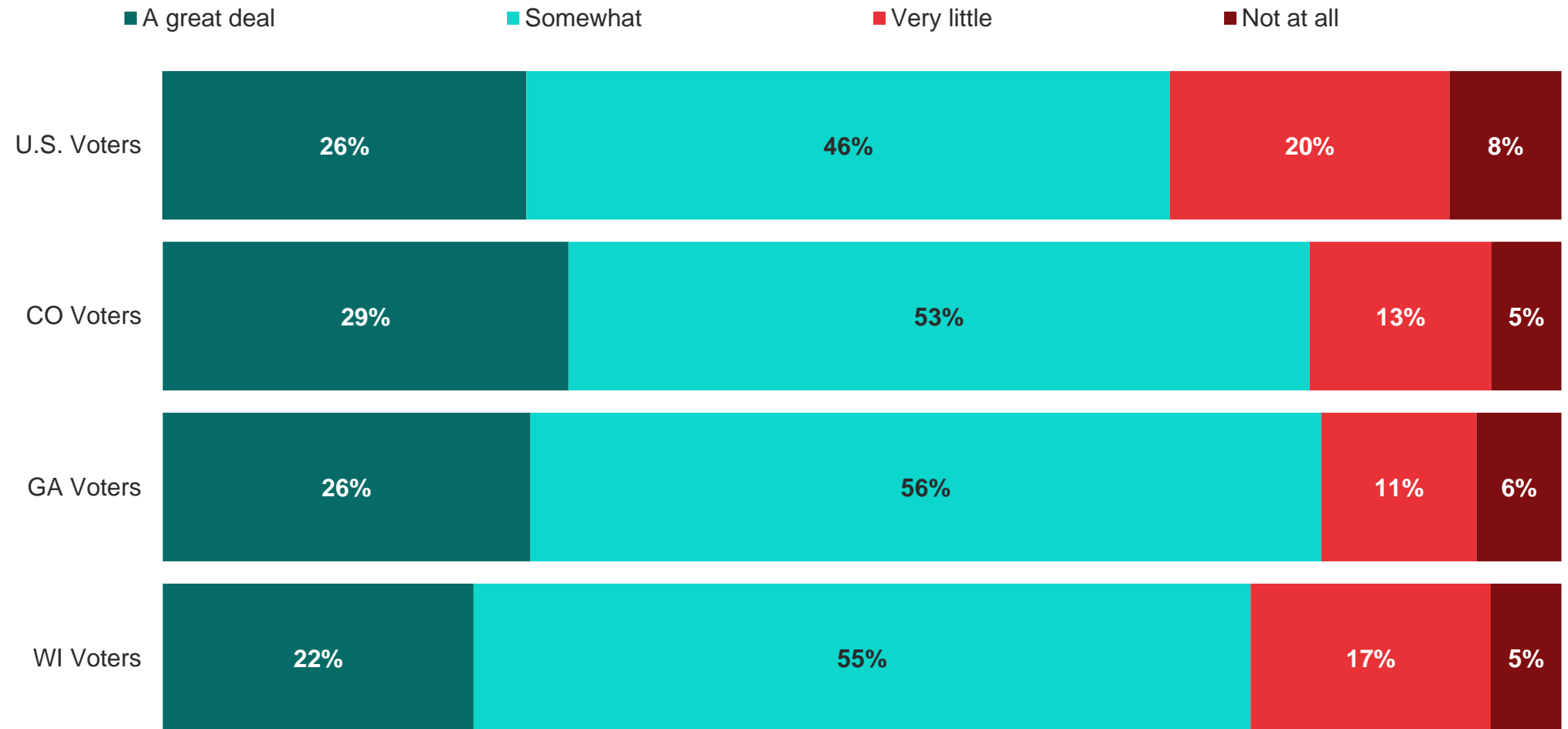
MORNING CONSULT®

To what extent, if at all, do you think of yourself as being a part of the MAGA (Make America Great Again) movement?

AMONG REPUBLICANS AND INDEPENDENTS WHO LEAN REPUBLICAN

■ A great deal   ■ Somewhat   ■ Very little   ■ Not at all

	A great deal	Somewhat	Very little	Not at all
U.S. Voters	32%	31%	20%	17%
CO Voters	19%	33%	30%	18%
GA Voters	28%	35%	22%	15%
WI Voters	24%	36%	21%	19%

MORNING CONSULT®

To what extent, if at all, do you think of yourself as being a progressive?

AMONG DEMOCRATS AND INDEPENDENTS WHO LEAN DEMOCRAT

Legend: ■ A great deal   ■ Somewhat   ■ Very little   ■ Not at all

	A great deal	Somewhat	Very little	Not at all
U.S. Voters	26%	46%	20%	8%
CO Voters	29%	53%	13%	5%
GA Voters	26%	56%	11%	6%
WI Voters	22%	55%	17%	5%

47

U.S. VOTERS

Methodology U.S. voters: This poll was conducted between October 14-15, 2022 among a sample of 2,002 registered voters nationally. The interviews were conducted online and the data were weighted to approximate a target sample of registered voters based on gender by age, educational attainment, race, marital status, home ownership, race by educational attainment, 2020 presidential vote, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Demographics	Weighted (N=)	Percentage
Male	943	47%
Female	1,059	53%
Age: 18-34	516	26%
Age: 35-44	307	15%
Age: 45-64	681	34%
Age: 65+	497	25%
Education: < College	1,209	60%
Education: Bachelors	501	25%
Education: Post-grad	291	15%
Income: Under 50K	913	46%
Income: 50K-100K	705	35%
Income: 100K+	384	19%

Demographics	Weighted (N=)	Percentage
Ethnicity: White	1,536	77%
Ethnicity: Hispanic	223	11%
Ethnicity: Black	250	12%
Ethnicity: Other	217	11%
Community: Urban	557	28%
Community: Suburban	915	46%
Community: Rural	530	26%
Northeast	354	18%
Midwest	445	22%
South	746	37%
West	456	23%
PID: Dem (no lean)	801	40%
PID: Ind (no lean)	487	24%
PID: Rep (no lean)	714	36%

CO VOTERS

Methodology CO voters: This poll was conducted between October 14-20, 2022 among a sample of 805 Colorado voters. The interviews were conducted online and the data was weighted to approximate a target sample of Colorado voters based on gender by age, race, marital status, race by educational attainment, and 2020 presidential vote. Results from the full survey have a margin of error of plus or minus 3 percentage points

Demographics	Weighted (N=)	Percentage
Male	391	49%
Female	414	51%
Age: 18-34	255	32%
Age: 35-44	119	15%
Age: 45-64	257	32%
Age: 65+	174	22%
Education: < College	397	49%
Education: Bachelors	238	30%
Education: Post-grad	171	21%
Income: Under 50K	294	36%
Income: 50K-100K	298	37%
Income: 100K+	214	27%

Demographics	Weighted (N=)	Percentage
Ethnicity: White	710	88%
Ethnicity: Hispanic	101	12%
Ethnicity: Black	35	4%
Ethnicity: Other	59	7%
Community: Urban	217	27%
Community: Suburban	465	58%
Community: Rural	123	15%
PID: Dem (no lean)	289	36%
PID: Ind (no lean)	296	37%
PID: Rep (no lean)	220	27%

MORNING CONSULT

GA VOTERS

Methodology GA voters: This poll was conducted between October 14-17, 2022 among a sample of 809 Georgia voters. The interviews were conducted online and the data was weighted to approximate a target sample of Georgia voters based on gender by age, educational attainment, race, marital status, home ownership, race by educational attainment, and 2020 presidential vote. Results from the full survey have a margin of error of plus or minus 3 percentage points.

Demographics	Weighted (N=)	Percentage
Male	359	44%
Female	450	56%
Age: 18-34	221	27%
Age: 35-44	111	14%
Age: 45-64	287	35%
Age: 65+	190	23%
Education: < College	486	60%
Education: Bachelors	193	24%
Education: Post-grad	129	16%
Income: Under 50K	382	47%
Income: 50K-100K	281	35%
Income: 100K+	146	18%

Demographics	Weighted (N=)	Percentage
Ethnicity: White	505	62%
Ethnicity: Hispanic	29	4%
Ethnicity: Black	270	33%
Ethnicity: Other	34	4%
Community: Urban	129	16%
Community: Suburban	445	55%
Community: Rural	235	29%
PID: Dem (no lean)	315	39%
PID: Ind (no lean)	179	22%
PID: Rep (no lean)	314	39%

WI VOTERS

Methodology WI voters: This poll was conducted between October 14-24, 2022 among a sample of 501 Wisconsin voters. The interviews were conducted online and the data were weighted to approximate a target sample of Wisconsin voters based on gender by age, race, marital status, race by educational attainment, and 2020 presidential vote. Results from the full survey have a margin of error of plus or minus 4 percentage points.

Demographics	Weighted (N=)	Percentage
Male	239	48%
Female	262	52%
Age: 18-34	135	27%
Age: 35-44	65	13%
Age: 45-64	183	37%
Age: 65+	118	24%
Education: < College	340	68%
Education: Bachelors	102	20%
Education: Post-grad	59	12%
Income: Under 50K	214	43%
Income: 50K-100K	189	38%
Income: 100K+	99	20%

Demographics	Weighted (N=)	Percentage
Ethnicity: White	457	91%
Ethnicity: Hispanic	16	3%
Ethnicity: Black	19	4%
Ethnicity: Other	25	5%
Community: Urban	136	27%
Community: Suburban	216	43%
Community: Rural	150	30%
PID: Dem (no lean)	184	37%
PID: Ind (no lean)	128	26%
PID: Rep (no lean)	188	38%

INTELLIGENT DATA,
INTELLIGENT DECISIONS