Trusted Election Resources

Polling by **Morning Consult** on behalf of **The Bipartisan Policy Center**

OCTOBER 2024

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Methodology

October 2024 Survey

This poll was conducted from October 16-17, among a sample of 1,891 Registered Voters. 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.

December 2023 Survey

This poll was conducted from December 13-15, 2023, among a sample of 1989 Registered Voters. 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.

Key Takeaways

1 **News consumption habits remain similar to those in 2023.**

National television (46%), social medial (37%), and local/ regional television (35%) remain the top three sources voters look to for news and information about elections since last year.

2 **Voters continue to hold social media companies and the federal government responsible for protecting users from harmful content.**

One-third of voters think social media platforms and the government should share the responsibility (35%), while three-in-ten say the responsibility to protect users is primarily on social media companies (29%).

3 **Voters are skeptical about the use of AI in political campaigns without disclosure of its use and are concerned about the use of AI to spread misinformation.**

More than half of voters (57%) see the use of AI to create campaign content without disclosing as a bad thing, while the use of AI among voters to seek information about registration is viewed more positively.

4 **Confidence that votes will be counted as intended in the 2024 General Election has increased since 2023.**

Voters are more confident their vote (+7), votes in their county or city (+4), votes in their state (+4), and votes nationwide (+7) will be counted as intended. Republicans (+10) and independents (+13) are more confident their vote will be counted as intended in the 2024 General Election since last year.

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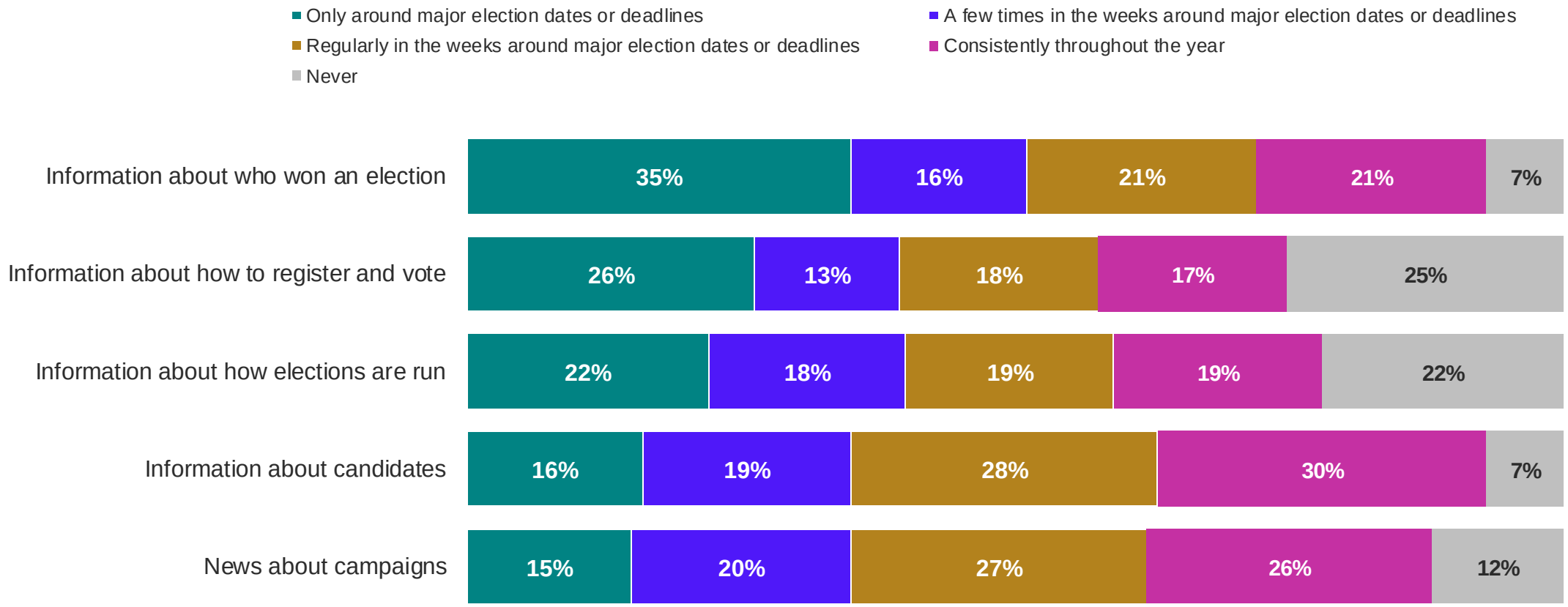
ELECTION INFORMATION CONSUMPTION

More than half of voters seek out *information about candidates* (58%) and *news about campaigns* (53%) regularly in the weeks around major election dates or consistently throughout the year, whereas information about *election winners* is sought primarily around election dates.

How often do you seek out the following kinds of information about elections, if at all?

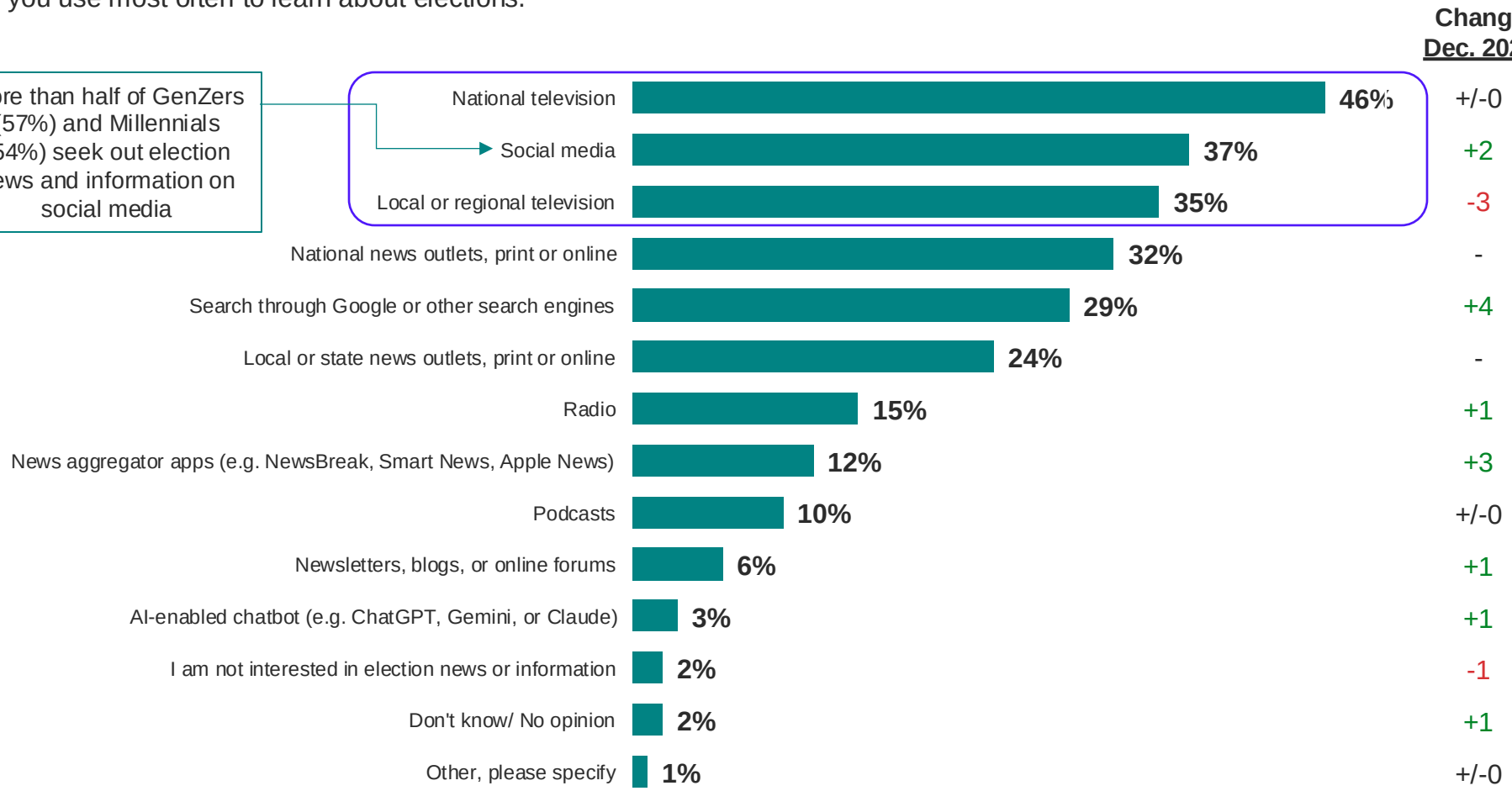


ELECTION INFORMATION CONSUMPTION

News consumption habits remain similar to those in 2023, with most voters seeking news and information about elections from national TV, social media, or local/ regional TV.

Below is a list of sources from which people might get **news and information about elections**. After reading this list of sources, please choose the three that you use most often to learn about elections.

More than half of GenZers (57%) and Millennials (54%) seek out election news and information on social media



Top 3 News Sources in 2023

National Television (46%)

Social Media (35%)

Local or regional television (38%)

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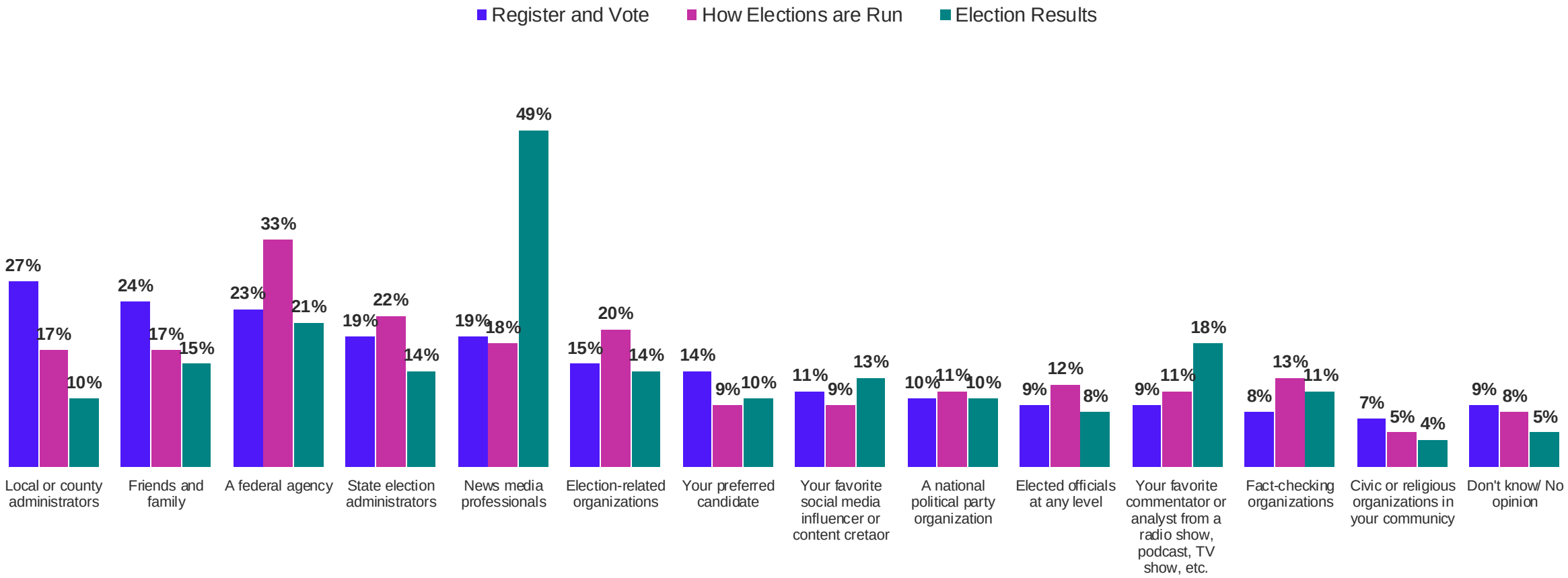
**the 2023 survey included answer options 'friends and family' and 'news websites' not included in the 2024 survey*

ELECTION INFORMATION CONSUMPTION

Where voters seek information varies for the type of election information they seek. Voters rely more on local/county administrators and friends and family for information on where to *register to vote*, while they rely on news media professionals for *election results*.

In the United States, there is **information voters need to register and vote.** | If you wanted more information about **how elections are run** | If you wanted more information about the **winner of an election…** Where are you most likely to look for this information?

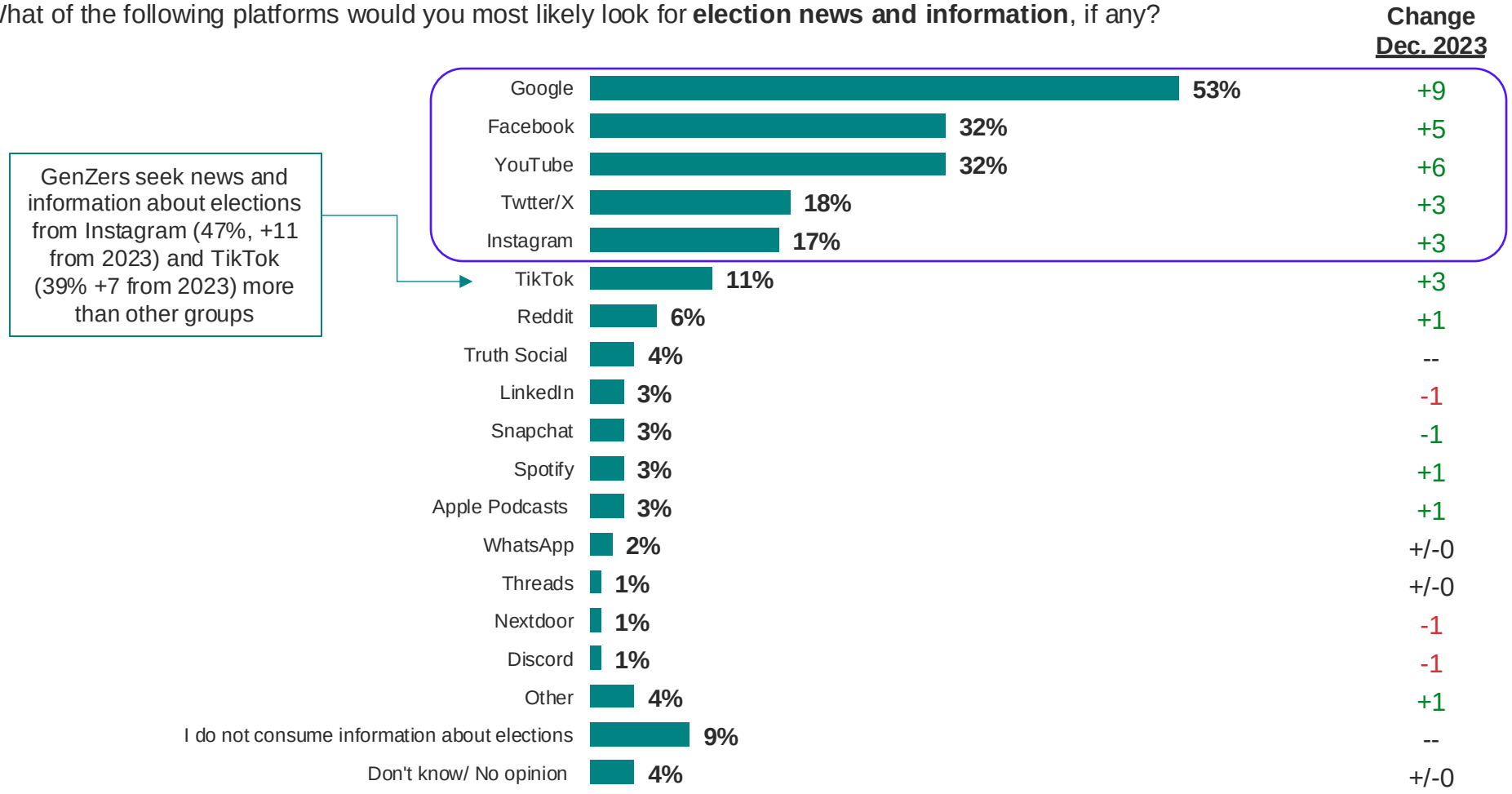


*this chart excludes 'Other' response options: Register to Vote (2%), How Elections are Run (3%), Election Results (2%)

ELECTION INFORMATION CONSUMPTION

While more than half of voters report using Google (+9) to find election news and information, social media platforms are increasingly used to find information about elections since last year, with more voters looking to Facebook (+5) and YouTube (+6).

What of the following platforms would you most likely look for **election news and information**, if any?

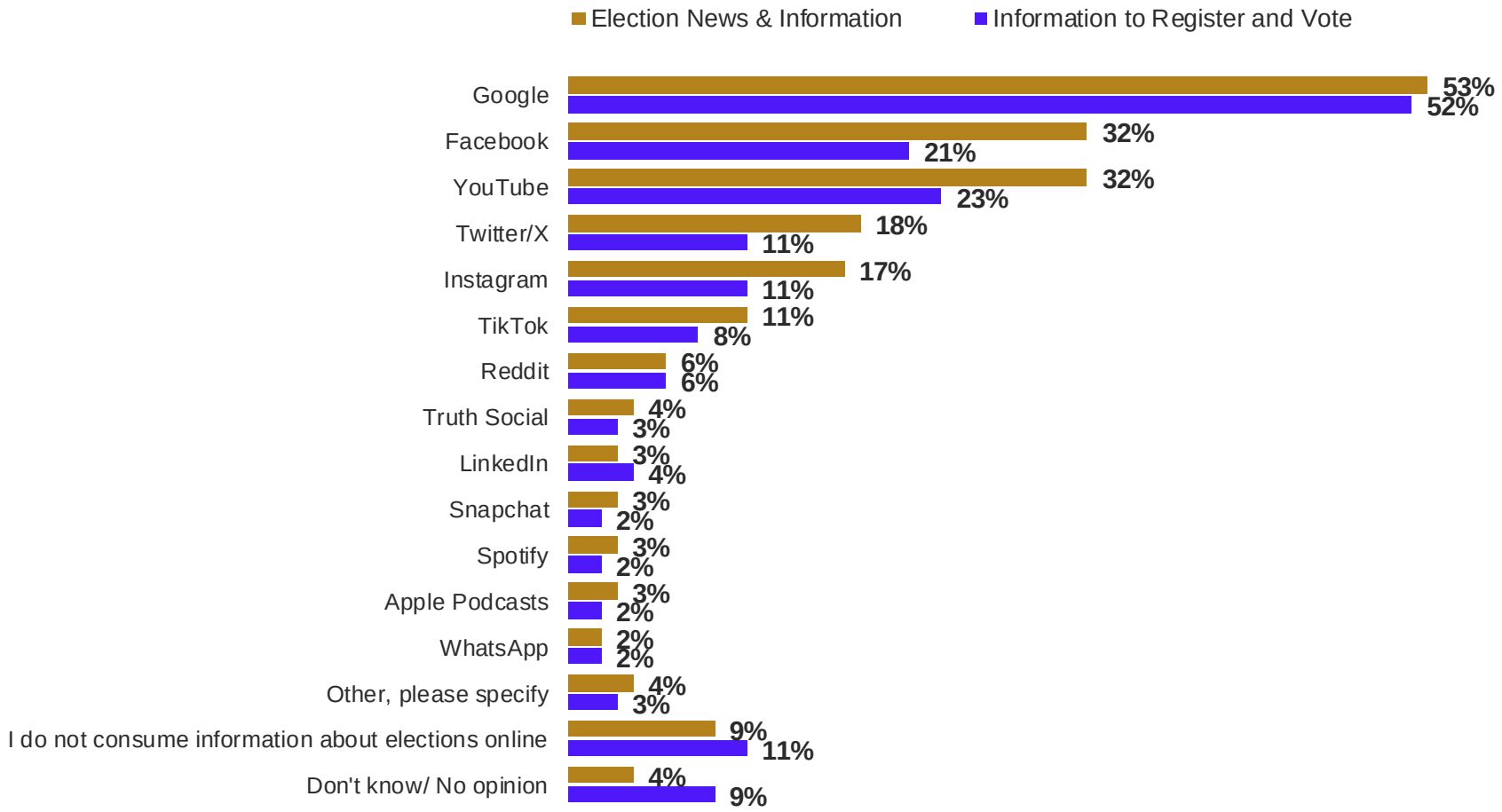


*the 2023 survey included answer options 'I do not use online platforms to find election information and did not include Truth Social

ELECTION INFORMATION CONSUMPTION

The top three platforms voters look to for information on election news and how to register and vote are Google, Facebook, and YouTube.

Which of the following online platforms would you most likely look to for **election news and information**, if any? | Specifically thinking about the information you need to **register and vote**, which of the following online platforms, if any, are you most likely to use? Please select up to three answers.



MORNING CONSULT® *The bottom four answer options (Threads, Nextdoor, Discord, Substack) were excluded from chart

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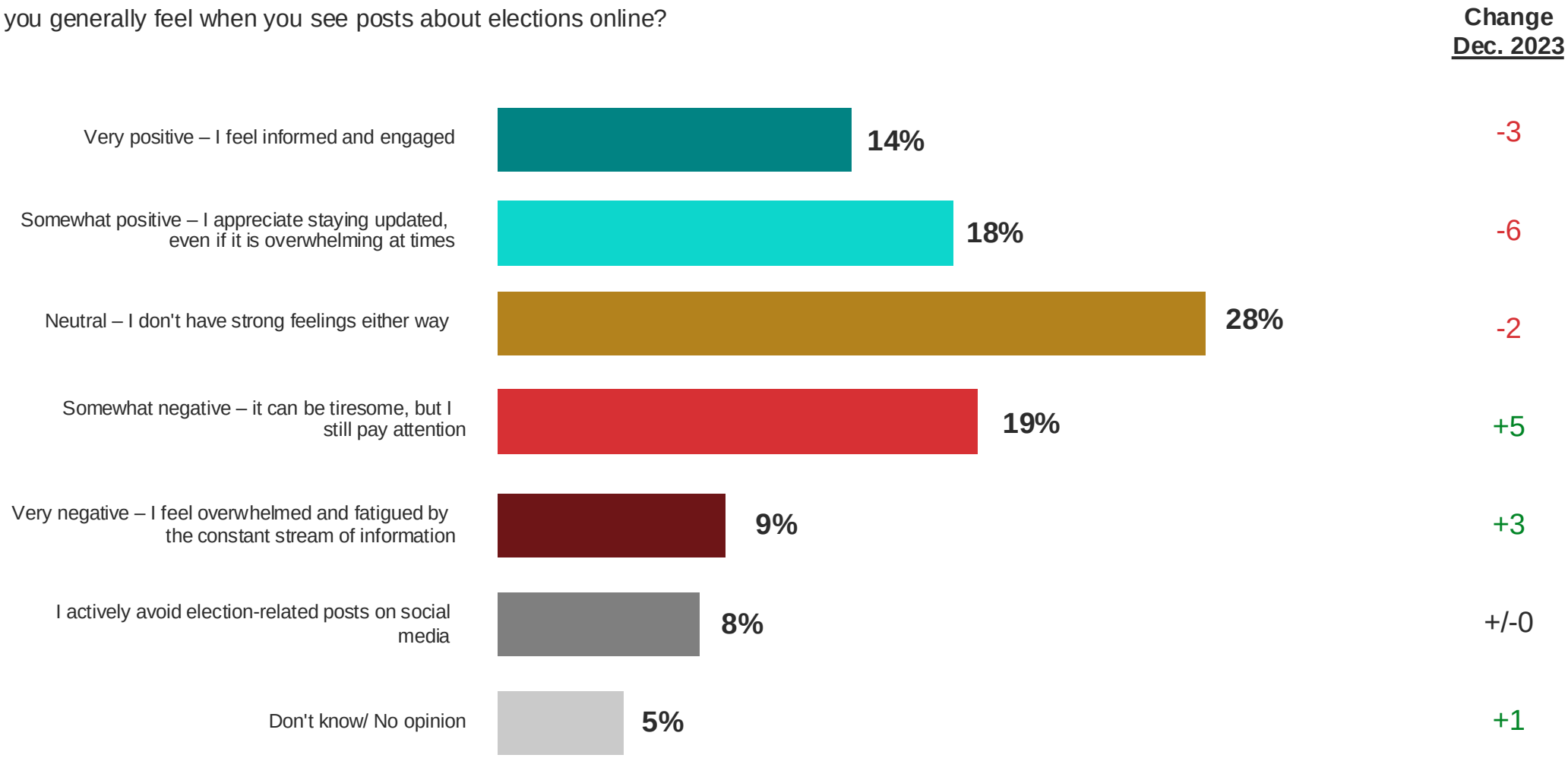
PERCEPTIONS & ENGAGEMENT

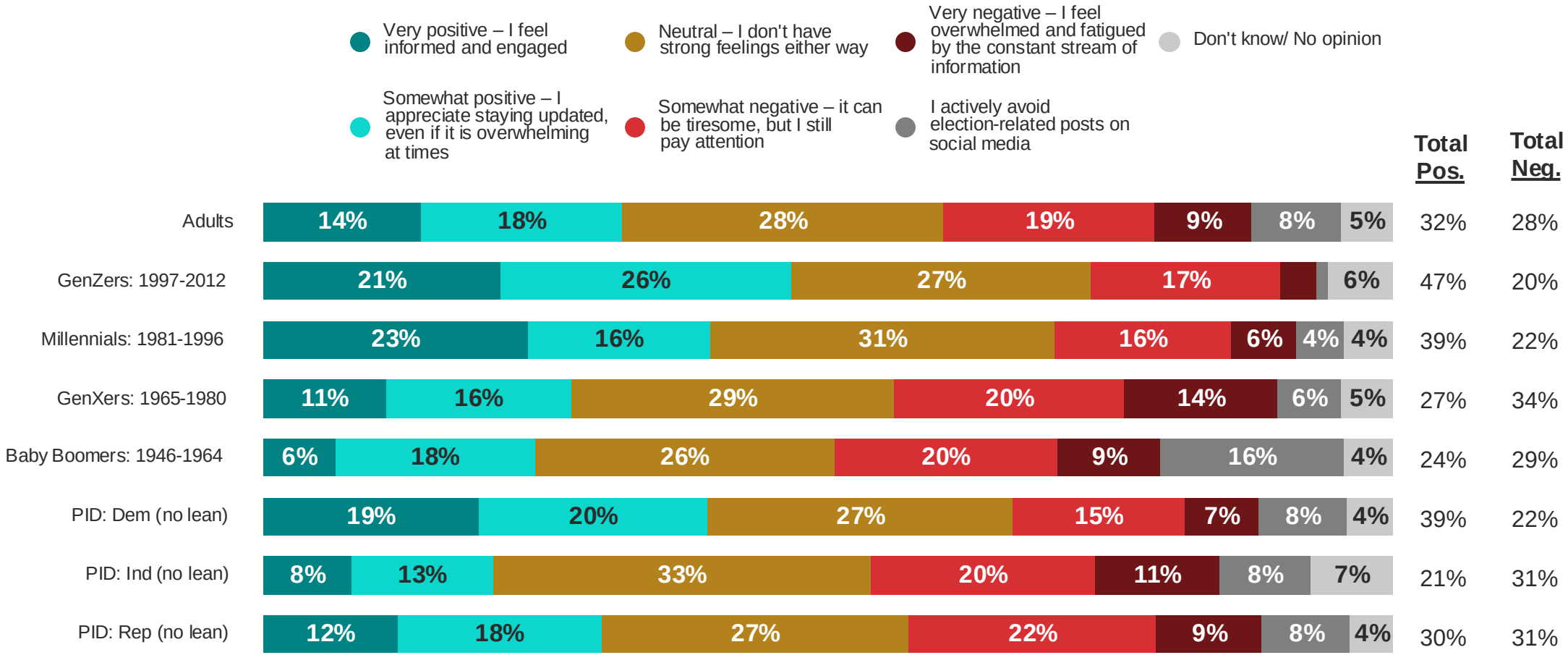
Voters feel increasingly negative when seeing posts about elections online since December 2023.

How do you generally feel when you see posts about elections online?



GenZers (47%) and Millennials (39%) feel more informed and more positive when seeing information about elections online than GenXers (27%) and Boomers (24%).

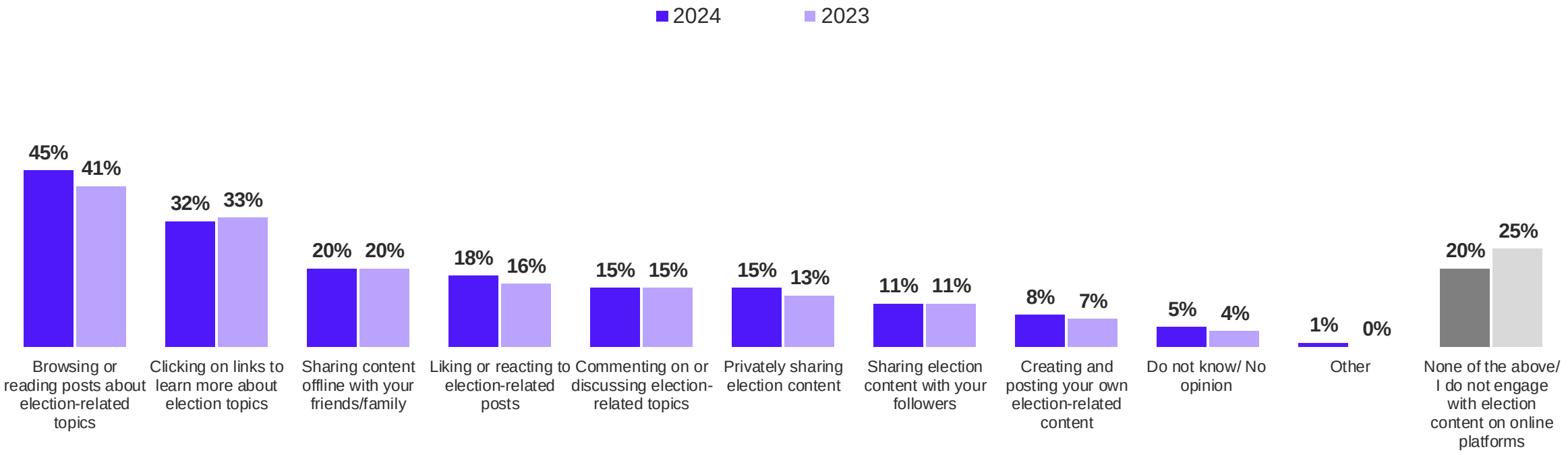
How do you generally feel when you see posts about elections online?



Total Positive / Negative = % Very positive/ Negative + % Somewhat positive/ Negative

The ways voters engage with election content on online platforms remains steady since 2023, with an increase in voters saying they browse or read posts about election-related topics (+4).

What are the primary ways you engage with content related to elections on online platforms?



How voters engage with election content online is similar across party, though more Republicans report sharing content offline with friends and family than Democrats or independents.

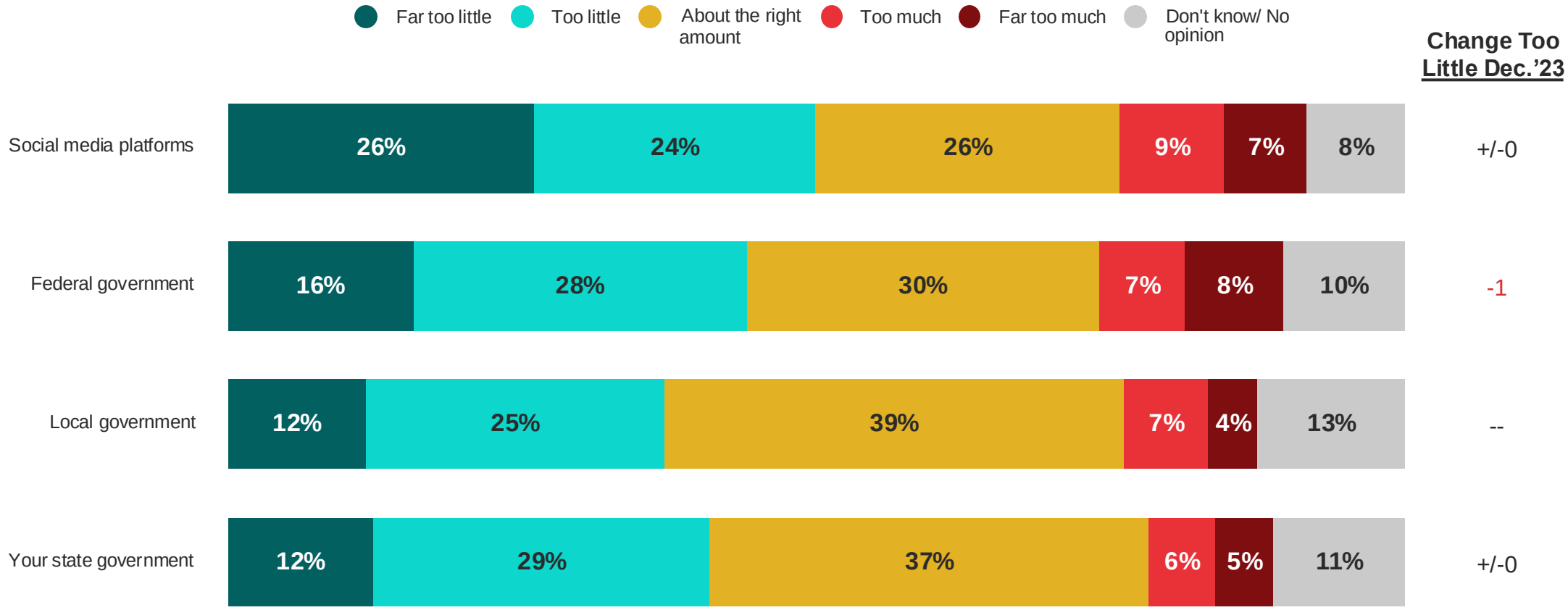
What are the primary ways you engage with content related to elections on online platforms?

% selected	**Registered Voters**	**Democrats**	**Independents**	**Republicans**
Browsing or reading posts about election-related topics	**45%**	**46%**	**51%**	**42%**
Clicking on links to learn more about election topics	**32%**	**35%**	**32%**	**28%**
Liking or reacting to election-related posts	**18%**	**21%**	**13%**	**18%**
Commenting on or discussing election-related posts	**15%**	**18%**	**10%**	**14%**
Sharing content offline with your friends/family	**20%**	**18%**	**15%**	**25%**
Privately sharing election content (e.g. through private messages, direct messages)	**15%**	**16%**	**14%**	**15%**
Sharing election content with your followers	**11%**	**12%**	**12%**	**8%**
Creating and posting your own election-related content	**8%**	**11%**	**5%**	**8%**
Don't know/ No opinion	**5%**	**4%**	**9%**	**3%**
None of the above, I do not engage with election content on online platforms	20%	19%	19%	23%

PERCEPTIONS & ENGAGEMENT

Half of voters continue to think social media platforms are not doing enough to protect users from harmful content.

Do you believe each of the following are doing too little or too much to protect users from harmful content, if at all?



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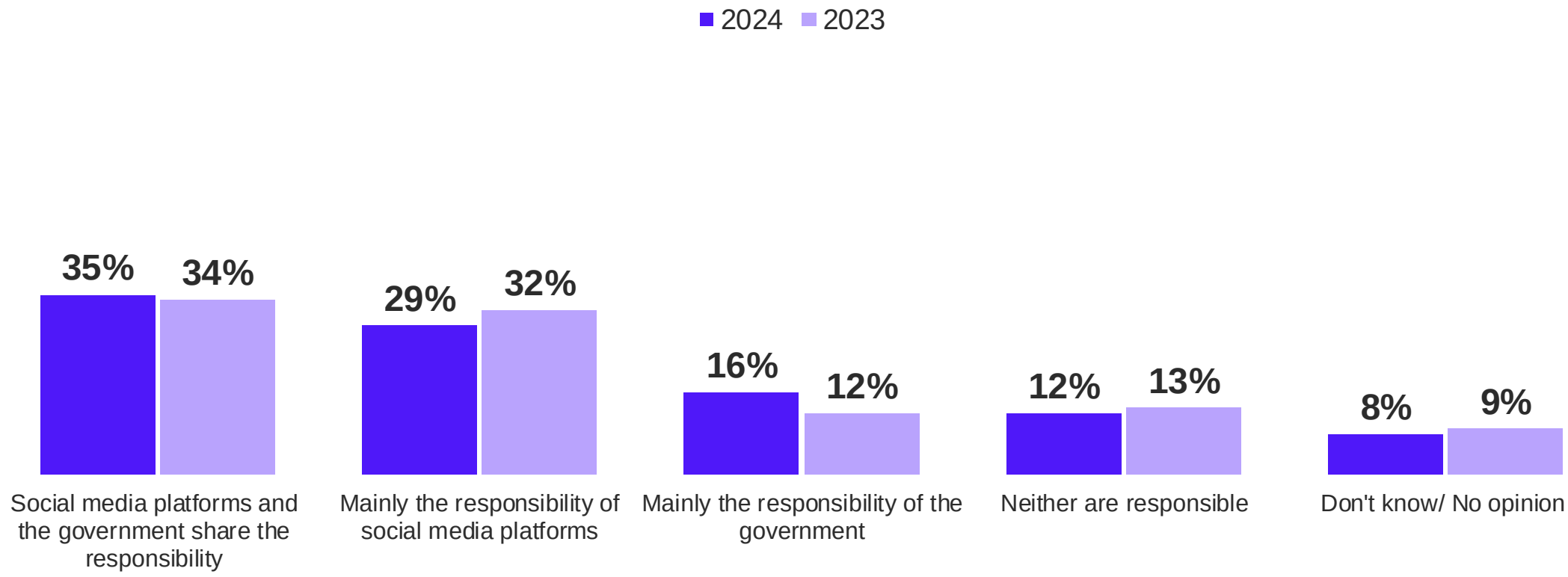
in the 2023 survey, this question was a split sample (n==1,005)

One-third of voters agree social media platforms and the government should share the responsibility of protecting users from false information.

Who do you think should be the most responsible for protecting users from false or deceptive election content on social media platforms?



Since last year, voters increasingly engage in political discussions or share political content in messaging platforms. More GenZers (+14) and Democrats (+12) engage with political content in messaging platforms weekly or more frequently.

How frequently do you engage in political discussions or share political content in messaging platforms like WhatsApp, Discord, iMessage, or similar apps?

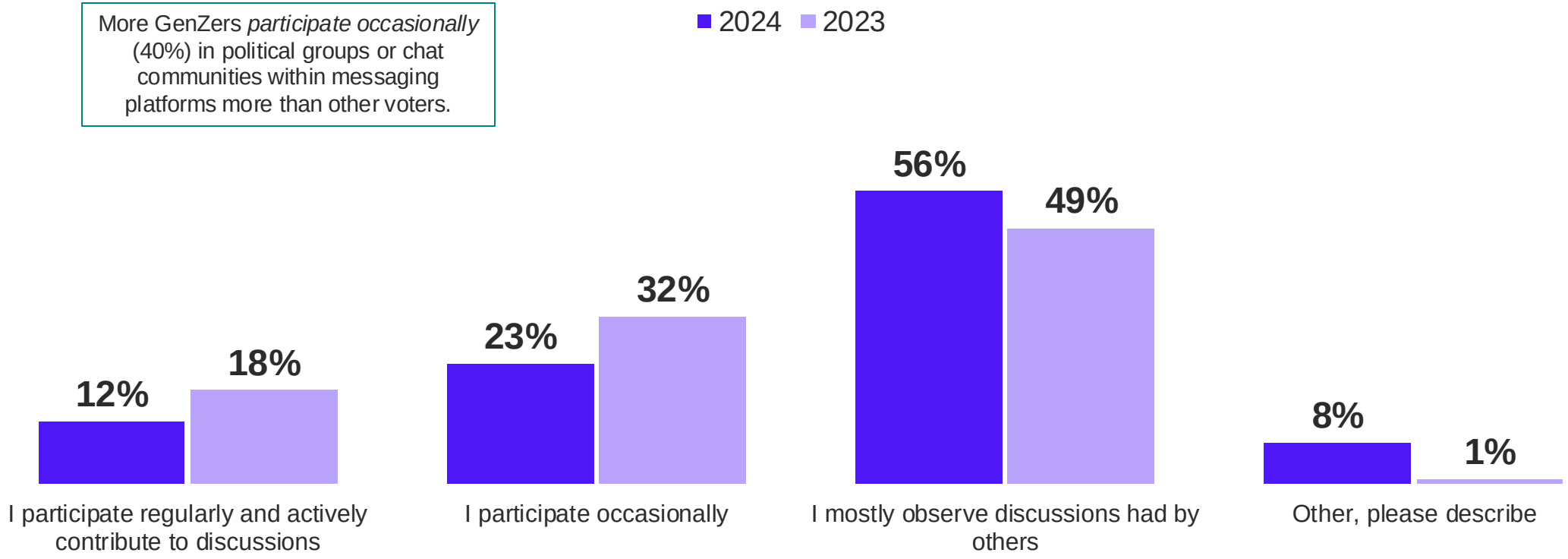
	Weekly+	Monthly+
Registered Voters	+7	+7
GenZers (1997-2012)	+14	+9
Millennials (1981-1996)	+1	+1
GenXers (1965-1980)	+2	+1
Baby Boomers (1946-1964)	+9	+11
Democrats	+12	+11
Independents	+2	+/-0
Republicans	+1	+5

*Change is 2024 % (Daily + Weekly) – 2023 % (Daily + Weekly) | 2024 % (Daily + Weekly + Monthly) – 2023 % (Daily + Weekly + Monthly)

Since 2023, voters are more likely to observe discussions (+7) had by others in chat communities within messaging platforms than participate themselves.

What is the nature of your participation in political groups or chat communities within messaging platforms?

More GenZers *participate occasionally* (40%) in political groups or chat communities within messaging platforms more than other voters.



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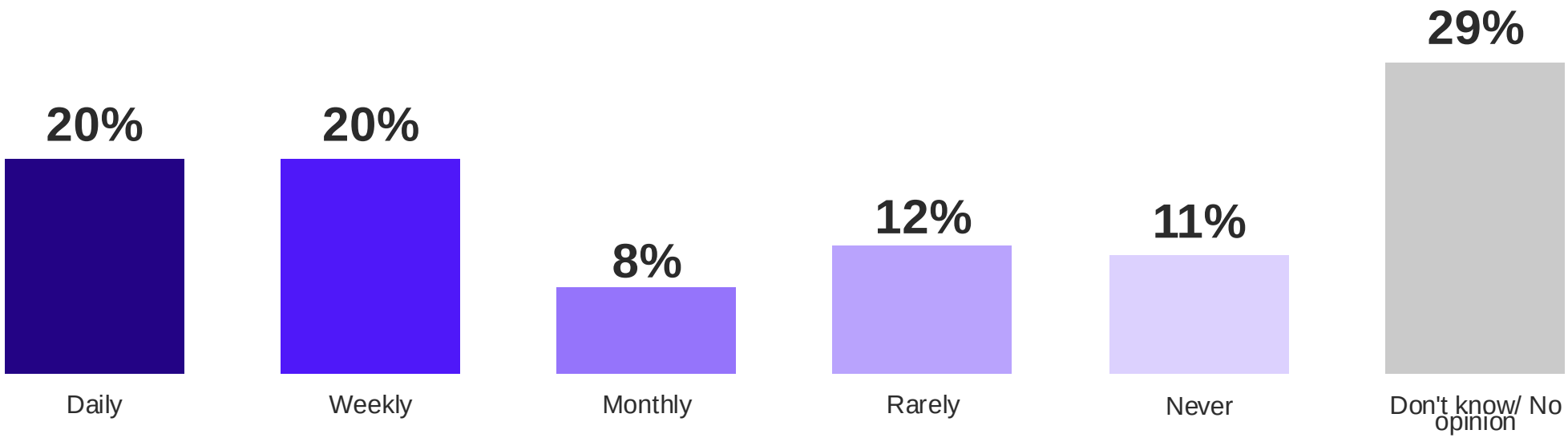
Two-in-five voters think they encounter AI-generated information about elections weekly or more frequently, though three-in-ten say they don’t know.

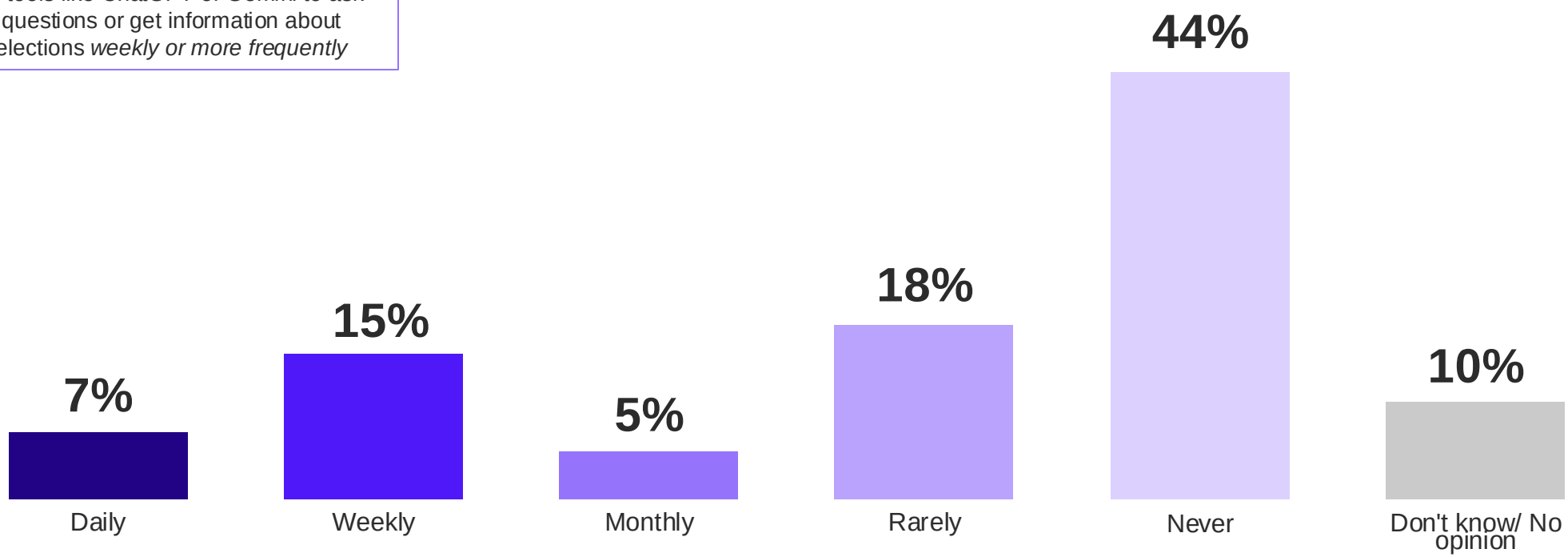
How frequently do you think you encounter AI-generated information about elections?



A plurality of voters say they never use AI tools to ask question about elections to get information about elections.

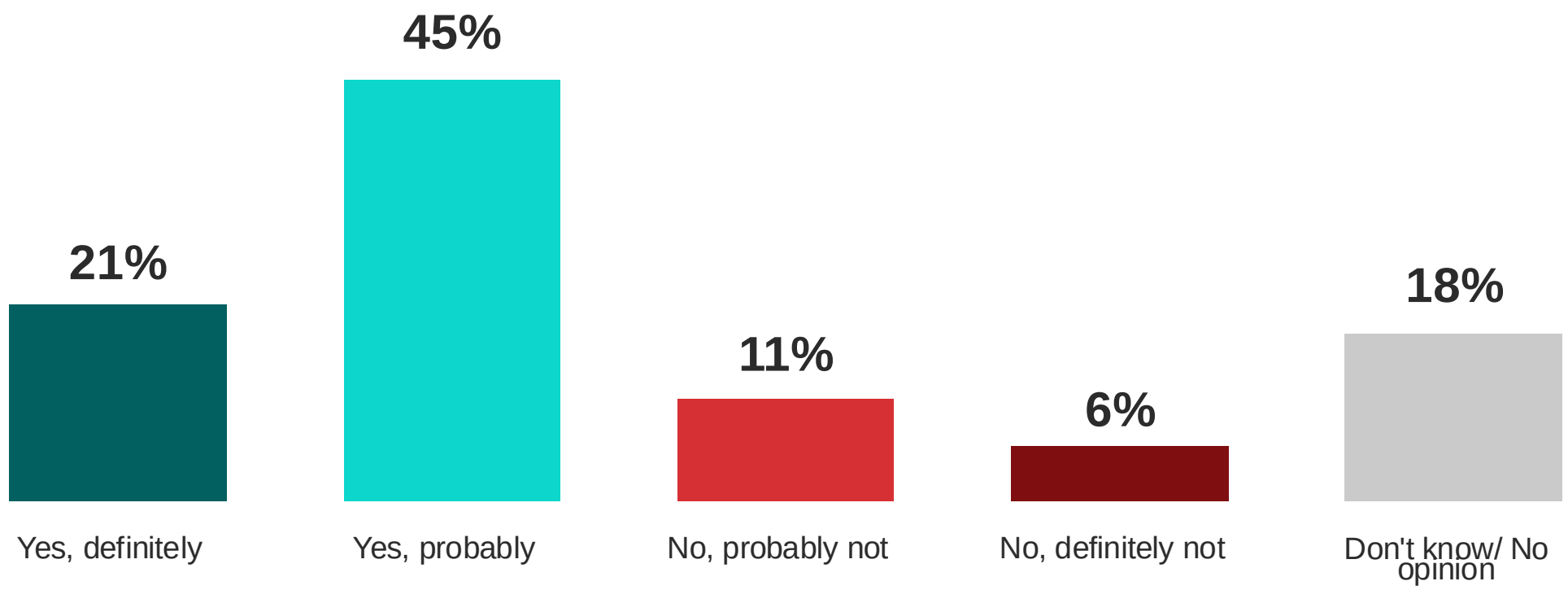
How frequently do you choose to use AI tools (like ChatGPT, Gemini, or Claude) to ask questions about elections or get information about elections?

Nearly half of GenZers (47%) report using AI tools like ChatGPT or Gemini to ask questions or get information about elections *weekly or more frequently*



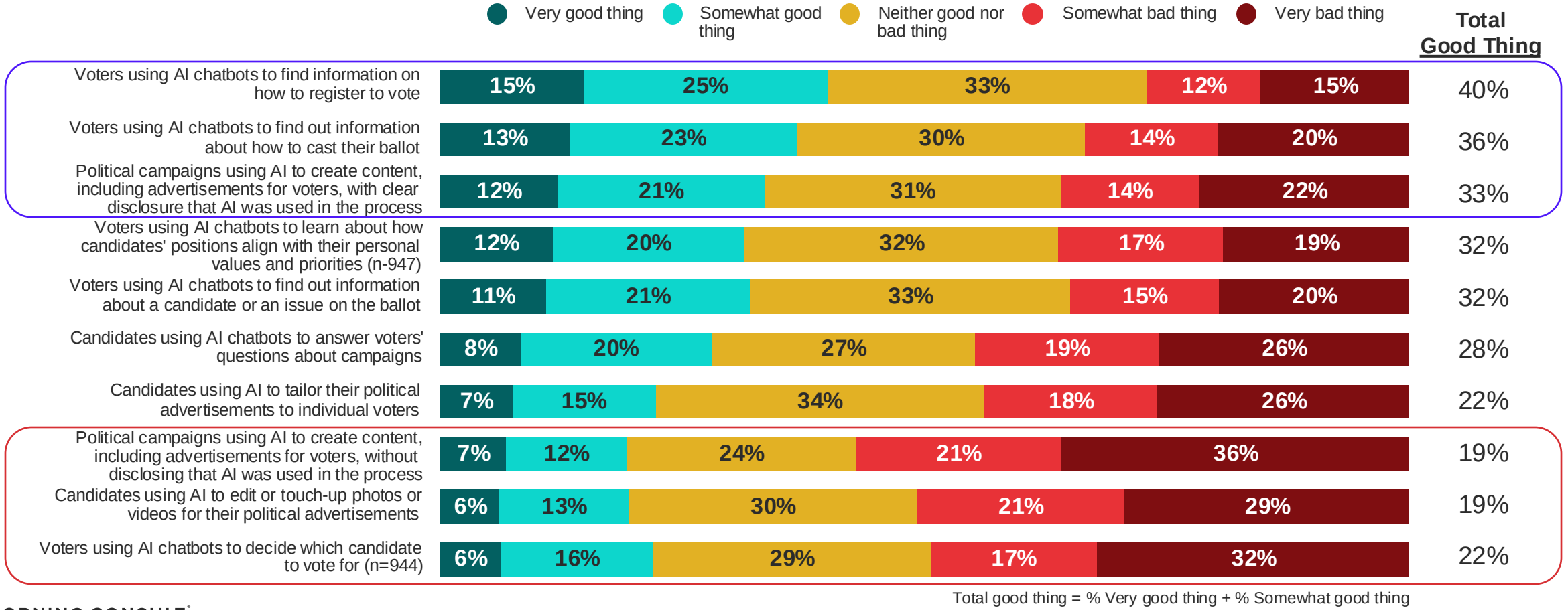
Two-thirds of voters think they have encountered AI-generated information about elections without knowing it was AI-generated.

Do you think you have encountered information about elections that was AI-generated, without knowing it was AI-generated?



Voters are more likely to view the use of AI as a good thing when it is used to find information on voter registration and voting, or to create campaign content when the use of AI is disclosed. AI use without disclosing it is seen as a bad thing.

When it comes to the 2024 presidential election, do you think each of the following would generally be a good thing, a bad thing, or neither a good nor a bad thing?



Total good thing = % Very good thing + % Somewhat good thing

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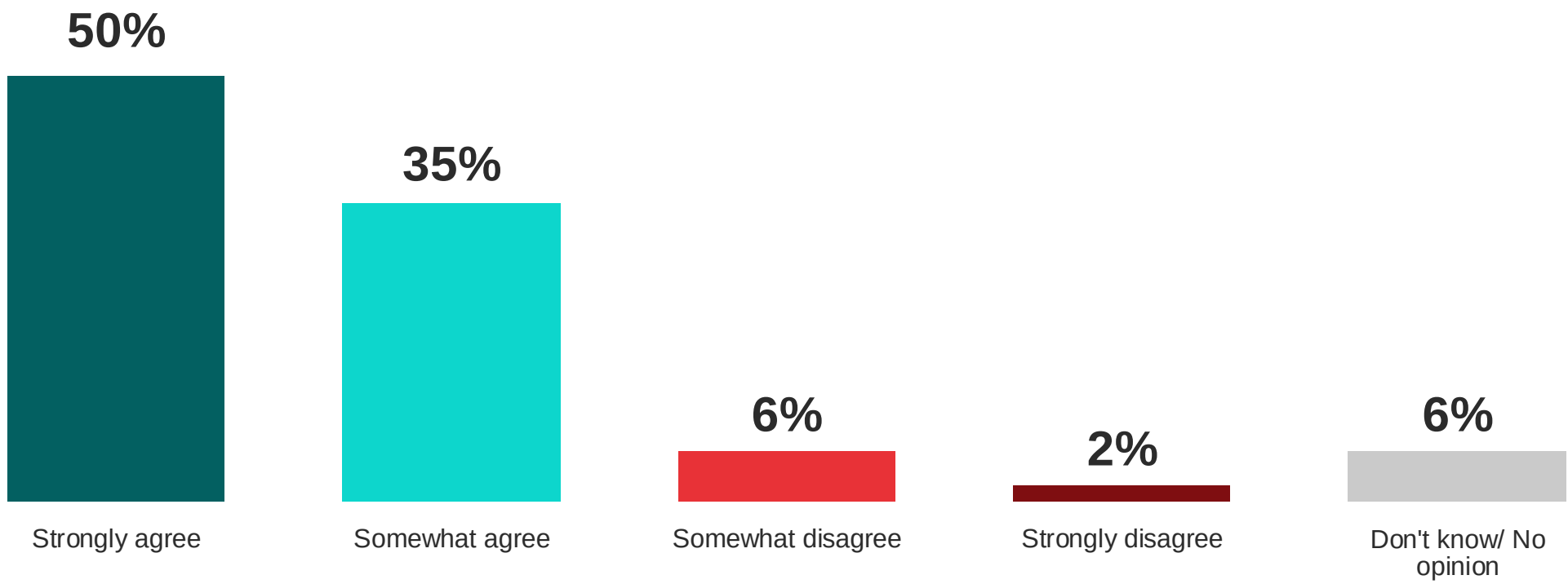
More than four-in-five voters agree their experience in the most recent election they voted in was positive.

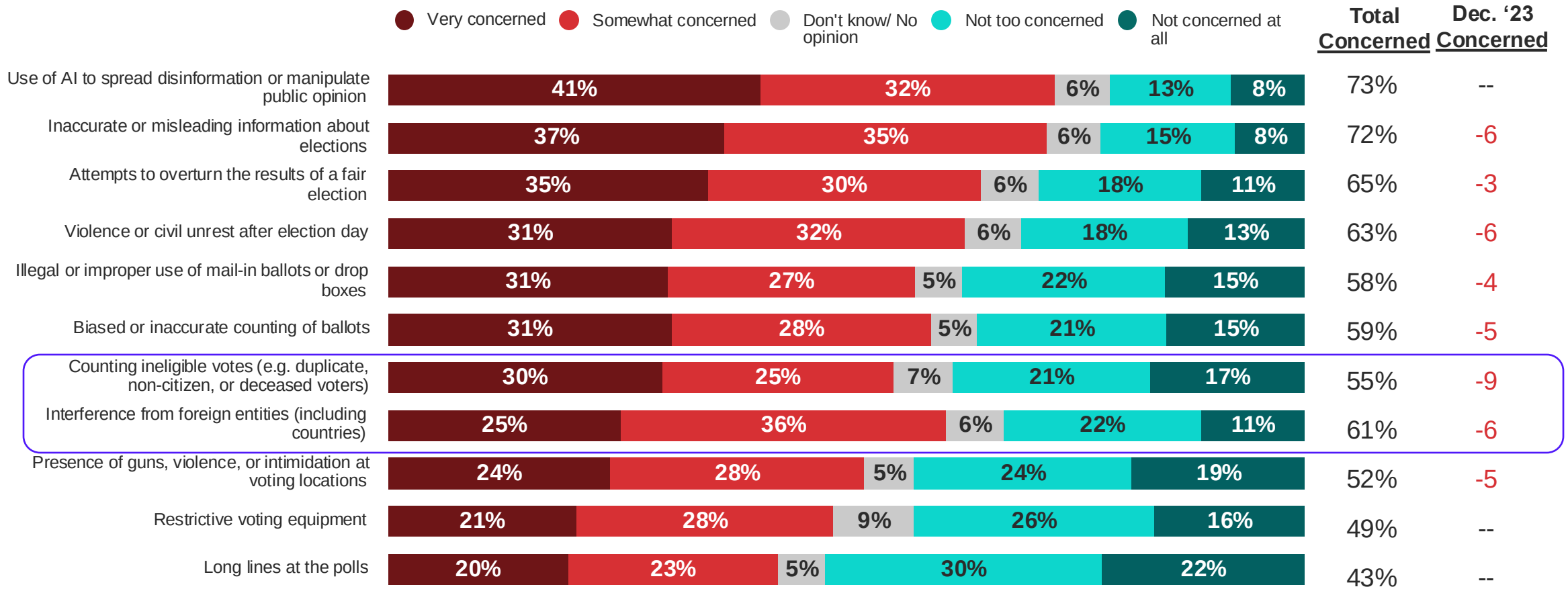
Do you agree or disagree with the following statement? *In the most recent election I voted in, my voting experience was mostly positive.*



TRUST IN THE 2024 ELECTION

Concern about each of the following when it comes to the 2024 General Election remain high, but voters are less concerned than they were in 2023. Concern about ineligible votes getting counted (-9) fell the most since last year.

How concerned are you, if at all, about the following when it comes to the 2024 General Election?



Total concerned = % Very concerned + % Somewhat concerned | Change = % Total concerned 2024 - % Total concerned 2023

*in 2023, the wording was "How concerned are you, if at all, about the following when it comes to the 2024 **presidential** election?

Republicans are less concerned about illegal use of mail-in ballots or drop boxes (-11) and counting ineligible votes (-10) since last year.

How concerned are you, if at all, about the following when it comes to the 2024 General Election?

% change in Total Concern since December 2023	Registered Voters	Democrats	Independents	Republicans
Counting ineligible votes	-9	-14	+1	-10
Inaccurate or misleading information about elections	-6	-10	+1	-8
Interference from foreign entities	-6	-11	+4	-7
Violence or civil unrest after election day	-6	-9	-1	-6
Biased or inaccurate counting of ballots	-5	-7	-3	-6
Illegal or improper use of mail-in ballots or drop boxes	-4	-8	+5	-11
Presence of guns, violence, or intimidation at voting locations	-5	-12	+/-0	+2
Attempts to overturn the results of a fair election	-3	-3	+1	-6

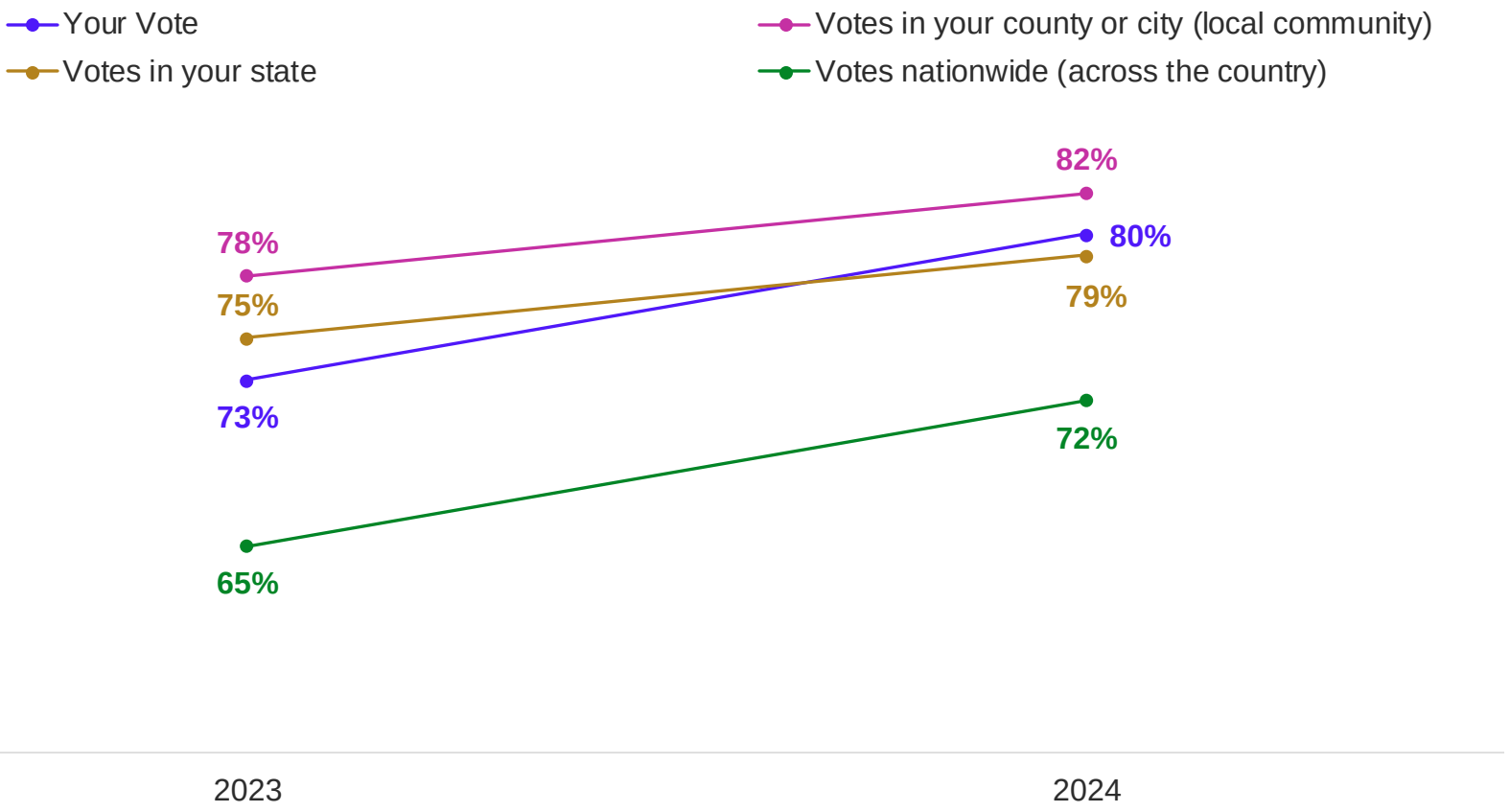
**the survey in 2023 did not include 'the use of AI to spread disinformation', 'long lines at polls' or 'restrictive voting equipment' answer options*

TRUST IN THE 2024 ELECTION

Confidence that votes will be counted as intended in the 2024 election has increased since December 2023, though confidence that votes nationwide will be counted accurately is lower than on the state and local level.

How confident are you, if at all, that the following **will be** counted as intended in the **November 2024 General election**?

Confidence Accurate Vote Count in 2022 Midterms	
Your vote	76%
Local community	76%
Your State	75%
Across the Country	66%

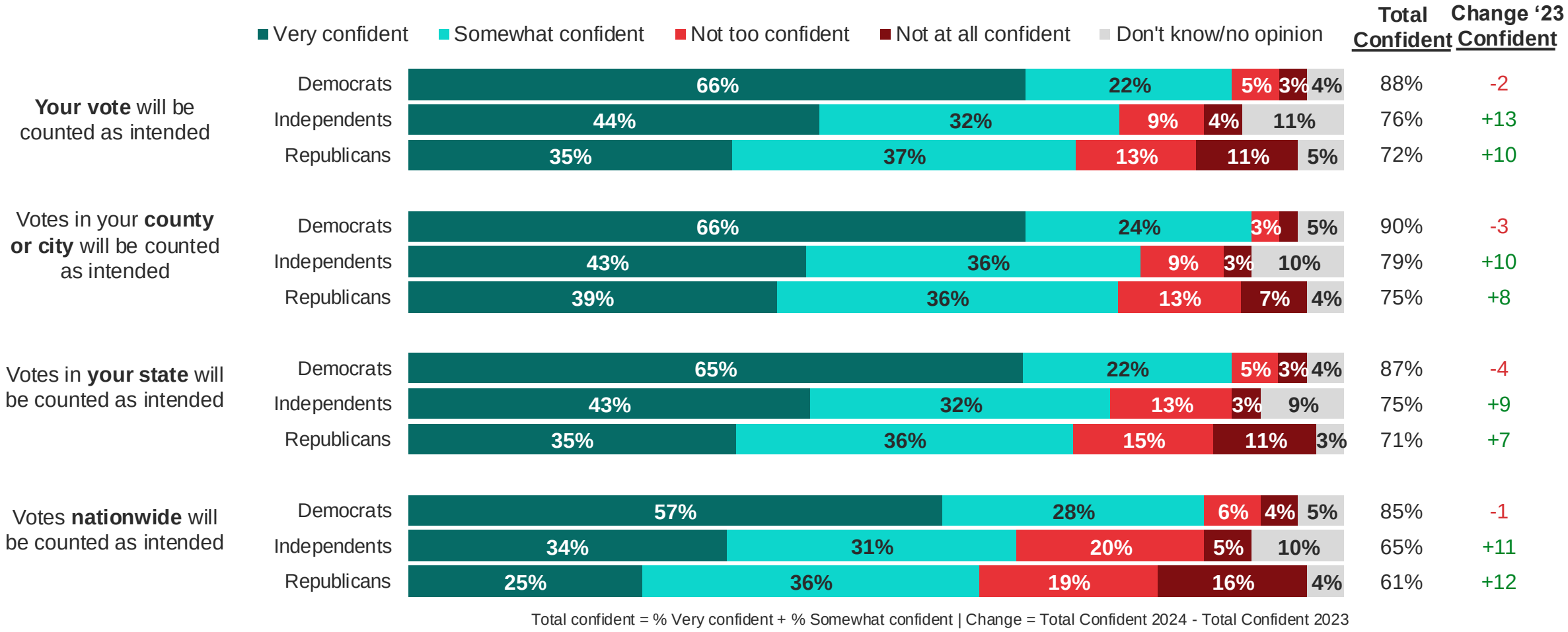


*in 2023, the wording was “How confident are you, if at all, that your vote will be **counted accurately** in the 2024 **presidential** election? | 2022 Survey ran in October 2022 and asked, ‘How confident are you, if at all, that votes will be counted accurately in the 2022 midterm election?’

TRUST IN THE 2024 ELECTION

Democrats are *very confident* their votes will be counted as intended in the 2024 presidential election, whereas confidence among Republicans and independents is up, but softer.

How confident are you, if at all, that the following **will be** counted as intended in the **2024 General election**?



Total confident = % Very confident + % Somewhat confident | Change = Total Confident 2024 - Total Confident 2023

*in 2023, the wording was "How confident are you, if at all, that your vote will be **counted accurately** in the 2024 **presidential** election?

The following questions were presented to three random groups of respondents in different orders.

How confident are you, if at all, that the following **will be** counted as intended in the **2024 General election**?

SPLIT A *(n=642)*	SPLIT B *(n=648)*	SPLIT C (random order) *(n=614)*
Your vote will be counted as intended	Votes **nationwide** will be counted as intended	Votes in **your state** will be counted as intended
Votes in your **county or city** will be counted as intended	Votes in **your state** will be counted as intended	Votes in your **county or city** will be counted as intended
Votes in **your state** will be counted as intended	Votes in your **county or city** will be counted as intended	**Your vote** will be counted as intended
Votes **nationwide** will be counted as intended	**Your vote** will be counted as intended	Votes in **your state** will be counted as intended

*the randomization of Split C displayed is to serve as an example. The order was randomized differently for all respondents in that split sample (n=614)

The share of voters who are *very confident* their vote will be counted as intended in their state or in their county/city is lower when the question about votes nationwide is presented first.

How confident are you, if at all, that the following **will be** counted as intended in the **2024 General election**?

% *very confident*	Split A	Split B	Split C
Your vote will be counted as intended	50%	48%	52%
Votes in your **county or city** will be counted as intended	54%	48%	51%
Votes in **your state** will be counted as intended	51%	43%	53%
Votes **nationwide** will be counted as intended	39%	42%	40%

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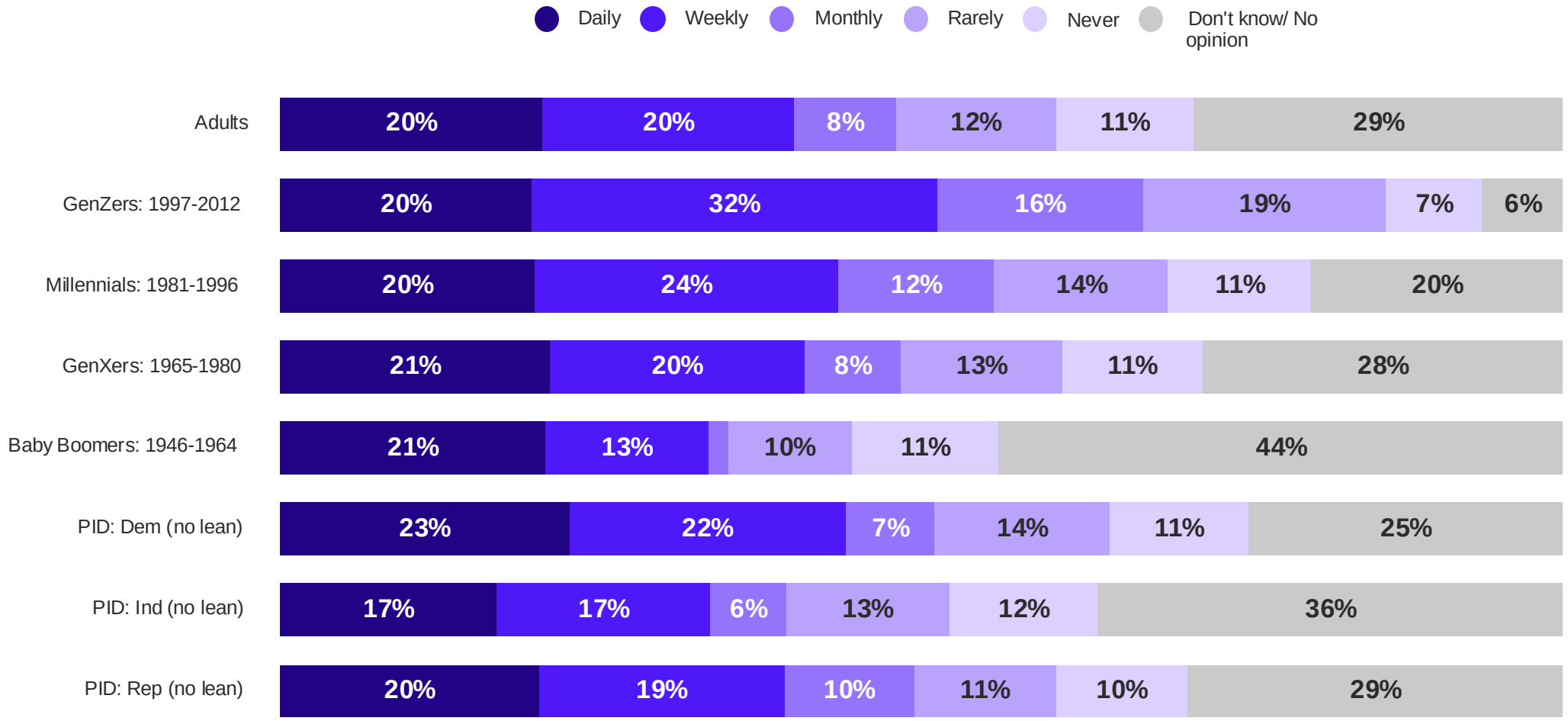
How frequently do you think you encounter AI-generated information about elections?



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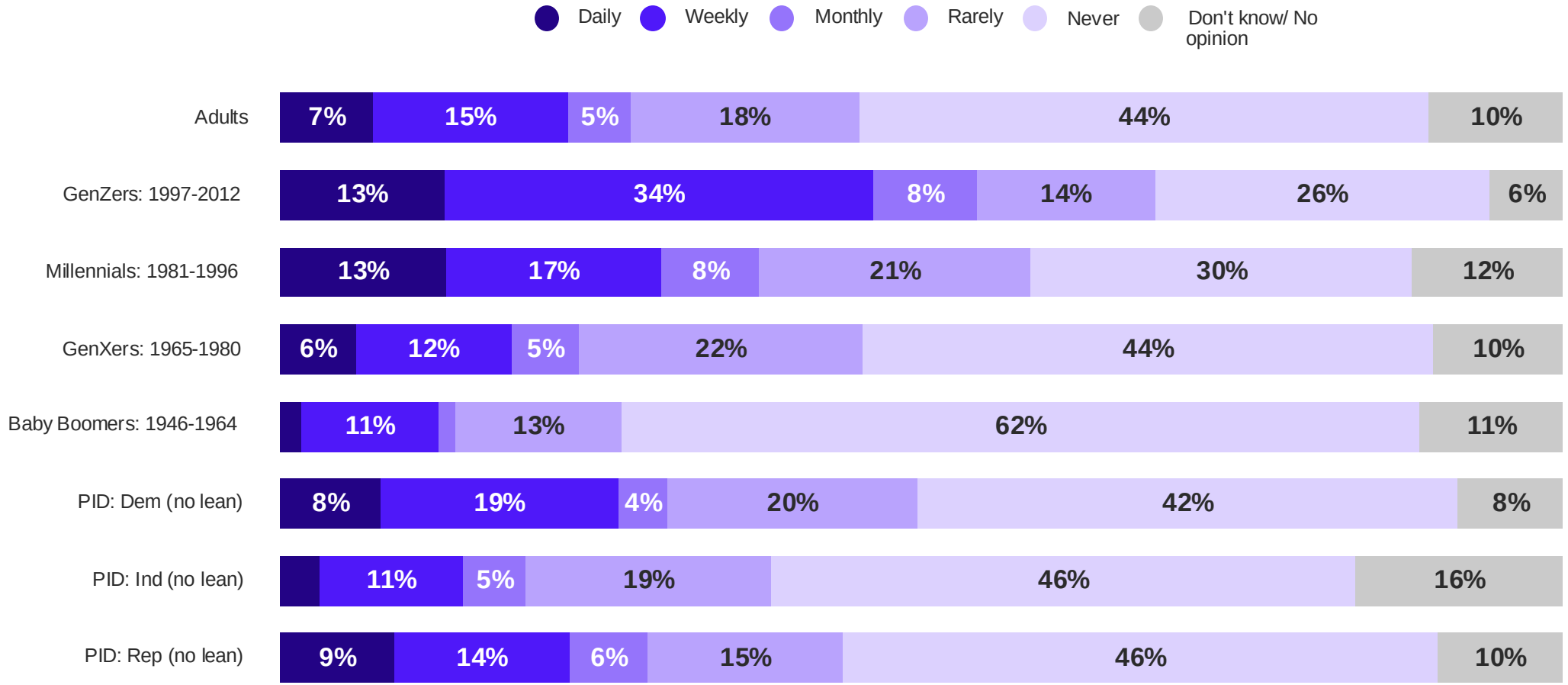

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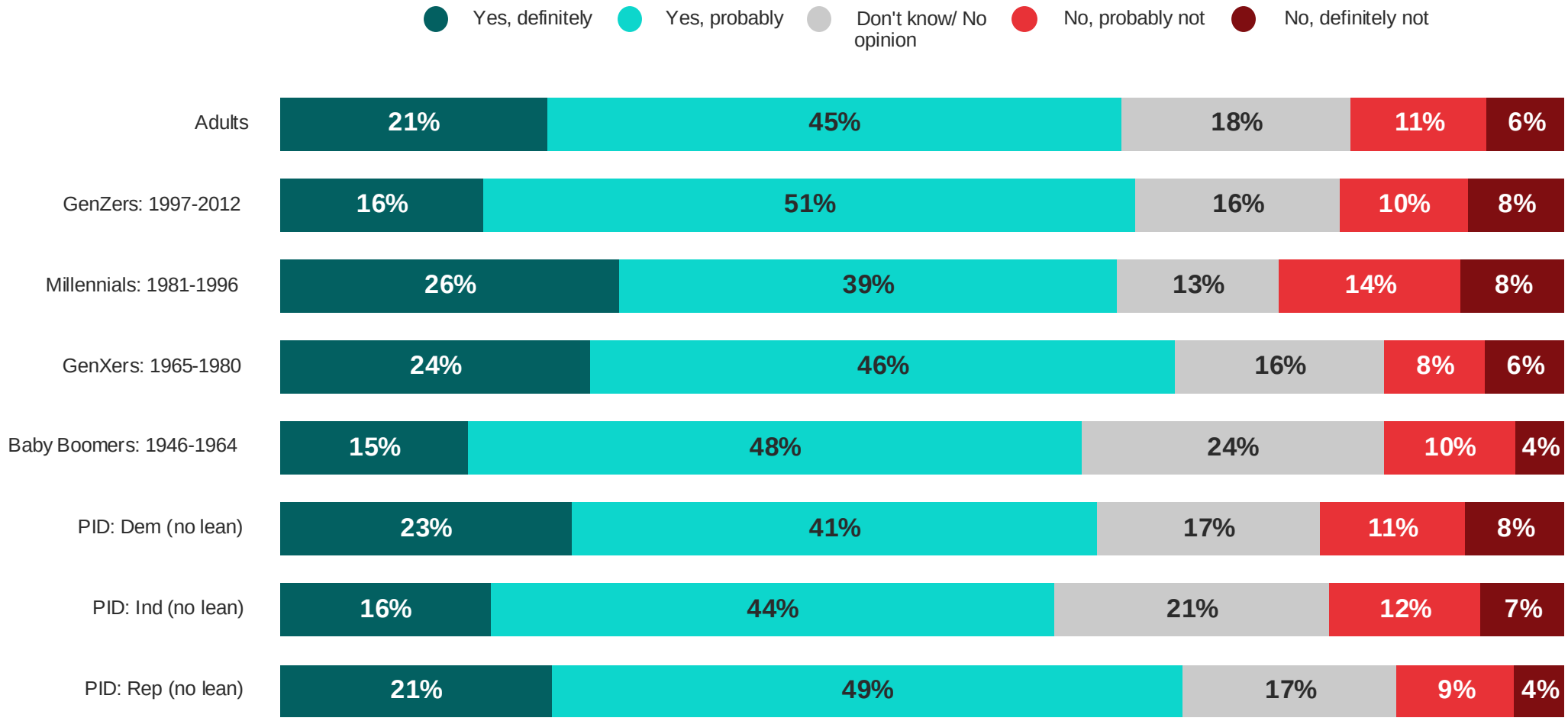

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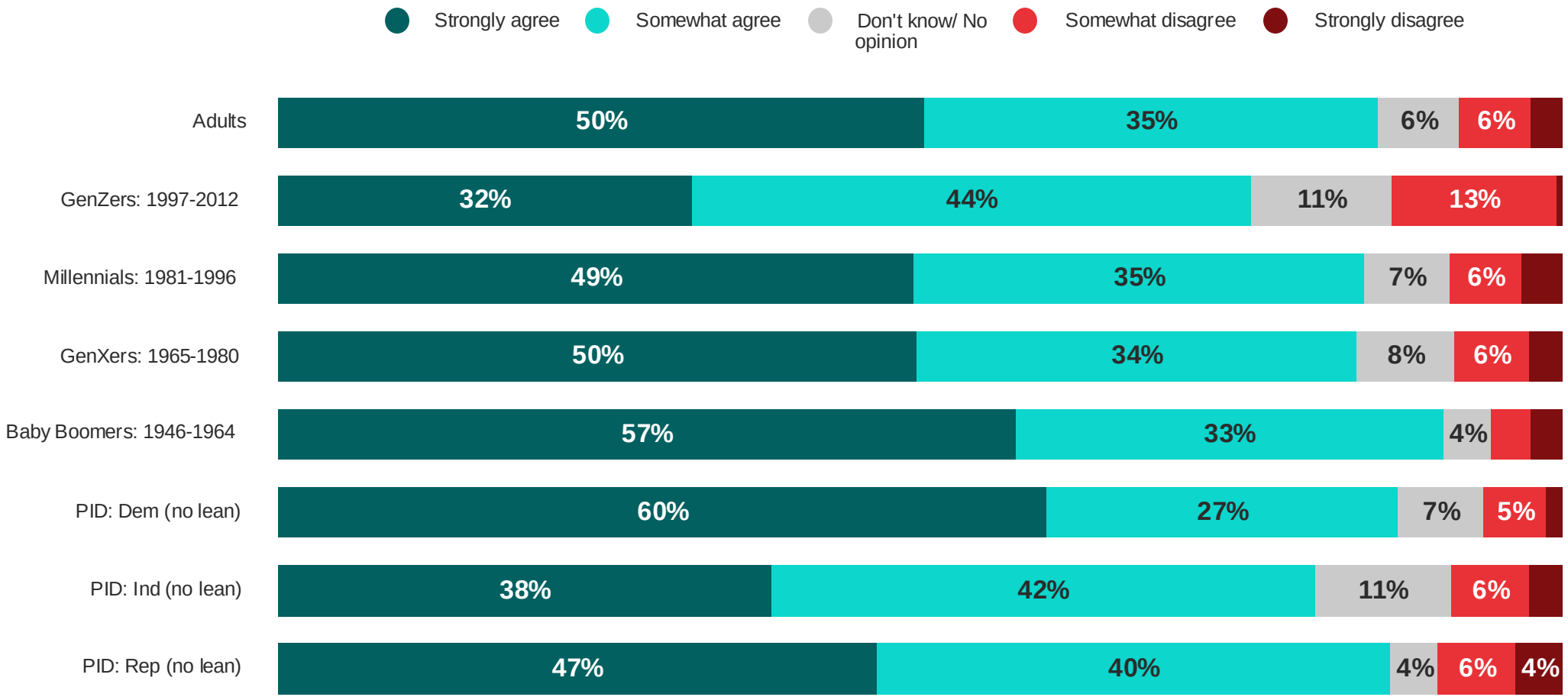
Do you agree or disagree with the following statement? In the most recent election I voted in, my voting experience was mostly positive.



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Do you believe each of the following are doing too little or too much to protect users from harmful content, if at all?

% Far too little + % too little	Registered Voters	Democrats	Independents	Republicans
Social media platforms	50%	53%	50%	47%
Federal government	44%	43%	44%	45%
Your state government	41%	41%	38%	42%
Local government	37%	38%	33%	38%

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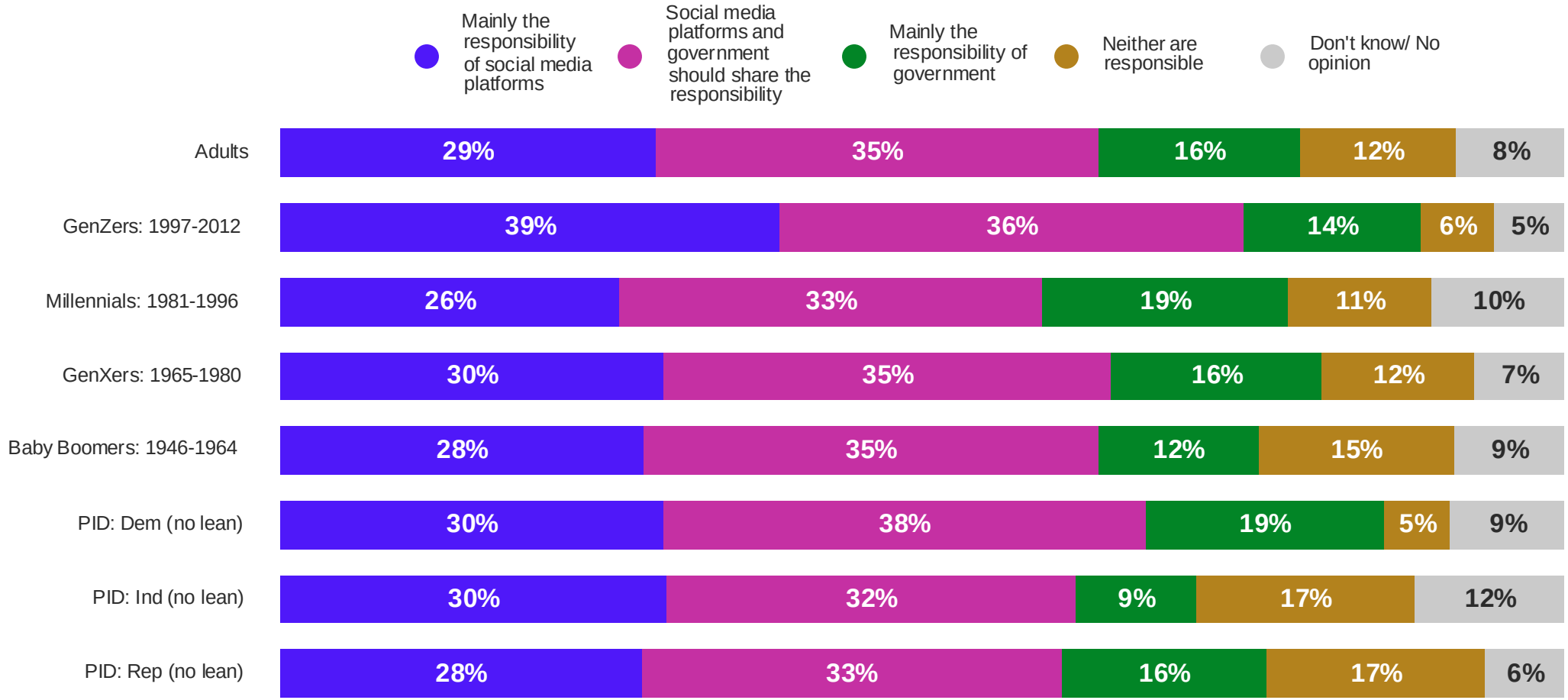
Who do you think should be the most responsible for protecting users from false or deceptive election content on social media platforms?



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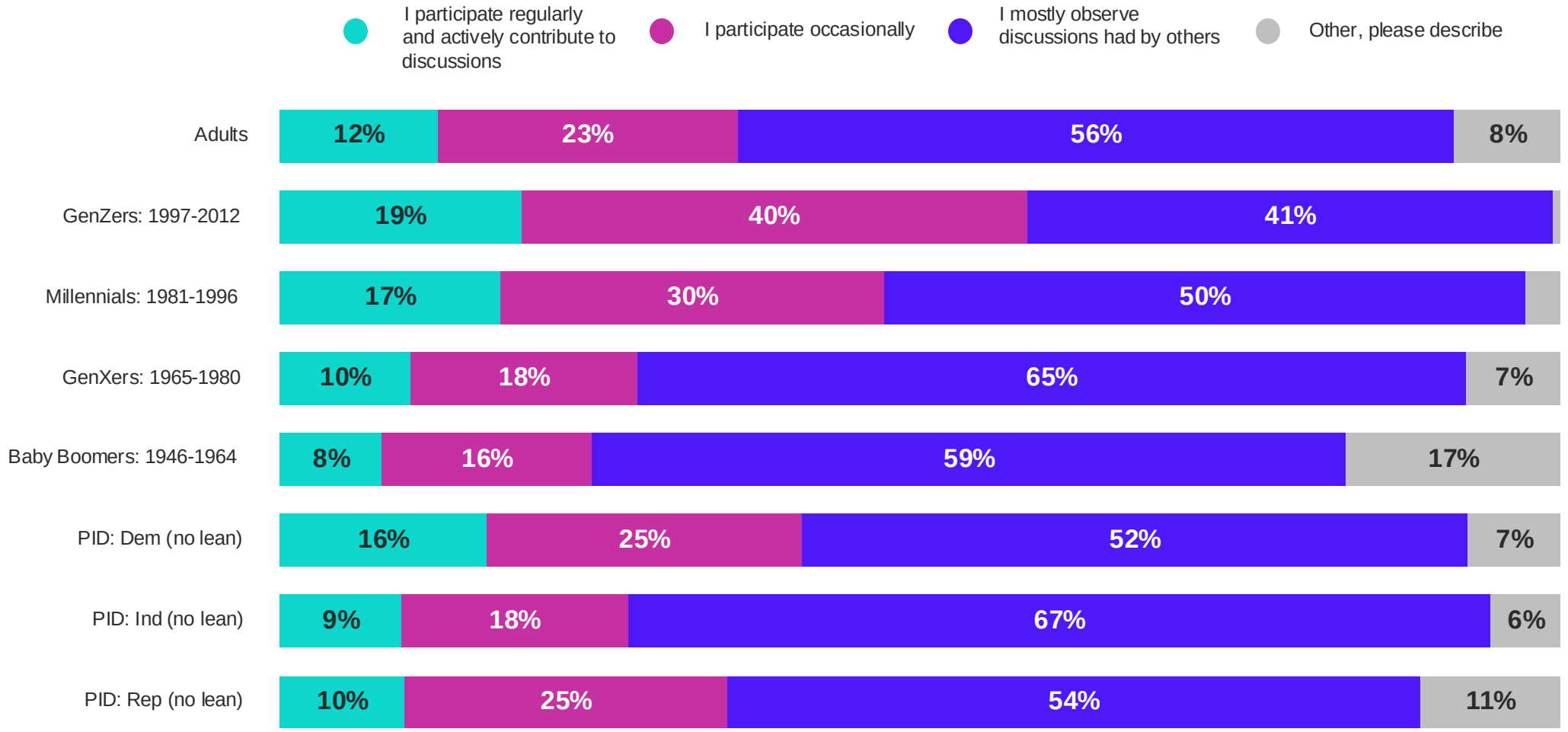
What is the nature of your participation in political groups or chat communities within messaging platforms?



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