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| **National Survey – BPC** | |
| **Trusted Messengers Survey** | **Project: 2405XXX**  **N Size: 2,200 Adults**  **Margin of Error: Approx. +/- 2%**  **Dates: October 2024** |

**[SECTION I – Election Information Consumption]**

BPC1 How often do you seek out the following kinds of information about elections, if at all? **[MATRIX] [RANDOMIZE] [ROTATE ANSWERS]**

1. Information about how to register and vote
2. Information about how elections are run
3. Information about who won an election
4. Information about candidates
5. News about campaigns
6. Only around major election dates or deadlines (e.g. Voter registration deadlines, Election Day)
7. A few times in the weeks around major election dates or deadlines
8. Regularly in the weeks around major election dates or deadlines
9. Consistently throughout the year
10. Never **[ANCHOR]**

**[PAGE BREAK]**

BPC2 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. **[RANDOMIZE] [SELECT THREE]**

**###Keep pairs (ie state or local/ national together**

1. Local or regional television
2. National television
3. Radio
4. Local or state news outlets, print or online
5. National news outlets, print or online
6. Social media
7. Search through Google or other search engines
8. Podcasts
9. Newsletters, blogs, or online forums
10. News aggregator apps (e.g. NewsBreak, Smart News, Apple News)
11. AI-enabled chatbot (e.g. ChatGPT, Gemini, or Claude)
12. Other, please specify **[OPEN END] [ANCHOR]**
13. I am not interested in election news or information **[EXCLUSIVE] [ANCHOR]**
14. Don’t know/ No opinion **[EXCLUSIVE] [ANCHOR]**

**[PAGE BREAK]**

BPC3 In the United States, there is **information voters need to register and vote**. Where are you most likely to look for this information? *Please select up to three*. **[RANDOMIZE] [SELECT THREE]**

1. Fact-checking organizations (e.g. Snopes, PolitiFact, AP Fact Check, etc.)
2. Local or county administrators
3. State election administrators
4. Elected officials at any level (e.g. mayors, governors, Congress members)
5. Election-related organizations (including integrity and voting rights groups)
6. A federal agency or website dedicated to elections (e.g. the U.S. Election Assistance Commission or vote.gov)
7. Your preferred candidate
8. A national political party organization
9. News media professionals (local/national TV news anchors, journalists, reporters)
10. Your favorite commentator or analyst from a radio show, podcast, TV show, blog, or newspaper)
11. Civic or religious organizations in your community
12. Friends and family
13. Your favorite social media influencer or content creator (e.g. TikTok, X/Twitter, Reels, etc.)
14. Other, please specify **[OPEN END] [ANCHOR]**
15. Don’t know/ No opinion **[EXCLUSIVE] [ANCHOR]**

**[PAGE BREAK]**

BPC4 If you wanted to know more about **how elections are run** in the United States, where most likely look for that information? *Please select up to three.* **[RANDOMIZE] [SELECT THREE]**

1. Fact-checking organizations (e.g. Snopes, PolitiFact, AP Fact Check, etc.)
2. Local or county administrators
3. State election administrators
4. Elected officials at any level (e.g. mayors, governors, Congress members)
5. Election-related organizations (including integrity and voting rights groups)
6. A federal agency or website dedicated to elections (e.g. the U.S. Election Assistance Commission or vote.gov)
7. Your preferred candidate
8. A national political party organization
9. News media professionals (local/national TV news anchors, journalists, reporters)
10. Your favorite commentator or analyst from a radio show, podcast, TV show, blog, or newspaper)
11. Civic or religious organizations in your community
12. Friends and family
13. Your favorite social media influencer or content creator (e.g. TikTok, X/Twitter, Reels, etc.)
14. Other, please specify **[OPEN END] [ANCHOR]**
15. Don’t know/ No opinion **[EXCLUSIVE] [ANCHOR]**

**[PAGE BREAK]**

BPC5 If you are interested in learning **about the winner of an election**, where most likely to look for results? *Please select up to three.* **[RANDOMIZE] [SELECT THREE]**

1. Fact-checking organizations (e.g. Snopes, PolitiFact, AP Fact Check, etc.)
2. Local or county administrators
3. State election administrators
4. Elected officials at any level (e.g. mayors, governors, Congress members)
5. Election-related organizations (including integrity and voting rights groups)
6. A federal agency or website dedicated to elections (e.g. the U.S. Election Assistance Commission or vote.gov)
7. Your preferred candidate
8. A national political party organization
9. News media professionals (local/national TV news anchors, journalists, reporters)
10. Your favorite commentator or analyst from a radio show, podcast, TV show, blog, or newspaper)
11. Civic or religious organizations in your community
12. Friends and family
13. Your favorite social media influencer or content creator (e.g. TikTok, X/Twitter, Reels, etc.)
14. Other, please specify **[OPEN END] [ANCHOR]**
15. Don’t know/ No opinion **[EXCLUSIVE] [ANCHOR]**

**[SECTION II – SOCIAL MEDIA]**

**[PAGE BREAK]**

BPC6 Which of the following online platforms would you most likely look to for election news and information, if any? *Please select up to three answers.* **[RANDOMIZE] [SELECT THREE]**

1. Facebook
2. Twitter/X
3. LinkedIn
4. Instagram
5. Threads
6. Nextdoor
7. TikTok
8. Substack
9. Discord
10. Snapchat
11. Reddit
12. WhatsApp
13. Google
14. YouTube
15. Spotify
16. Apple Podcasts
17. Truth Social
18. Other, please specify **[OPEN END] [ANCHOR]**
19. I do not consume information about elections online **[ANCHOR] [EXCLUSIVE]**
20. Don’t know/ No opinion **[ANCHOR] [EXCLUSIVE]**

**[PAGE BREAK]**

BPC7 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.* **[RANDOMIZE] [SELECT THREE]**

1. Facebook
2. Twitter/X
3. LinkedIn
4. Instagram
5. Threads
6. Nextdoor
7. TikTok
8. Substack
9. Discord
10. Snapchat
11. Reddit
12. WhatsApp
13. Google
14. YouTube
15. Spotify
16. Apple Podcasts
17. Truth Social
18. Other, please specify **[OPEN END] [ANCHOR]**
19. I do not consume information about elections online **[ANCHOR] [EXCLUSIVE]**
20. Don’t know/ No opinion **[ANCHOR] [EXCLUSIVE]**

**[PAGE BREAK]**

BPC8 What are the primary ways you engage with content related to elections on online platforms? *Please select up to three answers.* **[RANDOMIZE] [SELECT THREE]**

1. Liking or reacting to election-related posts
2. Browsing or reading posts about election-related topics
3. Commenting on or discussing election-related posts
4. Sharing election content with your followers
5. Sharing content offline with your friends/family
6. Creating and posting your own election-related content
7. Clicking on links to learn more about election topics
8. Privately sharing election content (e.g. through private messages, direct messages)
9. Other, please specify **[OPEN END] [ANCHOR]**
10. None of the above, I do not engage with election content on online platforms **[ANCHOR] [EXCLUSIVE]**
11. Don’t know/ No opinion **[EXCLUSIVE] [ANCHOR]**

**[PAGE BREAK]**

BPC9 How frequently do you engage in political discussions or share political content in messaging platforms like WhatsApp, Discord, iMessage, or similar apps? **[ROTATE]**

1. Daily
2. Weekly
3. Monthly
4. Rarely
5. Never
6. Not at all **[ANCHOR]**

**[PAGE BREAK]**

BPC10 What is the nature of your participation in political groups or chat communities within messaging platforms? **[ROTATE]**

1. I participate regularly and actively contribute to discussions
2. I participate occasionally
3. I mostly observe discussions had by others
4. Other, please describe **[OPEN END]**

**[SECTION III – AI and Elections]**

**[PAGE BREAK]**

BPC11 How frequently do you think you **encounter AI-generated information about elections**? **[ROTATE]**

1. Daily
2. Weekly
3. Monthly
4. Rarely
5. Never
6. Don’t know/ No opinion **[ANCHOR]**

**[PAGE BREAK]**

BPC12 How frequently do you **choose to use AI tools** (like ChatGPT, Gemini, or Claude) to ask questions about elections or get information about elections? **[ROTATE]**

1. Daily
2. Weekly
3. Monthly
4. Rarely
5. Never
6. Don’t know/ No opinion **[ANCHOR]**

**[PAGE BREAK]**

BPC13 Do you think you have encountered information about elections that was AI-generated, without knowing it was AI-generated? **[ROTATE]**

1. Yes, definitely
2. Yes, probably
3. No, probably not
4. No, definitely not
5. Don’t know/ No opinion **[ANCHOR]**

**[PAGE BREAK]**

BPC14 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? **[MATRIX]** **[RANDOMIZE] [ROTATE ANSWERS]**

1. Voters using AI chatbots to find out information about a candidate or an issue on the ballot
2. Voters using AI chatbots to find out information about how to cast their ballot
3. Voters using AI chatbots to find information on how to register to vote
4. Voters using AI chatbots to decide which candidate to vote for **[SPLIT SAMPLE = A]**
5. Voters using AI chatbots to learn about how candidates’ positions align with their personal values and priorities **[SPLIT SAMPLE = B]**
6. Political campaigns using AI to create content, including advertisements for voters, without disclosing that AI was used in the process
7. Political campaigns using AI to create content, including advertisements for voters, with clear disclosure that AI was used in the process
8. Candidates using AI to edit or touch-up photos or videos for their political advertisements
9. Candidates using AI to tailor their political advertisements to individual voters
10. Candidates using AI chatbots to answer voters’ questions about campaigns
11. Very good thing
12. Somewhat good thing
13. Neither good nor bad thing
14. Somewhat bad thing
15. Very bad thing

**[PAGE BREAK]**

BPC15 How do you generally feel when you see posts about elections online? **[ROTATE]**

1. Very positive – I feel informed and engaged
2. Somewhat positive – I appreciate staying updated, even if it is overwhelming at times
3. Neutral – I don’t have strong feelings either way
4. Somewhat negative – it can be tiresome, but I still pay attention
5. Very negative – I feel overwhelmed and fatigued by the constant stream of information
6. I actively avoid election-related posts on social media **[ANCHOR]**
7. Don’t know/ No opinion **[ANCHOR]**

**[PAGE BREAK]**

BPC16 People use different approaches when consuming information about elections. Which of the following approaches, if any, do you currently use? *Please select all that apply.* **[RANDOMIZE] [SELECT ALL]**

1. Compare information across multiple sources
2. Read sources I believe are accurate
3. Ensure that my social media feed reflects a variety of viewpoints
4. Read information from friends with a variety of viewpoints
5. Verify information by using fact-checking websites
6. Look for primary sources or official statements
7. Pay attention to the reputation or credibility of the author or publication
8. Consult experts or specialists on the topic
9. Other, please specify **[OPEN END] [ANCHOR]**
10. I do not use any of these approaches **[EXCLUSIVE] [ANCHOR]**

**[PAGE BREAK]**

BPC17 Do you believe each of the following are doing too little or too much to protect users from harmful content, if at all? **[MATRIX] [RANDOMIZE] [ROTATE ANSWERS]**

1. Social media platforms
2. Your state government
3. Federal government
4. Local government
5. Far too little
6. Too little
7. About the right amount
8. Too much
9. Far too much
10. Don’t know/ No opinion **[ANCHOR]**

**[PAGE BREAK]**

BPC18 Who do you think should be the most responsible for protecting users from false or deceptive election content on social media platforms? **[ROTATE]**

1. Mainly the responsibility of social media platforms
2. Social media platforms and government should share the responsibility
3. Mainly the responsibility of government
4. Neither are responsible **[ANCHOR]**
5. Don’t know/ No opinion **[ANCHOR]**

**[SECTION IV – Trust in 2024 Election]**

**[PAGE BREAK]**

BPC19 Do you agree or disagree with the following statement?

*In the most recent election I voted in, my voting experience was mostly positive.* **[ROTATE]**

1. Strongly agree
2. Somewhat agree
3. Somewhat disagree
4. Strongly disagree
5. Don’t know/ No opinion **[ANCHOR]**

**[PAGE BREAK]**

**[BLOCK I, SPLIT SAMPLE == A]**

BPC20a How confident are you that **your vote** in the November 2024 General Election will be counted as you intend? **[ROTATE]**

1. Very confident
2. Somewhat confident
3. Not to confident
4. Not confident at all
5. Don’t know/ No opinion **[ANCHOR]**

**[PAGE BREAK]**

BPC21a How confident are you that **your votes in your county or city** will be counted as intendedin the November 2024 General Election? **[ROTATE]**

1. Very confident
2. Somewhat confident
3. Not to confident
4. Not confident at all
5. Don’t know/ No opinion **[ANCHOR]**

**[PAGE BREAK]**

BPC22a How confident are you that **votes in your state** will be counted as intended in the November 2024 General Election? **[ROTATE]**

1. Very confident
2. Somewhat confident
3. Not to confident
4. Not confident at all
5. Don’t know/ No opinion **[ANCHOR]**

**[PAGE BREAK]**

BPC23a How confident are you that **votes nationwide** will be counted as intended in the November 2024 General Election? **[ROTATE]**

1. Very confident
2. Somewhat confident
3. Not to confident
4. Not confident at all
5. Don’t know/ No opinion **[ANCHOR]**

**[PAGE BREAK]**

**[BLOCK II] [SPLIT SAMPLE == B]**

BPC23b How confident are you that **votes nationwide** will be counted as intended in the November 2024 General Election? **[ROTATE]**

1. Very confident
2. Somewhat confident
3. Not to confident
4. Not confident at all
5. Don’t know/ No opinion **[ANCHOR]**

**[PAGE BREAK]**

BPC22b How confident are you that **votes in your state** will be counted as intended in the November 2024 General Election? **[ROTATE]**

1. Very confident
2. Somewhat confident
3. Not to confident
4. Not confident at all
5. Don’t know/ No opinion **[ANCHOR]**

**[PAGE BREAK]**

BPC21b How confident are you that **your votes in your county or city** will be counted as intendedin the November 2024 General Election? **[ROTATE]**

1. Very confident
2. Somewhat confident
3. Not to confident
4. Not confident at all
5. Don’t know/ No opinion **[ANCHOR]**

**[PAGE BREAK]**

BPC20b How confident are you that **your vote** in the November 2024 General Election will be counted as you intend? **[ROTATE]**

1. Very confident
2. Somewhat confident
3. Not to confident
4. Not confident at all
5. Don’t know/ No opinion **[ANCHOR]**

**[PAGE BREAK]**

**[BLOCK III, SPLIT SAMPLE == C]**

**[RANDOMIZE BPC20c, BPC21c, BPC22c, BPC23c]**

BPC20c How confident are you that **your vote** in the November 2024 General Election will be counted as you intend? **[ROTATE]**

1. Very confident
2. Somewhat confident
3. Not to confident
4. Not confident at all
5. Don’t know/ No opinion **[ANCHOR]**

**[PAGE BREAK]**

BPC21c How confident are you that **your votes in your county or city** will be counted as intendedin the November 2024 General Election? **[ROTATE]**

1. Very confident
2. Somewhat confident
3. Not to confident
4. Not confident at all
5. Don’t know/ No opinion **[ANCHOR]**

**[PAGE BREAK]**

BPC22c How confident are you that **votes in your state** will be counted as intended in the November 2024 General Election? **[ROTATE]**

1. Very confident
2. Somewhat confident
3. Not to confident
4. Not confident at all
5. Don’t know/ No opinion **[ANCHOR]**

**[PAGE BREAK]**

BPC23c How confident are you that **votes nationwide** will be counted as intended in the November 2024 General Election? **[ROTATE]**

1. Very confident
2. Somewhat confident
3. Not to confident
4. Not confident at all
5. Don’t know/ No opinion **[ANCHOR]**

**[PAGE BREAK]**

BPC24 How concerned are you, if at all, about the following when it comes to the 2024 General Election? **[MATRIX] [RANDOMIZE] [ROTATE ANSWERS]**

1. Inaccurate or misleading information about elections
2. Use of AI to spread disinformation or manipulate public opinion
3. Interference from foreign entities (including countries\_
4. Counting ineligible votes (e.g. duplicate, non-citizen, or deceased voters)
5. Attempts to overturn the results of a fair election
6. Biased or inaccurate counting of ballots
7. Illegal or improper use of mail-in ballots or drop boxes
8. Presence of guns, violence, or intimidation at voting locations
9. Violence or civil unrest after election day
10. Restrictive voting equipment
11. Long lines at the polls
12. Very concerned
13. Somewhat concerned
14. Not too concerned
15. Not concerned at all
16. Don’t know/ No opinion **[ANCHOR]**

**[SECTION V – Demographics]**

* Health Insurance Status
* Health Insurance Type
* Union HH
* LGBTQ
* Parent
* Marital Status
* Disability status
* COVID-19 Vaccination Status
* Vote history
* Political party + ideology
* Right direction/wrong track
* Top issue