**21Sample: N=2,000 RVs**

**Date: Dec. 2023**

**MOE: +/- 2%**

**SECTION: ELECTION INFORMATION CONSUMPTION**

**BPC1** 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, 1:12] [CHECKBOX] [SELECT UP TO 3]**

1. National television
2. Local or regional television
3. Radio
4. Print publications, such as newspapers or magazines
5. News websites (including TV news and print publications websites)
6. Social media
7. Search through Google or other search engines
8. Podcasts
9. Friends and family
10. Newsletters, blogs, or online forums
11. News aggregator apps (e.g., NewsBreak, SmartNews, AppleNews)
12. AI-enabled chatbot (e.g., ChatGPT or Google’s Bard)
13. Other, please specify **[OPEN END] [ANCHOR]**
14. I am not interested in election news or information **[EXCLUSIVE] [ANCHOR]**
15. Don’t know/ no opinion **[EXCLUSIVE] [ANCHOR]**

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**BPC2** Previously, we asked you about some sources that you use to learn about elections. Now, we’d like to ask you about **specific people and groups.**

From the list below, please select the three people or groups you would look to for information about elections. You may select up to 3 choices. **[RANDOMIZE, 1:12] [CHECKBOX] [SELECT UP TO 3]**

1. Fact checking organizations (e.g. Snopes, PolitiFact, AP Fact Check)
2. Local or county election 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. Your favorite social media influencer or content creator (e.g., TikTok, X/ Twitter, Reels)
13. Other, please specify **[OPEN END] [ANCHOR]**
14. Don’t know/ no opinion **[EXCLUSIVE] [ANCHOR]**

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**BPC3** How important, if at all, are the following factors as you seek out information about elections? Please select all that apply. **[MATRIX, RANDOMIZE] [ROTATE ANSWERS]**

1. Credibility and reliability of the source
2. Neutrality and lack of bias in reporting
3. Accessibility and ease of understanding the information
4. Timeliness and up-to-dateness of information
5. Relevance to your local area or community
6. Alignment with your personal or political views
7. Recommendations from friends, family, or community
8. Expertise and authority of the source in election matters
9. Very important
10. Somewhat important
11. Not too important
12. Not at all important
13. Don’t know/No opinion **[ANCHOR]**

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**SECTION: SOCIAL MEDIA**

**BPC4** How do you generally feel when you see posts about elections online? **[ROTATE 1:5]**

1. Very positive – I feel informed and engaged
2. Somewhat positive – I appreciate staying updated, even if it's 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]**

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**[SPLIT SAMPLE == A]**

**BPC5** Do you believe social media platforms are doing too little or too much to protect users from harmful content? **[ROTATE 1:5]**

1. Far too little
2. Too little
3. About the right amount
4. Too much
5. Far too much
6. Don’t know/no opinion **[ANCHOR]**

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**[SPLIT SAMPLE == B]**

**BPC6** Do you believe the following are doing too little or too much to protect users from false or deceptive election content? **[MATRIX, RANDOMIZE] [ROTATE ANSWERS]**

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

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**BPC7**Who do you think should be **most responsible** for protecting users from false or deceptive elections content on social media platforms? **[ROTATE 1:3]**

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

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**BPC8** Which online platforms would you be most likely to look to for election news and information? You may select up to three options. **[RANDOMIZE 1:14] [SELECT ALL THAT APPLY] [SELECT UP TO 3]**

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. Other, please specify **[OPEN END] [ANCHOR]**
18. I would not use online platforms to find election news and information **[ANCHOR, EXCLUSIVE]**
19. Don’t know/ no opinion **[EXCLUSIVE] [ANCHOR]**

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**BPC9** What are the primary ways you engage with content related to elections on online platforms? You may select up to three options. You may select up to three options.  **[RANDOMIZE 1:8] [SELECT ALL THAT APPLY] [CHECK BOX]**

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., private messages, direct messages)
9. Other (please specify) **[ANCHOR, OPEN END]**
10. None of the above, I don't engage with election content on online platforms. **[ANCHOR]** **[EXCLUSIVE]**
11. Don’t know/no opinion **[EXCLUSIVE] [ANCHOR]**

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**[IF BPC9==1:9]**

**[ROTATE QUESTION ORDER WITH BPC11]**

**BPC10** Which **negative experiences**, if any, have you encountered when discussing elections on online platforms? Select all that apply. **[SELECT ALL THAT APPLY] [RANDOMIZE 1:5]**

1. Disagreements with others on political views or candidates
2. Encounters with misinformation or fake news
3. Harassment
4. Overwhelming or stressful conversations
5. Misunderstandings or communication issues
6. Other, please specify **[ANCHOR] [OPEN END]**
7. I have not had a negative experience when discussing elections online **[ANCHOR] [EXCLUSIVE]**
8. Don’t know/no opinion **[ANCHOR] [EXCLUSIVE]**

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**[ROTATE QUESTION ORDER WITH BPC10]**

**[IF BPC9==1:9]**

**BPC11** Which **positive experiences**, if any, have you encountered when discussing elections online? Select all that apply. **[SELECT ALL THAT APPLY]** **[RANDOMIZE 1:4]**

1. Finding community with like-minded people
2. Encountering helpful information that I was previously unaware of
3. Feeling a closer connection to political leaders or candidates
4. Finding a source of humor about current political events
5. Other, please specify **[ANCHOR, OPEN END]**
6. I have not had a positive experience when discussing elections online **[ANCHOR] [EXCLUSIVE]**
7. Don’t know/no opinion **[EXCLUSIVE]**

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**SECTION: MESSAGING PLATFORMS**

**TEXT** The following questions ask about political content on online platforms. This can include content about social issues, political candidates, elections, and voting.

**BPC12** How frequently do you engage in political discussions or share political content in messaging platforms like WhatsApp, Discord, iMessage, or similar apps? **[ROTATE 1:5]**

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

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**[IF BPC12==1:4]**

**BPC13** What is the nature of your participation in political groups or chat communities within messaging platforms? **[ROTATE 1:3]**

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]**

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**SECTION: EXPOSURE TO POLITICAL ADS**

**TEXT** The following questions ask about political advertisements. These include advertisements made about social issues, elections, or politics such as those on behalf of a candidate or political party, information about how to vote, or advocating for a cause.

**BPC14** How often have you seen or heard any political advertisements in the past month? **[ROTATE 1:5]**

1. Not at all
2. Once or twice
3. A few times a week
4. Almost every day
5. Multiple times a day
6. Can't recall / Not sure **[ANCHOR]**

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**[IF BPC14==2:5]**

**BPC15** Through which of the following have you encountered political advertisements? Select all that apply: **[SELECT ALL THAT APPLY] [RANDOMIZE 1:12]**

1. National television
2. Local or regional television
3. Radio
4. Print publications, such as newspapers or magazines
5. News websites (including TV news and print publications websites)
6. Social media
7. Google or other search engines
8. Podcasts
9. Newsletters, blogs, or online forums
10. News aggregator apps (e.g., NewsBreak, SmartNews, AppleNews)Other, please specify **[OPEN END] [ANCHOR]**
11. Don’t know/ no opinion **[EXCLUSIVE] [ANCHOR]**

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**BPC16** In your opinion, do you think it is acceptable for social media platforms to allow political advertisements on their platforms? **[ROTATE 1:5]**

1. Not acceptable at all
2. Somewhat unacceptable
3. Neutral/Indifferent
4. Somewhat acceptable
5. Completely acceptable
6. Don’t know/no opinion **[ANCHOR] [EXCLUSIVE]**

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**SECTION: TRUST IN 2024 ELECTION**

**BPC17** How confident are you, if at all, that **your vote** will be counted accurately in the 2024 presidential election? **[ROTATE 1:4]**

1 Very confident

2 Somewhat confident

3 Not too confident

4 Not at all confident

5 Don’t know/no opinion **[ANCHOR]**

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**BPC18** How confident are you, if at all, that votes **in your local community** will be counted accurately in the 2024 presidential election? **[ROTATE 1:4]**

1 Very confident

2 Somewhat confident

3 Not too confident

4 Not at all confident

5 Don’t know/no opinion **[ANCHOR]**

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**BPC19** How confident are you, if at all, that votes **in your state** will be counted accurately in the 2024 presidential election? **[ROTATE 1:4]**

1 Very confident

2 Somewhat confident

3 Not too confident

4 Not at all confident

5 Don’t know/no opinion **[ANCHOR]**

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**BPC20** How confident are you, if at all, that votes **across the country** will be counted accurately in the 2024 presidential election? **[ROTATE 1:4]**

1 Very confident

2 Somewhat confident

3 Not too confident

4 Not at all confident

5 Don’t know/no opinion **[ANCHOR]**

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**BPC21** How concerned are you, if at all, about the following when it comes to the 2024 presidential election? **[MATRIX, RANDOMIZE] [ROTATE ANSWERS]**

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

**Political Segmentation Questions:**

**BPC22** Which of the following, if any, best applies to you?  
  
“In a typical week, I actively watch, read, or listen to…” Please select one response per row. **[MATRIX RANDOMIZE ALL / ROTATE ANSWER OPTIONS]**

1. Global news
2. National news
3. Local news
4. Several times a day
5. At least once a day
6. Most days in a week
7. A few times per week
8. Once per week
9. Less than once per week
10. toI don’t know **[ANCHOR]**

**BPC23** How many times, if at all, have you done any of the following for an issue thatyou care about? **[MATRIX RANDOMIZE ALL / ROTATE ANSWER OPTIONS]**

1. Made a donation to a campaign
2. Signed a petition
3. Participated or volunteered at an event
4. Organized an event
5. Discussed with friends, family or colleagues
6. Posted, commented or shared content online or on social media
7. Did more research on my own
8. Contacted a lawmaker
9. Made a donation to an organization
10. Boycotted a company or organization
11. Once
12. More than once
13. Never

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**BPC24** Please read each of the following statements carefully. How closely do you identify with each? **[MATRIX RANDOMIZE ALL / ROTATE ANSWER OPTIONS]**

1. People often look to me for my guidance and advice
2. It is important to me to keep up to date with news and current affairs
3. I admire people that speak out for what they believe is the right thing
4. I admire companies that speak out for what they believe is the right thing
5. Giving back to society is important to me
6. I feel comfortable expressing who I am
7. I strive to achieve a high social status

1 7 - Describes me completely

2 6

3 5

4 4

5 3

6 2

7 1 - Does not describe me at all

**Standard Demo Questions**

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