Who Voters Trust for Election Information in 2024

Results from a national survey administered and compiled jointly by the Bipartisan Policy Center, the States United Democracy Center, and the Integrity Institute.

This poll was conducted by Morning Consult on behalf of BPC between December 13-15, 2023 among a sample of 2,203 adults.

Read the full write-up here.
Confidence in 2024 vote counting highest at community level

Respondents were asked how confident they are that their votes would be counted accurately at each of the below levels.

- **Your Vote**: 69% very confident, 26% somewhat confident
- **Votes in Your Community**: 74% very confident, 29% somewhat confident
- **Votes in Your State**: 73% very confident, 30% somewhat confident
- **Votes Across the Country**: 64% very confident, 30% somewhat confident
Confidence in 2024 vote counting highest at community level

Respondents were asked how confident they are that their votes would be counted accurately at each of the below levels.

<table>
<thead>
<tr>
<th></th>
<th>Democrats</th>
<th>Independents</th>
<th>Republicans</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your Vote</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very confident</td>
<td>59%</td>
<td>36%</td>
<td>30%</td>
<td>43%</td>
</tr>
<tr>
<td>Somewhat confident</td>
<td>26%</td>
<td>23%</td>
<td>30%</td>
<td>26%</td>
</tr>
<tr>
<td>Don't know/no opinion</td>
<td>4%</td>
<td>17%</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>Not too confident</td>
<td>7%</td>
<td>13%</td>
<td>20%</td>
<td>13%</td>
</tr>
<tr>
<td>Not at all confident</td>
<td>4%</td>
<td>15%</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>Votes in Your Community</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very confident</td>
<td>59%</td>
<td>38%</td>
<td>35%</td>
<td>45%</td>
</tr>
<tr>
<td>Somewhat confident</td>
<td>28%</td>
<td>26%</td>
<td>31%</td>
<td>29%</td>
</tr>
<tr>
<td>Don't know/no opinion</td>
<td>4%</td>
<td>15%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Not too confident</td>
<td>6%</td>
<td>11%</td>
<td>18%</td>
<td>11%</td>
</tr>
<tr>
<td>Not at all confident</td>
<td>6%</td>
<td>10%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Votes in Your State</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very confident</td>
<td>59%</td>
<td>35%</td>
<td>29%</td>
<td>43%</td>
</tr>
<tr>
<td>Somewhat confident</td>
<td>28%</td>
<td>28%</td>
<td>27%</td>
<td>30%</td>
</tr>
<tr>
<td>Don't know/no opinion</td>
<td>4%</td>
<td>15%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Not too confident</td>
<td>6%</td>
<td>13%</td>
<td>18%</td>
<td>12%</td>
</tr>
<tr>
<td>Not at all confident</td>
<td>4%</td>
<td>9%</td>
<td>14%</td>
<td>8%</td>
</tr>
<tr>
<td>Votes Nationally</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very confident</td>
<td>48%</td>
<td>29%</td>
<td>20%</td>
<td>34%</td>
</tr>
<tr>
<td>Somewhat confident</td>
<td>33%</td>
<td>27%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Don't know/no opinion</td>
<td>5%</td>
<td>14%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Not too confident</td>
<td>10%</td>
<td>16%</td>
<td>25%</td>
<td>16%</td>
</tr>
<tr>
<td>Not at all confident</td>
<td>4%</td>
<td>14%</td>
<td>20%</td>
<td>12%</td>
</tr>
</tbody>
</table>
What adults are concerned about regarding the 2024 presidential election

Respondents were asked “How concerned are you, if at all, about the following when it comes to the 2024 presidential election?” This chart shows the percent who answered “Very Concerned” or “Somewhat Concerned.”

<table>
<thead>
<tr>
<th>Issue</th>
<th>Somewhat concerned</th>
<th>Very concerned</th>
<th>Total Concerned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inaccurate or misleading information about elections</td>
<td>42%</td>
<td>30%</td>
<td>72%</td>
</tr>
<tr>
<td>Violence or civil unrest after election day</td>
<td>33%</td>
<td>34%</td>
<td>67%</td>
</tr>
<tr>
<td>Attempts to overturn the results of a fair election</td>
<td>37%</td>
<td>28%</td>
<td>65%</td>
</tr>
<tr>
<td>Interference from foreign entities (including countries)</td>
<td>30%</td>
<td>32%</td>
<td>62%</td>
</tr>
<tr>
<td>Restrictive voting rules or regulations</td>
<td>32%</td>
<td>28%</td>
<td>60%</td>
</tr>
<tr>
<td>Biased or inaccurate counting of ballots</td>
<td>33%</td>
<td>26%</td>
<td>59%</td>
</tr>
<tr>
<td>Presence of guns, violence, or intimidation at voting locations</td>
<td>32%</td>
<td>27%</td>
<td>59%</td>
</tr>
<tr>
<td>Illegal or improper use of mail-in ballots or drop boxes</td>
<td>32%</td>
<td>25%</td>
<td>57%</td>
</tr>
<tr>
<td>Counting ineligible votes (e.g., duplicate, non-citizen, or deceased voters)</td>
<td>31%</td>
<td>26%</td>
<td>57%</td>
</tr>
</tbody>
</table>
Both Democrats and Republicans concerned about inaccurate election information

Respondents were asked "How concerned are you, if at all, about the following when it comes to the 2024 presidential election?"

This chart shows the percent who answered "Very Concerned" or "Somewhat Concerned" by party affiliation.

- Inaccurate or misleading information about elections
- Violence or civil unrest after election day
- Attempts to overturn the results of a fair election
- Interference from foreign entities (including countries)
- Restrictive voting rules or regulations
- Biased or inaccurate counting of ballots
- Presence of guns, violence, or intimidation at voting locations
- Illegal or improper use of mail-in ballots or drop boxes
- Counting ineligible votes (e.g., duplicate, non-citizen, or deceased voters)
U.S. adults look to television, social media for election information

We asked what sources and what people or groups adults look to to learn about elections. Respondents could choose three in each category.

### Information Sources

- National television: 43%
- Social media: 36%
- Local or regional television: 34%
- News websites: 30%
- Friends and family: 28%
- Search through Google or others: 24%
- Radio: 15%
- Print publications: 10%
- Podcasts: 9%
- News aggregator apps: 9%
- Newsletters, blogs, or online forums: 6%
- I am not interested in election news: 5%
- AI-enabled chatbot: 2%

### People or Groups

- News media professionals: 48%
- Your favorite commentator or analyst: 25%
- Your preferred candidate: 23%
- Fact checking organizations: 18%
- Local or county election administrators: 18%
- Your favorite social media influencer or creator: 17%
- A federal agency or website dedicated to elections: 15%
- Don't know/no opinion: 14%
- A national political party organization: 12%
- Election-related organizations: 12%
- Elected officials at any level: 11%
- State election administrators: 10%
- Civic or religious organizations: 6%
2022 Survey: U.S. voters' election information sources, by type of information

Respondents were asked where they would look for information on how to register and vote, how elections are run, and who wins an election. They were asked to select up to three options.

### Voting and Registration

- Your local election office: 39%
- Online search: 37%
- Your state election office: 33%
- Friends and family: 23%
- Local or regional television: 18%
- Social media: 17%
- Television news website: 14%
- Print publications/news websites: 9%
- Print publications: 8%
- Radio: 6%
- Podcasts: 5%
- Blogs or online forums: 4%

### How Elections are Run

- Voting and Registration: 34%
- Your local election office: 45%
- Online search: 36%
- Friends and family: 17%
- Local or regional television: 14%
- Social media: 15%
- Television news website: 13%
- Print publications/news websites: 10%
- Print publications: 9%
- Radio: 6%
- Podcasts: 6%
- Blogs or online forums: 6%

### Election Results

- Voting and Registration: 18%
- Your local election office: 34%
- Online search: 18%
- Friends and family: 16%
- Local or regional television: 34%
- Social media: 18%
- Television news website: 25%
- Print publications/news websites: 9%
- Print publications: 8%
- Radio: 10%
- Podcasts: 4%
- Blogs or online forums: 4%
U.S. adults look to Google, Youtube, Facebook for election news

Respondents were asked "Which online platforms would you be most likely to look to for election news and information?" and could select up to three options.

- Google: 44%
- Facebook: 31%
- YouTube: 29%
- I would not use online platforms: 23%
- Twitter/X: 15%
- Instagram: 11%
- TikTok: 10%
- Reddit: 6%
- Don't know/ no opinion: 4%
- Apple Podcasts: 4%
- LinkedIn: 3%
- Other, please specify: 3%
- WhatsApp: 2%
- Snapchat: 2%
- Spotify: 2%
- Nextdoor: 2%
- Discord: 2%
- Threads: 2%
- Substack: 2%

Percent Who Selected Option
48% of adults 65+ report they would not use online platforms for election information

Respondents were asked "Which online platforms would you be most likely to look to for election news and information?" and could select up to three options. Chart shows top five most frequently selected options across all adults.
How adults engage with political content online

Respondents were asked to select up to three primary ways they engage with content related to elections on online platforms.

- Browsing or reading posts about election-related topics: 41%
- Clicking on links to learn more about election topics: 32%
- None of the above, I don’t engage with election content on online platforms: 26%
- Sharing content offline with your friends/family: 18%
- Commenting on or discussing election-related posts: 16%
- Liking or reacting to election-related posts: 16%
- Privately sharing election content (e.g., private messages, direct messages): 10%
- Sharing election content with your followers: 10%
- Creating and posting your own election-related content: 6%
Access to information and credibility are the most important qualities of election information.

Respondents were asked, "How important, if at all, are the following factors as you seek out information about elections?"

<table>
<thead>
<tr>
<th>Factor</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Percent of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility and ease of understanding the information</td>
<td>59%</td>
<td>28%</td>
<td>87%</td>
</tr>
<tr>
<td>Credibility and reliability of the source</td>
<td>69%</td>
<td>17%</td>
<td>86%</td>
</tr>
<tr>
<td>Timeliness and up-to-dateness of information</td>
<td>58%</td>
<td>28%</td>
<td>86%</td>
</tr>
<tr>
<td>Expertise and authority of the source in election matters</td>
<td>54%</td>
<td>30%</td>
<td>84%</td>
</tr>
<tr>
<td>Relevance to your local area or community</td>
<td>45%</td>
<td>37%</td>
<td>81%</td>
</tr>
<tr>
<td>Neutrality and lack of bias in reporting</td>
<td>58%</td>
<td>23%</td>
<td>81%</td>
</tr>
<tr>
<td>Alignment with your personal or political views</td>
<td>37%</td>
<td>33%</td>
<td>70%</td>
</tr>
<tr>
<td>Recommendations from friends, family, or community</td>
<td>23%</td>
<td>36%</td>
<td>69%</td>
</tr>
</tbody>
</table>
Democrats and Republicans largely in agreement about qualities of good information

Chart shows percentage of Democrats who marked factor as important minus percentage of Republicans who marked factor as important. No category saw more than a 6% difference.

- Neutrality and lack of bias in reporting
- Expertise and authority of the source in election matters
- Accessibility and ease of understanding the information
- Relevance to your local area or community
- Credibility and reliability of the source
- Timeliness and up-to-dateness of information
- Alignment with your personal or political views
- Recommendations from friends, family, or community

Democrats rated factor higher than Republicans

Republicans rated factor higher than Democrats

Difference Between Percentage of Democrats and Republicans Who Marked Factor as Important
Plurality of adults feel positive when seeing posts about elections online

Respondents were asked "How do you generally feel when you see posts about elections online?"

<table>
<thead>
<tr>
<th>Percent of Respondents</th>
<th>Overall</th>
<th>Democrats</th>
<th>Independents</th>
<th>Republicans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very positive - I feel informed and engaged</td>
<td>35%</td>
<td>30%</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>Somewhat positive - I appreciate staying updated, even if it's overwhelming at times</td>
<td>30%</td>
<td>22%</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td>Neutral - I don't have strong feelings either way</td>
<td>22%</td>
<td>13%</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Somewhat negative - It can be tiresome, but I still pay attention</td>
<td>15%</td>
<td>7%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Very negative - I feel overwhelmed and fatigued by the constant stream of information</td>
<td>10%</td>
<td>8%</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>I actively avoid election-related posts on social media</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Don’t know/no opinion</td>
<td>6%</td>
<td>8%</td>
<td>6%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Discussing elections on social media has benefits and drawbacks for users

Respondents were asked which positive and negative experiences, if any, they have encountered when discussing elections online.

**Positive Experiences**

- Encountering helpful information that I was previously unaware of: 47%
- Finding community with like-minded people: 39%
- Finding a source of humor about current political events: 36%
- Feeling a closer connection to political leaders or candidates: 25%
- I have not had a positive experience when discussing elections online: 10%

**Negative Experiences**

- Encounters with misinformation or fake news: 45%
- Disagreements with others on political views or candidates: 36%
- Misunderstandings or communication issues: 29%
- Overwhelming or stressful conversations: 28%
- Harassment: 23%
- I have not had a negative experience when discussing...: 16%
Democrats feel more positive than Republicans when seeing elections content

Respondents were asked "How do you generally feel when you see posts about elections online?"

- Very positive - I feel informed and engaged
- Somewhat positive - I appreciate staying updated, even if it's overwhelming at times
- Neutral - I don't have strong feelings either way
- Somewhat negative - It can be tiresome, but I still pay attention
- Very negative - I feel overwhelmed and fatigued by the constant stream of information
- I actively avoid election-related posts on social media
- Don't know/no opinion

Democrats selected more frequently than Republicans

Republicans selected more frequently than Democrats

Difference Between Percentage of Democrats and Republicans Who Selected Option

-8 -6 -4 -2 0 2 4 6 8 10
Plurality of adults think social media platforms are doing too little to protect users from harmful content

Respondents were asked "Do you believe social media platforms are doing too little or too much to protect users from harmful content?"
Most adults agree false or deceptive elections content should be handled by social media platforms and government

Respondents were asked "Who do you think should be most responsible for protecting users from false or deceptive elections content on social media platforms?"

<table>
<thead>
<tr>
<th>Percent Who Selected Option</th>
<th>Overall</th>
<th>Democrats</th>
<th>Independents</th>
<th>Republicans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media platforms and government should share responsibility</td>
<td>33%</td>
<td>35%</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td>Mainly the responsibility of social media platforms</td>
<td>28%</td>
<td>28%</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>Mainly the responsibility of government</td>
<td>15%</td>
<td>15%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Neither are responsible</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Don't know/no opinion</td>
<td>11%</td>
<td>11%</td>
<td>12%</td>
<td>11%</td>
</tr>
</tbody>
</table>
**Partisan differences in who should be most responsible for false or deceptive elections content**

Respondents were asked "Who do you think should be most responsible for protecting users from false or deceptive elections content on social media platforms?"

<table>
<thead>
<tr>
<th>Option</th>
<th>Democrats selected more frequently than Republicans</th>
<th>Republicans selected more frequently than Democrats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media platforms and government should share responsibility</td>
<td><img src="chart1.png" alt="Bar Chart" /></td>
<td><img src="chart2.png" alt="Bar Chart" /></td>
</tr>
<tr>
<td>Mainly the responsibility of social media platforms</td>
<td><img src="chart3.png" alt="Bar Chart" /></td>
<td><img src="chart4.png" alt="Bar Chart" /></td>
</tr>
<tr>
<td>Mainly the responsibility of government</td>
<td><img src="chart5.png" alt="Bar Chart" /></td>
<td><img src="chart6.png" alt="Bar Chart" /></td>
</tr>
<tr>
<td>Neither are responsible</td>
<td><img src="chart7.png" alt="Bar Chart" /></td>
<td><img src="chart8.png" alt="Bar Chart" /></td>
</tr>
<tr>
<td>Don't know/no opinion</td>
<td><img src="chart9.png" alt="Bar Chart" /></td>
<td><img src="chart10.png" alt="Bar Chart" /></td>
</tr>
</tbody>
</table>

**Difference Between Percentage of Democrats and Republicans Who Selected Option**
Majority of adults engage in political discussions in messaging platforms at least some of the time

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

- Daily: 7% — Overall percent of voters
- Weekly: 15%
- Monthly: 7%
- Rarely: 23%
- Never: 43%
- Don't know/no opinion: 5%

Percent Who Selected Option

- Age: 18-34
- Age: 35-44
- Age: 45-64
- Age: 65+
Younger adults engage in political discussions on messaging platforms more frequently than older voters

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

<table>
<thead>
<tr>
<th>Age</th>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Rarely</th>
<th>Never</th>
<th>Don't know/no opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>11%</td>
<td>21%</td>
<td>11%</td>
<td>29%</td>
<td>23%</td>
<td>5%</td>
</tr>
<tr>
<td>35-44</td>
<td>10%</td>
<td>18%</td>
<td>9%</td>
<td>22%</td>
<td>33%</td>
<td>8%</td>
</tr>
<tr>
<td>45-64</td>
<td>5%</td>
<td>14%</td>
<td>4%</td>
<td>24%</td>
<td>48%</td>
<td>5%</td>
</tr>
<tr>
<td>65+</td>
<td>6%</td>
<td>16%</td>
<td>68%</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Percent Who Selected Option