

YouGov Survey: Elections Ads and Info



Sample 1122 U.S. adult citizens
Conducted August 27 - 30, 2024
Margin of Error ±3.8%

1. How likely is it that you will vote in the 2024 presidential election this year?

Definitely will vote	69%
Probably will vote	10%
Maybe will vote	5%
Probably will not vote	4%
Definitely will not vote	8%
Don't know	4%

2. How much attention have you been paying to the 2024 election campaign for president?

A lot	47%
Some	31%
Only a little	15%
None at all	7%

3. How enthusiastic are you about voting for president in the upcoming election in November?

Extremely enthusiastic	34%
Very enthusiastic	16%
Somewhat enthusiastic	21%
Not too enthusiastic	15%
Not at all enthusiastic	14%

4. Have you consumed election news from the following sources in the past month? Select all that apply.

Blogs	8%
Email newsletters	14%
Friends, family, and acquaintances	40%
Magazines	6%
News apps	26%
News websites	39%
Online news aggregators	16%
Podcasts	20%
Print newspapers	12%
Radio	22%
Social media	51%
Television	52%
Video platforms	16%
Other	2%
I haven't consumed news about the election in the past month	8%

5. Which of the following sources is your most preferred source for election news?

Blogs	1%
Email newsletters	2%
Friends, family, and acquaintances	4%
Magazines	1%
News apps	4%
News websites	14%
Online news aggregators	4%
Podcasts	5%
Print newspapers	2%
Radio	3%
Social media	16%
Television	27%
Video platforms	3%
Other	2%
I prefer not to consume any news about the election	7%
Not sure	4%

6. How much of the news you consume is related to the election?

All of it	5%
Most of it	27%
About half of it	26%
Some of it	33%
None of it	5%
Not sure	4%

7. Which of these have you personally used as a source for election news in the last month? Select all that apply.

Facebook	32%
Instagram	17%
LinkedIn	2%
Nextdoor	2%
Reddit	10%
Snapchat	2%
Threads	4%
TikTok	11%
Truth Social	5%
WhatsApp	5%
X (previously Twitter)	22%
YouTube	36%
None of the above	32%

8. During how many days in a typical week do you consume election news?

7 days	34%
6 days	7%
5 days	12%
4 days	7%
3 days	9%
2 days	7%
1 day	7%
0 days	6%
Not sure	10%

9. Which of the following topics do you actively seek out news about? Select all that apply.

Business	20%
Culture	21%
Entertainment	34%
Food	34%
Health	39%
Lifestyle	19%
Politics	54%
Science	29%
Sports	33%
Technology	29%
Travel	21%
World affairs	46%
None of the above	11%

10. Which of the following topics do you actively avoid news about? Select all that apply.

Business	17%
Culture	12%
Entertainment	18%
Food	6%
Health	4%
Lifestyle	15%
Politics	11%
Science	7%
Sports	28%
Technology	9%
Travel	12%
World affairs	9%
None of the above	35%

11. How trustworthy do you rate the election news that you personally consume on a regular basis?

Very trustworthy	10%
Trustworthy	35%
Neither trustworthy nor untrustworthy	34%
Untrustworthy	10%
Very untrustworthy	5%
Don't know	7%

12. Do you think that the election news you personally consume on a regular basis is generally...?

Liberal	25%
Moderate	35%
Conservative	21%
Not sure	19%

13. Have you been exposed to election advertising from the following sources in the past month? Select all that apply.

Blogs	4%
Email newsletters	19%
Friends, family, and acquaintances	19%
Magazines	4%
News apps	15%
News websites	23%
Online news aggregators	10%
Podcasts	9%
Print newspapers	7%
Radio	19%
Social media	45%
Television	54%
Video platforms	17%
Other	4%
I haven't been exposed to advertising about the election in the past month	17%

14. How much would you trust election advertising if you encountered it in the following sources?

	A lot	A little	Not at all
Podcasts	9%	47%	44%
Print newspapers	14%	48%	38%
Radio	11%	53%	36%
Social media	11%	44%	45%
Television	20%	49%	31%

15. If you could decide, when would you want TV and radio stations to start airing campaign ads for next year's election?

More than a month before the election	20%
A month before the election	29%
Two weeks before the election	8%
The week before the election	5%
The day before the election	2%
Never	20%
Not sure	15%

16. Currently, groups not affiliated with a candidate are able to spend unlimited amounts of money on advertisements during a political campaign. Do you think this kind of spending should be limited by law, or should it remain unlimited?

Limited by law	54%
Remain unlimited	17%
Not sure	29%

17. In general, do you think there are too many political ads on television during presidential campaigns, too few political ads, or is the amount of political ads about right?

Too many	58%
Too few	3%
About right	21%
Not sure	18%

18. Do you think there should be a law to reduce the number of political ads on television during presidential campaigns or do you think candidates should just run fewer ads?

Among people who think there are too many political ads on television during presidential campaigns

There should be a law	31%
Candidates should run fewer ads	53%
Not sure	16%

19. Compared with the attention you pay to other television advertisements, how much attention do you pay to political advertisements — more attention, less attention, or about the same amount of attention?

Adapted from a 1984 CBS News Poll question

More attention	15%
The same amount of attention	40%
Less attention	35%
Not sure	11%

20. Compared with how much you like watching other television advertisements, how much do you like watching political advertisements — more, less, or about the same amount?

Like them more	7%
Like them the same amount	32%
Like them less	48%
Not sure	13%

21. Which gives you a better idea of where candidates stand on issues — news reports or candidates' TV commercials?

Adapted from a 1990 Times Mirror Center for the People & the Press question

News reports	35%
Candidates' TV commercials	7%
Both equally	24%
Neither	21%
Not sure	13%

22. When it comes to political campaigns, do advertisements about candidates have a great deal of influence, a moderate amount of influence, or no influence at all on the way you personally vote?

Adapted from a 1986 Associated Press question

Great deal of influence	5%
Moderate amount of influence	33%
No influence at all	50%
Don't know	12%

23. Do you agree or disagree with the following statement about political advertisements?

Adapted from a 2000 Gallup question

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Not sure
Generally speaking, negative advertisements help me to learn about candidates.	7%	27%	20%	28%	18%
Negative advertisements have a place in campaigns.	9%	31%	17%	26%	17%
Negative advertisements make me feel less like voting on Election Day.	13%	20%	18%	35%	14%

24. Would you support or oppose social media platforms enacting the following policy regarding political advertising?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Not sure
Banning all political advertising	18%	21%	23%	17%	20%
Banning all political advertising for the year leading up to a national election	21%	18%	22%	19%	20%
Banning all political advertising for the week leading up to a national election	17%	17%	23%	23%	21%
Banning political advertising that targets users based on their online activities	30%	19%	14%	16%	21%
Allowing users to opt out of political advertising	60%	22%	4%	1%	12%

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Fact-checking political advertising	57%	17%	6%	6%	15%
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25. Thinking about television advertising that you've seen in the last month, would you say that:

I've seen more ads supporting Kamala Harris	31%
I've seen more ads supporting Donald Trump	11%
I've seen about an equal number of ads supporting each candidate	27%
I haven't seen ads for either candidate	17%
Not sure	13%

26. Thinking about posts on social media like Facebook and X that you've seen in the last month, would you say that:

I've seen more posts from Kamala Harris	20%
I've seen more posts from Donald Trump	16%
I've seen about an equal number of posts from each candidate	20%
I haven't seen posts from either candidate	27%
Not sure	17%

27. Thinking about news stories that you've seen in the last month, would you say that:

I've seen more news stories about Kamala Harris	23%
I've seen more news stories about Donald Trump	22%
I've seen about an equal number of news stories about each candidate	38%
I haven't seen news stories about either candidate	5%
Not sure	13%

28. Thinking about conversations that you've personally had in the last month, would you say that:

I've spent more time talking about Kamala Harris	21%
I've spent more time talking about Donald Trump	20%
I've spent about an equal amount of time talking about each candidate	31%
I haven't talked about either candidate	19%
Not sure	9%

29. So far in this election, have you been contacted by representatives of either Kamala Harris' or Donald Trump's campaign?

Yes, by Harris' campaign	14%
Yes, by Trump's campaign	10%
Yes, by both campaigns	12%
No, I haven't been contacted by either campaign	56%
Not sure	8%

30. Have you seen Kamala Harris campaign advertising in the following sources in the past month? Select all that apply.

Blogs	4%
Email newsletters	9%
Friends, family, and acquaintances	9%
Magazines	3%
News apps	10%
News websites	15%
Online news aggregators	8%
Podcasts	5%
Print newspapers	4%
Radio	9%
Social media	39%
Television	46%
Video platforms	15%
Other	2%
I haven't seen a Kamala Harris ad in the past month	24%

31. Have you seen Donald Trump campaign advertising in the following sources in the past month? Select all that apply.

Blogs	4%
Email newsletters	9%
Friends, family, and acquaintances	14%
Magazines	4%
News apps	11%
News websites	13%
Online news aggregators	8%
Podcasts	7%
Print newspapers	4%
Radio	10%
Social media	37%
Television	43%
Video platforms	14%
Other	2%
I haven't seen a Donald Trump ad in the past month	29%

32. Which of the following candidates' campaigns do you think is getting more of a boost from...?

	Kamala Harris	Donald Trump	Both equally	Not sure
Email lists	18%	13%	15%	54%
In-person events	31%	31%	15%	24%
Social media advertising	33%	16%	18%	33%
Social media influencers	36%	15%	14%	35%
Television advertising	31%	15%	22%	33%

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Interviewing Dates	August 27 - 30, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.056 to 5.068, with a mean of one and a standard deviation of 0.83.
Number of respondents	1122
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	81 questions not reported.

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1. Likely to Vote in 2024

How likely is it that you will vote in the 2024 presidential election this year?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Definitely will vote	69%	65%	72%	52%	61%	73%	85%	75%	51%	53%	*
Probably will vote	10%	12%	7%	16%	7%	8%	9%	9%	13%	11%	*
Maybe will vote	5%	5%	4%	7%	10%	2%	1%	4%	7%	9%	*
Probably will not vote	4%	6%	2%	6%	5%	4%	2%	2%	9%	8%	*
Definitely will not vote	8%	8%	8%	11%	12%	7%	4%	7%	10%	12%	*
Don't know	4%	2%	7%	8%	4%	5%	0%	3%	9%	8%	*
Totals	100%	98%	100%	100%	99%	99%	101%	100%	99%	101%	*
Unweighted N	(1,121)	(512)	(609)	(241)	(200)	(401)	(279)	(749)	(138)	(137)	(97)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Definitely will vote	69%	77%	50%	81%	90%	90%	53%	79%	87%	73%	64%	68%	70%
Probably will vote	10%	9%	8%	12%	5%	8%	14%	9%	4%	9%	11%	8%	12%
Maybe will vote	5%	5%	7%	2%	4%	2%	7%	3%	3%	7%	7%	5%	1%
Probably will not vote	4%	5%	7%	1%	0%	0%	7%	3%	1%	4%	3%	5%	4%
Definitely will not vote	8%	4%	17%	3%	0%	0%	13%	4%	5%	4%	6%	10%	10%
Don't know	4%	0%	11%	2%	1%	0%	6%	2%	0%	3%	8%	4%	3%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,121)	(377)	(436)	(308)	(481)	(397)	(430)	(311)	(244)	(201)	(248)	(436)	(236)

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2. Attention to 2024 Election

How much attention have you been paying to the 2024 election campaign for president?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	47%	53%	42%	35%	38%	51%	64%	53%	29%	34%	*
Some	31%	27%	35%	32%	35%	32%	24%	29%	39%	33%	*
Only a little	15%	15%	15%	20%	21%	11%	10%	12%	22%	20%	*
None at all	7%	5%	8%	13%	7%	6%	2%	5%	10%	13%	*
Totals	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	*
Unweighted N	(1,120)	(511)	(609)	(241)	(199)	(401)	(279)	(749)	(138)	(136)	(97)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	47%	56%	35%	52%	61%	58%	43%	47%	64%	50%	49%	46%	47%
Some	31%	29%	31%	32%	29%	30%	31%	39%	21%	34%	27%	31%	33%
Only a little	15%	13%	19%	12%	8%	10%	17%	13%	12%	12%	16%	17%	12%
None at all	7%	2%	14%	4%	2%	3%	10%	2%	3%	4%	8%	6%	9%
Totals	100%	100%	99%	100%	100%	101%	101%	101%	100%	100%	100%	100%	101%
Unweighted N	(1,120)	(376)	(436)	(308)	(481)	(397)	(428)	(311)	(244)	(201)	(248)	(436)	(235)

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3. Enthusiasm for Voting for President

How enthusiastic are you about voting for president in the upcoming election in November?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Extremely enthusiastic	34%	35%	34%	20%	25%	42%	47%	40%	20%	24%	*
Very enthusiastic	16%	15%	16%	18%	14%	15%	16%	16%	13%	14%	*
Somewhat enthusiastic	21%	19%	23%	23%	26%	17%	20%	20%	25%	24%	*
Not too enthusiastic	15%	16%	14%	23%	19%	11%	8%	13%	19%	17%	*
Not at all enthusiastic	14%	15%	14%	16%	17%	15%	9%	11%	23%	22%	*
Totals	100%	100%	101%	100%	101%	100%	100%	100%	100%	101%	*
Unweighted N	(1,121)	(511)	(610)	(241)	(200)	(401)	(279)	(748)	(138)	(138)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Extremely enthusiastic	34%	44%	20%	41%	49%	45%	26%	41%	46%	34%	36%	34%	34%
Very enthusiastic	16%	22%	9%	16%	23%	18%	16%	13%	21%	10%	14%	16%	21%
Somewhat enthusiastic	21%	19%	20%	24%	18%	20%	24%	22%	16%	33%	16%	19%	19%
Not too enthusiastic	15%	11%	21%	12%	6%	11%	17%	14%	8%	12%	19%	14%	14%
Not at all enthusiastic	14%	5%	29%	7%	3%	5%	17%	10%	9%	10%	14%	17%	12%
Totals	100%	101%	99%	100%	99%	99%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(1,121)	(377)	(437)	(307)	(481)	(396)	(429)	(311)	(244)	(201)	(247)	(436)	(237)

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4. Election News Sources Used in Last Month

Have you consumed election news from the following sources in the past month? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Blogs	8%	8%	8%	8%	9%	9%	5%	6%	15%	7%	*
Email newsletters	14%	14%	14%	14%	10%	14%	17%	14%	13%	11%	*
Friends, family, and acquaintances	40%	37%	42%	40%	42%	37%	40%	44%	29%	25%	*
Magazines	6%	7%	4%	6%	8%	5%	4%	6%	7%	2%	*
News apps	26%	28%	24%	24%	23%	31%	24%	26%	28%	22%	*
News websites	39%	44%	35%	30%	36%	42%	47%	42%	40%	24%	*
Online news aggregators	16%	20%	13%	11%	18%	15%	21%	19%	11%	5%	*
Podcasts	20%	23%	18%	18%	24%	26%	11%	21%	16%	18%	*
Print newspapers	12%	13%	11%	9%	10%	10%	20%	12%	17%	8%	*
Radio	22%	27%	18%	11%	27%	24%	25%	24%	23%	16%	*
Social media	51%	50%	51%	66%	57%	43%	41%	51%	47%	51%	*
Television	52%	54%	49%	34%	35%	61%	73%	53%	55%	41%	*
Video platforms	16%	20%	13%	21%	21%	15%	8%	17%	15%	13%	*
Other	2%	4%	1%	3%	2%	1%	3%	2%	2%	2%	*
I haven't consumed news about the election in the past month	8%	5%	11%	12%	12%	7%	4%	6%	15%	16%	*
Unweighted N	(1,122)	(512)	(610)	(242)	(200)	(401)	(279)	(749)	(138)	(138)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Blogs	8%	10%	8%	6%	9%	9%	7%	7%	11%	6%	7%	8%	9%
Email newsletters	14%	16%	13%	12%	18%	14%	11%	15%	19%	12%	9%	16%	16%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Friends, family, and acquaintances	40%	36%	38%	45%	41%	48%	34%	40%	51%	38%	44%	37%	40%
Magazines	6%	8%	5%	3%	9%	4%	4%	7%	10%	10%	4%	4%	7%
News apps	26%	34%	22%	22%	36%	27%	24%	26%	36%	20%	25%	27%	30%
News websites	39%	47%	38%	33%	51%	39%	34%	39%	53%	37%	38%	40%	41%
Online news aggregators	16%	19%	15%	15%	22%	15%	12%	17%	26%	16%	18%	14%	20%
Podcasts	20%	20%	21%	21%	20%	24%	20%	21%	27%	21%	27%	18%	18%
Print newspapers	12%	14%	11%	12%	14%	13%	11%	10%	17%	16%	11%	9%	16%
Radio	22%	25%	20%	22%	24%	30%	17%	27%	29%	17%	28%	22%	22%
Social media	51%	56%	50%	46%	56%	48%	47%	53%	58%	43%	49%	56%	48%
Television	52%	57%	46%	54%	60%	58%	49%	55%	56%	54%	51%	54%	47%
Video platforms	16%	13%	20%	14%	15%	15%	16%	15%	18%	16%	15%	16%	16%
Other	2%	3%	1%	2%	1%	2%	3%	2%	0%	1%	6%	2%	1%
I haven't consumed news about the election in the past month	8%	5%	12%	7%	4%	5%	9%	8%	2%	12%	4%	6%	14%
Unweighted N	(1,122)	(377)	(437)	(308)	(481)	(397)	(430)	(311)	(244)	(201)	(248)	(436)	(237)

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5. Preferred Election News Source

Which of the following sources is your most preferred source for election news?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Blogs	1%	0%	2%	0%	1%	2%	0%	0%	1%	2%	*
Email newsletters	2%	2%	2%	3%	1%	3%	1%	1%	6%	2%	*
Friends, family, and acquaintances	4%	3%	6%	8%	5%	2%	4%	5%	4%	3%	*
Magazines	1%	1%	0%	2%	1%	0%	0%	1%	0%	0%	*
News apps	4%	5%	4%	6%	2%	5%	5%	5%	4%	3%	*
News websites	14%	13%	15%	7%	16%	15%	15%	14%	12%	11%	*
Online news aggregators	4%	5%	3%	0%	3%	5%	4%	4%	2%	3%	*
Podcasts	5%	5%	4%	3%	5%	8%	2%	6%	2%	4%	*
Print newspapers	2%	2%	2%	1%	1%	2%	4%	3%	0%	3%	*
Radio	3%	5%	1%	1%	3%	3%	3%	3%	4%	0%	*
Social media	16%	16%	16%	35%	16%	9%	9%	16%	15%	17%	*
Television	27%	28%	27%	11%	23%	30%	43%	27%	30%	30%	*
Video platforms	3%	5%	2%	4%	6%	3%	1%	3%	4%	2%	*
Other	2%	3%	2%	4%	1%	3%	2%	3%	1%	3%	*
I prefer not to consume any news about the election	7%	5%	8%	9%	11%	6%	1%	5%	12%	9%	*
Not sure	4%	3%	6%	6%	4%	3%	4%	4%	2%	7%	*
Totals	99%	101%	100%	100%	99%	99%	98%	100%	99%	99%	*
Unweighted N	(1,117)	(509)	(608)	(239)	(200)	(400)	(278)	(746)	(137)	(137)	(97)

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	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Blogs	1%	2%	0%	1%	1%	1%	1%	3%	1%	2%	0%	2%	1%
Email newsletters	2%	1%	3%	2%	1%	3%	2%	3%	2%	1%	1%	3%	2%
Friends, family, and acquaintances	4%	2%	5%	6%	4%	5%	2%	6%	5%	5%	3%	5%	4%
Magazines	1%	2%	0%	0%	1%	0%	1%	1%	0%	1%	1%	0%	1%
News apps	4%	7%	2%	4%	7%	4%	5%	4%	5%	5%	4%	5%	3%
News websites	14%	17%	13%	12%	20%	13%	12%	12%	18%	19%	16%	11%	12%
Online news aggregators	4%	5%	3%	3%	4%	5%	3%	4%	7%	2%	3%	4%	5%
Podcasts	5%	2%	5%	7%	3%	6%	4%	5%	6%	3%	8%	4%	3%
Print newspapers	2%	2%	3%	2%	3%	2%	2%	2%	3%	4%	2%	2%	1%
Radio	3%	1%	4%	3%	2%	5%	1%	4%	5%	2%	3%	2%	4%
Social media	16%	17%	14%	17%	15%	13%	17%	15%	16%	13%	13%	16%	21%
Television	27%	30%	23%	30%	29%	30%	30%	28%	22%	28%	29%	29%	22%
Video platforms	3%	2%	5%	3%	2%	3%	3%	3%	2%	4%	3%	3%	4%
Other	2%	2%	2%	3%	2%	2%	3%	3%	2%	1%	4%	3%	1%
I prefer not to consume any news about the election	7%	3%	12%	4%	3%	3%	7%	5%	3%	7%	4%	4%	12%
Not sure	4%	6%	4%	3%	3%	3%	5%	3%	3%	5%	3%	6%	3%
Totals	99%	101%	98%	100%	100%	98%	98%	101%	100%	102%	97%	99%	99%
Unweighted N	(1,117)	(376)	(434)	(307)	(479)	(397)	(426)	(311)	(244)	(200)	(248)	(432)	(237)

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6. Election News Consumed

How much of the news you consume is related to the election?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
All of it	5%	6%	4%	5%	6%	4%	4%	4%	5%	10%	*
Most of it	27%	28%	26%	22%	25%	27%	33%	28%	25%	21%	*
About half of it	26%	28%	24%	24%	25%	24%	32%	28%	25%	19%	*
Some of it	33%	32%	35%	35%	33%	37%	27%	34%	31%	33%	*
None of it	5%	4%	6%	7%	6%	6%	1%	4%	5%	13%	*
Not sure	4%	2%	6%	7%	4%	2%	3%	2%	9%	4%	*
Totals	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(1,120)	(512)	(608)	(241)	(199)	(401)	(279)	(748)	(137)	(138)	(97)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
All of it	5%	7%	2%	5%	6%	5%	5%	4%	4%	7%	3%	5%	5%
Most of it	27%	31%	22%	28%	32%	32%	28%	25%	30%	26%	26%	25%	31%
About half of it	26%	32%	19%	27%	34%	26%	22%	32%	34%	21%	28%	28%	26%
Some of it	33%	27%	38%	35%	24%	32%	34%	33%	28%	39%	35%	34%	26%
None of it	5%	2%	9%	4%	2%	3%	6%	4%	2%	3%	3%	5%	9%
Not sure	4%	2%	8%	1%	2%	2%	4%	2%	0%	5%	5%	3%	4%
Totals	100%	101%	98%	100%	100%	100%	99%	100%	98%	101%	100%	100%	101%
Unweighted N	(1,120)	(377)	(436)	(307)	(481)	(396)	(429)	(310)	(244)	(201)	(248)	(435)	(236)

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7. Social for Election News

Which of these have you personally used as a source for election news in the last month? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Facebook	32%	30%	34%	31%	31%	32%	36%	35%	27%	28%	*
Instagram	17%	15%	19%	28%	25%	11%	7%	15%	22%	19%	*
LinkedIn	2%	3%	1%	3%	3%	2%	1%	2%	2%	2%	*
Nextdoor	2%	2%	2%	2%	2%	1%	3%	2%	3%	0%	*
Reddit	10%	12%	8%	15%	14%	7%	5%	10%	7%	5%	*
Snapchat	2%	2%	2%	6%	3%	0%	0%	2%	4%	3%	*
Threads	4%	3%	4%	3%	7%	2%	2%	3%	4%	2%	*
TikTok	11%	9%	14%	19%	16%	9%	3%	9%	18%	15%	*
Truth Social	5%	5%	5%	3%	2%	6%	8%	5%	2%	5%	*
WhatsApp	5%	7%	4%	12%	10%	1%	0%	5%	8%	6%	*
X (previously Twitter)	22%	28%	16%	36%	25%	18%	12%	22%	23%	21%	*
YouTube	36%	41%	31%	33%	46%	34%	29%	33%	44%	39%	*
None of the above	32%	29%	36%	26%	23%	35%	44%	33%	32%	29%	*
Unweighted N	(1,122)	(512)	(610)	(242)	(200)	(401)	(279)	(749)	(138)	(138)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Facebook	32%	33%	27%	38%	34%	36%	33%	34%	36%	28%	27%	36%	34%
Instagram	17%	24%	12%	15%	24%	16%	14%	16%	26%	19%	14%	15%	22%
LinkedIn	2%	4%	1%	1%	4%	1%	1%	3%	5%	4%	1%	1%	3%
Nextdoor	2%	2%	1%	3%	2%	3%	1%	3%	2%	0%	1%	3%	2%
Reddit	10%	15%	9%	5%	14%	4%	11%	10%	12%	10%	10%	8%	12%
Snapchat	2%	2%	2%	2%	2%	2%	3%	1%	3%	2%	3%	1%	3%
Threads	4%	8%	2%	1%	8%	2%	2%	7%	5%	2%	2%	4%	6%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
TikTok	11%	14%	11%	9%	14%	10%	11%	10%	14%	12%	14%	11%	10%
Truth Social	5%	2%	3%	9%	2%	10%	3%	6%	7%	4%	4%	5%	6%
WhatsApp	5%	8%	3%	5%	7%	5%	4%	6%	10%	8%	3%	2%	11%
X (previously Twitter)	22%	22%	24%	20%	20%	27%	18%	21%	31%	24%	21%	21%	21%
YouTube	36%	35%	38%	34%	37%	36%	40%	33%	33%	41%	35%	35%	35%
None of the above	32%	30%	34%	33%	30%	31%	31%	34%	27%	33%	30%	31%	36%
Unweighted N	(1,122)	(377)	(437)	(308)	(481)	(397)	(430)	(311)	(244)	(201)	(248)	(436)	(237)

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8. Days Election News Consumed in Week

During how many days in a typical week do you consume election news?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
7 days	34%	39%	28%	17%	23%	42%	50%	36%	22%	30%	*
6 days	7%	7%	7%	5%	7%	7%	9%	7%	4%	5%	*
5 days	12%	12%	12%	10%	9%	13%	12%	13%	12%	7%	*
4 days	7%	8%	7%	12%	10%	4%	4%	8%	7%	6%	*
3 days	9%	8%	11%	10%	15%	9%	5%	8%	17%	11%	*
2 days	7%	6%	8%	11%	9%	7%	3%	8%	9%	3%	*
1 day	7%	6%	8%	8%	8%	6%	9%	6%	7%	11%	*
0 days	6%	5%	6%	11%	6%	6%	1%	4%	5%	14%	*
Not sure	10%	9%	12%	16%	13%	7%	7%	9%	16%	13%	*
Totals	99%	100%	99%	100%	100%	101%	100%	99%	99%	100%	*
Unweighted N	(1,120)	(511)	(609)	(242)	(200)	(401)	(277)	(747)	(138)	(138)	(97)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
7 days	34%	42%	25%	34%	45%	38%	32%	31%	46%	34%	38%	34%	29%
6 days	7%	8%	6%	7%	9%	6%	8%	6%	9%	7%	8%	5%	9%
5 days	12%	10%	8%	17%	11%	17%	9%	17%	11%	11%	13%	11%	11%
4 days	7%	9%	6%	8%	9%	8%	6%	9%	7%	5%	8%	7%	10%
3 days	9%	8%	12%	7%	9%	7%	11%	10%	7%	12%	6%	10%	9%
2 days	7%	7%	7%	8%	6%	6%	7%	10%	7%	6%	6%	7%	9%
1 day	7%	6%	9%	7%	5%	7%	7%	9%	7%	7%	8%	7%	8%
0 days	6%	3%	10%	4%	2%	3%	7%	3%	2%	6%	3%	7%	7%
Not sure	10%	7%	15%	8%	6%	9%	12%	4%	3%	12%	9%	11%	8%
Totals	99%	100%	98%	100%	102%	101%	99%	99%	99%	100%	99%	99%	100%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,120)	(376)	(436)	(308)	(480)	(396)	(430)	(310)	(244)	(201)	(247)	(436)	(236)

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9. News Topics Sought

Which of the following topics do you actively seek out news about? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Business	20%	27%	13%	13%	18%	24%	22%	21%	17%	17%	*
Culture	21%	22%	21%	30%	24%	17%	17%	19%	17%	27%	*
Entertainment	34%	34%	33%	44%	39%	27%	28%	32%	37%	36%	*
Food	34%	30%	37%	34%	31%	37%	31%	33%	42%	30%	*
Health	39%	36%	42%	31%	31%	44%	47%	39%	44%	33%	*
Lifestyle	19%	15%	23%	21%	26%	17%	13%	18%	23%	24%	*
Politics	54%	63%	46%	39%	42%	64%	66%	57%	44%	46%	*
Science	29%	36%	22%	27%	32%	29%	26%	30%	17%	27%	*
Sports	33%	46%	21%	29%	36%	31%	34%	30%	36%	40%	*
Technology	29%	40%	18%	30%	34%	28%	21%	28%	31%	28%	*
Travel	21%	20%	21%	16%	22%	22%	21%	21%	9%	25%	*
World affairs	46%	50%	42%	33%	36%	52%	58%	47%	36%	42%	*
None of the above	11%	6%	16%	12%	15%	10%	8%	11%	13%	11%	*
Unweighted N	(1,122)	(512)	(610)	(242)	(200)	(401)	(279)	(749)	(138)	(138)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Business	20%	19%	23%	18%	20%	26%	13%	19%	38%	21%	23%	17%	21%
Culture	21%	33%	20%	11%	32%	12%	22%	22%	20%	29%	22%	17%	22%
Entertainment	34%	39%	32%	30%	40%	26%	32%	33%	37%	32%	33%	36%	30%
Food	34%	36%	33%	31%	37%	32%	31%	37%	39%	34%	31%	35%	34%
Health	39%	44%	35%	38%	46%	35%	39%	38%	47%	35%	39%	39%	42%
Lifestyle	19%	23%	21%	14%	24%	15%	21%	15%	22%	25%	17%	18%	20%
Politics	54%	57%	49%	56%	64%	63%	49%	55%	69%	54%	57%	54%	51%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Science	29%	37%	25%	23%	38%	22%	28%	27%	36%	29%	28%	24%	37%
Sports	33%	36%	28%	34%	32%	33%	32%	29%	42%	39%	33%	30%	31%
Technology	29%	33%	28%	24%	35%	24%	27%	28%	38%	34%	26%	27%	29%
Travel	21%	25%	16%	21%	24%	22%	17%	20%	33%	19%	21%	22%	20%
World affairs	46%	46%	42%	49%	51%	50%	42%	47%	56%	46%	50%	45%	43%
None of the above	11%	9%	15%	10%	8%	9%	12%	10%	7%	9%	10%	10%	16%
Unweighted N	(1,122)	(377)	(437)	(308)	(481)	(397)	(430)	(311)	(244)	(201)	(248)	(436)	(237)

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10. News Topics Avoided

Which of the following topics do you actively avoid news about? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Business	17%	15%	19%	21%	13%	16%	18%	19%	8%	18%	*
Culture	12%	16%	9%	4%	9%	14%	20%	14%	11%	5%	*
Entertainment	18%	22%	15%	5%	11%	22%	32%	21%	11%	14%	*
Food	6%	8%	4%	5%	9%	5%	6%	7%	5%	4%	*
Health	4%	6%	3%	5%	4%	4%	3%	5%	0%	4%	*
Lifestyle	15%	20%	10%	5%	12%	19%	22%	17%	14%	7%	*
Politics	11%	10%	11%	16%	12%	10%	5%	9%	7%	20%	*
Science	7%	4%	10%	7%	8%	6%	7%	6%	18%	7%	*
Sports	28%	23%	33%	24%	24%	33%	30%	31%	20%	22%	*
Technology	9%	6%	13%	6%	7%	9%	16%	11%	6%	7%	*
Travel	12%	13%	12%	8%	10%	11%	21%	14%	11%	8%	*
World affairs	9%	7%	10%	10%	11%	7%	6%	8%	9%	14%	*
None of the above	35%	33%	37%	41%	42%	30%	27%	32%	47%	35%	*
Unweighted N	(1,122)	(512)	(610)	(242)	(200)	(401)	(279)	(749)	(138)	(138)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Business	17%	17%	12%	23%	18%	18%	20%	15%	11%	14%	19%	19%	15%
Culture	12%	7%	11%	19%	6%	25%	10%	14%	11%	9%	11%	17%	7%
Entertainment	18%	12%	18%	25%	15%	30%	15%	19%	23%	21%	17%	20%	14%
Food	6%	7%	4%	7%	6%	8%	6%	5%	5%	7%	8%	4%	6%
Health	4%	5%	3%	4%	4%	4%	4%	4%	3%	9%	1%	5%	3%
Lifestyle	15%	12%	14%	18%	13%	22%	13%	15%	18%	16%	16%	15%	13%
Politics	11%	7%	15%	9%	6%	8%	12%	10%	5%	10%	12%	9%	13%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Science	7%	9%	6%	7%	8%	8%	8%	7%	4%	10%	7%	8%	4%
Sports	28%	29%	31%	25%	32%	30%	30%	29%	23%	27%	30%	29%	26%
Technology	9%	10%	6%	13%	10%	12%	9%	9%	9%	13%	13%	8%	6%
Travel	12%	13%	8%	16%	13%	15%	16%	8%	9%	16%	10%	13%	10%
World affairs	9%	7%	10%	9%	5%	9%	9%	9%	6%	9%	9%	10%	6%
None of the above	35%	41%	34%	29%	39%	26%	32%	33%	41%	30%	31%	36%	40%
Unweighted N	(1,122)	(377)	(437)	(308)	(481)	(397)	(430)	(311)	(244)	(201)	(248)	(436)	(237)

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11. Trust in Election News Consumed

How trustworthy do you rate the election news that you personally consume on a regular basis?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very trustworthy	10%	11%	8%	7%	14%	8%	10%	11%	5%	11%	*
Trustworthy	35%	35%	34%	38%	31%	36%	34%	37%	28%	30%	*
Neither trustworthy nor untrustworthy	34%	32%	36%	29%	33%	36%	37%	32%	42%	35%	*
Untrustworthy	10%	13%	7%	11%	7%	11%	11%	11%	10%	7%	*
Very untrustworthy	5%	5%	5%	4%	3%	5%	6%	4%	3%	9%	*
Don't know	7%	4%	9%	11%	11%	4%	3%	5%	11%	8%	*
Totals	101%	100%	99%	100%	99%	100%	101%	100%	99%	100%	*
Unweighted N	(1,121)	(512)	(609)	(242)	(200)	(400)	(279)	(748)	(138)	(138)	(97)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very trustworthy	10%	19%	4%	7%	17%	8%	11%	8%	12%	12%	9%	8%	12%
Trustworthy	35%	49%	26%	29%	49%	31%	33%	37%	41%	38%	33%	31%	39%
Neither trustworthy nor untrustworthy	34%	25%	39%	39%	26%	38%	36%	33%	29%	32%	35%	37%	30%
Untrustworthy	10%	4%	12%	14%	3%	14%	10%	12%	8%	8%	12%	13%	5%
Very untrustworthy	5%	1%	6%	7%	1%	7%	4%	5%	3%	3%	4%	6%	4%
Don't know	7%	3%	13%	4%	4%	3%	6%	6%	6%	7%	8%	5%	9%
Totals	101%	101%	100%	100%	100%	101%	100%	101%	99%	100%	101%	100%	99%
Unweighted N	(1,121)	(377)	(437)	(307)	(480)	(397)	(430)	(310)	(244)	(201)	(247)	(436)	(237)

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12. Ideology of Election News Consumed

Do you think that the election news you personally consume on a regular basis is generally...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Liberal	25%	24%	26%	27%	27%	22%	26%	24%	17%	35%	*
Moderate	35%	37%	34%	34%	32%	35%	39%	35%	34%	34%	*
Conservative	21%	25%	18%	17%	20%	26%	20%	25%	19%	11%	*
Not sure	19%	14%	23%	22%	21%	18%	15%	16%	31%	21%	*
Totals	100%	100%	101%	100%	100%	101%	100%	100%	101%	101%	*
Unweighted N	(1,119)	(511)	(608)	(241)	(199)	(400)	(279)	(748)	(137)	(137)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Liberal	25%	40%	16%	19%	37%	20%	24%	24%	31%	33%	23%	21%	26%
Moderate	35%	45%	34%	26%	47%	29%	37%	38%	34%	33%	32%	37%	36%
Conservative	21%	5%	15%	46%	4%	44%	19%	22%	21%	22%	23%	23%	16%
Not sure	19%	11%	34%	9%	12%	8%	19%	16%	14%	12%	22%	19%	21%
Totals	100%	101%	99%	100%	100%	101%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,119)	(375)	(437)	(307)	(479)	(396)	(429)	(310)	(243)	(201)	(247)	(435)	(236)

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13. Election Advertising Sources in Last Month

Have you been exposed to election advertising from the following sources in the past month? Select all that apply.

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Blogs	4%	3%	4%	5%	4%	4%	2%	3%	6%	5%	*
Email newsletters	19%	19%	19%	18%	12%	18%	28%	20%	20%	13%	*
Friends, family, and acquaintances	19%	18%	20%	19%	19%	17%	22%	21%	17%	13%	*
Magazines	4%	6%	3%	5%	7%	3%	4%	5%	5%	5%	*
News apps	15%	17%	13%	12%	15%	16%	17%	14%	25%	12%	*
News websites	23%	24%	21%	16%	21%	24%	30%	26%	17%	16%	*
Online news aggregators	10%	12%	7%	5%	8%	12%	13%	11%	7%	6%	*
Podcasts	9%	12%	7%	8%	11%	12%	5%	10%	4%	9%	*
Print newspapers	7%	11%	4%	8%	7%	6%	9%	7%	10%	9%	*
Radio	19%	24%	14%	10%	23%	19%	23%	23%	12%	10%	*
Social media	45%	42%	47%	53%	45%	41%	42%	43%	41%	50%	*
Television	54%	58%	51%	38%	41%	64%	70%	57%	52%	46%	*
Video platforms	17%	20%	14%	17%	23%	18%	9%	18%	13%	13%	*
Other	4%	5%	4%	1%	5%	5%	5%	5%	2%	3%	*
I haven't been exposed to advertising about the election in the past month	17%	15%	19%	22%	25%	13%	9%	15%	21%	24%	*
Unweighted N	(1,122)	(512)	(610)	(242)	(200)	(401)	(279)	(749)	(138)	(138)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Blogs	4%	5%	3%	3%	4%	4%	4%	3%	4%	3%	2%	5%	4%
Email newsletters	19%	23%	15%	18%	26%	20%	15%	20%	22%	19%	19%	20%	16%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Friends, family, and acquaintances	19%	18%	16%	23%	18%	23%	18%	20%	20%	18%	22%	20%	15%
Magazines	4%	5%	4%	4%	5%	5%	4%	4%	5%	4%	6%	3%	5%
News apps	15%	19%	12%	15%	18%	19%	15%	16%	17%	11%	15%	17%	15%
News websites	23%	26%	21%	21%	29%	26%	19%	23%	30%	17%	26%	23%	24%
Online news aggregators	10%	10%	8%	12%	12%	12%	9%	11%	14%	7%	9%	10%	12%
Podcasts	9%	8%	9%	11%	8%	12%	10%	9%	11%	7%	16%	8%	7%
Print newspapers	7%	9%	5%	9%	8%	10%	5%	8%	11%	8%	10%	5%	9%
Radio	19%	15%	15%	27%	14%	29%	15%	23%	22%	18%	25%	17%	17%
Social media	45%	51%	40%	44%	50%	44%	43%	41%	57%	34%	45%	48%	47%
Television	54%	57%	50%	57%	61%	62%	53%	58%	62%	55%	57%	55%	52%
Video platforms	17%	17%	20%	13%	18%	18%	15%	17%	19%	14%	24%	15%	16%
Other	4%	6%	5%	2%	6%	4%	4%	4%	7%	3%	6%	3%	5%
I haven't been exposed to advertising about the election in the past month	17%	13%	26%	11%	11%	13%	18%	14%	10%	21%	15%	15%	20%
Unweighted N	(1,122)	(377)	(437)	(308)	(481)	(397)	(430)	(311)	(244)	(201)	(248)	(436)	(237)

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14A. Trust Election Advertising Sources — Podcasts

How much would you trust election advertising if you encountered it in the following sources?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	9%	11%	7%	8%	13%	7%	8%	9%	15%	10%	*
A little	47%	46%	48%	55%	39%	47%	47%	50%	38%	42%	*
Not at all	44%	43%	45%	37%	47%	45%	46%	42%	46%	48%	*
Totals	100%	100%	100%	100%	99%	99%	101%	101%	99%	100%	*
Unweighted N	(1,110)	(506)	(604)	(237)	(200)	(400)	(273)	(745)	(134)	(136)	(95)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	9%	14%	5%	9%	12%	8%	10%	7%	12%	10%	10%	8%	9%
A little	47%	49%	43%	49%	49%	48%	44%	53%	45%	51%	46%	44%	50%
Not at all	44%	37%	52%	42%	39%	44%	45%	39%	43%	39%	44%	48%	41%
Totals	100%	100%	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,110)	(371)	(435)	(304)	(477)	(393)	(425)	(307)	(243)	(198)	(247)	(430)	(235)

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14B. Trust Election Advertising Sources — Print newspapers

How much would you trust election advertising if you encountered it in the following sources?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	14%	15%	13%	20%	17%	7%	14%	14%	23%	11%	*
A little	48%	47%	49%	45%	41%	51%	53%	49%	38%	49%	*
Not at all	38%	39%	38%	35%	42%	42%	33%	37%	39%	40%	*
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,114)	(508)	(606)	(237)	(200)	(401)	(276)	(747)	(134)	(138)	(95)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	14%	27%	6%	9%	24%	6%	16%	11%	16%	16%	14%	11%	16%
A little	48%	50%	46%	47%	55%	46%	46%	51%	51%	50%	46%	47%	48%
Not at all	38%	23%	48%	44%	21%	49%	38%	38%	33%	33%	40%	41%	36%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(1,114)	(373)	(435)	(306)	(479)	(395)	(425)	(310)	(243)	(200)	(248)	(431)	(235)

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14C. Trust Election Advertising Sources — Radio

How much would you trust election advertising if you encountered it in the following sources?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	11%	12%	10%	10%	15%	8%	12%	12%	16%	9%	*
A little	53%	55%	51%	57%	44%	53%	59%	54%	47%	57%	*
Not at all	36%	33%	38%	33%	40%	39%	29%	34%	37%	35%	*
Totals	100%	100%	99%	100%	99%	100%	100%	100%	100%	101%	*
Unweighted N	(1,112)	(510)	(602)	(238)	(199)	(400)	(275)	(745)	(135)	(138)	(94)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	11%	19%	4%	11%	17%	10%	13%	10%	13%	10%	10%	11%	13%
A little	53%	55%	50%	54%	55%	55%	51%	55%	53%	52%	52%	54%	53%
Not at all	36%	26%	46%	35%	28%	35%	36%	35%	34%	37%	38%	35%	35%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(1,112)	(374)	(432)	(306)	(478)	(394)	(424)	(309)	(243)	(200)	(248)	(429)	(235)

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14D. Trust Election Advertising Sources — Social media

How much would you trust election advertising if you encountered it in the following sources?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	11%	13%	9%	16%	19%	6%	7%	10%	18%	16%	*
A little	44%	42%	46%	54%	41%	42%	43%	44%	40%	50%	*
Not at all	45%	45%	44%	31%	40%	52%	51%	46%	42%	34%	*
Totals	100%	100%	99%	101%	100%	100%	101%	100%	100%	100%	*
Unweighted N	(1,115)	(509)	(606)	(238)	(200)	(401)	(276)	(747)	(135)	(138)	(95)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	11%	13%	9%	12%	12%	11%	13%	11%	9%	18%	7%	11%	11%
A little	44%	54%	37%	42%	49%	38%	45%	43%	52%	39%	45%	45%	46%
Not at all	45%	33%	53%	47%	38%	51%	43%	46%	39%	43%	49%	45%	42%
Totals	100%	100%	99%	101%	99%	100%	101%	100%	100%	100%	101%	101%	99%
Unweighted N	(1,115)	(374)	(435)	(306)	(479)	(395)	(426)	(310)	(243)	(200)	(248)	(431)	(236)

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14E. Trust Election Advertising Sources — Television

How much would you trust election advertising if you encountered it in the following sources?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	20%	21%	19%	22%	25%	13%	22%	18%	30%	27%	*
A little	49%	46%	52%	52%	42%	49%	56%	50%	42%	51%	*
Not at all	31%	32%	30%	26%	33%	38%	22%	32%	28%	22%	*
Totals	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,117)	(510)	(607)	(239)	(200)	(401)	(277)	(747)	(137)	(138)	(95)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	20%	32%	11%	18%	28%	15%	25%	17%	18%	23%	17%	19%	21%
A little	49%	51%	51%	46%	53%	48%	47%	52%	53%	47%	46%	51%	51%
Not at all	31%	18%	39%	36%	19%	37%	28%	31%	30%	30%	37%	29%	28%
Totals	100%	101%	101%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(1,117)	(375)	(435)	(307)	(480)	(396)	(426)	(311)	(244)	(201)	(248)	(432)	(236)

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15. Start Airing Campaign Ads

If you could decide, when would you want TV and radio stations to start airing campaign ads for next year's election?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More than a month before the election	20%	20%	21%	21%	16%	22%	23%	20%	22%	20%	*
A month before the election	29%	31%	27%	20%	23%	30%	42%	33%	17%	24%	*
Two weeks before the election	8%	9%	7%	7%	9%	8%	7%	9%	4%	9%	*
The week before the election	5%	6%	5%	10%	4%	5%	4%	5%	8%	6%	*
The day before the election	2%	3%	2%	2%	4%	1%	1%	2%	4%	4%	*
Never	20%	18%	22%	18%	25%	20%	15%	20%	15%	22%	*
Not sure	15%	14%	16%	22%	19%	13%	8%	11%	30%	16%	*
Totals	99%	101%	100%	100%	100%	99%	100%	100%	100%	101%	*
Unweighted N	(1,121)	(512)	(609)	(241)	(200)	(401)	(279)	(748)	(138)	(138)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More than a month before the election	20%	25%	17%	19%	25%	22%	24%	16%	23%	18%	22%	19%	25%
A month before the election	29%	30%	25%	34%	33%	33%	27%	33%	37%	30%	30%	29%	28%
Two weeks before the election	8%	8%	8%	8%	8%	12%	6%	9%	13%	12%	6%	9%	5%
The week before the election	5%	6%	4%	7%	5%	4%	6%	7%	3%	3%	9%	4%	6%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The day before the election	2%	2%	2%	3%	2%	2%	3%	2%	0%	4%	2%	1%	3%
Never	20%	14%	26%	18%	13%	18%	21%	17%	15%	16%	18%	22%	20%
Not sure	15%	16%	18%	11%	13%	10%	13%	15%	10%	17%	14%	16%	14%
Totals	99%	101%	100%	100%	99%	101%	100%	99%	101%	100%	101%	100%	101%
Unweighted N	(1,121)	(376)	(437)	(308)	(480)	(397)	(430)	(310)	(244)	(201)	(248)	(436)	(236)

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16. Limit Spending

Currently, groups not affiliated with a candidate are able to spend unlimited amounts of money on advertisements during a political campaign. Do you think this kind of spending should be limited by law, or should it remain unlimited?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Limited by law	54%	57%	50%	53%	52%	55%	55%	54%	38%	65%	*
Remain unlimited	17%	20%	14%	19%	15%	17%	17%	18%	21%	8%	*
Not sure	29%	23%	35%	28%	34%	28%	28%	28%	41%	26%	*
Totals	100%	100%	99%	100%	101%	100%	100%	100%	100%	99%	*
Unweighted N	(1,119)	(511)	(608)	(242)	(198)	(401)	(278)	(748)	(137)	(137)	(97)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Limited by law	54%	63%	51%	46%	70%	47%	48%	58%	66%	51%	50%	57%	53%
Remain unlimited	17%	13%	15%	23%	12%	27%	18%	16%	18%	15%	19%	13%	22%
Not sure	29%	23%	34%	31%	19%	27%	34%	26%	16%	34%	30%	29%	25%
Totals	100%	99%	100%	100%	101%	101%	100%	100%	100%	100%	99%	99%	100%
Unweighted N	(1,119)	(375)	(436)	(308)	(479)	(397)	(427)	(311)	(244)	(200)	(247)	(436)	(236)

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17. Number of Ads

In general, do you think there are too many political ads on television during presidential campaigns, too few political ads, or is the amount of political ads about right?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Too many	58%	61%	55%	44%	53%	66%	65%	62%	47%	46%	*
Too few	3%	2%	3%	6%	3%	2%	1%	2%	4%	4%	*
About right	21%	21%	20%	23%	25%	16%	20%	19%	28%	23%	*
Not sure	18%	15%	22%	27%	19%	16%	13%	16%	20%	28%	*
Totals	100%	99%	100%	100%	100%	100%	99%	99%	99%	101%	*
Unweighted N	(1,120)	(512)	(608)	(240)	(200)	(401)	(279)	(749)	(137)	(137)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Too many	58%	52%	61%	61%	58%	62%	54%	66%	64%	53%	69%	57%	55%
Too few	3%	5%	2%	2%	4%	3%	3%	3%	3%	2%	2%	3%	3%
About right	21%	29%	11%	23%	23%	22%	26%	14%	23%	21%	20%	22%	19%
Not sure	18%	15%	26%	14%	16%	13%	17%	17%	10%	24%	9%	19%	23%
Totals	100%	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,120)	(377)	(436)	(307)	(481)	(397)	(428)	(311)	(244)	(201)	(247)	(436)	(236)

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18. Limit Ads

Do you think there should be a law to reduce the number of political ads on television during presidential campaigns or do you think candidates should just run fewer ads?

Among people who think there are too many political ads on television during presidential campaigns

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
There should be a law	31%	31%	30%	33%	34%	34%	21%	28%	*	*	*
Candidates should run fewer ads	53%	51%	55%	47%	54%	51%	61%	57%	*	*	*
Not sure	16%	17%	15%	20%	11%	15%	18%	15%	*	*	*
Totals	100%	99%	100%	100%	99%	100%	100%	100%	*	*	*
Unweighted N	(668)	(328)	(340)	(101)	(112)	(267)	(188)	(486)	(57)	(65)	(60)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
There should be a law	31%	39%	33%	20%	46%	24%	29%	29%	36%	33%	28%	28%	35%
Candidates should run fewer ads	53%	44%	51%	65%	41%	61%	52%	58%	51%	43%	62%	53%	51%
Not sure	16%	16%	17%	15%	13%	15%	20%	14%	13%	24%	9%	18%	14%
Totals	100%	99%	101%	100%	100%	100%	101%	101%	100%	100%	99%	99%	100%
Unweighted N	(668)	(209)	(271)	(188)	(293)	(252)	(227)	(207)	(160)	(116)	(167)	(250)	(135)

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19. Pay Attention Political TV Ads

Compared with the attention you pay to other television advertisements, how much attention do you pay to political advertisements — more attention, less attention, or about the same amount of attention?

Adapted from a 1984 CBS News Poll question

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More attention	15%	16%	13%	17%	14%	13%	14%	15%	12%	10%	*
The same amount of attention	40%	42%	39%	43%	37%	38%	43%	40%	39%	43%	*
Less attention	35%	36%	34%	18%	39%	40%	38%	35%	37%	35%	*
Not sure	11%	6%	15%	22%	10%	9%	5%	10%	12%	12%	*
Totals	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,120)	(512)	(608)	(241)	(200)	(400)	(279)	(749)	(137)	(137)	(97)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More attention	15%	19%	12%	12%	21%	11%	15%	13%	19%	18%	18%	12%	13%
The same amount of attention	40%	49%	31%	41%	44%	41%	45%	39%	35%	38%	42%	40%	39%
Less attention	35%	25%	41%	38%	30%	41%	30%	37%	42%	31%	31%	36%	38%
Not sure	11%	7%	16%	9%	6%	7%	10%	10%	4%	13%	9%	12%	10%
Totals	101%	100%	100%	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,120)	(377)	(435)	(308)	(480)	(397)	(428)	(311)	(244)	(201)	(247)	(435)	(237)

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20. Enjoyment of Political TV Ads

Compared with how much you like watching other television advertisements, how much do you like watching political advertisements — more, less, or about the same amount?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Like them more	7%	8%	5%	8%	7%	6%	7%	7%	5%	11%	*
Like them the same amount	32%	35%	29%	33%	38%	29%	30%	32%	40%	25%	*
Like them less	48%	47%	49%	31%	44%	56%	56%	49%	37%	50%	*
Not sure	13%	10%	17%	27%	12%	10%	7%	12%	18%	14%	*
Totals	100%	100%	100%	99%	101%	101%	100%	100%	100%	100%	*
Unweighted N	(1,119)	(509)	(610)	(242)	(199)	(401)	(277)	(747)	(138)	(138)	(96)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Like them more	7%	9%	6%	6%	8%	7%	9%	3%	8%	6%	7%	4%	12%
Like them the same amount	32%	44%	25%	27%	40%	28%	36%	32%	34%	33%	31%	34%	28%
Like them less	48%	38%	49%	57%	42%	55%	41%	53%	54%	45%	52%	48%	46%
Not sure	13%	10%	20%	10%	9%	9%	14%	12%	4%	16%	10%	14%	14%
Totals	100%	101%	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,119)	(377)	(435)	(307)	(480)	(397)	(430)	(309)	(244)	(199)	(248)	(436)	(236)

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21. Better Idea News Reports Political TV Ads

Which gives you a better idea of where candidates stand on issues — news reports or candidates' TV commercials?

Adapted from a 1990 Times Mirror Center for the People & the Press question

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
News reports	35%	38%	32%	30%	32%	38%	40%	40%	11%	32%	*
Candidates' TV commercials	7%	7%	7%	3%	10%	7%	7%	6%	11%	7%	*
Both equally	24%	26%	23%	32%	22%	21%	25%	21%	43%	31%	*
Neither	21%	21%	20%	11%	23%	26%	19%	22%	18%	13%	*
Not sure	13%	8%	17%	24%	13%	8%	9%	11%	16%	17%	*
Totals	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	*
Unweighted N	(1,121)	(512)	(609)	(242)	(200)	(400)	(279)	(748)	(138)	(138)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
News reports	35%	44%	34%	27%	49%	28%	35%	29%	45%	32%	38%	36%	34%
Candidates' TV commercials	7%	6%	5%	10%	6%	11%	9%	6%	5%	7%	7%	7%	7%
Both equally	24%	34%	16%	24%	26%	21%	29%	27%	19%	23%	22%	24%	28%
Neither	21%	8%	25%	29%	12%	30%	13%	26%	23%	26%	23%	19%	18%
Not sure	13%	8%	20%	10%	7%	11%	13%	11%	8%	13%	11%	14%	13%
Totals	100%	100%	100%	100%	100%	101%	99%	99%	100%	101%	101%	100%	100%
Unweighted N	(1,121)	(377)	(436)	(308)	(480)	(397)	(430)	(311)	(243)	(200)	(248)	(436)	(237)

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22. Political TV Ads: Influence

When it comes to political campaigns, do advertisements about candidates have a great deal of influence, a moderate amount of influence, or no influence at all on the way you personally vote?

Adapted from a 1986 Associated Press question

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Great deal of influence	5%	6%	5%	9%	8%	4%	2%	4%	11%	7%	*
Moderate amount of influence	33%	34%	32%	32%	33%	27%	43%	33%	35%	35%	*
No influence at all	50%	54%	45%	38%	44%	62%	47%	53%	42%	40%	*
Don't know	12%	6%	17%	21%	14%	7%	8%	10%	12%	18%	*
Totals	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(1,120)	(511)	(609)	(240)	(200)	(401)	(279)	(748)	(137)	(138)	(97)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Great deal of influence	5%	9%	5%	3%	8%	3%	5%	7%	6%	9%	3%	3%	9%
Moderate amount of influence	33%	40%	24%	37%	39%	34%	35%	35%	33%	35%	33%	34%	29%
No influence at all	50%	45%	53%	50%	47%	57%	47%	49%	57%	40%	54%	54%	46%
Don't know	12%	7%	18%	10%	6%	7%	13%	9%	4%	16%	10%	9%	15%
Totals	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,120)	(376)	(436)	(308)	(480)	(397)	(429)	(311)	(243)	(201)	(246)	(436)	(237)

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23A. Political TV Ads: Agreement — Generally speaking, negative advertisements help me to learn about candidates.

Do you agree or disagree with the following statement about political advertisements?

Adapted from a 2000 Gallup question

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	7%	9%	6%	11%	11%	5%	3%	6%	13%	8%	*
Somewhat agree	27%	29%	25%	30%	24%	25%	33%	26%	33%	33%	*
Somewhat disagree	20%	20%	20%	17%	23%	23%	16%	22%	15%	13%	*
Strongly disagree	28%	26%	29%	16%	23%	33%	36%	31%	17%	21%	*
Not sure	18%	16%	19%	27%	19%	15%	12%	14%	22%	24%	*
Totals	100%	100%	99%	101%	100%	101%	100%	99%	100%	99%	*
Unweighted N	(1,114)	(509)	(605)	(242)	(197)	(399)	(276)	(742)	(137)	(138)	(97)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	7%	9%	6%	7%	8%	6%	8%	10%	6%	8%	7%	7%	6%
Somewhat agree	27%	30%	23%	30%	24%	30%	30%	25%	31%	26%	26%	28%	28%
Somewhat disagree	20%	22%	18%	21%	24%	21%	17%	23%	22%	21%	24%	17%	20%
Strongly disagree	28%	24%	30%	29%	30%	32%	26%	28%	32%	31%	25%	27%	29%
Not sure	18%	15%	24%	13%	15%	11%	19%	13%	9%	13%	18%	20%	17%
Totals	100%	100%	101%	100%	101%	100%	100%	99%	100%	99%	100%	99%	100%
Unweighted N	(1,114)	(375)	(435)	(304)	(481)	(393)	(426)	(309)	(243)	(199)	(246)	(433)	(236)

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23B. Political TV Ads: Agreement — Negative advertisements have a place in campaigns.

Do you agree or disagree with the following statement about political advertisements?

Adapted from a 2000 Gallup question

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	9%	12%	7%	16%	9%	8%	5%	8%	15%	9%	*
Somewhat agree	31%	35%	27%	29%	35%	32%	27%	31%	32%	32%	*
Somewhat disagree	17%	15%	20%	17%	16%	17%	19%	19%	13%	10%	*
Strongly disagree	26%	23%	29%	12%	19%	30%	41%	28%	19%	20%	*
Not sure	17%	16%	17%	26%	21%	14%	7%	14%	21%	29%	*
Totals	100%	101%	100%	100%	100%	101%	99%	100%	100%	100%	*
Unweighted N	(1,114)	(509)	(605)	(242)	(198)	(397)	(277)	(743)	(137)	(137)	(97)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	9%	12%	7%	9%	10%	9%	12%	7%	11%	11%	9%	9%	9%
Somewhat agree	31%	34%	27%	32%	30%	33%	30%	37%	31%	27%	36%	31%	28%
Somewhat disagree	17%	17%	17%	17%	18%	17%	16%	16%	23%	16%	16%	18%	17%
Strongly disagree	26%	25%	23%	30%	30%	29%	23%	32%	29%	25%	25%	27%	26%
Not sure	17%	12%	25%	12%	11%	12%	19%	8%	6%	22%	14%	14%	20%
Totals	100%	100%	99%	100%	99%	100%	100%	100%	100%	101%	100%	99%	100%
Unweighted N	(1,114)	(372)	(435)	(307)	(477)	(395)	(427)	(308)	(242)	(198)	(247)	(434)	(235)

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23C. Political TV Ads: Agreement — Negative advertisements make me feel less like voting on Election Day.

Do you agree or disagree with the following statement about political advertisements?

Adapted from a 2000 Gallup question

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly agree	13%	14%	12%	15%	15%	11%	12%	13%	9%	18%	*
Somewhat agree	20%	19%	21%	19%	24%	20%	17%	19%	16%	25%	*
Somewhat disagree	18%	20%	16%	24%	20%	16%	14%	20%	20%	15%	*
Strongly disagree	35%	34%	35%	19%	28%	39%	49%	37%	32%	23%	*
Not sure	14%	13%	16%	22%	14%	14%	8%	11%	22%	20%	*
Totals	100%	100%	100%	99%	101%	100%	100%	100%	99%	101%	*
Unweighted N	(1,114)	(510)	(604)	(242)	(199)	(399)	(274)	(742)	(138)	(138)	(96)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly agree	13%	10%	19%	9%	9%	9%	14%	11%	14%	14%	11%	14%	12%
Somewhat agree	20%	23%	17%	21%	21%	18%	21%	24%	17%	25%	20%	19%	17%
Somewhat disagree	18%	20%	17%	18%	17%	19%	18%	22%	16%	17%	17%	18%	21%
Strongly disagree	35%	36%	25%	43%	43%	43%	30%	35%	47%	33%	37%	36%	32%
Not sure	14%	11%	22%	9%	9%	11%	17%	8%	6%	11%	14%	14%	18%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,114)	(377)	(434)	(303)	(479)	(392)	(427)	(308)	(242)	(199)	(246)	(432)	(237)

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24A. Social Media Policy Election Ads — Banning all political advertising

Would you support or oppose social media platforms enacting the following policy regarding political advertising?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	18%	20%	17%	15%	14%	21%	22%	19%	9%	21%	*
Somewhat support	21%	21%	22%	20%	28%	17%	23%	21%	25%	19%	*
Somewhat oppose	23%	22%	24%	26%	23%	22%	23%	24%	20%	22%	*
Strongly oppose	17%	21%	13%	14%	16%	20%	16%	18%	14%	15%	*
Not sure	20%	16%	24%	26%	20%	19%	17%	18%	32%	22%	*
Totals	99%	100%	100%	101%	101%	99%	101%	100%	100%	99%	*
Unweighted N	(1,120)	(511)	(609)	(241)	(200)	(401)	(278)	(748)	(138)	(137)	(97)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly support	18%	17%	21%	17%	21%	18%	16%	21%	18%	23%	19%	15%	19%
Somewhat support	21%	22%	22%	20%	22%	20%	22%	21%	23%	22%	20%	23%	20%
Somewhat oppose	23%	25%	18%	28%	26%	24%	23%	27%	26%	17%	25%	23%	26%
Strongly oppose	17%	16%	14%	21%	15%	25%	15%	16%	22%	16%	18%	17%	15%
Not sure	20%	20%	25%	15%	16%	14%	24%	14%	11%	22%	18%	21%	19%
Totals	99%	100%	100%	101%	100%	101%	100%	99%	100%	100%	100%	99%	99%
Unweighted N	(1,120)	(376)	(437)	(307)	(480)	(397)	(429)	(311)	(244)	(201)	(248)	(434)	(237)

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24B. Social Media Policy Election Ads — Banning all political advertising for the year leading up to a national election

Would you support or oppose social media platforms enacting the following policy regarding political advertising?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	21%	24%	19%	18%	18%	23%	27%	23%	9%	26%	*
Somewhat support	18%	17%	18%	13%	20%	18%	20%	18%	26%	13%	*
Somewhat oppose	22%	19%	24%	26%	22%	21%	19%	21%	21%	21%	*
Strongly oppose	19%	23%	15%	12%	17%	22%	22%	21%	14%	16%	*
Not sure	20%	17%	23%	31%	22%	16%	13%	17%	29%	24%	*
Totals	100%	100%	99%	100%	99%	100%	101%	100%	99%	100%	*
Unweighted N	(1,104)	(505)	(599)	(240)	(196)	(397)	(271)	(736)	(136)	(135)	(97)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly support	21%	21%	22%	21%	23%	22%	18%	25%	23%	25%	26%	19%	19%
Somewhat support	18%	17%	18%	18%	20%	16%	18%	20%	16%	15%	15%	20%	18%
Somewhat oppose	22%	23%	19%	23%	22%	21%	23%	24%	23%	19%	22%	20%	27%
Strongly oppose	19%	17%	14%	25%	17%	28%	17%	17%	27%	18%	21%	20%	15%
Not sure	20%	21%	26%	12%	17%	12%	23%	14%	10%	22%	16%	21%	21%
Totals	100%	99%	99%	99%	99%	99%	99%	100%	99%	99%	100%	100%	100%
Unweighted N	(1,104)	(371)	(431)	(302)	(477)	(391)	(416)	(311)	(240)	(200)	(242)	(429)	(233)

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24C. Social Media Policy Election Ads — Banning all political advertising for the week leading up to a national election

Would you support or oppose social media platforms enacting the following policy regarding political advertising?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	17%	18%	16%	12%	12%	19%	22%	18%	3%	21%	*
Somewhat support	17%	15%	19%	17%	18%	15%	17%	17%	23%	13%	*
Somewhat oppose	23%	21%	24%	30%	20%	20%	22%	23%	22%	25%	*
Strongly oppose	23%	28%	18%	17%	23%	27%	22%	25%	18%	17%	*
Not sure	21%	18%	24%	24%	26%	19%	16%	16%	35%	24%	*
Totals	101%	100%	101%	100%	99%	100%	99%	99%	101%	100%	*
Unweighted N	(1,118)	(508)	(610)	(240)	(199)	(401)	(278)	(747)	(137)	(137)	(97)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly support	17%	16%	18%	17%	20%	16%	16%	18%	17%	18%	19%	14%	19%
Somewhat support	17%	19%	14%	17%	17%	17%	18%	18%	16%	19%	15%	18%	14%
Somewhat oppose	23%	25%	20%	24%	26%	23%	24%	26%	22%	22%	24%	21%	25%
Strongly oppose	23%	21%	20%	28%	21%	32%	20%	22%	32%	21%	26%	24%	20%
Not sure	21%	20%	28%	14%	15%	13%	22%	16%	13%	20%	17%	23%	22%
Totals	101%	101%	100%	100%	99%	101%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,118)	(375)	(435)	(308)	(480)	(396)	(429)	(311)	(241)	(201)	(247)	(434)	(236)

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24D. Social Media Policy Election Ads — Banning political advertising that targets users based on their online activities

Would you support or oppose social media platforms enacting the following policy regarding political advertising?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	30%	35%	26%	22%	29%	35%	31%	33%	11%	29%	*
Somewhat support	19%	17%	20%	23%	20%	18%	14%	18%	22%	17%	*
Somewhat oppose	14%	14%	14%	19%	15%	12%	14%	15%	16%	12%	*
Strongly oppose	16%	17%	14%	8%	10%	20%	21%	16%	19%	16%	*
Not sure	21%	17%	25%	28%	26%	15%	19%	18%	32%	26%	*
Totals	100%	100%	99%	100%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,114)	(509)	(605)	(241)	(198)	(398)	(277)	(744)	(137)	(136)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly support	30%	28%	33%	28%	34%	30%	28%	32%	33%	27%	35%	28%	32%
Somewhat support	19%	21%	17%	19%	21%	14%	19%	21%	18%	22%	25%	16%	14%
Somewhat oppose	14%	16%	11%	16%	15%	15%	16%	14%	18%	11%	10%	16%	19%
Strongly oppose	16%	14%	13%	21%	12%	27%	13%	16%	19%	17%	14%	17%	13%
Not sure	21%	22%	26%	16%	18%	14%	24%	18%	13%	22%	15%	24%	22%
Totals	100%	101%	100%	100%	100%	100%	100%	101%	101%	99%	99%	101%	100%
Unweighted N	(1,114)	(373)	(434)	(307)	(480)	(395)	(425)	(310)	(242)	(199)	(245)	(433)	(237)

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24E. Social Media Policy Election Ads — Allowing users to opt out of political advertising

Would you support or oppose social media platforms enacting the following policy regarding political advertising?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	60%	60%	59%	46%	55%	66%	68%	63%	43%	51%	*
Somewhat support	22%	23%	21%	28%	23%	21%	17%	22%	27%	22%	*
Somewhat oppose	4%	6%	3%	7%	5%	3%	3%	4%	6%	8%	*
Strongly oppose	1%	2%	1%	1%	2%	2%	1%	2%	2%	0%	*
Not sure	12%	9%	16%	19%	15%	8%	10%	9%	22%	19%	*
Totals	99%	100%	100%	101%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,119)	(509)	(610)	(241)	(198)	(401)	(279)	(749)	(137)	(137)	(96)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly support	60%	58%	61%	59%	65%	62%	57%	62%	65%	57%	64%	58%	60%
Somewhat support	22%	21%	18%	28%	18%	26%	22%	24%	23%	24%	25%	22%	19%
Somewhat oppose	4%	7%	2%	4%	6%	4%	4%	6%	5%	4%	2%	4%	7%
Strongly oppose	1%	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%
Not sure	12%	12%	17%	7%	10%	6%	15%	7%	5%	13%	8%	14%	13%
Totals	99%	100%	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,119)	(376)	(436)	(307)	(481)	(397)	(428)	(311)	(243)	(200)	(247)	(435)	(237)

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24F. Social Media Policy Election Ads — Fact-checking political advertising

Would you support or oppose social media platforms enacting the following policy regarding political advertising?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	57%	55%	59%	51%	53%	60%	61%	58%	47%	53%	*
Somewhat support	17%	18%	16%	18%	18%	15%	15%	16%	22%	15%	*
Somewhat oppose	6%	7%	4%	8%	7%	5%	3%	7%	5%	2%	*
Strongly oppose	6%	8%	4%	3%	4%	9%	7%	7%	1%	8%	*
Not sure	15%	12%	18%	20%	18%	11%	13%	12%	25%	21%	*
Totals	101%	100%	101%	100%	100%	100%	99%	100%	100%	99%	*
Unweighted N	(1,116)	(510)	(606)	(240)	(199)	(400)	(277)	(746)	(136)	(137)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly support	57%	73%	50%	48%	75%	46%	54%	52%	69%	56%	62%	55%	55%
Somewhat support	17%	11%	16%	22%	12%	21%	18%	23%	11%	16%	18%	16%	18%
Somewhat oppose	6%	3%	5%	9%	4%	9%	6%	6%	6%	6%	6%	4%	8%
Strongly oppose	6%	2%	7%	9%	2%	14%	5%	8%	6%	7%	3%	9%	4%
Not sure	15%	11%	22%	11%	8%	11%	17%	11%	8%	15%	11%	17%	15%
Totals	101%	100%	100%	99%	101%	101%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,116)	(374)	(435)	(307)	(480)	(394)	(428)	(310)	(242)	(201)	(246)	(433)	(236)

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25. Television Ads in Last Month

Thinking about television advertising that you've seen in the last month, would you say that:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I've seen more ads supporting Kamala Harris	31%	34%	29%	27%	37%	32%	29%	32%	29%	29%	*
I've seen more ads supporting Donald Trump	11%	11%	11%	16%	9%	11%	7%	12%	11%	10%	*
I've seen about an equal number of ads supporting each candidate	27%	29%	26%	23%	27%	24%	37%	27%	33%	22%	*
I haven't seen ads for either candidate	17%	17%	18%	19%	18%	16%	17%	17%	9%	25%	*
Not sure	13%	10%	16%	15%	9%	16%	10%	12%	19%	13%	*
Totals	99%	101%	100%	100%	100%	99%	100%	100%	101%	99%	*
Unweighted N	(1,121)	(512)	(609)	(242)	(200)	(401)	(278)	(748)	(138)	(138)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I've seen more ads supporting Kamala Harris	31%	40%	24%	31%	39%	28%	32%	35%	33%	39%	27%	30%	32%
I've seen more ads supporting Donald Trump	11%	8%	10%	14%	9%	12%	13%	7%	15%	9%	13%	12%	9%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I've seen about an equal number of ads supporting each candidate	27%	30%	22%	30%	29%	34%	28%	30%	26%	24%	33%	27%	25%
I haven't seen ads for either candidate	17%	13%	23%	15%	15%	15%	14%	17%	19%	16%	16%	17%	20%
Not sure	13%	8%	20%	9%	8%	11%	12%	12%	7%	12%	11%	14%	14%
Totals	99%	99%	99%	99%	100%	100%	99%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,121)	(377)	(437)	(307)	(480)	(397)	(430)	(311)	(244)	(201)	(248)	(435)	(237)

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26. Social Media Posts in Last Month

Thinking about posts on social media like Facebook and X that you've seen in the last month, would you say that:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I've seen more posts from Kamala Harris	20%	20%	20%	22%	27%	17%	15%	21%	14%	19%	*
I've seen more posts from Donald Trump	16%	18%	14%	22%	12%	18%	13%	15%	21%	17%	*
I've seen about an equal number of posts from each candidate	20%	21%	20%	19%	22%	19%	21%	20%	21%	22%	*
I haven't seen posts from either candidate	27%	25%	28%	22%	25%	26%	34%	28%	23%	23%	*
Not sure	17%	16%	18%	15%	14%	20%	17%	16%	20%	20%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	101%	*
Unweighted N	(1,121)	(512)	(609)	(241)	(200)	(401)	(279)	(748)	(138)	(138)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I've seen more posts from Kamala Harris	20%	32%	14%	16%	30%	16%	18%	24%	25%	20%	18%	19%	24%
I've seen more posts from Donald Trump	16%	12%	14%	22%	9%	21%	18%	13%	17%	12%	15%	18%	15%
I've seen about an equal number of posts from each candidate	20%	18%	18%	24%	19%	24%	22%	22%	21%	20%	25%	19%	17%
I haven't seen posts from either candidate	27%	24%	31%	25%	28%	24%	24%	25%	26%	24%	28%	26%	28%
Not sure	17%	13%	23%	14%	13%	14%	17%	17%	11%	24%	13%	18%	15%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	100%	99%	100%	101%	99%	99%	99%	101%	100%	100%	99%	100%	99%
Unweighted N	(1,121)	(376)	(437)	(308)	(481)	(397)	(430)	(310)	(244)	(200)	(248)	(436)	(237)

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27. News Stories in Last Month

Thinking about news stories that you've seen in the last month, would you say that:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I've seen more news stories about Kamala Harris	23%	27%	19%	22%	25%	21%	23%	23%	17%	27%	*
I've seen more news stories about Donald Trump	22%	25%	18%	22%	20%	22%	22%	21%	24%	26%	*
I've seen about an equal number of news stories about each candidate	38%	34%	41%	24%	38%	43%	42%	38%	38%	30%	*
I haven't seen news stories about either candidate	5%	4%	7%	9%	6%	4%	4%	4%	6%	11%	*
Not sure	13%	10%	15%	23%	11%	10%	9%	13%	16%	6%	*
Totals	101%	100%	100%	100%	100%	100%	100%	99%	101%	100%	*
Unweighted N	(1,120)	(512)	(608)	(241)	(200)	(401)	(278)	(748)	(138)	(137)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I've seen more news stories about Kamala Harris	23%	28%	21%	20%	24%	21%	24%	22%	26%	25%	18%	25%	22%
I've seen more news stories about Donald Trump	22%	19%	19%	27%	18%	29%	22%	21%	23%	19%	21%	21%	25%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I've seen about an equal number of news stories about each candidate	38%	42%	35%	36%	47%	37%	35%	41%	40%	38%	43%	35%	37%
I haven't seen news stories about either candidate	5%	3%	7%	5%	2%	4%	5%	5%	3%	2%	5%	7%	6%
Not sure	13%	8%	19%	12%	9%	9%	14%	11%	8%	17%	13%	12%	11%
Totals	101%	100%	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(1,120)	(376)	(436)	(308)	(481)	(396)	(429)	(311)	(244)	(201)	(248)	(435)	(236)

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28. Conversations in Last Month

Thinking about conversations that you've personally had in the last month, would you say that:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I've spent more time talking about Kamala Harris	21%	24%	19%	25%	21%	17%	24%	21%	18%	23%	*
I've spent more time talking about Donald Trump	20%	21%	19%	19%	18%	24%	18%	22%	15%	18%	*
I've spent about an equal amount of time talking about each candidate	31%	30%	31%	25%	36%	30%	30%	32%	31%	26%	*
I haven't talked about either candidate	19%	20%	19%	16%	14%	22%	23%	18%	20%	25%	*
Not sure	9%	6%	12%	15%	11%	7%	5%	8%	17%	8%	*
Totals	100%	101%	100%	100%	100%	100%	100%	101%	101%	100%	*
Unweighted N	(1,115)	(512)	(603)	(240)	(199)	(399)	(277)	(745)	(138)	(136)	(96)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I've spent more time talking about Kamala Harris	21%	44%	12%	8%	41%	9%	21%	19%	30%	20%	22%	19%	25%
I've spent more time talking about Donald Trump	20%	11%	14%	36%	9%	33%	18%	23%	20%	16%	25%	18%	21%
I've spent about an equal amount of time talking about each candidate	31%	27%	33%	32%	32%	35%	29%	33%	32%	32%	34%	30%	28%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I haven't talked about either candidate	19%	11%	30%	15%	11%	16%	24%	16%	13%	18%	15%	23%	17%
Not sure	9%	7%	12%	8%	6%	7%	7%	10%	5%	14%	5%	10%	9%
Totals	100%	100%	101%	99%	99%	100%	99%	101%	100%	100%	101%	100%	100%
Unweighted N	(1,115)	(377)	(432)	(306)	(479)	(393)	(428)	(311)	(242)	(201)	(247)	(433)	(234)

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29. Contacted by Harris or Trump Campaign

So far in this election, have you been contacted by representatives of either Kamala Harris' or Donald Trump's campaign?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, by Harris' campaign	14%	13%	15%	14%	19%	10%	13%	14%	13%	13%	*
Yes, by Trump's campaign	10%	13%	8%	9%	7%	10%	16%	13%	2%	7%	*
Yes, by both campaigns	12%	12%	12%	7%	11%	14%	15%	12%	14%	10%	*
No, I haven't been contacted by either campaign	56%	57%	55%	55%	53%	61%	52%	55%	56%	63%	*
Not sure	8%	5%	10%	15%	9%	5%	3%	6%	15%	6%	*
Totals	100%	100%	100%	100%	99%	100%	99%	100%	100%	99%	*
Unweighted N	(1,119)	(511)	(608)	(241)	(198)	(401)	(279)	(748)	(138)	(136)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, by Harris' campaign	14%	31%	9%	2%	33%	4%	9%	17%	23%	16%	12%	12%	16%
Yes, by Trump's campaign	10%	2%	5%	25%	3%	23%	7%	14%	15%	7%	14%	11%	9%
Yes, by both campaigns	12%	11%	13%	12%	15%	15%	7%	18%	16%	15%	13%	13%	7%
No, I haven't been contacted by either campaign	56%	50%	63%	55%	43%	53%	71%	44%	43%	51%	56%	57%	59%
Not sure	8%	6%	10%	6%	6%	5%	5%	8%	4%	12%	5%	6%	9%
Totals	100%	100%	100%	100%	100%	100%	99%	101%	101%	101%	100%	99%	100%
Unweighted N	(1,119)	(377)	(436)	(306)	(481)	(395)	(428)	(311)	(244)	(201)	(248)	(434)	(236)

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30. Kamala Harris Ad Sources in Last Month

Have you seen Kamala Harris campaign advertising in the following sources in the past month? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Blogs	4%	5%	3%	4%	10%	1%	2%	3%	5%	5%	*
Email newsletters	9%	10%	8%	8%	10%	8%	11%	10%	11%	5%	*
Friends, family, and acquaintances	9%	10%	8%	12%	12%	8%	4%	8%	15%	10%	*
Magazines	3%	4%	2%	3%	5%	2%	2%	2%	5%	5%	*
News apps	10%	11%	10%	11%	11%	9%	10%	11%	9%	8%	*
News websites	15%	17%	12%	13%	15%	12%	18%	15%	12%	17%	*
Online news aggregators	8%	12%	4%	10%	7%	8%	7%	9%	6%	7%	*
Podcasts	5%	6%	4%	7%	8%	4%	1%	4%	7%	2%	*
Print newspapers	4%	5%	3%	5%	6%	3%	3%	3%	7%	7%	*
Radio	9%	11%	7%	6%	18%	7%	6%	9%	12%	8%	*
Social media	39%	41%	37%	43%	48%	35%	29%	39%	40%	34%	*
Television	46%	52%	40%	28%	37%	54%	61%	49%	47%	27%	*
Video platforms	15%	18%	12%	17%	18%	16%	8%	14%	15%	14%	*
Other	2%	2%	2%	1%	1%	2%	4%	3%	0%	0%	*
I haven't seen a Kamala Harris ad in the past month	24%	19%	30%	28%	26%	22%	23%	23%	22%	35%	*
Unweighted N	(1,122)	(512)	(610)	(242)	(200)	(401)	(279)	(749)	(138)	(138)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Blogs	4%	5%	4%	3%	4%	4%	5%	5%	4%	6%	5%	3%	4%
Email newsletters	9%	16%	6%	6%	16%	8%	8%	12%	11%	10%	10%	8%	11%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Friends, family, and acquaintances	9%	13%	7%	7%	11%	7%	9%	7%	11%	13%	7%	8%	9%
Magazines	3%	4%	3%	1%	3%	2%	3%	2%	3%	4%	2%	2%	3%
News apps	10%	15%	7%	9%	14%	10%	11%	10%	12%	13%	12%	8%	11%
News websites	15%	23%	9%	12%	20%	13%	15%	12%	17%	17%	13%	14%	15%
Online news aggregators	8%	10%	7%	7%	9%	8%	8%	8%	10%	9%	7%	9%	7%
Podcasts	5%	6%	6%	3%	6%	4%	4%	5%	9%	9%	6%	4%	4%
Print newspapers	4%	8%	2%	2%	5%	3%	4%	4%	5%	5%	4%	2%	5%
Radio	9%	12%	7%	10%	9%	9%	10%	10%	8%	14%	8%	7%	10%
Social media	39%	49%	33%	34%	49%	31%	37%	37%	49%	36%	43%	36%	41%
Television	46%	49%	41%	49%	49%	52%	45%	49%	51%	48%	49%	48%	38%
Video platforms	15%	18%	14%	13%	16%	12%	14%	16%	15%	19%	15%	14%	12%
Other	2%	3%	1%	2%	2%	2%	2%	2%	1%	3%	2%	2%	1%
I haven't seen a Kamala Harris ad in the past month	24%	16%	31%	25%	16%	23%	24%	21%	18%	22%	23%	24%	29%
Unweighted N	(1,122)	(377)	(437)	(308)	(481)	(397)	(430)	(311)	(244)	(201)	(248)	(436)	(237)

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31. Donald Trump Ad Sources in Last Month

Have you seen Donald Trump campaign advertising in the following sources in the past month? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Blogs	4%	6%	2%	5%	7%	4%	1%	3%	5%	8%	*
Email newsletters	9%	10%	7%	9%	8%	7%	12%	10%	5%	3%	*
Friends, family, and acquaintances	14%	14%	14%	14%	14%	14%	14%	16%	10%	9%	*
Magazines	4%	4%	3%	4%	7%	3%	1%	4%	4%	4%	*
News apps	11%	13%	10%	14%	11%	9%	12%	13%	11%	10%	*
News websites	13%	15%	11%	11%	14%	13%	14%	14%	9%	12%	*
Online news aggregators	8%	9%	7%	5%	9%	10%	8%	9%	7%	5%	*
Podcasts	7%	8%	7%	4%	9%	10%	5%	7%	8%	9%	*
Print newspapers	4%	5%	4%	7%	5%	3%	3%	4%	6%	5%	*
Radio	10%	12%	9%	6%	17%	9%	9%	11%	10%	8%	*
Social media	37%	39%	35%	46%	36%	36%	31%	39%	30%	36%	*
Television	43%	48%	39%	25%	36%	50%	58%	45%	46%	30%	*
Video platforms	14%	17%	10%	13%	16%	17%	7%	15%	9%	11%	*
Other	2%	3%	2%	0%	1%	4%	4%	3%	0%	4%	*
I haven't seen a Donald Trump ad in the past month	29%	24%	34%	29%	34%	26%	28%	27%	28%	38%	*
Unweighted N	(1,122)	(512)	(610)	(242)	(200)	(401)	(279)	(749)	(138)	(138)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Blogs	4%	6%	4%	3%	3%	4%	5%	3%	5%	4%	5%	4%	4%
Email newsletters	9%	8%	7%	11%	8%	12%	7%	12%	10%	8%	8%	11%	6%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Friends, family, and acquaintances	14%	8%	9%	25%	5%	24%	13%	15%	14%	14%	13%	15%	12%
Magazines	4%	7%	1%	3%	5%	3%	3%	5%	5%	4%	3%	2%	7%
News apps	11%	13%	7%	15%	12%	16%	11%	14%	10%	11%	12%	10%	14%
News websites	13%	14%	7%	18%	14%	16%	11%	16%	17%	14%	16%	13%	11%
Online news aggregators	8%	9%	6%	10%	10%	11%	7%	7%	16%	8%	9%	10%	6%
Podcasts	7%	6%	6%	10%	6%	10%	8%	9%	7%	7%	7%	8%	7%
Print newspapers	4%	6%	3%	5%	5%	4%	4%	6%	5%	4%	4%	4%	6%
Radio	10%	9%	10%	12%	8%	15%	9%	12%	11%	10%	14%	8%	11%
Social media	37%	37%	32%	42%	36%	40%	38%	35%	43%	29%	41%	39%	36%
Television	43%	41%	38%	52%	44%	54%	41%	48%	48%	42%	49%	47%	34%
Video platforms	14%	11%	14%	17%	12%	15%	12%	18%	15%	8%	22%	12%	14%
Other	2%	3%	3%	2%	3%	2%	3%	2%	3%	2%	1%	3%	2%
I haven't seen a Donald Trump ad in the past month	29%	30%	34%	23%	30%	20%	29%	28%	23%	29%	25%	28%	36%
Unweighted N	(1,122)	(377)	(437)	(308)	(481)	(397)	(430)	(311)	(244)	(201)	(248)	(436)	(237)

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32A. Comparing Campaigns — Email lists

Which of the following candidates' campaigns do you think is getting more of a boost from...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	18%	20%	15%	19%	21%	15%	17%	15%	29%	21%	*
Donald Trump	13%	16%	11%	17%	11%	13%	13%	14%	12%	13%	*
Both equally	15%	14%	16%	20%	15%	10%	18%	14%	15%	18%	*
Not sure	54%	50%	58%	43%	53%	62%	53%	57%	44%	48%	*
Totals	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%	*
Unweighted N	(1,117)	(510)	(607)	(242)	(200)	(401)	(274)	(744)	(138)	(138)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	18%	35%	11%	7%	35%	6%	19%	18%	18%	17%	12%	19%	21%
Donald Trump	13%	7%	11%	23%	6%	23%	11%	14%	14%	6%	20%	15%	10%
Both equally	15%	18%	11%	17%	14%	15%	15%	19%	16%	16%	12%	15%	17%
Not sure	54%	40%	67%	53%	44%	56%	54%	48%	51%	61%	56%	50%	52%
Totals	100%	100%	100%	100%	99%	100%	99%	99%	99%	100%	100%	99%	100%
Unweighted N	(1,117)	(376)	(435)	(306)	(479)	(394)	(429)	(310)	(242)	(201)	(247)	(433)	(236)

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32B. Comparing Campaigns — In-person events

Which of the following candidates' campaigns do you think is getting more of a boost from...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	31%	32%	29%	30%	33%	29%	32%	27%	43%	33%	*
Donald Trump	31%	37%	25%	21%	23%	38%	37%	35%	18%	30%	*
Both equally	15%	13%	16%	16%	18%	11%	15%	15%	13%	12%	*
Not sure	24%	18%	29%	33%	26%	21%	16%	23%	25%	25%	*
Totals	101%	100%	99%	100%	100%	99%	100%	100%	99%	100%	*
Unweighted N	(1,119)	(511)	(608)	(242)	(200)	(400)	(277)	(747)	(137)	(138)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	31%	61%	25%	5%	65%	5%	32%	26%	40%	36%	29%	28%	34%
Donald Trump	31%	6%	27%	61%	3%	67%	26%	35%	34%	26%	36%	33%	26%
Both equally	15%	16%	13%	15%	14%	12%	16%	17%	12%	12%	16%	16%	14%
Not sure	24%	17%	35%	18%	18%	16%	25%	22%	14%	26%	20%	23%	26%
Totals	101%	100%	100%	99%	100%	100%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,119)	(377)	(434)	(308)	(479)	(396)	(429)	(311)	(243)	(201)	(248)	(434)	(236)

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32C. Comparing Campaigns — Social media advertising

Which of the following candidates' campaigns do you think is getting more of a boost from...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	33%	34%	32%	32%	37%	29%	34%	32%	42%	29%	*
Donald Trump	16%	19%	13%	20%	12%	17%	15%	17%	11%	17%	*
Both equally	18%	18%	18%	19%	19%	15%	21%	17%	16%	23%	*
Not sure	33%	29%	37%	29%	32%	39%	30%	33%	31%	31%	*
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,115)	(509)	(606)	(242)	(200)	(399)	(274)	(743)	(138)	(138)	(96)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	33%	46%	26%	27%	48%	26%	33%	33%	39%	38%	28%	31%	35%
Donald Trump	16%	8%	13%	27%	5%	26%	15%	15%	17%	9%	23%	17%	13%
Both equally	18%	19%	17%	18%	16%	20%	18%	24%	16%	16%	18%	20%	18%
Not sure	33%	27%	44%	28%	30%	28%	34%	28%	28%	37%	31%	32%	34%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,115)	(375)	(433)	(307)	(480)	(393)	(426)	(310)	(243)	(200)	(245)	(434)	(236)

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32D. Comparing Campaigns — Social media influencers

Which of the following candidates' campaigns do you think is getting more of a boost from...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	36%	38%	35%	36%	34%	33%	44%	36%	37%	37%	*
Donald Trump	15%	16%	13%	19%	11%	16%	13%	14%	16%	20%	*
Both equally	14%	13%	15%	16%	19%	10%	13%	14%	15%	15%	*
Not sure	35%	33%	37%	29%	35%	41%	31%	36%	32%	28%	*
Totals	100%	100%	100%	100%	99%	100%	101%	100%	100%	100%	*
Unweighted N	(1,115)	(509)	(606)	(240)	(200)	(401)	(274)	(745)	(136)	(138)	(96)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	36%	51%	27%	32%	53%	33%	34%	39%	44%	33%	30%	38%	41%
Donald Trump	15%	8%	13%	24%	5%	25%	14%	13%	14%	10%	16%	16%	14%
Both equally	14%	15%	11%	17%	14%	17%	13%	19%	16%	15%	15%	15%	12%
Not sure	35%	27%	49%	28%	28%	26%	38%	29%	27%	42%	39%	31%	32%
Totals	100%	101%	100%	101%	100%	101%	99%	100%	101%	100%	100%	100%	99%
Unweighted N	(1,115)	(375)	(433)	(307)	(479)	(392)	(429)	(311)	(242)	(201)	(247)	(434)	(233)

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32E. Comparing Campaigns — Television advertising

Which of the following candidates' campaigns do you think is getting more of a boost from...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	31%	35%	26%	22%	35%	32%	32%	30%	42%	29%	*
Donald Trump	15%	17%	13%	22%	14%	12%	15%	17%	9%	17%	*
Both equally	22%	20%	24%	23%	19%	20%	27%	22%	20%	21%	*
Not sure	33%	28%	36%	33%	33%	36%	26%	32%	29%	32%	*
Totals	101%	100%	99%	100%	101%	100%	100%	101%	100%	99%	*
Unweighted N	(1,114)	(509)	(605)	(242)	(199)	(399)	(274)	(741)	(138)	(138)	(97)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Kamala Harris	31%	42%	24%	26%	43%	25%	29%	37%	29%	35%	27%	32%	28%
Donald Trump	15%	8%	11%	27%	6%	26%	16%	14%	16%	12%	19%	16%	13%
Both equally	22%	25%	18%	23%	20%	23%	23%	22%	23%	20%	22%	22%	22%
Not sure	33%	25%	46%	25%	30%	27%	31%	26%	32%	33%	32%	30%	37%
Totals	101%	100%	99%	101%	99%	101%	99%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,114)	(375)	(434)	(305)	(481)	(391)	(427)	(309)	(242)	(200)	(247)	(431)	(236)

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Interviewing Dates	August 27 - 30, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.056 to 5.068, with a mean of one and a standard deviation of 0.83.
Number of respondents	1122
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	81 questions not reported.