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# Americans' Views of 2024 Election News

Most Americans are following the election closely, though roughly half say it's hard to know what's true

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#### **About Pew Research Center**

Pew Research Center is a nonpartisan, nonadvocacy fact tank that informs the public about the issues, attitudes and trends shaping the world. It does not take policy positions. The Center conducts public opinion polling, demographic research, computational social science research and other data-driven research. It studies politics and policy; news habits and media; the internet and technology; religion; race and ethnicity; international affairs; social, demographic and economic trends; science; research methodology and data science; and immigration and migration. Pew Research Center is a subsidiary of The Pew Charitable Trusts, its primary funder.

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#### How we did this

Pew Research Center conducted this study to better understand how U.S. adults get news and information about the 2024 presidential election.

The survey of 9,680 U.S. adults was conducted from Sept. 16 to 22, 2024. Everyone who completed the survey is a member of the Center's American Trends Panel (ATP), a group of people recruited through national, random sampling of residential addresses who have agreed to take surveys regularly. This kind of recruitment gives nearly all U.S. adults a chance of selection. Surveys were conducted either online or by telephone with a live interviewer. The survey is weighted to be representative of the U.S. adult population by gender, race, ethnicity, partisan affiliation, education and other factors. Read more about the ATP's methodology.

Here are the <u>questions used</u> for this report, <u>the topline</u> and the <u>survey methodology</u>.

Pew Research Center is a subsidiary of The Pew Charitable Trusts, its primary funder. This is the latest report in Pew Research Center's ongoing investigation of the state of news, information and journalism in the digital age, a research program funded by The Pew Charitable Trusts, with generous support from the John S. and James L. Knight Foundation.

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### Americans' Views of 2024 Election News

Most Americans are following the election closely, though roughly half say it's hard to know what's true

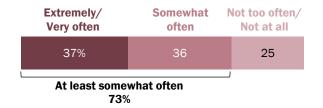
As Americans navigate the abundance of information about the 2024 U.S. presidential election, many of them are seeing news they think is inaccurate – and having a hard time distinguishing fact from fiction.

A new Pew Research Center survey finds that about three-quarters of U.S. adults (73%) say they have seen inaccurate news coverage about the election at least somewhat often, including 37% who have seen this kind of information extremely or very often.

About half of Americans (52%) say they generally find it difficult to determine what is true and what is not when getting news about the election. And 28% separately say that it's been difficult for them to find reliable information about the presidential election.

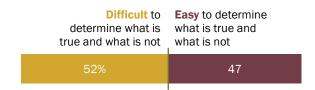
## Most say they see inaccurate news about the 2024 presidential election at least somewhat often ...

% of U.S. adults who say they have seen inaccurate news about the 2024 presidential election ...



### ... and roughly half say it's difficult to determine what's true and what's not

% of U.S. adults who say they generally find it \_\_\_\_ when getting news and information about the presidential campaign and candidates



Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

Supporters of the two major political parties are having vastly different experiences with election news in these ways.

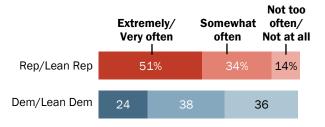
- Republicans (including independents who lean toward the GOP) are much more likely than Democrats and Democratic leaners to say they have seen inaccurate coverage and that they are having a hard time sorting out the truth.
- And Republicans are *less* likely than
   Democrats to say it is easy for them to find
   reliable information about the election (29%
   vs. 52%, respectively).

Overall, Americans are much less likely to be wary of the information from *their most* frequent sources of election news. Much smaller shares say they at least sometimes see inaccurate information from the sources they turn to most often for news and information about the election than say the same about election news in general.

At the same time, people also say inaccurate information is coming from sources other than news outlets: 58% of Americans say they have heard people they know share information

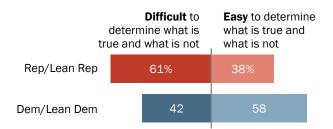
## Republicans are more likely than Democrats to say they often see inaccurate election coverage ...

% who say they have seen inaccurate news about the 2024 presidential election ...



### ... and most Republicans say they find it difficult to determine what's true

% who say they generally find it \_\_\_\_ when getting news and information about the presidential campaign and candidates



Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

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about the election that they think is inaccurate at least somewhat often. There is little difference between the parties on this question – Republicans and Democrats say they hear inaccurate information from their personal circles at roughly the same rates.

Jump to more information about <u>Americans' views on the accuracy of election news</u>.

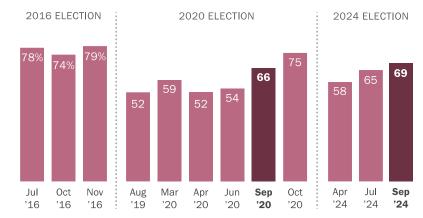
#### How Americans' attention toward election news has changed throughout the campaign

Overall, about seven-in-ten Americans say they are following news about the candidates for the 2024 presidential election very (28%) or fairly (40%) closely. This is up from 58% in April and 65% in July, mirroring a pattern also seen in 2020 in which attention increases closer to Election Day.

Between April and September of this year, the increase was driven particularly by Democrats, who were slightly less likely than Republicans to be following election news closely in the two earlier surveys. Now, there is no

### About 7 in 10 Americans are closely following news about 2024 presidential candidates

% of U.S. adults who say they have been **very/fairly closely** following news about candidates for the presidential election



Note: Directly comparable figures from September in election years are in **bold**. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

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difference between the two parties in their levels of attention.

About six-in-ten Americans say they are worn out by so much coverage of the campaign, while nearly four-in-ten say they like seeing a lot of coverage. These shares are similar to those measured in April, as well as in surveys conducted in 2020 and 2016.

Jump to more about how much attention Americans are paying to election news.

### What kinds of news about the election are Americans seeing – and what do they want to see?

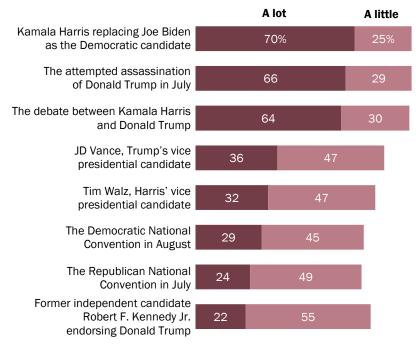
The survey asked Americans how much they have heard about several specific electionrelated topics that have been in the news in recent months.

We found that most people say they have heard or read a lot about Vice President **Kamala Harris replacing** President Joe Biden as the Democratic nominee (70%), the first assassination attempt on former **President Donald Trump** in July (66%), and the **debate** between Harris and Trump on Sept. 10 (64%). (The survey questions were finalized before the second assassination attempt on Trump in September.)

Smaller shares say they have heard a lot about the **vice** 

## Majorities of Americans have heard a lot about Harris replacing Biden, Trump's July assassination attempt, and the presidential debate in September

% of U.S. adults who have heard or read \_\_\_\_ about ...



Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

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**presidential candidates**, the two parties' **national conventions**, and third-party candidate **Robert F. Kennedy Jr.** endorsing Trump when he dropped out of the race. Still, large majorities of Americans say they have heard at least a little about each of these topics.

More generally, news about the candidates' comments and actions on the campaign trail appears to be the most common type of coverage people are seeing. Four-in-ten U.S. adults say this is the type of election news they see most, outpacing information about the candidates' stances on issues (17%), their moral characters (14%) or which candidate is leading the race (13%).

This does not align with what Americans are most interested in. For example, higher shares say they are extremely or very interested in news about candidates' stances on the issues (75%) and their moral

## Americans most interested in presidential candidates' stances on issues, but they most often see news about the campaign trail

% of U.S. adults who are extremely/very interested in news about each topic

- 1. The candidates' stances on issues (75%)
- 2. The candidates' moral characters (60%)
- 3. The candidates' career experiences (49%)
- 4. Candidates' actions, comments on the campaign trail (49%)
- 5. Which candidate is leading in the race (42%)
- 6. The candidates' personal lives (14%)

% of U.S. adults who say this is the topic **they see the most news about** 

- 1. Candidates' actions, comments on the campaign trail (40%)
- 2. The candidates' stances on issues (17%)
- 3. The candidates' moral characters (14%)
- 4. Which candidate is leading in the race (13%)
- 5. The candidates' personal lives (8%)
- 6. The candidates' career experiences (3%)

Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

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characters (60%) than say the same about candidates' comments and actions during the campaign (49%).

About half of Americans (49%) say they are extremely or very interested in the candidates' career experiences, while just 3% say this is the topic they see the most news about.

Jump to more information about what election news topics Americans are seeing.

#### Age differences in primary platforms used for election news

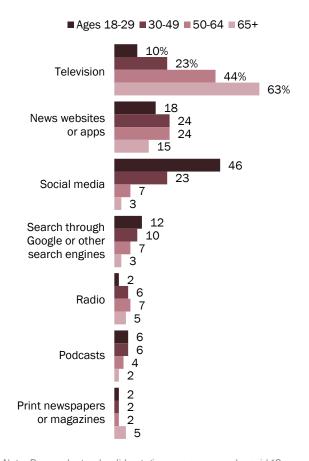
Americans get news about politics and the election in a wide variety of ways. No single platform dominates: About a third of U.S. adults (35%) say TV is their most common source of election news, while roughly one-infive each say the same about news websites or apps (21%) and social media (20%). Smaller shares primarily use other platforms, including search engines, podcasts, radio or print publications.

Younger and older Americans are getting election news in very different ways. Nearly half of U.S. adults under 30 (46%) say that social media are their most common source of election news, while others in this age category turn to different digital sources like news websites or apps (18%), search engines (12%) or podcasts (6%). One-in-ten say TV is their most common source of election news.

But among U.S. adults ages 65 and older, a majority (63%) say TV is their top source. The same is true for 44% of those ages 50 to 64.

## Nearly half of adults under 30 say social media are their main source of political and election news

% of U.S. adults who say \_\_\_\_ is the most common way they get political and election news, by age



Note: Respondents who did not give an answer or who said "Some other way" are not shown.

Source: Survey of U.S. adults conducted Sept. 16-22, 2024.

"Americans' Views of 2024 Election News'

The survey also asked about several specific news outlets as sources of political and election news; there was little change on these questions since 2020. About two-thirds of Americans say national TV networks (ABC, CBS and NBC) are at least a minor source of political and election news for them, including three-in-ten who cite this as a major source. CNN and Fox News are each sources of election news for about half of Americans, with about two-in-ten naming each cable news network as a major source.

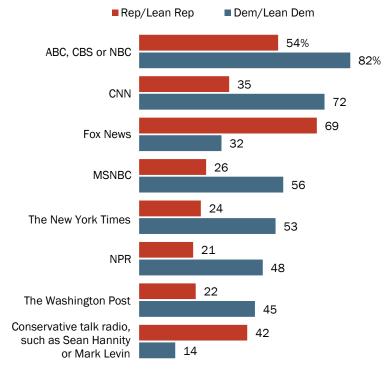
Smaller shares cite other outlets as major or minor sources of election news, including MSNBC, The New York Times, NPR, The Washington Post and conservative talk radio.

While Democrats and Republicans largely give similar answers about what platforms they use most often for election news (e.g., TV, social media, etc.), there are huge differences between the two parties on several of these specific outlets.

Republicans are much more likely than Democrats to say
Fox News and talk radio are at least minor sources of election news for them. But Democrats are far more likely than
Republicans to get election news from all of the other news outlets mentioned in the survey. For instance, about twice as many Democrats (72%) as Republicans (35%) say CNN is at least a minor source of political and election news for them.

### Republicans, Democrats turn to different news outlets for election news

% who use each of the following as a major/minor source of political and election news



Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

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Jump to more on <u>Americans' sources of election news</u>.

#### Ratings of the news media's election coverage differ by party

There also are huge partisan differences in opinions on how well the news media have done covering the 2024 presidential election.

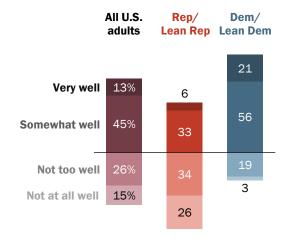
Overall, more than half of U.S. adults say the media have done very (13%) or somewhat (45%) well covering the election, similar to the share who said the same in 2020. But Democrats are about twice as likely as Republicans to hold this opinion (77% vs. 39%).

Within each party, these perceptions differ by age. While younger Democrats are less likely than older Democrats to give the media positive marks on their 2024 election coverage, the opposite is true among Republicans. Younger Republicans are somewhat *more* likely than their older GOP counterparts to say the media are doing at least somewhat well.

People across all political and age groups are more likely to say *the news sources they turn to most often* are doing well covering the election than to say the same about the news media in general.

#### Over half of Republicans say the news media are doing poorly at covering the presidential election

% who say the news media have covered the presidential election ...



Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

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Jump to more on how Americans feel about election news.

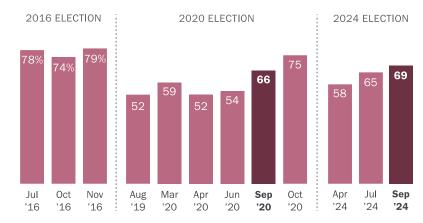
## 1. How closely are Americans following election news, and what are they seeing?

About seven-in-ten Americans surveyed in September (69%) say they are following news about the presidential candidates for the 2024 election very (28%) or fairly (40%) closely.

More people say they are tuning in to election news as Election Day gets closer. In April, 58% of U.S. adults said they were following the election at least fairly closely, and by July, that number had risen to 65%. Attention in 2020 also increased closer to that election.

### A majority of Americans are closely following news about the 2024 presidential candidates

% of U.S. adults who say they have been very/fairly closely following news about candidates for the presidential election



Note: Directly comparable figures from September in election years are in **bold**. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

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#### A survey conducted in late

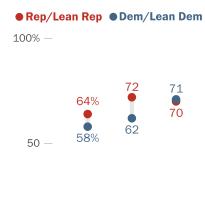
August and early September 2020 found that 66% of Americans said they were very or fairly closely following news about candidates Joe Biden and Donald Trump, while in late September and early October 2016, 74% of respondents were following news about Trump and Hillary Clinton.

This year, the rise in attention to the election has been driven by Democrats. While Republicans and independents who lean toward the GOP were somewhat more likely than Democrats and Democratic leaners to be following the election at least fairly closely in April and July, the two parties are now about equally likely to say they are following news about the candidates very or fairly closely (70% vs. 71%, respectively).

The July survey was conducted July 1-7, before Biden announced his withdrawal as the Democratic candidate on July 21. On Aug. 5, Vice President Kamala Harris was confirmed as his replacement.

#### Republicans, Democrats now following election news at equal rates

% who say they have been **very**/ **fairly closely** following news about
candidates for the presidential
election



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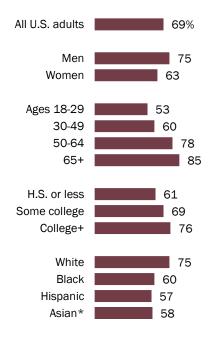
Source: Survey of U.S. adults conducted Sept. 16-22, 2024.

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Older Americans are paying much closer attention to election news than are younger adults, mirroring <u>patterns in overall</u> <u>attention to news</u>. About half of U.S. adults ages 18 to 29 (53%) say they are following news about the candidates at least fairly closely, compared with 85% of those ages 65 and older. And older adults are nearly four times as likely as Americans under 30 to say they're following election news *very* closely (46% vs. 12%).

## Older Americans more likely to be following election news closely

% who say they have been **very/ fairly closely** following news about candidates for the 2024 presidential election



\* Estimates for Asian adults are representative of English speakers only. Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race.

Source: Survey of U.S. adults conducted Sept. 16-22, 2024.

"Americans' Views of 2024 Election News"

#### The 2024 campaign events that Americans have heard or read about most

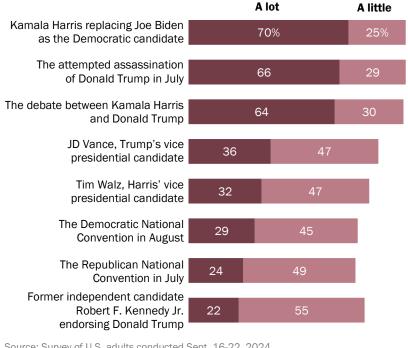
In a 2024 presidential campaign season that has seen a number of major and dramatic events, three of them stand out in terms of the public's exposure to that news.

Fully 70% of U.S. adults say they have heard or read a lot about Harris replacing Biden as the Democratic presidential candidate.

Close behind is the July 13 assassination attempt on former President Donald Trump during a Pennsylvania rally, with 66% saying they have heard a lot about that. (The survey questions were finalized before the second assassination attempt on Trump in September.)

### The election-related events and people Americans have heard about most

% of U.S. adults who have heard or read \_\_\_\_ about ...



Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

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Finally, reinforcing reports of a <u>large viewing audience</u>, 64% of Americans say they heard a lot about the Sept. 10 ABC debate between Trump and Harris.

Much smaller shares say they have heard or read a lot about several other topics mentioned in the survey. These include the vice presidential candidates, Republican JD Vance (36%) and Democrat Tim Walz (32%); the Democratic (29%) and Republican (24%) National Conventions; and third-party candidate Robert F. Kennedy Jr. endorsing Trump when he withdrew from the race (22%).

Still, large majorities say they have heard at least a little about each of these topics.

Similar shares of the two parties say they have heard or read a lot about the first attempted assassination of Trump in July. But on each other campaign topic measured by the survey, there are partisan differences in how much people have heard.

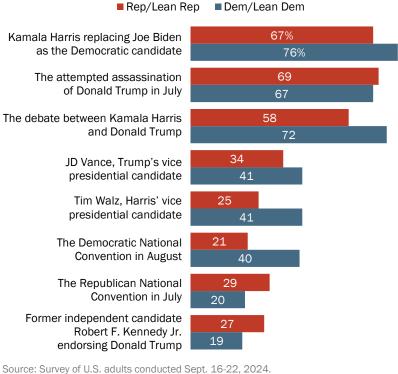
For instance, Democrats are more likely than Republicans to say they have heard or read a lot about Harris replacing Biden as the nominee (76% vs. 67%). And the gap is larger when it comes to the debate between Harris and Trump, with 72% of Democrats saying they heard a lot about it, compared with 58% of Republicans.

Democrats also are more likely than Republicans to have heard

a lot about not only Walz (41% vs. 25%) but also Vance (41% vs. 34%).

Partisan differences in exposure to recent campaign stories

% who have heard or read **a lot** about ...



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Four-in-ten Democrats say they heard or read a lot about the Democratic National Convention, compared with 21% of Republicans who say the same. Republicans are more likely than Democrats to say they heard a lot about the Republican National Convention, but the gap is smaller (29% vs. 20%).

Republicans are modestly more likely than Democrats to say they have heard or read a lot about Kennedy endorsing Trump when he dropped out of the race (27% vs. 19%).

#### What Americans want in campaign coverage – and what they actually see

The survey asked respondents what kinds of news about the presidential candidates they are most interested in seeing.

- Topping the list is news about the candidates' stances on issues, with 75% of U.S. adults saying they are extremely or very interested in this.
- 60% are extremely or very interested in the candidates' moral characters.
- About half are highly interested in the candidates' career experiences and their actions and comments on the campaign trail (49% each).
- 42% express high levels of interest in who is leading the race.

Americans most often see news about actions on the presidential campaign trail, though they are most interested in their stances on issues

% of U.S. adults who are extremely/very interested in news about each topic

- in news about each topic1. The candidates' stances on
- 2. The candidates' moral characters (60%)

issues (75%)

- 3. The candidates' career experiences (49%)
- 4. Candidates' actions, comments on the campaign trail (49%)
- 5. Which candidate is leading in the race (42%)
- 6. The candidates' personal lives (14%)

% of U.S. adults who say this is the topic **they see the most news about** 

- 1. Candidates' actions, comments on the campaign trail (40%)
- 2. The candidates' stances on issues (17%)
- 3. The candidates' moral characters (14%)
- 4. Which candidate is leading in the race (13%)
- 5. The candidates' personal lives (8%)
- 6. The candidates' career experiences (3%)

Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

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And trailing far behind, only 14% say they are extremely or very interested in the candidates' personal lives.

Democrats and Democratic-leaning independents are considerably more likely than Republicans and GOP leaners to be highly interested in the candidates' moral characters (69% vs. 52%).

The survey also asked which of these six types of election news Americans see most often, and the top areas of interest for Americans do not always line up with what they are actually seeing the most news about.

By far, the leading topic seen by Americans is news about the **candidates' actions and comments on the campaign trail:** 40% say they see the most news about this, even though it is not among the top two topics in terms of interest.

Smaller shares say they see the most news about the **candidates' stances on issues** (17%), the **candidates' moral characters** (14%) or the **political horse race** (13%). Just 8% say the most common type of election news they see involves the **candidates' personal lives**, while 3% most often see news about the **candidates' career experiences**.

#### 2. Where Americans turn for election news

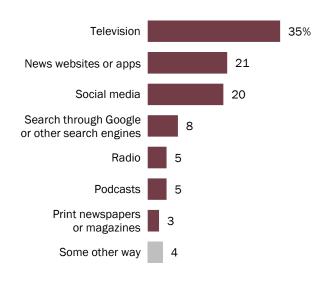
There is no single platform or pathway that most Americans use as their primary way to get news about the election.

About a third of U.S. adults say television is the most common way they get political and election news (35%), while roughly one-in-five each most commonly get it from news websites or apps (21%) or social media (20%).

Smaller shares turn primarily to search engines like Google (8%) or to radio or podcasts (5% each). And just 3% of U.S. adults say print newspapers or magazines are their most common way of getting election news.

## TV is Americans' most common platform for political news, followed by news websites and social media

% of U.S. adults who say \_\_\_\_ is the most common way they get political and election news



Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

#### The platforms Americans use for election news differ by age

Different age groups turn to these platforms at drastically different rates.

Almost half of U.S. adults under 30 (46%) most commonly use social media for political news. This is twice the share of 30- to 49-year-olds who say the same (23%). And it far surpasses the small shares of those ages 50 to 64 (7%) and 65 and older (3%) who primarily use social media in this way.

Older adults are far more likely than their younger counterparts to say TV is their most common way of getting political news. TV is the most common source of political news for the majority of Americans ages 65 or older (63%). By comparison, just one-in-ten adults under 30 say TV is their primary source for this type of news.

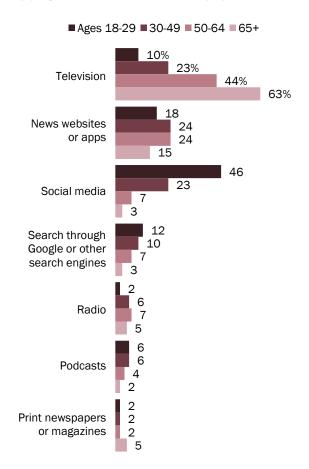
Americans ages 30 to 49 have the most varied habits when it comes to election news. People in this group are about equally likely to say they get most of their election news from TV (23%), social media (23%) and news websites or apps (24%).

Republicans and Democrats are mostly similar in which platforms they use for political news. For example, about a third of Republicans and Republican leaners get political news from television (34%), identical to the share of

Democrats and Democratic leaners who say the same.

### Older adults far more likely to name TV as their main source for election news

% of U.S. adults who say \_\_\_\_ is the most common way they get political and election news, by age



Note: Respondents who did not give an answer or who said "Some other way" are not shown.

Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

#### Which news organizations Americans turn to for election news

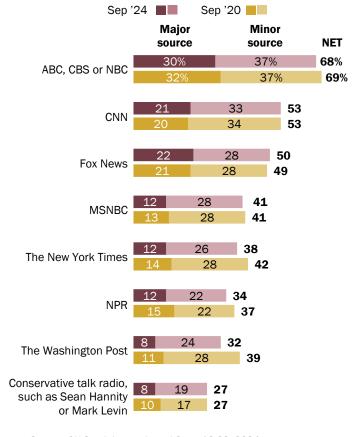
The survey also asked respondents whether they use eight specific news outlets (or groups of outlets) as major or minor sources of political and election news. For most of these outlets, the share of Americans who use each for political news has remained largely steady since we last asked these questions ahead of the 2020 election.

Network television news remains the most widely used of these sources: 68% of Americans say ABC, CBS or NBC is at least a minor source for election news, including three-in-ten who name this as a major source.

About half of U.S. adults use CNN (53%) or Fox News (50%) as a major or minor source of political news, while about four-in-ten say the same about MSNBC (41%).

### Little change in how Americans use specific outlets for election news since 2020

% of U.S. adults who use each of the following as a \_\_\_\_\_ of political and election news



Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

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Both The New York Times (38%) and The Washington Post (32%) remain sources of election news for many Americans, although the shares who turn to these traditional newspapers have declined modestly since 2020 (from 42% and 39%, respectively).

About a third of Americans name NPR (34%) as at least a minor source of election news, while 27% use conservative talk radio, such as Sean Hannity or Mark Levin (27%). The share who cite

talk radio as at least a minor source of election news is identical to 2020, when the question named Rush Limbaugh as an example before his death in 2021.

#### How election news sources differ by political party

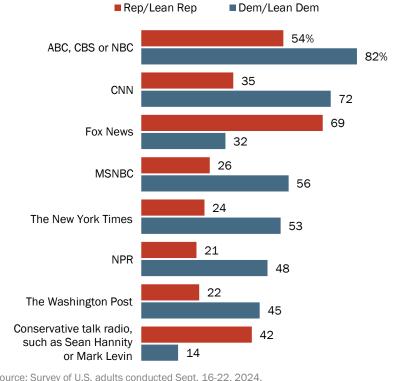
Republicans and Democrats differ substantially in the rates that they use all eight major news brands our survey asked about to get political and election news.

Two of these sources – Fox News and conservative talk radio – are much more commonly used by Republicans. For example, while 69% of Republicans say Fox News is at least a minor source of political and election news for them, only 32% of Democrats say the same.

But Democrats are more likely than Republicans to use each of the other six sources, ranging from cable networks like CNN and MSNBC to network TV channels, legacy newspapers and NPR.

### Republicans and Democrats differ in shares who use several major news outlets for political news

% who use each of the following as a **major/minor source** of political and election news



Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

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For instance, 48% of

Democrats say they use NPR as a major or minor source of election news, compared with 21% of Republicans.

#### Age differences within the parties

Younger Republicans are less likely than their older GOP counterparts to say they use both Fox News and talk radio as sources for political and election news.

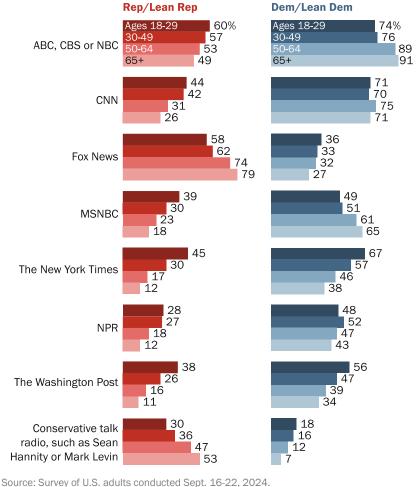
For example, about six-in-ten Republicans under 30 (58%) say Fox News is at least a minor source of election news for them, compared with almost eight-in-ten Republicans ages 65 or older (79%) who say the same.

By contrast, younger Republicans are more likely than older Republicans to use several other sources, including The New York Times, The Washington Post and CNN.

Younger Democrats also are more likely than older Democrats to use The New York Times and The Washington Post as major or minor sources of political news during this election year. For instance, two-thirds of

### Within each party, younger adults turn to different outlets for election news than older adults

% who use each of the following as a **major/minor source** of political and election news



Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

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Democrats under 30 say they use The New York Times, compared with just 38% of Democrats ages 65 and older.

Compared with their elders, younger Democrats are less likely to use the network TV stations or MSNBC as sources of election news – in line with the broader pattern that older Americans are

more likely to name TV as their most common source for such news. But Democrats of different age groups use CNN as a source of election news at nearly identical rates.

#### 3. How Americans feel about election coverage

There is no consensus among Americans about how easy it is to find reliable information about the presidential election.

About four-in-ten U.S. adults (39%) say it has been very or somewhat easy to find reliable information about the 2024 presidential election, somewhat larger than the share who have found it very or somewhat difficult (28%). An additional 32% say it has been neither easy nor difficult.

### **About 4 in 10 Americans say they can easily find reliable election information**

% of U.S. adults who say it has been \_\_\_\_ to find reliable information about the 2024 presidential election

Very/Somewhat easy	Neither easy nor difficult	Very/Somewhat difficult
39%	32	28

Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

#### By party and ideology

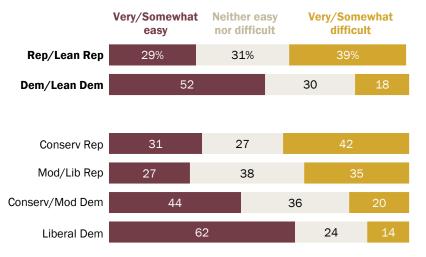
Democrats are much more likely than Republicans to say finding reliable information has been easy, while Republicans are more inclined to say it's been difficult.

Around half of Democrats and independents who lean Democratic (52%) say it's been very or somewhat easy to find reliable information about the 2024 election, compared with 29% of Republicans and Republican leaners who say the same.

On the other hand, Republicans are about twice as likely as Democrats to say it's been at least somewhat *difficult* 

### Republicans – especially conservatives – are more likely to say it's hard to find reliable election news

% who say it has been \_\_\_\_ to find reliable information about the 2024 presidential election



Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

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to find reliable election information (39% vs. 18%).

In both parties, views differ by ideology:

- Conservative Republicans are slightly more likely than Republicans who describe themselves as moderate or liberal to say it's been *difficult* to find reliable information (42% vs. 35%).
- Liberal Democrats are more likely than conservative or moderate Democrats to say that finding reliable information has been *easy* (62% vs. 44%).

#### Broad assessments of election coverage

A majority of Americans (58%) think the news media have covered the 2024 election well, including 13% who think they have covered it *very* well. On the other hand, 41% say the news media have done not too (26%) or not at all (15%) well covering the presidential race.

Americans' views on campaign media coverage were almost identical at the same point in the 2020 election cycle.

### Little change in Americans' views of election coverage since 2020

% of U.S. adults who say the news media have covered the presidential election ...

	Very well	Somewhat well	Not too well	Not at all well
Sep '24	13%	45%	26%	15%
Sep '20	12	46	27	14

Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

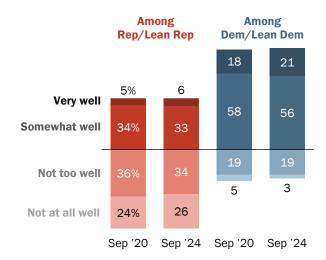
#### By party

As in 2020, Republicans are much more critical of election coverage than Democrats. Six-in-ten Republicans say the news media have *not* covered the 2024 presidential campaign well, compared with just 22% of Democrats who hold this view.

And among Republicans, conservatives (69%) are much more likely than those who identify as moderate or liberal (47%) to think the news media are not doing a good job covering the 2024 election.

### Republicans are more critical of news media coverage of the election

% who say the news media have covered the presidential election ...



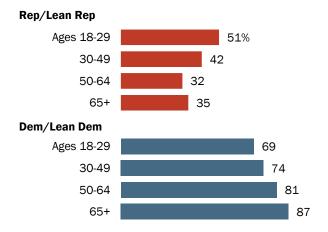
Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

Within each party, responses differ by age group. Among Republicans, those under 30 are more likely than older adults to say that the media are doing at least somewhat well: 51% say this, versus 42% of those ages 30 to 49 and about a third of those ages 50 and older.

Among Democrats, the opposite is true: Adults under 30 are *less* likely than their elders to say the news media are covering the election well, though a 69% majority still say this.

## Young Republicans rate the media's election coverage more highly than do older Republicans

% who say the news media have covered the 2024 presidential election **very/somewhat well** 



Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

#### Americans' views of news sources they turn to most for election news

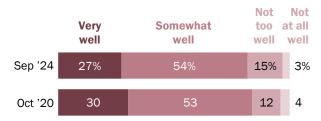
Americans are much more positive in their assessments of the sources they turn to most often for news about the presidential election than they are about the news media as a whole.

Around eight-in-ten U.S. adults (81%) say the news sources they turn to most often have covered the 2024 election very (27%) or somewhat (54%) well. Far fewer say their go-to sources have covered the presidential election not too (15%) or not at all (3%) well.

Americans held similar views about 2020 election coverage by their most common news sources.

### Most Americans think their own news sources cover the election well

% of U.S. adults who say the **news sources they turn to most often** have covered the presidential election ...



Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

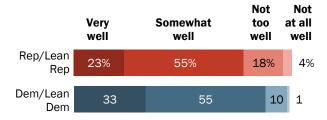
#### By party

Even when it comes to the news sources they use most often, Republicans are twice as likely as Democrats to say these sources have *not* covered the 2024 election well (22% vs. 11%).

But Republicans see their own main sources of election news in a much more positive light than the news media in general. The vast majority of both Republicans (77%) and Democrats (87%) say their most-used news sources have covered this election cycle at least somewhat well.

### Democrats more likely to say their go-to sources are covering the election well

% who say the **news sources they turn to most often** have covered the 2024 presidential election ...



Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

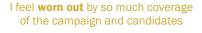
#### Election news fatigue

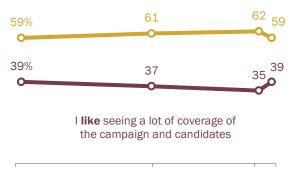
A majority of Americans (59%) say they are worn out by so much coverage of the 2024 presidential election. This figure has been roughly consistent since we first asked this question in 2016.

Meanwhile, about four-in-ten say they like seeing a lot of coverage of the campaign and candidates. Similar to when this question was asked in the spring, those who are following the election more closely are more likely to say that they like seeing a lot of coverage of the campaign and candidates.

### Most Americans feel worn out by election news, similar to previous years

% of U.S. adults who say ...





Oct

'20

Apr Sep

'24 '24

Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

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Jul

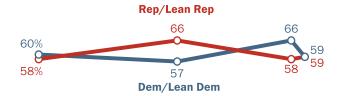
16

Republicans and Democrats agree on this: 59% of Americans in each party say they feel worn out by so much coverage of the campaign and candidates.

This is a change from April, before President Joe Biden withdrew from the race. At that time, Democrats were slightly more likely than Republicans to say they felt worn out by so much election coverage (66% vs. 58%).

#### Similar shares of Republicans, Democrats feel worn out by election coverage

% who say they **feel worn out** by so much coverage of the campaign and candidates, by party





Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

#### 4. Accuracy of election news

Most U.S. adults (73%) say they see inaccurate election news at least somewhat often, including 37% who say they see this extremely or very often. Only 3% of Americans say they don't see inaccurate news about the election at all.

#### By party

Republicans and independents who lean toward the Republican Party are about twice as likely as Democrats and Democratic leaners to say they come across inaccurate election news extremely or very often (51% vs. 24%). Meanwhile, about a third of Democrats (36%) say they see inaccurate election news not too often or not at all, while just 14% of Republicans say the same.

Conservative Republicans are more likely than Republicans who describe themselves as moderate or liberal to report seeing inaccurate news coverage about the election extremely or very often (60% vs. 37%).

## About three-quarters of Americans say they see inaccurate election news at least somewhat often

% of U.S. adults who say they have seen inaccurate news about the 2024 presidential election ...

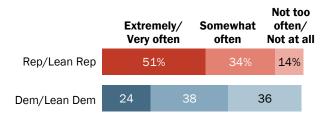
Extremely Very often often		-	Somewhat often	Not too often	Not at all
	14%	23	36	22	3

Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

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### Republicans more likely to report seeing inaccurate info about the election

% who say they have seen inaccurate news about the 2024 presidential election ...



Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

#### Hearing inaccurate election news in conversation

News coverage is not the only place where Americans are seeing or hearing information about the presidential election that they consider inaccurate. About six-in-ten U.S. adults (58%) say they hear people share inaccurate information about the election in conversation at least somewhat often, including 27% who hear this extremely or very often.

There are not substantial differences between the two major political parties on this question.

## 58% of U.S. adults say they've heard people share inaccurate election info in conversation at least somewhat often

% of U.S. adults who say they have heard people share inaccurate information in conversations about the 2024 presidential election ...

Extremely/ Very often	Somewhat often	N	ot too often/ Not at all	Do not discuss the election	e
27%	31		25	17	

Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

#### **Accuracy of news from primary sources**

Just 10% of U.S. adults report seeing inaccurate news coverage from their most-used sources extremely or very often, and 25% say they see this somewhat often.

A majority (63%) say they have not seen inaccurate news coverage of the election often or at all from their most commonly used sources.

#### By party

Republicans are more likely than Democrats to say they see inaccurate election news from the sources they turn to most often. Still, fewer than half of Republicans (42%) say they see this at least somewhat often, including just 14% who say they extremely or very often see inaccurate election coverage from their primary sources.

## Relatively few Americans report seeing inaccurate election news from their sources often

% of U.S. adults who say they have seen inaccurate news about the 2024 presidential election \_\_\_\_ from the **news** sources they turn to most often

Extremely/ Very often	Somewha often	t Not too often/ Not at all
10%	25	63

Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

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## More Republicans than Democrats report seeing inaccurate election info from their most-used sources

% who say they have seen inaccurate news about the 2024 presidential election \_\_\_\_ from the **news sources** they turn to most often

Extremely/ Very often			ewhat ten	Not too often/ Not at all	
Rep/Lean Rep	14%	% 28%		57%	
Dem/Lean Dem	8	21		70	

Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

#### Determining what is true and what's not

Americans are split over how easy it is to discern what's true about the presidential campaign.

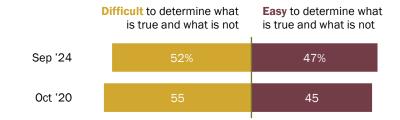
Around half (52%) say they generally find it difficult to determine whether election news is true or not, slightly more than the share who find it easy to determine (47%).

These numbers are similar to the last time we asked this question in October 2020,

when 55% of U.S. adults said it was difficult to distinguish truth from fiction.

### About half of Americans say it's hard to determine what is true or not when getting election news

% of U.S. adults who say they generally find it \_\_\_\_ when getting news and information about the presidential campaign and candidates



Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

#### By party and ideology

Just as they are more likely to report seeing inaccurate information about the election, Republicans also are more likely to say they find it tough to know what is true.

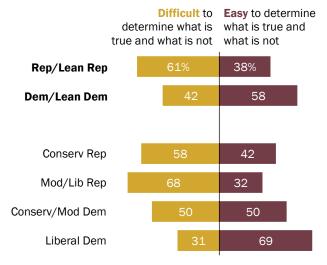
Most Republicans (61%) say it is difficult to determine what is true and what is not, compared with 42% of Democrats who express this view. A majority of Democrats (58%) say they find it easy to distinguish truth from fiction when it comes to election news.

Views also vary within each party by ideology:

- Moderate or liberal Republicans are more likely than conservative Republicans to say it's difficult to determine whether electionrelated information is true or not.
- Among Democrats, liberals are especially likely to find it *easy* to sort out truth from fiction.

## Most liberal Democrats think it's easy to determine truth from fiction when it comes to election news

% who say they generally find it \_\_\_\_ when getting news and information about the presidential campaign and candidates



Note: Respondents who did not answer are not shown. Source: Survey of U.S. adults conducted Sept. 16-22, 2024. "Americans' Views of 2024 Election News"

#### **Acknowledgments**

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#### Methodology

#### The American Trends Panel survey methodology

#### **Overview**

Data in this report comes from Wave 155 of the American Trends Panel (ATP), Pew Research Center's nationally representative panel of randomly selected U.S. adults. The survey was conducted from Sept. 16 to 22, 2024. A total of 9,680 panelists responded out of 10,627 who were sampled, for a survey-level response rate of 91%.

The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 3%. The break-off rate among panelists who logged on to the survey and completed at least one item is 1%. The margin of sampling error for the full sample of 9,680 respondents is plus or minus 1.3 percentage points.

SSRS conducted the survey for Pew Research Center via online (n=9,391) and live telephone (n=289) interviewing. Interviews were conducted in both English and Spanish.

To learn more about the ATP, read "About the American Trends Panel."

#### **Panel recruitment**

Since 2018, the ATP has used address-based sampling (ABS) for recruitment. A study cover letter and a pre-incentive are mailed to a stratified, random sample of households selected from the U.S. Postal Service's Computerized Delivery Sequence File. This Postal Service file has been estimated to cover 90% to 98% of the population. Within each sampled household, the adult with the next birthday is selected to participate. Other details of the ABS recruitment protocol have changed over time but are available upon request. Prior to 2018, the ATP was recruited using landline and cellphone random-digit-dial surveys administered in English and Spanish.

A national sample of U.S. adults has been recruited to the ATP approximately once per year since 2014. In some years, the recruitment has included additional efforts (known as an "oversample") to improve the accuracy of data for underrepresented groups. For example, Hispanic adults, Black adults and Asian adults were oversampled in 2019, 2022 and 2023, respectively.

<sup>&</sup>lt;sup>1</sup> AAPOR Task Force on Address-based Sampling, 2016. "AAPOR Report: Address-based Sampling."

<sup>&</sup>lt;sup>2</sup> Email pewsurveys@pewresearch.org.

#### Sample design

The overall target population for this survey was noninstitutionalized persons ages 18 and older living in the United States. All active panel members were invited to participate in this wave.

#### Questionnaire development and testing

The questionnaire was developed by Pew Research Center in consultation with SSRS. The web program used for online respondents was rigorously tested on both PC and mobile devices by the SSRS project team and Pew Research Center researchers. The SSRS project team also populated test data that was analyzed in SPSS to ensure the logic and randomizations were working as intended before launching the survey.

#### **Incentives**

All respondents were offered a post-paid incentive for their participation. Respondents could choose to receive the post-paid incentive in the form of a check or gift code to Amazon.com, Target.com or Walmart.com. Incentive amounts ranged from \$5 to \$15 depending on whether the respondent belongs to a part of the population that is harder or easier to reach. Differential incentive amounts were designed to increase panel survey participation among groups that traditionally have low survey response propensities.

#### **Data collection protocol**

The data collection field period for this survey was Sept. 16-22, 2024. Surveys were conducted via self-administered web survey or by live telephone interviewing.

**For panelists who take surveys online:** Postcard notifications were mailed to a subset on Sept. 16.<sup>3</sup> Survey invitations were sent out in two separate launches: soft launch and full launch. Sixty panelists were included in the soft launch, which began with an initial invitation sent on Sept. 16. All remaining English- and Spanish-speaking sampled online panelists were included in the full launch and were sent an invitation on Sept. 17.

<sup>&</sup>lt;sup>3</sup> The ATP does not use routers or chains in any part of its online data collection protocol, nor are they used to direct respondents to additional surveys. Postcard notifications for web panelists are sent to 1) panelists who were recruited within the last two years and 2) panelists recruited prior to the last two years who opt to continue receiving postcard notifications.

### Invitation and reminder dates for web respondents, ATP Wave 155

	Soft launch	Full launch
Initial invitation	Sept. 16, 2024	Sept. 17, 2024
First reminder	Sept. 19, 2024	Sept. 19, 2024
Final reminder	Sept. 21, 2024	Sept. 21, 2024
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Panelists participating online were sent an email invitation and up to two email reminders if they did not respond to the survey. ATP panelists who consented to SMS messages were sent an SMS invitation with a link to the survey and up to two SMS reminders.

For panelists who take surveys over the phone with a live interviewer: Prenotification postcards were mailed on Sept. 11, and reminder postcards were mailed on Sept. 16. Soft launch took place on Sept. 16 and involved dialing until a total of four interviews had been completed. All remaining English- and Spanish-speaking sampled phone panelists' numbers were dialed throughout the remaining field period. Panelists who take surveys via phone can receive up to six calls from trained SSRS interviewers.

#### **Data quality checks**

To ensure high-quality data, Center researchers performed data quality checks to identify any respondents showing patterns of satisficing. This includes checking for whether respondents left questions blank at very high rates or always selected the first or last answer presented. As a result of this checking, eight ATP respondents were removed from the survey dataset prior to weighting and analysis.

#### Weighting

The ATP data is weighted in a process that accounts for multiple stages of sampling and nonresponse that occur at different points in the panel survey process. First, each panelist begins with a base weight that reflects their probability of recruitment into the panel. These weights are then calibrated to align with the population benchmarks in the accompanying table to correct for nonresponse to recruitment surveys and panel attrition. If only a subsample of panelists was invited to participate in the wave, this weight is adjusted to account for any differential probabilities of selection.

Among the panelists who completed the survey, this weight is then calibrated again to align with the population benchmarks identified in the accompanying table and trimmed at the 1st and 99th percentiles to reduce the loss in precision stemming from variance in the weights. Sampling errors and tests of statistical significance take into account the effect of weighting.

#### **American Trends Panel weighting dimensions**

Variable	Benchmark source
Age (detailed) Age x Gender	2022 American Community Survey (ACS)
Education x Gender	
Education x Age	
Race/Ethnicity x Education	
Race/Ethnicity x Gender	
Black (alone or in combination) x Hispanic	
Born inside vs. outside the U.S. among Hispanics and Asian Americans	
Years lived in the U.S.	
Census region x Metropolitan status	
Volunteerism	2021 CPS Volunteering & Civic Life Supplement
Voter registration	2020 CPS Voting and Registration Supplement
Frequency of internet use	2024 National Public Opinion
Religious affiliation	Reference Survey (NPORS)
Party affiliation x Race/Ethnicity	
Party affiliation among registered voters	

Note: Estimates from the ACS are based on noninstitutionalized adults. Voter registration is calculated using procedures from Hur, Achen (2013) and rescaled to include the total U.S. adult population.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey.

Sample sizes and margins of error, ATP Wave 155				
Group	Unweighted sample size	Plus or minus		
Total sample	9,680	1.3 percentage points		
Rep/Lean Rep	4,483	1.9 percentage points		
Dem/Lean Dem	4,992	1.9 percentage points		
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Sample sizes and sampling errors for other subgroups are available upon request. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

#### **Dispositions and response rates**

Final dispositions, ATP Wave 155		
	AAPOR code	Total
Completed interview	1.1	9,680
Logged in (web) / Contacted (CATI), but did not complete any items	2.11	159
Started survey; broke off before completion	2.12	67
Never logged on (web) / Never reached on phone (CATI)	2.20	713
Survey completed after close of the field period	2.27	0
Other non-interview	2.30	0
Completed interview but was removed for data quality	2.90	8
Total panelists sampled for the survey		10,627
Completed interviews	l	9,680

Partial interviews Р 0 226 Refusals R Non-contact NC 713 Other 0 8 Unknown household 0 UH Unknown other 0 UO Not eligible NE 0 Total 10,627 91% AAPOR RR1 = I/(I+P+R+NC+O+UH+UO)

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#### **Cumulative response rate, ATP Wave 155**

	Total
Weighted response rate to recruitment surveys	11%
% of recruitment survey respondents who agreed to join the panel, among those invited	73%
% of those agreeing to join who were active panelists at start of Wave 155	35%
Response rate to Wave 155 survey	91%
Cumulative response rate	3%
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