

## National Tracking Poll

Project: 2408153

N Size: 2205 Adults

Margin of Error: ± 2%

September 01-03, 2024

### Topline Report

Question	Response	Frequency	Percentage
PAC1_1	<i>Do you have a favorable or unfavorable opinion of the following? — Major companies</i>		
	Very favorable	215	10%
	Somewhat favorable	845	38%
	Not too favorable	589	27%
	Not at all favorable	227	10%
	Don't know / No opinion	329	15%
PAC1_2	<i>Do you have a favorable or unfavorable opinion of the following? — Small businesses</i>		
	Very favorable	932	42%
	Somewhat favorable	869	39%
	Not too favorable	100	5%
	Not at all favorable	48	2%
	Don't know / No opinion	256	12%
PAC1_3	<i>Do you have a favorable or unfavorable opinion of the following? — The federal government</i>		
	Very favorable	198	9%
	Somewhat favorable	624	28%
	Not too favorable	632	29%
	Not at all favorable	477	22%
	Don't know / No opinion	274	12%
PAC1_4	<i>Do you have a favorable or unfavorable opinion of the following? — Your state government</i>		
	Very favorable	281	13%
	Somewhat favorable	765	35%
	Not too favorable	558	25%
	Not at all favorable	338	15%
	Don't know / No opinion	262	12%
PAC2	<i>Which of the following comes closest to your view?</i>		
	Government regulation of business is necessary to protect the public interest	725	33%
	Government regulation of business usually does more harm than good	510	23%
	Neither / Both equally	661	30%
	Don't know / No opinion	309	14%

Question	Response	Frequency	Percentage
PAC3_1	<i>In your view, is there too much, too little, or the right amount of government regulation of the following areas or sectors? — Banks and other financial institutions</i>		
	Too much government regulation of this	406	18%
	Too little government regulation of this	645	29%
	The right amount of government regulation of this	653	30%
	Don't know / No opinion	501	23%
PAC3_2	<i>In your view, is there too much, too little, or the right amount of government regulation of the following areas or sectors? — Energy companies</i>		
	Too much government regulation of this	430	20%
	Too little government regulation of this	719	33%
	The right amount of government regulation of this	515	23%
	Don't know / No opinion	542	25%
PAC3_3	<i>In your view, is there too much, too little, or the right amount of government regulation of the following areas or sectors? — Large retail companies, both online and traditional stores</i>		
	Too much government regulation of this	407	18%
	Too little government regulation of this	563	26%
	The right amount of government regulation of this	695	32%
	Don't know / No opinion	539	24%
PAC3_4	<i>In your view, is there too much, too little, or the right amount of government regulation of the following areas or sectors? — Manufacturing companies</i>		
	Too much government regulation of this	396	18%
	Too little government regulation of this	563	26%
	The right amount of government regulation of this	669	30%
	Don't know / No opinion	577	26%
PAC3_5	<i>In your view, is there too much, too little, or the right amount of government regulation of the following areas or sectors? — Automobile companies</i>		
	Too much government regulation of this	427	19%
	Too little government regulation of this	520	24%
	The right amount of government regulation of this	712	32%
	Don't know / No opinion	546	25%
PAC3_6	<i>In your view, is there too much, too little, or the right amount of government regulation of the following areas or sectors? — Health insurance companies</i>		
	Too much government regulation of this	480	22%
	Too little government regulation of this	815	37%
	The right amount of government regulation of this	449	20%
	Don't know / No opinion	461	21%

Question	Response	Frequency	Percentage
PAC3_7	<i>In your view, is there too much, too little, or the right amount of government regulation of the following areas or sectors? — Food and beverage companies</i>		
	Too much government regulation of this	379	17%
	Too little government regulation of this	598	27%
	The right amount of government regulation of this	750	34%
	Don't know / No opinion	478	22%
PAC3_8	<i>In your view, is there too much, too little, or the right amount of government regulation of the following areas or sectors? — Pharmaceutical companies</i>		
	Too much government regulation of this	419	19%
	Too little government regulation of this	892	40%
	The right amount of government regulation of this	439	20%
	Don't know / No opinion	454	21%
PAC3_9	<i>In your view, is there too much, too little, or the right amount of government regulation of the following areas or sectors? — Technology companies</i>		
	Too much government regulation of this	422	19%
	Too little government regulation of this	678	31%
	The right amount of government regulation of this	571	26%
	Don't know / No opinion	534	24%
PAC4_1	<i>How would you rate the honesty and ethical standards of each of the following? — Elected officials in Washington</i>		
	High honesty and ethical standards	169	8%
	Average honesty and ethical standards	567	26%
	Low honesty and ethical standards	1036	47%
	Don't know / No opinion	432	20%
PAC4_2	<i>How would you rate the honesty and ethical standards of each of the following? — People who work for federal government agencies that provide services, administer programs, or otherwise support national priorities</i>		
	High honesty and ethical standards	293	13%
	Average honesty and ethical standards	950	43%
	Low honesty and ethical standards	520	24%
	Don't know / No opinion	442	20%
PAC4_3	<i>How would you rate the honesty and ethical standards of each of the following? — Elected officials in your state and local government</i>		
	High honesty and ethical standards	223	10%
	Average honesty and ethical standards	798	36%
	Low honesty and ethical standards	768	35%
	Don't know / No opinion	416	19%

Question	Response	Frequency	Percentage
PAC4_4	<i>How would you rate the honesty and ethical standards of each of the following? — CEOs of major companies</i>		
	High honesty and ethical standards	175	8%
	Average honesty and ethical standards	685	31%
	Low honesty and ethical standards	896	41%
	Don't know / No opinion	450	20%
PAC4_5	<i>How would you rate the honesty and ethical standards of each of the following? — Mid-level managers who work for major companies</i>		
	High honesty and ethical standards	228	10%
	Average honesty and ethical standards	1084	49%
	Low honesty and ethical standards	445	20%
	Don't know / No opinion	449	20%
PAC4_6	<i>How would you rate the honesty and ethical standards of each of the following? — Employees of major companies who are not part of management</i>		
	High honesty and ethical standards	376	17%
	Average honesty and ethical standards	1119	51%
	Low honesty and ethical standards	250	11%
	Don't know / No opinion	460	21%
PAC4_7	<i>How would you rate the honesty and ethical standards of each of the following? — Small business owners</i>		
	High honesty and ethical standards	673	31%
	Average honesty and ethical standards	981	44%
	Low honesty and ethical standards	175	8%
	Don't know / No opinion	376	17%
PAC5	<i>In general, how much trust and confidence do you have in major companies to behave ethically?</i>		
	A lot	180	8%
	Some	887	40%
	Not too much	756	34%
	None	177	8%
	Don't know / No opinion	205	9%
PAC6_1	<i>In your view, are the following types of major companies generally more trustworthy or less trustworthy than other major companies? — Banks and other financial institutions</i>		
	More trustworthy	394	18%
	Less trustworthy	678	31%
	Just as trustworthy as other major companies	767	35%
	Don't know / No opinion	365	17%

Question	Response	Frequency	Percentage
PAC6_2	<i>In your view, are the following types of major companies generally more trustworthy or less trustworthy than other major companies? — Energy companies</i>		
	More trustworthy	316	14%
	Less trustworthy	717	32%
	Just as trustworthy as other major companies	772	35%
	Don't know / No opinion	400	18%
PAC6_3	<i>In your view, are the following types of major companies generally more trustworthy or less trustworthy than other major companies? — Large retail companies, both online and traditional stores</i>		
	More trustworthy	325	15%
	Less trustworthy	555	25%
	Just as trustworthy as other major companies	962	44%
	Don't know / No opinion	363	16%
PAC6_4	<i>In your view, are the following types of major companies generally more trustworthy or less trustworthy than other major companies? — Manufacturing companies</i>		
	More trustworthy	361	16%
	Less trustworthy	476	22%
	Just as trustworthy as other major companies	967	44%
	Don't know / No opinion	401	18%
PAC6_5	<i>In your view, are the following types of major companies generally more trustworthy or less trustworthy than other major companies? — Automobile companies</i>		
	More trustworthy	330	15%
	Less trustworthy	583	26%
	Just as trustworthy as other major companies	908	41%
	Don't know / No opinion	385	17%
PAC6_6	<i>In your view, are the following types of major companies generally more trustworthy or less trustworthy than other major companies? — Health insurance companies</i>		
	More trustworthy	322	15%
	Less trustworthy	884	40%
	Just as trustworthy as other major companies	655	30%
	Don't know / No opinion	344	16%
PAC6_7	<i>In your view, are the following types of major companies generally more trustworthy or less trustworthy than other major companies? — Food and beverage companies</i>		
	More trustworthy	433	20%
	Less trustworthy	493	22%
	Just as trustworthy as other major companies	927	42%
	Don't know / No opinion	352	16%

Question	Response	Frequency	Percentage
PAC6_8	<i>In your view, are the following types of major companies generally more trustworthy or less trustworthy than other major companies? — Pharmaceutical companies</i>		
	More trustworthy	290	13%
	Less trustworthy	953	43%
	Just as trustworthy as other major companies	608	28%
	Don't know / No opinion	354	16%
PAC6_9	<i>In your view, are the following types of major companies generally more trustworthy or less trustworthy than other major companies? — Technology companies</i>		
	More trustworthy	355	16%
	Less trustworthy	659	30%
	Just as trustworthy as other major companies	783	36%
	Don't know / No opinion	409	19%
PAC7	<i>How serious a problem, if at all, do you think racism is in this country?</i>		
	Very serious	774	35%
	Somewhat serious	792	36%
	Not too serious	370	17%
	Not at all serious	127	6%
	Don't know / No opinion	141	6%
PAC8	<i>Are major companies in the United States currently playing a positive role, currently playing a negative role or not making any difference currently in reducing racism?</i>		
	Positive role	449	20%
	Negative role	369	17%
	Not making any difference	949	43%
	Don't know / No opinion	438	20%
PAC9_1	<i>Here is a list of people and organizations that may communicate political news and messages. How much do you trust political information you hear from these sources? — Candidate political campaigns</i>		
	A lot	138	6%
	Some	511	23%
	Not too much	792	36%
	None	415	19%
	Don't know / No opinion	349	16%
PAC9_2	<i>Here is a list of people and organizations that may communicate political news and messages. How much do you trust political information you hear from these sources? — Political groups such as super PACs</i>		
	A lot	114	5%
	Some	336	15%
	Not too much	719	33%
	None	539	24%
	Don't know / No opinion	496	23%

Question	Response	Frequency	Percentage
PAC9_3 <i>Here is a list of people and organizations that may communicate political news and messages. How much do you trust political information you hear from these sources? — Trade and professional associations</i>	A lot	167	8%
	Some	737	33%
	Not too much	614	28%
	None	259	12%
	Don't know / No opinion	427	19%
PAC9_4 <i>Here is a list of people and organizations that may communicate political news and messages. How much do you trust political information you hear from these sources? — The news media</i>	A lot	244	11%
	Some	649	29%
	Not too much	584	26%
	None	459	21%
	Don't know / No opinion	269	12%
PAC9_5 <i>Here is a list of people and organizations that may communicate political news and messages. How much do you trust political information you hear from these sources? — Social media</i>	A lot	205	9%
	Some	570	26%
	Not too much	722	33%
	None	472	21%
	Don't know / No opinion	235	11%
PAC9_6 <i>Here is a list of people and organizations that may communicate political news and messages. How much do you trust political information you hear from these sources? — Businesses</i>	A lot	164	7%
	Some	705	32%
	Not too much	718	33%
	None	269	12%
	Don't know / No opinion	348	16%
PAC9_7 <i>Here is a list of people and organizations that may communicate political news and messages. How much do you trust political information you hear from these sources? — Liberal groups</i>	A lot	198	9%
	Some	511	23%
	Not too much	569	26%
	None	560	25%
	Don't know / No opinion	366	17%

Question	Response	Frequency	Percentage
PAC9_8	<i>Here is a list of people and organizations that may communicate political news and messages. How much do you trust political information you hear from these sources? — Conservative groups</i>		
	A lot	211	10%
	Some	554	25%
	Not too much	608	28%
	None	493	22%
	Don't know / No opinion	338	15%
PAC9_9	<i>Here is a list of people and organizations that may communicate political news and messages. How much do you trust political information you hear from these sources? — Friends and family</i>		
	A lot	556	25%
	Some	933	42%
	Not too much	354	16%
	None	112	5%
	Don't know / No opinion	251	11%
PAC9_10	<i>Here is a list of people and organizations that may communicate political news and messages. How much do you trust political information you hear from these sources? — Republican Party</i>		
	A lot	297	13%
	Some	477	22%
	Not too much	533	24%
	None	638	29%
	Don't know / No opinion	261	12%
PAC9_11	<i>Here is a list of people and organizations that may communicate political news and messages. How much do you trust political information you hear from these sources? — Democratic Party</i>		
	A lot	341	15%
	Some	598	27%
	Not too much	481	22%
	None	518	23%
	Don't know / No opinion	267	12%
PAC10_1	<i>Do you think major companies are doing a good job or not doing a good job in the following areas? — Serving their stockholders</i>		
	Generally doing a good job	977	44%
	Generally not doing a good job	495	22%
	Don't know / No opinion	733	33%



Question	Response	Frequency	Percentage
PAC10_2	<i>Do you think major companies are doing a good job or not doing a good job in the following areas? — Creating jobs</i>		
	Generally doing a good job	954	43%
	Generally not doing a good job	703	32%
	Don't know / No opinion	548	25%
PAC10_3	<i>Do you think major companies are doing a good job or not doing a good job in the following areas? — Paying their employees fairly</i>		
	Generally doing a good job	687	31%
	Generally not doing a good job	985	45%
	Don't know / No opinion	533	24%
PAC10_4	<i>Do you think major companies are doing a good job or not doing a good job in the following areas? — Paying their top executives fairly, without overpaying them</i>		
	Generally doing a good job	522	24%
	Generally not doing a good job	1085	49%
	Don't know / No opinion	598	27%
PAC10_5	<i>Do you think major companies are doing a good job or not doing a good job in the following areas? — Protecting the environment</i>		
	Generally doing a good job	584	26%
	Generally not doing a good job	976	44%
	Don't know / No opinion	645	29%
PAC10_6	<i>Do you think major companies are doing a good job or not doing a good job in the following areas? — Serving their customers</i>		
	Generally doing a good job	1083	49%
	Generally not doing a good job	625	28%
	Don't know / No opinion	496	23%
PAC10_7	<i>Do you think major companies are doing a good job or not doing a good job in the following areas? — Contributing time and money to support their local communities</i>		
	Generally doing a good job	666	30%
	Generally not doing a good job	869	39%
	Don't know / No opinion	670	30%
PAC10_8	<i>Do you think major companies are doing a good job or not doing a good job in the following areas? — Providing useful products and services</i>		
	Generally doing a good job	1193	54%
	Generally not doing a good job	511	23%
	Don't know / No opinion	501	23%

Question	Response	Frequency	Percentage
PAC11_1	<i>What level of funding for political campaigns should come from the following sources? — Contributions from individual citizens</i>		
	Major source of funding	644	29%
	Minor source of funding	726	33%
	Not a source of funding	310	14%
	Don't know / No opinion	525	24%
PAC11_2	<i>What level of funding for political campaigns should come from the following sources? — The candidates spending their own money</i>		
	Major source of funding	786	36%
	Minor source of funding	594	27%
	Not a source of funding	316	14%
	Don't know / No opinion	508	23%
PAC11_3	<i>What level of funding for political campaigns should come from the following sources? — Using federal tax dollars</i>		
	Major source of funding	366	17%
	Minor source of funding	444	20%
	Not a source of funding	894	41%
	Don't know / No opinion	500	23%
PAC11_4	<i>What level of funding for political campaigns should come from the following sources? — Contributions from political action committees</i>		
	Major source of funding	544	25%
	Minor source of funding	707	32%
	Not a source of funding	375	17%
	Don't know / No opinion	580	26%
PAC11_5	<i>What level of funding for political campaigns should come from the following sources? — Contributions from super PACs</i>		
	Major source of funding	370	17%
	Minor source of funding	609	28%
	Not a source of funding	512	23%
	Don't know / No opinion	714	32%
PAC12_1	<i>Do you consider each of the following types of lobbying by major companies to be acceptable or NOT acceptable? — Securing government funding or grants</i>		
	Yes, this is an acceptable form of lobbying	860	39%
	No, this is not an acceptable form of lobbying	685	31%
	Don't know / No opinion	660	30%

Question	Response	Frequency	Percentage
PAC12_2	<i>Do you consider each of the following types of lobbying by major companies to be acceptable or NOT acceptable? — Protecting jobs at the company</i>		
	Yes, this is an acceptable form of lobbying	1188	54%
	No, this is not an acceptable form of lobbying	404	18%
	Don't know / No opinion	613	28%
PAC12_3	<i>Do you consider each of the following types of lobbying by major companies to be acceptable or NOT acceptable? — Opening new markets for the company</i>		
	Yes, this is an acceptable form of lobbying	990	45%
	No, this is not an acceptable form of lobbying	514	23%
	Don't know / No opinion	701	32%
PAC12_4	<i>Do you consider each of the following types of lobbying by major companies to be acceptable or NOT acceptable? — Creating a level playing field here and around the world</i>		
	Yes, this is an acceptable form of lobbying	1101	50%
	No, this is not an acceptable form of lobbying	428	19%
	Don't know / No opinion	675	31%
PAC12_5	<i>Do you consider each of the following types of lobbying by major companies to be acceptable or NOT acceptable? — Reducing business costs</i>		
	Yes, this is an acceptable form of lobbying	993	45%
	No, this is not an acceptable form of lobbying	538	24%
	Don't know / No opinion	673	31%
PAC12_6	<i>Do you consider each of the following types of lobbying by major companies to be acceptable or NOT acceptable? — Supporting social causes</i>		
	Yes, this is an acceptable form of lobbying	1088	49%
	No, this is not an acceptable form of lobbying	506	23%
	Don't know / No opinion	611	28%
PAC13a_1	<i>How involved, if at all, should major companies be in advocating on the following issues? — Ending discrimination based on race</i>		
	Very involved	810	37%
	Somewhat involved	557	25%
	Not too involved	245	11%
	Not involved at all	222	10%
	Don't know / No opinion	370	17%

Question	Response	Frequency	Percentage
PAC13a_2	<i>How involved, if at all, should major companies be in advocating on the following issues? — Ending discrimination based on gender (N=1,114)</i>		
	Very involved	405	36%
	Somewhat involved	283	25%
	Not too involved	114	10%
	Not involved at all	130	12%
	Don't know / No opinion	181	16%
PAC13a_3	<i>How involved, if at all, should major companies be in advocating on the following issues? — Ending discrimination based on sexual orientation</i>		
	Very involved	740	34%
	Somewhat involved	537	24%
	Not too involved	297	13%
	Not involved at all	265	12%
	Don't know / No opinion	365	17%
PAC13a_4	<i>How involved, if at all, should major companies be in advocating on the following issues? — Ending discrimination based on gender identity (N=1,091)</i>		
	Very involved	351	32%
	Somewhat involved	270	25%
	Not too involved	138	13%
	Not involved at all	150	14%
	Don't know / No opinion	182	17%
PAC13a_5	<i>How involved, if at all, should major companies be in advocating on the following issues? — Expanding voting rights</i>		
	Very involved	556	25%
	Somewhat involved	482	22%
	Not too involved	373	17%
	Not involved at all	394	18%
	Don't know / No opinion	400	18%
PAC13a_6	<i>How involved, if at all, should major companies be in advocating on the following issues? — Expanding human rights</i>		
	Very involved	740	34%
	Somewhat involved	580	26%
	Not too involved	285	13%
	Not involved at all	229	10%
	Don't know / No opinion	372	17%

Question	Response	Frequency	Percentage
PAC13a_7	<i>How involved, if at all, should major companies be in advocating on the following issues? — Improving access to quality education</i>		
	Very involved	657	30%
	Somewhat involved	674	31%
	Not too involved	270	12%
	Not involved at all	231	10%
	Don't know / No opinion	373	17%
PAC13a_8	<i>How involved, if at all, should major companies be in advocating on the following issues? — Improving environment and sustainability practices</i>		
	Very involved	831	38%
	Somewhat involved	613	28%
	Not too involved	241	11%
	Not involved at all	153	7%
	Don't know / No opinion	368	17%
PAC13a_9	<i>How involved, if at all, should major companies be in advocating on the following issues? — Increasing affordable housing</i>		
	Very involved	668	30%
	Somewhat involved	560	25%
	Not too involved	325	15%
	Not involved at all	279	13%
	Don't know / No opinion	373	17%
PAC13a_10	<i>How involved, if at all, should major companies be in advocating on the following issues? — Alleviating hunger and food security</i>		
	Very involved	773	35%
	Somewhat involved	640	29%
	Not too involved	256	12%
	Not involved at all	167	8%
	Don't know / No opinion	368	17%
PAC13a_11	<i>How involved, if at all, should major companies be in advocating on the following issues? — Providing pathways to citizenship for people brought to U.S. illegally as children (DACA)</i>		
	Very involved	449	20%
	Somewhat involved	461	21%
	Not too involved	373	17%
	Not involved at all	468	21%
	Don't know / No opinion	453	21%

Question	Response	Frequency	Percentage
PAC13a_12	<i>How involved, if at all, should major companies be in advocating on the following issues? — Allowing legal access to abortions</i>		
	Very involved	454	21%
	Somewhat involved	396	18%
	Not too involved	340	15%
	Not involved at all	607	28%
	Don't know / No opinion	408	19%
PAC14_1	<i>Based on what you know, would you consider each of the following political parties to be pro-business or anti-business? — Democratic Party</i>		
	Very pro-business	413	19%
	Somewhat pro-business	527	24%
	Somewhat anti-business	346	16%
	Very anti-business	396	18%
	Don't know / No opinion	523	24%
PAC14_2	<i>Based on what you know, would you consider each of the following political parties to be pro-business or anti-business? — Republican Party</i>		
	Very pro-business	829	38%
	Somewhat pro-business	416	19%
	Somewhat anti-business	197	9%
	Very anti-business	241	11%
	Don't know / No opinion	522	24%
PAC15_1NET	<i>Which are the MOST IMPORTANT groups for major companies to serve as they run their businesses? (Select up to 2 answers) — Their customers</i>		
	Selected	1387	63%
	Not Selected	818	37%
PAC15_2NET	<i>Which are the MOST IMPORTANT groups for major companies to serve as they run their businesses? (Select up to 2 answers) — Their employees</i>		
	Selected	1266	57%
	Not Selected	939	43%
PAC15_3NET	<i>Which are the MOST IMPORTANT groups for major companies to serve as they run their businesses? (Select up to 2 answers) — Their investors or shareholders</i>		
	Selected	425	19%
	Not Selected	1780	81%
PAC15_4NET	<i>Which are the MOST IMPORTANT groups for major companies to serve as they run their businesses? (Select up to 2 answers) — The general public</i>		
	Selected	413	19%
	Not Selected	1792	81%

Question	Response	Frequency	Percentage
PAC15_5NET	<i>Which are the MOST IMPORTANT groups for major companies to serve as they run their businesses? (Select up to 2 answers) — Local communities</i>		
	Selected	144	7%
	Not Selected	2061	93%
PAC15_6NET	<i>Which are the MOST IMPORTANT groups for major companies to serve as they run their businesses? (Select up to 2 answers) — Don't know / no opinion</i>		
	Selected	222	10%
	Not Selected	1983	90%
PAC16	<i>In every democratic society, government must balance support for the individual rights of its citizens and support for the common good. Based on what you know, which do you value more?</i>		
	Individual rights	370	17%
	Support for the common good	426	19%
	Value both equally	1111	50%
	Don't know/No opinion	298	14%
PAC17	<i>Thinking about how the 2024 elections will be conducted, which of the following comes closest to your view? Do you believe the November 2024 elections will be...</i>		
	Conducted in an honest way and open equally to everyone with a right to vote	804	36%
	Conducted in an honest way but not open equally to everyone with a right to vote	359	16%
	Open equally to everyone who has a right to vote but not conducted in an honest way	381	17%
	Not conducted in an honest way and not open equally to everyone with a right to vote	251	11%
	Don't know / No opinion	410	19%
PAC18_1	<i>Thinking about the outcome of the 2024 election, what is the likelihood and extent of post-election protests? — Trump Wins</i>		
	Protests with no violence	462	21%
	Protests with moderate violence	431	20%
	Protests with significant violence	458	21%
	No major protests	438	20%
	Don't know / No Opinion	415	19%
PAC18_2	<i>Thinking about the outcome of the 2024 election, what is the likelihood and extent of post-election protests? — Harris Wins</i>		
	Protests with no violence	330	15%
	Protests with moderate violence	433	20%
	Protests with significant violence	631	29%
	No major protests	391	18%
	Don't know / No Opinion	420	19%

Question	Response	Frequency	Percentage
PAC19	<i>How much of a factor, if at all, do you think disinformation will be in the outcome of the 2024 elections?</i>		
	Significant factor	743	34%
	Somewhat of a factor	741	34%
	Not much of a factor	245	11%
	Not a factor at all	91	4%
	Don't know / No opinion	384	17%
PAC20_1NET	<i>Who or what do you expect to be the main sources of disinformation in the 2024 elections? Please select your top two answer options. — Republican candidates (N=1,485)</i>		
	Selected	587	40%
	Not Selected	898	60%
PAC20_2NET	<i>Who or what do you expect to be the main sources of disinformation in the 2024 elections? Please select your top two answer options. — Democratic candidates (N=1,485)</i>		
	Selected	480	32%
	Not Selected	1004	68%
PAC20_3NET	<i>Who or what do you expect to be the main sources of disinformation in the 2024 elections? Please select your top two answer options. — Foreign governments (N=1,485)</i>		
	Selected	163	11%
	Not Selected	1322	89%
PAC20_4NET	<i>Who or what do you expect to be the main sources of disinformation in the 2024 elections? Please select your top two answer options. — Super PACs and other political groups supporting or opposing candidates (N=1,485)</i>		
	Selected	258	17%
	Not Selected	1227	83%
PAC20_5NET	<i>Who or what do you expect to be the main sources of disinformation in the 2024 elections? Please select your top two answer options. — The news media (N=1,485)</i>		
	Selected	537	36%
	Not Selected	947	64%
PAC20_6NET	<i>Who or what do you expect to be the main sources of disinformation in the 2024 elections? Please select your top two answer options. — Major companies (N=1,485)</i>		
	Selected	57	4%
	Not Selected	1428	96%



Question	Response	Frequency	Percentage
PAC20_7NET	<i>Who or what do you expect to be the main sources of disinformation in the 2024 elections? Please select your top two answer options. — Social media (N=1,485)</i>		
	Selected	399	27%
	Not Selected	1086	73%
PAC20_8NET	<i>Who or what do you expect to be the main sources of disinformation in the 2024 elections? Please select your top two answer options. — Other, please specify (N=1,485)</i>		
	Selected	12	1%
	Not Selected	1473	99%
PAC20_9NET	<i>Who or what do you expect to be the main sources of disinformation in the 2024 elections? Please select your top two answer options. — None of these (N=1,485)</i>		
	Selected	38	3%
	Not Selected	1447	97%
PAC21_1NET	<i>What methods of spreading disinformation about the 2024 elections worry you the most? Please select your top two answer options. — News coverage</i>		
	Selected	727	33%
	Not Selected	1478	67%
PAC21_2NET	<i>What methods of spreading disinformation about the 2024 elections worry you the most? Please select your top two answer options. — Artificial intelligence (AI) software</i>		
	Selected	596	27%
	Not Selected	1609	73%
PAC21_3NET	<i>What methods of spreading disinformation about the 2024 elections worry you the most? Please select your top two answer options. — Social media posts</i>		
	Selected	893	40%
	Not Selected	1312	60%
PAC21_4NET	<i>What methods of spreading disinformation about the 2024 elections worry you the most? Please select your top two answer options. — Political ads from campaigns</i>		
	Selected	460	21%
	Not Selected	1745	79%
PAC21_5NET	<i>What methods of spreading disinformation about the 2024 elections worry you the most? Please select your top two answer options. — Political ads from super PACs and other political groups</i>		
	Selected	377	17%
	Not Selected	1828	83%

Question	Response	Frequency	Percentage
PAC21_6NET	<i>What methods of spreading disinformation about the 2024 elections worry you the most? Please select your top two answer options. — Candidate speeches and statements</i>		
	Selected	364	17%
	Not Selected	1841	83%
PAC21_7NET	<i>What methods of spreading disinformation about the 2024 elections worry you the most? Please select your top two answer options. — Other, please specify</i>		
	Selected	14	1%
	Not Selected	2191	99%
PAC21_8NET	<i>What methods of spreading disinformation about the 2024 elections worry you the most? Please select your top two answer options. — None of these</i>		
	Selected	309	14%
	Not Selected	1896	86%
PAC22_1NET	<i>Which of the following characteristics are MOST IMPORTANT for the President of the United States to have? (Select up to 3 answers) — Truthful</i>		
	Selected	1398	63%
	Not Selected	807	37%
PAC22_2NET	<i>Which of the following characteristics are MOST IMPORTANT for the President of the United States to have? (Select up to 3 answers) — Compassionate</i>		
	Selected	437	20%
	Not Selected	1768	80%
PAC22_3NET	<i>Which of the following characteristics are MOST IMPORTANT for the President of the United States to have? (Select up to 3 answers) — Law-Abiding</i>		
	Selected	652	30%
	Not Selected	1553	70%
PAC22_4NET	<i>Which of the following characteristics are MOST IMPORTANT for the President of the United States to have? (Select up to 3 answers) — Brave</i>		
	Selected	270	12%
	Not Selected	1935	88%
PAC22_5NET	<i>Which of the following characteristics are MOST IMPORTANT for the President of the United States to have? (Select up to 3 answers) — Optimistic</i>		
	Selected	212	10%
	Not Selected	1993	90%
PAC22_6NET	<i>Which of the following characteristics are MOST IMPORTANT for the President of the United States to have? (Select up to 3 answers) — Hardworking</i>		
	Selected	554	25%
	Not Selected	1651	75%

Question	Response	Frequency	Percentage
PAC22_7NET	<i>Which of the following characteristics are MOST IMPORTANT for the President of the United States to have? (Select up to 3 answers) — Respectful</i>		
	Selected	441	20%
	Not Selected	1764	80%
PAC22_8NET	<i>Which of the following characteristics are MOST IMPORTANT for the President of the United States to have? (Select up to 3 answers) — Loyal</i>		
	Selected	324	15%
	Not Selected	1881	85%
PAC22_9NET	<i>Which of the following characteristics are MOST IMPORTANT for the President of the United States to have? (Select up to 3 answers) — Intelligent</i>		
	Selected	646	29%
	Not Selected	1559	71%
PAC22_10NET	<i>Which of the following characteristics are MOST IMPORTANT for the President of the United States to have? (Select up to 3 answers) — Practical</i>		
	Selected	191	9%
	Not Selected	2014	91%
PAC22_11NET	<i>Which of the following characteristics are MOST IMPORTANT for the President of the United States to have? (Select up to 3 answers) — Consistent</i>		
	Selected	231	10%
	Not Selected	1974	90%
PAC22_12NET	<i>Which of the following characteristics are MOST IMPORTANT for the President of the United States to have? (Select up to 3 answers) — Religious</i>		
	Selected	120	5%
	Not Selected	2085	95%
PAC22_13NET	<i>Which of the following characteristics are MOST IMPORTANT for the President of the United States to have? (Select up to 3 answers) — Decisive</i>		
	Selected	264	12%
	Not Selected	1941	88%
PAC22_14NET	<i>Which of the following characteristics are MOST IMPORTANT for the President of the United States to have? (Select up to 3 answers) — Open-minded</i>		
	Selected	304	14%
	Not Selected	1901	86%
PAC22_15NET	<i>Which of the following characteristics are MOST IMPORTANT for the President of the United States to have? (Select up to 3 answers) — Something else, please specify</i>		
	Selected	18	1%
	Not Selected	2187	99%

Question	Response	Frequency	Percentage
PAC22_16NET	<i>Which of the following characteristics are MOST IMPORTANT for the President of the United States to have? (Select up to 3 answers) — None of these</i>		
	Selected	104	5%
	Not Selected	2101	95%
PAC23	<i>Based on what you know, should the length of U.S. presidential campaigns stay the same, be shorter, or be longer?</i>		
	Much shorter	256	12%
	Somewhat shorter	347	16%
	No change in length of campaigns	1113	50%
	Somewhat longer	126	6%
	Much longer	75	3%
	Don't know/no opinion	288	13%

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2205	100%
xdemGender	Gender: Male	1076	49%
	Gender: Female	1125	51%
	N	2202	
age	Age: 18-34	641	29%
	Age: 35-44	370	17%
	Age: 45-64	697	32%
	Age: 65+	496	23%
	N	2205	
demAgeGeneration	GenZers: 1997-2012	333	15%
	Millennials: 1981-1996	634	29%
	GenXers: 1965-1980	566	26%
	Baby Boomers: 1946-1964	624	28%
	N	2156	
xpid3	PID: Dem (no lean)	855	39%
	PID: Ind (no lean)	644	29%
	PID: Rep (no lean)	706	32%
	N	2205	
xpidGender	PID/Gender: Dem Men	379	17%
	PID/Gender: Dem Women	474	22%
	PID/Gender: Ind Men	312	14%
	PID/Gender: Ind Women	330	15%
	PID/Gender: Rep Men	385	17%
	PID/Gender: Rep Women	321	15%
	N	2202	
xdemIdeo3	Ideo: Liberal (1-3)	603	27%
	Ideo: Moderate (4)	783	36%
	Ideo: Conservative (5-7)	664	30%
	N	2051	
xeduc3	Educ: < College	1423	65%
	Educ: Bachelors degree	493	22%
	Educ: Post-grad	289	13%
	N	2205	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1260	57%
	Income: 50k-100k	633	29%
	Income: 100k+	312	14%
	N	2205	
xdemWhite	Ethnicity: White	1694	77%
xdemHispBin	Ethnicity: Hispanic	385	17%
demBlackBin	Ethnicity: Black	285	13%
demRaceOther	Ethnicity: Other	226	10%
xdemReligion	All Christian	1054	48%
	All Non-Christian	144	7%
	Atheist	83	4%
	Agnostic/Nothing in particular	576	26%
	Something Else	348	16%
	N	2205	
xdemReligOther	Religious Non-Protestant/Catholic	164	7%
xdemEvang	Evangelical	568	26%
	Non-Evangelical	781	35%
	N	1348	
xdemUsr	Community: Urban	653	30%
	Community: Suburban	997	45%
	Community: Rural	556	25%
	N	2205	
xdemEmploy	Employ: Private Sector	673	31%
	Employ: Government	149	7%
	Employ: Self-Employed	201	9%
	Employ: Homemaker	152	7%
	Employ: Student	58	3%
	Employ: Retired	550	25%
	Employ: Unemployed	299	14%
	Employ: Other	123	6%
	N	2205	
xdemMilHH1	Military HH: Yes	255	12%
	Military HH: No	1950	88%
	N	2205	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xsubVote22O	2022 House Vote: Democrat	703	32%
	2022 House Vote: Republican	573	26%
	2022 House Vote: Someone else	40	2%
	2022 House Vote: Didnt Vote	889	40%
	N	2205	
xsubVote20O	2020 Vote: Joe Biden	844	38%
	2020 Vote: Donald Trump	650	29%
	2020 Vote: Other	51	2%
	2020 Vote: Didn't Vote	661	30%
	N	2205	
xreg4	4-Region: Northeast	384	17%
	4-Region: Midwest	453	21%
	4-Region: South	848	38%
	4-Region: West	521	24%
	N	2205	

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

