



Election Insights: Understanding Public Preferences for News Coverage for 2024

Conducted by the Media Insight Project
An initiative of the American Press Institute and The Associated Press-NORC
Center for Public Affairs Research

*Interviews: 3/21-25/2024
2,468 adults
Margin of sampling error: +/- 2.9 percentage points at the 95% confidence level among all respondents*

NOTE: All results show percentages among all respondents, unless otherwise labeled.

Q1. In general, how closely do you follow news about each of the following?

[GRID ITEMS RANDOMIZED; HALF SAMPLED ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 3/21-25/2024	Extremely/ very closely NET	Extremely closely	Very closely	Somewhat closely NET	Not too/Not at all closely NET	Not too closely	Not at all closely	DK	SKP/REF
Local and state elections	30	8	21	34	36	23	14	-	*
Presidential elections	49	23	26	29	23	13	9	-	*
Local and state ballot initiatives	25	8	17	35	40	25	16	-	*
Policies and issues being discussed by the candidates during elections	33	11	22	36	30	18	12	-	*

N=2,468

Q2. Think about the ways you typically get news about elections. How often do you get news from...?

[GRID ITEMS RANDOMIZED; HALF SAMPLED ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 3/21-25/2024	Always/ Frequently NET	Always	Frequently	Occasionally	Hardly ever/ Never NET	Hardly ever	Never	DK	SKP/REF
Social media accounts of individuals that you may or may not know personally	19	4	15	29	50	20	30	-	1
Friends or family (including in-person, by phone, email, text, or messaging apps)	21	5	16	43	35	21	14	*	1
Community or faith leaders (including in-person, by phone, email, text, or messaging apps)	8	2	6	19	72	25	47	-	1
<u>National</u> news organizations (including national TV news stations, national radio stations, or national newspapers, their websites, social media accounts, or apps)	50	17	33	29	20	12	8	*	1
<u>Local</u> news organizations (including local TV news stations, local radio stations, or local newspapers, their websites, social media accounts, or apps)	39	11	28	35	24	13	11	*	1
Candidate websites or social media accounts	10	2	8	25	64	26	38	-	1
Voter guides from news organizations	13	2	11	29	56	22	34	*	1

N=2,468

Q3. How much confidence do you have in the information about the 2024 elections you receive from each of the following?

[GRID ITEMS RANDOMIZED; HALF SAMPLED ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 3/21-25/2024	A great deal/A moderate amount NET	A great deal	A moderate amount	Only a little/None at all NET	Only a little	None at all	DK	SKP/REF
National news organizations	52	14	38	46	29	17	*	1
Local news organizations	53	11	42	46	31	14	-	1
Social media	25	6	19	74	36	38	-	1
Friends and family	46	8	38	53	39	14	*	1

N=2,468

Q4. For you to make decisions about the 2024 presidential election, how much would you like to see *national news organizations* cover each of the following?

[GRID ITEMS RANDOMIZED; HALF SAMPLED ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 3/21-25/2024	A lot/Some NET	A lot	Some	Only a little/Not at all NET	Only a little	Not at all	DK	SKP/REF
The candidates' different positions and history on key social issues or policies	75	44	31	24	15	9	*	1
Which candidate is ahead or behind in public opinion polls	50	16	34	49	31	18	*	1
Legal troubles or investigations tied to candidates	61	27	34	37	22	15	*	2
The American public's views or opinions on key social issues or policies	61	22	38	38	24	15	*	1
How votes are tabulated and counted	66	30	36	33	21	11	*	2
The candidates' values or character	76	43	32	23	14	9	-	1

N=2,468

Q5. For you to make decisions about the 2024 state and local elections, how much would you like to see *local news organizations* cover each of the following?

[GRID ITEMS RANDOMIZED; HALF SAMPLED ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 3/21-25/2024	A lot/ Some NET	A lot	Some	Only a little/Not at all NET	Only a little	Not at all	DK	SKP/REF
The candidates' different positions and history on key social issues or policies	75	41	34	23	14	9	-	2
Which candidate is ahead or behind in public opinion polls	51	16	36	47	29	18	-	1
Legal troubles or investigations tied to candidates	61	28	34	37	23	14	-	2
The views and opinions in your local community on key social issues or policies	63	23	40	36	23	13	-	2
How votes are tabulated and counted	62	27	35	36	23	13	*	2
The candidates' values or character	74	39	35	24	15	9	-	2

N=2,468

Q6. How concerned are you about each of the following when it comes to the news coverage during the upcoming 2024 elections?

[GRID ITEMS RANDOMIZED; HALF SAMPLED ASKED RESPONSE OPTIONS IN REVERSE ORDER]

MEDIA INSIGHT PROJECT 3/21-25/2024	Extremely /very concerned NET	Extremely concerned	Very concerned	Somewhat concerned	Not very/ Not at all concerned NET	Not very concerned	Not at all concerned	DK	SKP /REF
News organizations will focus too much on who may win and not enough on issues or candidates	41	16	25	37	19	13	7	*	2
News organizations will focus too much on the election and not enough on the other topics and issues that affect you or your family	30	11	19	41	27	19	8	*	2
News organizations will report information that has not been confirmed or verified	47	22	24	34	18	11	7	-	2
News organizations will report factual information that favors one side of an issue	44	20	25	33	21	13	8	*	2
News organizations will use generative artificial intelligence (AI) to create stories	42	22	21	30	26	18	9	*	1
News organizations will not represent the views of people in your community in stories	39	16	22	34	26	17	8	*	2
News organizations will focus too much on divisions or controversies	48	21	26	33	18	11	7	*	2
News organizations will report inaccurate information or disinformation	53	27	26	30	16	10	6	*	1

N=2,468

PID1. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

If Democrat:

PIDA. Do you consider yourself a strong or not so strong Democrat?

If Republican:

PIDB. Do you consider yourself a strong or not so strong Republican?

If independent, none of these, don't know, skipped, or refused:

PIDI. Do you lean more toward the Democrats or the Republicans?

Combines PID1, PIDI, PIDA, and PIDB.

	MEDIA INSIGHT PROJECT 3/21-25/2024
Democrat NET	44
Strong Democrat	19
Not so strong Democrat	17
Lean Democrat	8
Independent/None – Don't lean	18
Republican NET	38
Lean Republican	11
Not so strong Republican	12
Strong Republican	15

N=

2,468

D3. Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?

If liberal:

D4. Do you consider yourself very liberal or somewhat liberal?

If conservative:

IDEO. Do you consider yourself very conservative or somewhat conservative?

Combines D3, D4, D5:

	MEDIA INSIGHT PROJECT 3/21-25/2024
Liberal NET	24
Very liberal	13
Somewhat liberal	11
Moderate	46
Conservative NET	29
Somewhat conservative	16
Very conservative	12
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-

N=

2,468

URBANICITY

	MEDIA INSIGHT PROJECT 3/21-25/2024
Urban area	31
Suburban area	55
Rural area	14
<i>N=</i>	<i>2,468</i>

AGE

	MEDIA INSIGHT PROJECT 3/21-25/2024
18-29	20
30-44	26
45-59	24
60+	31
<i>N=</i>	<i>2,468</i>

GENDER

	MEDIA INSIGHT PROJECT 3/21-25/2024
Male	49
Female	51
<i>N=</i>	<i>2,468</i>

RACE/ETHNICITY

	MEDIA INSIGHT PROJECT 3/21-25/2024
White, non-Hispanic	61
Black or African American	12
Hispanic	17
Asian American	7
Other	3
<i>N=</i>	<i>2,468</i>

MARITAL STATUS

	MEDIA INSIGHT PROJECT 3/21-25/2024
Married	48
Not married	52

N= 2,468

EMPLOYMENT STATUS

	MEDIA INSIGHT PROJECT 3/21-25/2024
Employed	58
Not employed	42

N= 2,468

EDUCATION

	MEDIA INSIGHT PROJECT 3/21-25/2024
Less than a high school diploma	9
High school graduate or equivalent	29
Some college	26
College graduate or above	20
Post grad study/professional degree	15

N= 2,468

CENSUS REGION

	MEDIA INSIGHT PROJECT 3/21-25/2024
Northeast NET	17
New England	5
Mid-Atlantic	13
Midwest NET	21
East North Central	14
West North Central	6
South NET	39
South Atlantic	21
East South Central	6
West South Central	12
West NET	23
Mountain	8
Pacific	16

*N=**2,468***HOME OWNERSHIP**

	MEDIA INSIGHT PROJECT 3/21-25/2024
Owned or being bought by you or someone in your household	70
Rented for cash	27
Occupied without payment of cash rent	2

*N=**2,468***INCOME**

	MEDIA INSIGHT PROJECT 3/21-25/2024
Under \$10,000	6
\$10,000 to under \$20,000	7
\$20,000 to under \$30,000	10
\$30,000 to under \$40,000	8
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	18
\$75,000 to under \$100,000	13
\$100,000 to under \$150,000	15
\$150,000 or more	13

*N=**2,468*

Study Methodology

This survey was conducted by the Media Insight Project, an initiative of the American Press Institute (API) and The Associated Press-NORC Center for Public Affairs Research. The survey was funded by API. Staff from API, NORC at the University of Chicago, and AP collaborated on all aspects of the study.

Data were collected using the AmeriSpeak Omnibus®, a bi-monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between March 21 through 25, 2024, with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 2,468 completed the survey — 2,327 via the web and 141 by telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. For purposes of analysis, the survey included oversamples of Black adults (n=591), Asian American, Native Hawaiian and Pacific Islander (AAPI) adults (n=449), Hispanic adults (n=535), and rural residents (n=322). Interviews were conducted in English. Respondents were offered a small monetary incentive for completing the survey. The final stage completion rate is 16.3 percent, the weighted household panel response rate is 22.3 percent, and the weighted household panel retention rate is 78.9 percent, for a cumulative response rate of 2.9 percent.

The overall margin of sampling error is +/- 2.9 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups. For example, the margin of sampling error is +/- 3.9 percentage points for white adults, +/- 5.5 percentage points for Black adults, +/-6.5 percentage points for Hispanic adults, and +/-7.5 percentage points for AAPI adults.

Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 144 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design.

Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2023 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

Complete questions and results are available at: apnorc.org.

Additional information on the AmeriSpeak Panel methodology is available at:

<https://amerispeak.norc.org/about-amerispeak/Pages/Panel-Design.aspx>.

For more information, email info@apnorc.org.

About the Media Insight Project

The Media Insight Project is a collaboration between the American Press Institute and The AP-NORC Center for Public Affairs Research with the objective of conducting high-quality, innovative research meant to inform the news industry and the public about various important issues facing journalism and the news business. The Media Insight Project brings together the expertise of both organizations and their respective partners, and involves collaborations among key staff at the American Press Institute, NORC at the University of Chicago, and The Associated Press.

<http://www.mediainsight.org/>

About the American Press Institute

The American Press Institute advances an innovative and sustainable local news industry by helping publishers understand and engage audiences, grow revenue, improve public-service journalism, and succeed at organizational change. We believe that for democracies to thrive, people need accurate news and information about their communities, the problems of civil society and the debates over how to solve them. API is a national 501(c)3 nonprofit educational organization affiliated with the News Media Alliance.

<http://www.pressinstitute.org>

About the Associated Press-NORC Center for Public Affairs Research

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is an independent global news organization dedicated to factual reporting. Founded in 1846, AP today remains the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to the news business. More than half the world's population sees AP journalism every day. www.ap.org
- NORC at the University of Chicago is one of the oldest objective and nonpartisan research institutions in the world. www.norc.org

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals. Learn more at www.apnorc.org.