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Project Liberty Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: March 1-3, 2024
Number of interviews: 1,020

Margin of error: +/- 3.3 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: - = no respondents, N/A = not applicable

Annotated Questionnaire:

Q1. How closely are you following news about the upcoming U.S. Presidential election?

	Total (N=1,020)	Republican (N=281)	Democrat (N=330)	Independent (N=300)
Very closely	27%	26%	32%	27%
Somewhat closely	35%	40%	36%	34%
Not very closely	24%	23%	23%	25%
Not closely at all	14%	10%	8%	13%
Skipped	1%	0%	1%	0%
Closely (Net)	62%	66%	68%	61%
Not closely (Net)	37%	33%	31%	39%

Q2_1. How often, if at all, do you use the following to get news about the upcoming 2024 U.S. Presidential election? Social media (e.g., Facebook, TikTok, YouTube)

	Total (N=881)	Republican (N=250)	Democrat (N=302)	Independent (N=263)
Often	15%	13%	15%	14%
Sometimes	26%	25%	29%	25%
Rarely	24%	28%	24%	23%
Never	34%	34%	31%	37%
Skipped	1%	-	1%	2%

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Q2_2. How often, if at all, do you use the following to get news about the upcoming 2024 U.S. Presidential election? Conservative media (e.g., Fox News, NewsMax, OAN)

	Total (N=881)	Republican (N=250)	Democrat (N=302)	Independent (N=263)
Often	13%	28%	4%	9%
Sometimes	17%	32%	8%	14%
Rarely	21%	22%	18%	25%
Never	48%	18%	70%	51%
Skipped	1%	-	0%	2%

Q2_3. How often, if at all, do you use the following to get news about the upcoming 2024 U.S. Presidential election? Cable news (e.g., CNN, MSNBC, CNBC)

	Total (N=881)	Republican (N=250)	Democrat (N=302)	Independent (N=263)
Often	15%	7%	25%	16%
Sometimes	22%	21%	28%	20%
Rarely	25%	24%	21%	27%
Never	37%	47%	27%	35%
Skipped	1%	-	0%	2%

Q2_4. How often, if at all, do you use the following to get news about the upcoming 2024 U.S. Presidential election? TV broadcast news (e.g., ABC, CBS, NBC News)

	Total (N=881)	Republican (N=250)	Democrat (N=302)	Independent (N=263)
Often	25%	19%	29%	27%
Sometimes	30%	33%	33%	27%
Rarely	21%	20%	20%	22%
Never	23%	28%	18%	23%
Skipped	1%	-	-	2%

Q2_5. How often, if at all, do you use the following to get news about the upcoming 2024 U.S. Presidential election? Newspapers / news websites (e.g., USA Today, Washington Post, New York Times, Wall Street Journal)

	Total (N=881)	Republican (N=250)	Democrat (N=302)	Independent (N=263)
Often	17%	11%	26%	17%
Sometimes	24%	19%	21%	30%
Rarely	24%	27%	20%	24%
Never	34%	43%	33%	28%
Skipped	1%	-	0%	2%

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Q2_6. How often, if at all, do you use the following to get news about the upcoming 2024 U.S. Presidential election? Local newspapers or TV news

	Total (N=881)	Republican (N=250)	Democrat (N=302)	Independent (N=263)
Often	20%	18%	21%	23%
Sometimes	28%	27%	27%	31%
Rarely	24%	26%	24%	21%
Never	27%	30%	28%	24%
Skipped	1%	-	-	2%

Q2_7. How often, if at all, do you use the following to get news about the upcoming 2024 U.S. Presidential election? News or talk radio or podcasts

	Total (N=881)	Republican (N=250)	Democrat (N=302)	Independent (N=263)
Often	15%	17%	13%	16%
Sometimes	25%	22%	29%	24%
Rarely	26%	30%	25%	25%
Never	32%	31%	34%	32%
Skipped	1%	0%	-	2%

Q2_8. How often, if at all, do you use the following to get news about the upcoming 2024 U.S. Presidential election? Friends or family

	Total (N=881)	Republican (N=250)	Democrat (N=302)	Independent (N=263)
Often	10%	12%	12%	8%
Sometimes	43%	47%	40%	43%
Rarely	31%	29%	31%	34%
Never	14%	12%	16%	13%
Skipped	1%	0%	1%	2%

Q3_1. When you hear or read news about the upcoming 2024 U.S. Presidential election, how often, if at all, do you check how true the information is by…? Looking at other news sources

	Total (N=1,020)	Republican (N=281)	Democrat (N=330)	Independent (N=300)
Often	20%	15%	20%	22%
Sometimes	37%	42%	41%	36%
Rarely	18%	21%	16%	17%
Never	24%	22%	22%	23%
Skipped	2%	1%	1%	2%

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Q3_2. When you hear or read news about the upcoming 2024 U.S. Presidential election, how often, if at all, do you check how true the information is by…? Conducting your own web search (using Google or another search engine)

	Total (N=1,020)	Republican (N=281)	Democrat (N=330)	Independent (N=300)
Often	18%	15%	18%	19%
Sometimes	37%	32%	41%	42%
Rarely	17%	27%	16%	13%
Never	26%	25%	24%	25%
Skipped	1%	1%	1%	2%

Q3_3. When you hear or read news about the upcoming 2024 U.S. Presidential election, how often, if at all, do you check how true the information is by…? Using ChatGPT, Bard or other AI service

	Total (N=1,020)	Republican (N=281)	Democrat (N=330)	Independent (N=300)
Often	2%	1%	2%	3%
Sometimes	4%	5%	4%	3%
Rarely	9%	9%	8%	10%
Never	84%	84%	85%	83%
Skipped	1%	1%	1%	2%

Q3_4. When you hear or read news about the upcoming 2024 U.S. Presidential election, how often, if at all, do you check how true the information is by…? Reading or watching the latest posts by people you trust on social media

	Total (N=1,020)	Republican (N=281)	Democrat (N=330)	Independent (N=300)
Often	8%	8%	6%	9%
Sometimes	25%	24%	30%	24%
Rarely	22%	25%	21%	23%
Never	44%	41%	42%	43%
Skipped	1%	1%	1%	1%

Q3_5. When you hear or read news about the upcoming 2024 U.S. Presidential election, how often, if at all, do you check how true the information is by…? Talking with friends or family members

	Total (N=1,020)	Republican (N=281)	Democrat (N=330)	Independent (N=300)
Often	12%	11%	13%	13%
Sometimes	35%	41%	35%	33%
Rarely	26%	28%	27%	25%
Never	25%	20%	23%	27%
Skipped	2%	1%	1%	2%

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Q4. In your opinion, how big of a problem is false or made-up news and information in the upcoming 2024 U.S. Presidential election?

	Total (N=1,020)	Republican (N=281)	Democrat (N=330)	Independent (N=300)
A big problem	56%	58%	58%	55%
Somewhat of a problem	32%	31%	31%	34%
Not much of a problem	8%	8%	9%	7%
Not a problem at all	3%	2%	2%	2%
Skipped	1%	0%	-	2%

Q5_1. In the last year, have you encountered news about politics or the 2024 election that … You thought might be fake or incorrect, but you were not sure about

	Total (N=1,020)	Republican (N=281)	Democrat (N=330)	Independent (N=300)
Yes	49%	55%	48%	49%
No	24%	25%	27%	22%
I don't know	26%	19%	24%	27%
Skipped	1%	1%	0%	2%

Q5_2. In the last year, have you encountered news about politics or the 2024 election that … You thought was true, but later found out was fake or incorrect

	Total (N=1,020)	Republican (N=281)	Democrat (N=330)	Independent (N=300)
Yes	32%	39%	31%	31%
No	36%	35%	36%	38%
I don't know	31%	26%	31%	30%
Skipped	1%	1%	1%	1%

Q5_3. In the last year, have you encountered news about politics or the 2024 election that … You thought it was fake or incorrect, but later found out it was true

	Total (N=1,020)	Republican (N=281)	Democrat (N=330)	Independent (N=300)
Yes	24%	32%	22%	23%
No	44%	43%	47%	44%
I don't know	30%	24%	30%	31%
Skipped	1%	1%	1%	1%

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Q6. Who do you think should be primarily responsible for reducing the amount of fake news or false/inaccurate information about candidates and elections in 2024?

	Total (N=1,020)	Republican (N=281)	Democrat (N=330)	Independent (N=300)
The government	10%	9%	9%	10%
Social media companies	12%	7%	15%	14%
News outlets, journalists, and/or reporters	44%	54%	43%	40%
Individuals who are consuming and spreading fake news/inaccurate information	28%	24%	28%	31%
No one should be responsible	5%	5%	5%	4%
Skipped	1%	1%	-	1%

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About the Study

This Ipsos poll was conducted March 1-3 2024, by Ipsos for Project Liberty using the probability-based KnowledgePanel®. This poll is based on a representative probability sample of 1,020 general population adults age 18 or older in the United States.

 The margin of sampling error for this study is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.16. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, Census region, education, household income, metropolitan status, and political party identification. The demographic benchmarks came from the 2023 March Supplement of the Current Population Survey (CPS). Political Party Benchmarks came from high quality telephone polling. More details about the weighting benchmarks for this study can be found below:

- Gender (Male, Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other or 2+ Races Non-Hispanic, Hispanic)
- Education (High School graduate or less, Some College, Bachelors and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under $25,000, $25,000-$49,999, $50,000-$74,999, $75,000-$99,999, $100,000-$149,999, $150,000+)
- Political party (Republican, Democrat, Independent, Other/Not Asked/Skipped)

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About Ipsos

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