YouGov Survey: Election News and Endorsements

YouGov

Sample   1153 U.S. adult citizens
Conducted   October 15 - 17, 2024
Margin of Error   ±4%

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1. Do you think presidential candidates do or do not have a responsibility to regularly answer questions from members of the media?

Yes, they do 76%
No, they do not 8%
Not sure 15%

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2. Compared to how the news media has covered other elections in your lifetime, do you think the news media has done better or worse than usual in 2024?

Better than usual 10%
Worse than usual 47%
About the same as usual 31%
Don't know 12%

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3. How important do you think these forms of communication are for a presidential candidate's success?

	Very important	Somewhat important	Not too important	Not at all important	Not sure
Political debates	58%	26%	5%	2%	8%
National-TV-news interviews	54%	29%	5%	4%	7%
Press conferences	50%	32%	7%	2%	9%
Local-news interviews	28%	44%	15%	5%	9%
Newspaper interviews	20%	42%	19%	9%	10%
Social media livestreams	20%	33%	24%	13%	10%
Morning-show interviews	17%	39%	21%	12%	11%
Radio interviews	17%	43%	21%	9%	10%
Podcast interviews	15%	37%	24%	11%	13%
Late-night-show interviews	11%	31%	28%	21%	10%

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4. Which, if any, of the following would you prefer for Kamala Harris to do more of? Select all that apply.

National-TV-news interviews 40%
Political debates 36%
Press conferences 31%
Local-news interviews 21%
Morning-show interviews 18%
Podcast interviews 17%
Social media livestreams 16%
Late-night-show interviews 16%
Radio interviews 14%
Newspaper interviews 14%
None of the above 20%
Not sure 17%

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5. Which, if any, of the following would you prefer for Donald Trump to do more of? Select all that apply.

Political debates 30%
National-TV-news interviews 27%
Press conferences 20%
Local-news interviews 14%
Social media livestreams 12%
Morning-show interviews 11%
Podcast interviews 11%
Late-night-show interviews 9%
Newspaper interviews 9%
Radio interviews 8%
None of the above 34%
Not sure 15%

6. About how many eligible voters do you think have not yet made up their mind about who they are voting for?

Less than 10% 18%
10% to 19% 16%
20% to 29% 14%
30% to 39% 12%
40% to 49% 5%
50% to 59% 5%
60% to 69% 4%
70% to 79% 4%
80% to 89% 4%
90% to 100% 2%
Not sure 14%

7. How often do you think Kamala Harris reaches out to audiences that don't already support her?

Very often 21%
Somewhat often 26%
Not very often 15%
Not at all often 22%
Not sure 17%

8. How often do you think Donald Trump reaches out to audiences that don't already support him?

Very often 21%
Somewhat often 24%
Not very often 14%
Not at all often 27%
Not sure 14%

9. Do you think the news media's coverage of the election has been...?

Fair and unbiased 16%
Unfair and biased in favor of Kamala Harris 36%
Unfair and biased in favor of Donald Trump 15%
Unfair and biased in favor of both Kamala Harris and Donald Trump 6%
Unfair and biased against both Kamala Harris and Donald Trump 4%
Not sure 23%

10. In general, do you think the media coverage of Kamala Harris has been:

Too positive 41%
Too negative 14%
About right 29%
Not sure 17%

11. In general, do you think the media coverage of Donald Trump has been:

Too positive 22%
Too negative 39%
About right 23%
Not sure 16%

12. If a national media outlet reported that something Kamala Harris said was untrue, would you be more inclined to believe:

Kamala Harris 13%
The media outlet 18%
It depends on the story 52%
Not sure 17%

13. If a national media outlet reported that something Donald Trump said was untrue, would you be more inclined to believe:

Donald Trump 22%
The media outlet 32%
It depends on the story 34%
Not sure 12%

14. In general, do you think the way Kamala Harris treats journalists is acceptable or unacceptable?

Acceptable 51%
Unacceptable 19%
Not sure 31%

15. In general, do you think the way Donald Trump treats journalists is acceptable or unacceptable?

Acceptable 36%
Unacceptable 42%
Not sure 22%

16. Do you think newspapers should or should not endorse political candidates?

They should endorse candidates 23%
They should not endorse candidates 51%
Not sure 26%

17. As far as you know, is there a local newspaper in your area?

Yes 75%
No 7%
Not sure 18%

18. How much do you trust your local newspaper?
Asked of people who have a local newspaper

A lot 15%
Somewhat 47%
Not very much 16%
Not at all 9%
Not sure 12%

19. Thinking back to 2020, do you happen to remember who your local newspaper endorsed in the presidential election?
Asked of people who have a local newspaper

My local newspaper endorsed Joe Biden 18%
My local newspaper endorsed Donald Trump 4%
My local newspaper didn't endorse either candidate 21%
Not sure 58%

20. Do you happen to know if your local newspaper has endorsed a candidate in this year's presidential election?
Asked of people who have a local newspaper

My local newspaper endorsed Kamala Harris 11%
My local newspaper endorsed Donald Trump 2%
My local newspaper hasn't endorsed either candidate 22%
Not sure 65%

21. Regardless of whether your newspaper has issued a presidential endorsement this year, do you want them to endorse someone?
Asked of people who have a local newspaper

Yes, I want them to endorse Kamala Harris 20%
Yes, I want them to Donald Trump 12%
No, I don't want them to endorse either candidate 52%
Not sure 16%

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Interviewing Dates	October 15 - 17, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.052 to 5.226, with a mean of one and a standard deviation of 0.946.
Number of respondents	1153
Margin of error	$\pm$ 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	95 questions not reported.

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1. Presidential Candidate Responsibility to Answer Questions
Do you think presidential candidates do or do not have a responsibility to regularly answer questions from members of the media?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, they do	76%	77%	75%	69%	65%	81%	89%	79%	70%	72%	72%
No, they do not	8%	8%	8%	7%	9%	10%	6%	9%	6%	11%	5%
Not sure	15%	14%	16%	25%	27%	8%	5%	12%	25%	18%	24%
Totals	99%	99%	99%	101%	101%	99%	100%	100%	101%	101%	101%
Unweighted N	(1,151)	(521)	(630)	(250)	(204)	(399)	(298)	(738)	(149)	(155)	(109)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, they do	76%	83%	68%	79%	89%	82%	71%	84%	89%	80%	76%	77%	72%
No, they do not	8%	6%	10%	8%	5%	8%	11%	7%	5%	8%	8%	9%	8%
Not sure	15%	11%	23%	12%	6%	9%	18%	9%	6%	12%	17%	14%	20%
Totals	99%	100%	101%	99%	100%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,151)	(436)	(410)	(305)	(542)	(407)	(477)	(317)	(232)	(212)	(250)	(448)	(241)

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2. Election News Media Coverage Rated
Compared to how the news media has covered other elections in your lifetime, do you think the news media has done better or worse than usual in 2024?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Better than usual	10%	10%	10%	19%	8%	8%	6%	7%	17%	13%	12%
Worse than usual	47%	54%	40%	29%	43%	52%	59%	53%	23%	41%	46%
About the same as usual	31%	29%	33%	32%	31%	34%	27%	28%	49%	35%	22%
Don't know	12%	7%	17%	20%	18%	6%	7%	12%	11%	10%	20%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%
Unweighted N	(1,153)	(521)	(632)	(251)	(204)	(400)	(298)	(738)	(149)	(156)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Better than usual	10%	18%	6%	6%	17%	3%	10%	13%	7%	9%	8%	12%	8%
Worse than usual	47%	28%	48%	66%	33%	73%	45%	53%	51%	44%	47%	48%	47%
About the same as usual	31%	43%	30%	19%	42%	18%	31%	26%	36%	37%	33%	28%	30%
Don't know	12%	11%	16%	9%	8%	5%	14%	9%	6%	10%	12%	12%	15%
Totals	100%	100%	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,153)	(438)	(410)	(305)	(543)	(407)	(477)	(317)	(234)	(213)	(250)	(448)	(242)

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3A. Importance of Candidate Media Appearances — Political debates
How important do you think these forms of communication are for a presidential candidate's success?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	58%	55%	61%	58%	51%	61%	62%	58%	59%	59%	56%
Somewhat important	26%	30%	23%	25%	27%	25%	29%	27%	26%	23%	26%
Not too important	5%	5%	5%	5%	4%	6%	6%	6%	5%	3%	3%
Not at all important	2%	2%	2%	1%	3%	3%	0%	3%	1%	2%	1%
Not sure	8%	8%	8%	11%	14%	5%	2%	6%	10%	14%	14%
Totals	99%	100%	99%	100%	99%	100%	99%	100%	101%	101%	100%
Unweighted N	(1,137)	(513)	(624)	(247)	(200)	(398)	(292)	(728)	(145)	(155)	(109)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	58%	62%	54%	58%	67%	59%	57%	59%	61%	58%	54%	61%	57%
Somewhat important	26%	23%	26%	31%	22%	32%	27%	28%	25%	26%	32%	25%	24%
Not too important	5%	7%	5%	4%	7%	5%	4%	8%	6%	5%	4%	7%	4%
Not at all important	2%	2%	3%	2%	2%	1%	2%	2%	3%	1%	5%	2%	2%
Not sure	8%	6%	12%	5%	2%	3%	9%	4%	5%	10%	4%	6%	14%
Totals	99%	100%	100%	100%	100%	100%	99%	101%	100%	100%	99%	101%	101%
Unweighted N	(1,137)	(432)	(406)	(299)	(537)	(400)	(472)	(313)	(229)	(207)	(248)	(444)	(238)

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3B. Importance of Candidate Media Appearances — National-TV-news interviews
How important do you think these forms of communication are for a presidential candidate's success?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	54%	50%	58%	48%	44%	59%	64%	55%	54%	52%	51%
Somewhat important	29%	32%	27%	28%	33%	31%	25%	31%	23%	28%	25%
Not too important	5%	6%	4%	9%	6%	2%	5%	5%	10%	2%	2%
Not at all important	4%	4%	3%	3%	5%	4%	4%	3%	3%	7%	9%
Not sure	7%	7%	8%	11%	12%	5%	2%	5%	10%	11%	14%
Totals	99%	99%	100%	99%	100%	101%	100%	99%	100%	100%	101%
Unweighted N	(1,137)	(513)	(624)	(249)	(202)	(393)	(293)	(726)	(148)	(155)	(108)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	54%	62%	45%	57%	63%	59%	52%	57%	58%	53%	54%	55%	55%
Somewhat important	29%	26%	32%	30%	29%	27%	28%	34%	32%	32%	32%	31%	23%
Not too important	5%	6%	4%	6%	4%	4%	6%	4%	3%	5%	5%	4%	7%
Not at all important	4%	1%	6%	4%	1%	6%	6%	3%	2%	2%	6%	4%	3%
Not sure	7%	6%	12%	3%	2%	3%	8%	3%	4%	7%	3%	7%	12%
Totals	99%	101%	99%	100%	99%	99%	100%	101%	99%	99%	100%	101%	100%
Unweighted N	(1,137)	(431)	(405)	(301)	(536)	(401)	(470)	(315)	(230)	(209)	(246)	(445)	(237)

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3C. Importance of Candidate Media Appearances — Press conferences
How important do you think these forms of communication are for a presidential candidate's success?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	50%	49%	51%	46%	42%	55%	56%	51%	51%	56%	33%
Somewhat important	32%	33%	31%	30%	34%	30%	35%	34%	21%	26%	42%
Not too important	7%	7%	6%	9%	3%	9%	5%	7%	10%	2%	8%
Not at all important	2%	3%	2%	2%	6%	1%	1%	2%	1%	4%	3%
Not sure	9%	7%	10%	13%	15%	6%	2%	6%	17%	11%	14%
Totals	100%	99%	100%	100%	100%	101%	99%	100%	100%	99%	100%
Unweighted N	(1,136)	(510)	(626)	(247)	(201)	(395)	(293)	(731)	(145)	(152)	(108)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	50%	52%	42%	57%	53%	57%	49%	53%	51%	50%	45%	52%	51%
Somewhat important	32%	33%	32%	31%	38%	29%	30%	34%	37%	35%	35%	31%	29%
Not too important	7%	6%	9%	6%	5%	7%	8%	7%	4%	2%	10%	9%	4%
Not at all important	2%	1%	4%	1%	2%	2%	3%	1%	3%	1%	3%	1%	3%
Not sure	9%	8%	14%	5%	3%	3%	11%	5%	4%	12%	7%	7%	13%
Totals	100%	100%	101%	100%	101%	98%	101%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,136)	(430)	(405)	(301)	(535)	(401)	(473)	(312)	(227)	(212)	(246)	(441)	(237)

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3D. Importance of Candidate Media Appearances — Local-news interviews
How important do you think these forms of communication are for a presidential candidate's success?

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	28%	26%	29%	23%	23%	30%	34%	26%	36%	30%	24%
Somewhat important	44%	43%	44%	39%	42%	45%	46%	46%	36%	40%	43%
Not too important	15%	18%	13%	18%	14%	16%	13%	16%	15%	13%	13%
Not at all important	5%	5%	4%	5%	7%	4%	2%	5%	2%	5%	6%
Not sure	9%	9%	9%	14%	14%	5%	5%	8%	11%	11%	13%
Totals	101%	101%	99%	99%	100%	100%	100%	101%	100%	99%	99%
Unweighted N	(1,140)	(516)	(624)	(249)	(204)	(394)	(293)	(729)	(148)	(154)	(109)

| | Total | Party ID | | | 2024 Vote Intent | | Family Income (3 category) | | | Region | | | |
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	28%	34%	22%	27%	35%	26%	30%	27%	26%	22%	21%	32%	31%
Somewhat important	44%	43%	41%	47%	45%	44%	41%	47%	50%	47%	49%	43%	36%
Not too important	15%	15%	15%	15%	16%	18%	13%	18%	15%	18%	14%	15%	15%
Not at all important	5%	2%	5%	6%	2%	6%	5%	4%	4%	4%	8%	3%	5%
Not sure	9%	6%	16%	5%	2%	6%	10%	4%	4%	9%	7%	7%	14%
Totals	101%	100%	99%	100%	100%	100%	99%	100%	99%	100%	99%	100%	101%
Unweighted N	(1,140)	(432)	(405)	(303)	(535)	(404)	(469)	(317)	(230)	(209)	(248)	(443)	(240)

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3E. Importance of Candidate Media Appearances — Newspaper interviews
How important do you think these forms of communication are for a presidential candidate's success?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	20%	18%	22%	24%	18%	19%	21%	19%	31%	19%	17%
Somewhat important	42%	43%	41%	36%	42%	44%	45%	42%	29%	49%	48%
Not too important	19%	20%	18%	17%	14%	23%	20%	22%	15%	9%	14%
Not at all important	9%	11%	7%	11%	10%	8%	8%	10%	7%	8%	6%
Not sure	10%	9%	12%	13%	17%	7%	6%	8%	18%	15%	15%
Totals	100%	101%	100%	101%	101%	101%	100%	101%	100%	100%	100%
Unweighted N	(1,140)	(515)	(625)	(248)	(204)	(396)	(292)	(728)	(148)	(154)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	20%	28%	17%	16%	29%	14%	18%	22%	23%	20%	16%	23%	19%
Somewhat important	42%	42%	40%	44%	46%	39%	43%	40%	43%	43%	39%	44%	40%
Not too important	19%	17%	18%	22%	17%	28%	17%	23%	23%	20%	21%	19%	17%
Not at all important	9%	4%	9%	14%	5%	14%	8%	11%	7%	8%	14%	7%	8%
Not sure	10%	9%	17%	5%	3%	5%	14%	4%	5%	10%	10%	8%	16%
Totals	100%	100%	101%	101%	100%	100%	100%	100%	101%	101%	100%	101%	100%
Unweighted N	(1,140)	(431)	(406)	(303)	(535)	(405)	(470)	(316)	(229)	(209)	(248)	(445)	(238)

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3F. Importance of Candidate Media Appearances — Social media livestreams
How important do you think these forms of communication are for a presidential candidate's success?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	20%	21%	19%	23%	20%	18%	19%	17%	41%	13%	19%
Somewhat important	33%	33%	32%	29%	35%	32%	33%	34%	22%	38%	31%
Not too important	24%	24%	24%	24%	17%	27%	26%	27%	14%	21%	16%
Not at all important	13%	12%	14%	13%	11%	14%	15%	14%	9%	13%	17%
Not sure	10%	10%	11%	11%	17%	8%	7%	8%	15%	15%	17%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(1,141)	(517)	(624)	(249)	(202)	(395)	(295)	(733)	(144)	(156)	(108)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	20%	24%	17%	19%	24%	21%	21%	19%	16%	21%	19%	22%	17%
Somewhat important	33%	36%	26%	37%	37%	33%	29%	39%	38%	34%	33%	33%	32%
Not too important	24%	22%	27%	22%	25%	24%	23%	24%	27%	26%	25%	25%	19%
Not at all important	13%	9%	14%	17%	9%	15%	15%	11%	14%	11%	15%	12%	15%
Not sure	10%	9%	16%	5%	5%	7%	12%	7%	6%	8%	10%	8%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	102%	100%	99%
Unweighted N	(1,141)	(433)	(406)	(302)	(539)	(402)	(474)	(314)	(230)	(212)	(248)	(441)	(240)

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3G. Importance of Candidate Media Appearances — Morning-show interviews
How important do you think these forms of communication are for a presidential candidate's success?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	17%	15%	20%	17%	14%	17%	22%	15%	31%	20%	15%
Somewhat important	39%	37%	41%	35%	36%	43%	41%	43%	33%	32%	28%
Not too important	21%	24%	19%	23%	18%	22%	22%	24%	6%	22%	21%
Not at all important	12%	14%	9%	10%	17%	11%	9%	10%	8%	14%	23%
Not sure	11%	10%	12%	15%	16%	8%	6%	8%	22%	12%	13%
Totals	100%	100%	101%	100%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,140)	(516)	(624)	(250)	(202)	(394)	(294)	(730)	(145)	(156)	(109)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	17%	27%	11%	14%	26%	13%	18%	14%	19%	17%	11%	22%	17%
Somewhat important	39%	43%	34%	41%	48%	38%	37%	43%	43%	41%	46%	37%	35%
Not too important	21%	14%	24%	25%	16%	26%	20%	24%	23%	21%	22%	21%	22%
Not at all important	12%	6%	15%	14%	5%	18%	12%	10%	10%	11%	15%	11%	11%
Not sure	11%	10%	16%	6%	5%	6%	12%	9%	5%	11%	7%	10%	15%
Totals	100%	100%	100%	100%	100%	101%	99%	100%	100%	101%	101%	101%	100%
Unweighted N	(1,140)	(434)	(406)	(300)	(539)	(400)	(473)	(315)	(230)	(210)	(247)	(442)	(241)

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3H. Importance of Candidate Media Appearances — Radio interviews
How important do you think these forms of communication are for a presidential candidate's success?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	17%	17%	17%	15%	14%	16%	23%	16%	29%	14%	9%
Somewhat important	43%	44%	42%	42%	38%	48%	45%	47%	25%	44%	42%
Not too important	21%	20%	22%	20%	20%	23%	20%	22%	14%	18%	29%
Not at all important	9%	11%	7%	9%	10%	9%	6%	7%	18%	10%	6%
Not sure	10%	7%	12%	14%	17%	5%	5%	7%	15%	14%	14%
Totals	100%	99%	100%	100%	99%	101%	99%	99%	101%	100%	100%
Unweighted N	(1,138)	(514)	(624)	(248)	(202)	(398)	(290)	(727)	(146)	(155)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	17%	21%	13%	18%	22%	18%	14%	18%	20%	13%	11%	22%	17%
Somewhat important	43%	45%	42%	44%	48%	46%	42%	42%	54%	44%	45%	41%	46%
Not too important	21%	19%	22%	22%	21%	23%	23%	24%	16%	23%	25%	21%	17%
Not at all important	9%	8%	8%	10%	7%	9%	10%	10%	5%	12%	8%	9%	7%
Not sure	10%	7%	15%	6%	3%	5%	11%	7%	4%	8%	11%	7%	14%
Totals	100%	100%	100%	100%	101%	101%	100%	101%	99%	100%	100%	100%	101%
Unweighted N	(1,138)	(429)	(408)	(301)	(535)	(402)	(471)	(313)	(230)	(211)	(247)	(441)	(239)

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3l. Importance of Candidate Media Appearances — Podcast interviews
How important do you think these forms of communication are for a presidential candidate's success?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	15%	14%	16%	17%	15%	14%	16%	14%	18%	19%	16%
Somewhat important	37%	36%	38%	35%	40%	36%	38%	39%	28%	35%	33%
Not too important	24%	26%	22%	22%	15%	29%	29%	25%	24%	23%	17%
Not at all important	11%	12%	10%	14%	11%	12%	7%	12%	10%	6%	17%
Not sure	13%	11%	14%	12%	20%	9%	10%	10%	20%	17%	17%
Totals	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,136)	(515)	(621)	(248)	(202)	(392)	(294)	(727)	(146)	(154)	(109)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	15%	18%	12%	16%	17%	18%	14%	17%	16%	13%	13%	17%	15%
Somewhat important	37%	35%	37%	39%	42%	38%	31%	46%	40%	40%	38%	38%	33%
Not too important	24%	24%	25%	23%	25%	25%	25%	20%	28%	23%	25%	24%	23%
Not at all important	11%	10%	9%	14%	8%	12%	14%	8%	11%	13%	15%	10%	10%
Not sure	13%	12%	17%	8%	7%	8%	16%	10%	6%	11%	10%	11%	19%
Totals	100%	99%	100%	100%	99%	101%	100%	101%	101%	100%	101%	100%	100%
Unweighted N	(1,136)	(429)	(407)	(300)	(536)	(400)	(470)	(313)	(230)	(207)	(248)	(444)	(237)

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3J. Importance of Candidate Media Appearances — Late-night-show interviews
How important do you think these forms of communication are for a presidential candidate's success?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	11%	11%	12%	12%	10%	11%	12%	11%	21%	7%	3%
Somewhat important	31%	31%	31%	30%	32%	31%	29%	31%	27%	32%	26%
Not too important	28%	25%	30%	25%	27%	25%	34%	29%	21%	27%	29%
Not at all important	21%	24%	18%	19%	14%	27%	20%	21%	17%	18%	28%
Not sure	10%	9%	10%	13%	16%	7%	5%	7%	14%	16%	14%
Totals	101%	100%	101%	99%	99%	101%	100%	99%	100%	100%	100%
Unweighted N	(1,143)	(518)	(625)	(249)	(203)	(397)	(294)	(732)	(148)	(154)	(109)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	11%	17%	9%	8%	19%	7%	12%	14%	12%	12%	10%	12%	10%
Somewhat important	31%	38%	29%	25%	45%	22%	28%	31%	37%	34%	30%	32%	28%
Not too important	28%	27%	24%	32%	25%	33%	27%	25%	29%	28%	26%	29%	26%
Not at all important	21%	11%	24%	28%	8%	33%	22%	23%	17%	16%	27%	20%	20%
Not sure	10%	7%	14%	7%	4%	5%	11%	7%	4%	10%	7%	7%	16%
Totals	101%	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,143)	(432)	(409)	(302)	(537)	(404)	(476)	(315)	(228)	(211)	(248)	(446)	(238)

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4. Harris Media Appearance Preferences
Which, if any, of the following would you prefer for Kamala Harris to do more of? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
National-TV-news interviews	40%	42%	38%	36%	34%	39%	52%	44%	28%	24%	58%
Political debates	36%	39%	33%	37%	33%	36%	40%	38%	21%	40%	44%
Press conferences	31%	36%	27%	25%	27%	30%	44%	33%	20%	23%	49%
Local-news interviews	21%	24%	19%	26%	19%	18%	23%	22%	18%	19%	25%
Morning-show interviews	18%	18%	18%	21%	16%	16%	20%	17%	22%	12%	26%
Podcast interviews	17%	20%	15%	24%	19%	14%	14%	17%	20%	14%	24%
Social media livestreams	16%	20%	12%	23%	18%	10%	15%	15%	17%	16%	22%
Late-night-show interviews	16%	17%	15%	12%	19%	15%	15%	16%	15%	12%	18%
Radio interviews	14%	14%	13%	15%	10%	13%	18%	13%	15%	10%	25%
Newspaper interviews	14%	15%	13%	12%	16%	13%	15%	15%	4%	10%	25%
None of the above	20%	20%	21%	14%	25%	25%	16%	22%	18%	22%	6%
Not sure	17%	12%	21%	24%	20%	14%	11%	14%	21%	24%	20%
Unweighted N	(1,153)	(521)	(632)	(251)	(204)	(400)	(298)	(738)	(149)	(156)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
National-TV-news interviews	40%	47%	36%	38%	52%	42%	33%	45%	52%	38%	41%	40%	41%
Political debates	36%	45%	30%	34%	46%	36%	30%	40%	46%	37%	38%	35%	36%
Press conferences	31%	31%	27%	38%	34%	43%	25%	37%	42%	37%	27%	31%	31%
Local-news interviews	21%	25%	14%	25%	25%	24%	18%	22%	29%	23%	14%	23%	23%
Morning-show interviews	18%	24%	15%	14%	25%	16%	17%	19%	22%	20%	14%	21%	15%

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Podcast interviews	17%	23%	17%	11%	25%	18%	14%	21%	21%	20%	16%	17%	18%
Social media livestreams	16%	23%	12%	13%	23%	16%	12%	18%	19%	17%	15%	16%	17%
Late-night-show interviews	16%	25%	12%	10%	27%	9%	14%	17%	18%	12%	12%	19%	15%
Radio interviews	14%	16%	11%	14%	18%	16%	9%	17%	21%	12%	9%	19%	12%
Newspaper interviews	14%	18%	9%	14%	17%	14%	11%	13%	21%	10%	14%	14%	14%
None of the above	20%	6%	25%	31%	7%	29%	26%	18%	12%	16%	23%	20%	22%
Not sure	17%	16%	22%	12%	12%	9%	19%	12%	10%	20%	15%	15%	18%
Unweighted N	(1,153)	(438)	(410)	(305)	(543)	(407)	(477)	(317)	(234)	(213)	(250)	(448)	(242)

5. Trump Media Appearance Preferences
Which, if any, of the following would you prefer for Donald Trump to do more of? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Political debates	30%	32%	28%	32%	27%	32%	28%	32%	22%	29%	28%
National-TV-news interviews	27%	28%	26%	30%	18%	28%	31%	30%	18%	16%	32%
Press conferences	20%	21%	19%	18%	18%	21%	24%	23%	12%	17%	20%
Local-news interviews	14%	17%	11%	14%	13%	16%	13%	15%	9%	12%	19%
Social media livestreams	12%	15%	9%	19%	15%	8%	9%	12%	10%	14%	14%
Morning-show interviews	11%	13%	10%	12%	11%	11%	12%	12%	12%	8%	6%
Podcast interviews	11%	14%	8%	17%	13%	9%	7%	11%	10%	12%	15%
Late-night-show interviews	9%	11%	8%	11%	11%	10%	6%	10%	9%	6%	12%
Newspaper interviews	9%	10%	8%	13%	8%	7%	9%	10%	4%	7%	11%
Radio interviews	8%	10%	6%	12%	7%	7%	5%	7%	13%	7%	3%
None of the above	34%	29%	38%	29%	34%	34%	36%	33%	42%	33%	26%
Not sure	15%	14%	16%	18%	21%	11%	9%	12%	15%	24%	21%
Unweighted N	(1,153)	(521)	(632)	(251)	(204)	(400)	(298)	(738)	(149)	(156)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Political debates	30%	29%	31%	31%	39%	30%	25%	38%	39%	26%	29%	29%	37%
National-TV-news interviews	27%	18%	29%	34%	22%	35%	24%	30%	33%	24%	29%	29%	23%
Press conferences	20%	11%	20%	30%	13%	32%	19%	26%	19%	21%	18%	21%	21%
Local-news interviews	14%	8%	14%	21%	9%	25%	15%	13%	18%	11%	13%	15%	16%
Social media livestreams	12%	8%	9%	21%	7%	22%	14%	12%	12%	14%	12%	12%	11%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Morning-show interviews	11%	9%	12%	13%	9%	17%	11%	15%	13%	13%	16%	11%	7%
Podcast interviews	11%	6%	12%	16%	6%	21%	11%	15%	8%	9%	10%	12%	13%
Late-night-show interviews	9%	9%	9%	10%	11%	11%	10%	11%	9%	9%	7%	10%	11%
Newspaper interviews	9%	7%	9%	12%	9%	10%	9%	10%	12%	8%	7%	10%	10%
Radio interviews	8%	6%	5%	11%	5%	12%	8%	8%	8%	7%	5%	9%	9%
None of the above	34%	48%	32%	19%	46%	19%	35%	31%	34%	43%	33%	33%	29%
Not sure	15%	10%	18%	16%	7%	11%	15%	10%	9%	15%	13%	15%	15%
Unweighted N	(1,153)	(438)	(410)	(305)	(543)	(407)	(477)	(317)	(234)	(213)	(250)	(448)	(242)

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6. Share of Undecided Voters
About how many eligible voters do you think have not yet made up their mind about who they are voting for?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Less than 10%	18%	21%	15%	9%	20%	20%	22%	21%	10%	15%	14%
10% to 19%	16%	18%	14%	13%	16%	13%	21%	17%	11%	11%	15%
20% to 29%	14%	15%	14%	16%	12%	14%	16%	15%	6%	17%	15%
30% to 39%	12%	10%	14%	9%	12%	15%	12%	12%	14%	8%	16%
40% to 49%	5%	6%	5%	7%	6%	5%	3%	6%	4%	3%	5%
50% to 59%	5%	4%	7%	4%	5%	6%	6%	5%	7%	5%	5%
60% to 69%	4%	2%	5%	7%	3%	5%	0%	4%	1%	6%	7%
70% to 79%	4%	4%	4%	5%	6%	4%	3%	2%	18%	8%	1%
80% to 89%	4%	5%	4%	8%	4%	4%	2%	5%	3%	3%	1%
90% to 100%	2%	2%	3%	2%	0%	2%	5%	2%	4%	5%	1%
Not sure	14%	13%	15%	19%	16%	12%	9%	11%	22%	20%	19%
Totals	98%	100%	100%	99%	100%	100%	99%	100%	100%	101%	99%
Unweighted N	(1,153)	(521)	(632)	(251)	(204)	(400)	(298)	(738)	(149)	(156)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Less than 10%	18%	18%	16%	21%	23%	25%	13%	23%	29%	19%	23%	16%	18%
10% to 19%	16%	13%	15%	19%	17%	18%	10%	21%	21%	17%	14%	15%	17%
20% to 29%	14%	17%	13%	14%	18%	14%	12%	18%	18%	13%	13%	14%	18%
30% to 39%	12%	13%	10%	14%	11%	15%	16%	10%	8%	9%	16%	14%	9%
40% to 49%	5%	7%	3%	7%	6%	3%	7%	4%	3%	4%	6%	4%	7%
50% to 59%	5%	2%	9%	4%	3%	4%	10%	2%	2%	8%	5%	4%	6%
60% to 69%	4%	5%	3%	4%	2%	4%	5%	4%	2%	4%	7%	3%	2%
70% to 79%	4%	7%	4%	2%	5%	3%	5%	4%	3%	6%	3%	6%	2%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
80% to 89%	4%	4%	4%	5%	5%	5%	4%	5%	6%	5%	5%	4%	4%
90% to 100%	2%	3%	2%	1%	4%	2%	3%	2%	1%	2%	2%	4%	2%
Not sure	14%	11%	20%	10%	6%	8%	16%	8%	8%	15%	8%	15%	17%
Totals	98%	100%	99%	101%	100%	101%	101%	101%	101%	102%	102%	99%	102%
Unweighted N	(1,153)	(438)	(410)	(305)	(543)	(407)	(477)	(317)	(234)	(213)	(250)	(448)	(242)

7. Harris Speaks to Opposing Audiences
How often do you think Kamala Harris reaches out to audiences that don't already support her?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	21%	20%	22%	19%	17%	23%	22%	17%	34%	23%	22%
Somewhat often	26%	25%	26%	34%	29%	21%	21%	26%	31%	24%	19%
Not very often	15%	16%	13%	13%	13%	15%	18%	16%	9%	10%	20%
Not at all often	22%	25%	19%	13%	15%	25%	32%	25%	7%	19%	21%
Not sure	17%	13%	21%	21%	26%	15%	7%	15%	19%	24%	18%
Totals	101%	99%	101%	100%	100%	99%	100%	99%	100%	100%	100%
Unweighted N	(1,148)	(519)	(629)	(250)	(203)	(399)	(296)	(735)	(149)	(155)	(109)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very often	21%	36%	17%	7%	38%	7%	19%	22%	24%	23%	21%	21%	16%
Somewhat often	26%	37%	26%	12%	43%	12%	22%	26%	31%	29%	26%	22%	29%
Not very often	15%	12%	15%	19%	9%	19%	16%	12%	15%	18%	13%	17%	11%
Not at all often	22%	1%	18%	48%	1%	51%	23%	24%	22%	14%	23%	23%	24%
Not sure	17%	13%	24%	13%	8%	10%	21%	15%	8%	15%	16%	16%	20%
Totals	101%	99%	100%	99%	99%	99%	101%	99%	100%	99%	99%	99%	100%
Unweighted N	(1,148)	(437)	(407)	(304)	(540)	(405)	(475)	(316)	(233)	(213)	(248)	(445)	(242)

8. Trump Speaks to Opposing Audiences
How often do you think Donald Trump reaches out to audiences that don't already support him?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	21%	22%	21%	17%	15%	21%	33%	24%	15%	16%	14%
Somewhat often	24%	30%	18%	24%	18%	29%	21%	26%	21%	18%	19%
Not very often	14%	12%	16%	21%	15%	11%	12%	13%	17%	15%	18%
Not at all often	27%	27%	26%	18%	34%	27%	27%	26%	24%	29%	36%
Not sure	14%	9%	19%	21%	18%	12%	7%	11%	23%	23%	12%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	101%	99%
Unweighted N	(1,151)	(520)	(631)	(251)	(204)	(399)	(297)	(736)	(149)	(156)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very often	21%	7%	16%	42%	5%	43%	22%	21%	19%	19%	18%	26%	18%
Somewhat often	24%	13%	22%	36%	11%	39%	26%	26%	20%	24%	31%	21%	20%
Not very often	14%	20%	14%	9%	19%	9%	11%	16%	16%	13%	14%	14%	16%
Not at all often	27%	47%	27%	5%	57%	3%	23%	26%	38%	29%	26%	25%	29%
Not sure	14%	13%	21%	7%	8%	6%	18%	10%	7%	14%	11%	14%	16%
Totals	100%	100%	100%	99%	100%	100%	100%	99%	100%	99%	100%	100%	99%
Unweighted N	(1,151)	(438)	(410)	(303)	(543)	(405)	(476)	(316)	(234)	(213)	(250)	(447)	(241)

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9. Is Election Coverage Fair
Do you think the news media's coverage of the election has been...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Fair and unbiased	16%	14%	18%	21%	13%	15%	15%	13%	30%	17%	11%
Unfair and biased in favor of Kamala Harris	36%	42%	30%	22%	30%	41%	47%	42%	12%	30%	33%
Unfair and biased in favor of Donald Trump	15%	17%	13%	14%	14%	17%	14%	16%	9%	16%	12%
Unfair and biased in favor of both Kamala Harris and Donald Trump	6%	7%	5%	8%	6%	6%	3%	6%	7%	6%	6%
Unfair and biased against both Kamala Harris and Donald Trump	4%	6%	3%	4%	6%	5%	1%	4%	7%	4%	4%
Not sure	23%	15%	31%	30%	31%	16%	19%	19%	34%	27%	33%
Totals	100%	101%	100%	99%	100%	100%	99%	100%	99%	100%	99%
Unweighted N	(1,151)	(521)	(630)	(251)	(203)	(399)	(298)	(737)	(149)	(156)	(109)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Fair and unbiased	16%	30%	12%	5%	31%	4%	15%	17%	18%	23%	18%	14%	12%
Unfair and biased in favor of Kamala Harris	36%	6%	31%	73%	3%	81%	35%	37%	36%	31%	40%	34%	37%
Unfair and biased in favor of Donald Trump	15%	23%	15%	6%	30%	5%	15%	18%	18%	15%	11%	17%	16%
Unfair and biased in favor of both Kamala Harris and Donald Trump	6%	8%	6%	3%	9%	2%	5%	6%	9%	6%	3%	7%	6%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unfair and biased against both Kamala Harris and Donald Trump	4%	6%	5%	1%	6%	2%	3%	5%	5%	6%	4%	6%	1%
Not sure	23%	27%	30%	11%	22%	6%	27%	18%	14%	19%	24%	23%	27%
Totals	100%	100%	99%	99%	101%	100%	100%	101%	100%	100%	100%	101%	99%
Unweighted N	(1,151)	(438)	(409)	(304)	(543)	(405)	(477)	(315)	(234)	(213)	(248)	(448)	(242)

YouGov

10. Harris Media Coverage
In general, do you think the media coverage of Kamala Harris has been:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Too positive	41%	49%	33%	31%	33%	47%	50%	47%	22%	30%	35%
Too negative	14%	12%	16%	14%	13%	15%	13%	14%	14%	11%	17%
About right	29%	27%	30%	34%	29%	27%	25%	26%	39%	38%	18%
Not sure	17%	13%	21%	21%	26%	11%	12%	13%	25%	21%	30%
Totals	101%	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,151)	(520)	(631)	(251)	(203)	(399)	(298)	(736)	(149)	(156)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Too positive	41%	8%	36%	82%	8%	85%	41%	43%	38%	36%	40%	42%	42%
Too negative	14%	25%	12%	3%	26%	2%	14%	13%	16%	11%	12%	15%	15%
About right	29%	52%	25%	7%	55%	7%	26%	30%	39%	40%	32%	26%	21%
Not sure	17%	14%	27%	8%	11%	6%	18%	13%	7%	13%	15%	16%	22%
Totals	101%	99%	100%	100%	100%	100%	99%	99%	100%	100%	99%	99%	100%
Unweighted N	(1,151)	(437)	(409)	(305)	(542)	(406)	(477)	(316)	(234)	(213)	(250)	(447)	(241)

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11. Trump Media Coverage
In general, do you think the media coverage of Donald Trump has been:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Too positive	22%	22%	23%	23%	22%	22%	22%	24%	17%	20%	23%
Too negative	39%	46%	33%	24%	35%	45%	50%	46%	15%	30%	32%
About right	23%	20%	25%	29%	23%	21%	19%	19%	39%	31%	16%
Not sure	16%	12%	19%	23%	21%	12%	9%	12%	28%	18%	29%
Totals	100%	100%	100%	99%	101%	100%	100%	101%	99%	99%	100%
Unweighted N	(1,150)	(520)	(630)	(251)	(203)	(399)	(297)	(735)	(149)	(156)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Too positive	22%	39%	24%	3%	50%	1%	18%	26%	31%	21%	20%	19%	30%
Too negative	39%	6%	31%	85%	6%	87%	39%	43%	39%	31%	42%	43%	37%
About right	23%	38%	20%	9%	34%	7%	24%	20%	25%	33%	20%	25%	13%
Not sure	16%	18%	25%	4%	11%	4%	19%	12%	5%	14%	18%	14%	19%
Totals	100%	101%	100%	101%	101%	99%	100%	101%	100%	99%	100%	101%	99%
Unweighted N	(1,150)	(437)	(409)	(304)	(542)	(405)	(475)	(317)	(234)	(213)	(249)	(446)	(242)

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12. Believe Harris or Media More
If a national media outlet reported that something Kamala Harris said was untrue, would you be more inclined to believe:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	13%	12%	13%	13%	14%	10%	14%	12%	18%	10%	9%
The media outlet	18%	22%	15%	16%	16%	19%	22%	21%	9%	17%	14%
It depends on the story	52%	53%	52%	55%	47%	55%	52%	52%	56%	49%	50%
Not sure	17%	13%	20%	15%	24%	16%	12%	14%	16%	24%	27%
Totals	100%	100%	100%	99%	101%	100%	100%	99%	99%	100%	100%
Unweighted N	(1,150)	(521)	(629)	(250)	(204)	(399)	(297)	(736)	(148)	(156)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Kamala Harris	13%	28%	9%	1%	27%	2%	13%	10%	15%	15%	13%	10%	15%
The media outlet	18%	10%	13%	33%	13%	31%	15%	23%	23%	17%	17%	18%	21%
It depends on the story	52%	52%	55%	50%	55%	54%	51%	55%	52%	57%	54%	57%	41%
Not sure	17%	11%	23%	16%	5%	13%	21%	11%	11%	11%	16%	16%	23%
Totals	100%	101%	100%	100%	100%	100%	100%	99%	101%	100%	100%	101%	100%
Unweighted N	(1,150)	(435)	(410)	(305)	(541)	(407)	(476)	(315)	(234)	(212)	(249)	(447)	(242)

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13. Believe Trump or Media More

If a national media outlet reported that something Donald Trump said was untrue, would you be more inclined to believe:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Donald Trump	22%	24%	20%	14%	18%	25%	29%	26%	6%	22%	12%
The media outlet	32%	29%	35%	34%	30%	34%	28%	31%	36%	28%	38%
It depends on the story	34%	38%	31%	37%	34%	33%	34%	33%	43%	33%	33%
Not sure	12%	9%	15%	15%	18%	8%	9%	10%	14%	17%	17%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,147)	(519)	(628)	(251)	(201)	(398)	(297)	(734)	(147)	(156)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Donald Trump	22%	3%	13%	53%	2%	52%	24%	25%	15%	20%	21%	22%	23%
The media outlet	32%	61%	28%	3%	68%	4%	28%	35%	40%	36%	30%	29%	34%
It depends on the story	34%	27%	38%	38%	25%	40%	33%	32%	38%	34%	41%	35%	26%
Not sure	12%	9%	20%	6%	5%	5%	15%	8%	7%	10%	8%	13%	16%
Totals	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(1,147)	(437)	(409)	(301)	(542)	(404)	(472)	(316)	(234)	(213)	(249)	(443)	(242)

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14. Harris Journalist Treatment
In general, do you think the way Kamala Harris treats journalists is acceptable or unacceptable?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	51%	48%	53%	51%	45%	55%	50%	49%	59%	49%	52%
Unacceptable	19%	24%	14%	12%	15%	20%	27%	22%	7%	19%	8%
Not sure	31%	28%	33%	37%	40%	25%	24%	29%	33%	33%	40%
Totals	101%	100%	100%	100%	100%	100%	101%	100%	99%	101%	100%
Unweighted N	(1,151)	(520)	(631)	(251)	(204)	(400)	(296)	(736)	(149)	(156)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Acceptable	51%	82%	46%	22%	90%	21%	46%	53%	66%	57%	51%	49%	48%
Unacceptable	19%	3%	14%	40%	1%	42%	19%	19%	15%	19%	16%	20%	17%
Not sure	31%	15%	40%	37%	9%	37%	35%	28%	19%	24%	33%	30%	35%
Totals	101%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,151)	(438)	(410)	(303)	(543)	(405)	(475)	(317)	(234)	(213)	(249)	(448)	(241)

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15. Trump Journalist Treatment
In general, do you think the way Donald Trump treats journalists is acceptable or unacceptable?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	36%	45%	28%	27%	30%	41%	44%	41%	16%	34%	28%
Unacceptable	42%	36%	48%	39%	45%	44%	39%	40%	51%	45%	41%
Not sure	22%	19%	24%	34%	25%	15%	16%	19%	32%	21%	31%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(1,151)	(520)	(631)	(251)	(203)	(399)	(298)	(737)	(149)	(156)	(109)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Acceptable	36%	8%	28%	76%	7%	79%	33%	41%	40%	36%	39%	35%	36%
Unacceptable	42%	77%	39%	7%	84%	7%	41%	42%	47%	40%	43%	44%	39%
Not sure	22%	15%	32%	17%	10%	14%	26%	17%	14%	24%	18%	21%	24%
Totals	100%	100%	99%	100%	101%	100%	100%	100%	101%	100%	100%	100%	99%
Unweighted N	(1,151)	(438)	(408)	(305)	(543)	(406)	(475)	(317)	(234)	(213)	(249)	(448)	(241)

16. Should Newspapers Endorse Candidates
Do you think newspapers should or should not endorse political candidates?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
They should endorse candidates	23%	27%	19%	22%	22%	19%	31%	23%	21%	26%	23%
They should not endorse candidates	51%	50%	52%	44%	48%	59%	50%	55%	44%	42%	48%
Not sure	26%	23%	28%	34%	31%	21%	19%	23%	35%	32%	30%
Totals	100%	100%	99%	100%	101%	99%	100%	101%	100%	100%	101%
Unweighted N	(1,152)	(521)	(631)	(251)	(203)	(400)	(298)	(738)	(149)	(155)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
They should endorse candidates	23%	38%	17%	14%	38%	15%	18%	25%	37%	23%	20%	23%	26%
They should not endorse candidates	51%	36%	50%	69%	39%	71%	53%	56%	41%	50%	52%	52%	50%
Not sure	26%	25%	33%	18%	23%	14%	29%	19%	22%	27%	28%	25%	24%
Totals	100%	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,152)	(437)	(410)	(305)	(542)	(407)	(477)	(317)	(234)	(212)	(250)	(448)	(242)

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17. Has Local Newspaper

As far as you know, is there a local newspaper in your area?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	75%	76%	73%	68%	69%	78%	83%	79%	71%	62%	66%
No	7%	6%	8%	9%	4%	7%	7%	7%	9%	9%	4%
Not sure	18%	17%	19%	23%	27%	14%	10%	14%	20%	29%	29%
Totals	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(1,152)	(521)	(631)	(251)	(204)	(399)	(298)	(738)	(149)	(156)	(109)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	75%	76%	72%	76%	86%	77%	69%	80%	85%	79%	78%	75%	68%
No	7%	7%	7%	7%	6%	8%	8%	9%	5%	3%	7%	8%	9%
Not sure	18%	17%	21%	16%	8%	15%	23%	11%	10%	18%	15%	17%	23%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,152)	(437)	(410)	(305)	(542)	(407)	(477)	(316)	(234)	(213)	(250)	(448)	(241)

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18. Trust Local Newspaper
How much do you trust your local newspaper?
Asked of people who have a local newspaper

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	15%	13%	18%	16%	15%	16%	14%	13%	29%	11%	*
Somewhat	47%	47%	47%	48%	53%	43%	46%	50%	41%	44%	*
Not very much	16%	19%	13%	14%	9%	21%	18%	17%	10%	15%	*
Not at all	9%	10%	8%	5%	7%	12%	10%	10%	6%	9%	*
Not sure	12%	11%	14%	17%	15%	8%	12%	11%	13%	21%	*
Totals	99%	100%	100%	100%	99%	100%	100%	101%	99%	100%	*
Unweighted N	(889)	(404)	(485)	(177)	(144)	(317)	(251)	(592)	(108)	(106)	(83)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
A lot	15%	22%	15%	9%	25%	9%	15%	14%	18%	14%	16%	15%	16%
Somewhat	47%	52%	39%	50%	50%	42%	47%	48%	49%	50%	46%	48%	45%
Not very much	16%	11%	21%	16%	11%	21%	14%	16%	18%	18%	17%	16%	15%
Not at all	9%	5%	8%	14%	4%	16%	10%	9%	8%	11%	8%	8%	11%
Not sure	12%	9%	16%	12%	10%	13%	14%	13%	7%	8%	13%	14%	13%
Totals	99%	99%	99%	101%	100%	101%	100%	100%	100%	101%	100%	101%	100%
Unweighted N	(889)	(347)	(314)	(228)	(446)	(317)	(352)	(246)	(196)	(174)	(208)	(330)	(177)

19. 2020 Newspaper Endorsement

Thinking back to 2020, do you happen to remember who your local newspaper endorsed in the presidential election?

Asked of people who have a local newspaper

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
My local newspaper endorsed Joe Biden	18%	24%	11%	18%	8%	13%	31%	18%	12%	22%	*
My local newspaper endorsed Donald Trump	4%	4%	3%	5%	4%	3%	2%	4%	2%	3%	*
My local newspaper didn't endorse either candidate	21%	19%	23%	20%	26%	18%	22%	22%	23%	17%	*
Not sure	58%	53%	62%	57%	61%	66%	45%	57%	63%	59%	*
Totals	101%	100%	99%	100%	99%	100%	100%	101%	100%	101%	*
Unweighted N	(893)	(404)	(489)	(178)	(145)	(319)	(251)	(595)	(108)	(107)	(83)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
My local newspaper endorsed Joe Biden	18%	16%	17%	20%	16%	23%	14%	16%	28%	22%	14%	13%	26%
My local newspaper endorsed Donald Trump	4%	5%	1%	5%	3%	4%	3%	4%	4%	4%	2%	3%	5%
My local newspaper didn't endorse either candidate	21%	22%	17%	25%	23%	22%	21%	23%	20%	16%	17%	26%	21%
Not sure	58%	57%	65%	51%	58%	52%	61%	58%	47%	58%	67%	58%	48%
Totals	101%	100%	100%	101%	100%	101%	99%	101%	99%	100%	100%	100%	100%

continued from previous page

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(893)	(348)	(316)	(229)	(449)	(318)	(354)	(246)	(198)	(174)	(209)	(332)	(178)

20. 2024 Newspaper Endorsement
Do you happen to know if your local newspaper has endorsed a candidate in this year's presidential election?
Asked of people who have a local newspaper

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
My local newspaper endorsed Kamala Harris	11%	15%	8%	17%	8%	7%	15%	10%	10%	14%	*
My local newspaper endorsed Donald Trump	2%	3%	2%	5%	4%	1%	1%	2%	5%	2%	*
My local newspaper hasn't endorsed either candidate	22%	20%	23%	15%	28%	19%	24%	22%	21%	20%	*
Not sure	65%	62%	67%	63%	60%	73%	60%	66%	64%	64%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(892)	(404)	(488)	(177)	(146)	(318)	(251)	(596)	(106)	(107)	(83)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
My local newspaper endorsed Kamala Harris	11%	10%	11%	12%	11%	14%	11%	9%	14%	15%	7%	7%	20%
My local newspaper endorsed Donald Trump	2%	3%	1%	3%	2%	2%	3%	2%	2%	1%	1%	4%	2%
My local newspaper hasn't endorsed either candidate	22%	22%	17%	26%	25%	24%	20%	22%	26%	16%	18%	26%	21%
Not sure	65%	64%	71%	59%	62%	60%	67%	67%	58%	69%	73%	63%	57%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Totals	100%	99%	100%	100%	100%	100%	101%	100%	100%	101%	99%	100%	100%
Unweighted N	(892)	(348)	(316)	(228)	(449)	(318)	(355)	(246)	(197)	(174)	(208)	(331)	(179)

21. 2024 Newspaper Endorsement Preference
Regardless of whether your newspaper has issued a presidential endorsement this year, do you want them to endorse someone?

Asked of people who have a local newspaper

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I want them to endorse Kamala Harris	20%	19%	21%	20%	27%	14%	23%	17%	24%	33%	*
Yes, I want them to Donald Trump	12%	13%	10%	14%	5%	10%	18%	14%	8%	6%	*
No, I don't want them to endorse either candidate	52%	52%	51%	50%	50%	57%	47%	54%	40%	43%	*
Not sure	16%	15%	17%	17%	18%	19%	11%	14%	28%	18%	*
Totals	100%	99%	99%	101%	100%	100%	99%	99%	100%	100%	*
Unweighted N	(891)	(403)	(488)	(178)	(145)	(319)	(249)	(594)	(108)	(107)	(82)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, I want them to endorse Kamala Harris	20%	46%	13%	1%	42%	0%	19%	19%	26%	19%	18%	19%	27%
Yes, I want them to Donald Trump	12%	2%	6%	29%	1%	26%	12%	13%	10%	18%	13%	11%	7%
No, I don't want them to endorse either candidate	52%	37%	58%	61%	42%	64%	50%	57%	51%	51%	50%	53%	51%
Not sure	16%	16%	22%	10%	15%	10%	18%	12%	13%	12%	19%	17%	16%
Totals	100%	101%	99%	101%	100%	100%	99%	101%	100%	100%	100%	100%	101%
Unweighted N	(891)	(348)	(314)	(229)	(448)	(318)	(353)	(246)	(198)	(173)	(208)	(332)	(178)

YouGov Survey: Election News and Endorsements
October 15 - 17, 2024 - 1153 U.S. adult citizens

Interviewing Dates	October 15 - 17, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.052 to 5.226, with a mean of one and a standard deviation of 0.946.
Number of respondents	1153
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	95 questions not reported.