



August 12, 2024 2024 Election Survey Series (Part 3 of 4)

Summary: Researchers at the University of South Florida (USF) conducted a nationwide survey of 1,500 registered voters between July 28th and August 3rd, 2024. The survey examined several key election-year issues, including:

- (1) concerns over artificial intelligence and foreign interference in the 2024 election,
- (2) Joe Biden's decision to drop out of the 2024 Presidential race,
- (3) the issues that Americans say are most likely to affect how they vote in 2024,
- (4) how election year politics are affecting voters' mental health and well-being, and
- (5) whether voters trust that the 2024 election will be conducted fairly.

Top-line results from the survey are provided below, with a confidence level of 95% and a margin of error +/- 2.5.

NOTE: This survey was sponsored by the Florida Center for Cybersecurity at USF. This report presents results from the third of 4 surveys that will be conducted over the course of 2024, with a goal of tracking how social media usage affects (1) political polarization, (2) election-related stress, and (3) belief in election-related misinformation. The final follow-up survey will be released in late October of 2024.

After a historical and tumultuous political summer, nearly two thirds of American voters report that politics is a source of stress for them.

- 66% say that politics is at least a "minor source of stress" for them, while 1 in 5 (19%) say that it's a "significant source of stress".
- Democrats are most likely to describe politics as a "significant source of stress" (24%, compared with 18% of Independents and 15% of Republicans).
- 28% say that they've lost their temper over politics during the last month.
- More than 1 in 4 American voters say that politics has caused conflict in their families (27%) and amongst their friends (29%).

Most Americans agree that President Joe Biden "made the right decision" in dropping his bid for reelection. This includes over 80% of Democrats (84%), Independents (85%), and Republicans (81%).





The Democratic Party currently enjoys slightly higher favorability than their Republican counterparts, though perceptions of the two parties remain largely unchanged after this summer's campaign shakeup.

Views of the Democratic Party
Views of the Republican Party
41% Favorable 42% Unfavorable
36% Favorable 48% Unfavorable

- 41% trust Democratic Party leaders to act in America's best interest
- 35% trust Republican Party leaders to act in America's best interest

Voters are concerned about the potential impacts of Artificial Intelligence (AI) on this year's election, and most say the government hasn't done enough to offset its risks.

- 46% think it's at least "somewhat likely" that AI will impact the outcome of this year's Presidential election.
- The most common concerns include the use of AI to create and spread false content, such as altered images and "deep fake videos" (75%) and to amplify the spread of misinformation on social media (79%).
- 51% of voters say that the United States' government has <u>not</u> done enough to address the risks of AI influence in this year's election. Only 14% feel that the government has done enough, while 36% are unsure.

A small majority of American voters says that the federal government has <u>not</u> done enough to deter foreign actors from interfering in this year's Presidential election. A plurality of Democrats and Republicans each expect the other side to benefit more from foreign interference.

- 51% of voters say that the United States' government has <u>not</u> done enough to deter foreign actors from interfering in this year's Presidential election.
- The most commonly voiced concerns included potential interference from Russia (62%), China (65%), and cyber criminal organizations (67%).
- Most Democratic voters (54%) believe that Republicans benefit the most from foreign interference in U.S. elections, while a plurality of Republicans (47%) say that Democrats benefit more. Among Independents, a plurality feel that Republicans benefit more from foreign interference (32%, compared to 17% who feel that Democrats benefit more and 27% who feel that both parties benefit equally).





Section 1: Presidential Job Approval and "Most Important Issues"

Do you approve or disapprove of the job that President Joe Biden is doing in each of the following areas? (as % of row total)

	Total Approve	Strongly Approve	Somewhat Approve	Total Disapprove	Somewhat Disapprove	Strongly Disapprove	Unsure
Jobs and the Economy	39.9	15.4	24.5	56.6	15.2	41.4	3.5
Foreign Policy	35.6	13.3	22.3	58.9	17.6	41.3	5.5
Immigration & Border Security	31.2	9.9	21.3	63.4	16.7	46.7	5.5
Unifying Americans	35.5	14.6	20.9	58.0	17.3	40.7	6.4





In your opinion, did Joe Biden make the right decision in dropping out of the 2024 Presidential election?

	Democrats	Independents	Republicans	Total
Yes	83.8%	85.3%	81.3%	83.3%
No	6.5%	5.3%	10.0%	7.3%
Unsure	9.7%	9.4%	8.7%	9.4%

N=1,500

When deciding how you will vote in this year's Presidential election, which of the following will be more important to you?

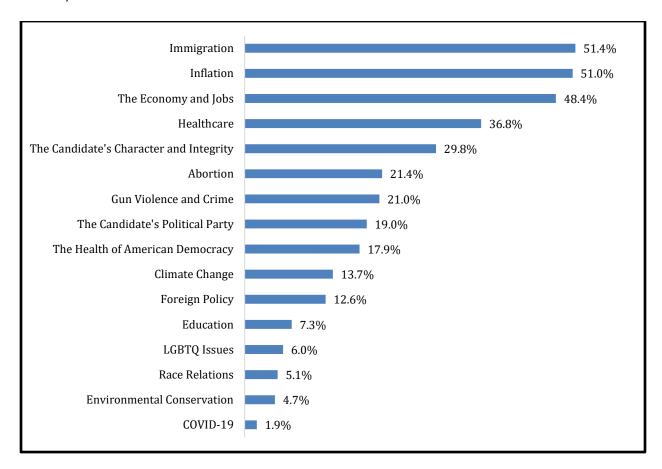
	Democrats	Independents	Republicans	Total
Pocketbook Issues (i.e. jobs, the economy, and inflation)	52.2%	71.1%	92.1%	71.3%
Social Values Issues (i.e. abortion policy, equity, LGBTQ issues)	47.8%	28.9%	7.9%	28.7%

N=1,417 "likely" voters





Figure 1. Looking ahead to this year's Presidential election, which <u>three</u> of the following issues will have the most significant impact on how you decide to vote? (Respondents were restricted to 3 choices).







Do you have a favorable or unfavorable view of the Democratic Party

	Democrats	Independents	Republicans	Total
Very Favorable	45.4%	5.7%	1.3%	17.5%
Somewhat Favorable	39.2%	25.6%	3.6%	23.3%
Neither Favorable nor Unfavorable	9.3%	28.0%	11.8%	16.9%
Somewhat Unfavorable	4.9%	19.0%	26.3%	16.5%
Very Unfavorable	1.2%	21.7%	56.9%	25.9%

N=1,500

Do you have a favorable or unfavorable view of the Republican Party

	Democrats	Independents	Republicans	Total
Very Favorable	1.6%	4.2%	43.5%	15.1%
Somewhat Favorable	4.9%	19.9%	39.7%	21.0%
Neither Favorable nor Unfavorable	12.8%	25.2%	7.4%	15.7%
Somewhat Unfavorable	25.6%	21.6%	6.0%	18.1%
Very Unfavorable	55.2%	29.1%	3.4%	30.1%





Please indicate your level of agreement or disagreement with the following statement: I trust leaders in the Democratic Party to act in the best interest of the American people.

	Democrats	Independents	Republicans	Total
Strongly Agree	41.6%	6.5%	2.5%	16.8%
Somewhat Agree	39.2%	25.8%	4.9%	23.7%
Neither Agree/Disagree	12.0%	23.2%	11.4%	15.8%
Somewhat Disagree	5.7%	15.1%	18.1%	12.8%
Strongly Disagree	1.6%	29.5%	63.2%	30.9%

N=1,500

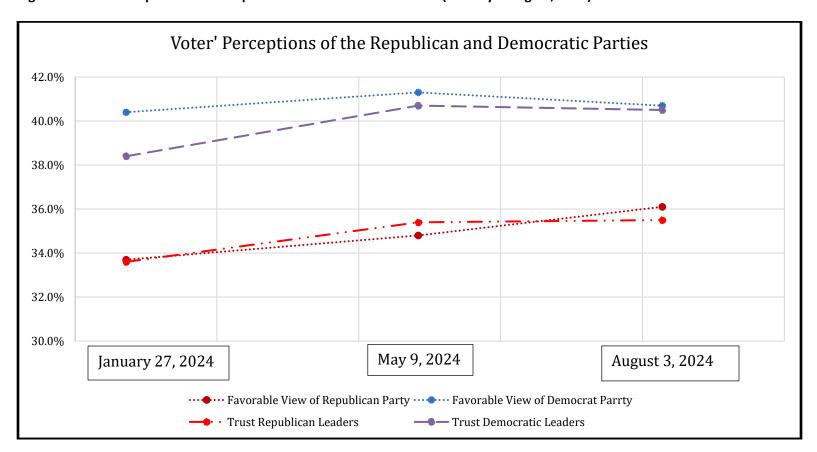
Please indicate your level of agreement or disagreement with the following statement: I trust leaders in the Republican Party to act in the best interest of the American people.

	Democrats	Independents	Republicans	Total
Strongly Agree	2.0%	6.6%	41.3%	15.5%
Somewhat Agree	6.5%	17.5%	38.0%	19.9%
Neither Agree/Disagree	11.8%	23.6%	12.7%	16.5%
Somewhat Disagree	18.9%	20.4%	4.2%	14.9%
Strongly Disagree	60.9%	31.9%	3.8%	33.2%





Figure 2. Voter Perceptions of the Republican and Democratic Parties (January – August, 2024)







Section 2: Artificial Intelligence and the 2024 Election

Do you think it's likely or unlikely that Artificial Intelligence (AI) will impact the outcome of this year's Presidential election?

	Democrats	Independents	Republicans	Total
Very Likely	11.2%	11.9%	15.0%	12.7%
Somewhat Likely	32.1%	32.2%	36.0%	33.1%
Not Very Likely	25.2%	25.1%	23.3%	24.5%
Not at All Likely	15.0%	9.2%	8.3%	10.9%
Unsure	16.5%	21.6%	17.5%	18.8%

N=1,500

How concerned are you that AI will be used to influence this year's Presidential election in each of the following ways: **To create campaign messaging without a candidate's consent or endorsement.**

	Democrats	Independents	Republicans	Total
Very Concerned	21.1%	17.7%	23.4%	20.7%
Somewhat Concerned	38.5%	41.1%	37.3%	38.9%
Not Very Concerned	22.5%	25.2%	21.2%	22.9%
Not at All Concerned	10.9%	7.6%	10.3%	9.7%
Unsure	6.9%	8.5%	7.8%	7.7%





How concerned are you that AI will be used to influence this year's Presidential election in each of the following ways: To create and/or spread false content (such as altered images or "deep fake" videos).

	Democrats	Independents	Republicans	Total
Very Concerned	39.8%	36.3%	38.8%	38.4%
Somewhat Concerned	34.1%	41.4%	34.4%	36.6%
Not Very Concerned	14.8%	11.9%	15.2%	13.7%
Not at All Concerned	7.3%	4.1%	7.1%	6.3%
Unsure	4.1%	6.3%	4.5%	5.0%

N=1,500

How concerned are you that AI will be used to influence this year's Presidential election in each of the following ways: **To amplify the spread of misinformation on social media.**

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	Democrats	Independents	Republicans	Total
Very Concerned	44.2%	41.1%	44.2%	43.3%
Somewhat Concerned	32.7%	39.8%	34.6%	35.5%
Not Very Concerned	11.9%	8.8%	10.9%	10.4%
Not at All Concerned	7.3%	4.2%	6.5%	6.1%
Unsure	3.9%	6.1%	3.8%	4.7%





How concerned are you that AI will be used to influence this year's Presidential election in each of the following ways: To create and spread messages that deceive voters about when, where, and how to vote.

	Democrats	Independents	Republicans	Total
Very Concerned	33.9%	25.6%	30.1%	30.0%
Somewhat Concerned	33.3%	38.9%	32.4%	34.8%
Not Very Concerned	18.1%	20.6%	21.2%	19.7%
Not at All Concerned	10.3%	7.4%	11.4%	9.7%
Unsure	4.5%	7.6%	4.9%	5.7%

N=1,500

To the best of your knowledge, do you believe that the United States' government has done enough to address the risks of AI influence in this election?

	Democrats	Independents	Republicans	Total
Yes	18.3%	10.8%	12.3%	13.7%
No	42.0%	50.6%	60.0%	50.7%
Unsure	39.7%	38.5%	27.7%	35.6%





To the best of your knowledge, do you believe that your local election officials have done enough to address the risks of AI influence in this election?

	Democrats	Independents	Republicans	Total
Yes	20.9%	15.3%	19.2%	18.3%
No	39.4%	43.8%	46.4%	43.3%
Unsure	39.8%	40.9%	34.4%	38.5%

N=1,500

In your opinion, which party is likely to benefit more from the influence of Artificial Intelligence in this year's Presidential election?

	Democrats	Independents	Republicans	Total
Democrats	14.0%	19.3%	41.7%	24.4%
Republicans	36.3%	22.5%	12.5%	24.1%
Both Parties Will Benefit Equally	29.6%	33.5%	24.3%	29.3%
Unsure	20.1%	24.7%	21.4%	22.3%

N=1,465 likely voters





How confident are you in your ability to distinguish between authentic campaign ads and those generated by AI?

	Democrats	Independents	Republicans	Total
Very Confident	19.9%	9.8%	13.8%	14.3%
Somewhat Confident	43.6%	43.8%	37.3%	41.7%
Not Very Confident	28.8%	36.3%	39.3%	34.8%
Not at All Confident	7.7%	10.1%	9.6%	9.3%

N=1,465 likely voters

How confident are you in your ability to distinguish between authentic political posts on social media and posts generated by AI?

	Democrats	Independents	Republicans	Total
Very Confident	19.1%	9.6%	16.5%	14.7%
Somewhat Confident	40.9%	41.4%	34.2%	39.0%
Not Very Confident	30.4%	37.9%	38.8%	35.7%
Not at All Confident	9.5%	11.1%	10.5%	10.5%

N=1,465 likely voters





Section 3: Foreign Interference in the 2024 Election

How concerned are you about the possibility that each of the following foreign actors might be able to influence the outcome of this year's Presidential election in the United States: **Russia**

	Democrats	Independents	Republicans	Total
Very Concerned	35.9%	25.2%	25.2%	28.7%
Somewhat Concerned	33.3%	33.9%	33.7%	33.7%
Not Very Concerned	15.0%	18.4%	21.4%	18.1%
Not at All Concerned	9.5%	13.6%	13.2%	12.3%
Unsure	6.3%	8.8%	6.5%	7.3%

N=1,500

How concerned are you about the possibility that each of the following foreign actors might be able to influence the outcome of this year's Presidential election in the United States: **China**

	Democrats	Independents	Republicans	Total
Very Concerned	29.6%	25.8%	34.2%	29.6%
Somewhat Concerned	35.5%	36.1%	32.8%	34.9%
Not Very Concerned	17.7%	17.7%	17.6%	17.5%
Not at All Concerned	11.2%	11.8%	9.8%	11.1%
Unsure	6.1%	8.7%	5.6%	6.9%





How concerned are you about the possibility that each of the following foreign actors might be able to influence the outcome of this year's Presidential election in the United States: **Iran**

	Democrats	Independents	Republicans	Total
Very Concerned	19.1%	14.6%	19.2%	17.5%
Somewhat Concerned	27.6%	26.7%	29.0%	27.5%
Not Very Concerned	28.2%	31.9%	29.5%	29.7%
Not at All Concerned	17.2%	17.1%	16.9%	17.4%
Unsure	7.9%	9.8%	5.4%	7.9%

N=1,500

How concerned are you about the possibility that each of the following foreign actors might be able to influence the outcome of this year's Presidential election in the United States: **North Korea**

	Democrats	Independents	Republicans	Total
Very Concerned	22.9%	15.1%	18.3%	18.7%
Somewhat Concerned	25.4%	24.1%	26.3%	25.1%
Not Very Concerned	25.2%	30.0%	30.4%	28.3%
Not at All Concerned	18.7%	21.4%	18.8%	19.9%
Unsure	7.9%	9.4%	6.3%	8.0%





How concerned are you about the possibility that each of the following foreign actors might be able to influence the outcome of this year's Presidential election in the United States: **Terrorist Organizations (not affiliated with a foreign government)**

	Democrats	Independents	Republicans	Total
Very Concerned	24.1%	15.7%	22.8%	20.7%
Somewhat Concerned	28.0%	30.4%	32.8%	30.3%
Not Very Concerned	23.9%	28.4%	22.3%	24.8%
Not at All Concerned	15.6%	16.0%	15.6%	16.0%
Unsure	8.3%	9.6%	6.5%	8.3%

N=1,500

How concerned are you about the possibility that each of the following foreign actors might be able to influence the outcome of this year's Presidential election in the United States: **Cyber-Criminal Organizations (not affiliated with a foreign government)**

Independents Republicans Total **Democrats Very Concerned** 28.4% 21.9% 29.7% 26.5% Somewhat Concerned 38.1% 41.6% 40.4% 40.0% **Not Very Concerned** 15.2% 18.2% 14.7% 12.5% Not at All Concerned 9.5% 10.1% 8.7% 9.6% 8.7% 6.5% 7.8% 8.1% Unsure





Do you believe that the United States' government has done enough to deter foreign actors from interfering in U.S. elections?

	Democrats	Independents	Republicans	Total
Yes	23.6%	14.6%	16.9%	18.2%
No	42.5%	50.8%	61.2%	51.4%
Unsure	33.9%	34.6%	21.9%	30.4%

N=1,500

In your opinion, which party benefits more from foreign interference in U.S. elections?

	Democrats	Independents	Republicans	Total
Democrats	11.4%	17.3%	47.1%	24.5%
Republicans	53.9%	31.5%	12.5%	33.2%
Both Parties Benefit Equally	18.5%	27.1%	19.6%	21.9%
Unsure	16.2%	24.1%	20.8%	20.3%

N=1,465 likely voters





Section 4. Political Stress

Which of the following statements best describes you?

	Democrats	Independents	Republicans	Total
Politics is a <u>significant</u> source of stress for me.	23.9%	17.7%	14.7%	19.2%
Politics is a <u>minor</u> source of stress for me.	44.2%	48.8%	47.8%	46.7%
Politics is <u>not</u> a source of stress for me	31.9%	33.5%	37.5%	34.1%

N= 1,500

NOTE: In order to measure voters' levels of stress as it relates to politics, we utilized a modified version of previously defined measures created by Smith et al. (2019).

Thinking about the last month, please indicate your level of agreement or disagreement with each of the following statements: **Politics has caused me to be stressed out.**

	Democrats	Independents	Republicans	Total
Strongly Agree	14.6%	11.4%	6.3%	11.1%
Somewhat Agree	35.5%	37.4%	31.9%	37.5%
Somewhat Disagree	22.5%	23.6%	28.6%	24.5%
Strongly Disagree	27.4%	27.6%	33.3%	29.3%





Thinking about the last month, please indicate your level of agreement or disagreement with each of the following statements: **Politics has caused me to lose sleep.**

	Democrats	Independents	Republicans	Total
Strongly Agree	4.7%	3.7%	2.2%	3.7%
Somewhat Agree	12.8%	10.3%	9.6%	10.9%
Somewhat Disagree	30.0%	28.7%	29.7%	29.7%
Strongly Disagree	52.5%	57.3%	58.5%	55.7%

N=1,500

Thinking about the last month, please indicate your level of agreement or disagreement with each of the following statements: I have lost my temper over politics.

	Democrats	Independents	Republicans	Total
Strongly Agree	10.3%	6.3%	6.9%	7.8%
Somewhat Agree	20.3%	20.6%	20.3%	20.6%
Somewhat Disagree	27.2%	26.9%	26.3%	26.8%
Strongly Disagree	42.2%	46.2%	46.4%	44.8%

N=1,500

Thinking about the last month, please indicate your level of agreement or disagreement with each of the following statements: I've spent more time thinking about politics than I would like.

	Democrats	Independents	Republicans	Total
Strongly Agree	15.6%	16.4%	11.2%	14.5%
Somewhat Agree	40.4%	38.5%	38.2%	39.1%
Somewhat Disagree	19.7%	19.2%	22.5%	20.3%
Strongly Disagree	24.3%	25.9%	28.1%	26.1%





Thinking about the last month, please indicate your level of agreement or disagreement with each of the following statements: **Differences in political views have caused conflict between me and my friends.**

	Democrats	Independents	Republicans	Total
Strongly Agree	7.5%	6.1%	7.4%	7.1%
Somewhat Agree	22.9%	21.0%	21.0%	21.5%
Somewhat Disagree	25.4%	31.1%	29.9%	28.9%
Strongly Disagree	44.2%	41.8%	41.7%	42.6%

N=1,500

Thinking about the last month, please indicate your level of agreement or disagreement with each of the following statements: **Differences in political views have caused conflict in my family.**

	Democrats	Independents	Republicans	Total
Strongly Agree	11.2%	8.3%	6.3%	8.7%
Somewhat Agree	16.6%	19.3%	16.9%	17.9%
Somewhat Disagree	24.9%	25.4%	25.9%	25.2%
Strongly Disagree	47.3%	47.0%	50.9%	48.2%





Section 5. Election Integrity

Regardless of who you voted for, do you believe that Joe Biden legitimately won the 2020 Presidential election?

	Democrats	Independents	Republicans	Total
Yes	94.7%	61.7%	29.2%	62.6%
No	3.3%	22.5%	53.8%	25.7%
Unsure	2.0%	15.8%	17.0%	11.7%

N=1,500

How confident are you that the 2024 Presidential election will be conducted fairly?

	Democrats	Independents	Republicans	Total
Very Confident	54.2%	29.8%	20.3%	34.8%
Somewhat Confident	31.6%	35.0%	32.4%	32.9%
Not Very Confident	10.3%	23.9%	36.2%	23.2%
Not at All Confident	3.9%	11.2%	11.2%	9.1%

N=1,500

How confident are you that your vote will be counted accurately in this year's election?

	Democrats	Independents	Republicans	Total
Very Confident	61.1%	36.7%	28.1%	42.1%
Somewhat Confident	25.0%	35.9%	35.7%	32.1%
Not Very Confident	10.9%	18.3%	23.7%	17.5%
Not at All Confident	3.1%	9.1%	12.5%	8.3%

N=1,470 (n=30 responded "I probably won't vote").





Survey Information

1,500 registered U.S. voters were surveyed via an online web-panel (Prodege MR). The survey was fielded from May 3rd through May 9th, 2024. The results are reported with a 95% confidence level and a margin of error of +/- 2.53. Respondents were selected via stratified, quota sampling to ensure a representative sample of voters. Balanced quotas for gender, age, race/ethnicity, education and party affiliation were determined based on data from the U.S. Census Bureau. Quotas were stratified by Census region for geographical representativeness.

Sample Comparison

	USF Sample	U.S. Demographics*
Gender		
Female	49.9%	50.4%
Male	49.0%	49.6%
Non-Binary/Other	1.1%	-
Age		
18-24	11.8%	12.0%
25-44	33.1%	34.2%
45-64	32.8%	31.6%
65+	22.3%	22.2%
Race		
Black/African American	13.6%	13.6%
White/Caucasian	73.2%	75.5%
Asian / Pacific Islander	6.2%	6.3%
American Indian/Alaska Native	1.4%	1.3%
Other	5.6%	3.0%
Ethnicity		
Hispanic	19.5%	19.1%
Non-Hispanic	80.5%	80.9%
Education		
Less than 4 Year Degree	66.6%	66.3%
4 Year Degree (or higher)	33.4%	33.7%
Political Affiliation		
Democrat	32.9%	33.0%
Independent (and Other)	37.3%	38.0%
Republican	29.9%	29.0%
Census Region		
Northeast	17.1%	17.1%
Midwest	21.3%	20.6%
South	38.7%	38.6%
West	22.9%	23.6%





About our Research Team

Megan Corn (MPA Candidate, University of South Florida, 2025) is a Graduate Assistant and Research Assistant at the University of South Florida's School of Public Affairs. Following her anticipated graduation in the Spring of 2025, she aims to pursue a PhD in political science and public policy. She is currently engaged in research on politics, emergency management, and public health. For additional information, please visit the **USF Staff & GA page**. Megan can be contacted by email at megancorn@usf.edu

Savannah Havird (MPA Candidate, University of South Florida, 2024) is a Graduate Assistant and Research Assistant in the School of Public Affairs at USF. Her anticipated graduation is Fall of 2024, after which she intends to pursue a doctoral degree in public policy and affairs. Her areas of interest include public policy, emergency management, and local, state, and federal politics. She is currently engaged in active research in each of these areas. For additional Information please visit her USF Staff & GA page. Savannah can be contacted by email at savannahhavird@usf.edu

Stephen Neely (PhD, North Carolina State University, 2013) is an Associate Professor in the School of Public Affairs at the University of South Florida. He is Director of the School's Master's program in Public Administration and a Senior Faculty Fellow with the <u>Global and National Security Institute</u> at the University of South Florida. His areas of specialization include survey research, quantitative data analysis, and public policy. For additional information please visit his <u>USF faculty page</u>. Dr. Neely can be contacted by email at srneely@usf.edu

About the University of South Florida

The University of South Florida is a high-impact global research university dedicated to student success. Over the past 10 years, no other public university in the country has risen faster in U.S. News and World Report's national university rankings than USF. Serving more than 50,000 students on campuses in Tampa, St. Petersburg and Sarasota-Manatee, USF is designated as a Preeminent State Research University by the Florida Board of Governors, placing it in the most elite category among the state's 12 public universities. USF has earned widespread national recognition for its success graduating underrepresented minority and limited-income students at rates equal to or higher than white and higher income students. USF is a member of the American Athletic Conference. Learn more at www.usf.edu.

About Cyber Florida

The Florida Center for Cyber Security (also known as Cyber Florida) was established by the State of Florida in 2014 to make the Sunshine State one of the most cyber- secure in the nation by promoting cybersecurity education, research, and outreach in partnership with the 12 State University System of Florida (SUS) institutions. Hosted by the University of South Florida, the Center is committed to increasing the number of K-12 students interested in and prepared for careers in cybersecurity and related STEM disciplines.

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