

Methodological Details

2024 Presidential Election Study

Skeptic Research Center

1. Data Collection Strategy

- Online Survey (Mdn_{duration} = 12 minutes)

2. Research Sponsor

- Skeptics Society

3. Measures

Demographic characteristics

1. Age (in years)
2. Sex
3. Race
4. Household income
5. Educational attainment
6. Relationship status
7. Parental status

Topical Areas

1. Belief in god/Importance of Religion
2. Political affiliation and orientation
3. 2024 presidential voting intentions
4. Frustration with 2024 election cycle
5. Willingness to sever relationships because of political disagreement
6. Support for violence if preferred party loses election
7. Belief in election legitimacy
8. Support for free speech
9. Depression
10. Mental health and identity
11. Trust in institutions
12. Attitudes/accuracy about abortion-related issues
13. Attitudes/accuracy about immigration-related issues
14. Attitudes/accuracy about crime and police-related issues
15. Attitudes/accuracy about race-related issues
16. Attitudes/accuracy about climate change
17. Attitudes/accuracy about Donald Trump
18. Attitudes/accuracy about Kamala Harris
19. Attitudes/accuracy about the economy
20. Attitudes/accuracy about children and public schools
21. Attitudes/accuracy about gun ownership
22. Attitudes about war

23. Attitudes about affirmative action and reparations

Note: Question wording, response options, and scale validation information will be provided in topical reports/articles and on graphs.

4. Population

- Adults that speak English in the United States of America.

5. Sampling

- Quota sampling was used to approximate a representative sample regarding sex, race, age, and educational attainment. Sex was nested within race, age, and educational attainment. Quotas were determined by U.S. Census data. Participants were recruited using Qualtrics Panel Services (<https://www.qualtrics.com/research-services/online-sample/>). The following provides the demographic breakdown of the final sample: $n_{\text{total}} = 3,023$

Generation Computed by Year Born

	N	%
Gen Z	353	11.7%
Millennial	964	31.9%
Gen X	758	25.1%
Boomer	874	28.9%
Silent	74	2.4%

What is your biological sex?

	N	%
Male	1436	47.5%
Female	1587	52.5%

Which racial group do you most closely identify with?

	N	%
White/Caucasian	1719	56.9%
Hispanic/Latino	548	18.1%
Black/African American	402	13.3%
Asian or Pacific Islander	181	6.0%
Other	173	5.7%

What is the highest level of education you have achieved?

	N	%
Did not complete high school	298	9.9%
High school diploma or equivalent	862	28.5%
Some College or Associate's Degree	781	25.8%
Bachelor's Degree	681	22.5%
Graduate or Professional Degree	401	13.3%

6. Dates of Data Collection

- From September 5, 2024, to September 29, 2024

7. Procedures to Ensure Data Quality

- Responses needed to pass (1) three attention checks, (2) a duplication check, (3) time-to-complete checks (i.e., anyone under 5.4 minutes were dropped), (4) fraud and (5) bot-identification checks.

8. Limitations:

- All research has limitations. This sample was collected via a pre-arranged, pre-screened, pool of survey takers who had agreed to be contacted for research purposes by market research companies. This means that any American who had not previously agreed to be contacted by a market research service (in this case, Qualtrics) could not have been included in the sample. Respondents were allowed to take the survey on their desktop or laptop as well as on their cellphones. Though the final sample approximated the United States adult population with regard to educational attainment, sex, age and race, it is not necessarily representative along other dimensions, such as household income or relationship status (married, single, etc.).

If your question was not answered here, you can email research@skeptic.com