PUBLIC POLL FINDINGS AND METHODOLOGY

Main Issue Survey – Wave 2

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Wave 1 Interview dates: February 2-4, 2024
Wave 2 Interview dates: February 9-11, 2024

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

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

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire:

1. **[SPLIT SAMPLE A]** In your opinion, what is the most important problem facing the U.S. today?

	Total Wave 2 (N=507)	Democrat Wave 2 (N=143)	Republican Wave 2 (N=153)	Independent Wave 2 (N=161)
Immigration	20%	9%	33%	19%
Economy, unemployment, and jobs	16%	14%	18%	15%
Crime or corruption	8%	9%	6%	9%
Environment and climate	7%	13%	3%	6%
War and foreign conflicts	6%	5%	4%	7%
Healthcare system	5%	3%	4%	6%
Morality	5%	4%	8%	5%
Inequality and discrimination	5%	7%	3%	5%
Terrorism and extremism	4%	6%	4%	3%
Education	2%	3%	1%	2%
Abortion issues	2%	5%	-	2%
Public health, disease, and illness	1%	1%	1%	1%
Energy issues	1%	1%	1%	-
Other	13%	12%	9%	15%
Don't know	6%	7%	4%	5%
Skipped	1%	-	-	1%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Chris Jackson**
Senior Vice President, US, Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

PUBLIC POLL FINDINGS AND METHODOLOGY

1. **[SPLIT SAMPLE A]** In your opinion, what is the most important problem facing the U.S. today? *(Continued)*

	Total Wave 1 (N=342)	Democrat Wave 1 (N=113)	Republican Wave 1 (N=102)	Independent Wave 1 (N=88*)
Economy, unemployment, and jobs	19%	19%	24%	16%
Immigration	17%	6%	28%	18%
Healthcare system	8%	6%	6%	11%
Crime or corruption	8%	4%	3%	11%
Environment and climate	8%	16%	2%	7%
War and foreign conflicts	6%	5%	9%	5%
Inequality and discrimination	6%	12%	2%	3%
Terrorism and extremism	5%	6%	6%	4%
Morality	4%	1%	9%	4%
Abortion issues	3%	4%	1%	4%
Public health, disease, and illness	2%	4%	1%	2%
Education	1%	1%	-	1%
Energy issues	*	-	-	*
Other	10%	13%	6%	11%
Don't know	3%	4%	3%	2%
Skipped	1%	-	1%	1%

Note: Low base size (N<100)

2. **[SPLIT SAMPLE B]** In your opinion, what is the most important problem facing the U.S. today?

	Total Wave 2 (N=510)	Democrat Wave 2 (N=163)	Republican Wave 2 (N=119)	Independent Wave 2 (N=180)
Political extremism or threats to democracy	24%	31%	10%	29%
Immigration	20%	5%	47%	17%
Economy, unemployment, and jobs	13%	9%	12%	15%
War, foreign conflicts, or terrorism	6%	7%	7%	6%
Crime	6%	6%	8%	5%
Healthcare, public health, or addiction	5%	8%	2%	3%
Environment, climate or energy issues	5%	11%	1%	3%
Housing and infrastructure	3%	5%	1%	3%
Inequality and discrimination	2%	5%	1%	2%
Abortion issues	2%	3%	2%	*
Other	7%	3%	5%	10%
Don't know	6%	5%	2%	5%
Skipped	1%	-	2%	-

PUBLIC POLL FINDINGS AND METHODOLOGY

3. **[SPLIT SAMPLE A]** In your opinion, which one of the following is most going to influence your vote in the 2024 general election, if any?

	Total Wave 1 (N=342)	Democrat Wave 1 (N=113)	Republican Wave 1 (N=102)	Independent Wave 1 (N=88*)
Economy, unemployment, and jobs	20%	16%	30%	17%
War and foreign conflicts	4%	3%	4%	5%
Immigration	15%	4%	24%	17%
Terrorism and extremism	2%	4%	2%	1%
Healthcare system	2%	2%	3%	2%
Public health, disease, and illness	1%	1%	1%	-
Energy issues	-	-	-	-
Morality	4%	5%	4%	3%
Education	1%	1%	-	3%
Crime or corruption	6%	6%	8%	4%
Environment and climate	5%	13%	2%	1%
Inequality and discrimination	4%	8%	2%	2%
Abortion issues	7%	13%	4%	6%
Other	11%	12%	6%	14%
Don't know	17%	13%	9%	23%
Skipped	2%	-	1%	2%

Note: Low base size (N<100)

4. **[SPLIT SAMPLE B]** In your opinion, what is the most important problem facing the U.S. today?

	Total Wave 1 (N=339)	Democrat Wave 1 (N=107)	Republican Wave 1 (N=96*)	Independent Wave 1 (N=103)
Economy, unemployment, and jobs	17%	15%	21%	14%
War, foreign conflicts, or international terrorism	4%	9%	5%	1%
Immigration	10%	7%	24%	7%
Donald Trump and MAGA Republicans	23%	39%	2%	25%
Joe Biden and woke Democrats	13%	1%	29%	13%
Health, disease, addiction, or the healthcare system	5%	5%	1%	6%
Extreme weather and the climate	2%	2%	-	3%
Education and opportunity	3%	2%	2%	5%
Housing and infrastructure	1%	-	2%	1%
Crime	5%	9%	2%	4%
Big business and wealth with too much power	4%	7%	1%	3%
Broken news media industry	4%	-	1%	7%
Other	6%	3%	7%	7%
Don't know	3%	1%	2%	4%
Skipped	-	-	-	-

Note: Low base size (N<100)

5. **[SPLIT SAMPLE B]** In your opinion, which one of the following is most going to influence your vote in the 2024 general election, if any?

	Total Wave 1 (N=339)	Democrat Wave 1 (N=107)	Republican Wave 1 (N=96*)	Independent Wave 1 (N=103)
Economy, unemployment, and jobs	19%	14%	26%	20%
War, foreign conflicts, or international terrorism	4%	4%	1%	5%
Immigration	10%	3%	24%	7%
Donald Trump and MAGA Republicans	24%	32%	15%	26%
Joe Biden and woke Democrats	10%	2%	20%	10%
Health, disease, addiction, or the healthcare system	4%	8%	-	4%
Extreme weather and the climate	1%	2%	-	-
Education and opportunity	1%	4%	-	-
Housing and infrastructure	1%	1%	-	1%
Crime	2%	4%	-	3%
Big business and wealth with too much power	3%	7%	2%	2%
Broken news media industry	*	-	-	1%
Other	4%	6%	3%	4%
Don't know	17%	15%	9%	17%
Skipped	-	-	-	-

Note: Low base size (N<100)

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Chris Jackson**
Senior Vice President, US, Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

BMT5. **[WAVE 1 – SPLIT SAMPLE C]** In your opinion, what is the most important problem facing the U.S. today? (Open-ended Responses Coded)

	Total (N=263)
Immigration / Border security	23%
Inflation / rising prices / hard to make end's meet	13%
Democratic policies / Socialism/ Wokeness/ Joe Biden	10%
Division among people / Dysfunction of government	9%
Environment and Climate	7%
Threat to democracy / MAGA / Right wing agenda	6%
Donald Trump	5%
Crime or corruption	4%
Poverty / Economic Inequality	3%
Morality	3%
Racism	3%
Foreign policy	2%
Gun control / gun violence	1%
Healthcare system	1%
Abortion issues	1%
Economy	1%
Other	9%

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Chris Jackson**
Senior Vice President, US, Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

BMT6. **[WAVE 1 – SPLIT SAMPLE C]** In your opinion, what is most going to influence your vote in the 2024 general election? (Open-ended Responses Coded)

	Total (N=275)
Whoever is the best candidate / Lesser of two evils / Competent moral person	14%
Not wanting to elect Trump	14%
Immigration / Border security	12%
Economy, unemployment, and jobs	10%
Voting against Democratic Party policies / Not wanting to elect Biden	9%
Electing Trump / America first/MAGA/Conservatism	5%
Depends who is on the ticket - Biden vs Trump	4%
Morality	3%
Foreign policy	3%
Not voting / Candidates aren't worth it / Hate politics	2%
Abortion rights	2%
Extreme weather and climate	2%
Preserve democracy	2%
Voting for my party / what my party says	1%
Inequality and discrimination / racism	1%
Electing Biden	1%
Crime	1%
Other	7%
Don't know / Nothing	6%
Racism	3%
Foreign policy	2%
Gun control / gun violence	1%
Healthcare system	1%
Abortion issues	1%
Economy	1%
Other	9%

PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

This Ipsos poll was conducted February 9 to 11, 2024, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,017 adults age 18 or older. The sample includes 306 Democrats, 272 Republicans, and 341 Independents.

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 U.S. 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. KnowledgePanel members receive a per survey incentive, usually the equivalent of $1 (though for some it is $2) in points, that can be redeemed for cash or prizes. No prenotification email for this study was sent prior to field. Panelists receive a unique login to the survey and are only able to complete it one time. One reminder emails was sent for this study.

The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. Party ID benchmarks are from recent ABC News/Washington Post telephone polls. The demographic benchmarks came from the 2023 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- 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+)
- Party ID (Democrat, Republican, Independent, Something else)

The margin of sampling error 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. For Democrats, the margin of sampling error is plus or 6.0 percentage points at the 95% confidence level. The design effect for Democrats is 1.15. For Republicans, the margin of sampling error is plus or minus 6.3 percentage points at the 95% confidence level. The design effect for Republicans is 1.13. For Independents, the margin of sampling error is plus or minus 5.6 percentage points at the 95% confidence level. The design effect for Independents is 1.12. The margin of sampling error is higher and varies for results based on sub-samples. Sampling error is only one potential source of error. There may be other unmeasured non-sampling error in this or any poll. 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.

This topline is trended with a previous Ipsos poll, labelled Wave 1, that was conducted February 2 to 4, 2024, by Ipsos using the probability-based KnowledgePanel®. The poll was based on a nationally representative probability sample of 681 adults age 18 or older. The margin of sampling error was plus or minus 3.4 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 1.20.

For more information on this news release, please contact:

Chris Jackson
Senior Vice President, US
Public Affairs
+1 202 420-2025
Chris.Jackson@ipsos.com

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Chris Jackson**
Senior Vice President, US, Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

PUBLIC POLL FINDINGS AND METHODOLOGY

About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

2020 K Street, NW, Suite 410
Washington DC 20006
+1 202 463-7300

Contact: **Chris Jackson**
Senior Vice President, US, Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025