TOPLINE & METHODOLOGY

Ipsos 2024 Election Tracking Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the residents of Michigan, Pennsylvania, Wisconsin, Georgia, North Carolina, Arizona, and Nevada (ages 18+)
Interview dates: June 4-12, 2024
Number of interviews: 2,453

Margin of error: +/- 2.5 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: * = less than 0.5%, - = no respondents, N/A = not applicable*

Annotated Questionnaire:

1. Which of the following topics are the most important issues facing the country? Select up to three.

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Inflation or increasing costs	49%	51%	47%	49%
Unemployment	5%	4%	5%	4%
Economic inequality	10%	10%	9%	9%
Political extremism or threats to democracy	24%	22%	24%	29%
Government budget and debt	15%	15%	14%	15%
Taxes	8%	9%	7%	8%
Foreign conflicts or terrorism	9%	9%	10%	7%
Education	7%	7%	8%	5%
Immigration	30%	30%	28%	35%
Race and racism	10%	9%	13%	9%
Healthcare	18%	20%	18%	14%
COVID-19/coronavirus	1%	1%	1%	*
Opioid or drug addiction	9%	9%	8%	10%
Abortion	12%	12%	13%	11%
Crime or gun violence	23%	23%	24%	21%
Climate change	15%	16%	12%	18%
Natural disasters	1%	2%	1%	2%
Election security or fraud	10%	11%	10%	8%
Housing cost or availability	18%	18%	17%	22%
Other	2%	2%	2%	3%
None of these	1%	1%	2%	1%

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2. In the past month, which of these topics have you seen a lot of in the news? Select all that apply.

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Inflation or increasing costs	56%	57%	56%	54%
Unemployment	10%	9%	11%	9%
Economic inequality	13%	12%	13%	15%
Political extremism or threats to democracy	44%	44%	43%	46%
Government budget and debt	24%	23%	25%	23%
Taxes	11%	12%	11%	10%
Foreign conflicts or terrorism	46%	47%	44%	48%
Education	10%	9%	11%	10%
Immigration	51%	51%	48%	56%
Race and racism	25%	24%	27%	26%
Healthcare	17%	16%	17%	19%
COVID-19/coronavirus	7%	7%	6%	6%
Opioid or drug addiction	20%	19%	19%	23%
Abortion	36%	34%	35%	41%
Crime or gun violence	42%	40%	46%	38%
Climate change	25%	27%	21%	30%
Natural disasters	26%	28%	23%	26%
Election security or fraud	29%	30%	28%	32%
Housing cost or availability	30%	28%	30%	39%
Other	3%	2%	3%	2%
None of these	9%	9%	10%	9%

3. Are you currently registered to vote at your current address?

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
No	16%	13%	17%	21%
No, but I plan to register before the election	5%	4%	7%	3%
Yes	79%	83%	76%	76%
Skipped	*	*	-	-

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4. Thinking about how you feel today, how likely, if at all, are you to vote in the 2024 Presidential elections using a 1-10 scale where 10 means certain to vote and 1 means you definitely will not vote?

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
1 – definitely will not vote	15%	12%	16%	19%
2	2%	2%	2%	1%
3	2%	2%	2%	3%
4	1%	1%	1%	1%
5	5%	5%	7%	2%
6	2%	2%	3%	3%
7	3%	3%	4%	2%
8	3%	4%	3%	3%
9	4%	5%	4%	2%
10 – certain to vote	62%	64%	58%	63%
Skipped	*	*	1%	-
1-3 (net)	*19%*	*16%*	*21%*	*23%*
4-5 (net)	*6%*	*6%*	*8%*	*4%*
6-8 (net)	*8%*	*8%*	*9%*	*8%*
9-10 (net)	*66%*	*70%*	*61%*	*66%*
Mean	*7.72*	*8.02*	*7.40*	*7.54*

5. Using the same 1-10 scale where 10 means you are certain to vote and 1 means you definitely will not vote, how likely are you, if at all, to vote for the following?

Mean Summary

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Joe Biden	4.07	4.21	4.02	3.75
Donald Trump	4.27	4.32	4.24	4.20
Robert F. Kennedy, Jr.	2.74	2.79	2.76	2.58
Democrats in other races	4.14	4.27	4.10	3.85
Republicans in other races	4.25	4.35	4.19	4.06

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5. Using the same 1-10 scale where 10 means you are certain to vote and 1 means you definitely will not vote, how likely are you, if at all, to vote for the following? *(continued)*

a. Joe Biden

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
1 – definitely will not vote	55%	54%	55%	58%
2	2%	3%	2%	2%
3	2%	1%	2%	2%
4	1%	1%	2%	2%
5	5%	5%	5%	4%
6	2%	2%	2%	4%
7	2%	2%	2%	4%
8	3%	4%	2%	2%
9	2%	3%	2%	2%
10 – certain to vote	24%	25%	24%	20%
Skipped	1%	1%	1%	1%
1-3 (net)	*59%*	*58%*	*59%*	*62%*
4-5 (net)	*6%*	*6%*	*7%*	*6%*
6-8 (net)	*8%*	*8%*	*6%*	*9%*
9-10 (net)	*26%*	*27%*	*26%*	*22%*
Mean	*4.07*	*4.21*	*4.02*	*3.75*

b. Donald Trump

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
1 – definitely will not vote	50%	50%	49%	53%
2	3%	3%	3%	1%
3	2%	2%	3%	1%
4	1%	1%	1%	2%
5	6%	6%	6%	4%
6	2%	3%	2%	2%
7	3%	3%	3%	3%
8	4%	4%	4%	3%
9	3%	2%	3%	1%
10 – certain to vote	25%	25%	23%	27%
Skipped	3%	2%	3%	3%
1-3 (net)	*55%*	*55%*	*54%*	*56%*
4-5 (net)	*7%*	*7%*	*7%*	*6%*
6-8 (net)	*9%*	*10%*	*8%*	*7%*
9-10 (net)	*27%*	*27%*	*27%*	*28%*
Mean	*4.27*	*4.32*	*4.24*	*4.20*

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5. Using the same 1-10 scale where 10 means you are certain to vote and 1 means you definitely will not vote, how likely are you, if at all, to vote for the following? *(continued)*

c. Robert F. Kennedy, Jr.

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
1 – definitely will not vote	57%	56%	58%	62%
2	4%	4%	5%	3%
3	4%	5%	4%	4%
4	4%	4%	3%	3%
5	14%	15%	13%	12%
6	4%	3%	4%	5%
7	3%	3%	3%	2%
8	3%	3%	2%	3%
9	1%	1%	1%	2%
10 – certain to vote	4%	4%	4%	2%
Skipped	3%	3%	3%	3%
1-3 (net)	*66%*	*65%*	*67%*	*68%*
4-5 (net)	*17%*	*19%*	*16%*	*15%*
6-8 (net)	*9%*	*9%*	*10%*	*10%*
9-10 (net)	*5%*	*4%*	*5%*	*4%*
Mean	*2.74*	*2.79*	*2.76*	*2.58*

d. Democrats in other races

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
1 – definitely will not vote	43%	42%	42%	46%
2	4%	3%	4%	3%
3	4%	3%	4%	2%
4	3%	3%	2%	2%
5	11%	10%	11%	11%
6	3%	2%	3%	4%
7	4%	4%	3%	4%
8	4%	5%	3%	4%
9	3%	4%	3%	3%
10 – certain to vote	18%	18%	19%	15%
Skipped	5%	4%	6%	6%
1-3 (net)	*50%*	*49%*	*50%*	*51%*
4-5 (net)	*13%*	*13%*	*13%*	*13%*
6-8 (net)	*11%*	*11%*	*9%*	*12%*
9-10 (net)	*21%*	*22%*	*22%*	*18%*
Mean	*4.14*	*4.27*	*4.10*	*3.85*

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5. Using the same 1-10 scale where 10 means you are certain to vote and 1 means you definitely will not vote, how likely are you, if at all, to vote for the following? *(continued)*

e.   Republicans in other races

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
1 – definitely will not vote	40%	38%	39%	44%
2	5%	5%	5%	5%
3	4%	4%	5%	4%
4	3%	3%	3%	2%
5	12%	13%	12%	10%
6	4%	5%	3%	4%
7	4%	3%	5%	3%
8	5%	5%	4%	5%
9	4%	4%	3%	3%
10 – certain to vote	16%	16%	16%	17%
Skipped	3%	2%	4%	3%
1-3 (net)	*49%*	*47%*	*49%*	*53%*
4-5 (net)	*15%*	*16%*	*15%*	*12%*
6-8 (net)	*13%*	*13%*	*12%*	*11%*
9-10 (net)	*20%*	*20%*	*19%*	*20%*
Mean	*4.25*	*4.35*	*4.19*	*4.06*

6.   If you do vote in the 2024 presidential election in November, how would you vote?

	Likely Voters (N=2,225)	Midwest (MI/PA/WI) (N=962)	Southeast (GA/NC) (N=631)	Southwest (AZ/NV) (N=632)
Joe Biden	35%	35%	36%	33%
Donald Trump	37%	37%	36%	36%
Robert F. Kennedy, Jr.	6%	8%	4%	5%
Other candidate	4%	3%	4%	8%
Would not vote	4%	2%	6%	3%
Don't know	15%	15%	14%	15%
Skipped	*	*	-	*

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7. **[ASKED IF RFK Jr. OR OTHER OR NOT VOTE OR DON'T KNOW OR SKIPPED IN Q6]** If you had to choose between the following, how would you vote?

	Likely Voters (N=526)	Midwest (MI/PA/WI) (N=232)	Southeast (GA/NC) (N=142)	Southwest (AZ/NV) (N=152)
Joe Biden	43%	40%	43%	49%
Donald Trump	48%	50%	50%	37%
Skipped	9%	9%	7%	14%

6-7 COMBINED

	Likely Voters (N=2,225)	Midwest (MI/PA/WI) (N=962)	Southeast (GA/NC) (N=631)	Southwest (AZ/NV) (N=632)
Joe Biden	47%	47%	48%	48%
Donald Trump	50%	51%	50%	47%
Skipped	3%	3%	2%	5%

8. If the election for Congress were held today, would you vote for the [ROTATE] Democratic or Republican candidate for the U.S. House of Representatives in your district?

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Democratic candidate	36%	37%	34%	36%
Republican candidate	37%	38%	38%	34%
Some other candidate	2%	2%	2%	3%
I wouldn't vote	10%	8%	11%	12%
Don't know	14%	14%	14%	14%
Skipped	1%	1%	*	1%

9. Overall, do you [ROTATE] approve or disapprove of the way Joe Biden is handling his job as president?

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Strongly approve	12%	12%	12%	9%
Somewhat approve	21%	21%	20%	23%
Somewhat disapprove	15%	16%	14%	16%
Strongly disapprove	43%	44%	43%	42%
Not sure	8%	6%	10%	8%
Skipped	1%	*	1%	1%

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[ASKED IF Q8 = NOT SURE OR SKIPPED]
8a. If you had to choose, do you lean more towards approve or disapprove?

	Total (N=129)	Midwest (MI/PA/WI) (N=54)	Southeast (GA/NC) (N=44)	Southwest (AZ/NV) (N=31)
Approve	11%	11%	13%	6%
Disapprove	9%	17%	5%	1%
Don't know	75%	67%	77%	91%
Skipped	5%	6%	5%	2%

8a and 8. Overall, do you approve or disapprove of the way Joe Biden is handling his job as president?

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Strongly approve	12%	12%	12%	9%
Somewhat approve	21%	21%	20%	23%
Lean approve	1%	1%	1%	1%
Lean disapprove	1%	1%	1%	*
Somewhat disapprove	15%	16%	14%	16%
Strongly disapprove	43%	44%	43%	42%
Skipped	7%	5%	9%	9%
Total approve	*34%*	*34%*	*34%*	*33%*
Total disapprove	*59%*	*61%*	*57%*	*58%*

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10. In your opinion, which presidential candidate has a better plan, policy or approach to each of the following?

a. Healthcare

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Donald Trump	28%	28%	29%	24%
Joe Biden	35%	36%	32%	35%
Other	3%	4%	2%	3%
None	14%	11%	18%	15%
Don't know	19%	20%	17%	22%
Skipped	1%	1%	1%	*

b. Immigration

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Donald Trump	44%	45%	44%	43%
Joe Biden	26%	28%	26%	24%
Other	2%	4%	1%	2%
None	14%	11%	16%	16%
Don't know	12%	11%	12%	15%
Skipped	1%	1%	1%	1%

c. Political extremism or threats to democracy

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Donald Trump	33%	34%	33%	32%
Joe Biden	30%	32%	29%	30%
Other	4%	5%	3%	3%
None	16%	13%	18%	16%
Don't know	16%	15%	16%	17%
Skipped	1%	1%	2%	1%

d. Economy, unemployment, and jobs

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Donald Trump	44%	45%	43%	41%
Joe Biden	31%	32%	31%	32%
Other	2%	3%	1%	2%
None	10%	7%	13%	11%
Don't know	12%	13%	11%	15%
Skipped	1%	1%	1%	*

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10. In your opinion, which presidential candidate has a better plan, policy or approach to each of the following? *(continued)*

e. War, foreign conflicts, or terrorism

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Donald Trump	40%	41%	41%	39%
Joe Biden	28%	29%	27%	27%
Other	3%	4%	3%	3%
None	13%	11%	15%	13%
Don't know	14%	14%	13%	17%
Skipped	1%	1%	1%	1%

f. Crime or corruption

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Donald Trump	37%	37%	36%	36%
Joe Biden	28%	29%	28%	25%
Other	3%	4%	3%	3%
None	15%	13%	18%	16%
Don't know	16%	16%	14%	18%
Skipped	1%	1%	1%	1%

19. In the last month, have you…

Total Yes Summary

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Seen an ad for an individual political candidate	66%	68%	62%	70%
Seen an ad for an issue or organization	53%	55%	49%	57%
Received a phone call from a political campaign asking for your support or a donation	19%	18%	18%	23%
Received a text message from a political campaign asking for your support or a donation	42%	42%	38%	51%
Received an email from a political campaign asking for your support or a donation	36%	37%	34%	39%
Donated money to a political campaign or issue organization	8%	7%	10%	8%

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19. In the last month, have you… *(continued)*

a. Seen an ad for an individual political candidate

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Yes	66%	68%	62%	70%
No	26%	25%	30%	20%
Don't know	7%	6%	8%	10%
Skipped	1%	1%	*	*

b. Seen an ad for an issue or organization

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Yes	53%	55%	49%	57%
No	33%	31%	37%	30%
Don't know	13%	13%	13%	13%
Skipped	1%	1%	*	-

c. Received a phone call from a political campaign asking for your support or a donation

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Yes	19%	18%	18%	23%
No	72%	73%	73%	66%
Don't know	9%	9%	9%	11%
Skipped	*	1%	*	*

d. Received a text message from a political campaign asking for your support or a donation

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Yes	42%	42%	38%	51%
No	52%	53%	57%	41%
Don't know	5%	5%	5%	8%
Skipped	*	1%	*	-

e. Received an email from a political campaign asking for your support or a donation

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Yes	36%	37%	34%	39%
No	57%	57%	59%	52%
Don't know	6%	6%	6%	8%
Skipped	*	1%	*	*

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19. In the last month, have you… *(continued)*

    f.   Donated money to a political campaign or issue organization

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Yes	8%	7%	10%	8%
No	87%	89%	85%	87%
Don't know	4%	3%	5%	5%
Skipped	*	1%	*	*

20. Which of these is your main source of news in the last month? (Select one)

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
FOX News	9%	8%	10%	11%
Conservative media (Breitbart, NewsMax, OAN, etc.)	2%	2%	2%	1%
CNN or MSNBC	6%	7%	7%	5%
ABC, CBS, or NBC News	16%	18%	14%	13%
New York Times, Washington Post, USA Today, or Wall Street Journal	3%	3%	4%	3%
Digital or online news	16%	16%	15%	18%
Your local TV news or newspaper	9%	10%	8%	8%
Public television or radio	6%	5%	7%	5%
Social media or YouTube	16%	17%	15%	14%
Telemundo or Univision	2%	1%	2%	4%
Other	3%	2%	4%	5%
None of these	12%	11%	11%	13%
Skipped	1%	1%	0%	1%

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21. In a typical week, how frequently, if at all, do get news or information from the following?

Total a few times a week or more Summary

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
FOX News	32%	30%	34%	31%
Conservative media (Breitbart, NewsMax, OAN, etc.)	14%	14%	15%	13%
CNN or MSNBC	29%	28%	31%	28%
ABC, CBS, or NBC News	50%	53%	48%	45%
New York Times, Washington Post, USA Today, or Wall Street Journal	24%	23%	26%	22%
Digital or online news	64%	62%	66%	62%
Your local TV news or newspaper	53%	56%	51%	49%
Public television or radio	42%	41%	45%	39%
Social media or YouTube	53%	54%	54%	50%
Telemundo or Univision	5%	4%	7%	7%

a. FOX News

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Multiple times a day	7%	6%	8%	5%
About once a day	8%	8%	9%	9%
A few times a week	17%	17%	17%	16%
Never or almost never	60%	63%	59%	56%
Don't know	7%	5%	7%	12%
Skipped	1%	1%	1%	1%
A few times a week or more (net)	*32%*	*30%*	*34%*	*31%*

b. Conservative media (Breitbart, NewsMax, OAN, etc.)

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Multiple times a day	3%	3%	3%	2%
About once a day	3%	3%	3%	2%
A few times a week	9%	8%	9%	8%
Never or almost never	77%	78%	75%	76%
Don't know	8%	7%	9%	11%
Skipped	1%	1%	1%	1%
A few times a week or more (net)	*14%*	*14%*	*15%*	*13%*

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21. In a typical week, how frequently, if at all, do get news or information from the following? *(continued)*

c.   CNN or MSNBC

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Multiple times a day	5%	6%	6%	5%
About once a day	7%	7%	7%	6%
A few times a week	17%	16%	18%	17%
Never or almost never	62%	65%	61%	60%
Don't know	8%	7%	7%	12%
Skipped	1%	1%	1%	1%
A few times a week or more (net)	*29%*	*28%*	*31%*	*28%*

d.   ABC, CBS, or NBC News

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Multiple times a day	9%	9%	9%	7%
About once a day	14%	17%	12%	14%
A few times a week	27%	27%	28%	23%
Never or almost never	43%	41%	44%	44%
Don't know	6%	5%	7%	10%
Skipped	1%	1%	1%	1%
A few times a week or more (net)	*50%*	*53%*	*48%*	*45%*

e.   New York Times, Washington Post, USA Today, or Wall Street Journal

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Multiple times a day	3%	3%	3%	4%
About once a day	7%	6%	8%	5%
A few times a week	14%	14%	15%	13%
Never or almost never	67%	70%	65%	65%
Don't know	8%	7%	8%	12%
Skipped	1%	1%	1%	1%
A few times a week or more (net)	*24%*	*23%*	*26%*	*22%*

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21. In a typical week, how frequently, if at all, do get news or information from the following? *(continued)*

f.   Digital or online news

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Multiple times a day	17%	16%	16%	20%
About once a day	18%	19%	20%	13%
A few times a week	28%	27%	30%	29%
Never or almost never	29%	31%	26%	28%
Don't know	6%	6%	6%	9%
Skipped	1%	1%	2%	1%
A few times a week or more (net)	*64%*	*62%*	*66%*	*62%*

g.   Your local TV news or newspaper

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Multiple times a day	10%	10%	9%	10%
About once a day	18%	21%	15%	17%
A few times a week	25%	25%	27%	22%
Never or almost never	40%	39%	41%	41%
Don't know	6%	5%	7%	9%
Skipped	1%	1%	1%	1%
A few times a week or more (net)	*53%*	*56%*	*51%*	*49%*

h.   Public television or radio

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Multiple times a day	8%	7%	8%	6%
About once a day	10%	10%	10%	11%
A few times a week	25%	24%	27%	21%
Never or almost never	51%	53%	48%	51%
Don't know	6%	5%	6%	10%
Skipped	1%	1%	1%	1%
A few times a week or more (net)	*42%*	*41%*	*45%*	*39%*

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21. In a typical week, how frequently, if at all, do get news or information from the following? *(continued)*

    i.   Social media or YouTube

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Multiple times a day	15%	16%	14%	13%
About once a day	13%	13%	15%	11%
A few times a week	26%	26%	25%	26%
Never or almost never	40%	41%	39%	41%
Don't know	6%	4%	6%	8%
Skipped	1%	1%	1%	1%
A few times a week or more (net)	*53%*	*54%*	*54%*	*50%*

    j.   Telemundo or Univision

	Total	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Multiple times a day	2%	1%	3%	2%
About once a day	1%	1%	1%	1%
A few times a week	3%	1%	3%	4%
Never or almost never	85%	87%	84%	82%
Don't know	8%	8%	7%	11%
Skipped	1%	1%	1%	1%
A few times a week or more (net)	*5%*	*4%*	*7%*	*7%*

26. Who did you vote for in the 2020 presidential election, or did you not vote?

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Did not vote	26%	24%	28%	27%
Donald Trump	35%	36%	35%	32%
Joe Biden	35%	37%	34%	33%
Someone else	3%	3%	3%	7%
Skipped	*	*	*	1%

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27. In politics today, do you consider yourself a…

	Total (N=2,453)	Midwest (MI/PA/WI) (N=1,051)	Southeast (GA/NC) (N=699)	Southwest (AZ/NV) (N=703)
Republican	31%	32%	30%	31%
Democrat	29%	32%	27%	27%
Independent	28%	26%	29%	29%
Something else	11%	9%	13%	13%
Skipped	1%	1%	1%	*

[ASKED IF INDEPENDENT, SOMETHING ELSE, SKIPPED]

28. As of today do you lean more to…

	Total (N=882)	Midwest (MI/PA/WI) (N=357)	Southeast (GA/NC) (N=265)	Southwest (AZ/NV) (N=260)
The Democratic Party	42%	43%	44%	33%
The Republican Party	46%	44%	47%	50%
Skipped	12%	13%	9%	16%

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About the Study

This Ipsos poll was conducted June 4-12, 2024 using the KnowledgePanel®. This poll is based on a representative sample of 2,453 residents of Michigan, Pennsylvania, Wisconsin, Georgia, North Carolina, Arizona and Neveda, age 18 or older.

The margin of sampling error is plus or minus 2.5 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of error takes into account the design effect, which was 1.58 for all adults. 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 US 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 study was conducted in English and Spanish. The data for the sample by state were weighted to adjust for gender by age, race/ethnicity, education, metropolitan status, household income, and 2020 vote choice in each state. Vote choice benchmarks were calculated using the 2020 Federal Election results and Census data for the Voting and Registration in the Election of November 2020.The demographic benchmarks came from the 2023 March Supplement of the Current Population Survey (CPS).

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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. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD).ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

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