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Syracuse University/Ipsos Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: May 17-19, 2024

Number of interviews: 1,017

Number of interviews, Republicans: 269

Number of interviews, Democrats: 332

Number of interviews, independents: 334

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

Margin of error: +/- 6.3 percentage points at the 95% confidence level for Republicans

Margin of error: +/- 5.7 percentage points at the 95% confidence level for Democrats

Margin of error: +/- 6.0 percentage points at the 95% confidence level for all independents

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. Imagine you have 100 minutes to prepare yourself to cast an informed vote in the 2024 elections. How many minutes would you spend using the information sources listed below?

Total Mean Summary

	Total (N=1,017)	Republican (N=269)	Democrat (N=332)	Independent (N=304)
Talking to family and friends	16.1	17.2	14.8	14.3
Online news sources (e.g., Yahoo News, Politico, Axios)	13.9	10.4	13.8	17.1
Local news sources based in [STATE]	13.1	10.9	12.8	14.9
National broadcast TV news	10.8	9.7	13.4	10.0
Conservative news (e.g., Fox News, NewsMax, Daily Wire)	10.6	25.7	2.2	6.2
National cable news (e.g., CNN, MSNBC, CNBC)	10.3	5.5	17.2	9.3
Social media	9.9	7.3	9.3	10.3
National newspapers (e.g., New York Times, Washington Post, Wall Street Journal, USA Today)	9.5	7.7	11.6	10.7
Talk or news radio	5.9	5.7	4.9	7.2



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2. How likely, if at all, would you be to watch a televised debate between Joe Biden and Donald Trump?

	Total	Republican	Democrat	Independent
Very likely	32%	45%	30%	28%
Somewhat likely	30%	30%	31%	30%
Not too likely	19%	17%	22%	19%
Not at all likely	18%	7%	17%	20%
Skipped	2%	1%	-	3%
<i>Likely (Net)</i>	<i>61%</i>	<i>75%</i>	<i>60%</i>	<i>58%</i>
<i>Not Likely (Net)</i>	<i>37%</i>	<i>24%</i>	<i>40%</i>	<i>39%</i>

3. How important is it for you to live in a country that is governed democratically?

Base: Split Sample A (Asked to half of respondents)

	Total (N=510)	Republican (N=136)	Democrat (N=175)	Independent (N=148)
10 – Absolutely important	55%	61%	66%	49%
9	9%	9%	9%	10%
8	9%	11%	7%	10%
7	4%	1%	3%	8%
6	4%	3%	2%	3%
5	10%	4%	9%	16%
4	1%	2%	1%	1%
3	1%	1%	-	1%
2	1%	2%	1%	-
1 – Not at all important	3%	6%	-	2%
Skipped	3%	-	1%	1%

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4. How important is it to you to live in a country where honest elections are held regularly with a choice of at least two political parties?

Base: Split Sample B (Asked to half of respondents)

	Total (N=507)	Republican (N=133)	Democrat (N=157)	Independent (N=156)
10 – Absolutely important	74%	80%	76%	77%
9	6%	6%	7%	5%
8	5%	4%	6%	6%
7	3%	*	5%	4%
6	1%	2%	1%	1%
5	3%	3%	1%	2%
4	1%	-	3%	-
3	1%	2%	*	-
2	1%	1%	-	1%
1 – Not at all important	4%	1%	-	4%
Skipped	2%	1%	1%	1%

5. How great a threat, if at all, do you view the following to the American democratic system and rule of law?

Total Major Threat Summary

	Total	Republican	Democrat	Independent
Donald Trump	49%	14%	81%	52%
Joe Biden	34%	65%	4%	32%

a. Donald Trump

	Total	Republican	Democrat	Independent
A major threat	49%	14%	81%	52%
A minor threat	18%	21%	15%	20%
Not a threat	30%	63%	3%	25%
Skipped	3%	1%	2%	3%

b. Joe Biden

	Total	Republican	Democrat	Independent
A major threat	34%	65%	4%	32%
A minor threat	20%	18%	19%	22%
Not a threat	44%	16%	75%	43%
Skipped	3%	1%	2%	2%



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6. Which of the following comes closer to your opinion?

	Total	Republican	Democrat	Independent
America will survive no matter who is elected, but our reputation and economy could take a hit if we elect the wrong leaders	47%	59%	38%	49%
Choosing the wrong leaders in 2024 could end democracy in the U.S. as we know it and lead to violence and repression	42%	34%	57%	41%
The results of the 2024 election don't really matter much	8%	5%	3%	8%
Skipped	3%	2%	2%	3%

7. Which of the following comes closer to your opinion?

	Total	Republican	Democrat	Independent
On balance, American democracy works pretty well for most people	68%	71%	76%	69%
Democracy isn't working and we need a change	28%	28%	22%	26%
Skipped	4%	1%	3%	4%

8. Which of the following comes closer to your opinion?

	Total	Republican	Democrat	Independent
I care about democracy but the economy and other issues are much more important to me	47%	41%	53%	49%
The Supreme Court will protect U.S. democracy if politicians cross the line	23%	28%	19%	26%
U.S. democracy is not really at risk, this is just an alarmist talking point	15%	22%	11%	15%
U.S. democracy is overrated and we could be stronger if we were more like China or Russia	3%	2%	5%	1%
Skipped	11%	7%	12%	9%



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9. Do you think that strong patriotic feelings in the United States ...

Total Yes Summary

	Total	Republican	Democrat	Independent
Are needed for the U.S. to remain united	57%	81%	42%	57%
Strengthen the U.S.'s place in the world	50%	77%	35%	49%
Lead to negative attitudes towards immigrants in the U.S.	36%	19%	55%	35%
Lead to intolerance in the U.S.	33%	15%	51%	34%

a. Strengthen the U.S.'s place in the world

	Total	Republican	Democrat	Independent
Yes	50%	77%	35%	49%
No	30%	11%	43%	32%
No opinion	17%	11%	19%	16%
Skipped	3%	1%	3%	3%

b. Lead to intolerance in the U.S.

	Total	Republican	Democrat	Independent
Yes	33%	15%	51%	34%
No	40%	60%	26%	39%
No opinion	24%	23%	21%	24%
Skipped	3%	2%	2%	3%

c. Are needed for the U.S. to remain united

	Total	Republican	Democrat	Independent
Yes	57%	81%	42%	57%
No	24%	7%	40%	23%
No opinion	16%	10%	16%	17%
Skipped	3%	1%	2%	3%

d. Lead to negative attitudes towards immigrants in the U.S.

	Total	Republican	Democrat	Independent
Yes	36%	19%	55%	35%
No	39%	59%	22%	41%
No opinion	22%	20%	21%	21%
Skipped	3%	2%	2%	3%

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10. Which of the following comes closer to your opinion?

	Total	Republican	Democrat	Independent
I often have a hard time knowing what is actually news, and what sources I can trust	34%	40%	28%	37%
I trust most mainstream news outlets to give me facts whether or not I agree with them	22%	15%	34%	23%
I don't trust any supposed news outlets	20%	18%	12%	23%
I trust my preferred news outlet but not most others	19%	25%	22%	14%
Skipped	4%	1%	4%	3%

11. Which of the following comes closer to your opinion?

	Total	Republican	Democrat	Independent
Journalists are essential to protecting democracy	45%	29%	64%	51%
Journalists hide behind things like the First Amendment and democracy but are in it for themselves	25%	34%	16%	24%
Journalism is harmful to democracy	11%	20%	7%	8%
Journalism has no connection to the health of democracy	10%	11%	8%	10%
Skipped	8%	6%	5%	7%

12. Which of the following statements is closest to your opinion?

	Total	Republican	Democrat	Independent
If I don't vote in the upcoming election, it is the same as a vote for Donald Trump	32%	10%	61%	31%
If I don't vote, it will not really impact the election either way	31%	26%	21%	36%
If I don't vote in the upcoming election, it is the same as a vote for Joe Biden	26%	56%	8%	20%
If I don't vote, I believe it will lead to better candidates in the future	5%	3%	5%	6%
Skipped	7%	5%	4%	7%

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13. In politics today, do you consider yourself a...

	Total
Republican	29%
Democrat	30%
Independent	30%
Something else	9%
Skipped	3%

14. As of today do you lean more to...

Base: Did not select Republican or Democrat in Q13

	Total (N=406)
The Republican Party	38%
The Democratic Party	41%
Skipped	21%



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About the Study

This Syracuse University/Ipsos poll was conducted by Ipsos from May 17 to May 19, 2024, 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 269 Republicans, 332 Democrats, and 304 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.

The study was conducted in English. 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 the 2023 NPORS annual survey. 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, Lean Democrat, Republican, Lean 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 1.14. For Republicans, the margin of sampling error is plus or minus 6.3 percentage points, and the design effect is 1.10. For Democrats, the margin of sampling error is plus or minus 5.7 percentage points, and the design effect is 1.13. For independents, the margin of sampling error is plus or minus 6.0 percentage points, and the design effect is 1.16.

The margin of sampling error is higher and varies for results based on sub-samples. 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.





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

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