TOPLINE & METHODOLOGY

<div style="background:teal">**Reuters Ipsos Survey**</div>

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: July 22-23, 2024
Number of interviews: 1,241
Number of Registered voter interviews: 1,018
Number of Democratic interviews: 426
Number of Republican interviews: 376
Number of independent interviews: 341

Margin of error: +/- 3.0 percentage points at the 95% confidence level for all respondents
Margin of error: +/- 3.3 percentage points at the 95% confidence level for registered voters
Margin of error: +/- 5.0 percentage points at the 95% confidence level for Democrats
Margin of error: +/- 5.3 percentage points at the 95% confidence level for Republicans
Margin of error: +/- 5.7 percentage points at the 95% confidence level for 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:

TM3154Y23. Would you say you are generally favorable or unfavorable towards these public figures?
Summary - Favorable

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Kamala Harris	44%	48%	89%	8%	46%
Donald Trump	41%	42%	5%	88%	34%
Joe Biden	36%	40%	77%	4%	37%
J.D. Vance	32%	37%	4%	74%	26%
Pete Buttigieg	32%	37%	65%	8%	30%
Gavin Newsom	28%	32%	61%	7%	25%
Gretchen Whitmer	25%	30%	51%	9%	23%
Mark Kelly	23%	27%	44%	11%	22%
Josh Shapiro	19%	23%	37%	8%	17%
Joe Manchin	18%	21%	15%	24%	19%
Andy Beshear	17%	20%	32%	7%	16%
J.B. Pritzker	10%	12%	20%	4%	10%

GAME CHANGERS

TOPLINE & METHODOLOGY

TM3154Y23_1. Would you say you are generally favorable or unfavorable towards these public figures?
Joe Biden

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Very favorable	16%	19%	40%	1%	10%
Somewhat favorable	11%	12%	21%	*	14%
Lean favorable	10%	9%	16%	2%	12%
Lean unfavorable	9%	8%	8%	5%	12%
Somewhat unfavorable	8%	7%	8%	7%	9%
Very unfavorable	42%	44%	6%	83%	40%
I have not heard of them	2%	*	*	*	2%
Skipped	3%	1%	*	1%	1%
Favorable (Net)	*36%*	*40%*	*77%*	*4%*	*37%*
Unfavorable (Net)	*59%*	*59%*	*22%*	*95%*	*60%*

TM3154Y23_2. Would you say you are generally favorable or unfavorable towards these public figures?
Donald Trump

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Very favorable	23%	24%	2%	59%	13%
Somewhat favorable	9%	10%	2%	16%	11%
Lean favorable	9%	8%	1%	13%	11%
Lean unfavorable	6%	5%	5%	4%	8%
Somewhat unfavorable	5%	4%	3%	3%	8%
Very unfavorable	44%	47%	86%	5%	47%
I have not heard of them	1%	*	*	-	1%
Skipped	3%	1%	*	1%	1%
Favorable (Net)	*41%*	*42%*	*5%*	*88%*	*34%*
Unfavorable (Net)	*55%*	*56%*	*95%*	*11%*	*63%*

GAME CHANGERS

TOPLINE & METHODOLOGY

TM3154Y23_7. Would you say you are generally favorable or unfavorable towards these public figures?
Kamala Harris

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Very favorable	20%	24%	49%	2%	17%
Somewhat favorable	12%	13%	25%	2%	13%
Lean favorable	12%	11%	15%	4%	16%
Lean unfavorable	7%	6%	6%	6%	9%
Somewhat unfavorable	7%	7%	2%	8%	7%
Very unfavorable	36%	38%	1%	76%	33%
I have not heard of them	3%	*	1%	1%	4%
Skipped	3%	1%	*	1%	1%
Favorable (Net)	*44%*	*48%*	*89%*	*8%*	*46%*
Unfavorable (Net)	*50%*	*51%*	*10%*	*89%*	*50%*

TM3154Y23_8. Would you say you are generally favorable or unfavorable towards these public figures?
Gavin Newsom

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Very favorable	8%	10%	22%	*	5%
Somewhat favorable	9%	10%	21%	3%	6%
Lean favorable	11%	12%	19%	4%	14%
Lean unfavorable	6%	6%	4%	7%	7%
Somewhat unfavorable	5%	5%	4%	7%	4%
Very unfavorable	25%	29%	4%	52%	23%
I have not heard of them	33%	26%	26%	26%	38%
Skipped	3%	1%	1%	1%	2%
Favorable (Net)	*28%*	*32%*	*61%*	*7%*	*25%*
Unfavorable (Net)	*36%*	*40%*	*13%*	*66%*	*35%*

GAME CHANGERS Ipsos

TOPLINE & METHODOLOGY

TM3154Y23_10. Would you say you are generally favorable or unfavorable towards these public figures?
Gretchen Whitmer

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Very favorable	10%	12%	25%	*	8%
Somewhat favorable	6%	8%	13%	3%	5%
Lean favorable	9%	10%	13%	6%	10%
Lean unfavorable	4%	5%	4%	6%	4%
Somewhat unfavorable	6%	7%	2%	11%	6%
Very unfavorable	14%	16%	3%	28%	14%
I have not heard of them	47%	41%	40%	44%	52%
Skipped	3%	*	1%	1%	1%
Favorable (Net)	*25%*	*30%*	*51%*	*9%*	*23%*
Unfavorable (Net)	*25%*	*28%*	*9%*	*46%*	*24%*

TM3154Y23_14. Would you say you are generally favorable or unfavorable towards these public figures?
J.D. Vance

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Very favorable	13%	15%	1%	36%	8%
Somewhat favorable	8%	10%	1%	20%	6%
Lean favorable	11%	11%	2%	19%	11%
Lean unfavorable	7%	7%	8%	3%	9%
Somewhat unfavorable	8%	8%	11%	4%	9%
Very unfavorable	25%	28%	55%	3%	23%
I have not heard of them	26%	20%	22%	15%	32%
Skipped	2%	*	-	*	1%
Favorable (Net)	*32%*	*37%*	*4%*	*74%*	*26%*
Unfavorable (Net)	*39%*	*43%*	*74%*	*10%*	*41%*

GAME CHANGERS

TOPLINE & METHODOLOGY

TM3154Y23_17. Would you say you are generally favorable or unfavorable towards these public figures? Josh Shapiro

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Very favorable	5%	7%	12%	1%	4%
Somewhat favorable	6%	7%	11%	3%	5%
Lean favorable	8%	9%	13%	4%	8%
Lean unfavorable	8%	8%	4%	11%	9%
Somewhat unfavorable	6%	7%	1%	10%	6%
Very unfavorable	9%	9%	6%	16%	8%
I have not heard of them	55%	52%	52%	53%	61%
Skipped	3%	1%	1%	1%	*
Favorable (Net)	*19%*	*23%*	*37%*	*8%*	*17%*
Unfavorable (Net)	*22%*	*24%*	*11%*	*37%*	*22%*

TM3154Y23_19. Would you say you are generally favorable or unfavorable towards these public figures? Pete Buttigieg

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Very favorable	14%	17%	34%	1%	12%
Somewhat favorable	8%	10%	16%	3%	8%
Lean favorable	9%	11%	15%	4%	10%
Lean unfavorable	7%	8%	6%	10%	6%
Somewhat unfavorable	5%	6%	3%	9%	4%
Very unfavorable	19%	22%	4%	40%	18%
I have not heard of them	35%	27%	22%	31%	40%
Skipped	3%	*	*	1%	1%
Favorable (Net)	*32%*	*37%*	*65%*	*8%*	*30%*
Unfavorable (Net)	*31%*	*36%*	*12%*	*59%*	*29%*

GAME CHANGERS

TOPLINE & METHODOLOGY

TM3154Y23_20. Would you say you are generally favorable or unfavorable towards these public figures?
J.B. Pritzker

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Very favorable	2%	3%	4%	1%	2%
Somewhat favorable	4%	4%	9%	1%	3%
Lean favorable	4%	5%	7%	2%	5%
Lean unfavorable	5%	5%	3%	7%	4%
Somewhat unfavorable	4%	4%	3%	5%	4%
Very unfavorable	9%	10%	3%	17%	9%
I have not heard of them	70%	68%	70%	66%	72%
Skipped	3%	1%	1%	1%	1%
Favorable (Net)	*10%*	*12%*	*20%*	*4%*	*10%*
Unfavorable (Net)	*17%*	*19%*	*9%*	*29%*	*17%*

TM3154Y23_21. Would you say you are generally favorable or unfavorable towards these public figures?
Andy Beshear

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Very favorable	5%	6%	10%	1%	6%
Somewhat favorable	5%	6%	11%	2%	4%
Lean favorable	7%	8%	10%	4%	6%
Lean unfavorable	5%	5%	5%	7%	4%
Somewhat unfavorable	5%	5%	2%	8%	6%
Very unfavorable	5%	6%	2%	12%	3%
I have not heard of them	65%	62%	58%	65%	69%
Skipped	3%	1%	1%	1%	2%
Favorable (Net)	*17%*	*20%*	*32%*	*7%*	*16%*
Unfavorable (Net)	*15%*	*16%*	*9%*	*27%*	*13%*

TOPLINE & METHODOLOGY

TM3154Y23_22. Would you say you are generally favorable or unfavorable towards these public figures? Mark Kelly

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Very favorable	8%	10%	20%	*	7%
Somewhat favorable	8%	9%	14%	5%	7%
Lean favorable	7%	8%	10%	5%	8%
Lean unfavorable	6%	6%	4%	8%	5%
Somewhat unfavorable	5%	7%	3%	11%	4%
Very unfavorable	7%	7%	3%	15%	6%
I have not heard of them	56%	52%	46%	55%	62%
Skipped	3%	1%	*	1%	1%
Favorable (Net)	*23%*	*27%*	*44%*	*11%*	*22%*
Unfavorable (Net)	*18%*	*20%*	*10%*	*33%*	*15%*

TM3154Y23_23. Would you say you are generally favorable or unfavorable towards these public figures? Joe Manchin

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Very favorable	2%	3%	2%	2%	3%
Somewhat favorable	5%	6%	4%	8%	6%
Lean favorable	10%	12%	10%	15%	10%
Lean unfavorable	10%	12%	12%	11%	10%
Somewhat unfavorable	13%	15%	18%	13%	10%
Very unfavorable	12%	13%	18%	12%	9%
I have not heard of them	44%	38%	35%	38%	50%
Skipped	3%	1%	1%	2%	1%
Favorable (Net)	*18%*	*21%*	*15%*	*24%*	*19%*
Unfavorable (Net)	*35%*	*40%*	*49%*	*36%*	*30%*

GAME CHANGERS

TOPLINE & METHODOLOGY

TM3238Y24. If the election for president were held today and the candidates were Democrat Kamala Harris and Republican Donald Trump, for whom would you vote?

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Kamala Harris (Democrat)	39%	44%	86%	4%	38%
Donald Trump (Republican)	39%	42%	3%	89%	30%
Some other candidate	5%	5%	2%	2%	10%
I wouldn't vote	11%	4%	6%	3%	16%
Don't know / Refused	5%	4%	3%	2%	6%
Skipped	1%	-	-	*	-

TM3249Y24. If the election for president were held today and the candidates were Democrat Kamala Harris, Republican Donald Trump, and independent Robert Kennedy Jr. for whom would you vote?

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Kamala Harris (Democrat)	37%	42%	84%	4%	34%
Donald Trump (Republican)	34%	38%	2%	85%	22%
Robert Kennedy Jr. (independent)	10%	8%	5%	6%	19%
I wouldn't vote	11%	5%	4%	2%	18%
Don't know / Refused	6%	6%	5%	3%	7%
Skipped	1%	-	-	*	-

GAME CHANGERS Ipsos

TOPLINE & METHODOLOGY

TM3250Y24_sum1. As you may have heard, President Joe Biden announced he would end his campaign for president. He and many other Democratic leaders then endorsed Vice President Kamala Harris to run in his place. Do you support or oppose the following...? Summary - Support

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Joe Biden stepping out of the 2024 presidential race	78%	83%	86%	79%	79%
Joe Biden serving out the rest of his current term as president	57%	62%	88%	35%	57%
Kamala Harris running as the Democratic nominee for the 2024 presidential race	48%	53%	89%	19%	47%

TM3250Y24_1. As you may have heard, President Joe Biden announced he would end his campaign for president. He and many other Democratic leaders then endorsed Vice President Kamala Harris to run in his place. Do you support or oppose the following...? Joe Biden stepping out of the 2024 presidential race

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Strongly support	58%	61%	55%	68%	55%
Somewhat support	21%	22%	31%	11%	24%
Somewhat oppose	6%	7%	6%	6%	6%
Strongly oppose	7%	6%	4%	10%	7%
Don't know	6%	4%	4%	4%	6%
Skipped	2%	*	-	*	1%
Support (Net)	*78%*	*83%*	*86%*	*79%*	*79%*
Oppose (Net)	*13%*	*13%*	*10%*	*16%*	*13%*

GAME CHANGERS

TOPLINE & METHODOLOGY

TM3250Y24_2. As you may have heard, President Joe Biden announced he would end his campaign for president. He and many other Democratic leaders then endorsed Vice President Kamala Harris to run in his place. Do you support or oppose the following...? Joe Biden serving out the rest of his current term as president

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Strongly support	38%	42%	74%	14%	34%
Somewhat support	19%	19%	14%	21%	24%
Somewhat oppose	12%	11%	4%	17%	13%
Strongly oppose	21%	21%	4%	40%	21%
Don't know	8%	6%	3%	8%	8%
Skipped	2%	*	-	*	1%
Support (Net)	*57%*	*62%*	*88%*	*35%*	*57%*
Oppose (Net)	*33%*	*32%*	*9%*	*57%*	*33%*

TM3250Y24_3. As you may have heard, President Joe Biden announced he would end his campaign for president. He and many other Democratic leaders then endorsed Vice President Kamala Harris to run in his place. Do you support or oppose the following...? Kamala Harris running as the Democratic nominee for the 2024 presidential race

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Strongly support	29%	33%	66%	6%	24%
Somewhat support	19%	19%	23%	13%	23%
Somewhat oppose	10%	10%	5%	14%	11%
Strongly oppose	28%	29%	2%	56%	28%
Don't know	11%	8%	4%	11%	12%
Skipped	2%	*	-	*	1%
Support (Net)	*48%*	*53%*	*89%*	*19%*	*47%*
Oppose (Net)	*39%*	*39%*	*8%*	*70%*	*39%*

GAME CHANGERS

TOPLINE & METHODOLOGY

TM3251Y24. **[Base: Democrats, Lean Democrats]** Which of the following is closest to how you think Joe Biden should be replaced as the 2024 Democratic nominee for president, even if neither is exactly right?

	Total (N=689)	Registered Voter (N=546)	Democrat (N=426)	Republican (N=0)	Independent (N=198)
The party and Democratic voters should get behind Kamala Harris now so she can immediately build a campaign.	61%	69%	74%	-	55%
Multiple candidates should compete for the party's nomination and delegates to the August Democratic National Convention should select the candidate.	32%	30%	26%	-	41%
Skipped	7%	1%	*	-	4%

GAME CHANGERS

TOPLINE & METHODOLOGY

TM3246Y24. To what extent do you agree or disagree with the following statements? Summary - Agree

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Kamala Harris is mentally sharp and able to deal with challenges	52%	56%	90%	22%	53%
At 78 years old, Donald Trump is too old to work in government	51%	53%	80%	21%	58%
Donald Trump is mentally sharp and able to deal with challenges	47%	49%	13%	89%	44%
Joe Biden is mentally sharp and able to deal with challenges	20%	22%	44%	4%	16%
Replacing Biden with someone else on the Democratic ticket is illegal	16%	17%	6%	30%	16%

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

GAME CHANGERS Ipsos

12

TOPLINE & METHODOLOGY

TM3246Y24_2. To what extent do you agree or disagree with the following statements? At 78 years old, Donald Trump is too old to work in government

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Strongly agree	31%	34%	62%	6%	30%
Somewhat agree	20%	19%	18%	14%	27%
Somewhat disagree	16%	17%	9%	19%	19%
Strongly disagree	24%	26%	4%	57%	18%
Don't know	6%	4%	6%	3%	4%
Skipped	2%	1%	-	1%	1%
Agree (Net)	*51%*	*53%*	*80%*	*21%*	*58%*
Disagree (Net)	*40%*	*43%*	*13%*	*76%*	*37%*

TM3246Y24_3. To what extent do you agree or disagree with the following statements? Donald Trump is mentally sharp and able to deal with challenges

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Strongly agree	29%	32%	3%	71%	19%
Somewhat agree	18%	17%	10%	18%	25%
Somewhat disagree	13%	12%	14%	4%	19%
Strongly disagree	33%	36%	68%	5%	32%
Don't know	5%	3%	5%	2%	4%
Skipped	2%	*	-	1%	1%
Agree (Net)	*47%*	*49%*	*13%*	*89%*	*44%*
Disagree (Net)	*46%*	*48%*	*82%*	*8%*	*51%*

TM3246Y24_4. To what extent do you agree or disagree with the following statements? Joe Biden is mentally sharp and able to deal with challenges

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Strongly agree	5%	6%	12%	1%	3%
Somewhat agree	15%	16%	32%	3%	13%
Somewhat disagree	21%	21%	30%	11%	25%
Strongly disagree	52%	54%	23%	84%	52%
Don't know	5%	3%	4%	1%	5%
Skipped	2%	*	-	*	1%
Agree (Net)	*20%*	*22%*	*44%*	*4%*	*16%*
Disagree (Net)	*73%*	*75%*	*53%*	*94%*	*77%*

GAME CHANGERS

TOPLINE & METHODOLOGY

TM3246Y24_6. To what extent do you agree or disagree with the following statements? Replacing Biden with someone else on the Democratic ticket is illegal

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Strongly agree	8%	8%	2%	15%	7%
Somewhat agree	8%	8%	3%	14%	9%
Somewhat disagree	11%	11%	6%	13%	13%
Strongly disagree	43%	48%	69%	26%	41%
Don't know	28%	24%	19%	31%	29%
Skipped	2%	*	*	1%	1%
Agree (Net)	*16%*	*17%*	*6%*	*30%*	*16%*
Disagree (Net)	*54%*	*59%*	*75%*	*39%*	*54%*

TM3246Y24_7. To what extent do you agree or disagree with the following statements? Kamala Harris is mentally sharp and able to deal with challenges

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Strongly agree	35%	39%	76%	5%	33%
Somewhat agree	17%	16%	14%	17%	20%
Somewhat disagree	13%	14%	2%	25%	14%
Strongly disagree	22%	24%	4%	45%	20%
Don't know	10%	6%	4%	7%	12%
Skipped	2%	*	-	*	2%
Agree (Net)	*52%*	*56%*	*90%*	*22%*	*53%*
Disagree (Net)	*35%*	*37%*	*6%*	*70%*	*34%*

TM1978Y20. In the 2020 presidential election, did you vote for Donald Trump or Joe Biden?

	Total (N=1,241)	Registered Voter (N=1,018)	Democrat (N=426)	Republican (N=376)	Independent (N=341)
Donald Trump	32%	39%	3%	78%	23%
Joe Biden	36%	45%	79%	5%	36%
Some other candidate	2%	2%	*	1%	4%
I did not vote in the 2020 presidential election	26%	12%	17%	15%	35%
Not sure	2%	2%	1%	1%	2%
Skipped	1%	*	-	-	*

GAME CHANGERS

TOPLINE & METHODOLOGY

About the Study

This Ipsos poll was conducted July 22-23, 2024, by Ipsos for Reuters using the probability-based KnowledgePanel®. This poll is based on a representative probability sample of 1,241 general population adults age 18 or older in the United States. The sample includes 1,018 registered voters, 426 Democrats, 376 Republicans, and 341 Independents.

The margin of sampling error for this study is plus or minus 3.0 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 1.15. The margin of sampling error is higher and varies for results based on other 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. The poll also has a margin of plus or minus 3.3 percentage points for registered voters, plus or minus 5.0 percentage points for Democrats, plus or minus 5.3 percentage points for Republicans, and plus or minus 5.7 percentage points for independents. The margin of sampling error takes into account the design effect, which is 1.12 among registered voters, 1.10 among Democrats, 1.09 among Republicans, and 1.14 among 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 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 data for the total sample were weighted to adjust for gender by age, race/ethnicity, Census region, education, household income, metropolitan status, and political party identification. The demographic benchmarks came from the 2023 March Supplement of the Current Population Survey (CPS). Political Party benchmarks came from NPORS 2024. More details about the weighting benchmarks for this study can be found below:

- Gender (Male, Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other or 2+ Races Non-Hispanic, Hispanic)
- Education (High School graduate or less, Some College, Bachelors and beyond)
- 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+)
- Political party (Republican, Democrat, Independent, Other/Not Asked/Skipped)

GAME CHANGERS

TOPLINE & METHODOLOGY

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

Annaleise Azevedo Lohr
Director, U.S.
Public Affairs
Annaleise.Lohr@ipsos.com

2020 K Street, NW, Suite 410   Contact: **Chris Jackson**
Washington DC 20006   Senior Vice President, US, Public Affairs
+1 202 463-7300   Email: chris.jackson@ipsos.com
                                        Tel: +1 202 420-2025

16

GAME CHANGERS

TOPLINE & 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. 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

2020 K Street, NW, Suite 410   Contact: **Chris Jackson**
Washington DC 20006   Senior Vice President, US, Public Affairs
+1 202 463-7300   Email: chris.jackson@ipsos.com
                              Tel: +1 202 420-2025

GAME CHANGERS   Ipsos

17