



TOPLINE & METHODOLOGY

Ipsos Poll

Conducted by Ipsos using the probability-based KnowledgePanel®
A survey of the US general population (ages 18+)

Interview dates: August 2 - 7, 2024

Number of interviews, adults: 1,604

Margin of error for the total sample: +/- 2.5 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values. NOTE: * = less than 0.5%, - = no respondents

1_2. Which of the following topics are the most important issues facing the country? (Select up to three)

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Inflation or increasing costs	50%	67%	40%	47%	55%	55%	46%
Unemployment	4%	4%	3%	4%	5%	6%	5%
Economic inequality	11%	1%	14%	15%	7%	11%	9%
Political extremism or polarization	24%	15%	30%	29%	25%	17%	24%
Government budget and debt	16%	28%	12%	22%	17%	13%	18%
Taxes	9%	8%	8%	12%	7%	10%	8%
Foreign conflicts or terrorism	10%	16%	9%	7%	13%	8%	12%
Education	6%	5%	5%	8%	5%	7%	8%
Immigration	33%	71%	22%	38%	35%	28%	31%
Race and racism	8%	4%	13%	6%	5%	6%	9%
Healthcare	17%	7%	19%	18%	23%	17%	17%
COVID-19/coronavirus	1%	2%	0%	2%	1%	1%	1%
Opioid or drug addiction	8%	6%	10%	6%	6%	8%	9%
Abortion	13%	5%	22%	11%	10%	10%	15%
Crime or gun violence	22%	10%	31%	19%	31%	17%	24%
Climate change	16%	2%	23%	17%	15%	12%	15%
Natural disasters	2%	1%	2%	1%	1%	2%	2%
Election security or fraud	8%	23%	6%	8%	5%	7%	7%
Housing cost or availability	17%	9%	16%	17%	14%	21%	18%
Other	2%	4%	1%	3%	0%	3%	1%
None of these	2%	0%	1%	0%	0%	5%	2%





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12_2. And which one issue is the most important to you at this time? (Select one)

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Inflation or increasing costs	30%	32%	22%	34%	32%	34%
Unemployment	1%	2%	0%	0%	1%	2%
Economic inequality	2%	1%	3%	3%	1%	2%
Political extremism or polarization	10%	2%	17%	11%	8%	6%
Government budget and debt	3%	5%	2%	5%	3%	1%
Taxes	2%	2%	2%	3%	2%	2%
Foreign conflicts or terrorism	1%	1%	1%	1%	4%	1%
Education	2%	0%	2%	2%	2%	3%
Immigration	11%	35%	7%	9%	7%	8%
Race and racism	2%	1%	3%	3%	1%	2%
Healthcare	4%	2%	4%	2%	8%	4%
COVID-19/coronavirus	0%	0%	0%	1%	1%	1%
Opioid or drug addiction	1%	1%	1%	1%	3%	0%
Abortion	6%	2%	9%	4%	4%	5%
Crime or gun violence	5%	2%	8%	5%	8%	4%
Climate change	6%	1%	8%	8%	6%	5%
Natural disasters	1%	0%	1%	0%	1%	1%
Election security or fraud	3%	7%	1%	3%	3%	2%
Housing cost or availability	6%	3%	6%	5%	4%	9%
Other	1%	2%	1%	1%	0%	2%
None of these	2%	1%	2%	1%	1%	5%
Skipped	1%	1%	0%	0%	2%	2%





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2_2. In the past month, which of these topics have you seen a lot of in the news? (Select all that apply)

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Inflation or increasing costs	56%	73%	59%	63%	53%	44%	52%
Unemployment	13%	18%	14%	15%	12%	11%	10%
Economic inequality	15%	14%	18%	20%	10%	11%	11%
Political extremism or polarization	48%	50%	55%	58%	45%	37%	39%
Government budget and debt	21%	41%	16%	24%	25%	17%	27%
Taxes	15%	25%	14%	16%	14%	13%	13%
Foreign conflicts or terrorism	47%	59%	52%	52%	48%	34%	50%
Education	10%	10%	10%	11%	10%	9%	12%
Immigration	54%	73%	62%	60%	59%	36%	54%
Race and racism	33%	34%	39%	39%	28%	26%	26%
Healthcare	16%	15%	20%	21%	15%	9%	16%
COVID-19/coronavirus	9%	8%	9%	10%	10%	7%	5%
Opioid or drug addiction	20%	35%	23%	20%	25%	12%	21%
Abortion	40%	40%	56%	42%	42%	23%	41%
Crime or gun violence	45%	47%	54%	49%	54%	30%	46%
Climate change	29%	27%	41%	31%	31%	18%	26%
Natural disasters	27%	23%	38%	26%	31%	18%	26%
Election security or fraud	28%	41%	27%	32%	23%	23%	23%
Housing cost or availability	30%	40%	34%	33%	26%	22%	29%
Other	1%	1%	1%	1%	1%	2%	3%
None of these	8%	2%	3%	5%	5%	17%	8%

3_2. Are you currently registered to vote at your current address?

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
No	16%	9%	12%	12%	15%	25%	19%
No, but I plan to register before the election	4%	1%	3%	5%	3%	6%	5%
Yes	80%	90%	85%	83%	82%	69%	76%
Skipped	0%	1%	0%	0%	1%	1%	1%





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4_2. Thinking about how you feel today, how likely, if at all, are you to vote in the 2024 Presidential elections in November using a 1-10 scale where 10 means certain to vote and 1 means you definitely will not vote?

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
1=Definitely will not vote	14%	6%	10%	9%	16%	22%	17%
2	1%	0%	0%	0%	3%	3%	2%
3	2%	1%	1%	1%	1%	3%	2%
4	2%	2%	1%	2%	0%	2%	2%
5	6%	0%	4%	6%	5%	9%	5%
6	2%	0%	2%	3%	2%	2%	3%
7	3%	3%	3%	2%	1%	3%	3%
8	4%	1%	3%	4%	4%	4%	3%
9	4%	1%	3%	4%	6%	5%	4%
10=Certain to vote	63%	86%	72%	69%	63%	45%	58%
Skipped	1%	0%	0%	0%	0%	2%	0%

5_1. 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? - Kamala Harris (May wording "Joe Biden")

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
1=Definitely will not vote	48%	88%	26%	48%	47%	56%	51%
2	3%	1%	1%	2%	5%	5%	2%
3	2%	2%	1%	2%	0%	3%	2%
4	2%	0%	2%	1%	4%	1%	2%
5	5%	1%	4%	6%	6%	6%	5%
6	2%	0%	3%	3%	1%	2%	3%
7	2%	1%	2%	3%	2%	3%	3%
8	3%	1%	4%	2%	2%	2%	3%
9	3%	1%	3%	1%	3%	3%	3%
10=Certain to vote	30%	3%	53%	31%	29%	17%	23%
Skipped	2%	1%	1%	2%	3%	3%	2%





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5_2. 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? – Donald Trump

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
1=Definitely will not vote	51%	7%	72%	47%	50%	47%	53%
2	2%	1%	2%	2%	3%	3%	2%
3	1%	0%	1%	2%	0%	1%	2%
4	2%	0%	1%	2%	4%	2%	2%
5	5%	3%	3%	6%	5%	7%	6%
6	2%	0%	2%	4%	1%	4%	2%
7	3%	3%	1%	4%	4%	3%	4%
8	3%	3%	3%	2%	3%	3%	4%
9	3%	6%	2%	2%	5%	3%	3%
10=Certain to vote	26%	77%	12%	28%	23%	22%	22%
Skipped	3%	1%	2%	3%	2%	5%	2%

5_3. 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? – Robert F Kennedy Jr

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
1=Definitely will not vote	63%	64%	73%	63%	55%	56%	56%
2	5%	9%	4%	3%	7%	4%	4%
3	5%	6%	3%	6%	4%	7%	4%
4	4%	3%	3%	4%	5%	4%	4%
5	10%	7%	8%	10%	12%	11%	14%
6	4%	2%	3%	4%	6%	5%	5%
7	3%	2%	1%	5%	3%	3%	4%
8	2%	4%	1%	1%	2%	2%	2%
9	1%	1%	1%	1%	0%	1%	1%
10=Certain to vote	2%	2%	1%	2%	3%	2%	3%
Skipped	3%	2%	2%	2%	3%	5%	3%





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5_4. 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? - Democrats in other races

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
1=Definitely will not vote	41%	77%	23%	39%	36%	49%	39%
2	4%	6%	2%	4%	7%	4%	4%
3	4%	4%	5%	5%	1%	4%	4%
4	2%	1%	2%	3%	3%	3%	4%
5	10%	4%	7%	12%	16%	12%	10%
6	4%	1%	4%	3%	2%	5%	3%
7	4%	1%	5%	4%	3%	4%	4%
8	4%	2%	7%	4%	4%	3%	6%
9	3%	1%	6%	4%	4%	2%	3%
10=Certain to vote	20%	2%	38%	20%	20%	10%	19%
Skipped	4%	3%	3%	4%	4%	5%	4%

5_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? - Republicans in other races

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
1=Definitely will not vote	39%	11%	53%	37%	37%	38%	40%
2	6%	1%	8%	5%	11%	6%	5%
3	4%	1%	4%	3%	3%	4%	5%
4	4%	2%	5%	3%	4%	4%	2%
5	11%	3%	8%	10%	12%	15%	11%
6	4%	4%	3%	4%	5%	5%	4%
7	5%	4%	3%	7%	4%	5%	4%
8	6%	9%	4%	8%	6%	4%	6%
9	2%	5%	2%	2%	2%	3%	3%
10=Certain to vote	17%	59%	9%	19%	13%	11%	17%
Skipped	3%	0%	1%	3%	3%	5%	3%





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BASE: REGISTERED VOTERS

6_2. If you do vote in the 2024 presidential election in November, and these are the candidates, how would you vote? (May survey: Joe Biden)

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Kamala Harris*	42%	4%	69%	41%	40%	29%	37%
Donald Trump	37%	91%	17%	37%	35%	38%	35%
Robert F. Kennedy, Jr.	4%	2%	3%	7%	5%	5%	5%
Other candidate	2%	0%	2%	4%	3%	2%	4%
Would not vote	3%	1%	1%	1%	3%	8%	3%
Don't know	10%	1%	7%	10%	14%	16%	17%
Skipped	1%	0%	0%	1%	0%	2%	37%

BASE: REGISTERED VOTERS + RFKJr/ OTHER / NOT VOTE / DK - NATIONAL

7_2. If you had to choose between the following, how would you vote? (May survey: Joe Biden)

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Kamala Harris*	35%	0%	44%	37%	36%	30%	39%
Donald Trump	49%	92%	42%	57%	45%	48%	46%
Skipped	17%	8%	14%	7%	19%	22%	15%

BASE: REGISTERED VOTERS

COMBINED BALLOT Q6/7 (May survey: Joe Biden)

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Harris	49%	4%	75%	49%	49%	39%	48%
Trump	47%	95%	23%	49%	46%	54%	48%
RFK	0%	0%	0%	0%	1%	0%	1%
Other	0%	0%	0%	0%	1%	1%	1%
DK/Not	3%	0%	2%	1%	4%	6%	3%





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8_2. Thinking of the news coverage you personally saw, read, or heard in the past week, how favorable or unfavorable would you say that coverage was towards each of the following?

Joe Biden

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Almost entirely favorable	8%	12%	12%	7%	8%	4%	10%
More favorable than unfavorable	16%	12%	23%	16%	17%	9%	16%
About a 50 / 50 mix	19%	16%	24%	22%	17%	15%	24%
More unfavorable than favorable	18%	14%	17%	23%	23%	17%	14%
Almost entirely unfavorable	24%	41%	16%	21%	24%	27%	19%
Did not see any news about them	5%	3%	3%	6%	4%	9%	6%
Don't know	8%	1%	5%	4%	5%	16%	9%
More favorable	24%	24%	35%	23%	25%	13%	26%
More unfavorable	42%	55%	33%	44%	47%	44%	33%
Skipped	2%	0%	1%	2%	3%	3%	2%

Donald Trump

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Almost entirely favorable	11%	29%	6%	7%	11%	11%	8%
More favorable than unfavorable	10%	14%	11%	9%	10%	7%	8%
About a 50 / 50 mix	15%	12%	15%	17%	19%	15%	15%
More unfavorable than favorable	21%	18%	25%	25%	26%	16%	19%
Almost entirely unfavorable	31%	27%	37%	32%	24%	27%	35%
Did not see any news about them	4%	1%	2%	4%	3%	7%	6%
Don't know	7%	0%	3%	4%	5%	14%	9%
More favorable	20%	43%	17%	17%	21%	18%	16%
More unfavorable	52%	45%	62%	57%	50%	43%	54%
Skipped	2%	0%	2%	1%	2%	3%	1%





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Robert F. Kennedy, Jr.

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Almost entirely favorable	1%	3%	1%	1%	1%	0%	2%
More favorable than unfavorable	5%	9%	4%	3%	4%	5%	6%
About a 50 / 50 mix	16%	26%	15%	14%	13%	14%	20%
More unfavorable than favorable	13%	17%	15%	16%	11%	8%	13%
Almost entirely unfavorable	11%	7%	18%	10%	9%	6%	12%
Did not see any news about them	34%	25%	32%	39%	38%	37%	27%
Don't know	19%	14%	15%	16%	22%	26%	20%
More favorable	6%	11%	5%	4%	5%	5%	8%
More unfavorable	23%	24%	32%	26%	19%	14%	25%
Skipped	2%	0%	1%	2%	3%	3%	1%

Democrats in general

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Almost entirely favorable	13%	22%	11%	13%	12%	11%	11%
More favorable than unfavorable	22%	20%	31%	27%	23%	12%	18%
About a 50 / 50 mix	25%	9%	32%	27%	24%	24%	26%
More unfavorable than favorable	11%	14%	10%	10%	14%	10%	13%
Almost entirely unfavorable	11%	27%	6%	8%	10%	12%	11%
Did not see any news about them	6%	3%	3%	6%	5%	10%	8%
Don't know	10%	4%	7%	7%	10%	18%	13%
More favorable	35%	41%	42%	40%	35%	23%	29%
More unfavorable	22%	41%	15%	18%	23%	22%	24%
Skipped	2%	1%	2%	2%	3%	4%	2%

Republicans in general

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Almost entirely favorable	5%	14%	4%	3%	5%	4%	4%
More favorable than unfavorable	9%	17%	8%	9%	9%	8%	9%
About a 50 / 50 mix	25%	20%	27%	23%	29%	24%	24%
More unfavorable than favorable	24%	25%	27%	31%	23%	16%	23%
Almost entirely unfavorable	18%	17%	22%	18%	14%	15%	18%
Did not see any news about them	6%	2%	4%	8%	5%	9%	7%
Don't know	12%	4%	7%	7%	12%	21%	13%
More favorable	14%	32%	11%	12%	15%	12%	13%
More unfavorable	42%	42%	49%	49%	37%	31%	42%
Skipped	2%	1%	1%	2%	2%	3%	2%





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Kamala Harris

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Almost entirely favorable	24%	30%	29%	25%	26%	18%
More favorable than unfavorable	22%	11%	30%	31%	19%	15%
About a 50 / 50 mix	16%	10%	20%	14%	19%	15%
More unfavorable than favorable	9%	11%	7%	11%	11%	10%
Almost entirely unfavorable	15%	35%	8%	10%	15%	18%
Did not see any news about them	4%	1%	2%	3%	3%	7%
Don't know	7%	1%	4%	4%	5%	15%
More favorable	47%	41%	58%	56%	45%	33%
More unfavorable	25%	46%	15%	21%	26%	28%
Skipped	2%	1%	1%	2%	2%	3%

J.D. Vance

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Almost entirely favorable	5%	17%	2%	2%	7%	4%
More favorable than unfavorable	6%	16%	5%	3%	7%	5%
About a 50 / 50 mix	14%	16%	13%	14%	14%	14%
More unfavorable than favorable	21%	21%	24%	28%	32%	11%
Almost entirely unfavorable	25%	19%	37%	28%	12%	18%
Did not see any news about them	11%	6%	7%	11%	10%	16%
Don't know	16%	5%	12%	12%	16%	27%
More favorable	11%	33%	7%	5%	14%	10%
More unfavorable	46%	40%	61%	56%	44%	30%
Skipped	2%	0%	1%	2%	2%	3%





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9_2. How closely, if at all, are you following news and information about these topics?

Immigration and border security

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Very closely	23%	63%	19%	25%	22%	12%	21%
Somewhat closely	32%	23%	42%	33%	39%	22%	31%
Not too closely	24%	9%	27%	29%	28%	23%	25%
Not closely at all	16%	4%	10%	11%	9%	30%	17%
Don't know	5%	1%	1%	1%	0%	12%	6%
Total closely	55%	86%	61%	58%	61%	34%	52%
Total not closely	44%	14%	38%	41%	37%	64%	42%
Skipped	1%	1%	1%	1%	2%	2%	1%

The economy, inflation, and jobs

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Very closely	29%	52%	32%	30%	28%	18%	27%
Somewhat closely	39%	35%	45%	43%	47%	31%	38%
Not too closely	16%	7%	15%	19%	16%	19%	18%
Not closely at all	10%	4%	6%	6%	7%	20%	11%
Don't know	5%	2%	1%	2%	0%	12%	5%
Total closely	68%	87%	77%	73%	75%	48%	65%
Total not closely	31%	13%	22%	27%	23%	50%	29%
Skipped	1%	1%	1%	1%	2%	2%	1%

Political extremism, polarization, and election legitimacy

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Very closely	20%	36%	28%	18%	14%	10%	21%
Somewhat closely	33%	45%	37%	39%	37%	20%	28%
Not too closely	23%	11%	20%	28%	27%	26%	23%
Not closely at all	17%	7%	13%	11%	19%	28%	20%
Don't know	6%	3%	2%	3%	1%	13%	7%
Total closely	53%	80%	65%	58%	50%	31%	49%
Total not closely	46%	20%	35%	42%	48%	67%	43%
Skipped	1%	0%	0%	1%	2%	2%	1%



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Abortion and contraception

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Very closely	17%	13%	27%	18%	16%	9%	18%
Somewhat closely	28%	27%	37%	26%	33%	20%	28%
Not too closely	25%	29%	21%	29%	29%	25%	25%
Not closely at all	23%	30%	13%	25%	19%	33%	22%
Don't know	5%	2%	2%	2%	1%	11%	6%
Total closely	46%	40%	64%	45%	49%	29%	46%
Total not closely	53%	60%	35%	55%	49%	69%	47%
Skipped	1%	0%	1%	1%	2%	2%	1%

War, foreign conflicts, or terrorism

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Very closely	20%	40%	26%	20%	16%	9%
Somewhat closely	39%	45%	44%	44%	49%	25%
Not too closely	21%	11%	17%	25%	20%	28%
Not closely at all	15%	4%	11%	8%	13%	25%
Don't know	5%	1%	1%	2%	0%	11%
Total closely	59%	84%	70%	64%	65%	34%
Total not closely	40%	16%	30%	36%	33%	64%
Skipped	1%	0%	0%	1%	2%	2%

Healthcare

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Very closely	15%	15%	20%	15%	17%	8%
Somewhat closely	34%	36%	41%	35%	40%	23%
Not too closely	29%	32%	28%	34%	28%	26%
Not closely at all	16%	13%	8%	14%	12%	27%
Don't know	6%	4%	2%	2%	1%	13%
Total closely	48%	51%	61%	49%	56%	31%
Total not closely	51%	50%	38%	50%	41%	67%
Skipped	1%	0%	1%	1%	3%	2%





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Court cases involving Donald Trump

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Very closely	18%	32%	24%	19%	13%	7%	16%
Somewhat closely	30%	31%	36%	32%	37%	20%	26%
Not too closely	26%	23%	23%	30%	30%	26%	27%
Not closely at all	21%	11%	15%	16%	18%	32%	24%
Don't know	5%	2%	1%	2%	1%	12%	6%
Total closely	48%	63%	61%	51%	49%	28%	42%
Total not closely	51%	36%	39%	48%	49%	71%	58%
Skipped	1%	0%	1%	1%	2%	2%	1%

Supreme Court decisions and issues around the Court

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Very closely	21%	30%	28%	24%	18%	9%
Somewhat closely	31%	42%	37%	31%	35%	20%
Not too closely	24%	16%	21%	30%	27%	27%
Not closely at all	18%	9%	11%	12%	15%	30%
Don't know	6%	3%	2%	2%	3%	13%
Total closely	51%	72%	65%	55%	53%	29%
Total not closely	48%	28%	34%	44%	45%	70%
Skipped	1%	0%	1%	1%	2%	2%

11_2. In your opinion, which presidential candidate has a better plan, policy or approach to each of the following? Select one per row.

Immigration and border security

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Kamala Harris	27%	4%	45%	29%	26%	17%
Donald Trump	44%	90%	27%	50%	47%	40%
Other	1%	1%	2%	1%	1%	1%
None	7%	0%	8%	8%	8%	8%
Don't know	19%	5%	18%	11%	15%	32%
Skipped	1%	0%	0%	1%	3%	2%



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The economy, inflation, and jobs

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Kamala Harris	32%	5%	54%	33%	31%	19%
Donald Trump	41%	90%	21%	49%	44%	39%
Other	1%	0%	2%	1%	1%	2%
None	5%	0%	6%	5%	5%	6%
Don't know	20%	5%	17%	11%	16%	33%
Skipped	2%	0%	1%	2%	3%	3%

Political extremism, polarization, and election legitimacy

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Kamala Harris	35%	7%	56%	36%	32%	24%
Donald Trump	27%	75%	14%	24%	24%	27%
Other	2%	3%	2%	2%	1%	2%
None	11%	6%	9%	15%	14%	11%
Don't know	24%	9%	18%	22%	28%	34%
Skipped	2%	1%	1%	1%	2%	2%

Abortion and contraception

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Kamala Harris	42%	9%	66%	44%	36%	29%
Donald Trump	27%	74%	13%	29%	27%	25%
Other	2%	1%	1%	1%	2%	3%
None	7%	6%	6%	7%	8%	9%
Don't know	21%	11%	14%	17%	24%	31%
Skipped	2%	0%	1%	3%	3%	3%

War, foreign conflicts, or terrorism

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Kamala Harris	29%	3%	50%	29%	29%	18%
Donald Trump	38%	88%	19%	41%	38%	38%
Other	2%	1%	2%	2%	1%	2%
None	7%	1%	8%	7%	6%	7%
Don't know	22%	6%	21%	18%	24%	32%
Skipped	2%	0%	0%	3%	3%	3%



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Healthcare

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Kamala Harris	35%	5%	58%	38%	32%	22%
Donald Trump	27%	70%	13%	27%	25%	27%
Other	2%	1%	1%	3%	2%	3%
None	8%	5%	7%	10%	9%	9%
Don't know	26%	20%	20%	20%	30%	35%
Skipped	2%	0%	1%	2%	3%	3%

Supreme Court decisions and issues around the Court

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Kamala Harris	32%	5%	53%	33%	33%	21%
Donald Trump	31%	81%	14%	32%	30%	29%
Other	2%	2%	3%	1%	1%	3%
None	8%	1%	8%	10%	9%	8%
Don't know	26%	11%	22%	23%	25%	37%
Skipped	1%	0%	0%	1%	3%	3%

13_2. Which person do you most associate with the following words or phrases?

Intelligent

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Kamala Harris	38%	7%	63%	36%	37%	27%
Donald Trump	30%	77%	15%	31%	26%	29%
Both	10%	6%	9%	16%	12%	7%
Neither	11%	6%	8%	10%	15%	16%
Don't know	10%	4%	5%	6%	7%	18%
Skipped	2%	0%	0%	2%	2%	3%



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Brave

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Kamala Harris	28%	6%	49%	24%	28%	18%
Donald Trump	36%	84%	19%	35%	34%	36%
Both	7%	4%	6%	9%	9%	6%
Neither	16%	3%	16%	18%	16%	19%
Don't know	13%	3%	10%	12%	11%	20%
Skipped	2%	1%	0%	2%	2%	2%

Moral

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Kamala Harris	38%	6%	63%	40%	40%	24%
Donald Trump	19%	55%	8%	18%	17%	18%
Both	3%	2%	4%	2%	2%	2%
Neither	25%	25%	15%	26%	29%	33%
Don't know	14%	11%	10%	12%	10%	22%
Skipped	2%	1%	1%	2%	2%	2%

Lazy

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Kamala Harris	24%	66%	11%	23%	23%	25%
Donald Trump	27%	6%	44%	27%	24%	18%
Both	3%	3%	1%	5%	1%	5%
Neither	29%	17%	31%	32%	36%	27%
Don't know	15%	7%	12%	11%	14%	23%
Skipped	2%	2%	1%	2%	2%	2%

Earned their position

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Kamala Harris	35%	6%	59%	35%	30%	23%
Donald Trump	32%	83%	17%	33%	32%	30%
Both	6%	1%	7%	8%	7%	5%
Neither	13%	4%	9%	14%	17%	18%
Don't know	13%	5%	8%	8%	11%	22%
Skipped	2%	1%	0%	2%	3%	2%



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Cares about people like you

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Kamala Harris	35%	7%	60%	32%	34%	22%
Donald Trump	29%	82%	14%	30%	32%	26%
Both	3%	2%	4%	2%	2%	3%
Neither	19%	7%	14%	24%	18%	27%
Don't know	12%	2%	8%	10%	11%	20%
Skipped	2%	0%	0%	2%	2%	2%

Weird

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Kamala Harris	25%	65%	11%	23%	23%	27%
Donald Trump	39%	9%	63%	39%	42%	26%
Both	12%	9%	9%	17%	13%	14%
Neither	11%	12%	10%	12%	14%	12%
Don't know	10%	6%	6%	8%	7%	18%
Skipped	2%	1%	1%	2%	2%	3%

Patriot

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Kamala Harris	26%	5%	47%	23%	22%	14%
Donald Trump	38%	83%	20%	42%	40%	37%
Both	7%	2%	9%	8%	10%	5%
Neither	13%	3%	11%	14%	14%	18%
Don't know	15%	7%	13%	11%	11%	24%
Skipped	2%	0%	1%	2%	3%	2%



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C1_2. In the last month, have you...

Seen an ad for an individual political candidate

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Yes	67%	79%	75%	72%	73%	51%	58%
No	26%	17%	22%	23%	21%	35%	33%
Don't know	6%	4%	2%	4%	5%	12%	8%
Skipped	1%	1%	0%	1%	1%	2%	1%

Seen an ad for an issue or organization

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Yes	55%	66%	65%	63%	54%	39%	55%
No	32%	25%	26%	29%	34%	42%	32%
Don't know	12%	9%	9%	8%	11%	17%	12%
Skipped	1%	0%	0%	1%	1%	2%	1%

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

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Yes	19%	33%	22%	18%	19%	12%	22%
No	73%	61%	71%	75%	75%	77%	69%
Don't know	7%	5%	7%	6%	4%	10%	8%
Skipped	1%	0%	0%	1%	2%	2%	1%

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

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Yes	43%	56%	49%	49%	38%	30%	37%
No	52%	42%	49%	47%	58%	59%	56%
Don't know	5%	2%	3%	3%	2%	9%	6%
Skipped	1%	0%	0%	1%	1%	2%	1%





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

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Yes	39%	59%	46%	38%	41%	24%	36%
No	54%	39%	49%	57%	56%	62%	56%
Don't know	6%	3%	4%	5%	2%	12%	7%
Skipped	1%	0%	0%	1%	1%	2%	1%

Donated money to a political campaign or issue organization

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None	All - May
Yes	11%	24%	15%	8%	8%	4%	7%
No	85%	75%	84%	89%	89%	86%	87%
Don't know	4%	2%	1%	2%	2%	8%	5%
Skipped	1%	0%	0%	1%	1%	2%	1%

C9_2. In the last three months, have you...

Received a pay raise or gotten a new, higher paying job

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Yes	15%	14%	14%	18%	12%	15%
No	81%	85%	84%	79%	86%	77%
Don't know	3%	1%	2%	1%	1%	7%
Skipped	1%	0%	1%	1%	2%	2%

Seen grocery or gasoline costs go down

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Yes	16%	3%	27%	17%	14%	9%
No	75%	96%	63%	75%	80%	78%
Don't know	8%	0%	9%	7%	6%	12%
Skipped	1%	1%	1%	1%	0%	1%



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Been unable to pay a bill on time

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Yes	22%	24%	21%	20%	21%	23%
No	74%	75%	77%	76%	79%	68%
Don't know	3%	2%	1%	2%	0%	8%
Skipped	1%	0%	0%	2%	0%	2%

Had to go into debt or use retirement savings to make ends meet

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Yes	21%	23%	18%	21%	26%	21%
No	74%	74%	80%	75%	72%	69%
Don't know	4%	3%	2%	2%	1%	8%
Skipped	1%	0%	0%	2%	1%	2%

Had to delay making a major purchase because you didn't have the money

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Yes	42%	46%	34%	45%	42%	48%
No	53%	53%	64%	53%	57%	42%
Don't know	4%	2%	2%	2%	0%	9%
Skipped	1%	0%	1%	1%	1%	2%

C10_2. Do you agree or disagree with the following statements?

Generally speaking, America is a better country than most other countries

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Strongly agree	36%	59%	35%	37%	46%	26%
Somewhat agree	29%	24%	34%	31%	35%	24%
Neither agree nor disagree	18%	7%	17%	18%	13%	25%
Somewhat disagree	7%	4%	8%	7%	4%	8%
Strongly disagree	4%	4%	3%	4%	2%	5%
Don't know	4%	1%	3%	1%	0%	9%
Total agree	66%	83%	69%	68%	80%	50%
Total disagree	11%	8%	11%	11%	6%	13%
Skipped	1%	1%	0%	1%	1%	2%



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When jobs are scarce, employers should prioritize hiring people of this country over immigrants

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Strongly agree	35%	68%	27%	32%	38%	31%
Somewhat agree	19%	14%	22%	19%	27%	17%
Neither agree nor disagree	25%	10%	31%	30%	20%	24%
Somewhat disagree	6%	1%	8%	8%	4%	6%
Strongly disagree	6%	3%	8%	8%	7%	5%
Don't know	7%	3%	3%	2%	2%	15%
Total agree	54%	82%	49%	51%	65%	48%
Total disagree	13%	4%	16%	16%	11%	11%
Skipped	2%	2%	1%	1%	2%	3%

America needs a strong leader to take the country back from the rich and powerful

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Strongly agree	41%	55%	40%	40%	40%	38%
Somewhat agree	24%	18%	27%	25%	30%	21%
Neither agree nor disagree	17%	10%	18%	16%	20%	19%
Somewhat disagree	6%	6%	8%	9%	0%	4%
Strongly disagree	5%	11%	4%	5%	5%	3%
Don't know	5%	0%	2%	3%	3%	11%
Total agree	65%	73%	67%	66%	70%	59%
Total disagree	10%	17%	12%	14%	5%	7%
Skipped	2%	0%	1%	2%	2%	3%

Faith and religion are important parts of American life

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Strongly agree	29%	59%	24%	24%	39%	24%
Somewhat agree	23%	22%	27%	24%	18%	21%
Neither agree nor disagree	21%	9%	23%	20%	19%	25%
Somewhat disagree	10%	4%	11%	12%	10%	8%
Strongly disagree	11%	5%	12%	16%	12%	10%
Don't know	4%	1%	3%	2%	1%	9%
Total agree	53%	81%	51%	48%	57%	45%
Total disagree	21%	9%	23%	28%	22%	18%
Skipped	2%	0%	1%	2%	1%	3%



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Traditional parties and politicians don't care about people like me

	All - Aug	Cons. media	MSM	Digital	Local	Social / Other / None
Strongly agree	23%	19%	18%	25%	20%	29%
Somewhat agree	34%	44%	32%	38%	43%	28%
Neither agree nor disagree	24%	25%	29%	19%	20%	22%
Somewhat disagree	9%	9%	15%	10%	10%	4%
Strongly disagree	2%	3%	3%	3%	2%	1%
Don't know	6%	1%	3%	4%	2%	14%
Total agree	57%	63%	50%	63%	64%	57%
Total disagree	12%	12%	18%	13%	12%	5%
Skipped	1%	0%	0%	1%	3%	2%





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About the Study

This Ipsos poll was conducted August 2-7, 2024, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a representative probability sample of 1,604 adults age 18 or older.

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. 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. A 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. No reminder emails were sent for this study.

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 sampling error takes into account the design effect, which was 1.16. 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.

The study was conducted in both English and Spanish. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, party identification, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from 2023 Current Population Survey (CPS) from the US Census Bureau. Party ID benchmarks are from the Pew NPORS 2024. The weighting categories were as follows:

- 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)





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- Education (High School graduate or less, Some College, Bachelor and beyond)
- State
- 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 (Republican/lean Republican, Independent/Something else, Lean Democrat/Democrat)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Hispanic) by Education (Some college or less, Bachelor and beyond)

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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. 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).

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GAME CHANGERS

