TOPLINE & METHODOLOGY

Reuters Ipsos Large Sample Survey #4 August 2024

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: August 21-28, 2024
Number of interviews: 4,253

Margin of error: +/- 1.7 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:

TM1890Y20. Are you currently registered to vote at your current address, or not?

	Total (N=4,253)	Registered Voter (N=3,562)	RV Democrat (N=1,233)	RV Republican (N=1,262)	RV Independent (N=877)
Yes, registered to vote at my current address	79%	100%	100%	100%	100%
No, not registered to vote at my current address	18%	-	-	-	-
Not sure	3%	-	-	-	-
Skipped	0%	-	-	-	-

TM3089Y23. In November 2024, the next presidential election will be held. How certain are you to vote in the 2024 presidential election?

	Total (N=4,253)	Registered Voter (N=3,562)	RV Democrat (N=1,233)	RV Republican (N=1,262)	RV Independent (N=877)
Completely certain I will NOT vote	13%	3%	2%	2%	3%
Not certain I will vote	6%	4%	3%	3%	7%
Mostly certain I will vote	11%	12%	9%	11%	14%
Completely certain I will vote	63%	78%	85%	83%	72%
Don't know	6%	3%	2%	1%	4%
Skipped	0%	0%	-	-	-

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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=4,253)	Registered Voter (N=3,562)	RV Democrat (N=1,233)	RV Republican (N=1,262)	RV Independent (N=877)
Kamala Harris (Democrat)	41%	45%	92%	5%	41%
Donald Trump (Republican)	38%	41%	3%	89%	35%
Some other candidate	3%	3%	1%	2%	7%
I wouldn't vote	9%	3%	1%	1%	4%
Don't know	8%	7%	3%	3%	11%
Skipped	0%	0%	0%	-	0%

TM3252Y24. If you had to choose, would you say you lean towards supporting Donald Trump or Kamala Harris?

	Total (N=704)	Registered Voter (N=399)	RV Democrat (N=54)	RV Republican (N=81)	RV Independent (N=185)
Kamala Harris	40%	40%	74%	27%	38%
Donald Trump	45%	49%	22%	71%	50%
Skipped	16%	11%	4%	2%	11%

TM3265Y24. If the election for president were held today and the candidates were the following, for whom would you vote?

	Total (N=4,253)	Registered Voter (N=3,562)	RV Democrat (N=1,233)	RV Republican (N=1,262)	RV Independent (N=877)
Kamala Harris (Democrat)	40%	44%	91%	5%	40%
Donald Trump (Republican)	36%	40%	3%	87%	31%
Chase Oliver (Libertarian)	1%	1%	-	1%	2%
Jill Stein (Green)	1%	1%	0%	0%	1%
Robert Kennedy Jr. (Independent)	6%	6%	3%	3%	11%
Cornel West (Independent)	1%	1%	0%	0%	2%
I wouldn't vote	9%	3%	1%	1%	4%
Don't know / Refused	6%	5%	2%	2%	8%
Skipped	0%	0%	-	0%	0%

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TM2041Y21. Thinking about the elections in 2024, if the election for U.S. Congress were held today, would you vote for the Democratic candidate or the Republican candidate in your district where you live?

	Total (N=4,253)	Registered Voter (N=3,562)	RV Democrat (N=1,233)	RV Republican (N=1,262)	RV Independent (N=877)
Democratic candidate	37%	42%	92%	3%	34%
Republican candidate	36%	41%	2%	90%	35%
Candidate from another political party	3%	3%	1%	0%	6%
Will not/do not plan to vote	10%	2%	0%	1%	3%
Don't know	13%	12%	5%	6%	22%
Skipped	1%	0%	-	0%	0%

TM3253Y24. You said you would vote for Kamala Harris if the general election were held today. Which of the following best describes the reason you would vote for Kamala Harris?

	Total (N=2,148)	Registered Voter (N=1,822)	RV Democrat (N=1,186)	RV Republican (N=87)	RV Independent (N=460)
I am voting to support Kamala Harris and her policies	50%	52%	65%	22%	36%
I am voting against Donald Trump and his policies	41%	41%	32%	67%	57%
Not sure	10%	6%	3%	11%	7%
Skipped	0%	0%	-	-	0%

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TM3254Y24. You said you would vote for Donald Trump if the general election were held today. Which of the following best describes the reason you would vote for Donald Trump?

	Total (N=2,024)	Registered Voter (N=1,707)	RV Democrat (N=45)	RV Republican (N=1,173)	RV Independent (N=399)
I am voting to support Donald Trump and his policies	61%	64%	42%	72%	50%
I am voting against Kamala Harris and her policies	28%	31%	44%	26%	42%
Not sure	10%	6%	14%	2%	9%
Skipped	0%	0%	-	0%	-

TM3255Y24_1. Please indicate if any of the following developments in the 2024 presidential campaign have made you more or less excited to vote in November. Joe Biden ended his re-election campaign for president

	Total (N=4,253)	Registered Voter (N=3,562)	RV Democrat (N=1,233)	RV Republican (N=1,262)	RV Independent (N=877)
More excited about voting in November	38%	42%	58%	29%	39%
No impact on my feelings about voting in November	53%	51%	38%	62%	52%
Less excited about voting in November	8%	7%	3%	8%	9%
Skipped	2%	1%	0%	1%	1%

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TM3255Y24_2. Please indicate if any of the following developments in the 2024 presidential campaign have made you more or less excited to vote in November. Kamala Harris entered the race for the Democratic party nomination for president

	Total (N=4,253)	Registered Voter (N=3,562)	RV Democrat (N=1,233)	RV Republican (N=1,262)	RV Independent (N=877)
More excited about voting in November	37%	43%	73%	20%	37%
No impact on my feelings about voting in November	46%	43%	24%	59%	43%
Less excited about voting in November	15%	14%	3%	20%	18%
Skipped	2%	1%	0%	1%	1%

TM3255Y24_3. Please indicate if any of the following developments in the 2024 presidential campaign have made you more or less excited to vote in November. Donald Trump chose Ohio Senator JD Vance as his running mate

	Total (N=4,253)	Registered Voter (N=3,562)	RV Democrat (N=1,233)	RV Republican (N=1,262)	RV Independent (N=877)
More excited about voting in November	21%	24%	18%	38%	19%
No impact on my feelings about voting in November	62%	60%	62%	55%	62%
Less excited about voting in November	16%	15%	20%	7%	18%
Skipped	2%	1%	1%	0%	1%

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TM3255Y24_4. Please indicate if any of the following developments in the 2024 presidential campaign have made you more or less excited to vote in November. Kamala Harris chose Minnesota Governor Tim Walz as her running mate

	Total (N=4,253)	Registered Voter (N=3,562)	RV Democrat (N=1,233)	RV Republican (N=1,262)	RV Independent (N=877)
More excited about voting in November	28%	31%	56%	13%	26%
No impact on my feelings about voting in November	57%	56%	40%	68%	58%
Less excited about voting in November	13%	12%	3%	18%	14%
Skipped	2%	1%	0%	2%	1%

TM3255Y24_5. Please indicate if any of the following developments in the 2024 presidential campaign have made you more or less excited to vote in November. Watching/attending the Republican National Convention

	Total (N=4,253)	Registered Voter (N=3,562)	RV Democrat (N=1,233)	RV Republican (N=1,262)	RV Independent (N=877)
More excited about voting in November	18%	21%	15%	35%	14%
No impact on my feelings about voting in November	67%	66%	68%	60%	71%
Less excited about voting in November	13%	11%	16%	5%	13%
Skipped	2%	2%	2%	0%	1%

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TM3255Y24_6. Please indicate if any of the following developments in the 2024 presidential campaign have made you more or less excited to vote in November. Watching/attending the Democratic National Convention

	Total (N=4,253)	Registered Voter (N=3,562)	RV Democrat (N=1,233)	RV Republican (N=1,262)	RV Independent (N=877)
More excited about voting in November	24%	28%	52%	11%	22%
No impact on my feelings about voting in November	62%	61%	44%	72%	65%
Less excited about voting in November	12%	10%	3%	15%	12%
Skipped	2%	2%	1%	2%	1%

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About the Study

This Ipsos poll was conducted August 21-28, 2024 on behalf of Reuters using the KnowledgePanel®. This poll is based on a representative sample of 4,253 U.S. residents, age 18 or older.

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

- Gender (Male, Female) by Age (18-29, 30-44, 45-59, 60+)
- Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic and 2+ Races/Non-Hispanic, Hispanic)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan Status (Metro, Non-Metro)
- Education (High School graduate or less, Some College, Bachelor or higher)
- Household Income (under $25K, $25K-$49,999, $50K-$74,999, $75K-$99,999, $100K-$149,999, $150K and over)
- Party ID (Democrat, Lean Democrat, Republican, Lean Republican, Independent/Something else)

The margin of sampling error is plus or minus 1.6 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 1.11 for all adults. The margin of sampling error is plus or minus 1.7 percentage points for registered voters. 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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About Ipsos

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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.

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