TOPLINE & METHODOLOGY

Syracuse University/Ipsos Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: August 9-11, 2024
Number of interviews: 1,091
Number of interviews, Republicans: 326
Number of interviews, Democrats: 335
Number of interviews, independents: 337

Margin of error: +/- 3.1 percentage points at the 95% confidence level for all respondents
Margin of error: +/- 5.6 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: +/- 5.7 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=1,091)	Republican (N=326)	Democrat (N=335)	Independent (N=337)
Talking to family and friends	17.0	17.4	15.2	17.6
Conservative news (e.g., Fox News, NewsMax, Daily Wire)	13.1	29.1	2.1	8.5
Online news sources (e.g., Yahoo News, Politico, Axios)	13.0	9.0	13.5	16.8
Local news sources based in **[STATE]**	11.8	10.7	12.5	12.5
National cable news (e.g., CNN, MSNBC, CNBC)	11.0	6.5	17.3	10.4
National broadcast TV news	10.1	9.7	10.7	10.2
Social media	9.1	6.2	10.9	9.0
National newspapers (e.g., New York Times, Washington Post, Wall Street Journal, USA Today)	9.1	4.4	12.8	10.4
Talk or news radio	5.6	7.0	5.1	4.7

TOPLINE & METHODOLOGY

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? *(Continued)*

Total Mean Summary

	August 2024 Total (N=1,091)	July 2024 Total (N=1,024)	May 2024 Total (N=1,017)
Talking to family and friends	17.0	19.3	16.1
Conservative news (e.g., Fox News, NewsMax, Daily Wire)	13.1	11.1	10.6
Online news sources (e.g., Yahoo News, Politico, Axios)	13.0	14.5	13.9
Local news sources based in **[STATE]**	11.8	11.5	13.1
National cable news (e.g., CNN, MSNBC, CNBC)	11.0	9.9	10.3
National broadcast TV news	10.1	9.1	10.8
National newspapers (e.g., New York Times, Washington Post, Wall Street Journal, USA Today)	9.1	9.5	9.5
Social media	9.1	9.1	9.9
Talk or news radio	5.6	5.8	5.9

TOPLINE & METHODOLOGY

2. How familiar are you, if at all, with the following events?

Total Familiar Summary

	Total	Republican	Democrat	Independent
The shooting at a July rally targeting Donald Trump	89%	94%	92%	89%
The selection of Kamala Harris as the Democratic Presidential candidate after Joe Biden dropped out of the race	89%	92%	94%	89%
The selection of JD Vance as the Republican Vice President candidate	75%	87%	75%	75%
The selection of Tim Walz as the Democratic Vice President candidate	71%	75%	79%	70%
The July Republican National Convention	59%	73%	59%	54%
The upcoming Democratic National Convention	58%	53%	76%	55%

	August 2024 Total	July 2024 Total
The shooting at a July rally targeting Donald Trump	89%	88%
The selection of JD Vance as the Republican vice presidential candidate	75%	67%
The July Republican National Convention	59%	62%

a. The shooting at a July rally targeting Donald Trump

	Total	Republican	Democrat	Independent
Very familiar	59%	72%	58%	53%
Somewhat familiar	30%	22%	34%	36%
Not too familiar	6%	4%	6%	6%
Not at all familiar	3%	1%	1%	3%
Skipped	1%	1%	1%	2%
Familiar (Net)	*89%*	*94%*	*92%*	*89%*
Not Familiar (Net)	*9%*	*5%*	*7%*	*9%*

b. The selection of JD Vance as the Republican Vice President candidate

	Total	Republican	Democrat	Independent
Very familiar	41%	50%	45%	35%
Somewhat familiar	33%	36%	31%	39%
Not too familiar	13%	9%	15%	13%
Not at all familiar	11%	4%	9%	10%
Skipped	1%	*	1%	2%
Familiar (Net)	*75%*	*87%*	*75%*	*75%*
Not Familiar (Net)	*24%*	*13%*	*24%*	*24%*

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TOPLINE & METHODOLOGY

2. How familiar are you, if at all, with the following events? *(Continued)*

   c. The July Republican National Convention

	Total	Republican	Democrat	Independent
Very familiar	28%	43%	24%	23%
Somewhat familiar	30%	29%	35%	31%
Not too familiar	24%	20%	27%	27%
Not at all familiar	16%	6%	13%	17%
Skipped	2%	1%	1%	2%
Familiar (Net)	*59%*	*73%*	*59%*	*54%*
Not Familiar (Net)	*40%*	*27%*	*40%*	*44%*

   d. The selection of Kamala Harris as the Democratic Presidential candidate after Joe Biden dropped out of the race

	Total	Republican	Democrat	Independent
Very familiar	61%	63%	72%	55%
Somewhat familiar	29%	30%	22%	34%
Not too familiar	6%	5%	4%	5%
Not at all familiar	3%	2%	1%	4%
Skipped	2%	1%	1%	2%
Familiar (Net)	*89%*	*92%*	*94%*	*89%*
Not Familiar (Net)	*9%*	*7%*	*5%*	*9%*

   e. The selection of Tim Walz as the Democratic Vice President candidate

	Total	Republican	Democrat	Independent
Very familiar	41%	40%	56%	33%
Somewhat familiar	30%	35%	23%	37%
Not too familiar	15%	14%	14%	16%
Not at all familiar	13%	11%	6%	12%
Skipped	1%	1%	1%	2%
Familiar (Net)	*71%*	*75%*	*79%*	*70%*
Not Familiar (Net)	*28%*	*25%*	*21%*	*28%*

   f. The upcoming Democratic National Convention

	Total	Republican	Democrat	Independent
Very familiar	22%	19%	34%	16%
Somewhat familiar	36%	34%	42%	38%
Not too familiar	26%	29%	18%	30%
Not at all familiar	15%	17%	6%	14%
Skipped	2%	1%	1%	2%
Familiar (Net)	*58%*	*53%*	*76%*	*55%*
Not Familiar (Net)	*40%*	*46%*	*23%*	*44%*

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3. How likely, if at all, would you be to watch a televised debate between JD Vance and Tim Walz?

	Total	Republican	Democrat	Independent
Very likely	30%	39%	36%	23%
Somewhat likely	28%	31%	29%	29%
Not too likely	22%	19%	22%	24%
Not at all likely	19%	11%	12%	24%
Skipped	1%	*	1%	1%
Likely (Net)	*58%*	*69%*	*65%*	*52%*
Not Likely (Net)	*41%*	*30%*	*35%*	*47%*

4. How much, if at all, do the following events impact how you plan to vote in the 2024 Presidential election?

More Likely to Vote For Trump Summary

	Total	Republican	Democrat	Independent
The selection of Kamala Harris as the Democratic Presidential candidate after Joe Biden dropped out of the race	29%	63%	5%	23%
The selection of Tim Walz as the Democratic Vice President candidate	25%	54%	5%	20%
The shooting at a July rally targeting Donald Trump	24%	52%	5%	18%
The selection of JD Vance as the Republican Vice President candidate	22%	50%	5%	13%
The July Republican National Convention	21%	46%	7%	14%
The upcoming Democratic National Convention	19%	43%	4%	11%

More Likely to Vote For Harris Summary

	Total	Republican	Democrat	Independent
The selection of Kamala Harris as the Democratic Presidential candidate after Joe Biden dropped out of the race	31%	6%	61%	32%
The selection of Tim Walz as the Democratic Vice President candidate	24%	4%	50%	22%
The selection of JD Vance as the Republican Vice President candidate	23%	4%	48%	21%
The July Republican National Convention	19%	4%	41%	17%
The upcoming Democratic National Convention	19%	3%	42%	13%
The shooting at a July rally targeting Donald Trump	14%	3%	33%	11%

TOPLINE & METHODOLOGY

4. How much, if at all, do the following events impact how you plan to vote in the 2024 Presidential election? *(Continued)*

More Likely to Vote For Trump Summary

	August 2024 Total	July 2024 Total
The shooting at a July rally targeting Donald Trump	24%	18%
The selection of JD Vance as the Republican vice presidential candidate	22%	16%
The July Republican National Convention	21%	16%

More Likely to Vote For Harris Summary*

	August 2024 Total	July 2024 Total
The selection of JD Vance as the Republican vice presidential candidate	23%	20%
The July Republican National Convention	19%	19%
The shooting at a July rally targeting Donald Trump	14%	15%

*In July 2024, this option was "More likely to vote for Biden"

a. The shooting at a July rally targeting Donald Trump

	Total	Republican	Democrat	Independent
Much more likely to vote for Trump	17%	42%	1%	10%
Somewhat more likely to vote for Trump	7%	10%	4%	8%
No change	53%	43%	56%	63%
Somewhat more likely to vote for Harris	2%	1%	5%	1%
Much more likely to vote for Harris	12%	2%	28%	10%
Don't know	7%	2%	5%	8%
Skipped	2%	1%	1%	2%
More Likely for Trump (Net)	*24%*	*52%*	*5%*	*18%*
More Likely for Harris (Net)	*14%*	*3%*	*33%*	*11%*

b. The selection of JD Vance as the Republican Vice President candidate

	Total	Republican	Democrat	Independent
Much more likely to vote for Trump	15%	37%	2%	8%
Somewhat more likely to vote for Trump	7%	13%	3%	5%
No change	45%	42%	40%	54%
Somewhat more likely to vote for Harris	4%	1%	7%	4%
Much more likely to vote for Harris	19%	3%	41%	17%
Don't know	9%	5%	6%	10%
Skipped	2%	1%	1%	2%
More Likely for Trump (Net)	*22%*	*50%*	*5%*	*13%*
More Likely for Harris (Net)	*23%*	*4%*	*48%*	*21%*

GAME CHANGERS

TOPLINE & METHODOLOGY

4. How much, if at all, do the following events impact how you plan to vote in the 2024 Presidential election? *(Continued)*

c. The July Republican National Convention

	Total	Republican	Democrat	Independent
Much more likely to vote for Trump	16%	39%	2%	9%
Somewhat more likely to vote for Trump	5%	7%	5%	5%
No change	48%	45%	45%	57%
Somewhat more likely to vote for Harris	2%	1%	4%	2%
Much more likely to vote for Harris	17%	3%	37%	15%
Don't know	9%	5%	7%	9%
Skipped	2%	1%	1%	2%
More Likely for Trump (Net)	*21%*	*46%*	*7%*	*14%*
More Likely for Harris (Net)	*19%*	*4%*	*41%*	*17%*

d. The selection of Kamala Harris as the Democratic Presidential candidate after Joe Biden dropped out of the race

	Total	Republican	Democrat	Independent
Much more likely to vote for Trump	24%	56%	2%	17%
Somewhat more likely to vote for Trump	5%	7%	3%	6%
No change	31%	27%	28%	34%
Somewhat more likely to vote for Harris	8%	2%	11%	11%
Much more likely to vote for Harris	23%	4%	50%	21%
Don't know	7%	3%	5%	9%
Skipped	2%	1%	1%	2%
More Likely for Trump (Net)	*29%*	*63%*	*5%*	*23%*
More Likely for Harris (Net)	*31%*	*6%*	*61%*	*32%*

e. The selection of Tim Walz as the Democratic Vice President candidate

	Total	Republican	Democrat	Independent
Much more likely to vote for Trump	20%	47%	2%	14%
Somewhat more likely to vote for Trump	5%	7%	3%	6%
No change	41%	36%	39%	49%
Somewhat more likely to vote for Harris	6%	1%	10%	6%
Much more likely to vote for Harris	18%	3%	40%	16%
Don't know	8%	4%	5%	9%
Skipped	2%	1%	1%	2%
More Likely for Trump (Net)	*25%*	*54%*	*5%*	*20%*
More Likely for Harris (Net)	*24%*	*4%*	*50%*	*22%*

GAME CHANGERS

4. How much, if at all, do the following events impact how you plan to vote in the 2024 Presidential election? *(Continued)*

   f. The upcoming Democratic National Convention

	Total	Republican	Democrat	Independent
Much more likely to vote for Trump	15%	38%	1%	8%
Somewhat more likely to vote for Trump	4%	5%	3%	3%
No change	51%	45%	46%	64%
Somewhat more likely to vote for Harris	3%	*	7%	2%
Much more likely to vote for Harris	16%	3%	35%	11%
Don't know	10%	7%	7%	10%
Skipped	2%	1%	1%	2%
More Likely for Trump (Net)	*19%*	*43%*	*4%*	*11%*
More Likely for Harris (Net)	*19%*	*3%*	*42%*	*13%*

5A. **[Split sample. Asked to half of respondents]** In the last month, have you considered voting for Robert F. Kennedy, Jr., for president, or not?

	Total (N=545)	Republican (N=166)	Democrat (N=156)	Independent (N=177)
Yes	14%	14%	9%	20%
No	85%	85%	90%	80%
Skipped	1%	1%	1%	1%

5B. **[Split sample. Asked to half of respondents]** In the last month, have you considered voting for a third party candidate for president, or not?

	Total (N=546)	Republican (N=160)	Democrat (N=179)	Independent (N=160)
Yes	18%	17%	11%	24%
No	81%	83%	88%	74%
Skipped	1%	-	1%	1%

6. Now that Kamala Harris is the Democratic nominee for President, how important, if at all, do you feel it is for there to be a televised debate between Donald Trump and Kamala Harris?

	Total	Republican	Democrat	Independent
Very important	53%	67%	49%	49%
Somewhat important	25%	21%	29%	26%
Not too important	11%	9%	11%	13%
Not at all important	9%	3%	9%	10%
Skipped	2%	*	2%	2%
Important (Net)	*78%*	*88%*	*78%*	*75%*
Not Important (Net)	*20%*	*12%*	*20%*	*23%*

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7. As you may know, Donald Trump recently decided to call off an upcoming debate scheduled for September. If Trump chooses to skip a presidential debate, do you think that helps, hurts, or does not impact his candidacy?

	Total	Republican	Democrat	Independent
Helps	4%	5%	4%	4%
Hurts	48%	38%	62%	49%
Has no impact	45%	56%	32%	45%
Skipped	2%	1%	1%	2%

8. 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	43%	11%	80%	44%
Mainstream media	35%	55%	19%	33%
Kamala Harris	32%	70%	7%	25%
Conservative media	30%	10%	53%	29%
Joe Biden	28%	62%	6%	22%
JD Vance	26%	7%	52%	23%
Tim Walz	21%	51%	5%	13%

	August 2024 Total	July 2024 Total	May 2024 Total
Donald Trump	43%	44%	49%
Mainstream media	35%	37%	N/A
Kamala Harris	32%	25%	N/A
Conservative media	30%	37%	N/A
Joe Biden	28%	32%	34%
JD Vance	26%	25%	N/A

a. Donald Trump

	Total	Republican	Democrat	Independent
A major threat	43%	11%	80%	44%
A minor threat	11%	12%	7%	15%
Not a threat	33%	70%	6%	29%
Don't know/no opinion	11%	7%	7%	10%
Skipped	2%	1%	1%	3%

GAME CHANGERS

8. How great a threat, if at all, do you view the following to the American democratic system and rule of law? *(Continued)*

   b. Joe Biden

	Total	Republican	Democrat	Independent
A major threat	28%	62%	6%	22%
A minor threat	12%	13%	8%	15%
Not a threat	43%	17%	73%	47%
Don't know/no opinion	14%	8%	12%	14%
Skipped	2%	1%	1%	2%

   c. Kamala Harris

	Total	Republican	Democrat	Independent
A major threat	32%	70%	7%	25%
A minor threat	8%	10%	4%	12%
Not a threat	43%	11%	78%	45%
Don't know/no opinion	14%	9%	10%	16%
Skipped	2%	1%	1%	2%

   d. JD Vance

	Total	Republican	Democrat	Independent
A major threat	26%	7%	52%	23%
A minor threat	15%	8%	20%	19%
Not a threat	33%	64%	9%	31%
Don't know/no opinion	24%	20%	17%	25%
Skipped	2%	1%	2%	2%

   e. Mainstream media

	Total	Republican	Democrat	Independent
A major threat	35%	55%	19%	33%
A minor threat	28%	26%	35%	28%
Not a threat	20%	11%	32%	22%
Don't know/no opinion	15%	8%	13%	16%
Skipped	2%	1%	1%	2%

   f. Conservative media

	Total	Republican	Democrat	Independent
A major threat	30%	10%	53%	29%
A minor threat	24%	24%	24%	28%
Not a threat	26%	48%	10%	24%
Don't know/no opinion	18%	17%	12%	16%
Skipped	2%	1%	1%	2%

GAME CHANGERS

TOPLINE & METHODOLOGY

8. How great a threat, if at all, do you view the following to the American democratic system and rule of law? *(Continued)*

g. Tim Walz

	Total	Republican	Democrat	Independent
A major threat	21%	51%	5%	13%
A minor threat	10%	12%	6%	11%
Not a threat	40%	14%	71%	43%
Don't know/no opinion	27%	23%	17%	31%
Skipped	2%	1%	1%	2%

9. How much trust, if any, do you have in each of the following?

Total A great deal/A fair amount Summary

	Total	Republican	Democrat	Independent
Your state government	50%	45%	63%	47%
The Supreme Court of the United States	45%	68%	27%	43%
The federal government	41%	27%	60%	43%
The news media	32%	17%	54%	30%
Politicians	18%	12%	30%	15%

a. The federal government

	Total	Republican	Democrat	Independent
A great deal	6%	4%	10%	5%
A fair amount	35%	23%	50%	38%
Not very much	43%	56%	30%	43%
None at all	14%	16%	9%	13%
Skipped	2%	1%	1%	1%
A great deal/A fair amount (Net)	*41%*	*27%*	*60%*	*43%*
Not very much/None at all (Net)	*57%*	*72%*	*39%*	*56%*

b. Your state government

	Total	Republican	Democrat	Independent
A great deal	9%	5%	17%	7%
A fair amount	41%	40%	46%	40%
Not very much	37%	43%	25%	40%
None at all	12%	11%	10%	12%
Skipped	2%	1%	2%	1%
A great deal/A fair amount (Net)	*50%*	*45%*	*63%*	*47%*
Not very much/None at all (Net)	*49%*	*54%*	*35%*	*52%*

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GAME CHANGERS

11

9. How much trust, if any, do you have in each of the following? *(Continued)*

    c.   Politicians

	Total	Republican	Democrat	Independent
A great deal	2%	2%	4%	1%
A fair amount	16%	10%	26%	14%
Not very much	57%	67%	55%	58%
None at all	23%	21%	13%	26%
Skipped	1%	*	1%	1%
A great deal/A fair amount (Net)	*18%*	*12%*	*30%*	*15%*
Not very much/None at all (Net)	*80%*	*88%*	*68%*	*84%*

    d.   The Supreme Court of the United States

	Total	Republican	Democrat	Independent
A great deal	13%	25%	6%	9%
A fair amount	32%	43%	21%	34%
Not very much	38%	25%	50%	42%
None at all	15%	6%	22%	14%
Skipped	2%	1%	1%	1%
A great deal/A fair amount (Net)	*45%*	*68%*	*27%*	*43%*
Not very much/None at all (Net)	*53%*	*31%*	*72%*	*56%*

    e.   The news media

	Total	Republican	Democrat	Independent
A great deal	4%	2%	9%	3%
A fair amount	28%	15%	45%	27%
Not very much	42%	51%	34%	44%
None at all	23%	31%	11%	25%
Skipped	2%	1%	1%	1%
A great deal/A fair amount (Net)	*32%*	*17%*	*54%*	*30%*
Not very much/None at all (Net)	*65%*	*82%*	*45%*	*69%*

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10. The following are some words or phrases that have been used to describe political candidates. For each, please indicate if you think they are appropriate or not appropriate.

Total Appropriate Summary

	Total	Republican	Democrat	Independent
Radical	61%	68%	57%	62%
Socialist	56%	68%	45%	54%
Weird	45%	36%	58%	45%
Fascist	43%	39%	51%	42%
Lazy	41%	49%	37%	39%

     a. Weird

	Total	Republican	Democrat	Independent
Appropriate	45%	36%	58%	45%
Not appropriate	52%	62%	40%	52%
Skipped	3%	2%	2%	4%

     b. Lazy

	Total	Republican	Democrat	Independent
Appropriate	41%	49%	37%	39%
Not appropriate	56%	50%	61%	57%
Skipped	3%	2%	2%	3%

     c. Radical

	Total	Republican	Democrat	Independent
Appropriate	61%	68%	57%	62%
Not appropriate	36%	31%	41%	35%
Skipped	3%	2%	2%	3%

     d. Fascist

	Total	Republican	Democrat	Independent
Appropriate	43%	39%	51%	42%
Not appropriate	54%	60%	46%	54%
Skipped	3%	2%	2%	3%

     e. Socialist

	Total	Republican	Democrat	Independent
Appropriate	56%	68%	45%	54%
Not appropriate	42%	30%	53%	43%
Skipped	3%	2%	2%	3%

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TOPLINE & METHODOLOGY

11. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	Total	Republican	Democrat	Independent
Kamala Harris' odds of winning have improved now that she has picked Tim Walz as her running mate	36%	14%	65%	36%
It is important to pick a Vice Presidential candidate from a swing state	35%	39%	42%	32%
Vice Presidential picks have virtually no impact on elections	30%	37%	24%	31%
Donald Trump's odds of winning have improved now that he has picked JD Vance as his running mate	25%	54%	9%	18%

a. Donald Trump's odds of winning have improved now that he has picked JD Vance as his running mate

	Total	Republican	Democrat	Independent
Strongly agree	8%	19%	4%	3%
Somewhat agree	18%	35%	6%	15%
Somewhat disagree	18%	16%	23%	22%
Strongly disagree	22%	6%	45%	21%
Don't know	32%	23%	24%	37%
Skipped	2%	1%	*	2%
Agree (Net)	*25%*	*54%*	*9%*	*18%*
Disagree (Net)	*41%*	*22%*	*67%*	*43%*

b. Kamala Harris' odds of winning have improved now that she has picked Tim Walz as her running mate

	Total	Republican	Democrat	Independent
Strongly agree	15%	3%	31%	12%
Somewhat agree	21%	10%	34%	24%
Somewhat disagree	13%	22%	8%	14%
Strongly disagree	18%	38%	3%	15%
Don't know	31%	26%	23%	34%
Skipped	2%	1%	1%	2%
Agree (Net)	*36%*	*14%*	*65%*	*36%*
Disagree (Net)	*31%*	*59%*	*11%*	*29%*

GAME CHANGERS

TOPLINE & METHODOLOGY

11. To what extent do you agree or disagree with the following statements? *(Continued)*

c. Vice Presidential picks have virtually no impact on elections

	Total	Republican	Democrat	Independent
Strongly agree	4%	4%	6%	3%
Somewhat agree	25%	33%	18%	28%
Somewhat disagree	35%	37%	39%	33%
Strongly disagree	18%	17%	25%	15%
Don't know	15%	8%	11%	18%
Skipped	2%	1%	1%	3%
Agree (Net)	*30%*	*37%*	*24%*	*31%*
Disagree (Net)	*53%*	*54%*	*64%*	*48%*

d. It is important to pick a Vice Presidential candidate from a swing state

	Total	Republican	Democrat	Independent
Strongly agree	6%	8%	7%	6%
Somewhat agree	29%	31%	35%	26%
Somewhat disagree	14%	18%	16%	11%
Strongly disagree	6%	6%	5%	8%
Don't know	43%	36%	36%	47%
Skipped	2%	1%	*	2%
Agree (Net)	*35%*	*39%*	*42%*	*32%*
Disagree (Net)	*20%*	*24%*	*21%*	*19%*

TOPLINE & METHODOLOGY

12. To what extent do you agree or disagree with the following statements?

Total Agree Summary

	Total	Republican	Democrat	Independent
Social media promotes too many people using violent and divisive language	68%	68%	70%	73%
Donald Trump uses too much violent and divisive language	61%	40%	84%	66%
The mainstream media covers too many people using violent and divisive language	60%	67%	58%	62%
Conservative media covers too many people using violent and divisive language	54%	40%	70%	60%
Republicans use too much violent and divisive language	53%	29%	78%	58%
Democrats use too much violent and divisive language	39%	70%	14%	39%
Kamala Harris uses too much violent and divisive language	29%	55%	9%	28%

	August 2024 Total	July 2024 Total
Social media promotes too many people using violent and divisive language	68%	75%
Donald Trump uses too much violent and divisive language	61%	61%
The mainstream media covers too many people using violent and divisive language	60%	69%
Conservative media covers too many people using violent and divisive language	54%	59%
Republicans use too much violent and divisive language	53%	55%
Democrats use too much violent and divisive language	39%	41%
Kamala Harris uses too much violent and divisive language*	29%	30%

In July 2024, this statement read "Joe Biden uses too much violent and divisive language"

GAME CHANGERS

TOPLINE & METHODOLOGY

12. To what extent do you agree or disagree with the following statements? *(Continued)*

   a.   Donald Trump uses too much violent and divisive language

	Total	Republican	Democrat	Independent
Strongly agree	41%	13%	72%	45%
Somewhat agree	20%	28%	12%	21%
Somewhat disagree	12%	21%	5%	13%
Strongly disagree	13%	30%	3%	8%
Don't know	11%	7%	7%	11%
Skipped	2%	1%	2%	2%
Agree (Net)	*61%*	*40%*	*84%*	*66%*
Disagree (Net)	*26%*	*51%*	*8%*	*21%*

   b.   Republicans use too much violent and divisive language

	Total	Republican	Democrat	Independent
Strongly agree	30%	8%	55%	29%
Somewhat agree	23%	21%	23%	29%
Somewhat disagree	16%	29%	9%	13%
Strongly disagree	14%	31%	3%	11%
Don't know	14%	10%	8%	15%
Skipped	2%	1%	2%	3%
Agree (Net)	*53%*	*29%*	*78%*	*58%*
Disagree (Net)	*30%*	*60%*	*12%*	*25%*

   c.   Kamala Haris uses too much violent and divisive language

	Total	Republican	Democrat	Independent
Strongly agree	14%	28%	4%	12%
Somewhat agree	15%	28%	4%	15%
Somewhat disagree	15%	14%	14%	19%
Strongly disagree	34%	10%	66%	31%
Don't know	20%	20%	10%	20%
Skipped	2%	1%	2%	2%
Agree (Net)	*29%*	*55%*	*9%*	*28%*
Disagree (Net)	*49%*	*24%*	*80%*	*50%*

   d.   Democrats use too much violent and divisive language

	Total	Republican	Democrat	Independent
Strongly agree	20%	42%	3%	17%
Somewhat agree	20%	27%	11%	22%
Somewhat disagree	18%	13%	23%	21%
Strongly disagree	25%	6%	52%	21%
Don't know	16%	10%	10%	16%
Skipped	2%	1%	2%	2%
Agree (Net)	*39%*	*70%*	*14%*	*39%*
Disagree (Net)	*43%*	*19%*	*75%*	*42%*

GAME CHANGERS

TOPLINE & METHODOLOGY

12. To what extent do you agree or disagree with the following statements? *(Continued)*

e. The mainstream media covers too many people using violent and divisive language

	Total	Republican	Democrat	Independent
Strongly agree	28%	35%	17%	31%
Somewhat agree	33%	31%	41%	32%
Somewhat disagree	14%	14%	18%	12%
Strongly disagree	5%	5%	6%	5%
Don't know	19%	13%	16%	19%
Skipped	2%	1%	1%	2%
Agree (Net)	*60%*	*67%*	*58%*	*62%*
Disagree (Net)	*19%*	*19%*	*25%*	*17%*

f. Conservative media covers too many people using violent and divisive language

	Total	Republican	Democrat	Independent
Strongly agree	28%	12%	45%	32%
Somewhat agree	26%	28%	25%	29%
Somewhat disagree	13%	26%	6%	8%
Strongly disagree	10%	20%	3%	10%
Don't know	20%	13%	19%	20%
Skipped	2%	1%	1%	2%
Agree (Net)	*54%*	*40%*	*70%*	*60%*
Disagree (Net)	*24%*	*46%*	*10%*	*18%*

g. Social media promotes too many people using violent and divisive language

	Total	Republican	Democrat	Independent
Strongly agree	37%	37%	38%	40%
Somewhat agree	31%	32%	33%	32%
Somewhat disagree	9%	13%	9%	6%
Strongly disagree	5%	4%	7%	4%
Don't know	16%	14%	12%	15%
Skipped	2%	1%	2%	2%
Agree (Net)	*68%*	*68%*	*70%*	*73%*
Disagree (Net)	*14%*	*17%*	*16%*	*11%*

GAME CHANGERS

TOPLINE & METHODOLOGY

13. 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	34%	10%	68%	30%
If I don't vote, it will not really impact the election either way	32%	25%	18%	45%
If I don't vote in the upcoming election, it is the same as a vote for Kamala Harris	26%	57%	7%	18%
If I don't vote, I believe it will lead to better candidates in the future	5%	4%	5%	5%
Skipped	3%	3%	2%	2%

	August 2024 Total	July 2024 Total	May 2024 Total*
If I don't vote in the upcoming election, it is the same as a vote for Donald Trump	34%	35%	32%
If I don't vote, it will not really impact the election either way	32%	32%	31%
If I don't vote in the upcoming election, it is the same as a vote for Kamala Harris	26%	23%	26%
If I don't vote, I believe it will lead to better candidates in the future	5%	5%	5%
Skipped	3%	35%	7%

Prior to August 2024, this statement read "If I don't vote in the upcoming election, it is the same as a vote for Joe Biden"

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

	Total
Republican	29%
Democrat	29%
Independent	29%
Something else	10%
Skipped	2%

15. As of today do you lean more to…

Base: Did not select Republican or Democrat in Q13

	Total (N=441)
The Republican Party	42%
The Democratic Party	40%
Skipped	18%

GAME CHANGERS

TOPLINE & METHODOLOGY

About the Study

This Syracuse University/Ipsos poll was conducted by Ipsos from August 9 to August 11, 2024, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,091 adults age 18 or older. The sample includes 326 Republicans, 335 Democrats, and 337 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 2024 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 3.1 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 1.12. For Republicans, the margin of sampling error is plus or minus 5.6 percentage points, and the design effect is 1.07. For Democrats, the margin of sampling error is plus or minus 5.7 percentage points, and the design effect is 1.14. For independents, the margin of sampling error is plus or minus 5.7 percentage points, and the design effect is 1.12.

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.

GAME CHANGERS

TOPLINE & METHODOLOGY

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GAME CHANGERS   Ipsos

21

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.

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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 www.ipsos.com

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GAME CHANGERS

22