



TOPLINE & METHODOLOGY

Ipsos Election 2024 Main Issue

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: September 20-22, 2024
 Number of interviews: 1,029
 N=351 Democrats, N=290 Republicans, N=310 Independents

Margin of error: +/- 3.2 percentage points at the 95% confidence level for all respondents
 +/- 5.6 for Democrats, +/-5.9 for Republicans, +/-5.7 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:

Q1. When looking at things you want in the next president, which of the following is most important to you?

	Total (N=1,029)	Democrat (N=351)	Republican (N=290)	Independent (N=310)
Building an economy that gives every American a chance to succeed	20%	29%	20%	18%
Getting costs and inflation under control	17%	10%	26%	19%
Safeguarding the American democratic system	15%	30%	6%	13%
Fixing a broken system	11%	6%	11%	14%
Getting immigration under control	11%	2%	23%	9%
Someone who protects my freedoms	8%	8%	6%	9%
Making a change from past mistakes and ways of doing things	5%	5%	3%	6%
Ensuring that the best of America is still to come	5%	8%	3%	5%
Someone who understands my life	2%	1%	0%	2%
Someone like me	1%	2%	0%	1%
Skipped	5%	0%	1%	4%





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Q2. In your opinion, what is the most important problem facing the U.S. today?

	Total (N=1,029)	Democrat (N=351)	Republican (N=290)	Independent (N=310)
Economy, unemployment, and jobs	26%	18%	36%	27%
Political extremism or threats to democracy	20%	36%	8%	20%
Immigration	14%	3%	31%	11%
Crime or corruption	5%	5%	3%	7%
Abortion issues	4%	6%	3%	4%
Environment and climate	4%	7%	1%	3%
Healthcare system	3%	3%	2%	4%
Morality	3%	1%	3%	3%
War and foreign conflicts	3%	3%	2%	3%
Inequality and discrimination	2%	5%	0%	2%
Terrorism and extremism	2%	2%	1%	2%
Education	1%	1%	2%	1%
Public health, disease, and illness	1%	1%	0%	2%
Energy issues	0%	0%	1%	1%
Don't know	6%	3%	4%	6%
Other	4%	4%	4%	4%
Skipped	1%	0%	0%	0%





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About the Study

This poll was conducted by Ipsos from September 20-22, 2024, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,029 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 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 National Public Opinion Reference Survey (NPORS). 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 (Republican, Leans Republican, Independent/Other, Democrat, Leans Democrat)

The margin of sampling error is plus or minus 3.2 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. 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

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

